Rebuilding Site Alternatives and General Design Recommendations for Downtown Anthony

Anthony, Kansas

Rebuilding Site Alternatives and General Design Recommendations for Downtown Anthony

For:

City of Anthony, Kansas

November, 2010

Prepared By:

Frazier Associates

Architecture ■ Urban Planning ■ Wayfinding

Acknowledgements

The following report was prepared by Frazier Associates for the City of Anthony, Kansas. On-site assistance was provided by Donna Crowe, Special Projects Administrator for the City of Anthony. Funding for this project was provided by the Kansas Department of Commerce through a Community Capacity Building Grant.

Greenberg Development Services and Frazier Associates would like to thank the many individuals and organizations who provided valuable input and assistance during this project with particular thanks to following:

Mayor Barbara Muse and the Anthony City Commissioners

Amber Kummer, City Clerk/Administrator

Gwen Warner, Anthony Chamber of Commerce

Michael Lanie, Harper County Economic Development Corporation

Anthony Commercial Development Council, and

downtown businesses and property owners who provided input throughout the study.

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Introduction I.

On August 23-25, 2010, Kathy Frazier, AIA of Frazier Associates, an architecture and planning firm in Staunton, Virginia, accompanied Hilary Greenberg of Greenberg Development Services, an economic firm in Charlotte, North Carolina, to Anthony, Kansas, to learn about and provide assistance to the City regarding the proposed downtown rebuilding project. The project came about as the result of a devastating fire earlier in the year that destroyed nearly one block of mixed-use historic buildings on Main Street in downtown Anthony.

This report has several purposes. The first is to support and accompany Ms. Greenberg's economic study of the downtown as it relates to the rebuilding project. The second is to explore several alternative rebuilding schemes for the City to consider in addition to the proposed project. The third purpose is to explore the larger picture of downtown revitalization and steps the community can be taking to support and sustain not only any new construction but also existing businesses, projects and programs.

View looking east on Main Street. The buildings on the left burned down on July 8, 2009.

The site as it appeared in August 2010.

One of the facades of the burned buildings.

Map of the downtown area showing the location of the site.

I Introduction

The first impression of downtown Anthony is that it is an active historic downtown with many assets and much potential. The downtown retains many retail businesses that historic downtowns would envy. These businesses range from traditional clothing stores, a cobbler, and a pharmacy with lunch counter to a new cafe with WiFi. There are signs that some property owners have taken steps to maintain or fix up their buildings, and the City has made efforts to provide amenities such as park areas and benches to support and sustain the downtown business district.

View of the south side of Main Street Anthony showing existing shops.

Sample sign for business on Main Street.

View of storefront on Main Street.

View showing mural in front of the Chamber of Commerce office and a decorative bench.

Mural on wall next to outdoor dining area of cafe on Main Street.

Historic view of downtown Anthony.

View of Main Street Anthony in August 2010.

View looking toward a residential area from Main Street in Anthony showing the mature tree canopy that lines most of the residential streets.

Physically, Main Street is broad and welcoming. Views down side streets to the residential areas are framed with large canopy trees that give downtown a sense of boundaries and enclosure.

I Introduction

The gateway into downtown from the west is dramatically framed by two large well-maintained grain elevators. Nearby is the old train station, the home of the Historical Museum of Anthony. In addition to the rich collection of historic commercial buildings on Main Street, Anthony is home to the historic Harper County Courthouse which is beautifully maintained and undergoing restoration work.

The west entrance into downtown Anthony, shown above, is framed by Memorial Park (notice the gateway sign), right, and two large grain elevators, one of which is visible on the left.

The grain elevator on the left is located on the north side of Main Street and the one on the right is on the south side of Main Street.

The historic train station is home to the Anthony Museum.

The Harper County Courthouse clocks were undergoing restoration during the site visit thus this image shows plywood in the cupola where the clocks are housed.

The historic high school sits vacant with broken windows.

The City has a number of handsome historic buildings including the Carnegie Library, the old high school along with numerous historic churches and homes. All of these amenities are within one block of Main Street.

The Jacobethan-style Carnegie Library, listed on the National Register of Historic Places, was built in 1911. It is currently vacant.

Anthony has a number of handsome historic churches.

Listed on the National Register of Historic Places, the Anthony Post office is a Classical Revival building noted for its 1939 mural, "Turning the Corner", by Joe Jones.

Anthony has many historic commercial and residential buildings that would likely be eligible for the National Register of Historic Places.

