

DESIGN/DEVELOPMENT REVIEW COMMISSION DESIGN REVIEW DISTRICT HISTORIC AGENDA

EVALUATION SHEET

Case #1

ADDRESS: 1634 Main Street

APPLICANT: Belser Five, LLC

TAX MAP REFERENCE: TMS#09014-04-19

USE OF PROPERTY: Commercial

REVIEW DISTRICT: Bailey Bill Ordinance, Group III Individual Landmark

NATURE OF REQUEST: Request Certificate of Design Approval for exterior changes and

Preliminary Certification for the Bailey Bill

FINDINGS/COMMENTS:

This is a c.1870s building that has had a number of façade changes over the years, and which gained Individual Landmark designation several months ago. At the time of its designation it was listed in part due to its 1937 renovation by J.C. Penney, which created an entirely new façade on the building. Covered with stucco since the 1980s, this façade has only recently been exposed. While the second floor retains a high degree of integrity, the first floor storefront area has no evidence of its 1937 configuration. In the late 1940s, J.C. Penney updated only the first floor with dark structural glass attached to the side columns and in place of the prismatic glass transom. This was part of a trend in the area of using sleek, modern products to keep up with commercial architectural styles.

The current proposal is to restore the second floor of the façade to its 1937/1940s era façade and correct the expanded window openings and install historically appropriate windows. The first floor would return to the 1940s era appearance. While this is not the "original" appearance of the 1930s remodel by J.C. Penney, it is one of their attempts to continue to modernize and attract customers and is part of the building's period of significance within Main Street's heyday.

Other work on the building includes opening bricked-in windows along the south elevation, as well as a few doors; this is in an alley that is not public so only those parts visible to the public right of way are reviewed.

The submitted drawings do not reflect the latest conversations with the applicants and are not highly detailed regarding windows and the storefront due to ongoing review by the State Historic Preservation Office. Recent meetings with them by the applicant have resulted in the decision to use aluminum-clad wood windows. Other changes to the drawings include the removal of the proposed stair/elevator tower addition on the rear; subsequently a new rear elevation will be

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submitted at a later date. The submitted drawings are also not correct in their note to remove the iron star vents visible above the second floor windows along the south elevation.

PERTINENT SECTIONS FROM CITY ORDINANCE

City Ordinance 17-674(d) Criteria for review of design of structures and sites.

- 1. Issuance of a certificate of design approval shall be based upon the requirements set forth in the standards or design guidelines adopted by the city council for each historic district. For individual landmarks, the Governor's Mansion Protection Area, Elmwood Park Architectural Conservation District, and the Landmark District, the Secretary of the Interior's Standards for Rehabilitation, as amended and listed below (the "Standards"), shall serve as guidelines until such time as design guidelines may be written and adopted by City Council for each local historic district. The Standards are to be applied to specific rehabilitation projects, taking into account the designation level of each district.
- a. For landmark districts and individual landmarks, the historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

The existing historic character of this building shall be retained and preserved, including the cream-colored historic brick on the second story. Historic window openings along the south elevation will be re-opened and new windows installed.

b. In architectural conservation districts and protection areas, the historic character of a district shall be retained and preserved through the preservation of historic materials and features which characterize the historic district.

Not applicable.

c. For individual landmarks and the landmark district, each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.

The façade's recreation will replicate a historic storefront that was on this building and will not add conjectural features from other buildings.

The rear wall has already been heavily altered. As the plans submitted do not reflect the latest design these will need to be reviewed by staff or the DDRC to ensure that it meets this guideline. Historically this was a utilitarian space that would have been less ornamented and had less fenestration than the façade.

d. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

The 1937 façade on the upper story is historically significant and is being retained and restored.

e. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

The distinctive cream colored brick on the façade is being retained and repaired. The brick wall on the south elevation has already been painted before; it will be repaired and potentially repainted. Brick detailing in this wall shows the locations of door and window openings, some unusually shaped, with header courses and jack arches as lintels. These details will remain as infill brick is removed beneath them and new doors and windows are installed.

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f. Deteriorated historic features shall be repaired rather than replaced. Where the severe deterioration or complete loss requires replacement of a distinctive feature, the new feature shall match the old in design, color, finish, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence, and character-defining features that have been lost due to intentional damage, removal or neglect shall be rebuilt.

The proposal is to replace the missing storefront with materials that appear similar in color, finish, texture, etc. as the materials used in the 1940s storefront. The details of the storefront have not been provided yet but they will be reviewed for adherence to this guideline.

The upper story of the façade has had its window openings elongated. These will be returned to a correct height by infilling the sill areas with matching brick. Other broken or missing cast stone details on the façade's upper floor will be repaired or replaced in kind.

g. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

No sandblasting or damaging treatments are being recommended. Further cleaning of the 1937 brick will use gentle methods.

h. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.

