

REDEVELOPING THE URBAN ENVIRONMENT:  
PERCEIVED VALUE IN HISTORIC  
PROPERTIES

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REDEVELOPING THE URBAN ENVIRONMENT:  
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**ABSTRACT**

**REDEVELOPING THE URBAN ENVIRONMENT:  
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Texas State University-San Marcos

May 2008

**SUPERVISING PROFESSOR: KEVIN ROMIG**

While maintaining an important role in an urban community's planning strategy, historic preservation often loses attention when competing with approaches specifically targeting economic revitalization, environmental degradation, and smart growth. Boasting strategic location and unique character, structures listed on the National Historic Register must attract commercial developers willing to commit to enhancing the historical integrity of the building as well as providing it with new economic vitality and relevance in the community. Yet all members of the community, including local and state governments, may have different views regarding the various choices made between modification and conservation in the process. Community participants share no widely-accepted standards by which to measure the end result of an historic redevelopment.

Through intercept surveys, interviews, and historic research, this study creates a beneficial tool a historic preservation board may use to begin assessing redevelopment of a historic building. Basing its applicability on a case study of a recently redeveloped structure in Austin, Texas, the instrument aids in promoting community discussion and the overall satisfaction with the both the restored structure and new commercial endeavor.

## CHAPTER I

### INTRODUCTION

#### *The Importance of Historic Preservation*

In urban areas of the United States, critical issues such as economic revitalization, gentrification, and affordable housing often dominate the crowded government agenda. Any available space, empty or occupied by a deteriorating building, possesses great potential for quick returns for developers capitalizing on the constantly changing needs and demands of a dynamic urban system. When monetary incentives are lacking, the preservation of historic properties, those properties listed as eligible for listing on the National Register of Historic Places, may lose the deserved attention of the public, the local government, and developers. “Without societal intervention in the processes of urban development and underdevelopment, places valued for their information about the past, time-worn beauty, commemorative spirit, or treasured familiarity are destroyed without consideration of these values” (Datel 1985, 127). Although in many cases local governments make generous allowances in property taxes for historic districts, developers often shy away from attempting to create a functional property out of a building or space labeled “historic” due to uncertainty about the cost vs. benefit analysis and time constraints. Without the preservation of the historic properties in urban America, pieces of the past fade and eventually decay into unrecognizable rubble.

### *Redevelopment Issues*

An economic perspective might contend that wholesale redevelopment is preferable, as the value of the land as a commodity often far surpasses that of the century-old improvement requiring substantial updating before one fully restores functionality. However, many governmental, private, and public entities recognize the intrinsic worth of the historic built environment and its effect on the surrounding community. Public opinion matters in the redevelopment of historic districts, for their approval of, or aversion to, the product often shapes the future of both the planning division of the local government and the developer involved with the property. The local government, real estate developers, and the public share an interest in the economic viability and the vitality of historic districts and embrace their own unique viewpoints of the ideal result. In addition, each of these three groups also judges the functionality of the resulting development and its preserved historic authenticity in the context of the community in different terms. The most prevalent threat to the historic redevelopment generally avoids notice until the very end of the process: the standards by which the community, including the public, the local government, and the developers, measures its success or failure. Such a wide variety of factors influence the outcome of this appraisal that the involved parties often skew the results paying little consideration to the true origins or consequences of their judgment.

### *Site Identification*

Downtown redevelopment efforts in the City of Austin, Texas faced a new challenge in 2000, when the city council adopted new design guidelines. The Second

Street District Streetscape Improvement project sought to establish a pedestrian-friendly connection surrounding the new City Hall building and the Austin Convention Center, a distance of less than ten blocks. Within this new Second Street District sat the old Schneider Building, a two-story brick building from the Victorian Era identified as a historic site in 1979 (Figure 1). The city used eminent domain to gain possession of the property and the structures onsite, and today the Computer Science Corporation and City Hall surround the structure that has been restored to appear as it did in the late 19<sup>th</sup> century. Nearby developments include high-end restaurants, specialty stores, and residential high-rises. The site's tenant is Lambert's BBQ, an upscale barbecue joint boasting a fine wine list and live music upstairs on weekends. Encompassing an urban location, a new commercial purpose, and surrounding redevelopment efforts, the JP Schneider Building at 401 W 2<sup>nd</sup> St. will be the target site of this study (Figure 2). This choice fits well due to the potential for analysis of historic value of the building combined with its new use in an area of intense redevelopment.



Figure 1: Schneider Brothers Building, Southeast view, February 28, 2008

### *Research Questions*

The problem at hand is an apparent lack of attention given to the perception of an entire community's value assigned to an historic redevelopment. Previous research focused on the perceptions of a specific, singular group of people (Coeterier 2002). This research contends that the absence of any holistic analysis of the situation may lead to the exclusion of community members during redevelopments. Three broad areas, stemming from the interests of the diverse community, warrant assessment: the economic issues, the historic preservation of the property, and the public's perspective of the resulting development. This leads to four research questions. Do common standards exist among the judgment criteria of these groups? How can a commercial property maintain its historic integrity after redevelopment? What achieved goal, viability, profitability, etc., constitutes economic success of these redevelopments? What factors affect public opinion of commercial redevelopment of historic properties?



Figure 2: Map of Schneider Brothers Building in downtown Austin context

## CHAPTER II

### BACKGROUND

#### *Conceptual Frame*

Historic preservation encompasses a broad range of disciplines from anthropology to architecture, economics to geography. Current literature regarding historic preservation generally focuses on drastic successes or failures – case studies of restored buildings contributing to the fabric of an urban community, or dilapidated structures wasted away by years of inattention and disregard with no hope for redemption, as found in the 1993 work *Derelict Landscapes* (Jakle and Wilson 1992). This study concerns itself with a specific portion of the cultural side of historic preservation: perception of the built environment. The perceptions of the public, developers, and government officials define the relative success or failure of any historic preservation project. Attempts by local governments involving the preservation of historic buildings are embodied by grand, often statewide plans, but sometimes fail to truly incorporate the public and the developer in the process. In fact, limited work covers the idea of perception of a redeveloped historic property, disjointing the process and the end result (Coeterier 2002). A wide variety of realities affects and alters each entity's perspective on many different scales. Economic concerns from the local to the global level introduce situations involving land use changes, historic districts within or adjacent to Central Business Districts (CBDs),

market fluctuations, and other governmental regulations and incentives. Local urban redevelopment efforts within CBDs or faltering downtown cores can enhance or inhibit historic preservation projects. In addition to this weakness, planners and researchers alike tend to focus mostly on residential use rather than commercial redevelopment, which is especially important in locales with zoning ordinances that may restrict the use of an historic site to commercial purposes.

### *Related Studies*

Lacking a well-defined and holistic perspective on the extent of historic properties and preservationist ambitions, the public, developers, and the government may find themselves at odds when it comes to determining the quality and value of the historic built environment. Social space can be separated into two distinct categories: objective and subjective, the contrasting element being perception (Buttimer 1969). The value of that subjective social space, then, is defined by the perceptions of those that experience it. Upon examination of the inconsistent opinion of British critics and experts of cultural landscape, David Matless describes sensory perception as everything from scientific realism to spiritual appraisal (1996). This lack of cohesion in the psychological origins of perception amplifies an already complex human environment to become a nearly incomprehensible jumble of buildings, meanings, functions, and emotions. Loader and Zink (1989) attribute perceived dysfunction of historic preservation to a lack of theoretical background and terminology available to create any value system for preserved sites. Additionally, they assert the importance of recognizing that common interpretations by similar people do not extend to the entire affected population when

considering a historic property (1985). Coeterier (2002), in perhaps the most definitive work on perception of historic preservation, touches upon the matter of differing analyses as well, emphasizing an implicit significance of aesthetic observations over information provided about a site or building based on personal interviews. This preference of form over meaning occurs within post-Nazi Germany. Political and social tensions resulted in attempts by some citizens to purposefully forget their collective history through systematic destruction of remaining artifacts, but the need for economic stability led citizens to use the redevelopment of historic properties that contained painful pasts as a method for overcoming the difficulties of espousing a new cultural identity (Hagen 2005). This unusual manifestation of historic preservation suggests that even the perception of discomfort or shame may not prevent the successful perpetuation of the built environment. The combination of experiences shared by a community may actually create an additional value, beyond that of the individual experience (Sable and Kling 2001). Cultural fabric is woven through the composition of many people's thoughts, expressions, and knowledge. Using historic properties as a common thread, the cultural connection and resulting ambience of a community may be enhanced and preserved to embrace past as well as present and future realities.

