

TEXAS HISTORICAL COMMISSION

May 26, 2015

Texas Main Street Center Design Report

Re: 119 N. Elm Street – The Palm Tree Boutique
City: Denton, Texas
By: Marie Oehlerking, *Project Design Assistant*, and Howard Langner, *Architect*

*Not for regulatory approval, permitting, or construction
Howard Langner, Architect, Texas Historical Commission*

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 and Existing Conditions

Palm Tree Boutique will be opening in the space previously occupied by W. Douglas Antiques in June. The new owners would like paint/trim color advice, and new options for the signage and awning. They would prefer a cloth awning similar to the jewelry store next door. The boutique started in Victoria, Texas where it occupies a brick and mortar store; however, the store also has a significant online presence. Historical photographs of the building are included on the following page.



Left: Existing Conditions, Top Right: Business Logo, Bottom Right: Signage at Victoria Location

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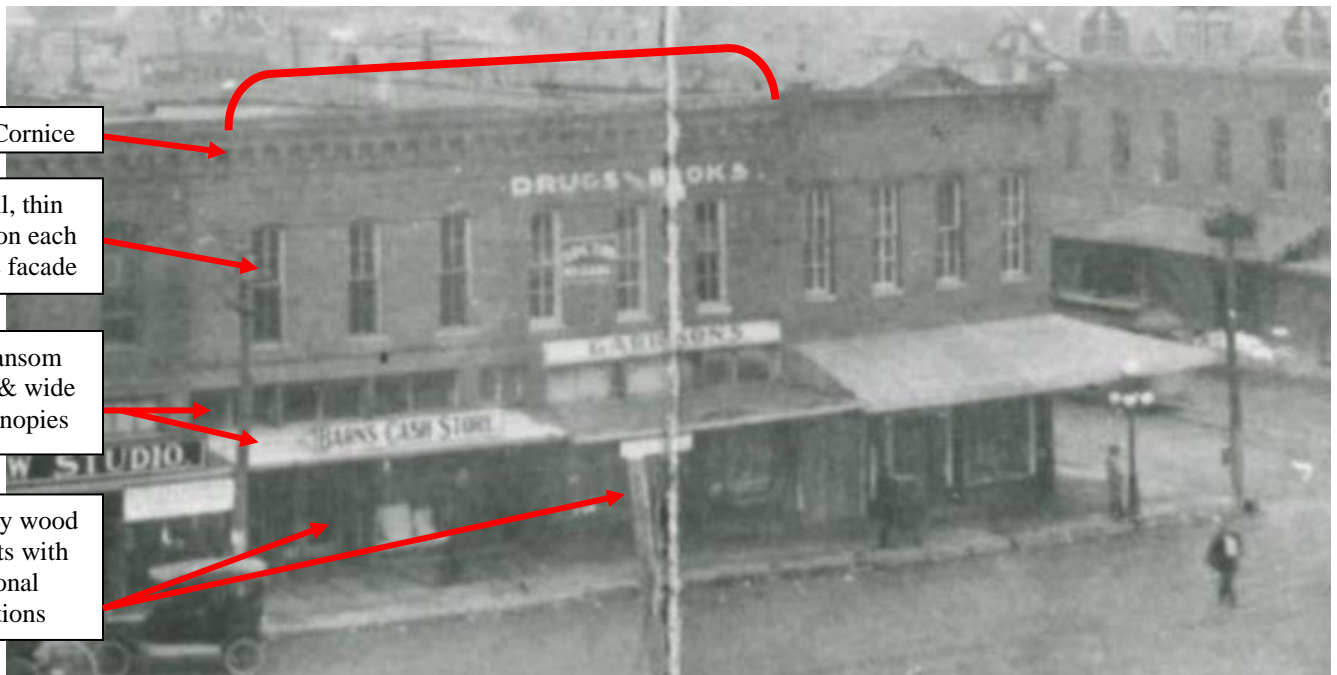
TEXAS HISTORICAL COMMISSION
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Building Analysis

The building has been altered greatly from its original form. The current photograph (right) was compared with the earliest historical photograph from 1918 (below). The missing elements are noted with red arrows.

The images on the following page show the evolution of the building.