I Introduction

Anthony has several programs in place along with several physical improvement projects that support downtown revitalization. The facade improvement program and downtown loan pool has been in place for several years, and several building projects have been completed. Design guidelines for rehabilitation and new construction are in place for the Anthony Downtown District to ensure that funded projects meet certain design criteria. Public enhancement projects noted include the Memorial Park at the west end of Main Street. It includes landscaping, benches and a 9-11 memorial. As mentioned earlier, historically styled benches and trash cans have been added along Main Street, and some Bradford Pear trees were added to the streetscape. Attractive gateway signs appear to have been recently added on Main Street as well as a number of murals reflecting the history of Anthony.

Anthony gateway sign located at Memorial Park.

Memorial Park 9-11 memorial.

A downtown Anthony building with murals in the areas where there were windows.

Samples of wall murals in Anthony include the tractor on the wall of the Co-op, left, and the train on the wall in Memorial Park.

The Anthony Movie Theater

The current effort to rehabilitate and reopen the Anthony movie theater is a well-organized project that is making good progress towards its fundraising goals. Along with the Museum and the Municipal Hall, which is a venue for large gatherings on Main Street, this project can help to bring both residents and visitors alike to downtown.

The Anthony Municipal Hall

Anthony Downs

Anthony Downs, the County Horse and Greyhound race track, was established in 1904 and is a unique asset that historically served to bring many visitors to Anthony. Unfortunately, due to financial obstacles, the races were not held in 2010. This facility is a vital asset to the community bringing in many visitors not only to the track but to downtown businesses. The facility plans to be up and running again in 2011, and efforts should be focused to ensure this happens.

I Introduction

Rebuilding Site Alternatives and General Design Recommendations for Downtown Anthony

II. The Rebuilding Project

Our understanding is that the currently proposed rebuilding project consists of two, two-story buildings of approximately 30,000 square feet total; and that the project is designed to be mixed-use with retail on the first floor and offices on the second floor. The site is located on the north side of Main Street between Jennings and Bluff Avenue. We understand that the project as planned includes parking for thirty cars. As presented, the project is very attractive and fits the character of downtown and appears to meet historic guidelines for new infill construction in Anthony.

We also understand that the estimated project cost is $3.8 million. For the purposes of this report, we are assuming that the budget for construction is $127 per square foot including architects and contractors, although this assumption was not confirmed with the project architect. Questions about the proposed project that remained unknown at the time of this report include:

- Does the construction cost assume a white box finish on the interior, meaning that all basic services (mechanical, electrical and plumbing) are in place with basic sheetrock finish, and the tenant will be responsible for final finishes; or does the construction cost assume a cold dark box with no services or finishes?
- Does the construction cost assume all egress (stairs and elevators), fire safety and public circulation areas, as well as public area bathrooms, are in place. Will these features be added to the cost once the tenants are established and the interiors laid out?
- Does the project include apartments?

The assumption made in this report is that the construction cost assumed a white box project with allowances for all building code related requirements, as well as the cost for the exterior detailing of the building to fit the character of the historic downtown area.

Given these assumptions, two other alternate schemes were explored in this report at the request of the City.

Alternate Scheme One

The first alternate explored constructing only a one-story project, which would eliminate a portion of construction costs associated with two-story buildings. This type of project may be more feasible given the economic report and could be developed much like a one-story strip commercial project, typically built outside of downtown areas. Parking on-site could also be included. For the purposes of planning, the lot was estimated to be 150 feet deep by 275 feet wide minus 3000 square feet of property owned by others. Allowing for the parking area, the net buildable area ranges between 18,000 and 22,000 square feet. Using a lower cost per square foot (ranging from $87-85/square foot) due to the project being only one-story, this project cost could range from $1.6 to 1.9 million. (Costs are derived from RS Means Square Foot Costs 2010.)

One-Story Option

This option suggests a variety of color and form in the facade and has vertical elements that strengthens the corner. Large street trees also help to create shade and provides scale that matches the scale of the historic buildings on the south side of Main Street.

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ALTERNATE SCHEME ONE
ANTHONY, KANSAS

