

TEXAS HISTORICAL COMMISSION

November 2018

Texas Main Street Center Design Report

Re: 306 N. 3rd Street – Express Employment Professionals
City: Temple, Texas
By: Marie Oehlerking-Read, Project Designer



Not for regulatory approval, permitting, or construction

The purpose of this report is to provide ideas and schematic designs for projects. Main Street Staff works with the plans of business and property owners to provide designs that meet their objectives while still respecting the historic building. For official tax credit review, a separate process must be followed and may involve modified design plans to meet the criteria: <http://www.thc.texas.gov/preserve/projects-and-programs/preservation-tax-incentives/texas-historic-preservation-tax-credit>

Prior to making any improvements to the building façade(s), the building owner should perform a thorough review of the major structural components 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 was submitted for Express Employment Professionals at 306 N. 3rd Street in Temple. The property owner would like to know more about the history of the building and would also like assistance with repairing and updating the exterior of the building. Currently, the façade is cracking and needs repair.



Existing Conditions & Business Logo

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BUILDING ANALYSIS

Very little is known about the history of the building and historic photographs could not be located at this time. Therefore, the original design of the building is unknown. However, several things can be deduced by looking at the building's shape, materials, and location.

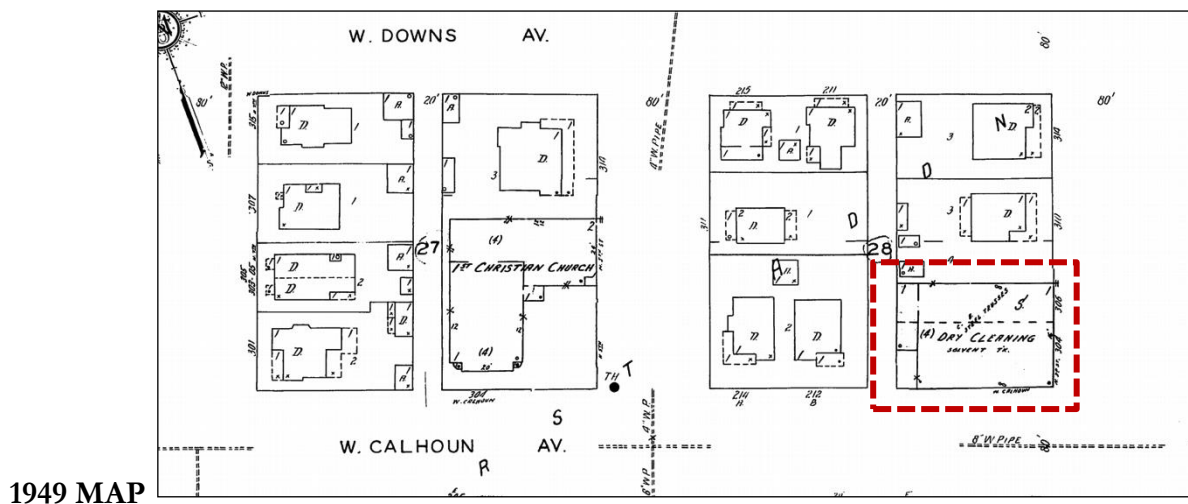
The stucco finish, mansard awnings, and thin single-pane openings are typical of modifications that were done later in a downtown building's life, mostly likely during the 1970s or 1980s. The stucco has regular score marks, which suggests the finish may have been applied as a paneling system rather than the traditional application of coatings with a trowel. The overall shape of the building and tiered parapet are characteristic of an earlier construction date, possibly between the early 1900s – 1950s.



SANBORN MAP ANALYSIS

Design Staff located Sanborn maps created for the city of Temple between the late 1800s and mid-1900s by the Sanborn Fire Insurance Company. These maps were used originally to determine fire risk. Today, Sanborn maps can be used to tell us about the development of a town and a building's history.

Early Temple Sanborn maps show a single-family dwelling at this location. The 1949 map, shown below, illustrates a rectangular building similar to the plan of the existing building. This building was not present on the previous map completed in 1922, therefore, **the commercial building was constructed sometime between 1922 and 1949.**



1949 MAP

Based on the analysis of the existing conditions of the building and Sanborn maps, the original design of the building could have appear similar to the buildings below with an exposed brick façade and similar storefront openings. Notice that the storefronts have large display windows below the canopy and transom windows above.

