



DOWNTOWN REVITALIZATION

- ✓ Create a healthy, vibrant and walkable downtown ...
- ✓ Expand and attract employment, shopping, social events and family activities ...
- ✓ Create a working partnership between ...

A COMMITTEE REPRESENTING
THE DOWNTOWN COMMUNITY



THE CITY OF
FALFURRIAS



FALFURRIAS, TEXAS.

INTRODUCTIONS

DOWNTOWN COMMUNITY

Property Owners
Business Owners
Citizens
Visitors

Downtown Committee:

- _____
- _____
- _____
- _____
- _____

PROGRAMS & FUNDING SOURCES

Sandra Tenorio (TRC)
Yvonne Garza (USDA RBEG)
Dan Villegas (TMF)
Texas Main Street (THC)

THE CITY OF FALFURRIAS

Mayor
City Administrator
City Council

THE REYNA NETWORK, STAR CONSULTING, EGV & RESOURCE TEAMS

Petra Reyna, Coordinator
Teresa Fonseca, Architect
Eduardo Vela, Architect



MAIN ST. FALFURRIAS, TEXAS.

CITY – COMMUNITY INITIATIVES

Draft

City of Falfurrias 2014 Work Plan Tentative Schedule

The following timeline shows the estimated time frame for each action item below with the start date being in February 28, 2014. Work on some of the action items has already begun in some instances.

	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6	MONTH 7	MONTH 8	MONTH 9	MONTH 10	MONTH 11	MONTH 12
Press Conference	February 28, 2014											
Leakage Study (Completed; pending copy)	April-14											
Walk Through of Downtown Businesses; completed list of business owners and addresses	Thursday, April 03, 2014											
Business Owners Meeting to discuss Downtown Revitalization project.	Date to be announced											
Architect Team will meet on assessment of Pioneer Theatre	Monday, April 21, 2014											
Meeting with South Texas Collaborative for Tax Credit Housing Development.	Date to be announced, pending results of Board Meeting											
Funding Announcement for the creation of the Revolving Loan Program. Agenda will include City Elected Officials, USDA State Director; US Congressman Ruben Hinojosa; State Representative Chuy Hinojosa; Representative Ryan Guillen and Sandra Tenorio, TRC Executive Director.	Application was submitted, TRC has 90 Days to submit final pending documents											

MAIN ST. FALFURRIAS, TEXAS.

CITY – COMMUNITY INITIATIVES

DOWNTOWN COMMUNITY

- Press Conference
- Walk through Downtown Businesses and completed list of business Owners
- **Business Owners Meeting**

NEXT STEPS

1. **ORGANIZATION**
Nominate Committee Members
2. **PROMOTION**
3. **DESIGN**
4. **ECONOMIC RESTRUCTURING**

PROGRAMS & FUNDING SOURCES

- Texas Rural Communities, Inc.
- USDA RBEG Program
- Texas Mezzanine Fund, Inc.
- South Texas Collaborative
- Texas Main Street Program (THC)
- _____
- _____
- _____

THE CITY OF FALFURRIAS

- Leakage Study completed
- Architectural Team assessment of Pioneer Theatre; *Nomination to Preservation Texas's List of Most Endangered Places*
- Meeting with South Texas Collaborative for Tax Credit Housing Development
- Survey of Downtown Area for Streetscape Improvements
- Funding Announcement for the creation of the Revolving Loan Program.

