



STREETSCAPE ENHANCEMENT PROJECT - CENTER, TEXAS

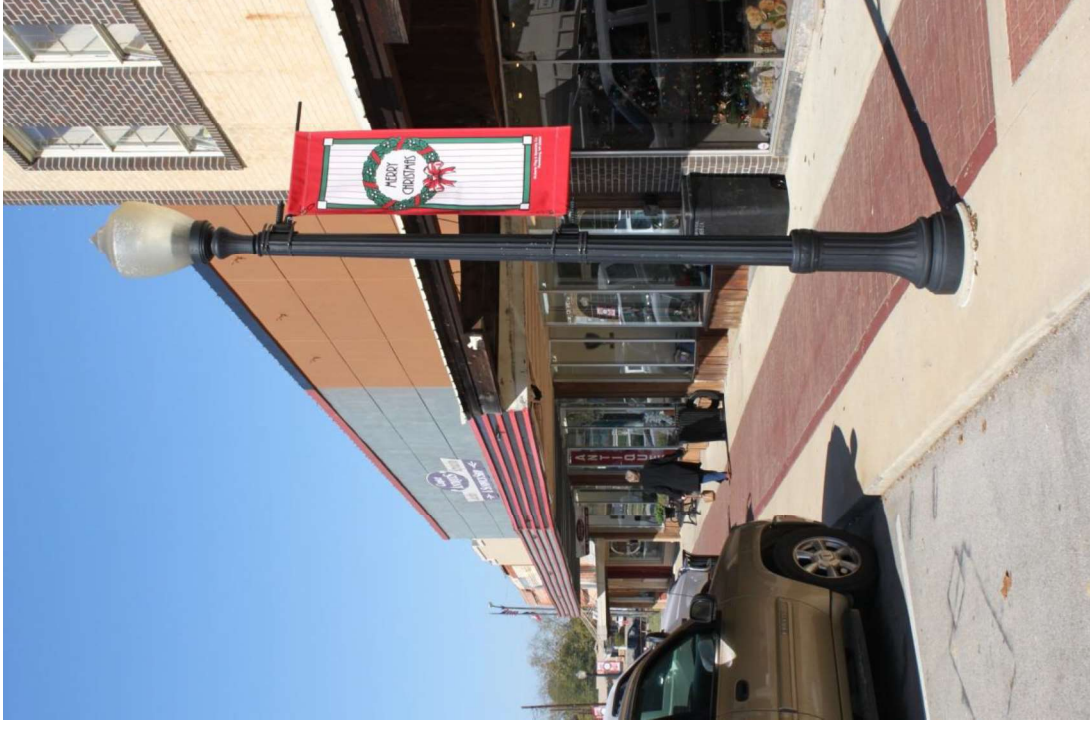


STOREFRONT DESIGN OPTIONS

VOLUNTARY ENHANCEMENTS TO PRIVATE STOREFRONTS

GOALS

- Beautify the downtown square
- Complement public streetscape enhancements
- Encourage individuality while retaining overall harmony
- Improve safety with enhanced lighting
- Enhance visibility and identification of downtown properties
- Improve long-term property value
- Reflect civic pride
- Conserve Center's architectural heritage



