

*Astoria, Oregon*

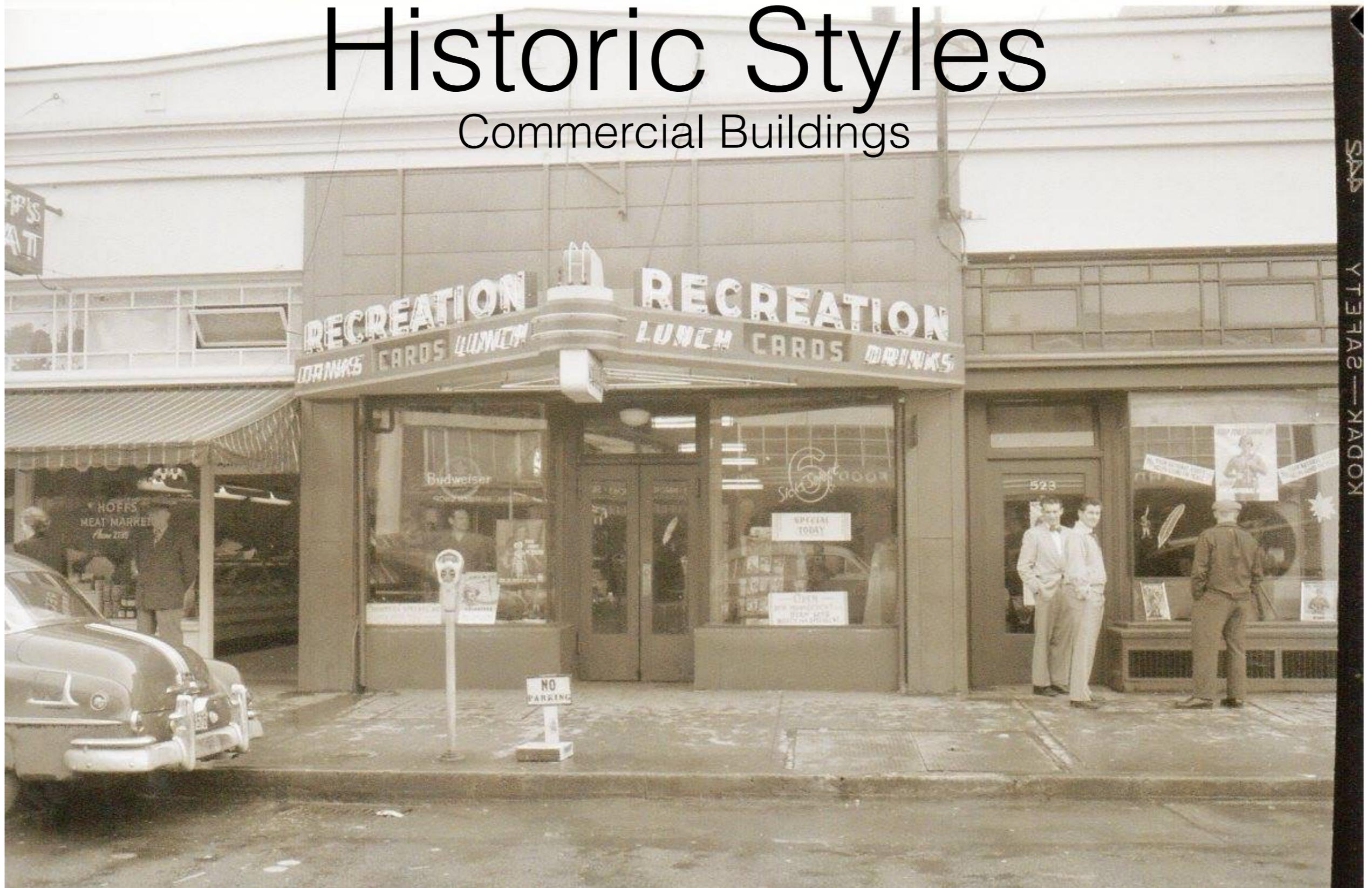
# Building Revitalization: Formulating a Strategy

An Oregon Main Street Workshop



# Historic Styles

## Commercial Buildings



SAP YTEFA2—KAGOK

Buildings can represent our products and services.