### *Historic Preservation Authorities*

In light of the increasing potential for loss of historic properties through urban redevelopment programs, many private and government-sponsored groups have come to the rescue of the historic built environment. One of the most prominent of these is the National Trust for Historic Preservation, an organization originally funded through the

federal government and now supported through member donations. The outfit owns, operates, and/or provides financial assistance to hundreds of historic properties across the United States. Its support is phenomenal – in 2006 alone, the National Trust received over \$33 million in contributions alone (National Trust for Historic Preservation 2006). Several programs are available to communities, property owners, and non-profit organizations, designed to provide educational, financial, and networking opportunities to people interested in historic preservation. Particularly useful are the case studies made available on their website, as they describe situations in which many communities and/or homeowners may find themselves when fighting to preserve an historic site. For example, twenty different examples of “Chain Drugstore Success Stories” describe different ways in which communities reacted to the introduction – described as “The Threat” in each of the case studies – of a large drugstore into the local landscape. These stories generally end in the prevention of the establishment of the drugstore altogether (Chain Drugstores: Case Studies). Each year, the National Trust publishes a risk assessment of the “11 Most Endangered Places,” a list of sites that suffer from an imminent threat of destruction or dereliction without immediate action by their communities (2007 11 Most Endangered Places). One of the most widespread programs sponsored by the National Trust is the Main Street Program, consisting of more than 1200 communities in the United States. The Main Street Program “advocates a comprehensive approach that rural and urban communities alike can use to revitalize their traditional commercial areas through historic preservation and grassroots-based economic development” (National Trust Main Street Center). In order to participate, communities must be recognized by state coordinating programs by completing an application process that

expresses community-wide interest in the Main Street Program (How to be officially designated...). The National Trust Main Street Program Center offers many resources to interested communities, including a list of stakeholders in the downtown economic landscape and potential advantages for each entity involved with a downtown revitalization (Who Benefits from a Revitalized District?).

### *Justification of Research*

The unique contribution made by this study lies in the combination of the perceptions of all of the involved parties in the event of a commercial redevelopment housed in a historic site (Figure 3). By considering the values of each of the three identified segments, the public, the developer, and the government, the result provides a more holistic picture of the overall measurement process of the site by the entire community. Without including even one of these groups, the resulting tool would have been skewed and given an inaccurate depiction of the community perception.

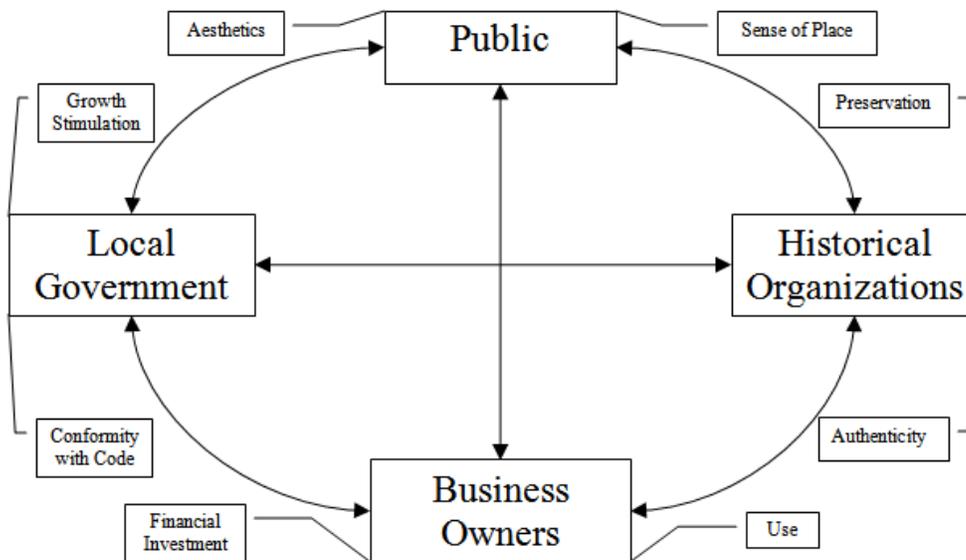


Figure 3: Conceptual Design of Measurement Tool

## **CHAPTER III**

### **METHODS**

#### *Data Collection*

This research employed a case study approach (Yin 2003), collecting and analyzing qualitative data focused on the Schneider Building in downtown Austin, Texas. Data collection consisted of three components: archival research, intercept surveys, and interviews. Initially, archival research outlined facts to describe the history of the building, its former uses and all previous redevelopment attempts. Sources included local media outlets, Texas Historical Commission files, the City of Austin website, and the building's listing on National Register of Historic Places. Compiling these data, the author constructed a basic chronology of the building from its initial construction to the most recent redevelopment. After receiving an exemption from the Texas State Institutional Review Board, the researcher surveyed the public to ascertain themes in their perception of redeveloped historic properties such as the Schneider Building. Standing within the sight of the Schneider Building on a Saturday morning, the author conducted twenty-five oral surveys. Stopping briefly and responding to thirteen questions presented by the researcher (Appendix A), the participants expressed their opinions on the preservation, use, and value of the Schneider Building. Finally, each of the remaining

identified parties in the redevelopment process: the city, the architect, and the tenants. A simple ten question interview (Appendix B) delved into their experiences regarding the restoration and redevelopment of the site. Participants provided their perspective on the process, including an assessment of the value of the end result.

### *Analysis*

The researcher analyzed the collected data separately and then compiled the results in order to identify both common themes and unique perspectives. In this way, the produced analysis could be utilized to create the measurement tool that incorporates both the universal concerns of multiple parties and the distinct interests engendered by specific participants. For the purpose of establishing a basic foundation of a historical context, the archival research allowed for a factual background to describe the perceptions taken into consideration during the recently completed redevelopment project at the Schneider Building.

The first step of the independent investigations required the researcher to use qualitative contextual analysis to identify themes within the data from the individual sources. Once the interests of each distinct group had been identified, the researcher then compared them to identify shared determiners of value as well as singular issues exclusive to one group. Inclusion of all noted interests, whether shared or unique, acknowledged the fact that the values of one particular group do not supersede or outweigh those of another group. It is important to realize that interests do not necessarily increase in significance, nor places in value, to a person or a community simply because they are shared by more than one person or group of people. The double public good

(additional value created by the shared experience of a community) described by Sable and Kling (2001) often goes undetected by the individual because of the inability of people to analyze a situation holistically. As the purpose of this study's product is to better assess the value of the adaptive reuse of an historic development through a holistic, community perception, the perspective of a community is but a portion of the overall value assessment.

In the final step, the researcher formatted the identified determiners of value into a questionnaire. The design purported to encompass the interests of all parties involved, and allowed for specific questions to be presented to specific audience members for discussion. In this manner the potential users have the ability to appreciate the varied and equally important interests in the project. Once drafted, the product was provided to the interviewed parties as well as several of the surveyed members of the public for comment. Responses allowed the researcher to view the product from the perspective of each participant separately and avoid potential pitfalls of unintentional exclusion or inappropriate assignment of magnitude. This information refined the product to garner the target information from potential users. Simple vocabulary, straightforward questions with room for embellishment, and a focused purpose facilitated a user-friendly and effective application by any body redeveloping a historic property.

### *Justification*

Qualitative research contributes crucial information in the analysis of commercial redevelopment of historic properties. Using a participant-based data collection plan, the true participants in the event were given the opportunity to provide their individual

expressions of perception. The individual contributions culminated in a community effort to correct a situation in which previously participants and their values had been overlooked, disregarded, or ignored entirely.

## CHAPTER IV

### RESULTS

#### *Archival Research*

The building at 401 W 2<sup>nd</sup> St originally housed a mercantile store owned by J.P. Schneider. Some discrepancy exists regarding the actual age of the Schneider Building itself. The family maintains that it was constructed in 1873; however, based on the area's Sanborn maps, the Historical Commission estimates the building was built between 1889 and 1894. Regardless of the exact age of the building, its prominence in downtown Austin at the time of its construction is undisputed. The two story masonry structure dominated the surrounding urban landscape as the only two-storey masonry structure in the vicinity (Texas Historical Commission 1984). The Schneider household lived across the street from the store next to the original location of the store, using the older structure as a storage facility. Additionally, the family owned and operated a large wagon yard on 2<sup>nd</sup> Street with two large camphouses in which traveling families could stay while trading in town. Until 1935, the Schneider family continued to operate the store with minor alterations, such as the inclusion of a shelling facility for pecans as well as a saloon after the ratification of the 21<sup>st</sup> amendment in 1933 (Schneider 1984). The store sold goods including “cotton, furs, flour, fish, sugar, salt, meat, farm implements,

fruits and vegetables, shoes and boots, tombstones and coffins” (THC – Atlas 1979). The initial significance of the Schneider Building stemmed from the structure itself, the building’s use and the location at the corner of Guadalupe and 2<sup>nd</sup> Streets.

In subsequent years, the economic reality of downtown Austin affected the successful re-use of the old Schneider Building. The Schneider family leased the store to several different businesses over the next decades, including the Electrical Service Company, the Calcasieu Lumber Company, and Economy Engraving. Two fires mostly destroyed the interior of the structure, first in the 1930s then again in 1971 (Schneider 1984). In the 1970s, a series of events began that would eventually lead to the historic restoration and adaptive reuse of the site. The City of Austin looked to acquire the blocks along Town Lake for inclusion in a redevelopment plan that would create a new municipal complex. According to local media, the city first planned to rezone the property in a historic district and then condemn the Schneider Building. The Schneider family reportedly reacted to the potential loss by initiating contact with the Texas Historical Commission to explore the option of designating the property historic (Jackson 1988). The Schneider Building earned a nomination for listing in 1978, and shortly thereafter it entered the ranks of the National Register of Historic Places (Texas Historical Commission 1979). In Texas, properties listed on the National Register require a review under Section 106 of the National Historic Preservation Act when federal funding, licensing, or permitting is involved with the site. The City of Austin acquired the property through eminent domain (Jackson 1988).