Detailed Cornice

Three tall, thin windows on each half of the facade

Large transom windows & wide tie rod canopies

Most likely wood storefronts with traditional proportions



1946

- Late 1930s - 1940s**
- Building has been painted
 - Storefront on right has been modernized with black structural glass storefront, striped fabric awning, and new signage types



1946



1968

- Late 1950s – 1960s**
- Upper story windows have been replaced
 - The entire brick façade has been replaced with a new simpler form
 - Left storefront has been modernized with a metal and glass unit

Recommendations

1. Clean Brick Masonry

The current photographs show dark staining along the upper portion of the façade between the top of the windows and the parapet. Staining is also prevalent along the window seals on all four windows. The entire façade should be cleaned to remove these stains. The image to the right depicts the locations of the staining.

When cleaning brick it is important to use the gentlest means possible. Plain water with a soft bristle brush is a first step. If that is not sufficient then power washing with a mild detergent or chemical cleaning can be considered. It is important to note that, *unpainted brick should NEVER be painted.*

Power washing should not exceed 300 PSI (pounds per square inch) because higher pressure could damage the hard exterior of the brick. If the hard exterior surface is damaged, the softer interior of the brick is left exposed and vulnerable to deterioration. For a full explanation on cleaning brick, please see:

- National Park Service - Preservation Brief #1: Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings - <http://www.nps.gov/tps/how-to-preserve/briefs/1-cleaning-water-repellent.htm>
- U.S. General Services Administration Tech Procedures -
 - General Cleaning of Exterior Brick Masonry - <http://www.gsa.gov/portal/content/112842>
 - Removing Biological Growth From Exterior Masonry and Stucco - <http://www.gsa.gov/portal/content/111774>



2. Repair / Repaint Windows

Based on the existing photographs, the window frame material cannot be determined. If the frames are wood, the following recommendations should be followed.

Repair of the remaining wood frame is recommended over replacement. Rotted areas should be consolidated or spliced in with new materials where needed before paint is applied. A full explanation of how to properly maintain or repair historic wood windows can be found on the National Park Service website here: <http://www.nps.gov/tps/how-to-preserve/briefs/9-wooden-windows.htm>.

The General Services Administration (GSA) also provides technical sheets on historic preservation that list straightforward steps to follow and list companies/suppliers.

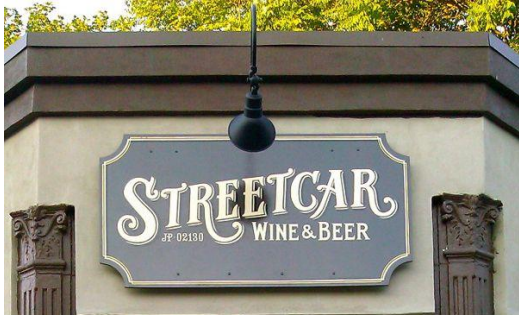
- Epoxy Repair For Deterioration And Decay In Wooden Members - <http://www.gsa.gov/portal/content/112030>
- Surface Preparation For Painting Wood - <http://www.gsa.gov/portal/content/113074>

3. Signage

The signage types below are recommended for the Palm Tree Boutique. These signs will add visual interest and character to the building. The renderings on the following pages illustrate these options as well.

Examples of Different Signage types:

Panel Sign



Blade Sign



Channel Letters



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 awning should be large enough to be seen across the street and from passing cars. A pedestrian sign should be hung below the awning. Tag lines or additional information about the business can be added to the façade using window signage.

Pedestrian Sign



Window Signage



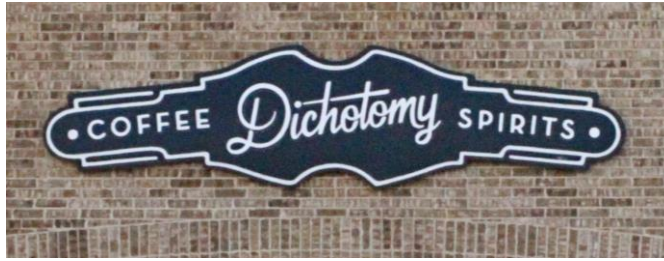
Signs should be attached to the building carefully, both to prevent damage to historic fabric, and to ensure the safety of pedestrians. **Signage can be attached to the surface of the façade; however, brick details should not be covered.** If the sign is attached to the façade, **fittings should penetrate the mortar joints rather than brick to prevent irreparable damage to the masonry.** If the sign is removed in the future, the mortar can then be repointed. Signage can also be attached to the top of the canopy; however, the structural soundness of the canopy should be determined first.

