

www.friscoheritage.org

FRISCO'S 10TH DECADE

1990-1999

The 90s in Frisco

The 1990's brought an end to the Cold War in 1991 when, against the wishes of Mikhail Gorbachev, the Soviet Union was dissolved as 11 former members of the Republic formed the Commonwealth of Independent States, or CIS. Gorbachev resigned as president of the now mostly non-existent USSR.

Meanwhile, Saddam Hussein ordered Iraqi troops to invade Kuwait. Though sanctioned by the UN Security Council, Iraq annexed Kuwait and promptly cancelled its debt to the former independent country, while taking control of its vast oil reserves. Iraq then set its eyes on Saudi Arabia to further expand its dominance in the Middle East. As the deadline to withdraw from Kuwait passed, the US, along with allied forces, found itself at war, again. Operation Desert Storm of the Persian Gulf War began on January 16, 1991 and ended on February 28, 1991 with a complete collapse of Iraqi resistance. However, tensions in this region would continue and lead to another war in the early 21st century.



Nelson Mandela was freed from jail after 27 years in 1990 by President F. W. de Klerk, who was the seventh State President of South Africa. With the end of Apartheid, the first fully representative election was held in South Africa in 1994. Mandela was elected, becoming the first President of South Africa.

The world watched as the fairytale marriage of Prince Charles and Princess Diana dissolved. They separated in 1992 and divorced in 1996. Tragically, Diana would die from injuries she received in a Paris tunnel car crash in 1997. And, again, the world would watch but this time mourning the passing of 'The People's Princess'.

Other major news stories in the 90s included: Hong Kong's return to Chinese control after the 99-year lease to Great Britain expired; in the 'trial of the century', O.J. Simpson was acquitted of the murders of his ex-wife Nicole Brown Simpson and Ron Goldman; Ted Kaczynski—the Unabomber—was arrested; President Clinton was impeached; and scientists cloned a sheep in Great Britain and called her Dolly.

Fashion choices remained questionable as mullets were a popular hairstyle and grunge was a favored clothing look. However, grunge gave way to designer and Christian Louboutin made a name for himself with stiletto shoes bearing his signature red soles with heels as high as their price tag.

Popular movies included Home Alone, Forrest Gump, Apollo 13, Toy Story, and Titanic. Television shows that ruled the airwaves were Seinfeld, Home Improvement, and Cheers, which aired its final season in 1993, but saw its spin-off, Frasier, have an equally successful run from 1993-2004.

Madonna, Michael Jackson, Mariah Carey, and Boys II Men led the pop music charts, but Los del Rio had everyone dancing the Macarena. And we were listening to these artists on portable MP3 players. A boy named Harry Potter welcomed readers to his wizarding world. Beanie Babies, Nintendo 64, and Tickle Me Elmo were the 'must have' toy fads.

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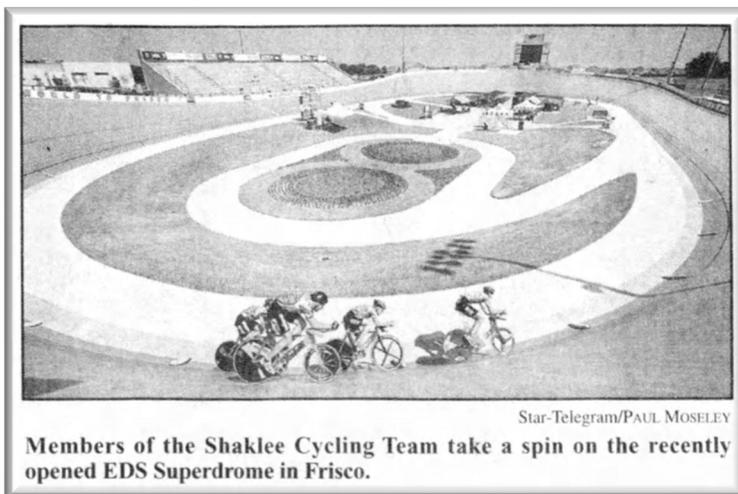
America Online and a dial-up connection were all we needed to connect to the internet, and the World Wide Web changed the way we research and communicate. “You’ve got mail” was an exciting announcement that someone, somewhere sent you an electronic letter and the word ‘email’ became part of our everyday vernacular.

