

Design Proposal

July 20, 2022

North Carolina Main Street
301 North Wilmington St.
4346 Mail Service Center
Raleigh, NC 27699-4346
Phone: 919-814-4658

Design prepared by:

Main Street Fellows
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MS&RP
NC MAIN STREET & RURAL PLANNING CENTER
DEPARTMENT OF COMMERCE



Existing Facade



Proposed Facade

434 N. Main St.

Hendersonville, NC



design proposal

434 N. Main St.
Hendersonville, NC
July 20, 2022



**UNC
GREENSBORO**
Department of
Interior Architecture



MS&RP
NC MAIN STREET & RURAL PLANNING CENTER
DEPARTMENT OF COMMERCE

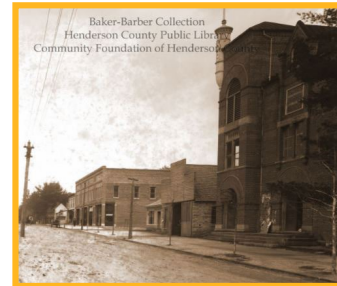
Design Proposal

434 N. Main Street
Hendersonville, NC

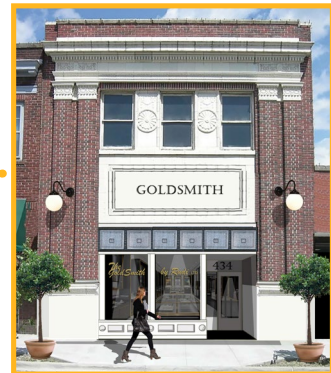
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July 20, 2022



Overview

434 N. Main Street is located in Hendersonville, NC and was built c. 1905 but significantly altered in 1915 by Architect Erle Stillwell. The building's current occupant is The Goldsmith by Rudi. They are quite an established jeweler. The building's original use was a Livery then Grocery store. The most notable use is the line of theaters that the building would occupy after its alterations in 1915 including: The Queen Theater, The State Theater, and The Fox Theater.

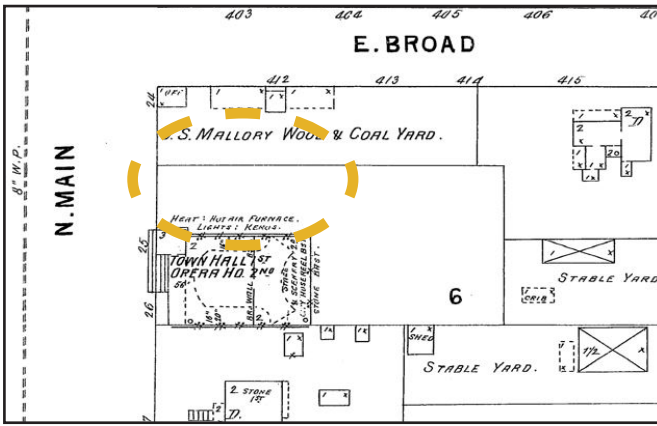
The upper facade remains intact while the lower facade was significantly altered in the 1970s with a wood-framed awning with shingles. The client would like to take down the wooden structure and replace it. The UNCG team proposes two concepts for this façade enhancement. The first concept is replacing the lower storefront surround with stucco or cast stone and the wooden awning with a metal awning. The second concept is more intensive and would require a completely new lower facade to incorporate aspects of the original 1915 Stillwell design. The property owners' main goal is to make it a historical asset to downtown Hendersonville.

All proposed facade enhancements are intended to be consistent with the Secretary of the Interior's Standards for Rehabilitation. If the owner is interested in pursuing Preservation Tax Credits, they are encouraged to get in contact with your regional Restoration Specialist and Tim Simmons in the NC State Historic Preservation Office <tim.simmons@ncdr.gov> before beginning any work and discuss all proposed rehabilitation to ensure that the project will qualify for tax credits.

