



**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 in the window, possibly listing hours or prices.



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**

**SALE**

**GOING OUT OF BUSINESS**



AVENUE ANTIQUES

AVENUE ANTIQUES

NO LEFT TURN  
ALL OTHERS PERMITTED

OPEN





901 901

COLD BEER

AND

GOOD EATS

5 & 10¢

FIVE AND DIME

IDEAL

THEATRE

STOP

2





IDEAL

THEATRE

UES

903

SALAD

CATOS  
HAIR DESIGN

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

CLEARANCE  
SALE  
GOING  
OUT OF  
BUSINESS

CLEARANCE  
SALE  
GOING  
OUT OF  
BUSINESS



TOP  
AND G





13.5% WINE BAR

e

SPACED ROUTE  
**NO PARKING**  
DURING  
SAFETY EMERGENCY  
9 AM - 9 PM



**NO PARKING**  
TOW AWAY ZONE  
CONVICTION PENALTY \$1000  
SEE THE SIGN FOR DETAILS

# 13.5% WINE BAR





6





7





Historical Arts Council

9

“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 MEATS  
TODAY'S SPECIALS

**Grilled Kabob**  
All You Can Eat  
Lunch Buffet  
\$6.99

**Grilled Serving**  
Kabob Buffet



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



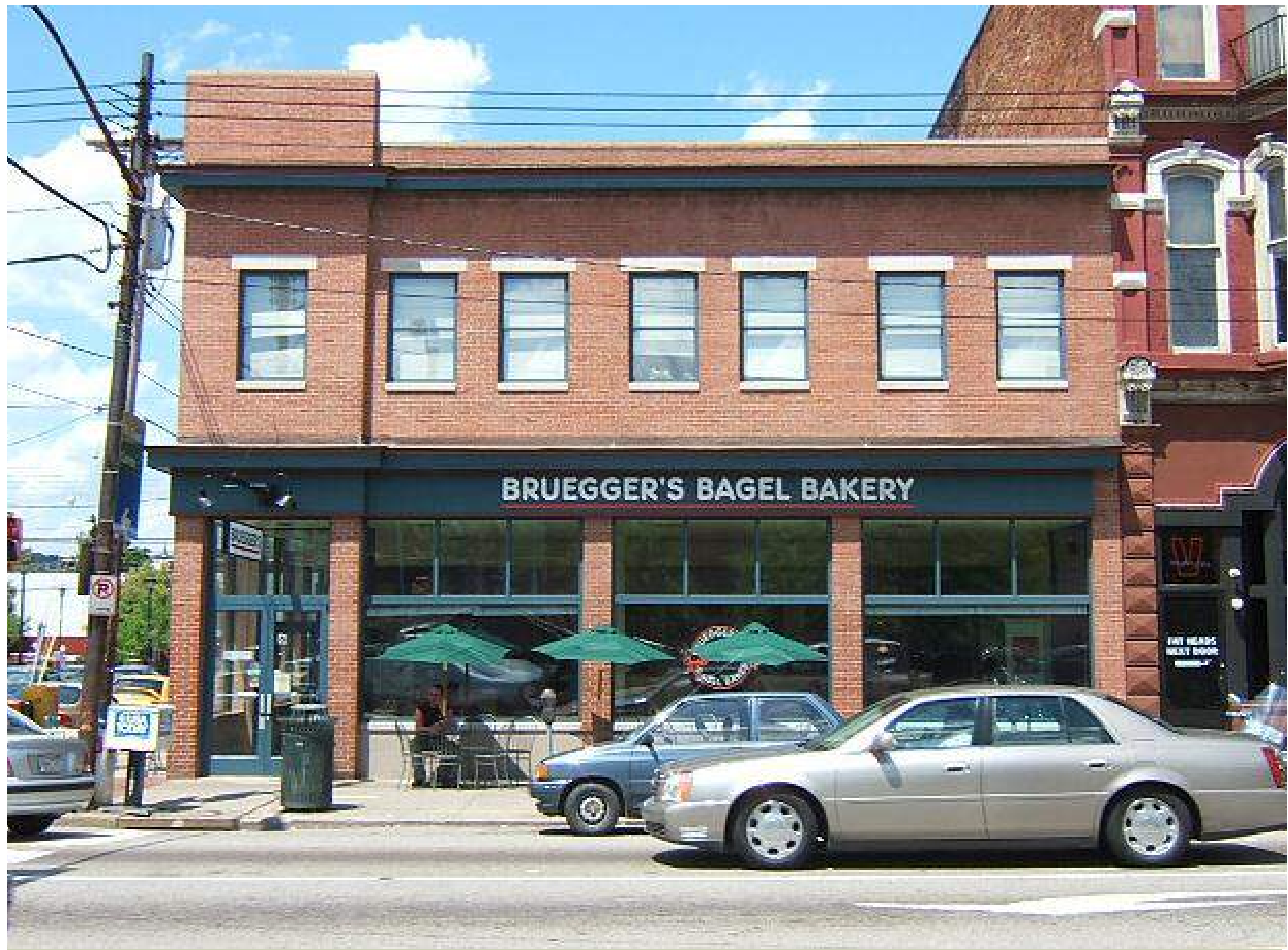


LINDA M. FELTS INTERIORS, INC.









**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



**VICTORY  
BREW PUB**

