

INTRODUCTION

Tom McGilloway, ASLA

MAHAN RYKIEL ASSOCIATES

- Baltimore, MD (Hampden)
- Landscape Architect/Urban Design Consultant
- Consulted with Over 50 "Main Street" Communities most with limited resources
- Former Design Chair, Hampden Village Main Street, Baltimore

INTRODUCTION

Randy Wilson

COMMUNITY DESIGN SOLUTIONS

- Columbia, SC
- Architect, Community Planner
- Consulted with Over 300 "Main Street"
- Architect for the SC Main Street Program
- Former Architect for the Mississippi Main Street Program

Participant Introductions

PURPOSE

- Initiate the process for façade/property consultations
- Understand opportunities for your properties both obvious and not so obvious
- Spark ideas for your own properties



MAIN STREET APPROACH

Economic Restructuring

Promotions

Design

Organization

AGENDA

Overview

Part I: Building Design

- Facade Improvements
- Window Displays
- Awnings
- Signage

Part II: The Public Realm

- Streetscape
- Park Spaces

PART I



EXERCISE #1: DESIGN INSTINCT

Divide into groups of 6 and review hard copies of the following images. Discuss the images and identify:

- 1. What is successful or unsuccessful in terms of design? Why?
- 2. What are some "quick fixes" that can be done to improve building?
- 3. What are some longer term improvements that could be done?



