At the time of the ownership transfer, Economy Engraving leased the space for their business, and remained in the building until 1985 (Schneider 1984, Jason 1993). The

Schneider Building received another nomination for an historic designation in late 1984, and the process culminated in 1985 with the recognition of the site as a State Archaeological Landmark (Texas Antiquities Commission 1985). During this same time period, the City of Austin published a Request for Proposals for the development of a municipal office complex on several blocks adjacent to Town Lake, including the Schneider Building property. The proposal specified demolition for all buildings currently situated in the area except for the Schneider Building, which was to be relocated (RFP 1984). Based on reactionary correspondence from the Texas Historical Commission to city staff, the decision to move the building did not meet with their approval (Texas Historical Commission 1984). However, none of the three prospective developers suggested that the building be removed, despite staff recommendations of relocation to Waterloo Park (Vlerebome 1984). In the end, nothing came of the proposals, as the economic crash of the 1980s forced the City to scrap the development plans for the time being (Jason 1993). The only restoration the building enjoyed consisted of a general building stabilization and a temporary roof in 1988 (Texas Historical Commission 1988). Over the next several years, potential tenants contacted the City in hopes to make use of the property but none successfully obtained a lease, possibly due to the cost prohibitive nature of any interior renovations (Rigler 1988, Jason 1993).

The Schneider Building continued to deteriorate until the beginning of the 21<sup>st</sup> century. In October of 2000, the City and the Texas Historical Commission authorized Emily Little Architects to complete exterior restoration work on the Schneider Building along with some basic interior renovation. Little completed the work in 2001, stating that the intended use now included mechanical, retail, and office space (Texas Historical

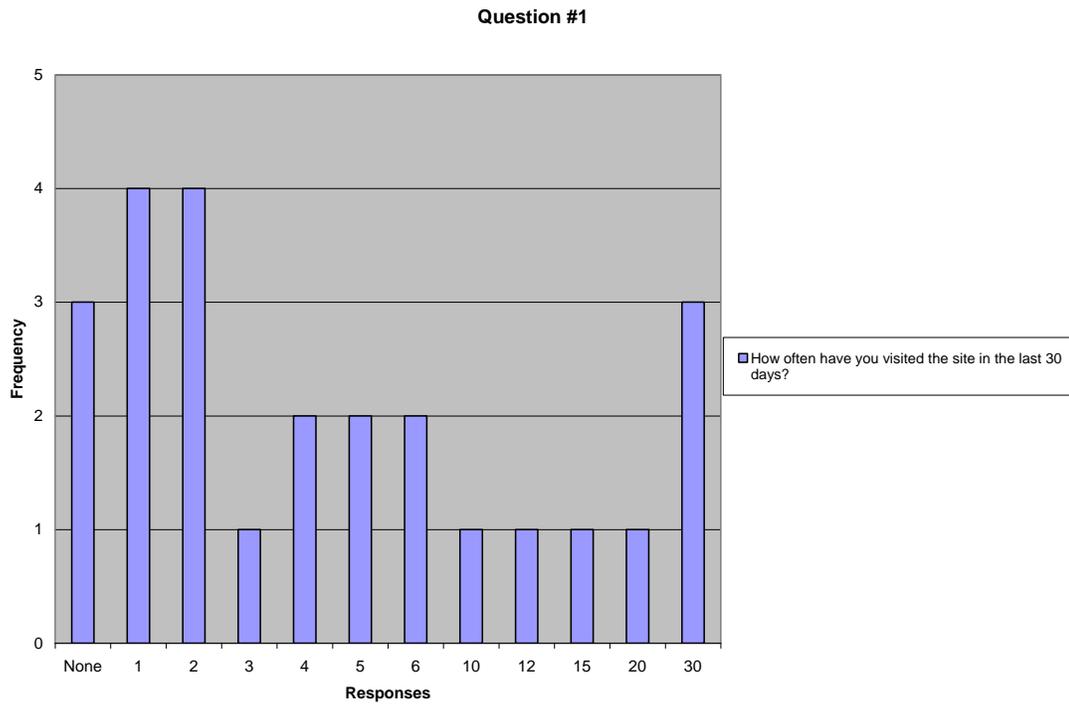
Commission 2000). The next year the city began the process of applying for the Federal Historic Rehabilitation Tax Credit Program in order to allow for adaptive reuse in the near future. Intended for use as a restaurant, the city and Emily Little Architects received permission from the Texas Historical Commission to complete additional work on the Schneider Building in 2006 to include a complete interior finish-out on all three levels. Completing the interior restoration within a year, Lambert's began business in January as an upscale barbecue joint (Texas Historical Commission 2006). The redevelopment came in conjunction with a push for investment in the newly designated 2<sup>nd</sup> Street District, which includes high-end retail and several new condominium projects (2<sup>nd</sup> Street District). A large improvement project will begin in 2009 to include the 2<sup>nd</sup> Street District in the Great Streets Program of the City of Austin, and will add convenience and artistic ambience to the corridor between the District and the Convention Center (City of Austin SSDSIP).

### *Intercept Surveys*

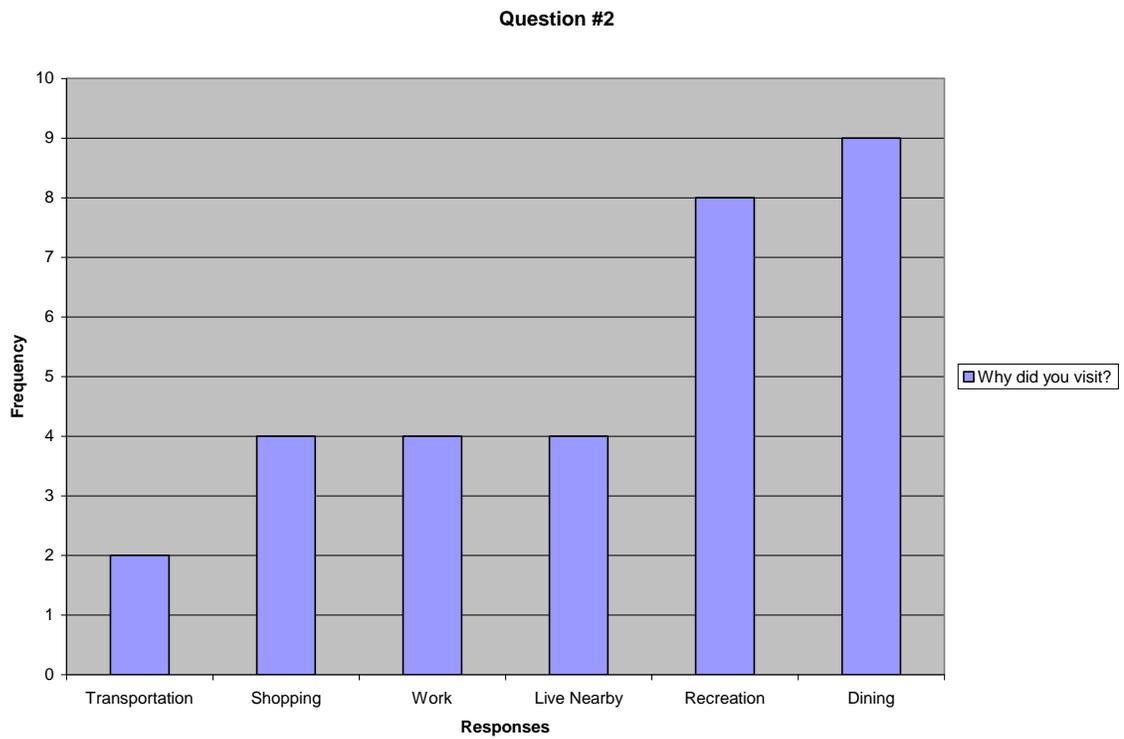
In order to assess the public's perspective of the historic preservation and adaptive reuse of the Schneider Building, the researcher conducted intercept surveys near the site. Participants provided answers to thirteen questions (Appendix A) as they walked within sight of the Schneider Building on Guadalupe and 2<sup>nd</sup> Streets in downtown Austin, Texas. Between 10:30 and 14:00, twenty-five people stopped and responded with their opinions regarding their valuation of the Schneider Building and other historic properties.

The first group of questions intended to capture current public opinion regarding the success of the latest redevelopment of the Schneider Building. The collection of seven

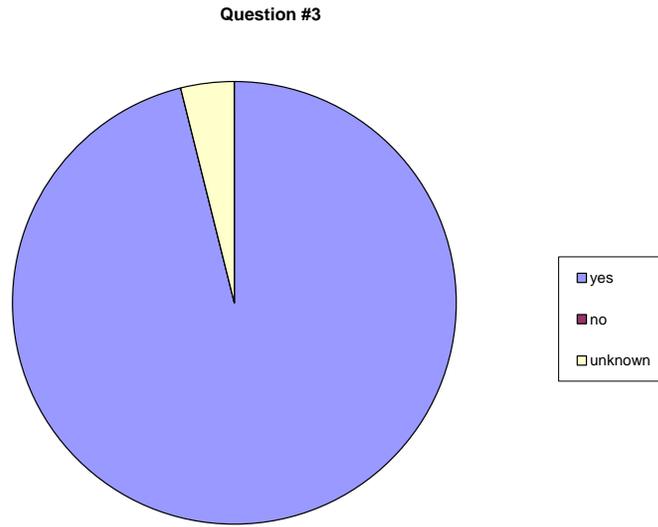
1. How often have you visited this site within the past 30 days?



