City of Sumter Historic Preservation Design Review

September 28, 2023

HP-23-19, 10 E. Hampton Ave.

I. THE REQUEST

Applicant:	R. Scott Bell
Status of the Applicant:	Project Designer
Request:	Design Review approval for exterior alterations to include installation of a new storefront on the building's east elevation, paint a mural along the entire east elevation, repaint walls on north and south elevations, install a new canvas awning over the new east storefront, and install new aluminum horizontal awning over north and south windows. The project also includes associated landscaping and paving along the east property line facing the existing city-owned parking lot.
District	Downtown Design District
Location:	10 E. Hampton Ave
Present Use/Zoning:	Commercial Storefront / CBD
Tax Map Reference:	228-12-05-003
Adjacent Property Land Use and Zoning:	North – Parking Lot / CBD South – Courtyard & Opera House / CBD East – Parking Lot / CBD West – Commercial Storefront / CBD

II. BACKGROUND

10 E. Hampton Ave., shown in the photograph on the following page, is a rectangular single-story brick building that was constructed around 1900. It has previously

served a variety of retail and professional office uses. The building is on the south side of E. Hampton Ave. between N. Main St. and N. Harvin St.

The applicant is proposing to complete exterior renovations including installation of a new storefront on the building's east elevation, painting a mural along the entire east elevation, repainting walls on north and south elevations, installation of a new canvas awning over the new east storefront, and installation of new aluminum horizontal awning over north and south windows. The project also includes associated landscaping and sidewalk paving along the east property line facing the existing city-owned parking lot and new business signage.

ARCHITECTURAL/HISTORIC CONTEXT:

10 E. Hampton Ave is a rectangular one-story masonry building that first appears on the 1931 Sanborn Fire Maps. The building has served a variety of professional office and retail uses, including a surveyor's office and furniture/appliance store.

The property is identified as site #22 in the 1985 Historic Resources Survey that catalogued the structures in the downtown area. The front façade (facing E. Hampton Ave.) has been altered several times since the building's original construction. At the time of the 1985 survey, the eastern section of the storefront consisted of a roll-up garage-style door. This door system was later replaced with a configuration matching the western section of door and windows. The roof shape is flat and the exterior wall material is a combination of brick and masonry, all of which has been painted.

Based on the age of the building and architectural design and features, 10 E. Hampton Ave. is a contributing structure to the City-designated Downtown Design Review District. It is *not* located within the boundary of the Downtown Sumter National Register District

Previous design review approval granted for this site includes *HP-00-25*, which covered paint colors and awning replacement for the previous retail use of the property.

SITE PHOTOS:

***Above**: Current building exterior conditions, viewed from E. Hampton Ave.*

***Above**: Current Building Exterior Conditions, as viewed from parking lot located to the east.*

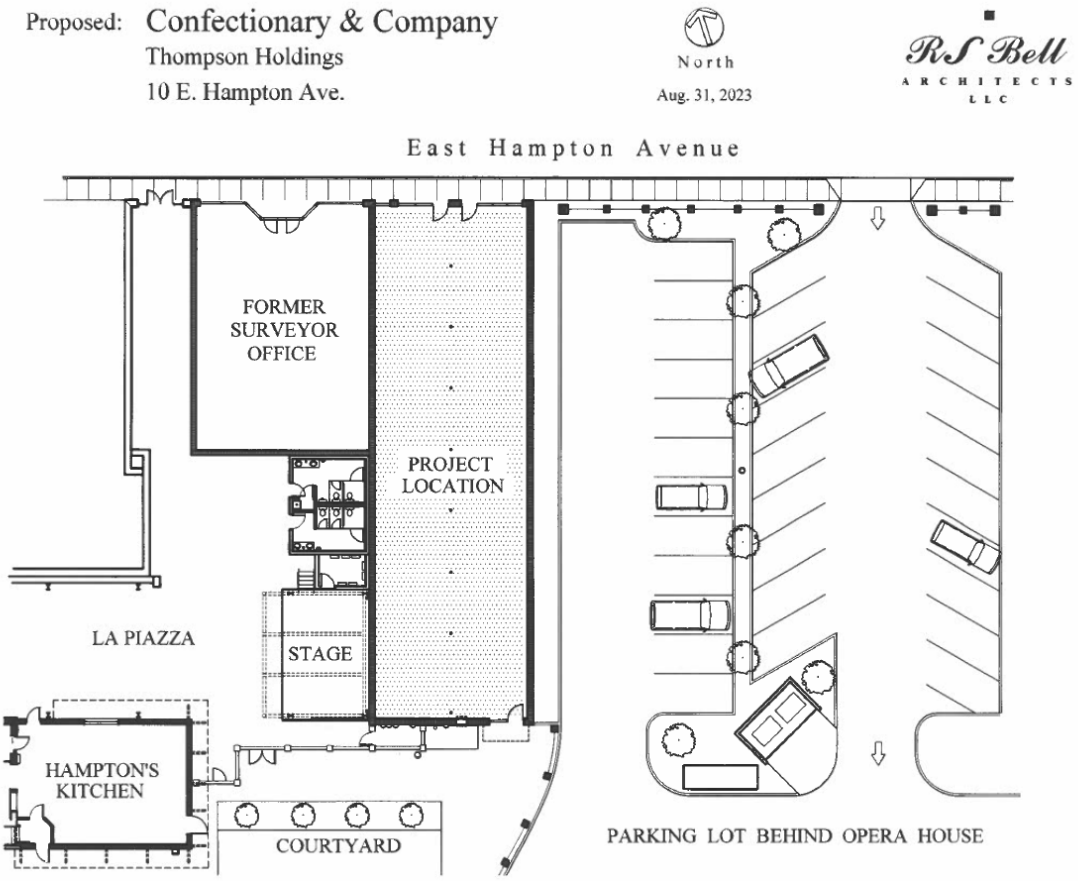
***Above**: Current Building Exterior Conditions, as viewed from parking lot located to the south.*