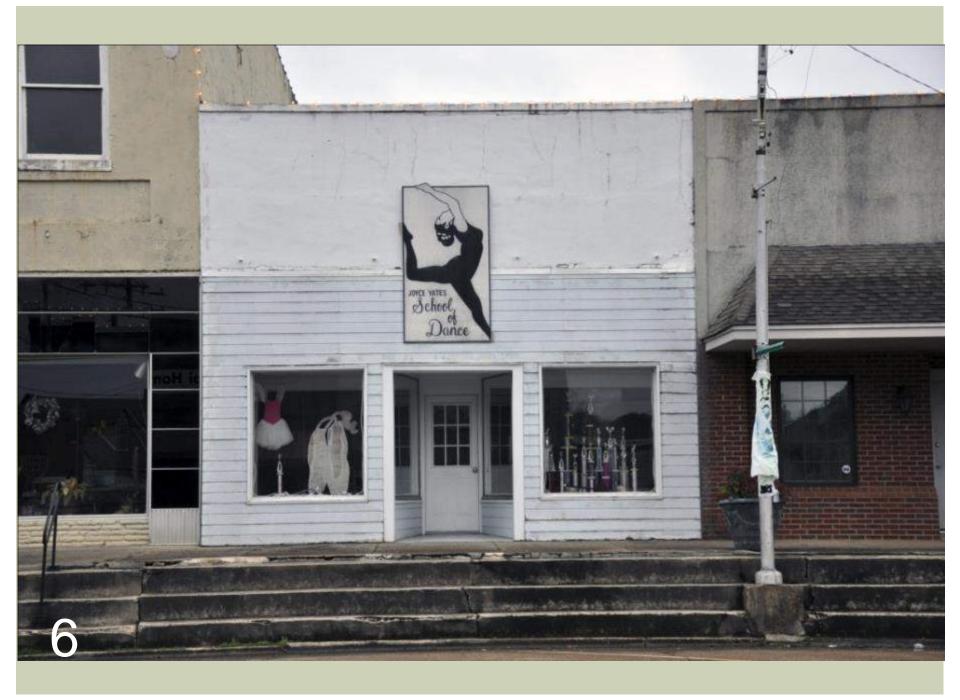












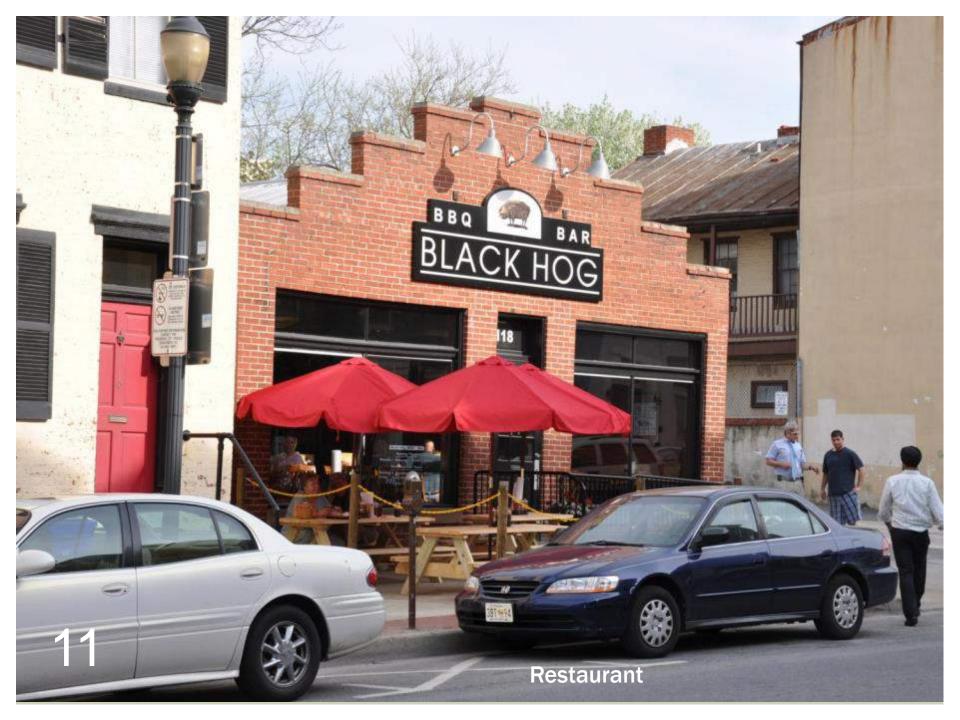












BUILDING DESIGN

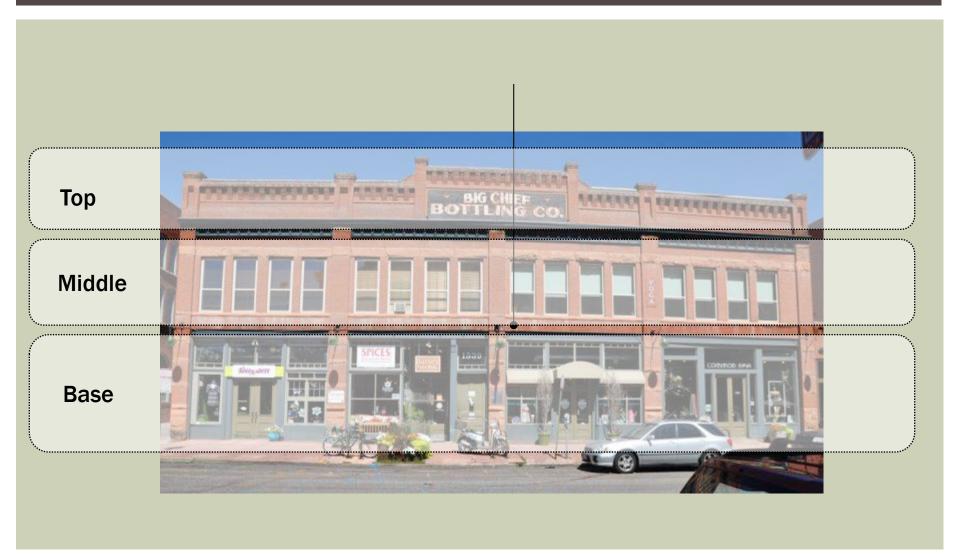
Considerations

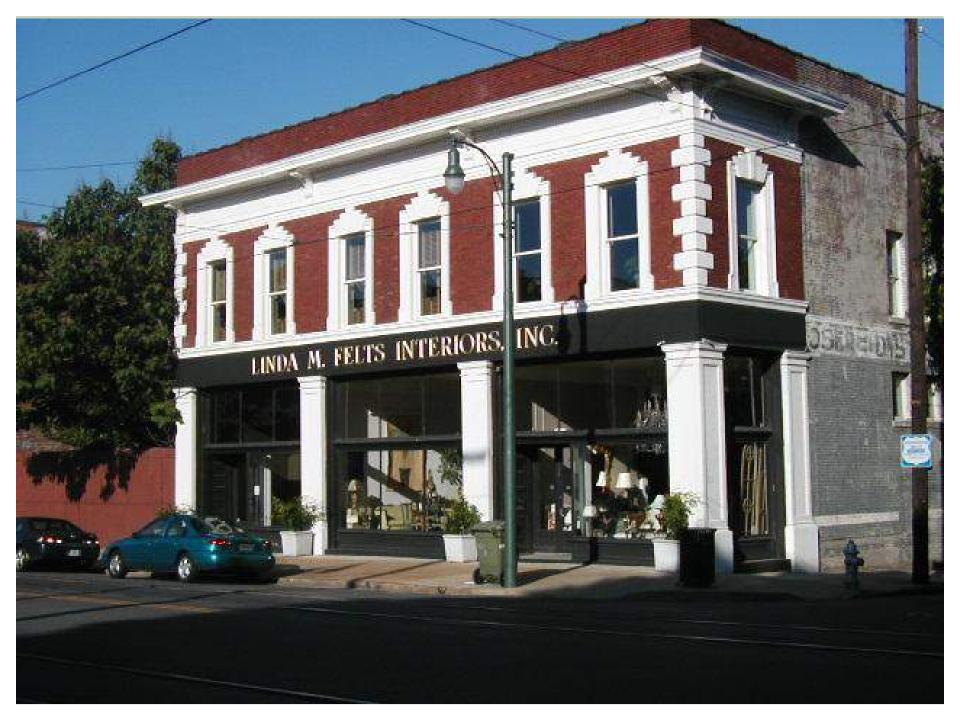
- 1. Existing and new
- 2. Respectful of history (doesn't create false sense of history)
- 3. Considers the entire building
- 4. Respects basic building structure: base, middle, top
- 5. Respects building proportions
- 6. Considers façade articulation
- 7. Considers context
- 8. Integration of elements awnings, signs, displays, lighting and color

TYPICAL HISTORIC COMMERCIAL BUILDING



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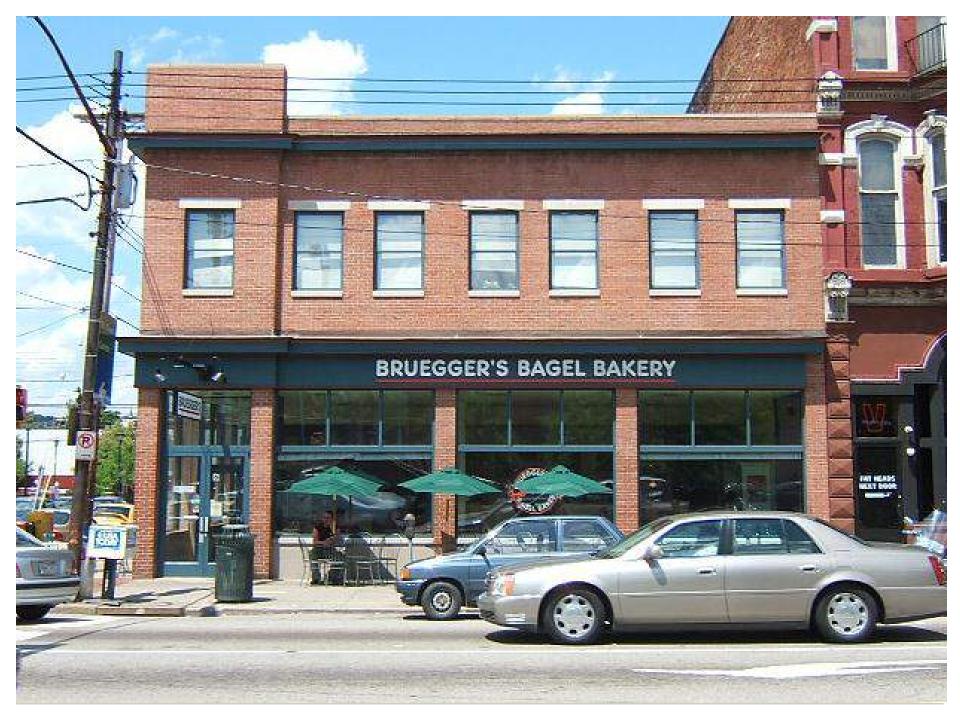


