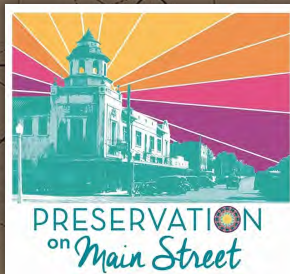


Building Main Street for Great Historic Downtowns

OVERVIEW OF THREE FLORIDA HISTORIC PLACES:
ST. AUGUSTINE - WEST PALM BEACH - PALM BEACH

Rick Gonzalez, AIA, President
REG Architects, Inc
July 30, 2020



Building Main Streets for Great Historic Downtowns

Presented by: Rick Gonzalez, AIA, President



REG Architects, Inc., President
1988 – Present

Advisory Council on Historic Preservation
2020- Present

Florida Historical Commission
2009-Present

University of Florida, School of Architecture
Historic Preservation Department, Board
of Advisors & DSO, St. Augustine
2009 – Present

Florida Trust for Historic Preservation
2008 - present

FHP 10 RULES OF ENGAGEMENT

REG
Architects
Interiors
Planners
AA0002447

FHP 10 Rules of Engagement

1. Historic places change over time. We can't stop change but, we sure can manage it AND direct it.
2. Florida's historic places, districts and residences tend to become more valuable over time than non- historic places, districts and residences. This is a fact. Protect them!
3. FHP make up approximately 20 to 25% of all of Florida's cities, towns and villages (about 100 out of 400). 67 of these are certified local governments (clg's) a "badge of honor"/distinction AND an opportunity for federal funds....
4. Of the 20 to 25% of historic places in Florida their historic districts account for approximately 5% of the land areas (there are larger exceptions, i.e. St. Augustine and Key West).
5. Appropriate new infill design is part of a sound management plan for Historic Districts AND the edges/entry corridors next to these districts. This infill and edge work needs to be sensitive, contextual, harmonious and in keeping with the historic setting of the place. Always practice "do no harm".
6. If you can only save a FHP by relocating it, preserving it, adapting it and reusing it in a similar historic setting as originally done then do so! Better saved than destroyed.
7. 5% of the FHP is not a very large land area of a Florida historic city, town or village. It should always be of the highest design quality and historic character; ESPECIALLY at the core of the historic district (the soul). High quality design development if any needs to be mitigated and it is very important also at the edges to protect the FHP. Any such new building or group of buildings should be no larger than 10 to 15% of the prior existing historic fabric in terms of scale, context, massing and square footage.
8. 95% of FHP non historic areas are where city's development or redevelopment should occur; with special care as you reach the edge of the 5% historic district. So if someone needs to build bigger than 10 to 15% of size increase make them stay out of the historic 5% area and build in the other non-historic 95%.