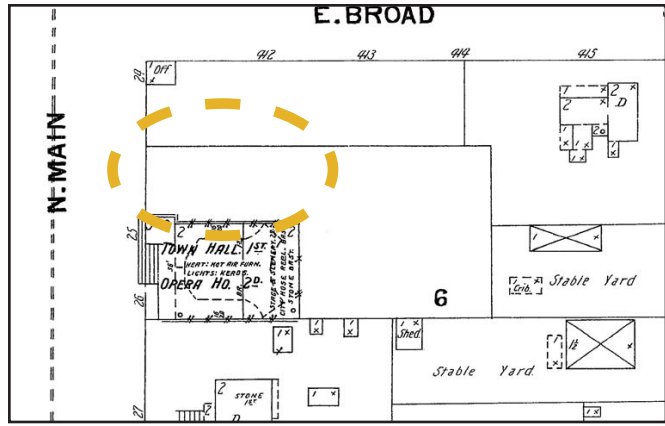
National Register Nomination

Nomination Date: 1989

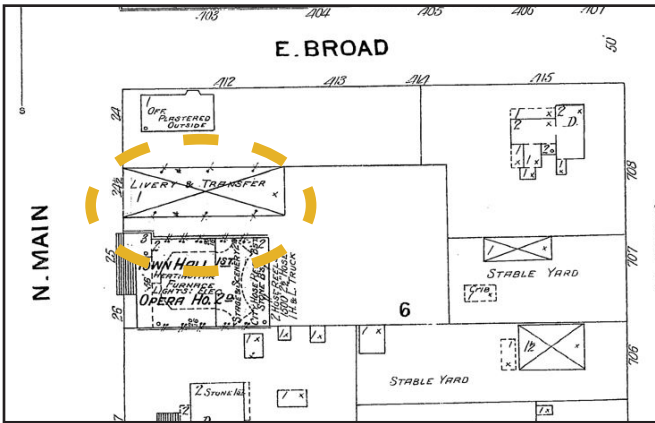
"C. 31. 434 N. Main. (Former) Queen Theater. Ca. 1915. Two story brick movie theater. Second floor still retains the Neo-Classical facade designed by Erle Stillwell with its brick pilasters and elaborate terra cotta ornament. Ornament includes parapet cap, entablature with denticulated cornice, pilasters of brick with decorative capitals, and panels between the windows. The first floor has been replaced by glass display windows and a pent roof."



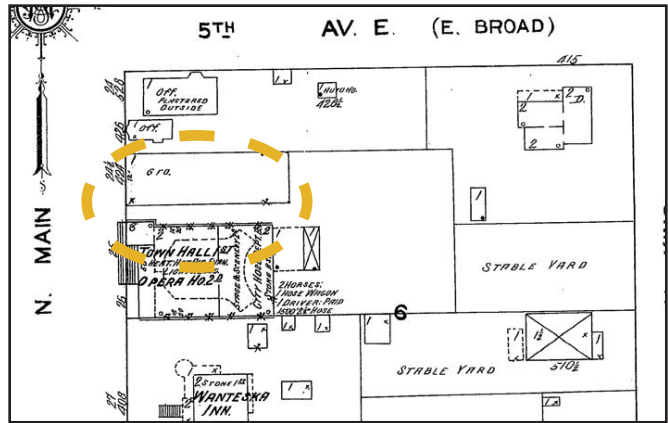
1896 Sanborn Map
434 N.Main St • Vacant Lot



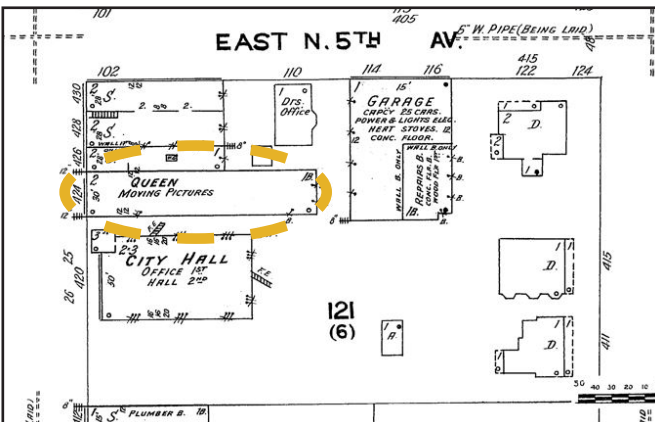
1901 Sanborn Map
434 N.Main St • Vacant Lot



