

Historic Preservation Design Review

September 25, 2014

HP-14-17, 12 W. Liberty St - Liberty Center (City)

I. THE REQUEST

Applicant: Julie Coker representing the City of Sumter

Status of the Applicant: Commercial Development Coordinator

Request: Design review approval for proposed redesign of the Liberty Center Building at 12 W. Liberty St.

Location: 12 W. Liberty St.

Present Use/Zoning: Government Offices /CBD

Tax Map Reference: 228-13-07-006, 007 and 008

Adjacent Property Land Use and Zoning: North – W. Liberty St. & Commercial/CBD
South – Parking Lot & Commercial/CBD
East – Commercial/CBD
West – Sumter St. & Commercial/CBD

II. BACKGROUND

The applicant is requesting a Certificate of Appropriateness for redesign and renovation of the façade of the Liberty Center, at 12 W. Liberty St. The Liberty Center is located within the boundary of the Downtown Review District and therefore must be reviewed by the Board for compliance with the historic guidelines. Existing conditions of the building are shown in the photos below:



Above: Proposed Project Area View from W. Liberty St. Looking South



Above: Adjacent Structures at 18 & 20 W. Liberty St. that share the same roof with 12 W. Liberty St. The roof was replaced in 2013.

Below: Although the roof was replaced, there is considerable water damage to the awning over the front entrance. The proposal will greatly enhance the aesthetics of the front façade by remediating this damage and giving the building a facelift.





*Above Left: Johanna's Alley is on the east side of the Liberty Center.
Above Right: A courtyard was created several years ago in the open space adjacent to the Liberty Center on the west side.*

Below: Photos of the rear of Liberty Center.

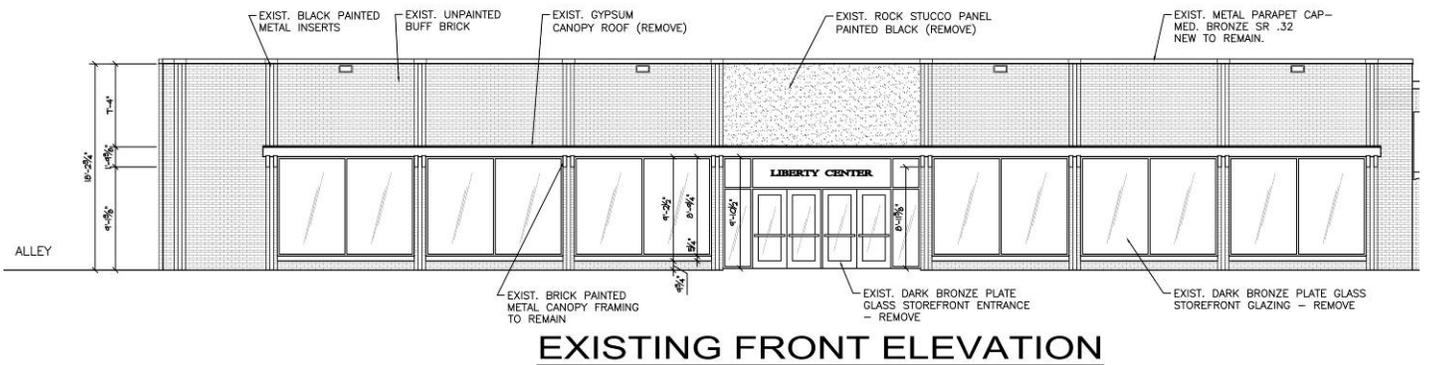
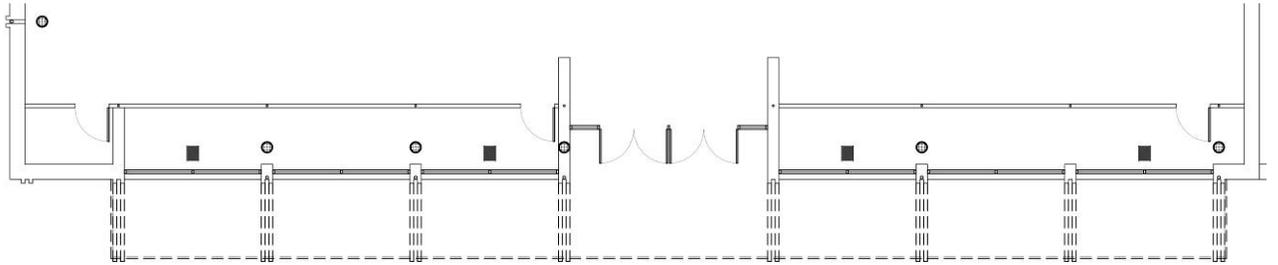


