

# THE OBSERVER/ENTERPRISE

Serving Coke County



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## “Windshield Tour” of Bronte proves enlightening

In late spring of this year, a Windshield Tour of Bronte was conducted in cooperation with a Texas Department of Agriculture representative at the request of Bronte Economic Development 4B Vice President Susan Williams.

For this tour, there were two reviewers who each came to Bronte at different times. Reviewer #1 is a professional community developer and Reviewer #2 is a business owner in another city.

They “graded” Bronte in seven areas - downtown, industrial, community services (medical, legal, financial, hospital, funeral home, cemetery, schools), educational services, city services, cultural/social services (country club, restaurants, tennis courts, theater), and retail. They ended

their survey with a summary of their overall impressions. The complete tour results begins below.

### **Downtown Identifiability in Determining Boundaries**

Can you tell when you enter and when you leave?

- 1. Yes
- 2. Yes 158 traffic light

### **Visibility from Highways and Thoroughfares and Signage**

Is the downtown easily identifiable?

- 1. No, regarding the “official” downtown sign designation. However, it is easily identified coming in from Hwy 277 South.
- 2. Yes, there is a Main Street sign.

### **Appearance**

How does the downtown appearance affect you? Is it clean and repaired? Is the



architecture uniform? Is the signage uncluttered? Is it landscaped?

1. It is clean. A few buildings need paint touched up. It is impressive to see most buildings occupied. Bronte is better than many similar towns.

2. Buildings appear to be in good shape. They are clean and most are in use.

### **Image**

Is there a personality, sense of identity, and sense of pride?

1. Yes, I love the Indian on the building. What is the Blue Goose? It looks like a bar.

2. Yes and yes

### **Creativity**

Are there benches, themes, special effects and unique touches?

1. Yes. Again, I love the Indian and the other art in the downtown area. I would love to see planters and other beautification projects.

2. The park (downtown mini-park) has a marquee and benches.

### **Accessibility**

From the highway, residential areas, etc., how easy is it to get to once you identify it?

- 1. Very easy
- 2. Good accessibility

### **Promotion**

Is activity centered around downtown? Is there a promotional program to encourage downtown use?

1. I’m not sure. I do like the little park where the info sign is.

2. Park has marquee, but there needs to be something at the Hwy 277/Main Street intersection.

### **Convenience**

How are the parking, sidewalks, curbs, parking meters, and lighting?

1. There is adequate parking and the sidewalks are decent and mostly navigable.

2. The parking is good and the sidewalks are okay.

### **Safety**

Is the area easily accessible to police and fire departments and ambulance services?

1. Yes, but I didn’t see street lamps for night time.

2. I don’t know but assume yes.

### **Range of Services**

Can you acquire all services, including postal, city, retail, medical and legal?

1. Yes, there is a surprising

range of services for such a small stretch.

2. I guess.

Reviewer #2 shared these overall comments on the downtown area. “Great accessibility, good sidewalks, buildings are being taken care of. Better downtown area than most towns of this size. Big bonus is stoplight at Main and 277 to stop traffic and give viewers a chance to see downtown.”

### **Industrial**

“While there may not necessarily be an industrial park area like many larger communities, both of us noted the same area we identified as industrial. This area is occupied mainly by WTG and city services. It was okay to look at with a good secure fence. Would be nice if the fence were solid and blocked the view for nearby homes.”

### **Community Services**

(Medical, Legal, Financial – Accountants and Banking, Hospital, Funeral Home, Cemetery, Schools)

### **Quality**

What kind of reputation do community services have?

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## WEEK AT A GLANCE

### Sunday, July 29

RLVFD Fried Chicken Dinner, 11 am - 1 pm, Fire Station, Robert Lee

### Monday, July 30

RL Mini Cheer Camp, 9 am - 11 am, Robert Lee High School

### Tuesday, July 31

RL Mini Cheer Camp, 9 am - 11 am, Robert Lee High School

### Wednesday, August 1

RL Mini Cheer Camp, 9 am - 11 am, Robert Lee High School

### Thursday, August 2

RL Mini Cheer Camp, 9 am - 11 am, Robert Lee High School

Red Hat Society Meeting, 11 am, Beefmaster Steakhouse, Robert Lee

Vision with a Purpose Meeting, 6 pm, VP Headquarters, Austin Street, Robert Lee

### Friday, August 3

RL Mini Cheer Camp, 9 am - 11 am, Robert Lee High School

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