

# **WORK SAMPLES**



# Waterloo, NY - Downtown Revitalization Consulting

## Municipal Design Services and Community Organizing

Waterloo, NY

In.site:architecture has worked with the Village of Waterloo to provide design and planning services that help position Waterloo for sustainable, feasible development benefiting the present and future population. Through the use of community survey, design charrettes, and advocacy - we've developed a business district, created a master plan for streetscape enhancements over the next 15 years, and produced renderings and feasibility studies to help market the area to potential investors.

As advocates of walkable, multi-modal downtowns, our expertise helped set the groundwork for attaining a \$60k grant from the Genesee Transportation Council to study linkage and accessibility within the Village for all users. The Village also successfully passed a complete streets ordinance, an incredibly progressive comp plan, and is actively pursuing investment for underutilized buildings. Using numerous small grant funding, we've been able to provide bicycle racks, wayfinding signage, and other pedestrian amenities for the village without spending a dollar of the municipal budget.

Waterloo is a case study for how a small community in the Finger Lakes region can make decisions that prime the area for investment and opportunity as the region continues to grow.

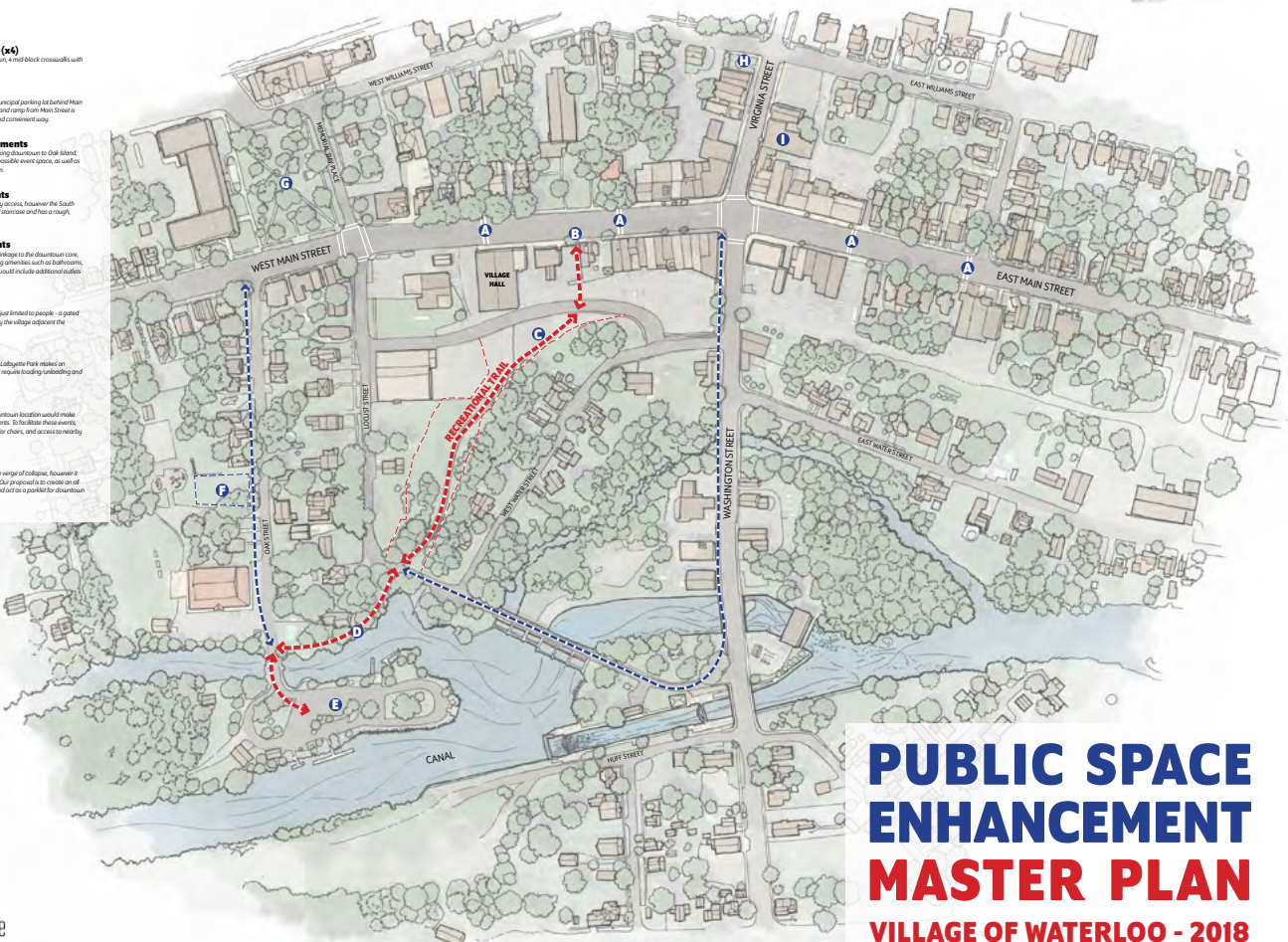






#### LEGEND:

- A Crosswalks across Main Street (x4)**  
To improve pedestrian circulation through downtown, a total of four crosswalks with yellow signage is suggested along Main Street.
- B Main Street Gateway + Ramp**  
Currently, Oak Island is accessible from the large municipal parking lot behind Main Street. To link Oak Island to downtown, a gateway and ramp from Main Street is suggested to bring foot traffic to the trail in a safe and convenient way.
- C Vern's Way Trail-head improvements**  
To better utilize Vern's Way as a recreational trail linking downtown to Oak Island, a trail head is suggested to provide amenities and possible event space, as well as fitness equipment stations for an ongoing population.
- D Lower Vern's Way Improvements**  
The northern portion of the trail is a paved for easy access, however the South portion along the canal is only accessible via an old staircase and has a rough, uneven surface.
- E Oak Island public improvements**  
Oak Island, due to its open history and potential linkage to the downtown core, would be a prime location for larger events requiring amenities such as bathrooms, electricity, etc. Our recommendations for the park would include additional public seating, a stage.
- F Community Center Dog Park**  
The potential for a small, fenced-in dog park is suggested for an area adjacent to the community center.
- G Lafayette Park Improvements**  
Convenient location for events and vendors that require loading/unloading and parking spaces, or a small food trailer.
- H Dempsey Park Improvements**  
Dempsey Park, due to its small size and central downtown location would make it a great venue for small events and pop-up events. To facilitate these events, some small improvements such as outlets, storage for chairs, and access to nearby resources are suggested.
- I Bowling Alley plaza**  
The bowling alley is a well-used building on the verge of collapse, however it also has the opportunity to provide a public space. Our proposal is to create an all-season space that can house events year-round, and act as a park for downtown residents.



## PUBLIC SPACE ENHANCEMENT MASTER PLAN

VILLAGE OF WATERLOO - 2018







# Le Roy, NY - NYMS Technical Assistance

## Technical Assistance & Building Reuse Analysis

### Le Roy, NY

2019

Working with the Village of Le Roy, we were able to develop feasibility studies and facade recommendations to several key properties within the downtown. To bolster these recommendations, we also provided a customized downtown design guideline that outlines the best practices for building renovations and uses.

With these deliverables completed, the municipality is now equipped with materials to ensure a competitive New York Main Street application - with special care to ensure the historic integrity of the downtown is maintained for years to come.



Existing Conditions



Facade Illustration

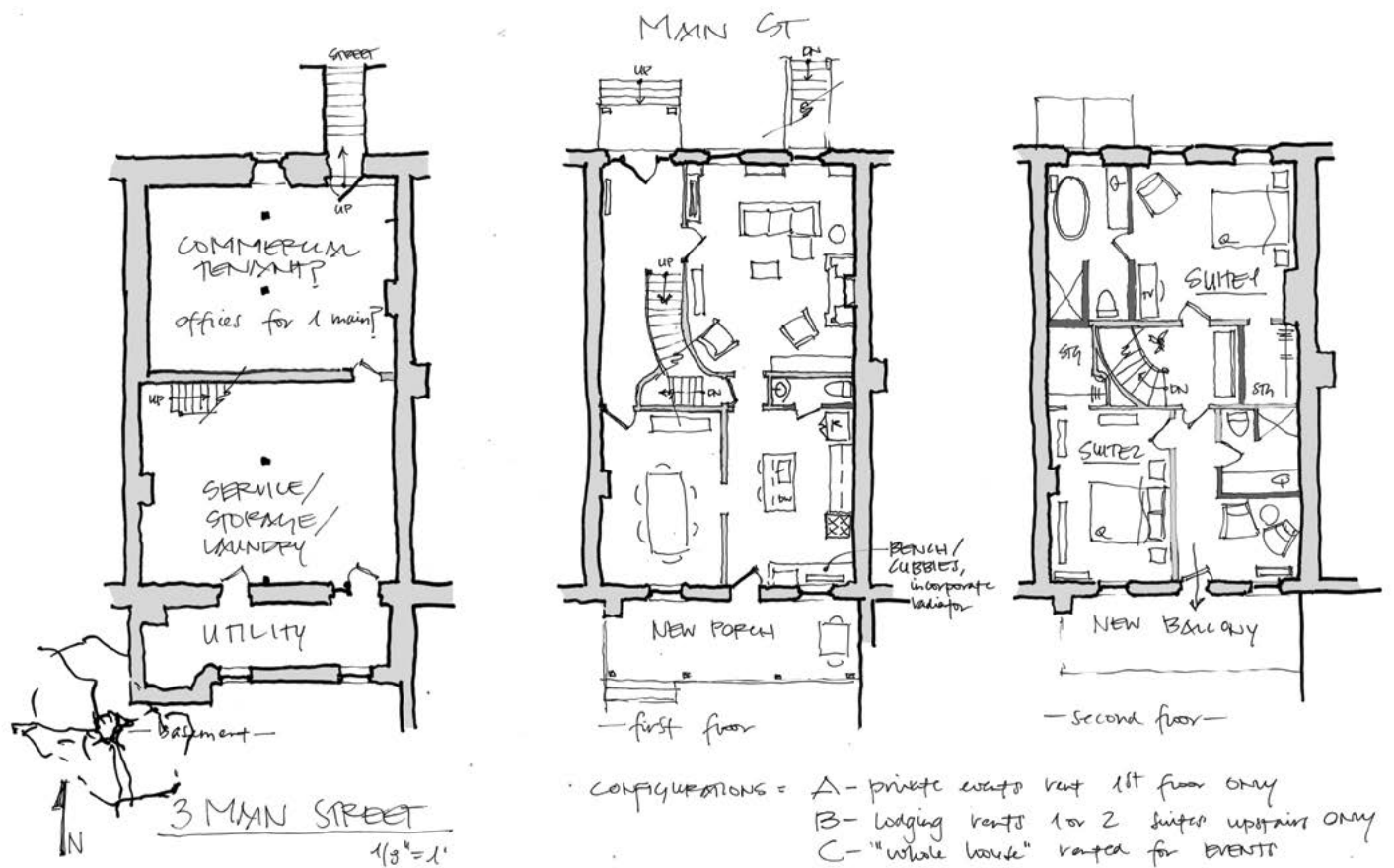






Facade Illustration

Feasibility Study







# Lyndonville, NY - NYMS Technical Assistance



## Lyndonville, NY Technical assistance 2019

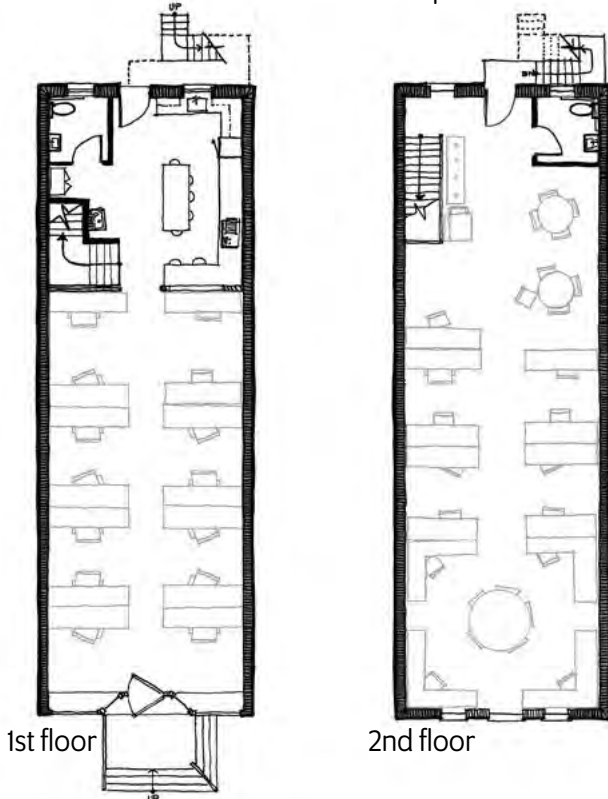
We worked directly with the Village and key stakeholders in downtown to develop facade recommendations and building reuse analysis for several underutilized or vacant properties.

We followed the secretary for interior standards to provide historically sensitive recommendations when appropriate, while exploring contemporary design approaches on non-historic properties such as a gas station overlooking Johnson creek. We also looked for clever ways to provide accessible office space in the downtown without including expensive lifts for upper floor tenants via developing shared office and coworking spaces.

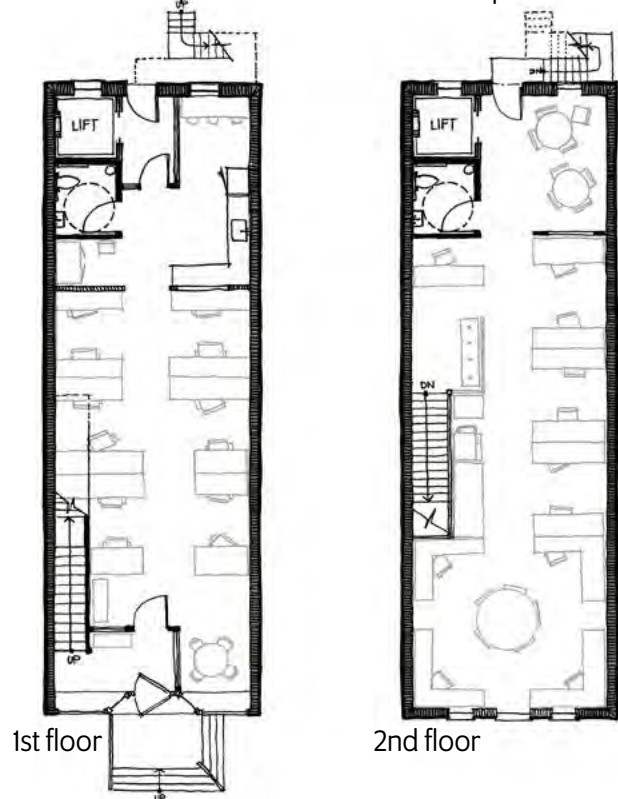
We provided order of magnitude cost estimation for the proposed interior and exterior renovations, as well as pro-forma to help guide decisions and business plans for development moving forward.



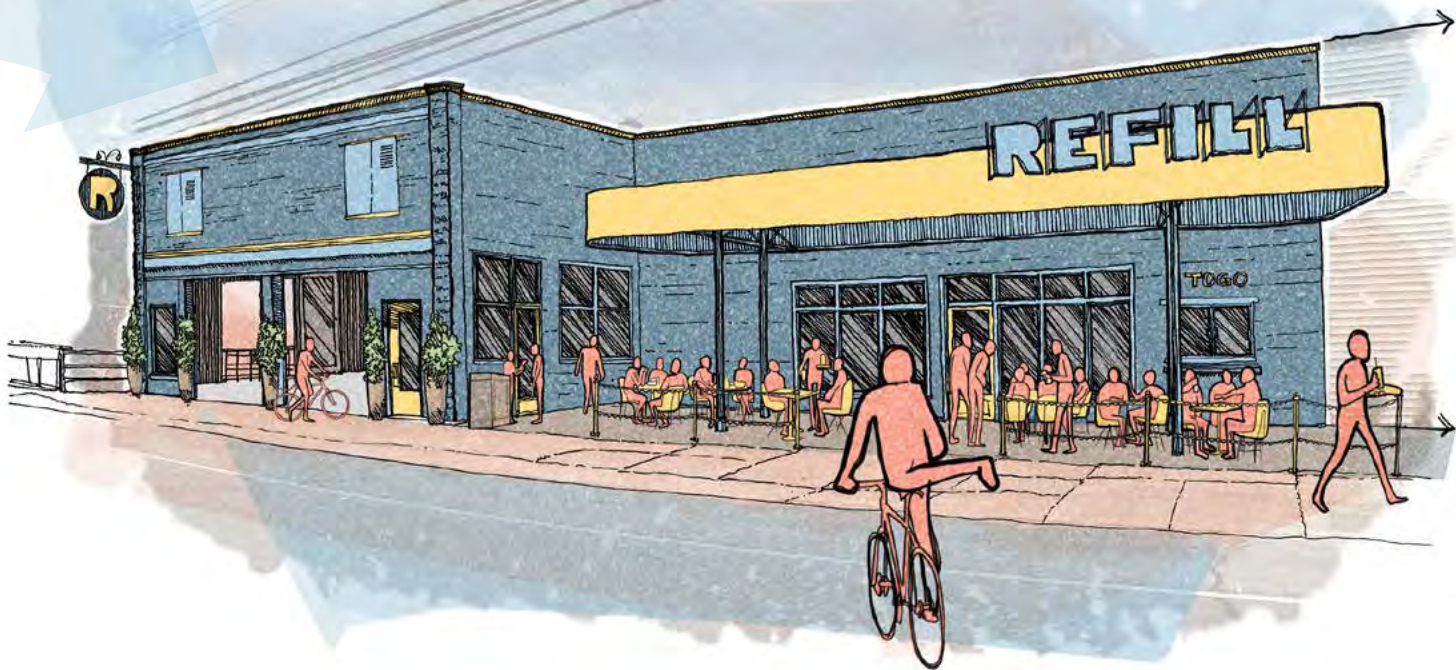
Shared office concept



Separate tenant office concept











# Livingston County, NY - NYMS Technical Assistance

## Technical Assistance & Building Reuse Analysis Livingston County, NY

2019

The most recent chapter in our continued relationship with Livingston County Development allowed for a one-of-a-kind opportunity to help would-be-developers all across the county with design proposals. As experts in State Historic Tax Credits and downtown revitalization, we helped building owners develop proposals that would meet the needs of the state funding requirements as well as their need to cashflow and have a viable business model.