SCOPE OF WORK:

The proposed project includes renovations to the exterior of 10 E. Hampton Ave., as follows:

1. Installation of a new storefront (including 2 windows and a door) on the building's east façade;
2. Paint a mural on the entire east facade of the building;
3. Repaint walls on north and south facades of the building;
4. Install a new canvas awning over the new east façade building entrance and windows;
5. Install a new horizontal aluminum awning over the north and south facing windows and doors;
6. Landscaping and sidewalk installation along east property line within property owned by the City of Sumter and operated as a municipal parking lot;
7. New business signage.

The renderings, elevations and plans displayed on the following pages show the proposed changes and new construction.

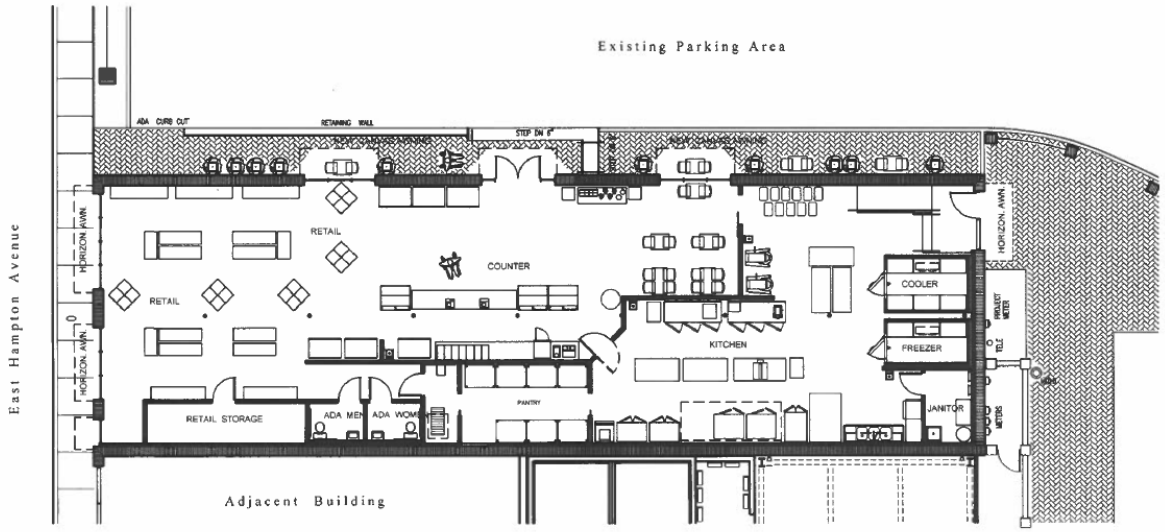


Proposed: Confectionary & Company
Thompson Holdings
10 E. Hampton Ave.

