

434 N Main St. – Lower Façade Enhancement  
Design Proposal  
(H22-090-COA)

CITY OF HENDERSONVILLE - COMMUNITY DEVELOPMENT - HISTORIC PRESERVATION  
COA STAFF REPORT

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## PROJECT SUMMARY

**Applicant:** Dunlap Construction

**Property Owner:** Rudolf Haug

(Exhibit B)

**Property Address:** 434 N. Main St.

**Project Acreage:** 0.08 Acres

**Parcel Identification Number(s):**

9568-88-0412

**Current Parcel Zoning:** C-1 Central Business

**Historic District:** Main Street Historic District

**Project Type:** Major Work (Lower Façade Enhancement)



SITE VICINITY MAP

### **Project Summary:**

The City is in receipt of a Certificate of Appropriateness (COA) application from Rudolf Haug (Applicant/Property Owner) for consideration of a design proposal for the enhancement of the lower façade of the subject property located at 434 N. Main St. (Exhibit A).

The subject property is a contributing, two-story brick building that was designed by Erle Stilwell and constructed ca. 1915. The subject property is currently the location of The Goldsmith by Rudi, Ltd.

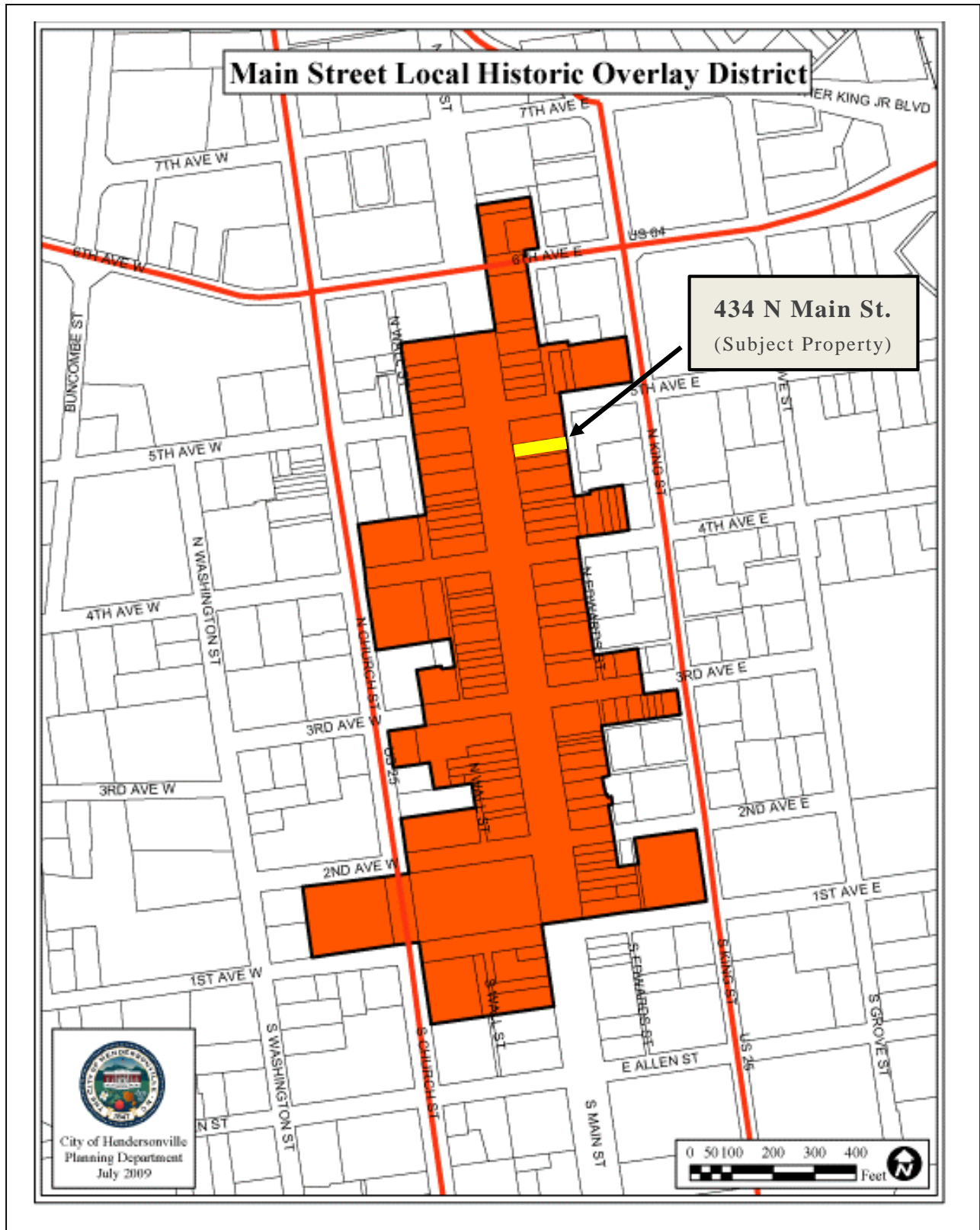
The Applicant previously submitted an COA application (H22-028-COA) for the replacement of the existing wood awning with an architectural metal awning that the Commission heard at its April 20, 2022, Regular Meeting (Exhibit C).