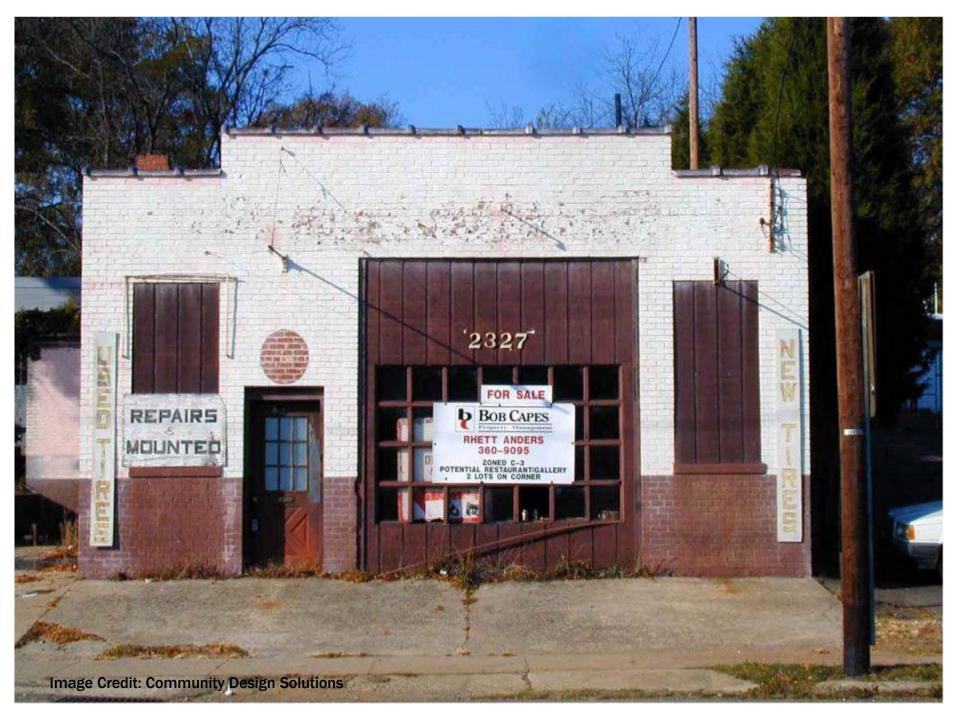














BUILDINGS: COMMON MISUNDERSTANDINGS

Common Misunderstandings

- 1. All Buildings must be "themed" or represent a particular era in time
- 2. Contemporary and historic are not compatible
- 3. Buildings must be returned to original condition when improving facades
- 4. Nothing can be done with an ugly building

Sometimes, those really PLAIN buildings offer the most potential for creative façade solutions.



















But it is important to understand when there is real potential for a full historic restoration.



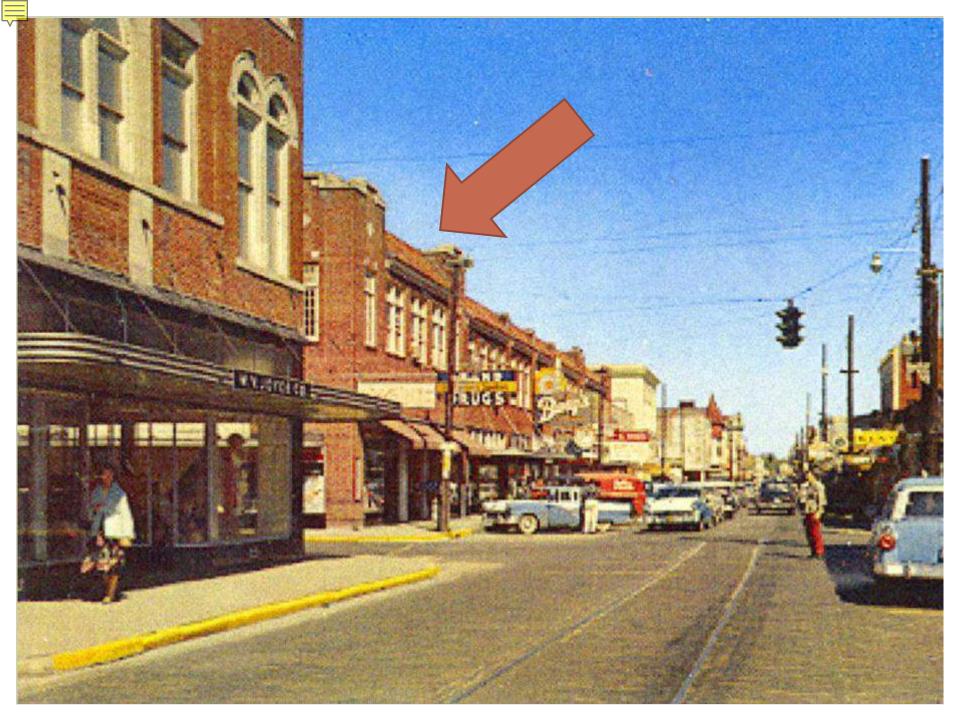








Image Credit: Community Design Solutions



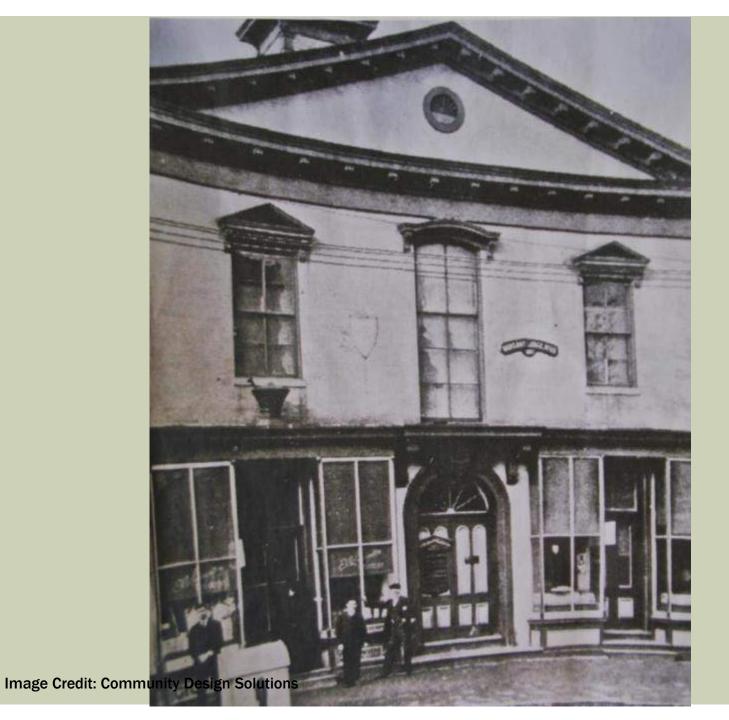




Image Credit: Community Design Solutions



Image Credit: Community Design Solutions

EFFECTIVE, EASY IMPROVEMENTS

Work with what you've got

- Paint/Color
- Blank Walls
- Windows and Window Displays
- Awnings
- Signs
- Massing

PAINT/COLOR

- Economical
- Highlight architectural detail
- Distinguish from other businesses
- Add vibrancy
- Important to follow basic guidelines when combining colors

Good Reference:

www.tigercolor.com/color-lab/color-theory/color-harmonies.htm







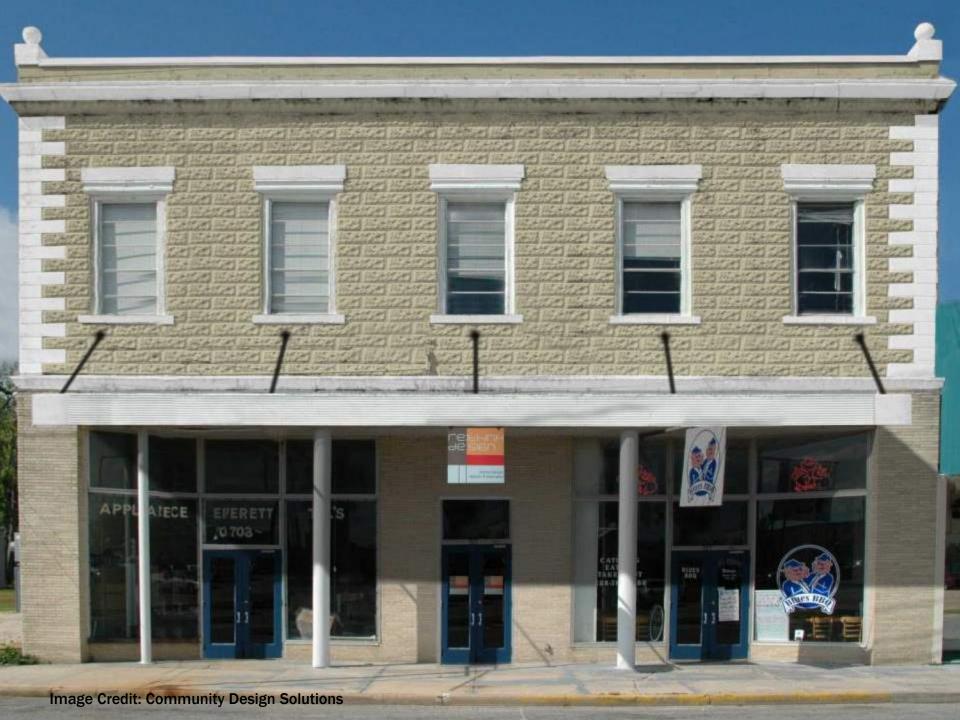


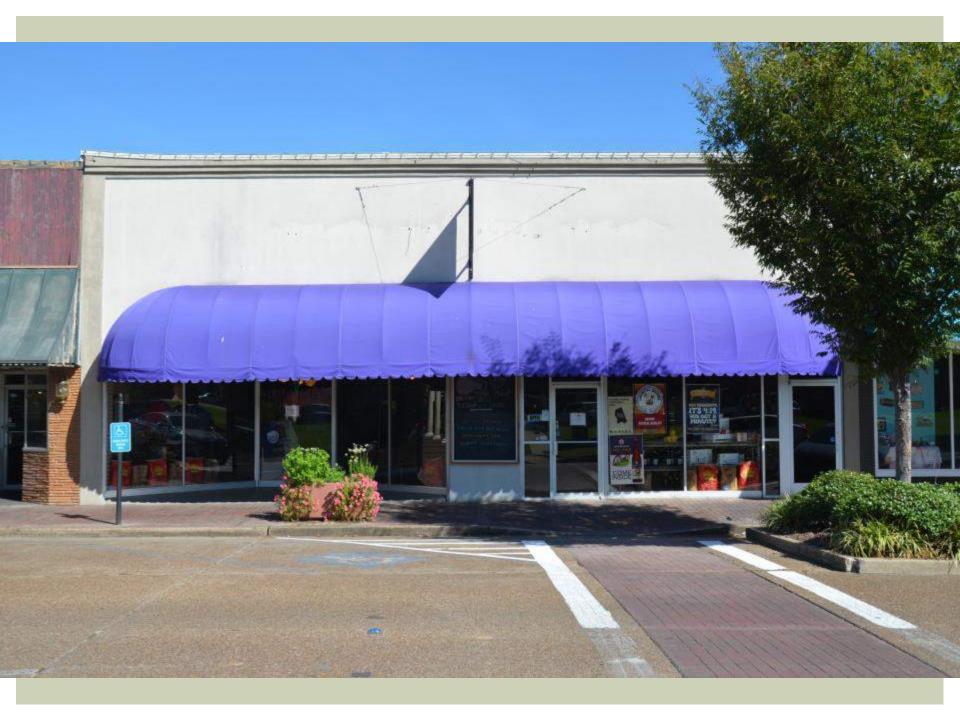


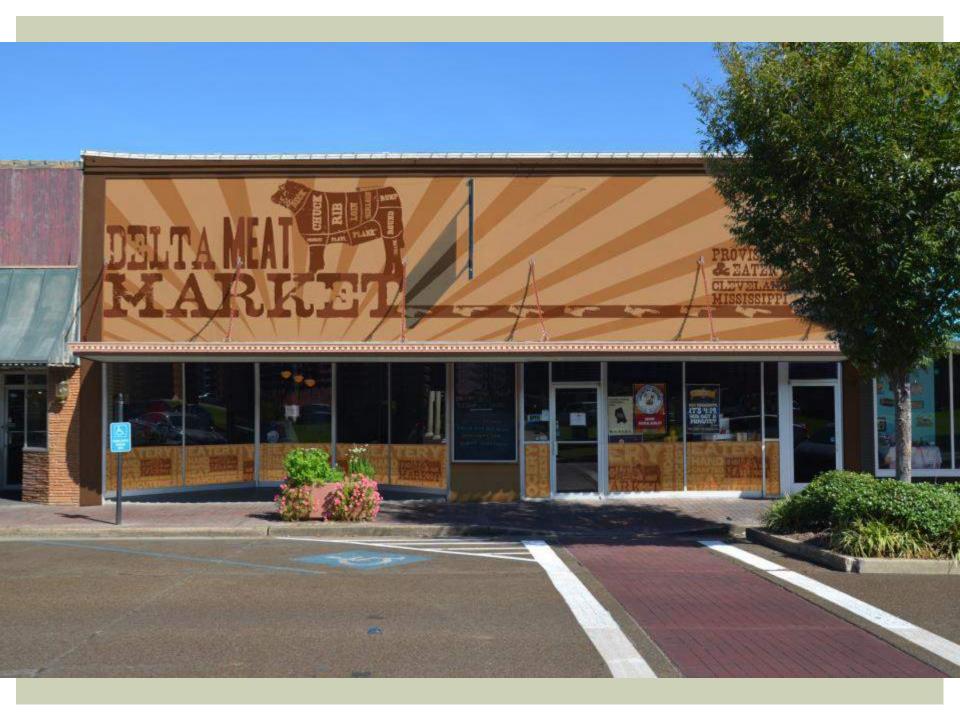
Image Credit: Community Design Solutions



Image Credit: Community Design Solutions













BLANK WALLS

- Highlight map of district
- Mural/art
- Backdrop for umbrella tables
- Backdrop for plantings









