



“Quality Façade Restorations on a Budget – Preservation and Adaptive Re-Use”

**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

“Quality Façade Restorations on a Budget – Preservation and Adaptive Re-Use”

2:00 pm

Session 5: Quality Façade Restorations on a Budget — Preservation and Adaptive Re-Use

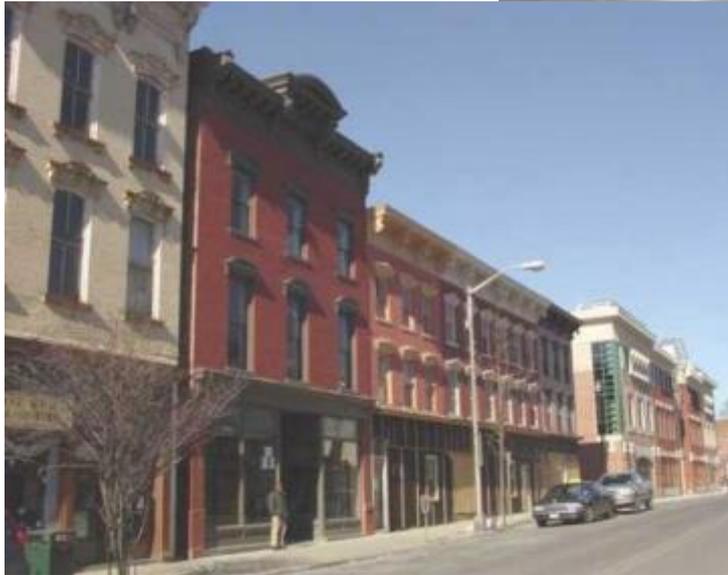
Presenter: Robert Dadras, Dadras Architects, Downtown Revitalization Group

Main Streets throughout New York State are filled with wonderful historic buildings, and these Main Streets are very special places worth preserving. The unique and special historic architecture of these existing buildings, as well as the sense of place that they help create, are perhaps the most critical physical design feature in all of our villages and towns. Preservation, restoration, rehabilitation and quality adaptive re-use of these historic buildings on our Main Streets and downtown areas are absolutely critical to the revitalization process. This presentation will focus on the very important role that historic buildings play in the revitalization of our Main Streets. Specific project examples and case studies of successful projects throughout New York State will be presented and discussed.

Presentation:

- 1. Elements of a Quality Façade Restoration Program**
- 2. Case Studies – Examples, throughout NYS**
- 3. Recent Local Project Examples**
- 4. Questions & Answers - Discussion**

1. Elements of a Quality Façade Restoration Program



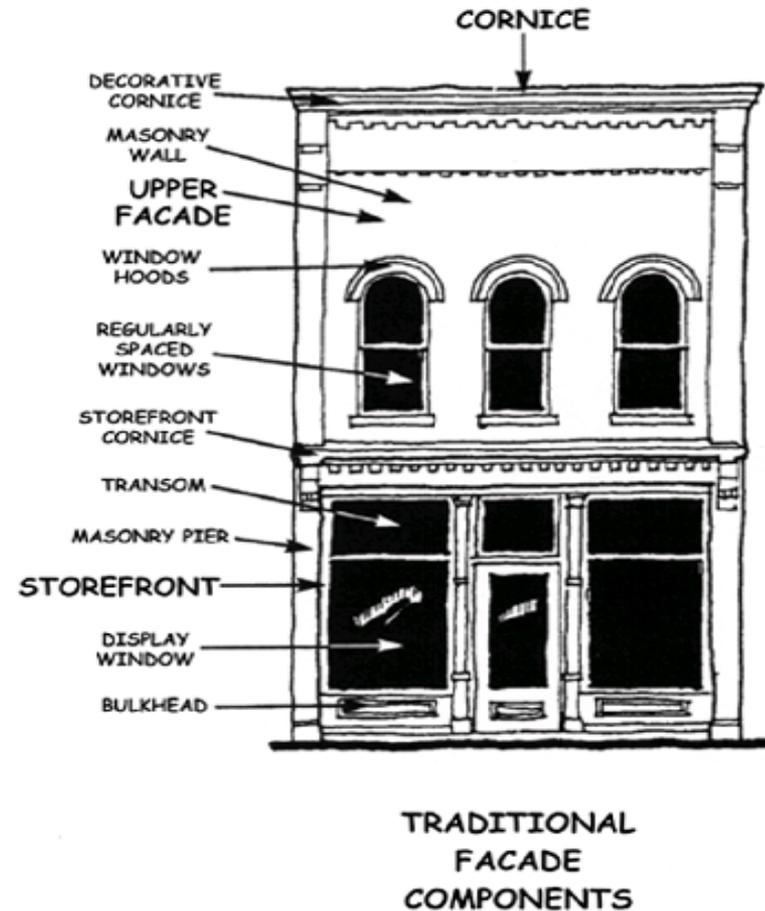
**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

1. Elements of a Quality Façade Restoration Program

Design Elements of a Classic Main Street Commercial Building Façade



Four Steps to a Façade Renovation

Explore

Examine façade to find original architectural elements

Remove

False facades that mask original architecture of building
Signage that conflicts with architectural elements of bldg.

Conserve

Those classic elements of building façade that are still remaining,
such as window frames, doors, etc.

Preserve

All original elements of façade that can be repaired, repainted, or
repointed.