As the century inched toward a new millennium, the Y2K panic had people and businesses scrambling to update their computer programs to avoid havoc when the year rolled over from 1999 to 2000.



Here in Frisco, the 90s brought the largest growth percentage-wise that Frisco has ever seen. The population in 1990 was 6,582. By the year 2000, Frisco’s population would reach 33,714—a whopping 449.3% growth! In this outrageous decade of expansion, Frisco is no longer a small, sleepy rural town, but blossoms into an ever-expanding suburban community. In this issue of Frisco Heritage Times we will revisit the founding of two local non-profit organizations, we’ll look at Frisco’s first venture in the sports arena that put our town on a national and international stage, and we’ll visit two local favorite dining destinations that both put down roots in Frisco in the 1990’s and are still feeding hungry Texans today.

The Superdrome



Fort Worth Star Telegram, July 1, 1998

In June 1998, the EDS Superdrome opened on the Preston Ridge campus of Collin County Community College (CCCC). This joint venture between CCCC, the City of Frisco, and Electronic Data Systems (EDS) cost 2.5 million dollars and was the first major step in Frisco’s development as Sports City USA. EDS would remove their support in 1999 leaving the City and CCCC to run the facility.

The oval track, or velodrome, was constructed with steep banks on a steel frame and a marine-grade wooden surface. The viewing stands could hold up to 2,200 spectators. The Superdrome quickly gained

a reputation as a fast track hosting high profile racers and competitions including the 1999 cycling trials for team USA hopefuls for the 2000 Olympics in Sydney, Australia. The Superdrome closed in 2017 and was demolished in 2018.

Frisco's Project for the Future

On February 22, 1994, a group of concerned Frisco residents gathered to discuss the idea of creating an organization that could provide aid and counseling to Frisco residents in need in one central location. Over the next eleven months the community worked together to open a facility, hire a director, and prepare to immediately serve the residents when the doors opened on January 24, 1995. Frisco's Project for the Future assisted local families in need of food, clothing, help with utility bills, counseling, and job training. As Frisco grew, so did the need for assistance.



The ribbon cutting ceremony for Frisco's Project for the Future.

Frisco Enterprise, March 3, 1985

Today, Frisco's Project for the Future is known as Frisco Family Services (FFS). Their mission is the same as it was in 1995: to help members of the Frisco and Fisd communities who are facing hunger, homelessness and other urgent needs to improve their quality of life and achieve self-sufficiency. FFS is always happy to accept donations of cash and goods for Frisco Resale, as well as volunteers for their many programs. The FFS food pantry is the only community pantry of its type in Frisco where residents can 'shop' for the groceries they need in a store setting at no cost.

You can learn more about Frisco Family Services at www.friscofamilyservices.org.

The Heritage Association of Frisco



Linda Sutton, Bob Warren and Sharon Weinberg were enjoying lunch at La Hacienda Ranch on Preston Road, in the area that was part of the former town of Lebanon. As they watched bulldozers tearing down more of the old buildings, they realized that history was being erased and decided to do something about it. Gathering like-minded citizens, in 1998 the Heritage Association of Frisco (HAF) was born. Their goals were lofty—to work with the City leaders to develop a plan for a Heritage Center and Museum.

With Dr. Erwin G. Pink leading the organization as its first president, the volunteers began the daunting task of gathering artifacts and oral histories. They went on fact-finding missions to learn about other museums and centers and create a 'wish list' for what they envisioned in Frisco. They raised funds, organized events for the community, and entered the 21st century with a vision for preserving Frisco's 20th century history and chronicling its 21st century future history.

Today HAF is still following our mission to research, preserve and share Frisco's rich history. We'll highlight our first decade in more detail next month!

La Hacienda Ranch

In 1992, Dallas restaurateur Mariano Martinez bought 2.3 acres of land on Preston Road in the old town of Lebanon. Some said his land was surrounded by nothing in the middle of nowhere. They wondered why he would choose this location to build a restaurant. Martinez felt that people would drive to the country for good food and he was right.

Martinez received the first economic incentive offered by the newly formed Frisco Economic Development Corporation in the amount of \$5,000 to install a fire hydrant.

