



## 10 Things To Know About Design



## 7. Solutions For Buildings



# Façade Improvements – Open for Business!





*"Structurally, you're sound. It's your façade that's crumbling."*

## Façade Improvements

# The Typical Facade



Cornice

Upper Façade with windows

Storefront



# Levels of Façade Improvements

1. Maintenance/Minor Repair/Cosmetics
2. Repair/Reconstruct missing elements – Moderate
3. Remove/Repair/Reconstruct - Major

DOWNTOWN FACADE &  
ABOVE-GROUND INFRASTRUCTURE  
ASSESSMENT

FREDERICKSBURG, VIRGINIA



MAY 2011



Level 1: Maintenance/Repair/Cosmetics



Level 1: Maintenance/Repair/Cosmetics

# Level 1 - Sample Project



# Level 1 - Sample Project



1 FRONT FACADE  
NOT TO SCALE

2018 SCHEDULE CHART

Paint Color Chart - Match  
to existing or provide  
samples with color swatches  
for approval prior to purchase  
of material

15 Paint Color - Teal	
12 Paint Color - Navy Blue	
19 Paint Color - Brown	
14 Paint Color - Black	



4 EXISTING FACADE



**FRAZIER ASSOCIATES**  
ARCHITECTS

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Professional  
Registration  
No. 0000000000  
Virginia  
Professional  
Seal

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**Fredericksburg Facade Improvements**

720 Cardine Street  
Fredericksburg, Virginia

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Date: 06-03-2016  
Project No.: 2015-16

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AB  
SHEET 3 OF 3

# Level 2 - Repair/Reconstruct Missing – Moderate





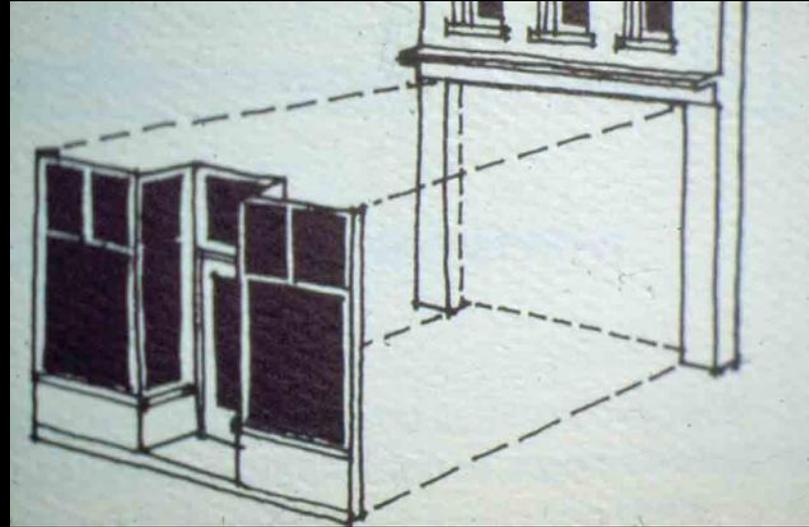
Level 2 - Repair/Reconstruct Missing – Moderate