The exterior alterations include the creation of a new storefront, the re-opening of windows and doors on the south elevation, and the renovation of the rear (east) elevation. As details have not been finalized for the storefront or rear elevation, these items will need further review to determine if they meet the guideline.

i. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Not applicable.

Bailey Bill

Sec. 17-698. - Eligible rehabilitation.

- (a) Standards for rehabilitation work. To be eligible for the special tax assessment, historic rehabilitations must be appropriate for the historic building and the historic district in which it is located. This is achieved through adherence to the following standards:
- (1) The historic character of a property shall be retained and preserved; the removal of historic materials or alterations of features and spaces that characterize each property shall be avoided.

Façade: The historic features that remain will be retained and restored.

(2) Each property shall be recognized as a physical record of its time, place and use; changes that create a false sense of historical development shall not be undertaken.

The façade's recreation will replicate a historic storefront that was on this building and will not add conjectural features from other buildings.

The rear wall has already been heavily altered. As the plans submitted do not reflect the latest design these will need to be reviewed by staff or the DDRC to ensure that it meets

this guideline. Historically this was a utilitarian space that would have been less ornamented and had less fenestration than the façade.

(3) Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

No changes on this building have acquired historic significance since the 1937 and 1940s facades were installed.

(4) Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property should be preserved.

The 1937 cream colored brick will be retained, cleaned and repaired.

(5) Deteriorated historic features shall be repaired rather than replaced; where the severity of deterioration requires replacement of a distinctive feature, the new should match the old in design, color, texture, and other visual qualities and, where possible, materials; replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

The proposal is to replace the missing storefront with materials that appear similar in color, finish, texture, etc. as the materials used in the 1940s storefront. The details of the storefront have not been provided yet but they will be reviewed for adherence to this guideline.

The upper story of the façade has had its window openings elongated. These will be returned to a correct height by infilling the sill areas with matching brick. Other broken or missing cast stone details on the façade's upper floor will be repaired or replaced in kind.

(6) Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used; the surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.

No sandblasting or damaging treatments are being recommended. Further cleaning of the 1937 brick will use gentle methods.

(7) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property; the new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the historic property and its environment.

The exterior alterations include the creation of a new storefront, the re-opening of windows and doors on the south elevation, and the renovation of the rear (east) elevation. As details have not been finalized for the storefront or rear elevation, these items will need further review to determine if they meet the guideline.

- (8) New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

 Not applicable.
- (b) Work to be reviewed. The following work will be reviewed according to the standards set forth above:
- (1) Repairs to the exterior of the designated building.

Already delineated above.

(2) Alterations to the exterior of the designated building. Already delineated above.

- (3) New construction on the property on which the building is located. Not applicable.
- (4) Alterations to interior primary public spaces.

 It does not seem that original interior public spaces are extant.
- (5) Any remaining work where the expenditures for such work are being used to satisfy the minimum expenditures for rehabilitation.

The above items are the parameters for review for projects that receive the Bailey Bill. If any future work is proposed beyond the scope of what is presented here then it will be reviewed.

STAFF RECOMMENDATIONS:

Staff finds that the project generally complies with Sec. 17-698 of the City Ordinance and recommends preliminary certification for the Bailey Bill with the following conditions: -the storefront and rear wall details be submitted for review by staff and that staff may return this project to DDRC for further review if necessary when those details are available -the project meeting or exceeding the 20% investment threshold requirements for qualified rehabilitation expenses

- All work meeting the standards for work as outlined in Section 17-698
- All details deferred to staff

Staff recommends a Certificate of Design Approval for the project as proposed based on its conformance with Sec. 17-674(d) of the City Ordinance with the following conditions:
-the storefront and rear wall details be submitted for review by staff and that staff may return this project to DDRC for further review if necessary when those details are available -all details deferred to staff.