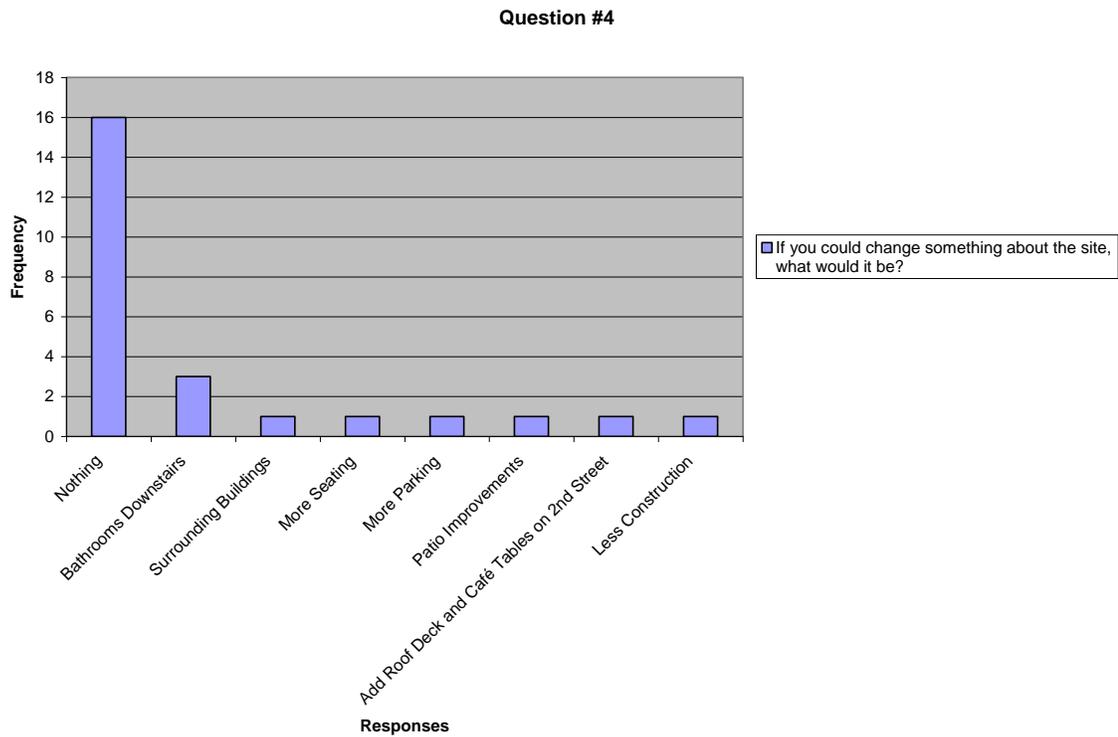
2. Why did you visit the site?



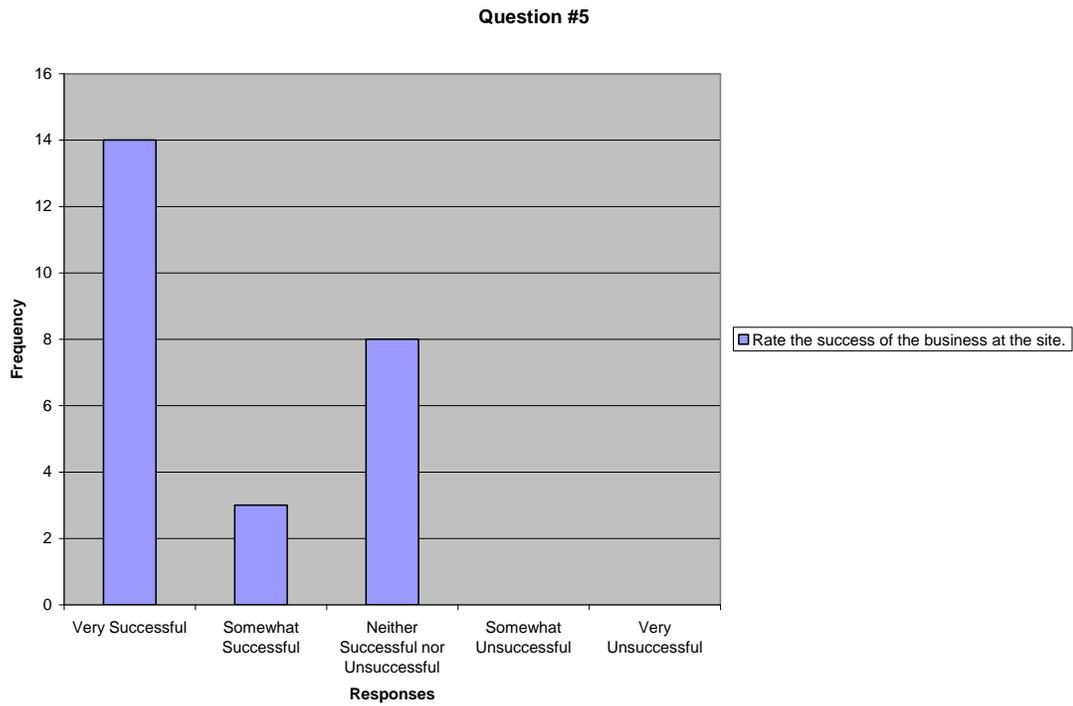
3. Do you consider this location to be a valuable historic site?



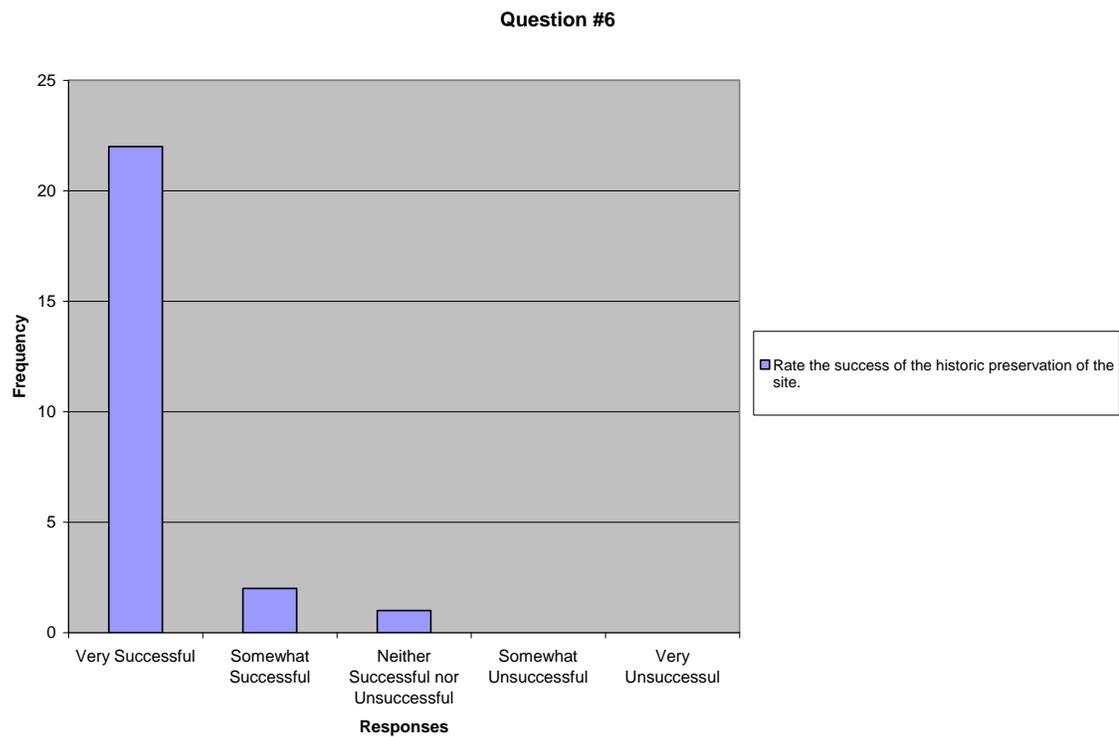
4. If you could change something about the site, what would it be?



5. How would you rate the success of the business at the site?



6. How would you rate the success of the historic preservation of the site?



7. Do you feel as though public opinion regarding the redevelopment of this site was considered during the preservation process?