**VICTORY  
BREW PUB**

**VICTORY**



**AUTO SPA**  
AUTO REPAIR  
800.296.2215  
Foreign Domestic

ONE WAY

ONE WAY

AUTO



Sanctuary  
GIFTS  
LIGHTING  
ACCESSORIES  
FURNISHINGS

Sanctuary  
HOME LLC  
1635

We Are  
OPEN  
Accessories  
Finishings  
Custom Upholstery  
Come in

NO  
PARKING



*Suphoria*  
Hair Salon  
237-3117

SEIZOYU

*Suphoria*  
Manicure  
Highlights - Color  
Facial Epilator  
Full Body Waxing  
Manicures - Pedicures  
Nails - On / Off  
237-3117 - 237-3118

F. ANN'S APART. 1

*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



CITY OF GAITHERSBURG  
**GENERAL**

**FINANCE**  
DEPARTMENT

YOUR REGISTRATION  
LICENSES & OTHER

KEEP  
OUT  
GPD

**WILLIAM H.  
HARDY  
BUILDING**



Image Credit: Community Design Solutions



R MILL

PAINT/COLOR



MO

PA

1970





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

Legend  
PAVED ROADS  
GRAVEL ROADS  
CITIES  
LAKES  
E  
E

Visit  
INFORMATION  
OBTAINED HERE





# BLANK WALLS

*Chelsea Market*



# BLANK WALLS



# BLANK WALLS



# BLANK WALLS



# 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

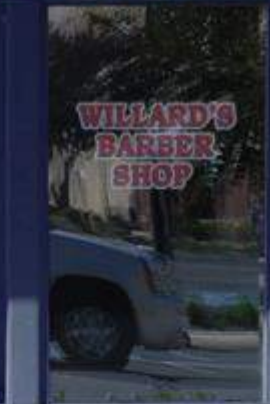
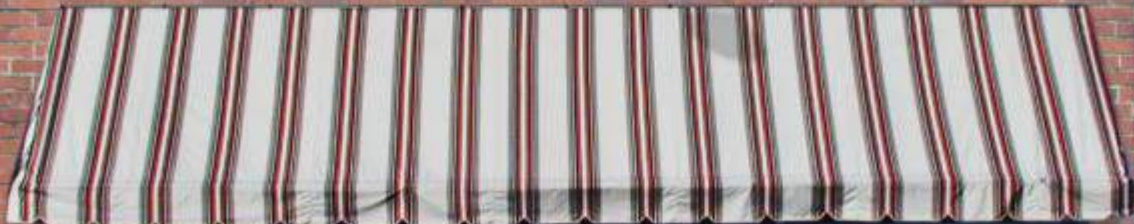


BARBER SHOP

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.



