

CATALYST
ON MAIN
K E L S I E K A A T Z

CATALYST ON MAIN

INTERVENTION THROUGH REHABILITATION AND DEVELOPMENT

TEXAS A&M UNIVERSITY
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A special **thank you** to:

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CATALYST ON MAIN

Taylor, Texas, an accredited city of the Texas Main Street Program and my hometown, has a **defined downtown core** that has seen small attempts at preservation of the historic fabric. While all attempts are a step in the right direction toward a revitalized life and promising future, a need still exists for a turning point solution. For many historic Main Street communities, “the core was not only instrumental in giving a town its identity, but also provided a focus for its activities.” (Longstreth, 2000, pg. 13) This proves true for Taylor, the downtown being its commercial business district with associated pedestrian activity. While activity exists with the core in its current state, a **new intervention** could increase the overall interest of the community in the area, day and night. Through new architectural development and the introduction of a plaza space that links past and present, the downtown edge will be able to **reestablish its defining boundary**.

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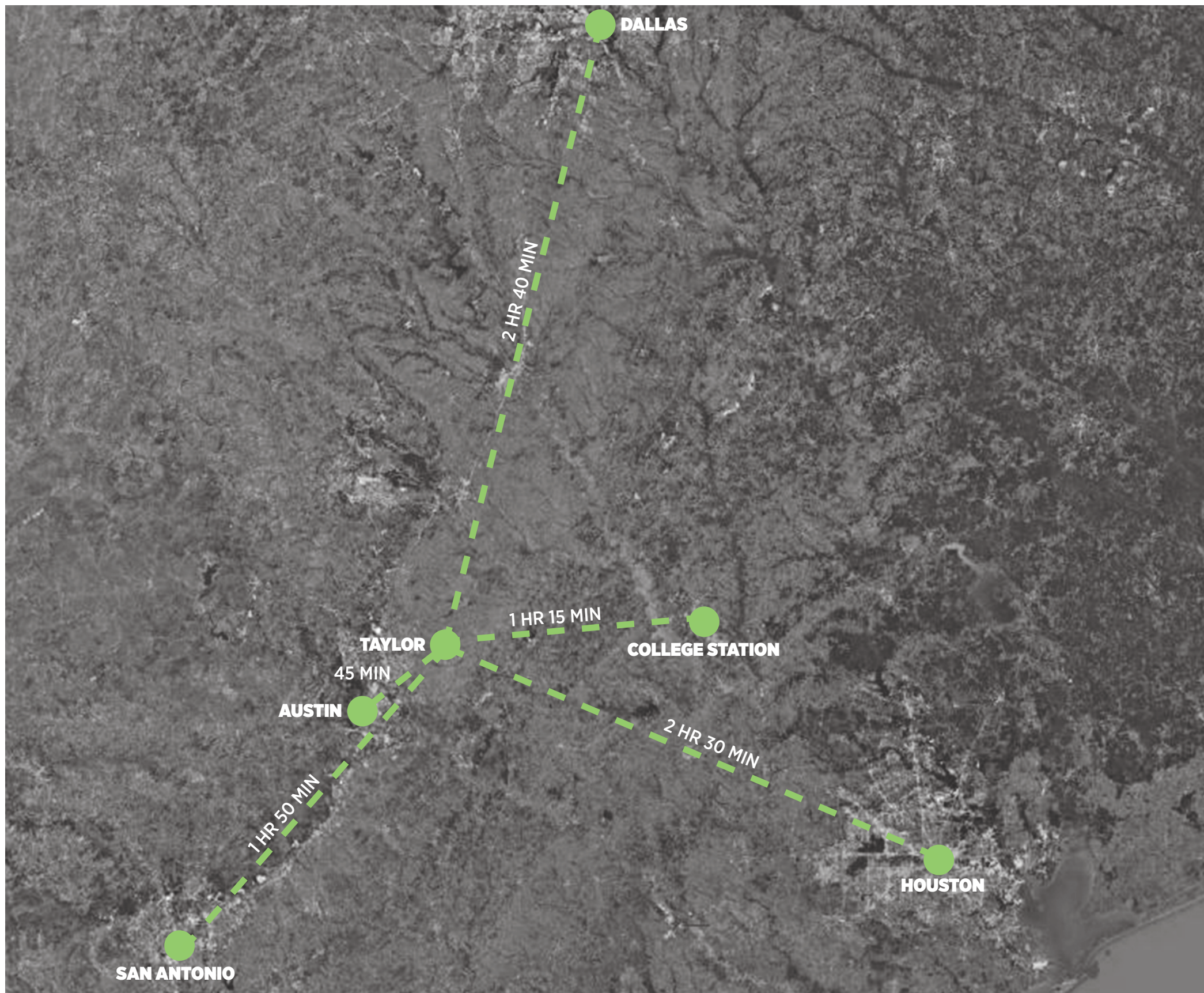
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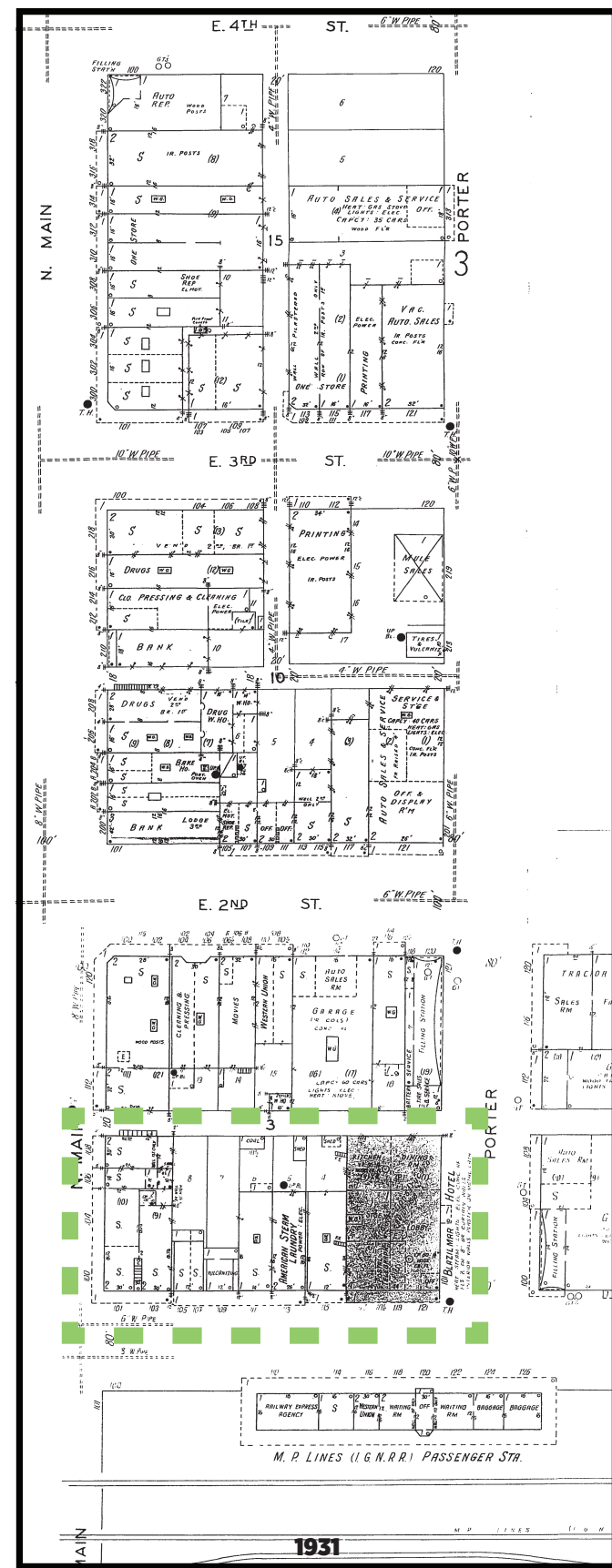
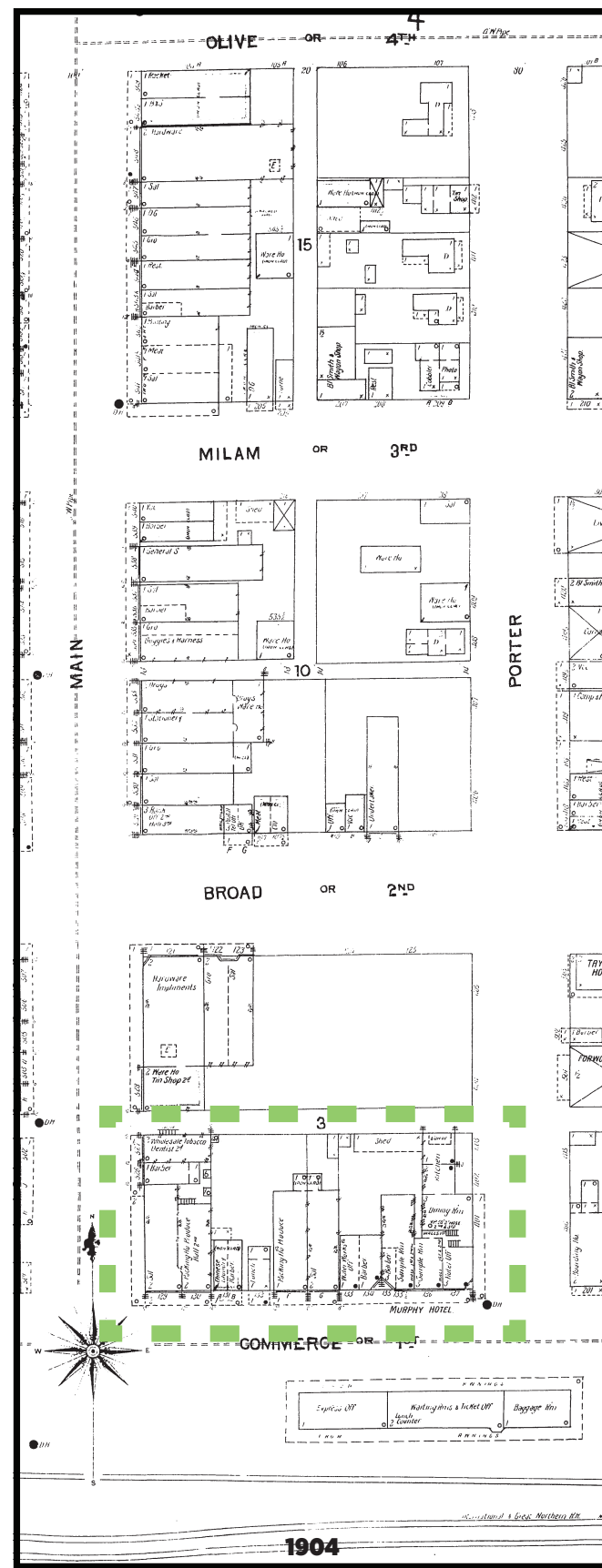
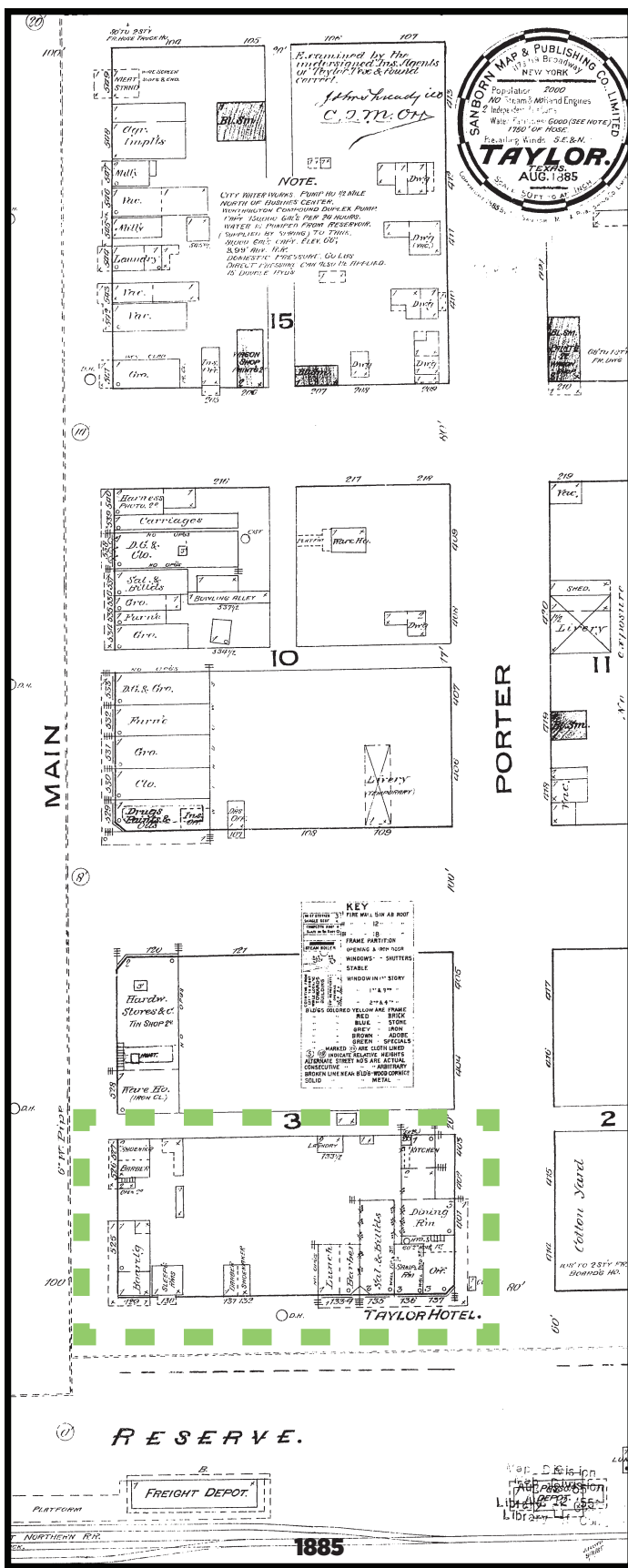
44 WORKS CITED



