

City of Sumter Historic Preservation Design Review

April 22, 2021

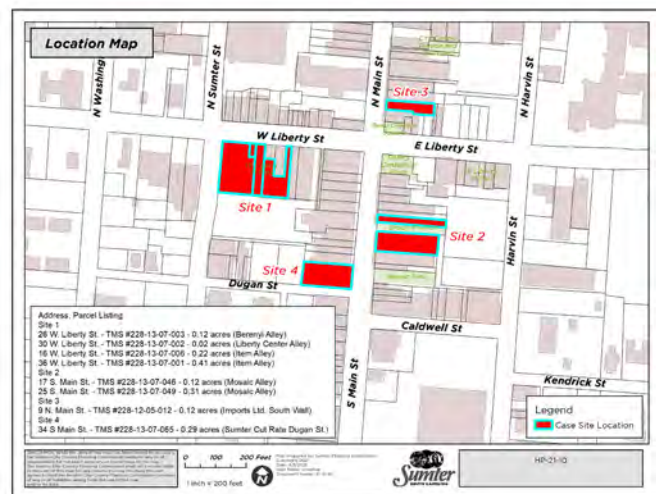
HP-21-10, Downtown Mural Sites (Multiple Locations).

I. THE REQUEST

Applicant:	Leigh Newman
Status of the Applicant:	Authorized Agent for Property Owner
Request:	Design Review approval for installation of large-scale murals painted directly on exterior building walls.
District	Downtown Design District
Location:	16, 26, 30, and 36 W. Liberty St. 34 S. Main St. 9 N. Main St.
Present Use/Zoning:	Commercial / CBD
Tax Map Reference:	228-13-07-001; -002; -003; -006; -046; -049; -065 228-12-05-012
Adjacent Property Land Use and Zoning:	North – Commercial / CBD South – Commercial / CBD East – Commercial / CBD West – Commercial / CBD

II. BACKGROUND

16, 26, 30, and 36 W. Liberty St., 34 S. Main St., and 9 N. Main St., shown on the map to the right, are downtown commercial properties with large unadorned walls in the Downtown Design Review District which are being evaluated for installation of large format murals through the Sumter Mural Project sponsored by the City of Sumter and the Sumter County Cultural Center.



The applicant is proposing to install full wall artistic murals on exterior walls in the alley between 16 and 36 W. Liberty St., on the south-facing wall of 34 S. Main St., and on the south-facing second-story wall of 9 N. Main St.

****Note: due to an administrative error, additional proposed mural sites were advertised incorrectly. 17 and 25 S. Main St. are not proposed for mural placement. The correct intended site for the final mural locations (37 and 43 S. Main St., also known as Mosaic Alley) will be brought for Board review as a revision to this request at a future meeting.****

The Sumter Mural Project will be funded by a variety of sources, including private donations and grants, and will also include sites outside the Downtown Design Review District. The project is awaiting decision regarding grant funding, but does already have the funds required to implement the first mural, which will be located in the alley between 16 and 36 W. Liberty St.

A committee comprised of representatives from the applicable property owners, Sumter County Cultural Center, and City of Sumter will review the artists' proposed designs and make final decisions regarding the content and style of each mural. Once approved, each mural will take 2-4 weeks to complete.

ARCHITECTURAL/HISTORIC CONTEXT:

16 & 26 W. Liberty St. (Berenyi/F45/City of Sumter Liberty Center)

26 W. Liberty St. is a City-owned courtyard which previously served as the site of a small commercial building constructed c.1915. While the building has since been demolished, a section of the building's fire wall does still exist adjacent to 24 W. Liberty St. This section of wall has been previously stuccoed and painted many times.

According to the Sumter County Assessor, the 8,710 sq. ft. building at 16 W. Liberty St was constructed in 1970 and is part of the larger site #100 referenced as 12 W. Liberty St (also known today as the Liberty Center) on the 1985 Main Street Sumter Preservation Plan. The building is an irregular shape and 1 story in height. The exterior walls are brick, which has been previously painted. At the time of the 1985 Survey, the building had little historical significance.

The Liberty Center's exterior was redesigned and renovated in 2015, having received design review approval via *HP 14-10*. Changes made to the building complemented the midcentury lines of the structure and improved its aesthetics without compromising the architecture.

Based on the current age of the structure, location within the district, and architectural features, neither 16 or 26 W. Liberty St. are considered contributing structures to the Historic District.