The Importance of Façade Design Guidelines

‘Several important public and private objectives are encouraged by guidelines:

- Provide consistent design elements to improve the quality of physical improvements to central business districts and commercial corridors.
- Improve the quality of the pedestrian experience by providing a safe, and pleasant shopping experience for business premises.
- Stimulate economic development for business and property owners.
- Promote community awareness of the physical environment.
- Preserve the historical and architectural resources of the Main Street / downtown district.
- Provide for and maintain the uniquely integrated structure of uses in the Main Street / downtown district.’

-- from: “A Guide to Sign and Façade Design”, City of Somerville, 2008

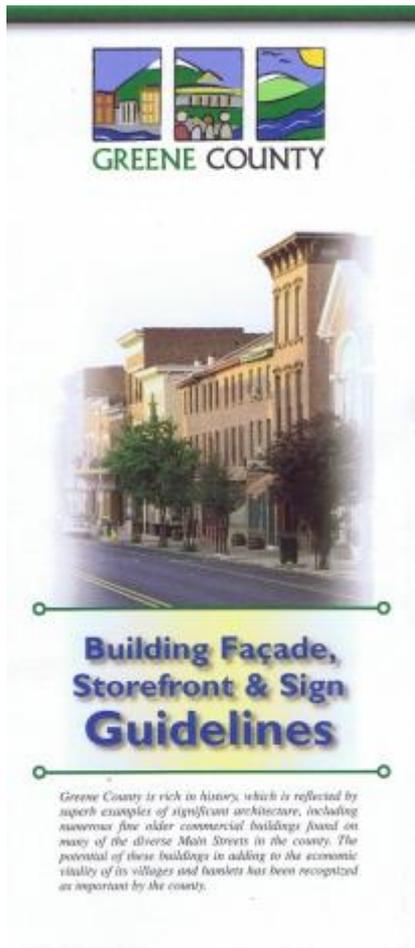
The Importance of Façade Design Guidelines

Village Of Great Neck Proposed Façade Improvement Guidelines

- Restore Double – Hung Wood Windows
- Restore Building’s Masonry and Trim
- New Exterior Lighting
- New Wood Signage / Sign Band
- New Retractable Canvas Awning
- Restore Ground Floor Store Front
- Restore Building Entry Doorway

PROJECT OWNER: VILLAGE OF GREAT NECK	DATE: 04-09-2010	DRAWING: VILLAGE OF GREAT NECK PROPOSED FACADE IMPROVEMENT GUIDELINES GREAT NECK, NEW YORK	DADRAS ARCHITECTS	115 WEST 30TH STREET SUITE 205 NEW YORK, NY 10001	SCALE: None
PROJECT LOCATION: GREAT NECK, NEW YORK	DESIGN REVIEW SUBMISSION: -	PROGRESS DRAWING: -			9 MAPLE STREET LIBERTY, NY 12754

The Importance of Façade Design Guidelines



Signage

A sign's appearance can do much to help or hurt any business. Because of its importance in helping to attract customers, the choice and placement of any sign deserves consideration and care. The following Do's and Don'ts illustrate how a little extra effort can make a big difference.

Location

DO locate the sign in a logical location. On most buildings, particularly older ones, the natural location for signage lies in the areas between the display window and the storefront mid-cornice or between the mid-cornice and the sill of the second floor window.

DON'T place the sign in areas that were never meant to be covered. Take special care to not cover any architectural details such as a window transom, ornate brackets, brickwork, etc.

Background

DON'T use a light background with dark letters. This approach gives more prominence to the background instead of the message.

DO keep the background dark (darker colors recede) and the lettering light. This will not only make your message stand out better but will result in a sign that looks less like an ordinary bus.

Legibility

DON'T make the letters or design of the sign so fancy that they become illegible. Ornate lettering styles are best suited for printed material rather than commercial signs. Do not attempt to put too much information on the sign as the inclusion of many items only makes the sign more difficult to read.

DO keep the signs simple and direct. The name of the business by itself, is far more effective in commanding the attention of your potential customer. Additional information, such as various items sold within, can be placed in other areas, such as on the valance of an awning, or within the display window.

Maintenance

DON'T forget about checking the condition of your sign. A faded sign, or one that is missing a letter or two, conveys a poor image to your customer and adds to the visual unclean appearance of Main Street. For property owners seeking a tenant, abandoned signs (painted), paper signs taped to windows, etc., lessen the chance for attracting the quality tenant you desire.

DO recognize the importance of your sign, as you do any other aspect of your business. A well-maintained sign is an easy, inexpensive way to give a positive first impression.

Size & Scale

DON'T make a sign any larger than it has to be. Although one cannot deny that a large sign is more likely to be noticed, "bigger is better" does not always follow. Overly large signs often cheapen the image of the business, diminish the impact of the storefront and display windows, overwhelm and compete with neighboring businesses and contribute to the visual pollution of the street.

DO provide signs and letters that are in proportion to the building, sidewalk and pedestrian. Remember, the scale and pace of Main Street is quite different (and more welcoming to the shopper) than that of a car-oriented shopping strip.

Before & After

There is no clearer way to see the result of building improvement practices than to compare pictures of what the property looked like "before" and how it appeared "after" rehabilitation. The following case studies illustrate the results of some of the work that has recently been completed in Greene County.



Removal of the vinyl siding has provided functional and aesthetic advantages to this façade. The original siding has more depth of detail and gives more impact to the architectural quality of the building. The roof top dormers were also replaced with more appropriately designed dormers that significantly increase the building's stature and financial value.



Refurbished windows, replacement of doors, a restored mid-comice, power-washed facade and new painting have transformed this important building into a shining example for the community to admire.