Taylor, formerly Taylorsville, was established in 1876 and served as a shipping point for cattle, grain, and cotton. The construction of downtown began when immigrants of Czech, German, and Austrian decent arrived to establish the town around the railroad. A city with a population of 16,857, Taylor is home to many who were born and raised there, but also to some new faces trickling in from nearby major cities. Taylor is well located between the three surrounding major cities; Dallas, Houston, and San Antonio. No major city is more than three hours away, but its location can sometimes designate Taylor only as a “pass through” town. With two major highways, Texas State Highway 95 running north/south from Temple to Yoakum, Texas and U.S. Highway 79 running east/west from Round Rock, Texas to Russellville, Kentucky, many travelers could drive through Taylor and not realize what they have missed by not stopping to experience the history preserved there. Since being established as a shipping point, Taylor also has a railroad track system that caters to freight shipping as well as the Texas Eagle Train route that can take one from as far west as Los Angeles, California and as far northeast as Chicago, Illinois. While all of these facts are beneficial to travelers, it is not helpful in making Taylor a destination. The downtown was rebuilt after a major fire in 1879, and many of the historic structures erected from then on remain standing today. Downtown is a crucial piece of the historic fabric Taylor aims to preserve, but an effort needs to be made to get people to stop and take in the architecture, culture, and lifestyle of those who call Taylor home.

LOCATION INFORMATION





The specifics of this project begin with the soon to be century old abandoned hotel originally constructed in 1918. The hotel was technologically advanced for its time, with fireproof construction and steam heat. With a U-shaped plan, the building form could be considered thoughtful design because it allowed all guest rooms to have a window view to the exterior. **Located at the corner of 1st and Porter Street**, a hotel has stood in some capacity, on this site since 1885. Historic **Sanborn maps** show the Taylor Hotel in 1885, the Murphy Hotel in 1904, and the Blazilmar Hotel from 1918 until 1947 when the last map was created for the city. The **history the site holds for commercial hotel construction** only emphasizes the **importance of preserving this vital piece of architectural history** for the city of Taylor.

While **other hotel properties exist** throughout Taylor, none have the same level of historic significance, or architectural appeal, as the Blazilmar Hotel. Other properties are also less significant due to their **location outside of the downtown district**. The connection the location of the Blazilmar provides for those visiting, and the critical part that it plays in preserving the historic downtown fabric, makes the Blazilmar Hotel one worth rehabilitating.

HOTEL SIGNIFICANCE



- 1. REGENCY INN
- 2. TAYLOR VILLAGE INN & SUITES
- 3. BLAZILMAR HOTEL
- 4. LUXURY INN & SUITES
- 5. BEST WESTERN TAYLOR INN





- NW - Abandoned historic building, one story
- W - Back patio of local bar, Taylor Station, and residential entrance for two-part commercial block structure
- SW - Back of neighboring abandoned two story structures
- S - Main Street/HWY 95 railroad track overpass



- N - Currently operational auto mechanic shop, Jeff's Resurrections
- NE - Small one story structure serving as the Amtrak station depot with associated parking
- E - Parking lot entrance and gravel area for overflow parking
- SE - Main Street/HWY 95 railroad track overpass and pedestrian bridge



S I T E C O N T E X T



FIELD NOTES - PLAN WEST ELEVATION



FIELD NOTES - PLAN NORTH ELEVATION



FIELD NOTES - PLAN EAST ELEVATION



FIELD NOTES - PLAN SOUTH ELEVATION

- REPOINT MORTAR JOINTS
- SPALLING / PARGETING
- PAINT FLAKING / WOOD ROT
- HOLES IN MASONRY
- POOR DETAILING
- EFFLORESCENCE
- RUST STAINS
- VEGETATION / ALGAE

The hotel is constructed using structural double wythe brick walls with concrete columns, beams, and integral slabs. The building section includes concrete footings as the underground stabilization technique. The structural type of this building has allowed it to stand for almost one hundred years now without major intervention. The Hotel Blazilmar still consists almost entirely of its original materials and elements. Some things have been removed or changed slightly, some wooden window frames have been replaced with aluminum, but for the most part, what is left standing today is what originally stood in 1918. The building's shape and overall height are much different than any other structure in the nearby downtown area and its special features such as the main façade tile band and the dentil cornice that runs along three sides of the structure are very unique to the hotel itself.

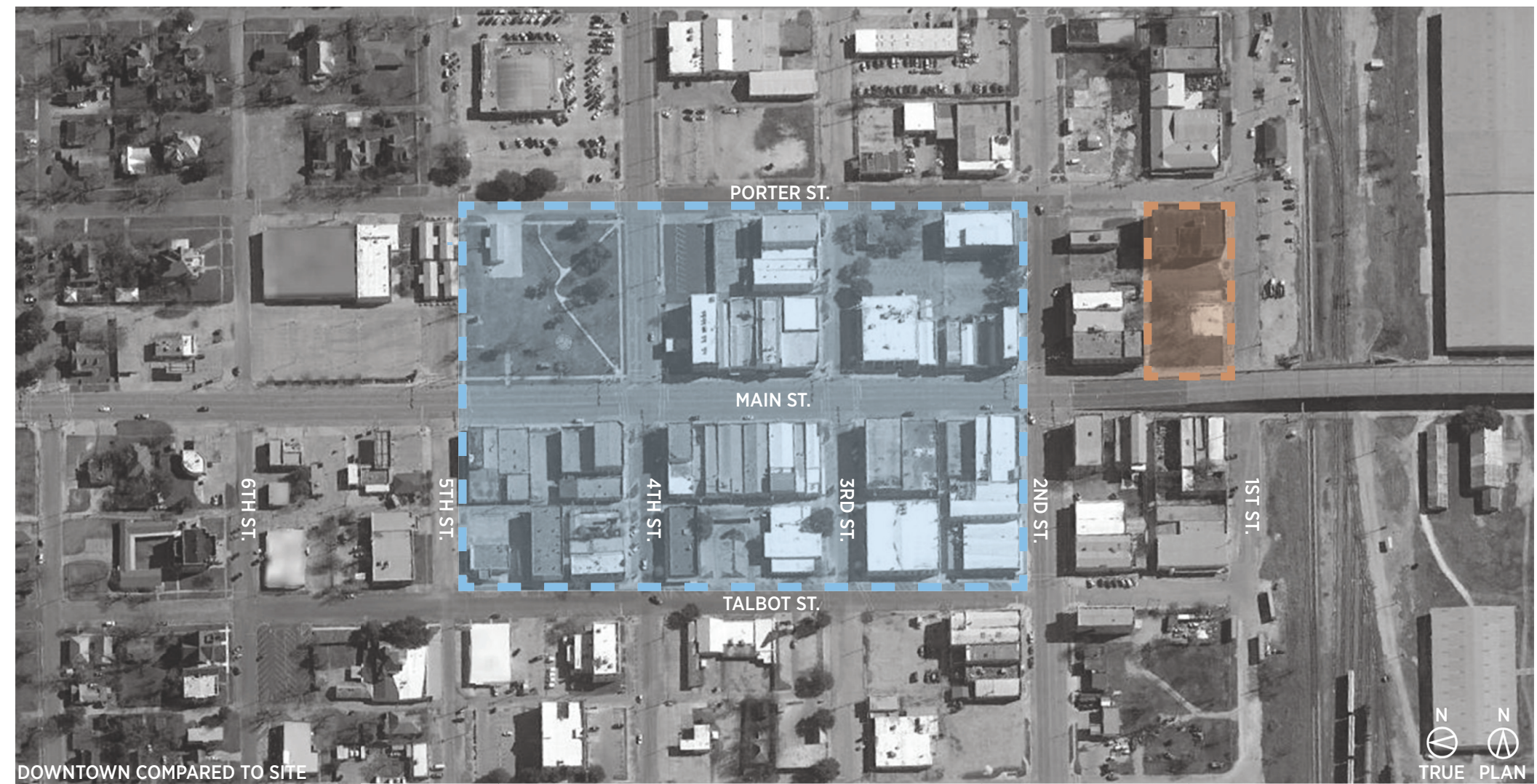
Many instances on each façade exist where the original mortar joint has disappeared and eroded away. Some areas are more extreme than others like those instances present on the east façade. Spalling can have an effect on solid, porous exterior materials, most often the brick façade. Moisture tends to seep into an existing crack and goes through a freeze thaw cycle, forcing the face of the brick material to break off. Pargeting is an applied layer of mortar, plaster, or concrete over a part of a building, in this case a brick course, to create an ornamental pattern or instance. All instances of wood around the building are at openings; door frames, window frames, enlarged window sills, and the attachment piece where overhangs once existed over the doors and storefront windows. The wood seems to be original because of the rot and paint flaking. Holes in masonry and associated mortar joints occur where things were once mounted to the building's exterior. Atmospheric soiling is a primary cause of discoloration, often black or dark, that occurs on exterior building materials. Natural occurring elements in the air come in contact with the building, often in areas that are damp or retaining moisture, and adhere to the materials. While dirt in the air can't be avoided, the issue of poor detailing on the building could. Efflorescence is when salt from water invading porous materials surfaces to create a white coating. The coating is not considered harmful to the building or its materials, but is an obvious indicator that water is getting into the building materials which could have a worse impact if left untreated. Rust stains occur on building materials when a metal, most likely ferrous or containing iron, is exposed to moisture and begins to deteriorate. The corrosion the metal experiences can make the metal changes colors and this color mixes with the moisture occurring and runs down the object. In the instance of the hotel, the primary sighting of vegetation and algae occurs on the north façade, which again, does not receive good daylighting. This side of the building is cold and damp and a perfect place for algae to grow.

EXISTING CONDITIONS



PLAN SOUTH EDGE OF PROJECT SITE

DOWNTOWN BOUNDARIES



DOWNTOWN COMPARED TO SITE

The hotel's site is **bordered by railroad tracks** and an Amtrak Station on the south, **and by Main Street** on the west. The levels of pedestrian activity in this area should be elevated by principle, but the **current boundary of downtown ends shy at 2nd Street**. Reasoning behind this abrupt edge stems from the under development and **lack of rehabilitation efforts** bestowed on four out of six existing historic structures of the Main Street block spanning from 2nd to 1st Street, in addition to the railroad **HWY 95 overpass** that begins at 2nd Street. No developer thus far has addressed this site and its issues, but doing so would lead to visual improvement, economic vitality, increased downtown foot traffic, and generation of new businesses and jobs. At the center of this issue is **a need for rehabilitation to preserve the downtown core**. William H. Whyte stated "it is significant that the cities doing best by their downtowns are the ones doing best at historic preservation and reuse." (Whyte, 1980, pg. 93) Rehabilitation of the hotel, leads to overall development of the remainder of the site, igniting the **catalyst effect** of rehabilitation of the other half of the block and other historic structures throughout the boundaries of downtown in a micro to macro sequence of events. The developmental rate of change for the downtown core will not be instantaneous, but the **impact a preservation project of this nature** can have for the city will be long lasting.



