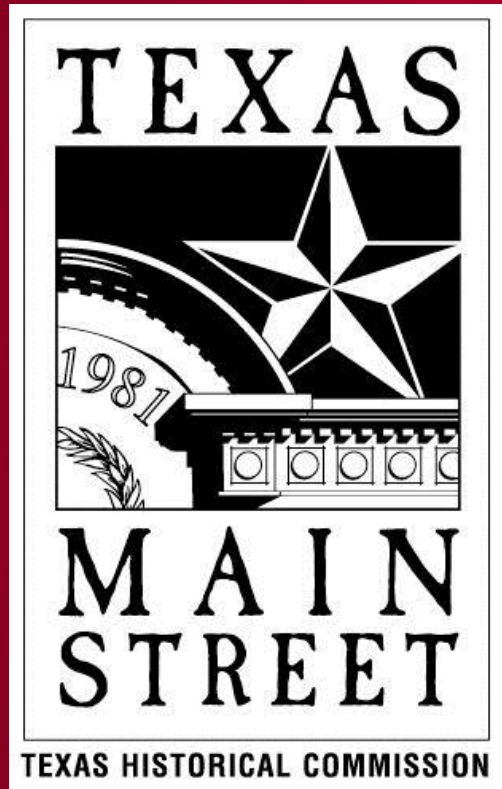




**TEXAS HISTORICAL COMMISSION**

*real places telling real stories*



**The  
Texas Main Street  
Program  
presents:  
Before and After  
Case Studies**

# ! DESIGN SYNOPSIS

Case Study  
#1

## Key Recommendations from Texas Main Street Design Center

- ❑ After removal of the slipcover, inspect the condition of brick and mortar and make repairs as necessary
- ❑ Retain and repair all historic wood windows
- ❑ Spot repoint masonry and general cleaning
- ❑ Recreate metal cornice on the building to the far right to protect the damaged brick. Multiple designs were presented for a modern interpretation of the historic cornice
- ❑ Building owner requested retention of the existing storefronts. Sample window displays with good lighting were illustrated to brighten the lower façade

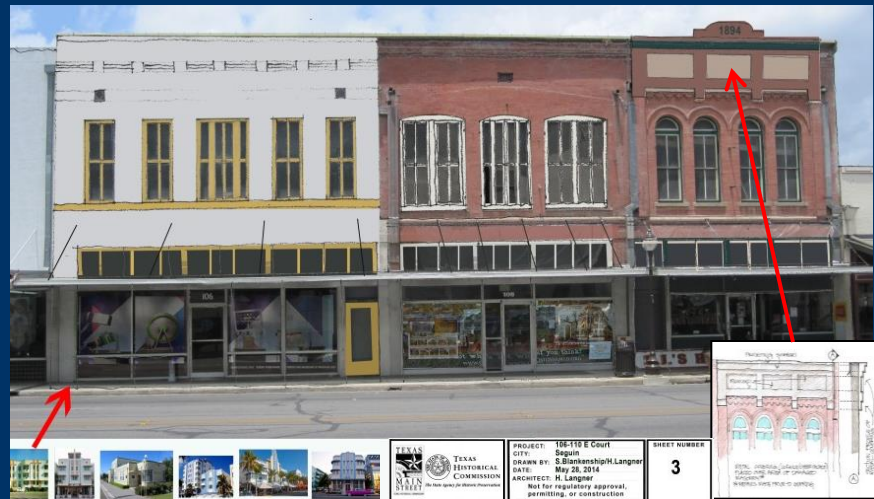


*Historical Photograph*

## BEFORE



## PROPOSED DESIGN



106 – 110 EAST COURT ST, SEGUIN

PROJECT: 106-110 E Court	SHEET NUMBER
CITY: Seguin	3
DRAWN BY: S. Blankenship/H. Langer	
DATE: May 28, 2014	
ARCHITECT: H. Langer	
Not for regulatory approval, permitting, or construction	



# ECONOMIC SYNOPSIS

**Business Type:** Mix, retail, and office

**Date of Improvement:** 2014

**Total Cost:** \$35,000

**Financing Assistance:** FIX-IT Facade Grant for 50% ~ \$17,500

**Economic Benefit:** Increased visibility and enhanced property appeal resulting in greater income potential for tenants and rental income for owner.

**Intangible Benefits:** Significantly improved the appearance of whole side of the square. Hidden historic architecture revealed once again. Encouraged surrounding property owners to begin facade work.

