TEXAS HISTORICAL COMMISSION

real places telling real stories

Design on a Dime

February 12, 2015
Nacogdoches, Texas

Okay, not literally a dime…

but more AFFORDABLE ways to tackle projects!

Principle: Preservation 1st

Saving what is there can save $$$.

Example:
The Gristmill, Gruene

Principle: Preservation 1st

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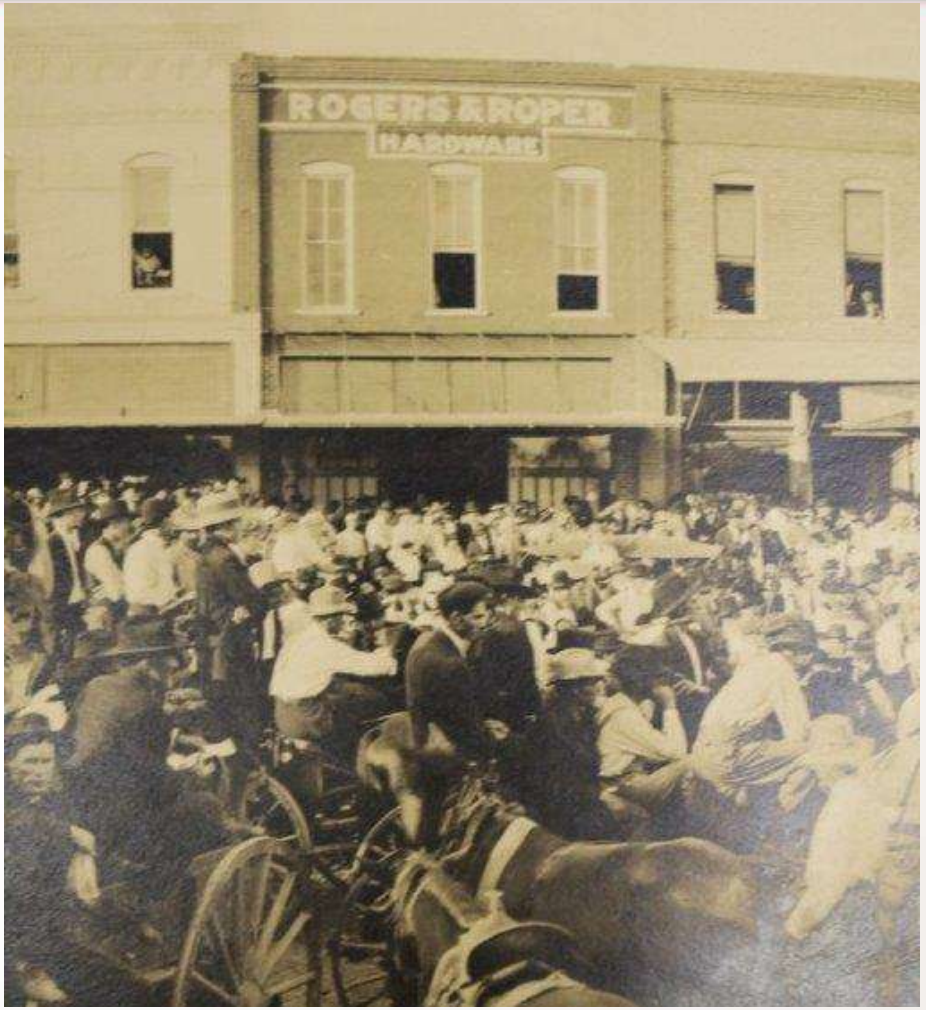
Don’t do unnecessary costly changes.

Principle: Preservation 1st

Principle: Preservation 1st



4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

Principle: Preservation 1st

Principle: add visual interest

Sometimes we get there once preservation 1st has been ignored -or- they are not really a historic building but still part of the Main Street district.

In that case, how do you work with what is there?

Principle: add visual interest

We like to call these buildings...Arturo Buildings
Why? Because there's not much to the building itself, but it is still very visually appealing.

Principle: add visual interest

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Challenge: building integrity has been compromised

Back to this example.....

Sometimes we get there once preservation 1st has been ignored.
How do you work with what is there?

