

DESIGN CONCEPT PROPOSAL

May 15, 2020
Art on the Fly, 114 N Wilson Ave, Jefferson, IA
Project #01420



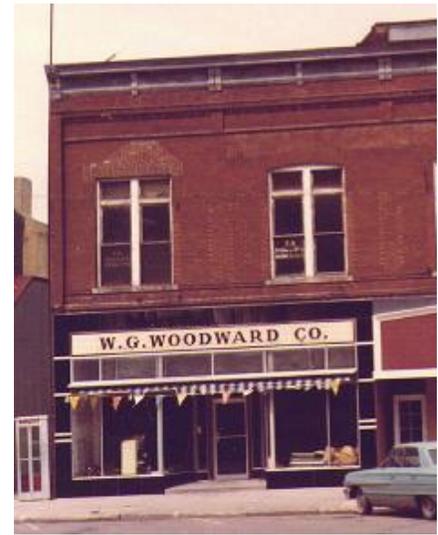
Design recommendations are based upon field inspection during the site visit and/or information provided by the owner/tenant and are conceptual only. They are not intended for construction purposes. Additional consultation, or the use of specialized consultants including a licensed architect or engineer, may be required for additional design development and for individual issues or concerns. Prior to beginning any work, consult with local officials to ensure compliance with local codes and ordinances.



Existing Building



Historic Photographs



NOTES

- This drawing proposes façade improvements for Art on the Fly at 114 N Wilson Ave. Since the storefront has undergone multiple alterations over time and little historic fabric remains, a new compatible storefront system is recommended.
- Remove the existing infill transom panel.
- Assess condition of masonry piers framing storefront. Make any repairs needed and repaint to match color of upper façade.
- Remove existing storefront and replace with a new, compatible system that fills the full opening. A signage panel is proposed in the upper portion to cover the lower secondary lintel. Frame in a new storefront system following the existing configuration, adding bulkhead panels and large storefront window openings with transoms.
- Cut out step at storefront and replace with a ramp to improve accessibility.
- Utilize the sign panel to highlight the creative business identity. A graphic background example is shown here, but consider different ways to highlight the owner's artistic talents. Individual letter signage adds some dimension to the sign panel. Continue signage and branding with vinyl cut lettering in the storefront window(s). Options could include taglines, class offerings, etc.

- Changes to the upper façade are kept minimal for consistency with the Columbian Block. Window sills and trim can be painted to provide some accents and complement the storefront, while still staying neutral.

Main Street Iowa recommendations follow the [Secretary of Interior's Standards](#) for the rehabilitation of historic buildings. Additional information on technical guidance can be found in [Preservation Briefs](#) prepared by the National Park Service.

COLOR SCHEME

Benjamin Moore paint colors and Sunbrella awning fabric is shown here for reference. Appearance of color samples will vary depending on computer screen or printer – view actual samples for color matching.



#1606



#856



#2055-10

Main Street Iowa design staff is available to provide continued assistance as the project progresses. Please contact Maia Fiala Jessen (515.348.6179 or maia.jessen@iowaeda.com) with any questions, requests for technical information or project updates.



MAIN STREET
IOWA

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