30 & 36 W. Liberty St. (Osteen Publishing Co./Sumter Item)

According to the Sumter County Assessor, the 779 sq. ft. building at 30 W. Liberty St was constructed in 1945 and is site #104 on the 1985 Main Street Sumter Preservation Plan. The building is rectangular in shape and 1 story in height. The exterior walls are brick, which has been previously stuccoed and painted.

Also according to the Sumter County Assessor, the 2,757 sq. ft. building at 36 W. Liberty St was constructed in 1970 and is site #105 on the 1985 Main Street Sumter Preservation Plan. The building is rectangular in shape and 1 story in height at the street front, increasing to 2 stories at the rear. The exterior walls are brick masonry, which has been previously painted.

Both the 30 and 36 W. Liberty St buildings are currently home to the Osteen Publishing Co., which operates the Sumter Item newspaper. Osteen Publishing was the original occupant of 36 W. Liberty St, though for several decades, both buildings were home to the headquarters of the Santee-Lynches Regional Council of Governments, prior to Osteen Publishing Co. re-purchasing the property.

Based on the current age of the structure, location within the district, and architectural features, 30 W. Liberty St. is a contributing structure to the Historic District, while 36 W. Liberty St. is not a contributing structure to the Historic District.

9 N. Main St. (Imports Ltd.)

According to the 1985 Main Street Sumter Preservation Plan, the 8,172 sq. ft. building was constructed c.1890 and is site #33. The building is rectangular in shape and 2 stories in height. The building material is brick, which has been painted multiple times over the years.

Prior to occupation by the current retail use, the building was the original site of Bultman Bros. Shoes & Boots. It has also housed a jewelry store, finance company, Army-Navy Store, and a general merchant and cotton buyer.

Based on the current age of the structure, location within the district, and architectural features, 9 N. Main St. is considered one of the contributing properties to the Historic District.

34 S. Main St. (Cut-Rate Drug Co.)

According to the 1985 Main Street Sumter Preservation Plan, the 6,290 sq. ft. building was constructed c.1910 and is site #93. The building is rectangular in shape and 1 story in height. The building material is masonry, which has been painted.

The site also contains a state historical marker indicating the nearby site of the home of native Sumterite Clara Louise Kellogg, world famous opera singer who performed abroad and in America.

The building may be historically significant, because of early appearance on Sanborn maps, but alterations, including new facades, have negated parts of the building's significance to the Historic District.

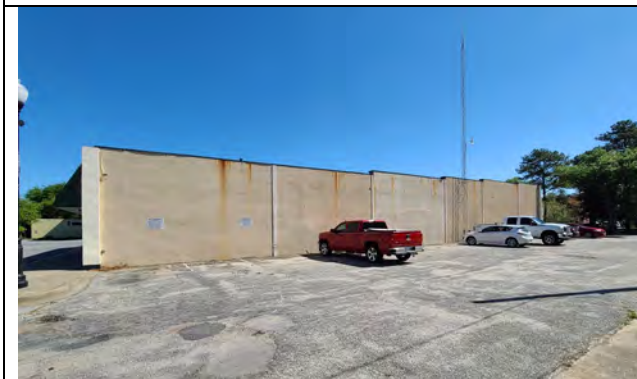
SITE PHOTOS:



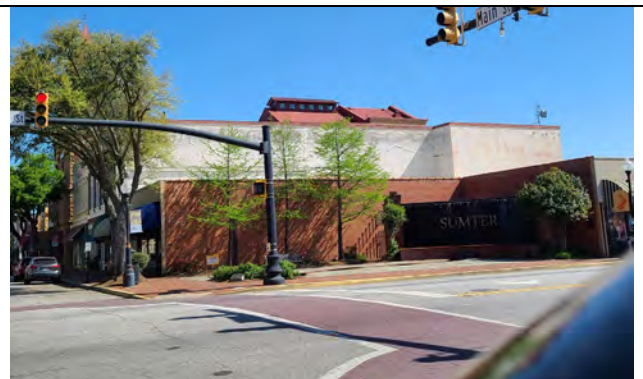
16 W. Liberty St. (Berenyi/F45/Liberty Center west-facing wall)



36 W. Liberty St. (Osteen Publishing Co./Sumter Item east-facing wall)



34 S. Main St. (Cut Rate Drug Store south-facing wall)



9 N. Main St. (Imports Ltd second floor south-facing wall.)

SCOPE OF WORK:

The proposed project is as follows:

1. Painting of large-format artistic murals on selected building walls in the downtown, including:
 - a. Alley between 16 and 36 W. Liberty St.
 - b. South-facing wall of 34 S. Main St.
 - c. South-facing second-story wall of 9 N. Main St.