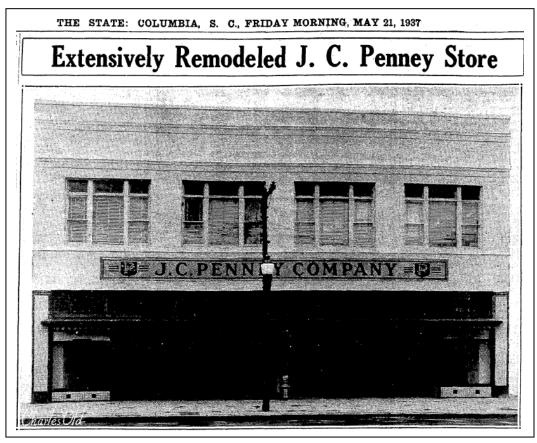
Richey 5 November 2016

Current view, staff photo



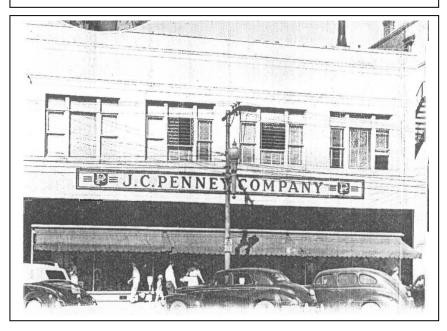


Rear wall viewed from Sumter Street, Google image



Above: 1937 image from *The State* Below: 1940s image from *S.C. Magazine*

Right: c.1940s image shows corner of building and storefront





Information Provided by Applicant

Richey 8 November 2016

4	OW	MED	INFO	DNAA	TION

4. OWNE	R INFORMATION	6 1-
Name	Belser Five, LLC	Signature
Address_	400 Saluda Avenue,	Date September 9, 2016
	Columbia, SC 29205	Daytime Telephone (803-920-4141)
PLANNING	G DEPARTMENT USE ONLY	
The	work as described in this application and a	attachments appears to meet the Standards for Rehabilitation and
	eive final approval if completed as describ	
The	work as described in this application and a	attachments would meet the Standards for Rehabilitation if the
	inditions on the attached sheet are met.	
The v	work as described in this application and a	attachments does not appear to meet the Standards for Rehabilitation
		sheet describes the specific problems with the proposed work.

5. DESCRIPTION OF PROPOSED WORK

Authorized Signature

Use the spaces below to describe the proposed work. Architectural features would include items such as: roof; exterior brick or siding; windows; doors; site/landscape features; entrance hall; main stair; parlors; fireplaces/mantles; floors/walls/ceilings; mechanical/ electrical/plumbing; etc. If an application has been submitted for the federal Investment Tax Credits, you may use a copy of the description of the proposed work from the federal form for this section, but your submittal must still include the information in sections 1 through 4.

Architectural feature: Front Facade Approximate date of feature: 1937

The tiled storefront bulkhead was removed during the 1988 renovation. The current front door is slightly recessed and located on the north end of the Main Street façade [west elevation] and three square window openings run across the first level. Demolition has also revealed the existence of a terrazzo entryway from the Maxwell's era. The second and upper parapet levels of the facade are substantially reflective of the building's appearance when renovated in 1937. The brickwork with decorative patterns and soldier courses from 1937 remain intact. The window openings also remain, but have been in-filled with four large arched windows that mimic the same spacing as the first level. These modern windows are being removed in order to recapture the design and character of the 1937 renovation.

Describe work and impact on feature:

Restore second floor windows to size and position of 1937 façade.

Remove first floor façade and install new storefront reminiscent of 1937 storefront across the west facade. Move primary recessed entrance back to the center of the main street facade.

Restore Maxwell's terrazzo entryway and thoughtfully balance with new, moderately recessed front door.

Restore and repoint brick as needed.

Photographs 1,2,3,6,7,10,11,12

Architectural feature: South façade

The first level of the south [alleyway] elevation features four small steeply-peaked window bays and a doorway that are mostly visible through the alleyway from Main Street, but have been infilled with brick. A more modern doorway was cut into this side elevation. The elevation is comprised of salmon-painted brick except for approximately eight feet on the east [1987] and west ends Describe work and impact on feature:

Open up the bricked-in pentagonal windows on the first floor, install new windows with appropriate materials. On second floor, open up bricked-in windows across south façade and put new windows in.

Open bricked-in doorway to serve as a secondary building entry/exit.

[1937], where the materials match the east [rear] and west	
[façade] elevations. On the second level are eleven brick-	
infilled window bays with jack arch lintels. Above the	
windows are encircled stars, which match those on at least	
one nearby building, 1635 Main Street, likely constructed	
in the 1870s according to plans by Columbia architect,	
Gustavus T. Berg (1823-1905).	
Photographs 4,5,12	
Architectural feature: Interior Finishes	Describe word and immed on fact
Architectural reacure. Interior Finishes	Describe work and impact on feature:
Original Brick and Wood flooring from 19 th Century	Restore and Refinish original wood flooring.
remains in excellent condition, as do primary interior	Repoint brick and ensure stability of all structural
structural members.	members.
	Remove and Replace all MEP Systems and Components
	Build new restrooms
Photographs 6,7,9,13,14	Build out tenant improvements
Architectural feature: General Exterior	Describe work and impact on feature:
Roof, trim, and some mortar are in average to poor	Replace roof with a new 20+ year membrane
condition. Many elements of the building envelope need	Replace any rotten wood, paint all wood surfaces
to be restored to ensure the long term health of the	Repoint brick as required
building. East façade was built in 1987.	Waterproofing as required
	North façade skimming, painting, and joint
21	improvements as needed.
Photographs 8,12	Replacement of Rear (East) Façade, Addition of
	enclosed, conditioned elevator and stair tower.

