

TEXAS HISTORICAL COMMISSION

June 13, 2016

Texas Main Street Center Design Report

Re: 101 S. St. Mary's Street – Country Roads Antiques
City: Beeville, Texas
By: Texas Main Street Design Staff

Not for regulatory approval, permitting, or construction

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

DESIGN REQUEST

A design request form was submitted for Country Roads Antiques in Beeville. The new antique business will occupy the historic Eissler building that has unique drive through bays. The owners would like assistance with signage and paint schemes for the building. They would like the new sign to incorporate neon. One idea they have for the new sign includes using an old piece of wood with the words "Country Roads Antiques" in neon lettering.



Existing Conditions

Texas Historical Commission
P.O. Box 12276
Austin, TX 78711-2276
512.463.6100
fax 512.475.4872
thc@thc.state.tx.us



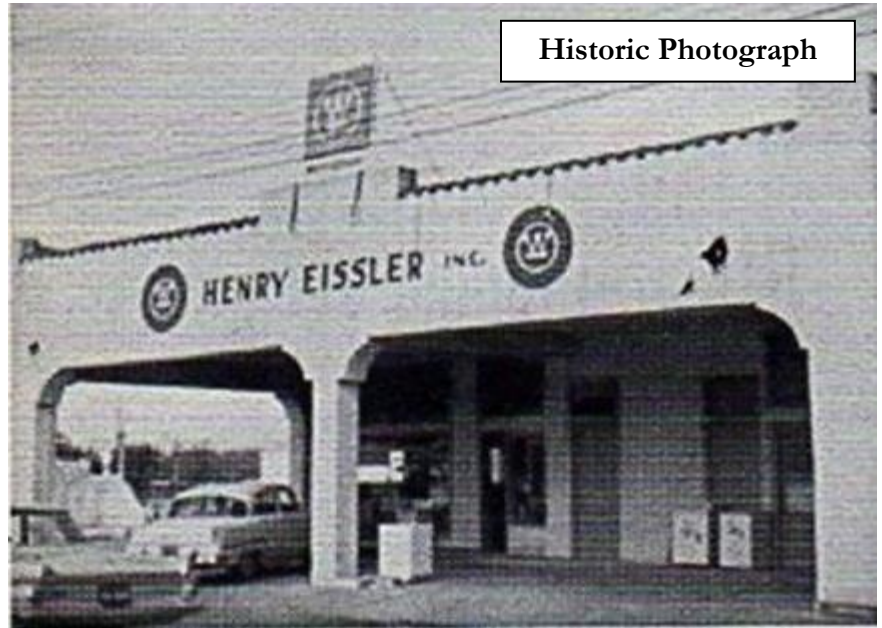
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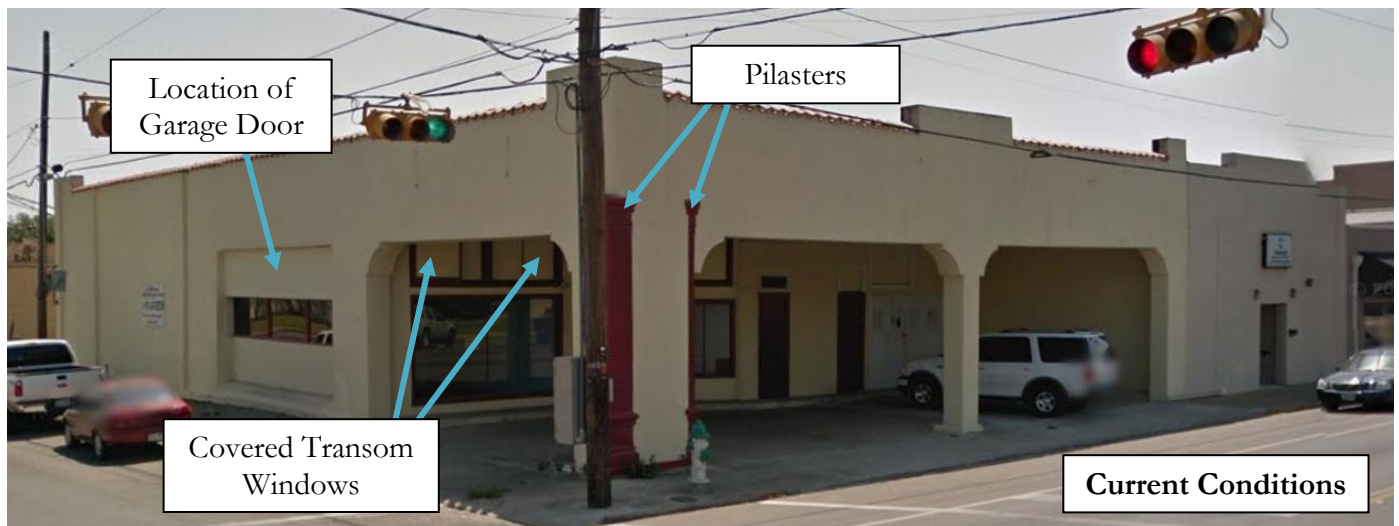
HISTORIC PHOTOGRAPH

The building has been modified very little. The original openings, architectural details, and terra cotta roof tiles have been maintained. The historic photograph illustrates the original signage style and placement. The new signage can take inspiration from the historic example.