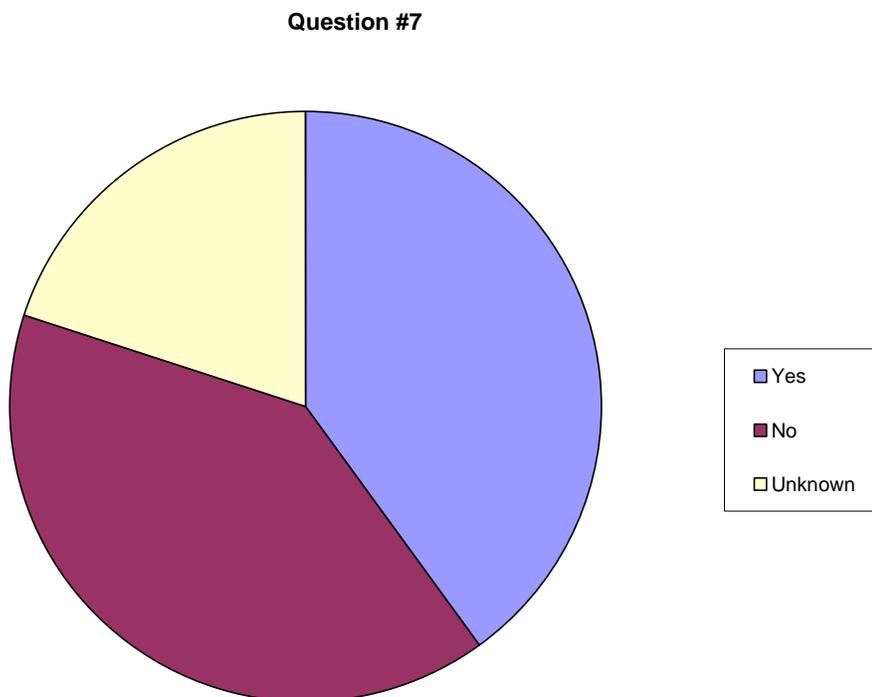


Figure 3: Results of the first seven questions of the intercept surveys

questions consisted of relatively simple, multiple choice questions. Resulting trends in the public analysis of the redevelopments' success indicated the perception of success when considering the historic preservation of the Schneider Building (Table 1). Twenty-four of the twenty-five participants stated the Schneider Building is a valuable historic site. Similarly, only one participant considered the historic preservation to be neither successful nor unsuccessful. The success rating of the business did not match that of the historic preservation, but did fare well with mostly "Very Successful" and "Somewhat Successful" answers. Interestingly, the outcome of the question regarding the

consideration of public opinion did not lend itself to easy interpretation. Several people expressed that by simply restoring the building, public opinion had been considered. Many of the participants seemed to be frequent visitors to the area and yet did not know of any attempt to take public opinion into consideration. Whatever public input was allowed to affect the development decisions, the respondents generally wished to change nothing about the site. Other than “nothing,” the response enjoying the most frequency actually concerned bathrooms – or a lack thereof – on the lower level of the restaurant.

The second group of questions allowed participants some creativity as they imagined a reality in which the site did not exist at all. Initially, the people had to identify a site that would replace the Schneider Building and Lambert’s Restaurant for their purposes. For several people, this task proved remarkably simple – they claimed it would make no difference to them if the site no longer existed, and so they required no replacement. Whether or not the participants realized the gravity of their statements is unknown, but in the lens of the researcher this answer captured a very curious demographic: one which did not acknowledge any value in the site for either its history or use. Another recurrent answer was the area of South Congress as a replacement for the Schneider Building redevelopment. Running along Congress Avenue south of Town Lake, unique locally owned businesses including restaurants and uncommon specialty shops speckle the landscape. Residents enjoy the neighborhood through events such as First Thursday, an evening of community fellowship when the shops stay open late and offer refreshments, live music, and other attractions once a month. The majority of respondents chose locations with a principal use of dining; only one participant stated that they would visit another historical location. The second question in this vein

challenged participants to decide what they would put into the blank space if the Schneider Building was removed. In accordance with the results of the previous question, the most frequently offered answer was another restaurant. Some participants took a few moments to ponder this task for a moment, and provided more creative solutions such as a visitor's center, a continuation of the Computer Science Corporation development, or a grocery market. Second to another restaurant, participants most wanted to see open space such as a garden or park on the corner lot.

The final two questions in this section gave participants a chance to identify the characteristic of the site for which they would feel the most and least loss. The options included the historic value, the restaurant itself, the local business, the convenience, and community ambience. Participant responses seemed to contradict those given for the last two questions. Only two people stated that the restaurant would evoke the greatest sense of loss for them, while eleven people ranked the loss of restaurant as the least affective. The historic value and community ambience aspects made up the majority of responses for the greatest sense of loss, while convenience and the restaurant dominated the replies for least sense of loss. These answers revealed a disconnect between the recognition of historic value as a desirable characteristic to a site and recognition of historic value as the purpose of a preserved site. The two least affective answers, the restaurant and convenience, seem to belie the common desire to see a restaurant in this space. If the participants value neither the restaurant itself nor the convenience of the business in that location, then perhaps the public believes there is a better use for this property. Another interesting observation gathered while conversing with the survey participants exposed an often emphatic approval of the business itself. Although many of the participants were

not patrons of Lambert's Barbecue, those familiar with the establishment eagerly described their dining experiences as impressive events. Some of the answers to the first question of this section, what place would you visit to replace this site, reflect this opinion – four of the participants could find no suitable replacement for the site. These participants valued specific attributes of the site such as its restaurant menu to the degree that no other location would suit their needs.

The third set of questions revolved around specific attributes of a historic site and their ratings of importance in the participant's perspective. The researcher read nine attributes and asked for a rating between one, least important, and five, most important, for the person when considering historic sites. Based on the twenty-five responses, the attributes ranked in the following order from least to greatest: consistency with the historic use of the building, tourism, consistency with the surrounding land use, color, educational value, contribution to local history, preservation techniques, building materials, and architecture. Several people asked for a definition of "preservation techniques," and the researcher responded by using an example of a new condominium development on Lamar Blvd and Sixth Street. The façade of the building formerly occupying the space was incorporated into the new structure (Figure 4), and the researcher cited this as a different type of preservation technique than that used at the Schneider Building. The top three attributes, therefore, concerned the aesthetic of the building; the bottom three consisted of the choice of use for the building. Participants then offered suggestions of additional attributes of importance when considering historic sites. Few people offered new attributes; most reiterated the importance of one of the attributes listed in the survey. The most frequent submission could be contained by the



Figure 4: New structure at 300 N Lamar, offered as comparison of preservation technique

attribute “educational value,” but this apparently held a different meaning to some participants. Other original attributes included aesthetic beauty and sustainability. These results suggest that even within groups, determiners of value differ greatly, and opportunity to propose additional attributes of importance should be provided in the measurement tool.

### *Interviews*

After contacting the City of Austin, the Texas Historical Commission, and the owners of Lambert’s Barbecue, the researcher identified three individuals involved with each entity that would most likely possess knowledge of the redevelopment of the Schneider Building. Fred Evins, the contact for the City of Austin’s Second Street Retail

District program, provided an interview response from the City's perspective. The Texas Historical Commission's involvement actually stemmed from the approval of the work done by the architect, Emily Little. The researcher chose to interview the architect to provide insight into the cooperation necessary between the private historic preservationist and the state-run agency. Finally, Larry McGuire, executive chef and partial owner of Lambert's Barbecue, answered the questions from the perspective of the business owner leasing the space in the historic Schneider Building. Together, these responses outlined the concerns of each entity to be included in the final product of this research.

The interview questions (Appendix B) intended to describe the progression of the redevelopment project, as well as the specific interests of each interviewee. Using a semi-structured interview method, the researcher used the questions as a starting point for each topic, and requested details as the responses revealed new information. Each interview was intentionally designed similarly, with specific elements geared towards the recognition of each member's different role in the project. This individuality allowed for the interviewees to engage in the conversation and provide input based exclusively on their experience with the project. Despite this feature, the interviewees expressed at times that certain questions would be better answered by other members of the group; when prompted further, they provided details from their perspective. Overall, the interviews successfully explored the roles, opinions, and interests of each identified stakeholder.

Despite the typical fluidity of staff in local governments, the interviewee from the City of Austin had a long history as a city employee. Although Fred Evins did not hold his current position of Project Manager/Architect in the Economic Growth and Redevelopment Services Office at the time of the acquisition through the outer

restoration of the Schneider Building, his lengthy career at the City of Austin gave him valuable insight into the process behind the project. In addition, his role as the contact point for the 2<sup>nd</sup> Street Retail District allows him to comprehend, if not directly manage, the context in which the Schneider redevelopment exists today. The interview with Evins took place in his office overlooking the Schneider Building, and explored first the complexity of the redevelopment process and then the City's evaluation of the success of the adaptive reuse.