# 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



# WINDOW DISPLAYS



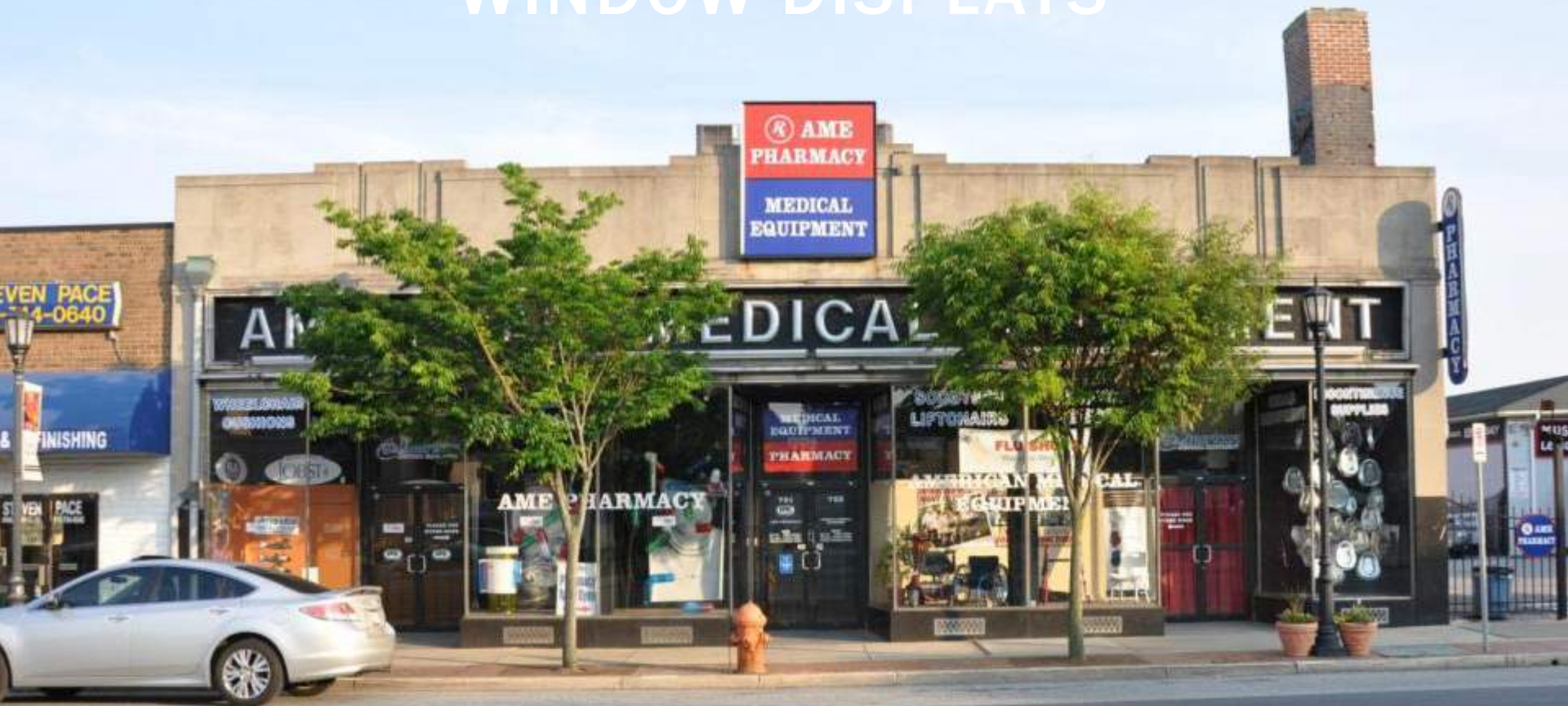
# WINDOW DISPLAYS



# 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



RESTAURANT

911

NOW OPEN FOR LUNCH & DINNER  
DOGWOOD

PIZZA FAST DELIVERY 410-889-3648





# 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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**PIZZA. SUBS. WINGS. PASTAS.**

