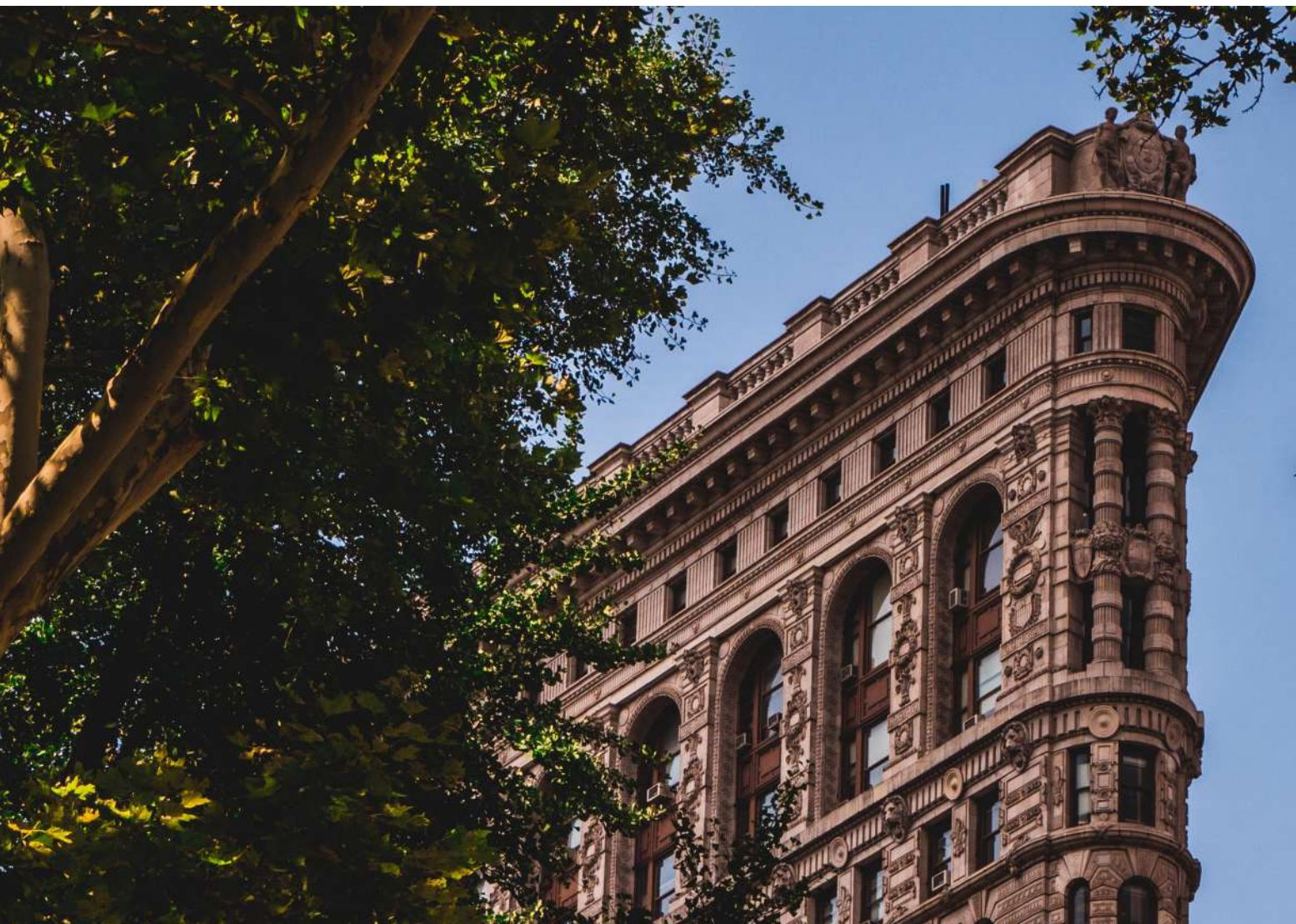




## RENOVATION & RESTORATION OF HISTORICAL BUILDINGS & LANDMARKS

BY NAWKAW  
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# Preserving Historical Landmarks

*Historical buildings represent far more than the sum of their parts. Beyond the concrete, wood, plaster, brick, and other materials assembled by workers at a building's inception, these creations represent a time that's long-since passed.*

While all buildings may crumble and fade with time, many people see some buildings as symbols—landmarks that need preservation for their cultural significance. Restoring & renovating historical landmarks is a complex process that can involve hundreds of different techniques and skilled workers. Here's what you need to know about preserving symbols from our past for future generations.

