IDENTIFYING MID-CENTURY RESIDENTIAL ARCHITECTURE

LAURA CAMAYD, CERTIFIED LOCAL GOVERNMENT, PROGRAM SPECIALIST
BAUHAUS

Walter Gropius

Hannes Meyer

Ludwig Mies van der Rohe
INTERNATIONAL STYLE

J.J.P. Oud  Le Corbusier  Richard Neutra  Philip Johnson
ARCHITECTURAL FEATURES

• Rectilinear forms
• Light
• Taut surfaces with no ornamentation and decoration;
• Open interior spaces, and
• Visually weightless quality engendered using cantilever construction
• Glass and steel in combination, with usually less visible reinforced concrete.

Richard Neutra, Singleton House
MODERN MOVEMENT

Charles & Ray Eames
Frank Lloyd Wright
Alvar Aalto
ARCHITECTURAL FEATURES

- Functionality is important, as form follows function
- Uncluttered and sleek lines with both organic and geometric forms
- Minimal ornamentation
- An exploration of different traditional as well as non-traditional materials
- Juxtaposition of different, and sometimes contrasting materials

7911 Santa Elena St, Glenbrook Valley, Houston, Texas
RANCH STYLE

The ranch house features include:

• All rooms on one floor
• Low to the ground
• Set parallel to the street
• Gable or hipped roof
• Eliminated steeply pitched roofs and Dormer windows
• Deep roof overhang
• Large picture window facing the street
• Modest detailing
CONTEMPORARY STYLE

• Elements of the International Style softened into a more widespread, popular style
• Flat or low-pitch gabled roof
• Large windows face interior courtyard or backyard, few windows on the façade
• Entrance often hidden on the side

• Contrasting wall materials and textures
• Irregular plan with varied orientation to the street
• Post and beam construction
ROOFS

Low-pitch roof with wide eaves

Dynamic roof lines
CANTILEVER
MID-CENTURY WINDOWS

- Casement Windows
- Jalousie Windows
- Awning Windows
- Preferred
- Not Preferred
- Applied Window Muntin Styles
- Corner Window Grouping Surrounded by a Window Box
NEW WINDOW STYLES

CANTED WINDOW

CORNER WINDOW

CLERESTORY WINDOW
BRISE-SO LEIL
MATERIALS
MID-CENTURY HOTELS
MID-CENTURY MOTELS
EVALUATING MID-CENTURY RESIDENTIAL ARCHITECTURE
The Granger House + The Perch
Austin, TX
PLANNED COMMUNITIES
LOCAL HISTORIC DISTRICT: HOUSTON GLENBROOK VALLEY
HOUSTON’S MID-CENTURY HISTORIC DISTRICT
<table>
<thead>
<tr>
<th>Compatible</th>
<th>Incompatible</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Driveways</strong></td>
<td></td>
</tr>
<tr>
<td>• Located to the side of the house on interior lots</td>
<td>• Parking pads in front of the building</td>
</tr>
<tr>
<td>• Connected to the side street on corner lots</td>
<td></td>
</tr>
<tr>
<td><strong>Garages and Carports</strong></td>
<td></td>
</tr>
<tr>
<td>• Integrated, front-facing</td>
<td>• Carports or garages attached to (projecting from) front of house</td>
</tr>
<tr>
<td>• Attached, side- or rear-facing (north of Bellfort)</td>
<td></td>
</tr>
<tr>
<td>• Detached</td>
<td></td>
</tr>
<tr>
<td><strong>Height</strong></td>
<td></td>
</tr>
<tr>
<td>• One or two stories</td>
<td>• Three or more stories</td>
</tr>
<tr>
<td>• Typical overall height less than 30 feet</td>
<td>• Overall heights greater than 30 feet</td>
</tr>
<tr>
<td><strong>Front setback</strong></td>
<td></td>
</tr>
<tr>
<td>• 30-foot front setbacks on most blocks</td>
<td>• Any setback inconsistent with the containing blockface</td>
</tr>
<tr>
<td>• 20-foot or greater side setbacks on large corner lots</td>
<td></td>
</tr>
</tbody>
</table>
# GLENBROOK VALLEY