**SNOWBALLS**

**Koldkiss**  
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EXTRA SPECIAL  
TODAY'S SPECIALS

**Grilled Kabob**  
All You Can Eat  
Lunch Buffet  
\$6.99

**Grilled Serving**  
Kabob Buffet



# SIGNS

TROHV

021



SHURGARD

CENTER

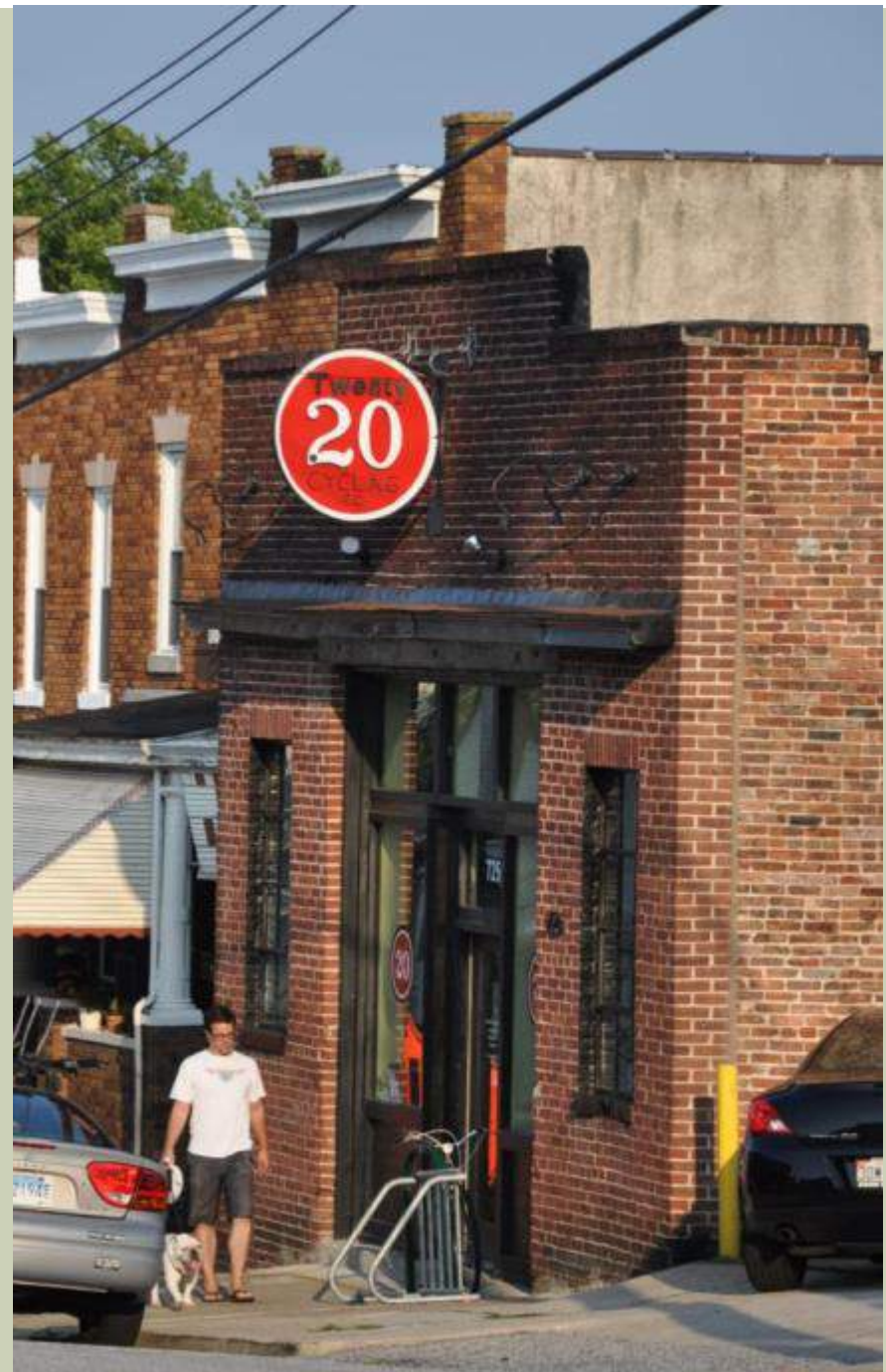




Restaurant



# 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



A photograph of a vibrant city street scene. In the foreground, several pedestrians are walking on a paved sidewalk. To the right, a group of people is seated at outdoor tables of a cafe, which is partially covered by a large red awning. The background features a multi-story brick building with large windows and a sign that reads "Cloud 9". The overall atmosphere is one of a lively, pedestrian-friendly urban environment.

