



**LEONARDTOWN, MARYLAND**  
**FAÇADE AND PROPERTY WORKSHOP**

**Tom McGilloway,  
Randy Wilson**

**Mahan Rykiel Associates, Inc.  
Community Design Solutions**

# 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

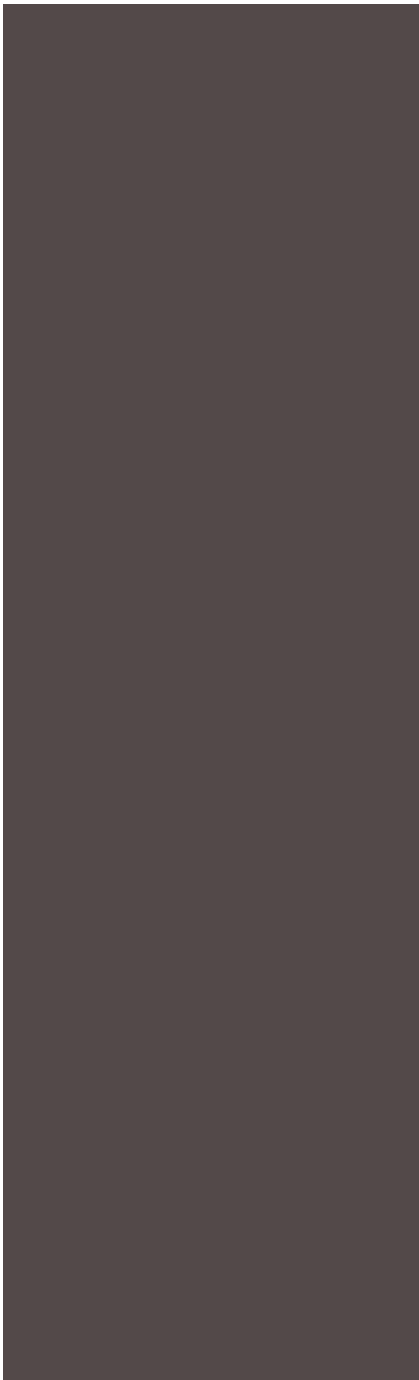
### Part II: The Public Realm

- Streetscape
- Park Spaces

# PART I



# BUILDING DESIGN



# 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?



1









THE  
WINE  
SOURCE  
NOW OPEN



THE  
W&NE  
SOURCE

3601  
ELM AVENUE



**E-ZEE MARKETS**

Handwritten sign on the door, possibly listing hours or services.





THE  
WINE  
SOURCE

NO  
STOPPING  
→







2

Image Credit: Community Design Solutions



Image Credit: Community Design Solutions



G. C. MURPHY CO.

GOING OUT OF BUSINESS

GOING OUT OF BUSINESS

GOING OUT OF BUSINESS

GOING OUT OF BUSINESS

GOING OUT OF BUSINESS





AVENUE ANTIQUES

AVENUE ANTIQUES

NO  
LEFT TURN

LETTER  
OPEN







901 901

COLD BEER

FIVE AND DIME

GOOD EATS

5 & 10¢

FIVE AND DIME

IDEAL

THEATRE

STOP

19







IDEAL

THEATRE

UES

903

SALAD



CATOS  
HAIR DESIGN

**AMATEUR RADIO CENTER**  
KENWOOD HAM SHORTWAVE RADIO SCANNERS  
AUTHORIZED DEALER ISCC CERTIFIED TECHNICIAN CB ANTENNAS · TOWERS  
SALES and SERVICE PARTS & SUPPLIES

CLEARANCE  
SALE  
GOING  
OUT OF  
BUSINESS

CLEARANCE  
SALE  
GOING  
OUT OF  
BUSINESS



TOP  
AND G







13.5% WINE BAR





SNOW ROUTE  
NO PARKING  
DURING  
SNOW EMERGENCY  
9 AM - 9 PM



NO PARKING  
TOW AWAY ZONE  
EXCEPT AS SHOWN OTHERWISE  
SEE SIGN FOR DETAILS

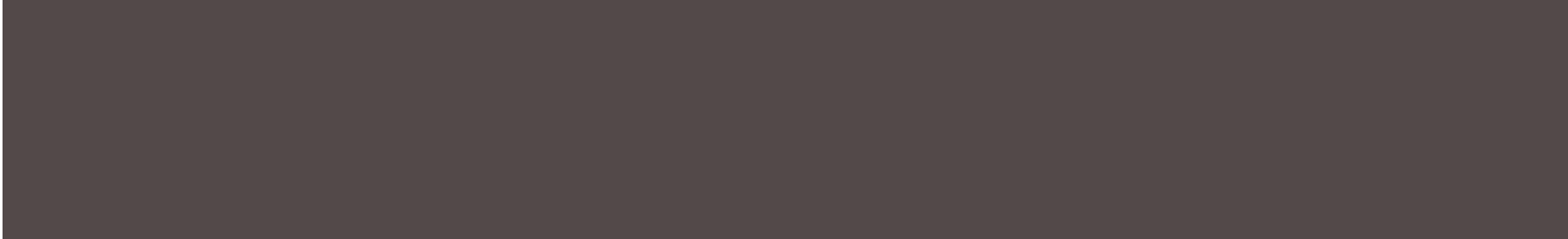
# 13.5% WINE BAR











7









"Main Street"