Challenge: building integrity has been compromised
Principle: Don't faint it's just paint (unless its on upainted masonry then we will faint!)
Solution: Tasteful signage or artwork

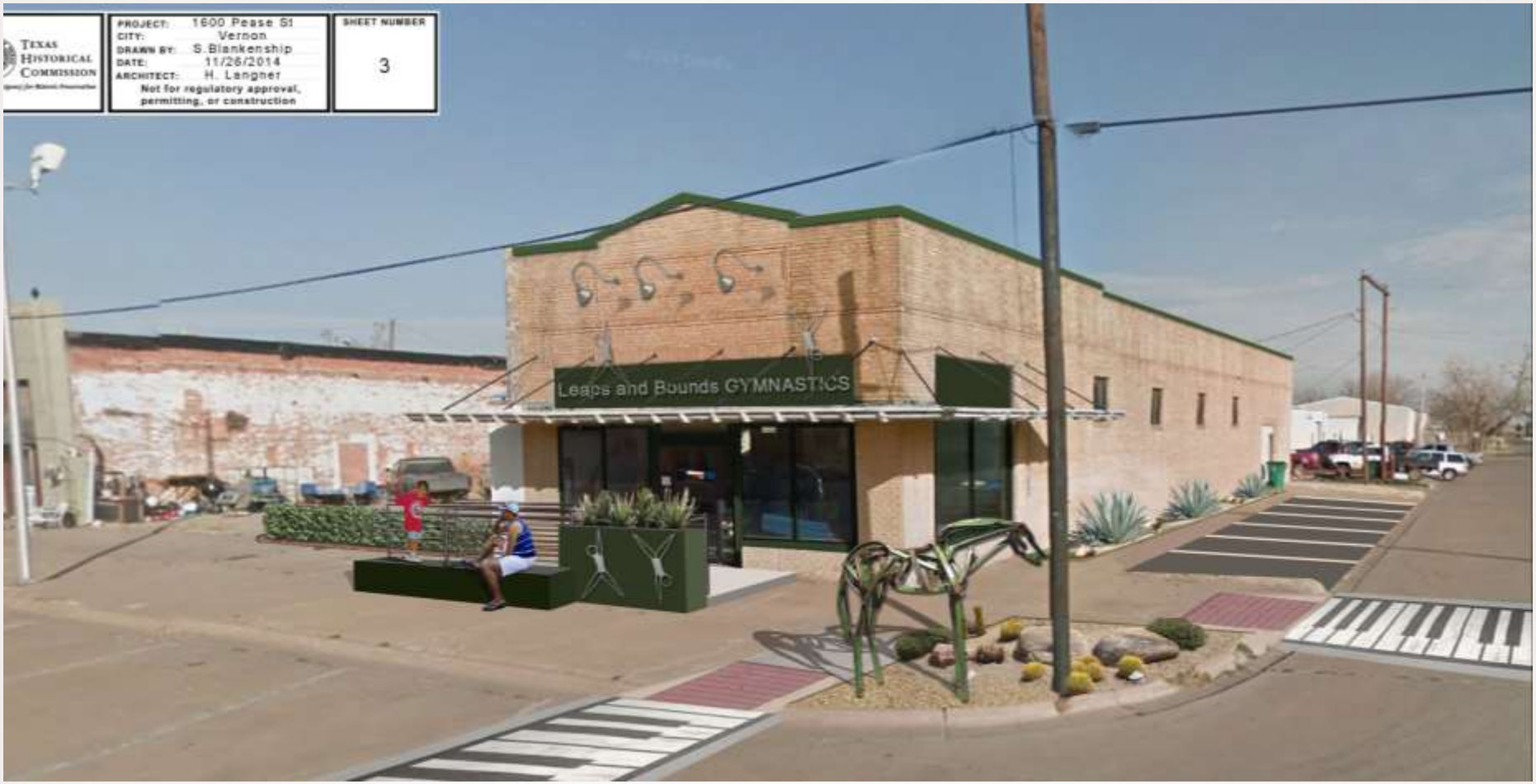
Challenge: building integrity has been compromised
Principle: Don't faint it's just paint (unless its on upainted masonry!)
Solution: Tasteful signage or artwork

Challenge: plain / non-historic building in district

Principle: Layering creates visual interest

Challenge: accessibility

Principle: Preservation first, Layering creates visual interest



Principle: Preservation first, Layering creates visual interest

ADA Tax Incentives - http://www.ada.gov/taxcred.htm

Tax Deduction

- Max. $15,000 per year
- Business may use for the removal of architectural or transportation barriers
- Sect. 190 – Internal Revenue Code

And /Or

Tax Credit

- For Small Business only = $1million in revenues or less than 30 full time employees
- May be used for removal of architectural barriers, etc.
- Sect. 44 – Internal Revenue Code

Challenge: building integrity has been compromised

Challenge: building integrity has been compromised
Principle: don't faint, it's just paint
Solution: tasteful signage or artwork

Principle: Don’t faint, it’s just paint.

