

Historic Preservation Design Review

August 5, 2013

HP-13-15, 5 S. Main St. – J. O’Grady’s Restaurant (City)

I. THE REQUEST

Applicant: Wayne Lowder

Status of the Applicant: Business Owner (in partnership)

Request: Historic Preservation Design Review approval to alter the front and side façade of the building at the corner of Main St. and Liberty St. in order to open a restaurant.

Location: 5 S. Main St.

Present Use/Zoning: Vacant/CBD

Tax Map Reference: 2281307039

Adjacent Property Land Use and Zoning: North – Centennial Plaza/E. Liberty St./CBD
South – Office & Retail/CBD
East – Parking Area/CBD
West – S. Main St./CBD

II. BACKGROUND

The applicant is requesting design review approval to redesign the front and side façades of the building on the corner of S. Main and E. Liberty St. adjacent to Centennial Plaza.



Historic Context

5 S. Main St. is a portion of the old Pierson Building, which according to the 1985 Historic Resources Survey was constructed in 1928 in the 20th Century Revival style. There was historically at least one more building on this corner of Main and Liberty, although now the property in question forms the corner of the block of structures and serves as the backdrop for Centennial Plaza and the Downtown Market locations. This building contributes to the significance of the historic district.



Above: façade of the Pierson Building

Below: Closer views of 5 S. Main St. façade



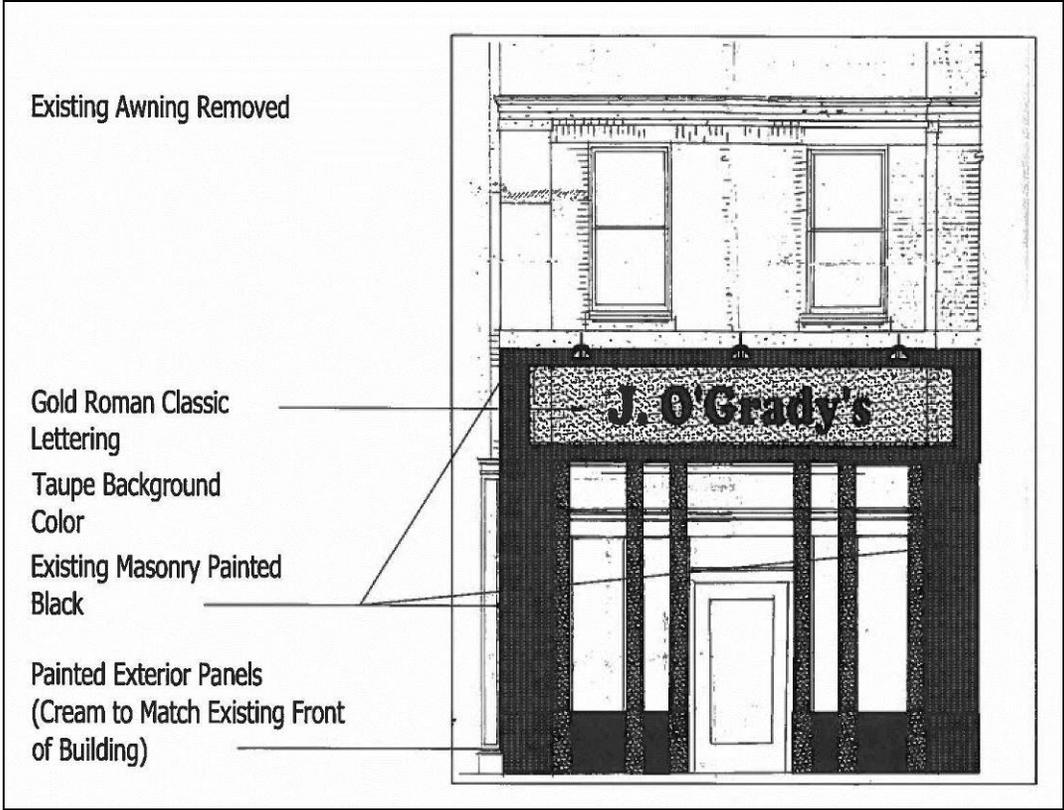


Above: façade of the building side facing Centennial Plaza and E. Liberty St.