We looked at a litany of properties, in various states of disrepair and utilization to ultimately develop code review, plans, cost estimations, and facade recommendations to help them attain funding from the state to subsidize the cost of their highly impactful projects.

OPTION A: (1) TENANT



- 1. BREWERY / RESTAURANT, 3,910 sf; assume sprinklers required

LEVEL OF ALT. = LEVEL 3

SHARED RESTROOM W.C. FIXTURE COUNT: (4) PER GENDER

SHARED RESTROOM LAV. FIXTURE COUNT: (2) PER GENDER

PARKING COUNT

TOWN OF AVON - 1 PARKING SPACE PER 200 SF OF BUSINESS / RESTAURANT = 20 SPACES

OPTION B: (4) TENANTS



- 1. COMMERCIAL TENANT, 460 sf; no sprinklers required
- 2. COMMERCIAL TENANT, 860 sf; no sprinklers required
- 3. RESTAURANT, 2,835 sf; assume sprinklers required
- 4. BREWERY, 2,443 sf; assume sprinklers required

LEVEL OF ALT. = LEVEL 3

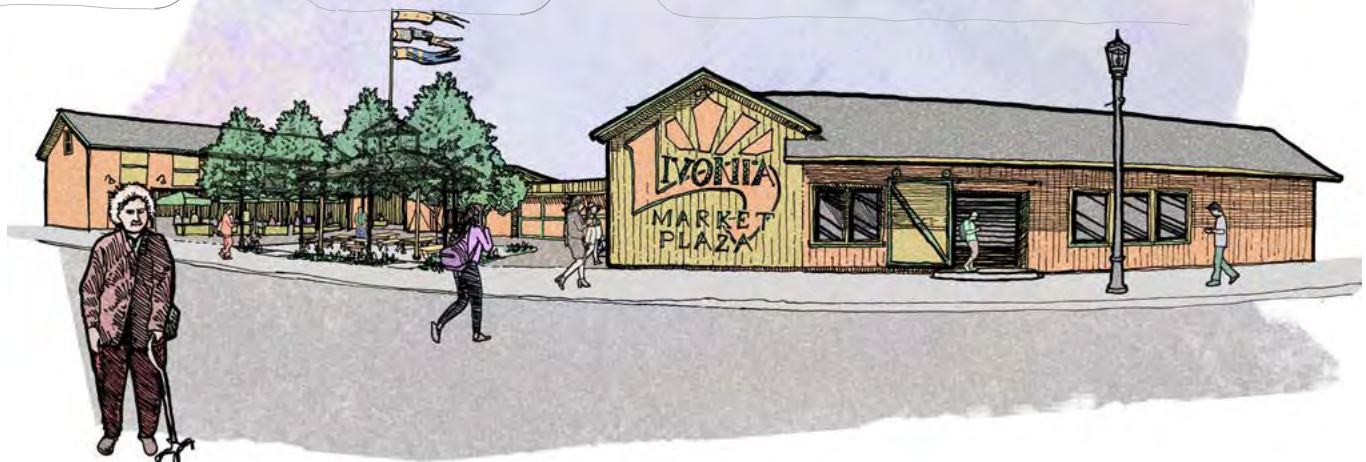
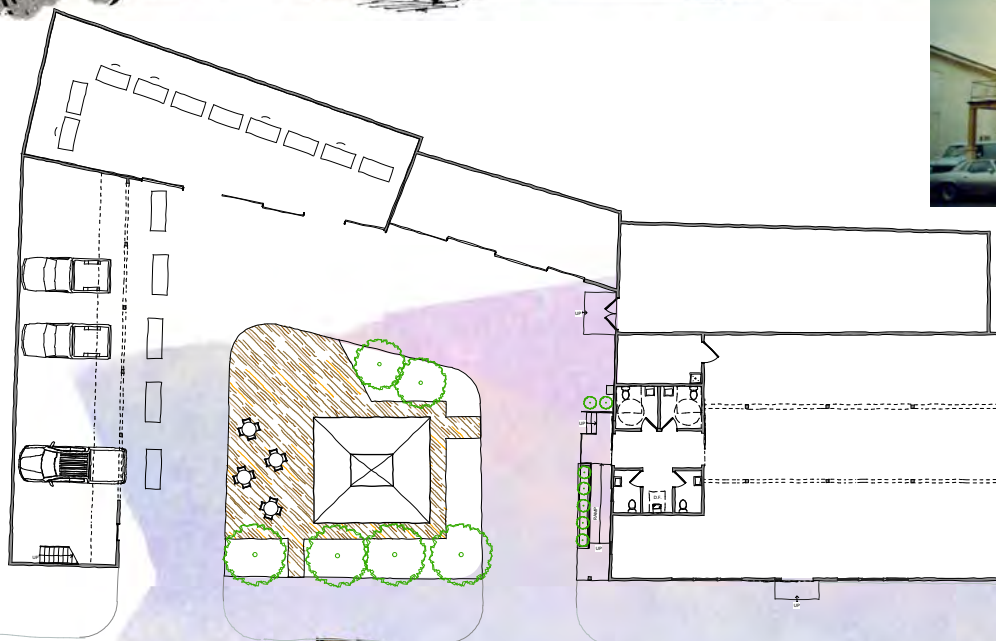
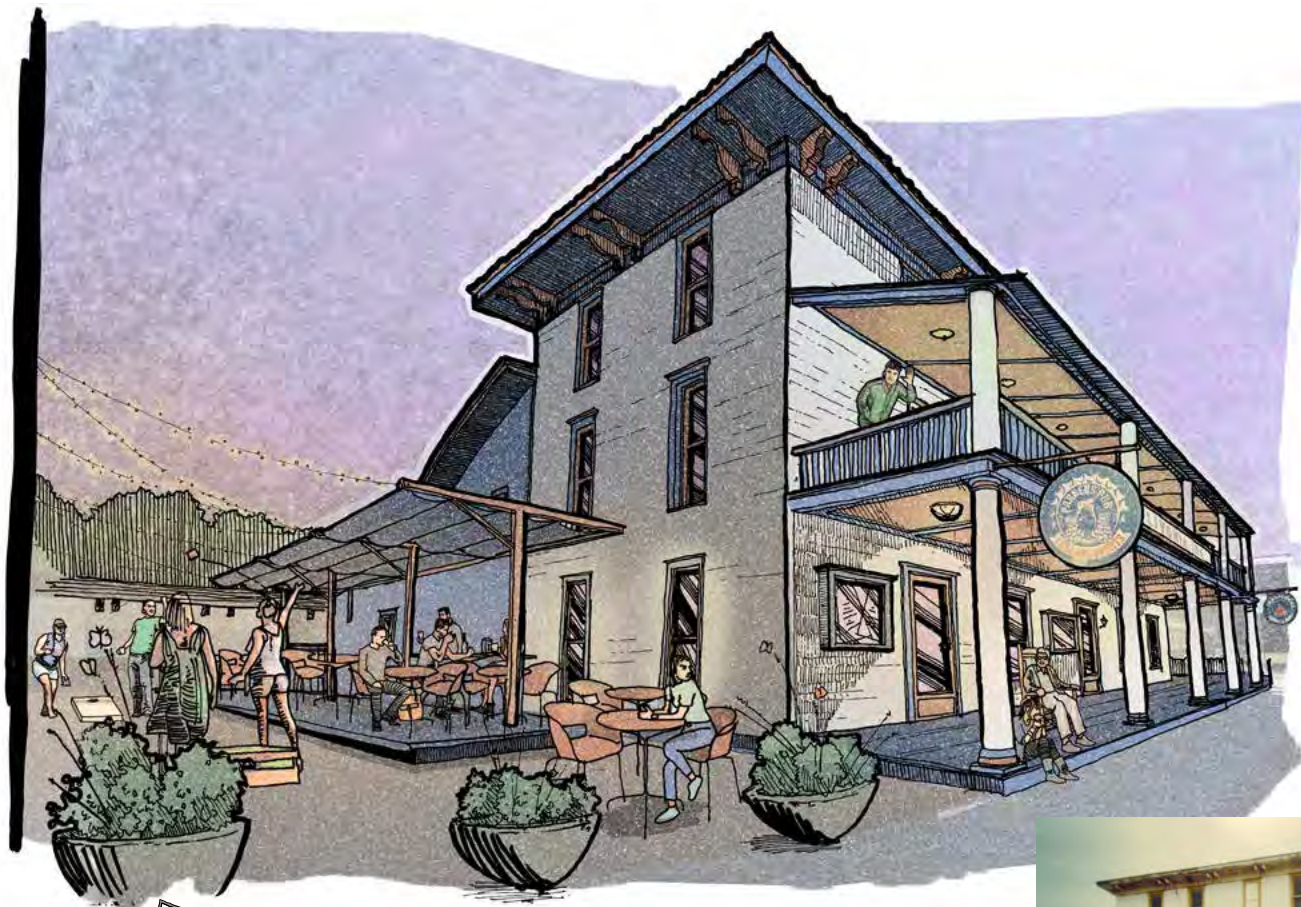
SHARED RESTROOM W.C. FIXTURE COUNT: (3) PER GENDER

SHARED RESTROOM LAV. FIXTURE COUNT: (2) PER GENDER

PARKING COUNT AVON: 1 PARKING SPACE PER 200 SF OF BUSINESS / RESTAURANT = 33 SPACES











# Batavia, NY - DRI & BIF consultant

## **Downtown Revitalization Initiative consultant & Building improvement fund administration BATAVIA, NY**

2018 - Present

As a consultant for New York State, we worked directly with multiple building owners in Downtown Batavia to develop scopes of work, feasibility study, cost estimate, and facade recommendations. These were then submitted to the City, where an LPC committee reviewed

and scored the projects based on the viability, impact, and other factors that would be catalytic for enhancing Batavia's downtown core.

Later, funds from the DRI process were set aside to develop a building improvement fund, which we were hired to help administrate, resulting in the recommendation of several facades - as well as helping with scoring and selection criteria for the program.



Historic Condition



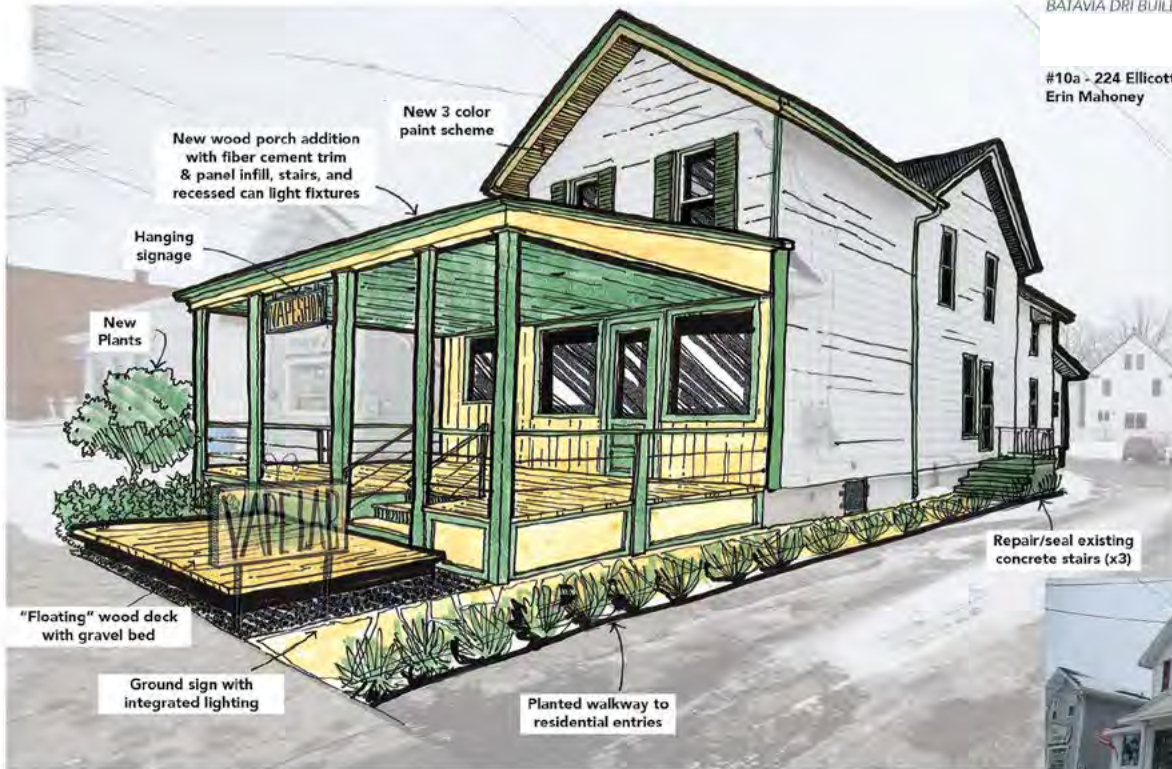
Facade Illustration



## EXTERIOR FACADE IMPROVEMENTS

BATAVIA DRI BUILDING IMPROVEMENT FUND

#10a - 224 Ellicott Street  
Erin Mahoney

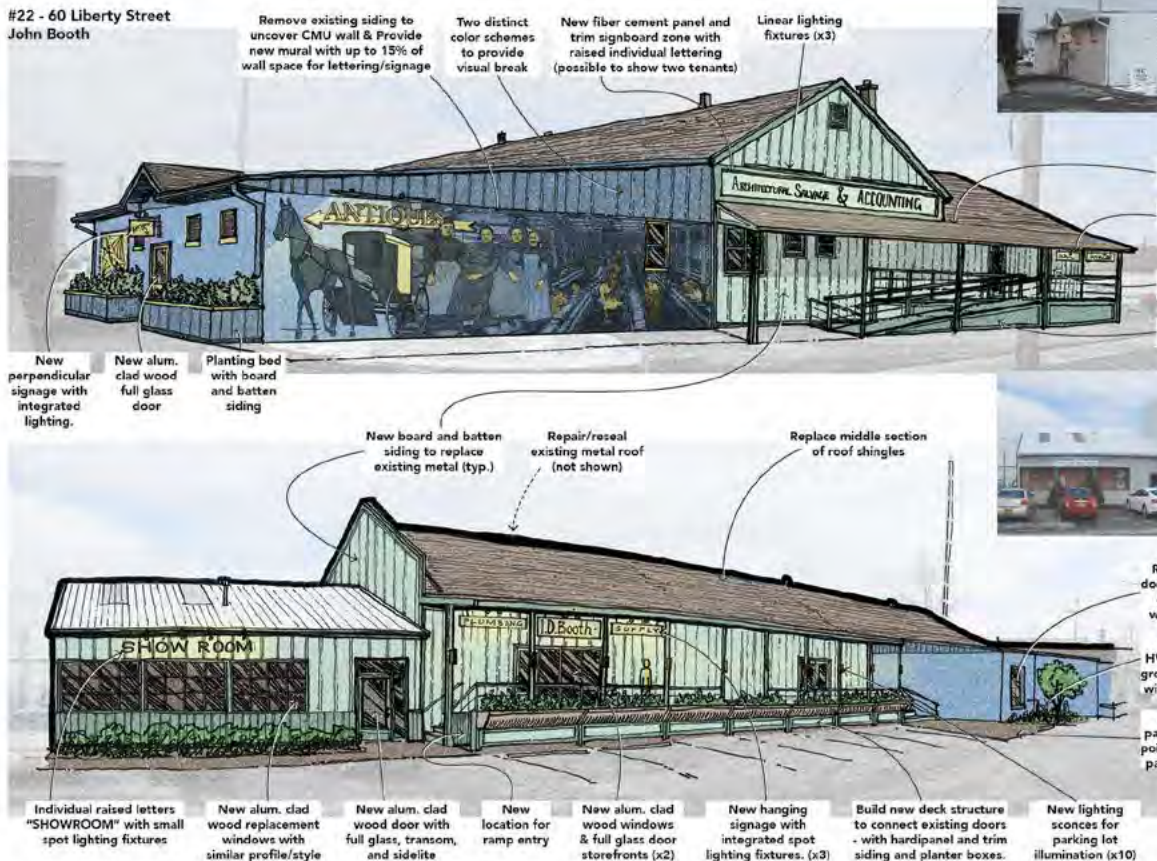


EXISTING CONDITIONS PHOTOGRAPH

## EXTERIOR FACADE IMPROVEMENTS

BATAVIA DRI BUILDING IMPROVEMENT FUND

#22 - 60 Liberty Street  
John Booth



EXISTING CONDITIONS PHOTOGRAPH



Construct new roof overhang to cover basement and ramp entry.

New hanging signage with integrated spot lighting fixtures. (x2)

New full glass alum. clad wood commercial doors with lettering to distinguish tenant (x2)

New deck structure to connect both entries, with hardipanel and trim siding.



Replace bay door with alum. clad wood window unit.

Relocate HVAC unit to ground, screen with planting.

New concrete paving to highlight points of entry from parking areas. (x2)





# Gloversville, NY - Downtown Revitalization

## Technical Assistance & Building Reuse Analysis Gloversville, NY

2017

We worked closely with the City of Gloversville, business owners, and other planning consultants to develop a comprehensive strategy for redevelopment. Our scope of work included; Identifying priority projects, documenting the existing conditions of each one, reviewing market analysis to ensure feasibility, and

vetting these all against community input and buy-in. We delivered a packet of design proposals including illustrations of the proposed improvements, existing and proposed floor plans, estimated construction and operational expenditures, and where opportunities existed to utilize grant money. The final packet will be invaluable in courting would-be developers to the area by showcasing the value their investment would mean to the surrounding community, and providing ready-to-use data to support their decision.