This is a publication of the Greene County Department of Planning and Economic Development Main Street Revitalization Program (MSRP), and funded by the Greene County Legislature.

The Design Guidelines were prepared through a contract with Norman Mintz Design Associates of Claverack, NY.

Special appreciation to The Bank of Greene County for their assistance. Additional funding was provided by the Greene County Council on the Arts through a grant from the Preservation League of New York State.

Note: All photographs were taken in Greene County.



Cost-effective improvements such as refurbished windows and front doors along with a new paint job and exposure of the wooden siding have made a big difference to this building.



A restored front porch, along with new railings, give this building its unique character and has ensured the security of these important architectural elements. Repainting the façade using a softer color palette has joined the parts of the building together in a more harmonious way than the harsh colors it was painted before.

For more information about the Greene County MSRP, please contact:



**Greene County Planning and
Economic Development Department**

Warren Hart, AICP, Director

411 Main Street, Catskill, NY 12414

Phone: 518-719-3290

E-mail: business@discovergreene.com

Web Site: www.greeneeconomicdevelopment.com

**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Storefront Guidelines

Storefronts, which appear at eye level to pedestrians and motorists, are the most visible element of commercial buildings. Due to their prominence in commercial downtown architecture and their importance to the shopping experience, the significance of Main Street storefronts cannot be over-emphasized. This guide to storefront rehabilitation is based on a number of principles: respect for the architectural and historical heritage of the building and recognition of how a storefront functions as a modern merchandising tool. Upgraded storefronts can contribute much to Greene County's comprehensive Main Street revitalization efforts.

History

A storefront is more likely to have undergone renovations than an upper façade because successive merchants often want to update their storefronts. Such changes bring mixed results.



In many instances the changes actually detract from the selling experience. In other cases, the changes involve quality workmanship and design. Even though the storefront may be of a different era than the upper façade, a later renovation may be well worth preserving. Most often, an "ordinary" storefront with good merchandising features (i.e., large display windows) may require little more than a new paint scheme, cleaning or a new, improved sign. Most principles of good storefront design apply to either "attached" or "free-standing" buildings. The list of DO'S and DONT'S illustrated and explained within will be helpful in guiding your rehabilitation efforts.

Before you decide to embark on what could be an unnecessary and costly renovation, evaluate the "style" of your storefront. Seek technical assistance from the county's MSRP and local historic preservation and Main Street organizations. Generally speaking, the styles of storefronts break down into the following periods of time:

Pre-1900

Although finding storefronts in their original condition can be difficult, there are numerous outstanding examples that appear in Greene County. These architectural gems should be preserved at all costs as they add richness to the history and character of the region. Pictured is one such example from Cossackie, featuring large display windows to allow as much natural light to enter the store and to afford greater visibility to the merchandise; and a mid-cornice with decorative brackets.



1900-1940

Deeply recessed doorways that allowed more area for window display are exciting features of this time. Although rare, such as this beautiful example in Catskill, they offer a glimpse of expert workmanship, materials and design that were perfectly suited to quality merchandising.



1940- Present

Distinctive storefronts like this classic from the 1950's are difficult to find, but add a distinctive layer of history to the evolving story of Main Street.



Do's & Dont's

Piers

DON'T cover the piers, columns or lower portion of your building. These areas are usually built of the same material found on the upper façade and provide an integral function to the overall building design by linking the upper façade to the storefront. Covering these areas not only hides the original material but separates the building into unrelated areas that compete, rather than compliment each other. Painting the lower portion of the storefront a different color than the façade above can also further this separation.

DO take advantage of the entire building façade. If piers have been covered, carefully remove the covering material. This will expose sections of the original façade and visually pull the upper and lower part of the building together, while providing a frame for the storefront. If painted a color different from the area above, simply paint the lower area the same color. Whether it be an "attached" or "free-standing" structure, the idea is to visually join the lower and upper parts of the buildings so they "read" as one.

Awnings

DON'T install awnings that appear as minor appendages to the building and incorporate dimensions that make them appear tacked on. Try to avoid the use of "quarter-round" or "waterfall" style awnings or those made of hard materials such as sheet metal or aluminum with vinyl coverings, as these styles and materials give a rigid appearance that is less appealing for the shopper.

DO provide awnings that fit comfortably into the building façade and are correctly proportioned to shade the window and protect the shopper. Generally speaking the awning should be of the "drop" type; extend approximately five feet over the sidewalk have a 45 degree drop; have a valance that is at least 12" in height and measures no less than 7'-0" from the sidewalk. It is recommended that soft, more natural materials, such as canvas be used, as it lends a softer, more welcoming appearance.



Bulkhead

DON'T build the bulkhead or lower window panel too high. This cuts down in the window size and creates a barrier between customer and merchandise.

DO keep the lower window panel between six and eighteen inches in height. This dimension has proven to be ideal as it creates a proper base for displaying merchandise.



Display Windows



DON'T obliterate or reduce the size of the display window. Filling in the space of the storefront detracts from the inviting appearance you want to encourage for Main Street.

DO see the display window as a natural and money saving feature. If energy conservation is a concern, double glazing is available. If the storefront is no longer used for a business and the demand is for residential use, keeping the display window intact provides ample light for the apartment, saves construction costs, and preserves the open and expansive look of the streetscape while also allowing an easy conversion back to commercial should market conditions change.

Window Display

DON'T overlook the value of good window display. Every business, whether it be retail or service oriented has something colorful or interesting to present.