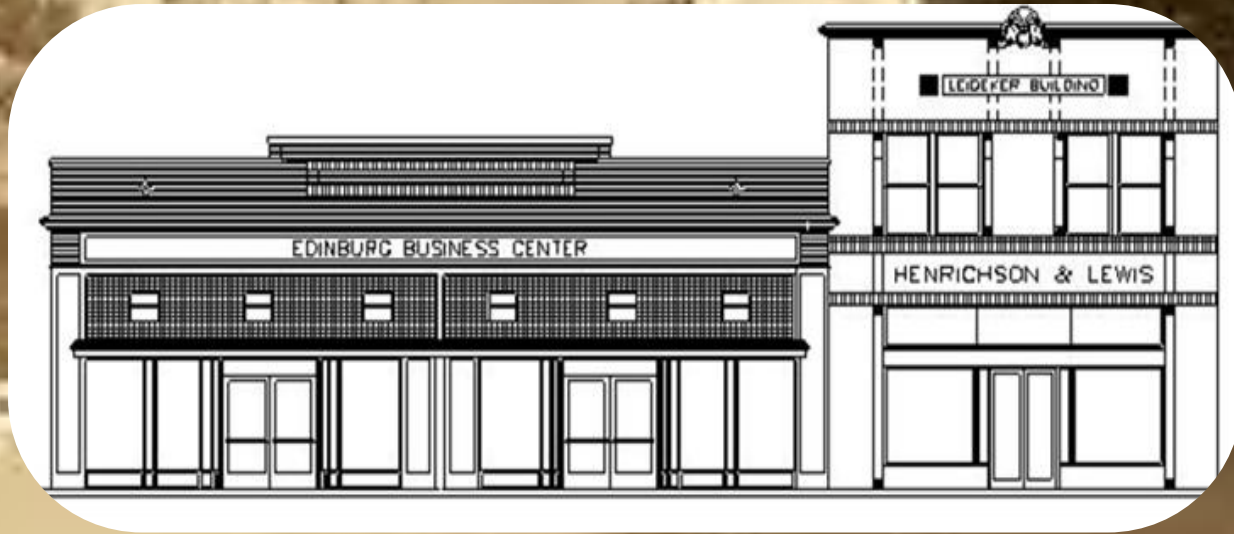
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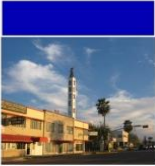





TEAM RESOURCES & SAMPLE PROJECTS

THE REYNA NETWORK -- STAR CONSULTING - EGV ARCHITECTS & RESOURCE TEAMS



2009 "Centennial" Agenda for preservation announced in Pharr

"The Advance News"
Oct 27/04 pg 1

	Proposal	
	"HUB of the Valley"	
	Preservation Project	
"Beyond Basic Services"	City of Pharr	
	MB-ARC Architectural Resource Consultants EGV Architects Inc., Eduardo C. Vela, AIA	March 3, 2003

Before: **After:**




Photo B.1

Photo B.2

An example of a before and after façade being preserved and using materials compatible to its original.

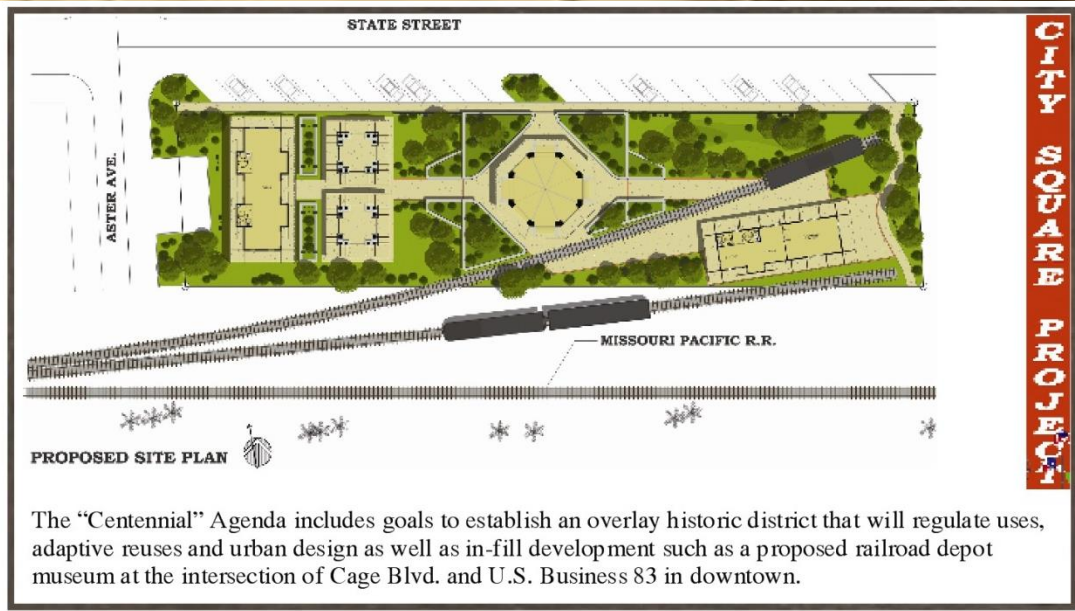
PHARR PRESERVATION MASTER PLAN
FULL VERSION
HUB of the VALLEY



PHARR PRESERVATION MASTER PLAN
Revised: March 2005

PURPOSE:
A Strategy for the Preservation of the HUB of the Valley, Protecting Our Heritage, Enhancing the Quality of Life and Contributing to the Economic Development of the City.