# SIGNS

**KING'S PIZZA & SUBS**  
410-889-3663  
**PIZZA. SUBS. WINGS. PASTAS.**

**SNOWBALLS**

**Koldkiss**  
*Smoothie Springs*

**HOT PIZZA**

**OPEN**

**WHOLE CHEESE STK. SUB \$6.99...**

**COOL THE PERFECT MATCH**

**PIZZA**  
EXTRA PEPPERONI  
TOMATO SAUCE

**King's Grilled Kabob**  
All-You-Can-Eat Lunch Buffet \$6.99

**Grilled Serving**  
Kabob - Baked





11

Restaurant

# 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



# TYPICAL HISTORIC COMMERCIAL BUILDING

Top

Middle

Base





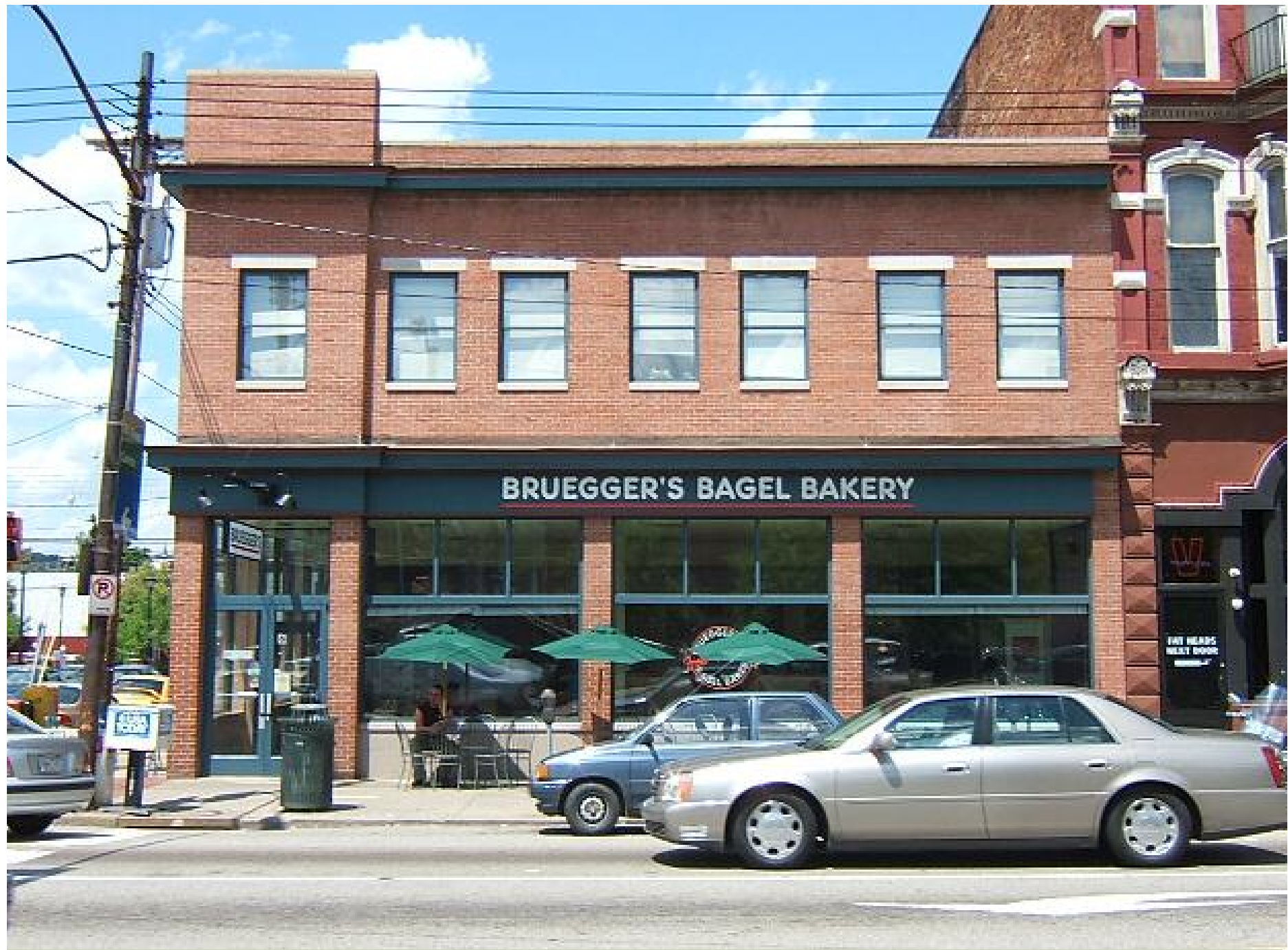


LINDA M. FELTS INTERIORS, INC.