North

Aug. 31, 2023

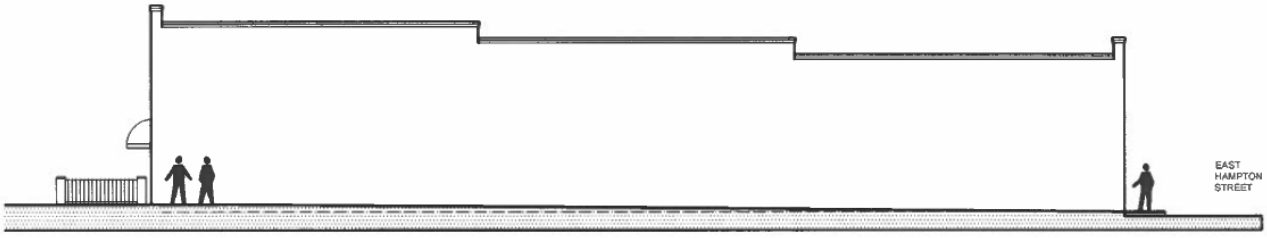
RS Bell ARCHITECTS LLC



Floor Plan

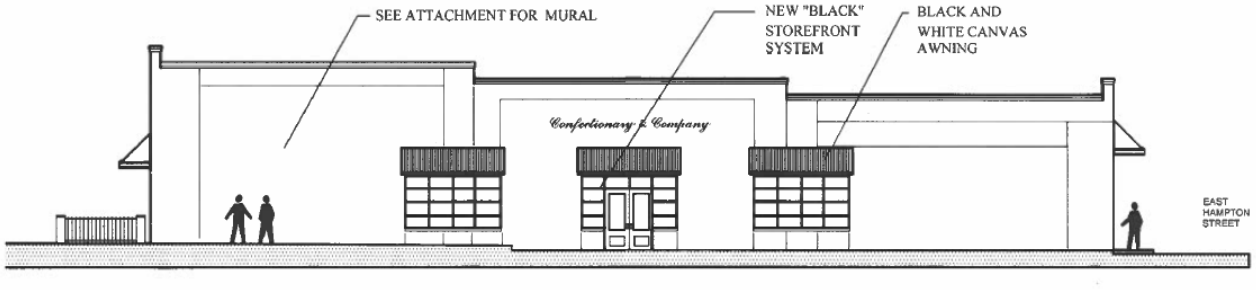
Note: The property's eastern boundary is the wall of the building. The proposed landscape and hardscape improvements in the area between the building wall and parking lot curbing are shown for illustration and context, however, these improvements will require permission from the City of Sumter prior to construction, as these improvements are located outside the property owner's parcel.

