



## 10 Things To Know About Design



### 9. Solutions For Buildings



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

## Façade Improvements

A matter of maintenance and paint...



...removing slip covers, exposing windows  
and adding an awning and sign...



Changes the appearance from “Nobody’s Home” ...



...to “Open For Business”!!





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

- *70% had increased in sales*
- *85% also made interior improvements*
- *a majority of projects were owner occupied or locally owned*
- *Over 90% of all participants were very pleased*





## 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%.



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



Cornice

Upper Façade with windows

Storefront

The Typical Façade



# 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

# Relative Façade Improvement Costs

Levels of Façade Improvements					
Area	Issue	Action		Level	
COST RANGE			1	2	3
			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	Falling mortar, cracks	Inspect, repair, repoint			
PAINT-TRIM	Peeling or faded paint,	Remove peeling, alligating paint to next sound layer, Repaint, remove paint from glass,			
PAINT - WALL	Peeling or faded paint,	Remove peeling, alligating paint to next sound layer, Repair		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 REPAIR - GENERAL	Missing or deteriorated wood trim elements	Repair, replace to match			
CORNICE	Missing	Rebuild			



Level 1: Maintenance/Repair/Cosmetics



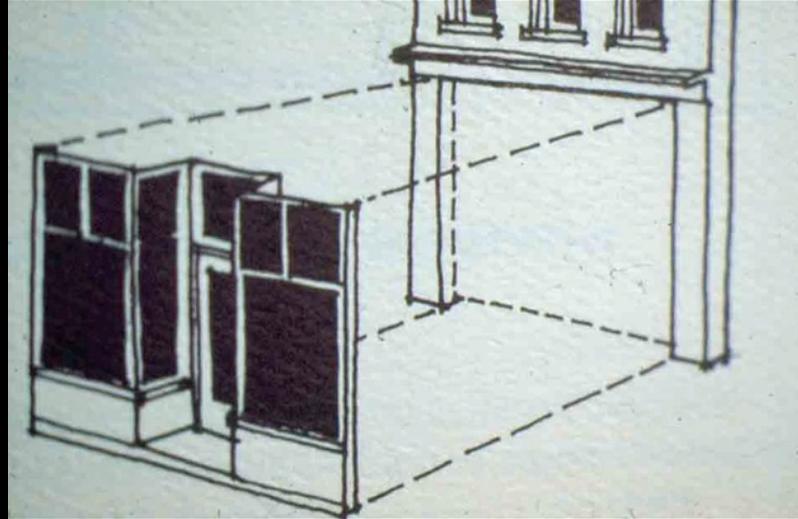
Level 1: Maintenance/Repair/Cosmetics

# 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 - Before-Research-Drawing-After!

# Windows



- Retain existing historic windows
- Add exterior storm windows
- New windows, when needed should match historic



**MARVIN LETS YOU REPRODUCE THE ORIGINAL WINDOWS. NOT MERELY REPLACE THEM.**

Since these Victorian townhouses were constructed in the late 1800s, windows have undergone a lot of changes. Not all of them for the better. Many manufacturers have substituted cheap plastic grids for authentic divided lites. And have been abandoned for simple, mass-made mass-produced windows.