## Compatible

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Incompatible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Slab on grade</td>
<td>Raised pier and beam</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Porch</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No porch</td>
<td>Front porch</td>
</tr>
<tr>
<td>Covered front entry (may be recessed)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Roof</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gabled roof, hipped, shed, or flat roof</td>
<td>Dentils or classical eave moldings</td>
</tr>
<tr>
<td>Low pitch (may be asymmetrical)</td>
<td>Cupoles or towers</td>
</tr>
<tr>
<td>Wide eaves Composition shingles</td>
<td>Slate or tile roof</td>
</tr>
<tr>
<td>Standing-seam metal roof</td>
<td>Standing-seam metal roof</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exterior Wall Cladding</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard or patterned brick masonry</td>
<td>Corrugated metal</td>
</tr>
<tr>
<td>Cedar or redwood siding Horizontal lap or board and batten patterns</td>
<td>Flat modular panels</td>
</tr>
<tr>
<td>Decorative half-timbering (Tudor-style ranches only)</td>
<td></td>
</tr>
<tr>
<td>Mix of two materials is common</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Front Door</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Single or double door</td>
<td>Victorian-style beveled glass doors</td>
</tr>
<tr>
<td>Recessed panels</td>
<td></td>
</tr>
<tr>
<td>Glass lights</td>
<td></td>
</tr>
<tr>
<td>sidelights</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Windows</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Any size, shape, or proportion (horizontal proportions dominate)</td>
<td>Vinyl</td>
</tr>
<tr>
<td>Aluminium</td>
<td>White frame/sash</td>
</tr>
<tr>
<td>Single- or double-pane</td>
<td></td>
</tr>
<tr>
<td>Minimal frame/sash</td>
<td></td>
</tr>
</tbody>
</table>
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT’S TO LOVE?

SIGNAGE

“TOTAL WORK” OF ART COMBINING ART, ARCHITECTURE AND GRAPHIC DESIGN
“BAUHAUS 93”
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT’S TO LOVE?

SIGNAGE

A MAIN FOCAL POINT OF THE BUILDING

New York Store

Tyler, TX
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT’S TO LOVE?

SLIPCOVERS

COMPLETELY HIDE THE PAST

Georgetown, TX

Paris, TX

Georgetown, TX
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT’S TO LOVE?

STOREFRONT DESIGN

- Angled Entries
- Non Symmetrical
- Clerestories
- Ribbon Windows

Levelland, TX
Longview, TX
Killeen, TX
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT’S TO LOVE?

STOREFRONT DESIGN

DEEP RECESS
“BOXED” STOREFRONT WINDOW
CANTILEVERED DISPLAY WINDOWS
ALUMINUM

San Marcos, TX
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT'S TO LOVE?

STOREFRONT MATERIALS

TERRAZZO
TILE
GLASS BLOCK

Longview, TX
Killeen, TX
Longview, TX
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT'S TO LOVE?

CANOPIES

BUTTERFLY WINGS
CANTILEVERED
ARCHED

Austin, TX
Killeen, TX
Palestine, TX
Levelland, TX
PROMINENT CHARACTERISTICS ON COMMERCIAL BUILDINGS

WHAT’S TO LOVE?

MAISONRY

STACKED VERTICAL BOND
NEW TEXTURES
ROMAN BRICK

Killeen, TX

Longview, TX
HOW DO WE SAVE THEM?

EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.
HOW DO WE SAVE THEM?
EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.

STOREFRONT DESIGN

San Marcos, TX
How do we save them?
Education, surveys, design guidelines, ordinances etc.

Background: Previous Surveys

1984 Historic Resources Survey
- Resources constructed prior to 1935
- 900 resources
- Assigned High, Medium, Low priorities

2007 Historic Resources Survey
- 1984 survey
- Resources constructed up to 1960
- 1,574 resources
- Assigned High, Medium, Low priorities
- Included representative properties from postwar subdivisions

2016 Survey
- Re-survey 1984/2007 properties
- Within boundary: survey resources constructed in 1974 or earlier

Killeen, TX
How do we save them?

Education, Surveys, Design Guidelines, Ordinances etc.

Category Change Examples

What does this mean for you as a property owner?

Outside the Downtown and Old Town Overlay Districts:
Your property is only subject to special required approvals for demolition. All other construction or changes to your property are subject to the standard permitting requirements.