The Applicant is resubmitting a COA application with a design proposal prepared by The Main Street Fellows UNC Greensboro Department of Interior Architecture (Exhibit D). The UNCGDAP design proposal included two design concepts for the lower façade enhancement. The Applicant has selected Design Proposal - Scheme 2.

Dunlap Construction, LLC has been contracted to complete the proposed Design Scheme 2 submitted by UNCGDAP.

This COA application is considered a Major Work according to the standards of the Main Street Historic District Design Guidelines.

PROJECT SUMMARY – CONTINUED



CITY OF HENDERSONVILLE – MAIN STREET LOCAL HISTORIC OVERLAY MAP



## HISTORY OF SUBJECT PROPERTY

According to the HPC website, a historical marker was placed on the subject property in 2009. The marker states the following:

### **The Queen Theater ca. 1915**



*« Built originally for retail, this building was redesigned into a theater in 1915 by prominent local architect Erle Stillwell. The Neo-Classical building served as the Queen, then the State, then the Fox until the early 1960s. »*



remodel in 1921. This was his first theater project of any kind. Stilwell paid particular attention to the building's facade, giving it a neo-classical appearance. The brickwork was simple and straightforward, but he brought it into life with extensive terra cotta embellishments. The entablature, pilaster capitals and bases, and the wide sign panel over the lobby all had the appearance of expensive carved marble.

The theater was renamed the State Theater in the 1930's and the Fox Theater around 1950 before closing in the early 1960's. Since then, major changes have been made to the building's street level facade but the decorative top half of the facade remains unaltered.

SITE CONDITIONS - SITE IMAGES





SITE IMAGES CONTINUED











## DESIGN GUIDELINES CRITERIA

The proposed addition is governed by the *Hendersonville Historic Preservation Commission Main Street Design Standards*, which is applied to the City's Main Street Historic Districts and Landmarks. The following sections are applicable to the proposed Certificate of Appropriateness application:

### **Section 2.1 Signage and Awnings**

**Sec. 2.1.1** - Retain and preserve signage that is original or is important in defining the overall historic character of a building

**Sec. 2.1.2** - Signs should be compatible with the architectural character of the building in size, scale, materials and style. If possible, base new sign designs on historic documentation such as old photographs.

**Sec. 2.1.3** - Use traditional materials commonly found on turn-of-the century commercial buildings such as wood, metal, or stone or use modern materials that have the appearance of traditional.

**Sec. 2.1.8** - Awnings should be made of cloth or other woven fabric such as canvas or acrylic. Metal awnings are generally not appropriate, but can be used in some instances if they are compatible with the historic character of the building. Vinyl or plastic awnings are not appropriate.

**Sec. 2.1.10** - Mount awnings in a manner that does not obscure or damage historic architectural features of the building. Awnings should be placed appropriately above the transom and projecting over individual window or door openings. They should fit within the window or door opening. A continuous awning is not appropriate.

### **Section 3.1 Storefront Standards**

**Sec. 3.1.4** - If replacement of a deteriorated storefront or storefront feature is necessary, replace only the deteriorated element to match the original in size, scale, proportion, material, texture and detail.

**Sec. 3.1.5** - When reconstructing a historic storefront, base the design on historical research and evidence. Maintain the original proportions, dimensions and architectural elements.

**Sec. 3.1.7** - Where original or early storefronts no longer exist or are too deteriorated to save, retain the commercial character of the building through contemporary design which is compatible with the scale, design, materials, color and texture of the historic buildings.

### **Section 3.4.1 Architectural Details and Ornamentation**

**Sec. 3.4.1** - Retain and preserve any architectural features and details that are character-defining elements of downtown structures, such as cornices, columns, piers, brickwork, stringcourses, quoins, etc.

**Sec. 3.4.2** - If the entire architectural detail is missing, design the replacement feature based on historic documentation. If there is no documentation, but evidence that the

element was originally on the building, any new design should be compatible with the historic character of the building and district.

### **Section 3.4.3 Masonry**

**Sec. 3.4.3.10** - If cracks in mortar joints, crumbling mortar, loose bricks, damp walls, or damaged plaster indicate deterioration, repoint mortar joints of masonry surfaces in appropriate ways:

- Duplicate the strength, the composition, the texture, and the color of the original mortar.
- Duplicate the width and the joint profile of the original mortar joints.

**Section 3.8 Artificial Materials** - The following guidelines apply to the use of artificial materials on contributing or non-contributing properties:

**Sec. 3.8.1** - Artificial materials are not appropriate on buildings on contributing properties. Existing artificial materials on contributing properties should be replaced with traditional materials.

**Sec. 3.8.2** - Replace windows, doors, siding, trim and other exterior materials on non-contributing structures in-kind.



## EXHIBITS

- Exhibit A – Application
- Exhibit B – Henderson County Property Records
- Exhibit C – April 20, 2022 Minutes
- Exhibit D – UNCGDAP Design Proposal