# **PUBLIC REALM: STREETScape AND OPEN SPACE**



“Main Street”

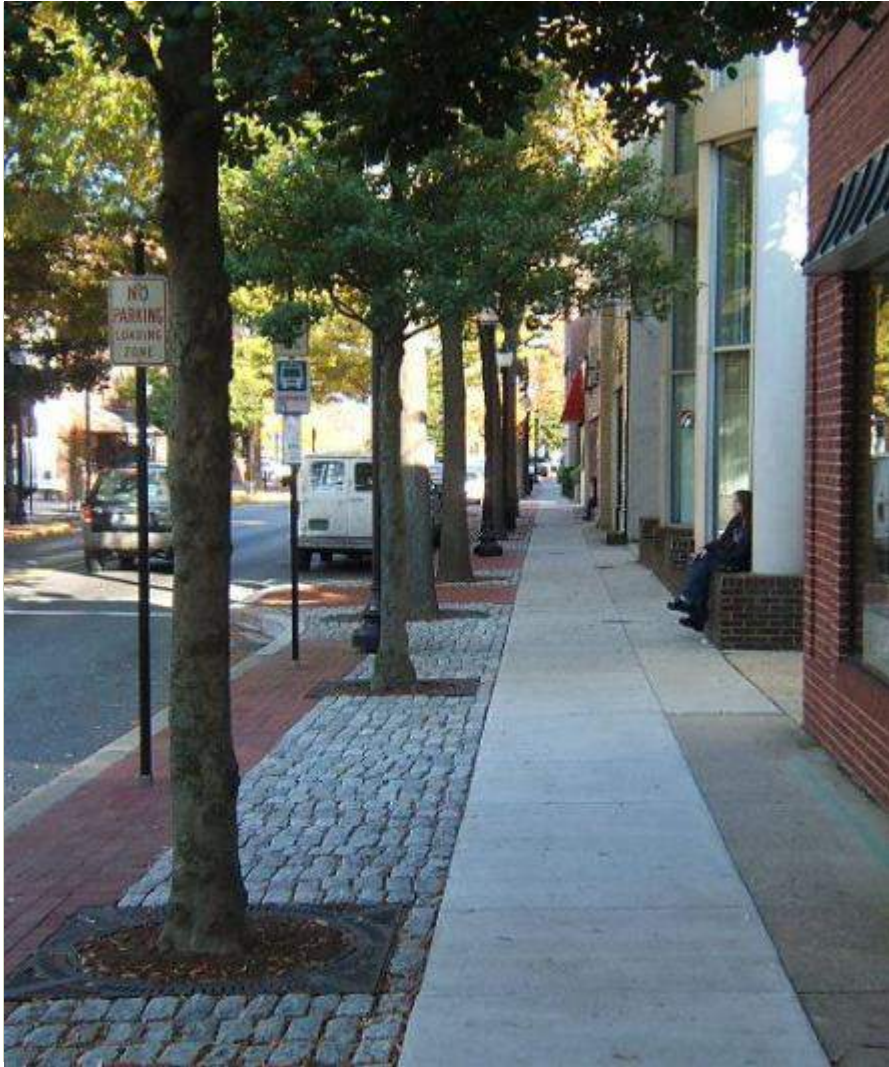






“Main Street”







