

City of Sumter Historic Preservation Design Review

November 19, 2020

HP-20-25, 7 E. Liberty St.

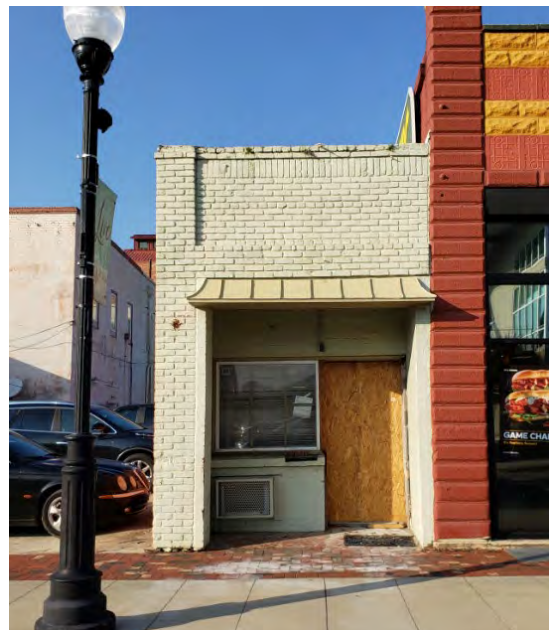
I. THE REQUEST

Applicant:	Larry K. Johnson
Status of the Applicant:	Authorized Agent for Property Owner
Request:	Design Review approval for installation of new business signage, new front entry door, painting of awning, and addition of a barber pole.
District	Downtown Design District
Location:	7 E. Liberty St.
Present Use/Zoning:	Vacant / CBD
Tax Map Reference:	228-12-05-017
Adjacent Property Land Use and Zoning:	North – Parking Lot / CBD South – Office Building / CBD East –Restaurant / CBD West – Parking Lot / CBD

II. BACKGROUND

7 E. Liberty St., shown in the photograph to the right, is a one-story commercial building. This storefront is located on north side of Liberty St. directly to the west of a Subway Restaurant. The building has been vacant/under-utilized for an extended period of time.

The applicant is proposing to replace the front door, paint the existing awning, install a barber pole, and install new business signage at the site. At completion the building will house a barbershop.



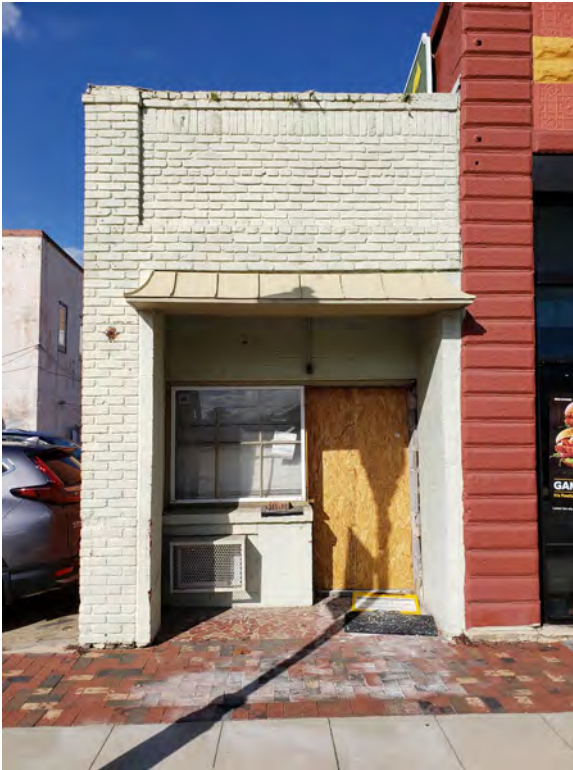
ARCHITECTURAL/HISTORIC CONTEXT:

7 E. Liberty St. is a rectangular one-story concrete block building faced with brick. The building has a flat or gently sloping roof to the rear. The front façade features a recessed storefront with a glass display window to the left and entrance door to the right. There is a small sloping metal awning over the entrance. The original brick work on the front and side façades has been previously painted.

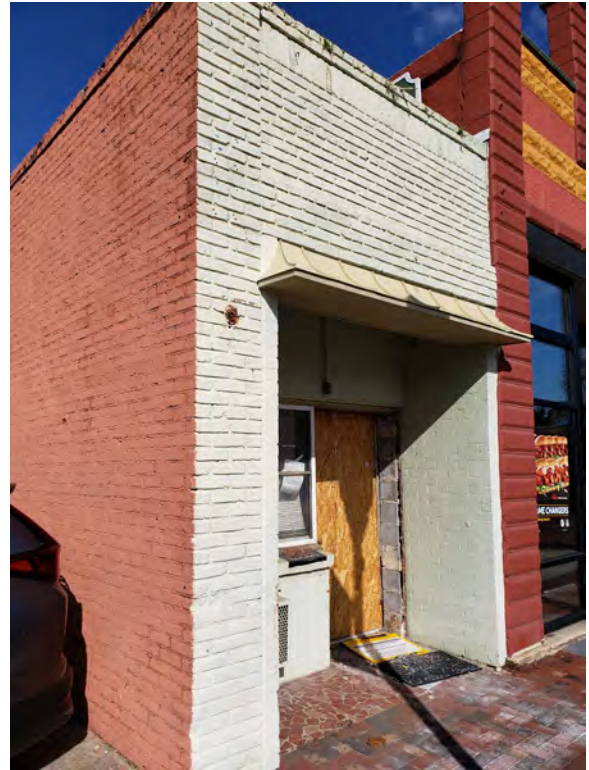
The property is identified as site #35 in the 1985 Historic Resources Survey that catalogued the structures in the downtown area, and is estimated to have been constructed around 1945. At the time of the survey, the building was in use as Pearl’s Beauty Shop. The construction is of no particular style.