The transom windows above the main entry and display windows have been covered or painted over. The large square opening on the side of the building has also been enclosed. Based on the size and shape, this was mostly likely once a garage door. The pilasters at the front corner of the building also appear to have been added to the building. These modifications have been labeled in the image below.



Historic Photograph



Color Scheme & Signage Recommendations

Based on the historic photograph, the original color scheme of the building utilized a light base color with dark signage and terra cotta tiles along the parapet. Main Street Design Staff would recommend using a similar color scheme. The images below provide examples of color schemes seen on similar style buildings. The design renderings also illustrate potential color options.



Design Renderings

Below and on the following pages are five renderings that illustrate color schemes and signage options for the building. Additional options can be explored upon request.

Rendering #1a and #1b

- Paint Scheme – hunter green or tan base color with blue, red, and cream accents
- Signage – panel sign on main and side façade with a perpendicular sign on one corner



Rendering #1a and #1b Sign Inspiration:



Rendering #2a and #2b

- Paint Scheme – Tan base color with blue accents
- Signage – Individual letters on main façade to mimic historic sign. These letters could utilize reverse halo lighting, as seen in Quill picture below right. A matte finish is recommended for the letters. Avoid using plastic, shiny finish for the letters (see examples on page 9 and 10). Color of letters can match terra cotta tile or blue accent features. Arrow neon sign on side façade.



Sign Inspiration:



Rendering #3

- Paint Scheme – brick red base color with blue and cream accents
- Signage – Individual letters on main façade can be metal, plastic, or neon. Perpendicular sign on side façade is modeled after historic neon signs.



Sign Inspiration:



Rendering #4

- Paint Scheme – brick red base color with cream accents
- Signage – wood panel sign



Sign Inspiration:



Rendering #5

- Paint Scheme – Off white base color with green, red, and terra cotta accents
- Signage – Individual letters on main façade can be metal, plastic, or neon.



Sign Inspiration:



The signage should be a full package of several signs that complement each other and attract people from different vantage points. The sign above the windows should be large enough to be seen across the street and from passing cars. Tag lines or additional information about the business can be added to the façade using window signage.

Window Signage



Signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. **Signage can be attached to the surface of the façade; however, architectural details should not be covered.**

Careful consideration should be given as to how the signage is fabricated. Design staff recommends using a local fabricator or sign company who will work with the property owner to achieve the chosen aesthetic of the sign. Panel and perpendicular signs can be printed or hand painted on a flat surface, but should have a fine level of detail to make the sign look complete. The borders, symbols, and several layers of color in the images below add to the overall aesthetic and make the signs look unified. Panel signs can also be three –dimensional. For example, in the green Powell’s sign, each element is a separate layer of material, which adds shadow and depth. Three dimensional letters can be made of metal, wood, or acrylic. However if acrylic is chosen, staff recommends using a matte finish instead of a shiny plastic finish, which gives the appearance of inferior quality and lacks visual appeal.

Hand – Painted



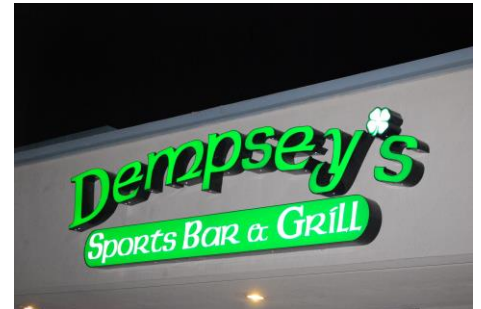
Printed



3-D



Plastic Finish – Design Staff recommends **avoiding** the use of a plastic, shiny finish like the signs to the right.



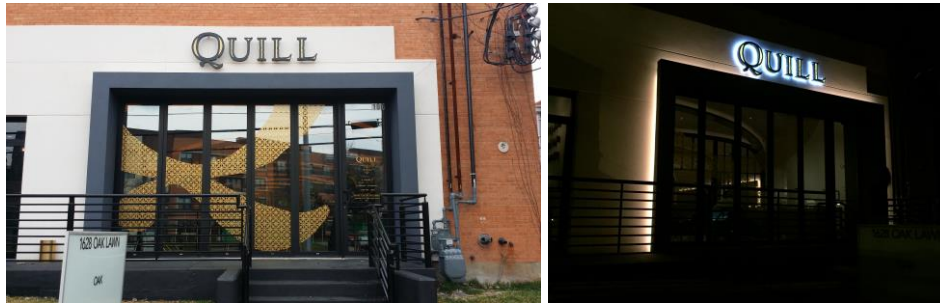
Metal Letters or Matte Finished Letters – Design Staff **recommends using** the finishes seen to the right.