De-cluttered, restored and revitalized buildings  
give a more clear message











PAT'S PANTRY  
SPICES & MORE

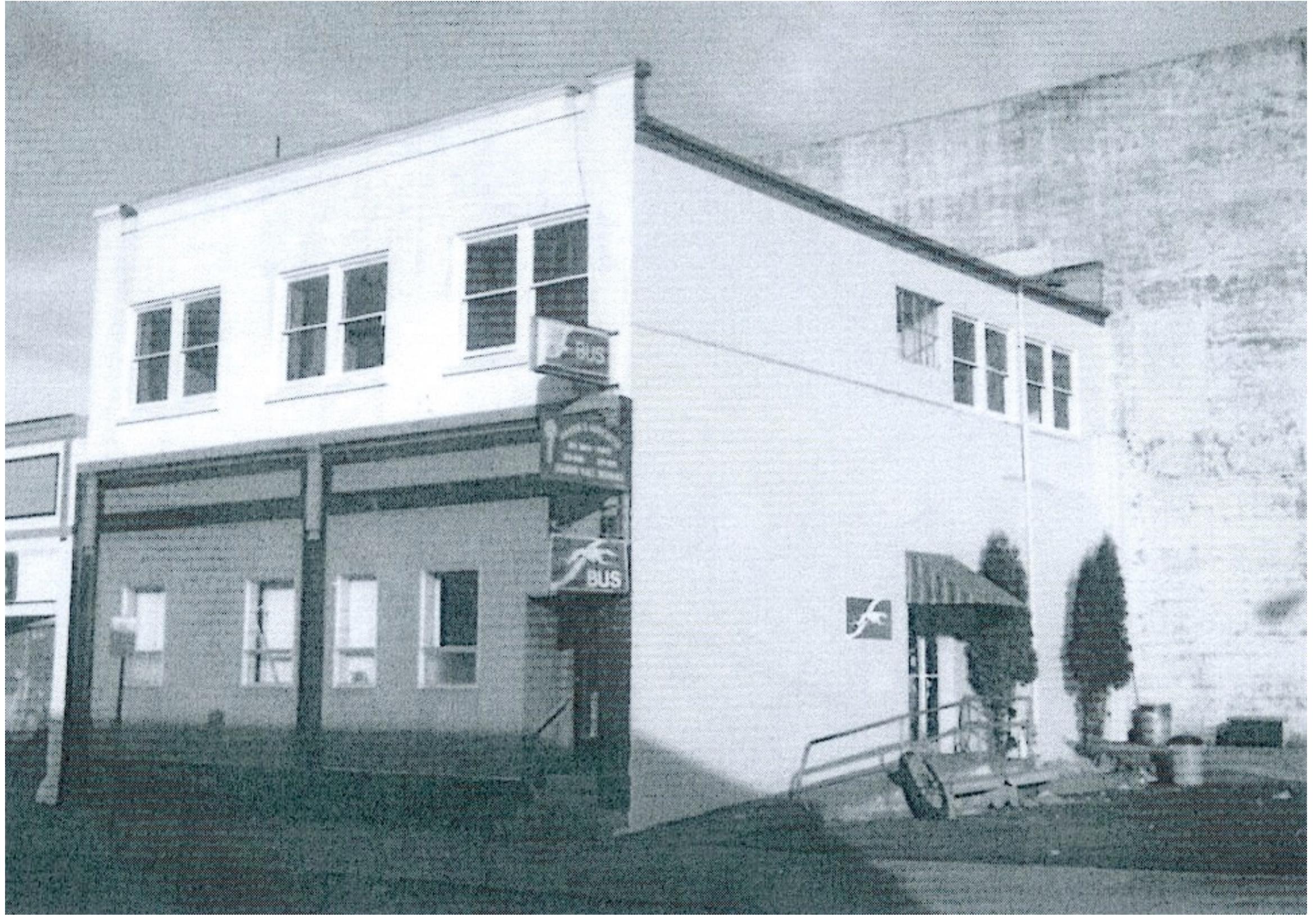
1153

Fulio's  
PASTARIA

DELI  
Fulio's

OLD SIGN  
THE HOUSE  
OF  
CHOICE  
MEATS  
and  
SERVICE

WINDERSOUL





Agency Resource Center

Door of Hope

364

HUD  
HOME  
ENERGY ASSISTANCE PROGRAM

AGENCY RESOURCE CENTER

AGENCY RESOURCE CENTER

AGENCY RESOURCE CENTER



- Heavy cornice
- Large brackets
- Arched windows
- Vertical form

# Italianate

1855 - 1890







**BROCKWAY  
STORE**

**FOR SALE**  
11-10-17-2018

**FOR SALE**  
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www.HawksCo.com 541-673-6499  
\$366,000

**PRIVATE  
PROPERTY**



CENTRE OF MAIN ST.



- Revival of European and Oriental styles

# Exotic Revival

1910 - 1935











- Stepped facade
- Polychromatic mosaic tiles
- Zig zag decorative band
- Stylized geometric patterns
- Lower, more horizontal form

# Art Deco

1930 -1940





ONLY

ONE WAY

Visitor Information  
215 Broadway St

F.F.I. Palace





- Rounded corners
- Curved glass
- Hood above storefront
- Smooth wall surface
- Horizontal form