La Hacienda Ranch opened in 1993 and did an astounding \$2.2 million their first year recovering the \$1.3 million investment Martinez made to get the business up and running.

La Hacienda Ranch was one of the few businesses in that area of Frisco for nearly 7 years as Martinez watched and waited for the predicted development to come north of highway 121. With the end of the 20th century came the beginning of the boom in Frisco. In the *Frisco—The First One Hundred Years book*, Martinez is quoted, “The difference between a visionary and a crazy person is a full parking lot.” Mariano Martinez is certainly a visionary in many ways.

Before coming to Frisco, Martinez opened Mariano’s in Dallas. There, in 1971 he pioneered his claim to fame—the frozen margarita machine. By adapting a soft serve ice cream dispenser, he was able to provide frozen margaritas in mass production rather than the previous method of making them one at a time in a blender. This ensured quality with a consistent recipe and revolutionized the blended drink for the restaurant industry. His original machine was inducted into the Smithsonian National Museum of American History in 2005.

It was also at La Hacienda Ranch where the idea of a Heritage Association of Frisco was first formed. Perhaps over a frozen margarita or two.

Frisco Economic Development Corporation

May 4, 1991 was a turning point in Frisco’s future. The citizens voted to approve a measure to earmark .50 percent sales tax for economic development.

The Frisco Economic Development Corporation (FDC) was established with the help of this fund. This allowed Frisco to offer development and relocation incentives which were competitive with the larger towns of Plano and Dallas.

The Frisco EDC has spearheaded the effort to bring businesses and jobs to the community.



La Hacienda Ranch sits on the corner of Preston Road and John Hickman Parkway.

Randy's Steakhouse

Randy Burks, owner and chef of Randy's Steakhouse, calls his restaurant, "fine dining in historic elegance." This is not a hollow boast. Randy's is in the historic T. J. Campbell house on the corner of Main and 5th Streets—the very heart of the historic area of Frisco. The home originally stood in Lebanon, about three miles southeast of Frisco, and was moved to its new homesite within a year or two of the founding of Frisco. Vivian and W. O. McCallum secured a historical marker from the State of Texas for the property in 1972 and spent two decades restoring the home.

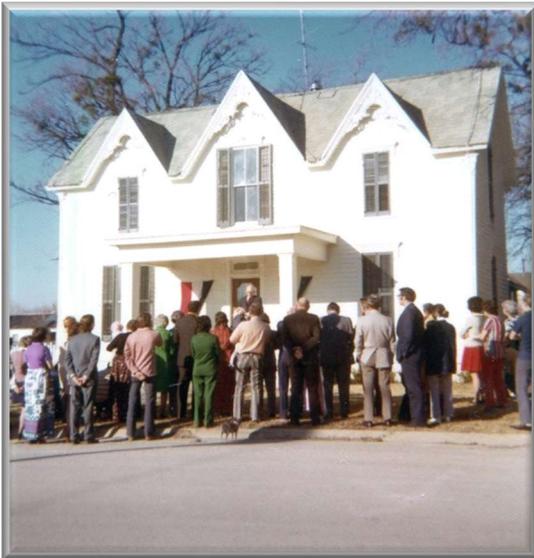
In 1993, Randy opened Randy's Country Kitchen in what is now the home of Didi's Downtown. When he heard Vivian McCallum was selling her historic home, he thought it would be the perfect place for the upscale steakhouse he envisioned. With the help of his family, the property was purchased and transformed into a fine dining establishment with a 3,000 square foot addition that did not detract from the historic structure. Randy's quickly became synonymous with great steaks and special occasions.



One such occasion in 1999 was the 80th birthday of Dorothy Kennedy Griffin. Dorothy was born in 1919 to Ethel Bishop Kennedy. The attending physician was Dr. J. D. Carpenter. Dr. Carpenter purchased the Campbell home a year or so after T. J. passed in 1915. Dorothy's family surprised her with a special dinner at Randy's—upstairs in the middle bedroom, where she was born 80 years earlier!

Randy's is not the first business in the home. Rosa Johnson ran a restaurant in the home during the early 1920s providing noontime meals for locals. Later, another owner, Ada Sonntag, would rent out rooms to boarders. Back when the house was in Lebanon, it is said to have housed Campbell's Dry Goods and Grocery Store on the first floor, while the family lived upstairs.