## What Threatens Historical Buildings?

*No matter how well-built a structure is, various elements will slowly degrade and destroy any building material used. Here are just a few of the destructive elements that landmarks may face:*

- **Neglect:** Vacant landmarks and buildings will degrade simply due to their vacancy, as all materials require upkeep and maintenance. Without people around to perform these crucial tasks, rot will set into wood, concrete will erode or change color, unique brickwork may become damaged or destroyed, and pests and other unwanted creatures will start their own tenancy where they can. Neglected buildings may also become a hotbed for crime, squatting, or vandalism. Living and working in the buildings themselves proves to be far more valuable in the long-term for preservation than simply leaving it be.
- **Changing Building Codes:** As we learn more about the forces of nature, the materials we build with, and the soil we build upon, building codes change and adjust to account for the new information. More often than not, that means that older buildings must be modernized to remain occupied—and sometimes, requires modernization to be allowed to stand in the first place. While many governmental bodies want to see the preservation of historical buildings and landmarks, building codes may lead to the condemnation and ultimate destruction of a building for not being up to snuff.
- **Wear and Tear:** While neglect can pose a threat to a historical landmark, wear and tear can wreak just as much havoc. As buildings are used and abused, the list of repairs inevitably stacks up. Not staying on top of repairs and allowing the building to operate regardless may result in code violations that revoke a historical landmark's status, cause a condemnation, and even slate a building for demolition.
- **Forces of Nature:** Strong winds can damage fixtures and throw projectiles at high speed through windows. Heavy rain can erode even the strongest of materials. Earthquakes, tornadoes, and landslides can rip a building from its foundations and destroy it completely. Natural disasters or not, forces of nature will fight for nature to reclaim the land on which a historical landmark stands. Neglect a building for too long, and the forces of nature will win.

## Restoration & Preservation Methods

*Depending on the age of the building, the material from which it was built, and the damage that has been done to the building over time, there are several restorative and preservative methods that can help a landmark stand the test of time and continue to serve its community for generations. Here are just a few:*

- **Restoration: A Building As It Was:** Restorative methods are often utilized to bring a building back to how it had always been. This means relying on old blueprints and historical documents, such as old photos or fixtures, to restore the building. Restoration projects often face issues with building codes—as the original build process may not be acceptable in the modern day. However, on top of making adjustments to accommodate new building codes, the restorative build process often involves working with rough-cut lumber, old stonework and masonry methods, and degraded sealants & fixtures. Restoration may yield a higher fidelity to the original building, but likewise, will require a lot of work to ensure modern architectural influence is kept to an absolute minimum. For public reference, the U.S. Department of the Interior provides an online standards guide for the restoration of historic properties both inside and out.
- **Renovation & Adaptive Use; Future-Proofing Older Works:** Some historical landmarks aren't (or shouldn't) be used for their original purpose. These buildings and structures are often renovated and adapted to their new environment and may serve a purpose not originally intended. A great example of adaptive use is the current trend of renovating older warehouses to house shops, apartments, and condominiums. Renovations may not completely change a building's original design—but may make room in underused sections of the building for modern conveniences and new uses for the structure.
- **Preservation—A Building that Lasts:** Of course, the most important aspect of fixing a historic landmark is to ensure the work that's done is going to last.

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Preservation methods involve affixing the exterior of a building with sealants or stains to keep the appearance of the building just as it had been for many years prior. Exterior surfaces can be treated with a water-repellant to ensure moisture doesn't cause mildew buildup or soak into a landmark.

