

344 N MAIN STREET – Storefront Rehabilitation

(H24-098-COA)

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

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PROJECT SUMMARY

Applicant: Peacock Architects

Property Owner: HVL Property Management

Property Address: 344 N Main Street

Project Acreage: .14 acres

Parcel Identification Number(s):

9568-88-0142

Current Parcel Zoning: C-1 Central Business

Historic District: Main Street Historic District

Project Type: Storefront rehabilitation



SITE VICINITY MAP

Project Summary:

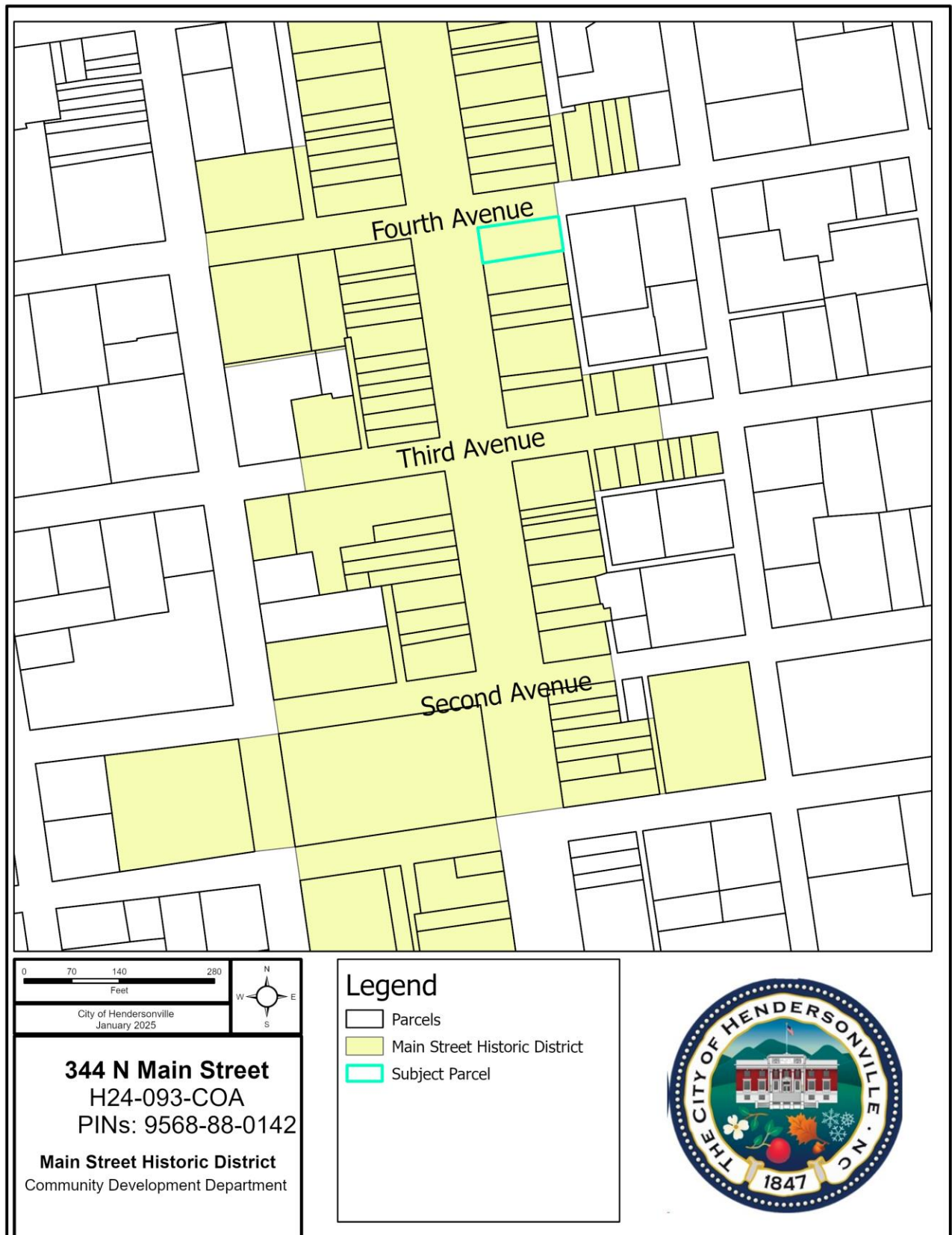
The City of Hendersonville is in receipt of an application for a Certificate of Appropriateness (COA) from Peacock Architects for the rehabilitation of the storefront located at 344 N Main Street. A metal façade was placed on the building at some point between 1950 and 1970. It is believed that at this time, the original storefront was significantly altered to create the current storefront today.