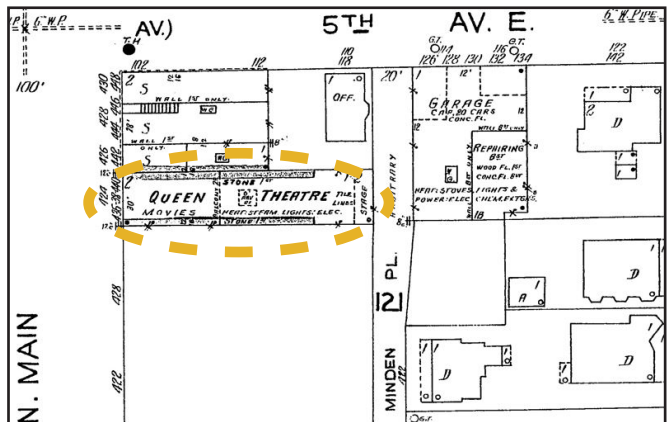
1908 Sanborn Map
434 N.Main St • Livery + Transfer



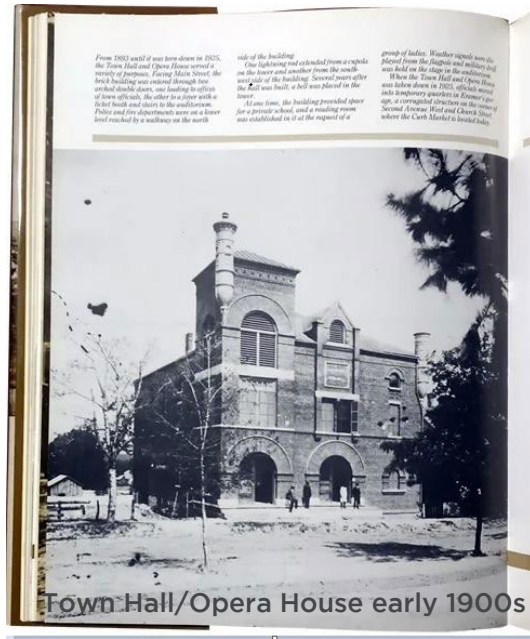
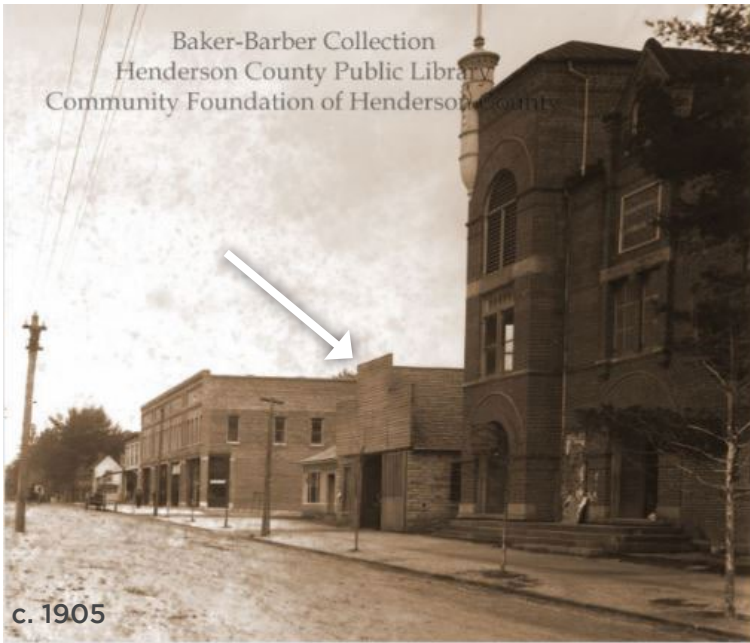
1912 Sanborn Map
434 N.Main St • Grocery



1922 Sanborn Map
434 N.Main St • Queen, Moving Pictures



1926 Sanborn Map
434 N.Main St • Queen Theater



Archival Documentation

Based on the Sanborn map findings you can see that this building went through significant changes since it was initially built in c. 1905. It was originally a one story building and used as a livery, then a grocery store. We have photographic evidence of this based on its proximity to the original Town Hall/ Opera House located to the South. The original Town Hall was a romanescque building that was demolished in 1925 and moved to a new location and redesigned by Erle Stillwell (The same architect of 434 N. Main St). The photos of 434 N. Main Street shows a modest design to the front facade and building design next to the original Town Hall/Opera House.