MB-ARC
Architectural Resource Consultants, Inc.



The "Centennial" Agenda includes goals to establish an overlay historic district that will regulate uses, adaptive reuses and urban design as well as in-fill development such as a proposed railroad depot museum at the intersection of Cage Blvd. and U.S. Business 83 in downtown.

ILLUSTRATED DESIGN GUIDELINES MANUAL

December 2004

FOR PHARR'S HISTORIC MAIN STREET DISTRICT

H
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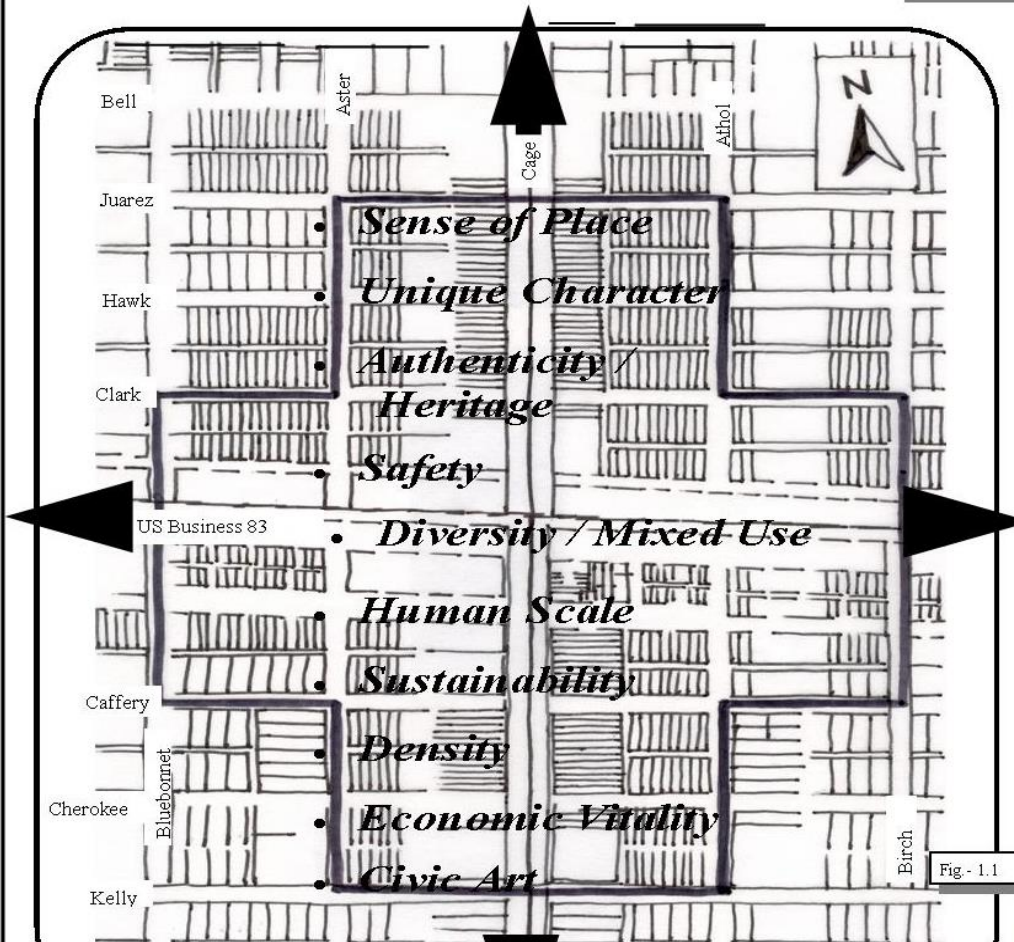



Fig - 1.1

Pharr's Historic Main Street District :

 • downtown area
 • a buffer zone (3 blocks beyond)
 • corridors along main arteries

MB • ARC
 Architectural Resource Consultants, Inc.