OVERPASS FROM GROUND LEVEL



RUNDOWN EXISTING HOTEL



BLACKLAND PRAIRIE DAYS



MAIN STREET CAR SHOW



SUCCESSFUL BUSINESSES - DAYTIME AND NIGHT ACTIVITY



1ST FRIDAY



3RD THURSDAY

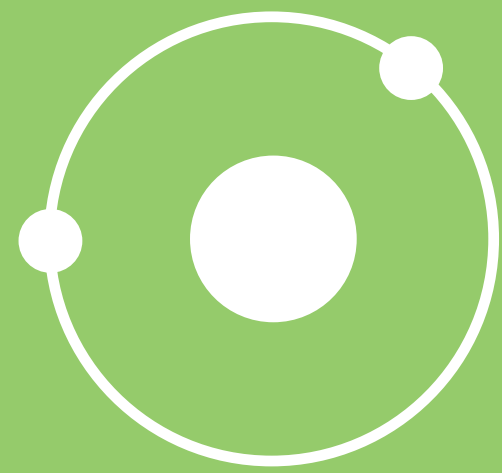


REBRANDING

While the population growth was on a constant upward trend, Taylor fell victim to the same pattern all other local city downtowns were experiencing. People began to **move away from the city center** to the more attractive lifestyle suburbs advertised. Once stores and employers eventually followed the trend of leaving the city for the suburbs, the emptiness that was now the downtown district was very apparent and needed a reason for change. In 1980, Anice Read, Texas Historical Commission Commissioner at the time, introduced the **Main Street Program** to **institute intervention** for the state of Texas. The program aims to effectively **preserve and revitalize** downtown districts so they can once again become economically viable. Taylor, being an accredited city of the program, uses organized events and the volunteerism of its residents to carry out their general mission and vision statements of preserving the historic downtown fabric and culture. "We envision a culturally diverse and economically viable downtown which attracts both Taylor citizens and visitors to its unique mix of historic buildings, shops, restaurants, services and old town atmosphere." (Taylor, Texas Website, Main Street Program) The last few years have seen a rise in new businesses occupying historic structures as well as monthly scheduled late night shopping days and large yearly weekend events that take over Main Street. All of these things combined have **increased community interest** in what the downtown has to offer, but more can be done "to strengthen and continue business/historical preservation and culture in downtown Taylor." (Taylor, Texas Website, Main Street Program) An intervention executed at the proposed site has the potential to extend a **range of activity three blocks in every direction**, with extension to the north encompassing all of the current downtown. This project can increase foot traffic and general involvement of local community members in their downtown, but also serves a **greater overall purpose of acting as a catalyst** for what is to come.



DOWNTOWN EFFORTS



CATALYST

+



PROMOTER

=



REACTION

CATALYST

- INCREASES THE RATE OF A **CHEMICAL REACTION** WITHOUT ITSELF UNDERGOING PERMANENT CHEMICAL CHANGE

- THE EFFECT OF A **CATALYST** MAY VARY DUE TO OTHER SUBSTANCES KNOWN AS **PROMOTERS**

CONDITION STATEMENT

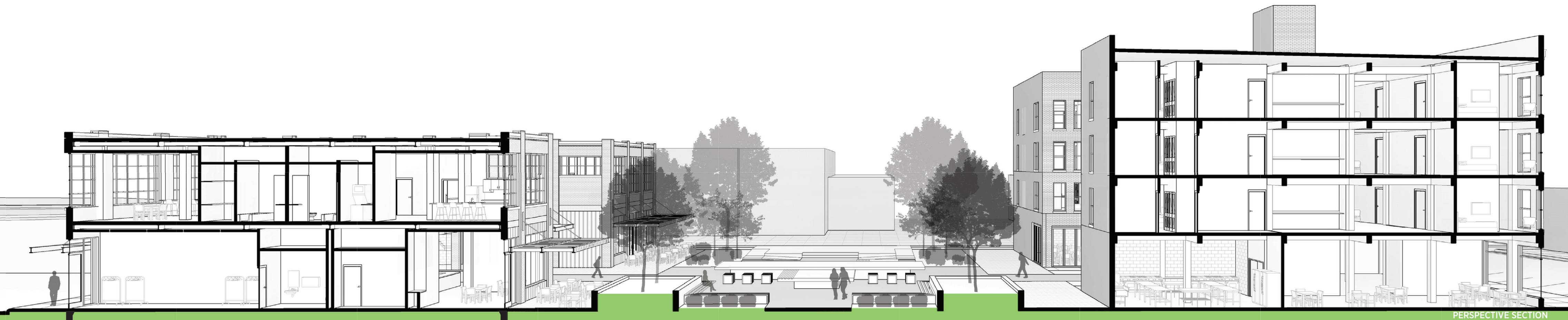
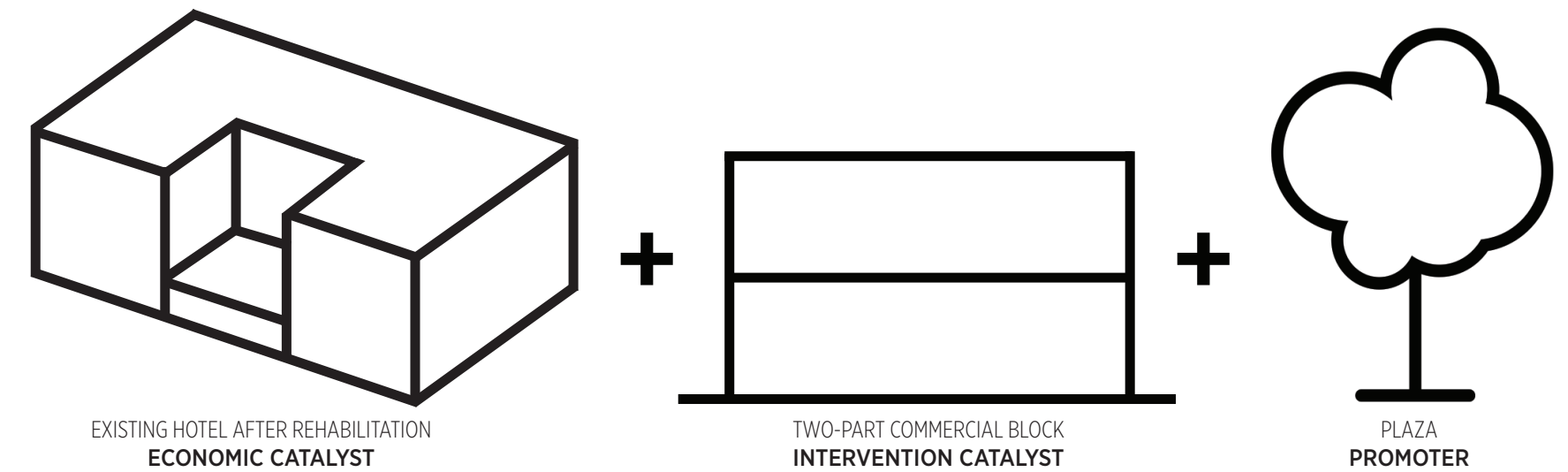
How can the **development and rehabilitation** of a Main Street block act as a **catalyst for the preservation** of a Texas Main Street community's **downtown core**?

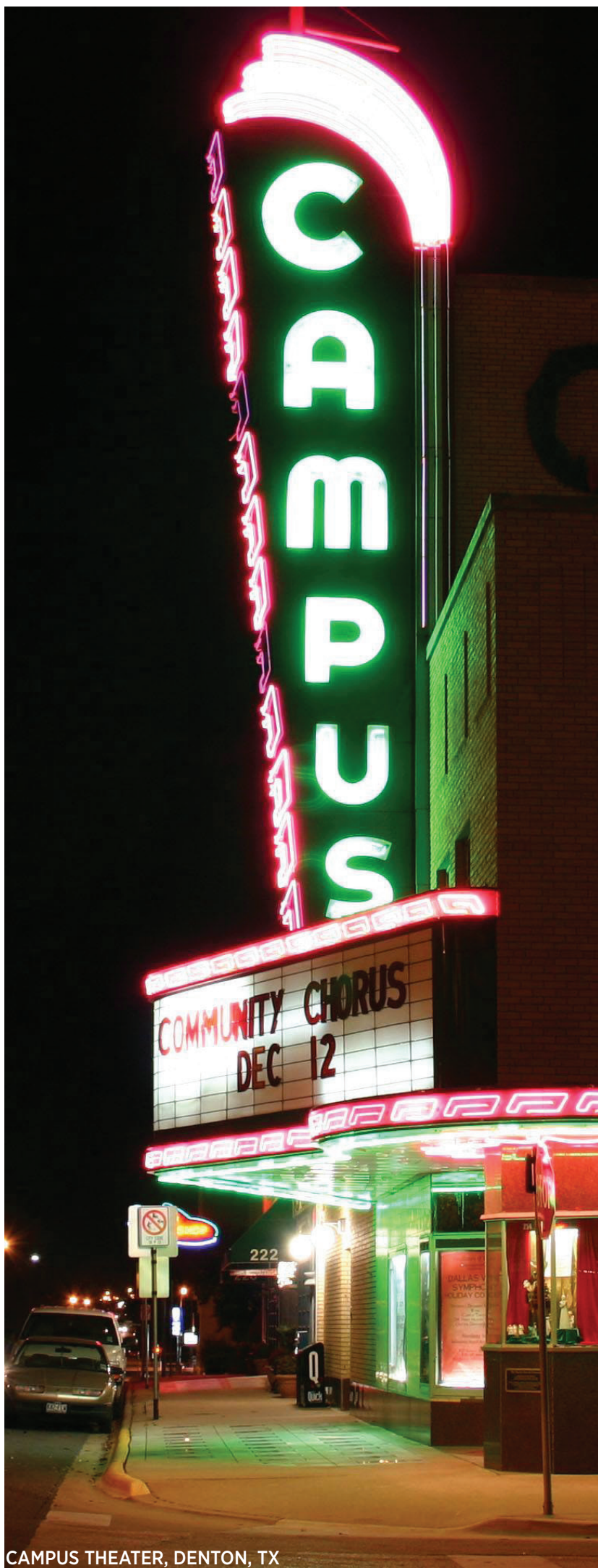
DESIGN PHILOSOPHY

The conditions of development, rehabilitation, and preservation presented in the condition statement are specific to the idea behind this project. Development and rehabilitation begins at the half block site along the edge of the downtown core where a vacant four story hotel building stands alone to deteriorate. The hotel is in need of **rehabilitation efforts to restore** it to an economically viable piece of commercial architecture, while the **site requires further development** of built and unbuilt mass to bring cohesion back to a space that has been ignored since 1988. Bringing life to this portion of Main Street is just one step toward resolution of the principal problem of **preserving the downtown core**. The larger solution lies in the **catalyst effect** this development project hopes to bring about in years to come.

CONCEPT

By definition, a **catalyst is an additive** that increases the rate of a chemical reaction without itself undergoing any permanent chemical change. The site, once rehabilitated and developed, will act as a catalyst to **increase the rate of preservation** of the downtown core. This project is the **change and intervention needed** to promote extended use and interest in the character of downtown. While the awareness of something needing to be done exists, and small efforts toward improvement have been made, the promotion and use of this site after rehabilitation and development is the **boost needed to prevent a standstill** on the city's future progress. This project aims to integrate elements of retail, dining, and green space with an interest in cultural history through incorporation of the historic hotel that will **create the diverse experience Taylor envisions** for the community and its visitors.





CAMPUS THEATER, DENTON, TX



CAMPUS THEATER, DENTON, TX



COURTHOUSE, DENTON, TX



LA SALLE PLAZA



LA SALLE BALLROOM

Two precedent types exist to prove the **potential success awaiting** this type of proposed intervention. The first focuses on the typology presented in the condition statement, a Texas Main Street community working toward preserving their downtown core. Denton, Texas, is also an accredited city of the Texas Main Street Program which saw two impactful rehabilitation efforts effect the success of their downtown. A courthouse overhaul stood in "brilliant contrast to the worn, tired, covered-up buildings surrounding it" **giving "impetus to change** in downtown Denton", and the renewal of the Campus Theater paved the way for a new overarching goal for the community. (Dane, 1997, pg. 52) This instance serves to show the greater achievements one rehabilitation effort can make in **spurring further investment in the downtown core**. In focusing on a similar hotel commercial building type, the La Salle Hotel in Bryan, Texas not only has the same basic function as the Hotel Blazilmar, but also the associated program of restaurant and small plaza. The La Salle has a past almost identical to the Blazilmar, with early 1900s construction, a failed reuse attempt, and being closed for a period of time affecting the communal moral behind the project. Luckily for the La Salle, an intervention came sooner, rather than later, and it was rehabilitated to its prior function as a hotel. The La Salle was, and is, an integral part of downtown Bryan making its current **functioning state vital** for the overall success of the core. Both precedent studies display the potential impact success of a developmental project, such as the proposed catalyst, can have for the City of Taylor as a whole.