DESIGN REVIEW:

Design review approval is required prior to the proposed work. The *Design Review Guidelines Manual* states:

4.3 Exterior Walls: Masonry

A. Preserve Original Masonry and its Visual Qualities.

- *Retain masonry features that are important in defining the overall character of the building.*
- *Do not remove or obscure masonry elements.*
- *Do not paint unpainted masonry. Exceptions to this include masonry walls that have a patchwork appearance from extensive replacement or rebuilding.*

Staff Analysis:

Painting of previously unpainted masonry is not consistent with the City of Sumter Historic Preservation Design Review guidelines, unless there is a patchwork appearance from extensive replacement or rebuilding, which are exceptions cited in the Design Guidelines.

Most brick is never intended to be painted, and painting of brick creates a long-term maintenance need that does not exist with unpainted brick. Moisture trapped within walls and the associated damage it can do, as well as degradation of the paint itself over time both suggest that painting of brick is not an ideal course of action.

The brick and other masonry elements of the buildings under consideration for this project have been previously painted, and application of new paint to these surfaces would not cause further harm to the surfaces or otherwise be in conflict with the Design Guidelines.

4.11 Paint

A. Maintain and Repair Historically Painted Surfaces.

- *Do not paint unpainted masonry walls unless insensitive past repairs have negatively affected the visual qualities of the masonry.*

B. Select a Compatible Color Scheme.

- *Choose colors that are appropriate to the architectural style and compliment the building and its surroundings. Overly bright and obtrusive colors are not appropriate.*
- *Consider an original color scheme based on paint analysis or research.*

C. *Use Paint Color to Accentuate Exterior Details.*

- *Use muted or dark colors for the walls of a building.*
- *Use lighter colors to highlight trim and architectural ornamentation.*
- *Paint window sash and frames a contrasting color than the walls to provide contrast and depth to window openings.*
- *Limit the paint scheme to three or four colors: one roof color, one wall color, one trim color, and one accent color.*

Staff Analysis:

While the applicant has not proposed specific paint colors or designs at this time due to the nature and process of large format mural projects, the location and size of the proposed murals and their intent as artistic and cultural enhancements for the downtown area are consistent with the intent of the Design Review Guidelines. Prior to installation of any mural, the content and design of each mural will undergo a rigorous vetting process by staff, City and County elected leadership, property owners, and project sponsors to ensure that the designs are consistent with Sumter's vision.

III. STAFF RECOMMENDATION:

Staff recommends **approval** of this request.

The proposed mural locations are consistent with the City of Sumter Historic Preservation Design Review guidelines.