Existing Condition

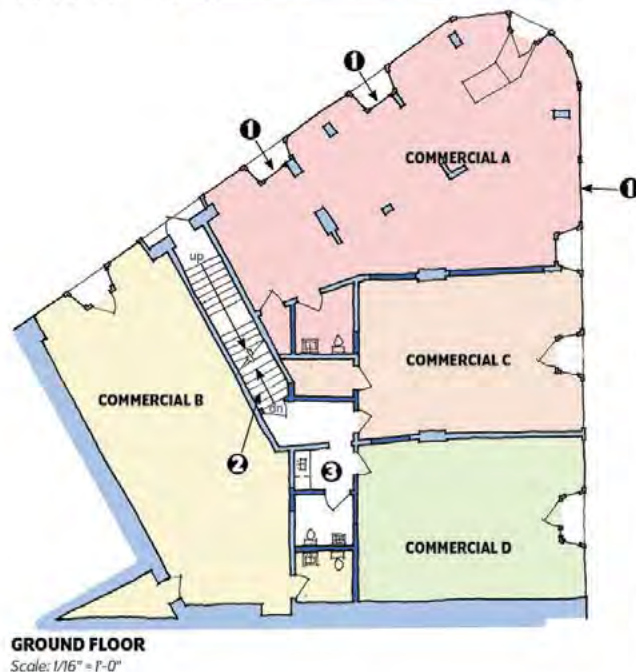
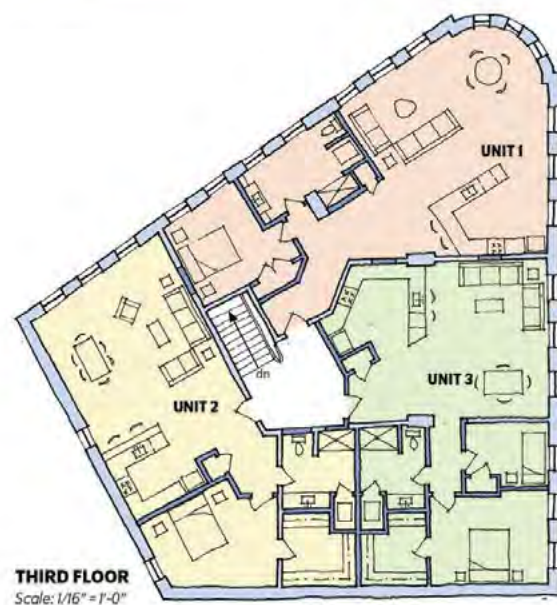


Facade Illustration





Concept design for pedestrian walkway  
leading to farmers market



### PROPOSED OCCUPANCY:

**First Floor**  
Commercial (Mixed use)  
**Second Floor**  
Residential (R-2 Occupancy)  
**Third Floor**  
Residential (R-2 Occupancy)

### IMPROVEMENTS:

1. New storefront framing to match existing.
2. New basement stair.
3. New shared toilet & Kitchenette for units C & D

### UNITS:

**COMM A**- 1 bd, 1 bath 1260sf  
**COMM B**- 1 bd, 1 bath 720sf  
**COMM C**- 1 bd, 1 bath 560sf  
**COMM D**- 1 bd, 1 bath 560sf

**UNIT 1**- 1 bd, 1 bath 1280sf  
**UNIT 2**- 1 bd, 1 bath 850sf  
**UNIT 3**- 2 bd, 1 bath 960sf

**UNIT 4**- 1 bd, 1 bath 1280sf  
**UNIT 5**- 1 bd, 1 bath 850sf  
**UNIT 6**- 2 bd, 1 bath 960sf



Scale: 1/16" = 1'-0"





# Andes, NY - NYMS Technical Assistance

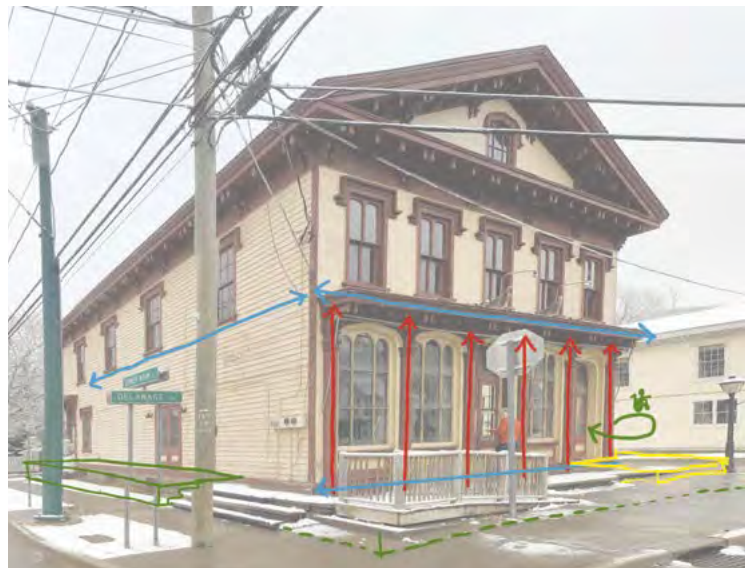


## NYMS Technical Assistance Andes, NY 2018

A local development company hired in.site:architecture to prepare a series of facade recommendations, building reuse analyses, and facade guidelines for their small but growing mountain community.

We used this unique opportunity to develop and expand our capabilities, such as developing animations of the buildings for use in community engagement showing before, after, and how the buildings will be lit up at night. We also developed unique facade renovation guidelines and streetscape recommendations specific to their context.

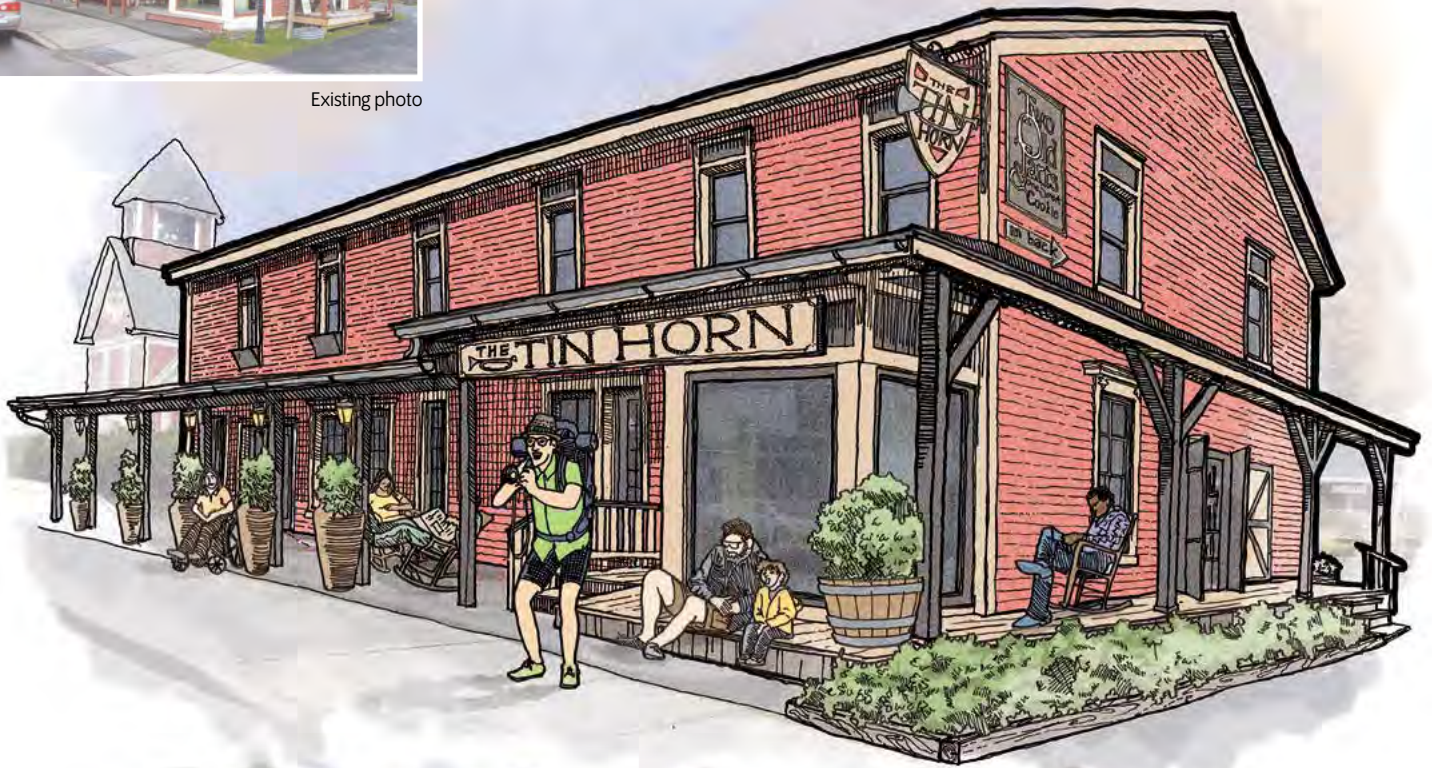
Regulating diagram







Existing photo



Existing photo





# Babylon, NY - NYMS Technical Assistance

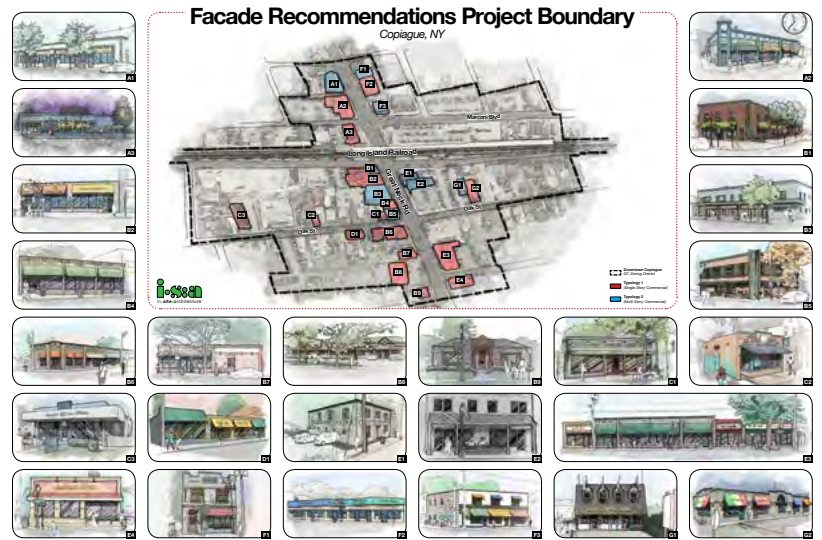
## NYMS Technical Assistance

### Copiate, NY

2018

After completing an in-depth and highly customized facade guidelines for the Town of Babalon, we were hired again to develop facade renderings for a large commercial target area that would showcase the concepts and approaches from the guide.

The urban form of Long Island differs significantly from Rural New York State, and our approach to creating vibrant and walkable streetscapes befitting a non-historic context was a great opportunity to flex our design muscles without the constraints of historic preservation. More importantly, it gives the Town of Babylon a chance to impact future development by having examples of the type of pedestrian environment they want to catalyze.



Existing photograph



Facade Illustration



Facade Illustration



Existing photograph



Existing photograph



Facade Illustration





# Groton, NY - NYMS Technical Assistance

Existing Photo

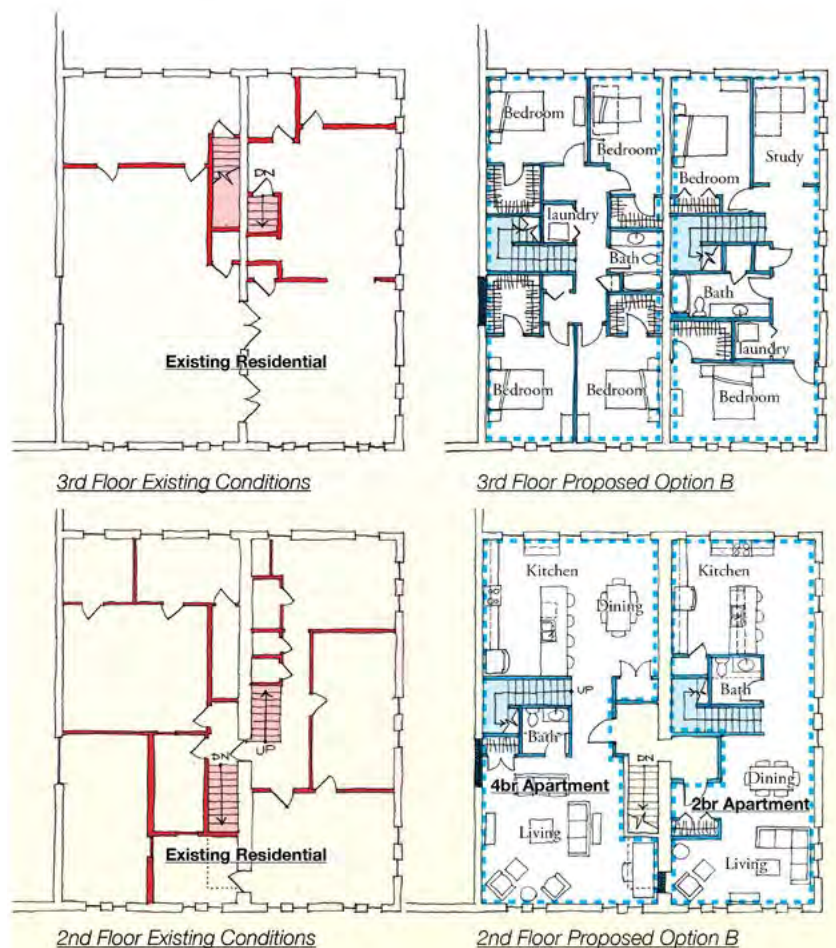


Facade Recommendation

## NYMS Technical Assistance Bergen, NY 2017

Groton's downtown commercial district has a remarkable number of well preserved historic building facades that bolster their walkable streetscape. In other cases however, years of demolition, insensitive storefront renovations, and vacancy has left a few "missing teeth" in the district.

Utilizing the NYMS Technical Assistance grant, we developed a series of facade recommendations with itemized scopes and cost estimates, as well as reuse analysis and a set of facade guidelines. These deliverables were then used to apply for the NYMS target area grant to attain partial funding for these highly impactful projects - filling in some of the gaps and contributing to a unique sense of place for downtown Bergen.







Existing photo



Existing photo



Facade Recommendation



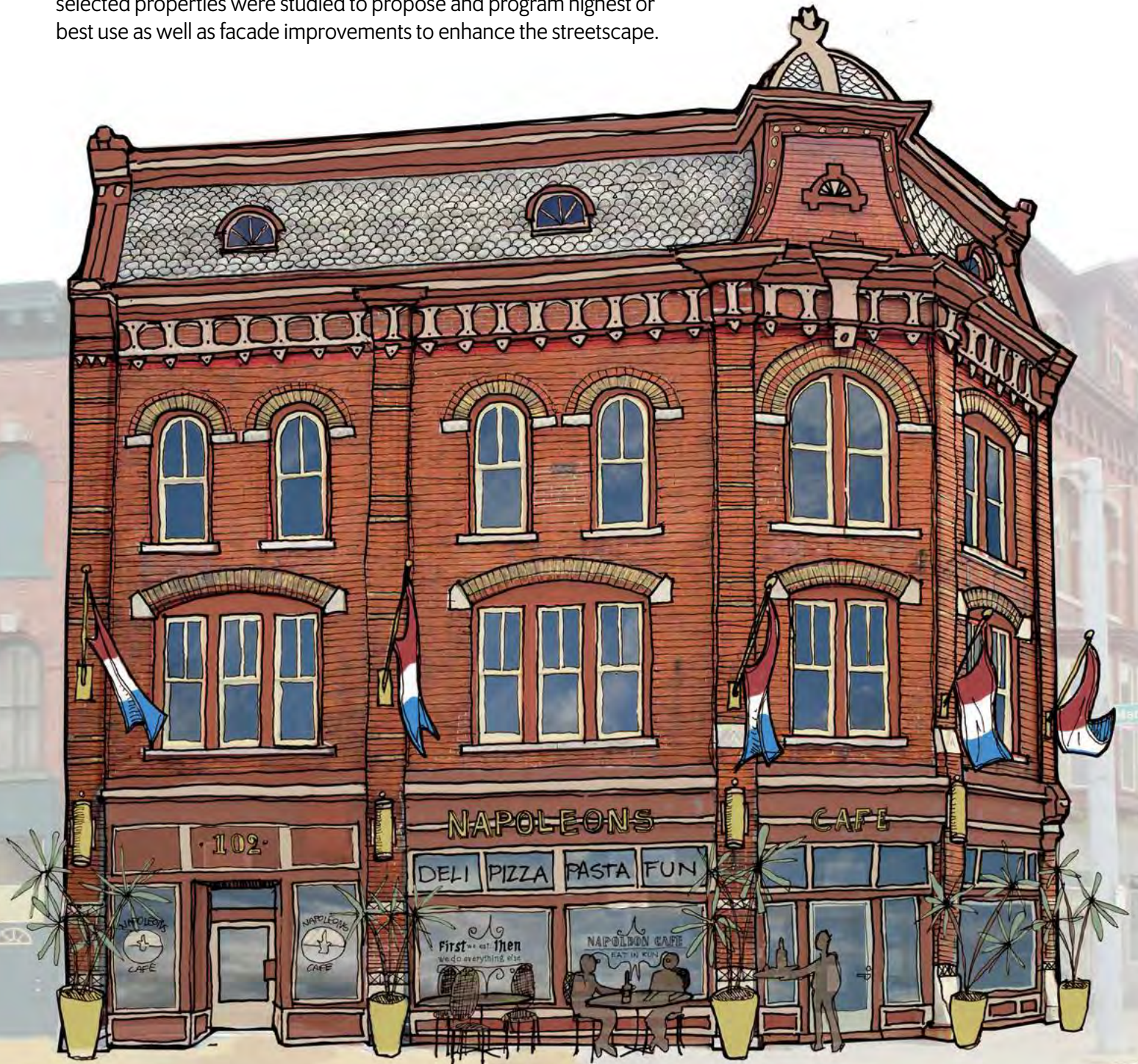


# Oneida, NY - Downtown Revitalization Consulting

## City Center Revitalization Oneida, NY

2016

The City of Oneida has partnered with In. Site: Architecture to study and analyze the potential for adaptive re-use of buildings in the City Center. With the goal of increasing residential and commercial density, selected properties were studied to propose and program highest or best use as well as facade improvements to enhance the streetscape.