We like this.

However,
NEVER paint
unpainted masonry!

Challenge: large expanse of paving; unsafe crossing
Principle: don't faint, it's just paint
Solution: liven the streetscape with paint

San Francisco Parklets

San Francisco Parklets

San Francisco Parklets

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 Xanthe 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.

Parklet Examples- *interesting design*

Parklet Examples- *interesting design*

Parklet Examples- *interesting design*

PARKOLATION

The Parkolation Project is an educational program of VSA Massachusetts COOL Schools. Parkolation gets young people involved in real world creative problem solving through designing and building innovative public spaces called parklets. This placemaking exploration gets students involved in civic, environmental and community engagement through STEAM (Science, Technology, Engineering, Arts, Math). Read our blog to learn more.

Want to see our 2014 Parkolation Parklet build in just 2 minutes?
Check out this amazing Time Lapse by Michelle Chung:

vsa
MASSACHUSETTS
The State Organization on Arts and Disability

Challenge: one-way streets
Principle: make pedestrian activity a priority
Solution: Rhythm of the Street

Rhythm of the Street

Downtown San Marcos

- Tactical Urbanism
- pop-up parks, art markets, & pedestrian amenities
- **"two-way for a day" temporary striping**
- transformed three blocks on a very small budget
- partnership between, the City of San Marcos Main Street Program, Development Services, and Transportation

Challenge: one-way streets
Principle: make pedestrians activity a priority
Solution: Rhythm of the Street

Principle: Make pedestrians priority not cars
Challenge: lack of park space/sidewalk dining
Solution: parklets

Funding opportunities:

Transportation, Community and System Preservation:
http://www.fhwa.dot.gov/discretionary/tcsp2011info.htm
The Transportation, Community, and System Preservation (TCSP) Program provides funding for a comprehensive initiative including planning grants, implementation grants, and research to investigate and address the relationships among transportation, community, and system preservation plans

Georgia-Pacific:
Funding for strong communities, improve life in the communities where we live and work.
www.gp.com/company/community/foundation

Safe Routes to school: http://www.saferoutesinfo.org

Principle: **Repurpose items & create pedestrian/bicycle amenities**
Solution: **Tactical Urbanism/Better Block models**

BUILD A BETTER BLOCK
MIDDLESBOROUGH

- 48 hours
- 100 volunteers

Amenities

- Pocket Park
- Parklet
- Bike Lanes
- Wayfinding
- Pop-Up Shops Cafes

Total Cost - $7,000

Principle: Repurpose items & create pedestrian/bicycle amenities
Solution: Tactical Urbanism/Better Block models

Pop-Up Park

Ingredients

- Vacant lot
- Gravel
- Shipping Pallets
- Soil
- Plants

1 year later…

- Still intact and used by community
- Inspired another park in district

Cost - $5,000

Principle: Repurpose items & create pedestrian/bicycle amenities
Solution: Tactical Urbanism/Better Block models

Parklets

Ingredients

- 2 Parking Spaces
- Wood Decking
- Tables & chairs
- Planters
- Concrete Block

1 year later…

- One was removed due to highway regulations
- One is used by local business

Cost - $1,500

Principle: **Repurpose items & create pedestrian/bicycle amenities**
Solution: **Tactical Urbanism/Better Block models**

Sharrows / Bike Lanes

Ingredients

- Spray paint
- Cardboard Stencil

1 year later…

- Spray-paint has faded slightly, but city is considering making lanes permanent

Cost - $30

Principle: Repurpose items & create pedestrian/bicycle amenities
Solution: Tactical Urbanism/Better Block models

Inspiration Stencils & Wayfinding

Ingredients

- Spray paint
- Cardboard Stencils
- Laminated Cardboard Signs

1 year later…

- All signage still intact

Cost - $50

Principle: **Repurpose items & create pedestrian/bicycle amenities**
Solution: **Tactical Urbanism/Better Block models**

Historical Registry

Ingredients

- Laminated signage
- Tacks

1 year later…

- Replaced with permanent all weather signage
- Donor funded additional images

Cost - $500

Principle: Repurpose
Solution: Pallet Chairs

REPURPOSEDGOODS.COM PROJECT #1.0

PALLET ADIRONDACK CHAIR KIT

PAC DIY GUIDE:
LEARN HOW TO MAKE YOUR OWN PALLET ADIRONDACK CHAIR. ALL YOU NEED IS A BRAIN, SAFETY GLASSES, A FLAT SURFACE, AND A POWER SCREWDRIVER.