Exterior Lighting

Lighting should be coordinated with the installation of signage to make the business visible at night. Perpendicular and panel signs can be illuminated from any angle using spotlights. Spotlights can be mounted on the top surface of the canopy or attached to the metal arm of the perpendicular sign.

Three dimensional letters can be light from behind. This is called reverse halo lighting. The “Quill” signage below is a good example of this style lighting. Spot lights or up lighting can be used to illuminate letters as well. Halcyon Coffee Bar uses hidden trough lights to light the three dimensional letters from the bottom in combination with spotlights on the façade.



Additional RECOMMENDATIONS

STOREFRONT

The original display windows and entry door appear to be intact. However, the transom windows have been covered. These windows should be opened and all original features should be repaired rather than replaced. Additional technical assistance on repair historic wood windows and doors can be provided upon request.



STREETSCAPE

Adding sidewalk displays, seating, and planters in the drive through space and along the streetscape can greatly enhance the aesthetic of the building. These elements can transform a stark sidewalk into a pedestrian-friendly thoroughfare and will draw people into the store. Additional signage, like the sandwiches boards below also add to the sidewalk environment. Contact your local Main Street office for more information on the regulations for streetscape elements.



STUCCO

In the photographs provided with the design request, the stucco appears to be in good condition. The surface of the stucco should be monitored on a regular basis so that deterioration can be detected early. If cracks or deterioration appear in the future, the resources below provide detailed instructions on how to repair stucco.

- National Park Service Preservation Brief #22 - <http://www.nps.gov/tps/how-to-preserve/briefs/22-stucco.htm>
- General Services Administration Technical Procedures
 - Removing Loose Stucco and Patching - <http://www.gsa.gov/portal/content/113230>
 - Painting Exterior Stucco - <http://www.gsa.gov/portal/content/113302>
 - Additional resources on stucco can be found here: <http://www.gsa.gov/portal/hp/hpc/category/100371/hostUri/portal/searchBy/ALL#Finishes>

Guidance for Rehabilitation

The Texas Main Street Program helps Texas cities revitalize their historic downtowns and neighborhood commercial districts by utilizing preservation and economic development strategies. The Secretary of the Interior's Standards for Rehabilitation is a list of ten ways to approach rehabilitation on historic buildings. 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/four-treatments/treatment-rehabilitation.htm>

Rehabilitation is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

Funding

There are many options for funding preservation projects. As part of a designated Main Street community, the property owner has as a resource the local Main Street manager who can help you research and identify sources of additional funding. Localized financial tools can include façade grants or other direct assistance programs that come through sources such as local economic development organizations.

The THC and TMSP has compiled a document that identifies many of these avenues for funding and financing, it can be found on our website: <http://www.thc.state.tx.us/public/upload/Funding%20Methods%20for%20Main%20Street%20communities%206.3.15%20update.pdf> There are funding sources at the local, state and federal levels and they are outlined in the document. The list provides only brief summaries of potential funding sources, and information including eligibility requirements and application deadlines that are subject to change without notice. If the scope of work exceeds available sources of funding, the project should be phased accordingly, but these options for funding can still be utilized. Please contact possible grantors directly for more information on their programs.

State & Federal Preservation Tax Credit

Income – producing properties listed on the National Register (individual or district) or designated as a Registered Texas Historic Landmark or State Antiquities Landmark may be eligible for one or both of the tax credits programs offered through the state. The work undertaken as part of the project must meet the Secretary of the Interior's Standards for Rehabilitation, found here: <http://www.nps.gov/tps/standards/four-treatments/treatment-rehabilitation.htm>. For more information on the tax credit programs and application process, please visit: <http://www.thc.state.tx.us/preserve/projects-and-programs/preservation-tax-incentives> or contact Valerie Magolan at 512.463.3857 or valerie.magolan@thc.state.tx.us.

After the owner has had a chance to review the recommended concept, the Texas Main Street Design Center Staff will work with the owner(s) to help develop their rehabilitation plan for this particular building. It is also requested that TMSDC be notified when clarification of design elements might prove helpful or when an alternate scheme is contemplated. Please contact Sarah Blankenship (512) 463-9129 / sarah.blankenship@thc.state.tx.us, or Marie Oehlerking-Read (512) 463-3345 / marie.oehlerking@thc.state.tx.us.