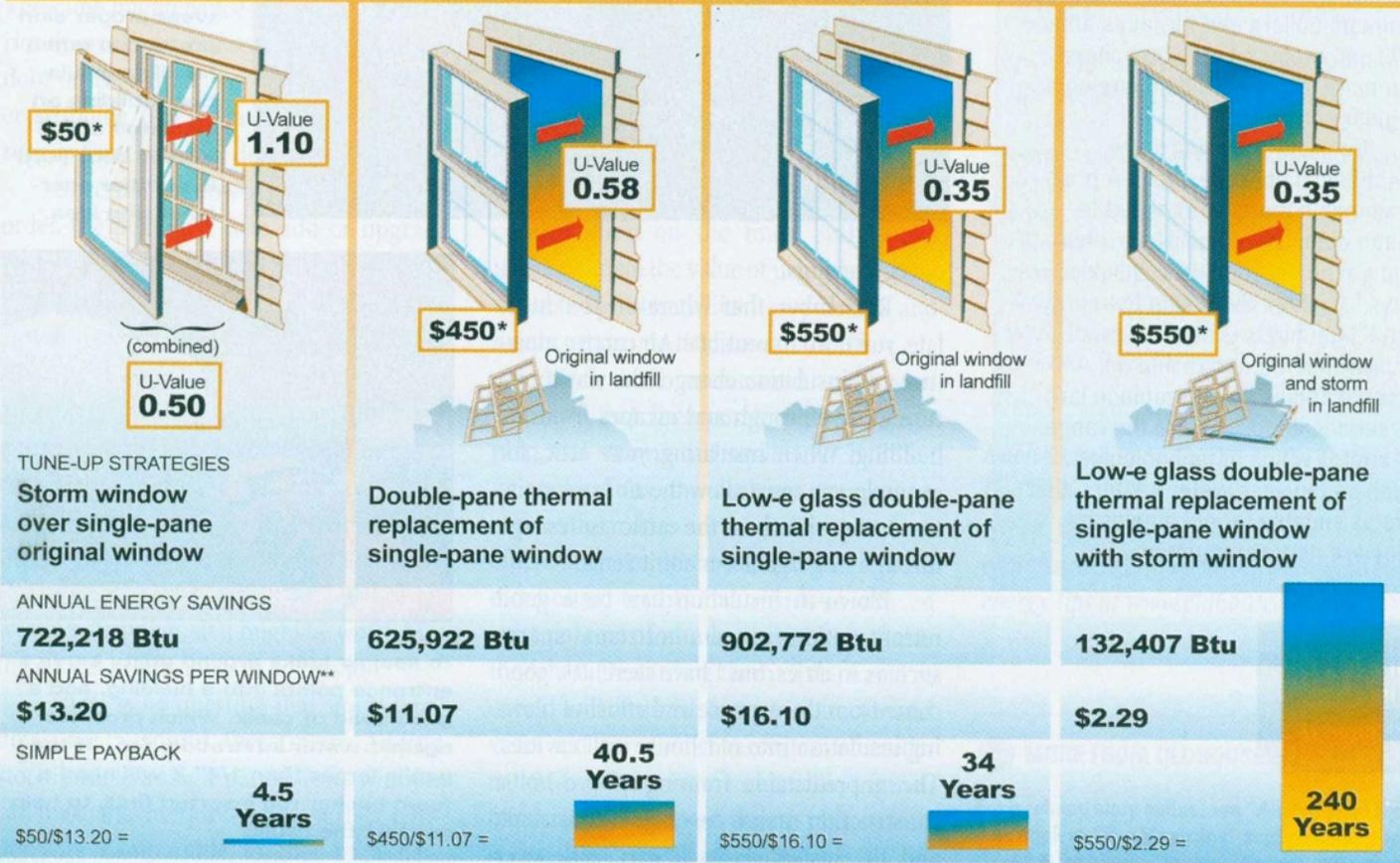
IN 1946, when MARVIN WINDOWS ARE 10 YEARS OLD, THE FACTS MARVIN is the only major window manufacturer in the United States that has a factory in Washington, D.C.

affordable reproductions of an old building's original windows, so its historical value can be preserved.

That's why Marvin Windows were chosen for this renovation project at George Washington University in Washington, D.C.

# Windows

## Let the Numbers Convince You: Do the Math



\*Cost of 3' x 5' window, installed  
 \*\*Assuming gas heat at \$1.09/therm

Source: Keith Haberern P.E., R.A.  
 Collingswood Historic District Commission

JOHN VAN PELT

## Cosmetic Improvements



- Paint
- Signs
- Awnings

# Paint

- Wall
- Trim
- Accent (doors, sash)



Do

Don't



# Awning as Business Accent



# History of Signs on Façades!!



Gold Leaf Signs

Plastic Back-lit Signs

Awning Signs

Window Signs

# Signs - Design Guidelines

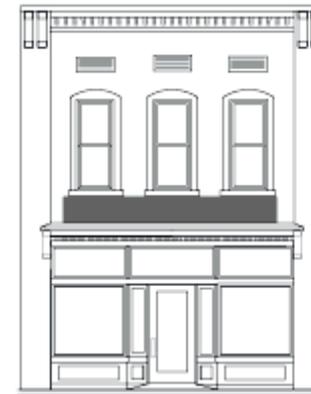
## Types of Signs and Typical Locations



projecting sign



window signs



flat wall sign



pier-mounted signs



awning signs



hanging sign



free-standing sign



Difficult Property Owners – What to do? Bedford



Difficult Property Owners – What to do?