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FHP 10 Rules of Engagement

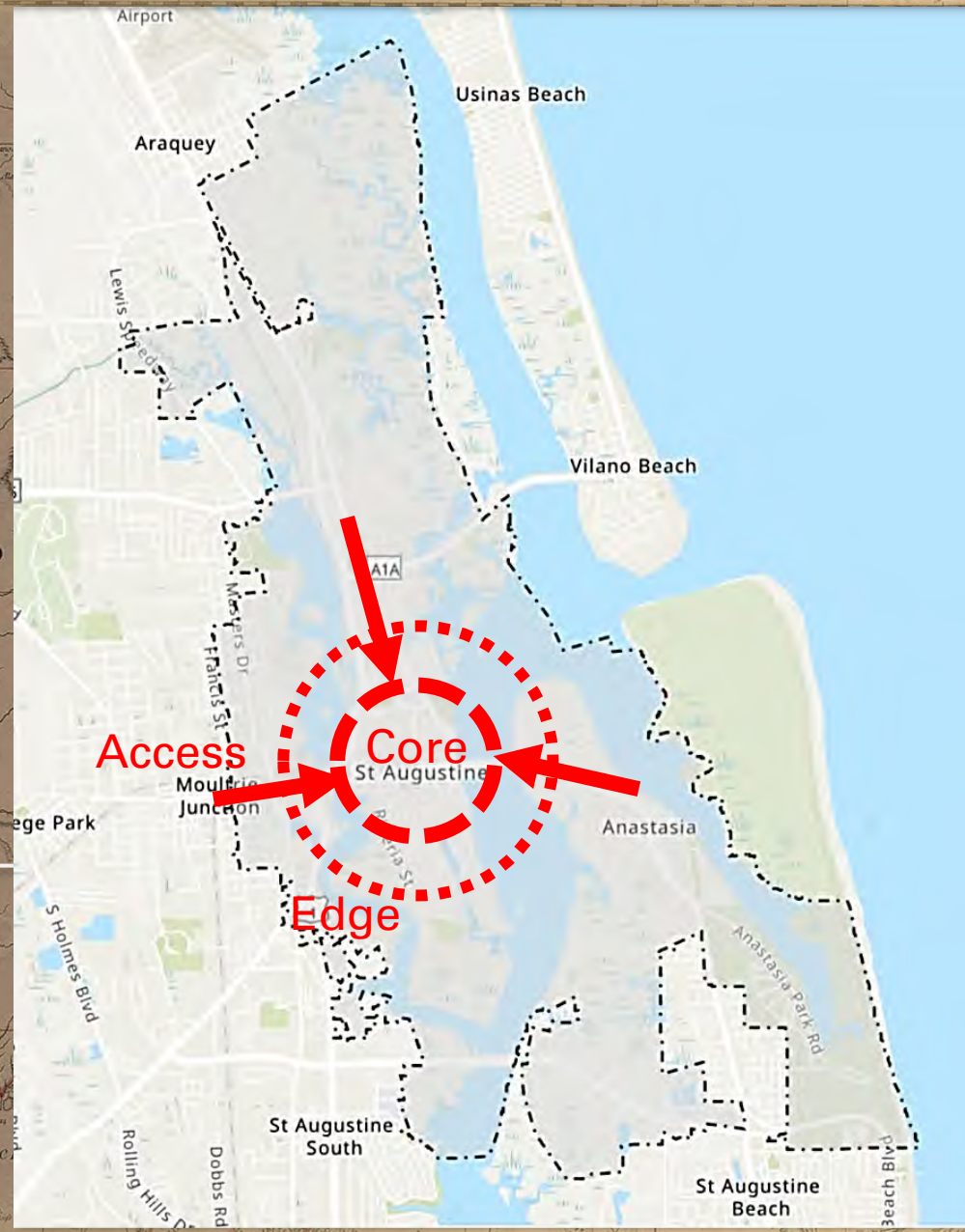
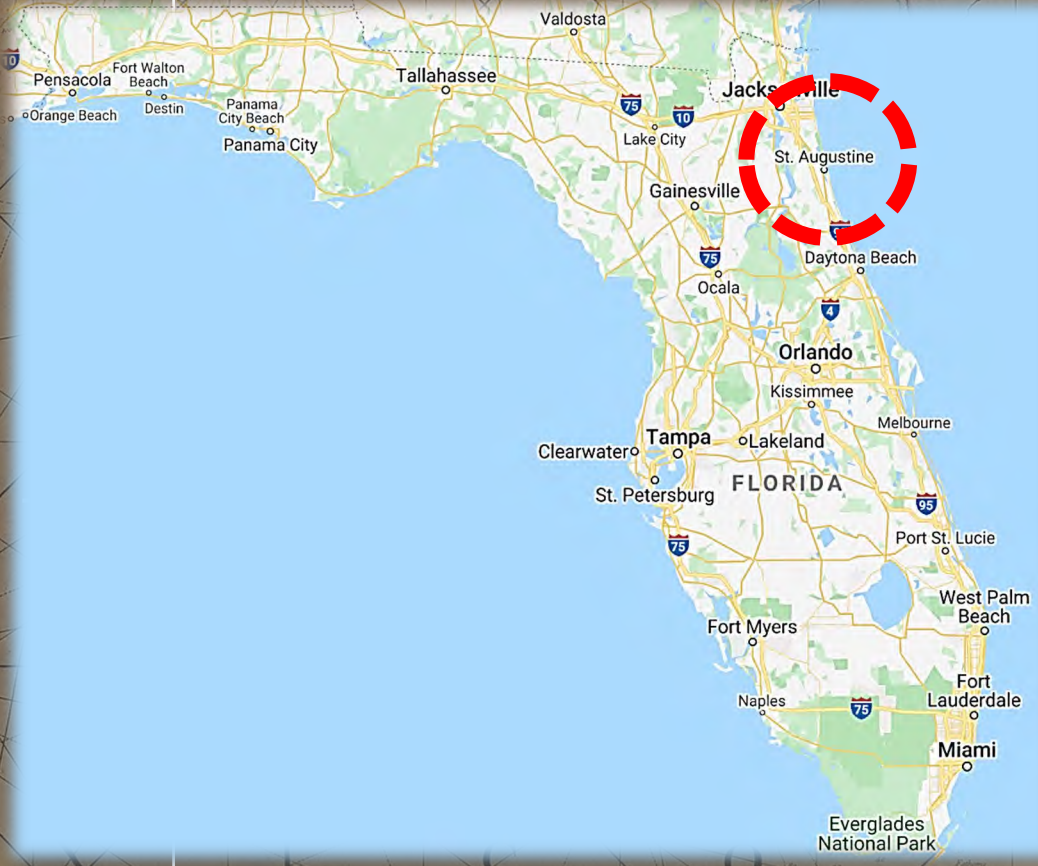
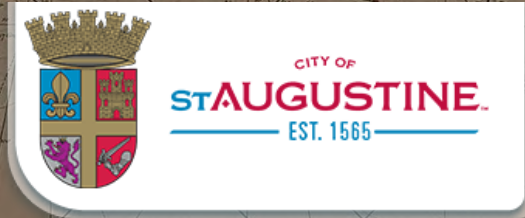
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CASE STUDY #1