The City of Austin purchased the properties including the Schneider Building along the Colorado River (also called Town Lake, and more recently renamed Lady Bird Lake) in order to construct a municipal complex in 1979. The Schneider Building had already been listed on the National Register of Historic Places, and as the years passed the structure desperately needed stabilization to remain standing. The City of Austin, as both landowner and local government, held separate responsibilities regarding the historic designations of the building. The City as the governing municipality chose to implement historic zoning which is tied into the identification of the site as a local historic landmark, and the City as the landowner had the ability to nominate the property for recognition as an archaeological landmark as well. Motivation for any official designation included available funding through entities such as the Better Business Bureau, but since the City, a non-profit organization, owned the property, it was not eligible for all tax credit programs. Many people gathered to make the redevelopment possible from the City's point of view. Key players included the Computer Science Corporation as the initial developer and lessee of the blocks, Emily Little as the consulting architect for the preservation, a development firm called Urban Partners

originally hired by AMLI to aid in their redevelopment of the block just north of the Schneider Building, and the Texas Historical Commission. The City of Austin did not have any significant experience in redeveloping historic properties such as this, as most local cultural sites engaged in adaptive reuse called for functions such as museums. By utilizing a single retail developer to guide the redevelopment of the 2<sup>nd</sup> Street District, Evins stated that the overall concept of the area could be promulgated through careful selection of businesses interested in the space. This single vision of a cohesive district for “destination retail” led the development company to recommend Lambert’s as a viable tenant for the Schneider Building. The exceptional qualities of Lambert’s that earned the City’s approval included confidence in the local owners, the strong promise of a return on any City investment, and the matching of the concept of a chic downtown restaurant designed on a human scale. Evins stressed the magnitude of the investment by the City of Austin, especially considering the potential of the building becoming something of a “money pit” throughout the completion of all required renovations to ensure its usability. In light of this, the most difficult portion of the project for the City involved the coordination of the funding with restoring the site. Taking a responsible stance as landowner, the City hoped to provide an example by actively supporting preservation of the community’s historic resources.

After discussing the logistics of the project including the technicalities of the occupancy of the building surround the Schneider Building from the Computer Science Corporation to Silicon Laboratories, Evins discussed the City’s perception of the end result of the project. The driving force behind the redevelopment, the concept of the 2<sup>nd</sup> Street Retail District, continues to thrive and encourage investment in the surrounding

structures. Ground floor spaces continue to fill up, with high-end retail establishments making up the majority of tenants. Evins noted that he sometimes takes interested parties on tours of the 2<sup>nd</sup> Street District, and points out the Schneider Building to his audience. Responses include an appreciation and approval of the use of the structure, with no sign of negative opinions. The public's recognition of the changing downtown seems to emphasize the worth of preserving identified historic and cultural assets. Financially, the indication is that the investment has been a success. Thus far, the retail investment in the 2<sup>nd</sup> Street Retail District as a whole has exceeded the estimates initially put forward. Although the western side, including the Schneider Building, took off a little slower than the businesses on the eastern side of City Hall, the addition of Lambert's has certainly encouraged the growth to come West on 2<sup>nd</sup> Street. The defining historic features of the structure, in Evins' opinion, included the architectural significance as well as the representation of a mercantile establishment from the late 19<sup>th</sup> century. The interior also holds impressive historic quality, including the wooden floor downstairs. As a long-time resident of the City of Austin, Evins enjoys the contribution of the Schneider Building to the local history in telling a piece of the story about the vaults, saloon, and other contributions to the City by the Schneider family.

Emily Little, of Clayton, Levy, and Little Architects in Austin, Texas, supervised the restoration of the exterior and provided consulting services for the interior finish out of the Schneider Building. The interview with Little was conducted by telephone, and the following information is based on her responses. The first portion of the interview covered the project itself, including the process, people involved, and specific challenges.

The final few questions explored her opinion of the final product of the redevelopment, and her perspective of the value of the resulting adaptive reuse.

Little's interest in the structure began years ago, as the spot had been an eyesore for a long time, boarded up and painted over in one color. Its location next to the popular live music venue Liberty Lunch also gave it her attention, as Liberty Lunch was demolished when their lease ended with the introduction of the Computer Science Corporation (CSC) development proposal. When the City Hall project began, the CSC hired architects PageSoutherlandPage who in turn hired Emily Little as a consultant for the exterior restoration of the Schneider Building. Little stated that the process involved with working on an historic property has many different and strict requirements. The people involved included the Texas Historic Commission (THC), PageSoutherlandPage and the CSC, and the City of Austin. The first step was to begin working with the THC, and their staff that is designated to handle these projects. The staff members walk through the project with you. Following the Secretary of the Interior's Standards and Guidelines for Archaeology and Historic Preservation, the THC staff goes through the project item by item on site. At this point, staff identifies requirements in order to gain their approval for this project. For instance, the THC required for this project that the paint be removed from the brick. Initially considered cost-prohibitive and thus excluded from the plans, the THC decided the activity was necessary for complete restoration. Despite the expensive and complex addition to the project, the results made the added cost and stress worthwhile.

When asked about the decision to restore the building to its original appearance, Little emphasized that the ideal situation would be to preserve the structure as close to its

original condition as possible. In this instance, the Austin History Center kept an amazing photograph of the building's original state. This photograph was in her opinion the most incredible reference to be hoped for, and resulted in the renewed appearance of the sign on the east wall reading "J.P. Schneider & Bros" (Figure 5). Little utilized the services of Patrick Sparks, an experienced forensic structural engineer, in order to diagnose the ailments of this historic building through extensive onsite analysis. Sparks conducted tests in order to determine the structural integrity of the building, including drilling the bearing points of each floor joint to ensure the wood was sound and had not decayed. Because of the differences in historic methods of construction, Little described Sparks' role as "instrumental" in the understanding of the current situation of the building and the work required to bring it up to code. The interior designer, Laurie Smith, worked with Little and Sparks to improve the building's standards to meet city code as well as the THC requirements involved with the addition of an additional staircase. Conclusively, the most challenging portion of the project presented itself in the budget. The requirements set by the THC offered complications that had feasible solutions, but the monetary restrictions originally set by the CSC proved the most difficult piece of the project.

Little's opinion regarding the project results reflected an exceptionally satisfied stakeholder. The building fits into the surrounding built environment "fabulously." The key ingredient is the local limestone of the bordering buildings, the impressive aesthetic of which PageSoutherlandPage appreciated and therefore included in their design. The colors coordinate with the restored brick on the Schneider Building that came from an old quarry on Lady Bird Lake. The harmony of these colors included the matching limestone of the Austin City Hall to the east. A combination of City code and THC approval

dictated a bit of “grace space” required between the buildings. In addition to this, the scale of the CSC buildings helped the corner immensely, far superior to the effect a five-storey sheer wall would have lended to the space. Little considers two elements paramount in defining the historical integrity of the building. First, the load-bearing brick construction provides a unique and pleasing aesthetic. Second, the notable location and specific use of the building created a common stopping point for travelers from the south. After crossing the Colorado River, folks could both camp and shop at the Schneider Building, making it a hub of activity for the city at the time. As a fiscal investment, Little ascertains that this area is not her specialty, but does consider the project a success. For example, Little points out, when a national architecture magazine featured the CSC development in its pages, the photograph of the buildings captured the Schneider Building in the center of the forefront. Visitors share this enthusiasm, loving the feel of the barbecue restaurant with exposed brick interiors. In Little’s eyes, the new life of this building is a perfect fit.

The current tenants of the Schneider Building, Lambert’s, offer “Fancy Barbecue” in the downtown location. With two bars, sumptuous meats and indulgent desserts, the restaurant claims to have served 300,000 in their first year of business alone. Executive Chef Larry McGuire provided input for this study during a brief afternoon break before the dinner rush. Per the design of the interview, the first portion of the



Figure 5: Restored Sign Painted on Schneider Building

conversation focused on the actual project experience. The concluding discussion delved into his perception of the results of the project.

Lambert's creators originally acquired an interest in the Schneider Building because of its compatibility with his restaurant concept. The owners looked to establish a Texas roadhouse, offering steak and live music in a downtown Austin location. In fact, at the time the search for a site began the Schneider Building had not yet entered the real estate market, but after being introduced to the location McGuire said they felt it would be a good fit. Aware of the historical designation of the building, McGuire anticipated that eventually the project would require more time and money than a traditional restaurant finish-out. When they entered into the project, the outer part of the building had been completely restored, as well as the back inside staircase. Working with Laurie Smith of Laurie Smith Design Associates, Emily Little, and the Texas Historic Commission (THC), the team created an entirely new and modernized interior. Elements introduced included new walls, electrical systems, plumbing, HVAC, as well as facilities to accommodate live music and audiences upstairs. McGuire described the intentions of the interior renovations as concept-driven. Utilizing recycled materials from other buildings and locally built custom furniture, the room acquired a rustic feel highlighted by modern European light fixtures. McGuire relied on his team of experts to help in accurately preserving the historic integrity of the Schneider Building. Despite their collective experience, the unknowns of the project proved to be the biggest challenge. Matching the requirements of the City code and the THC became both expensive and time-consuming. From McGuire's perspective, the concerns of the THC became so impractical, and the approval process so intense, that the lack of follow-through with the

project was both surprising and disappointing. Especially frustrating, the THC approval process seemed extremely objective, forcing the project to inevitably slow its progress and add more expense as the difficulties in restoration requirements rose.