The applicant is proposing the rehabilitation of the storefront to mimic the original, which can be seen in a photo on pg. 4 of this report. The applicant has also requested approval to increase the height of the rear doors, thereby cutting into the header.

In December 2024, staff approved the removal of the front metal façade and approved the installation of new windows on the upper front façade in seven window openings that have missing windows and that have been sealed with plywood. The HPC voted to approve replacement windows on the 4th Avenue second floor side of the building at its January 2025 meeting.

In April 2025, the metal façade was removed exposing the front and side transom windows as well as the brick detailing on the upper façade.

CITY OF HENDERSONVILLE – MAIN STREET LOCAL HISTORIC OVERLAY MAP



HISTORY OF SUBJECT PROPERTY

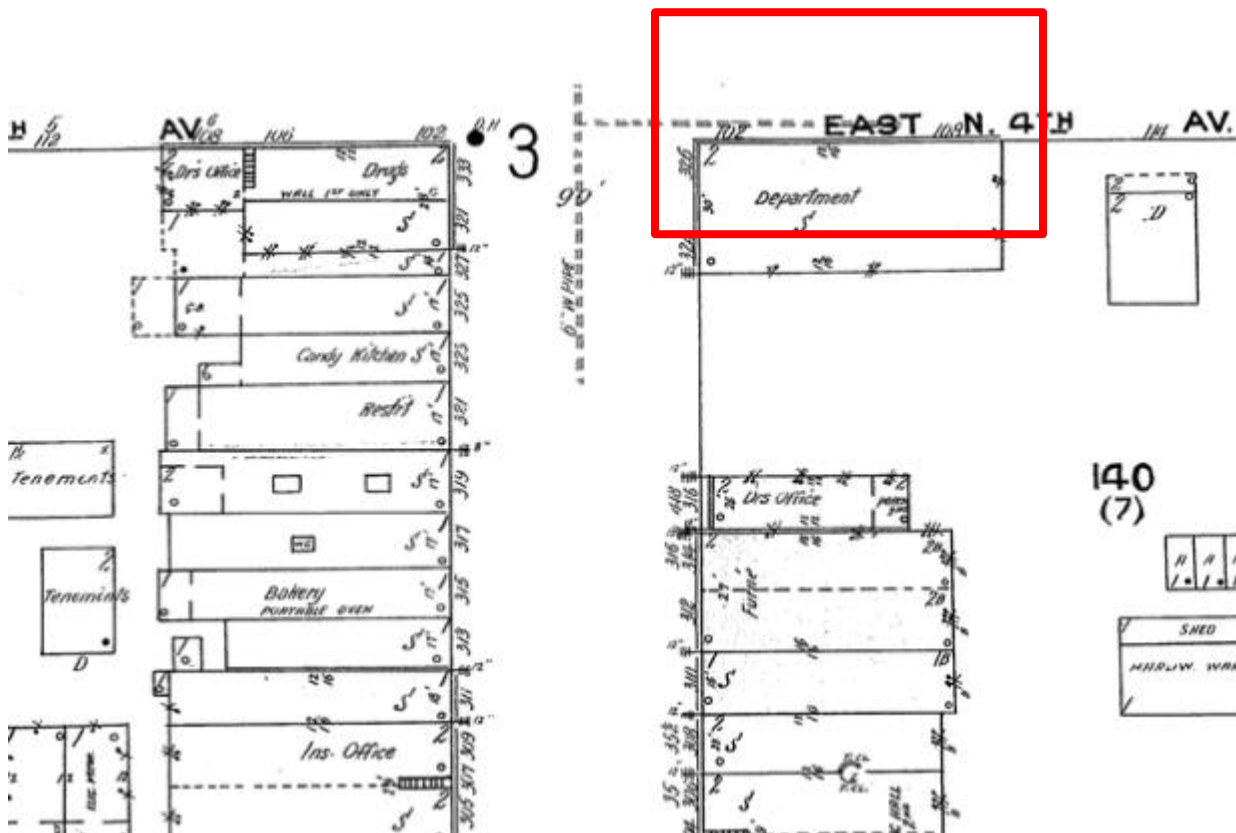
344 N MAIN STREET

Commercial Building. ca. 1920.
Noncontributing.

SE corner Main and 4th Avenue. 1920s. Two-story commercial structure with stone window lintels and Decorative brickwork and diapering on left elevation. covered with modern aluminum false facade.



brick
sills.
Front



SITE IMAGES



Previous front façade of 344 N Main Street.