There is an extensive collection of photographs from the Baker-Barber collection at the Henderson Public Library, including a detailed photograph of the front facade of 434 N. Main St. circa 1920s-1930. The building at 434 N. Main St. was altered drastically to a two story building with a new Neo-Classical facade in 1915 by Erle Stillwell to become The Queen Theater. This was Erle Stillwells first theater project of many. It featured a large " The Queen" Terra Cotta marquee sign as well as a large recessed entry with a ticket booth which one can see through photographic evidence and sketches by Stillwell. In 1921, the building was extended and altered again. Stillwell added 30 feet to the back and heightened the walls so a balcony could be installed. Archival research revealed that the inside of the building was lost in a fire but was remodeled and reopened as The State Theater in 1933 then became The Fox theater in 1946. The storefront was altered some time after the last theater closed its doors in the 1960s.



New Storefront under construction
1970s

The 1915 upper facade remains largely intact, but the lower facade has been significantly altered. The brick pilasters and terra cotta bases were removed from the lower portion of the facade. A brick knee wall with metal storefront above and commercial metal storefront doors were inserted in a wider opening. This opening was accentuated by a wood T1-11 paneled storefront surround. A wood-framed structure and wooden shingle awning were introduced at the mid-cornice, covering the original "The Queen" terra cotta marquee panel. A vertical sign board was mounted to the top of the wood awning. These circa 1970s alterations remain relatively unchanged today.

The Queen Theatre

We announce for our opening night a five reel picture. It has a name but we expect you and you will find out the name when you see the picture, but it's one that has been in the large cities at twenty-five cents. It will be in the

Queen Theatre, Thursday, July 1st

for ten cents to grown people, and children under twelve years of age, a nickel. The Queen will open its doors at 7:30 and the first picture will start at 7:45, and the music will be furnished by our new two thousand dollar Wurlitzer Piano, which is a complete orchestra of fourteen pieces.

Make it a point to visit The Queen on opening night. July 1st, 7:30

10 AND 5 CENTS OPPOSITE GLENN'S

The Queen Theatre

QUEEN THEATRE

WEEK AUG. 28-SEPT. 2
Theatre Open 2:00 P. M.
Theatre Close 10:30 P. M.
10c Admission - 25c

**MONDAY
AND
TUESDAY**

A First National Attraction
GUY RATES POST
-In-
"The Masquerader"
This picture released Aug. 14th,
first run, absolutely new.
PATHE NEWS

WEDNESDAY

**ELAINE
HAMMERSTEIN**
-In-
"Under Oath"
Lloyd Comedy-"That's Him"

**THURSDAY
AND
FRIDAY**

**MILTON SILLS
HENRY B. WALTHALL
CLAIRE WINDSOR**
-In-
"One Clear Call"
A southern story and one you
will enjoy.
PATHE NEWS

SATURDAY

If you are Sad, Happy or
Worried-See
"Heart's Haven"
7:30, 9:30 and 11:30

RIALTO THEATRE

WEEK AUG. 28-SEPT. 2
Theatre Open 2:00 P. M.
Theatre Close 10:30 P. M.
10c Admission - 25c

**MONDAY
AND
TUESDAY**

**ALICE TERRY
JACK MULHALL**
-In-
"Turn To The Right"
One of the greatest plays ever
given.
Pathe Review - Accey Pables

WEDNESDAY

MISS ALICE LAKE
-In-
"The Infamous Miss
Revell"
Seab Pollard Comedy

THURSDAY

GARETH HUGHES
-In-
"Garments of Truth"
Also Century Comedy with
Baby Peggy

FRIDAY

CULLEN LANDIS
-In-
"Watch Your Step"
And "Accey Pables"