# Downtown Oneida Feasibility Study City Center Revitalization

Oneida, NY  
2015



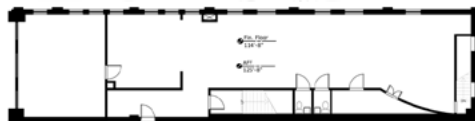
Mind Games 114 Madison



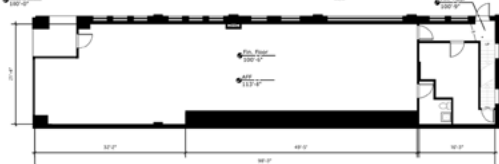
Third floor plan  
Scale: 1/8" = 1'-0"



Second floor plan  
Scale: 1/8" = 1'-0"



First floor plan  
Scale: 1/8" = 1'-0"

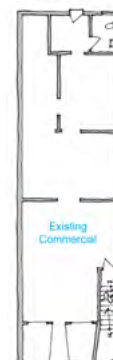


First floor plan  
Scale: 1/8" = 1'-0"

PAINT EXIST.  
STOREFRONT

NEW ENTRY DOOR

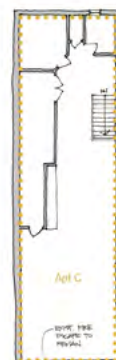
370 Cigar Factory 117 Main - Option 1



First floor plan  
Scale: 1/8" = 1'-0"



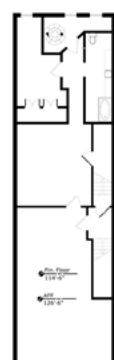
Second floor plan  
Scale: 1/8" = 1'-0"



Third floor plan  
Scale: 1/8" = 1'-0"



First floor plan  
Scale: 1/8" = 1'-0"



Second floor plan  
Scale: 1/8" = 1'-0"



Third floor plan  
Scale: 1/8" = 1'-0"



REPAIR AND PAINT  
EXIST. CORNICE AND  
CAP

REPAIR EXIST. MANSAARD  
ROOF

RESTORE AND PAINT  
EXIST. WINDOW UNIT

NEW WOOD OR  
ALUMINUM CLAD WOOD  
WINDOW UNITS

NEW PERPENDICULAR  
SIGNAGE

NEW WALL MOUNTED  
LIGHT FIXTURES

RAISED LETTERS ON  
PAINTED PANEL SIGN  
BOARD

NEW AWNING

NEW ENTRY DOOR





# Ticonderoga, NY - Building Re-use Analysis



Proposed Facade

Existing Facade

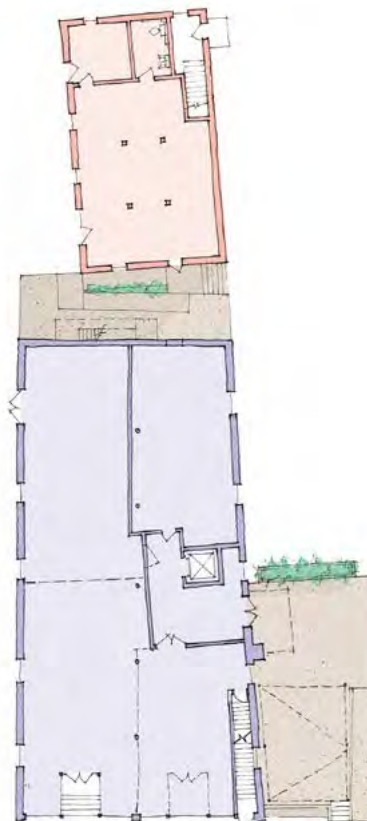


## 116 Montcalm St Ticonderoga, NY

2019

We worked directly with a local development company, as well as a savvy building owner that had secured rights to the "Star Trek" license - to develop a feasibility study for the adaptive reuse of a historic building at the heart of downtown. Adjacent to the museum containing the original set of Star Trek, the proposed use would be a series of unique hotel rooms, as well as offering a one-of-a-kind new apartment and renovated commercial spaces.

Our scope provided a financial analysis of several design options to show a feasible path forward - while also providing them with marketing materials to continue fundraising for the project.



LOWER FLOOR COMMERCIAL



UPPER FLOOR HOTEL



# Elmira, NY - Facade Recommendation



Existing Facade



## **Lib's Supper Club** **Elmira, NY** *2018*

After the century old building was awarded 100k in New York Main Street funds, we worked directly with the building owner and the city to make a design that would accommodate the goals of the NYMS program as well as the budget of the owner.

We provided several design alternatives, coordinating directly with local contractors to secure accurate bids, assess feasibility, and develop a final proposal.



Proposed Facade





# Batavia, NY - Facade Recommendations



## Facade Recommendations

### Batavia, NY

2017

We worked directly with a local building owner to develop a facade design for both 214 and 216 Main, with the main goal of having a competitive application for a building improvement grant. Working directly with the client, we came up with three different approaches, evaluated the associated costs, and ended at a design that both remains cost effective for the client while meeting the city's progressive design standards.

We provided the client with a full size board/poster, cost estimates for the final design, narrative explaining how the concept fits with the overall themes of revitalization, and historic images to compare the composition of old and new.



Existing condition

Historic facade



Sketch option



Sketch option



# Penn Yan, NY - Building Re-use Analysis



## Building Re-use Analysis Penn Yan, NY 2018

In preparation for the upcoming Downtown Revitalization Initiative funding available to the community, we worked directly with the owner of the Knapp Hotel to work through the code and cost implications for various upper and lower floor configurations.

We also provided assistance developing a business plan, developed a facade recommendation for the historic exterior, and order-of-magnitude cost estimation - all of which helped in their application to be part of the DRI projects list for future funding opportunities.







# Penn Yan, NY - Downtown Revitalization Initiative

## DRI Consultant

Penn Yan, NY

2019

For the 2019 DRI, we worked directly with four building owners to develop highly competitive applications for the \$10 million DRI funds available. In the brief course of 6 weeks, we developed full interior reuse plans and preliminary code review to assess the cost and feasibility of each high-profile project.

Through this multi-faceted process we were able to ensure that individual project goals were congruent with local and regional revitalization strategies, giving the applicants the best chance possible for being awarded tax credits.



Existing Conditions



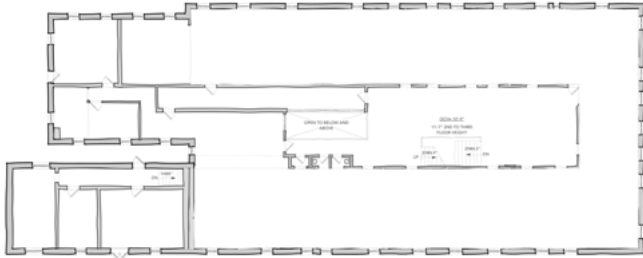
Facade Illustration



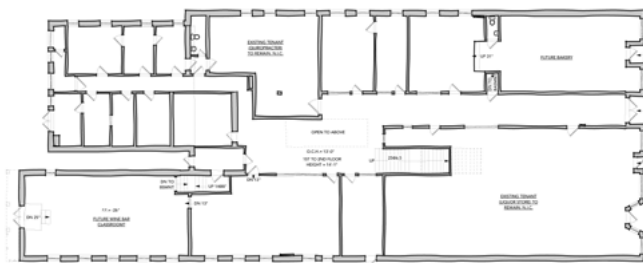
## EXISTING CONDITIONS



1 EXISTING THIRD FLOOR  
Scale: 3/32" = 1'-0"



1 EXISTING SECOND FLOOR  
Scale: 3/32" = 1'-0"



1 EXISTING FIRST FLOOR  
Scale: 3/32" = 1'-0"



## PROPOSED PLANS



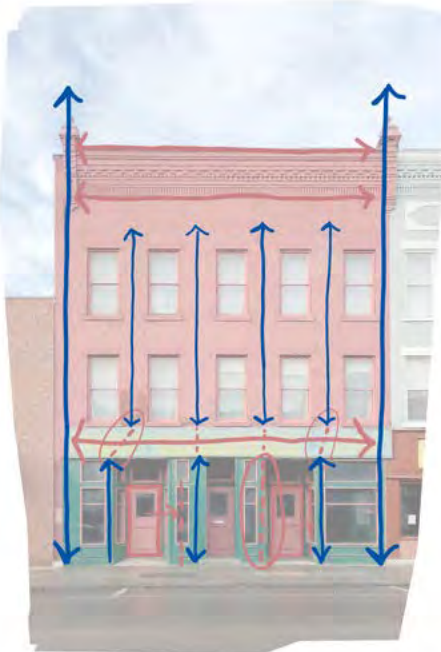
1 EXISTING THIRD FLOOR  
Scale: 3/32" = 1'-0"



## Facade Illustration



## Regulating lines



## Existing facade







# Fair Haven, NY - NYMS Technical Assistance

## Technical Assistance & Building Reuse Analysis

### Fair Haven, NY

2016

Working closely with Thoma development consultants to perform the technical assistance piece of the New York Main Street grant, we executed the typical scope of documenting existing conditions, developing plans and illustrations of proposed ideas, and assessing the feasibility from a business perspective. Our final package helped position the individual business owners to apply for and utilize grant funding.

Fairhaven, NY is a lakeside community primarily active around the warmer seasons. This is evident by the types of businesses positioning themselves to thrive in the area: bed and breakfasts, Inns, fishing bait and tackle, souvenir shops, a local gas station and bar/restaurant. Many of these smaller two-story wood framed structures are classic examples of pre-war mixed use buildings in the area.



Facade recommendations





### EXISTING:

#### First Floor

Mercantile (M Occupancy)

### PROPOSED:

#### First Floor

Mercantile (M Occupancy)

Residential (R-1 Occupancy)



### PROPOSED 1st FLOOR PLAN

SCALE: 3/32" = 1'-0"







# Batavia, NY - Building Re-use Analysis



Existing Facade

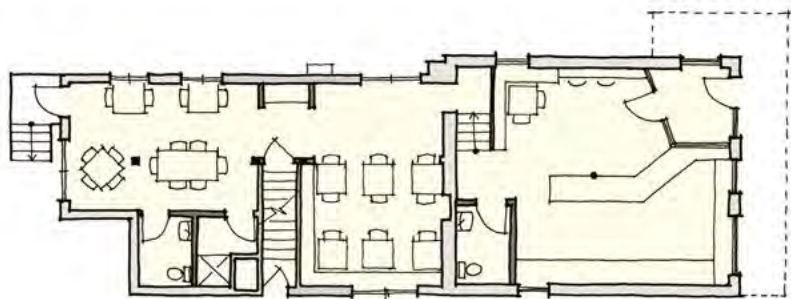


Proposed Facade

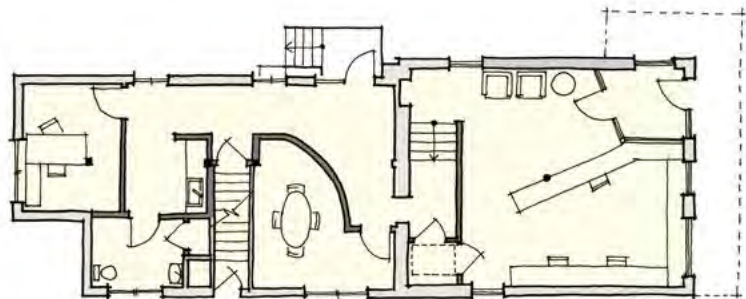
**214 Ellicott St**  
**Batavia, NY**  
2016

We measured and drew existing conditions, and developed several design concepts for the first floor re-use and a new facade for a small but visible commercial property on Ellicott St. Each option was weighed from a business standpoint, where the return on investment was weighed against renovation and maintenance costs over the life of the project.

After an initial design concept was done, full code review and a permit set of construction documents was produced to move the project forward.



Cafe Design Option



Office Design Option



# Caledonia, NY - Facade Recommendation



Proposed Facade

## **The Woolery Facade Caledonia, NY**

2018

Through an exploration of historic photos and documents, we developed a facade design that would both respect the historic turn-of-the-century character of Livonia while also coming to terms with the outdated 1950s storefront renovation we had as a constraint.

After some investigative demolition, we were able to work directly with Livingston County Development to create a design that would be of high visual impact without requiring a huge cost, allowing both the business and downtown to grow symbiotically.



Existing Facade

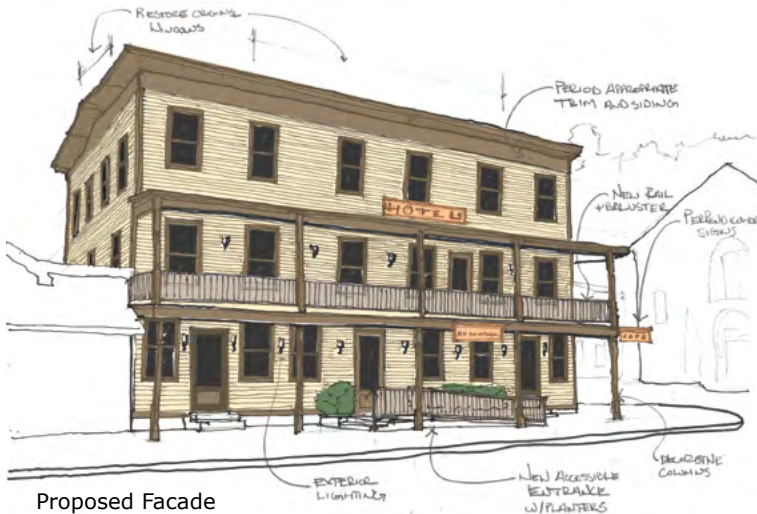




# Oriskany Falls, NY - Building Re-use Analysis

## Madison Hotel Oriskany Falls, NY

2014



Proposed Facade

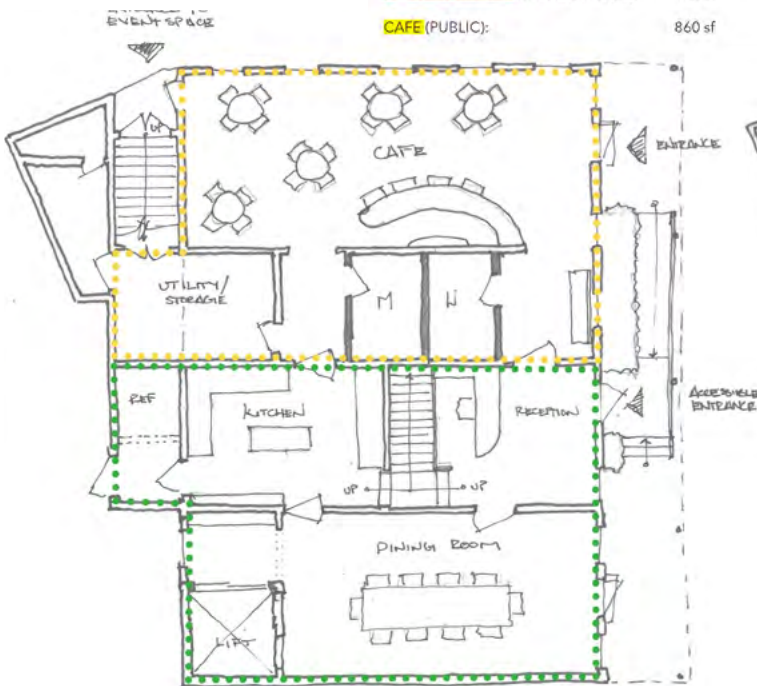


Existing Facade

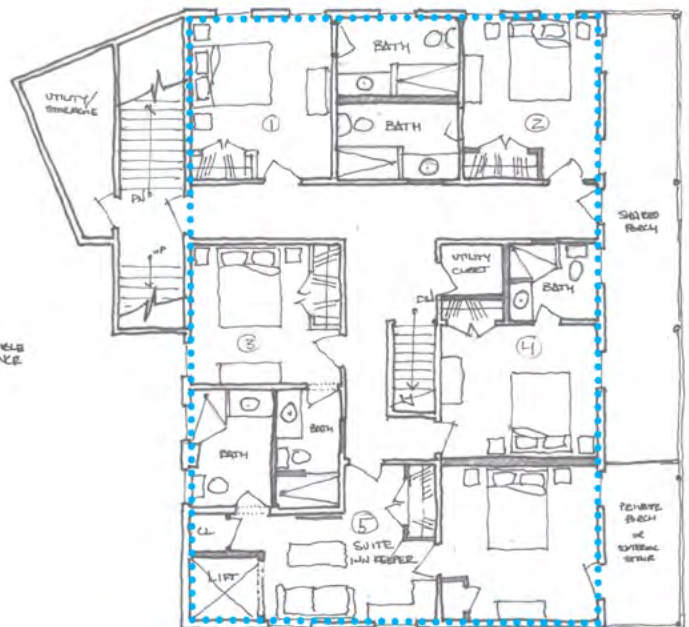
As part of an overall study in Oriskany Falls, the Madison Hotel was selected for a feasibility study to comply with State Historic Preservation Office standards, and to be used in a village application for New York Main Street grant funding (since awarded.) We performed a noninvasive visual evaluation via a walk-through of the structure, and an inspection of the roof. This included preliminary measurements sufficient to develop floor plans and study potential reconfigurations, and highest uses for rental income and downtown revitalization.

After developing hypothetical uses and assessing condition, we assigned estimated construction costs to the undertaking for each portion of the project. These estimates were based on extensive data our firm has gathered not only as architects for client projects, but as owners and construction managers for similar, current, local downtown rehabilitation work.

BED & BREAKFAST (PRIVATE SPACES):	1,680 sf
BED & BREAKFAST (SHARED SPACES):	925 sf
CAFE (PUBLIC):	860 sf



FIRST FLOOR PLAN



SECOND FLOOR PLAN  
BED & BREAKFAST PRIVATE ROOMS





Proposed Facade



Existing Facade

## Alberding Building Oriskany Falls, NY 2014

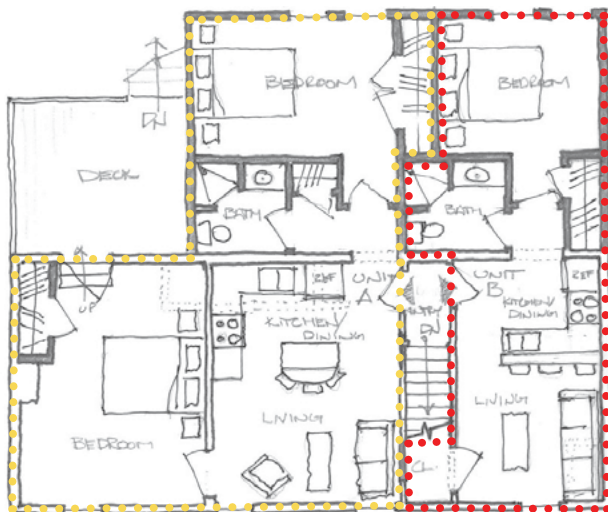
As part of an overall study in Oriskany Falls, the Alberding Building was selected for a feasibility study to comply with State Historic Preservation Office standards, and to be used in a village application for New York Main Street grant funding (since awarded.) We performed a noninvasive visual evaluation via a walk-through of the structure, and an inspection of the roof. This included preliminary measurements sufficient to develop floor plans and study potential reconfigurations, and highest uses for rental income and downtown revitalization.