Photographs and Drawings

1. West facade







3. Arched windows with original window opening clear

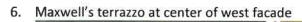






5. South façade featuring doorways- existing and bricked in







7. Extent of terrazzo on first floor



8. North elevation



9. Floors



10. 1937 Façade Photo

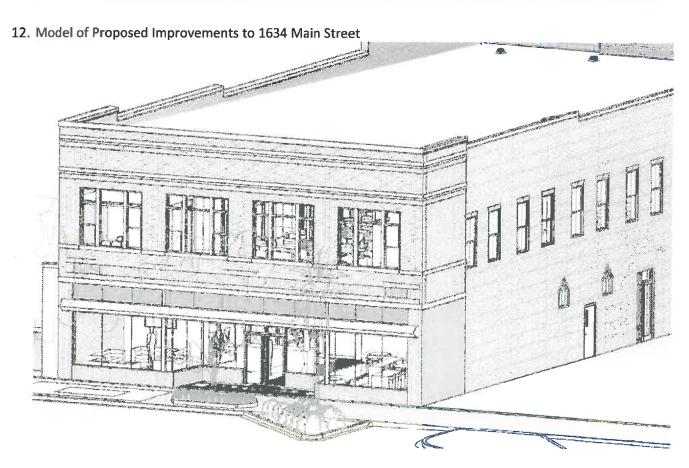
THE STATE: COLUMBIA, S. C., FRIDAY MORNING, MAY 21, 1937

Extensively Remodeled J. C. Penney Store



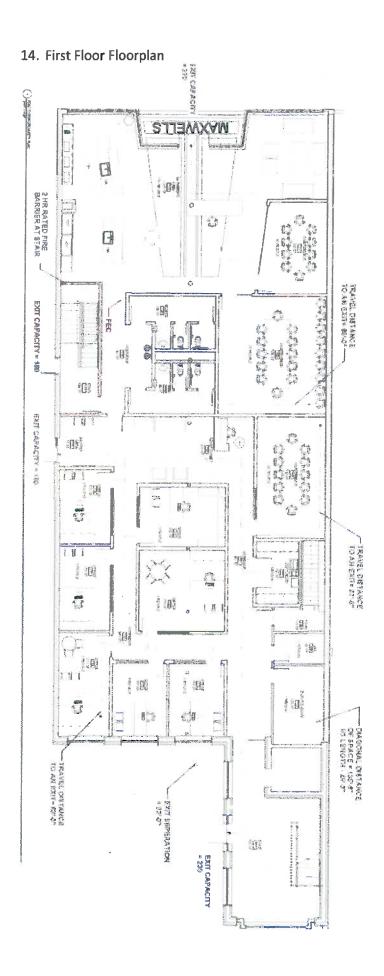
11. Schematic of Planned Façade Rehabilitation