SATURDAY

PETE MORRISON
-In-
"Climbing Trunk"

STATE THEATRE OPENS DOORS TONIGHT AT 6:30 O'CLOCK FOR FIRST SHOW; IS REMODELLED

**Former Queen Theatre, Modernized in Every Way,
With Carolina Gives City Unexcelled Facilities**

Hendersonville will celebrate Christmas Eve and the opening of its new theatre tonight. At 6:30 o'clock the State (formerly the Queen) theatre opens its doors and becomes an entertainment institution of Hendersonville. The setting of the Carolina and Queen," said Harry E. Buchanan manager of the first North Carolina theatre "will give Hendersonville as good motion picture theatre accommodations as any town of its size in the north. The Carolina it knows over the state as the most beautiful theatre in the Carolina, and we believe the State will be a fitting rivaling mate with the largest house."

Mr. Buchanan announced the coming of a number of selected pictures for the State. On Wednesday and Thursday of this week the feature attraction will be "He was Her Man," followed on Friday and Saturday with

"Slide 'Em Cowboy." On December 31-January 1, the attraction will be the new thrilling air picture "Hell in the Heavens," starring Warner Baxter, followed on January 2 and 3, by Frankfort Tonne in "The World Moves On."

The State will feature two matinees and two evening performances daily.

In charge of the new State under Mr. Buchanan's direction will be Jack Hendrick, formerly connected with the Carolina theatre. Those who have seen the theatre state that the public will be pleased with the cozy comfort, the new seats, and soft carpet and the colorful appearance of the theatre, as well as with its modern sound system, its stage drapes, its new cooling and ventilating equipment and the more comfortable appointments and arrangements of the house. The remodeling was done by Eric G. Stultzen.

Newspaper Articles about
Theaters "The Queen" and
"State Theater" 1920s to 1930s



Architect, Erle Stillwell

Erle Stillwell

Theater Designs 1915-1949

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HENDERSONVILLE HISTORIC
PRESERVATION COMMISSION

HENDERSON COUNTY
PUBLIC LIBRARY

EXCHANGE FOR TICKET AT BOX OFFICE

STATE THEATRE

HENDERSONVILLE, N. C.

ADMIT ONE

ACCT. _____

VOID AFTER _____

NOT GOOD ON SATURDAYS,
SUNDAYS, HOLIDAYS,
OR RESERVE SEAT
PERFORMANCES

WIL. KIN--ATLANTA

MANAGER

SUBJECT TO EXISTING ADMISSION TAX REGULATIONS

Hendersonville Times-News



434 N. Main St Circa 1905



434 N. Main St Circa 1905



434 N. Main St Circa 1905



Projectionist at Fox Theater c. 1950

Arthur M. Huggins, projectionist at the Fox Theatre. (Courtesy of the Henderson County Genealogical and Historical Society/PROVIDED] Hendersonville Times-News



Plaque on 434 N. Main St



Work Description - Existing Conditions

1 Wood Panels -

Remove panels and framing concealing upper façade, and panels facing the storefront bulkheads and brick pilasters as well as all related hardware & fasteners. Take care not to damage brickwork.

Remove any existing facing material on transom framing.

2 Preparing Brick for Stucco Application - (currently covered by wood paneling)

Inspect and assess the condition of the facade masonry. If needed, repoint masonry mortar joints to match in strength, color, and profile existing mortar joints as necessary before stucco application. Scrape and prep all masonry walls for stucco application. For more information on repairing mortar joints, see National Park Service Brief two <<https://www.nps.gov/tps/how-to-preserve/briefs/2-repoint-mortar-joints.htm>>

3 Awning -

Remove existing awning and its related hardware and fasteners above the storefront. Take care not to damage the facade. Carefully remove the existing wooden awning and framing and store for reinstallation. See Preservation Brief number 44 for more information: <https://www.nps.gov/tps/how-to-preserve/briefs/44-awnings.htm> Remove any extraneous hardware, signage, or fixtures from the facade. Take care not to damage the facade.