NOVEMBER 2010
2010-0044

A.1.1

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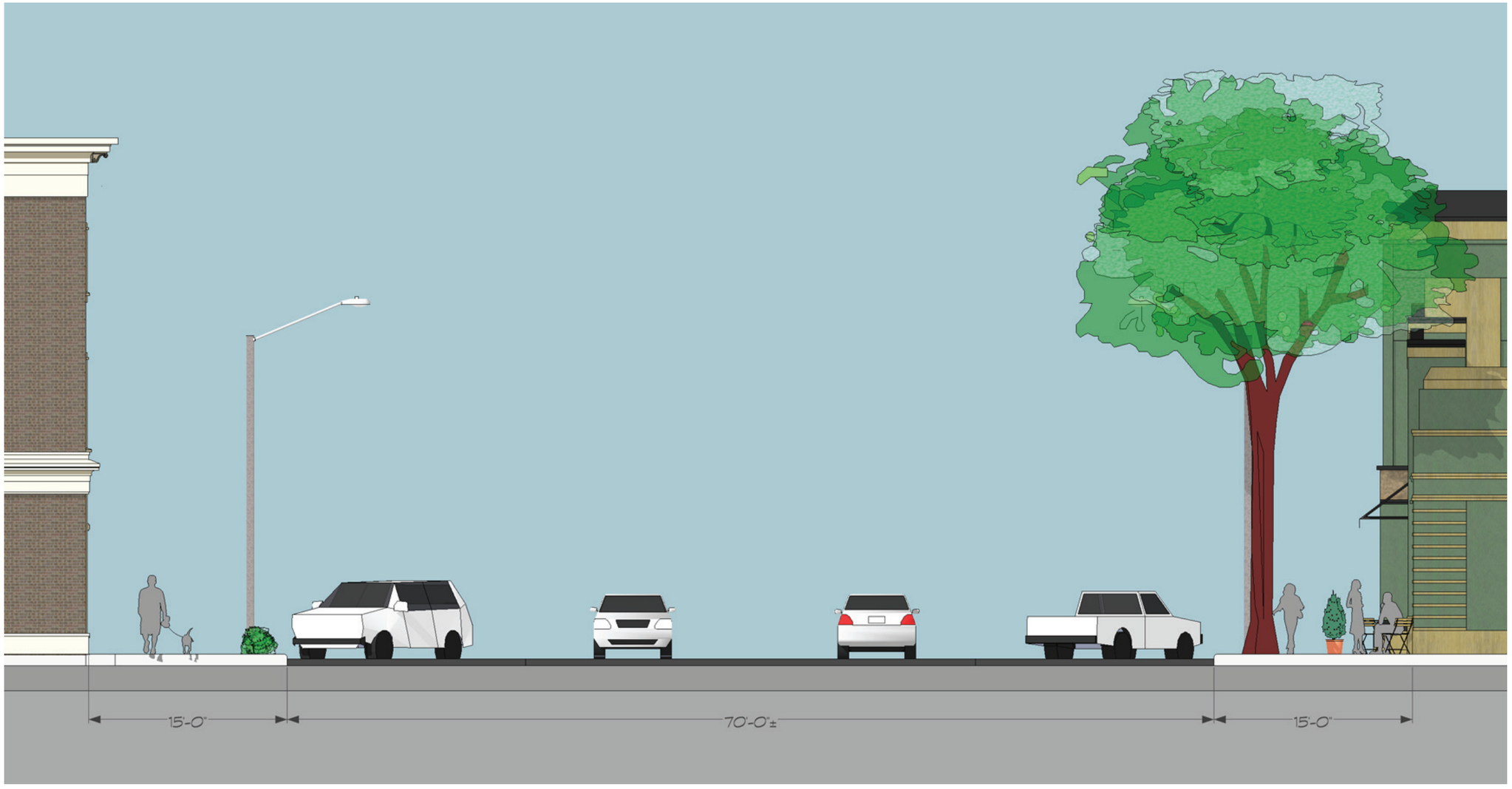
ALTERNATE SCHEME ONE -
STREET CROSS SECTION
ANTHONY, KANSAS

NOVEMBER 2010
2010-0044

A.1.2



One-Story Option

This street section shows how large street trees on the north side can eventually provide scale that matches the scale of the historic buildings on the south side of Main Street.

Alternate Scheme Two

The second scheme allows for building the corner building of the original project as a first phase of a longer-term project. The remaining area could be converted into a park for events in the heart of downtown. Shown in the rendering is the concept of using blank walls for showing movies outdoors in the summertime. Realizing that eventually the Anthony Theater would be restored for this use, the park could be used in the interim as a fundraising opportunity for the theater. Live music events could also be hosted in the space.

The two-story building was estimated to range in size from 12,000 to 16,000 square feet with a budget of $1.8 to 2.2 million ($153 – $144 a square foot). A park area could be approximately 15,000 square feet at a cost starting at $200,000. A parking lot with approximately 30 spaces would also be a part of the plan.

Observations

Cost estimates for the two alternate schemes are square foot estimates only, and detailed cost estimates were not prepared. However, even in the light of these very preliminary options, it appears that a one-story building would be more economical to build and provide ample square footage for retail or office uses. Given that there is very little if any need for downtown apartment space, this option was not explored. Instead, using existing available second-story spaces for this kind of use seemed more practical.

Two-Story Option

This option suggests building the proposed scheme in two phases with the first phase being the building on the corner. The empty lot could be converted into an outdoor event space for the heart of downtown.

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ALTERNATE SCHEME TWO
ANTHONY, KANSAS

NOVEMBER 2010
2010-0044

A.2.1

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ALTERNATE SCHEME TWO - WITH MOVIES
ANTHONY, KANSAS

NOVEMBER 2010
2010-0044

A.2.2

Two-Story Option

This view shows how the empty lot could be converted into an outdoor event space and used, in this case, to show movies.