The 1985 Historic Resources Survey does not give an estimated construction date. The architectural style is midcentury modern, and the property card lists the date of construction as 1956. The building was originally used as a department store. Proposed changes to the building will complement the midcentury lines of the structure and improve its aesthetics without compromising the architecture.

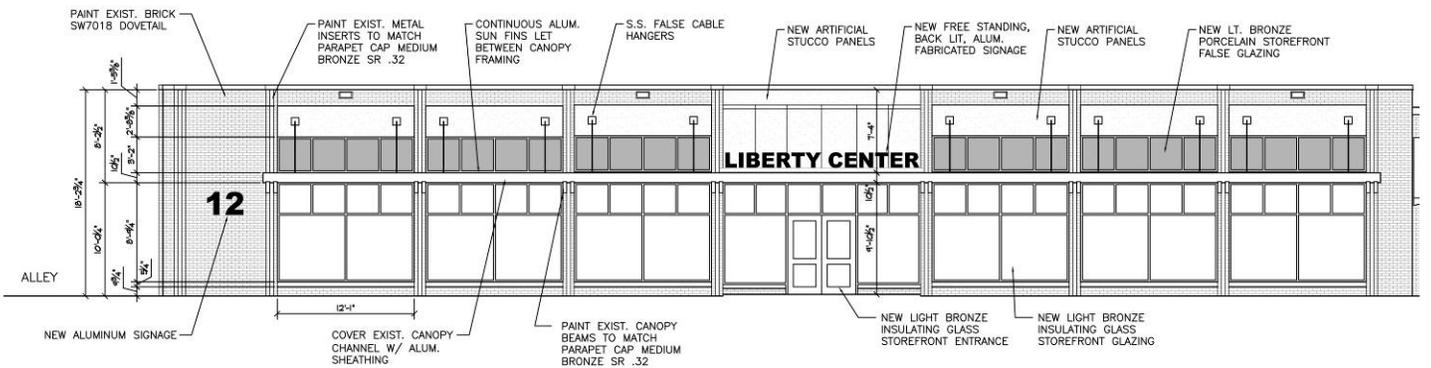
The Proposal:

Plans entitled "Liberty Center Façade, City of Sumter" and dated July 2013 were submitted by James, DuRant, Matthews and Shelley architects. See plans and elevations below.

Renovations to Front Entrance of Liberty Center:

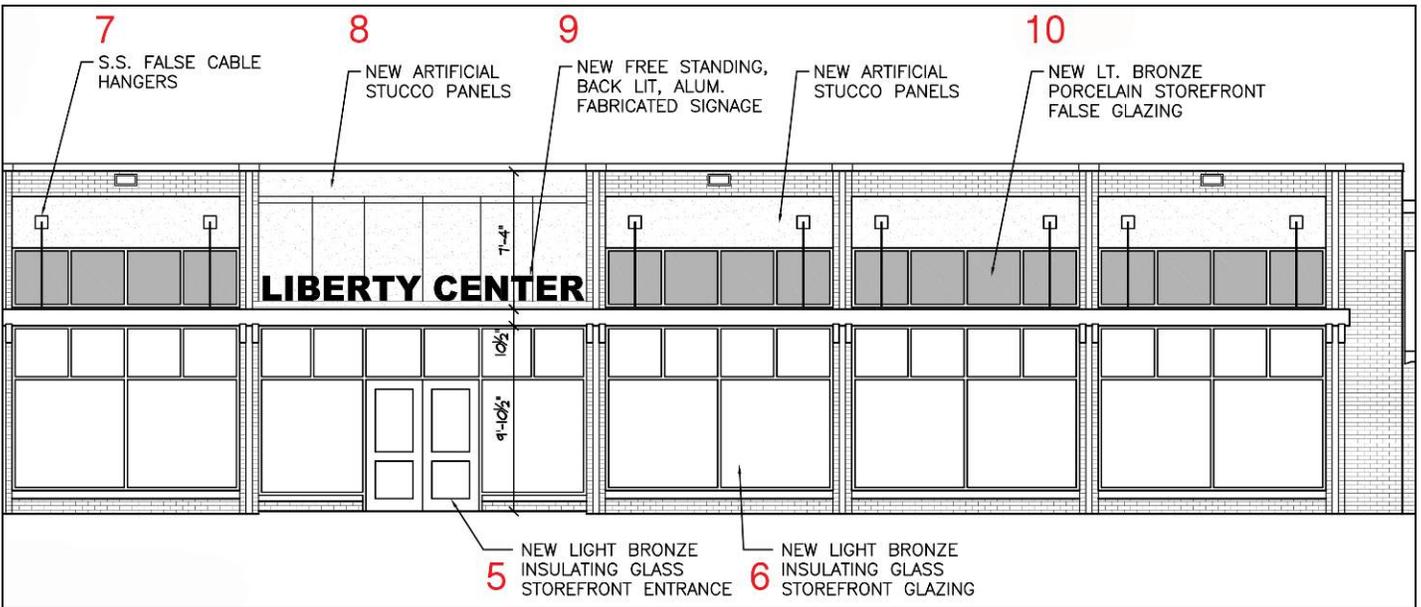


EXISTING FRONT ELEVATION



REFURBISHED FRONT ELEVATION

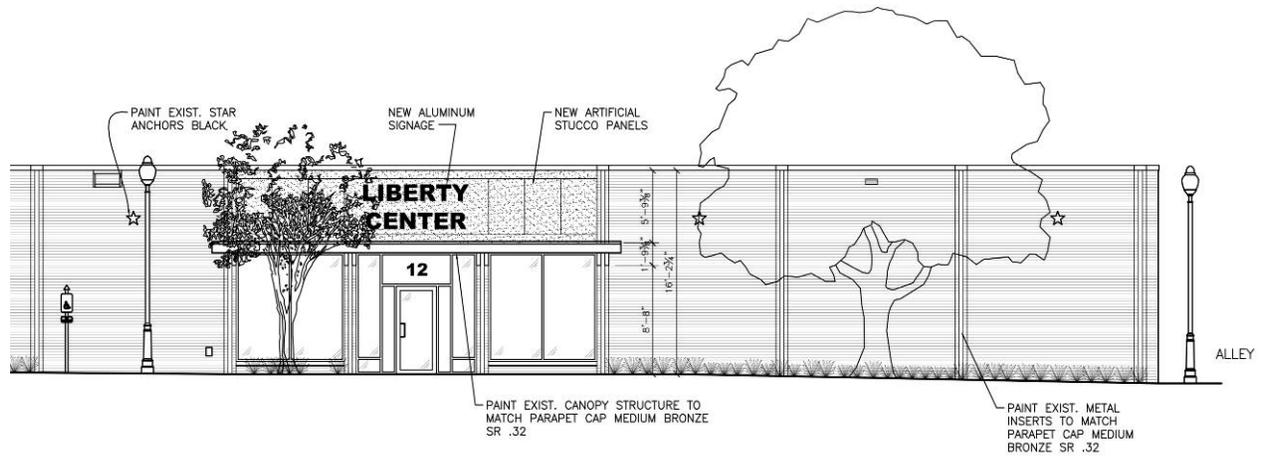
Front Façade Scope of Work:



1. New aluminum signage number "12" – font to match entrance signage.
2. Paint brick SW7018 Dovetail Grey (see paint samples following page).
3. Paint existing metal inserts and canopy beams to match parapet cap Medium Bronze (see color samples following page).
4. Continuous aluminum sun fins between canopy framing. (See following page for photos of similar style, submitted by architect)
5. New light bronze insulating glass storefront entrance.
6. New light bronze insulating glass storefront glazing.
7. False Cable Hangers. (See following page for photos of similar style, submitted by architect)
8. New artificial stucco panels.
9. New free standing, back lit, aluminum fabricated signage in a simple modern, sans-serif font such as Helvetica or Gotham, in keeping with City of Sumter signage and branding schematics.
10. New Light Bronze porcelain storefront false glazing.



Renovations to Right Rear Entrance of Liberty Center:

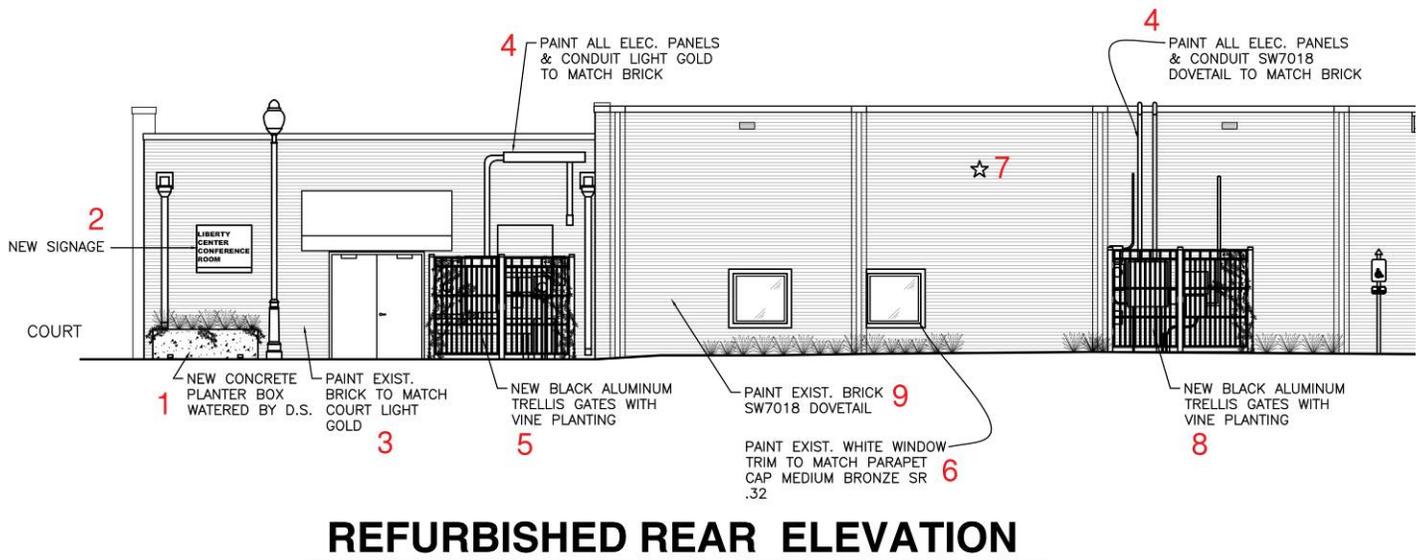


REFURBISHED REAR ELEVATION



1. New aluminum signage to complement new front signage, and new number “12” where current Liberty Center Sign is located. Font is to be simple and modern, sans-serif style such as Helvetica or Gotham, in keeping with City of Sumter signage and branding schematics.
2. New artificial stucco panels.
3. Paint existing metal cap and inserts to match parapet cap Medium Bronze.
4. Paint brick SW7018 Dovetail Grey.
5. Relocate Crape Myrtles on either side of existing Chinese Lacebark Elm.