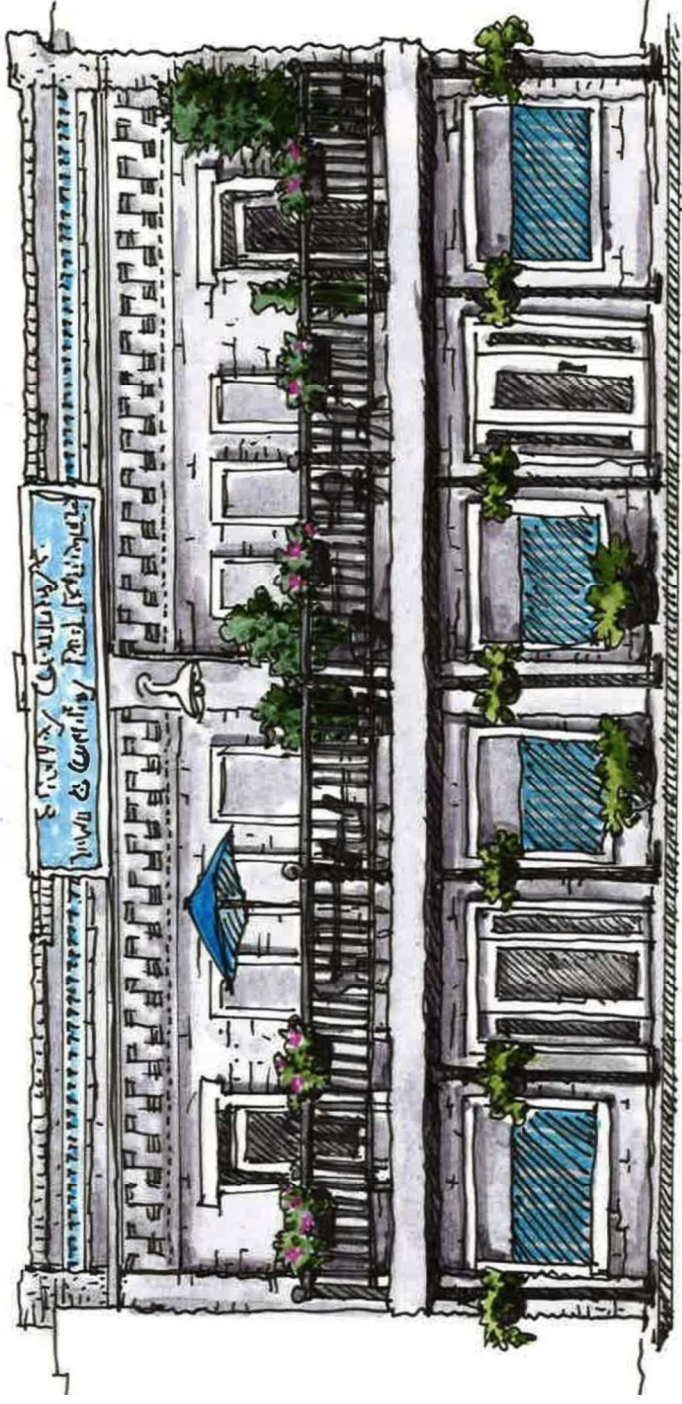
STOREFRONT DESIGN OPTIONS

- **Renovated buildings** - Some buildings have been modified in ways that detract from their historic character. Simple architectural modification can help restore that unique character.

Simple architectural modifications help bring previous renovations closer to the original architectural character.