Two-Story Option

This view shows the empty lot planted with trees and used for outdoor dining.

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ALTERNATE SCHEME TWO - WITH TREES
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A.2.3

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ALTERNATE SCHEME TWO -
STREET CROSS SECTION
ANTHONY, KANSAS

NOVEMBER 2010
2010-0044

A.2.4

Two-Story Option

This street section shows the relationship of the new buildings (right) in relationship to the existing historic buildings (left).

Rebuilding Site Alternatives and General Design Recommendations for Downtown Anthony

Design Strategies to Enhance and Strengthen Existing Downtown

III.

Perhaps as important as developing alternative schemes for the rebuilding site were the apparent opportunities to strengthen the existing downtown environment through a variety of other initiatives and strategies. Whether or not the rebuilding takes place in the near or distant future, Anthony can build on revitalization initiatives already in place and make the downtown in particular an even stronger and more vital heart of the community.

- Main Street Approach

  All of these recommendations assume that the City is ready to embrace a more formal and proactive downtown revitalization effort based on the Main Street approach of the National Trust for Historic Preservation Main Street Center (http://www.preservationnation.org/main-street/). This approach is comprehensive and addresses four areas of action including organization, promotion, economic restructuring and design. The remaining recommendations in this report are in the area of design, but it is important to note that all revitalization efforts are interrelated and build on one another, incrementally, over time. In other words, no single project or action constitutes a revitalization effort.

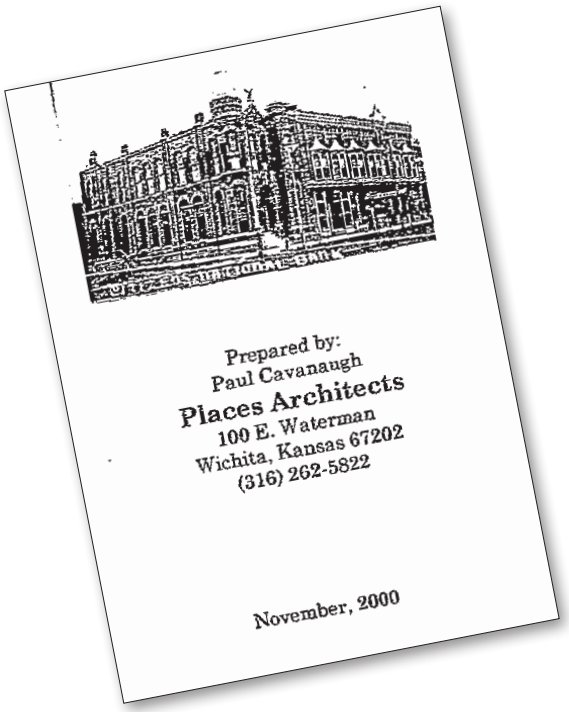
- National Register Designation

  Downtown and the adjacent historic neighborhoods and the Courthouse area would benefit from being listed on the National Register of Historic Places and the Kansas Register of Historic Places. This listing gives downtown and adjacent historic areas honorific recognition. In addition, property owners have the opportunity to use state and federal historic tax credits when a property is rehabilitated. These credits are used in many historic downtowns as a means to finance the gap between the cost of the project and available financing.

  (See http://www.ksrevenue.org/taxcredits-historic.htm and http://www.nps.gov/history/hps/tps/tax/ for more information.)

- Facade Improvements

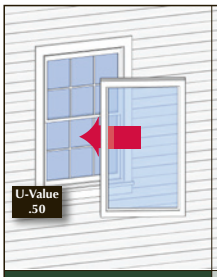
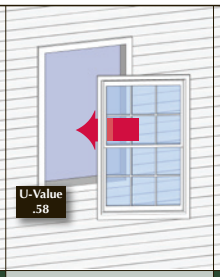
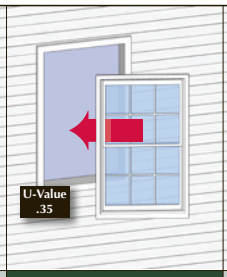
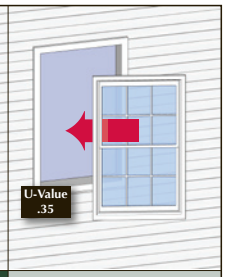
Downtown buildings often lack reinvestment in terms of maintenance, and over time, inappropriate improvements are made that detract from the original design and historic appeal of the building. As a result, a very basic component of a downtown revitalization effort is a facade improvement program. Programs that promote and encourage reinvestment in a building, with the emphasis on recapturing its historic character, have proven time and again to pay back handsomely not only for the individual business but also for the downtown as a whole. Facade improvements that include paint, signs and awnings, as well as cornice, window and storefront repair have been proven in several studies to increase retail sales for existing businesses. Several states including Wisconsin and West Virginia conducted surveys to determine the actual economic impact of facade improvements. Across the board, businesses realized more than a 200% increase in sales. See Appendix for more information.