ST. AUGUSTINE



ST. AUGUSTINE CORE Massing & Context



ST. AUGUSTINE CORE

Context - Hanke Hall, Flagler College



ST. AUGUSTINE EDGE

Resiliency – Flood Mitigation

1. Bayfront Park



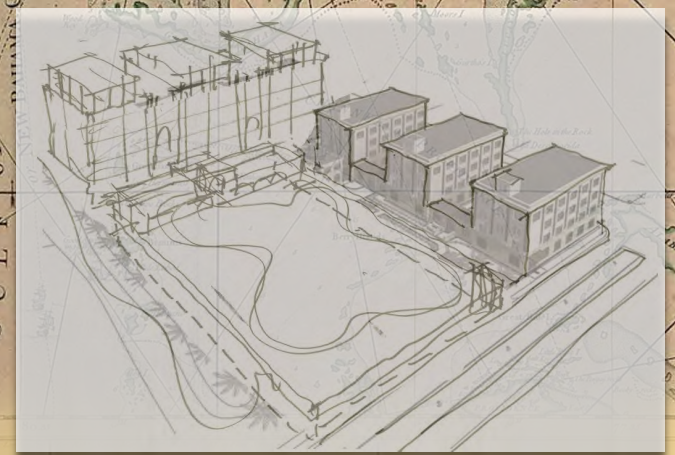
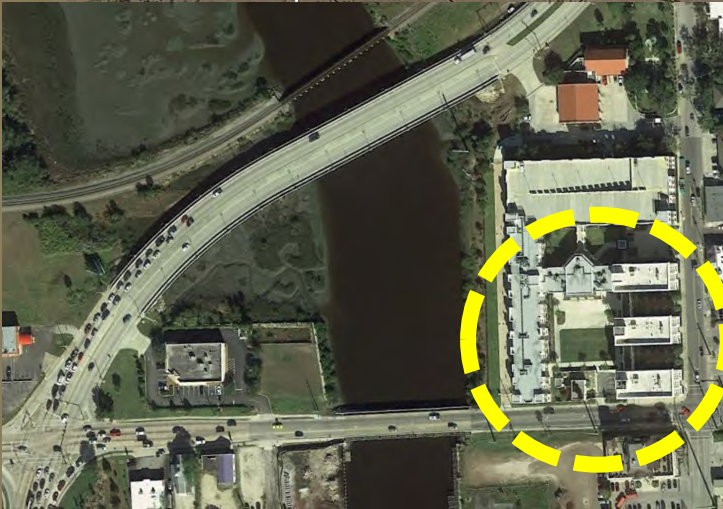
2. Avenida Menedez Edge



