

The Secrets to Good Design

Joe Lawniczak – Design Specialist – Wisconsin Main Street



Elements of Design

- **Building Improvements**
- **Public Improvements**
- **Signage and Awnings**
- **Visual Merchandising**
- **Historic Preservation Planning**

Building Improvements



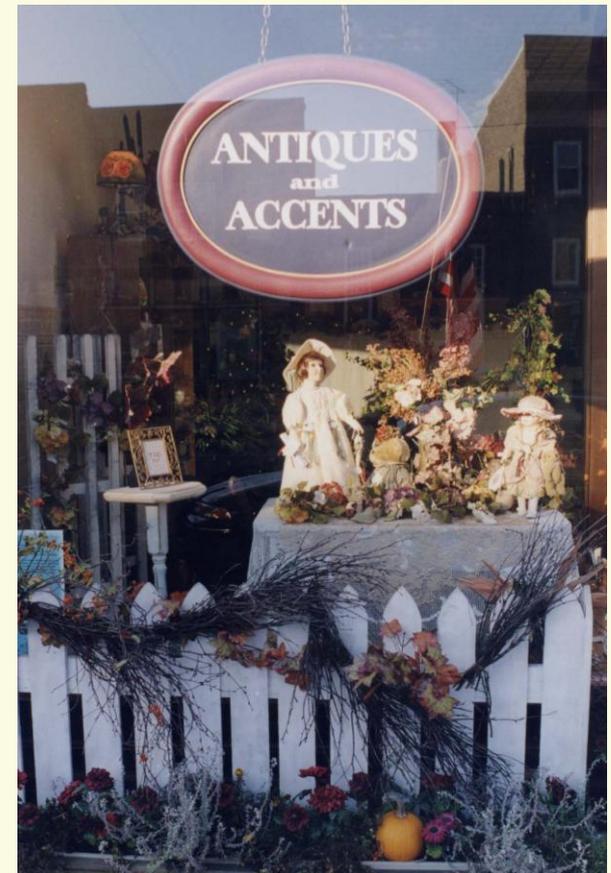
Public Improvements



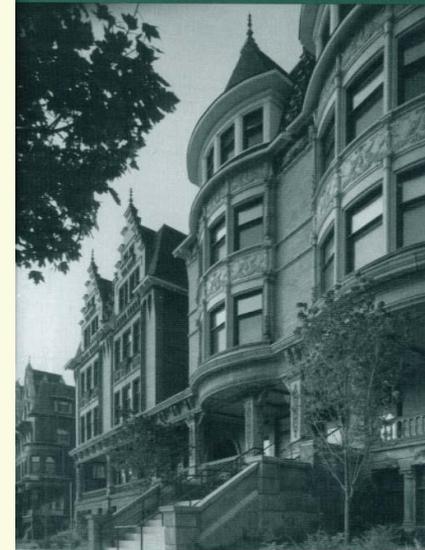
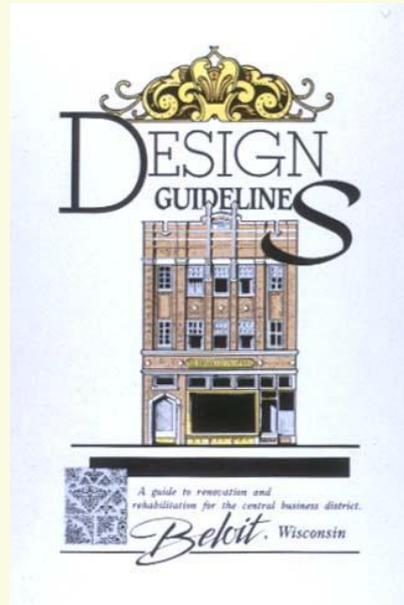
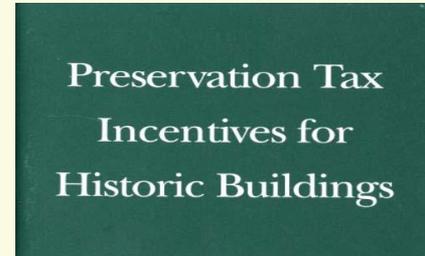
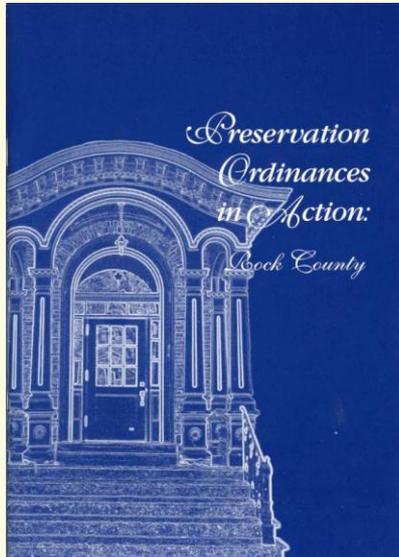
Signage and Awnings



Visual Merchandising



Historic Preservation Planning



U.S. Department of the Interior
National Park Service
Cultural Resources
Heritage Preservation Services

What We'll Discuss Today

- **Sign Design Principles**
- **Awning Design Principles**
- **Visual Merchandising**
- **Historic Preservation as Sustainable Design**
- **Inappropriate Alterations**