During the site visit, the wide variety and quality of historic downtown buildings was noted along with the opportunity for economical improvements that will enhance the appeal of the district. One of the key issues noted was blocked up second floor windows. This appearance gives a vacant and abandoned appearance to downtown, even though most of the first floors of these buildings were occupied with viable businesses. The program could focus on reopening and repairing these historic wood windows and show the community that downtown is open for business – even on the second floor. In some cases, if the improvements reach a certain cost threshold, then owners would be eligible for historic tax credits. See above. In addition, Anthony has had a facade improvement program in place since early 2000 that provides economic incentives to fix up the exterior of buildings. Design Guidelines are in place for this program. This program could be promoted more actively and possibly packaged with the historic tax credits. Design assistance would be beneficial to aid owners in visualizing the impact of improvements.

On another level, several storefronts of existing businesses could benefit from basic maintenance like window washing. For this, some communities sponsor a spring-cleaning event with discounts on window washing and general spring cleaning.

Anthony has many handsome historic commercial buildings that would benefit from facade improvements, ranging from opening second floor windows, adding awnings and signs, to fresh paint schemes.

			
KEEP Existing single-glazed wooden window ADD Storm window	REPLACE Existing single-glazed historic wooden window WITH Double-glazed thermal window	REPLACE Existing single-glazed historic wooden window WITH Double-glazed window w/ low-e glass	REPLACE existing single-glazed historic wooden window *and* storm window WITH Double-glazed window w/ low-e glass
$0 for existing window and $50 for storm	$200 - 450 for new window	$300 - 550 for new window	$300 - 550 for new window
Annual savings per window: $13.20	Annual savings per window: $11.07	Annual savings per window: $16.10	Annual savings per window: $2.29
Payback on investment: 4.5 years	Payback on investment: 40.5 years	Payback on investment: 34 years	Payback on investment: 240 years

This graphic shows the payback period for restoring and reusing existing windows in comparison to new windows.

The illustrations on this page are examples of facade improvements that included opening second floor windows, new paint schemes, awnings and signs.

HISTORICAL PHOTO
NOT TO SCALE

SCHEMATIC DESIGN: This drawing is conceptual and not working drawings for construction. The notes are intended as guidelines for rehabilitation. Any changes to the conceptual design should be reviewed and approved by the Main Street Designer and the local Program Manager. Some aspects of the design may require further drawings prior to construction. Field Check any dimensions shown on this drawing. It is the responsibility of the owner and contractor to acquire additional technical or professional assistance as needed before or during construction.

ADA GUIDELINES: Insure that all entrances meet the ADA Guidelines. It is the owner's responsibility to insure that the entire building meets the ADA Guidelines. While change of use will not activate ADA, alterations to the space will. In addition, barriers must be removed when readily achievable.

PAINT AND AWNINGS: If new paint colors and awnings are shown for this building, they will be specified on a separate Colors and Materials Sheet. Paint colors can be matched to paint brand of the owner's choice as long as the color is the same and a high quality paint is chosen. If an exact color match is not possible, please contact the Virginia Main Street Designer for assistance in choosing new colors. See the back of the Colors and Materials Sheet for paint specifications.

REHABILITATION GUIDELINES: For information on materials and methods used for rehabilitating historic buildings, see the Design Manual located at the office of the local Main Street Program Manager. Questions regarding rehabilitation methods should be addressed to the Virginia Main Street Architect.

STATE AND FEDERAL HISTORIC TAX CREDIT PROJECTS: If a project will be submitted for tax credits, submit all required forms and secure any and all approval from state and federal agencies for proposed work prior to beginning any construction. Contact the Virginia Department of Historic Resources for more information.

EXISTING FRONT FACADE
NOT TO SCALE

EXISTING SIDE FACADE
NOT TO SCALE

Sample Facade Improvement Drawing

This is a sample facade improvement drawing showing a building, similar to those found in Anthony, that has blocked up second floor windows.

NOTES:

This sheet only.

1. Remove metal siding, wood panels, storefront, lattice screen and support system from the front and side facades to expose the original building fabric. Repair damage to the masonry with materials to match existing in color, texture and size. If the original lower facade structure is different and/or cannot be re-built as illustrated, contact the Main Street Architect for recommendations prior to proceeding with work.
2. Remove panels from upper facade window openings. Repair any damage to masonry with materials to match existing in color, texture and size. Repair windows to operable condition. Provide new windows where existing windows are missing to match existing design and materials of remaining windows.
3. Remove the existing signs, and salvage as per owner's instructions. Repair any damage to masonry with materials to match existing in color, texture and size.