Below: Rear of Pierson Building (No proposed changes to rear at this time.)



The applicant has submitted drawings, prepared by Jackson & Sims Architects, detailing the proposed changes to the exterior. These drawings are shown on the following pages:



Side of Pierson Building Showing Proposed New Facade Additions
 Sumter, South Carolina

Design review is required prior to undertaking the proposed additions and changes.

The *Design Review Guidelines Manual* states:

#6) ORIGINAL STOREFRONT CONFIGURATION SHOULD NOT BE ALTERED

Normally Required

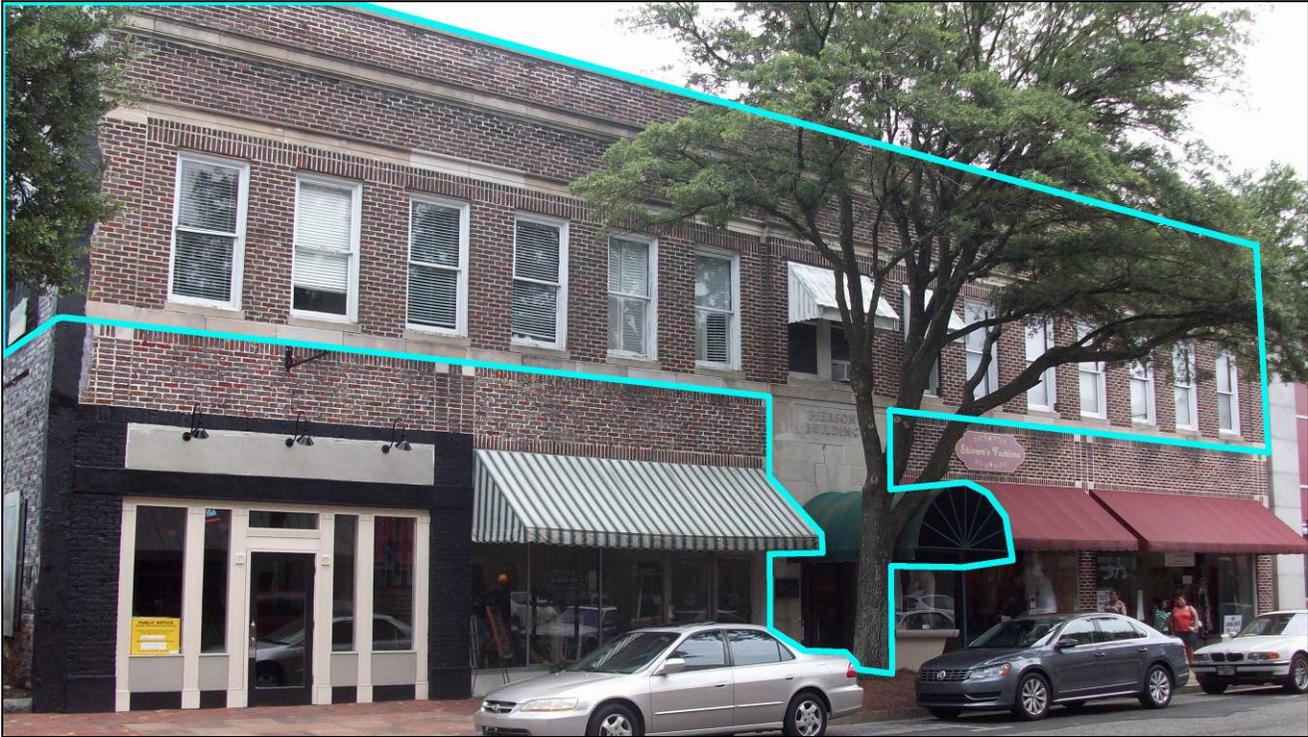
d. Buildings that are renovated and have post-1940 storefronts should receive storefronts in keeping with the original architectural character of the building.