Level 2 - Repair/Reconstruct Missing – Moderate



Level 3 - Remove/Repair/Reconstruct - Major



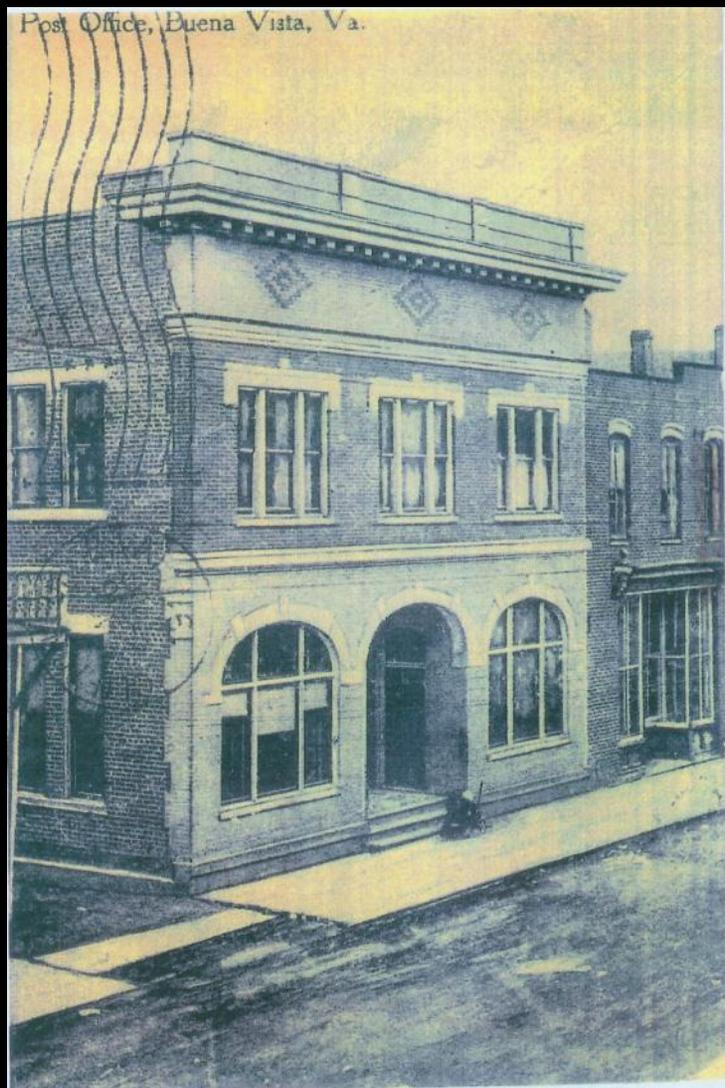
Level 3 - Remove/Repair/Reconstruct - Major



Level 3 - Remove/Repair/Reconstruct - Major



Level 3 - Remove/Repair/Reconstruct - Major



Historic Research



After Removal



Concept Drawing



After



Level 3 - Before-Research-Drawing-After!

# Relative Façade Improvement Costs

Levels of Façade Improvements			Level		
Area	Issue	Action	1	2	3
COST RANGE			UNDER \$5000	\$5000-10,000	\$10,000-40,000
ADDED ELEMENTS	Added false architectural elements	Remove, repair underlying material and/or rebuild damaged or missing historically appropriate element			
DOOR TO STOREFRONT	Aluminum or 6-panel colonial replacement door	Replace with stylistically appropriate storefront door			
MASONRY	Unpainted but dirty	Clean			
MASONRY	Painted, heavy build-up, peeling	Clean to the next sound layer. Repoint as needed, repaint			
MASONRY	Failing mortar, cracks	Inspect, repair, repoint			
PAINT-TRIM	Peeling or faded paint,	Remove peeling, alligatoring paint to next sound layer. Repaint, remove paint from glass,			
PAINT WALL	Peeling or faded paint,	Remove peeling, alligatoring paint to next sound layer. Repaint		depends on size of building storefront only	
SIDING	Vinyl or other siding hiding original material	Remove, refurbish underlying material			whole bldg
STOREFRONT	Poor replacement infill	Removed and replaced with more appropriate storefront			
STOREFRONT	Transom area covered by shingled mansard roof	Remove, possibly restore or add transom glass, sign or awning			
STOREFRONT	Transom covered with aging solid material	Remove, possibly restore or add transom glass, sign, awning, or other solid material that is more appropriate.			
WINDOWS	Fake shutters	Remove			
WINDOWS	Poor Replacements	Replace with stylistically appropriate window			
WINDOWS	Covered.	Uncover and refurbish existing	depends on number of windows		
WINDOWS	Missing	Install new windows to match what would have been there		depends on number of windows	depends on number of windows
WINDOWS	Original	Repair and paint	depends on number of windows		
WINDOWS	Original	Deteriorated members, requires more repair		depends on number of windows	
SIGN AND/OR AWNING	Poor maintenance of sign, faded or torn awning	Add new awning and sign			
CARPENTRY	Missing or deteriorated wood trim elements	Repair, replace to match			
REPAIR - GENERAL					
CORNICE	Missing	Rebuild			



KEY TO RECOMMENDED FACADE IMPROVEMENTS

**KEY TO RECOMMENDED FACADE IMPROVEMENTS**

- 0 - NO IMPROVEMENTS NEEDED
- 1 - MINOR IMPROVEMENTS
- 2 - MODERATE IMPROVEMENTS
- 3- MAJOR IMPROVEMENTS

# Mapping Façade Improvement Needs



826 - 0



800/802/804 - 1

806 - 1

808 - 1/3

810/812 - 0

814 - 1

816 - 0

818 - 0

820 - 1

822 - 2

824 - 1

826 - 0

800 BLOCK CAROLINE STREET - WEST SIDE



825 - 0

**KEY TO RECOMMENDED FACADE IMPROVEMENTS**  
 ### - STREET NUMBER  
 0 - NO IMPROVEMENTS NEEDED  
 1 - MINOR IMPROVEMENTS  
 2 - MODERATE IMPROVEMENTS  
 3 - MAJOR IMPROVEMENTS  
 SEE MAP 3