DO see window display as having a positive impact, not only on your business, but as an extension of your storefront as well. Even if your business is service-oriented, you can still keep the window colorful and inviting.

Display Window Glass

DON'T use tinted glass. Although helpful in shielding the interior from direct sunlight, it can greatly reduce the visibility of what is displayed. Using tinted glass is like putting up a brick wall.

DO ensure that display windows are of clear glass. Shoppers should get a clear, unobstructed view of the merchandise displayed.

Maintenance

DON'T neglect regular maintenance. Unwashed windows, peeling paint, torn awnings, broken or missing tiles, etc., not only present a poor image to the shopper but can lead to costly repairs that can affect other parts of your storefront.

DO build a policy of good maintenance habits to protect or enhance your investment or business. Keeping a storefront clean and in good repair is the best and easiest of all rehabilitation practices.

Case Study: Lake Avenue Façade Program, Yonkers, NY

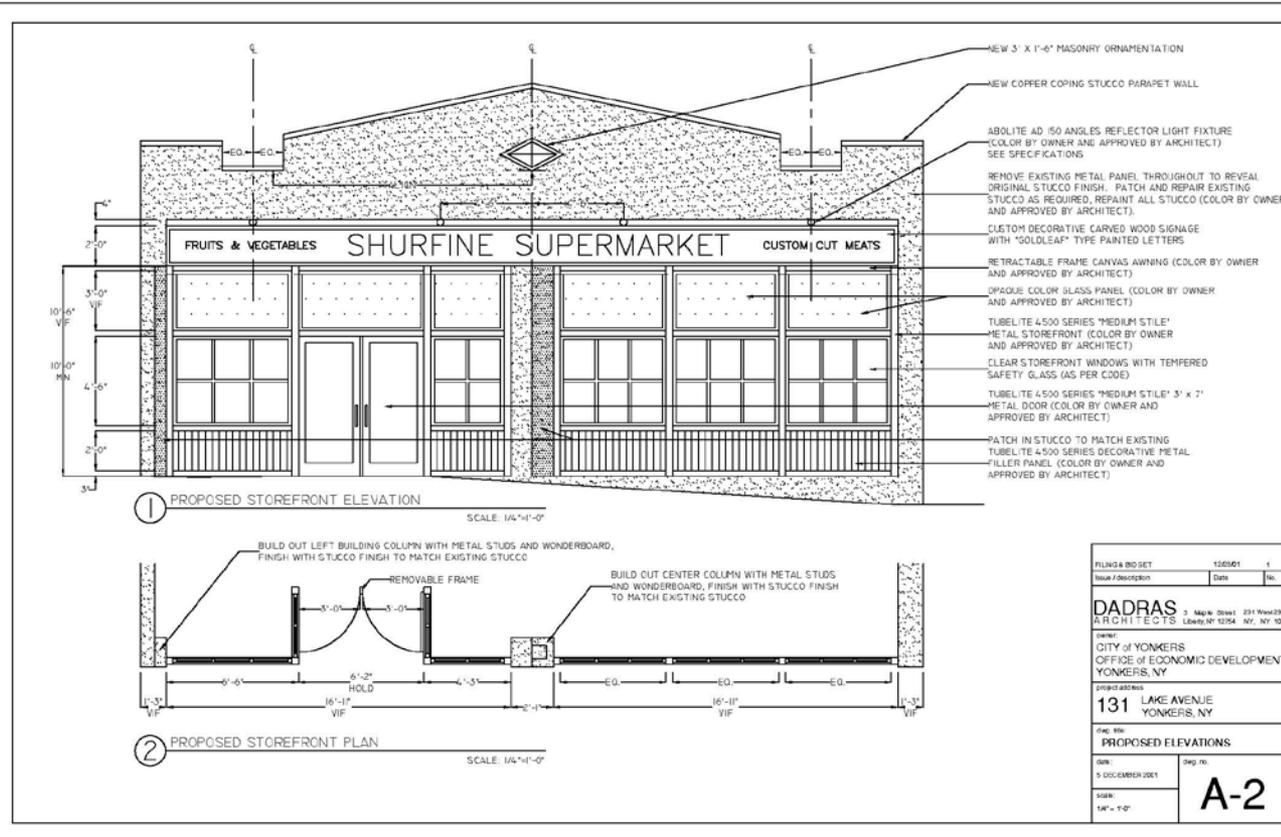


**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Lake Avenue Façade Program, Yonkers, NY



Case Study: Lake Avenue Façade Program, Yonkers, NY



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Lake Avenue Façade Program, Yonkers, NY



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Lake Avenue Façade Program, Yonkers, NY



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Lake Avenue Façade Program, Yonkers, NY



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Sullivan County Façade Program