LA SALLE PLAZA, ACTIVATED



LA SALLE HOTEL, BRYAN, TX

PRECEDENT STUDIES

HOTEL

RETAIL / BUSINESS

RESIDENTIAL

EXISTING HOTEL:
 BASEMENT = 3,138 SF TOTAL
 675 SF LAUNDRY
 LEVEL 1 = 7,870 SF TOTAL
 3,638 SF HOTEL OFFICES
 1,468 SF LOBBY/PUBLIC
 2,764 SF RESTAURANT
 LEVEL 2 = 7,870 SF TOTAL
 5,550 SF GUEST ROOMS
 11 ROOMS AT 380+ SF
 LEVEL 3 = 7,870 SF TOTAL
 5,550 SF GUEST ROOMS
 11 ROOMS AT 380+ SF
 LEVEL 4 = 7,870 SF TOTAL
 5,550 SF GUEST ROOMS
 11 ROOMS AT 380+ SF
 34,618 SF - TOTAL

RETAIL SPACES:
 1,163 SF TENANT FINISH OUT

RESTAURANT SPACES:
 1,378 SF TENANT FINISH OUT
 855 SF OUTDOOR SEATING

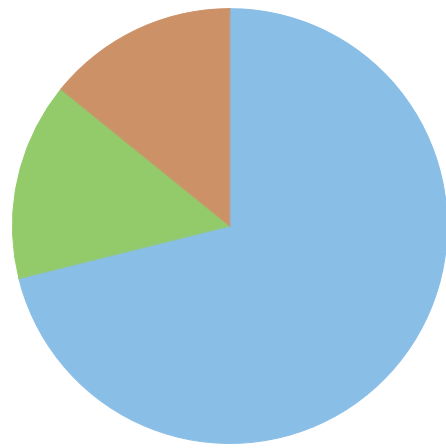
 MAXIMIZE POTENTIAL FOR INCOME
 PRODUCING TENANTS, DIVIDE BUILDINGS
 INTO SPACES ALONG COLUMN LINES, FOUR
 RETAIL AND TWO RESTAURANT SPACES
 AVAILABLE FOR LEASE

 6,876 SF - TOTAL RENTABLE

RESIDENTIAL:
 1,866 SF = 2 DWELLING UNITS
 1,675 SF = 2 DWELLING UNITS

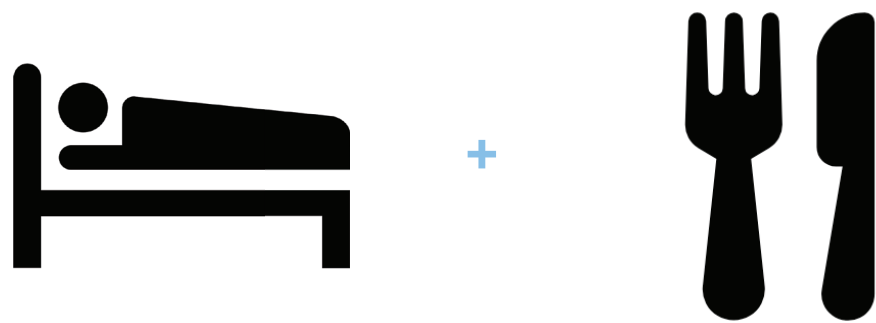
 ONE BED AND ONE BATH UNITS

 7,082 SF - TOTAL RENTABLE



HOTEL
 71.2%
RETAIL/BUSINESS
 14.2%
RESIDENTIAL
 14.6%

HOTEL & RESTAURANT

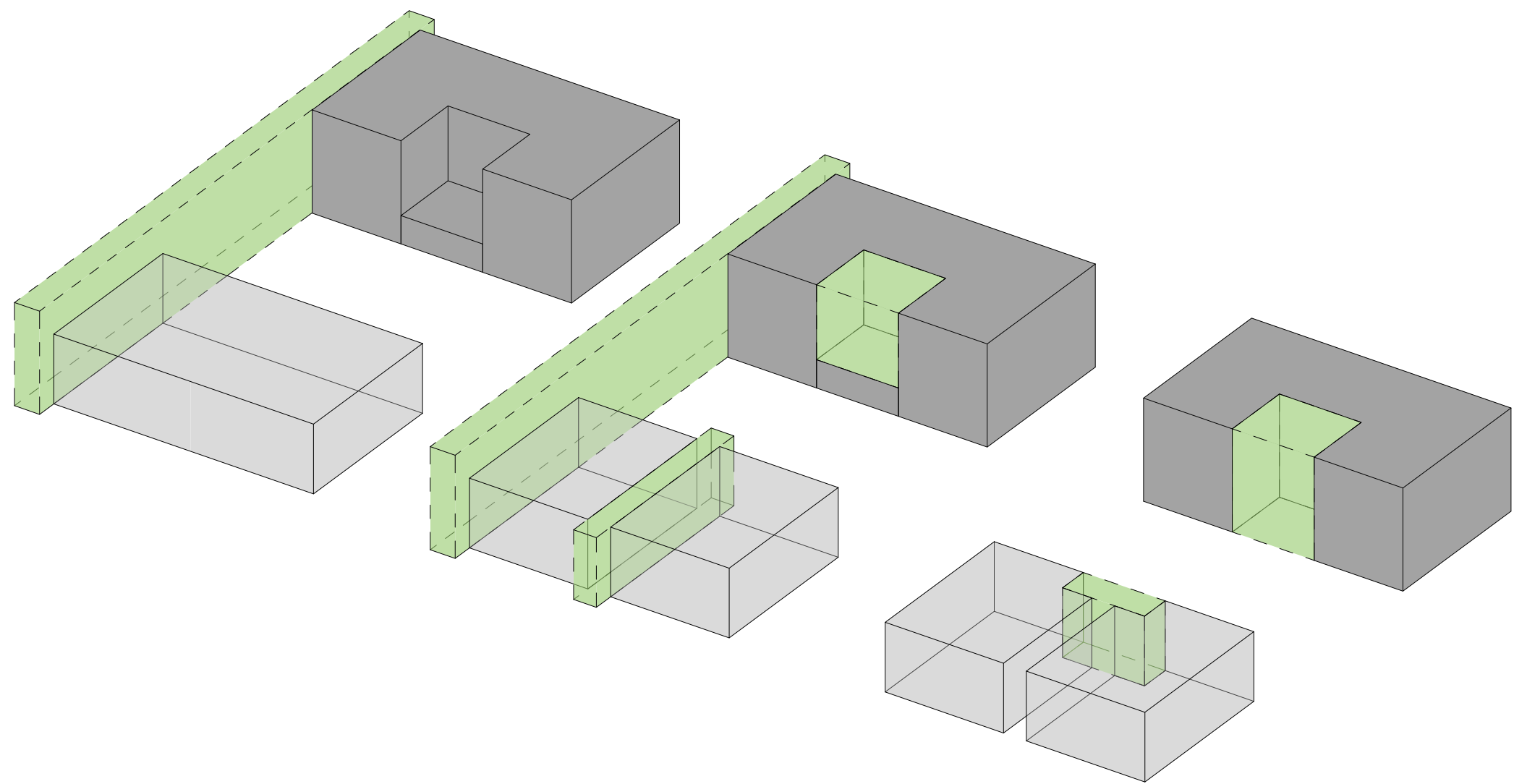


RETAIL / BUSINESS

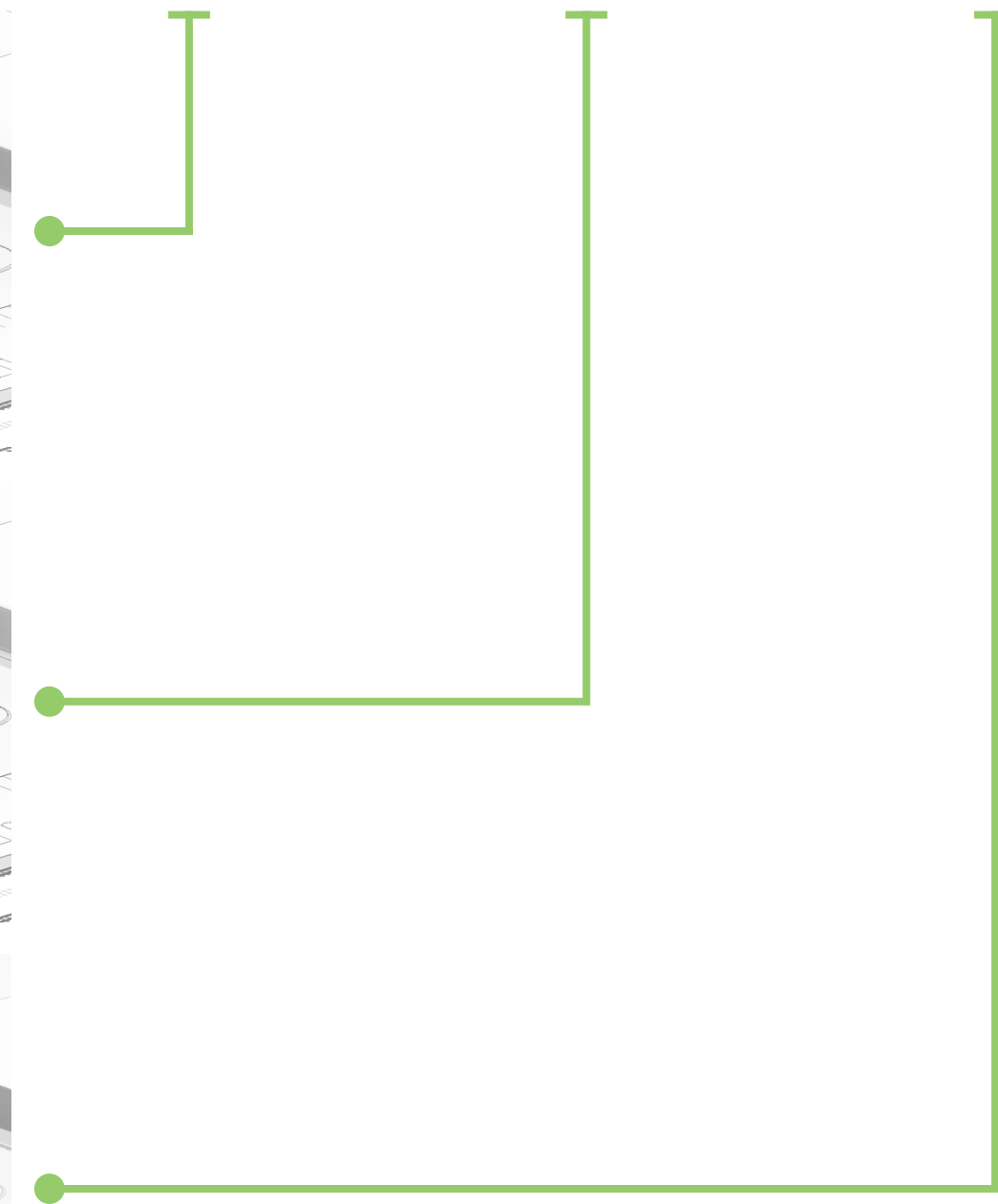
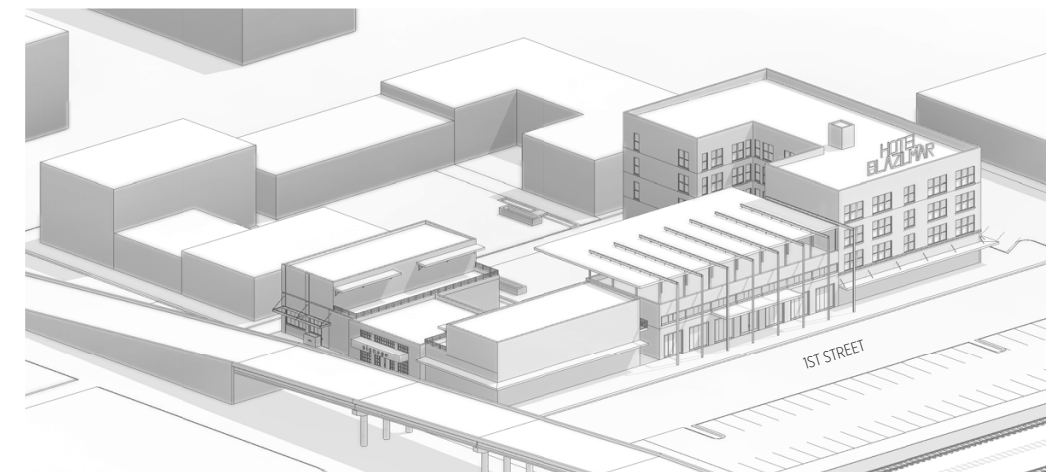
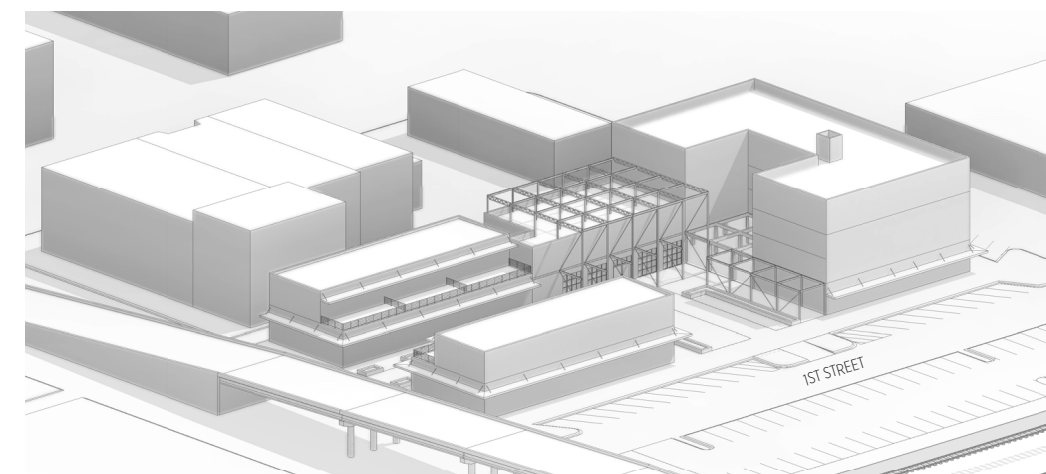
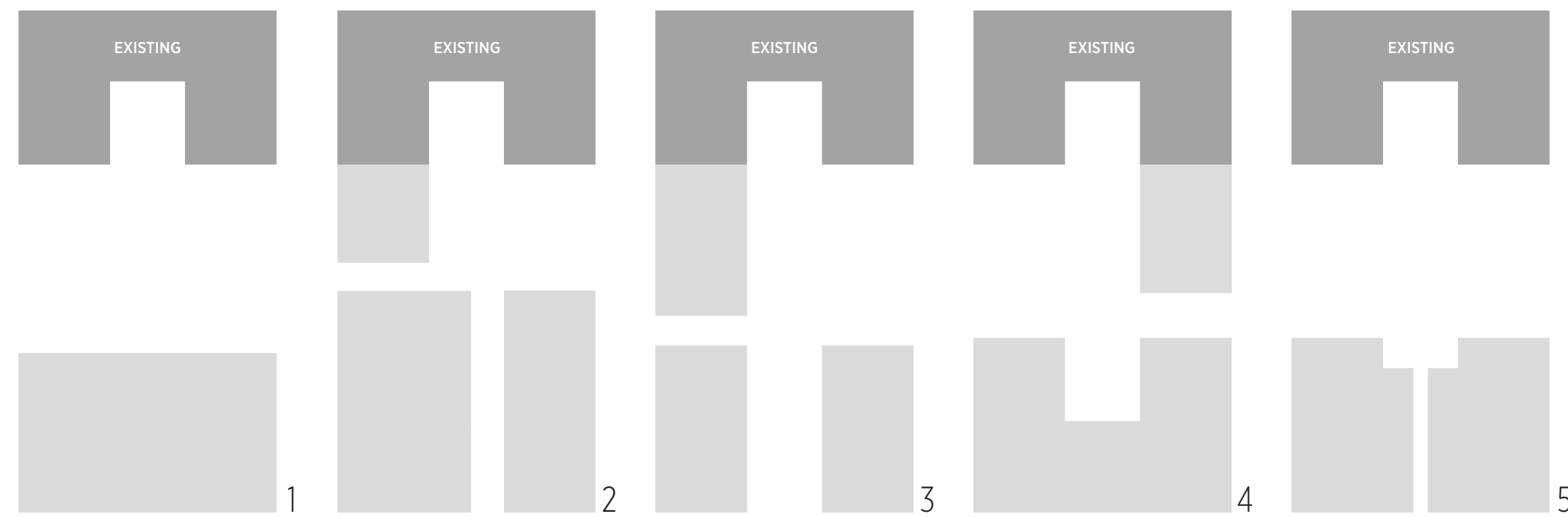