801 - 0



825 - 0

823 - 0

821 - 1

819 - 0

817/815 - 1

813 - 0

811 - 0

809 - 0

807 - 0/2

805 - 0

803 - 0/1

801 - 0

800 BLOCK CAROLINE STREET - EAST SIDE



800 BLOCK CAROLINE STREET

DOWNTOWN FACADE ASSESSMENT - FREDRICKSBURG, VIRGINIA

# Facade Improvement Assessment



Question: Will making improvements to my property increase my business?



## Façade Improvement Payback

- Three studies conducted in the 1990s
- Used by the National Trust for Historic Preservation in gauging increased sales in the downtown after building improvements.
- Wisconsin, West Virginia, Graduate School Study



## Here is what they found out in West Virginia and Wisconsin



- *roughly 70% had increased in sales*
- *roughly 85% also made interior improvements including new inventory, product lines, merchandising and window display.*
- *a majority of projects were owner occupied or locally owned*
- *Well over 90% of all participants were very pleased with the renovations and had experienced favorable comments from customers.*



## A subsequent study looked at Sustained Sales Increases



- Brenda Spencer prepared her Master of Architecture thesis in 1995 titled:
- *An Analysis of the Economic Impact of Physical Improvements on Retail Sales.*



The scope of physical improvements included -- storefronts, signs and/or awnings, and interior improvements.



Businesses included retail, service, and a restaurant.  
20-30% of cost was exterior, rest was merchandise layout  
and displays



All businesses experienced an increase in sales - the average was 272%



The majority of businesses sustained increase in sales -- an average annual increase of 222%.



A majority experienced an increase in sales above their own business's average before improvements, and above the performance of other local businesses for the same period.



Two- thirds of the business owners stated that the physical improvement significantly impacted the increase in sales.



All of the businesses experienced favorable customer response and considered the improvements worth the investment.



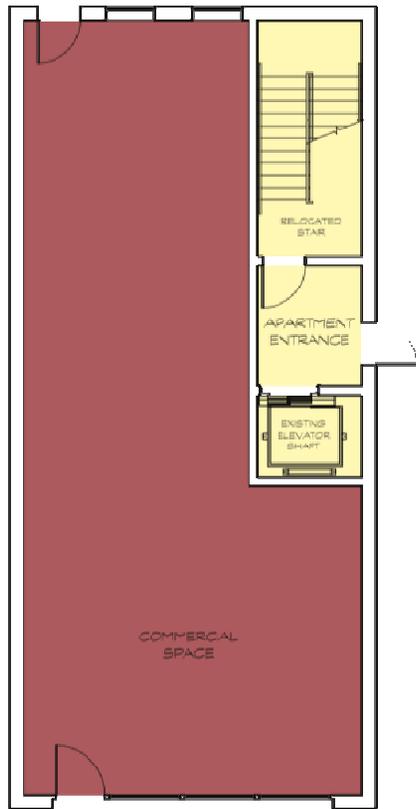
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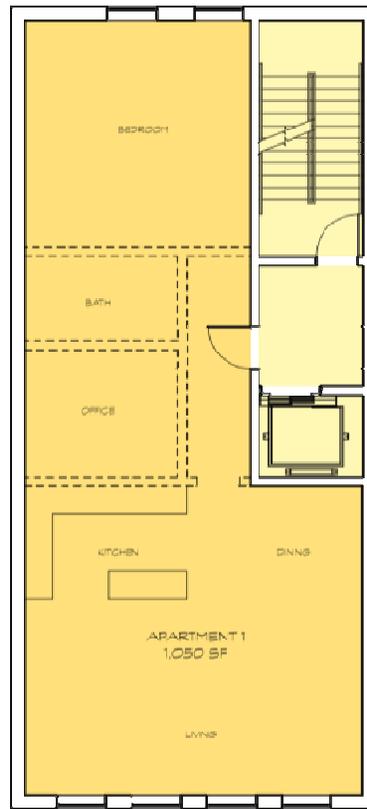
### 7. Solutions For Buildings – Beyond Facades