Additionally, facade recommendations were developed based on the Oriskany Falls facade guidelines we prepared, and the building's future contributing use. These studies recapture what made this building a prominent, essential, historically relevant & beautiful building in downtown Oriskany Falls.

### SECOND FLOOR - OPTION 1

**Unit 'A':** 1 bedroom, 1 bath 760 sf

**Unit 'B':** 2 bedroom, 1 bath 420 sf

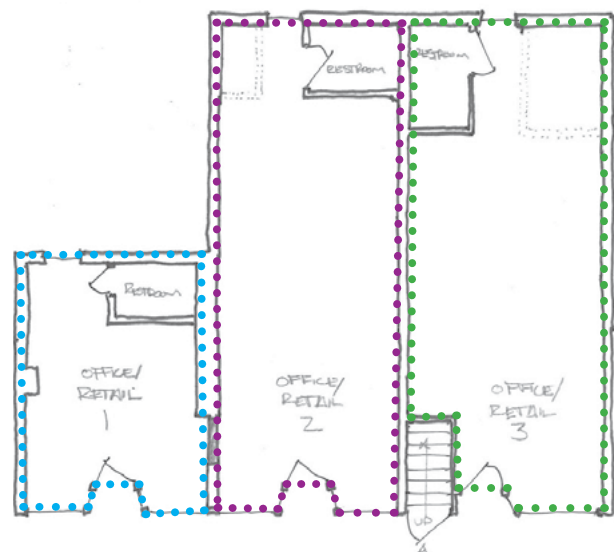


### FIRST FLOOR PLAN

**Unit 1:** Office 210 sf

**Unit 2:** Office/Retail 430 sf

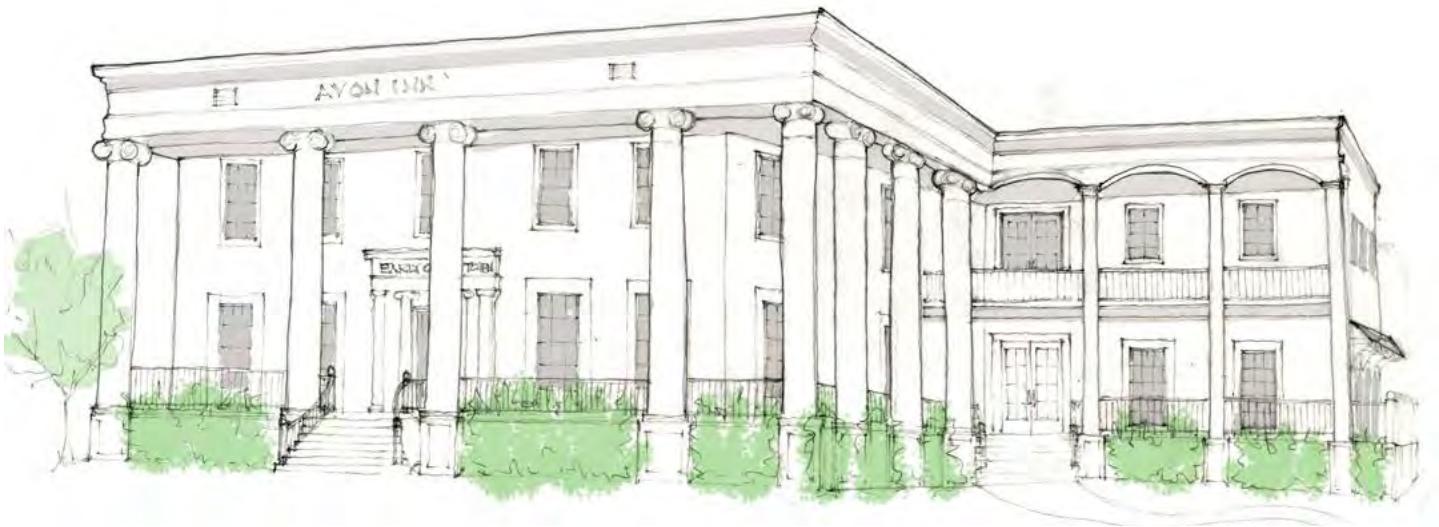
**Unit 3:** Office/Retail 440 sf







# Avon, NY - Avon Inn



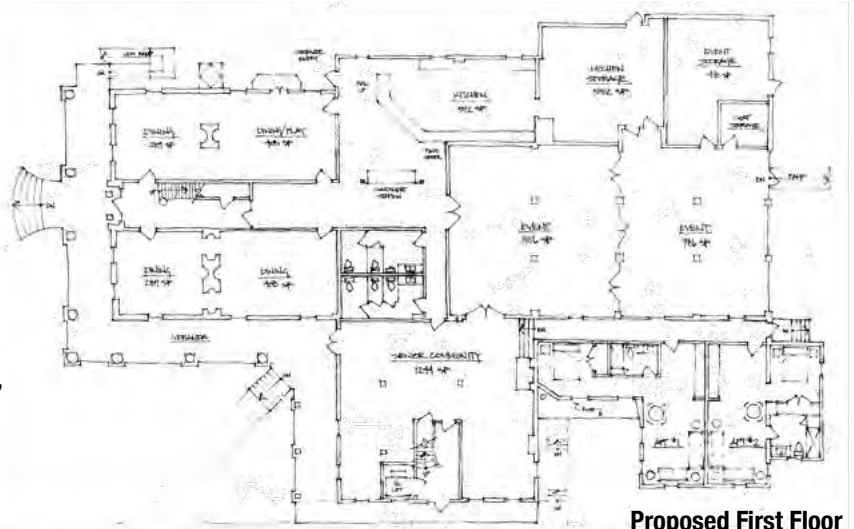
## Feasibility Study

Avon, NY

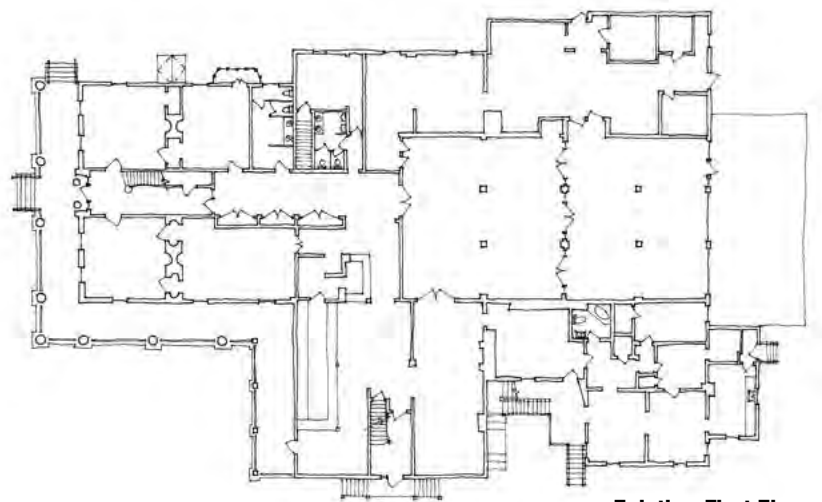
2015

The Avon Inn was historically a three story hotel located on Main Street in the Village of Avon. The structure underwent serious damage during a fire, which destroyed the entire third floor - later leading to its complete removal. Later, a small addition was made to the building along Temple street, providing several apartments to residents. The first floor of the Inn has a commercial kitchen, a bar and lounge, and a large event and dining space with ample light and space.

The feasibility study looked into the possibility of modernizing the ground floor commercial operations into that of a restaurant, providing "aging in place" units upstairs to seniors, and updating the apartments in the adjacent addition. We incorporated cost analysis, site planning, exterior upgrades, and space planning for the interior occupants to have privacy when needed.



**Proposed First Floor**



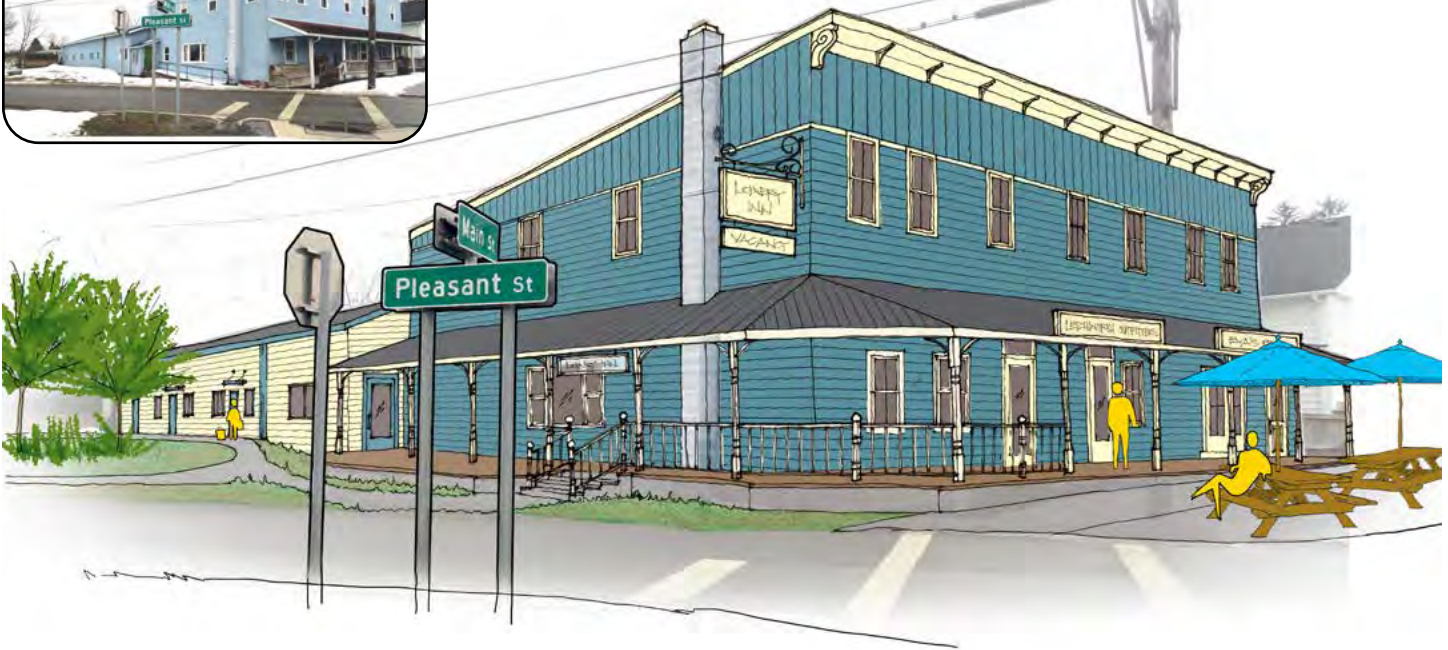
**Existing First Floor**







# Leicester, NY - Casino Building



## Feasibility Study

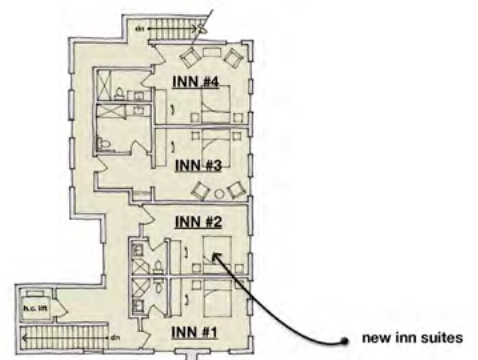
### Leicester, NY

2015

The “casino” building is a historic building with multiple additions from different eras sited on a prominent intersection in downtown Leicester. The vacant property is comprised of a two story historic structure, and a low single story bunkhouse. Prior to it’s vacancy, the building served as a residence for veterans.

Our feasibility study was for the adaptive reuse of the building into commercial space on Main street, with an upper floor Inn serving short term visitors and several first floor apartments in the former bunkhouse. Our study included preliminary cost estimates, parking and site use studies, adaptive reuse complying with current accessibility requirements, and facade recommendations to emphasize the characteristics of the building.

## PROPOSED SECOND FLOOR



## Second Floor Plan

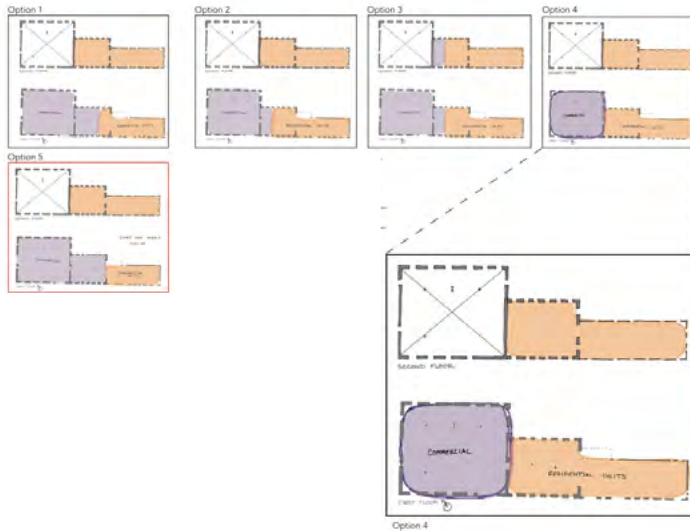
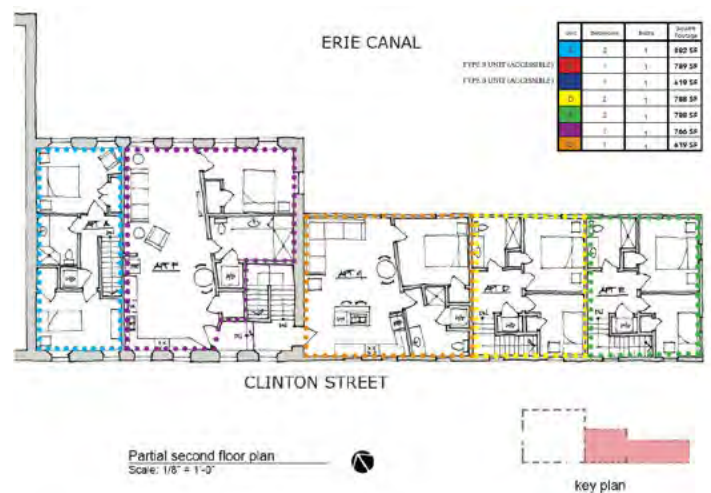
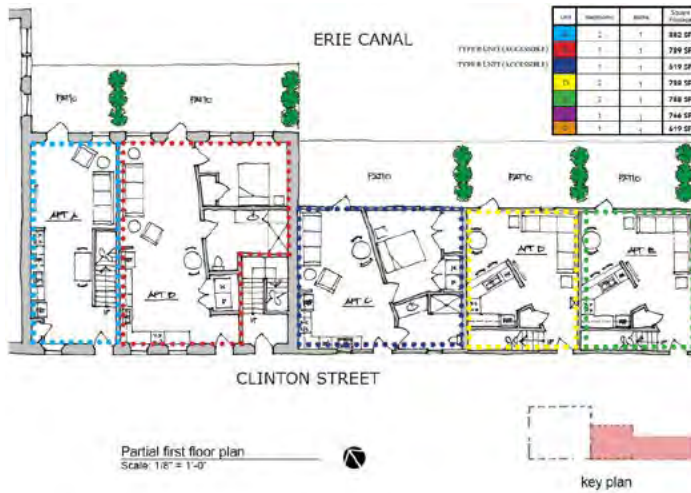


## PROPOSED FIRST FLOOR





# 60 Clinton Feasibility Study



## 60 Clinton Feasibility Study Brockport, NY 2015

60 Clinton is a vacant warehouse adjacent the historic Erie canal, with opportunities to impact the neighboring area via adaptive reuse of the existing structure. A feasibility study was undertaken to provide preliminary code review, condition report, financial analysis, and optional floor plan configurations to accommodate a mix of commercial and residential occupancies.





# The Grange Feasibility study



Existing Interior Theater Space

## The Grange Building Re-use Analysis Waterloo, NY 2014

The Grange Building's rehabilitation was identified as an essential component in Waterloo's downtown revitalization. Our building re-use analysis studies potential future uses. After performing a non-invasive visual evaluation, we reinvented the first floor as a multi-purpose community space, coupled with the restoration of the existing second floor theater. We also performed building re-use studies on the adjacent buildings.

Breathing life back into the building starts with its exterior appearance. We developed a façade proposal, which included new signage, lighting, and a color scheme reminiscent of the building's original era.

This study was leveraged by the village to successfully secure almost \$500,000 in funding to assist the developer in seeing this through.

Existing Facade



Proposed Facade





# Livingston County, NY - Downtown Design Guide 2.0

## Downtown design guidelines & Facade Recommendations

2020

Livingston County, NY

After doing our first design guideline for Livingston County over 10 years ago, we initially developed individual packages for each of the 9 Villages within the county. In the latest update to the facade guidelines, we reinvented the process and deliverables to give them another decade of life!

Beginning with an exhaustive review of each village's unique zoning codes, we created a master list for use within the county to streamline the process for both permit applicants and the zoning officials that must navigate the code on a daily basis. From there, we photographed the very best examples of commercial storefronts and adaptive reuse projects from across the county to be included in the guidelines.

The new design guide expands upon numerous topics such as signage, lighting, historic materials, color, and best practices for storefront display. We also included a facade recommendation for an underutilized building in each of the 9 villages, to showcase concepts from the guidelines. We're proud of our ongoing relationship with Livingston County, and we're excited to see how the guideline will provide utility for years to come.