# Art Modern

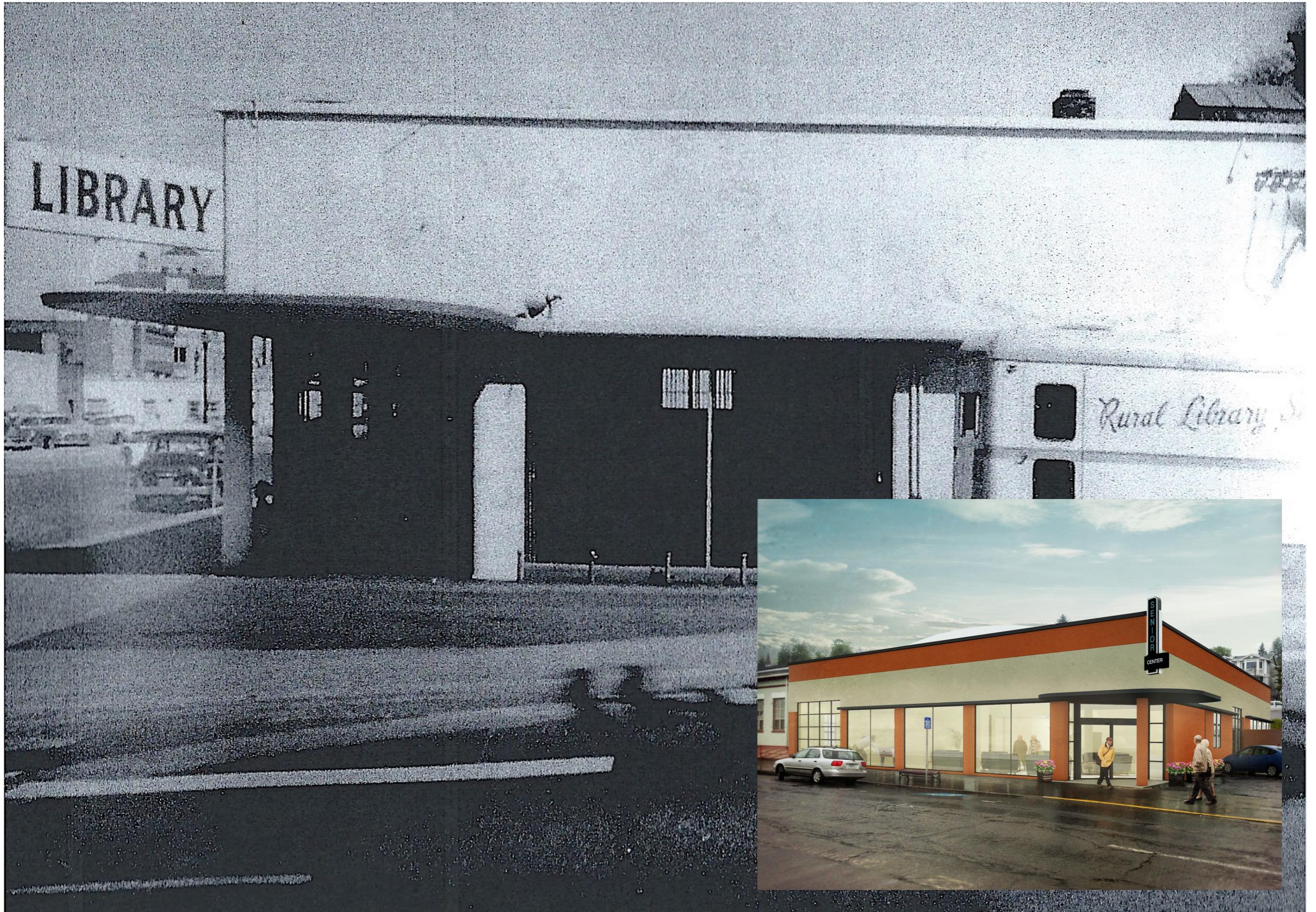
1935 - 1950

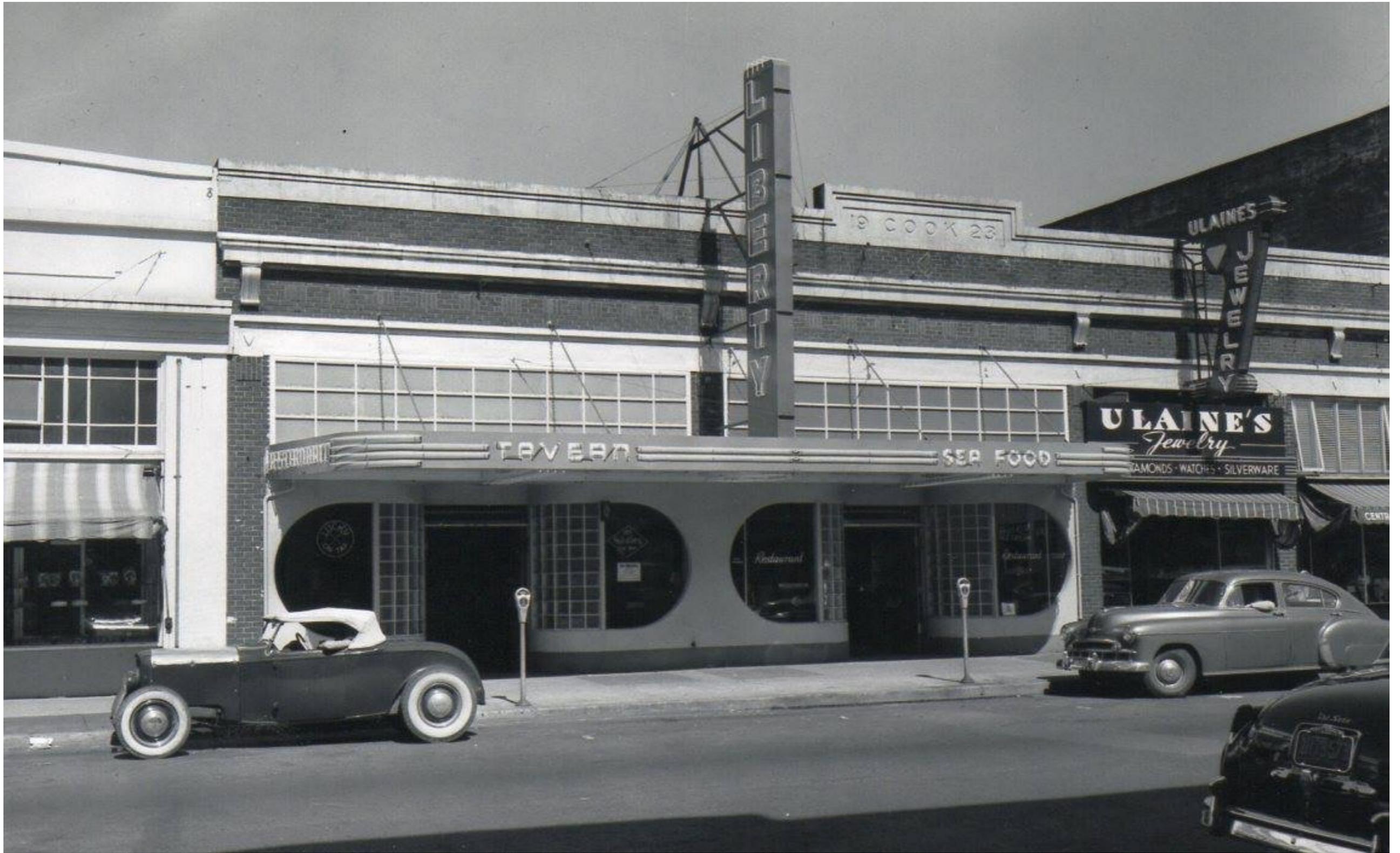