Within the Downtown and Old Town Overlay Districts:
Certain changes to your property could require a Certificate of Appropriateness reviewed by the Historic Preservation Officer or by the Historic and Architectural Review Commission (HARC) (See Section 3.13 Certificate of Appropriateness of the Unified Development Code).
How do we save them?
Education, Surveys, Design Guidelines, Ordinances etc.

2014 Survey
2014-50=1964

Killeen, TX

United States Department of the Interior
National Park Service | National Register of Historic Places Registration Form
NPS Form 10-900
OMB No. 1024-0018
Killeen Downtown Historic District, Killeen, Bell County, Texas

8. Statement of Significance

Applicable National Register Criteria

| X | A | Property is associated with events that have made a significant contribution to the broad patterns of our history. |
|   | B | Property is associated with the lives of persons significant in our past. |
| X | C | Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction. |
|   | D | Property has yielded, or is likely to yield information important in prehistory or history. |

Criteria Considerations: NA

Areas of Significance: Community Planning & Development; Military; Architecture

Period of Significance: 1895-1964

Significant Dates: 1942, 1950
HOW DO WE SAVE THEM?
EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.

Killeen, TX
HOW DO WE SAVE THEM?

EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.

1. RECOMMENDATION: Canopy design should be appropriate to the style for the period of construction of the building.

Suspended awnings (above) are appropriate on both prewar and mid-century buildings and were more common during the prewar period.

Steel column-supported canopies and balconies are appropriate on both prewar and mid-century buildings, although the details of their design differed in the two periods.

CHAPTER 5 GUIDELINES FOR SIGNAGE

1. RECOMMENDATION: Scale and placement of sign should fit within the architectural detail.

Signs should fit within the boundaries of the face of the building and not obscure architectural detail. Consider the entire building front as an integral image for the business signage. Use the sign to emphasize architectural detail.

Recommended for prewar and mid-century buildings: Individual letters either backlit by concealed indirect light sources in each letter or lit from an external source.

Recommended for mid-century buildings: Mid-century signs were often the focal point of a building. Pinn, flag poles, and elaborate shapes were used to call attention to the business advertised. Neon lights and groupings of small individual light bulbs where used to trace lettering, logos and images. Ideally, such signs and lighting, should form an integral element of the building design, rather than being merely an accessory addition.

Internally illuminated, plastic-faced box signs are not recommended. Indirect light sources on signs or letters individually lit with neon or small decorative light bulbs are historically appropriate for mid-century buildings and are recommended solutions.

KILLEEN HISTORIC DISTRICT DESIGN GUIDELINES

Killeen, TX
HOW DO WE SAVE THEM?
EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.
HOW DO WE SAVE THEM?
EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.
HOW DO WE SAVE THEM?
EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.

MASONRY

DESIGN GUIDELINES
NEED TO SPECIFY
UNIQUE
CHARACTERISTICS

II. Materiality

Natural materials such as brick, stone, and wood are commonly combined with concrete, steel, and glass to create a complete façade:

a. Brick

The most common residential façade material is brick. Brick is also often used for commercial, institutional, and office structures as well. Several patterns, such as the Coursed Ashlar, Common Bond, and Dutch Cross Bond patterns, are favored by mid-century modern design style and used to add visual interest. The Stacked Pattern (or Stacked Bond) is perhaps the most heavily used pattern. The invention of veneer construction occurred during the era, allowing the stacked pattern to exist. All unique brick patterns should be maintained and applied to new construction. Additional brick ornamentation types to be considered include glazed brick and distinctive open-air brick applications for courtyard walls.

b. Metal, Steel and Aluminum

Metals, steel, and aluminum are used for both functional and decorative elements. Despite the structure’s type, those materials should be showcased. Aluminum is commonly used as a decorative element for office and commercial structures, as seen at the Bally Total Fitness building (refer to Inventory Form C-2). In addition, columns supporting porticos and breezeways can be any of these materials. Other site materials such as doors, fencing, and gates can be constructed of aluminum to be more resistant to the harsh Michigan elements.
HOW DO WE SAVE THEM?

EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.