© DESIGN CANNON LLC, 2013

HELLO!

CONGRATS, YOU ARE REPURPOSING!

REPURPOSING OR UPCYCLING :
THE ACT OF CONVERTING DISCARDED MATERIALS OR USELESS PRODUCTS INTO NEW MATERIALS OR PRODUCTS.

THE BENEFITS :
- THERE IS AN ABUNDANCE OF DISCARDED MATERIALS
- IT KEEPS SOME MANUFACTURED GOODS OUT OF LANDFILLS
- IT CULTIVATES A NEW APPRECIATION FOR TRASH

THIS PALLET ADIRONDACK CHAIR DIY KIT IS AN A TIVE PRACTICE IN REPURPOSING. THE PALLETS YOU F WILL MOST LIKELY COME FROM A COMPANY T WOULD LY THROW THEM AWAY IN THE NEXT

THE PALLETS YOU FIND

ENJOY THE BUILD!

LOVE AND BRUISES,

SHELTON DAVIS

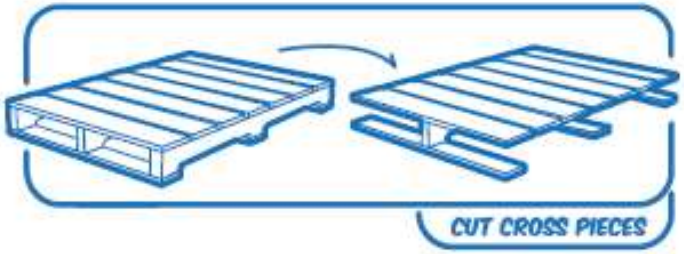
PS. IF YOU FIGURE OUT A GREAT IMPROVEMEN THI CONTACT REPURPOSEDGOODS.COM!