Dorothy Griffin



This photo is from the 1972 unveiling of the Texas State Historical Marker in the T. J. Campbell home. The McCallums would later restore the porch to the original size.



The historic T. J. Campbell house on Main and 5th Streets has been home to Randy's Steak House since 1995.

Photo courtesy of the McCallum Family



Above: Mayor Kathy Seei breaks ground for the Stonebriar Mall with a bulldozer in October of 1998.

Right: This article from the November 4, 1988 edition of The Colony Courier talks about the long-awaited development.

Frisco mall breaks ground

Representatives from five national retail companies participated in the long-awaited groundbreaking of the two-level, 1.3 million-square-foot Stonebriar Mall at Frisco Bridges, which took place on October 27. The mall, which is owned and being developed by Chicago-based General Growth Properties, Inc., will

be located at the corner of Preston Road and Highway 121 in Frisco.

The five establishments – Sears, Roebuck and Co., JCPenney, Macy's, Nordstrom and American Multi-Cinema, Inc. (AMC) – are anchor tenants of the new regional super mall, scheduled to open Spring 2000.

Getting the project off the ground, said Larry Howard, senior development director of General Growth Properties, was like being a father with kids on a long car ride.

"I kept hearing 'are we there yet?'" he said.

Frisco City Council proposed the idea for the mall to General Growth in 1988, but construction on the property was delayed for reasons ranging from design changes to battles with Plano over which side of highway 121 the mall should be built.

From the Heritage Association of Frisco Board of Directors

The Board of Directors met via Zoom in September to discuss the continued cancellation of meetings and events while the COVID-19 situation continues. Here are a few things you should know:

- Third Sunday Open Houses are cancelled until further notice.
- If you ordered a Virtual Shawnee Trail Cowboy Day T-shirt, you will be contacted when they are available for pick up.

If you have not paid your annual dues, or you would like to support the work of HAF by becoming a member, please visit our website at www.friscoheritage.org. There are two ways to complete and submit your membership application.

1. Fill out and submit an [online application](#) at www.friscoheritage.org and pay through PayPal.
2. [Download](#), print it, fill it out and mail it along with your check to:

Heritage Association of Frisco
PO Box 263
Frisco, TX 75034

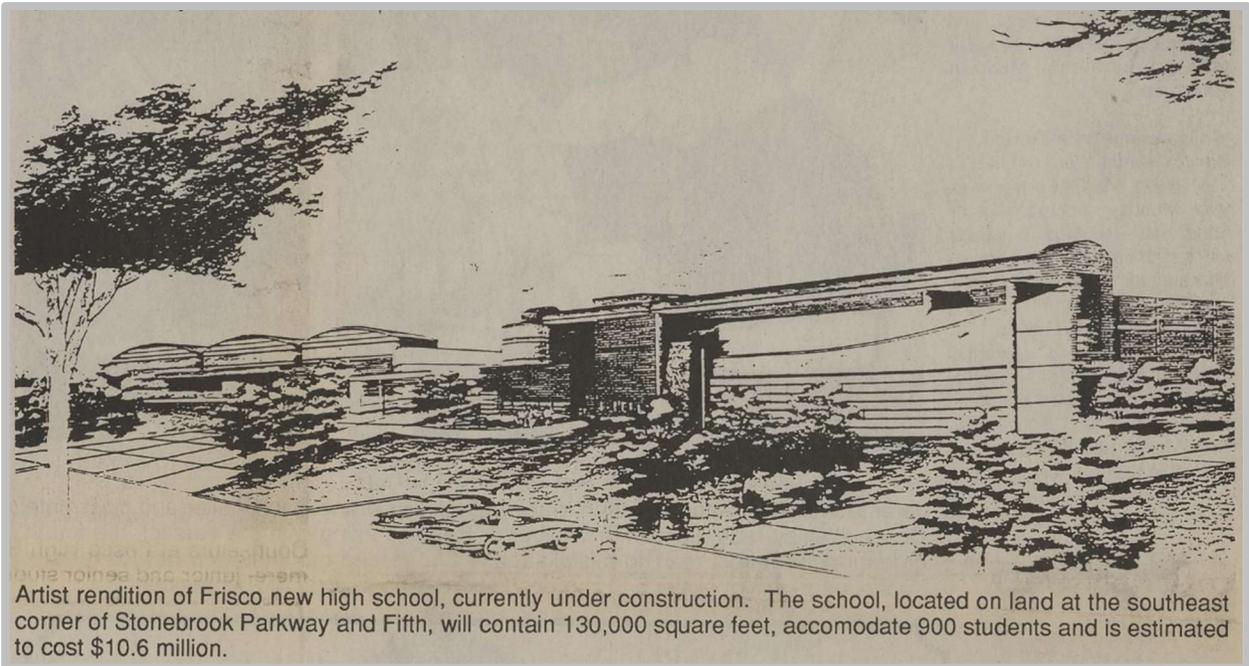
Thanks for your support!