(NOTES 4-7 not used on this sheet.)

8. Provide new double-hung wood windows to fit existing masonry openings in lower side facade. Refer to existing upper facade windows and historic photo for window design. Prime and paint as shown. If window is not needed due to interior requirements, frame the window and provide closed shutters over the sash opening.

(NOTES 9-11 not used on this sheet.)

12. Scrape, prime and paint masonry as shown.

(NOTES 12-19 not used on this sheet.)

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LURAY, VIRGINIA

09/15/05
86002.EE.07

A-1
SHEET 1 OF 4

NOTES:

1. Remove metal siding, wood panels, storefront, lattice screen and support system from the front and side facades to expose the original building fabric. Repair damage to the masonry with materials to match existing in color, texture and size. If the original lower facade structure is different and/or cannot be re-built as illustrated, contact the Main Street Architect for recommendations prior to proceeding with work.
2. Remove panels from upper facade window openings. Repair any damage to masonry with materials to match existing in color, texture and size. Repair windows to operable condition. Provide new windows where existing windows are missing to match existing design and materials of remaining windows.
3. Remove the existing signs, and salvage as per owner's instructions. Repair any damage to masonry with materials to match existing in color, texture and size.
4. Provide new wood storefront with paneled wood bulkhead or metal storefront with painted masonry bulkhead. Glass between the bulkhead and transom bar to be clear vision glass. Glass above the transom bar to be opaque spandrel with white opacifier on the inside surface. Prime and paint or finish as shown. Refer to detail sheet A-3. Metal storefront with brick bulkhead is optional. Match proportions of metall storefront to wood storefront detail, and add brick rowlock sill and brick watertable or bullnose at base.
5. If masonry columns do not exist in location illustrated, provide new masonry columns. Match existing masonry size, texture and color as closely as possible. If color cannot be found, paint to match existing masonry.
6. Provide new metal or wood marquis sign for theater entrance. Finish as shown. Provide illumination for movable-letter sign and theater name.
7. Provide new wood, metal, Fypon or EIFS (Dryvit) cornice. Prime and paint as shown. Refer to detail sheet A-3.
8. Provide new double-hung wood windows to fit existing masonry openings in lower side facade. Refer to existing upper facade windows and historic photo for window design. Prime and paint as shown. If window is not needed due to interior requirements, frame the window and provide closed shutters over the sash opening.
9. Provide new metal cornice arch. Paint as shown. See sheet A-3 information on a matching cornice in the area.
10. Scrape, prime and paint metal cornice as shown. Repair cornice with materials to match existing in texture and shape, if needed.
11. Scrape, prime and paint windows and trim as shown.
12. Scrape, prime and paint masonry as shown.
13. Provide recessed light fixtures in recessed entryways for security.
14. Provide tile, stone or stained concrete entrance.
15. Provide new fabric awning with loose valance and pleated valance corners as shown.
16. Provide new individual sign letters or new sign panel to fit on fascia of cornice as shown. Sign panel may be in either of the following materials and applications: Painted exterior grade wood; aluminum with the strength and durability properties of alloy 5005-H15, square cut edges and baked enamel finish. Coordinate sign colors with awning colors.
17. Re-install projecting sign as per owner's instructions.
18. Provide window signs on storefront glass for use by pedestrian traffic.
19. Paint or etch address on door glass or transom if available. Verify address prior to purchase and installation.
20. Provide new wood, metal, EIFS or Fypon cornice similar to original as seen in historic photograph.

FRONT FACADE
NOT TO SCALE

Sample Facade Improvement Drawing

This is a sample facade improvement drawing showing how the building will look with restored windows and storefronts.