4 Pilasters - (currently covered by wood paneling)

If the pilasters behind the panels have been damaged, repair or replace brickwork as necessary.

Work Description - Existing Conditions [continued]

5 Glazed Terra-Cotta -

Inspect and assess the condition of the terra-cotta details. Clean with water, detergent, and a natural or nylon bristle brush in the gentlest manner. More stubborn stains can be cleaned with steam. AVOID pressure washing or sandblasting of the facade, as these methods will do irreparable damage. For more information on repairing terra-cotta, see National Park Service brief 7: The Preservation of Historic Glazed Architectural Terra-Cotta.

6 Windows -

Repair & Prep for Repainting

Repair upper-story double-hung wood windows and related trim work following best practices for historic window repair. Reglaze and weatherstrip as necessary to ensure they are weathertight. Re-putty window glazing where putty is deteriorated or missing. (One recommended contractor for this type of historic window repair is Doublehung, LLC in Greensboro.) For more information on repair and maintenance of historic wood windows, see NPS Brief #9: <https://www.nps.gov/tps/how-to-preserve/briefs/9-wooden-windows.htm>.

7 Aluminum Storefronts -

Assess the condition of the metal storefront and make repairs or replacements as necessary to ensure they are weathertight. Routine maintenance will include replacement of missing screws and fasteners, hinges cleaned and lubricated, and masonry surrounds caulked. Repair and replace glazing where necessary using appropriate glazing compound.

Inspect Aluminum Storefront After Removing Facade Coverings

Once the T1-11 wood panels are removed, determine whether aluminum-framed storefronts can be modified and retained or if new storefronts sized to the original storefront bays need to be installed. If aluminum-framed storefronts can be retained (as shown for the north storefront in illustrated rendering), make repairs or modifications as necessary. Routine maintenance will include replacement of missing screws and fasteners, hinges cleaned and lubricated, and masonry surrounds caulked. Repair and replace glazing where necessary using appropriate glazing compound.

Cleaning

Begin cleaning the aluminum with a sponge and soft soap to see if you can remove dirt and stains. For a deeper, more thorough clean, use an aluminum or metal scrubbing pad with a non-scratching powder. Keep the surface wet and work lightly. For more information refer to NPS brief #11: <https://www.nps.gov/tps/how-to-preserve/briefs/11-storefronts.htm>

8 Brick -

Inspect & repair - brick after removing coverings

Once the wood T1-11 panels and wood awning are removed, assess the condition of the exposed facade. Repair areas of deteriorated brickwork and repoint masonry mortar joints as necessary to match existing mortar joints in strength, color, and profile. If the exposed brick is damaged beyond repair, replace it with new brick that matches the original in appearance, dimension and surface texture.

For more information on repairing mortar joints, see National Park Service Brief #2: <http://nps.gov/tps/how-to-preserve/briefs/2-repoint-mortar-joints.htm>

Cleaning Unpainted Brick -

If any of the uncovered brick has major staining, use a safe and environmentally friendly chemical cleaner such as Prosoco's Sure Klean restoration cleaner or a similar product. Test any cleaner on a small area first before applying to the entire facade. Avoid any abrasive cleaning methods such as sandblasting, as it will permanently damage the brick facade. For more information on cleaning masonry, see National Park Service Brief #1: <https://www.nps.gov/tps/how-to-preserve/briefs/1-cleaning-water-repellent.htm>.



Design Proposal • Scheme 1

434 N. Main St.

- A Windows Trim Color** • SW 7008 | Alabaster *Color Match
- B Lighting** • Lumens Globe wall mounted sconce
- C Prismatic Glass** • Bronze Trim
- D Cast Stone Pilaster Base** • Color and texture to match existing terra-cotta details
- E 3D Lettering Pin Mounted** • Bronze Brush Finish
- F Cast Stone or Stucco Panel** • Color and texture to match existing terra-cotta details
- G Signage** • Custom vinyl decals on storefront display windows
- H Pilasters** • Reconstruct to match existing brick
- I Landscape** • Planters with native plants consistent with local design guidelines
- J Storefront** • New wood storefront with wood panel bulkhead and wood 3/4 lite door
Paint SW 7008 | Alabaster

*Color to match existing window trim and stucco should be determined on-site. The approximate color is SW 7008 - Alabaster



Design Proposal • Scheme 2 434 N. Main St.