ST. AUGUSTINE ENTRYWAY

Preserving Iconic Identity

King Road Access
New Flagler College Dorms and Garage



ST. AUGUSTINE ENTRYWAY

Stylistic Consistency

TRYP Wyndham Hotel – Sebastian St.



ST. AUGUSTINE ENTRYWAY

Arrival Markings

1. A1A Approach - Marker 8 Hotel



2. A1A Approach - La Quinta



ST. AUGUSTINE ARTERIAL ACCESS

1. Hotel San Marco Redesign

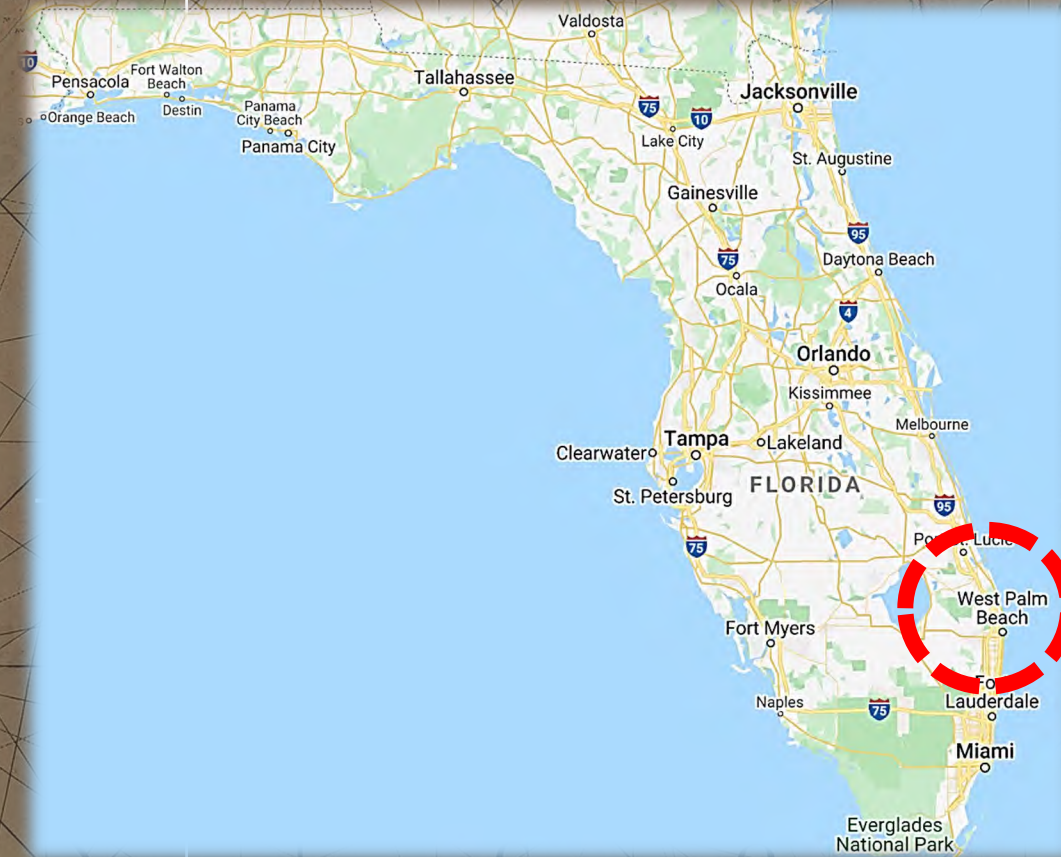
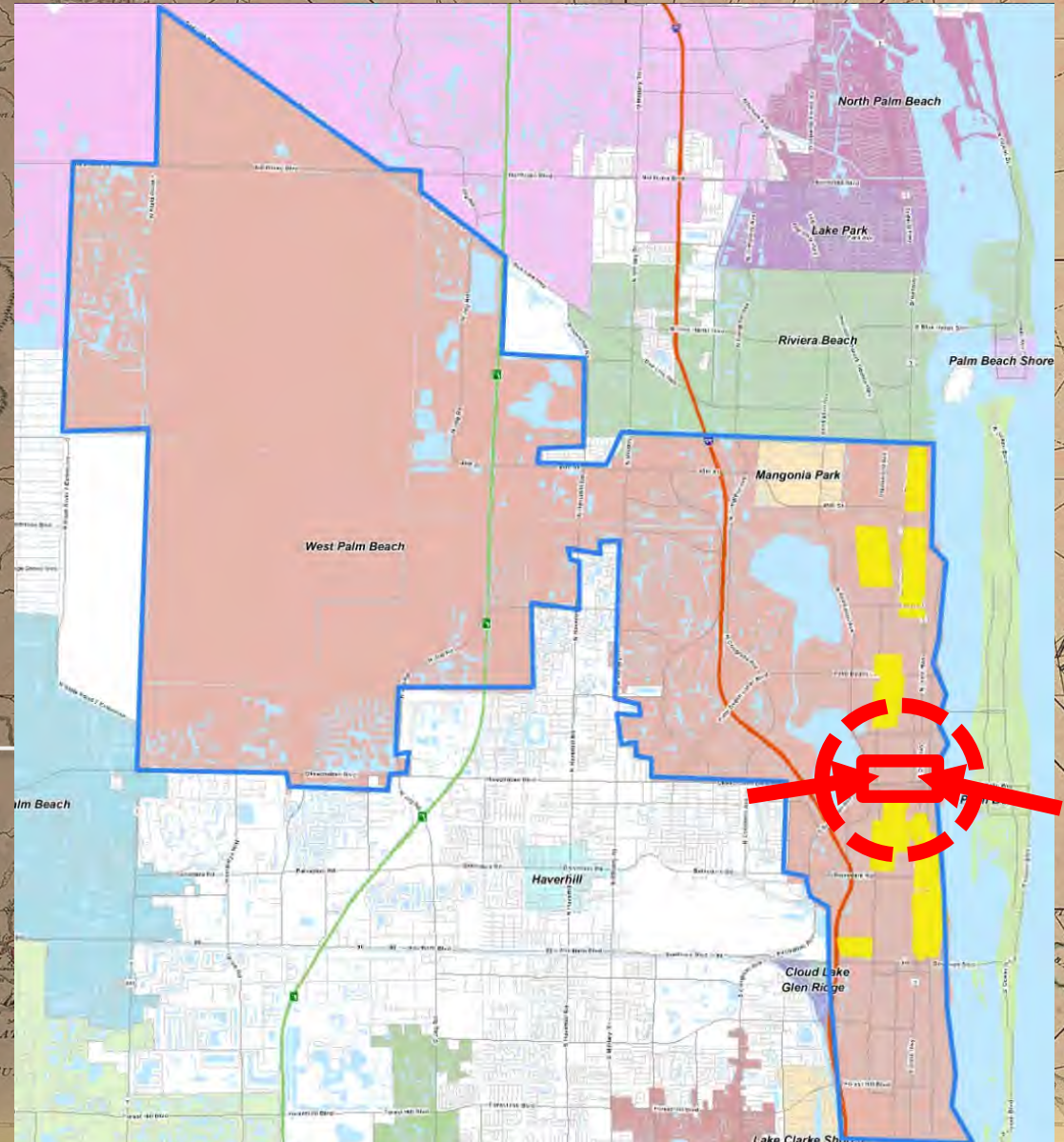