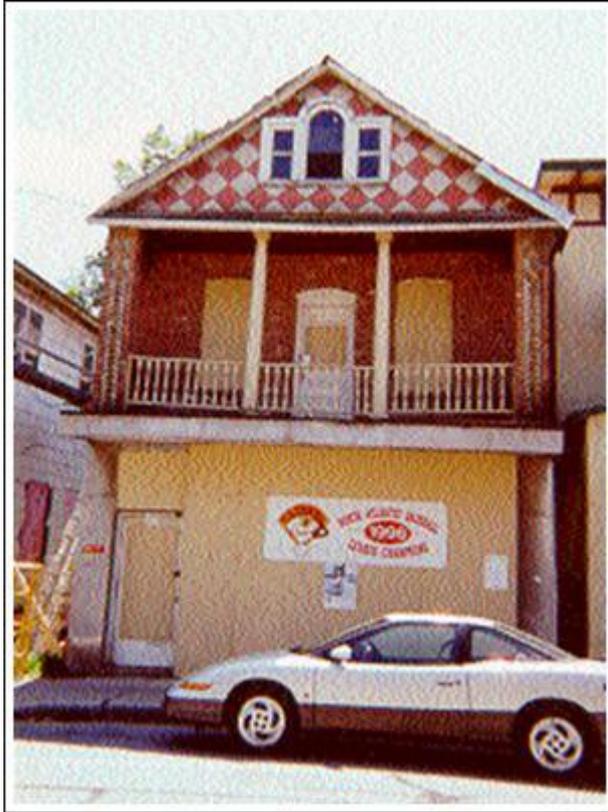


**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Sullivan County Façade Program



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Sullivan County Façade Program



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Greene County Façade Program



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Greene County Façade Program

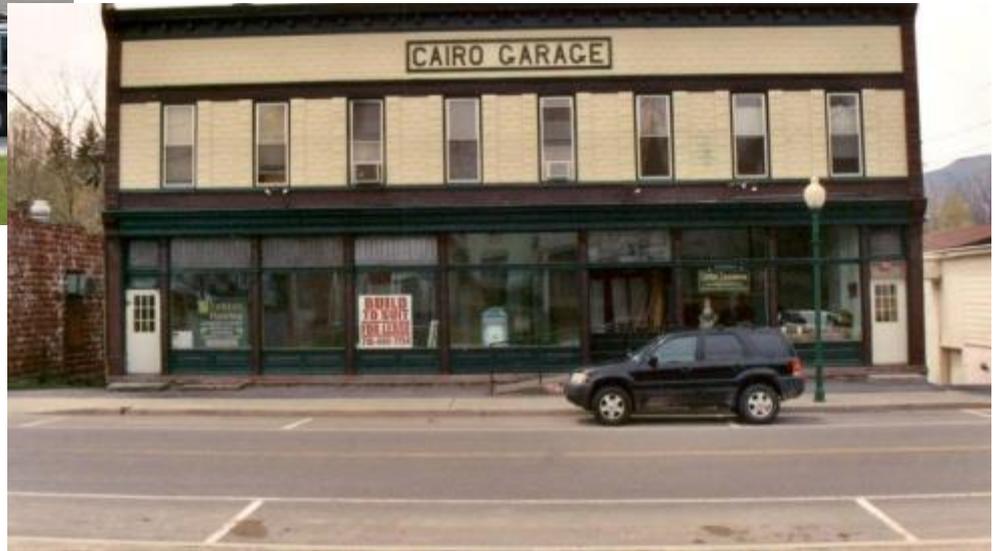


**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Greene County Façade Program



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Greene County Façade Program



Catskill, NY

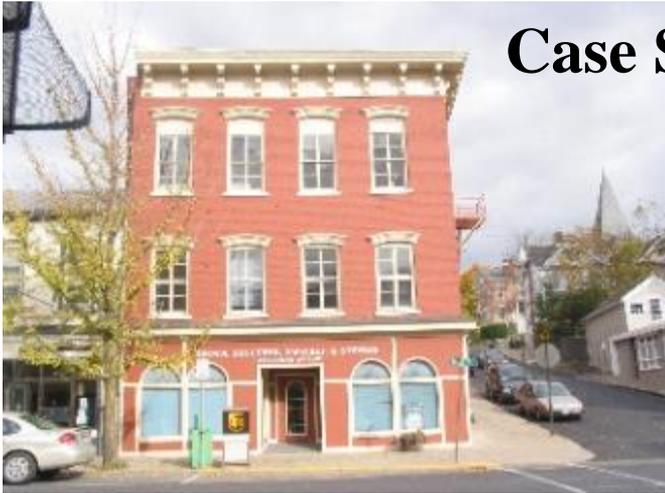


**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Greene County Façade Program



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Greene County Façade Program



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Greene County Façade Program



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

submitted to:

Board of Trustees: Village of Great Neck



Village of Great Neck, NY

Sign, Awning, Façade & Storefront Guidelines

DRAFT - For Final REVIEW: March 22, 2012

DADRAS
ARCHITECTS

115 West 30th Street
New York, NY 10001
212-239-8293

9 Maple Street
Liberty, NY 12754
845-292-0461



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

DADRAS
ARCHITECTS

Case Study: Great Neck, NY



Village Of Great Neck Proposed Facade Improvement Guidelines

- Restore Double – Hung Wood Windows
- Restore Building’s Masonry and Trim
- New Exterior Lighting
- New Wood Signage / Sign Band
- New Retractable Canvas Awning
- Restore Ground Floor Store Front
- Restore Building Entry Doorway

PROJECT NAME: VILLAGE OF GREAT NECK	DATE: 04-08-2010	CLIENT: VILLAGE OF GREAT NECK PROPOSED FACADE IMPROVEMENT GUIDELINES GREAT NECK, NEW YORK	ARCHITECTS: DADRAS ARCHITECTS 118 WEST 80TH STREET SUITE 202 NEW YORK, NY 10021 8 MAPLE STREET LIBERTY, NY 12754
PROJECT NO.:	DRAWING NO.:	SCALE:	A7



Case Study: Great Neck, NY

**Village of Great Neck
Proposed Facade
Improvement Guidelines**

- Restore Double-Hung Wood Windows
- Restore Building's Masonry and Trim
- New Exterior Lighting
- New Wood Signage / Sign Band
- New Retractable Canvas Awning
- Restore Ground Floor Store Front
- Restore Building Entry Doorway