## BEFORE



## AFTER



106 – 110 EAST COURT ST, SEGUIN



# ! DESIGN SYNOPSIS

## Case Study #2

### Key Recommendations from Texas Main Street Design Center

- ❑ On the second floor, remove replacement windows and rebuild windows that appropriately fit the space using proportions seen in historic photos.
- ❑ Repair balcony consulting current codes and accessibility standards to ensure height, rise and run, and materials are correct.
- ❑ Reopen transom windows.
- ❑ New color scheme and sample signage is shown.

### BEFORE



### PROPOSED DESIGN



101 N. MAIN ST, ELGIN



# ECONOMIC SYNOPSIS

Case Study  
#2

**Date of Improvement:** 2015

**Business Type:** 4 loft apartments on 2nd floor, 1 loft apartment on 1st floor at rear, 1 retail commercial space

**Total Cost:** \$325,000 renovation costs;  
Exterior façade work only: \$ 100,000

**Financing Assistance:** Elgin EDC Mega grant program reimbursed \$25,000. Project applied for state franchise tax credits and federal assistance, and is in final review stage.

**Economic Benefit:** Unoccupied building at prominent location now income producing. Lofts 100% fully leased before renovation finished. Gypsy Blue moved from a smaller location on a side street to this location. They immediately saw an increase in foot traffic, sales, and first time customers.

**Intangible Benefits:** “Incredible public relations. This project has shone a bright light of success on downtown. People in the community are excited about the project and comment about how much nicer the downtown looks. It has spurred additional renovation work downtown.”- Main Street Program Manager

## BEFORE



## AFTER



101 N. MAIN ST, ELGIN

# ! DESIGN SYNOPSIS

Case Study  
#3

## Key Recommendations from Texas Main Street Design Center

- Clean the exposed brick using the gentlest means possible.
- Investigate and address structural stability where stucco is cracked on the upper façade. Repair stucco prior to repainting.
- The existing tie-rod canopy is compatible with the style of the building. Repairs and new paint colors are recommended over replacement.
- Reopen transom windows.
- New paint scheme to coordinate with signage.

### BEFORE



### PROPOSED DESIGN



PROJECT: 118 W. COLLINS ST.  
CITY: CORPUS CHRISTI  
DRAWN BY: M. ORTIZ/RSB  
DATE: 3/20/2015  
ARCHITECT: R. LAPOINTE  
Not for regulatory approval,  
permitting, or construction

1a

118 WEST COLLINS ST, CORPUS CHRISTI





# ECONOMIC SYNOPSIS

Case Study  
#3

**Business Type:** Retail

**Date of Improvement:** 2015

**Total Cost:** Interior and Exterior ~\$42,000

**Financing Assistance:** 2 local tax programs; 5 year tax freeze and yearly tax credit to reimburse what owner paid to city and county (school districts are exempted)

**Economic Benefit:** Opened this year and by far the most successful boutique downtown.  
"With this rehabilitation, a new business opened downtown in a formerly vacant space and several new jobs were created."

**Intangible Benefits:** "The owner of this business has become a strong leader in the Main Street Program, spearheading our Ladies Night Out events and getting other businesses to participate." – Main Street Program

## BEFORE



## AFTER



118 WEST COLLINS ST, CORSICANA



# ! DESIGN SYNOPSIS

## Case Study #4

### Key Recommendations from Texas Main Street Design Center

- Clean and repair stucco as needed.
- The business' logo and preferred colors were provided. Black and red were used as accent colors to highlight the existing lines/depth changes in the stucco. A thick black band with a red line above was added at the bottom of the building to unify the building colors on the whole façade.
- Add an awning to provide shade. Note the historical photo shows a retractable awning.

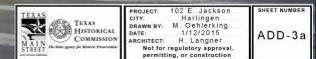


*Historical Photograph*

### BEFORE



### PROPOSED DESIGN



102 EAST JACKSON ST, HARLINGEN



# ECONOMIC SYNOPSIS

**Business Type:** Retail

**Date of Improvement:** 2015

**Total Cost:** \$5,000

**Financing Assistance:** 50% matching sign grant. The sign cost was close to \$1,800

**Economic/Intangible Benefits:**

“All improvements were done prior to opening so a comparison of before and after work is not applicable. What we have been able to gauge is the overwhelming approval of the work done. Many customers have commented on how nice the building looks both inside and out. Many people mention how different it looks from when this location was a Subway and people seem excited about what is going on downtown.

I chose this location because I liked the look of the building with all the windows and it being on a corner. I saw potential in this area and felt very confident that this would be a good fit for my business. Once I found out the rates and the downtown assistance that was available, it made my decision one that I could not pass up. I'm happy to be a downtown merchant.”