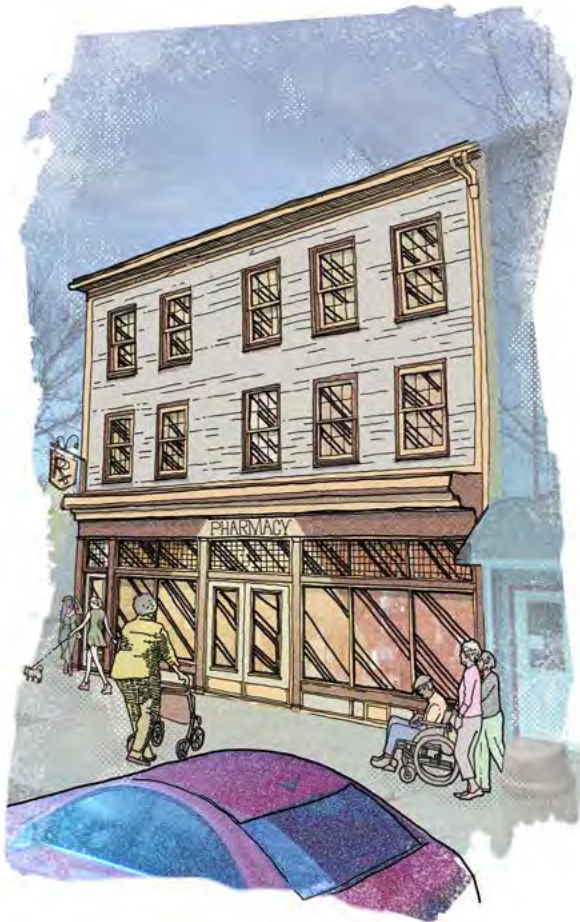
9 VILLAGES OF LIVINGSTON COUNTY - ZONING LAW COMPARISON CHART

	CALEDONIA	AVON	LIMA	LIVONIA	GENESEO	LEICESTER	MT MORRIS	NUNDA	DANVILLE
Number of signs permitted	2 per use	2 per use	2 per use	N/A	2 per use	2 per use	2 per use	N/A	Varies
Maximum total area permitted	80 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign
<b>FREESTANDING SIGNAGE</b>									
Permitted downtown	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum number permitted	1 per use**	1 per use**	1 per use**	1 per use**	1 per use**	1 per use**	1 per use**	1 per use**	N/A
Maximum area	80 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign
Maximum height	N/A	20 feet	20 feet	20 feet	20 feet	20 feet	20 feet	20 feet	4 feet
Vertical clearance	11 feet	12 feet	12 feet	12 feet	12 feet	12 feet	12 feet	12 feet	4 feet
Setback	N/A	8 feet MIN	8 feet MIN	8 feet MIN	8 feet MIN	8 feet MIN	8 feet MIN	8 feet MIN	8 feet MIN
Lighting	N/A	N/A	Only if 8' or less	N/A	Yes	N/A	N/A	Permitted	Permitted
Landscaping required	N/A	N/A	N/A	N/A	Yes	N/A	N/A	N/A	N/A
<b>TENANT WALL SIGNS</b>									
Permitted downtown	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum number permitted	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**
Maximum area	80 sq ft per sign**	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign
Maximum height	N/A	N/A	4 feet	Ground Floor Only	15 feet	3 feet	Ground floor only	Ground floor only	N/A
Minimum clearance	N/A	N/A	N/A	N/A	N/A	8 feet	7'-6"	N/A	N/A
Lighting	N/A	N/A	Permitted	N/A	Permitted	N/A	N/A	Permitted	Permitted
<b>PROJECTING SIGNS</b>									
Permitted downtown	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum number permitted	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**
Maximum area	80 sq ft per sign**	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign
Maximum height	N/A	N/A	8 feet	8 feet	8 feet	8 feet	8 feet	8 feet	8 feet
Max mounting height (top of sign)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	20 feet
Vertical clearance	N/A	N/A	Hanging = 7 ft Projecting = 10 ft	8 feet	9 feet	7'-6"	8 feet	8 feet	12 feet
Internal illumination	N/A	Permitted	Permitted	N/A	Not permitted	N/A	N/A	N/A	Permitted
Maximum projection	4 feet	10 inches	4 feet	4 feet	4 feet	5 feet	5 feet or 1/3 sidewalk	2 feet	N/A
<b>AWNING AND CANOPY SIGNAGE</b>									
Permitted downtown	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum number permitted	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**	2 per use**
Maximum area	80 sq ft per sign**	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign	100 sq ft per sign
Vertical clearance	N/A	N/A	8 feet	8 feet	8 feet	8 feet	8 feet	8 feet	8 feet
Maximum projection	N/A	N/A	N/A	8 feet OR 2/3 sidewalk width	N/A	N/A	N/A	3 feet max	N/A
Additional provision	N/A	N/A	N/A	No higher than 2nd floor window sill	N/A	8" max letter size in single line	6" max letters	No extension into setbacks	Signage/lettering/flags subtracted from total sign area
<b>WINDOW AND DOOR SIGNAGE</b>									
Permitted downtown	Yes	N/A	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Maximum number permitted	N/A	N/A	N/A	N/A	1 per use	N/A	2 (1 per window)	N/A	Subtracted from total sign area
Maximum size in window area	N/A	N/A	50% or 18" of max	50% transparent 20% opaque	25%	25% or 44" max	50% transparent 20% opaque	50% transparent 20% opaque	Other: 4" from top, 4" from sides, 12" from bottom
Maximum size in door area	N/A	N/A	10%	10%	10%	N/A	10%	10%	N/A
<b>OTHER PROVISIONS</b>									
Blank sign/illumination	Not permitted	Not permitted	Not permitted	Not permitted	Not permitted	Not permitted	Not permitted	Not permitted	Not permitted
Signage must reflect character/building materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Permitted over a ROW	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes
Roof signs permitted	Not permitted	Not permitted	Not permitted	Permitted, 100' max	Not permitted	Not permitted	Not permitted	Yes	Not permitted

	"BEST PRACTICE"
Number of signs permitted	2 per use
Maximum total area permitted	100 sq ft per sign
<b>FREESTANDING SIGNAGE</b>	
Permitted downtown	Yes
Maximum number permitted	1 per lot (only allowed if parking lot in front of storefront)
Maximum area	20 square feet per side
Maximum height	20 foot height limit
Vertical clearance	Minimum 10' clearance if mounted
Setback	8' minimum
Lighting	No internal illumination
Landscaping required	Landscaping required
<b>TENANT WALL SIGNS</b>	
Permitted downtown	Yes
Maximum number permitted	1 wall sign per tenant (maximum 2)
Maximum area	100 sq ft per tenant (maximum 2)
Maximum height	First and Second floors only, no covering windows
Minimum clearance	8'-6" clearance on all projecting elements
Lighting	Permitted and encouraged
<b>PROJECTING SIGNS</b>	
Permitted downtown	Yes
Maximum number permitted	1 per tenant (maximum 2)
Maximum area	Maximum 12 sq ft per side
Maximum height	8' maximum height
Max mounting height (top of sign)	First and Second floors only, not closer than 20' to other perp. signs
Vertical clearance	8' minimum clearance
External illumination	Only external illumination, no internal permitted
Maximum projection	5' maximum projection
<b>AWNING AND CANOPY SIGNAGE</b>	
Permitted downtown	Yes
Maximum number permitted	One per window opening/doorfront
Maximum area	Only external illumination, no internal permitted
Vertical clearance	8' Minimum clearance
Maximum projection	5' Maximum Projection (not over auto ROW)
Additional provision	6" Maximum letter size, single line on valance.
<b>WINDOW AND DOOR SIGNAGE</b>	
Permitted downtown	Yes
Maximum number permitted	One per window
Maximum size in window area	50% transparent 20% opaque
Maximum size in door area	10% total glass area
<b>OTHER PROVISIONS</b>	
Blank sign/illumination	Not Permitted (INTERNAL ILLUMINATION NOT PERMITTED)
Signage must reflect character/building materials	Yes
Permitted over a ROW	Yes
Roof signs permitted	No roof signs permitted

No language in zoning - OR language denotes significantly from "best practice"  
Language in zoning is adequate and doesn't denote significantly from "best practice"  
no changes suggested

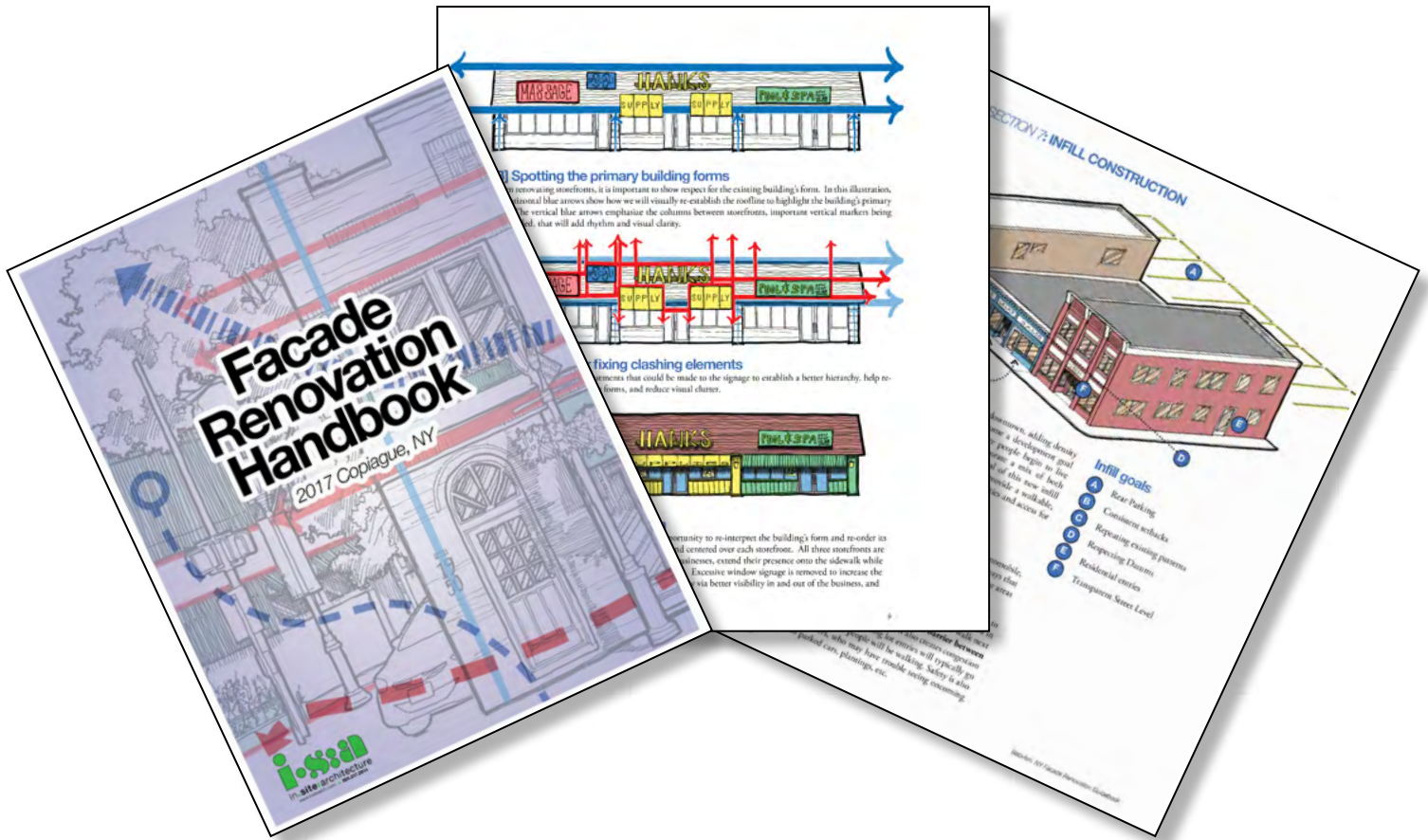








# Capiague, NY - Facade Renovation Handbook



## Facade Renovation Handbook

2017

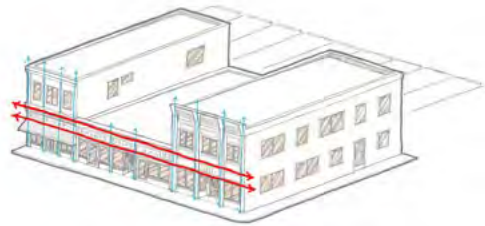
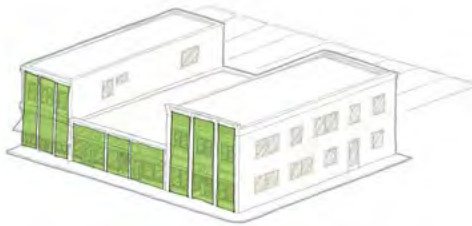
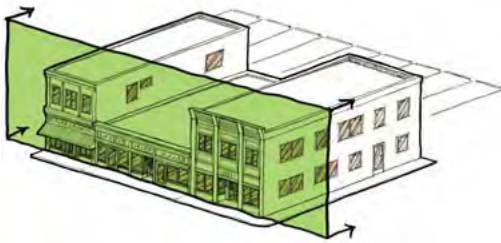
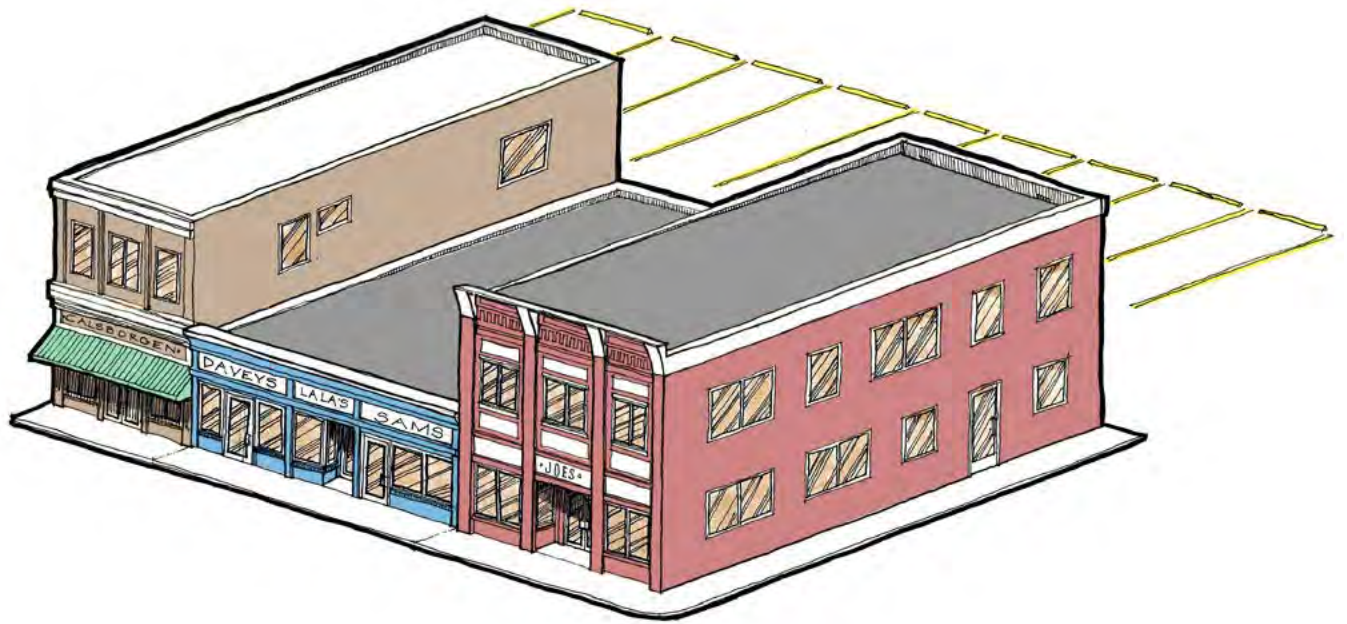
Capiague, NY

We were tasked with producing facade improvement guidelines to help Capiague, NY encourage walkable, pedestrian friendly development along their main street. We created a custom tailored handbook that was sensitive to the unique, non-historic commercial buildings - teaching prospective renovators how to emphasize the existing conditions of their building to create a sense of place.

To provide further inspiration, we also developed facade recommendation renderings for over 25 different commercial properties to better illustrate the effect the handbook could have on the experience of the streetscape, laying the groundwork for a facade matching program.











# Buffalo, NY - East Side Main Street Initiative

## Design Guidelines & Revitalization consulting

2020

Buffalo, NY

As part of the Buffalo Billion re-investment campaign, we acted as a design consultant to building owners in the Fillmore x Broadway district, as well as the MLK neighbourhood. Beginning with a comprehensive zoning and code review for the city, we provided detailed design guidelines to help owners with best practices on storefront design and how to respect the historic character of many of the buildings in the area.