PROJECT OWNER: VILLAGE OF GREAT NECK	DATE: 10-06-2010	DRAWING:	DADRAS ARCHITECTS 115 WEST 30TH STREET SUITE 205 NEW YORK, NY 10001 9 MAPLE STREET LIBERTY, NY 12754	SCALE: None Exp. 10.
PROJECT LOCATION: GREAT NECK, NEW YORK	DESIGN REVIEW SUBMISSION: -	PROGRESS DRAFT: -		

**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
 Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Great Neck, NY



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Case Study: Great Neck, NY



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Design Guidelines for Building Façade and Storefront Renovations

DRAFT July 12, 2012, revised July 13, 2012

DOWNTOWN BROOKLYN PARTNERSHIP



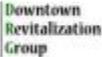
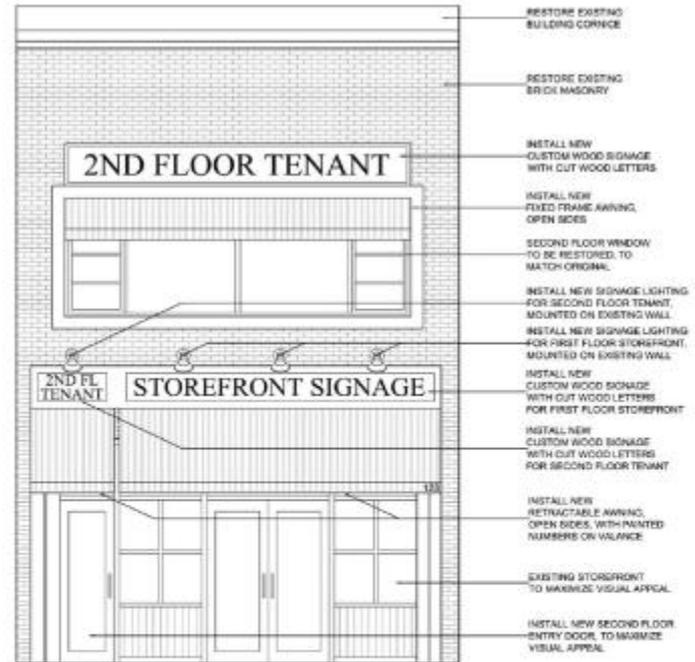
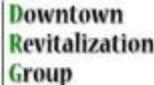
-prepared by the  Downtown Revitalization Group

Table of Contents:

Introduction – About the Downtown Brooklyn Partnership	page 2
Part I	
A. In General – Recommendations	page 2
B. Signage	page 4
C. Awnings	page 5
D. Colors	page 7
E. Windows and Storefronts	page 8
F. Exterior Lighting	page 9
G. Security Gates	page 9
Part II	
Prototype / Example of Building Façade and Storefront Renovations – as per Design Guidelines: 293 Livingston Street, Brooklyn, NY	page 11



Architectural Drawing of Proposed Step Two: DESIGN of new elements – as per DBP Design Guidelines, at Building Façade (two-stories) and Storefront – by DRG; Dadras Architects with Norman Mintz