-Business owner

## BEFORE



## AFTER



102 EAST JACKSON ST, HARLINGEN



# ! DESIGN SYNOPSIS

Case Study  
#5

## Key Recommendations from Texas Main Street Design Center

- ❑ After removal of the slipcover on the far left, inspect the condition of brick and mortar and make repairs as necessary.
- ❑ Replace storefronts with wooden storefronts based on the historic photograph.
- ❑ Recreate pole-supported canopy seen in the historical photograph.
- ❑ Rebuild structure in the center storefront bay, combining it with the structure on the left for the dining areas for a restaurant. Leave the right storefront bay open air for a patio area.



*Historical Photograph*

## BEFORE



## PROPOSED DESIGN



1717 7TH STREET, BAY CITY





# ECONOMIC SYNOPSIS

Case Study  
#5

**Business Type:** Restaurant

**Date of Improvement:** 2010

**Total Cost:** ~ \$1 million

**Financing Assistance:** Houston-Galveston Area Council Façade Grant/Bay City Community Development Corporation Match and low interest loan

**Economic Benefit:** Turned a burned-out building that had been vacant for many years into a viable business. It has brought more foot traffic downtown and brought in a younger demographic.

**Intangible Benefits:** “Spurred a nearby distressed building to be renovated completely. The restaurant owner participates fully in the Downtown Business Association which is raising money to improve downtown. It has help to change the perception of our Downtown into a cool place to be seen. It is the place to be on Thursday nights in town.” – Main Street Program Manager

## BEFORE



## AFTER



1717 7TH STREET, BAY CITY

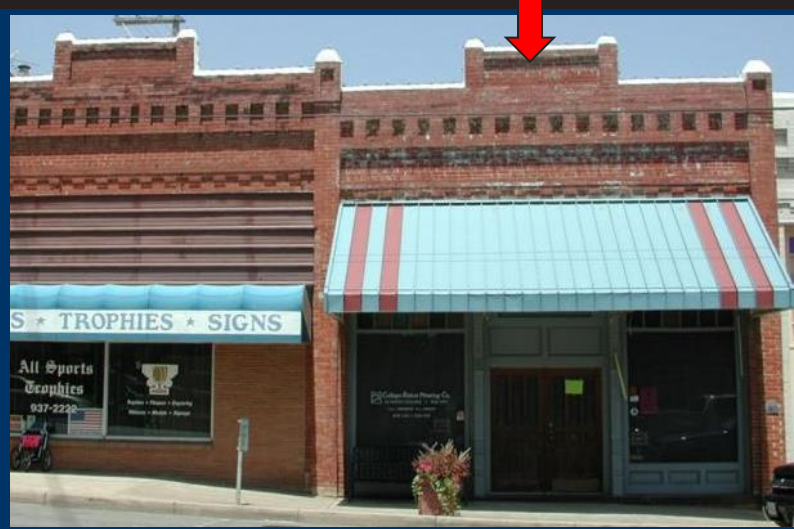
# ! DESIGN SYNOPSIS

Case Study  
#6

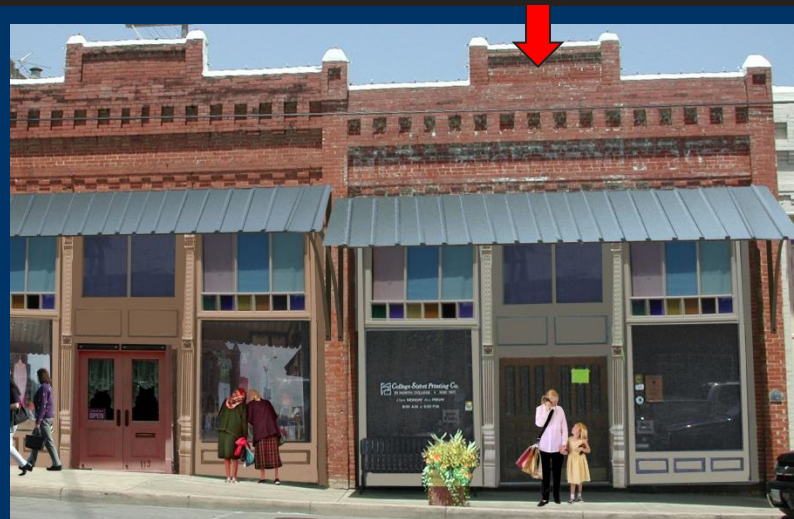
## Key Recommendations from Texas Main Street Design Center

- Remove the existing awning and replace it with one that has a thinner profile and will allow more visibility to the stained glass transom windows underneath. The transom windows are a great architectural feature that should be showcased rather than hidden.