2. City Garage and Visitor Center

CASE STUDY #2

CLEMATIS ST – WEST PALM BEACH

Clematis St – WPB Main Street



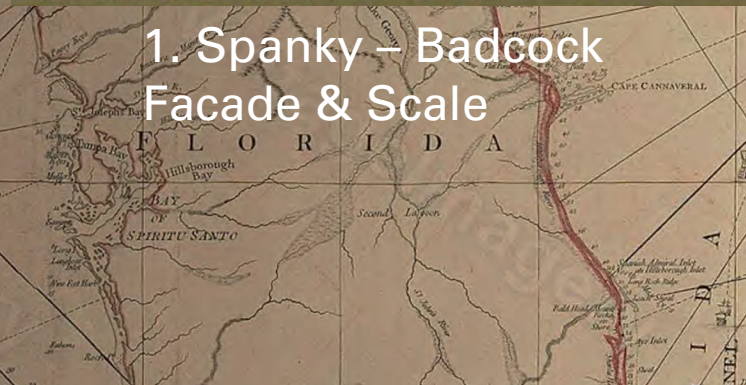
CLEMATIS ST – WEST PALM BEACH

Clematis Street 500 block
Historic District



1. Spanky – Badcock
Facade & Scale

2. Sewell Building
Facade & Scale

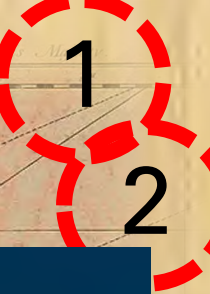


CLEMATIS ST – WEST PALM BEACH

Halsey Griffith
Restoring the Past



Comeau Building
Scale & Context... it's about design not density!