McGuire expressed strong attitudes toward both the process of redeveloping the Schneider Building and the resulting adaptive reuse. He chose the phrase “juxtaposition of scale,” attributing its origin to Emily Little, to describe the buildings redefined place in the surrounding built environment. The only structure built at a human scale, the Schneider Building offered a unique spot for the restaurant as well as an important structural variance in the downtown landscape. The adaptive reuse of the building represents a victorious clash with the emerging infiltration of chain restaurants in downtown Austin. McGuire also appreciated the return of the use of the building to a meeting place, incorporating food, drinks, and live music to capture both a local and visiting audience, just as the Schneider Building brought together local commerce and travelers. The façade of the building captures the historical integrity for McGuire, including the rooftop parapets, windows, and woodwork preserved in the structure. From a fiscal perspective, the business investment has been a big success, leaving McGuire to only wish he had been able to spend more. The customers give great feedback regarding the redevelopment. The extensive time that the building spent unoccupied combined with the corner location provides an “allure” to visitors. The focus on long-term rehabilitation of the structure bestowed an investment on the community as well.

## CHAPTER V

### ANALYSIS

#### *Measurement Tool*

The compilation of the results of the intercept surveys and the three interviews with individual stakeholders produced a collection of questions for measuring potential value in a historic preservation project. The design intended to allow for a parliamentary inquisition, a structured discussion regarding a proposed adaptive reuse. The researcher identified common themes from the data, as well as elements unique to specific stakeholders. Combining these interests and determiners of value, the measurement tool allows for participants to answer open-ended questions and stimulates the intellectual discourse to bring forward project-specific issues and community concerns.

The public brought many important matters to the attention of this study, including the importance of aesthetics. The interesting contradiction between the desire for a restaurant in the space and the idea of the loss of the restaurant being least affective questions the public's understanding of the use of the space. More significantly, the public's identification of replacement locations (in the case that the site was lost) focused almost entirely on the current use of the building as a dining establishment. When compared with historic value being the most affective aspect of the loss of the building, the conflict illustrates a lack of acknowledgment of the preservation of an historic asset

through the redevelopment of the building as a legitimate use in and of itself. Without valuing the building individually of its adaptive reuse, the public cannot appreciate the full worth of the historic preservation. Indeed, this discovery promotes the idea that this research purports to prove: in order to fulfill its potential, an historic redevelopment project must warrant esteem from the perspectives of the various stakeholders in the community.

As perceived by the architect and historical commission, the outstanding elements of concern for an historic preservation involve the goals of the adaptive reuse. Whether or not the resources are available for ensuring an authentic restoration, an accurate analysis of the current state of the structure, and the assurance of compliance with restoration standards encompass the perspective of these stakeholders. Working together, their combined expertise and authority determine the viability of the historic preservation project.

Focused on the financial and commercial potential of the project, the business owners and tenants of the building indicated some difficulties in the current process of adaptive reuse. Frustration with the perceived lack of consideration on the part of the historical commission, this stakeholder may choose to avoid participating in another historic preservation project because of the experience. Uncontrollable increases in budgetary requirements, lack of consistency between the restoration standards and local code requirements, and a feeling of abandonment post-completion combine to create a high probability of dissatisfaction on the part of the business owner. The research uncovered these practical issues and included them in the product so that business owners

might be provided a more accurate, and perhaps positive, understanding of the process involved with their use of a preserved historic property.

The interview with City of Austin employee Fred Evins revealed of two important focal points: first, the stimulation of positive, long-term economic growth, and second the promulgation of a cohesive concept to help define a sense of place in the area. The first concern deals mostly with the financial aspects of the project, which coincides with the concerns of the business owner but does not in a duplicate fashion. Rather than focusing on the specific financial success of the site, the city prefers to consider the financial success of the surrounding area and thus the community. This big picture perspective requires the city to make choices regarding the concept of the area that will promote long-term economic growth rather than short-term financial gains. This concept, the second important element identified through the interview, must be solidified and advocated by both the city and the community in order to succeed. In the case of the Schneider Building, the concept of “destination retail” in a pedestrian-friendly downtown district helped identify a beneficial use for the space that incorporated both the preservation of an historic asset as well as a lucrative investment opportunity for local business. The City evaluates the site based on the prospect of rational investment as well as concept-driven development that will contribute to the community’s economic growth as well as its sense of place.

### *Themes in Perception*

The most prevalent theme throughout the data collected, the aesthetic of the historic structure maintains a position of extraordinary importance in the evaluation of a

preservation product. From the perspectives of all three interviewed stakeholders as well as the surveyed public, the visual impression given by the building is paramount in the initial evaluation. The unique involvement of the aesthetic in historic preservation is its significance not only in the results of the project, but also the preliminary attention given to the structure before preservation efforts began. A disconcerting implication of this distinctive characteristic of perceived value in historic properties is the propensity of a community to overlook historic assets because of their lack of a dominant architectural expression. However, the design of this research was not such that this circumstance could be further explored.

Another common interest of the stakeholders, financial success, took on several variations. The main difference of the perspectives was the scale on which the success was measured. For the business owner, the economic investment in the site succeeded if the business made a profit. On the other hand, the city viewed the occupancy of the building as financial success, allowing for the property to generate revenue, increase in value, and thus contribute to the local tax base (regardless of any tax credits available due to the historic designation of the site). A wider, community-based perspective would include the financial success of the surrounding area, in the case of the Schneider Building the 2<sup>nd</sup> Street District and downtown Austin. The emphasis on the analysis of space and its classification based on scale is a concept best understood and applied from a geographic perspective. Examining an historic preservation project in this context will affirm the value of geographers as valuable consultants in the historic preservation process. Regardless of scale, the success of the project as an economic investment maintained an important role for all stakeholders.

### *Differing Opinions*

Certainly elements emerged that did not correspond throughout the observed responses. The business owner expressed one exclusive concern very clearly: the inflexibility of the standards to which the local government and historical commission held the project. From the perspective of the historical commission, the standards of restoration ensure the preservation of an authentic historic asset. However, the business owner found the process of matching these standards with those found in local construction code to be tedious and somewhat exasperating. While this is a common concern with historic preservation, the suggested measurement tool as a whole provides an impetus towards dialogue among the panoply of stakeholders, ideally preventing a situation in which the groups are unable to realize that their standards inhibit the ability of the business owner to successfully follow all guidelines.

Additional unique concerns included suggestions from the public of important elements of historic redevelopments. These included sustainability and the availability of educational materials to visitors. By allowing for unconstrained input from participants utilizing the measurement tool, concerns such as these that may be specific to one person, community, or site gain attention in the project consideration. The decision to lend them significance in the valuation of the product is the decision of the collection of participants in the dialogue, relieving the pressure on an individual to bring a concern to the attention of all parties involved before being acknowledged as a stakeholder. This recognition of all community members as being able to provide relevant, useful perspective is discussed further in the next chapter.

*Final Product*

Bringing together both the individual concerns of stakeholders as well as general themes found in the data, this research aimed to comprehensively describe determiners of success and value while avoiding the application of limits and definitions to a situation. This study included those elements that were identified by individual stakeholders as determiners of value for the redevelopment of an historic site, as well as those that emerged from the assessment of the success of the redevelopment of the Schneider Building.

The measurement tool (Figure 6), in the spirit of a parliamentary inquisition, relies on the participants to provide honest answers as well as respectful consideration of the various perspectives brought together. Without the cooperation of all stakeholders, the value of the redevelopment of the historic structure cannot be determined. Encouragement of community involvement is vital not only to the successful implementation of this product, but also to the success of the redevelopment itself. The proposed questions should be carefully reviewed by all parties, and suggestions for the inclusion of additional questions must also be taken into consideration. The recognition of the differences in perception within the community will help participants realize the importance of specific elements to one community may not hold the same magnitude in another, despite historic, geographic, or demographic similarities. Sense of place is an individual perception which cannot be fully generalized lest the community lose its personality altogether. This measurement tool helps bridge the various voices in the public planning process and focus adaptive efforts on the ideal outcomes. The

adaptability of the tool allows for wider applicability, but only if the stakeholders choose to take on the responsibility of participating.

#### Measurement Tool

- Is the intended use for the site fulfilling a need in the community?
- Is the site itself compatible with the intended use?
- What contribution to local history does this site offer?
  - How are these distinguishing characteristic being preserved and magnified?
- What sense of place will the site provide to the area?
- What methods will be used to ensure the authenticity of the historic preservation?
- Is there enough information available to accurately preserve this site?
  - What historic documents including photos, media reports, Sanborn maps, etc. are available to allow for comprehension of the historic state of the site?
- Does the site's architecture contribute to its historical integrity?
- Are architectural features being emphasized in the restoration process?
- In what manner will the history of the site be preserved?
  - Will it involve saving the entirety of the site, or just a particular segment?
  - Are the construction materials consistent with the historic materials used in the site?
- Do the building materials coordinate with those of the surrounding structures?
- What construction is required to make the site usable per local code?
- What entities need to be considered when requesting approval for restoration plans?
  - What guidelines are in place to limit restoration efforts and any construction necessary to satisfy local code?

(cont)

- Does a concept exist for the surrounding area in regards to redevelopment, economic stimulation, and/or growth directions?
  - How will the adaptive reuse and restoration of this site fit into the conceptual context of the surrounding area?
- Will investment in this project stimulate growth nearby or elsewhere in the community?
- What funding sources are available to assist in the historic preservation and adaptive reuse of the site?
- What support can be made available to the site after project completion, including follow-up by historical entities, coverage from local media, etc?
- What additional concerns regarding the concept of the redevelopment can be brought to the attention of this audience by the participants?
- Are there any additional concerns when the intended use of the site is carefully considered?
- Describe an ideal visit to the site after the redevelopment.
  - Each participant should complete this exercise, and then the results should be shared and compared within the context of the entire group.