RESIDENTIAL





MASSING PART I



FORM ITERATIONS

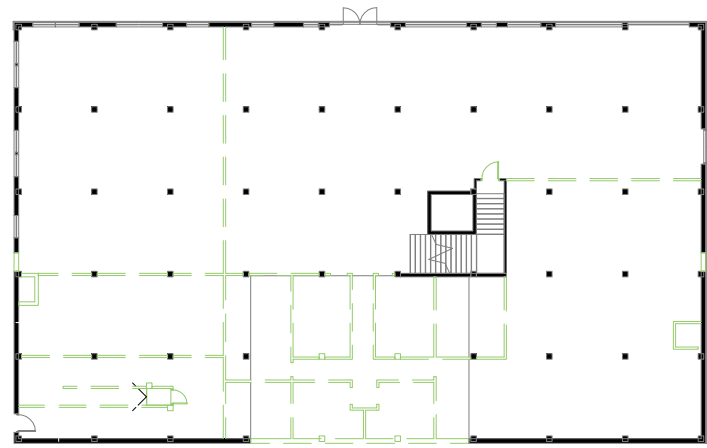
PROBLEM

Three major issues will be addressed in this project process to maximize success. The first is that of the **hotel in its run down state** and how to bring it back to a functioning piece of commercial architecture. The second stems from the **form and program of the new development** on the site and how it relates to the hotel, as well as the surrounding downtown architecture. The third issue is the **physical link** between old and new, the **plaza space** and how it influences the experience and use of the site once complete.

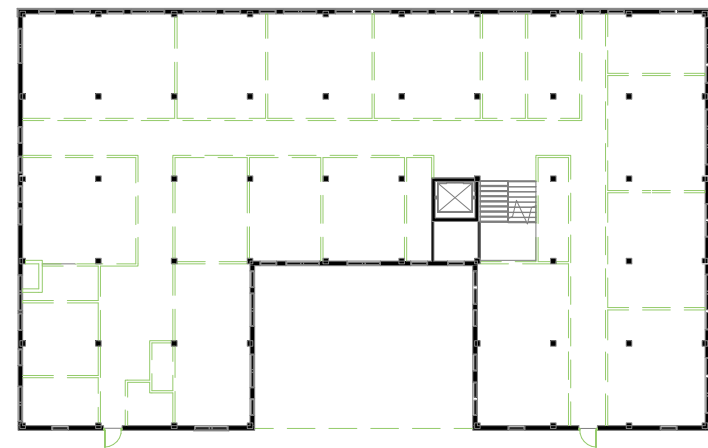
SOLUTION

In order to bring the hotel back to life, the exterior would need cosmetic work done to it, such as repointing all mortar joints and replacing all rotten wood window and door frames, to prevent further deterioration of the façade. The interior would require a **reworked floor plan** of all four floors to increase the functionality of the spaces within. This work includes putting laundry services in the updated basement, relocating the restaurant on the first floor to the south wing of the building, adding new office spaces and updated restroom facilities, an event space on the ground level, as well as reconfiguring the layout and size of hotel rooms on floors two through four to **provide a more expected experience** of a boutique hotel today. The structure already exists so all interventions that follow it are responding to it as a whole. The new construction takes on a **U-shape**, reflecting that of the hotel and working best for a wide corner lot, but is **divided into two structures** with a paved path between. This allows those strolling Main Street to enter the site as a continuation of their downtown experience, with storefronts still lining the pathway opening up to the plaza space and hotel. The floor plan of each building is divided in a way that allows for three functioning spaces on the first floor and two loft apartment units on the second. Retail shops can line the Main Street frontage, while the back side can house a small restaurant or ice cream shop that allows its patrons to sit on the patio and experience the happenings within the plaza space. The new construction helps **anchor the site's identity** as part of the Main Street experience and gives new reason for individuals to continue their exploration of downtown past the current defining edge at 2nd Street. With the form of the hotel and new construction responding to one another, the space between them forms a plaza like area where **social interaction can occur** and create an ideal situation for what people like to do most, watch other people. The plaza design is based on the idea that "people tend to sit most where there are places to sit." (Whyte, 1980, pg. 28) Providing an array of seating options within the plaza gives people the choice to sit where they would like, allowing them to **experience the site on an individual level**. The seating will range from fixed to moveable in an attempt to provide more options for all. In addition to the seating, the space is set up to have a stage on one end, which doubles as seating when not in organized use, to allow for special gatherings and events to happen in an effort to **bring the community together**. The steps taken to better this site through **development and rehabilitation** will create more opportunity for locals to indulge in the resources their downtown has to offer. While the proposed solution could have other successful iterations, "there is no formula for good downtown design, just an appreciation of Main Street's unique assets and an eye for improvements and development that are compatible with the existing environment." (Smith, et al., 2005, pg. 55)



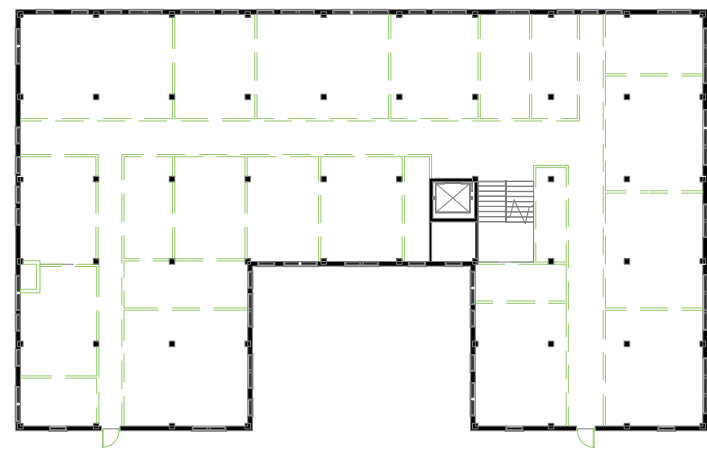


LEVEL 1

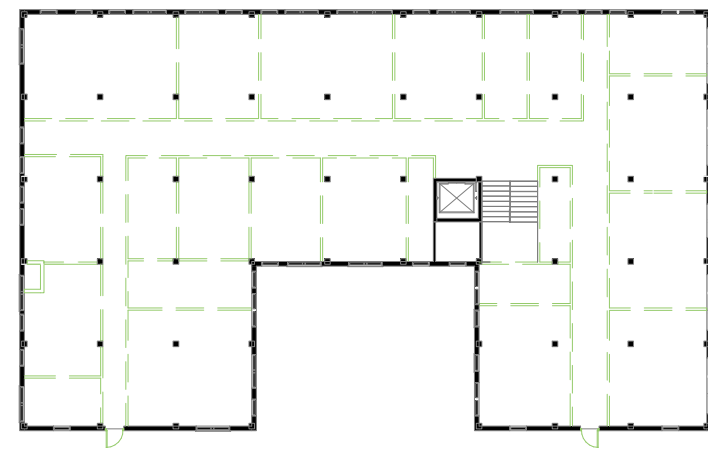


LEVEL 2

The existing hotel and its current layout of interior spaces is **not adequate for facilitating use by guests today**. The hotel has not had work done to it since 1988 and that includes only minor changes from the original construction in 1918. While the lobby is open and leads to a restaurant, the location of the restrooms on Level 1 are in the portion of the hotel that makes the first floor a rectangle instead of the continuous strong formed U-shape.