- Several of the storefronts on this building have been altered in configuration so that they are individual in appearance.
- This request is to alter the lower story of the front and side façades of the corner of the building. This architecture can be viewed as separate from the upper story and the adjacent storefronts.



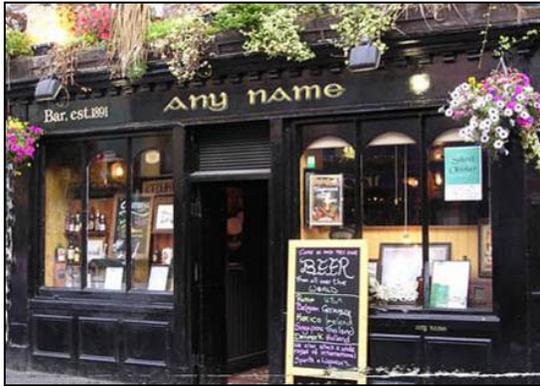
Above: The area of the building designated as part of the J. O'Grady's Restaurant for the purposes of exterior changes. Likewise, the adjacent storefronts would be given the same area to treat as part of their exterior for the sake of future façade changes.

Below: Staff recommends that the upper story and front entrance of the building should be treated as a separate space for the sake of future exterior façade changes.



The applicant also submitted several photos of similar European-style pub and restaurant façades so that his vision for the project would be clear. Note that many of these façades have ledges and plantings at the top. The applicant intends to recreate this look on the front and side of the façade at 5 S. Main St.

The photos are shown below:





#12) AWNINGS OR CANOPIES ARE APPROPRIATE FOR STOREFRONTS

Normally Required

a. Original canopies or awnings of wood and metal construction should be retained and preserved.

The retention of existing awnings and introduction of new awnings into the downtown area is encouraged.

- The awning has been removed from the façade of 5 S. Main St. However, the applicant proposes to construct a ledge along the top of the lower façade and use plantings as shown in some of the pictures of European style restaurants. This will provide visual interest and consistency with the pattern of awnings on the rest of the façade.
- Staff recommends that either ledges with plantings (similar to the images provided) or a new awning is placed above this storefront.

#15) HISTORIC COLORS AND TEXTURES SHOULD BE MAINTAINED

Normally Required

a. Masonry walls that have not been previously painted should not be painted unless there are significant contrasts in the brick and mortar.

Recommended

c. Colors should be selected to compliment the dominant existing colors of dark red and similar hues. The downtown area of Sumter contains a variety of colors in elements such as upper facades, storefronts, signs, and awnings. The

introduction and use of colors shall not be restricted but it is encouraged that colors complement each building and its neighbors. The overall dominant colors in the downtown area are variations of red, brown, and grey reflected by the widespread use of brick, stone, and concrete building materials. Paint colors on storefronts, trim, and upper facade openings should relate to the overall color of the building as should added elements such as signs and awnings. In many cases, this will be colors which complement or harmonize with the overall brick or stone colors found on upper façades. The use of contrasting colors to highlight architectural details on storefronts and upper facades is encouraged. The use of intense or vivid hues should not be introduced into the downtown area which would create disharmony with adjacent buildings. Original masonry exteriors should not be painted.

- A small area of the façade that was previously brick has been painted. Staff recommends that no other brick areas of the façade should be painted.
- The black and cream colors are acceptable and fit in with the remainder of the district’s color scheme.
- Staff also recommends that the edge of the upper story should be painted to match the existing concrete, as shown below. This was painted at some point in the past and detracts visually from the aesthetics of the façade.



Above Left: the upper story of the front façade is painted black along the outer edge.

Above Right: Staff recommends painting this edge as shown, to reduce the distraction of that element of the design.

#18) TRADITIONAL SIGN MATERIALS SHOULD BE USED

Recommended

b. The use of finished wood, brass letters, carved wood, gold leaf, or glass for signs is appropriate.

d. Signs should be mounted to minimize damage to historic materials. Mounting bolts on masonry buildings should be applied to go through mortar joints rather than the face of the masonry. The use of painted or finished wood for signs was the most common type of wall sign or projecting sign at the turn of the century.