Based on the 1985 survey, while 7 E. Liberty St. contributes to the commercial activity of the downtown area, the building has no particular architectural or historic significance. The following photographs show the pre-renovation exterior conditions.

SITE PHOTOS:



Building Front Façade



View of Front and side faces of Building



7 E. Liberty St. and adjacent properties



Front Door Location

SCOPE OF WORK:

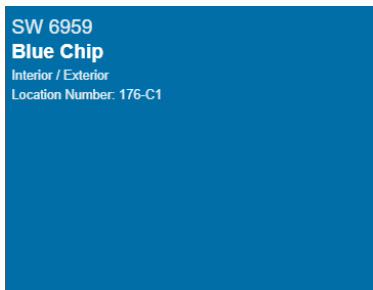
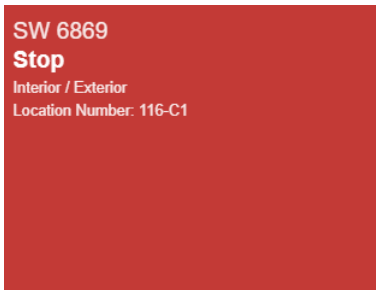
The proposed project includes façade renovations to 7 E. Liberty St, as follows:

1. Install new 84 x 30 inch aluminum composite (ACM) business signage above awning.
2. Install new 43 x 17 in. vinyl business signage on front window.
3. Paint existing metal awning.
4. Install new 78.5 x 38.5 inch tinted glass and anodized aluminum storefront door.
5. Install wall mounted and lighted barber pole.

The following rendering shows the applicant's proposed changes.



Proposed paint and signage colors are shown below. The proposed colors are *Stop* (SW 6869), *Extra White* (SW 7006), and *Blue Chip* (SW 6959) for the signage, and awning.



The proposed barber pole is in the traditional design for a barbershop (see image to right). It is made of clear acrylic plastic with a revolving lighted swirl pattern and a white globe light above the pole. The pole has a steel mounting base.



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.*

Staff Analysis:

Existing masonry is proposed to be retained on the front facades and rear facades, to include the pilasters. While some masonry must be removed to install the frame for the new storefront door, the applicant will integrate the masonry and door to match existing brickwork.

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*
- *Protect historic features and materials by maintaining their historic protective finishes, such as paint or stucco.*

B. Replace Storefront Features that are Missing or Deteriorated Beyond Repair with Compatible Elements that Match the Original in Design, Dimension, Texture, and Material.

- *Replace storefront glass with clear rather than tinted or reflective glass. Use an awning, canopy, or transparent low-E glass to reduce sunlight and heat gain.*
- *Use wood doors with a single light of glass, as these are appropriate for most historic buildings in downtown Sumter. Metal doors with a dark bronze finish or an anodized aluminum finish may also be appropriate.*
- *Use historic photographs and physical evidence to reconstruct a missing or insensitively altered feature, if documentation is available.*

E. Meet Code Requirements for Accessibility in a Manner that has Minimal Impact on the Character-Defining Features of a Storefront.

- *Use new doors that are simple in design with detailing to match existing doors of the building.*

Staff Analysis:

The original configuration of the storefront is proposed to be retained. The new front door will fill a gap where the original door was removed at an earlier point (plywood is currently being used to cover the door opening). While tinting of door glass is not recommended by the Design Guidelines, in this case, the existing awning does not provide sufficient shading for the exposed storefront, and tinting is acceptable. The proposed barber pole and light will be located on the storefront wall in the location where a previous ground-level lighting fixture was located.

4.11 Paint

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.*

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 contrasting colors 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:

The proposed paint colors are *Stop (SW 6869)*, *Extra White (SW 7006)*, and *Blue Chip (SW 6959)* for the signage and awning. While the colors chosen are not included in the Sumter Historic Preservation Color Palette, they are traditional colors associated with barbershops and barber poles, and are compatible with the Downtown Design District.

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.*

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% 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.*
- *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.*
- *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 or logo rather than words.*

K. Preserve and Maintain Historic Awnings and Canopies.

Staff Analysis:

The barbershop use is associated with a traditional red, white, and blue color palate, which the applicant proposes to use, and meets the intent of the Design Guidelines regarding signage and awnings.

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-20-25 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-20-25
- 3) I move that the City of Sumter Design Review Board enter an alternative motion.

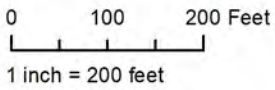
V. DESIGN REVIEW BOARD – NOVEMBER 19, 2020

Location Map



Legend
 Case Site Location

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HP-20-25
 7 E Liberty St, Sumter, SC 29150
 Tax Map # 228-12-05-017