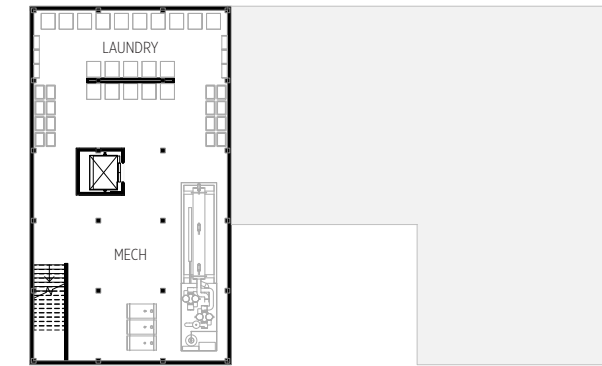


LEVEL 3

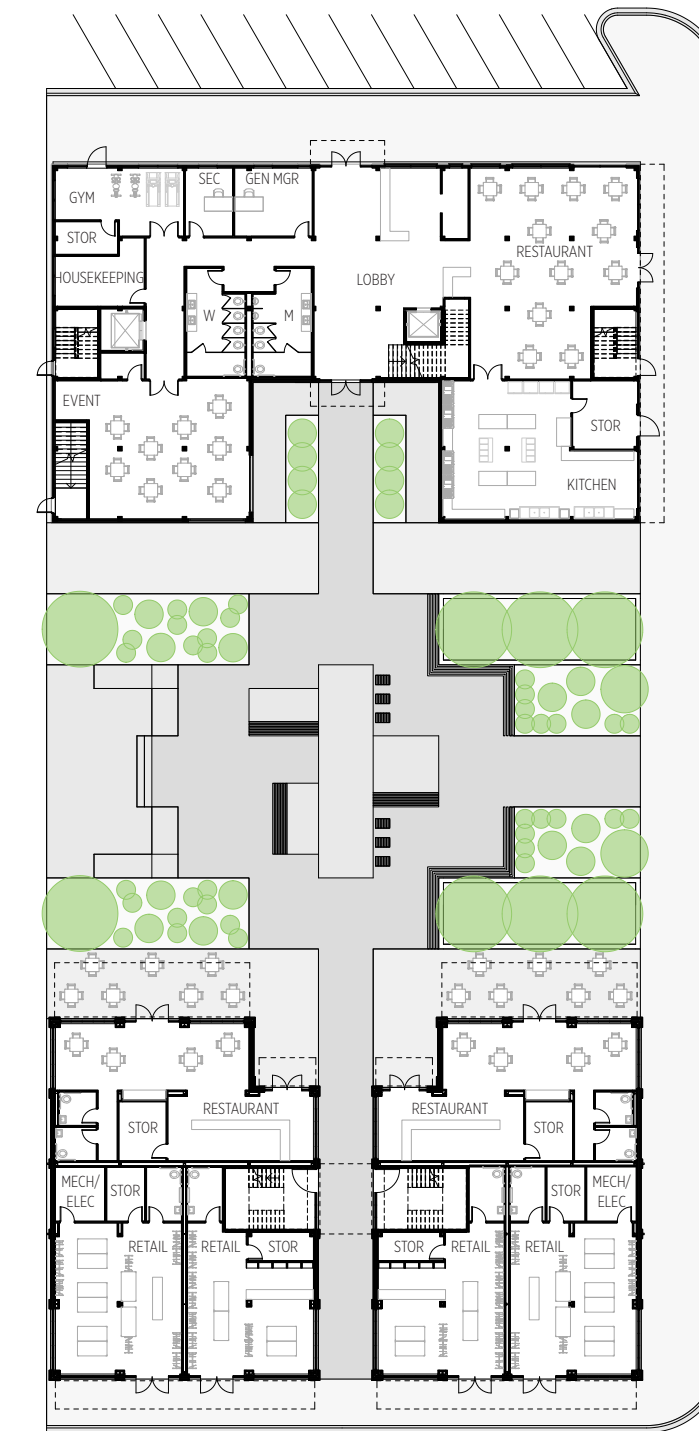


LEVEL 4

Demolition and relocation of the restrooms will allow for a more pure architectural form and relocating the restaurant to the plan east side allows those traveling down 1st Street to see what is happening on the inside. The second level initially held a ballroom which is not as big of a requirement for hotels today, but the small event space added to the first floor creates a place for meetings or scheduled gatherings. The guest rooms on Levels 2-4 are small and not up to the standards of today. By demolishing all interior walls, a **reconfiguration of space** can occur and the rooms can expand to a more comfortable size. The proposed plans will also incorporate the addition of two new enclosed fire stairs for increased egress safety.



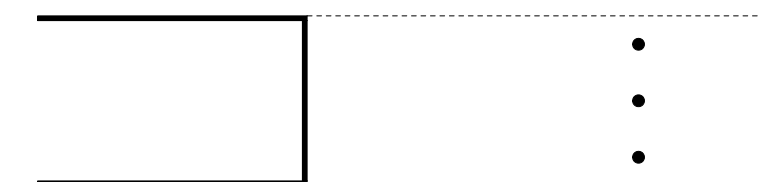
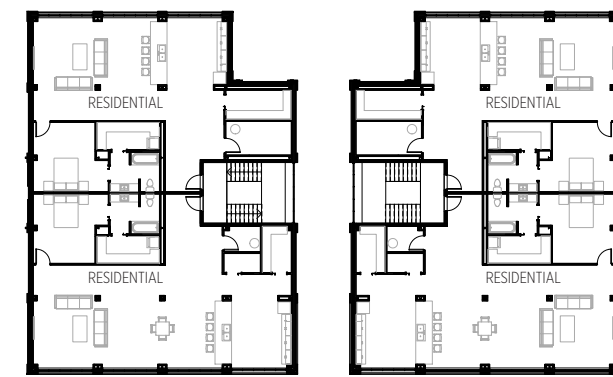
HOTEL BASEMENT

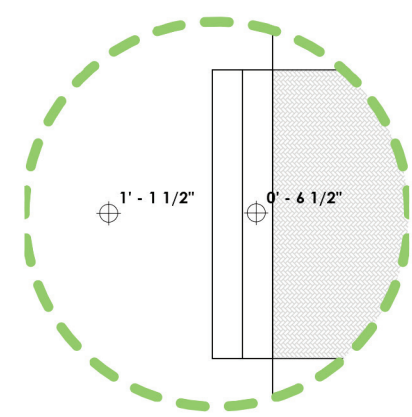
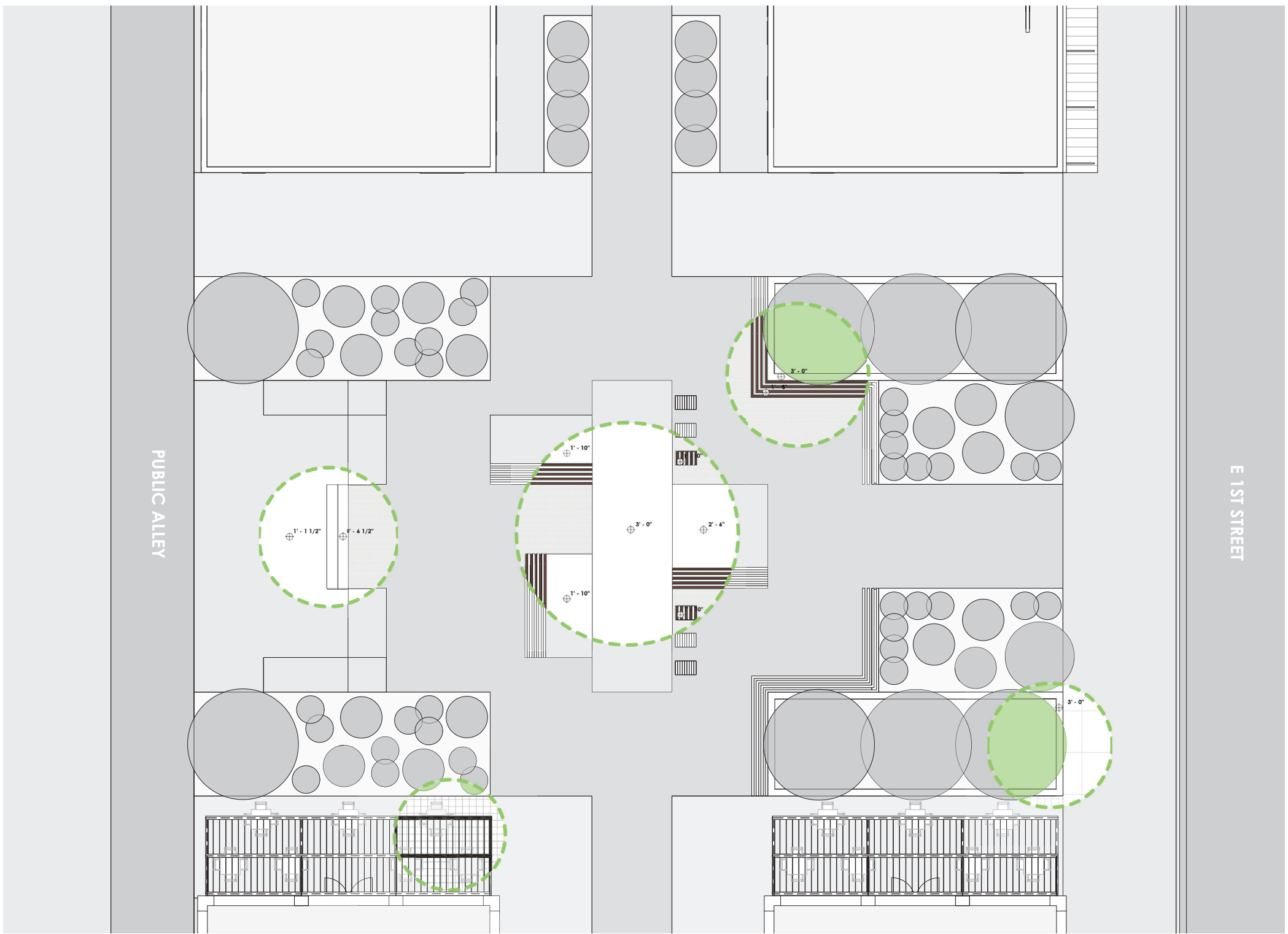


HOTEL LEVEL 1, RETAIL LEVEL 1

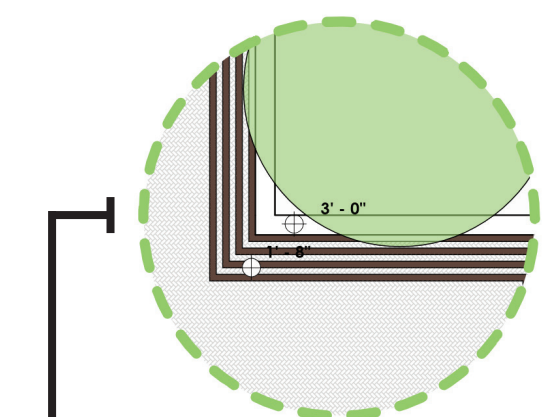


HOTEL LEVELS 2-4, RESIDENTIAL LEVEL 2

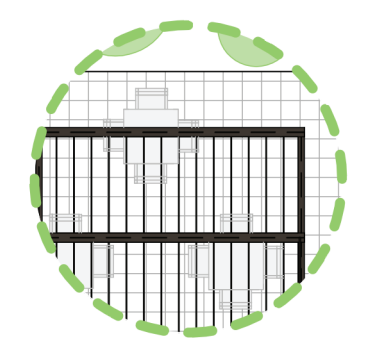




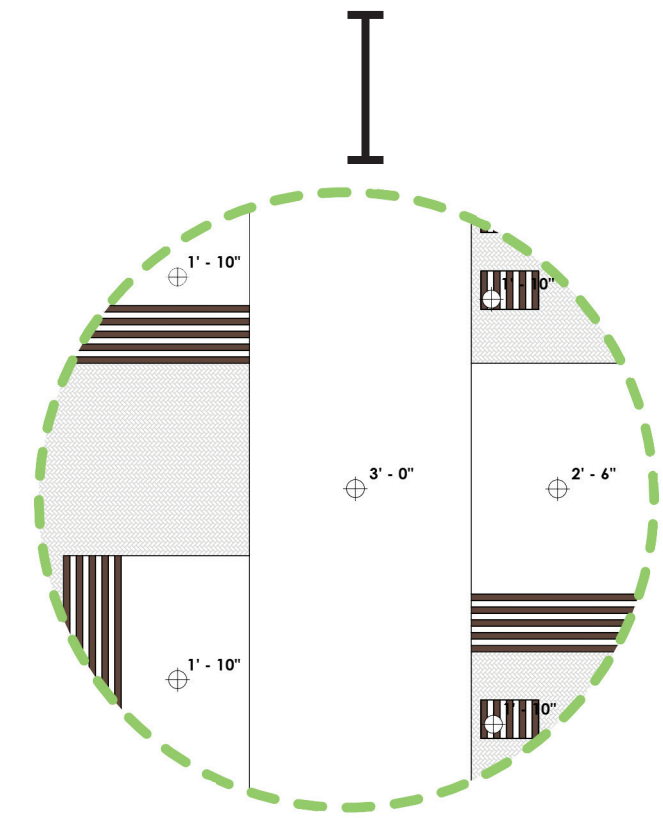
"THE BENEFIT OF THE EXTRA SPACE IS SOCIAL COMFORT - MORE ROOM FOR GROUPS AND INDIVIDUALS TO SORT THEMSELVES OUT, MORE CHOICES AND MORE PERCEPTION OF CHOICES. STEPS WORK FOR THE SAME REASON."