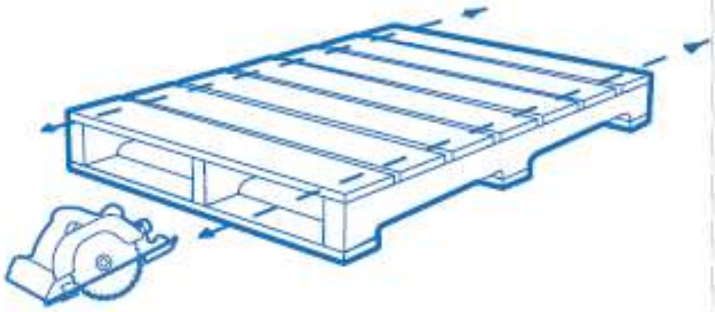
$15

Principle: Repurpose
Solution: Pallet Chairs

PALLET ADIRONDACK CHAIR

PRE-BUILD #3

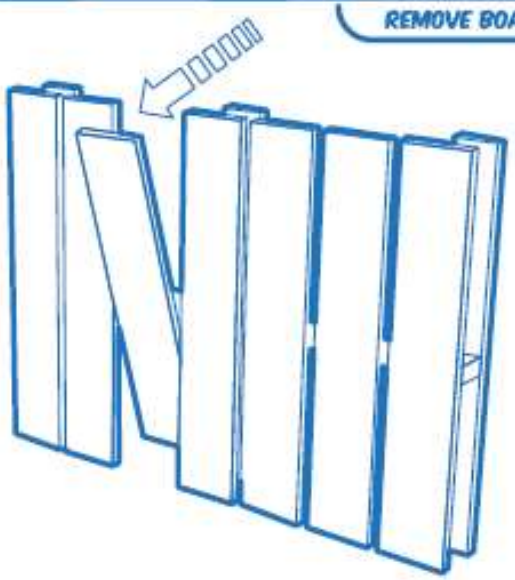




* MAKE ALL CUTS ON A FLAT SECURE SURFACE
* AVOID CUTTING THROUGH NAILS
* BE SUPER CAREFUL

PALLET ADIRONDACK CHAIR

PRE-BUILD #4

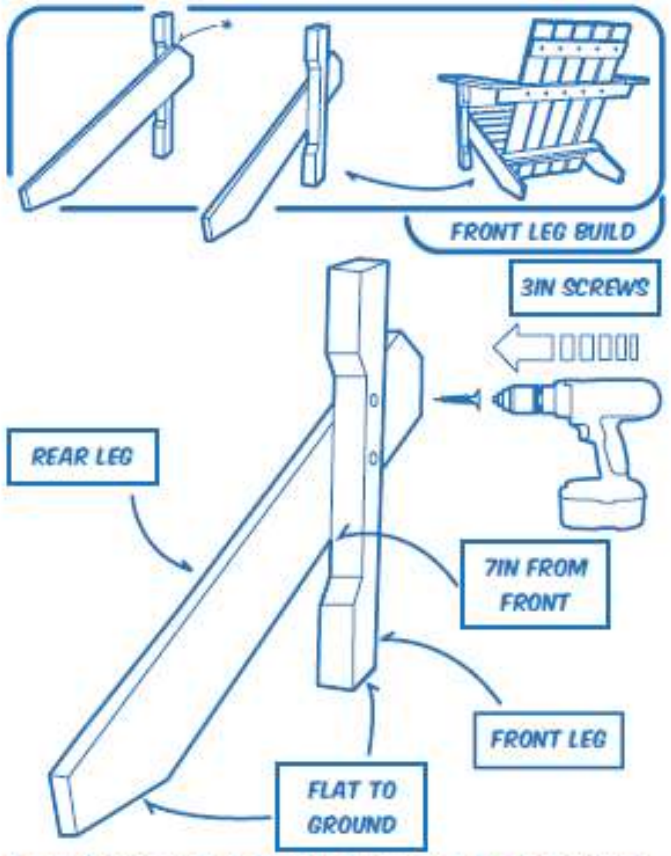


* ROTATE BOARD AGAINST CENTER PIECE TO LOOSEN THE NAILS
* USAGE OF A CROWBAR, HAMMER, AND PATIENCE WILL HELP
* BE SUPER CAREFUL

Principle: Repurpose
Solution: Pallet Chairs

PALLET ADIRONDACK CHAIR

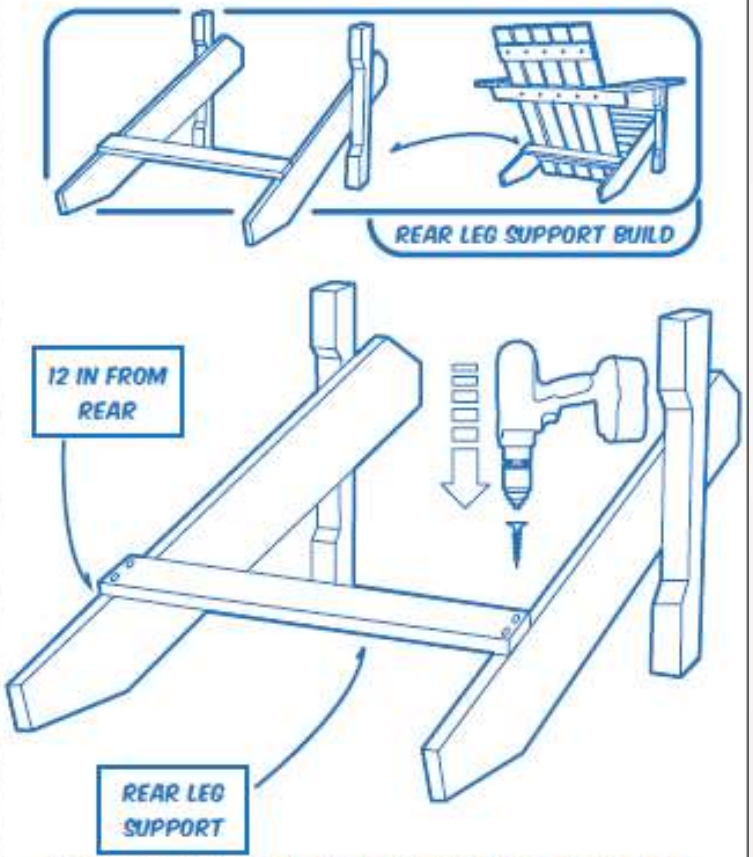
STEP #1



* MAKE SURE THE LEG BOTTOMS ARE FLAT TO THE GROUND AND TO LINE UP THE FRONT LEG WITH THE REAR LEG TOP PEAK

PALLET ADIRONDACK CHAIR

STEP #2



* BUILD ON A FLAT SURFACE AND MAKE SURE TO PUT IN 4 SCREWS. PRE-DRILLING WILL HELP PREVENT CRACKING!