Visual Presentation

A Lot of Photos

PHOTO WITHOUT FLASH



Visual Presentation

A Lot of Photos

PHOTO WITHOUT FLASH



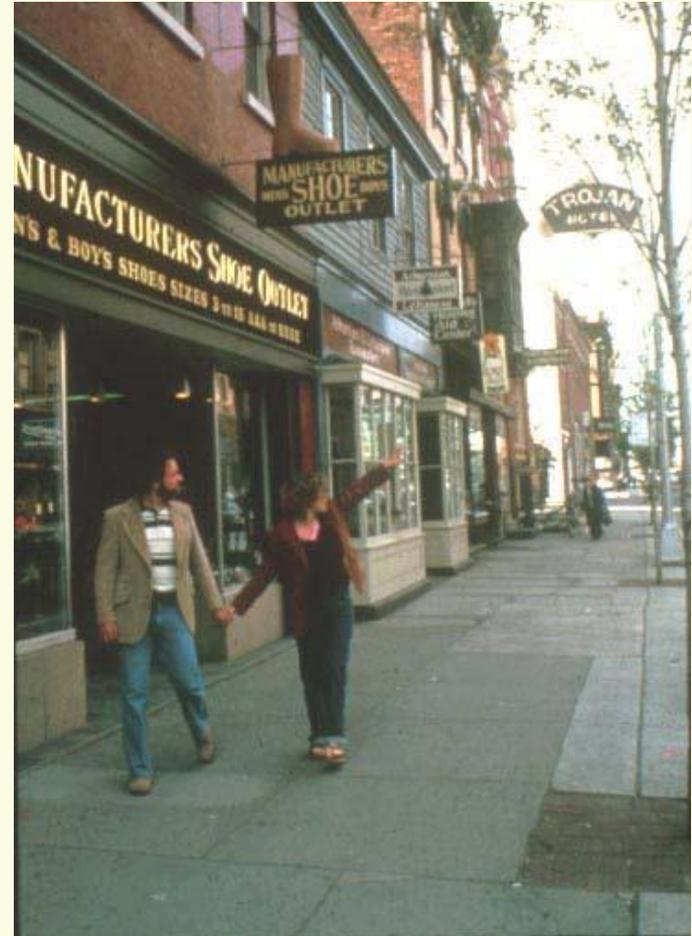
PHOTO WITH FLASH



Sign Design Principles



Quality / Individuality



Character/Image



Character/Image

Good



Bad



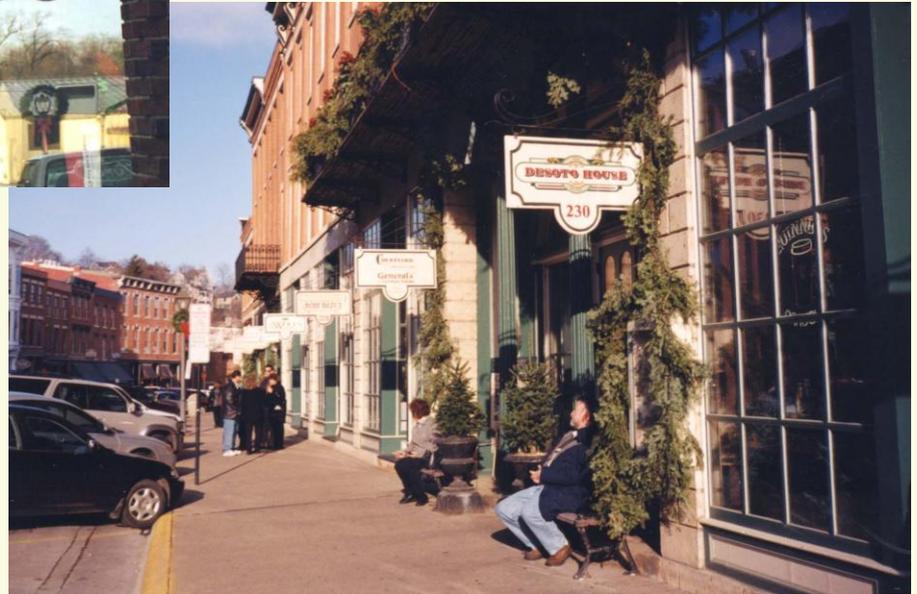
Good



Bad



Continuity



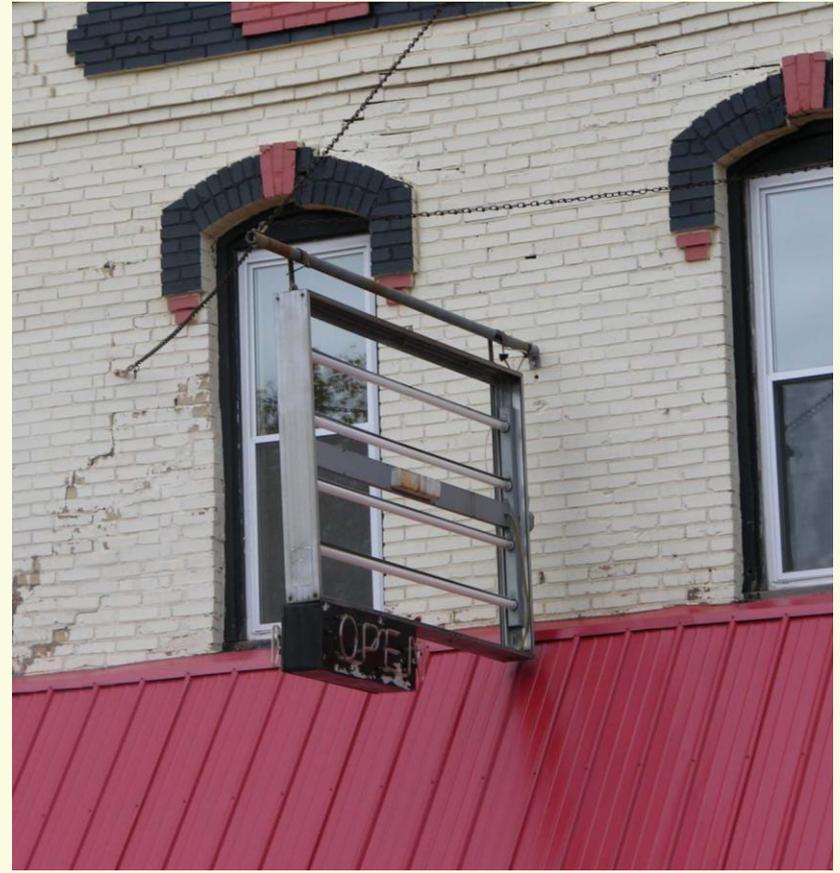
Many Appropriate Styles



Many Appropriate Materials



Maintenance



Sign Design Principles

Inappropriate Sign Types

Inappropriate Sign Types

Internally-Lit



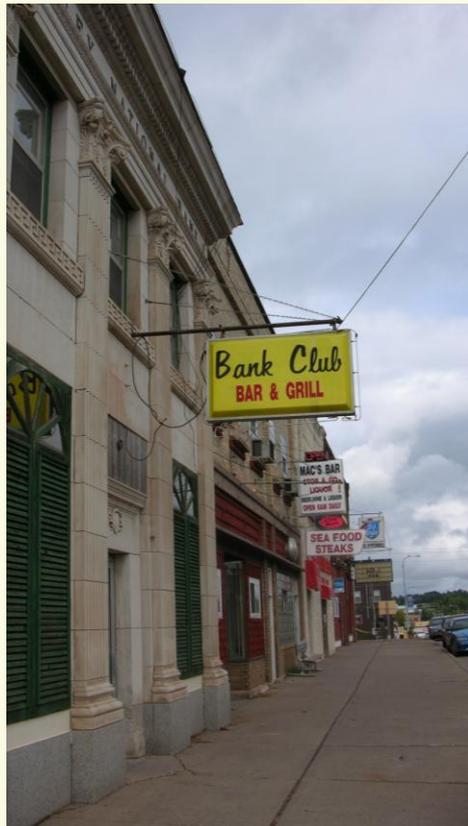
Inappropriate Sign Types

Internally-Lit



Inappropriate Sign Types

Internally-Lit



Exceptions to the Rule



Exceptions to the Rule



Inappropriate Sign Types

Readerboards



Inappropriate Sign Types

Readerboards



Inappropriate Sign Types

Readerboards

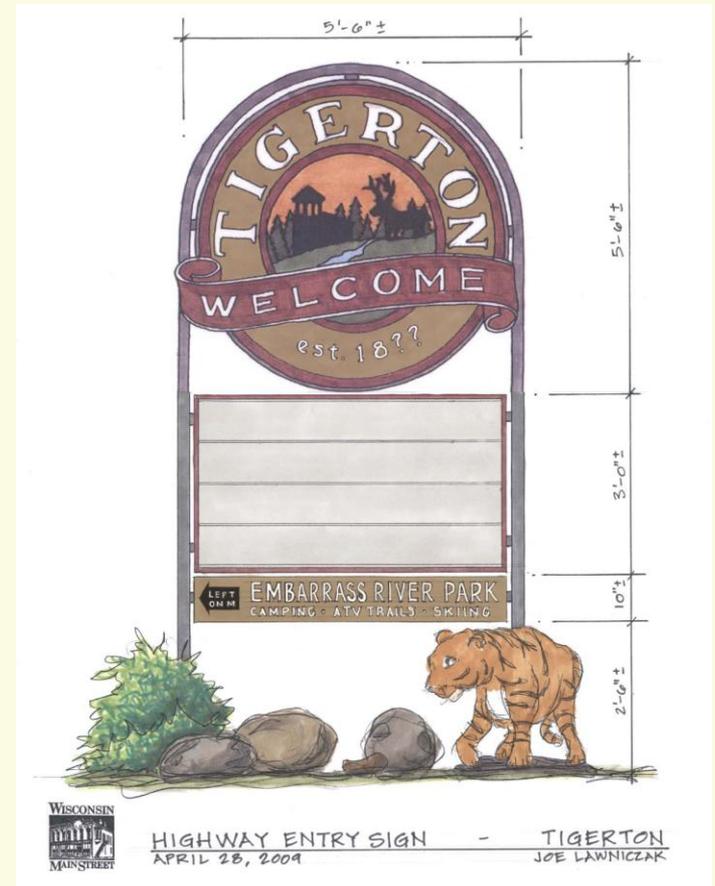


Inappropriate Sign Types

Readerboards



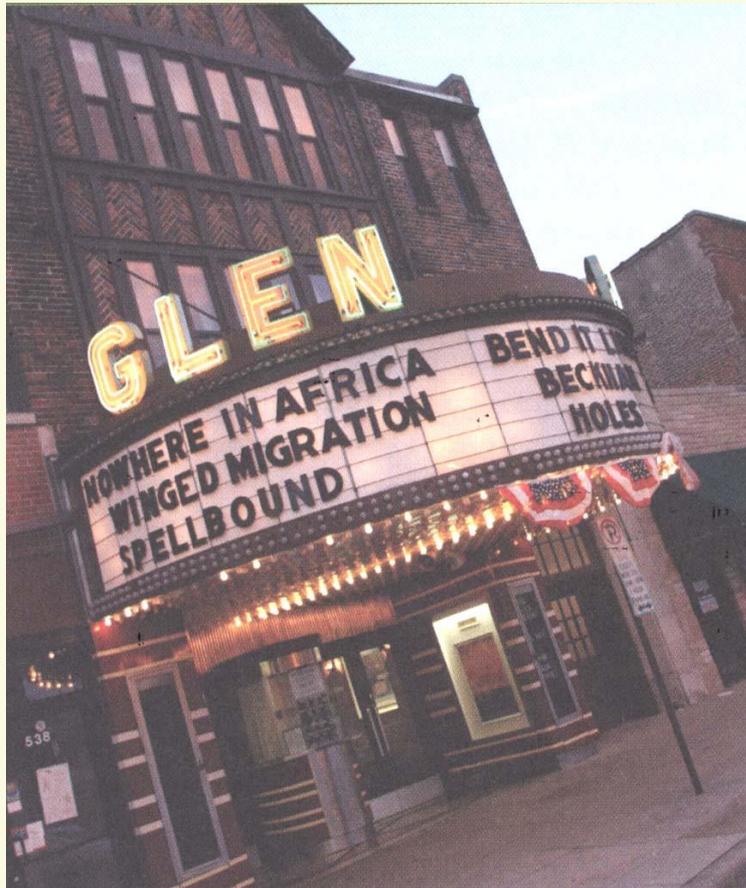
Exceptions to the Rule



Exceptions to the Rule



Exceptions to the Rule



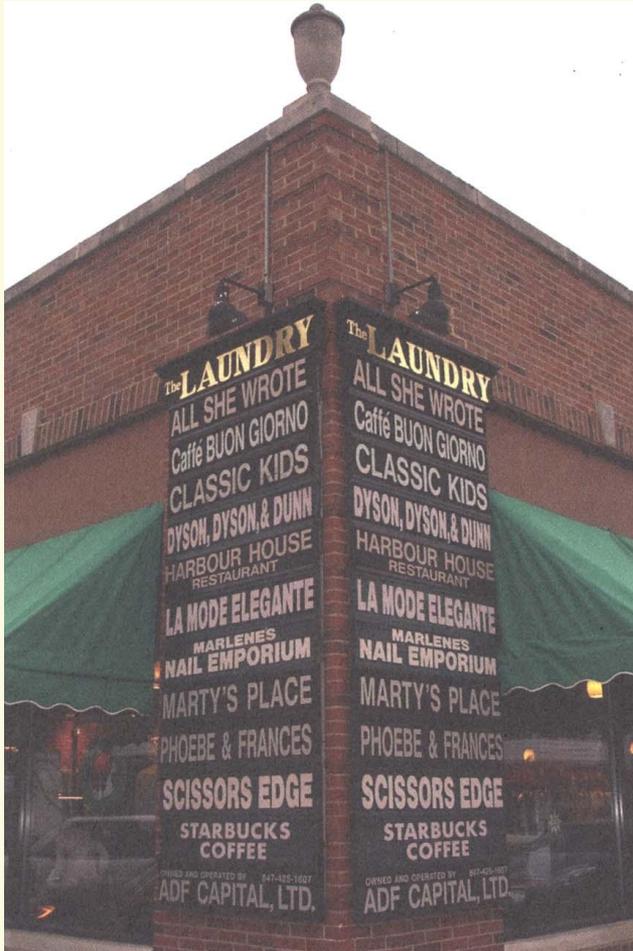
Inappropriate Sign Types

Too Much Info



Inappropriate Sign Types

Too Much Info



Exceptions to the Rule



Inappropriate Sign Types

Oversized



Inappropriate Sign Types

Oversized



Inappropriate Sign Types

Oversized



Exceptions to the Rule

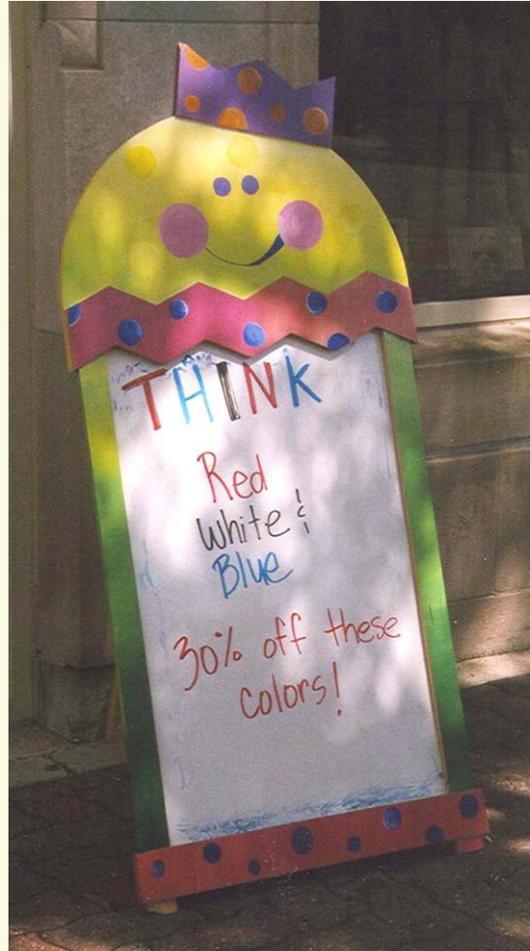


Inappropriate Sign Types

Home Made



Exceptions to the Rule

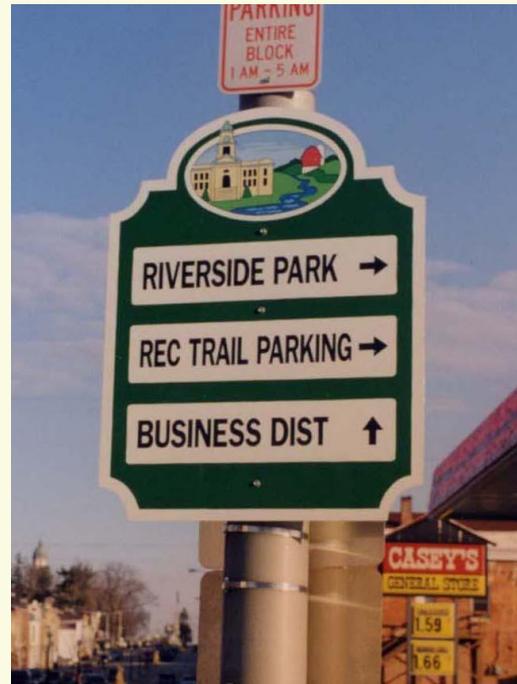


Inappropriate Sign Types

Pole Mounted



Exceptions to the Rule



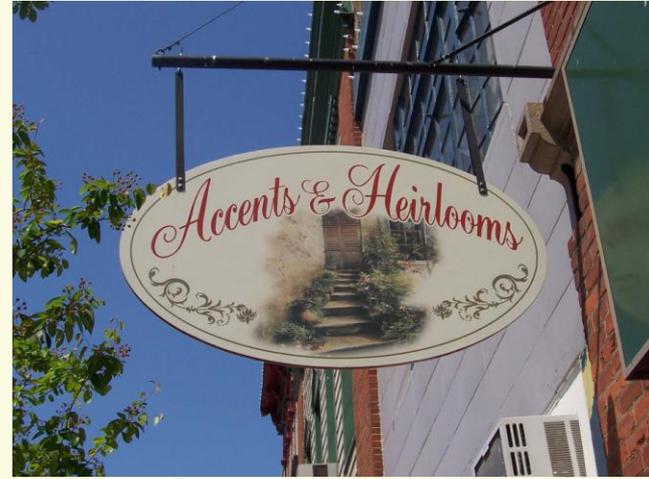
Sign Design Principles

Appropriate Sign Types

Projecting Signs – Sandblasted Wood



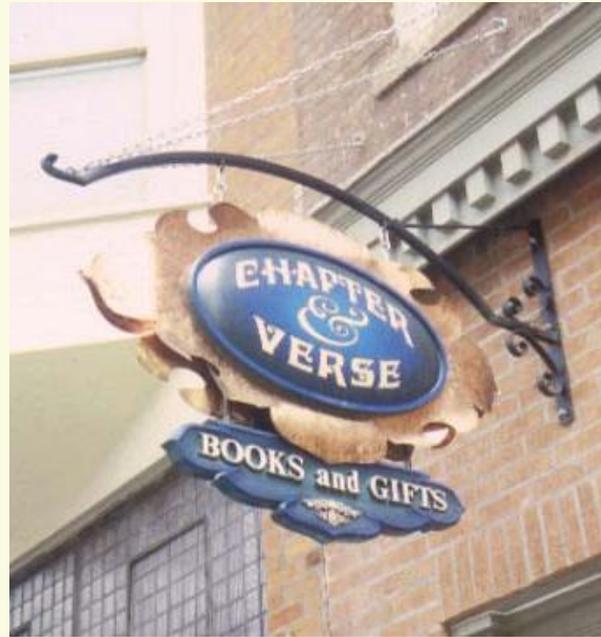
Projecting Signs - Metal



Projecting Signs - Metal



Projecting Signs – High Density Foam



Projecting Signs - Wood



Projecting Signs – MDO Plywood



Maintenance – MDO Plywood



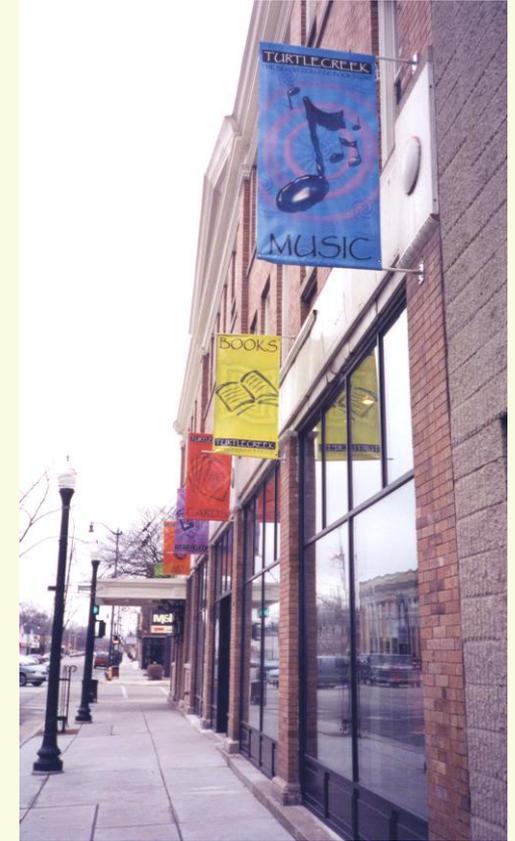
Hanging Signs



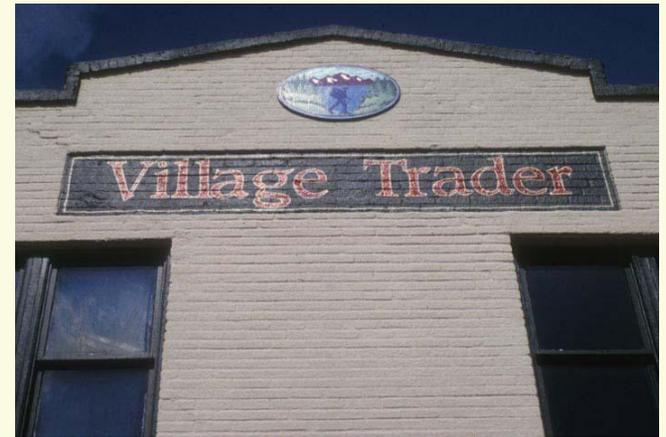
Banners



Banners



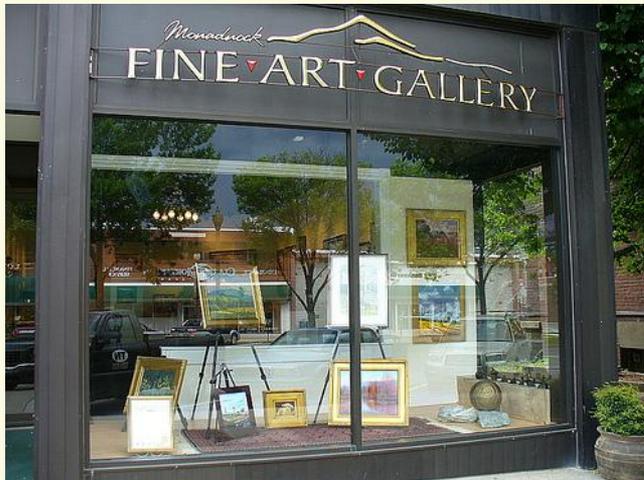
Flush-Mounted Signs



Flush-Mounted Signs



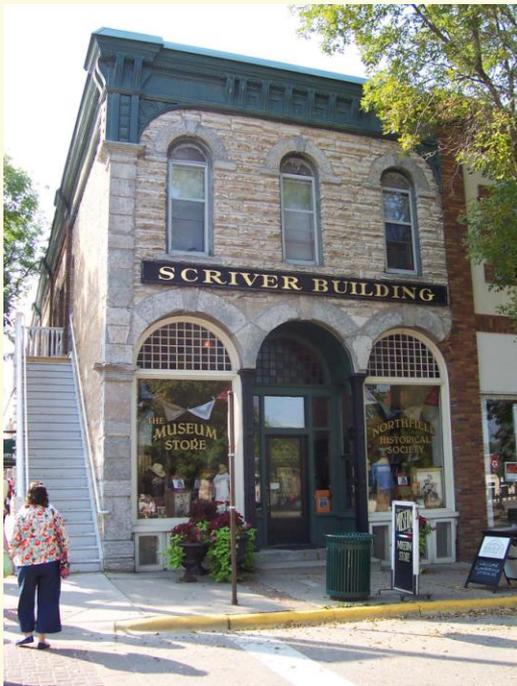
Flush-Mounted Signs



Flush-Mounted Signs



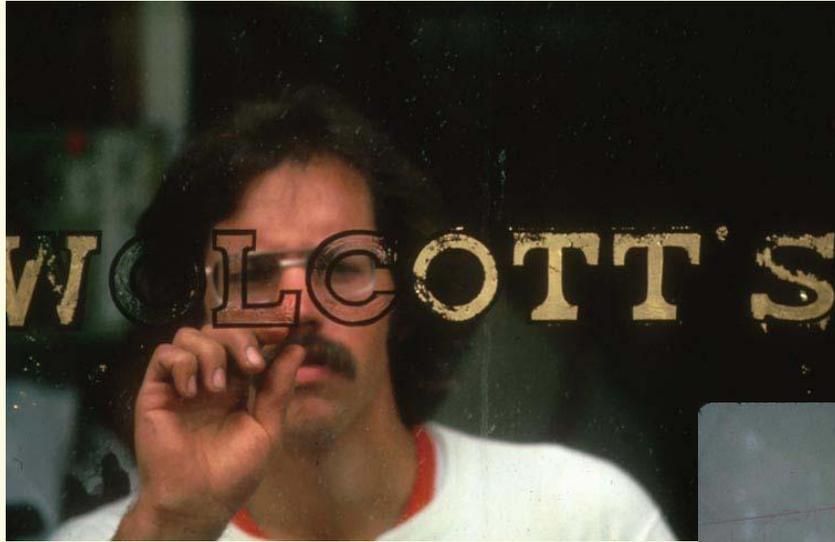
Flush-Mounted Signs



Raised Letter Signs



Window Signs



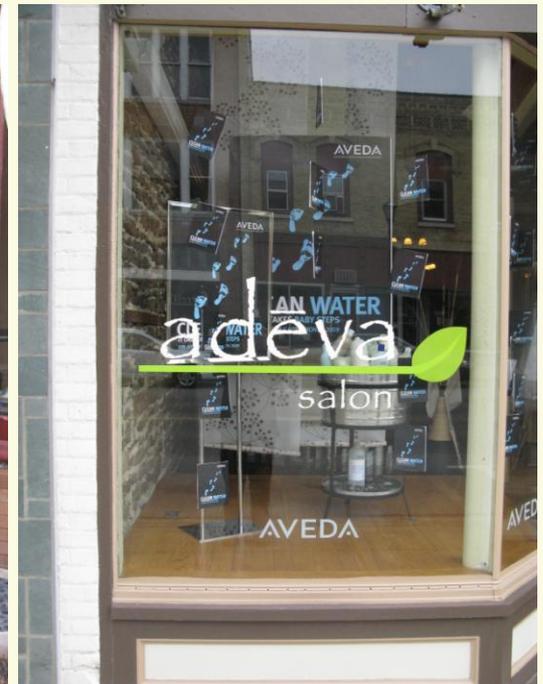
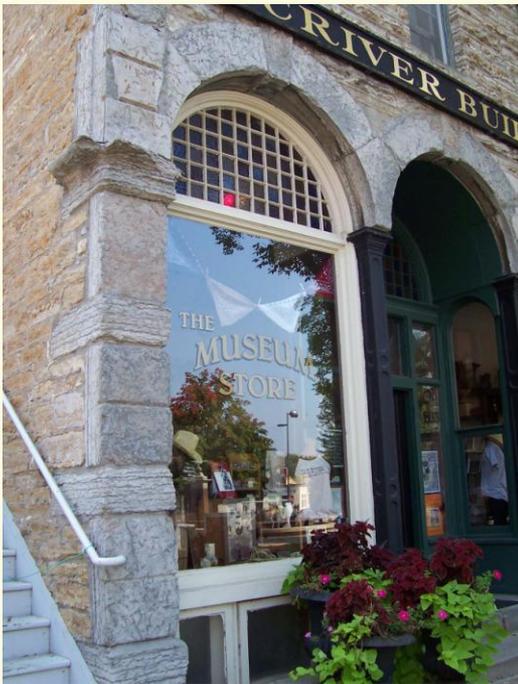
Window Signs - 25-30% Max