# LAWSON'S J.











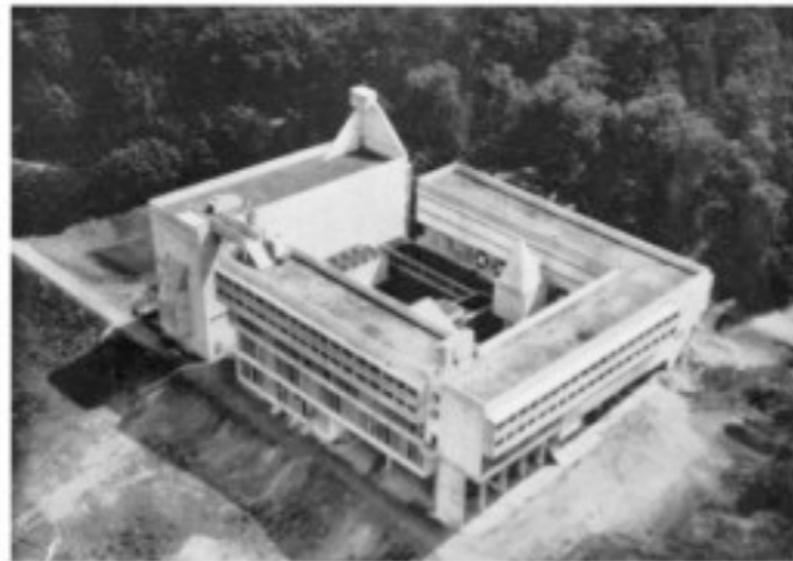
- Concrete or tilt-up concrete
- Repetitive patterns
- “Heavy” character
- Interior functions described by forms
- May be low, vertical or cubic in form
- Lack of historic reference