- A **Windows Trim Color** • SW 7008 | Alabaster *Color Match
- B **Cast Stone or Stucco Panel** • Color and texture to match existing terra-cotta details
- C **Awning** • Standing seam copper awning over wood or metal structure
- D **Landscape** • Planters with native plants consistent with local design guidelines
- E **3D Lettering Pin Mounted** • Bronze Brush Finish
- F **Cast Stone or Stucco Panel** • Color and texture to match existing terra-cotta details
- G **Signage** • Custom vinyl decals on storefront display windows
- H **Signage** • Blade sign hung from soffit
- I **Landscape** • Planters with native plants consistent with local design guidelines

*Color to match existing window trim and stucco should be determined on-site. The approximate color is SW 7008 - Alabaster



Existing Facade



Proposed Scheme 1



Existing Facade



Proposed Scheme 2

Additional Resources

Paint

Prepare, prime, and repaint all surfaces as illustrated in the rendering using appropriate primer and two topcoats of exterior semi-gloss finish paint. Follow manufacturer's recommendations for the application of coatings, including temperature parameters for paint application. Use top-quality coating materials. Generally, paint when the sun is not shining directly onto surfaces to be painted. Paint colors to be Sherwin Williams or equal quality in colors corresponding to the selected design scheme.

Metal Awnings

Aluminum Awnings of the Carolinas - Commercial Awnings
Eastern Metal - Architectural Systems
Copper



Signage

Custom Signs -
Greensboro Sign Company
<https://www.greensborosigncompany.com/storefront-signs/>
JC Signs, Charlotte, NC
<https://jcsignscharlotte.com/>

Lighting

For more information see:
www.lightingdirect.com
<http://www.millenniumlighting.com/>
<https://www.cocoweb.com/>

Lumens Light with LED lamp
Globe Wall Sconce 16" or similar
by Troy RLM Lighting



Prismatic Glass Window Restoration & Repair

Glass Restoration Solutions
Keith Oliphant
(919) 395-7507
<https://www.facebook.com/Glass-Restoration-Services-177951939682835/>

Rebuilds - A web page for collecting Prism glass tiles
<https://luxferprismglasstilecollector.weebly.com/rebuilds.html>

<https://www.nps.gov/tps/how-to-preserve/briefs.htm>

Additional Resources

Historic Window Repair

Upper Story double hung windows
Double Hung, LLC
888-235-8956
<https://www.double-hung.com/>

Build or rebuild custom window frames (odd shapes, etc)
Thompson Millwork - provides turnkey commercial casework, specialty millwork and historic preservation services to the Triangle-Triad region and throughout the Mid-Atlantic. <https://thompsonmillwork.com/>

National Park Service Briefs

For additional information for caring for your historic building, see:
<https://www.nps.gov/tps/how-to-preserve/briefs.htm>

Preservation Brief 7: The Preservation of Historic Glazed Architectural Terra-Cotta
Preservation Brief 11: Rehabilitating Historic Storefronts
Preservation Brief 44: The Use of Awnings on Historic Buildings, Repair, Replacement and New Design

Preservation Tax Incentives

Federal Preservation Tax Credits: <https://www.nps.gov/tps/tax-incentives.htm>
North Carolina Preservation Tax Credits: <https://www.presnc.org/get-help/tax-credits/#:~:text=Income%20tax%20incentives%20for%20the,economic%20development%20in%20North%20Carolina.&text=In%20addition%2C%20the%20state%20provides,historic%20properties%2C%20including%20private%20residences.>

Other NC Incentives

<https://edpnc.com/why-north-carolina/incentives/>



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Center for Community-Engaged Design
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