- The font submitted by the applicant is Roman Classic Lettering, in Gold. Below is a closer view of the proposed font and color of the sign lettering:

J. O'GRADY'S

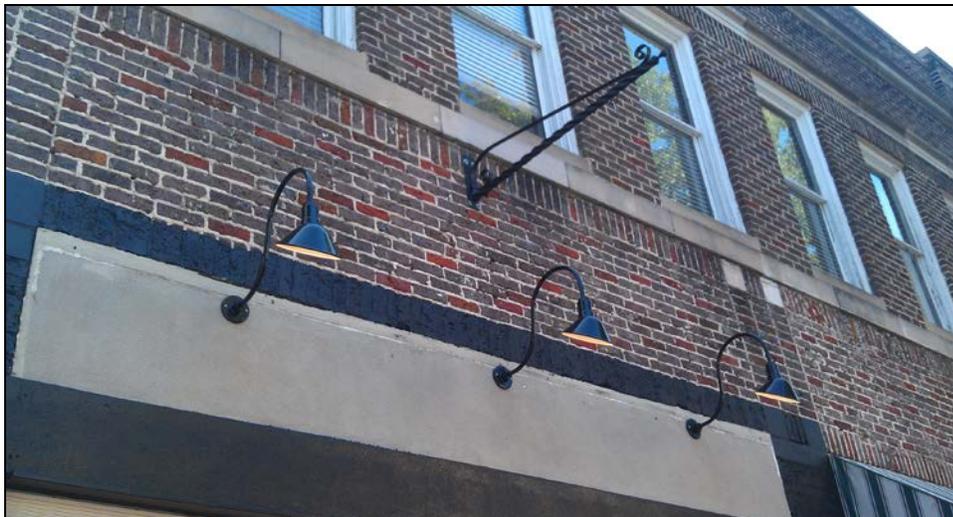


#25) LIGHTING FOR SIGNS SHOULD BE CONCEALED

Recommended

- a. Light fixtures for signs should not be readily visible from the street or sidewalk.
- b. Incandescent lights rather than spot or flood lights are preferable.
- c. Internally lit signs are not recommended.

Below: The new lighting has already been installed on the façade as shown.



- Staff recommends approval of the lights and for them to remain as installed, because they are attractive and of a modern, simple design that does not detract from the façade. Furthermore, the addition of a ledge and plantings above the lights will diminish their visibility and prominence on the façade.

III. STAFF RECOMMENDATION

Staff has reviewed this request in accordance with the design guidelines. Staff recommends approval of this request with the following revisions:

- That the upper story of the Pierson building should be treated as a separate space for the sake of any future exterior façade changes.
- That either a ledge and plantings (similar to the images provided) or a new awning is placed above this storefront.
- That the edge of the upper story on the front façade should be painted to match the existing concrete.

IV. DRAFT MOTIONS

I move that the Sumter Historic Preservation Design Review Committee approve HP-13-15, in accordance with the materials, photographs, and drawings submitted and referenced in the Staff Report based on compliance with the Design Review Guidelines and Section 1.m.2 of the City of Sumter – Zoning & Development Standards Ordinance.

I move that the Sumter Historic Preservation Design Review Committee deny HP-13-15.

I move that the Sumter Historic Preservation Design Review Committee enter an alternative motion.

V. HISTORIC PRESERVATION DESIGN REVIEW – AUGUST 5, 2013

The Sumter Historic Preservation Design Review Committee at a special meeting on Monday, August 5, 2013 voted to approve this request for renovations to alter the front and side façade of the building at 5 S. Main St. in accordance with the materials, photographs and drawings submitted based on compliance with the *Design Review Guidelines* numbers 6, 12, 15, 18, 25; Section 1.m.2. of the City of Sumter Zoning and Development Standards Ordinance and subject to the following revisions:

- The upper story of the Pierson Building is to be treated as a separate space;
- The edge of the upper story on the front façade to be painted to match the existing concrete;
- Repaint the glass in the upper story faux windows black with white or cream colored trim and Charleston green shutters.