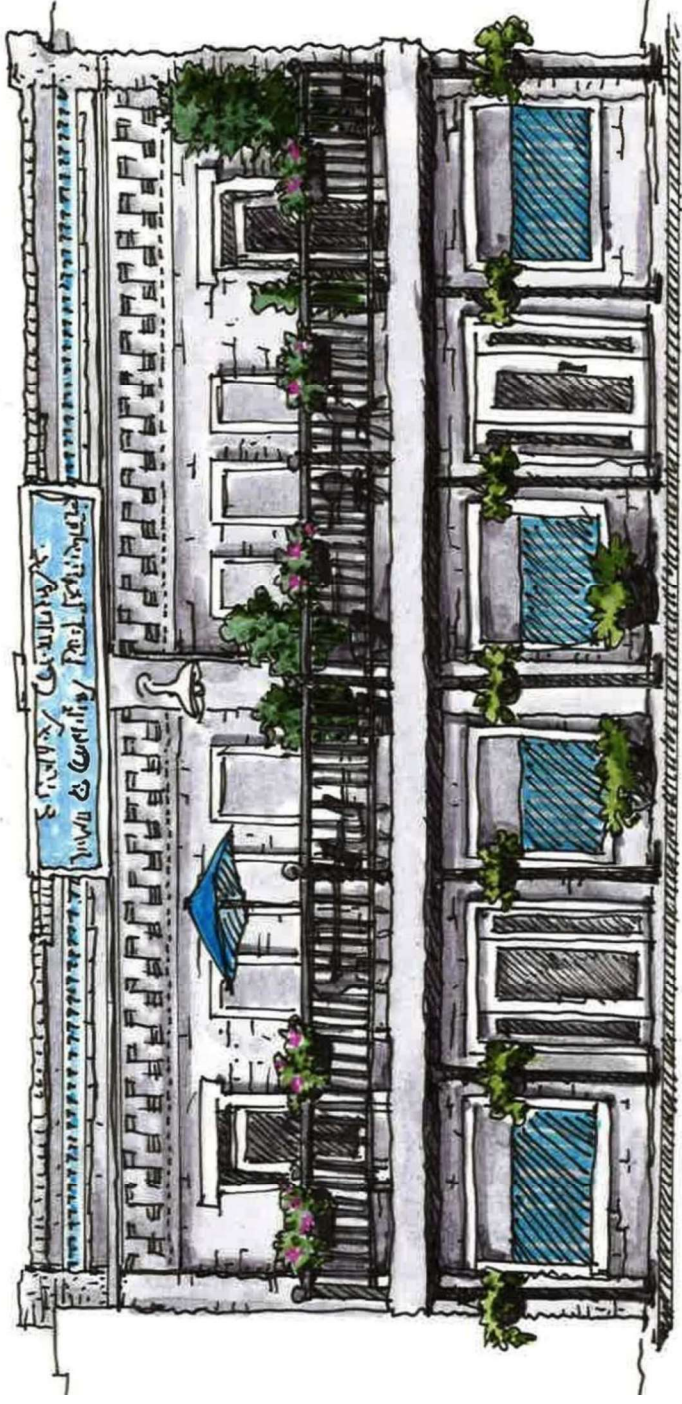
STOREFRONT DESIGN OPTIONS



- **Architectural character** – Previous renovations that significantly altered the original architecture should be reconsidered.
- **Balconies** – Renovations to awnings could allow construction of balconies adding interesting detail and reflecting useable second floor space.



STOREFRONT DESIGN OPTIONS



- **Facade uniformity** – First and second story facades on the same building should be the same architectural character and should reflect original design intent. This helps unify the building and creates a more cohesive downtown.



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STOREFRONT DESIGN OPTIONS



- **Architectural variety** - Variety in architecture, canopies, lighting, signage and personalized entrances adds interest and is inviting.
- **Cohesive elements** - Matching elements that unify streetscape include: street lights, traffic signals, benches, trash receptacles, planters, banner signs, directional signage, special paving, planting, and commercial doors and glass.



STOREFRONT DESIGN OPTIONS



- **Fresh paint** - For buildings that have been previously painted, a new coat of paint can refresh their appearance.
- **Painted highlights** - Special architectural features should be highlighted with a different paint color than the rest of the building, helping to showcase the historic architecture.
- **Preserving unpainted finishes** – Where original materials are in good condition, these should be preserved without painting or the addition of veneers.



STOREFRONT DESIGN OPTIONS

- **Second-story additions** - Decorative second story canvas awnings, metal railings and planters can add dimension, architectural interest and charm to façades that have little architectural detailing.



STREETSCAPE ENHANCEMENT PROJECT - CENTER, TEXAS

WHITE OAK STUDIO
LANDSCAPE ARCHITECTURE



STOREFRONT DESIGN OPTIONS

- **Awning types** – Metal, shingle, and solid shed roof awnings should be replaced with solid flat awnings or sloped fabric awnings to enhance the nostalgic streetscape character.
- **Finished awnings** – Undersides of solid awnings should be finished to enclose exposed joists. Recessed non-glare downlights can be incorporated into the underside of the solid awnings.