**BRUEGGER'S BAGEL BAKERY**

THE HEADS NEXT DOOR





Image Credit: Community Design Solutions





Image Credit: Community Design Solutions



# 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.***





Image Credit: Community Design Solutions



Image Credit: Community Design Solutions





Image Credit: Community Design Solutions



Image Credit: Community Design Solutions





**VICTORY AUTOS**  
COLLISION CENTER

**VICTORY AUTOS**  
COLLISION CENTER







**AUTO SPA**  
AUTO REPAIR  
570 296-2215  
Foreign Domestic

ONE WAY

ONE WAY

OPEN





Sanctuary  
GIFTS  
LIGHTING  
ACCESSORIES  
FURNISHINGS

Sanctuary  
HOME LLC  
1635

We  
Are  
OPEN  
Accessories  
Finishing  
Custom Upholstery

NO  
PARKING





*Suphoria*  
Hair Salon  
237-3117

*Suphoria*  
Manicure  
Highlights - Color  
Facial Spas  
Full Body Waxing  
Manicures - Pedicures  
237-3117 - 237-3117

SEIZOYU GILL

F. ADAMS APARTS

*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





Image Credit: Community Design Solutions



QUICK  
Service





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](http://www.tigercolor.com/color-lab/color-theory/color-harmonies.htm)

# PAINT/COLOR





# PAINT/COLOR





# PAINT/COLOR







Image Credit: Community Design Solutions



Image Credit: Community Design Solutions





Image Credit: Community Design Solutions

R MILL

PAINT/COLOR









DELTA MEAT MARKET



PROVISIONS & EATER  
CLEVELAND  
MISSISSIPPI





# PAINT / COLOR



# PAINT/COLOR





# PAINT/COLOR



# BLANK WALLS

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



# BLANK WALLS

Gateway to  
WATERLOO - PINCKNEY  
AREA  
OVER 25,000 ACRES





# BLANK WALLS

*Chelsea Market*





# BLANK WALLS





# BLANK WALLS





# BLANK WALLS



CUMBERLAND  
COUNTY  
HISTORICAL  
SOCIETY

HAMILT  
LIBRA  
FOUN  
187

# 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





WILLARD'S

BARBER SHOP

OPEN





**WILLARD'S BARBER SHOP**







WILLARD'S BARBER SHOP

ANN'S TAILORING & BO

WILLARD'S  
BARBER  
SHOP

WILLARD'S  
BARBER  
SHOP

ANN'S  
TAILORING  
&  
BOUTIQUE







# Hermans Discount

3106-10 GREENMOUNT AVE.

HERMANS  
DISCOUNT





# WINDOW DISPLAYS



# WINDOW DISPLAYS





# WINDOW DISPLAYS



Come in We're  
**OPEN**

in the  
**details**

SALES

Silver



3029

# WINDOW DISPLAYS

*Next Level*





# WINDOW DISPLAYS



# WINDOW DISPLAYS





# WINDOW DISPLAYS



*Road Trip*



[www.TROHVSHOP.com](http://www.TROHVSHOP.com)