DO NOT  
ENTER







Leonardtwn



WALKER & PARKING  
OFFICE  
SUITE 100

100  
SUITE 100

NO RIGHT  
TURN

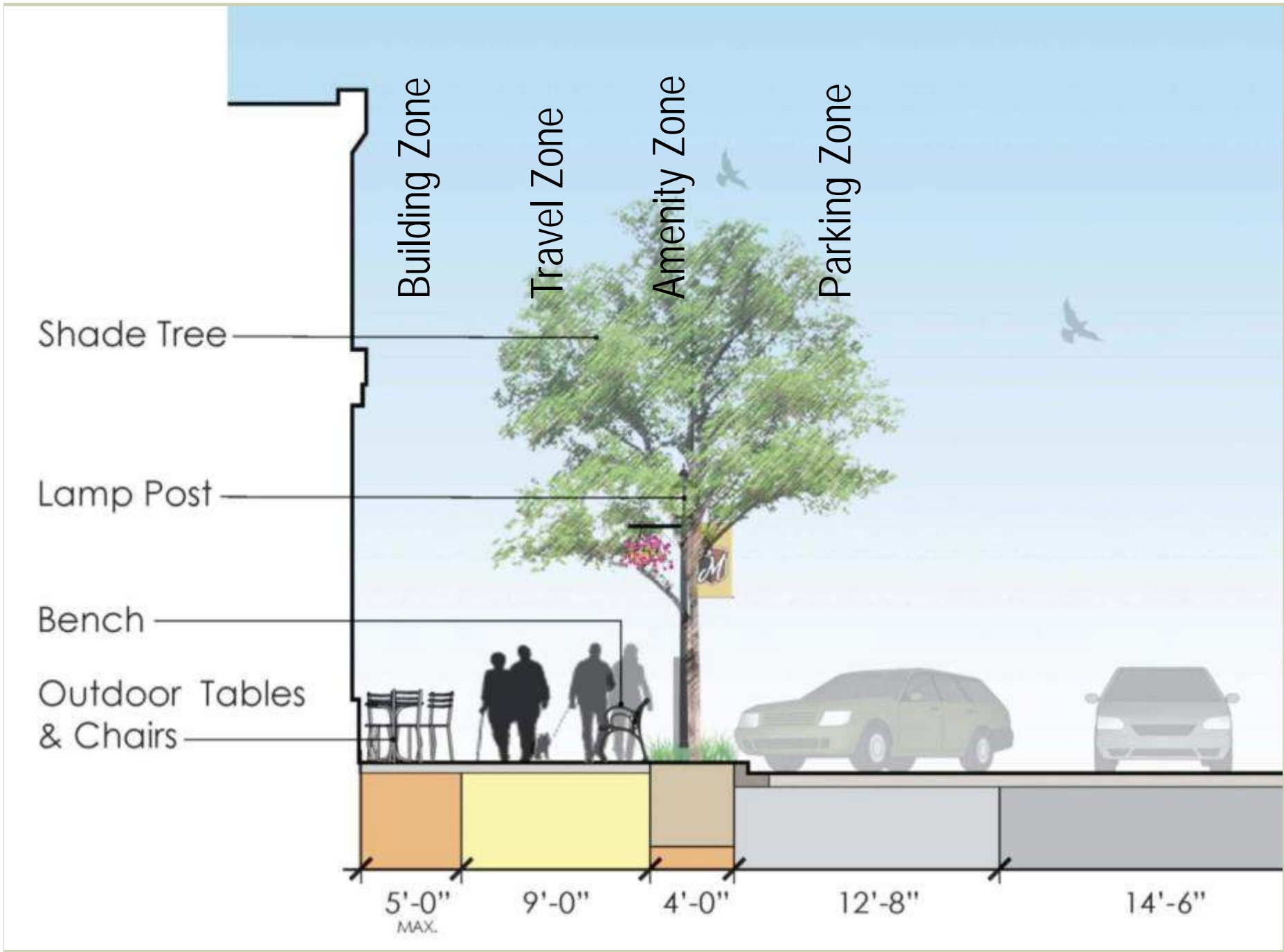






Park near Main Street

- 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.*