BEFORE



PROPOSED DESIGN



111 N. COLLEGE ST, WAXAHACHIE



# ECONOMIC SYNOPSIS

Case Study  
#6

**Business Type:** Professional Services

**Date of Improvement:** 2008

**Total Cost:** \$4,000

**Financing Assistance:** 50% off city portion of property taxes for spending at least \$1,250 in a calendar year

**Intangible Benefits:** Waxahachie's Main Street manager has been able to use this project in many presentations to demonstrate to other building/business owners how something as simple as an appropriate awning can make the building look better as well as the whole block.

There has been a printing business in that building since 1908. They are a Texas Treasure Historic Business award recipient.

**BEFORE**



**AFTER**



111 N. COLLEGE ST, WAXAHACHIE



# ! DESIGN SYNOPSIS

Case Study  
#7

## Key Recommendations from Texas Main Street Design Center

- ❑ Reopen the storefront; use traditional large pane glass with bulkheads underneath.
- ❑ Reopen the corner entrance as the primary entry.
- ❑ Install a tie-rod supported canopy using the historical photograph and existing anchors seen on the building as guides.
- ❑ Carefully clean the metal cornice making sure that all the rust is removed before being treated and repainted.
- ❑ Repaint as necessary; have the storefront accent color tie into the second story windows.



*Historical Photograph*

## BEFORE



## PROPOSED DESIGN



100 S. AUSTIN ST, SEGUIN



# ECONOMIC SYNOPSIS

Case Study  
#7

**Business Type:** Offices

**Date of Improvement:** 2010-2012

**Total Cost:** \$42,372

**Financing Assistance:** Received two FIX-IT Facade grants; first in the amount of \$10,400, and second for \$1,000.

**Economic Benefit:** Rarely has any office space available and often has a waiting list of potential tenants.

**Intangible Benefits:** Dramatic improvements to the busiest intersection in downtown Seguin. Store front restored closely to its 1890 construction date.

## BEFORE



## AFTER



100 S. AUSTIN ST, SEGUIN

# ! DESIGN SYNOPSIS

Case Study  
#8

## Key Recommendations from Texas Main Street Design Center

- During Texas Main Street Manager Professional Development in 2015, staff gave a presentation called “Design on a Dime.” The presentation discussed affordable ways to improve the appearance of the building. Also discussed were ways to improve the ambiance of the streetscape without a full streetscape project. Parklets were presented as an idea.

### BEFORE



### PROPOSED PARKLET CONCEPT

**Parklet Examples- interesting design**

**Kickstarter is for creative projects.**

We host projects from the worlds of Art, Comics, Crafts, Dance, Design, Fashion, Film & Video, Food, Games, Journalism, Music, Photography, Publishing, Technology, and Theater. We built Kickstarter to serve creative projects and the artists, designers, and creative people who make them.

**All-or-nothing funding works.**

All-or-nothing funding protects creators from being stuck with a fraction of the funds they need and an audience expecting fully funded results. By minimizing risk, it also makes backers more likely to pledge. Incredibly, nearly half of all projects on Kickstarter have been successfully funded (77,609 so far). No other funding method comes close.

Luna Rienne Gallery (previously known as fabric8) in the Mission doesn't see its parklet as permanent, so with the help of a local artist the gallery changes the parklet completely about once a year. (Click here for photos of the previously installed parklet.) This time around they selected painter Ursula Xanthie Young, who created the “Head in The Clouds” parklet that was recently unveiled outside the gallery. The project was funded by a successful Kickstarter campaign, which raised \$5,175 of its \$5000 goal.

100 S. BAYLOR ST., BRENNHAM





# ECONOMIC SYNOPSIS

Case Study  
#8

**Business Type:** Tapas Restaurant; Craft Beer and Wine Bar

**Date of Improvement:** 2015

**Total Cost:** \$22,000

**Financing Assistance:** Economic Impact Grant, Façade Improvement Grant

**Economic Benefit:** Positive impact on surrounding retail business by bringing people to their door who might not have noticed it before. The parklet is new in 2015, so ability to analyze property value changes compared to a time without it is present.

**Intangible Benefits:** Positive impact on downtown Brenham. Increased night life, and increased quality of life perception by offering something unique.

## BEFORE



## AFTER



100 S. BAYLOR ST, BRENHAM

# ! DESIGN SYNOPSIS

Case Study  
#9

## Key Recommendations from Texas Main Street Design Center

- ❑ Remove the plywood that covers the second story windows. Repair, rather than replace, the historic wood windows. Historic wood windows are made of old growth wood which is exceedingly dense and can last a very long time if maintained.
- ❑ Clean and repaint the front façade using the gentlest means possible. Plain water and a soft bristled brush should be tried first. A mild detergent such as dish soap can be added if needed. If that is still insufficient, chemicals or power washing can be considered. Power washing should not exceed 300 psi, as it can destroy the hard outer surface of the brick leaving the softer interior vulnerable to weather and deterioration. Repoint the mortar as necessary.
- ❑ Remove air conditioning unit and reopen center transom windows.
- ❑ New signage on the or perpendicular pole.