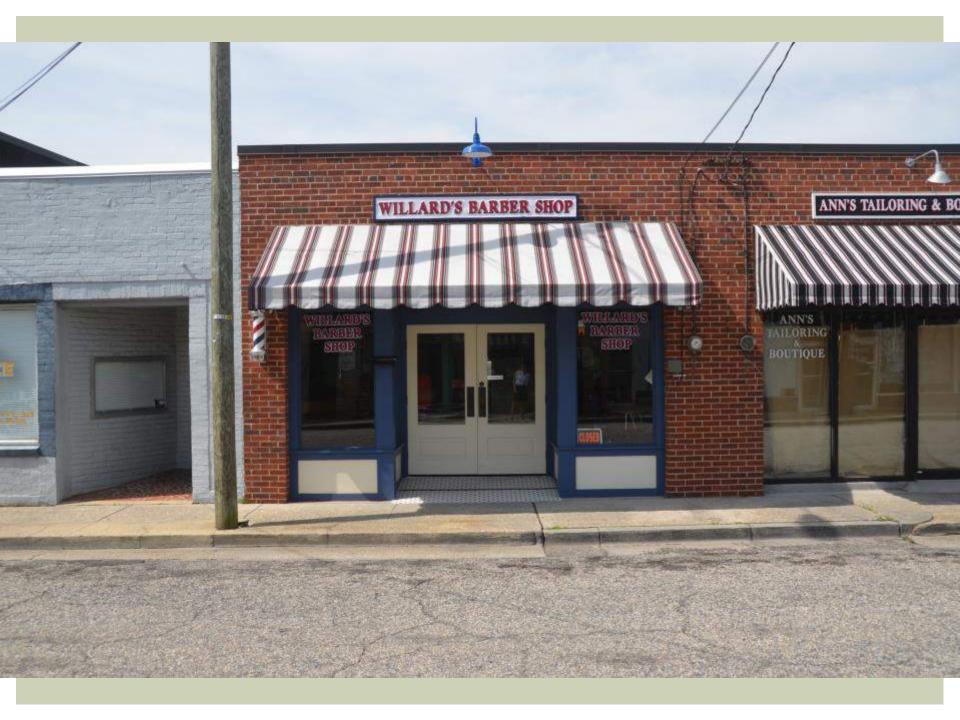


WINDOWS AND WINDOW DISPLAYS

- Proportion
- Invite views into the business
- Keep it simple
- Develop a theme
- Don't try to showcase everything you sell
- Creative display of mundane objects (repetition)
- Keep it fresh
- Utilize vacant storefronts
- Have some fun





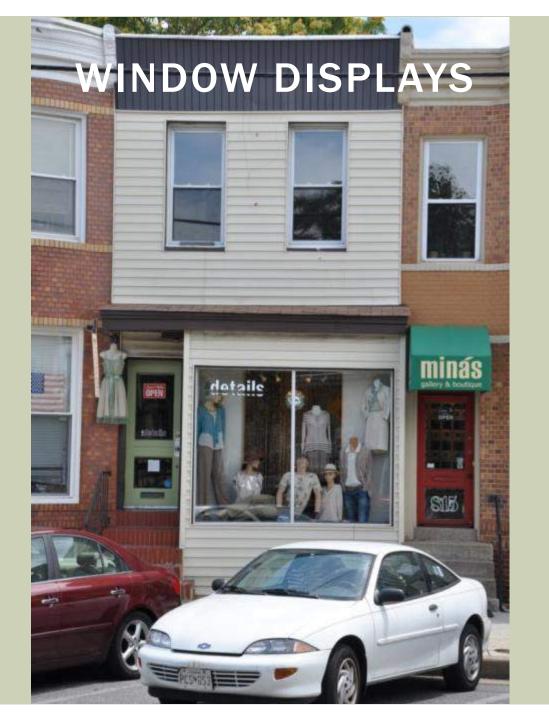
















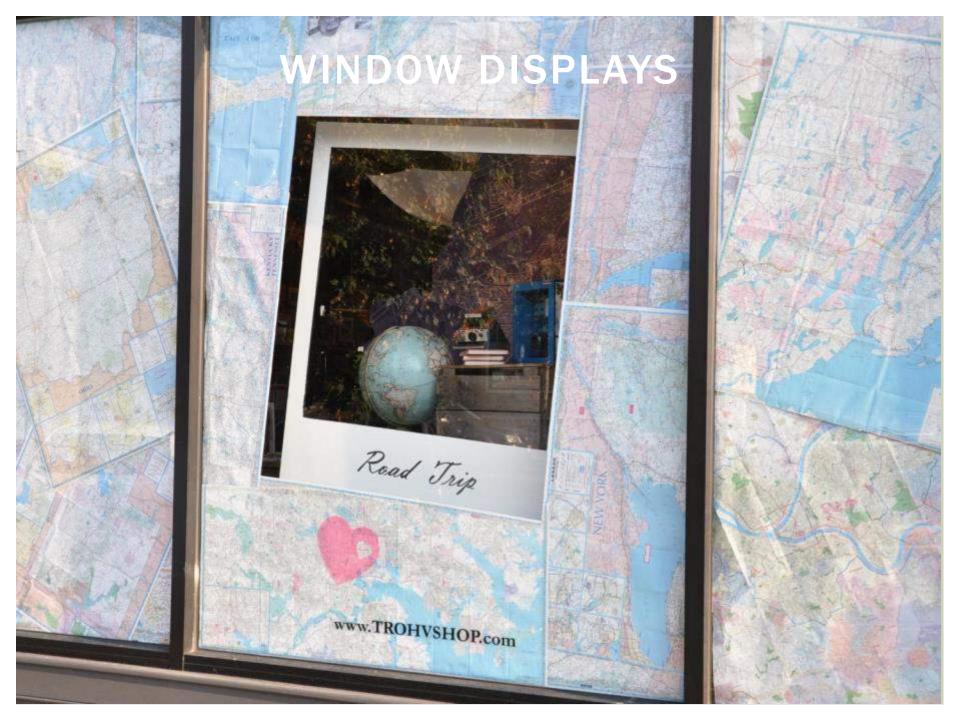
WINDOW DISPLAYS





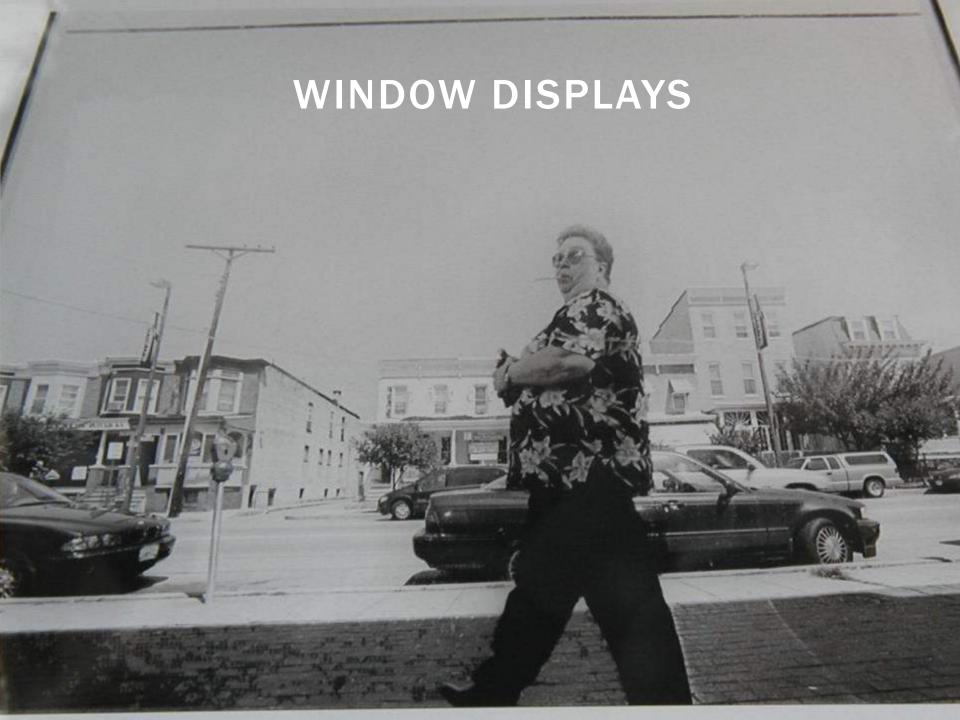


















AWNINGS

- Rich and dark colors work best
- Opportunity to provide contrast
- Can double as signage
- Caution: reflective materials
- Caution: too much sign information