FRISCO The First 100 Years, Frisco's second comprehensive history book, is available for purchase at the deep discount price of \$20. You can pick one up in the welcome center of the Frisco Heritage Museum, but staff can only accept cash, or a check made payable to *Heritage Association of Frisco*.

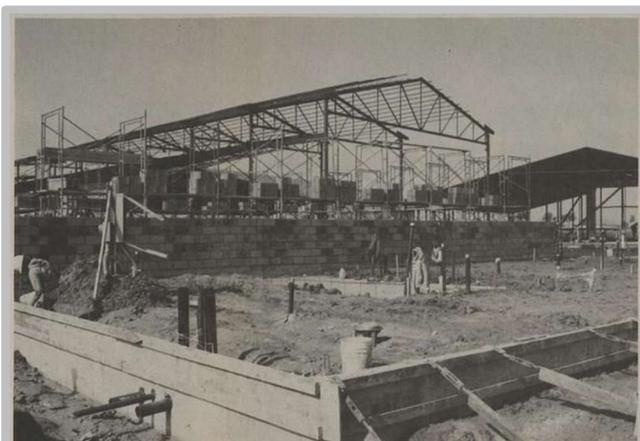
Schools, Schools, and More Schools!

By the mid-1990s, the population was multiplying at a rapid pace and Frisco schools were bursting at the seams. The middle school needed portable trailer classrooms to house the students. Fisd expansion began in earnest with the addition of Curtsinger Elementary School, a new Frisco High School on 5th (now Parkwood Boulevard) and Stonebrook Parkway, and the conversion of the old high school to Benton Staley Middle School. Collin County Community College broke ground on the Preston Ridge campus. Additionally, the Noel Smith Elementary School opened in 1997 followed by the J. W. and Ruth Christie Elementary School and the Allen and Naoma Anderson Elementary School, which both opened in 1999. Construction began in 1999 on the Adelle R. Clark Middle School and the Shawnee Trail Elementary School, which were both opened in the fall of 2000. The construction of new schools will continue through the next two decades as Frisco continues to grow.

All images below are from the March 3, 1995 Frisco Enterprise.



Artist rendition of Frisco new high school, currently under construction. The school, located on land at the southeast corner of Stonebrook Parkway and Fifth, will contain 130,000 square feet, accommodate 900 students and is estimated to cost \$10.6 million.



Curtsinger Elementary, when completed, will contain 50,000 square feet and serve 500 students, grades kindergarten through fifth. Construction at both Curtsinger and the new high school is reportedly running one month behind schedule due to inclement weather. Curtsinger is scheduled to open in the fall of 1995 while the high school is scheduled to open in January of 1996.