Photo - 1.2

TABLE OF CONTENTS

PREFACE & MISSION/VISION 2 - 3

- Planning a Preservation Project * Goals for Design Review in the District * Design Goals for New Construction

GUIDELINES FOR EXISTING STRUCTURES 4 - 5

- Preserving of Character-Defining Features
- General Guidelines for Alterations * Ground Floor Levels

GUIDELINES FOR NEW CONSTRUCTION 6 - 8

- Architectural Character * Site Plan
- Entries * Windows * Roof Shape * Mass and Scale
- Materials * Alignment of Façade Elements * Solid to Void Ratio

GUIDELINES FOR ALL PROJECTS 9 - 14

- Awning to Canopies
- Lighting * Parking * Pedestrianization
- Streetscapes * Landscaping * Accessibility
- Mechanical Equipment & Services Utilities * Security Devices * Design for Energy Conservation
- Signs: Appropriate * Inappropriate * Materials
- Signs: Content * Context * Lighting

APPENDIX 15 - 17

- Secretary of Interior Standards for Rehabilitation
- Application Form * Glossary * Bibliography * Footnotes



Photo - 1.3

GUIDELINES FOR NEW CONSTRUCTION

These design principles apply to all new construction projects and renovations to non-contributing buildings (refer to Criteria for Evaluation) in the District. New buildings and additions should not imitate historic buildings, but should be compatible with them. Creativity in new design is especially encouraged when it also is compatible with the design goals of the District. Designs that are incompatible with the District may be appropriately located elsewhere.

Many opportunities exist for **infill** in the District in the manner in which these new structures are designed. The construction of new buildings can substantially affect the District. Therefore, the design of new construction is very important and should be carefully considered. These design guidelines that follow focus on the fundamental features of traditional building in the district should be respected in order to be compatible with the historic context. These guidelines for new and infill construction propose a **form-based design** concept that is sensitive to the existing elements of the District.

INTENT:

- To design new construction such that it will not impede one's ability to interpret the historic character of the area
- New buildings should be compatible with their historic context, but should be distinguishable as being such that one can "read" the evolution of the area



Photo 6.1

Above photo showing a franchise being compatible and sensitive to the district.

Below photos demonstrate how to incorporate new elements such as transom windows, courtyard dining, and streetscape to achieve a carefully thought out downtown historic landscape.

Architectural Character

INTENT: To ensure the design features are compatible and respect the historic fabric of the District.

GUIDELINES:

The literal limitation of older historic styles is discouraged.

- Contemporary interpretations of traditional buildings, which are similar in scale and overall character to those seen historically, are strongly encouraged.
- Build a structure that fits into the fabric of the District
- Create new development and alternative corporate designs to be sensitive to the local District



Photo 6.2



Photo 6.3



Photo 6.4

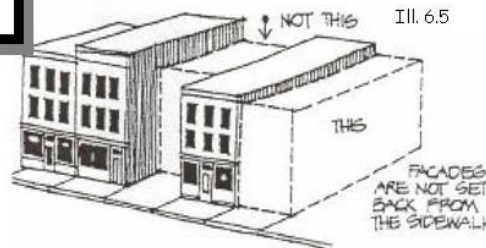
Site Plan

INTENT: To respect the District street grid in new construction and maintain the uniform alignment of facade

GUIDELINES:

Orient a new building parallel to its lot lines, in a manner similar to historic building orientation, not on an angle

- Orient the primary facade toward the street
- Align the building front at the street edge



ILL. 6.5



Photo 6.6

Orient new infill construction parallel to its lot lines. Such as in this photo where a "pocket park" is created

Materials

INTENT: To respect the historic fabric of the District

GUIDELINES:

- Simple material finishes are encouraged.
- Matte finishes are preferred.
- Polished stone, for example, is inappropriate.
- Materials should appear similar to those used historically.
- Traditional materials are preferred, primarily brick.
- Do not employ "used" brick in new construction. This can give a false impression of the building's history.
- New, state-of-the-art materials may be considered for

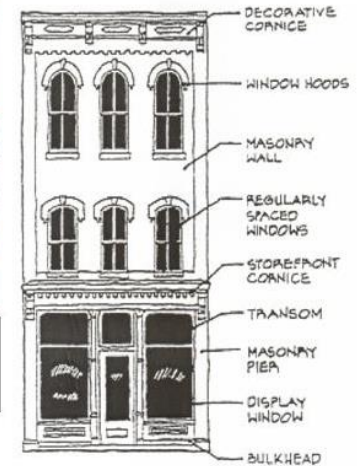


Photo 8.1



Photo 8.2

An example of a before and after façade being preserved and using materials compatible to its original.