# WINDOW DISPLAYS

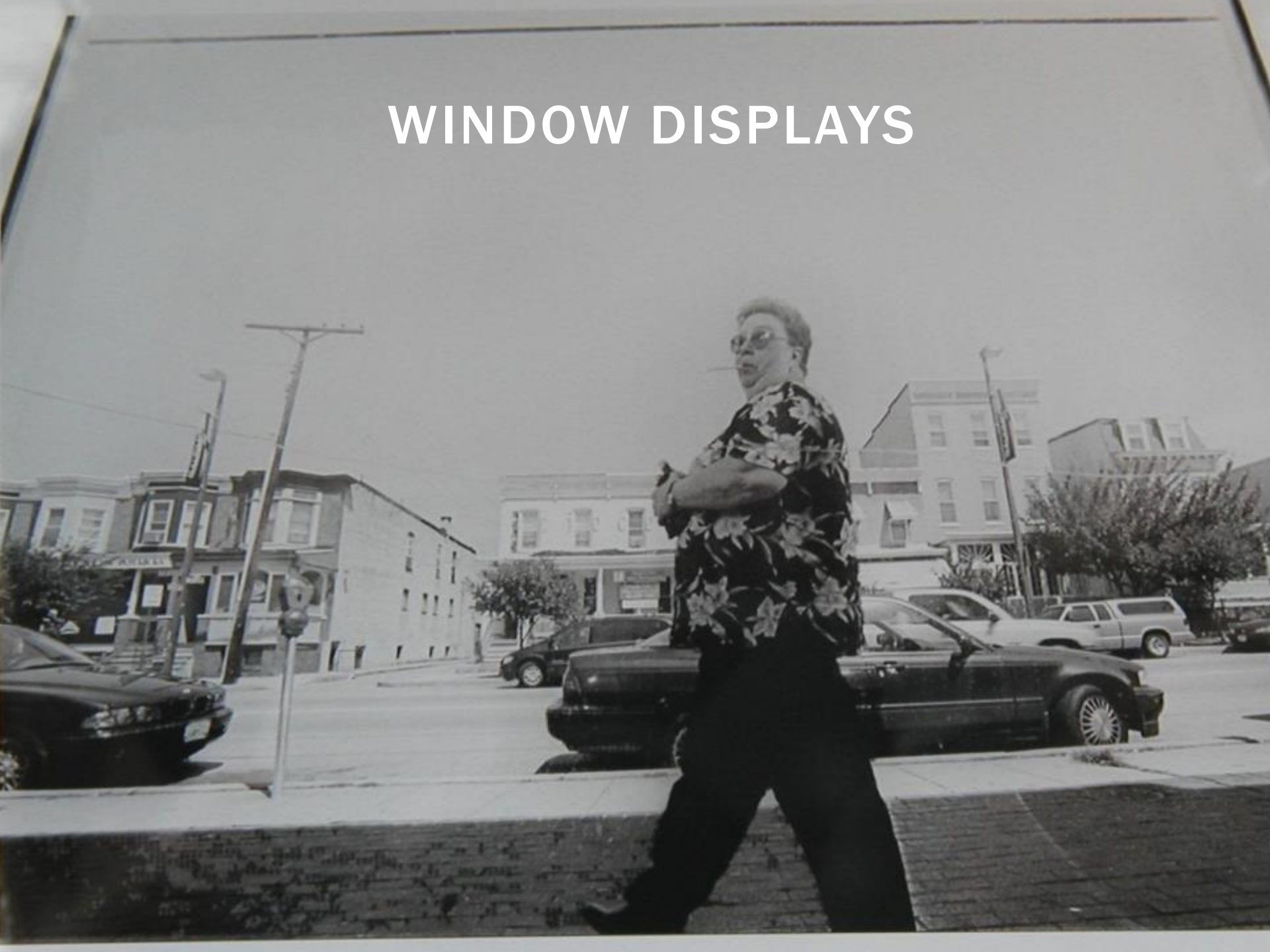




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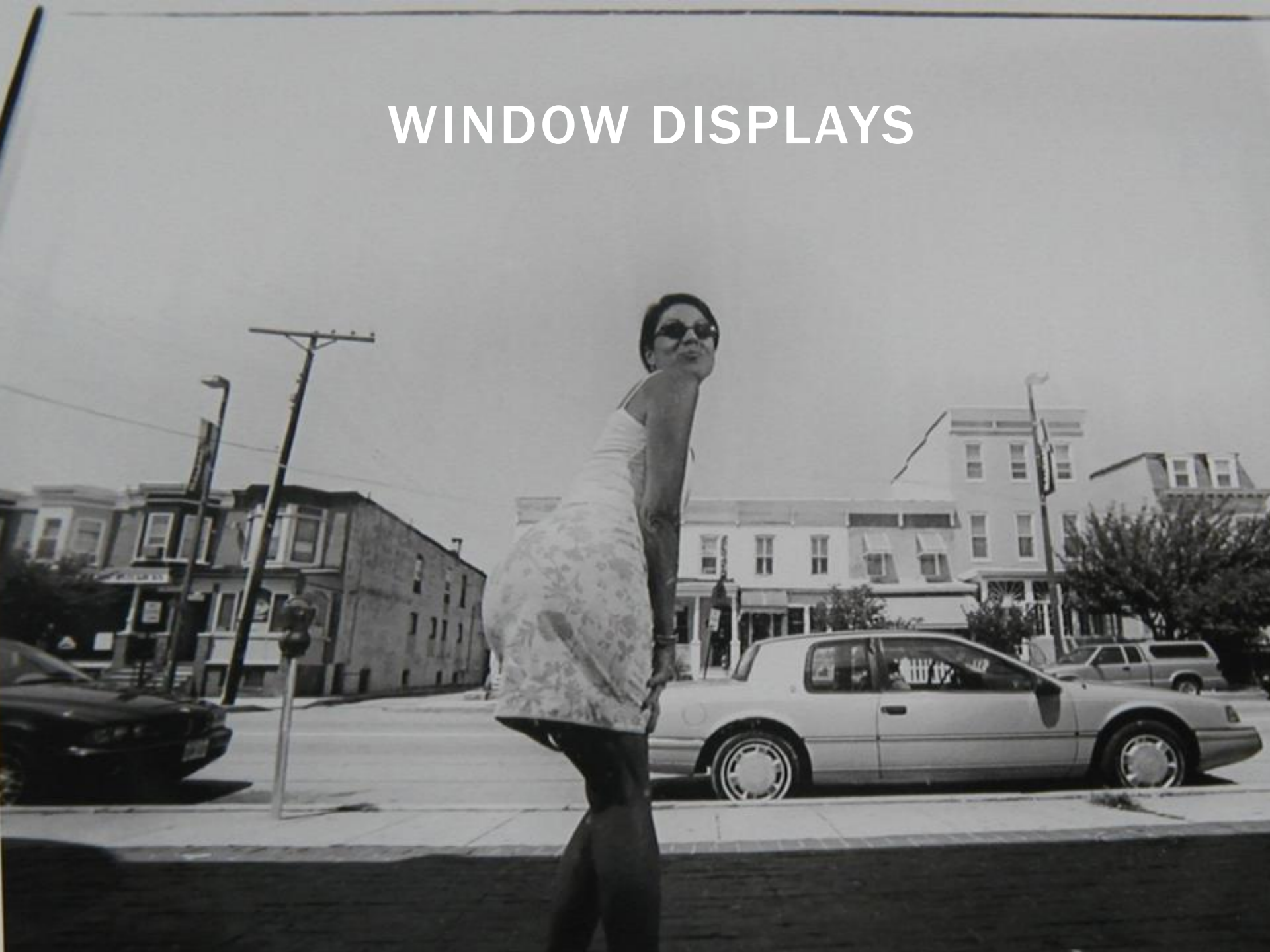