STOREFRONT DESIGN OPTIONS



- **Awning variety** - Variety in adjacent awnings adds interest. Awnings should complement the original architecture.
- **Awning size** - Varying the length, width, and type of awnings along the block, makes downtown more vibrant. Smaller awnings help brighten up the entry. On a few buildings, it may be preferable to not have awnings.
- **Awning signs**- Fabric awnings that incorporate signage can be attractive and functional.



STOREFRONT DESIGN OPTIONS



- **3 Dimensional Signs** - signs with 3-dimensional relief can enhance the original architecture and is more readable than signage that lies flat against the buildings.
- **Sign Variety** - Variety in types of signage contributes to the vibrancy and interest of the streetscape.
- **Sign Types** - Banners, backlit plastic signs, and super-bright or scrolling LED lights do not fit within the downtown streetscape character and should be avoided.



STOREFRONT DESIGN OPTIONS



- **Sign lights**- Attractive sign lighting is desirable to create a sense of place and encourage evening activity.
- **Historic lights** - Use of historically appropriate light fixtures enhances the architecture and contributes to the overall streetscape character.

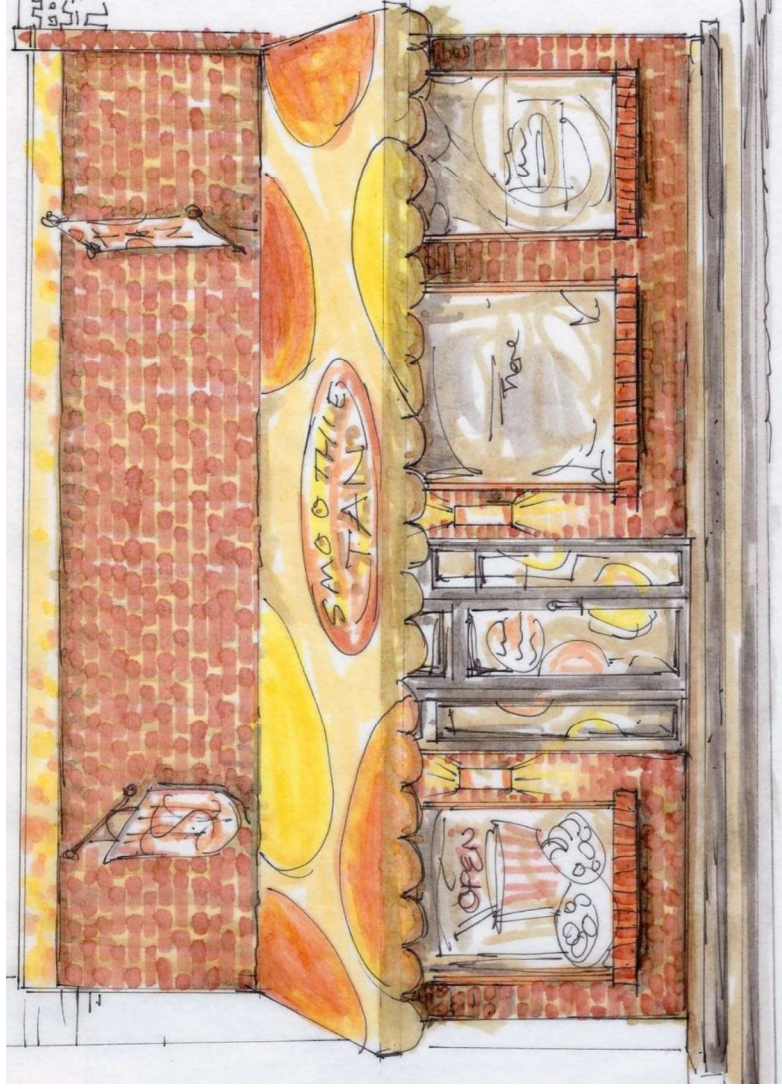


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WHITE OAK STUDIO
LANDSCAPE ARCHITECTURE



