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Image 1. Existing Condition (Southwest Corner): With the exception of the brick bulkheads below the storefront windows on the south façade of the building, all of the exterior brick and other architectural details are painted. White is the predominant color. The paint is peeling in many locations. A wide band along the upper portion of west side of the building is painted blue, apparently an extension of a preexisting sign that was mounted near the southwest corner. Metal framing from the sign remains attached to the building, but it is removed in all of the design options presented. Window openings on the west wall are infilled with opaque panels.



Image 2. Existing Condition (South Façade): The bulkheads below the storefront windows are unpainted red brick. In an earlier remodeling of the building, a bulkhead was built above the storefront windows across the entire south façade. The existing awnings are mounted on this bulkhead. The building's original, intricately detailed, cast iron columns remain exposed at the corner and on the Mid-America Vision Center portion of the front façade.

Notes:

1. To emphasize existing conditions on the building, as well as changes to the building, all images have been modified to exclude trash cans, the corner street light pole, and other extraneous objects.
2. All signage font styles depicted are available from Gemini Incorporated, <http://www.signletters.com>
3. All paint color numbers specified refer to Pratt & Lambert colors.
4. All storefront glass is to be clear glass, rather than tinted glass.



Design assistance for:
Mid-America Vision Center
Jessica Moore
1004 G Street
Geneva, NE 68361

Produced under the direction of:
Nebraska Lied Main Street
P.O. Box 83107
Lincoln, 68501-3107
Phone: 402.323.7337 Fax: 402.323.7349

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14 NOV 2007

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- steel flange supporting brickwork
- bulkhead built out from face brick
- south awnings mounted on surface of bulkhead
- west awning mounted beneath steel flange

Image 3. Existing Condition (Southwest Corner Detail): The building's original corner cast iron column, with a classical decorative capital and other intricate detailing, remains exposed. This corner column and the other cast iron columns on the façade are important historic elements of the building, all worthy and deserving of preservation and enhancement. This image illustrates two existing awning-mounting conditions on the building: (1) The west awning is mounted underneath the steel flange that supports face brick above. (2) The south awnings are mounted on the surface of a bulkhead that is built out from the original face brick of the façade. Condition #1 is preferable, since it reveals, respects, and visually reinforces the inherent structure of the original building façade. Placement of the top edge of the awning beneath the steel flange also has the advantage of protecting against rainwater leakage at that location. Removal of the built-out bulkhead above the south storefront windows would, presumably, reveal the full height of all the original cast iron columns on the south façade.



- cornice featuring brick dentils
- recessed brickwork
- bulkhead built out from original facade, presumably covering original face brick
- south awning mounted on surface of bulkhead
- corner column capital

Image 4. Existing Condition (South Façade Detail): Brick dentils accentuate the cornice. The Mid-America sign is set into an elongated rectangular recess in the brickwork. The bulkhead appears to overlap some of the building face brick, which likely exists above the corner column capital, similar to the condition above the storefront window on the west wall. The awning is mounted on the bulkhead. The uneven surface of the bulkhead cladding, as well as the lack of flashing along the top edge of the awning, results in rainwater leakage along the top edge of the awning.



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Image 5. Option 1 (Southwest Corner): All of the brick, including the existing unpainted brick below the south storefront windows, is given a new paint color. The bulkhead built out from the original building façade above the south storefront windows is removed, and new recessed infill panels above new storefront windows are installed between the original now-fully-exposed cast iron columns. The awning fabric is Sunbrella's "Brass/Beige Pinstripe" (#4952). The primary façade color is "Petaluma" (#2272); the secondary color (ie. cast iron columns) is "Clove Dust" (#2267); the tertiary color (ie. brick dentils) is "Lamswool" (#2269).



Image 6. Option 1 (South Facade): New signboards are installed in the elongated rectangular recesses located in the upper south façade. Alternatively, the signage—consisting of individual, white, formed plastic letters—can be affixed in the recesses directly to the face brick. The font is Goudy Old Style. Removal of the bulkhead above the south storefront windows presumably will allow full exposure of all the cast iron columns, the middle one shown in this image between the two awnings.



Image 7. Awning fabric "Brass/Beige Pinstripe" #4952 by Sunbrella.



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Image 8. Option 2 (Southwest Corner): All of the brick, including the existing unpainted brick below the south storefront windows, is repainted white, the existing color. The bulkhead built out from the original building façade above the south storefront windows is removed, and new recessed infill panels above new storefront windows are installed between the original now-fully-exposed cast iron columns. The awning fabric is Sunbrella's "Mocha" (#4616). The primary façade color is "Angel Wings" (#1016); the secondary color (ie. cast iron columns) is "Flagstaff" (#2264).



Image 9. Option 2 (South Facade): The signage on the storefront is black, formed plastic, Caslon Bld Rnd Face font. The removal of the bulkhead above the south storefront windows shows the continuation of the center pier to the top of the awning.



Image 10. Awning fabric "Mocha" #4616 by Sunbrella.



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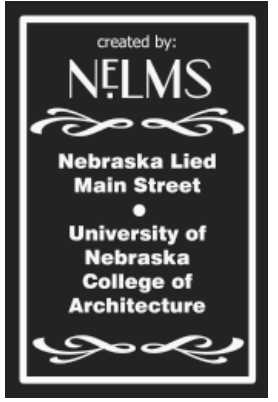
Image 11. Option 3 (Southwest Corner): All of the brick, including the existing unpainted brick below the south storefront windows, is given a new paint color. New storefront windows are installed. The south awnings are mounted on the surface of the existing bulkhead above the storefront windows. The fabric is Sunbrella's "Beige/White" (#4796). The primary façade color is "Spectrum Brown" (#2006); the secondary color (ie. cast iron columns) is "Mauve Beige" (#2005); the tertiary color (ie. brick dentils) is "Brevity" (#2295).



Image 12. Option 3 (South Facade): The signage consists of individual black plastic letters affixed in the recesses directly to the face brick. The font is Goudy Old Style.



Image 13. Awning fabric "Beige/White" #4796 by Sunbrella.



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Image 14. Option 4 (Southwest Corner): All of the brick, including the existing unpainted brick below the south storefront windows, is given a new paint color. New storefront windows are installed. The south awnings are mounted on the surface of the existing bulkhead above the storefront windows. The fabric is Sunbrella's "Heather Beige" (#4956). The primary façade color is "Brandywine" (#2014); the secondary color (ie. cast iron columns) is "Mauve Beige," (#2004); the tertiary color (ie. brick dentils) is "Adobe," #2005.



Image 15. Option 4 (South Facade): New signboards are installed in the elongated rectangular recesses located in the upper south façade. The font is Roman Classic.



Image 16. Awning fabric "Heather Beige" #4956 by Sunbrella.



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