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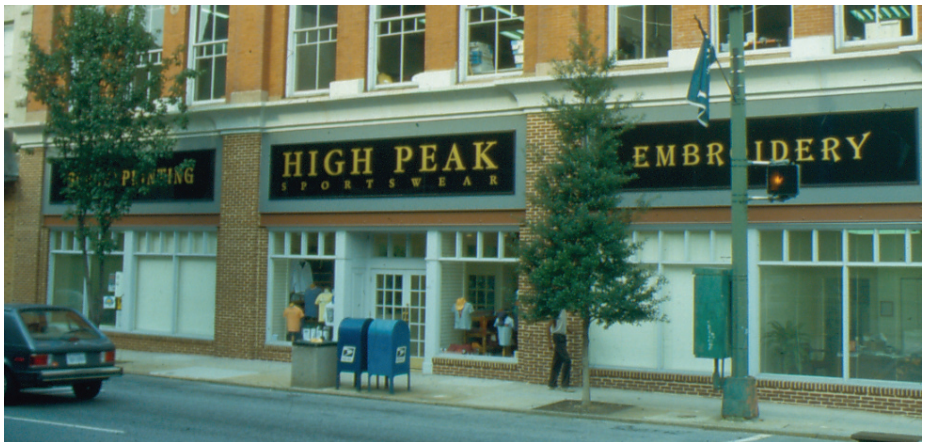
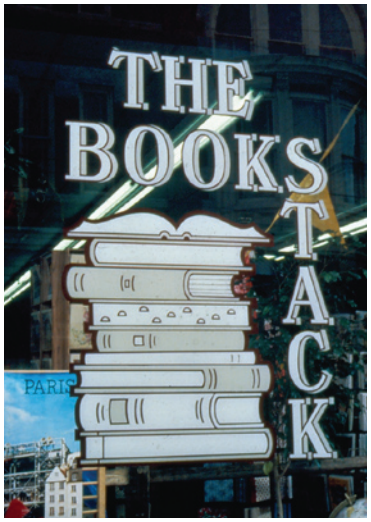
A-2
SHEET 2 OF 4





Samples of attractive wall mounted, window and projecting signs found on historic downtown buildings.

- Sign Guidelines

  Businesses in downtown could benefit from improved signs and graphics. Design and fabrication of these elements should be included in facade improvements. Because downtown businesses are viewed both from the car and by a pedestrian, different types of signs and placement locations are usually recommended. See illustration. For instance, signs on storefront glass are easily read by the passing pedestrian; flat wall signs above the storefront are seen from across the street; projecting signs are useful to those viewing from the automobile and as a pedestrian.

Types of Signs and Typical Locations

This graphic shows typical locations for signs on historic commercial buildings as well as residences used for businesses.

- Upper-Story Housing

After a community makes a focused effort on facade improvements and businesses begin to show visible signs of change and improvement, communities experience an interest by residents in the possibilities of living downtown. Vacant upper-story spaces of historic buildings, like those in Anthony, become desirable for loft apartments.

Historically, many of these spaces were originally built and used for offices, inventory storage or apartments. In many cases wood floors, trim, doors, and partition walls are in place and can be refurbished. In others, the upper story spaces may have never been finished or used, but these spaces have wood floors and exposed beams and brick walls. Either condition offers the opportunity for attractive and exciting living spaces. Because this kind of renovation to an existing building will require a significant investment in new mechanical, electrical, plumbing systems, as well as finishes and fixtures, the historic tax credits become an important tool to help finance the project.

The upper floors of this building were used for grain storage and was never finished. The new apartment featured painted brick walls, refurbished wood floors and exposed wood beams.

This building had a more finished second floor, so the rehabilitation included refinishing floors, painting walls and refurbishing trim while adding new kitchens and bathrooms.

- Underutilized Buildings

  Anthony has several larger key historic buildings adjacent to downtown that would benefit from focused attention on potential uses and financing tools for rehabilitation.

  The first key property is the vacant Anthony High School. We learned, while on site, that the property had had several owners with proposed plans but all have fallen through. The property sits vacant with broken windows that only invite more vandalism. The second property is the Carnegie Library building adjacent to Main Street also appeared to be vacant.

  No other information about these facilities was collected, however, facilities like these in other communities have been turned into community centers, art centers, apartments, offices and so on. Historic tax credits, again, become an important financing tool for projects like these.

  In the short term, it is recommended that steps be taken to secure and "mothball" these facilities. Losing them either in part or in whole to fire or other vandalism would be tragic. See http://www.nps.gov/history/hps/tps/briefs/brief31.htm

The high school, like this building, is waiting to be redeveloped. To ensure that vandalism is minimized, the windows were secured with plywood and painted.

Many communities have large "white elephant" buildings (above) that remain vacant due to obsolete uses. However, many are converted (right) to new uses like this old hotel that is now a community center for history and art.

- Streetscape

Downtown is a pedestrian-oriented place. Downtown Anthony already has several key amenities that make for a positive outdoor pedestrian environment. Some of these amenities include wide sidewalks, ample lighting, and buildings in the core area with zero front setback from the sidewalk. The south side of Main Street has two-story buildings, and these buildings cast shade on the sidewalk all day, making that area a wonderful opportunity for outdoor seating, dining and events.

The south side of Main Street benefits from the shadow cast by the buildings on Anthony's wide downtown sidewalks, making the area ideal for events and outdoor dining..

By contrast, the north side of the street (where the rebuilding site is located) has mostly one-story buildings and is a very hot pedestrian environment with few trees or awnings to provide shade for the pedestrian. As noted earlier, side streets in Anthony have large canopy trees that provide shade during the hot summer days.

A loan tree on the north side of Main Street symbolizes the need for more shade trees.