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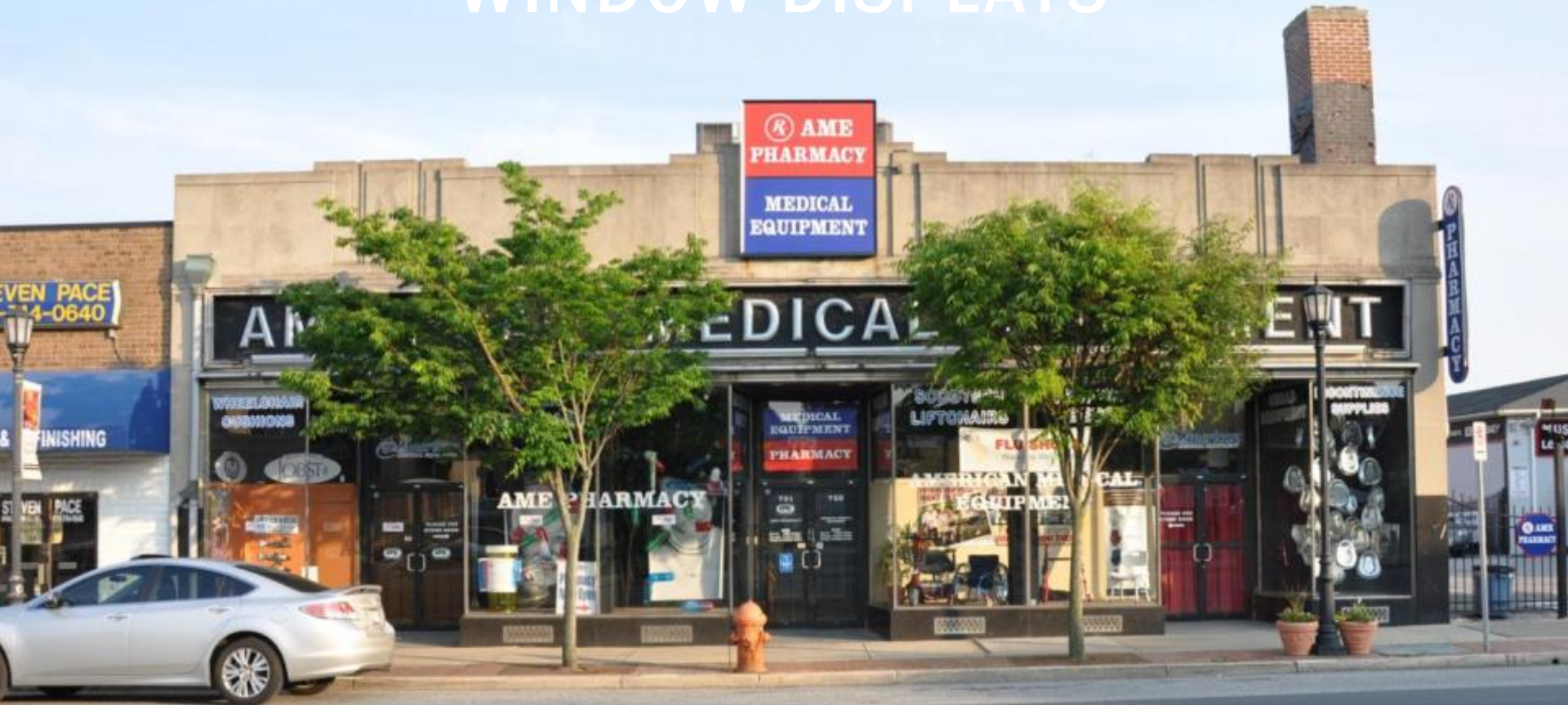




# WINDOW DISPLAYS



# WINDOW DISPLAYS





# 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





BIKRAM YOGA

NOW OPEN FOR BRUNCH

EAT WELL. DO GOOD.  
THE DOGWOOD RESTAURANT

RESTAURANT

911

DOGWOOD RESTAURANT

KING'S PIZZA  
FAST DELIVERY  
410-889-8648

NOW OPEN FOR LUNCH & DINNER  
DOGWOOD







# RED SHEP

DRESSY & CASUAL

REG. & PLUS

HERE NOW!

OPEN





# AWNINGS



# MASSING

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



# MASSING



# 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





BAR!

NO ONE  
UNDER 21  
ALLOWED

WATCH  
YOUR  
STEP!



# SIGNS

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410-889-3663  
**PIZZA. SUBS. WINGS. PASTAS.**

**SNOWBALLS**

**Koldkiss**  
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**HOT PIZZA**

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**WHOLE CHEESE STK. SUB \$6.99...**