MASSONRY
HOW DO WE SAVE THEM?
EDUCATION, SURVEYS, DESIGN GUIDELINES, ORDINANCES ETC.

1. Post-War Modern multi-family residential buildings may benefit from well-designed signs to identify them, as long as these signs are designed and placed in a manner that complements the building.

2. Backlit channel letters individually mounted have the least negative impact on MIMO architecture. Open face channel letters with exposed faces will be considered on a case-by-case basis.

3. Many Post-War Modern building facades contain architectural elements whose purpose is to frame or otherwise highlight signs. If such elements exist, utilizing them will enhance the image of the building.

4. Obstructing architectural detailing with new signs distorts the proportions and geometry of the facade and, therefore, is detrimental to the image of the building.

5. Mounting new signs on significant original materials such as stone or brick is potentially damaging to the material and, therefore, to the integrity of the building. This should only be done with special care to prevent damaging the material.

6. The retention and restoration of existing original signs lends historical identity to a building and is highly desirable.

7. Original MIMO signs often were integrated carefully into the design of the building and were sometimes placed over architectural gateways. The recreation of original signs is encouraged when documentation of the original signage is available. These signs may include existing original wall signs, freestanding gateway signs, projecting signs, monument signs, and pole signs that can be documented as original. Removal of such signs is on a case-by-case basis. Considerations include the quality, size and location of the sign and its relationship to the design of the building.

8. Mounting signs directly to the building surface creates a more unified facade. Signs mounted on or in front of electrical raceways often introduce a bulky and awkward element that rarely is complimentary to the structure. Shafer recommends consideration will be given on a case-by-case basis if an alternative installation system is not feasible.

9. Constructing signs of durable, permanent materials imparts quality to the building. Plastic and foam materials weaken the building. Plastic panels or other types of background devices are obstructing and detract from the quality of the sign and the building.

10. Signs proposed to be located on a building overhang will be evaluated on a case-by-case basis.
The retention and restoration of existing original signs lends historical identity to a building and is highly desirable.
HOW DO WORK WITH MID-CENTURY BUILDINGS?
DESIGN CASE STUDIES

CASE STUDIES

Texarkana, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?
DESIGN CASE STUDIES

Texarkana, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?

DESIGN CASE STUDIES
HOW DO WORK WITH MID-CENTURY BUILDINGS?

DESIGN CASE STUDIES

Paris, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?

DESIGN CASE STUDIES

Paris, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?
DESIGN CASE STUDIES

Levelland, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?

DESIGN CASE STUDIES

Levelland, TX
CASE STUDIES Levelland, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?
DESIGN CASE STUDIES

San Marcos, TX
CASE STUDIES  La Grange, TX

TEXAS HISTORICAL COMMISSION

November 20, 2017

Texas Main Street Center Design Report

Re:  207 W. Travis Street - Adamick Building
City:  La Grange, Texas
By:  Marie Onfletzing-Read, Project Designer

Not for regulatory approval, permitting, or construction

Prior to making any improvements to the building façade, the building owner should perform a thorough review of the major structural components of the building, including the roof, walls, and foundations. All mechanical and electrical systems should be well maintained in conformity with applicable codes and ordinances. Building use and interior arrangements of program spaces should also be in conformity with applicable codes and ordinances.

DESIGN REQUEST

A design request was submitted for the Adamick Building in La Grange. The property was recently purchased by a new owner from the original family. They would like assistance rehabilitating the façade and will be utilizing the local façade grant program. The two storefronts will be rented out to retail tenants. Historic photographs are included on the following page.

1951 Photograph

In this image, the building is a mixture of original and modernized architectural elements. The storefront on the left appears to be the original structure and cantilever design with a central door. The building appears to be vacated, possibly for the basement.

The storefront on the right has been updated with black pigmented ornamental glass. This material was commonly used in "modernist" or downtown buildings. The glass panels were typically installed as a veneer over the existing masonry piers and existing storefront. For more on the history and use of structural glass, please refer to the links on page 3. On this half of the building, the masonry have been shored and replaced with glass block.

Also note the brick detail, decorative parapet, and building nameplate. This photo has been overlapped with the existing façade on the following page to determine if the original façade may exist underneath the slipcover.