Difficult Property Owners – What to do?

# Façade Quiz

# Façade # 1



## Façade #2



# Façade #3



# Façade # 4



# Façade # 1



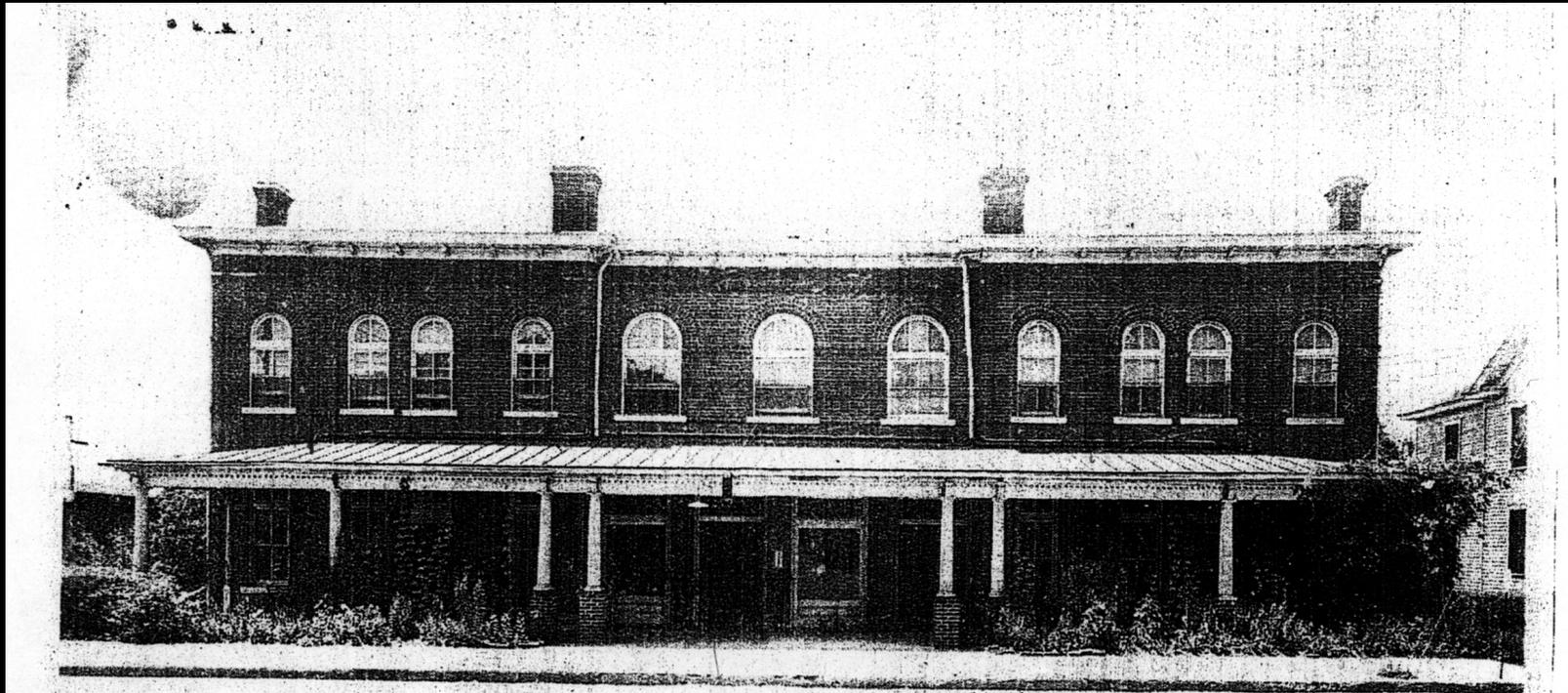
# Façade # 1



## Façade #2



## Façade #2



**BLACKSTONE HOTEL:** This was the old Blackstone Hotel, now a part of Sheffield Furniture Company. It was used as a hotel until after World War II.