Window Signs - 25-30% Max



Window Signs



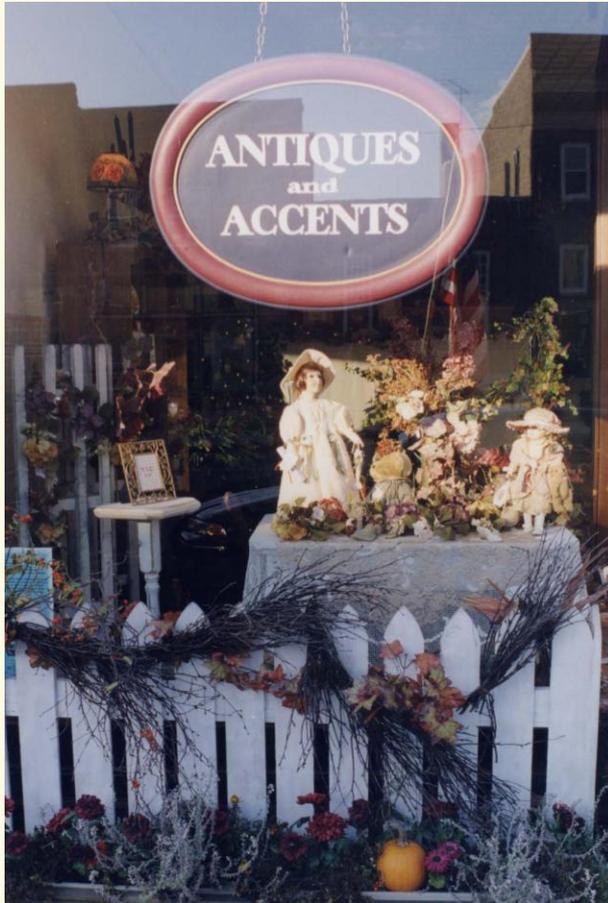
Window Signs



Window Signs



Interior-Hung Signs



Historic Signs



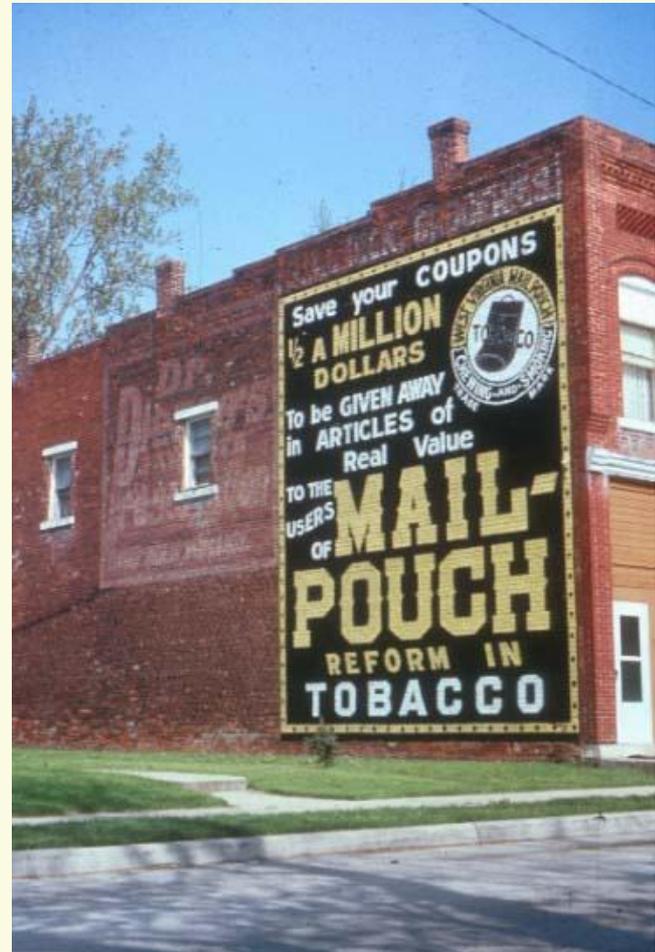
Historic Signs & Replicas



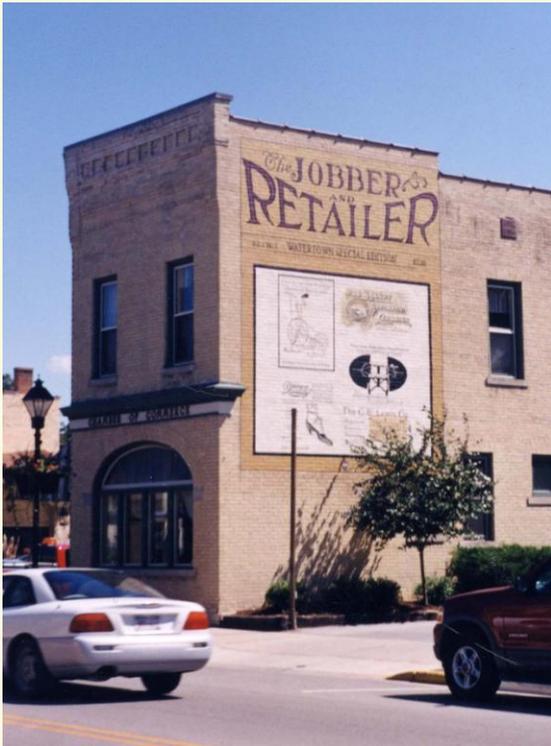
Historic Signs



Murals

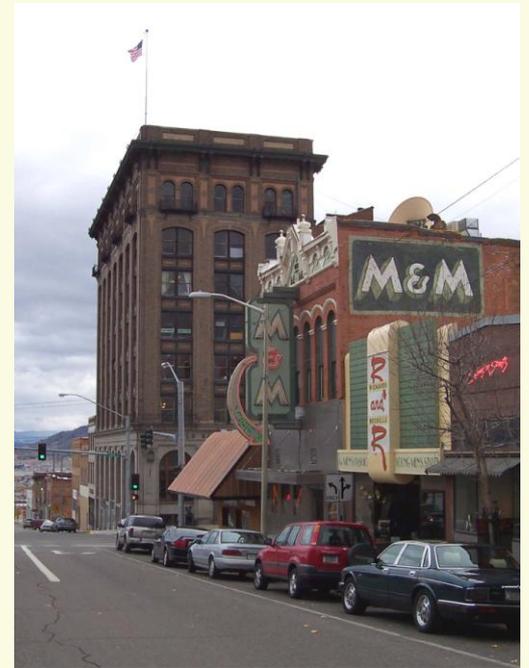


Murals



Watertown, Wisconsin

Murals



Butte, Montana

Murals



Murals



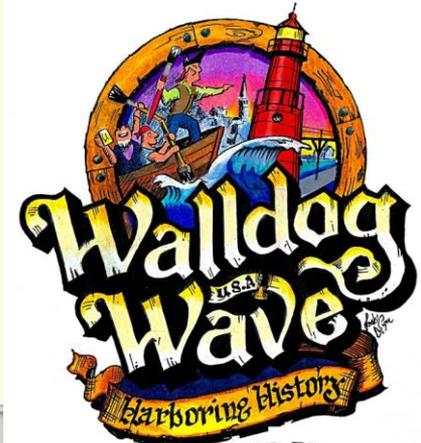
Murals



Murals



Chippewa Falls, WI



JUNE 21, 22, 23
2007

ALGOMA, WISCONSIN

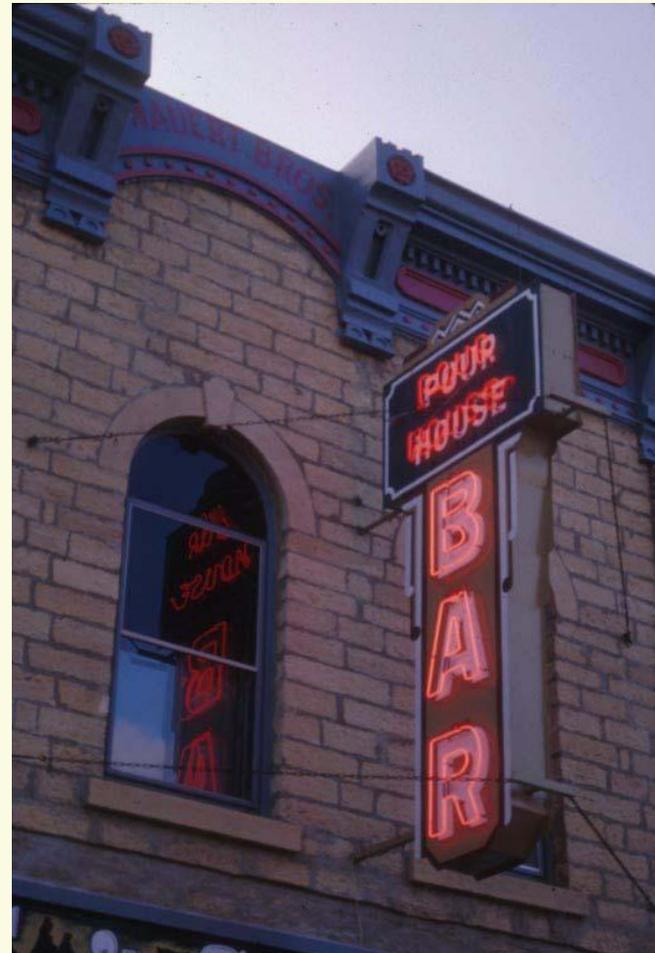
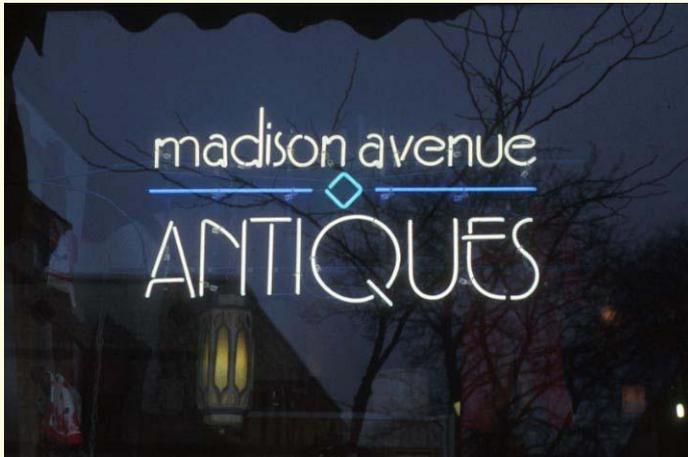


Murals

Too Much of a Good Thing



Neon Signs



Neon Signs



Neon Signs – Don't Overdo It



Transom Signs



Transom Signs



Transom Signs – Don't Conceal



Roof Signs



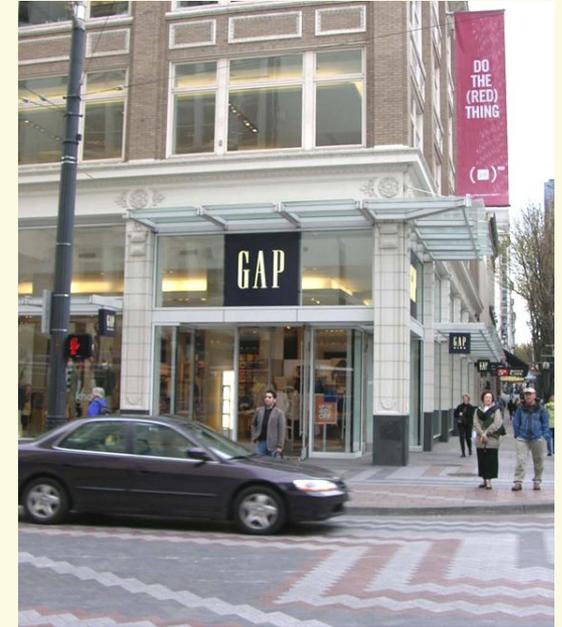
Franchise Signs



Franchise Signs



Franchise Signs



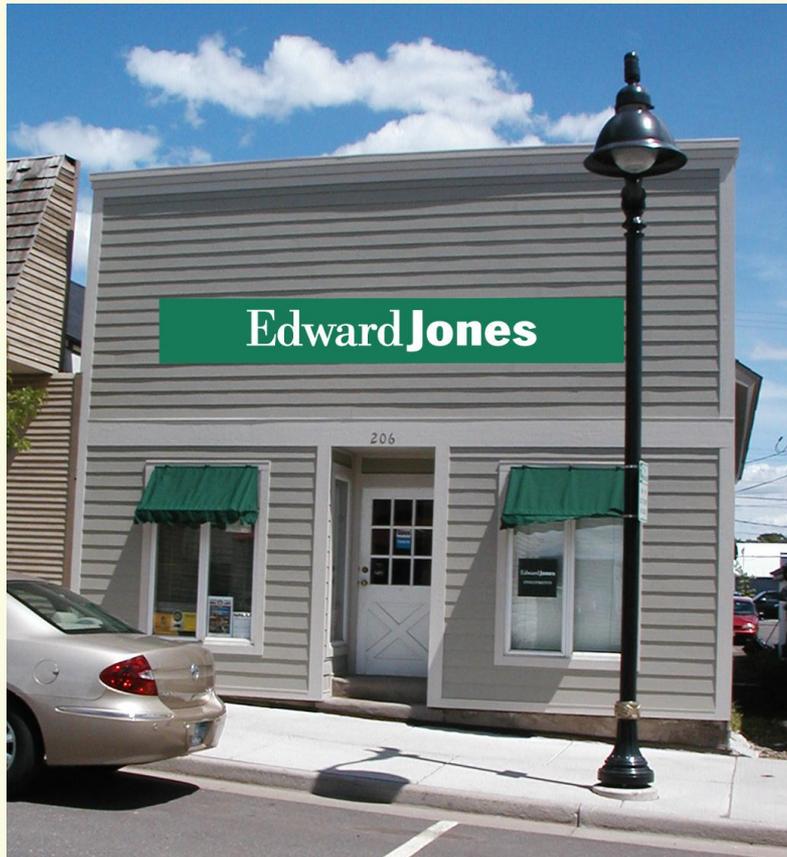
Franchise Signs



Franchise Signs



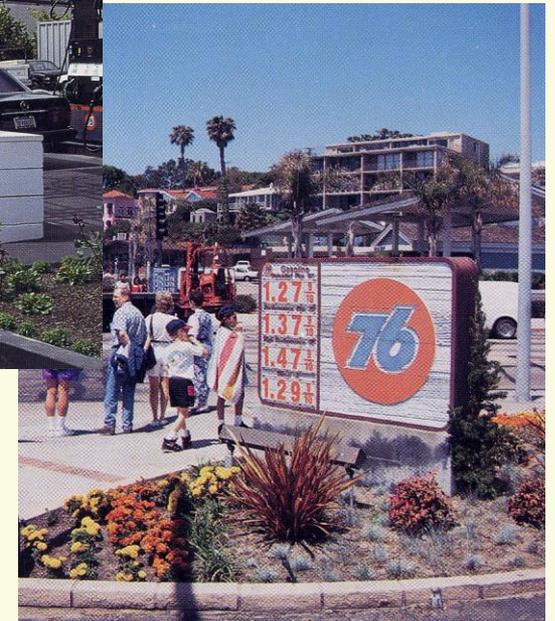
Franchise Signs



Franchise Signs



Franchise Signs



Sign Combinations



Sign Combinations



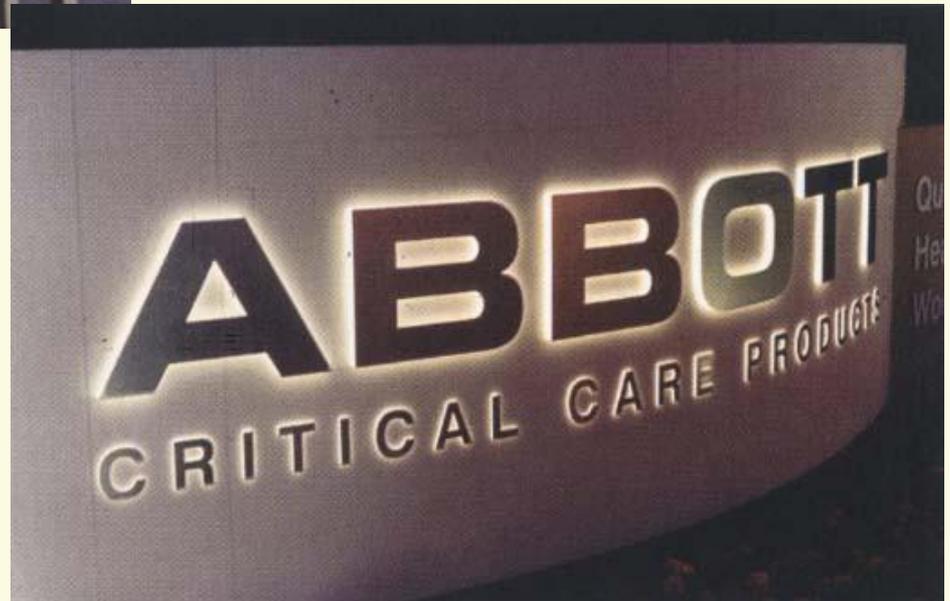
Sign Lighting



Sign Lighting



Halo Lighting



Freestanding Signs



Sandwich Board Signs



Sandwich Board Signs



Sandwich Boards - No-No's



Freestanding Signs



Freestanding Signs



•SIDE• •FRONT•



KITCHEN & BATH WORKS - WHITEWATER, WI
FEBRUARY 22, 2007 JOE LAWNICKAK



•SIDE• •FRONT•



HOME LUMBER CO - WHITEWATER, WI
FEBRUARY 23, 2007 JOE LAWNICKAK

Entry Signs



Entry Signs



Entry Signs / Kiosks



Miscellaneous Signs



FARMER'S MARKET SIGN
MAY 9, 2005

TIGERTON
JOE LAWNICZAK



ENTRY SIGN
MAY 3, 2005

TIGERTON
JOE LAWNICZAK



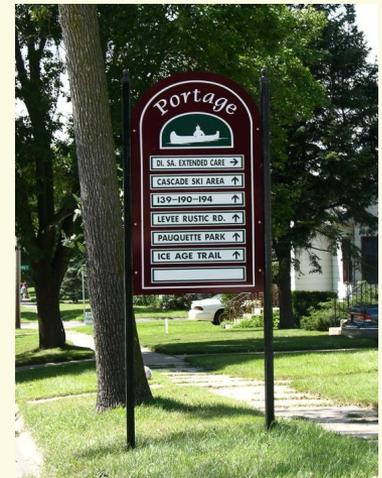
WAYFINDING SIGNS
MAY 9, 2005

TIGERTON
JOE LAWNICZAK

Wayfinding Signs



Wayfinding Signs



Parking Signs



Parking Signs



Parking Signs



Miscellaneous Street Signs



Sign Ordinances

**Downtown should have
separate requirements than
other commercial areas**

Zoning District

Overlay District

Main Street Program Area

Historic District

The Constitution & Sign Regulations

Cannot Dictate Content

Businesses Have a Right to Advertise

Can Be Based on Aesthetics

Can Regulate Height, Size, Spacing & Setback

Can Regulate Number of Signs

Can Restrict Illumination, Movement, Color

Size Restrictions

Based on Area

(example: 15 S.F. each face, max. height 3 ft.)

Based on Lineal Feet

(example: 2 S.F. allowed per 1 L.F. of bldg.)

Moratoriums

Can curb the flurry of signs that might occur while new ordinance is being drafted.

Dealing with Non-Conformity

**Requiring removal immediately
after ordinance is passed,
without compensation, is
unconstitutional!!!**

Dealing with Non-Conformity

Legal Options:

Amortization (requiring removal after a designated period of time, often 3-5 years)

Abandonment & Discontinuance (either after a specified time, or when business closes or changes hands)

Development of Vacant Property (must be removed when vacant property is developed)

Damage to Sign (if percentage of sign needs repair, all must comply)

Remediation (allowing changes to non-conforming signs to make them compliant)

Signage Ordinance Examples

Model Sign Ordinance – Scenic Wisconsin

<http://www.scenicwisconsin.org/documents/08%20Model%20Sign%20Ordinance.pdf>

City of San Jose, CA

http://www.sanjoseca.gov/planning/pdf/sign_code.pdf

City of Winston-Salem, NC

<http://www.cityofws.org/Assets/CityOfWS//Documents/Inspections/Winston-Salem%20Sign%20Ordinance%202-27-08.pdf>

Town of Pendleton, IN

<http://www.town.pendleton.in.us/PDF%20Code/158.10.pdf>

Signage Resources

Street Graphics and the Law

Daniel Mandelker, Andrew Bertucci
& William Ewald

American Planning Association

Signage Resources

Saving Face: How Corporate Franchise Design Can Respect Community Character

Ronald Lee Fleming

The Townscape Institute

American Planning Association

Signage Resources

Sign Regulation for Small and Midsize Communities

Eric Damian Kelly & Gary J. Raso
American Planning Association

Signage Resources

Signs For Main Street

**National Trust for Historic
Preservation**

Signage Resources

**Fighting Billboard Blight: An Action
Guide for Citizens & Public Officials**

A Publication for Scenic America

The Secrets to Good Design

Questions????