## BEFORE



## PROPOSED DESIGNS



109 E. MAIN ST, CUERO





# ECONOMIC SYNOPSIS

Case Study  
#9

**Business Type:** Retail

**Date of Improvement:** 2015

**Total Cost:** Façade \$19,500 (Awning: \$5,000,  
Asbestos and abatement \$1,700)

**Financing Assistance:** \$9,500 from the Cuero  
Development Corporation's Main Street  
Façade Grant

**Intangible Benefits:** "We have been  
downtown since 1935 and we wanted to redo  
the building because it was in need of  
renovation. We felt it was important to keep the  
historical integrity of the building and have  
gotten a lot of positive feedback from the  
community" – Building and business owner

## BEFORE



## AFTER



109 E. MAIN ST, CUERO



# ! DESIGN SYNOPSIS

Case Study  
#10

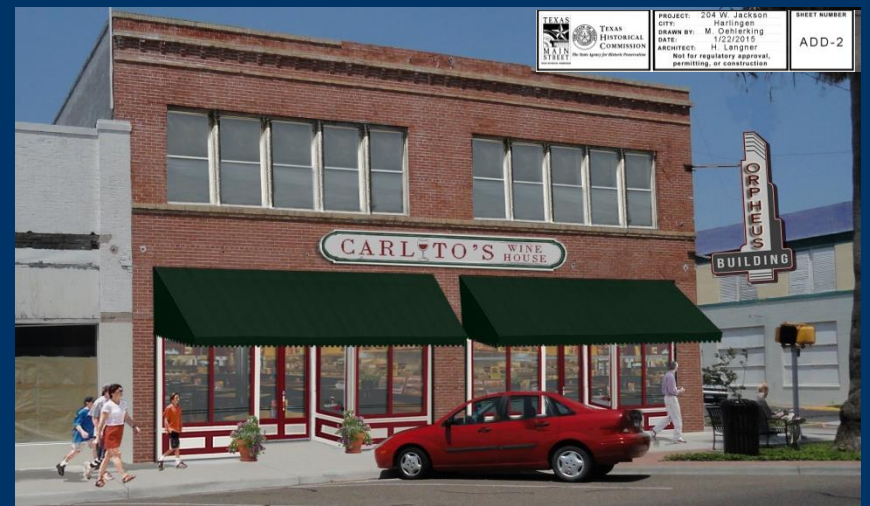
## Key Recommendations from Texas Main Street Design Center

- ❑ Second floor windows: Repair the existing wood frames. Rebuild the “one-over-one” double-hung windows based on the historic photograph
- ❑ Transom windows: Repair and reopen transom windows if they are still in place. If missing, rebuild the missing elements based on the historic photo. A tie-rod canopy will allow the most visibility of the transom windows, a cloth awning will help obscure the area if the windows are no longer in place.
- ❑ Storefront: 1. Retain existing tile. 2. Investigate if the existing tile can be removed to reveal historic materials underneath: 3. Reconstruct a storefront based on traditional configurations.
- ❑ Neon Sign: Restore the corner neon sign, and alter it to reflect the new building name if preferred

## BEFORE



## AFTER



204 W. JACKSON ST., HARLINGEN



# ECONOMIC SYNOPSIS

**Business Type:** Retail 1st floor, Loft 2nd floor

**Date of Improvement:** 2015

**Total Cost:** \$235,025

**Financing Assistance:** \$15,000 from Downtown Improvement District. The incentive program has a cap of \$15,000 per property per fiscal year, from any combination of grants.

**Economic/Intangible Benefits:** “This historic building was unoccupied and deteriorating prior to its sale. Leasing the lower level for a wine bar has been a game-changer for downtown and generated a great deal of buzz. This included a front page story in the Valley Morning Star one week after it opened. We understand the wine bar owner is well ahead of his business plan. He was going to open his business elsewhere in Harlingen and is very glad he decided to locate downtown. The property owner is serving on the downtown board and is a great new champion for investing in downtown.” – Main Street Program Manager

“Buying this building, then renting it, and seeing what it did encouraged me to buy the next building, which I was not going to do. In addition to which, we immediately gained tenants because they wanted to be next to the wine bar.” – Property Owner

## BEFORE



## AFTER



204 W. JACKSON ST, HARLINGEN