Case Study: Downtown Brooklyn Partnership



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

3. Recent Local Project Examples

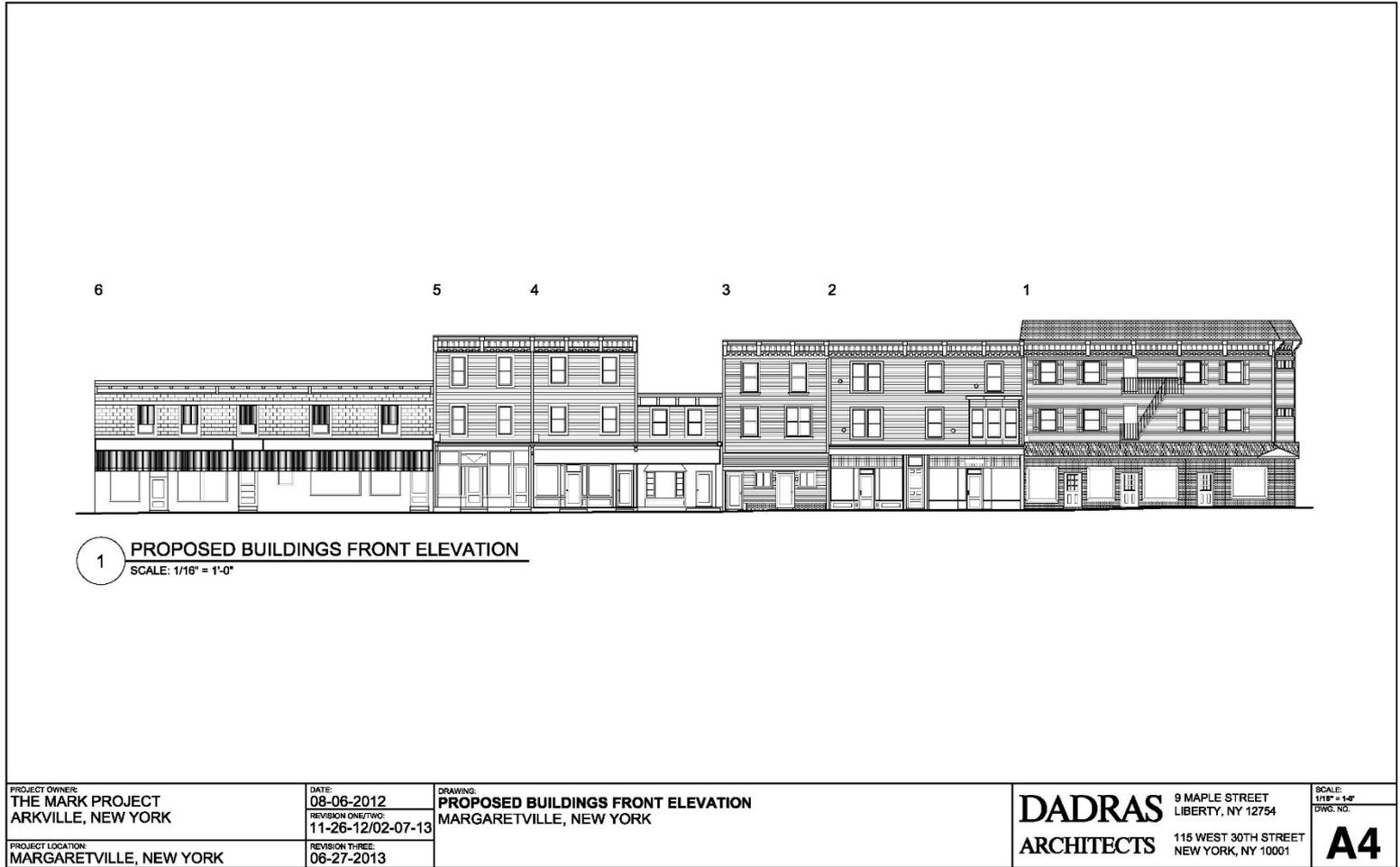


**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

3. Recent Local Project Examples



3. Recent Local Project Examples

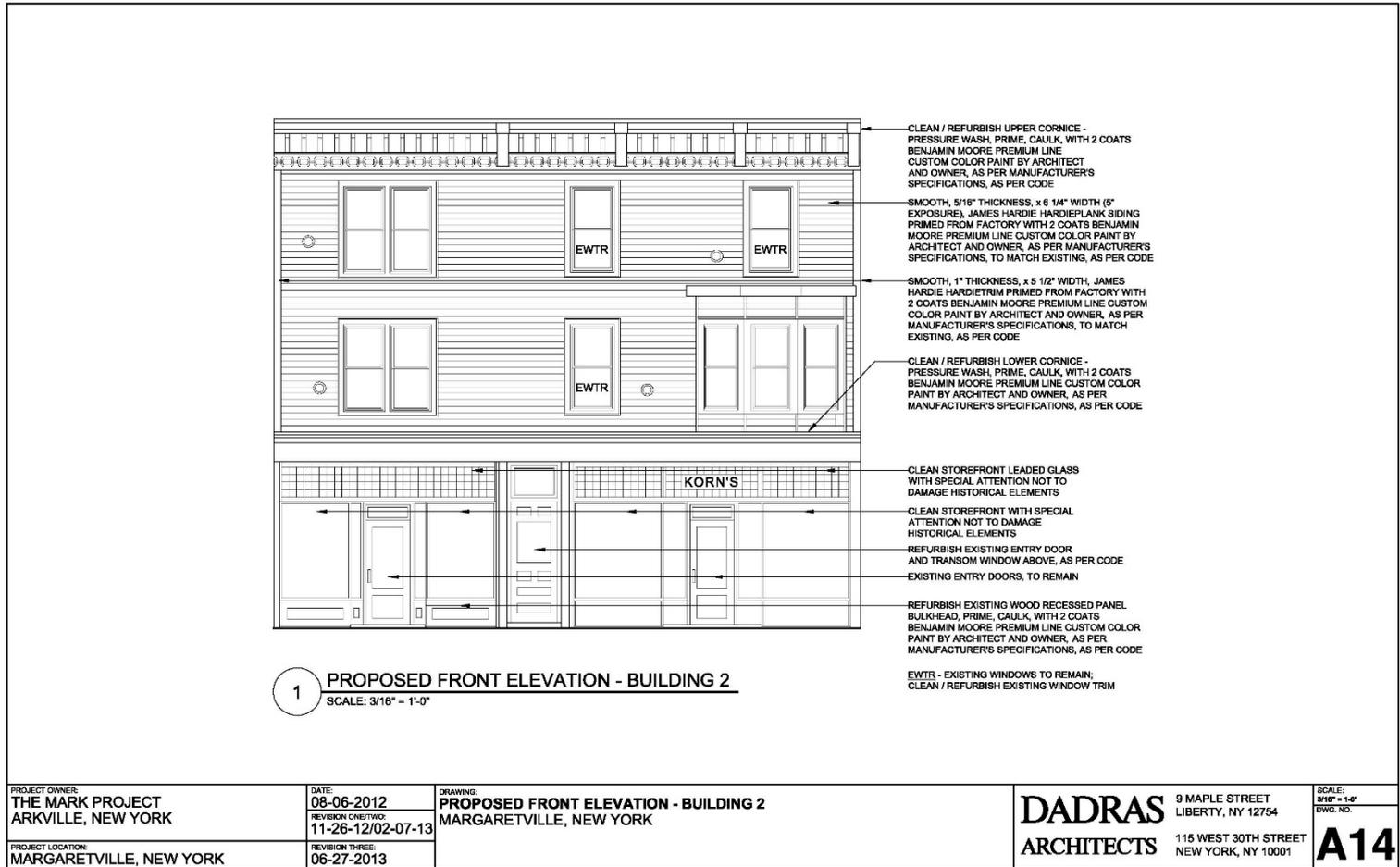


**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

3. Recent Local Project Examples



3. Recent Local Project Examples

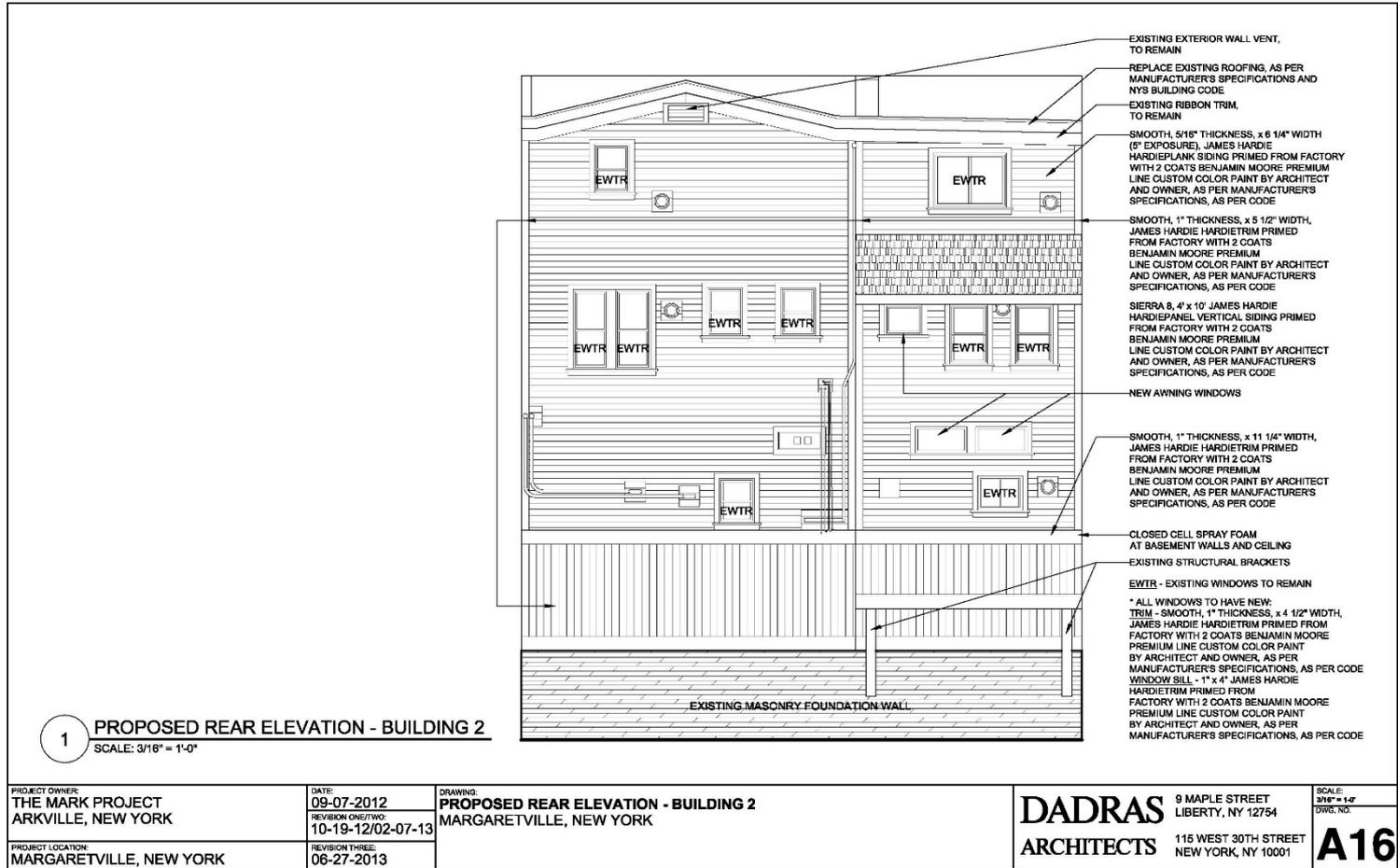


**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

3. Recent Local Project Examples



3. Recent Local Project Examples



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

3. Recent Local Project Examples



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

Westchester Square Main Streets Project Façade Improvement Guidelines

Revised March 22, 2010

IMPROVING STOREFRONTS

In General: Selective Demolition & Preservation - Façade & Masonry Restoration

Signage: Exterior, Non-Illuminated, Limited Verbiage, not too large

Awnings: Retractable, Canvas (No signage on awnings)

Colors and Painting: Historic Color Palette

Windows and Storefront: Traditional Window patterns

Exterior Lighting: Accent lighting, from above, Not rear-illuminated

Security Gates: NONE (or open-mesh, at store interior)

3. Recent Local Project Examples



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

3. Recent Local Project Examples



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

4. Questions & Answers - Discussion



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

“Quality Façade Restorations on a Budget – Preservation and Adaptive Re-Use”

contact info.:

**Downtown
Revitalization
Group**

**DADRAS
ARCHITECTS**

**Victor Dadras, RA, NCARB, LEED-AP
Robert Dadras, RA**

offices:

115 West 30th Street,
New York, NY 10001
212-239-8293

9 Maple Street,
Liberty, NY 12754
845-292-0461

website:

www.dadrasarchitects.com

www.downtownrevitalizationgroup.com

e-mail:

DadrasArch@aol.com

office@dadrasarchitects.com



**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**