Parking Lot (East Facing) Façade Existing Elevation



Existing East Elevation

Parking Lot (East Facing) Façade Proposed Elevation

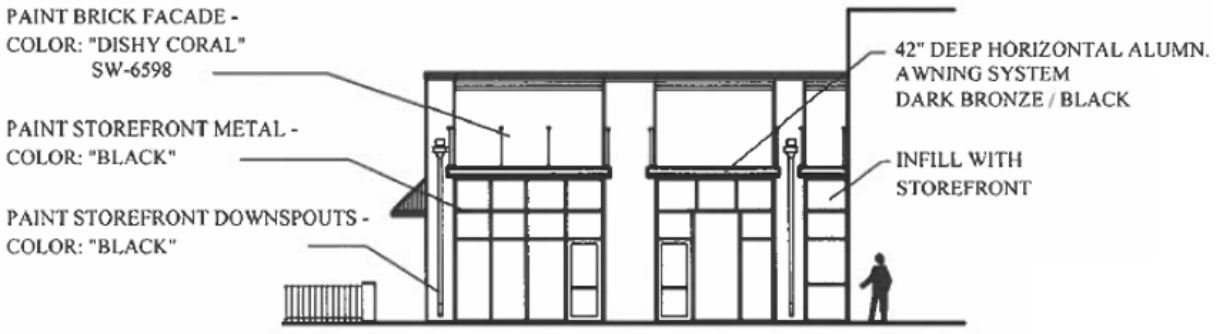


Proposed East Elevation

E. Hampton Ave. (North Facing) Façade Existing Elevation

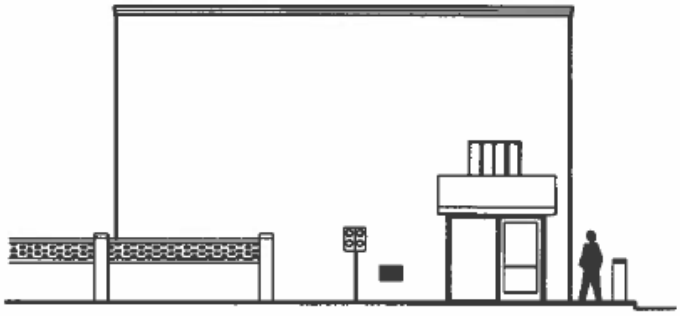
Existing North Elevation

E. Hampton Ave. (North Facing) Façade Proposed Elevation



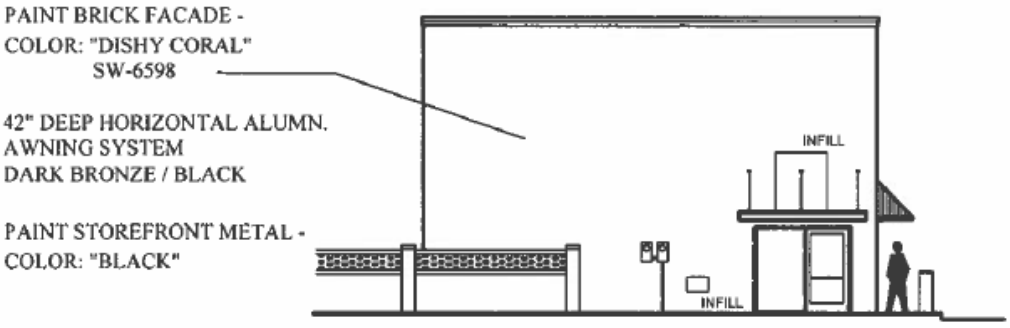
Proposed North Elevation

Rear (South Facing) Façade Existing Elevation



Existing South Elevation

Rear (South Facing) Façade Proposed Elevation



Proposed South Elevation

Proposed exterior paint colors (not including the planned mural) are as follows: *Dishy Coral (SW-6598)* for the front and rear walls, black coated metal for the doors and trim, dark bronze/black for the horizontal awning system, and black and white stripe for the canvas awning system.

Dishy Coral
SW-6598

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:
The applicant is proposing to paint only masonry elements on the façades of the building that have been previously painted. No unpainted masonry elements are proposed to be disturbed by construction. The proposed mural location is compatible with the design guidelines, which are neutral with regard to content of a painted mural, so long as it is applied to a previously painted surface.

4.6 Windows

A. Preserve and Repair Historic Windows.

- *Retain historic windows that contribute to the historic character of a building, including functional and decorative features, such as frames, sash, muntins, mullions, decorative glass, sills, trim, surrounds, and shutters.*
- *Repair original windows by patching, splicing, consolidating, weather stripping, caulking, and replacing missing glass.*
- *Replace only those features that are beyond repair rather than replacing the entire window unit. For example, sash replacement may be a less costly alternative to a full window replacement. Match the original feature in design, dimension, and material.*
- *Improve the thermal efficiency by securely locking windows, adding weather stripping, and installing interior or exterior storm windows.*
- *Preserve original window locations, sizes, and types and restore altered window openings to their historic configurations.*

B. Replace Historic Windows with Compatible New Windows.

- *Replace historic windows only when damaged or deteriorated beyond reasonable repair or missing.*
- *Match the original windows in design, dimension, muntin profile, pane configuration, finish and, where possible, material. If all of the original windows are missing, replacement windows should reflect a design appropriate for the building form and architectural style.*
- *Avoid the use of false muntins, either internal or applied exterior grilles, which do not resemble the profile and depth of historic muntins.*
- *Avoid reducing or increasing the size of a historic opening to accommodate a smaller or larger window. Where necessary, limit this treatment to the rear or side elevations not visible from the street.*
- *Avoid elaborate stained glass or other decorative glass on the primary or visible secondary elevations unless there is evidence that these features existed historically.*

C. Maintain the Pattern and Rhythm of Original Window Openings.

- *Select an inconspicuous location for new window openings, such as the rear or side elevations not visible from the street.*
- *Add new window openings in a manner that minimizes impact on historic features and subtly distinguishes them from historic windows.*
- *Match the general size and alignment of original window openings when adding a new window opening.*
- *Do not enclose or obscure original window openings with added materials.*

Staff Analysis:
The applicant is proposing to install 2 new window openings, for a storefront configuration on the building's east-facing façade. These new windows and accompanying door will serve as the building's new main entrance. Additionally, on the E. Hampton Ave. façade of the building, an area of previous windows that has been covered by a window-mounted air-conditioning unit and metal panels will be re-established as a part of the storefront window structure of that façade. The addition of the new windows meets the design guidelines, as the new windows will improve the rhythm of window and door openings on the east façade, which is currently an unadorned wall, and the removal of unsympathetic alterations on the E. Hampton Ave. façade will be a positive result with regard to the Design Guidelines.