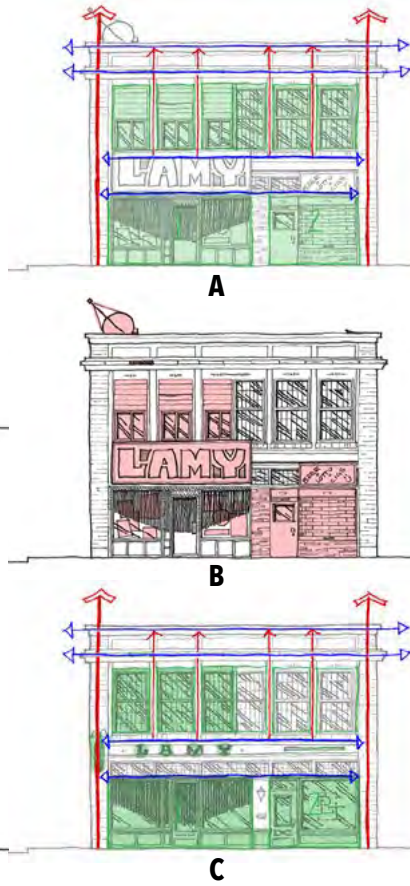
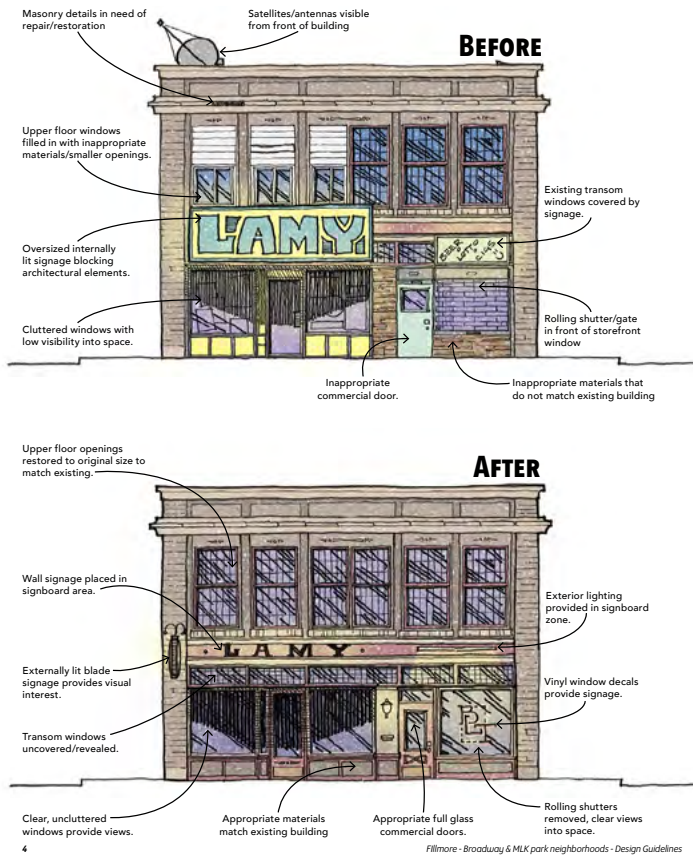
Using the guideline as a starting point, we met with over a dozen building owners to assist them in developing competitive applications for the program, which included an illustration of the work, an itemized scope-of-work, and cost estimates for the projects. These applications were then scored based on overall impact, and grants for the work awarded to the best projects.



BRIEF SUMMARY - BUILDING REVIEW			
Address	Owner	Project Description	Score
1000 Broadway	ABC Corp	Renovation of historic building facade	85
1001 Broadway	DEF LLC	Installation of new storefront windows	72
1002 Broadway	GHI Inc	Restoration of original brickwork	90
1003 Broadway	JKL Co	Replacement of damaged roof tiles	68
1004 Broadway	MNO Ltd	Upgrade of electrical system	55
1005 Broadway	PQR Corp	Installation of new signage	78
1006 Broadway	STU LLC	Repainting of exterior walls	82
1007 Broadway	VWX Inc	Replacement of old doors	70
1008 Broadway	YZA Co	Installation of new lighting fixtures	88
1009 Broadway	BCD Ltd	Restoration of historic entrance	92
1010 Broadway	EFG Corp	Upgrade of plumbing system	60
1011 Broadway	HIJ LLC	Installation of new security system	75
1012 Broadway	KLM Inc	Replacement of old roof	80
1013 Broadway	NOP Co	Installation of new HVAC system	65
1014 Broadway	QRS Ltd	Restoration of historic facade	95
1015 Broadway	TUV Corp	Upgrade of fire alarm system	70
1016 Broadway	WXY LLC	Installation of new windows	85
1017 Broadway	ZAB Inc	Replacement of old doors	75
1018 Broadway	ACD Co	Installation of new lighting	80
1019 Broadway	EFG Ltd	Restoration of historic entrance	90
1020 Broadway	HIJ Corp	Upgrade of electrical system	60
1021 Broadway	KLM LLC	Installation of new security system	75
1022 Broadway	NOP Inc	Replacement of old roof	80
1023 Broadway	QRS Co	Installation of new HVAC system	65
1024 Broadway	TUV Ltd	Restoration of historic facade	95
1025 Broadway	WXY Corp	Upgrade of fire alarm system	70
1026 Broadway	ZAB LLC	Installation of new windows	85
1027 Broadway	ACD Inc	Replacement of old doors	75
1028 Broadway	EFG Co	Installation of new lighting	80
1029 Broadway	HIJ Ltd	Restoration of historic entrance	90
1030 Broadway	KLM Corp	Upgrade of electrical system	60
1031 Broadway	NOP LLC	Installation of new security system	75
1032 Broadway	QRS Inc	Replacement of old roof	80
1033 Broadway	TUV Co	Installation of new HVAC system	65
1034 Broadway	WXY Ltd	Restoration of historic facade	95
1035 Broadway	ZAB Corp	Upgrade of fire alarm system	70
1036 Broadway	ACD LLC	Installation of new windows	85
1037 Broadway	EFG Inc	Replacement of old doors	75
1038 Broadway	HIJ Co	Installation of new lighting	80
1039 Broadway	KLM Ltd	Restoration of historic entrance	90
1040 Broadway	NOP Corp	Upgrade of electrical system	60
1041 Broadway	QRS LLC	Installation of new security system	75
1042 Broadway	TUV Inc	Replacement of old roof	80
1043 Broadway	WXY Co	Installation of new HVAC system	65
1044 Broadway	ZAB Ltd	Restoration of historic facade	95
1045 Broadway	ACD Corp	Upgrade of fire alarm system	70
1046 Broadway	EFG LLC	Installation of new windows	85
1047 Broadway	HIJ Inc	Replacement of old doors	75
1048 Broadway	KLM Co	Installation of new lighting	80
1049 Broadway	NOP Ltd	Restoration of historic entrance	90
1050 Broadway	QRS Corp	Upgrade of electrical system	60



## N-3c TYPOLOGY



The N-3c storefront typology presents an exaggerated storefront showcasing many of the characteristics and problems common to the target areas. The following steps illustrate what to look for on existing facades, and what can be renovated to both restore historic integrity and enhance commercial appeal.

### A: EVALUATE THE BUILDING'S FORM AND COMPOSITION

The best starting point for facade recommendations is to begin with what is already there - finding the organizing principles and guidelines that inform the composition of the design. In most cases, this is a simple grid of vertical lines that run like columns between openings, and horizontal lines above storefronts and rooflines. These organizing lines should be respected, and things such as door and window height, awnings, and signage aligned to them across the facade. When available, it helps to look at historic images to understand what has been changed and altered.

### B: FIND OPPORTUNITIES FOR REPAIR, RESTORATION, AND IMPROVEMENT

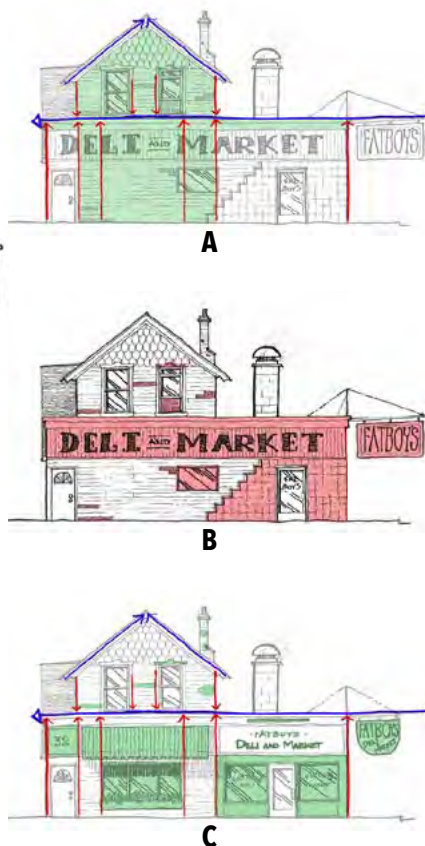
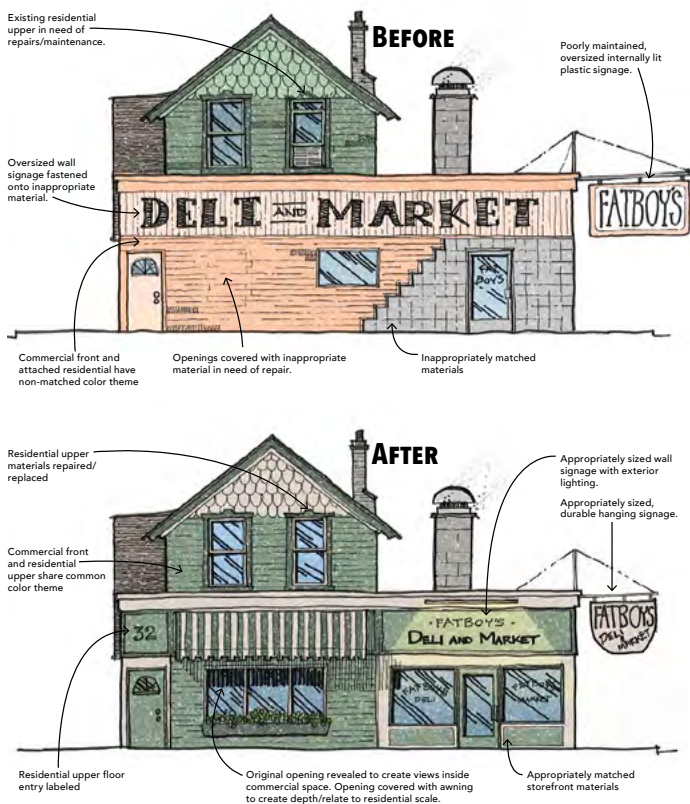
Once you've evaluated the building for its original form and composition, you will clearly see how past renovations have covered up or altered the original idea: to provide transparent commercial storefronts with visual access inside and out, and clear tenant signage and entry sequences. The elements that dilute these concepts can be removed or altered to better serve the current and future occupants of the building.

### C: REPAIR AND RESTORE ORIGINAL FACADE INTENT:

Highly impactful renovations don't have to utilize flashy new materials or try to recreate historic detailing - especially when budget is concerned. A successful project is one where the original building forms and details are respected, and the functions of the building are optimized for customers, owners, and the general public.

In this example, cluttered storefronts, mismatched materials, and oversized signage detract from the original features of the building - which can be easily restored to dramatic effect.

## N-3e TYPOLOGY



The N-3e storefront typology presents an exaggerated storefront showcasing many of the characteristics and problems common to the target areas. The following steps illustrate what to look for on existing facades, and what can be renovated to both restore historic integrity and enhance commercial appeal.

### A: EVALUATE THE BUILDING'S FORM AND COMPOSITION

The best starting point for facade recommendations is to begin with what is already there - finding the organizing principles and guidelines that inform the composition of the design. In most cases, this is a simple grid of vertical lines that run like columns between openings, and horizontal lines above storefronts and rooflines. These organizing lines should be respected, and things such as door and window height, awnings, and signage aligned to them across the facade. When available, it helps to look at historic images to understand what has been changed and altered.

### B: FIND OPPORTUNITIES FOR REPAIR, RESTORATION, AND IMPROVEMENT

Once you've evaluated the building for its original form and composition, you will clearly see how past renovations have covered up or altered the original idea: to provide transparent commercial storefronts with visual access inside and out, and clear tenant signage and entry sequences. The elements that dilute these concepts can be removed or altered to better serve the current and future occupants of the building.

### C: REPAIR AND RESTORE ORIGINAL FACADE INTENT:

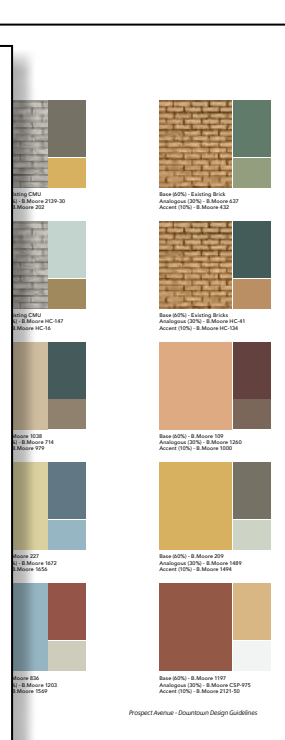
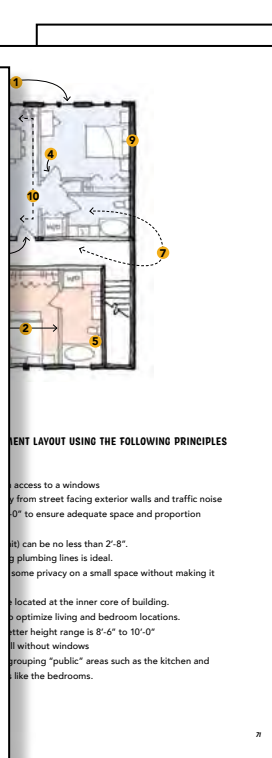
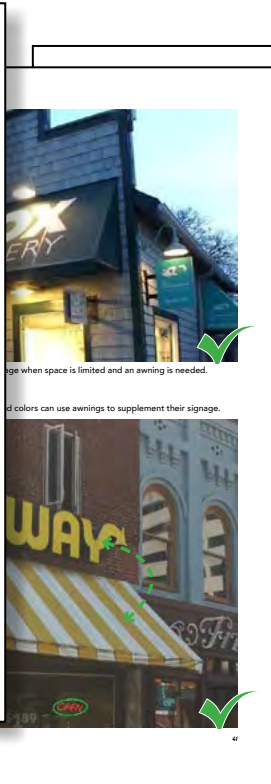
Highly impactful renovations don't have to utilize flashy new materials or try to recreate historic detailing - especially when budget is concerned. A successful project is one where the original building forms and details are respected, and the functions of the building are optimized for customers, owners, and the general public.

In this example, the original detailing and scale of the residential structure is respected, with the commercial addition highlighted and made more transparent with large windows for customers.





# New Cassel, NY - Prospect Ave design guidelines







Prospect Ave regulations

North Hempstead Zoning 70-198			SECTION NUMBER
Number of signs permitted	1 of each		
<b>DETACHED GROUND SIGN</b>			
Permitted downview	Yes		
Maximum number permitted	1	70-198-J2(a)	
Maximum Area	24 s.f.	70-198-J2(b)	
Maximum Height	15 ft	70-198-J2(b)	
Vertical Clearance	3 ft	70-198-J2(c)	
Location	Not less than 10' from property line	70-198-J2(c)	
Material	N/A		
Lighting/signage	"free of weeds and debris"	70-198-J2(d)	
<b>WALL SIGNS</b>			
Permitted downview	Yes		
Maximum number permitted	1	70-198-J1(a)	
Maximum Area	2 s.f. per l.f. of wall	70-198-J1(b)	
Maximum Height	4 1/2' in vertical measurement	70-198-J1(b)	
Vertical Clearance	7 feet above sidewalk	70-214 A	
Maximum projection	1' maximum	70-198-J1(c)	
Not lighting	Not permitted or past roof line	70-198-J1(d)	
Other (e.g. mounting height)	Bottom of upper floor window sills	70-198-J1(e)	
Other (e.g. lighting height)	Top of parapet with 15' maximum	70-198-J1(f)	
Material	Permitted if painted aluminum	70-198-J1(g)	
Location	Shopping centers will have uniform dimensions/appearance	70-198-J1(h)	
Permitted Signage	NOT PERMITTED	70-197 B	
Double wall signage (projected signage)	NOT PERMITTED	70-197 E	
<b>TOWER SIGNS</b>			
Permitted downview	Yes		
Maximum number permitted	1	70-198-J3(b)	
Maximum Area	100sf	70-198-J3(c)	
Maximum Height	30 feet	70-198-J3(d)	
Maximum width	10 feet	70-198-J3(e)	
Material	Integral to building, made of same material	70-198-J3(f)	
<b>AWNING AND CANOPY SIGNAGE</b>			
Permitted downview	Yes		
Maximum number permitted	N/A		
Location	N/A		
Vertical Clearance	7 feet minimum	70-214 C	
Maximum projection	2' from curb line	70-214 C	
Other (e.g. lighting height)	NO	70-214 C	
Other (e.g. lighting height)	48 hour limit	70-214 C	
<b>WINDOW AND DOOR SIGNAGE</b>			
Permitted downview	Yes		
Maximum number permitted	No number limit, only coverage	70-198-44)	
Maximum size in window area	1/3 coverage per window	70-198-44)	
Maximum size in door area	N/A		
<b>OTHER PROVISIONS</b>			
Shading, light pollution	Never Permitted	70-197 D	
Permitted use of PCM	Only if a minimum of 2' from the curb	70-197 H	
Other (e.g. lighting height)	Not Permitted	70-197 H	

## Downtown Design Guidelines and facade recommendations

New Cassel, NY

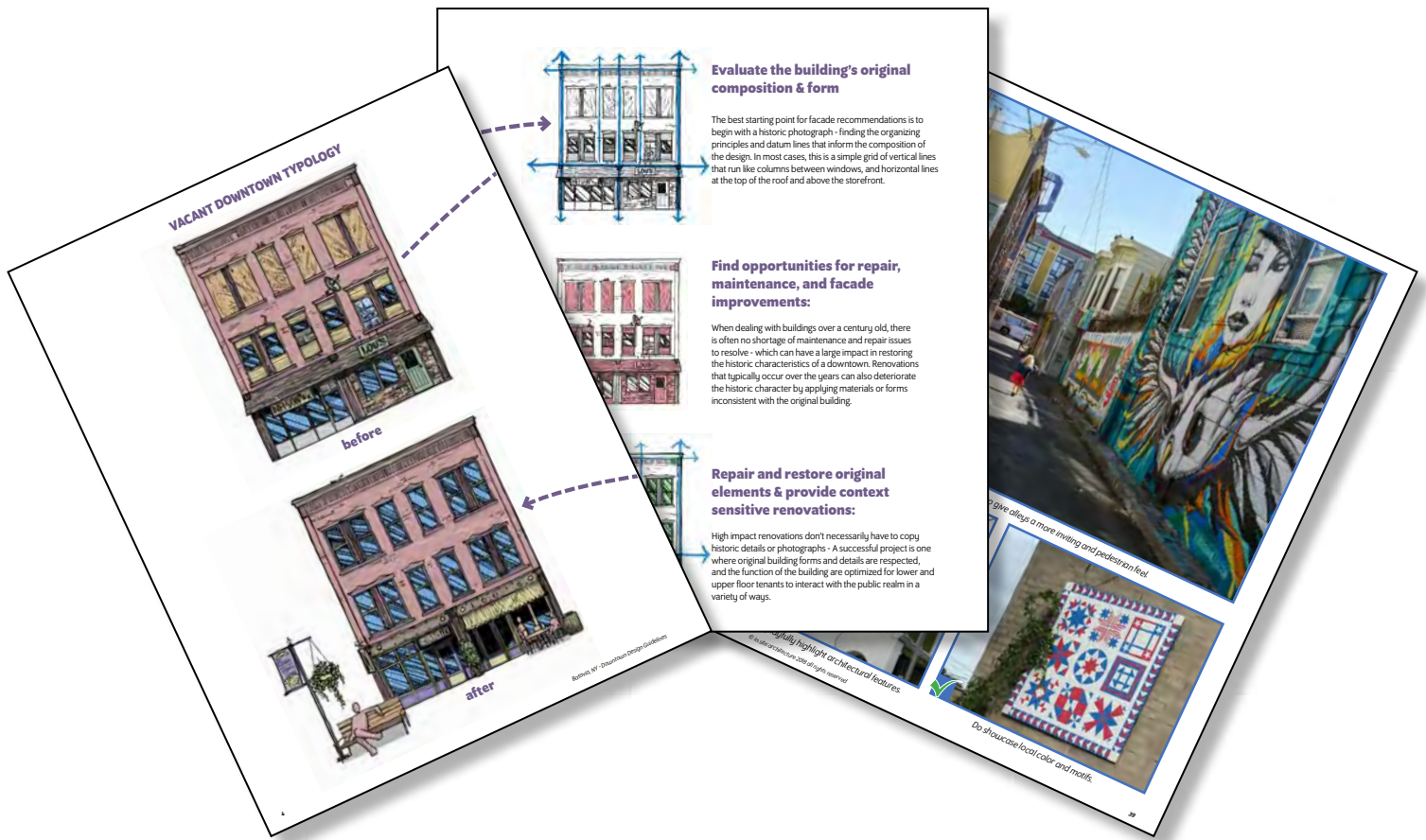
Using our breadth of experience in downtown revitalization from across the state, we worked directly with municipal officials to create facade guidelines unique to the character and challenges of this diverse commercial corridor. Starting with the existing zoning and building code requirements, we illustrated best practices and existing law to better communicate to building owners what they can legally do to simplify the permitting process that has acted as a hurdle to investment in the past.