13. Second Floor Floorplan

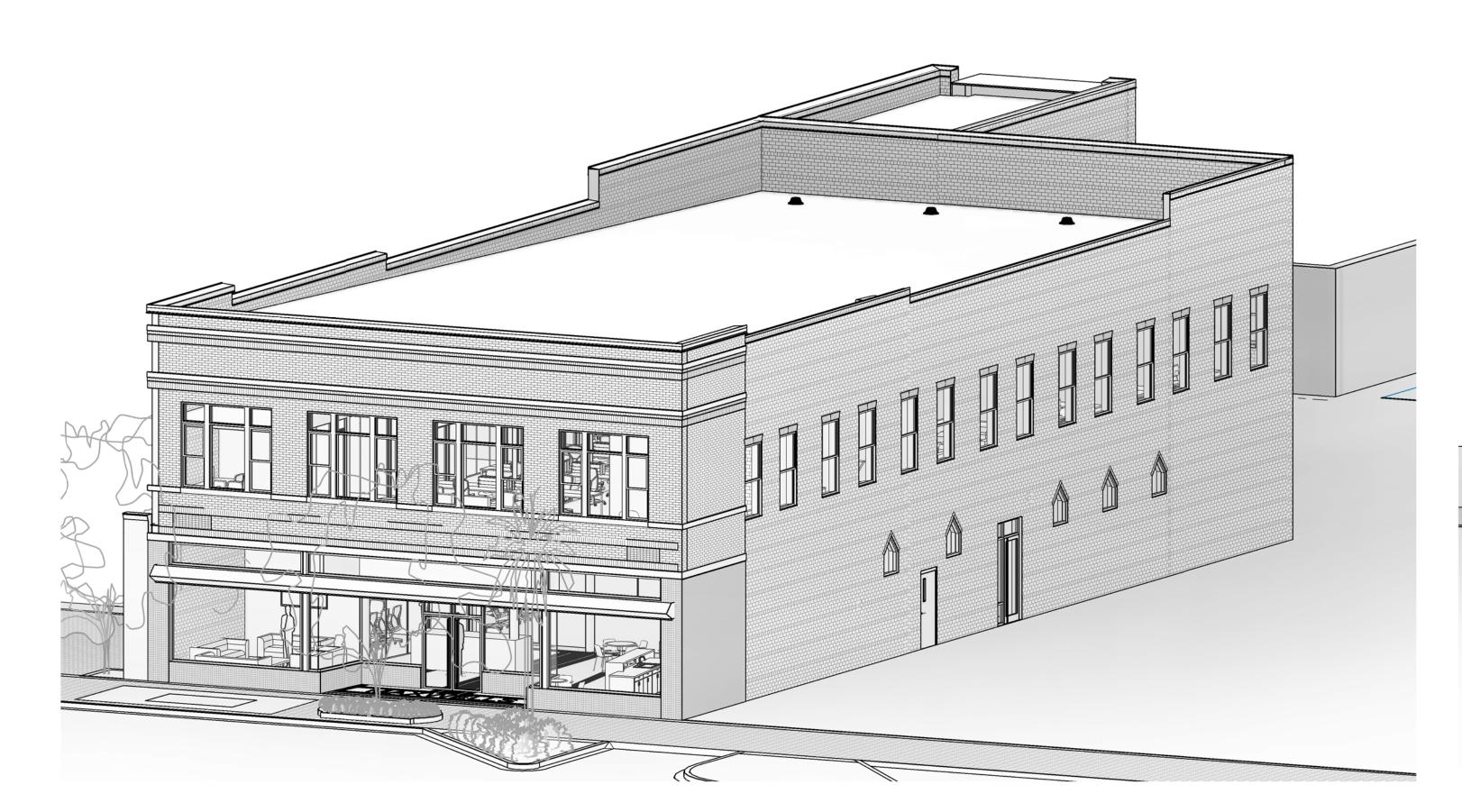


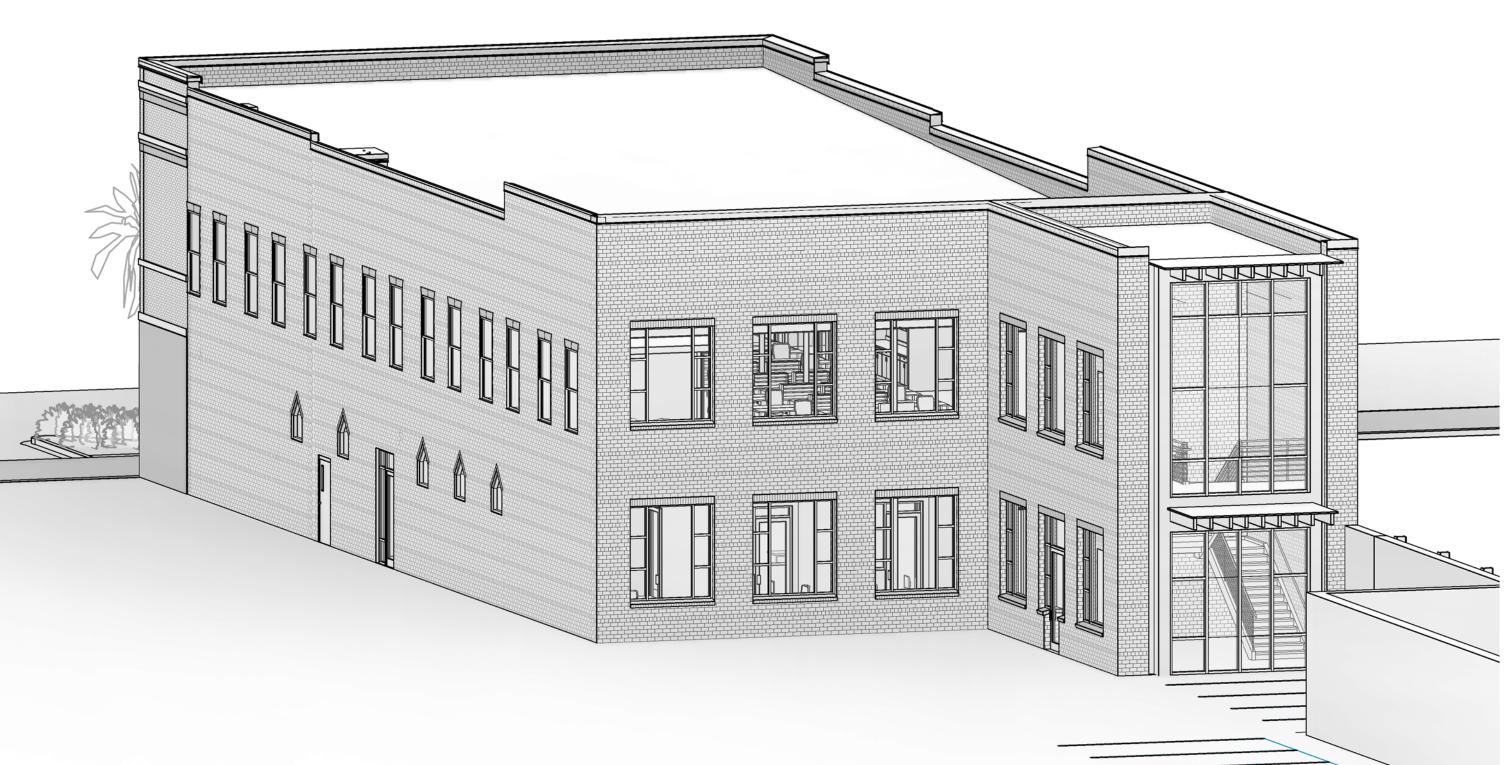


RENOVATIONS TO

1634 MAIN

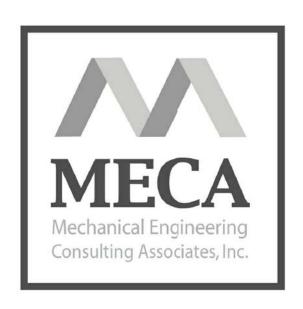
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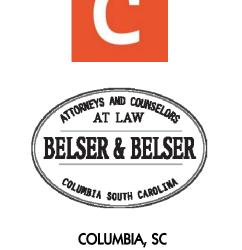
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RENOVATIONS TO 1634 MAIN