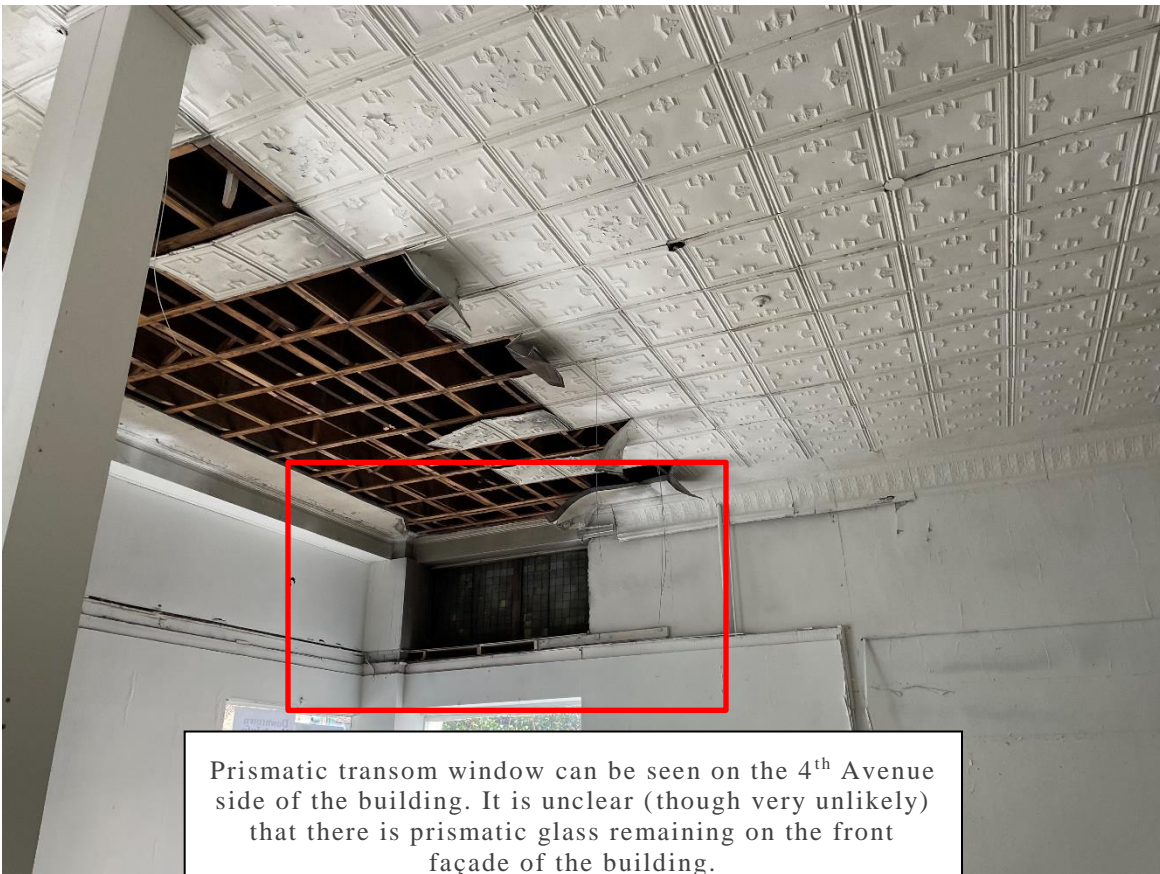


Close up of center columns proposed to be wrapped in wood.

SITE IMAGES



Current storefront. Staff determined that the original storefront has been significantly altered and very little original material and design remain.



Prismatic transom window can be seen on the 4th Avenue side of the building. It is unclear (though very unlikely) that there is prismatic glass remaining on the front façade of the building.

SITE IMAGES



Right side of facade door. The applicant has proposed keeping the door but painting it to match the rest of the wooden façade.



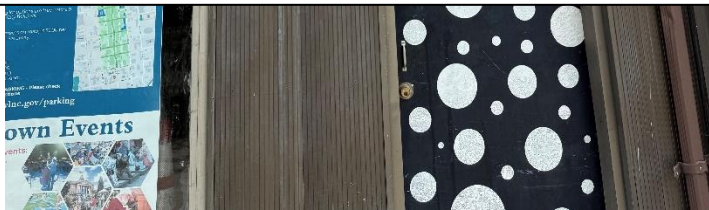
Window opening can be seen above the door on the right side of the front façade.. The applicant has proposed including a window in this opening.

SITE IMAGES





Front façade after metal screen was removed. The sign that reads “Can Do Will Do” is inset into where the transom window previously was.



4th Avenue side of the building. Behind the sign that says “Jack Schulman” is the only remaining prismatic glass on the building.



SITE IMAGES

Transom window above the side entrance on Main Street.
A brick column is located to the left of the door. The applicant has revised their plans to expose this brick.

Close up view of the transom opening. The applicant has proposed placing several windows across the front transom to mimic the original window design.

Design Review Advisory Committee

The Design Review Advisory Committee met on February 11th, 2025 to review the proposed plans. The comments were shared with the applicant after the meeting.

DESIGN STANDARDS CRITERIA

The storefront is governed by the *Andersonville Historic Preservation Commission Main Street Design Standards*, which is applied to the City's Main Street Historic District. The following sections are applicable to the proposed *Cashmere* application: Appropriateness

3.1 STOREFRONTS

Storefront guidelines



New Design

.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.

.8 Whenever possible, incorporate research from the Baker-Barber collection to determine the original characteristics and architectural details of the building.

3.4 MATERIAL AND DETAILS

3.4.1 ARCHITECTURAL DETAILS AND ORNAMENTATION

.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.

.2 If replacement of an architectural element is necessary, use new materials that match the historic materials in composition, size, shape, color, pattern, and texture. Consider substitute materials only if the original materials are not technically feasible.

.3 If the entire architectural detail is missing, design the replacement 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.

.4 It is not appropriate to remove or cover any original detail or ornamentation. If original features are currently covered, it is encouraged that these features be uncovered, exposed, and repaired.

3.4.2 WINDOWS AND DOORS

WINDOWS AND DOORS GUIDELINES

Preservation

.10 It is not appropriate to introduce new windows or doors if they would diminish the original design of the building or damage historic materials and features. Keep new windows and doors compatible with existing units in proportion, shape, positioning, location, size, materials, and details.