To better communicate the intention of the guidelines, we also developed a series of renderings that show concepts such as storefront transparency, color selection, material usage, and respecting existing forms and architecture to develop a unique sense of place. Our final deliverable offers a comprehensive review of existing challenges and offers a vision for future development that respects the current residents.





# City of Batavia - Downtown Design Guidelines

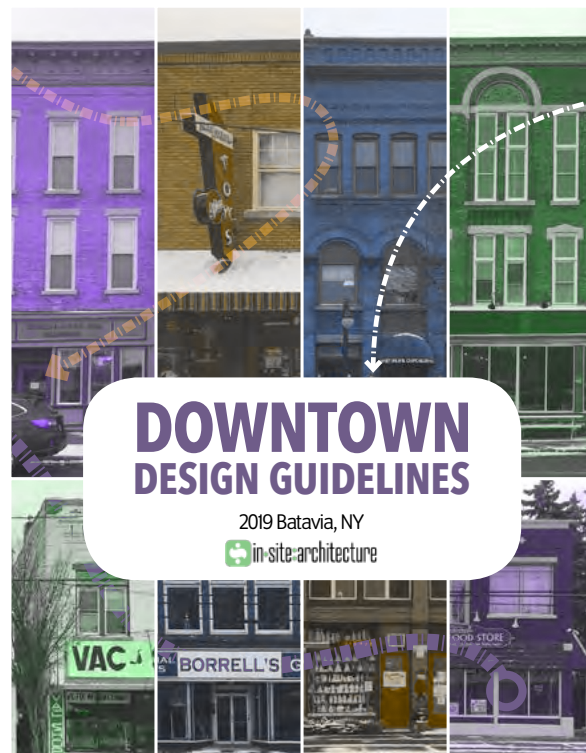


## Downtown Design Guidelines

City of Batavia, NY

After the Downtown Revitalization Initiative brought 10 million dollars of funding to aid in redevelopment efforts, the forward thinking municipality made it a priority to develop a quality standard for the new construction projects. These guidelines do more than just outline the do's and don't's of preserving historic elements and choosing siding materials - they explain why engaging pedestrians and tidying up their storefronts will benefit the community as a whole.

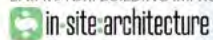
These guidelines were developed explicitly for use as a tool by many applicants to the Building Improvement Fund, helping them to produce higher scoring designs that would meet the goals of broader revitalization and preserve the character of the downtown.



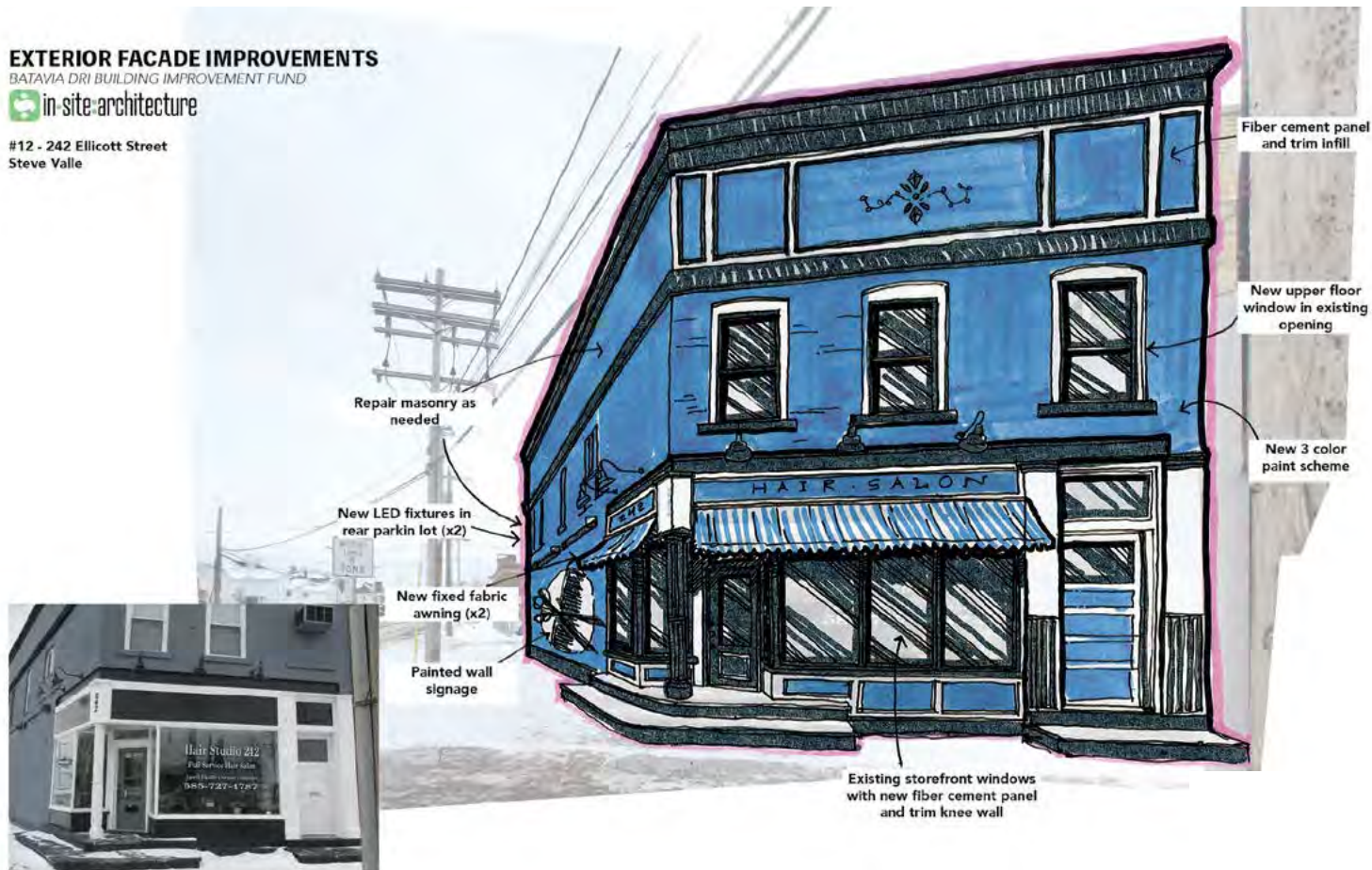


## EXTERIOR FACADE IMPROVEMENTS

BATAVIA DRI BUILDING IMPROVEMENT FUND



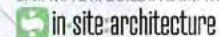
#12 - 242 Ellicott Street  
Steve Valle



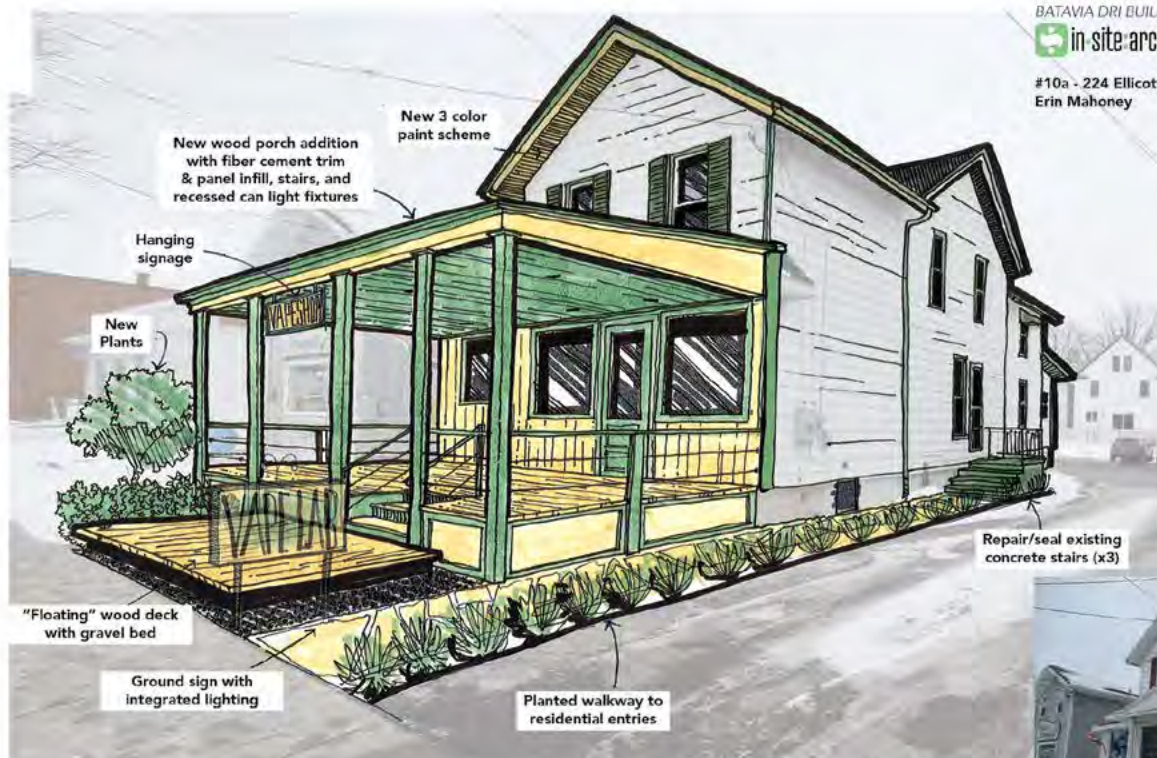
EXISTING CONDITIONS PHOTOGRAPH

## EXTERIOR FACADE IMPROVEMENTS

BATAVIA DRI BUILDING IMPROVEMENT FUND



#10a - 224 Ellicott Street  
Erin Mahoney



EXISTING CONDITIONS PHOTOGRAPH





# Livingston County - Facade Guidelines



## Facade Renovation Handbooks, Building Re-use Analysis & Facade recommendations package

Bergen, Avon & Leicester, NY

*Our expertise in downtown revitalization was put to good use when we worked directly with the Downtown Coordinator of the Livingston County Development Corporation & Bergen's Village Administrator to develop facade guidelines and recommendations for three nearby communities.*

*We researched each community to look for opportunities for enhanced public space*

*engagement, architectural details specific to each region, and community goals for their downtowns. Afterwards, guidelines were developed to encourage future renovations to work towards a common, vetted vision.*

*From there, we met with numerous business owners who were interested in doing building renovations, and provided facade recommendations and building re-use plans to each. This upfront design work assisted the owners in scoping & visualizing their projects to help them successfully make their cases for NYMS matching funds.*

A streetscape of facade recommendations in Bergen, NY





## Frankle's Barbershop

Jim Salviski  
72 West Main Street  
Avon, NY 14414



Existing Conditions



Facade Recommendations in Avon, NY

## Whiting Block

Christopher Masten  
9 Genesee Street  
Avon, NY 14414



Existing Photo



Historic Photo

- 2044-10 Green (or match to existing)
- CSP-920 Golden Thread (or match to existing)
- HC-181 Heritage Red (or match existing)





# 444 Exchange

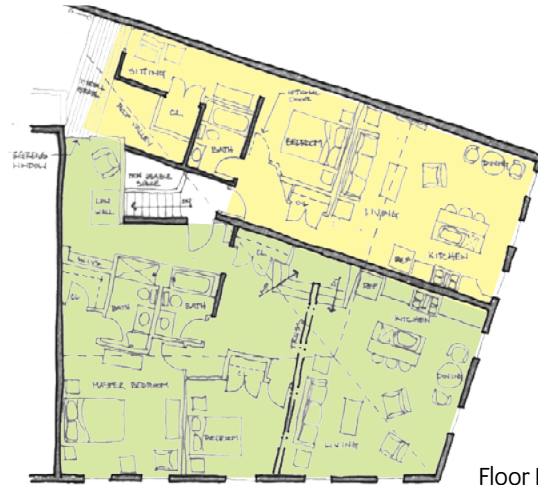
## Interior Renovations

Geneva, NY

This corner building had great anchor tenants on the first story, but upper floors that were a rabbit den of claustrophobic spaces, made all the more odd by the building's unique trapezoid footprint.

We opened the ceilings to reveal original wood structural members, so large that they showed evidence of surviving a fire. We opened the walls to reveal more structure, creating open floor plans supplemented by alcoves and nooks in each of the formerly "left over" spaces. The new units offer one of a kind layouts, lake views and quality materials.

From 3 "barely legal" units, we carved 2 spacious units that the owner was able to fill immediately with tenants excited about the ongoing revitalization of this downtown commercial district, just a stone's throw from Seneca Lake's shores.



Floor Plan Sketch



After



Restoring historically significant features



Before



Exterior



# Howell Building Re-use



## Building Rehab Perry, NY

As part of ongoing downtown revitalization efforts, this is the second project for Perry New York LLC - a local Community Development Corporation we helped found - second project. 35 members of the community have invested \$395,000 in this anchor building, resulting in two new storefronts and the complete transformation of two apartments.

In. Site: Architecture worked with the Village of Perry in the months leading up to this project - and others throughout downtown - to put together a New York Main

Street Grant application, as well as a National Register Historic District Application. These applications were successful, and they have helped “change the equation,” making comprehensive renovations like this project more affordable.

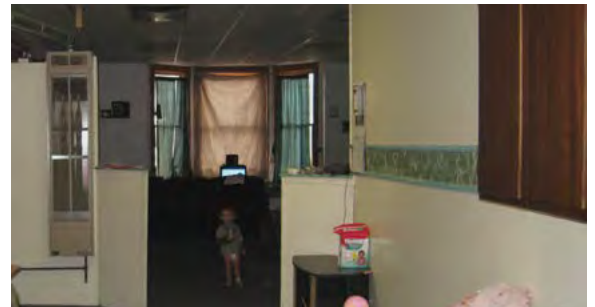
Part of a broader approach to small town revitalization, this property continues the ripple-effect of prior investments and helps to return our Main street to a vibrant mixed-use, live-work community. Apartment details consist of playful yet elegant juxtaposition of old and new, and the project as a whole meets Secretary for the Interiors Standards for Historic Preservation projects.



*Howell Building - After*



*Howell Building - Before*



*Upper floor apartment before*



*Commercial Interior - After renovation*



*New upper floor apartment*





American Hall, After renovation

Historic Facade



Before





# Attica, NY - American Hall



## Facade & Interior Renovations

*Attica, NY*

In. Site: Architecture developed a rehabilitation proposal for this anchor building on Market Street. The first floor storefront had been entirely enclosed, and upper windows had been boarded up or reduced in size, leaving this prominent facade blank and unwelcoming.

Through our revitalization services to the Village of Attica since 2008, we have been able to secure New York Main Street Grant funding, as well as (2) National Register Historic District Listings for the downtown. Between the Historic Preservation Tax Credits, grant funds and our detailed project construction cost estimates, the investors were able to understand the order of magnitude for this transformative project, as well as how to “make the numbers work,” for the community and for their bottom line.



Interior Office space







# Geneva, NY - City Spa & Hotel Exchange



Before

## Facade Renovations

*Geneva, NY*

As part of an ongoing revitalization project in downtown Geneva, we worked with the City to provide design guidelines for facade renovations for their matching grants program.

The historic City Spa building had deteriorating brick and was in need of a face-lift. In this rehabilitation, the

brick has been restored and the inviting storefront entry is more energy efficient. The sign-board is improved and details are sympathetic with the original building. The adjacent building gets a similar treatment - new siding at the second level and improved entry lighting help draw in clientele. The two buildings read as a block, yet color palettes and other subtle touches differentiate the businesses.

After





# Geneva, NY - Trombley's Tire Service & Advantage Auto



## Facade Renovations

Geneva, NY

How do you “brand” a tire and auto store occupying a 1920’s commercial building that’s covered in two stories of unbroken, faded “Goodyear Blue” siding? Or a spiritless warehouse housing an auto parts store?

We embraced the spirit of automotive innovation and metal fabrication and re-conceived the facade – which lie along Geneva’s primary street leading to the city center.

For Trombley’s Tire Service, the facade suffered from unmitigated flatness. A razor thin suspended steel canopy signals entry, supports signage and protects from the elements.

For Advantage Auto, we introduced a new commercial window wall that angles in towards the entry doors. This solves three problems – entry protection from the weather, room to ramp up to floor level and eliminate a step, and enhanced façade depth and interest. Meanwhile, three signature aluminum “shadow rails,” provide the most overt reference to an automotive pedigree.

Through working with the City of Geneva, IS:A provided complete design and construction administration services; including cost estimating and bidding.



Before



After



After