"PEOPLE WILL SIT ALMOST ANYWHERE BETWEEN A HEIGHT OF ONE FOOT AND THREE."

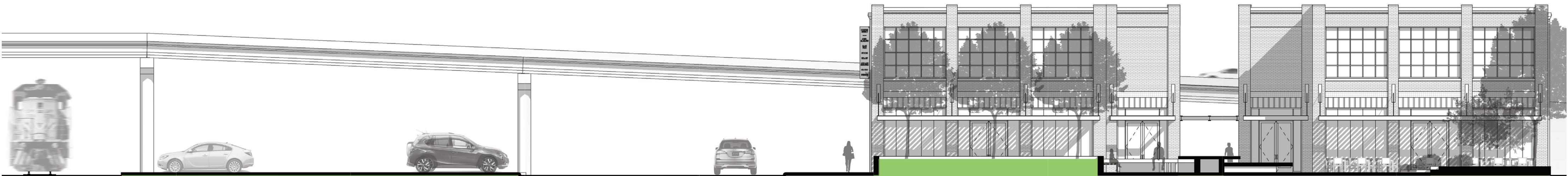
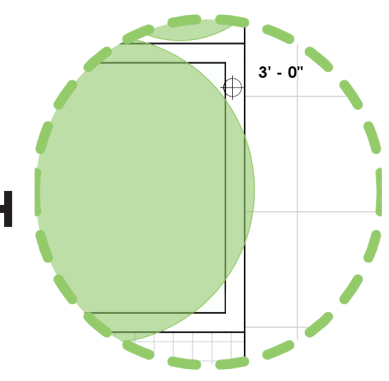


"PEOPLE TEND TO SIT MOST WHERE THERE ARE PLACES TO SIT."



"ALL THINGS BEING EQUAL, YOU CAN CALCULATE THAT WHERE PEDESTRIAN FLOWS BISECT A SITTABLE PLACE, THAT IS WHERE PEOPLE WILL MOST LIKELY SIT."

"EVEN THOUGH BENCHES AND CHAIRS CAN BE ADDED, THE BEST COURSE IS TO MAXIMIZE THE SITTABLE OF INHERENT FEATURES. THIS MEANS MAKING LEDGES SO THEY ARE SITTABLE OR MAKING OTHER FLAT SURFACES DO DOUBLE DUTY AS TABLE TOPS OR SEATS."



SECTION THROUGH PLAZA

PLAZA DESIGN



PLAZA VIEW FROM LEFT NEW CONSTRUCTION

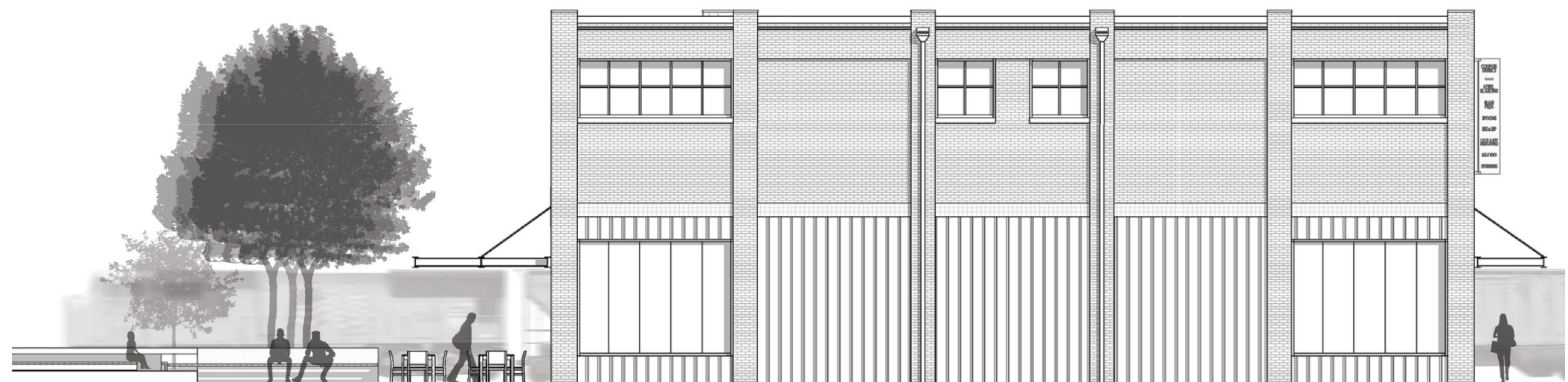


PLAZA VIEW FROM RIGHT NEW CONSTRUCTION

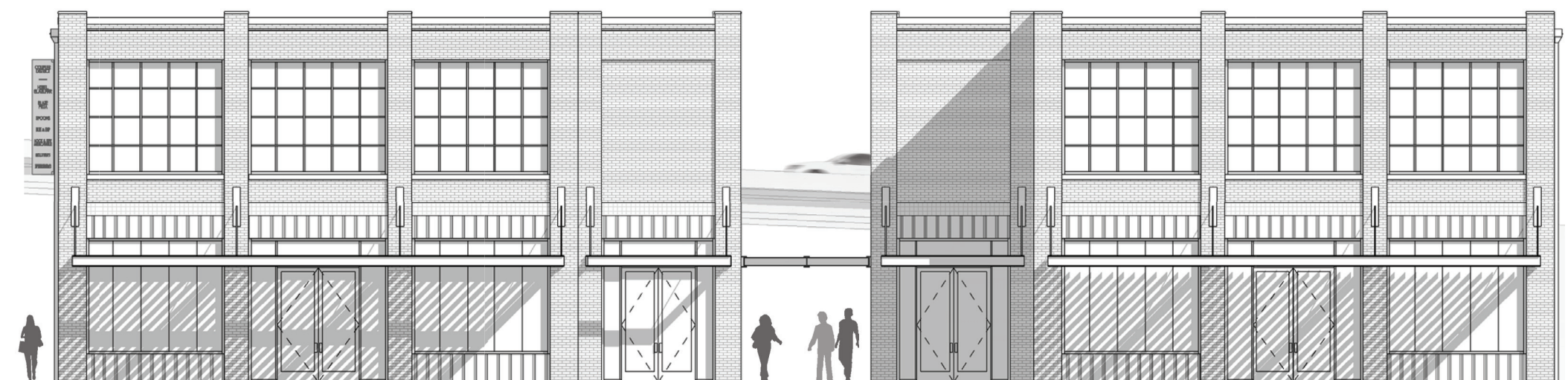
To create a successful project in an existing area with an already **defined character**, the architecture of the new development should **pull influence from its surrounding structures**. The more influential architectural styles represented in Taylor are Classical Revival and Renaissance Revival. In terms of identifying American Commercial Architecture of Main Streets, Taylor displays the use of two-part commercial block, one-part commercial block, two-part vertical block, enframed window wall, temple front, and arcaded block. With the driving idea that the developmental part of the site rehabilitation should bring locals in and out, but also have permanent tenants in part of the structure, the **two-part commercial block** with pilasters, capitals, and symmetrical composition elements of Classical Revival style proves the best solution to pair with the proposed program. In addition to style, **building form comes not only from reflection on the existing hotel structure and its U-shape**, but also the idea that “the U, H, or E, for a wider corner site” proves successful. (Longstreth, 2000, pg. 18) Materials proposed for the new construction draw inspiration primarily from the hotel, but also façade composition used in the architecture of Main Street. Level one of the new construction is **vertical metal panel in a solid color** to reflect the solid base other two-part commercial block structures display. The **separation of materials by floor** helps one understand the two different uses within the building without having to experience the spaces. Above the metal panel is a **three course square tile band** in lime green, both color and shape are pulled from the patterned tile adorning the hotel’s front façade. The tiles serve as a visual break between the two primary materials of the building. The third material is a **mixed blend of brown bricks**, slightly warmer in tone than the brick of the hotel, but in the general brown family of brick used throughout downtown. The brick is capped at the parapet by metal colored to match the vertical panels below in an effort to tie the finishes together.



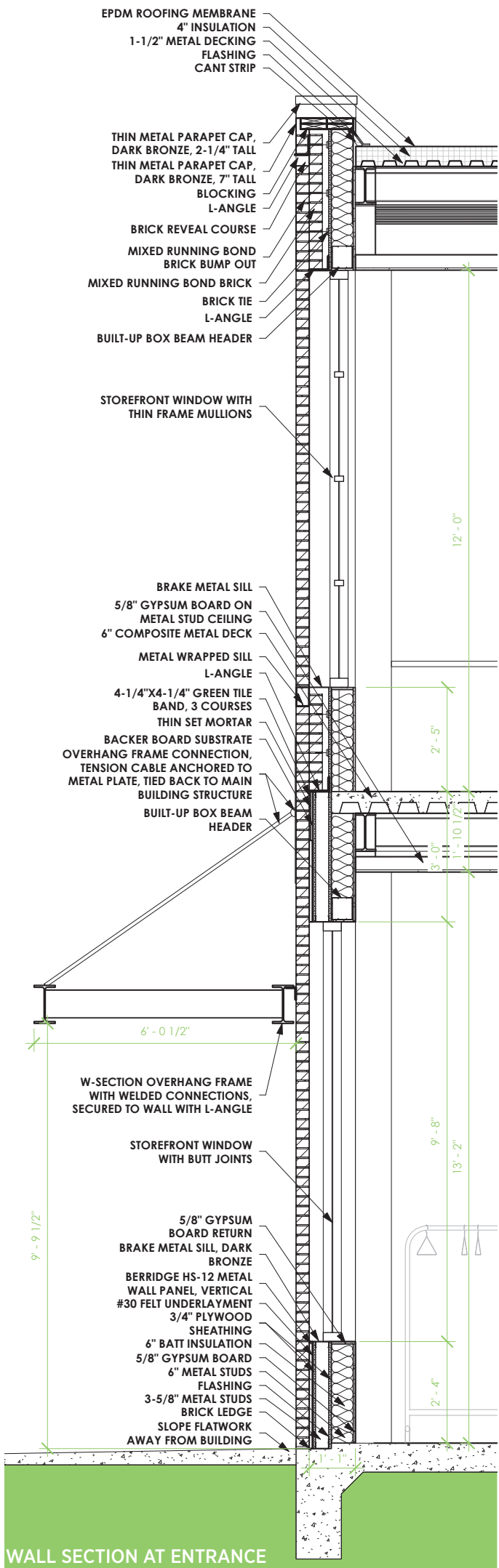
PLAN EAST ELEVATION - LEFT NEW CONSTRUCTION



PLAN WEST ELEVATION - LEFT NEW CONSTRUCTION



PLAN NORTH ELEVATION - NEW CONSTRUCTION



WALL SECTION AT ENTRANCE



Acme brick blend - mix of five brick colors from varying plants. Use modular size bricks, 2-1/4" tall, 7-5/8" long, and 3-5/8" deep. Install in running bond pattern with 3/8" mortar joint. Use standard brick ties at 16" O.C. vertically and 16" or 24" O.C. horizontally depending on stud spacing. Coursing three units and three mortar joints to equal 8". Mortar joints to be concave.



American Olean bright ceramic - Green Apple (4) Q076, 4-1/4"x4-1/4" square wall tile. Use thin set mortar on backer board substrate, white. 3 course band in plane with metal panel below and brick above. Suitable for exterior applications in non-freezing climates when proper installation methods are followed.



Berridge HS-12 metal wall panel - vertical application, concealed fasteners, starter strip, and HS-12 rubber closures. Panels are 7/8" thick with a 9-5/8" rib and 2" reveal. Material is 24-gauge, galvalume. Finish to be dark bronze from standard colors. Fasteners to be at 20" O.C. maximum. Use #30 felt underlayment and attach to plywood or solid sheathing.