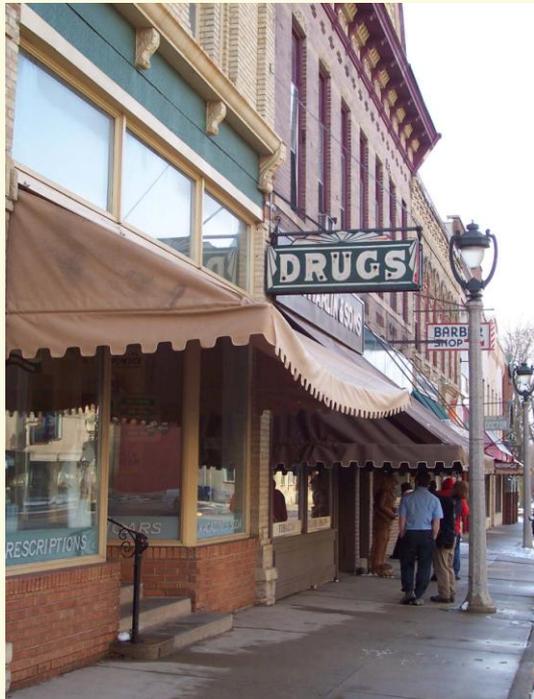
Awning Design Principles



Historical Precedent



Function



Part of Storefront Design



Part of Storefront Design



Awning Design Principles

**Inappropriate
Awning Types**

Inappropriate Awning Types

Vinyl



Inappropriate Awning Types

Shingled Mansards



Inappropriate Awnning Types

Shingled Mansards



Inappropriate Awning Types

Shingled Mansards



Inappropriate Awning Types

Oversized



Inappropriate Awning Types

Oversized



Inappropriate Awnning Types

Oversized



DIVERSIFIED PERSONNEL SERVICES
AUGUST 14, 2007

WATERTOWN, WI
JOE LAWNICZAK

Exceptions to the Rule



Inappropriate Awning Types

Internally-Lit



Inappropriate Awnning Types

Rounded



Inappropriate Awning Types

Rounded



Exceptions to the Rule



Inappropriate Awnning Types

Wrap-Around



Inappropriate Awnning Types

Wrap-Around



Awning Maintenance



Awning Maintenance



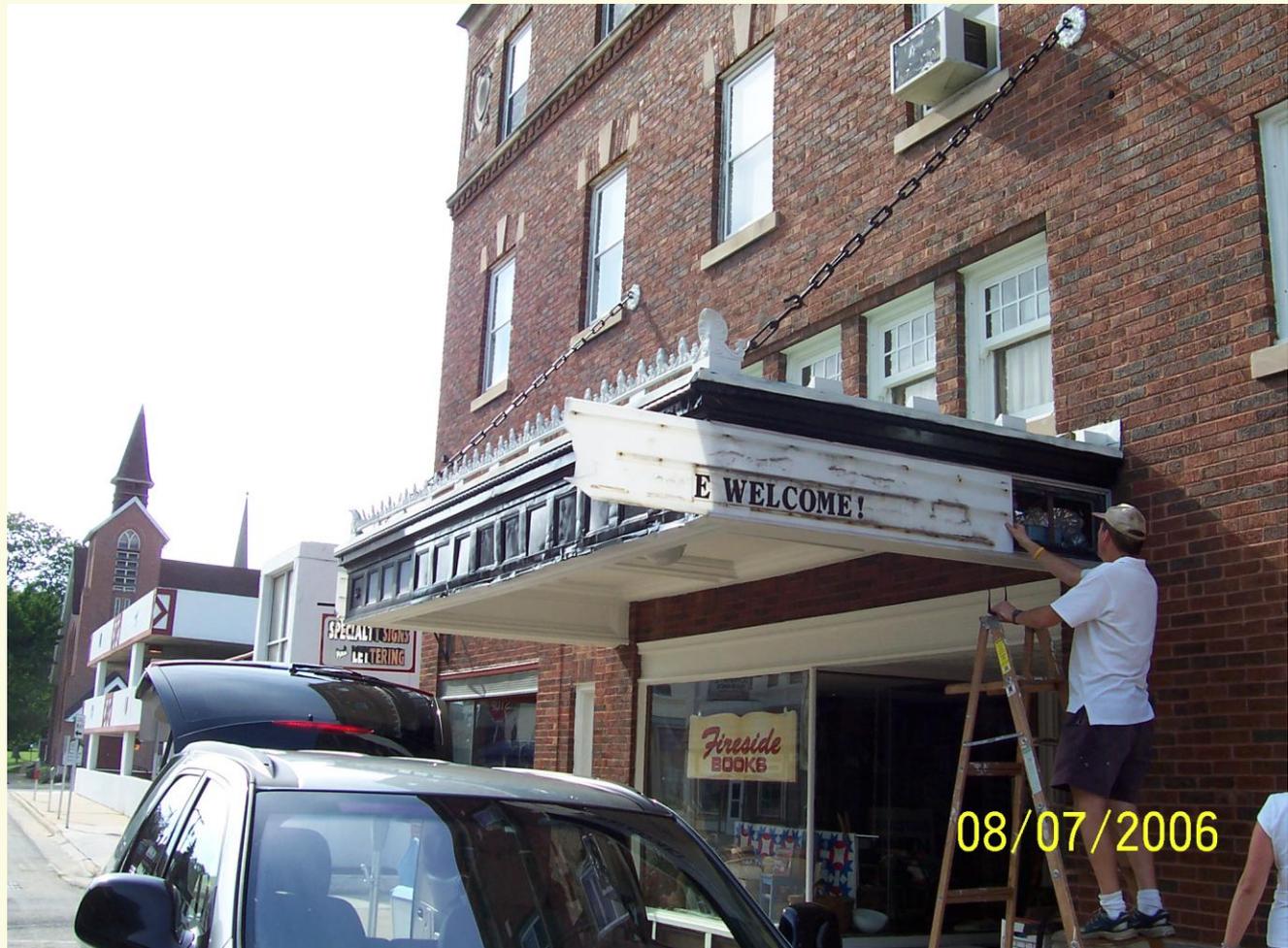
Awning Design Principles

Other Awning Types

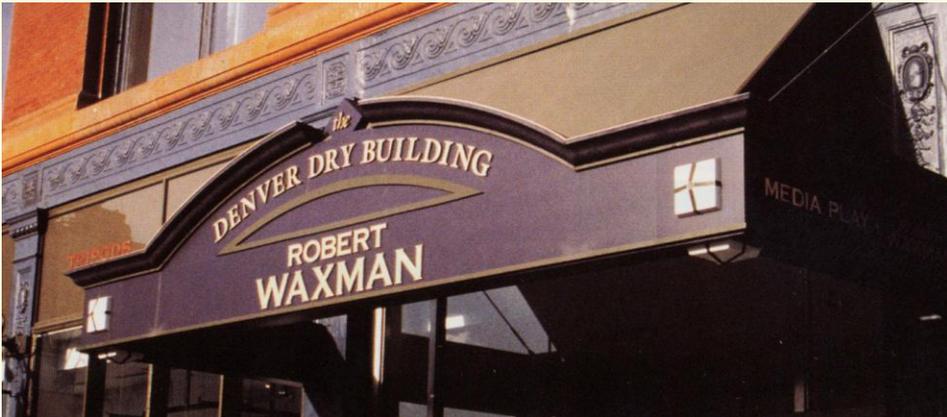
Upper Awnings



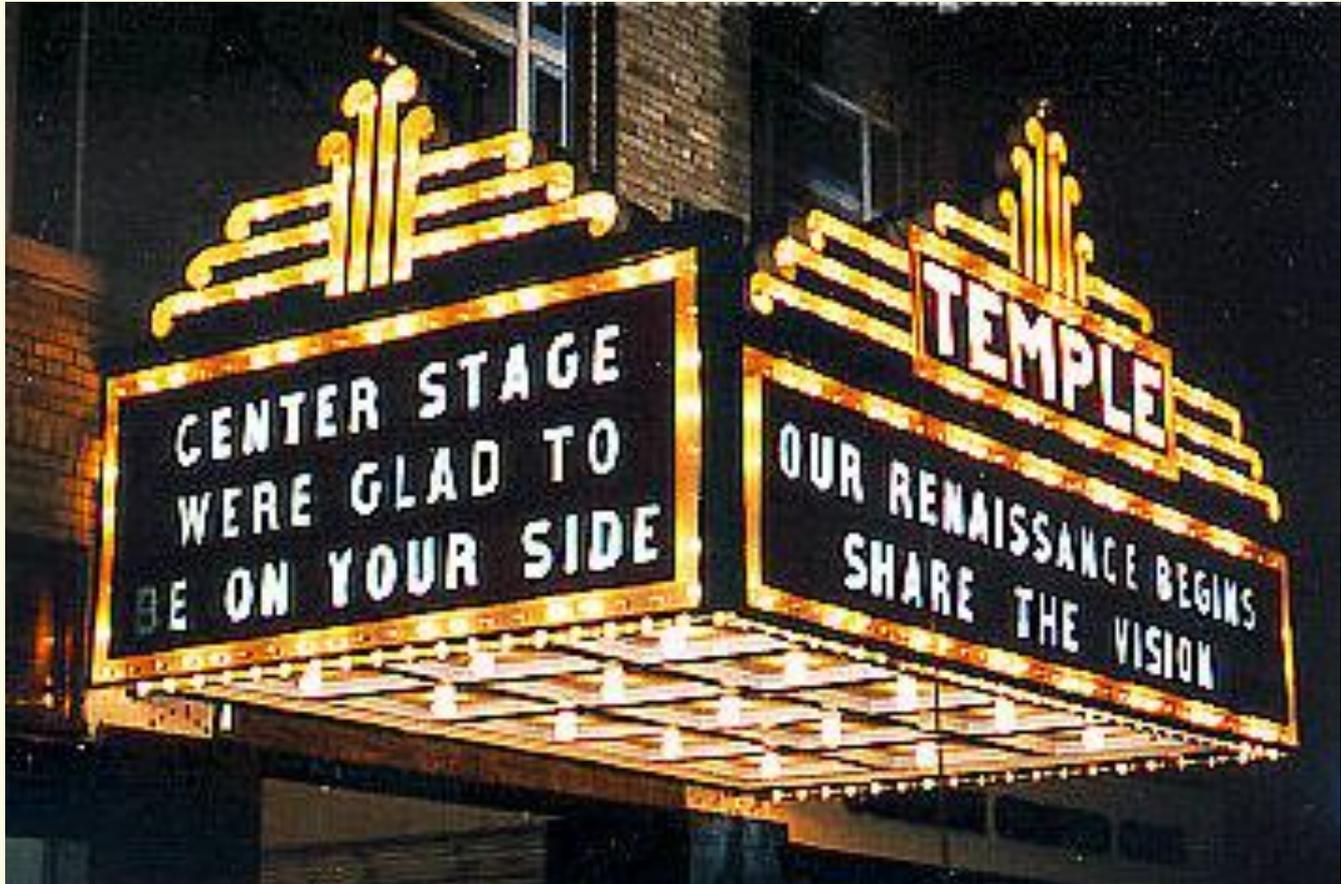
Canopies



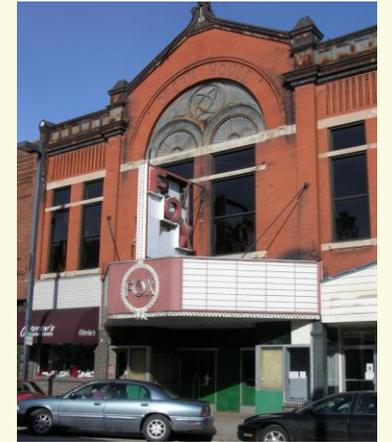
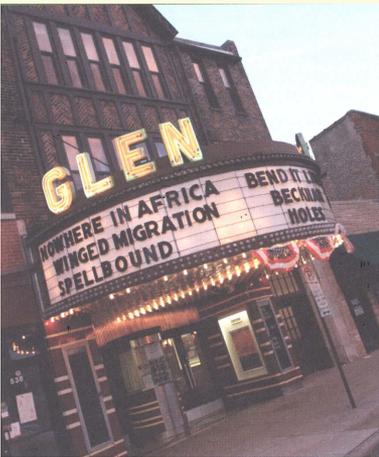
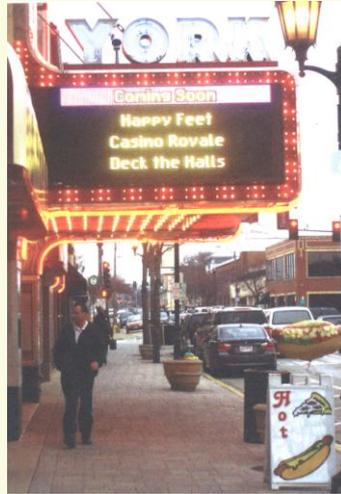
Canopies



Marquees



Marquees



Signage on Awnings



Signage on Awnings



Awning Resources

Awnings and Canopies on Main Street

**National Trust for Historic
Preservation**

Awning Resources

Preservation Brief #44

The Use of Awnings on Historic Buildings

National Park Service

<http://www.nps.gov/history/hps/TPS/briefs/brief44.htm>

The Secrets to Good Design

Questions????

Visual Merchandising

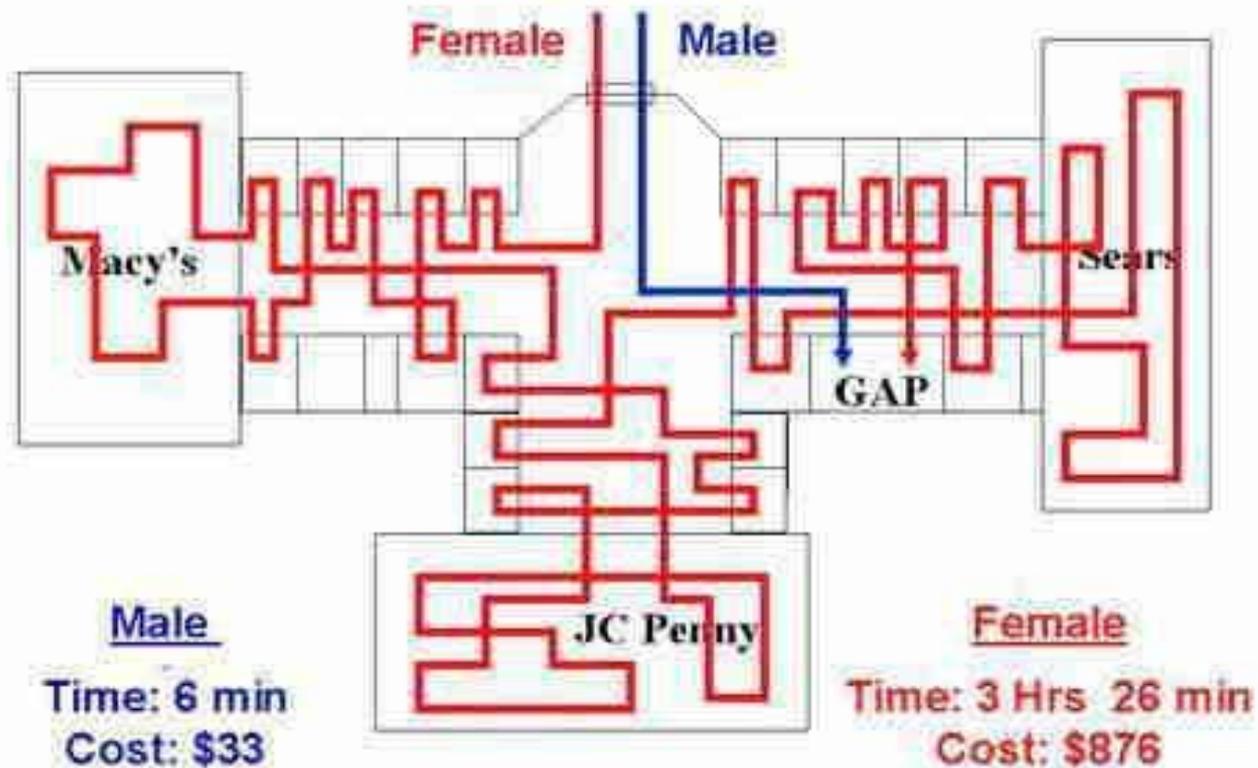


Visual Merchandising



Visual Merchandising

Mission: Go to Gap, Buy a Pair of Pants



Visual Merchandising

Principle # 1

Must Be Inviting

Must Be Inviting



Must Be Inviting



Visual Merchandising

Principle # 2

**Must Attract Attention
(3 seconds)**

Must Attract Attention



Must Attract Attention



Visual Merchandising

Principle # 3

Keep Storefront Transparent

Proportions & Transparency



About 1904. Next door to the west, at 1620 11th Street, was Benkert & Stauffacher clothing store. Arthur P. Benkert and Arthur P. Stauffacher opened their clothing store shortly after they graduated from Monroe High School in 1903. They moved their business a few doors east after that building was finished in 1906.

Proportions & Transparency



Visual Merchandising

Principle # 4

**Keep It Simple
(Avoid Clutter)**

Keep It Simple



Keep It Simple

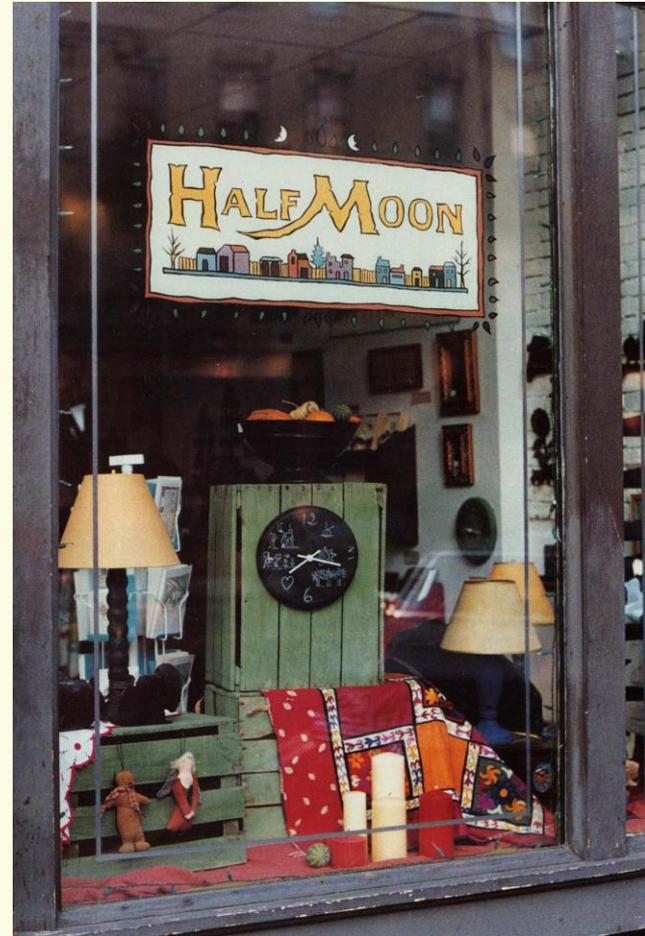


Visual Merchandising

Principle # 5

Use Color & Patterns

Use Color & Pattern

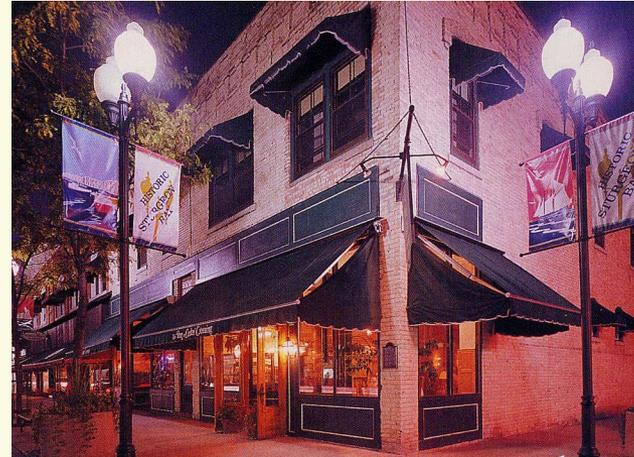


Visual Merchandising

Principle # 6

Use Lighting

Use Lighting

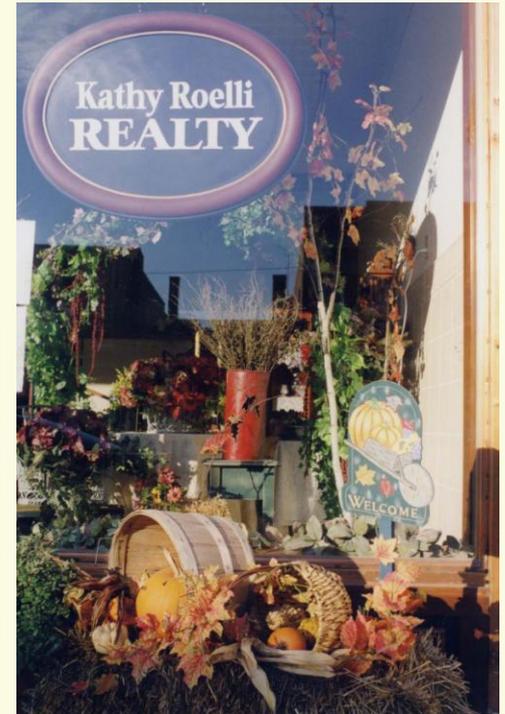


Visual Merchandising

Principle # 7

Change Displays Frequently

Change Displays Frequently



Visual Merchandising

Principle # 8

**Show merchandise as it will
actually be used**

Show As Will Be Used



Visual Merchandising

Principle # 9

Don't be afraid to be quirky

Don't Fear Quirkiness

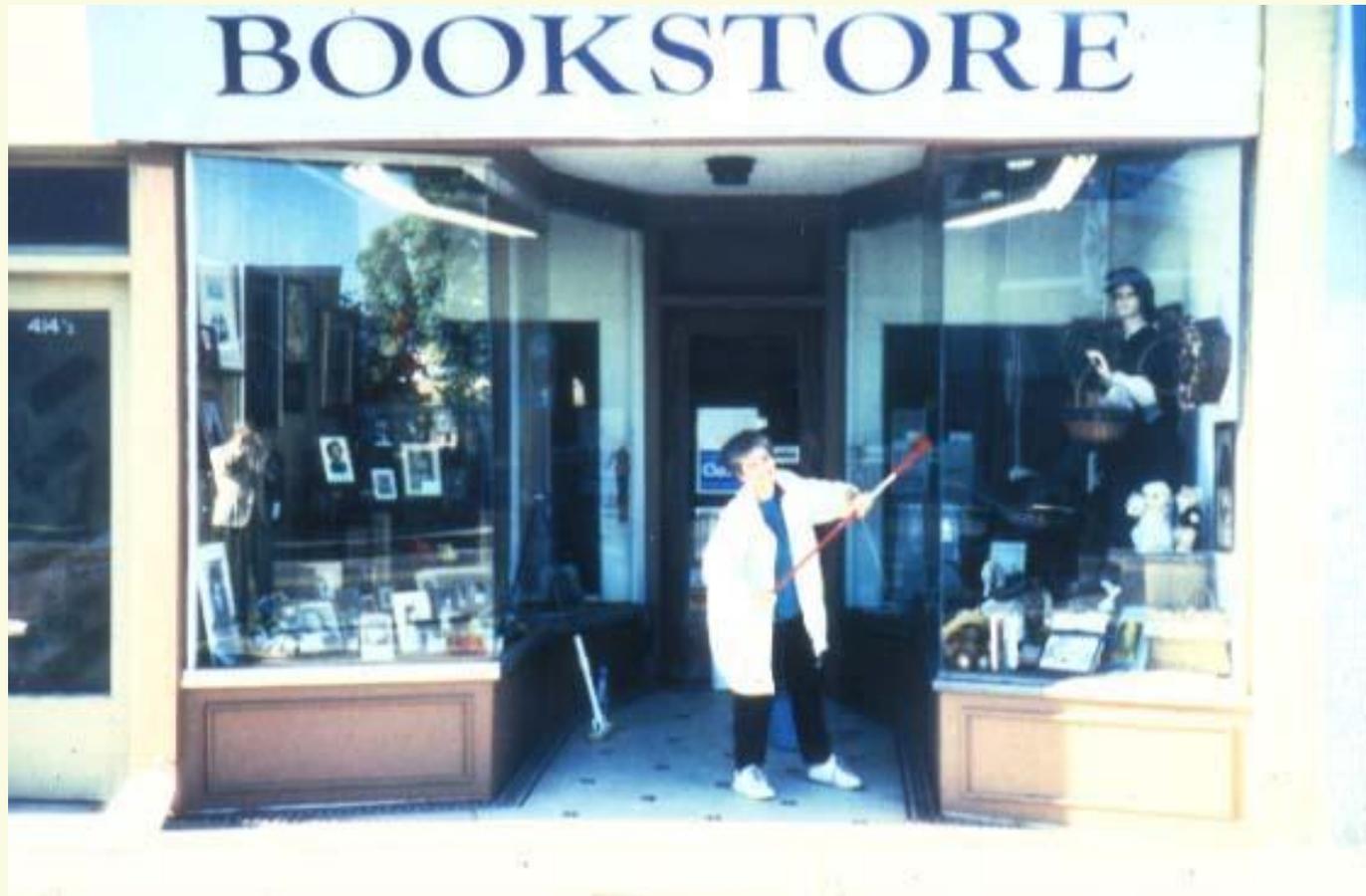


Visual Merchandising

Principle # 10

Maintain, Maintain, Maintain!!!