# Brutalist

1955 - 1975







# Secretary of the Interior's Standards

Guidelines for Rehabilitating Historic Structures

1. Property should be used for historic or compatible use.

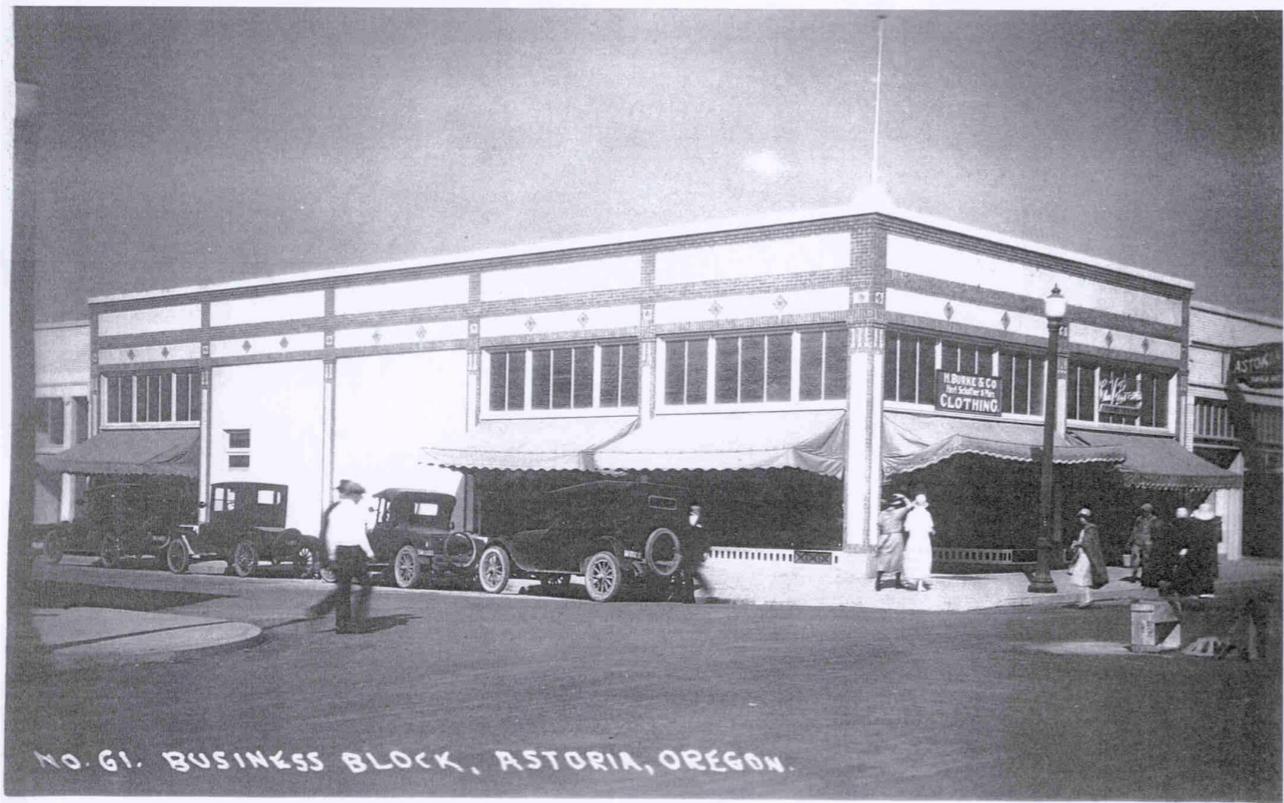
Does re-use of historic movie palace as parking garage meet this criteria?



2. Historic character of property shall be retained.

Have the alterations retained the historic character?





Buildings can evolve until little or no character remains.



3. Properties shall be recognized as a physical record of time, place and use.



Does the Fur Trader remodel reflect the 1923 Gothic detailed hotel? Does it give a false sense of historical development?

4. Changes over time can acquire historic significance.



Has the 1930s, Art Deco remodel gained significance on this ca. 1900 commercial building?



Could these alterations gain significance on these commercial building?

5. Examples of craftsmanship which characterize a property shall be preserved.

What happens to the character of the building as these elements are covered or removed?





Simple buildings cannot withstand many changes to their character before they are “lost.”

6. Deteriorated features shall be repaired rather than replaced.

Are the bases of the columns replaced successfully with an appropriate/compatible material?



7. Surface cleaning must be done with the gentlest means possible.

Were these bricks successfully cleaned through sandblasting?



## 8. Archeological resources shall be protected.

Evidence of Chinatown was discovered during a contaminated soil clean-up. Work came to a halt until mitigation resolved.





Garden of Surging Waves used to mitigate discovery and removal of trolley tracks.



9. New additions shall be differentiated from the old ... and shall be compatible with massing, etc.

The Two Classes of Architectural Styles c. 2014:

—TRADITIONAL

Modernist styles:

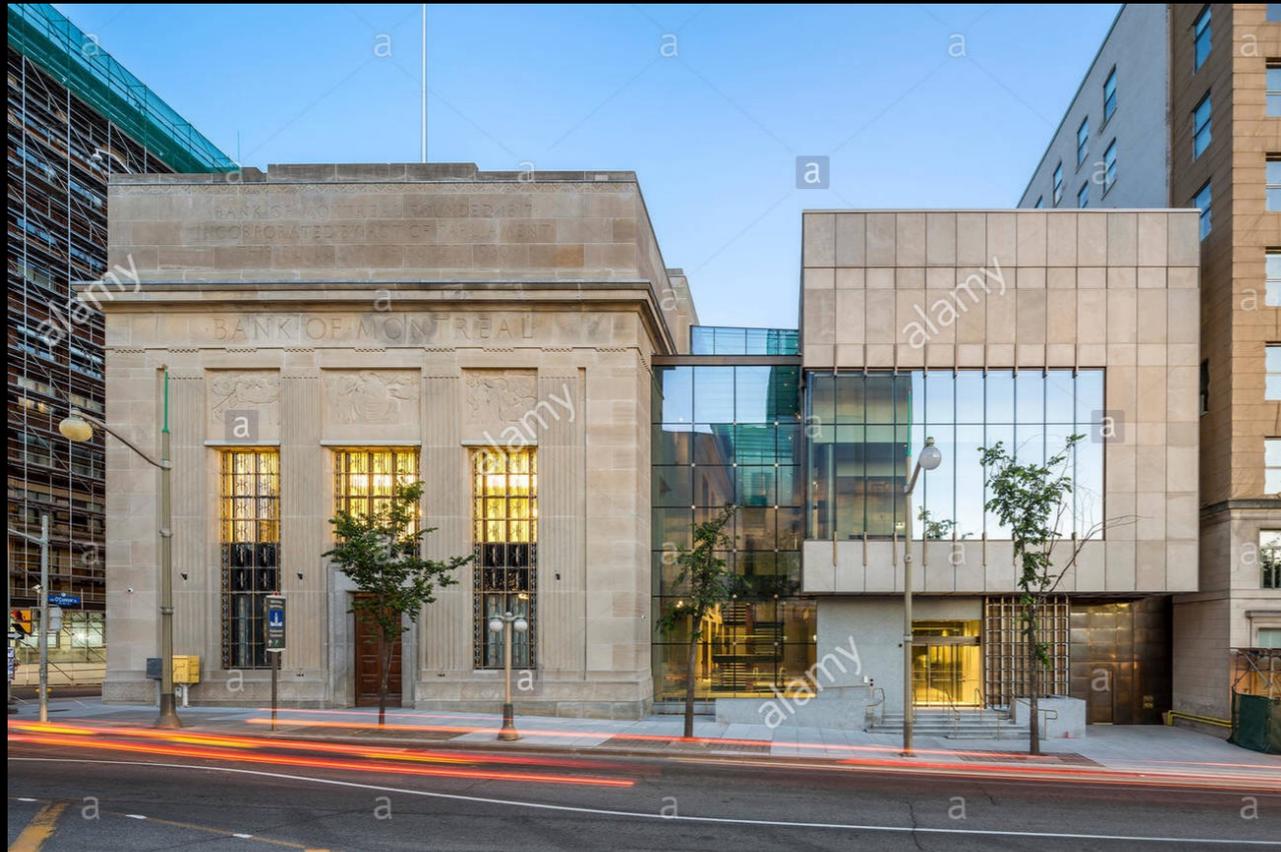
- Bauhaus
- Miesian
- Blobs
- Shards
- Explosions
- Parasitic
- Random Patchwork
- Minimalist
- Neo-Corbusian
- Functionalist
- Brutalist
- International
- Expressionist
- Futurist
- Post-Modernist
- Neo-Modernist
- and possibly more...



—MODERNIST

Traditional styles:

- Federal
- Anglo-Colonial
- Norman
- Adamesque
- Moorish Revival
- Queen Anne
- Grecian
- Beaux-Arts
- Gothick
- Gothic Revival
- Spanish Colonial
- Arts and Crafts
- Archaic Greek
- Edwardian
- Art Deco
- Rococo
- Romanesque
- Perpendicular Gothic
- Neo-Classical
- Second Empire
- and many, many, more...



Modernist



Traditionalist



Do these satisfy the criteria?

10. New additions shall be removable without impairing structure

Does this addition meet criteria 10?  
What about criteria 9?





How about this addition?