**COOL THE PERFECT MATCH**

**PIZZA**  
EXTRA MARGHERITA  
TOMATO SAUCE

**King's Grilled Kabob**  
All-You-Can-Eat Lunch Buffet \$6.99

**Grilled Serving**  
Kabob - Baked





# SIGNS

TROHV

021



SHURGARD

CENTER



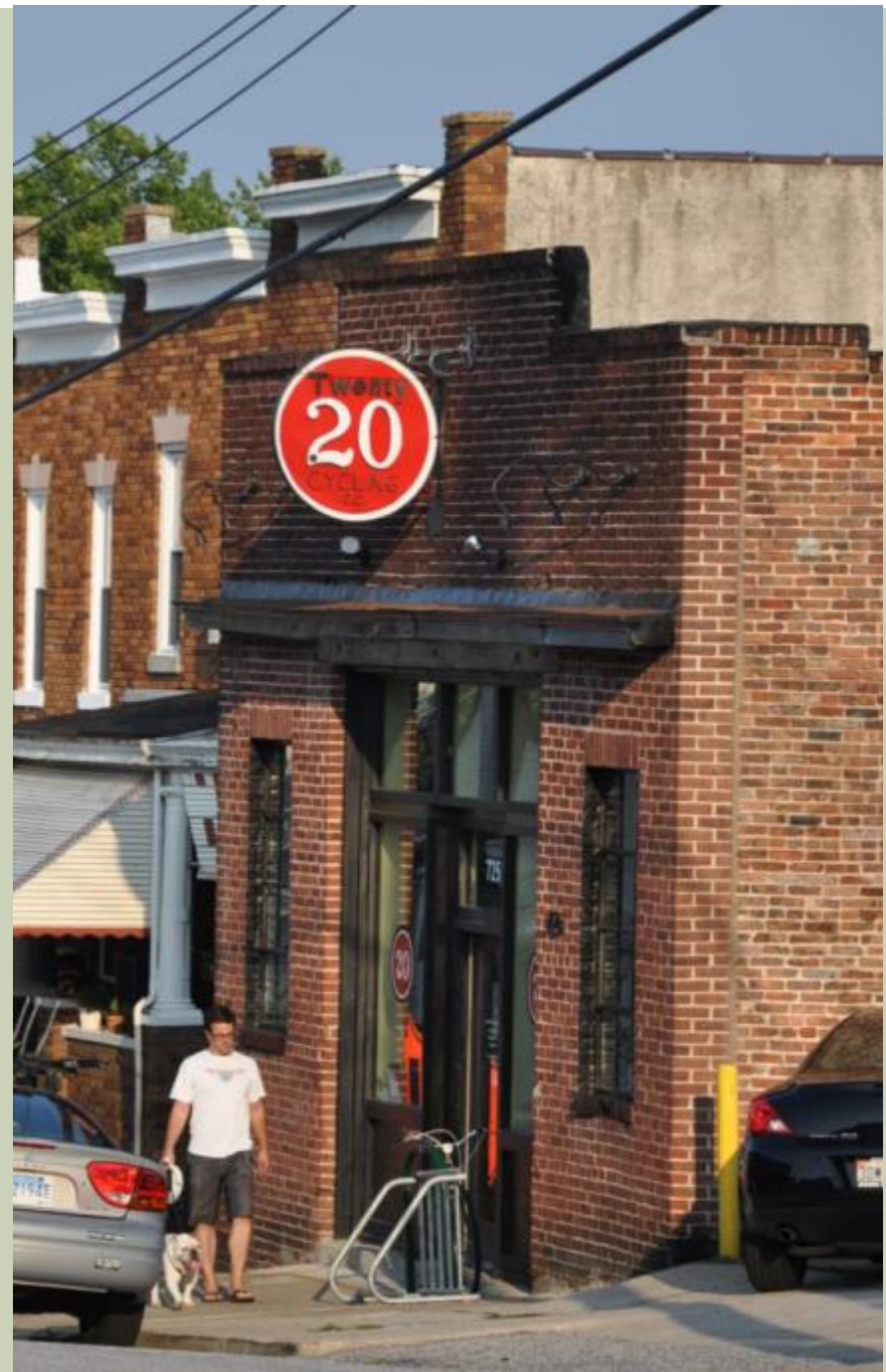




Restaurant



# SIGNS





# SIGNS



# SIGNS

MILLBROOK  
ANTIQUES

WILD  
YAM  
POTTERY



GOLDEN WEST  
CAFE

GOLDEN WEST

FRIEND KITCHEN

CHINESE & THAI

410-366-6627

**Courtesy of the Pedal House**



**WE STILL HANG  
BIKE THIEVES  
IN WYOMING  
207 SOUTH FIRST STREET**



# BUILDING DESIGN

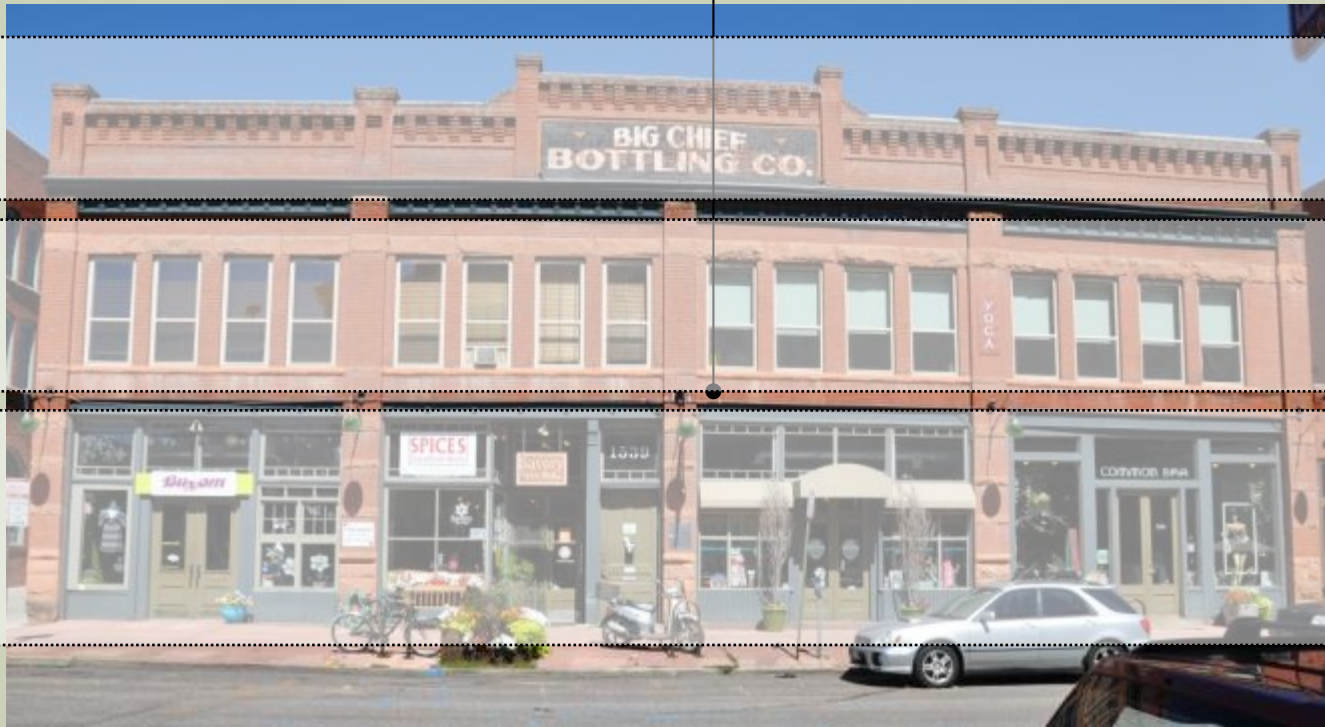
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**Top**