Maintenance



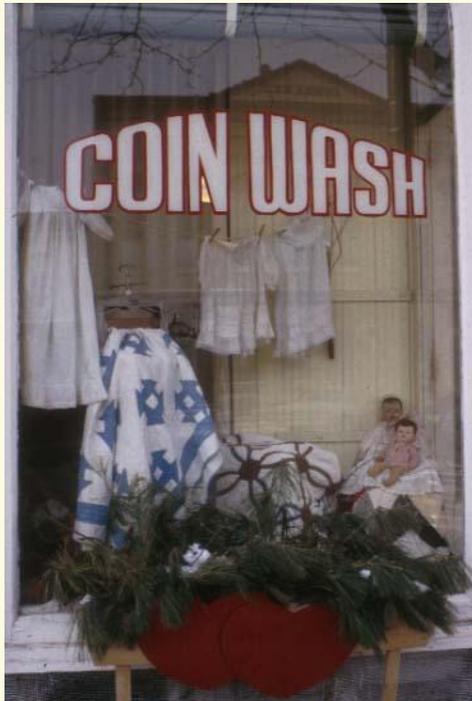
Visual Merchandising

Other Considerations

Service Type Businesses



Service Type Businesses



Service Type Businesses



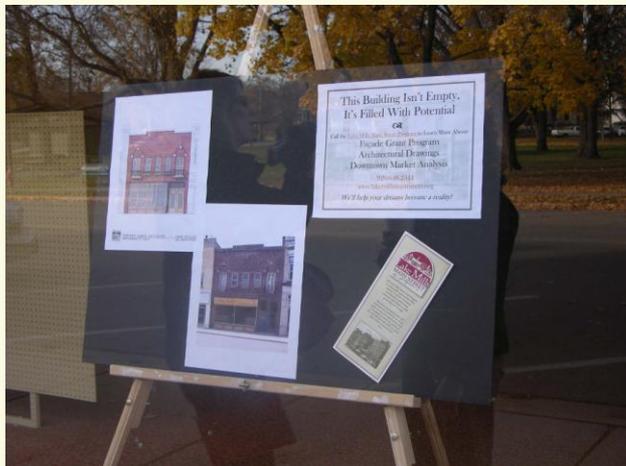
Service Type Businesses



Vacant Storefronts



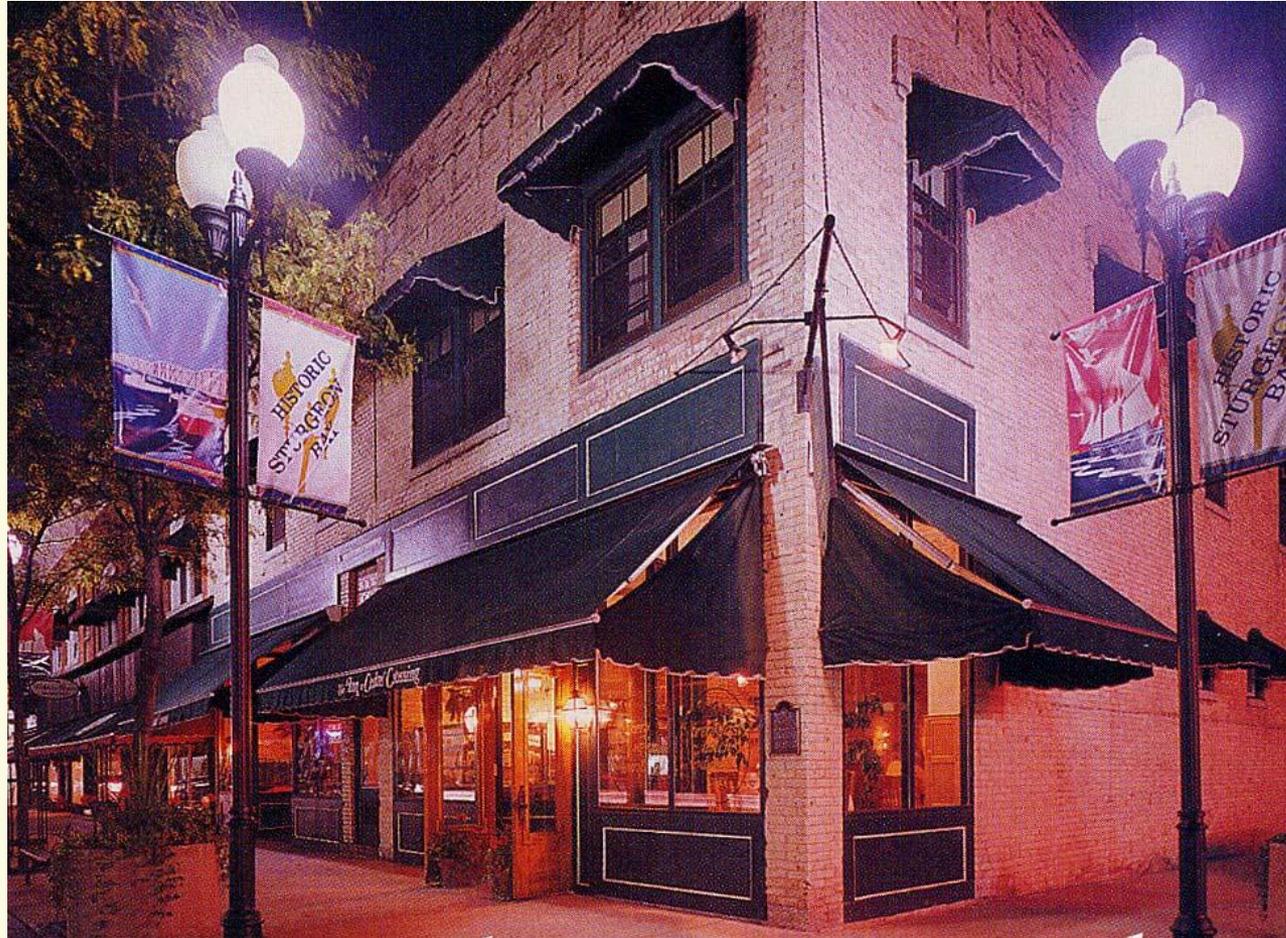
Vacant Storefronts



Taverns & Restaurants



Taverns & Restaurants



Taverns & Restaurants



Taverns & Restaurants



Taverns & Restaurants



Taverns & Restaurants



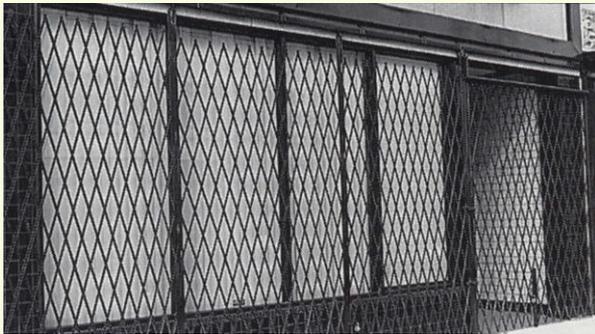
Vestibules / Air Locks



Vestibules / Air Locks



Security



(c) ROBERT K. CHIN
WWW.NYCHINATOWN.ORG

Security



Faking It



Faking It



Demonstrations



Case Study

Columbus, WI



Case Study

Columbus, WI



Visual Merchandising Resources

The Budget Guide to Retail Store Planning & Design

Jeff Grant

S.T. Publications

Visual Merchandising Resources

Visual Merchandising and Store Design Workbook

Greg M. Norman

VM+SD

Visual Merchandising Resources

Visual Merchandising

Cynthia McBurney & Associates

Retail Standards Series

The Secrets to Good Design

Questions????

Historic Preservation as Sustainable Design

Joe Lawniczak – Design Specialist – Wisconsin Main Street

P R E S E R V A T I O N :

Reusing America's Energy

Preservation Week May 11-17, 1980



It takes energy to construct a new building.
It saves energy to preserve an old one.

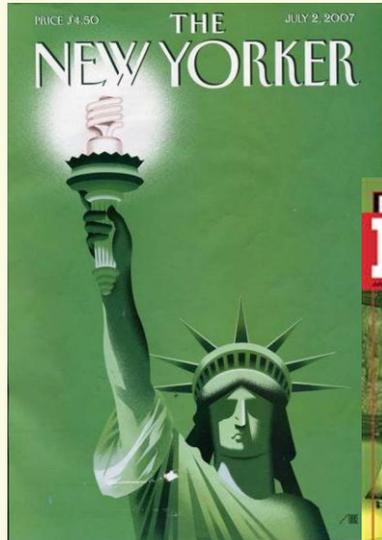
It takes the energy equivalent of one gallon of gasoline to make, deliver and install eight bricks. Reusing eight old bricks instead of throwing them away and making new ones means that the energy of a gallon of gasoline can be used to meet other needs. Reusing old buildings saves the energy required to demolish and replace them with new buildings. And properly rehabilitated old buildings use less

more energy, on the average, than brand new buildings for operation. Save energy—save a building! Join the National Trust for Historic Preservation and the U.S. Department of Energy in observing Preservation Week 1980. For details, write to Preservation Week, National Trust, 1016 Massachusetts Ave., N.W., Washington, D.C. 20001. Or contact your local preservation organization.

NATIONAL TRUST FOR HISTORIC PRESERVATION

Illustration © 1980 National Trust for Historic Preservation

“Green Washing”



Leadership in Environmental & Energy Design (LEED)



Green Rating System for Buildings

3 points max. for reusing existing building

LEED for Neighborhood Development

1 points max. for reusing existing building

Neither count demo (only count up – no deductions)

What Is Sustainable Development?

“The ability to meet our own needs without prejudicing the ability of future generations to meet their own needs.”

What Is Sustainable Development?

Sustainable development is crucial for economic development

Sustainable development has more elements than just environmental

“Green buildings” and sustainable development are NOT synonyms

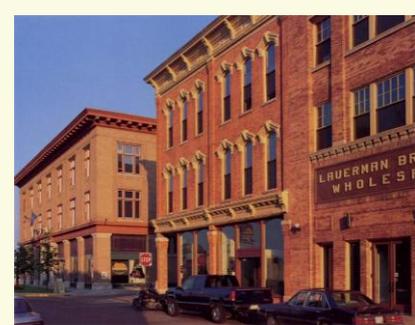
Historic Preservation IS, in and of itself, sustainable development

Development without a preservation component is NOT sustainable

Source: Donovan Rypkema: Place Economics

What Is Historic Preservation?

Preserving and protecting the irreplaceable



Why is Historic Preservation Important?

Center of Community



Why is Historic Preservation Important?

Unique Sense of Place – No Two Downtowns Alike



Anyplace, USA





Historic Preservation Makes Economic Sense

**“Historic preservation makes cities viable,
livable, and equitable”**

Preservation Makes Economic Sense

Series of restorations = unified image

Results in...

- More customers = better & more businesses
- Higher rents & less vacancy = higher income
- Increased activity = more people living in district
- More opportunities for upper level residential, etc.



Preservation Makes Economic Sense

For the economic benefit of the building owner

To protect owner's investment

Even inappropriate alterations next door can negatively affect property value



No one likes “big brother” telling them what they can/can't do, but sometimes it's necessary

Preservation Makes Economic Sense

Even modest improvements can make a visible difference



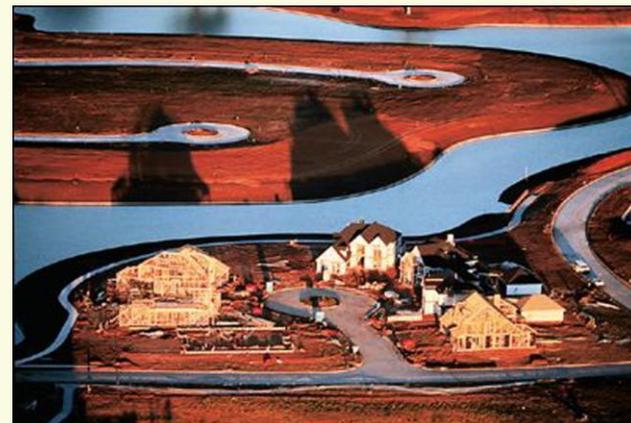
Preservation Makes Economic Sense

**Historic building materials have lasted for decades, can be repaired
Less costly than total replacement**



Preservation Makes Economic Sense

Existing buildings already served by utilities & infrastructure



Preservation Makes Economic Sense

Often requires less time than new construction (and time is money)

More labor intensive (creates more local jobs, \$\$\$ stays in area)



Preservation Makes Economic Sense

Creates Green Jobs!!!!

By 2010

\$30-\$60 billion will be spent on new constr.

\$240 billion will be spent on renovations

Source: McGraw Hill

Preservation Makes Economic Sense

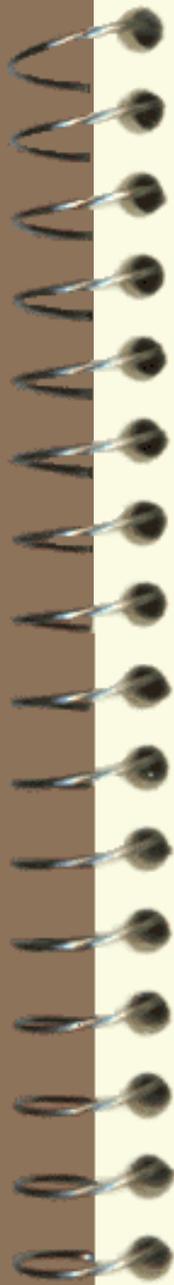
Nearly impossible to build same quality today for reasonable price



Preservation Makes Economic Sense

Most can be adapted to a mix of uses





Historic Preservation Is Environmentally Friendly Too

“We can’t consume our way to sustainability,
but we can conserve our way”

Historic Preservation Is Environmentally Friendly

Eliminates need for large scale demolition (and less landfill space)



Historic Preservation Is Environmentally Friendly

Reduces sprawl by reusing existing buildings already in place



Historic Preservation Is Environmentally Friendly

Reduces sprawl by reusing underutilized existing spaces for housing



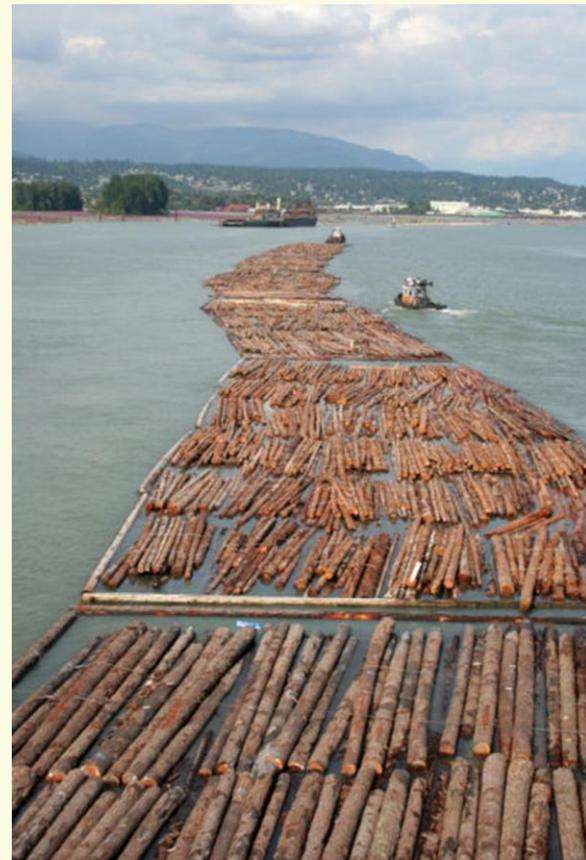
Historic Preservation Is Environmentally Friendly

Consumes far less natural resources than new construction



Historic Preservation Is Environmentally Friendly

Uses far less embodied energy (manuf/shipping of new materials)



Historic Preservation Is Environmentally Friendly



Effects of Demolition

**Typical historic downtown building:
Two stories, 25 feet wide, 100 feet deep**

**If demolished, wiped out benefits of last
1,344,000 recycled aluminum cans**

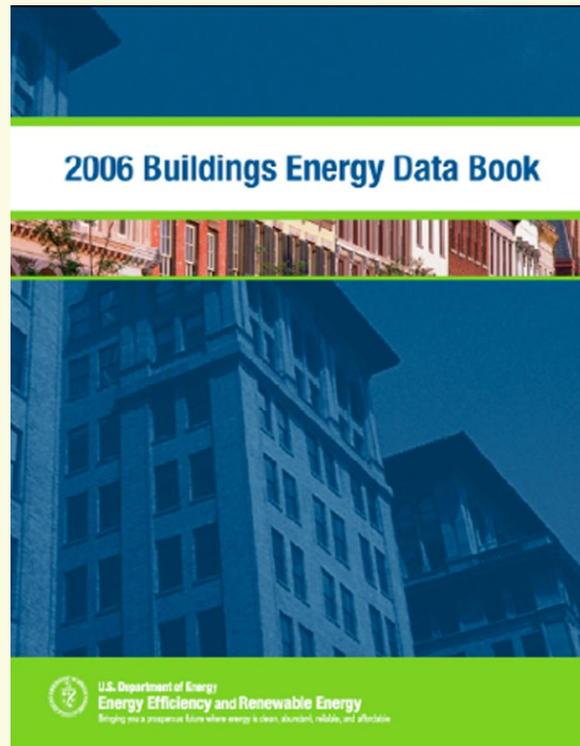
And that's only impact on landfill

Not the embodied energy wasted

**Nor the embodied energy needed for
replacement**

Historic Preservation Is Environmentally Friendly

Embodied Energy & Operating Energy Calculators



<http://www.thegreenestbuilding.org>

<http://buildingsdatabook.eren.doe.gov>



Historic Buildings Are Inherently Good At Conserving Energy

**“The greenest building is one that already
exists”**

Historic Buildings Inherently Good At Conserving Energy

Large glass area = more natural light & solar heat gain
Requires less electricity for lighting and gas for heating