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 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.

Hand – Painted



Printed



3-D



4. Exterior Lighting

Lighting should be coordinated with the installation of signage to make the business visible at night. Panel or perpendicular 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. The spotlights depicted are small and have a simple profile, which decreases their visual impact on the façade. Below, the Love Shack panel sign is illuminated using these small spotlights on either side, while Halcyon Coffee Bar uses hidden trough lights to light the channel letters from the bottom in combination with spotlights on the façade.

Lighting Examples:



Design Renderings

On the following pages are three renderings that illustrate potential signage and color approaches for the building. Additional options can be explored upon request. Note that pages 7-9 highlight the changes made to the façade. Pages 10 – 12 are enlargements of the same renderings, so that the details can be more easily seen.

Option #1



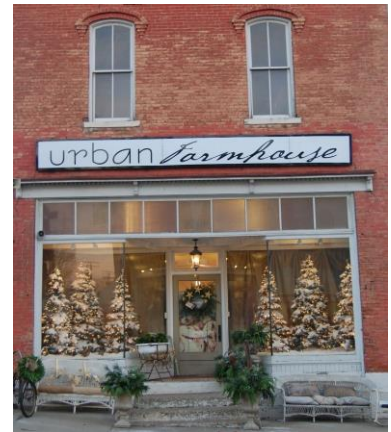
Signage Inspiration:



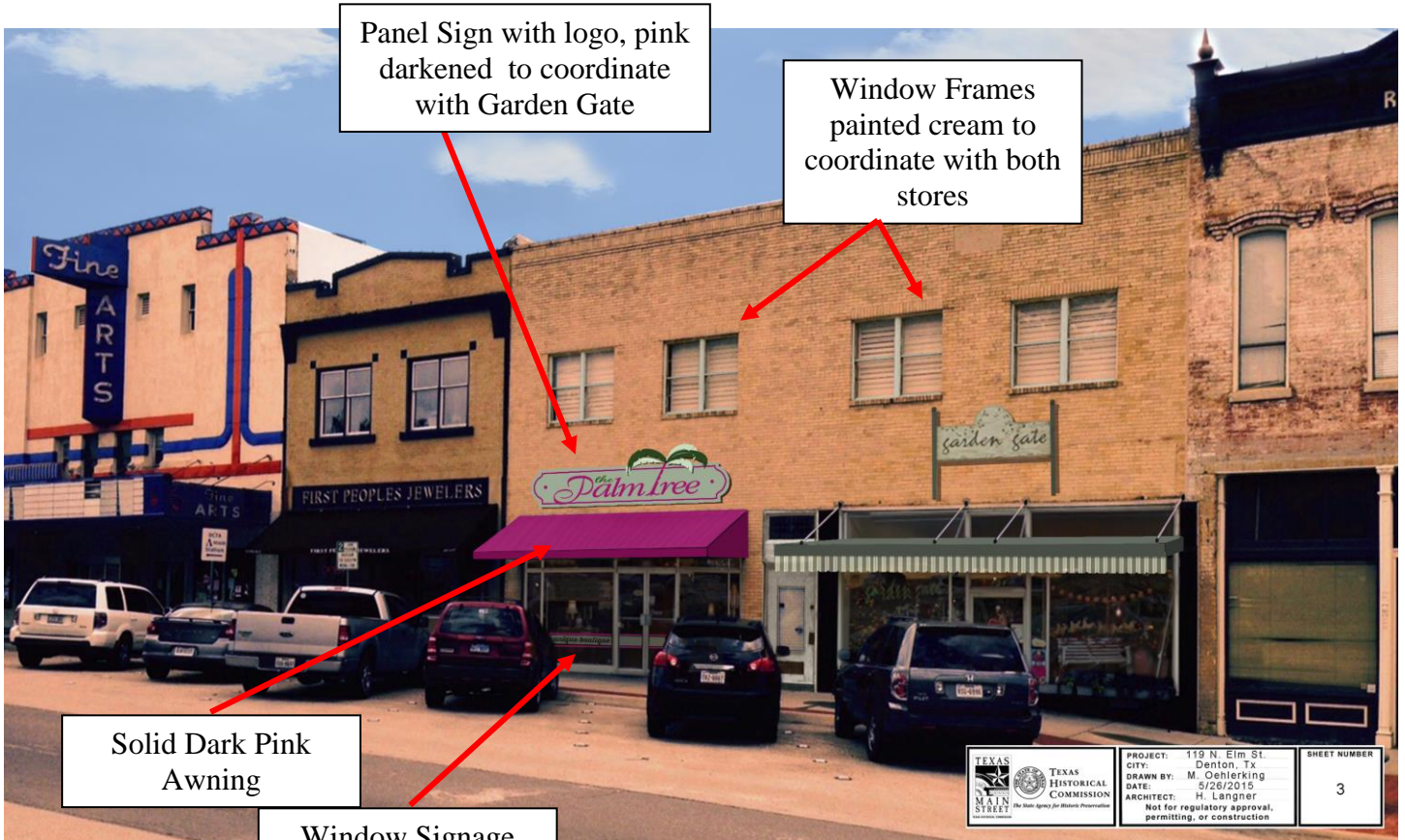
Option #2



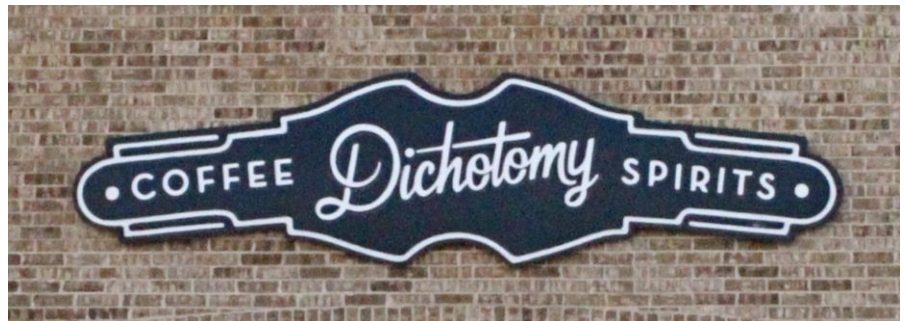
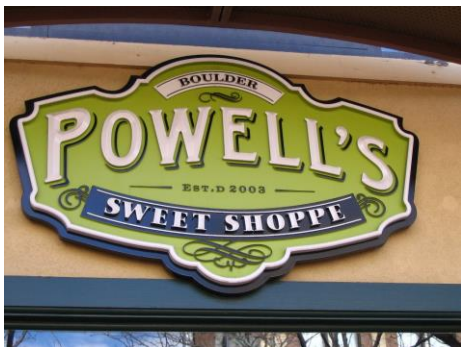
Signage Inspiration:

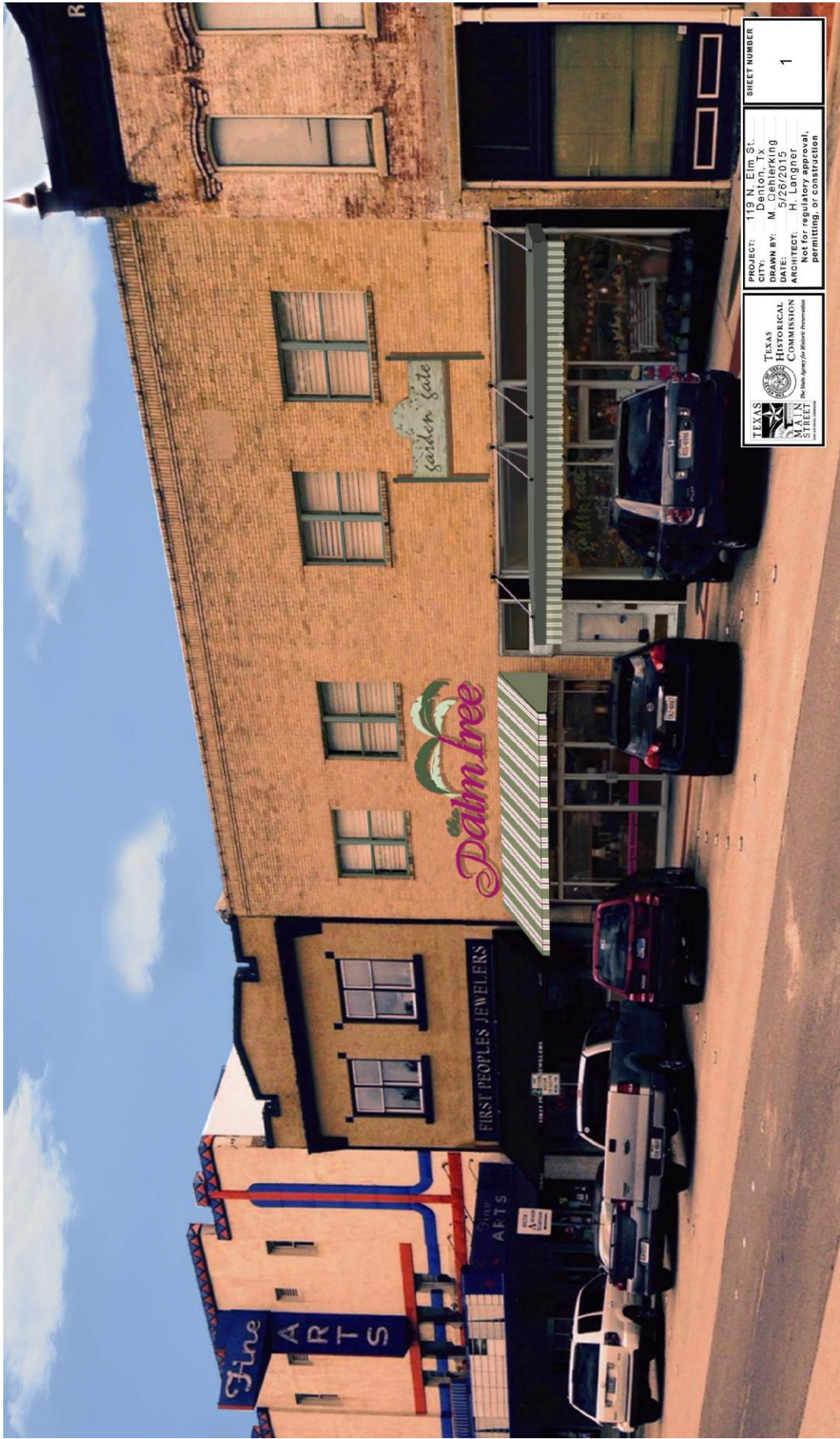


Option #3



Signage Inspiration:



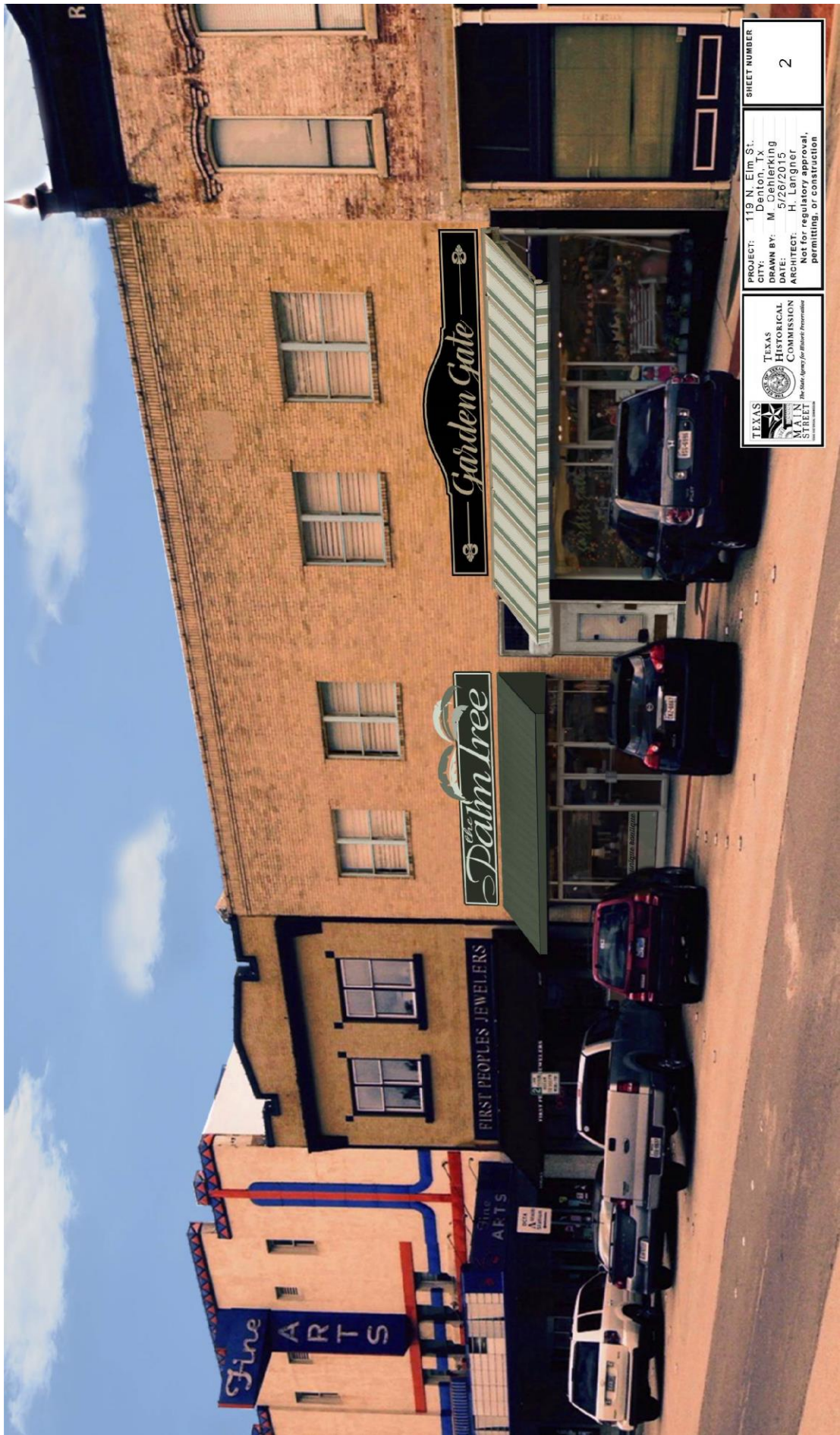



PROJECT: 119 N. Elm St.
 CITY: Denton, TX
 DRAWN BY: M. Oehlerting
 DATE: 5/26/2015
 ARCHITECT: H. Langerer
 Not for regulatory approval,
 permitting, or construction