Revision Index

No. DESCRIPTION DATE

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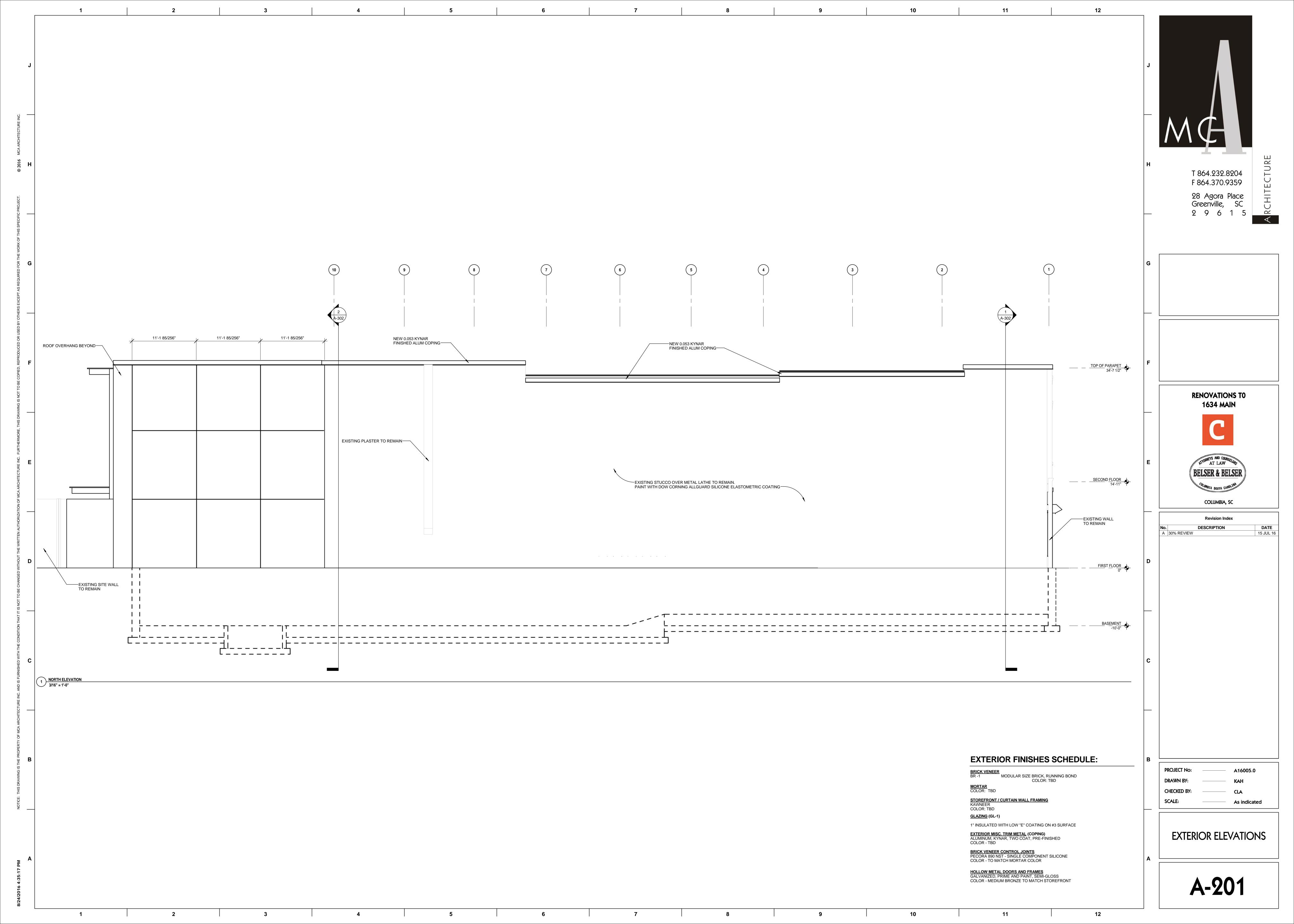
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