Historic Buildings Inherently Good At Conserving Energy

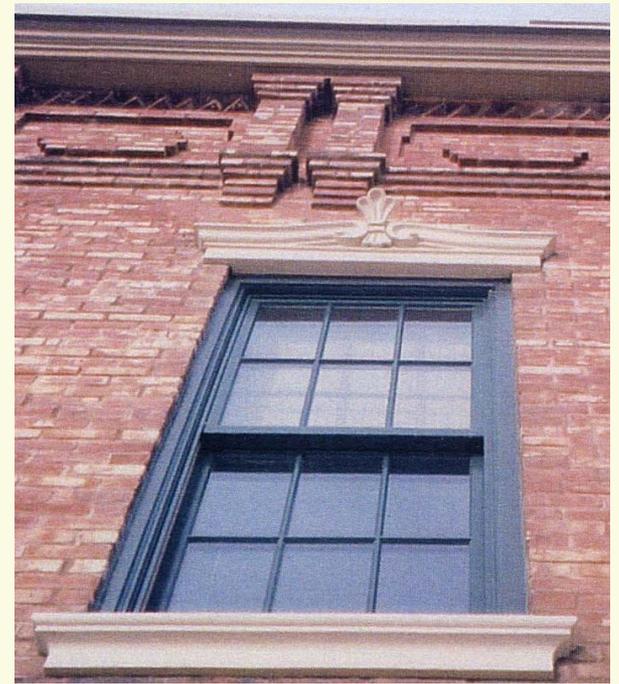
High ceilings = better air circulation (espec. when ceiling fans used)



Historic Buildings Inherently Good At Conserving Energy

Operable windows = more natural ventilation

Often new caulking, glazing compound & storm windows = efficient



Historic Buildings Inherently Good At Conserving Energy

WIN! A Houseful of Energy-Saving Windows

Mail the attached postage-paid card or **Save Time! Register Online!**
www.windowwinner.com

Fuel Savings Guaranteed in Writing

- 50 Year Warranty
- Easy to clean tilt-in feature

TRUCOATING
Seven Exterior Colors

WE SELL ENERGY STAR

BBB
ACCREDITED BUSINESS

AHT Advanced Home Technologies, Inc.
WINDOWS.COM
"WISCONSIN'S #1 INSULATED WINDOW & DOOR COMPANY"

TRIPLE PANE GLASS COMPOZIT FRAME



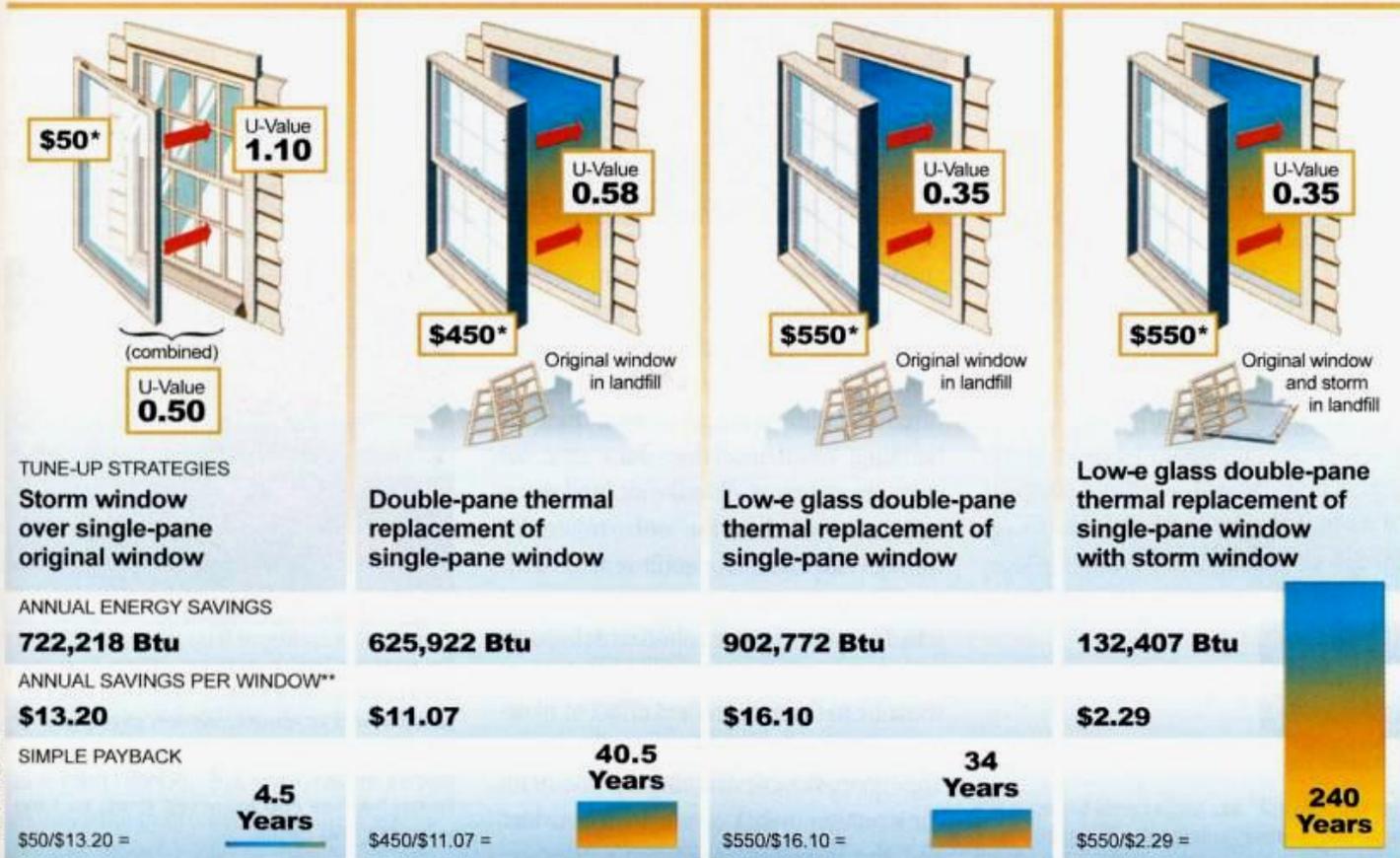
Three Easy Steps to Enter to win:

1. Fill out & SIGN the attached registration card or call us NOW at 800-427-1105 or enter online at www.windowwinner.com
2. Put the card in the mail (NO postage necessary)
3. The winner will be notified by mail.

Don't Buy The Ads

Historic Buildings Inherently Good At Conserving Energy

Let the Numbers Convince You: Do the Math



Source: Keith Haberern P.E., R.A.
Collingswood Historic District Commission

Historic Buildings Inherently Good At Conserving Energy

Proper Use of Awnings



Historic Buildings Inherently Good At Conserving Energy

**Masonry = better insulating value than metal or vinyl
(thermal mass)**





How is the Main Street Approach Sustainable Development?

“The most effective scale for sustainability is at the neighborhood or local level”

Practices Historic Preservation

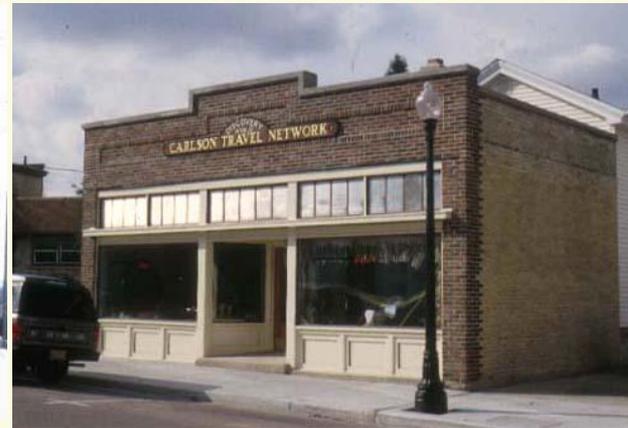


Revitalizes Existing Areas (Even “Run-Down” Ones)



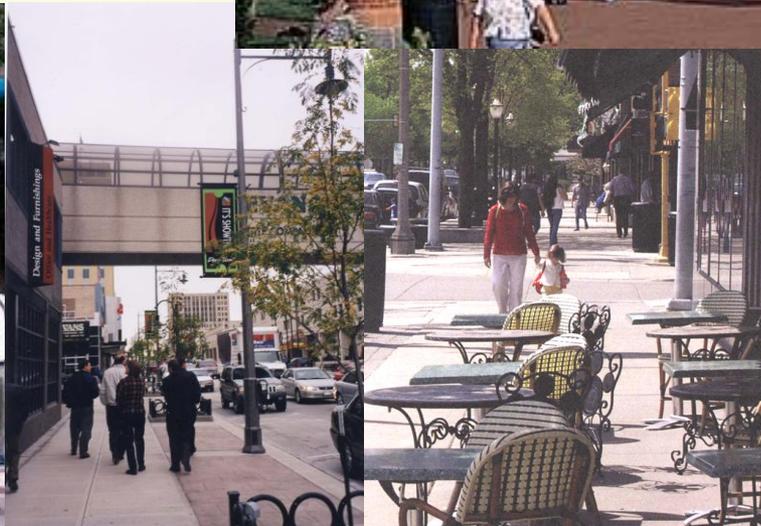
Sheboygan Falls - Before

Revitalizes Existing Areas (Even “Run-Down” Ones)



Sheboygan Falls - After

Promotes Pedestrian-Friendliness



Encourages Downtown Housing



Encourages Adaptive Reuse



Encourages Brownfield Redevelopment

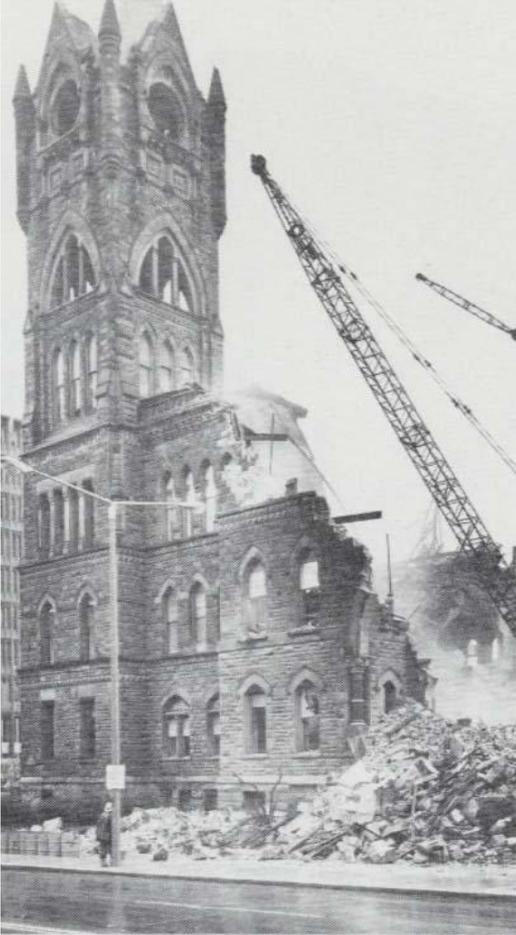


Before



After

Discourages Demolition



Encourages High Density, Mixed-Use Infill Development



Before



After

It's the Real Thing

The New Imitators (Flattery or Threat?)



Lifestyle Centers



**How Does the Main
Street Approach Differ
From Past Approaches?**

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay - Before

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay - Before

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay - Before

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay - Before

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay - Before

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Demolished!!!

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Demolished!!!

Ill-Conceived Redevelopment

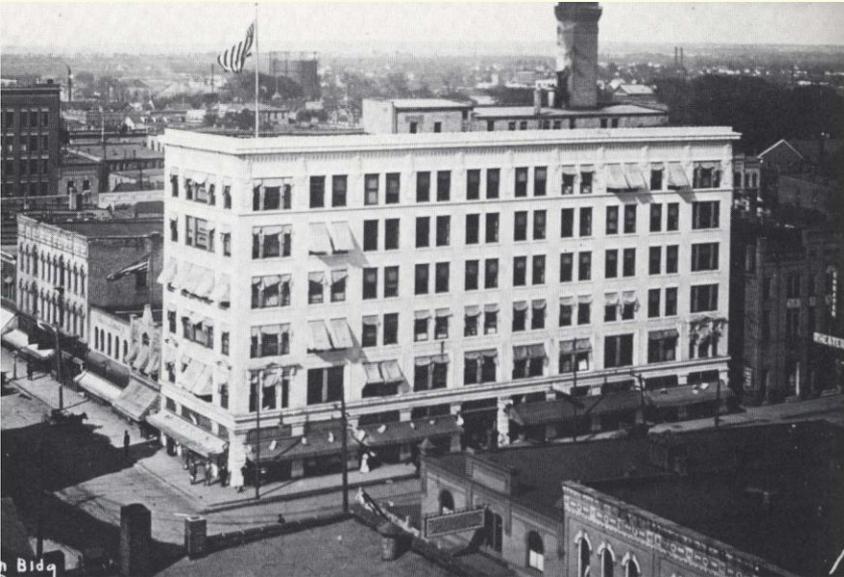
(aka: Urban Renewal)



Demolished!!!

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Demolished!!!

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Demolished!!!

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay – Urban Renewal Phase

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Again.....Downtown Green Bay - Before

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay – After Urban Renewal

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay – After Urban Renewal

Ill-Conceived Redevelopment

(aka: Urban Renewal)



Downtown Green Bay – After Urban Renewal



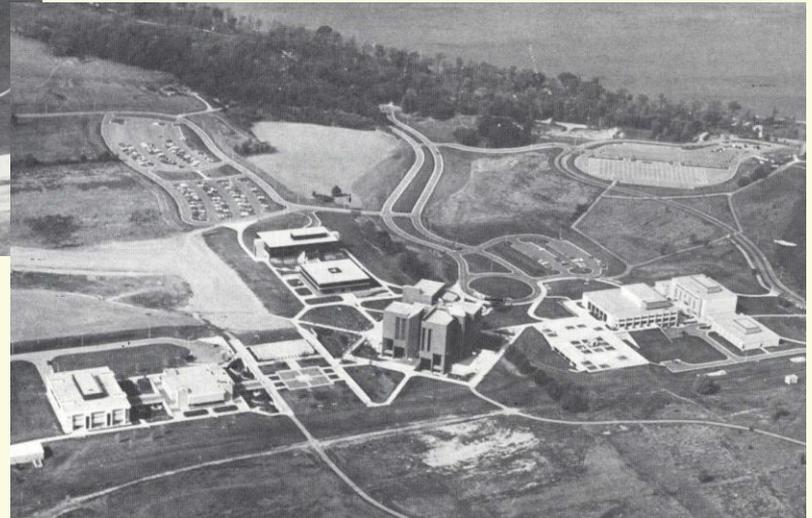
**What Affects Did This Have
on the Community?**

Opportunities Missed



**American Medical Securities Headquarters
Employers Health Insurance (now Humana)
Schneider National Headquarters
American Express Assurances Headquarters
Shopko Headquarters**

Opportunities Missed



**University of Wisconsin – Green Bay
Northeast Wisconsin Technical College**

Opportunities Missed



University of Wisconsin – Green Bay



Lessons Learned

Saving What Was Left



Broadway District - Before

Saving What Was Left



Broadway District - After

Had Domino Effect on Other Areas



City Center (Downtown Green Bay)

Had Domino Effect on Other Areas



City Center (Downtown Green Bay)