*Nawkaw specialized stains grant a range of long-lasting colors to those working on historical properties, giving them the tools they need to ensure their projects are completed with historical accuracy. Nawkaw also provides specialized application techniques. Our stains penetrate and form chemical bonds with the building material—and in the case of the NawKote-PC coating system, may protect against mold, mildew, and lend self-cleaning properties to exterior surfaces without VOCs.*

## The Challenge of Preservation & Restoration

*Preservation efforts are sorely needed not just for the most famous of buildings in modern culture, but for small mainstays in towns and communities as well. Regardless of the size of the building and the scope of significance, however, a few challenges remain the same:*

- **Sourcing Materials:** Many preservationists and renovators alike want to use the original materials in some capacity when working on historical landmarks. Unfortunately, in some cases, this is no longer possible. For instance—when the Notre Dame Cathedral was heavily damaged by fires in early 2019, restoration efforts were significantly challenged when it was uncovered that much of the wood sourced for the original build was 1,300 years old. Built from trees from forests that no longer exist, those working on the Notre Dame project have a considerable uphill battle ahead of them. The same issue exists for those working on older brick buildings. Brick is produced in batches—so if building owners do not order and save excess brick for future renovations, it will be impossible to purchase an exact match for the pre-existing brick. Newly-added brick can be stained and finished by Nawkaw specialized stain applicators to recreate the original look with modern materials. Securing authentic materials may be important to match the aesthetics of the building as it once stood, but modern technology grants us the ability to work with products of a much higher quality than was available when the building was first constructed. For instance, surfaces that once used cheap paints or stains upon construction can instead utilize high-quality mineral silicate stains that match aesthetic requirements and evoke the same look as the original material with higher sustainability in mind.
- **Talent:** Regardless of the financial burden, hiring qualified talent becomes another major issue for renovating historical landmarks. Older buildings designed and built with antiquated methods will require deeply specialized talent to repair or replace. These talented workers are a limited resource, and getting all of them in one place to work on your project may be more difficult as the project becomes more specialized.
- **Finances:** Finding a source of revenue to repair historical landmarks, particularly in underserved communities and smaller towns, will be a necessary challenge to tackle to preserve the longevity of local buildings of importance. Grants are one way to combat this issue. The federal government offers many historic preservation grants that can help ease the financial burden of repairs and renovations—these range from grants assisting underrepresented communities to hurricane damage grants.
- **Preparation:** Finally, preservation and restoration efforts rely on a solid foundation to rely upon. Surfaces that need to be re-painted or re-stained must be free and clear of mildew, mold, and similar contaminants. Without proper preparation, rot and mildew on surfaces will grow and eat away at any finishing work, forcing preservationists to start from square one. Nawkaw offers surface preparation on concrete and other building materials—backed by 30 years of experience in the industry. Properly prepared surfaces will keep your historical landmark looking its best for decades afterward.

## Trust in Nawkaw's Experience & Knowledge

*Historical landmarks remain a cornerstone in many towns, cities, and countries worldwide. The preservation of previous cultures and architectural styles remains essential—which is why Nawkaw offers comprehensive color matching & is often involved in Main Street Restoration Programs nationwide.*

Nawkaw stains are designed to last—preserving the longevity of concrete and masonry and reducing maintenance costs over time. Missing brick for your renovation project and unable to find an exact match? Nawkaw's stains are uniquely formulated for masonry & concrete. Our custom-blended stains penetrate into those materials with a one-and-done finish that's environmentally friendly and built to last. Nawkaw can precisely match pre-existing brick to provide a seamless transition between old and new. With Nawkaw preservative techniques, strict adherence to the U.S. Department of the Interior guidelines on restorative projects, and funding through various private channels and projects, the pathway to preserving historical landmarks has never been so comprehensive. Now, with public and private interest alike, it has never been easier to preserve landmarks that may have otherwise been lost to time.

## Ready to start on your historical landmark preservation project?

Consider color consultation with Nawkaw and utilizing our stains & protective products to preserve your investment—and a piece of history.

Nawkaw Corporation | +1-866-462-9529 | [info@nawkaw.com](mailto:info@nawkaw.com)

# Neenah Clock Tower

For over a century, the Neenah Clock Tower and city landmark suffered from pollution, grime, and dirt, which resulted in unsightly copper stains and damage to its brick and mortar. In order to restore the monument to its original beauty, Nawkaw used its proprietary stains to give the building a complete color treatment. Its brick, mortar, and stone were cleaned, restored, and mismatched brick and stone were stained to preserve the building's looks for many years to come.