Anthony is fortunate that all utilities run in the alleys behind the buildings on Main Street giving the street a very clean and uncluttered appearance. This also makes adding amenities such as street trees easier to accomplish.

View of alley behind Main Street that carries utilities.

This view of a historic downtown street shows an ideal pedestrian environment provided by shade trees, awnings and banners.

Several streetscape enhancement opportunities were noted while on site; however, a comprehensive streetscape improvement plan is recommended. Some suggestions include:

- Planting trees that will grow tall and provide shade on the north side of Main Street would create a positive pedestrian environment in the whole downtown area. This effort should be carefully planned and include ample area for tree roots to grow. (See http://www.urbanforestrysouth.org/resources/library/copy2_of_urban-watershed-forestry-manual-part-i/file) In addition, if trees are planted, care should be taken in the design of the area under the tree to include paving materials, other plantings, and amenities such as benches.

These photographs show Anthony's light poles (left) and an example of colorful banners on similar poles (right) that help to identify this downtown district.

- Anthony's tall concrete streetlights in the downtown provide an opportunity for banners to further define downtown and create a celebratory feel in the district. (There are some metal poles, as well, that require painting.) Banners should be colorful, reflect the character of the community and be changed seasonally to remain fresh. (Placing banners on the poles may have already been explored in Anthony. If not, the design and mounting will need to be coordinated with the design of the poles and, particularly, wind loads.)

This website is in the same community as the banners on the previous page. The graphic identity is consistent from the website to the actual downtown area.

- Image

  Overall, it was clear that Anthony could be projecting a stronger image through web and print as well as through events. Many communities undertake a graphic branding effort for the community that provides color, graphics and slogans to be used on websites, marketing, and features such as banners. A successful community branding effort finds a key message or icon that reflects the identity of the community. It is then used to frame the message about the community in web or print graphics.

Rebuilding Site Alternatives and General Design Recommendations for Downtown Anthony

Appendix IV.

The Economic Impact of Building Improvements

By Kathy Frazier AIA Frazier Associates, Architects and Planners
For The Virginia Main Street Program Newsletter

The next time a business owner in downtown asks: "What good will a facade improvement do for my business anyway?" You can confidently reply: "Increase sales."

That's right, several studies have been conducted that give the economic facts to what we have all known intuitively for some time: an improved exterior appearance improves the image of a downtown business; attracts more shoppers and increase sales.

In 1986, the University of Wisconsin-Extension conducted a study titled the Economic Effects of Storefront Improvement, and in 1990 Main Street West Virginia conducted a similar survey titled The Economic Impact of Storefront Improvements. In each study, interviews were conducted from a sampling of over 100 merchants in a total of 30 different communities (20 in Wisconsin and 10 in West Virginia). The studies found that:

- Roughly 70% of the businesses reported an increase in sales after making facade improvements.
- Roughly 85% of the businesses also made interior improvements including new inventory and product lines, merchandising and window display.
- A majority of improved buildings were owner occupied or locally owned
- Costs for facade improvements ranged from $500 to $60,000 and included everything from signs to total restoration.
- Well over 90% of all participants were very pleased with the renovations and had experienced favorable comments from customers.

In West Virginia, the results also indicated that the majority of renters had no resulting rent increase after the building improvements.

"Wow!" you say. "But how much do sales increase, and are they just a flash in the pan, or are those increases sustained over time?" A former Main Street coordinator in Kansas, Brenda Spencer devoted her Master of Architecture thesis (1995) titled *An Analysis of the Economic Impact of Physical Improvements on Retail Sales* . She studied six downtown businesses that had made physical improvements and could provide actual cost and sales data before and after the improvements. In the previous studies only the opinions of business owners were used and actual numbers were not available.

Here is a summary of Spencer's study:

- The scope of physical improvements included three common elements: storefronts, signs and/or awnings, and interior improvements.
- Most businesses were retail, with one service and one restaurant
- Facade improvements ranged from $10,000 to 60,000, with over half being in the $10,000-20,000 range. Typically, the facade improvement was 20-30% of total rehabilitation costs.
- The most common concurrent business improvement was of a physical nature - merchandise layout and displays
- All businesses experienced an increase in the annual percentage increase in gross sales the year after improvements - an average of 272%
- The majority of businesses sustained an increase in sales - an average increase of 222% in the average annual percentage increase in gross sales - after improvements.
- A majority experienced an increase in sales after improvements above their own business's average before improvements, and above the performance of other local businesses for the same period.
- Two- thirds of the business owners stated that the physical improvement significantly impacted the increase in sales.
- All of the businesses experienced favorable customer response and considered the improvements worth the investment.

Main Street is economic development within the context of historic preservation and now the numbers are here to clearly show the impact of physical improvements on the success of downtown business.