Figure 6: The product of this research in the form of a questionnaire

## CHAPTER VI

### CONCLUSIONS

#### *Implications*

The product of this study provided insight to the concerns of many different community members and the ways in which they value the reuse of historic structures. In considering these characteristics and mannerisms, it becomes apparent that space can be separated into classifications. Applying the ideas of Lefebvre to the valuation of redevelopments of historical site, his triad of conceived, perceived, and lived space seems to correspond appropriately with the identified elements of concern. Each piece of the triad is connected conceptually and literally; avoiding strict definitions and limitations, the resulting understanding of space and its valuation is holistic, inclusive, and intuitive. By considering the results of this research in this context, the complexity of the portion of space analyzed, perception, is revealed and suggests more areas for application as well as additional research questions to be considered.

Conceived space allows for people to apply ideas in a medium to represent ideology and knowledge (Lefebvre 1991). As found in this research, the creation of a concept for use in an area fits into this notion of space. A shared concept promotes understanding of common principles through an area. Perhaps, as in the instance of the

Schneider Building redevelopment, when a cohesive plan is created and outlined in detail for a space, the end result predictably resembles the plan in some manner. Despite the limitations of a case study, one must consider the possibility that the identification of a common goal that utilized the site as both an historic asset and an economic investment helped to direct the outcomes in a positive manner.

Most closely associated with this work is the idea of perceived space, or spatial practice. Its elements include opposing forces that contend for domination. The balance of the reality of a person's activities and the design through which they function is observed through the contextually relevant actions of people (Grönlund 1999). The perceived space of the Schneider Building differed in the eyes of each surveyed and interviewed individual. For the purposes of this work, an analysis of the many different perceptions illustrated the importance of an holistic consideration of perception when redeveloping an historic site. This limitation, however, only extends to the line beyond which creative imagination will not cross; the product does allow for the submission, discussion, and inclusion of different ideas and concerns regarding the project. An additional point made by Grönlund (1999) regarding Lefebvre's perceived space is the role of organizer played by a society in spatial practice. Society, perhaps, should be challenged by its members, and the parliamentary inquisition allows for an open framework in which such discourse might proceed. Important to consider, however, is that the questionnaire is not designed to ensure success but merely to facilitate dialogue in a productive, holistic approach.

Finally, lived space emerges as something of a result of the combination of conceived and perceived space. This is not to say lived space is a product, nor that

conceived and perceived space are merely an incomplete percentage of lived space – only that this is but one way in which lived space comes into existence (Grönlund 1999). In this light, one can consider the mindless, physical space through which people live and move to be a fascinating example of the contradictions and at the same time correlation of the concepts and perceptions of humans. Recognizing that the control of lived space is impossible, this research goes further and refrains from considering the aspiration of manipulating this space. The purpose of the questionnaire is not to alter the lived experience of the space, but to allow for the exploration of the different manifestations of space in a community. Although the research intends to promote the success of the redevelopment of historic sites, it does not purport to alter the end result but only to increase community involvement and allow for an organized start to a dialogue regarding the project.

### *Applications*

Prospects for the application of the questionnaire include any situation in which adaptive reuse and historic preservation coincide. Any interested member can utilize the tool to enhance community discourse. The tool recognizes that some participants in the project will hold specific, essential information and thus promotes an inclusionary, holistic approach to the questionnaire itself. Examples of areas in which this parliamentary inquiry might be useful include town hall meetings, historical commission meetings, any time allowed for public comment, neighborhood association meetings, discussions with potential investors, classroom evaluations of sites, and innumerable

other occasions. Again, the hope is that the tool may be utilized by any participant involved in an adaptive reuse project involving a historic site.

### *Future Research*

Two elements of this study stand out as warranting additional research. First, one might question the impression that people do not consider experience of a historic asset to be a valuable use for a site. Perhaps this resulted from the type of structure considered in this case study. The mercantile store provided a setting in which another commercial use might easily be accepted or expected. The definition of previous appropriate use seems to limit the perception of the space and its value after redevelopment. Comparing this, however, to locations such as Civil War battlefields or abandoned train stations, it seems feasible that the historic qualities experienced in some locations can constitute a valuable and practical use for the site. Adaptive reuse may actually serve to diminish the prominence of the historic value of the property, despite its initial action of preservation.

The second element lies in a briefly mentioned observation regarding the importance of the aesthetic when valuating a site. Despite historical relevance, connection with important persons or events, or other significant historical qualities, a structure could be dismissed as valueless if the aesthetic does not inspire the viewer to consider its previous prominence in past contexts. Depending on the extent of the spread of this sort of valuation pattern, structures lacking notable architectural features or other appreciable aesthetic elements might be neglected, regardless of historic value that may be present in the site. Further study regarding this matter would help avoid the loss of

structures that truly contribute to the fabric of the community in which they have survived for any number of years.

The research presented in this thesis delves into cultural and historical geography of place on a small scale, and carries with it implications on a much larger scale for the future of historic preservation. Common elements of judgment do exist among the participants in the redevelopment of an historic site. A commercial property can maintain its historic integrity through restoration of the architecture, appropriate building materials, and the utilization of technical expertise. Economic success is defined by profitability, viability as a long-term investment, and cohesion with the surrounding businesses. Public opinion of the redevelopment of historic properties is most affected by the aesthetic features of the end result.

## APPENDIX A

### INTERCEPT SURVEY

1. How often have you visited this site within the past 30 days?
2. Why did you visit the site?
  - a. Recreation
  - b. Shopping
  - c. Work
  - d. Transportation
  - e. Other: \_\_\_\_\_
3. Do you consider this location to be a valuable historic site?
  - a. Yes
  - b. No
4. If you could change something about the site, what would it be?
  - a. Use of the property
  - b. Preservation Technique
  - c. Accessibility
  - d. Location
  - e. Other: \_\_\_\_\_
5. How would you rate the success of the business at the site?
  - a. Very Successful
  - b. Somewhat Successful
  - c. Neither Successful nor Unsuccessful
  - d. Somewhat Unsuccessful
  - e. Very Unsuccessful

6. How would you rate the historic preservation of the site?
  - a. Very Successful
  - b. Somewhat Successful
  - c. Neither Successful nor Unsuccessful
  - d. Somewhat Unsuccessful
  - e. Very Unsuccessful
7. Do you feel as though public opinion regarding the redevelopment of this site was considered during the preservation process?
8. Imagine this site did not exist. Where would you visit to replace the purpose of the current site?
9. What would you put in the empty space left behind?
10. Of the following attributes, for which would you feel the most and the least loss?
  - a. Historic value
  - b. Nearby business of its kind
  - c. Local business
  - d. Convenience
  - e. Community Ambience

Now think of other historic sites in your community, like Barton Springs, the Driskill Hotel, and the Governor's Mansion.

1. On a scale of 1 – 5, 1 being unimportant and 5 being most important, how would you rate the following historical attributes?
  - a. Building Materials
  - b. Preservation Techniques
  - c. Color
  - d. Architecture
  - e. Educational value
  - f. Consistency with land uses
  - g. Consistency with the historic use
  - h. Tourist attraction
  - i. Contribution to local history
2. Are there other elements that you consider important when you consider the historic value of this site? If so, what are they?
3. Would you be willing to participate in a focus group that explores your opinions more deeply?
  - a. Yes: contact info \_\_\_\_\_
  - b. No

## **APPENDIX B**

### **INTERVIEW QUESTIONS**

#### **City of Austin**

1. What attracted the City to this property?
2. What involvement does the City have in designating a site as historic?
3. Who was involved in the development and preservation process?
4. Why did the City choose Lambert's as a tenant?
5. What information/resources were available for the project?
6. How does the site fit in with the surrounding built environment?
7. What was the most challenging part of the project?
8. How did local citizens respond to the building's preservation and use?
9. As a fiscal investment, do you consider this project a success?
10. When considering the building's historic integrity, what would you consider its defining features?

#### **Architect**

1. What attracted your attention to this property?
2. Describe the process involved when working on a site listed on the National Register of Historic Places.

3. Who was involved in the development and preservation process?
4. What led to the decision to restore the building to its late 19<sup>th</sup> century appearance?
5. What information/resources did you utilize in this project, and where/how did you obtain it?
6. How does the site fit in with the surrounding built environment?
7. What was the most challenging part of the project?
8. How do visitors respond to the building's preservation and use?
9. As a fiscal investment, do you consider this project a success?
10. When considering the building's historic integrity, what would you consider its defining features?

#### Tenant

1. What drew you to lease this property?
2. Were you aware of its historic designation?
3. Who was involved in the development and preservation process?
4. What led to the decision to restore the interior of the building in this manner, and for this use?
5. What information/resources did you use in this project?
6. How does the site fit in with the surrounding built environment?
7. What was the most challenging part of the development and preservation process?
8. How do your customers respond to the building's preservation and use?
9. As a fiscal investment, do you consider this project a success?
10. When considering the building's historic integrity, what would you consider its defining features?

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