# STREETSCAPE DESIGN: AMENITIES





HIGHLAND TAP  
AND  
BURGER

Restaurant







*Reclaim your City!*

WWW.PARKINGDAY.ORG  
MY.PARKINGDAY.ORG

# PARK(ING) DAY

FRIDAY, SEPTEMBER 16TH 2011

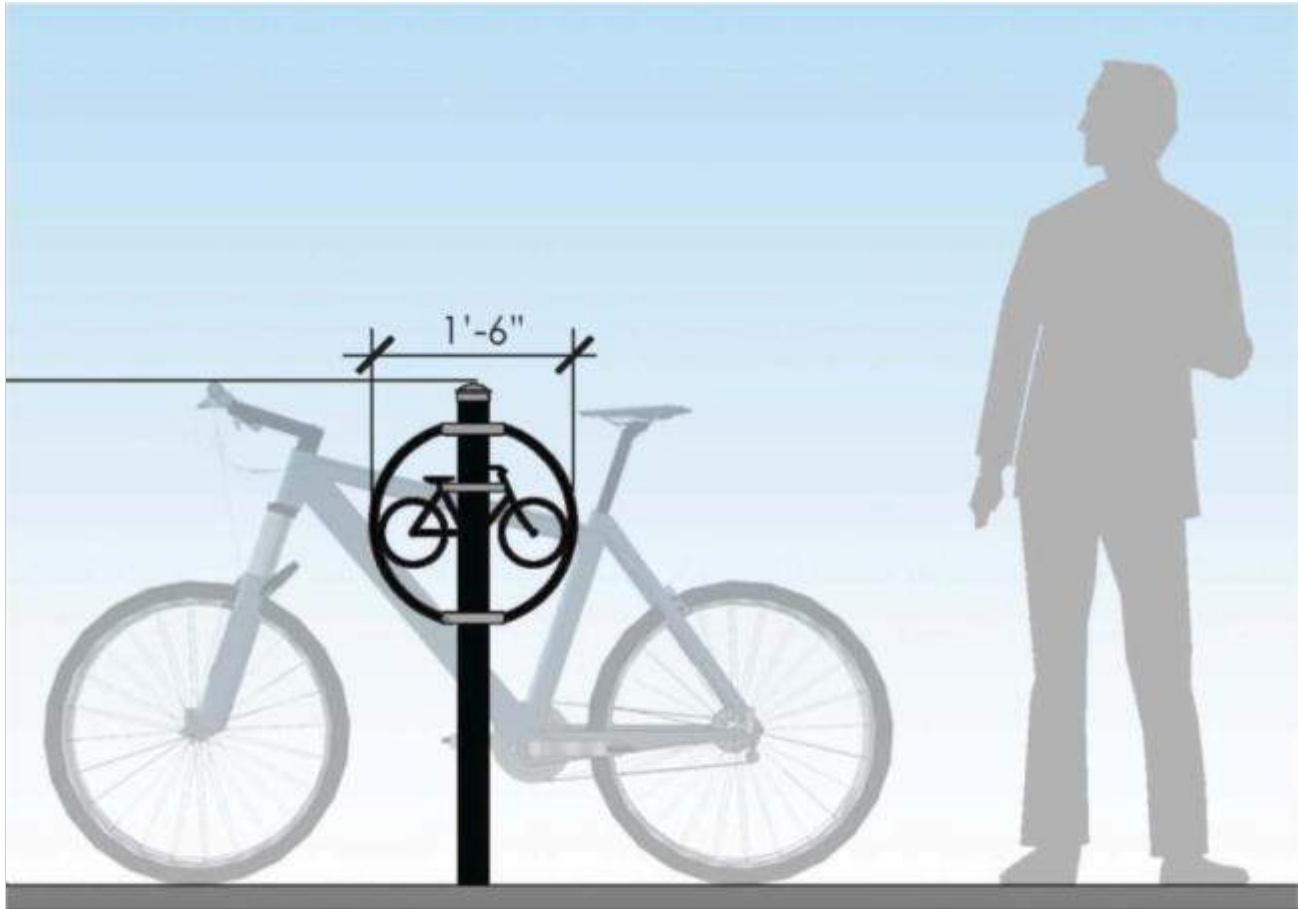
ELEVATING AND CELEBRATING PUBLIC SPACE SINCE 2005











**Bike Rack**  
Without Parking Bollard

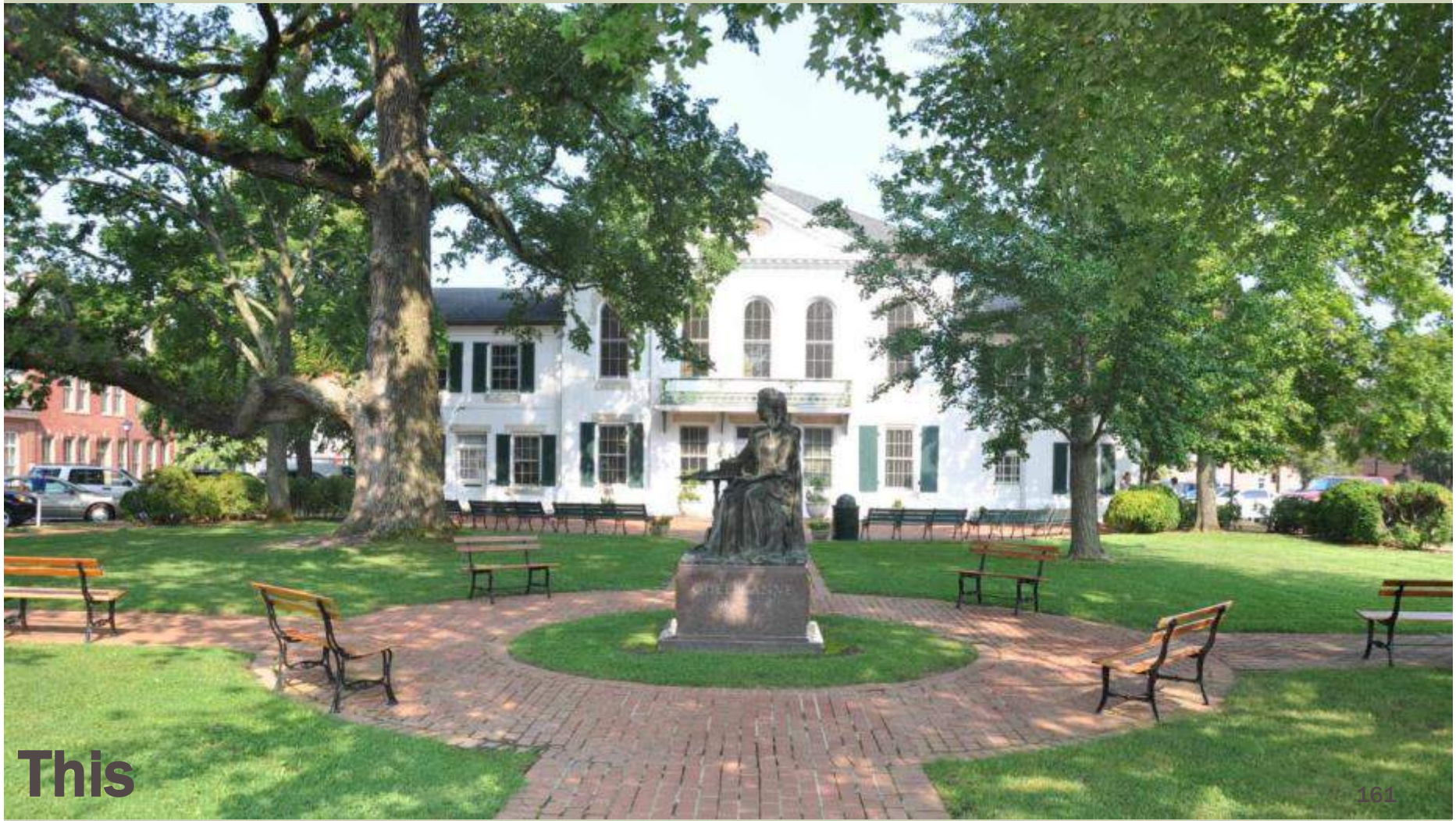




**...Not This**







**This**



**QUESTIONS?**