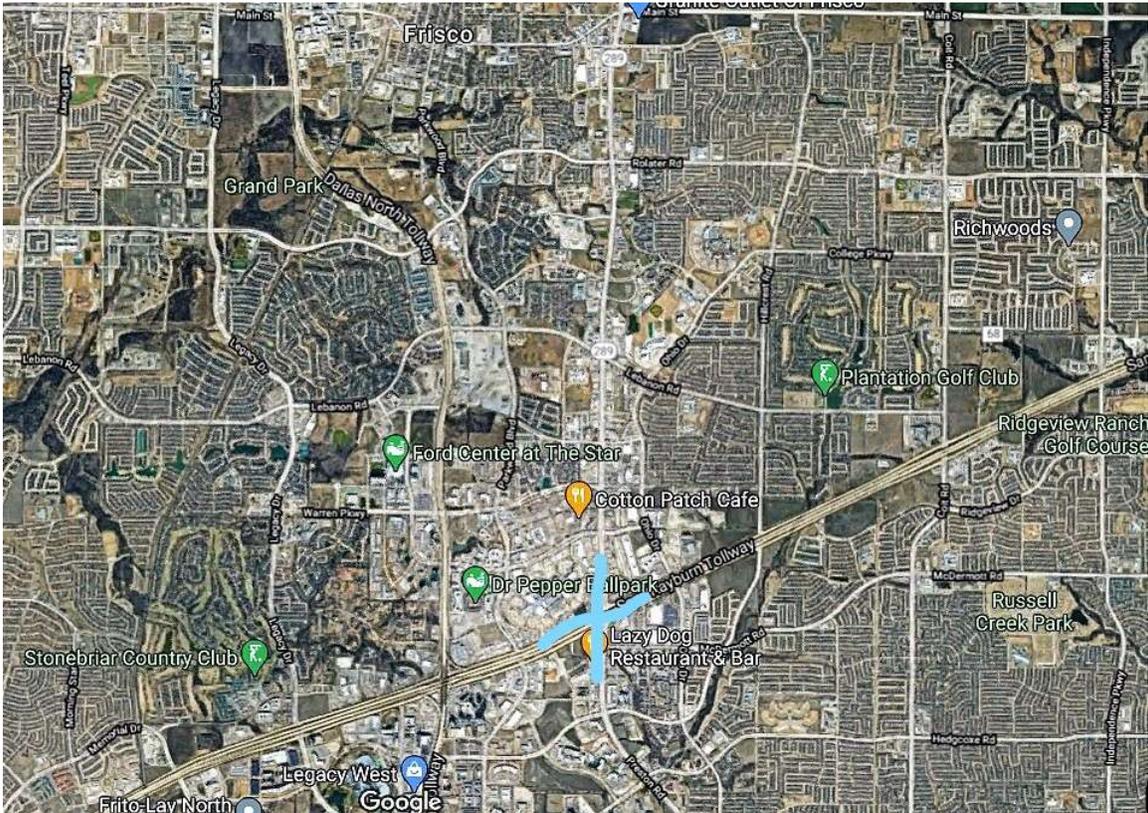


Collin County Community College President John Anthony addresses the crowd which gathered to observe the ground breaking ceremonies for the new Preston Ridge Campus the week of March 18.



Frisco 1993 and Frisco 2020

The light blue X on each map marks the intersection of Preston Road and Highway 121. At the top center of each map is the historic downtown and Main Street. You can see how much growth has happened in just this portion of Frisco in less than 30 years!



From the President's Desk

Greetings to our still quarantined Heritage Association of Frisco members and friends. I hope that you are all doing well. While it has been quite a while since we have been able to get together, I was happy to see many of you at our Virtual September 14th Membership Meeting. It will be a bit longer before we can be together for a meeting or host Third Sunday activities. The HAF Board has been meeting regularly on Zoom. We hope that you enjoyed our program The Pandemic 1918 on September 14th. This presentation was an interview that our Secretary, Lisa Bethea, did with Catharine Arnold. Catharine is an author from England. She wrote the book "Pandemic 1918". It contains eyewitness accounts from the greatest medical holocaust in modern history. This book was written before the Coronavirus made its way to our country and the world. If you missed it, you will be able to view it on our website and Facebook pages.



Covid-19 made it necessary to rethink our plans for Shawnee Trail Cowboy Day 2020. Many of you viewed our virtual Shawnee Trail Cowboy Day "Friso Forward" on Saturday. For those who may have missed it, we plan on sharing it on our website and Facebook pages. Please check these videos out and let us know what you think. For those who registered for T-Shirts, watch for details for distribution.