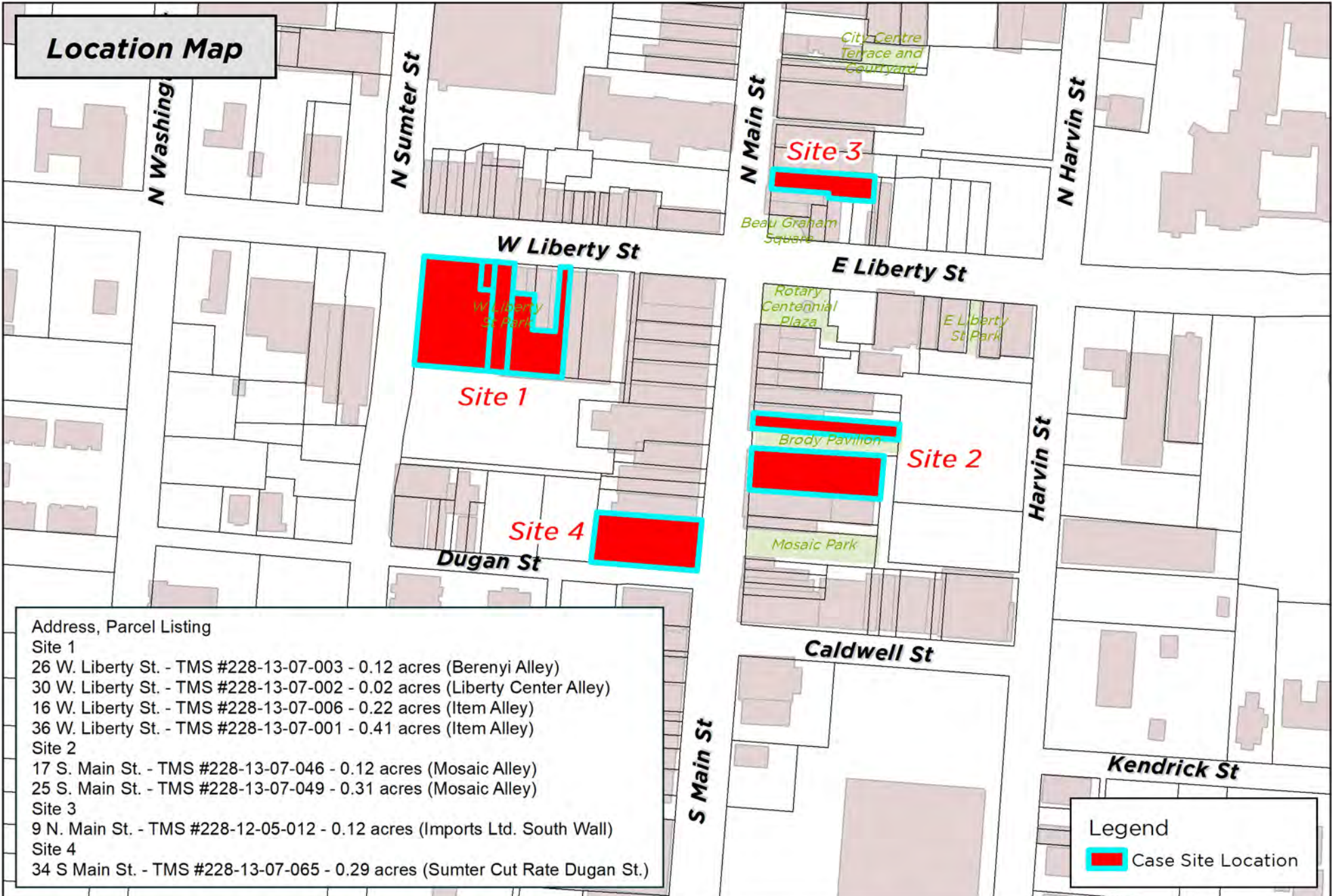
Painting of previously unpainted masonry in this case is not consistent with the City of Sumter Historic Preservation Design Review guidelines. Painting of brick creates a long-term maintenance need that does not exist with unpainted brick. With that said, the surfaces of the buildings under consideration for this project are either previously painted brick, or are other materials, such as stucco which can support paint without damaging the structural quality or historical character of the surfaces.

IV. DRAFT MOTION

- 1) I move that the City of Sumter Design Review Board **approve** HP-21-10 in accordance with the materials, photographs, and construction details submitted and referenced in the Staff Report based on compliance with Design Review Guidelines.
- 2) I move that the City of Sumter Design Review Board **deny** HP-21-10
- 3) I move that the City of Sumter Design Review Board enter an alternative motion.

V. DESIGN REVIEW BOARD – APRIL 22, 2021

Location Map

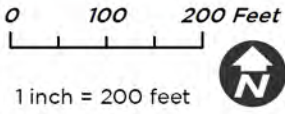


Address, Parcel Listing	
Site 1	
26 W. Liberty St.	- TMS #228-13-07-003 - 0.12 acres (Berenyi Alley)
30 W. Liberty St.	- TMS #228-13-07-002 - 0.02 acres (Liberty Center Alley)
16 W. Liberty St.	- TMS #228-13-07-006 - 0.22 acres (Item Alley)
36 W. Liberty St.	- TMS #228-13-07-001 - 0.41 acres (Item Alley)
Site 2	
17 S. Main St.	- TMS #228-13-07-046 - 0.12 acres (Mosaic Alley)
25 S. Main St.	- TMS #228-13-07-049 - 0.31 acres (Mosaic Alley)
Site 3	
9 N. Main St.	- TMS #228-12-05-012 - 0.12 acres (Imports Ltd. South Wall)
Site 4	
34 S Main St.	- TMS #228-13-07-065 - 0.29 acres (Sumter Cut Rate Dugan St.)

Legend

 Case Site Location

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 Date: 4/1/2021
 User Name: crobbins
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