4.8 Doors

A. Preserve and Repair Historic Doors that Contribute to the Character of a Building.

- *Retain and repair historic doors, including decorative features such as trim, sidelights, transoms, fanlights, and surrounds. Where possible, retain original hardware.*
- *Preserve original door openings, sizes, and types and restore altered door openings to their historic configurations.*
- *Avoid painting previously unpainted doors unless extremely weathered.*

Staff Analysis:
As with the new windows on the east-facing façade, a new storefront door system will be installed. The east façade of the building was not designed to be accessible when the building was constructed, as it was intended to have another building next to it, but subsequent changes to the development pattern in the area resulted in the space being converted to a parking lot for the Opera House. Given this change, the establishment of access and a door on this side of the building is appropriate.

4.10 Storefronts

A. Preserve and Maintain Original Storefronts and their Character-Defining Features and Materials.

- *Retain the historic storefront configuration, including the original location and size of the entrance doors, display windows, and transoms.*
- *Retain storefront features that are not original, but have gained architectural and historical value.*
- *Retain and repair historic structural components, such as decorative cast iron elements and stone or brick piers.*
- *Retain and repair historic entrance doors and any distinctive hardware.*
- *Retain and repair historic transoms, especially those with prism or leaded glass.*
- *Retain and repair original wood or brick bulkheads. Also, retain elements such as Carrara glass or glazed tile that have gained historic significance in their own right.*

- *Retain and repair the historic cornice or sign band, which delineates the storefront from the upper facade.*
- *Protect historic features and materials by maintaining their historic protective finishes, such as paint or stucco.*

D. Consider a simplified or contemporary interpretation of a traditional storefront where the historic storefront is missing or no evidence of it exists.

- *Base the new design on traditional storefront elements that reflect the scale, proportions, materials, and colors of other commercial buildings in the district.*
- *Use compatible materials that are in keeping with the style of the building.*
- *Avoid creating a false historical appearance by introducing architectural elements where they never previously existed.*

Staff Analysis:
As noted previously, the applicant is planning to maintain the existing storefront on E. Hampton Ave. and establish a new storefront on the building's east façade. Staff finds the proposed alterations to be consistent with the design guidelines.

Staff does note that the landscaping and hardscaping proposed in front of the east-facing façade of the building is outside the property boundary for 10 E. Liberty St. and is part of a municipal parking lot. As such, all proposed alterations to the parking lot property require the City's permission.

4.11 Paint

A. Maintain and repaint historically painted surfaces.

- *Remove paint from masonry only when the paint is not historic, will not reveal aesthetic issues, and will not damage the masonry.*
- *Do not paint unpainted masonry walls unless insensitive past repairs have negatively affected the visual qualities of the masonry.*
- *Do not strip paint or other coatings to reveal bare wood or apply a stain if the material did not historically have a natural finish.*

B. Select a Compatible Color Scheme.

- *Choose colors that are appropriate to the architectural style and complement 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.

- *Paint window and door sash and frames a contrasting color from the walls to provide contrast and depth.*
- *Limit the paint scheme to three or four colors, one roof color, one wall color, one trim color, and one accent color.*

Staff Analysis:
Surfaces proposed for painting consist of all previously painted surfaces, including masonry and window and door trim. The color scheme proposed consists of a wall color (Dishy Coral), with the storefront window and door trim to be painted black. The east façade is also planned to serve as a location for a mural, as shown on the design graphics on the previous pages.

The methodology established by the Design Review Board via *HP-21-10* regarding mural installation has been considered for this project, and staff supports the use of the proposed east façade of the building for a mural installation. The building colors proposed are consistent with the City of Sumter Historic Preservation Color Palette, and the color scheme is compatible with the design guidelines.