III. 8.3

Example of a horizontal façade elements which can be considered when aligning along a block.

Alignment of Façade Elements

INTENT: To ensure a horizontal, linear appearance

GUIDELINES:

- Maintain the alignment of horizontal elements along the block, including building cornices
- Window sills, moldings and cornices are among those elements that may be seen to align
- Others include transom windows and canopies

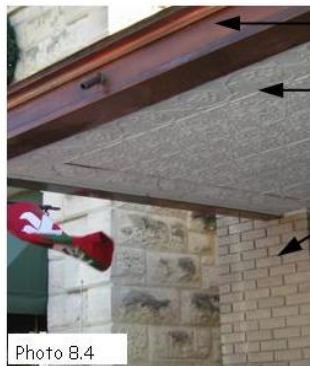


Photo 8.4

Example of various materials being used to respect the historical landscape.

III. 8.5



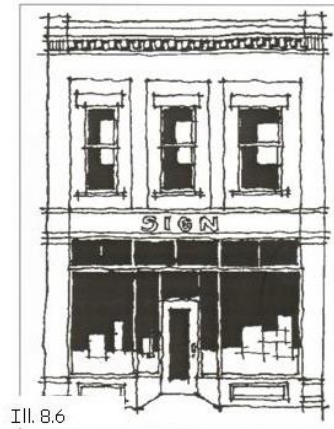
Example of adjacent buildings maintaining a horizontal linear visual appearance to the street.

Solid to Void

INTENT: To ensure and maintain similar elements

GUIDELINES:

The ratio of window-to-wall should be similar to that seen traditionally on commercial storefront buildings in the District.



III. 8.6

A building showing the ratio of window-to-wall on its façade.

Issue: Facades and Materials

Lighting

INTENT: To ensure lighting contributes to the character of the site and does not disturb adjacent development, and also to enhance one's ability to interpret the historic character of the street as seen at night.

GUIDELINES:

Use lighting for the following:

- To accent architectural details.
- To accent building entries.
- To accent signs.
- To illuminate sidewalks.

Use lighting as it was used historically in the District.

- Shielded lighting is preferred.
- Lighting should not dominate a façade or the street.
- Washing the entire façade with light is inappropriate.

Parking

INTENT: To minimize the appearance of automobiles and congestion and to create safety for the public and, most of all, enable one to perceive the historic character of the street.

GUIDELINES:

Minimize visual impacts of off-street parking as seen from the public way.

- Screen the edges of parking lot with planted areas, decorative paving, fences, hedges and decorative walls.
- When landscaping at the sidewalk edge use at least a five-foot deep plant bed. This will provide a good buffer for pedestrians.
- Using a low brick wall may also be an appropriate solution.
- Landscaping the interior of a parking lot is encouraged.
- Locate parking such that it will be subordinate to other site features.
- An on-site parking area should be located inside or behind a building, where its visual impact will be minimized.
- Minimize the surface area of paving and consider using less impervious materials such as modular pavers.
- Minimize the visual impact of a parking structure.
- Cars in a parking structure should be screened from view from the street.
- Street frontage should be reserved for commercial use. This may be accomplished by locating the parking below grade, with commercial space above or by wrapping parking at grade with a row of commercial spaces.
- Design a parking structure so as to allow space for active uses of the sidewalk.
- Consider back alleyways for additional parking and distribution.

Pedestrianization

INTENT: To preserve and enhance the character and charm of the historic district and provide a pedestrian-friendly environment.

GUIDELINES:

- Select streetscape elements such as benches, lighting, walls and walkways that are compatible. They should not obstruct or clutter the sidewalks.
- Retain original site features or add features such as formal gardens, terraces, arbors and trellises.
- Alleyways or urban pockets should be explored for development opportunities and uniqueness.
- Pedestrian paths should inter connect to provide walkway trails, such as nature trails and heritage trails.
- Choose plant materials and locations that will not interfere with utility lines, block walkways and sidewalks.
- Select appropriate materials for new walkways including concrete, brick and stone.
- Keep signage in the public right of way to a minimum to preserve the appearance of the streetscape.