Renovations to Planning Department Conference Room Entrance and Rear Façade:



1. New concrete planter box watered by downspout.
2. New signage.
3. Paint existing brick to match light gold color of wall in adjacent courtyard. Closest color match is SW6143 Basket Beige, shown to the right on the following page.
4. Paint all electrical panels and conduit to match brick color.
5. New black aluminum trellis gates with vine planting.
6. Paint existing white window trim to match parapet cap Medium Bronze.

7. Paint existing star anchors black.
8. New black aluminum trellis gates with vine planting.
9. Paint existing brick SW7018 Dovetail Grey.



Design review is required prior to undertaking the proposed project.

The *Design Review Guidelines Manual* states:

#15) HISTORIC COLORS AND TEXTURES SHOULD BE MAINTAINED

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 facades. 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.

- The colors chosen for this project are subdued and are in keeping with the character of the district.

#28) NEW CONSTRUCTION SHOULD BE CONTEMPORARY IN DESIGN AND HISTORIC REPRODUCTIONS SHOULD NOT BE BUILT

Normally Required

a. New construction in the commercial area should be of its period. Historic reproductions should be avoided. Compatibility of new buildings within historic commercial areas poses particular challenges for designers. Historic commercial areas often have similar setbacks, similar storefront and upper facade alignment, and certain rhythms to the streetscape. These built-in parameters assist in defining new construction but they may also result in restricting building design to appear as reproductions of historic buildings as opposed to an appearance of present day construction. Successful new construction in historic commercial areas is clearly of its period but avoids direct imitation of historic designs such as reproducing window lintels or elaborate sheet metal cornices. Direct reproductions may cause observers

to confuse the old with the new. No building should be constructed in downtown Sumter which imitates ante-bellum architectural styles. Such buildings would reflect a time period which precedes Sumter's growth and development.

- The proposed construction is not new. However, the architecture is not of an age or value to be considered worthy of lengthy historic preservation efforts. Because of this, staff interprets the guidelines to suggest that a modern aesthetic is in keeping with the midcentury architectural style. The addition of more contemporary elements such as false cable hangers and freestanding aluminum lettering will enhance the midcentury architecture and make it more aesthetically pleasing. The structure has very simple, clean lines, and minimal architectural details, that the proposed enhancements will complement and improve greatly.

III. STAFF RECOMMENDATION

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

IV. DRAFT MOTIONS

I move that the Sumter Historic Preservation Design Review Committee approve HP-14-17, in accordance with the materials, photographs, and construction details submitted and referenced in the Staff Report.

I move that the Sumter Historic Preservation Design Review Committee deny HP-14-17.

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

V. HISTORIC PRESERVATION – SEPTEMBER 25, 2014

The Sumter Historic Preservation Design Review Committee at its meeting on Thursday, September 25, 2014, approved this request in accordance with the materials, photographs, and construction details submitted based on compliance with *Design Review Guidelines* #s 15 and 28.

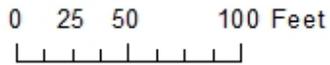
Location Map



Legend

HP-14-17

DISCLAIMER: While the data shown on this map was prepared for use by the Sumter City-County Planning Commission, the data is not guaranteed to be accurate or complete. The Sumter City-County Planning Commission is not responsible for any errors or omissions on this map. The Sumter City-County Planning Commission is not responsible for any errors or omissions on this map. The Sumter City-County Planning Commission is not responsible for any errors or omissions on this map.



Map Prepared by: Sumter Planning Department
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 Geographic Information Systems (GIS)
 September 3, 2014

HP-14-17
 12, 14 & 16 W. Liberty St., Sumter, SC
 Tax Map #228-13-07-006, 007 & 008