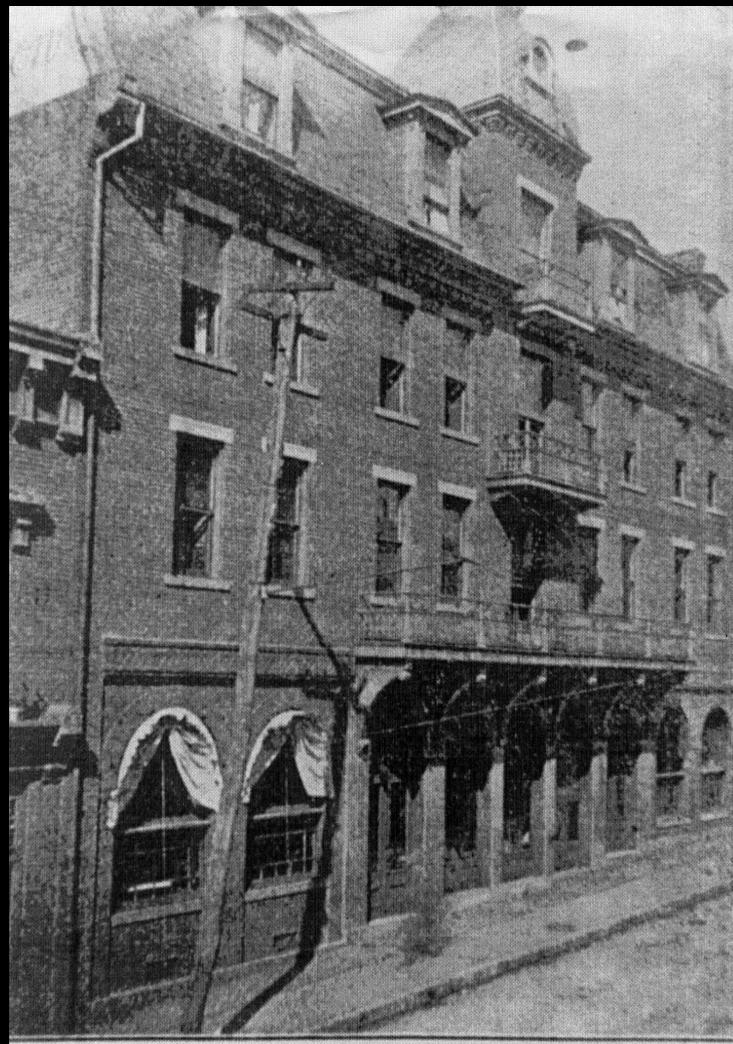
## Façade #2



# Façade #3



## Façade #3



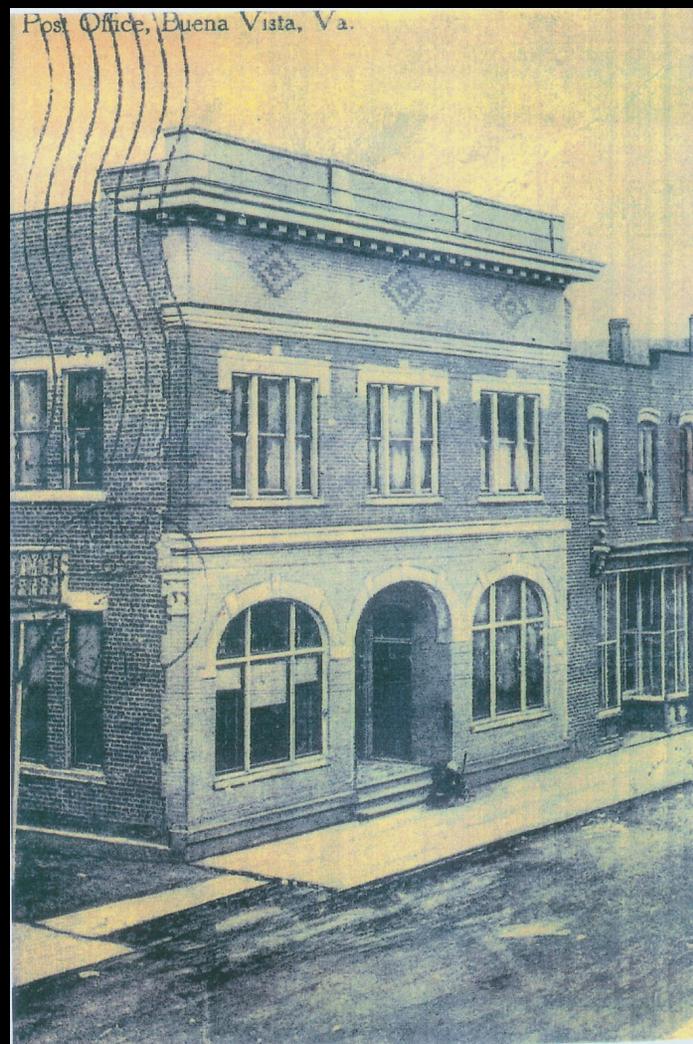
# Façade #3



# Façade # 4



# Façade #4



## Façade #4



# Façade #4





After

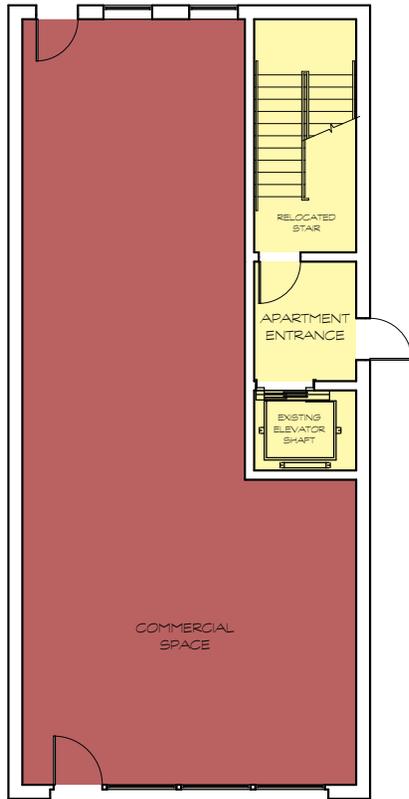
Maintenance Code

Anyone Using It?

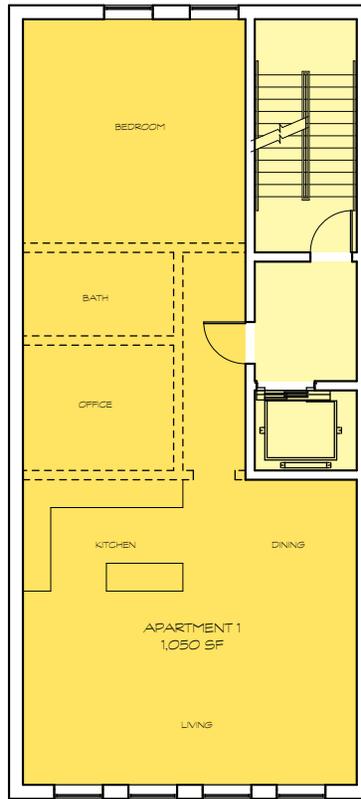
Carrots and Sticks



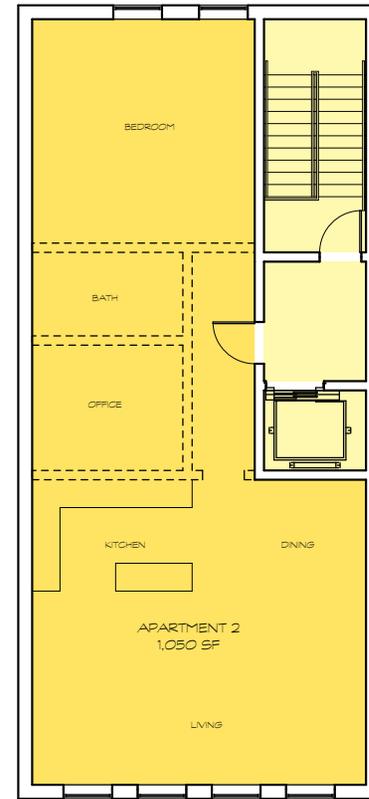
Adaptive Reuse



FIRST FLOOR PLAN



SECOND FLOOR PLAN



THIRD FLOOR PLAN

# Adaptive Reuse



Interiors



Whole Warehouses Become Apartment Complexes



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



Old Downtown Hotels



Become Hotels/Convention Centers



School/Department Stores Become Libraries



Even Non-historic Buildings Take on New Life Too!



## 10 Things To Know About Design



## 7. Solutions For Buildings