Photo 10.1



Photo 10.2



Photo 10.3



Photo 10.4

Above are examples of pedestrian friendly elements which can be incorporated along walkways.



Photo 10.5



Photo 10.6

DISCOVERING THE UNIQUE FABRIC OF THE DISTRICT



Photo 10.12



Photo 10.13



Photo 10.14



Photo 10.15

Monuments ~ Lighting ~ Brickwork ~ Signage ~ Awnings



Photo 10.16



Photo 10.17



Landscaping ~ Trees ~ Pedestrian Friendly ~ Outdoor Furniture



Photo 10.19



Photo 10.20

These are all excellent elements to incorporate into the fabric of the district. The streets are lined with brick pavers, benches are provided for pedestrians, trees give the streets visual appeal and outdoor furniture attracts pedestrians to congregate and to enjoy Main Street.

Issue: Pedestrianization & Streetscape

Accessibility

INTENT: To ensure safety and comply with code requirements

GUIDELINES:

The Guidelines should not prevent or inhibit compliance with accessibility laws.

- All new construction shall comply completely with ADA and T.A.S.
- Owners of historic properties should comply to the fullest extent, while also preserving the integrity of the character-defining features of their buildings.
- Special provisions for historic buildings exist in the law that allow some alternative solutions in meeting the ADA standards.
- Consult with the State Historic Preservation Office (www.thc.state.tx.us) regarding compliance or alternative solutions in meeting the ADA standards

Landscaping

INTENT: To add value to the area, but most of all, to enhance the pedestrian experience and, therefore, strongly encourage landscaping where vacant lots exist. Landscaping also provides aesthetics, climate amelioration and circulation. Where building facades are pierced to provide courtyard and/or patios. Garden walls shall be used to respect the building's line.

GUIDELINES:

- Define the edges of a vacant lot with landscaping, low-scale urban street trees or shrubs or structural elements.
- Landscaping elements should align with adjacent buildings and be compatible with the character of the neighborhood in size, scale, and type. Free-form, suburban type landscaping is inappropriate in this setting.
- For open space on a site, define the edge of the property with landscape elements, when feasible.

Streetscapes

INTENT: To ensure the pedestrian experience is enhanced

GUIDELINES:

- Add tree wells, waste receptacles, benches, planters and other outdoor furniture to pedestrian walkways
 - Install brick pavers or stones at pedestrian crossings making a smooth transition from asphalt to rough texture
 - Integrate historical markers along heritage trails
- *Refer to "Pedestrianization" and "Parking" for additional guidelines.



Photo 10.1



Photo 10.2



Photo 10.3



Photo 10.4



Photo 10.5



Photo 10.6



Photo 10.7



Photo 10.8

These are all elements used to encourage pedestrian activity and respect the local historical landscape.

Signs: Appropriate

GUIDELINES:

- Flush-mounted wall sign may be considered
 - Flat to the wall
 - Aligns
 - Define a sign panel
 - A pole mounted or monument sign may be considered
 - Size limit
 - Height limit
 - Projecting signs may be considered
 - Near business entrance
 - Overhanging public right of way
 - A window sign may be considered
 - Painted
 - 25% area
 - A directory sign may be considered
 - Where several businesses share a building
 - Similar forms or backgrounds
- Sandwich signs are highly encouraged (See Photo 13.3)



Photo 13.1



Photo 13.2



Photo 13.3

Above are different examples of appropriate sign usage. The easily read sign (Photo 13.2) shows where several businesses are located under one roof.

Signs: Inappropriate

GUIDELINES:

- Signs that are out of character with those seen historically, and that would alter the historic character of the street, are inappropriate
- Not to overpower or obscure
- No sign or part of a sign may move, rotate, flash or change it brightness.



Photo 13.4



Ill. 13.5



Photo 13.6

These are examples of inappropriate sign usage. The signs are overpowering.