**Middle**

**Base**





# PART II



**PUBLIC REALM:  
STREETScape AND  
OPEN SPACE**





“Main Street”











“Main Street”













DO NOT  
ENTER





Leonardtwn





WALKER & HARRINGTON  
COMMERCIAL REAL ESTATE

1000

NO LEFT  
TURN









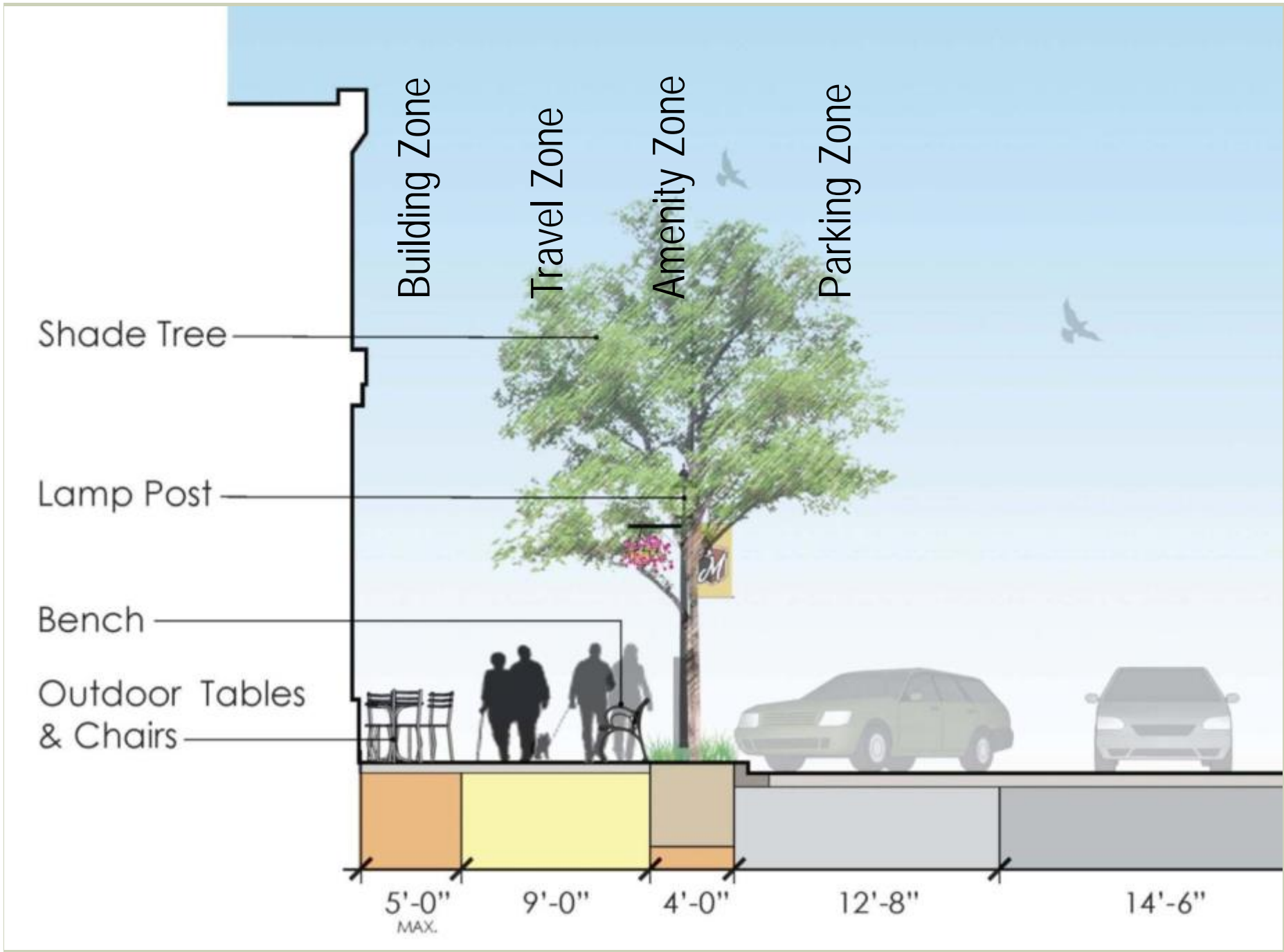




Park near Main Street



- 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.*



Building Zone

Travel Zone

Amenity Zone

Parking Zone

Shade Tree

Lamp Post

Bench

Outdoor Tables & Chairs

5'-0"  
MAX.