MASSING

- Divide larger building masses into smaller units
- Remove ingenuine elements that obscure building articulation
- Distinguish multiple businesses

MASSING



MASSING





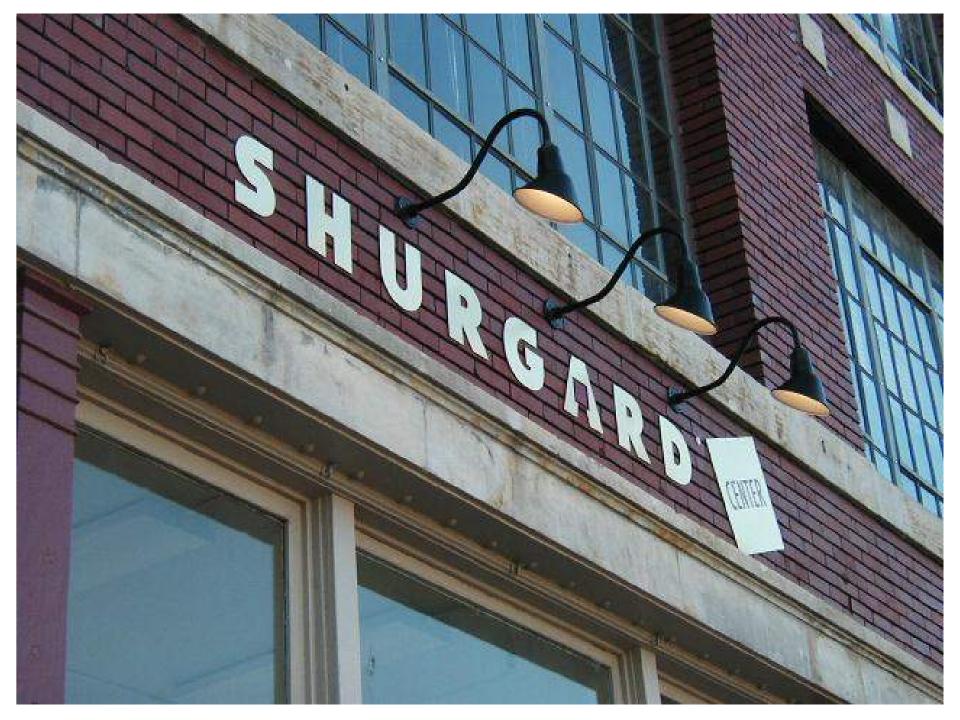
SIGNS

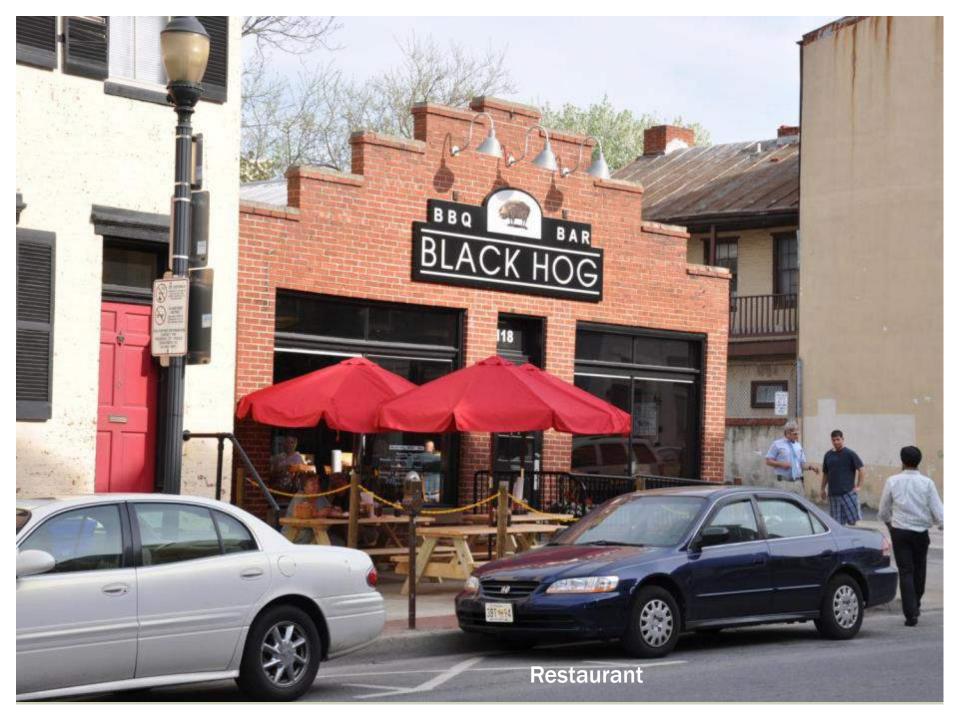
- Establish business identity and brand
- Read from front (Façade Sign)
- Read from sidewalk approach (Blade Sign)
- Keep it simple
- Caution: too much information