Had Domino Effect on Other Areas



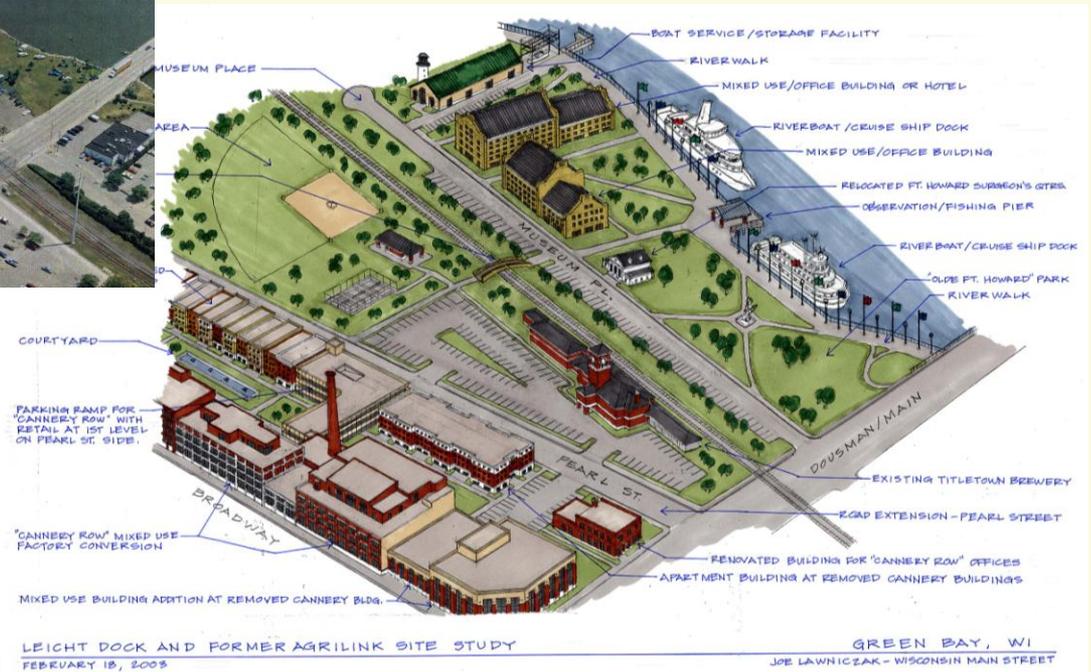
Olde Main Street – Green Bay

Future Plans

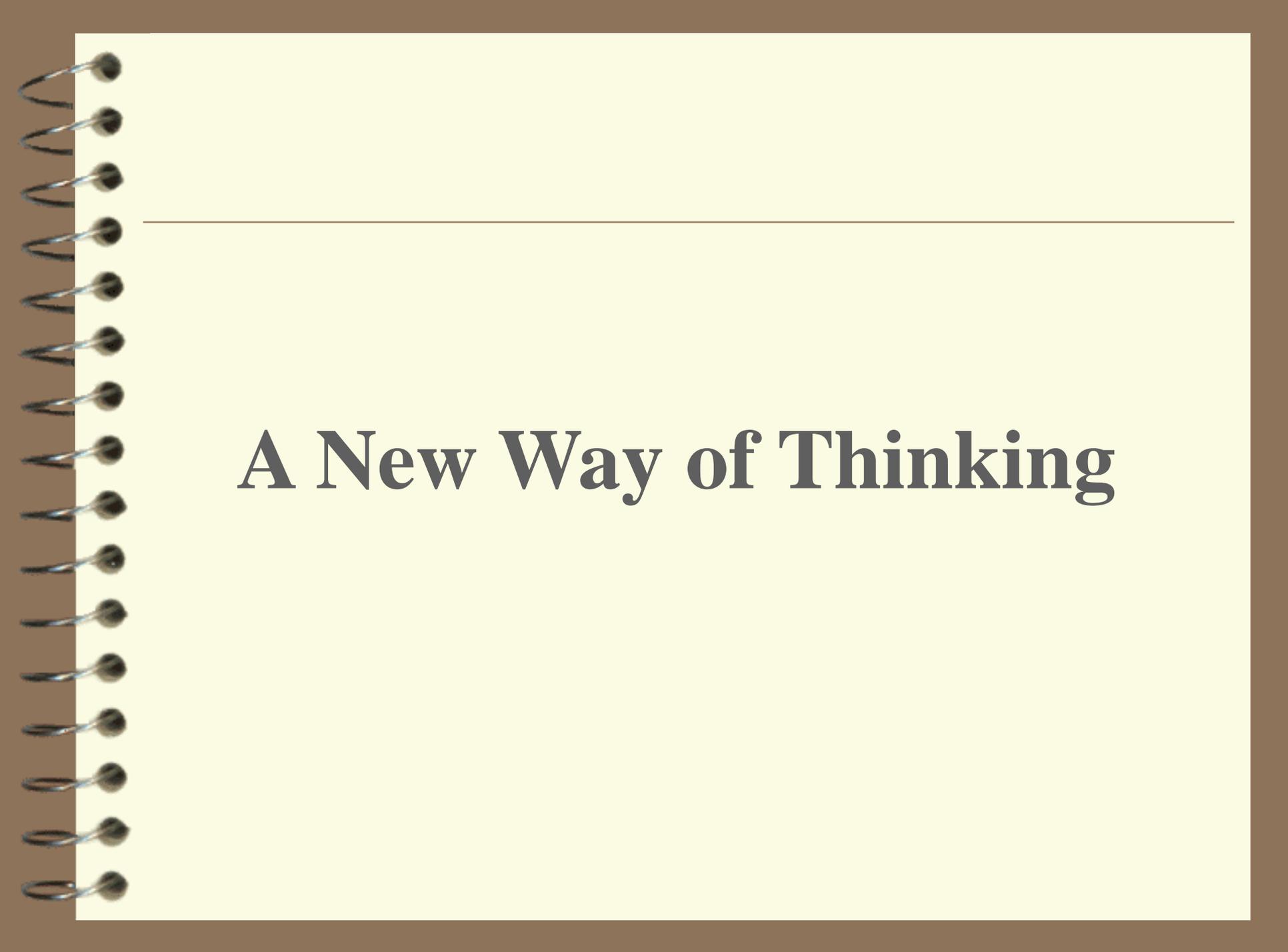


Adaptive Reuse & Waterfront Development

Future Plans



Adaptive Reuse & Waterfront Development

A spiral-bound notebook with a cream-colored page and a brown cover. The spiral binding is on the left side. A horizontal line is drawn across the page, just above the main text.

A New Way of Thinking

A New Way of Thinking



Sprawl vs. Main Street/Preservation

A New Way of Thinking



Urban Renewal vs. Main Street/Preservation

State Financial Incentives

DSIRE USA – Kansas Web Site

<http://www.dsireusa.org/library/includes/map2.cfm?CurrentPageID=1&State=KS&RE=1&EE=1>

Kansas Corporate Commission Web Site

<http://www.kcc.state.ks.us/energy/conservation.htm>

Good to Be Green Web Site

http://www.goodtobegreen.com/ks_energy_rebate.aspx

State Financial Incentives

Renewable Energy Property Tax Exemption

For Commercial, Industrial, Residential

Kansas State Statute

Exempts renewable energy equipment from property taxes

For solar, PV, Biomass, hydroelectric, Geothermal, etc.

Contact Kansas Corporation Commission – Energy Office

Midwest Energy – How Smart Energy Efficiency Finance Program

Utility Loan Program

For Commercial, Residential, Nonprofit, Government

10 year for commercial (recently at 7.24%)

Utility pays initial cost to install, then recouped on a surcharge

State Financial Incentives

Kansas City Power & Light - Commercial/ Industrial Energy Efficiency Program

For Commercial, Industrial

Utility Rebate Program

For businesses in service area

50% of incremental cost or buydown or 2 yr payback

For Lighting, AC, Motors

NOTE: Most other utilities offer incentives for energy efficiency

Federal Financial Incentives

Energy Efficiency Commercial Buildings Tax Deduction

For Commercial, Construction, Government

Tax deduction of \$0.30 - \$1.80 per S.F.

To cut building's energy & power by 50% or more

Furnaces, boilers, AC, windows, doors, insulation, etc.

See <http://www.efficientbuildings.org>

U.S. Dept of Treasury – Renewable Energy Grants

For Commercial, Industrial, Agricultural

30% of basis of property for solar, wind, fuel cells

10% of basis of property for geothermal, microturbines, CHP

Only for tax-paying entities

Federal Financial Incentives

USDA – Rural Energy for America Program Grants (REAP)

For Commercial, Ag, Institutional, Government

25% of project cost

Amount varies

U.S. Dept of Energy – Loan Guarantee Program

For Commercial, Industrial, Ag, Nonprofit, Institutional

For lighting, windows, roofs, solar, etc.

See <http://www.lgprogram.energy.gov>

Federal Financial Incentives

USDA – Rural Energy for America Program Grants (REAP)

For Commercial, Ag, Institutional, Government

25% of project cost

Amount varies

(REAP also provides loan guarantees)

U.S. Dept of Energy – Loan Guarantee Program

For Commercial, Industrial, Ag, Nonprofit, Institutional

For lighting, windows, roofs, solar, etc.

See <http://www.lgprogram.energy.gov>

Resources



6 Goals of NTHP Sustainability Initiative

Promote reuse

Reinvents at community scale

Value lessons of historic buildings & communities

Promote economic benefits of reuse, reinvestment & retrofits

Rethink preservation policies as they relate to sustainability

Take immediate and decisive action

Resources



New Preservation Green Lab – Seattle, WA

Three Pilot Cities:

Seattle, WA

San Francisco, CA

Dubuque, IA

Nationwide Resources

NTHP Website – Preservation Nation

<http://www.preservationnation.org/issues/sustainability>

California Historic Preservation Office

http://ohp.parks.ca.gov/?page_id=24647

National Park Service – Preservation Brief #3

“Conserving Energy in Historic Buildings”

<http://www.nps.gov/history/hps/tps/briefs/brief03.htm>

State Resources

Kansas State University Engineering Extension

<http://www.engext.ksu.edu/home.asp>

**Kansas Association for Conservation & Environmental
Education (KACEE)**

<http://www.kacee.org/>

Kansas State Building Energy Code

<http://www.bcap-energy.org/node/69>

The Secrets to Good Design

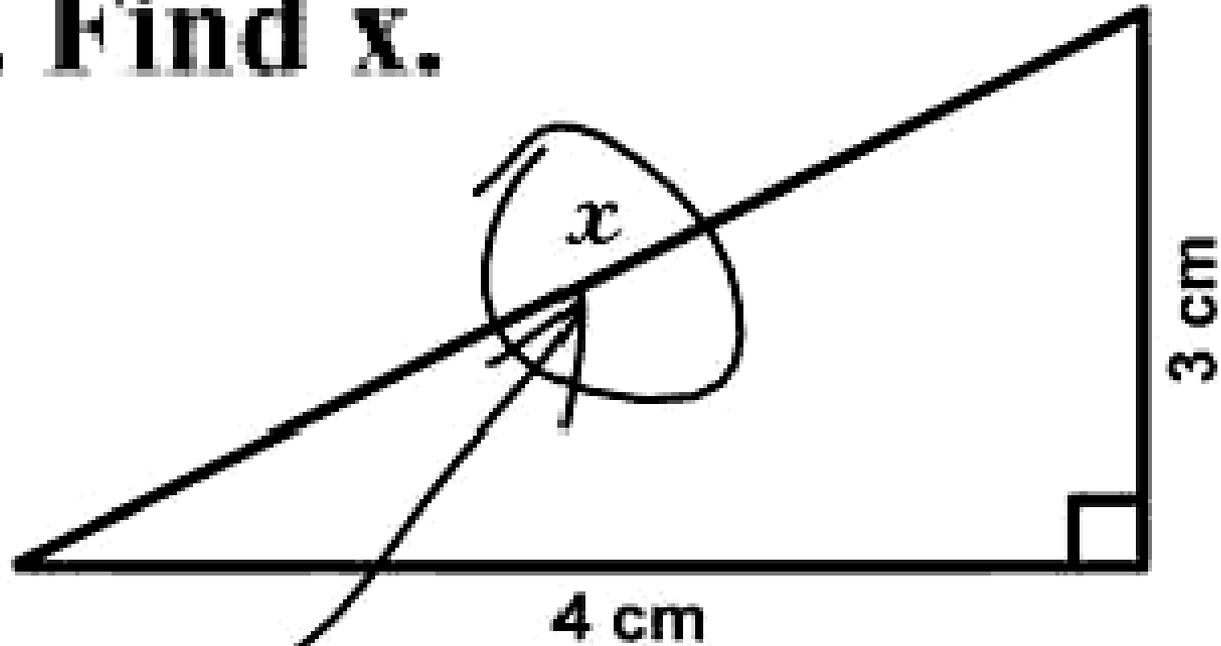
Questions????

Façade Design – The Basics



Mostly Common Sense

3. Find x .

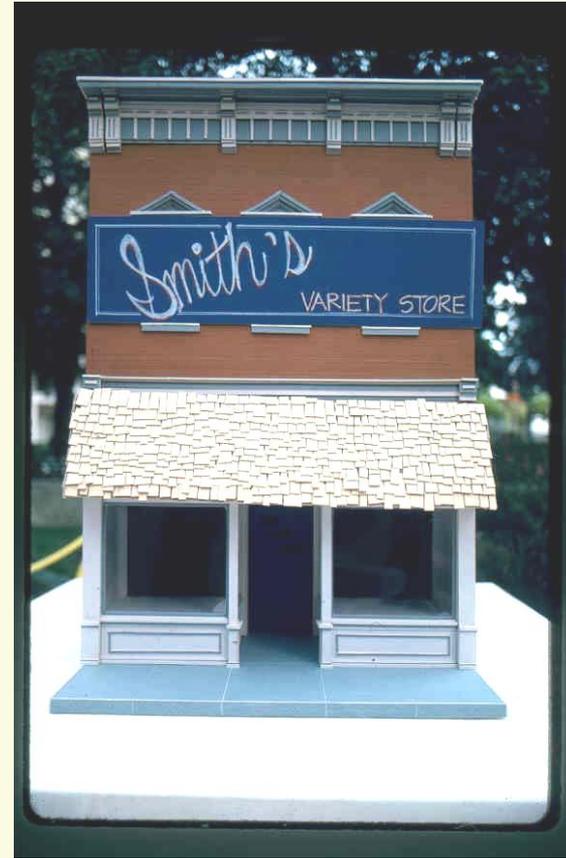
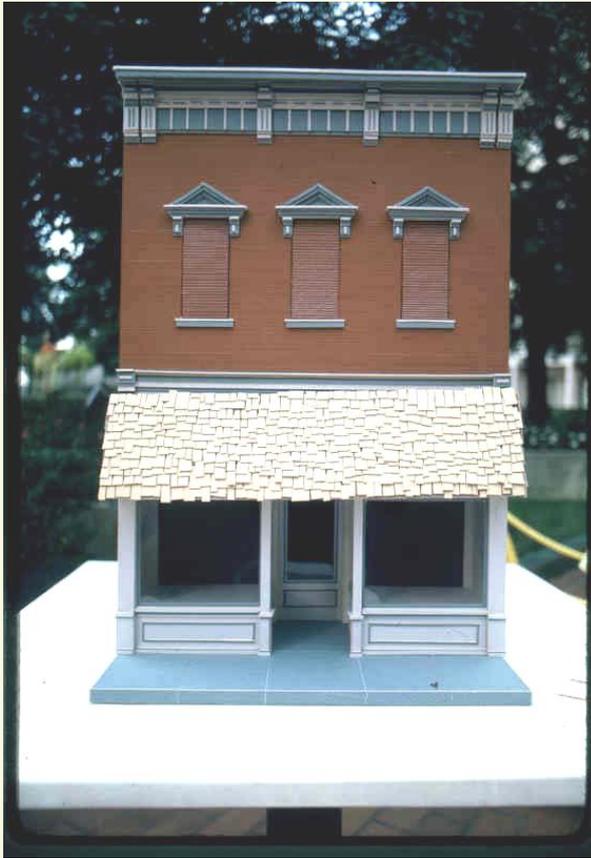


Here it is

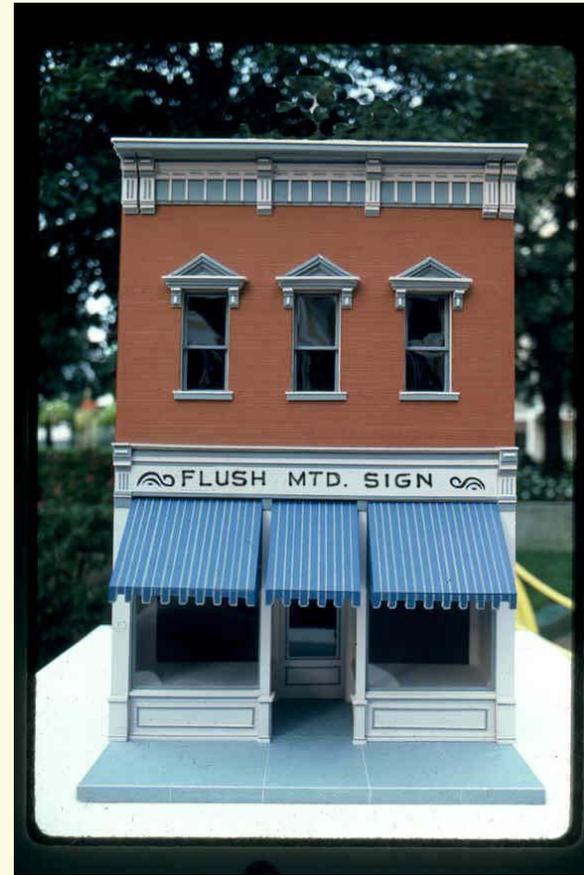
Building Evolution



Building Evolution



Building Evolution



Elements of a Facade



Elements of a Facade



Elements of a Facade



Elements of a Facade



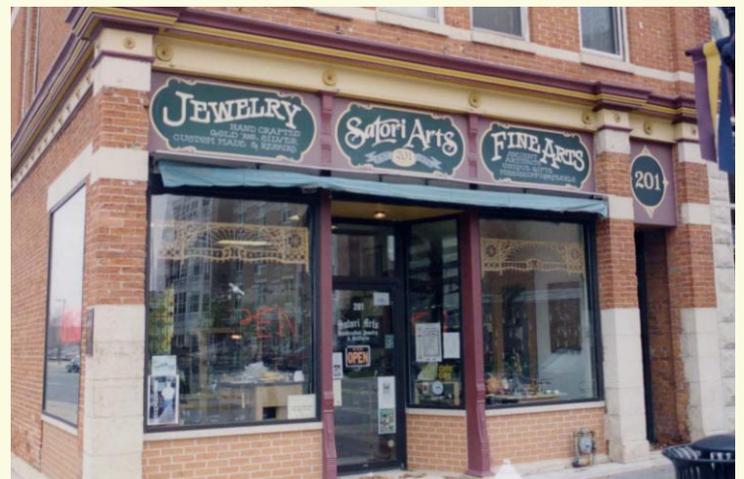
Elements of a Facade



Proportions



Transparency



Proportions & Transparency



Secretary of Interior Standards

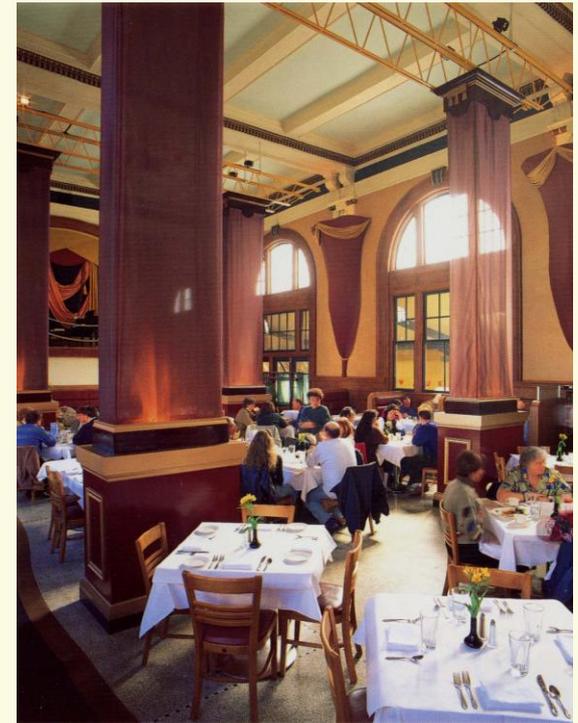
**The Secretary of the Interior's
Standards for
Rehabilitation**
**and Guidelines for
Rehabilitating Historic Buildings**

Secretary of Interior Standards

- 1. A property shall be used for its historic purpose, or for a new use that requires minimal change.**

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Secretary of Interior Standards

2. The historic character of a property shall be retained and preserved.

(Do not remove historic features that characterize the property)

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(Do not remove historic features that characterize the property)



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Secretary of Interior Standards

3. Changes that create a false sense of history shall be avoided.

(Do not add elements from other buildings or styles)

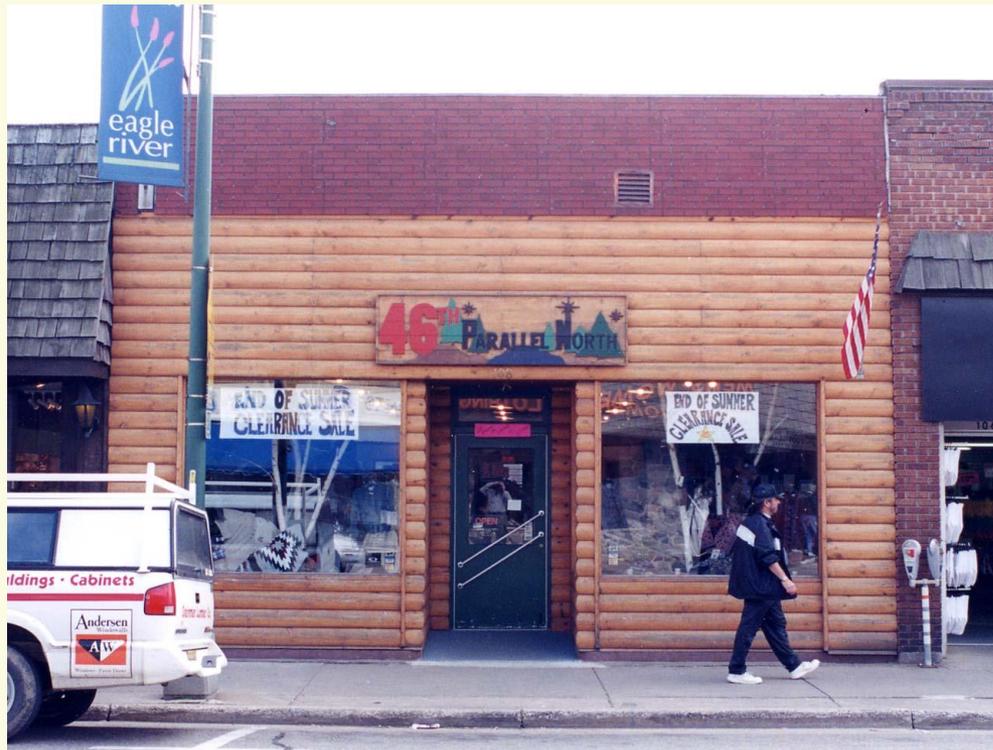
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Secretary of Interior Standards