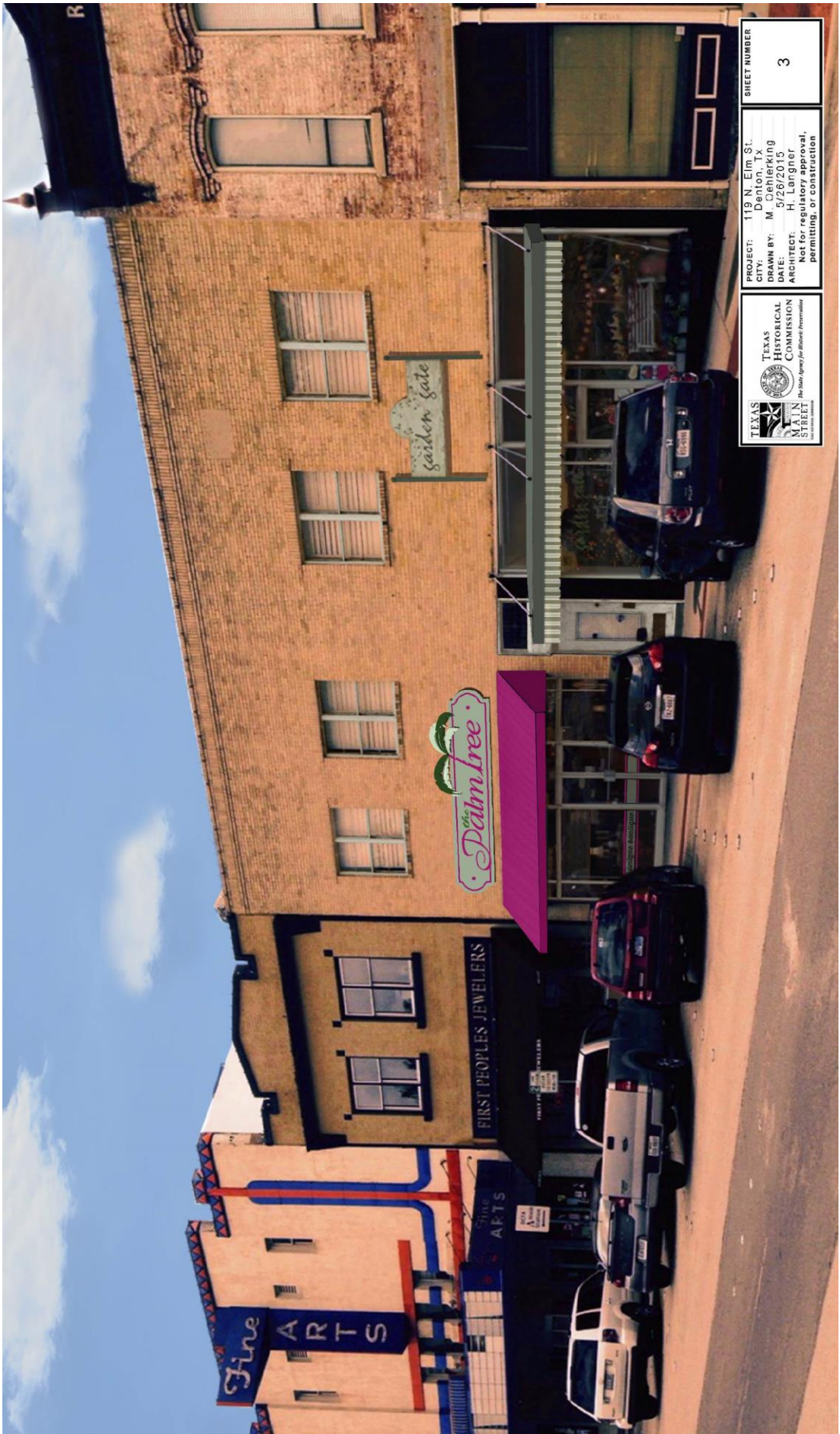




TEXAS
 HISTORICAL
 COMMISSION
 The State Agency for Historic Preservation
 119 N. ELM STREET

SHEET NUMBER
 1



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|  <p>TEXAS HISTORICAL COMMISSION The State Agency for Historic Preservation</p> | <p>PROJECT: 119 N. Elm St. Denton, TX</p> | <p>SHEET NUMBER</p> |
| | <p>DRAWN BY: M. Gehlert/King</p> | <p>2</p> |
| | <p>DATE: 5/26/2015</p> | |
| | <p>ARCHITECT: H. Langhner Not for regulatory approval, permitting, or construction</p> | |



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|  TEXAS HISTORICAL COMMISSION <small>The State Agency for Historic Preservation</small> | PROJECT: 119 N. Elm St. CITY: Denton, TX | SHEET NUMBER 3 |
| | DRAWN BY: M. Chenierking DATE: 5/26/2015 | |
| | ARCHITECT: H. Langner Not for regulatory approval, permitting, or construction | |
| |  TEXAS MAIN STREET <small>Historic Downtown</small> | |

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/hps/tps/standguide/rehab/rehab_standards.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-Methods-for-Main-Street-communities-8.26.13-update.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, Marie Oehlerking (512) 463-3345 / marie.oehlerking@thc.state.tx.us, or Howard Langner (512) 305-9045/ howard.langner@thc.state.tx.us.