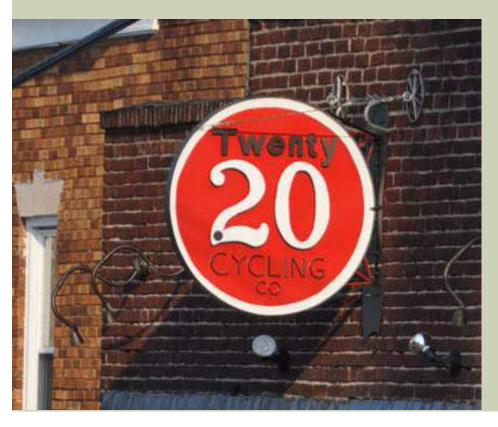


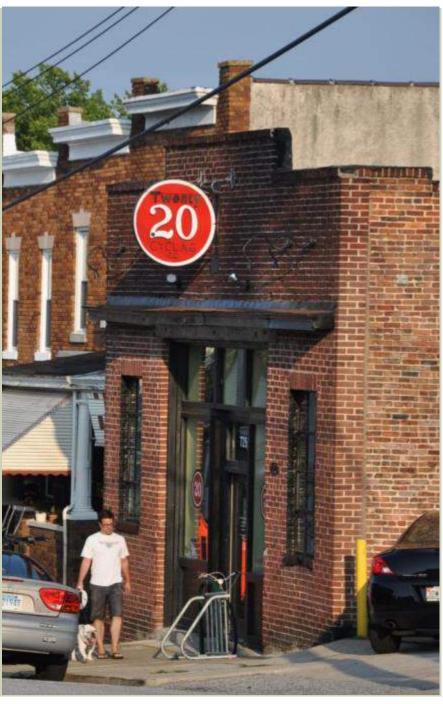






SIGNS









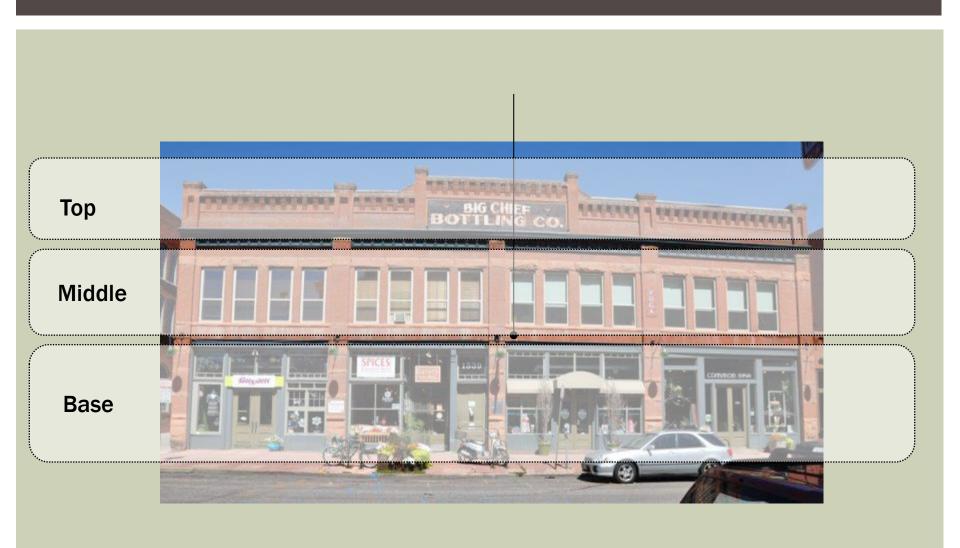




BUILDING DESIGN

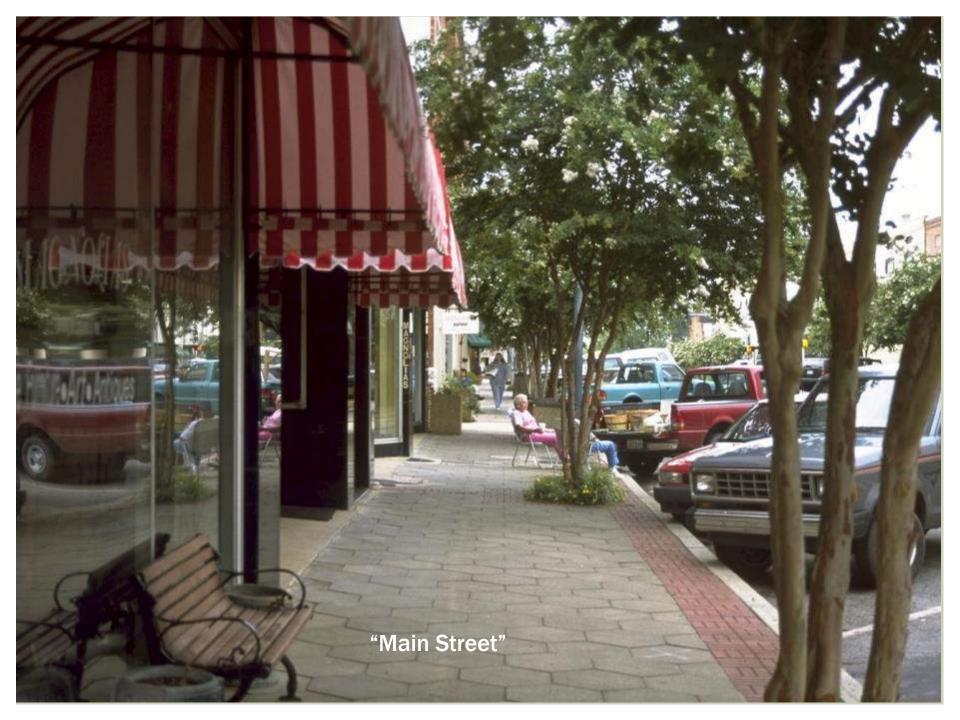
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PART II