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

(Not all buildings need to be brought back to exact original)

Secretary of Interior Standards

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Secretary of Interior Standards

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

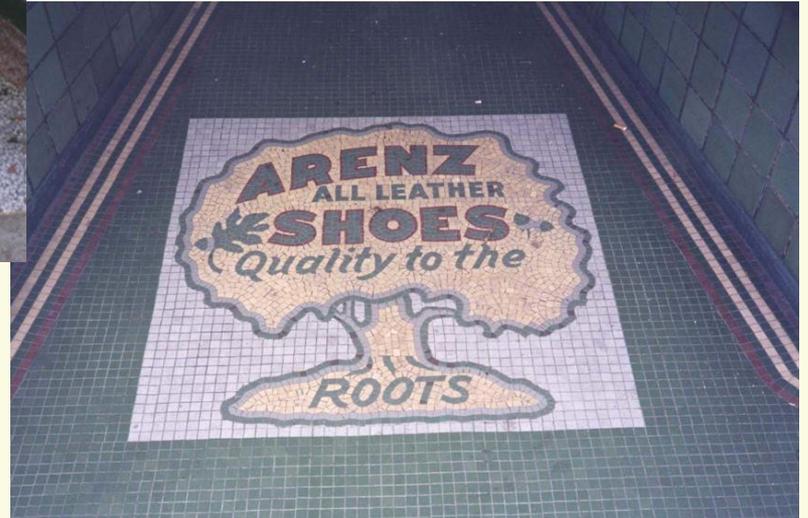
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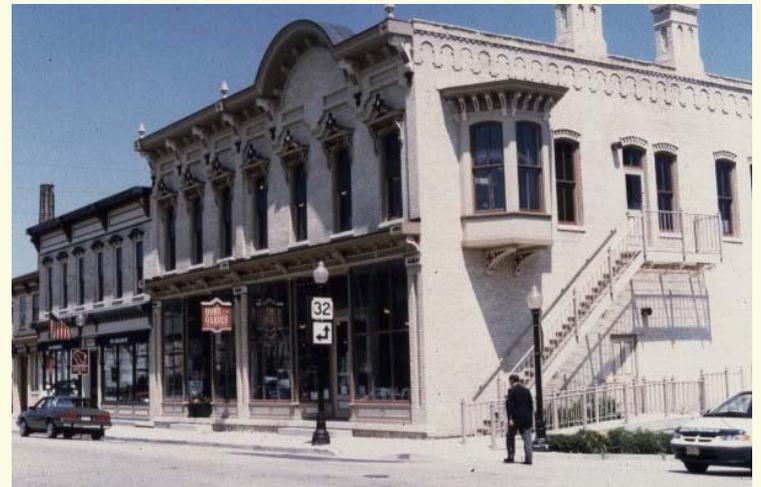


Secretary of Interior Standards

6. Deteriorated historic features shall be repaired rather than replaced where possible. If not, replacement should match original in size, design, color, texture, etc.

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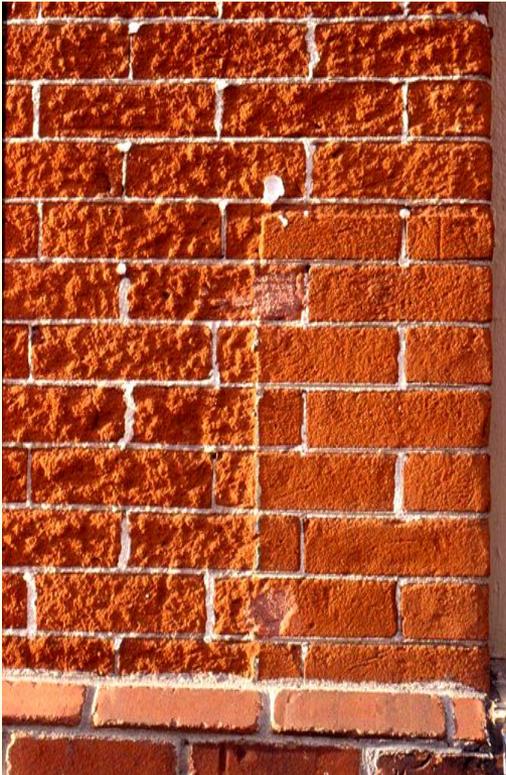
Secretary of Interior Standards

7. The surface cleaning of structures shall be done using the gentlest means possible.

(NEVER SANDBLAST)

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The Secrets to Good Design

Questions????

What's Wrong With This Picture?



The Rules



THE RULES

They may be stupid, arbitrary and irritating, but god help you if you break them.

What's Wrong With This Picture?

The Rules:

- 1) Split into 6 groups. (based on seating arrangements)
- 2) Each group will get 2 photos of different facades.
- 3) Each façade has at least one thing wrong with it....circle as many as you can find within 5 minutes.
- 4) At the end, each group will point out the major things that should be changed in a renovation.

What's Wrong With This Picture?



What's Wrong With This Picture?



The Solution



T & T SPORTS / LOFT APARTMENTS
JULY 22, 2004

BELOIT, WI
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?



The Solution



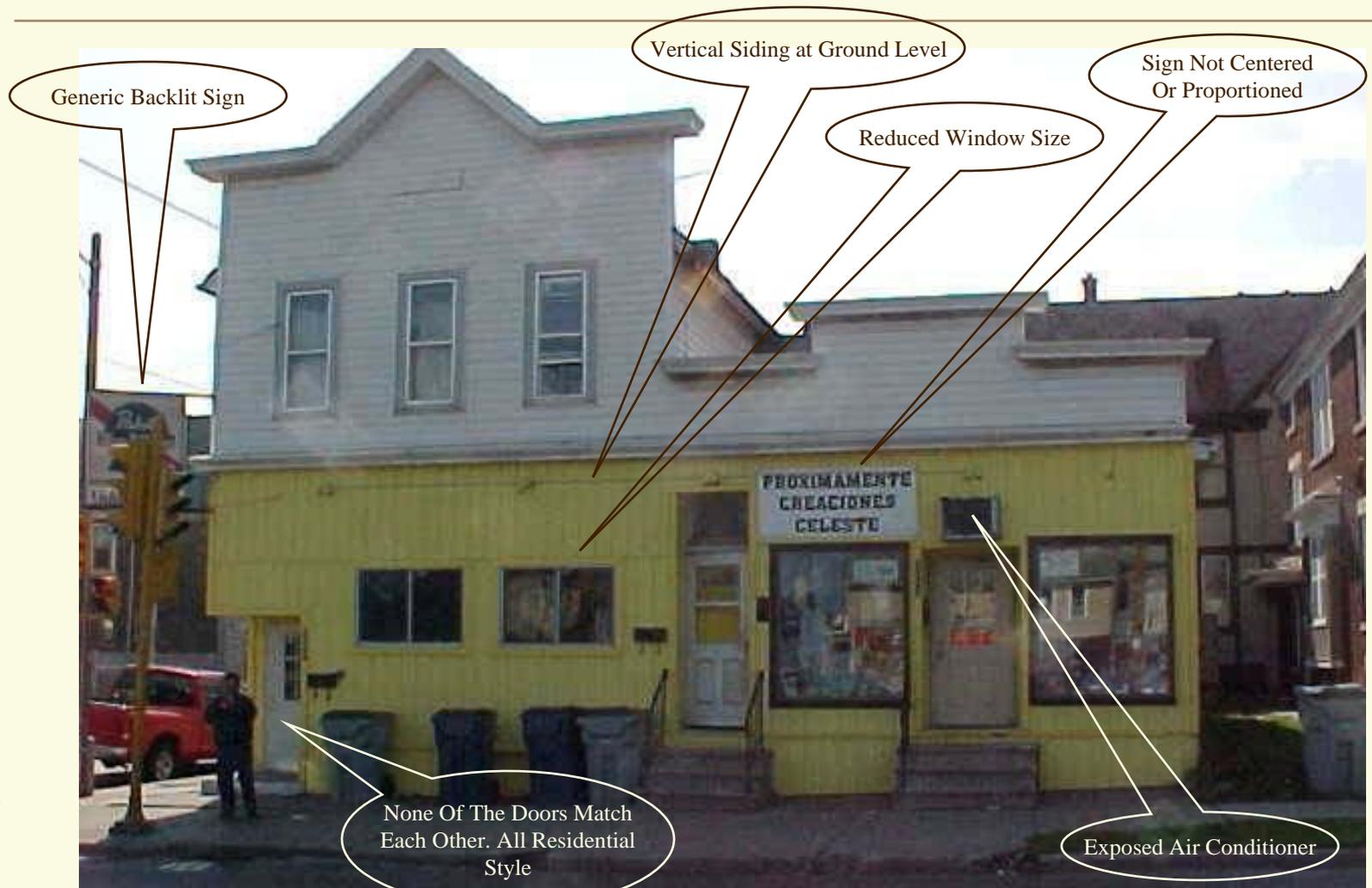
WAGNER GAS COMPANY
JUNE 18, 2003

GILLETT, WI
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?



The Solution



TOSIC / CREACIONES CELESTE
JUNE 17, 2004

LINCOLN VILLAGE
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?

Brick Painted Black

Paneling At Transom

Sign Not Proportioned

Paneling At Display Windows

Fake Stone At Bulkhead



The Solution



NO END ENTERTAINMENT
FEBRUARY 12, 2004

-

MARSHFIELD, WI
JOE LAWNICZAK

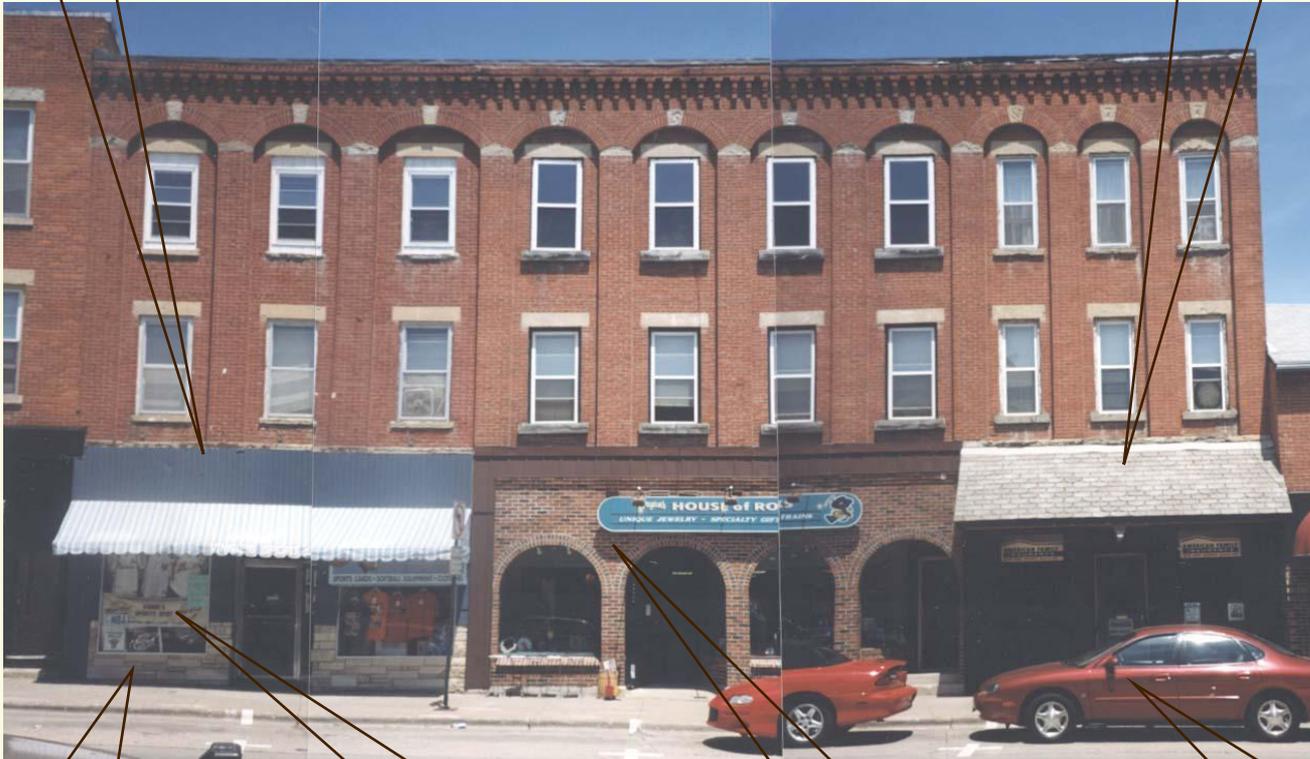
What's Wrong With This Picture?



What's Wrong With This Picture?

Concealed Transom

Mansard Canopy Covering Transom



Fake Stone @ Bulkhead

Cluttered Display Windows

Inappropriate Arches/Infill

Inconsistent Signage

The Solution



VINNIE'S SPORT SHOP / BRYAN'S HOUSE OF ROCKS / SCHLIEM INSUR.
JUNE 26, 2003

PLATTEVILLE
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?



Reduced Size Windows

Reduced Size Windows
& Exposed Air Conditioner

Residential Style
Door

Infilled Storefront

Concealed Transoms

Concealed Bulkheads

Infilled Windows

The Solution



110 W. MAIN STREET
MARCH 2, 2004

PLATTEVILLE, WI
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?

Asphalt Shingles Covering
Original Wood Siding

Missing Corner Boards
And Trim

Mismatched Window Frames

Mansard Canopy
Covering Transoms

Residential Style Door



The Solution



1606 WASHINGTON ST.
APRIL 22, 2004

TWO RIVERS, WI
DE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?

Upper Windows Infilled

Concealed Transoms

Storefront Infilled
With Mismatched
Brick & Glass Block



Center Columns
Missing

Aluminum Doors
And Frames
Don't Match

The Solution



HISTORIC STATE REGISTER BUILDING
DECEMBER 15, 2003

PORTAGE, WI
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?



The Solution



211 - 213 N. MAIN ST.
JULY 27, 2004

WAUPACA, WI
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?



Add-On Actually Extends To Neighboring Building

Add-On!!!!!!

Add-On!!!!!!

Add-On!!!!!!

Add-On!!!!!!

Note: You Can Still See Original Columns

Add-On Actually Extends To Neighboring Building

The Solution



FIRST NATIONAL BANK BUILDING
JULY 29, 2003

- CHIPPEWA FALLS, WI
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?



The Solution



RICHARD'S INSURANCE
NOVEMBER 7, 2003

- COLUMBUS, WI
JOE LAWNICZAK

What's Wrong With This Picture?



What's Wrong With This Picture?

Stucco Over Original Stone

Original Windows
Reduced In Size

Metal Panel & Canopy
Concealing Transoms

Reduced-Size Display
Windows



The Solution



LAM BAKERY
DECEMBER 30, 2003

DARLINGTON, WI
JOE LAWNICZAK

The Secrets to Good Design

Questions????

Thank You!!!



Questions???

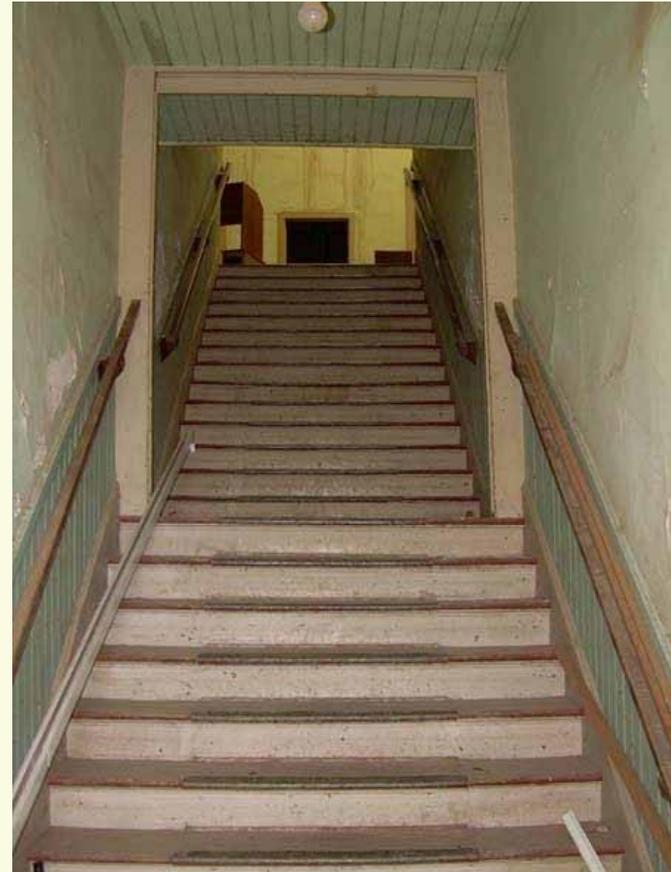
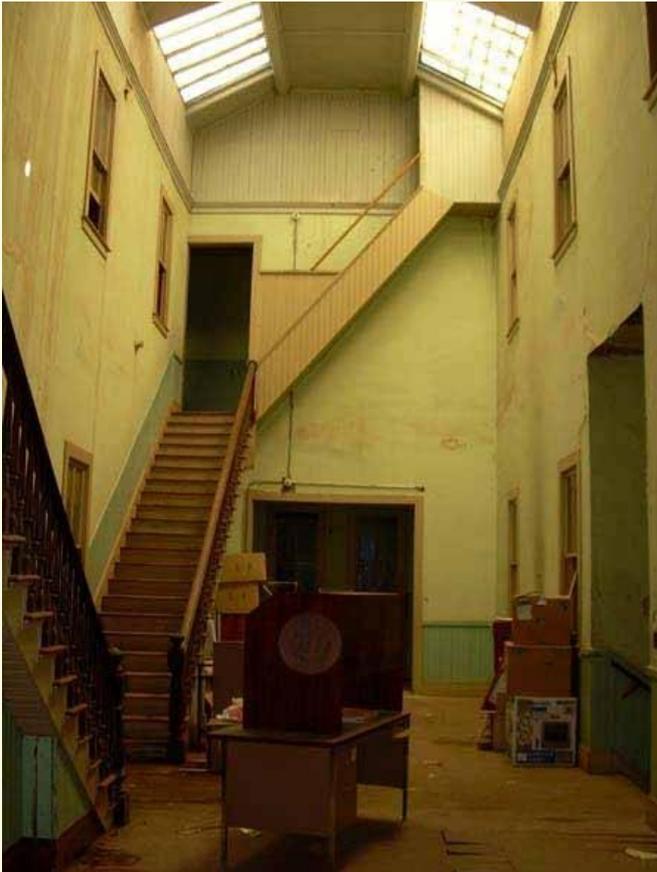
Optional Tour

Windsor Hotel – Garden City



Optional Tour

Windsor Hotel – Garden City



Optional Tour

Windsor Hotel – Garden City