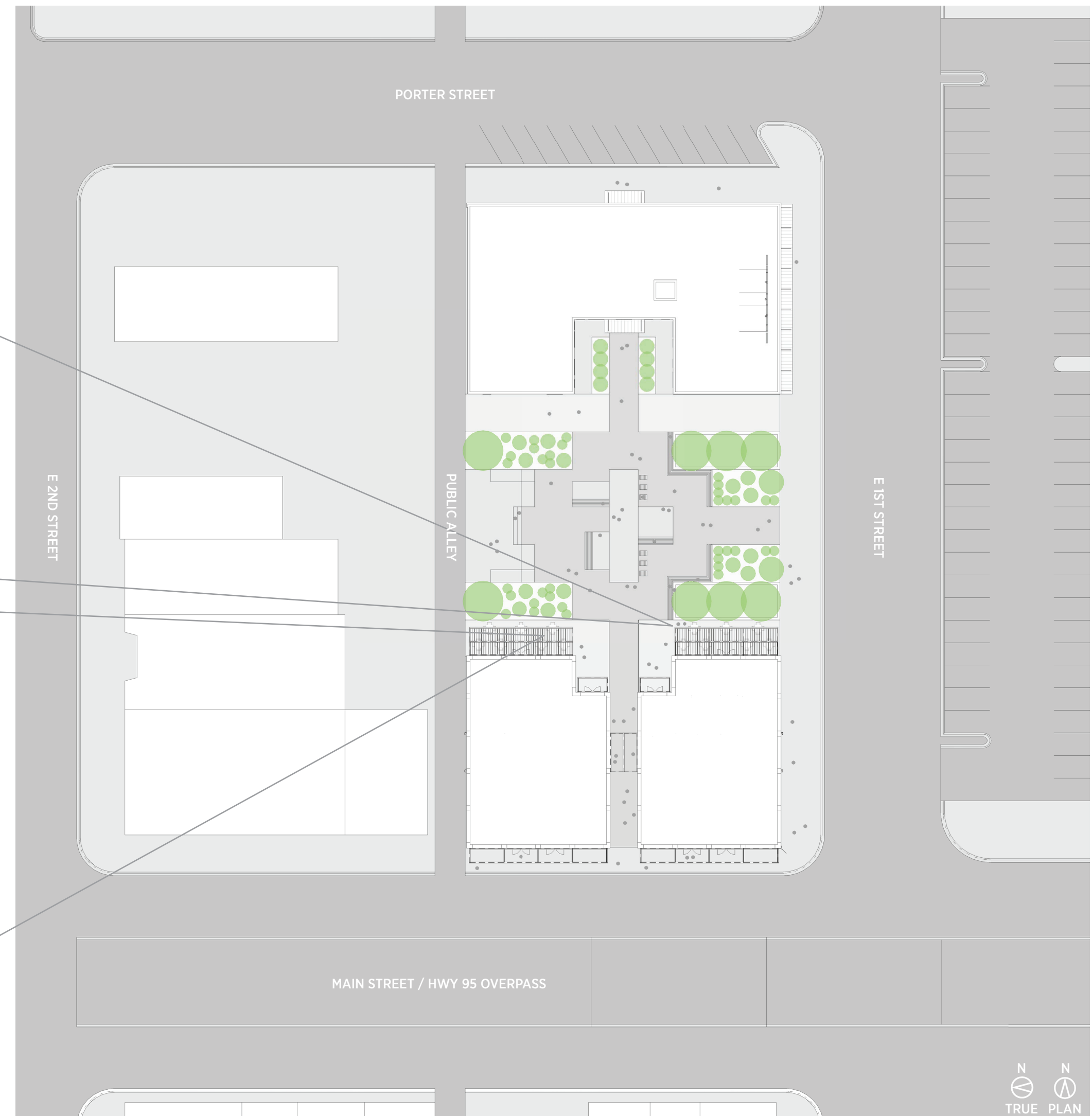


PLAN SOUTH ELEVATION



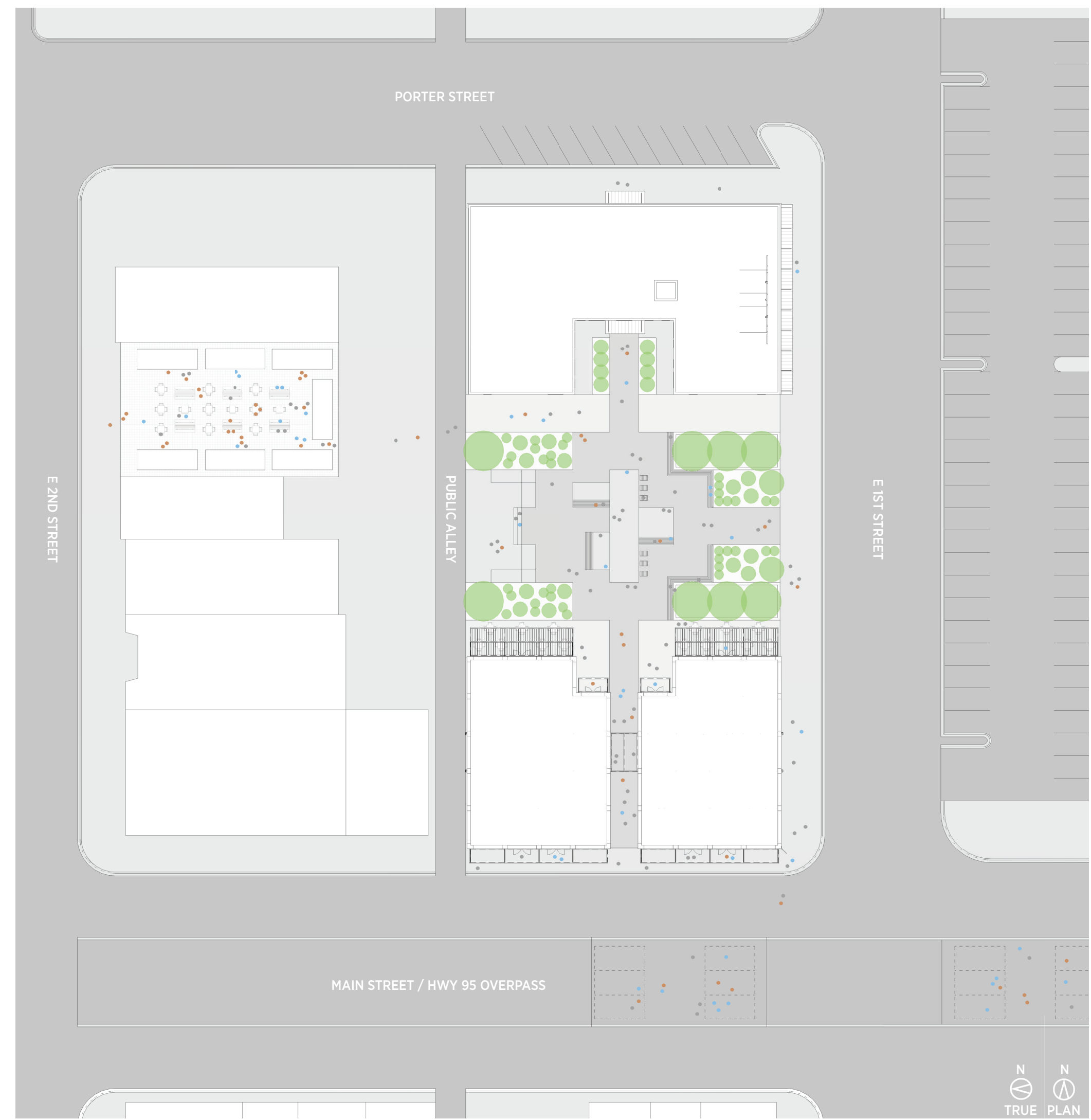
The rehabilitation and development instilled in this half block can lead to the creation of distinct districts in town, such as commercial and activity, or **provide new opportunities** in ignored areas such as the neighboring half block or the east bounding overpass. The block next to it can have a **food truck park** accessible by both halves of the block as well as others walking through downtown, or the area underneath the overpass can double as a **small marketplace** for the people by the people. These spaces can have new life due to the **catalyst effect**.

HALF BLOCK CATALYST EFFECT





FOOD TRUCK PARK



UNDER OVERPASS MARKET



ENTERING SITE FROM MAIN ST.



PLAZA PERSPECTIVE WITH NEW CONSTRUCTION

Change seen in one site can inspire change in other areas of downtown to reach the shared goal of the community to preserve their historic fabric. Texas Main Street Program cities need to keep in mind that “each downtown is a **one-of a kind expression of its community’s heritage**, unlike any other. It cannot be duplicated. Once gone, it can never be replaced.” (Smith, et al., 2005, pg. 55) The complete rehabilitated development is what the people of Taylor want the **future of their downtown** to look like, but it can only see success with use by the community that gives it life. The rehabilitation of the hotel as an economic catalyst, development of two new structures as the intervention catalyst, and plaza design promoting the success of the built elements, leads to the desired **chemical reaction of preservation of the downtown core**.



SITE PERSPECTIVE FROM OVERPASS

CATALYST ON MAIN



ENTERING SITE FROM 1ST ST.

HOTEL SIGNIFICANCE PG.3

Sanborn Maps
<http://sanborn.umi.com.ezproxy.library.tamu.edu/splash.html>

DOWNTOWN BOUNDARIES PG. 10

The Social Life of Small Urban Spaces
 Whyte, W. H. (1980). The Social Life of Small Urban Spaces. Baltimore, MD: Monotype Composition Company, Inc.

DOWNTOWN EFFORTS PG. 11

Cherry Tree Storefront
First Friday Graphic
Third Thursday Graphic
<https://www.instagram.com/cherrytreecreative/>
Blackland Prairie Days
<http://williamsoncountytxedp.com/partner/taylor/>
Main Street Car Show
<https://www.eventbrite.com/e/5th-annual-main-street-car-show-tickets-37912215457>

DOWNTOWN EFFORTS PG. 12

Main Street Program
<https://www.ci.taylor.tx.us/265/Main-Street-Program>

PRECEDENT STUDIES PG. 17

Campus Theater, Denton, Texas
<https://www.discoverdenton.com/blog/authors/tashina-richardson/>
<https://www.flickr.com/photos/wadegriffith/4387115705>
Courthouse, Denton, Texas
<http://tours.unt.edu/faqs>

PRECEDENT STUDIES PG. 18

La Salle Hotel, Bryan, Texas
<https://www.lasalle-hotel.com/photos>
Main Street Success Stories
 Dane, S. G. (1997). Main Street Success Stories. Washington, D.C.: National Main Street Center, National Trust for Historic Preservation.

SITE PLAN PG. 23

The Social Life of Small Urban Spaces
 Whyte, W. H. (1980). The Social Life of Small Urban Spaces. Baltimore, MD: Monotype Composition Company, Inc.
Revitalizing Downtown: The Professional's Guide to the Main Street Four-Point Approach
 Smith, K., Joncas, K., Parrish, B., Adkins, L., West, A., & Glisson, L. (2005). Revitalizing Downtown: The Professional's Guide to the Main Street Four-Point Approach. Washington, DC: National Trust Main Street Center of the National Trust for Historic Preservation.

PLAZA DESIGN PG. 28

The Social Life of Small Urban Spaces
 Whyte, W. H. (1980). The Social Life of Small Urban Spaces. Baltimore, MD: Monotype Composition Company, Inc.

DESIGN INFLUENCES PG. 31

The Buildings of Main Street: A Guide to American Commercial Architecture
 Longstreth, R. (2000). The Buildings of Main Street: A Guide to American Commercial Architecture. Walnut Creek, CA: AltaMira Press.

FOOD TRUCK PARK PG.37

Food Truck Reference Images
<https://www.parkrecord.com/news/summit-county/food-truck-fees-standardize/>
<http://www.frolichawaii.com/eating/something-new-food-truck-central-in-waikiki>
<http://www.toasterlife.com/austin-tx/>

UNDER OVERPASS MARKET PG. 39

Under Overpass Market Reference Images
<http://www.govtech.com/local/Technology-Takes-on-Hunger.html>
<http://www.promotionandarts.org/events-festivals/baltimore-farmers-market-bazaar>
<http://jaxradar.com/outside/riverside-arts-market/>

CATALYST ON MAIN PG. 42

Revitalizing Downtown: The Professional's Guide to the Main Street Four-Point Approach
 Smith, K., Joncas, K., Parrish, B., Adkins, L., West, A., & Glisson, L. (2005). Revitalizing Downtown: The Professional's Guide to the Main Street Four-Point Approach. Washington, DC: National Trust Main Street Center of the National Trust for Historic Preservation.