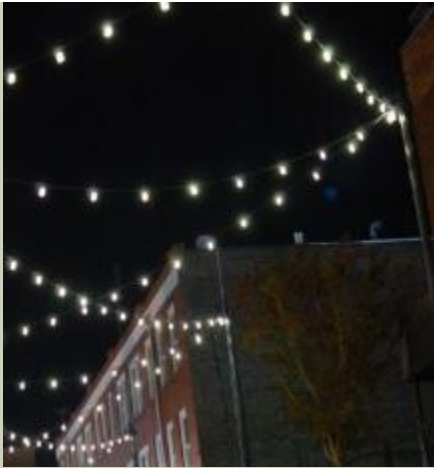
9'-0"

4'-0"

12'-8"

14'-6"



















# STREETSCAPE DESIGN: AMENITIES







Restaurant







*Reclaim your City!*

WWW.PARKINGDAY.ORG  
MY.PARKINGDAY.ORG

# PARK(ING) DAY

FRIDAY, SEPTEMBER 16TH 2011

ELEVATING AND CELEBRATING PUBLIC SPACE SINCE 2005





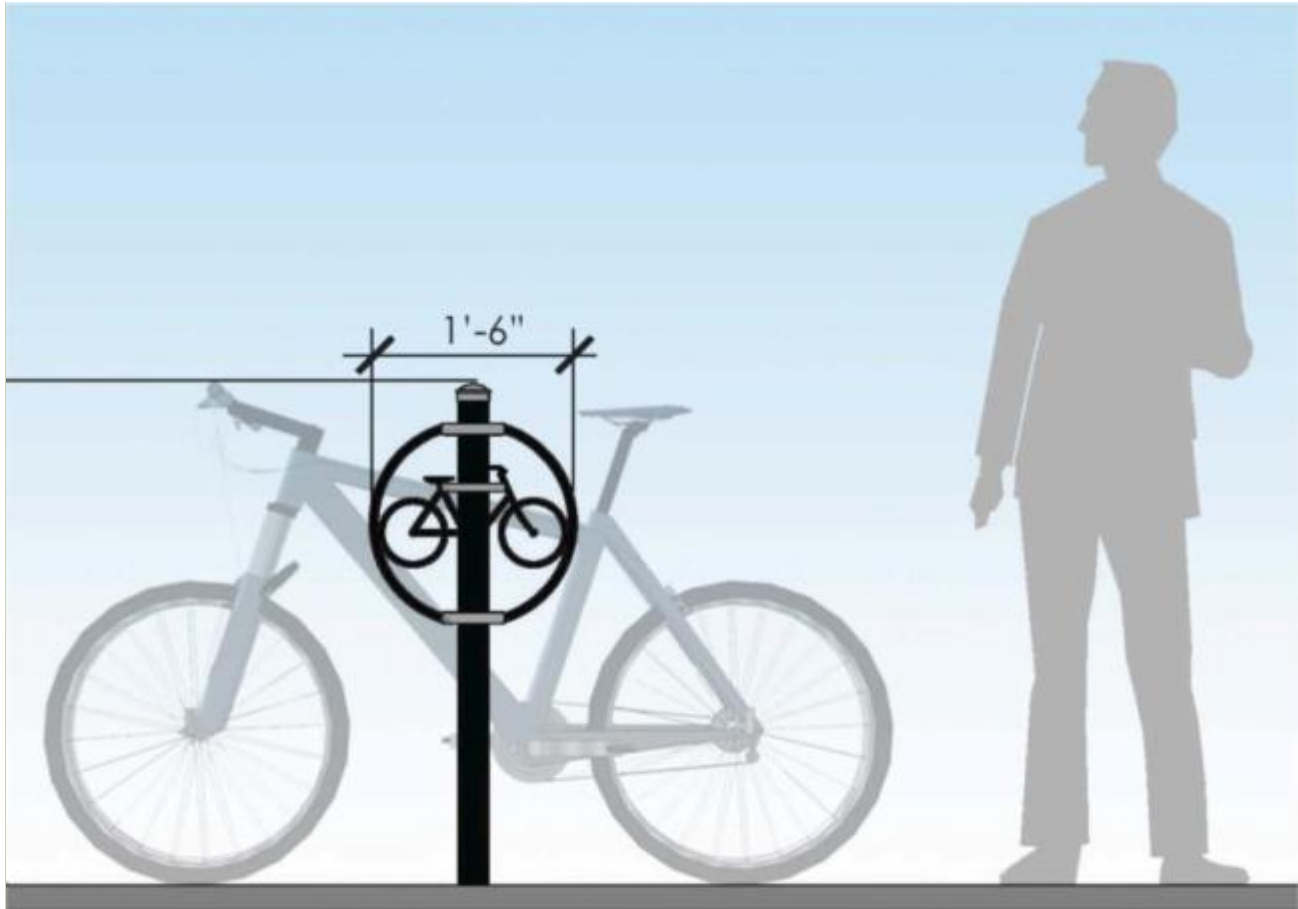












**Bike Rack**  
Without Parking Bollard











**...Not This**





**This**





**QUESTIONS?**