Signs: Materials

GUIDELINES:

- Sign materials shall be compatible with that of the building façade
 - Painted wood and metal
 - Not highly reflective materials
 - Painted on black
 - No plastic



Photo 13.7



Photo 13.8



Photo 13.9

These are examples of signs being compatible with the building façade.

Issue: Signage, Signage, Signage

Sign: Content

GUIDELINES:

Preserve historic painted signs where they exist.

Symbol signs are encouraged

- Quick to read

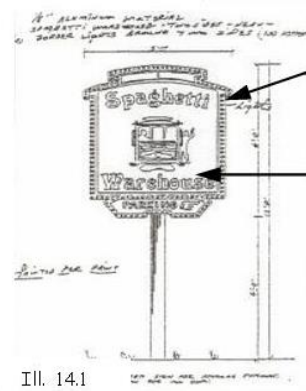
Use color for the sign that are compatible with those of the building front

Simple sign designs are preferred.

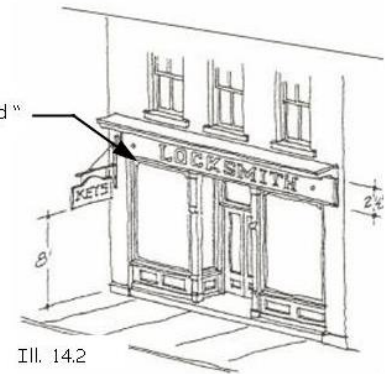
- Typefaces
- Limit number of colors

Select letter styles and sizes that will be compatible with the building front

- Less than 10" in height
- Avoid hard to read fonts



Ill. 14.1



Ill. 14.2

These signs are good examples of design. They demonstrate few words, easy to read and good images.

Sign: Context

GUIDELINES:

Consider the building front as part of an overall sign program

- Façade composition
- Proportion
- Master sign plan

A sign must be subordinate to the overall building composition.

- Scale
- Locate
- Fit features



Photo 14.3



Photo 14.4

When feasible preserve the original signage of a building. The signage may identify the era of time in which the building was constructed.

Sign: Lighting

GUIDELINES:

The light for a sign shall originate from an indirect source.

- External lid
- No fluorescent or back-lighting
- Warm light

The use of neon and/or incandescent bulbs may be considered.

- Use neon in limited amounts



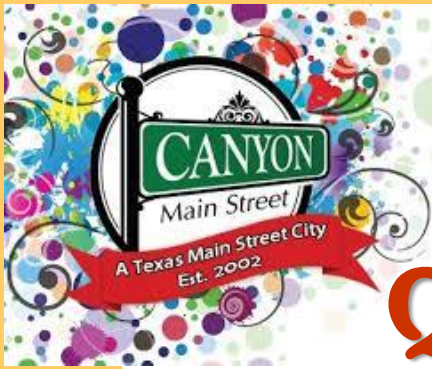
Photo 14.5

When necessary provide an indirect source of lighting for signage.

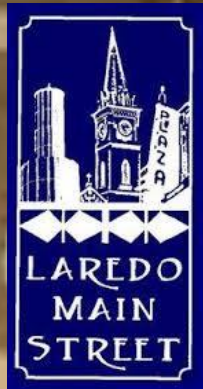
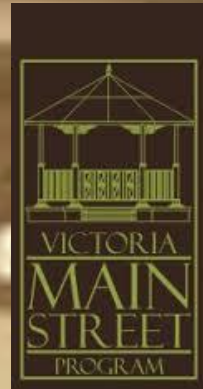
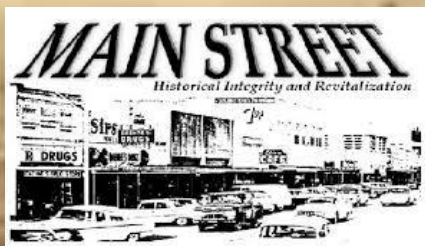
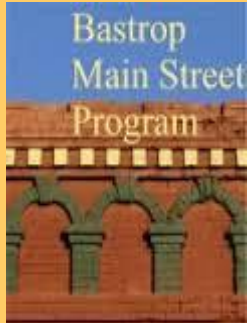


Photo 14.6

An example of a mural that demonstrates a link to the community.



QUESTIONS?



THANK YOU!

**DOWNTOWN
REVITALIZATION**



The Reyna Network

PROJECT RESOURCE TEAM