Luling, Texas



Taylor, Texas



DESIGN RECOMMENDATIONS

Option #1: Design staff recommends that the property owner investigation what exists behind the stucco paneling. If the paneling can be removed without damaging the original material behind it, then a full restoration of the original building design should be considered. Investigation should be conducted in a discrete location at the rear or side of the building. Locate an existing crack and gently attempt to remove the stucco to see what is behind. Note the material and condition of the substrate underneath.

Option #2: If the paneling cannot be removed or restoration is not financially feasible, the renderings below illustrate how to repair and update the current exterior of the building. The image below illustrates:

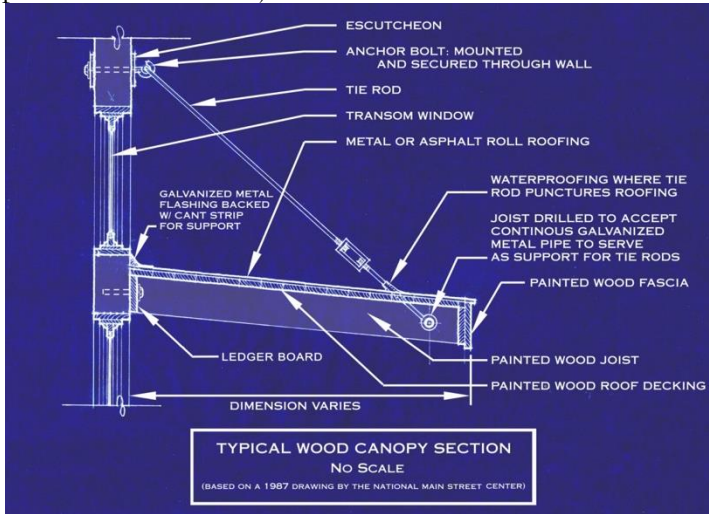
- Repairing the stucco cracks and repainting the façade. Additional color schemes can be created upon request.
- Removing the mansard awnings and window shutters.
- Installing a new metal tie rod canopy.
- Installing new signage of metal individual letters instead of plastic faced channel letters.
- Remove parallel parking spots on street-facing side of building and replace with landscaping.



The following sections provide additional information about the architectural features and signage illustrated in the rendering images.

TIE ROD CANOPY

Tie-rod canopies are a common shading style seen in downtown. This style has a flat roof surface that is suspended from a tie-rod and anchored into the brick mortar joints. Note how the tie rod punctures the roof in the diagram below on the left. In the image on the right, the tie rods are attached to the front edge of the canopy. Either attachment style can be used on a new canopy. Also notice how the tie rods are secured to the building. The tie rods attach to an anchor bolt that passes through the entire thickness of the masonry wall. The anchor bolts should be placed at the mortar joint so that the hole it creates does not damage the brick unit.



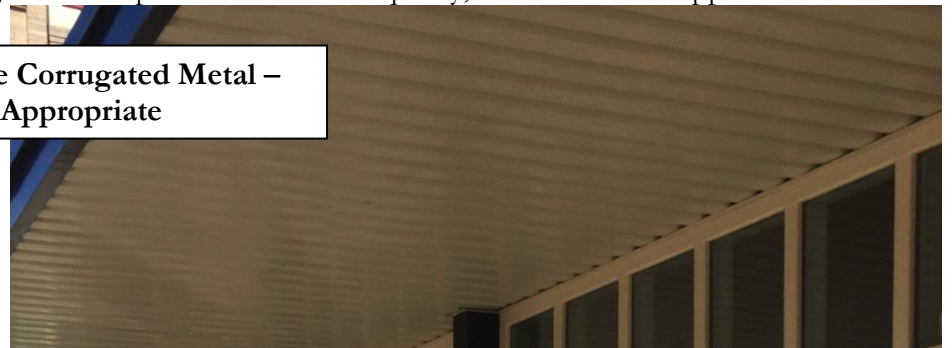
Traditional tie rod canopies had a wood structure and sheet metal roof sheathing. The metal was either (1) rolled or (2) standing seamed.