Challenge: Lack of Streetscape Vibrancy
Principle: Repurpose
Solution: Shipping Pallets

Challenge: Lack of Streetscape Vibrancy
Principle: Reduce Reuse Recycle
Solution: Hanging Baskets, Planters, Signs, Interactive Installations

Challenge: Lack of Streetscape Vibrancy
Principle: Repurpose
Solution: Wayfinding, planters

Challenge: Lack of Streetscape Vibrancy
Solution: Planters Program --Nacogdoches

Challenge: Large building with Blank Walls
Principle: Make a big design challenge smaller
Solution: Tasteful signage or artwork

Challenge: Large Buildings with Blank Walls
Principle: Incorporate visual changes in the downtown
Solution: Temporary installation with paper plates and string

- tie it to an event and get multiple businesses involved
- ask if a paper plate company like Dixie would donate the products and offer photos and press releases to them

Design on a Dime

Mid America Arts Alliance: Artistic Innovations grant

www.maaa.org/SiteResources/Data/Templates/t8.asp?docid=1022&DocName=Artistic%20Innovations

Arts and Humanities Council of Tulsa (Tulsa), $15,000 for *Woven Matters*, an exhibition of new work by Shan Goshorn and Sarah Sense.

Waco Tx East Waco Library Mural Project 2013

Principle: Make a big design issue smaller
Challenge: huge windows
Solution: Reduce window display size with spray frost, Mylar, or paint

Challenge: Newsworthy window decorating contest
Principle: Decorate the negative space
Solution: Lufkin Daily News

This is one of my favorite events I thought about implementing downtown and it didn't cost the merchants or the paper,--really.

- Main Street partnered with The Lufkin Daily News Paper for a window decorating contest. It was competitive and provided a relationship with the merchants and newspaper.
- The Newspaper provided a certain amount of paper for each business. If more paper were needed they had to purchase or have family and friends help collect newspapers for them. It was fun!
- The Newspaper also ran articles in the paper encouraging the community to come downtown to look at the windows in person. (This really worked!) It was our first newspaper window contest, and people came downtown to see the windows!
- The winner won 1/2 page ad. free wording of their choice and date to use. Afterwards the newspaper ran a story about the winning business. I intend to do it again in June 2015.
- The newspaper left it up to me regarding the rules and guideline. They gave the free advertising!
- Most of all everyone won!
    - The newspaper won because they sold more newspapers, gave back to the community and had a story to print whenever.
    - Downtown won because it brought people to see the windows and shop.
    - The Community won by learning about downtown and what downtown have to offer!

Challenge: Dark underutilized alley
Principle: Decorate the negative space

Challenge: Dark underutilized alley
Principle: Decorate the negative space
Solution: Colorful objects: hula hoops, umbrellas etc.

Discussion point of appropriate in historic district?

Challenge: Dark underutilized alley
Principle: Decorate the negative space
Solution: Colorful objects: hula hoops, umbrellas etc.

Malaga, Spain

Challenge: Dark underutilized alley
Principle: Decorate the negative space
Solution: Colorful objects: hula hoops, umbrellas

American Academy of Dermatology: Shade Structure Grant Program: www.aad.org/spot-skin-cancer/what-we-do/shade-structure-grant-program

Shade Structure Grant Program

29 20 198

The American Academy of Dermatology's Shade Structure Grant Program awards grants to schools and non-profit organizations for installing permanent shade structures for outdoor locations that are not protected from the sun, such as playgrounds, pools, and recreation and learning spaces. Each Shade Structure Grant is valued up to $8,000, which includes the cost for a shade structure and installation. In addition to the grant, the Academy also provides a permanent sign near the shade structure. The AAD receives support for this program from its members and outside organizations.

Eligible applicants

The Academy Shade Structure Grant Program is open to 501(c)(3) non-profit organizations that provide services, programs and curricula to children and teenagers who are 18 and younger. To be considered for grants, applicants must:

- Be recommended by an Academy member dermatologist. Locate an Academy member dermatologist by using the Find a Dermatologist tool.

IN GOD WE TRUST
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