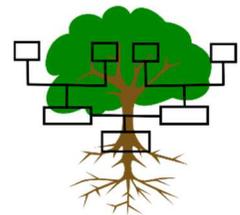
Stop by the Museum and check out their newest exhibit. The Vaquero -Genesis of the Texas Cowboy. It is a Humanities Texas Traveling Exhibit consisting of photographs by Bill Wittliff. The exhibit will be there until October 10. The Heritage Museum is also planning classes for adults and children to learn the art of blacksmithing in the upcoming months. Heritage Association of Frisco members will be able to receive a 10% discount on the cost of the class. Check with the Museum for more information and to register.

Check out our website, Instagram, and Facebook pages for any upcoming announcements. Let us know if there is anything that you would be interested in seeing or hearing about. Any suggestions for sharing our history would be greatly appreciated.

As always, I would like to encourage you all to renew your membership and help us to continue to research, preserve and share Frisco's rich heritage. Let us explore the past and imagine the future together. Please take care and be safe.

Historically yours,
Donna Schmittler, President, Heritage Association of Frisco

Researching Your Roots



This month's Genealogy showcase is called The Portal to Texas History. You can find it at <https://texashistory.unt.edu/>

The site is hosted by the University of North Texas and provides resources from all over the state of Texas as well as other states. This site has newspapers, yearbooks, photographs, maps, and books. All resources are fully searchable and free.

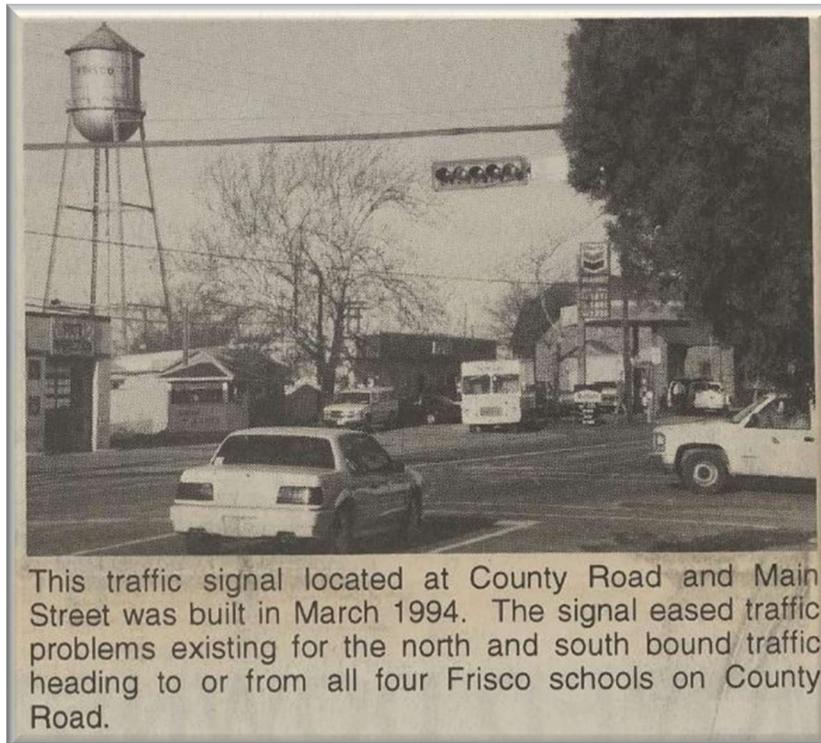
One of the books digitized on this site is "The History of Frisco-1902-1976" found at: <https://texashistory.unt.edu/ark:/67531/metaph769378/?q=History%20of%20Frisco>

Happy Hunting!
Vickie Burns
Chairman, Genealogy Committee



BONUS: From the HAF Archives

This article from the March 3, 1995 Frisco Enterprise highlights how Frisco's continued growth required a traffic signal at the intersection of Main and N/S County Road. Notice the simple "FRISCO" on the water tower.



This traffic signal located at County Road and Main Street was built in March 1994. The signal eased traffic problems existing for the north and south bound traffic heading to or from all four Frisco schools on County Road.

Volunteers!



The Heritage Association of Frisco invites YOU to become a volunteer. Even in this time of social distancing, we still need people to help with the collection, write the newsletter, and other "hands-on" activities. We also need our older families to share photographs from Frisco and other early towns. We can come to you to scan them. If any of this feels like something you could do, please drop us an email at secretary@friscoheritage.org.