STOREFRONT DESIGN OPTIONS



- **Veneers** – Veneers that cover up original facades could be removed or modified to reflect architecture more typical of the building's original design.
- **Uniform glass** - Clear, non-tinted, non-mirrored glass helps unify the streetscape, and fits the historic character of the downtown square



STOREFRONT DESIGN OPTIONS



- **Pedestrian-friendly lighting** - Lighting the pedestrian walkway with indirect lighting is encouraged. Light fixtures that shine outward in all directions create glare and often do not provide adequate light on the walking surface.
- **Historic lights** – Period-appropriate, commercial-grade light fixtures are preferred over residential style light fixtures and help identify downtown as an historic business district.



STOREFRONT DESIGN OPTIONS

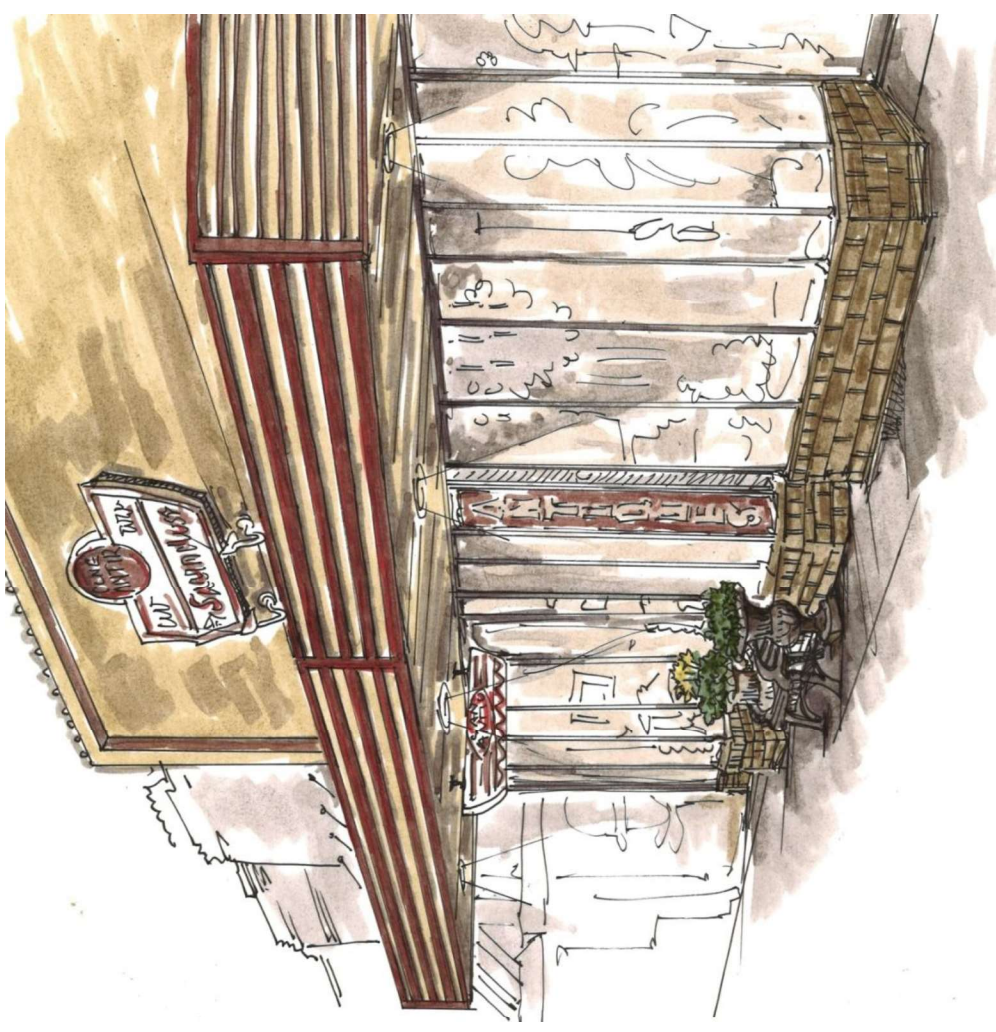


- **Office privacy** – To provide privacy in some buildings, consider creative uses of non-permanent architectural window films. They are an attractive alternative to mini-blinds, vertical blinds, or simply boarding up. They also introduce a modern detail that is complementary to the older architecture.
- **Commercial doors** - Traditional clear glass commercial doors are preferred over residential style doors as they help unify the streetscape.



