

# TEXAS HISTORICAL COMMISSION

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January 13, 2016

## Texas Main Street Center Design Report

**Re:** 1010 University Avenue – Rollo Insurance  
**City:** Huntsville, Texas  
**By:** Marie Oehlerking-Read, *Project Design Assistant*, and Howard Langner, *Architect*

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

*Prior to making any improvements to the building façade(s), the building owner should perform a thorough review of the major structural components of the building, including the roof, walls, and foundation. All mechanical and electrical systems should be well maintained in conformity with applicable codes and ordinances. Building uses and interior arrangements of program spaces should also be in conformity with applicable codes and ordinances.*

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### **DESIGN REQUEST**

A design request form was submitted for Rollo Insurance in Huntsville. The new property owners would like signage designs and color schemes for the building.



*Existing Conditions*



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Texas Historical Commission  
P.O. Box 12276  
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512.463.6100  
fax 512.475.4872  
thc@thc.state.tx.us



**TEXAS HISTORICAL COMMISSION**  
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[www.thc.state.tx.us](http://www.thc.state.tx.us)

## RECOMMENDATIONS

### **PAINT SCHEME**

A new paint scheme is an inexpensive way to revive the appearance of a building. A neutral base color with a bright accent will work well for the overall configuration of the building. The door, window sills, frame of the canopy, and the exposed wood framing are great opportunities to highlight the architectural details of the building



### **SIGNAGE**

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

**Panel Sign**



**Perpendicular Sign**



**Three Dimensional Letters**



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

Careful consideration should be given as to how the signage is fabricated. The design staff recommends using a local fabricator or sign company who will work with the property owner to achieve the chosen aesthetic of the sign. Panel and perpendicular signs can be printed or hand painted on a flat surface, but should have a fine level of detail to make the sign look complete. The borders, symbols, and several layers of color in the images below add to the overall aesthetic and make the signs look unified. Panel signs can also be three-dimensional. For example, in the green Powell's sign, each element is a separate layer of material, which adds shadow and depth.

Hand – Painted



Printed



3-D

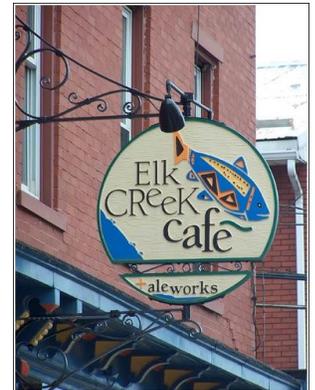


## EXTERIOR LIGHTING

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



Spotlights can also be mounted above the signs like in the images to the right.



## STREETSCAPE

Simply adding seating and planters along the front of the building can greatly enhance the aesthetic of the building. These elements can transform a stark sidewalk into a pedestrian-friendly thoroughfare. Additional signage, like the sandwiches boards below also add to the sidewalk environment. Landscaping in the form of shrubs or flower beds can add visual interest along a blank side façade. These elements have been included in the renderings on the following pages. Contact your local Main Street office for more information on the regulations for streetscape elements.



## DESIGN RENDERINGS

On the following pages are four renderings that illustrate signage and color options for the building. Additional options can be explored upon request.

# Option #1

- Tan base color with cream accents and green roof
- Individual letter sign attached to façade
- Outdoor seating, hanging plants, and sandwich board added to porch



## Option #2

- Red base color with cream accents and gray roof
- Individual letter sign attached to façade
- Planters added to porch