CLEMATIS ST – WEST PALM BEACH

Main Street– Adding Spark



1. Clematis St
Complete Street



2. Clematis St
Spark

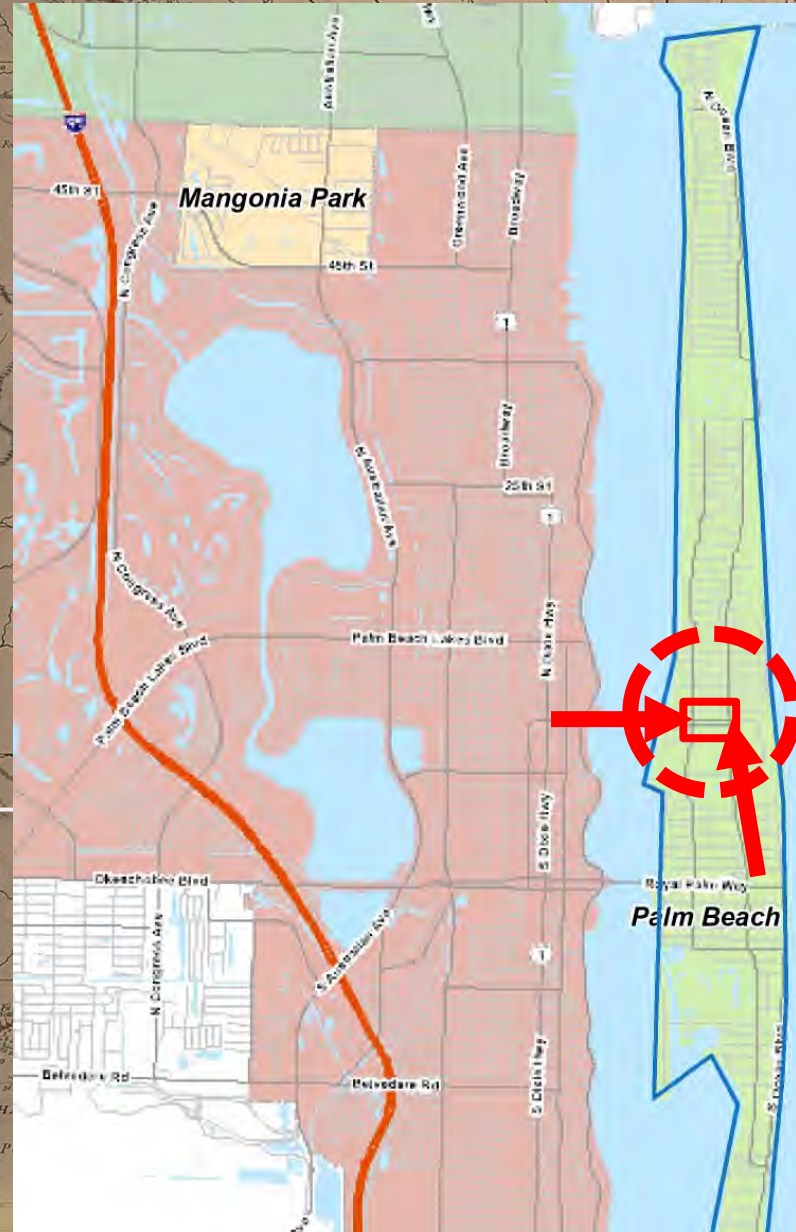
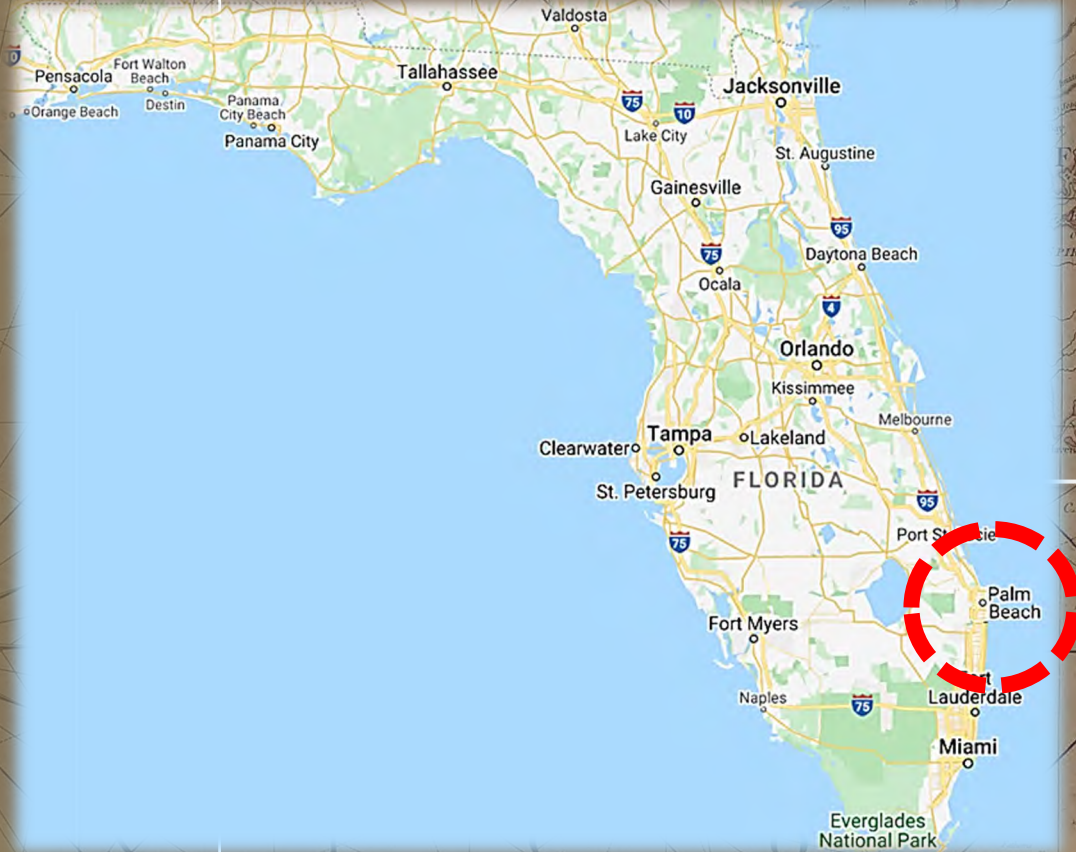


3. Clematis St
Night Life



CASE STUDY #3

ROYAL POINCIANA – PALM BEACH



Royal Poinciana
Palm Beach

ROYAL POINCIANA – PALM BEACH

1. Royal Poinciana 2008 REG Study for the Testa Family



ROYAL POINCIANA – PALM BEACH

...and present

2020 Via Flagler Development by others



Royal Poinciana past...



QUESTIONS & ANSWERS

THANK YOU