1971 Photograph

By this time, the upper portion of the façade had also been modified. A tall vertical element on the far left was added for signage. The storefront on the left was also modernized. The tie rod canopy was removed and replaced with a cantilevered canopy, which seems to have been raised. The detail along the parapet was removed and replaced with a flat surface, either brick or the metal panels seen today.
CASE STUDIES
La Grange, TX

RECOMMENDATIONS

Based on the findings, very little material remains from the original masonry design. The storefronts have been removed, the canopy altered, and the upper façade damaged or removed. The changes that were made to the building were completed over 50 years ago, which makes them historic in their own right. The building’s current style is characteristic of mid-century modern architectural, which is not seen in other parts of Downtown La Grange and should be embraced. Design staff recommends preserving and repairing the mid-century style of the existing façade and working with the elements that are intact for the new businesses. The changes on the following pages illustrate this concept. This is supported by the Secretary of the Interior Standards for Rehabilitation, specifically Standard #3 and #4.

The Standards for Rehabilitation are a series of concepts about maintaining, repairing, and replacing historic materials, as well as designing new additions or making alterations. They provide a framework and guidance for decision making about work or changes to a historic property. The Texas Historical Commission uses this list of standards when analyzing and making recommendations for a project. The Standards can be found here – http://www.nps.gov/tps/standards/rehabilitation.htm and are listed below. All changes, additions, and modifications to the building shall comply with the Standards and local design guidelines.

1. A property shall be used for its historic purpose or be placed in a use that captures essential change to the defining characteristics of the building and its site and environment.

2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

3. Each property shall be evaluated as a physical record of the time, place, and event. Changes that create a false sense of historical development, such as adding non-representative features or architectural elements from other buildings, shall not be undertaken.

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

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.

6. Determined historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, when possible, materials. Replacement of missing features shall be substantiated by documentation, physical, or visual evidence.

7. Chemical or physical treatments, such as stabilizing, that cause change in historic materials shall not be used. The selection of treatments, if appropriate, shall be substantiated using the greatest care possible.

8. Significant architectural features altered by a project shall be preserved and preserved. If such features are altered, significant features shall be retained.

9. New utilities, service alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the surroundings, scale, and architectural features to preserve the historic integrity of the property and its environment.

10. New utilities and adjacent to related new construction shall be in such a manner that it is improved in the future, the essential form, and integrity of the historic property and its environment would be unsupplied.

Attempting to recreate the original façade design would create a false sense of historical development and would remove the historically important changes made to the building over its lifetime. Further investigation may be done to see what is behind the metal paneling above the canopy. If masonry or masonry is present and is in good condition, the metal paneling maybe removed. All other features, especially the black structural glass, should be preserved.
CASE STUDIES  La Grange, TX

MIDCENTURY MODERN STYLE
Midcentury modern architecture is characterized by simple, clean lines, strong vertical or horizontal elements, angled storefronts, and large signage. The Adamzik building includes these features and should be preserved.

The images below provide examples of other midcentury buildings. This guide provides greater detail on the history of the style and the materials that were used:
How to Work with Storefronts of the Mid-Twentieth Century - https://www2.lamar.gov/HistoricPreserve/mid-century/Documents/modern-storefront-glossary.pdf

DESIGN RENDERINGS
The renderings on the following page illustrate how to clean up the façade and work with the architectural style. The technical sections explain repair methods in greater detail. A light and dark color scheme is shown. Signage and color schemes can change depending on the future businesses. At that time, Design Staff can modify the renderings.
CASE STUDIES  Levelland, TX
CASE STUDIES  Killeen, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?
DESIGN CASE STUDIES

Killeen, TX
HOW DO WORK WITH MID-CENTURY BUILDINGS?
DESIGN CASE STUDIES

Killeen, TX

MONUMENT SIGN WITH “SPACE AGE” MOTIF

DRAMATIC, CANTILEVERED CANOPY

CLEAR ANODIZED ALUMINUM STOREFRONT

ASYMMETRICAL FACADE
MID-CENTURY ARCHITECTURE

LAURA CAMAYD, CERTIFIED LOCAL GOVERNMENT, PROGRAM SPECIALIST

SARAH BLANKENSHIP, TEXAS MAIN STREET PROGRAM, PROJECT DESIGN ASSISTANT