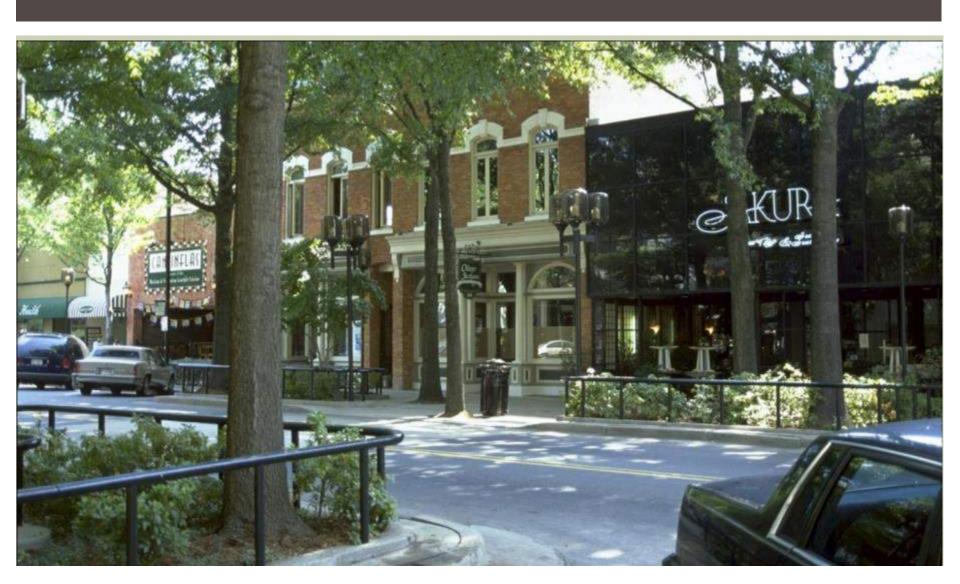




















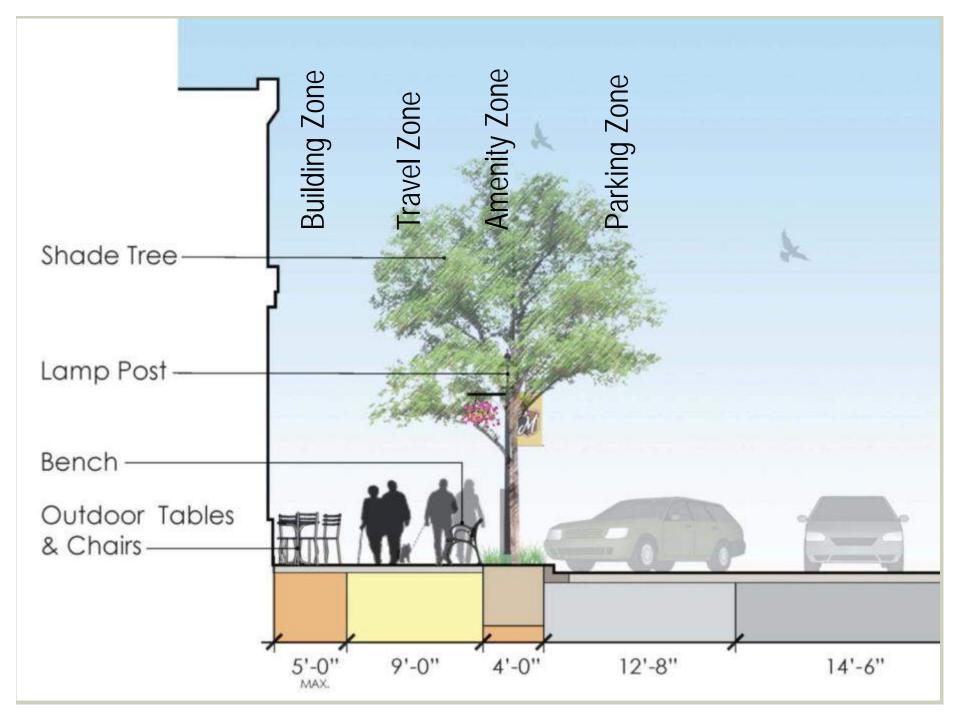


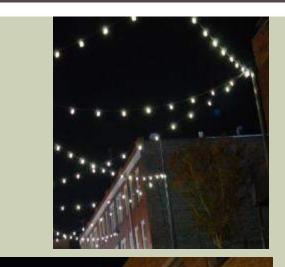






- Streets represent 20-30% of our downtowns
- "The Face of Main Street"
- Thread connecting businesses ER
- Environment for customers Design
- "Brand" and place for events *Promotions*
- Making it happen and management Org.





















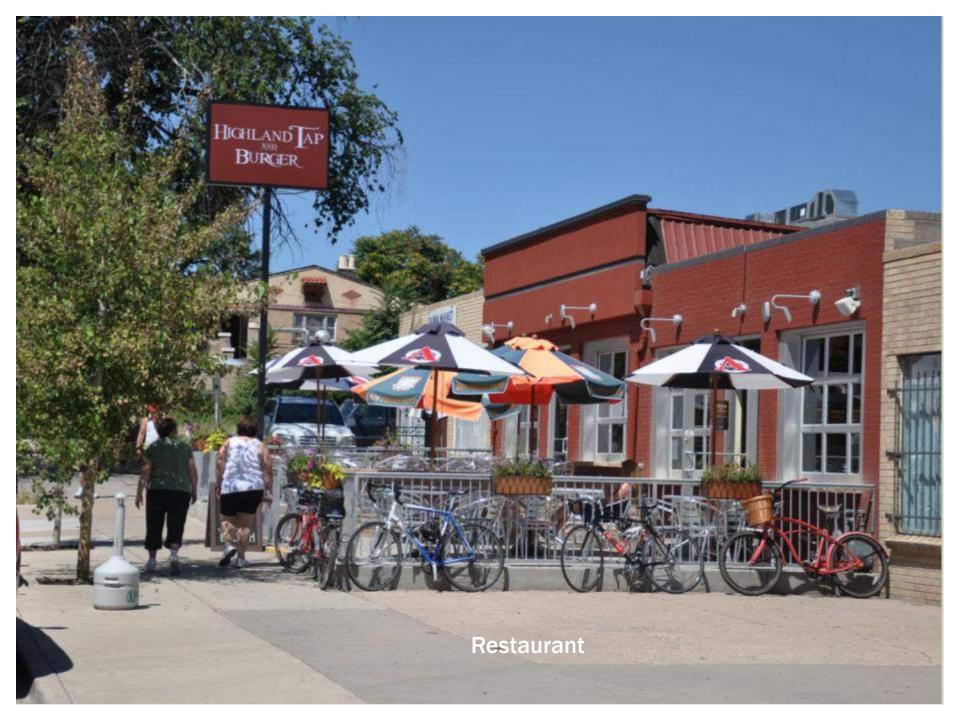




STREETSCAPE DESIGN: AMENITIES







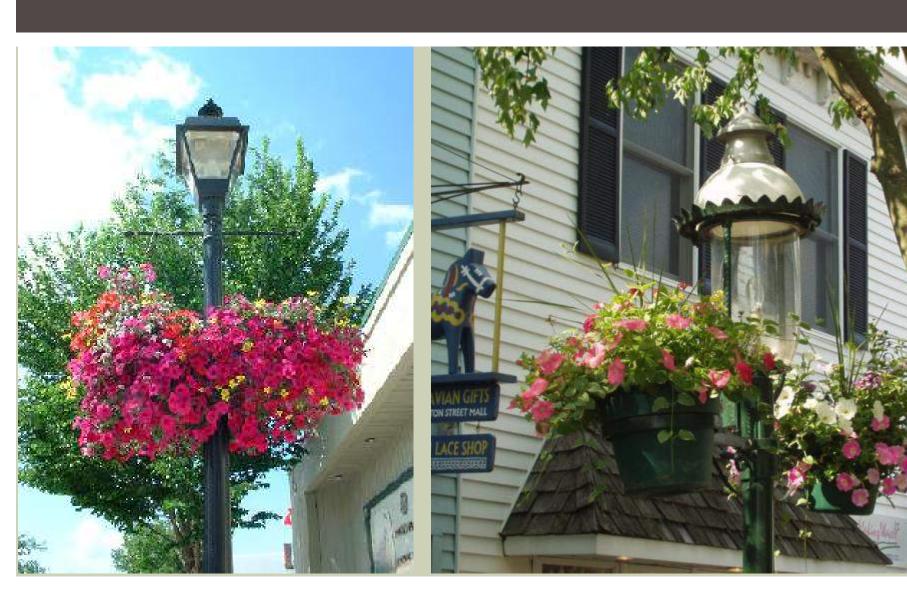








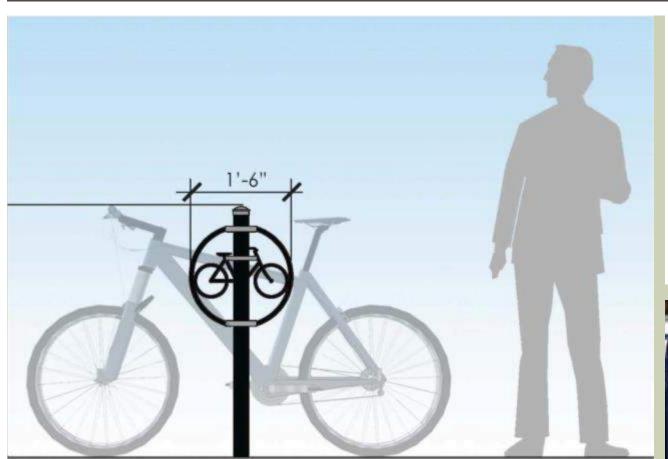
















Bike Rack Without Parking Bollard