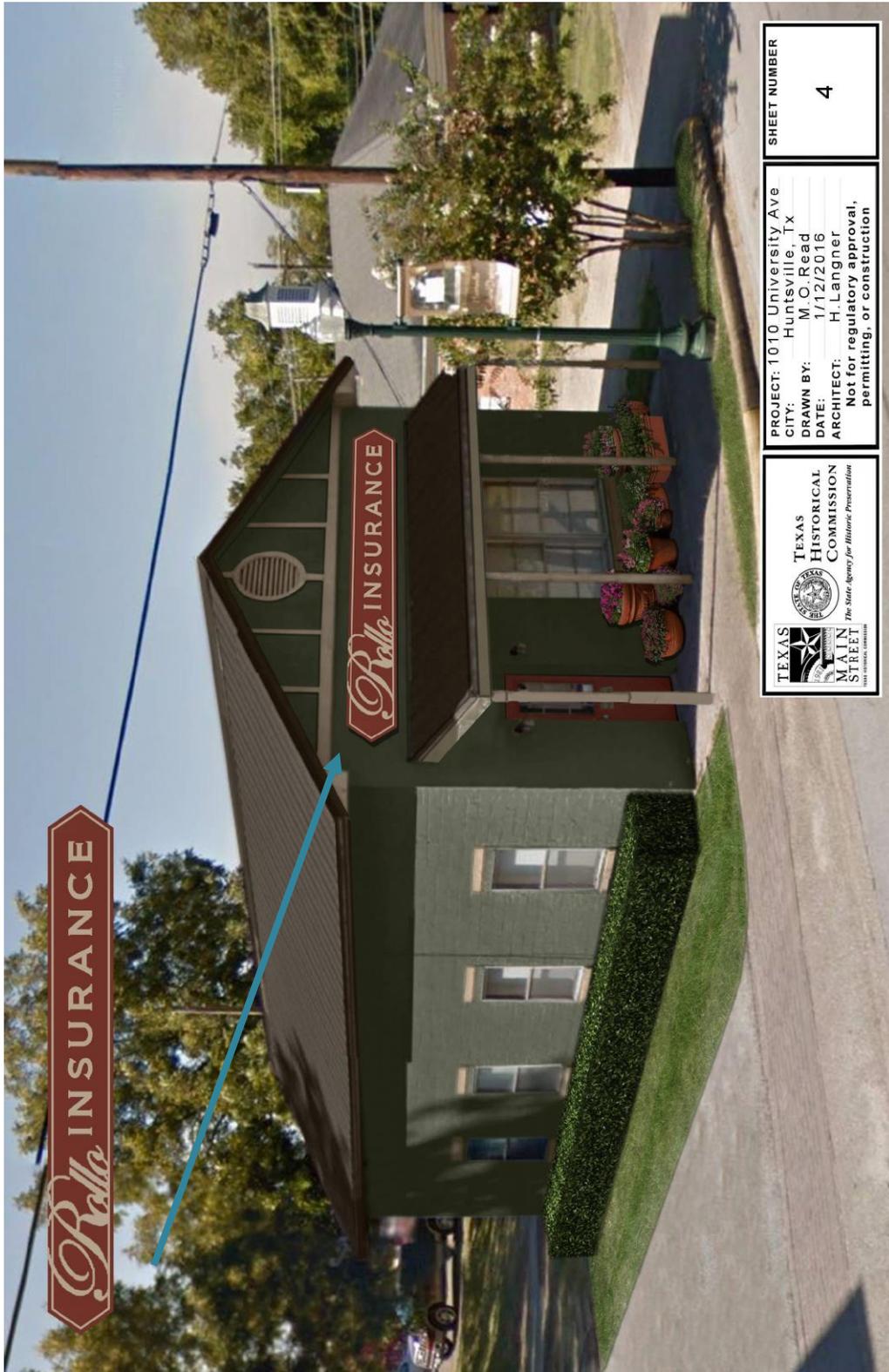
### Option #3

- Brown base color with cream and lime green accents and gray roof
- Perpendicular sign attached to façade
- Planters and seating added to porch



## Option #4

- Green base color with cream and red accents and black roof
- Panel sign attached to façade
- Planters added to porch



## **Guidance for Rehabilitation**

The Texas Main Street Program helps Texas cities revitalize their historic downtowns and neighborhood commercial districts by utilizing preservation and economic development strategies. The Secretary of the Interior's Standards for Rehabilitation is a list of ten ways to approach rehabilitation on historic buildings. The Texas Historical Commission uses this list of standards when analyzing and making recommendations for a project. The standards can be found here: <http://www.nps.gov/tps/standards/four-treatments/treatment-rehabilitation.htm>

Rehabilitation is defined as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values."

## **Funding**

There are many options for funding preservation projects. As part of a designated Main Street community, the property owner has as a resource the local Main Street manager who can help you research and identify sources of additional funding. Localized financial tools can include façade grants or other direct assistance programs that come through sources such as local economic development organizations.

The THC and TMSP has compiled a document that identifies many of these avenues for funding and financing, it can be found on our website: <http://www.thc.state.tx.us/public/upload/Funding%20Methods%20for%20Main%20Street%20communities%206.3.15%20update.pdf> There are funding sources at the local, state and federal levels and they are outlined in the document. The list provides only brief summaries of potential funding sources, and information including eligibility requirements and application deadlines that are subject to change without notice. If the scope of work exceeds available sources of funding, the project should be phased accordingly, but these options for funding can still be utilized. Please contact possible grantors directly for more information on their programs.

## **State & Federal Preservation Tax Credit**

Income – producing properties listed on the National Register (individual or district) or designated as a Registered Texas Historic Landmark or State Antiquities Landmark may be eligible for one or both of the tax credits programs offered through the state. The work undertaken as part of the project must meet the Secretary of the Interior's Standards for Rehabilitation, found here: <http://www.nps.gov/tps/standards/four-treatments/treatment-rehabilitation.htm>. For more information on the tax credit programs and application process, please visit: <http://www.thc.state.tx.us/preserve/projects-and-programs/preservation-tax-incentives> or contact Valerie Magolan at 512.463.3857 or [valerie.magolan@thc.state.tx.us](mailto:valerie.magolan@thc.state.tx.us).

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After the owner has had a chance to review the recommended concept, the Texas Main Street Design Center Staff will work with the owner(s) to help develop their rehabilitation plan for this particular building. It is also requested that TMSDC be notified when clarification of design elements might prove helpful or when an alternate scheme is contemplated. Please contact Sarah Blankenship (512) 463-9129 / [sarah.blankenship@thc.state.tx.us](mailto:sarah.blankenship@thc.state.tx.us), Marie Oehlerking-Read (512) 463-3345 / [marie.oehlerking@thc.state.tx.us](mailto:marie.oehlerking@thc.state.tx.us) , or Howard Langner (512) 305-9045 / [howard.langner@thc.state.tx.us](mailto:howard.langner@thc.state.tx.us).

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 <p>TEXAS MAIN STREET</p>	 <p>TEXAS HISTORICAL COMMISSION <i>The State Agency for Historic Preservation</i></p>
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PROJECT: 1010 University Ave CITY: Huntsville, Tx
DRAWN BY: M.O. Read
DATE: 1/29/2016
ARCHITECT:
<b>Not for regulatory approval, permitting, or construction</b>

SHEET NUMBER  <b>ADD-1</b>
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# *Pella* INSURANCE



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