Staff recommends **avoiding** the use of corrugated metal with a “squared” profile on the new canopy. The appearance is not historically correct, gives the impression of inferior quality, and lacks visual appeal.

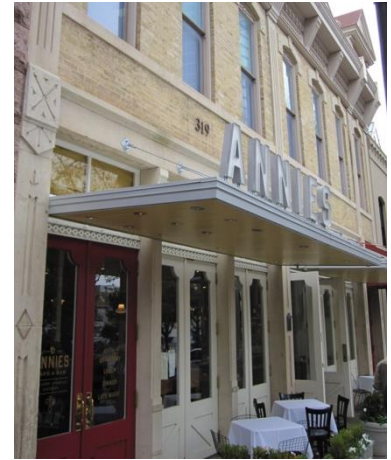


**Squared Profile Corrugated Metal –
NOT Appropriate**



The underside of the canopy can be handled in several ways. The images to the right depict canopies with exposed structure.

The bottom of the canopy can be solid as well. Wood bead board can be used to cover the canopy structure. Recessed lights can then be placed to illuminate the sidewalk.



SIGNAGE

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. A pedestrian sign can be hung below the canopy so that the business is visible to people on the sidewalk. The various sign types can be seen to the right and in the renderings at the end of this report.



Pedestrian Sign



Window Sign

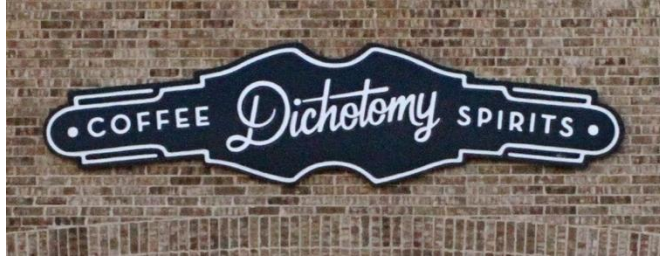


FABRICATION

Careful consideration should be given as to how the signage is fabricated. The 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 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.



Hand – Painted



Printed



3-D

MATERIALS

Signage can be made from wood, high density urethane foam, or metal. Plastic should be avoided as it is not compatible with the design of historic architecture.



Hand-Painted Wood



Layered Metal



Sandblasting the background of a foam or wood can create depth and visual interest like in the images below.

Individual letters can be made from metal or matte plastic



Shiny plastic faced, internally lit signage is **NOT appropriate** in a historic downtown setting. The appearance is not historically correct, gives the impression of inferior quality, and lacks visual appeal. Often these types of signs are bulky and cover too much of the architecture, which detracts from its appearance.



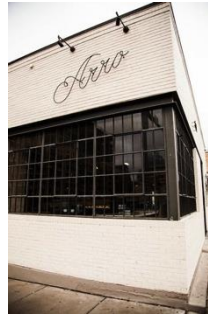
NOT APPROPRIATE



EXTERIOR LIGHTING

Exterior lighting on a building and in a historic downtown provides comfortable and walkable conditions at night. Lighting sources should be shielded from direct glare and should conform to the International Dark Sky Association guidelines - <http://darksky.org/lighting/lighting-basics/> To minimize the harmful effects of light pollution, lighting should (1) only be on when needed, (2) only light the area that needs it, (3) be no brighter than necessary, (4) minimize blue light emissions and (5) be fully shielded (pointing downward). Lighting should also be coordinated with the installation of signage to make the business visible at night. Signs can be illuminated from any angle using spotlights. The spotlights depicted are small and have a simple profile, which decreases their visual impact on the façade. Three dimensional letters can be back lit with reverse halo lights as in the Quill example below or illuminated with spotlights as well.

Example Spotlights



Example Reverse Halo Lights



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 Gamble (512) 305-9045 / sarahg@thc.texas.gov, Marie Oehlerking-Read (512) 463-3345 / marieo@thc.texas.gov, or Daniela Cantu (512) 463-9129 / danielac@thc.texas.gov.