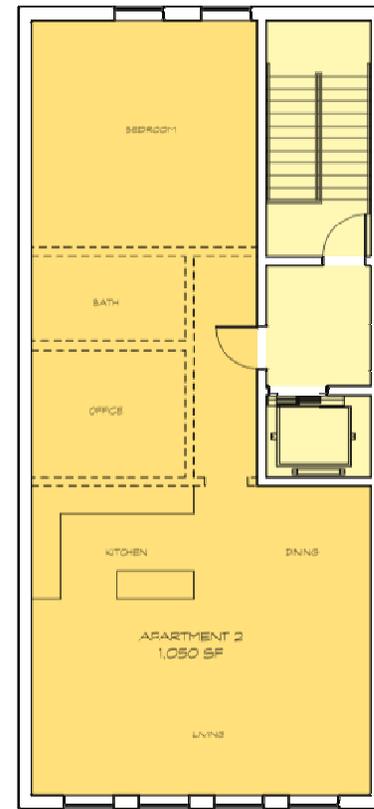
Adaptive Reuse



FIRST FLOOR PLAN



SECOND FLOOR PLAN



THIRD FLOOR PLAN

# Adaptive Reuse



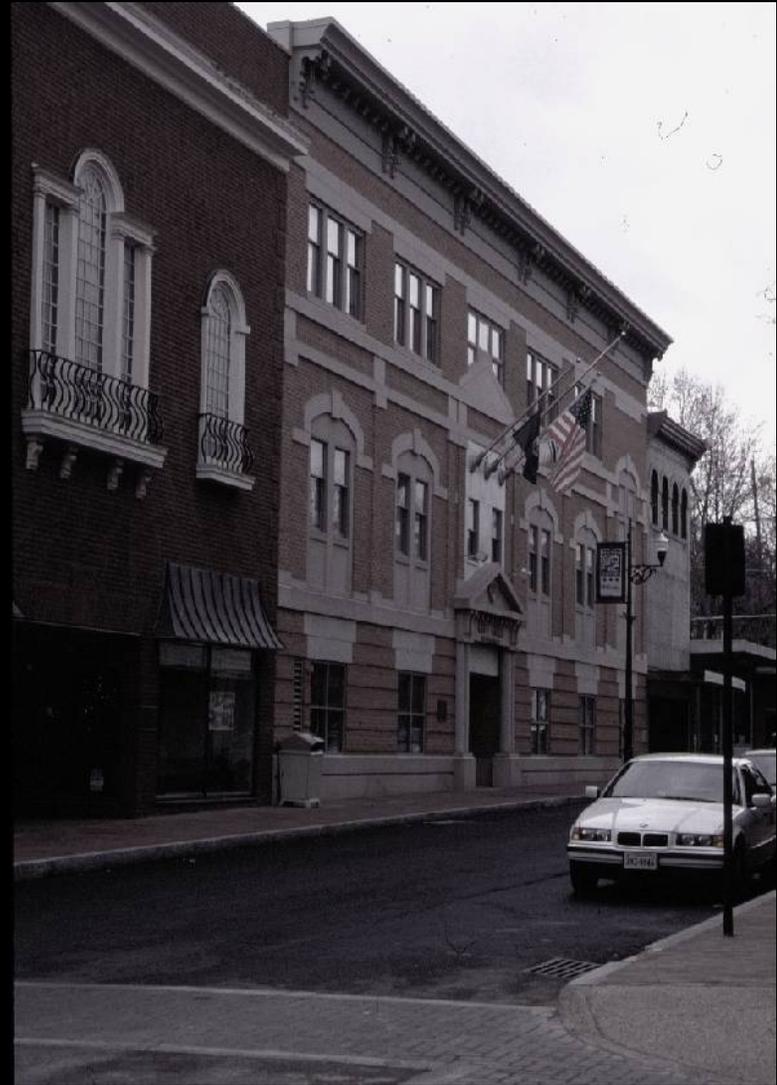
Interiors



Large White Elephants: Old Hotels/Department Stores



New Life as Mixed-Use Facilities



Vacant Department Store Becomes City Hall



Courthouse Becomes Museum/Historical Society



Tobacco Warehouses  
Become Education/Entertainment Facilities



Train Stations become Restaurants/Tourist Info Centers



Warehouses Become Apartments



Old Downtown Hotels



Become Hotels/Convention Centers



School/Department Stores Become Libraries



Even Non-historic Buildings Take on New Life Too!



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