## Cincinnati Music Hall

*The goal for the restoration and modernization of the Music Hall was to restore the heritage of the world-class facility for its performers and audiences as well as to improve the overall audience experience. Structural improvements were required to secure the legacy for future generations. All work had to meet standards of the Ohio State Historic Preservation Office and National Park Service.*

“The High Victorian Gothic design was originally punctuated with an extensive decorative pattern of black brick among the red brick façade. An unfortunate sandblasting in 1969 eliminated virtually all the black brick patterning. The current project included a “re-staining,” executed by coating each brick individually, based on historic photographs and telltale evidence of the locations of original black bricks.”

- Masonry Design

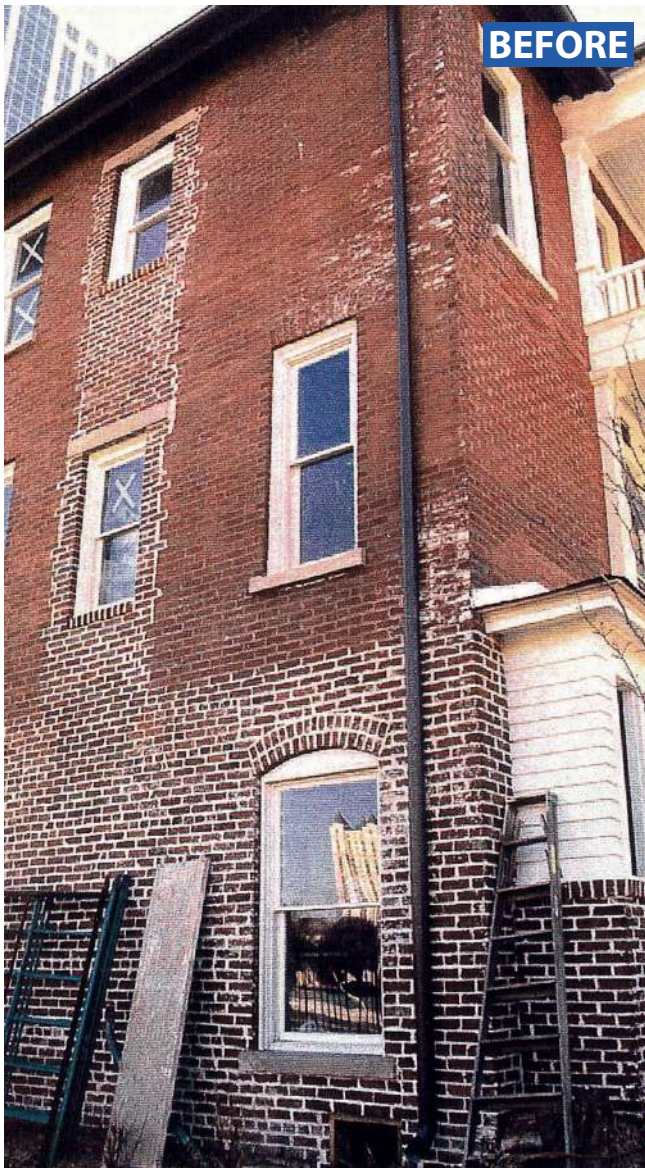


View the video of the completed project:  
<http://bit.ly/NAWCMH>



## Margaret Mitchell House

Margaret Mitchell, also known as Peggy March to her friends and family, wrote the world's best selling book "Gone With the Wind" in this historic building. The house that was turned into a museum was in desperate need of color treatment to even out unsightly discoloration. The specifiers wanted the house to look historically accurate to the period when Margaret Mitchell lived there. To keep the looks as authentic as possible and to remain within the period of time, horsehair brushes were used instead of rollers and sprayers. The completed project turned out to everyone's fullest satisfaction and to this day remains a popular site for generations to come.



## Hyatt Regency

The hotel and city landmark, Hyatt Regency, began to show considerable age. Nawkaw was hired to restore the discoloration on all 22 stories of the building. Due to many years of exposure to pollution from the busy city streets, the river rock aggregate of the poured-in-place concrete panels showed unappealing blemishes. In certain areas, the concrete had turned black, and some of the river rock texture was missing in other spots. The restoration of nearly 70,000 square feet of concrete surfaces included cleaning and preparation, application of stains to restore original coloration, and expert faux-finish work using multiple colors and custom templates to simulate the river rock.



# Nawkaw®

ARCHITECTURAL FINISHES INSPIRED BY ART & SCIENCE

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