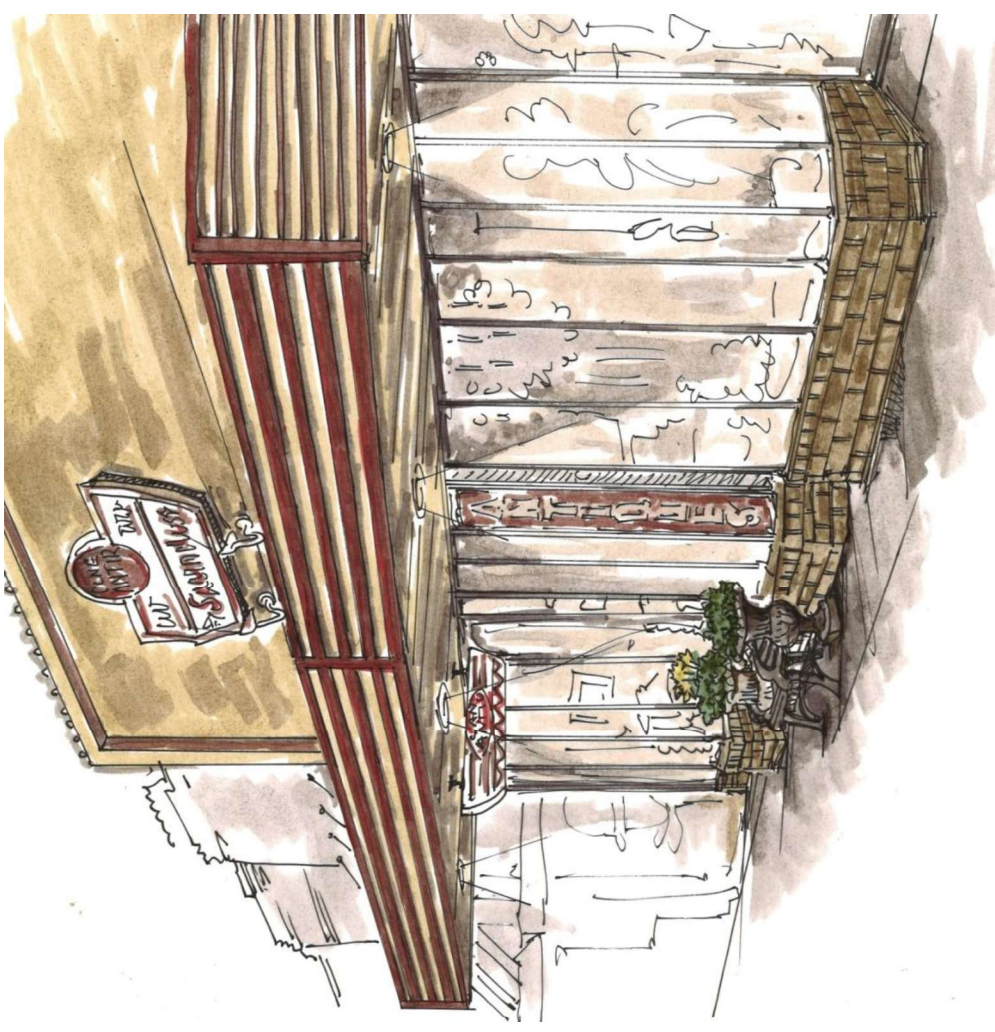
STOREFRONT DESIGN OPTIONS

- **Display windows & doors** - Clear glass display windows along with recessed doors encourage window shopping and invite customers inside.
- **Interior lighting** - leaving interior lights on after-hours enhances security and adds life to the storefront at night.
- **Pedestrian signage** – Under-awning signs are easily visible to pedestrians. Variety of sign style adds character to the storefront.

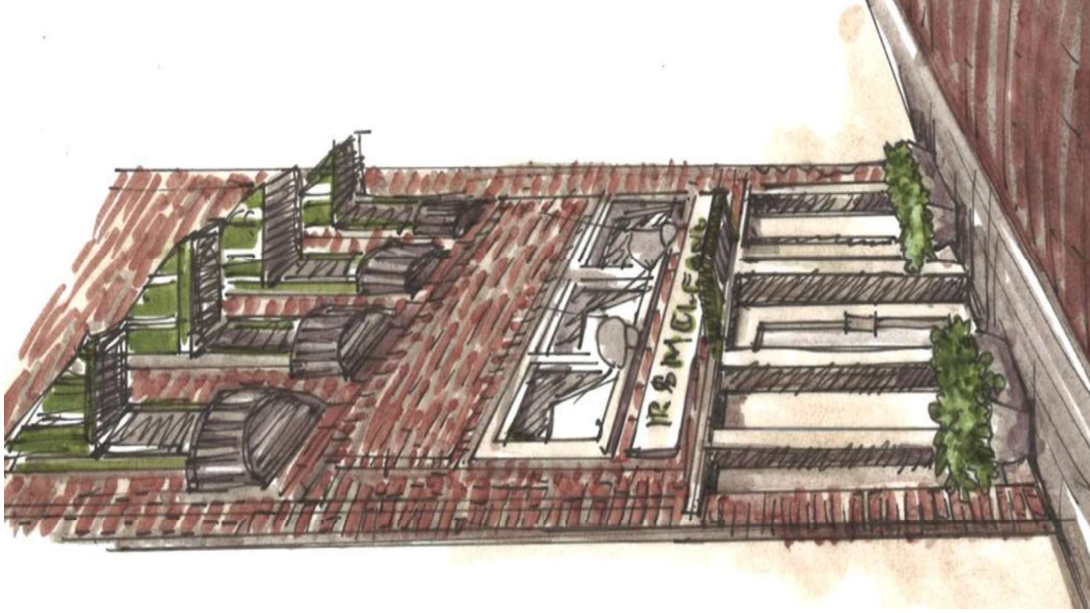


STOREFRONT DESIGN OPTIONS

- **Downlighting** – Incorporating recessed downlights into solid canopies provides light on the sidewalk where it is needed and minimizes glare for pedestrians and motorists.
- **Repairs** – Unique solid awnings add variety and interest to the streetscape. They should be kept in good repair to retain their unique character.



STOREFRONT DESIGN OPTIONS



- **Window awnings** - Second story window awnings add detail and character. Older awnings could be replaced with colorful fabric awnings to freshen the facade.
- **Temperature control** - Insulated or low-emissivity glass or coatings could be used to lower summer heat while allowing natural light into the buildings and keeping with the historical theme.
- **Clerestory windows** – Some clerestory windows have been covered over. Clear, operable clerestory windows contribute to the nostalgia of downtown and should be encouraged.



STOREFRONT DESIGN OPTIONS

- **Transom windows** – Clear transom windows over doorways contribute to the nostalgia of downtown and should be encouraged.
- **Personalized** – Personal touches relating to the business such as planters, benches and merchandise displays are charming, welcoming, and enliven the streetscape.

