



SOUTH MAIN STREET RENOVATIONS

PENDLETON, OR

Contemporary Design Brings New Life To Historic Facade

DESCRIPTION The commercial facade renovations along Pendleton, Oregon's "Main Street" is an example of the VMWP's of contemporary design using traditional proportions and features to create a variety of dynamic facades which "speak to one another" while maintaining their individuality. The facades include new storefronts and recessed entries patterned after the town's traditional retail shops, while the steel and glass canopy awnings provide a contemporary character and protection from the elements as one window shops. The new brick facade, in a traditional style, is accented by a unique artistic pattern which provides visual interest and opportunities for accent lighting and custom signage. Steel blade signs, and custom lettering continues the contemporary detailing of traditional elements or features. The buildings have been in the owner/client's family for over 100 years and they received funding through Pendleton's Main Street facade improvement program.

VISION Contemporary design maintaining the character and quality of the historic fabric.



Client: Ted Betz

Building size/acres: 7,500 sq.ft./
4 Commerical Units

Completion: 2006

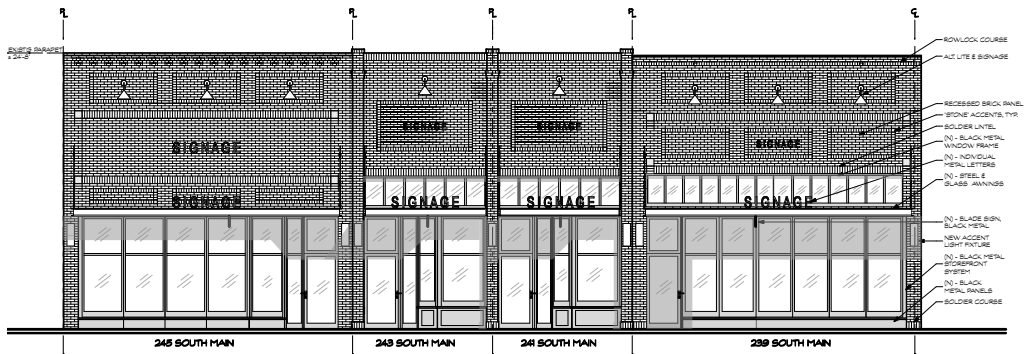
Construction est.: \$30,000

Contact:

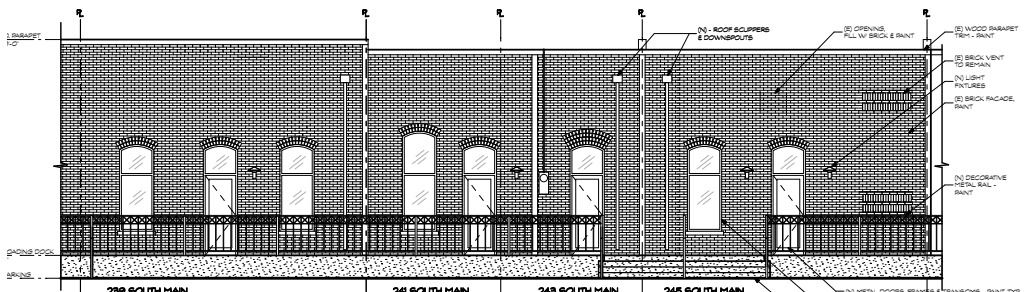
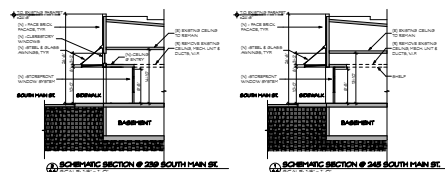
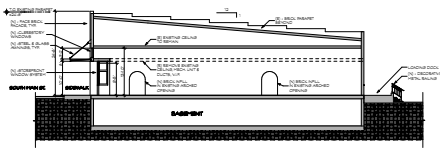
Ted Betz

Owner

510.653.9113



PROPOSED FRONT ELEVATION
SCALE: 1/8" = 1'-0"



REAR ELEVATION
SCALE: 1/8" = 1'-0"