4.12 Signs and Awnings

A. Place signs in a manner that is complementary, or subordinate to, the architecture of the building.

- *Locate signs on flat, unadorned areas, such as horizontal sign bands, existing signboards, or vertical piers.*
- *Place signs at or below the storefront cornice for a ground level business.*
- *Position permissible portable signs so that they do not interfere with pedestrians or traffic sight lines at intersections.*
- *Pylon, monument, and other freestanding signs are generally not appropriate in the Downtown Historic District. Where determined appropriate, freestanding signs shall be monument style.*

B. Attach signs in a manner that will not damage or obscure architectural features.

- *Minimize the number of sign attachments to a building.*
- *Avoid obstructing or damaging character-defining features, which include, but are not limited to: a storefront or building cornice, decorative or patterned masonry, or window and door trim.*
- *Attach signs in mortar joints rather than drilling holes in brick, stone, or concrete walls.*
- *Use attractive hardware and supports of finished metal or wood to mount signs, particularly projecting signs.*
- *Take advantage of the locations of former signs to minimize additional impact on the building by attaching new signs, where appropriate.*

C. Limit the size and number of signs per building.

- *Limit sign area to less than 25 percent of the building front wall.*
- *Relate sign proportions to the element on which it is placed.*
- *Size the lettering and graphics of window signs to be clearly legible, but not block views into or from display windows.*
- *Limit the size of transom signs to avoid blocking light to the interior or obscuring the transom glazing.*
- *Use signs that are pedestrian oriented and of a scale comfortable for a walking customer.*

D. Use appropriate materials that complement the style and materials of the building.

- *Use traditional sign materials (finished wood, glass, metal, brass letters) or contemporary products that have the same visual characteristics.*
- *Finish sign edges to provide character and durability.*
- *Limit the use of neon signs to the interior of buildings. Neon signs on building exteriors are not appropriate.*
- *Shiny plastic products, including internally illuminated, plastic box signs are not appropriate.*
- *Avoid painting signs directly on unpainted masonry walls.*

E. Use colors that complement the building, including accent and trim colors.

- *A maximum of three colors is recommended per sign, although more may be appropriate in some cases.*
- *Use colors that relate to the overall color scheme of the building.*
- *Use light or neutral colors on window signs—such as white or gold leaf—that are easy to read.*
- *Minimize solid painted background behind window lettering, as it reduces transparency.*

F. Design signs to be simple and legible.

- *Keep sign message simple, easy to read, and in scale with the building and elements on which it is placed.*
- *Avoid lettering that is difficult to read or overly intricate.*
- *Use no greater than two or three distinct typefaces.*
- *Consider the use of a symbol and logo rather than words.*

K. Preserve and Maintain Historic Awnings and Canopies.

L. Preserve and Maintain Historic Awnings and Canopies.

- *Size awnings to adequately fit commercial storefronts and window, door or porch openings of residential buildings.*
- *Locate awnings on the transom bar or below the storefront cornice, above the transom, for commercial buildings.*
- *Proportion the awning to allow for ample sidewalk clearance and projection over the sidewalk in downtown.*
- *Choose an appropriate awning shape. Standard sloped awnings are appropriate in most cases, but circular or accordion designs can also be acceptable.*
- *Choose appropriate awning fabrics, such as canvas, vinyl-coated canvas, and acrylic as awning materials. Metal and vinyl awnings are not appropriate.*
- *Ensure the materials and colors are compatible with the design and color scheme of the building.*
- *Consider using the awning valance as a sign panel for commercial buildings.*
- *Consider retractable canvas awnings.*

Staff Analysis:
While the new awning proposed for both the E. Hampton Ave. and rear facades of the building is metal (aluminum), the style (flat) distinguishes it from the style of metal awning that the design guidelines seek to discourage in the Downtown District, and is consistent with several other recent building rehabilitations on N. Main St. The size of the awning is appropriate to the building, and the placement location will provide exposure to the previously covered transom windows that are one of the defining characteristics of this historic building.

The proposed canvas awning on the new east façade windows and entrance is consistent with the Design Guidelines.

The proposed signage is consistent with the Design Review Guidelines, consisting of individual letters spelling "Confectionary & Company" over the entrance on the building's east façade. While the applicant has not submitted any additional signage plans for the building's E. Hampton Ave. or rear facades, Design Guideline-compatible signage would be appropriate in these locations and could be approved by staff under authority delegated by City Council provided that the signage meets the specified criteria regarding size, colors, and style.

III. STAFF RECOMMENDATION:

Staff recommends **approval** of this request.

The proposed changes are consistent with the City of Sumter Historic Preservation Design Review Guidelines and are compatible with the existing building design.

IV. DRAFT MOTION

1) I move that the City of Sumter Design Review Board ***approve*** HP-23-19 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-23-19

3) I move that the City of Sumter Design Review Board enter an alternative motion.

V. DESIGN REVIEW BOARD – SEPTEMBER 28, 2023