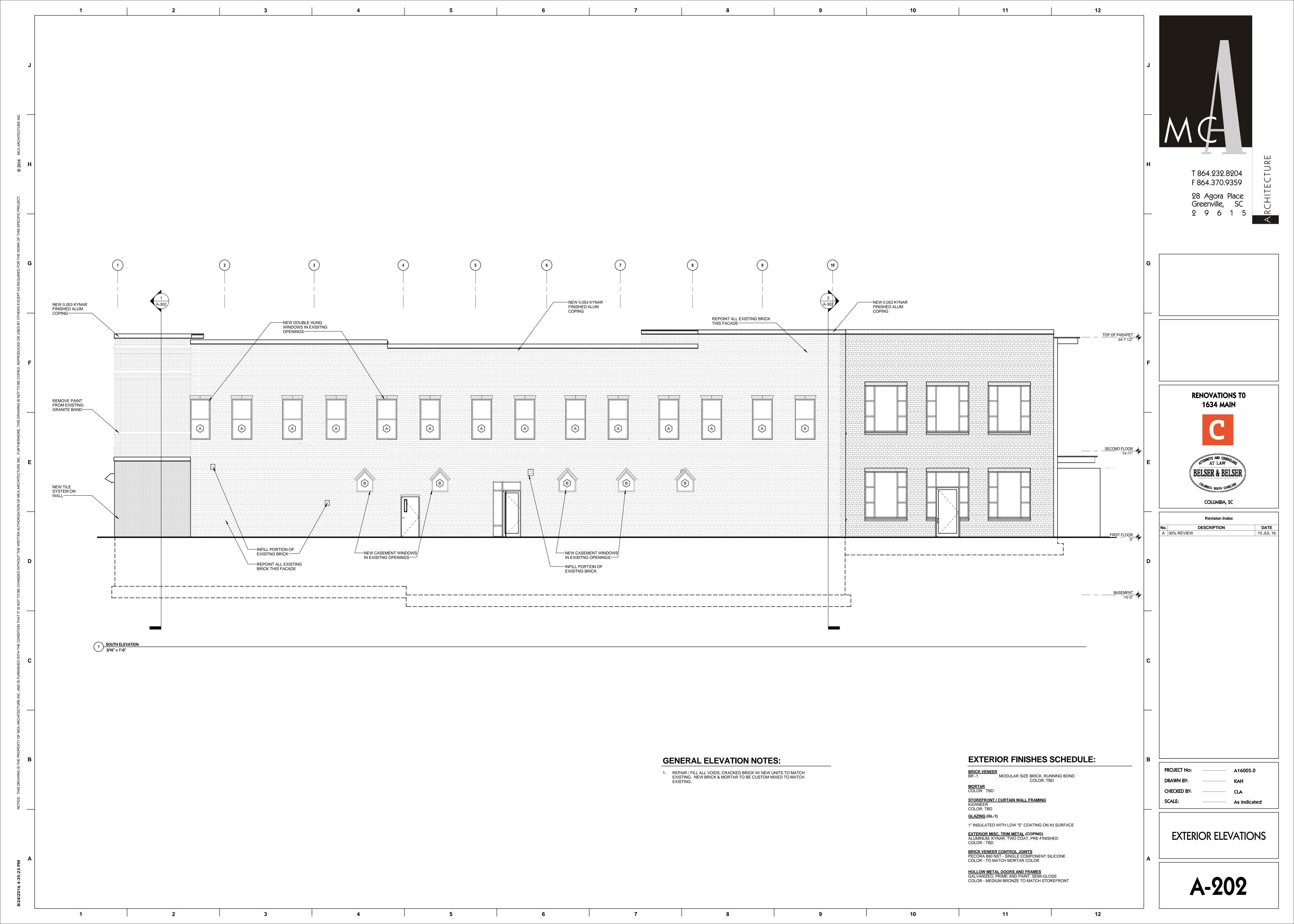
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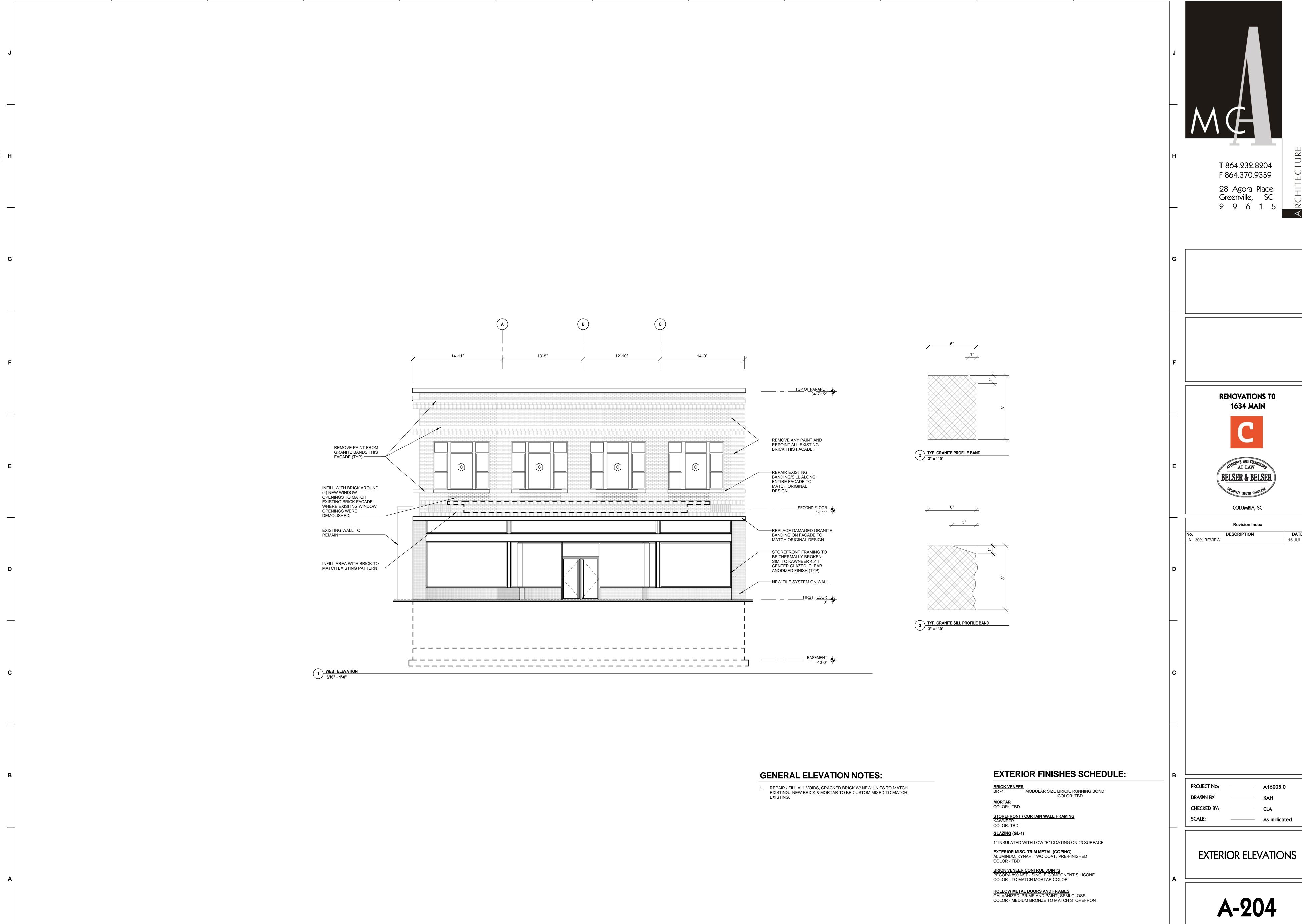
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