

DATE: January 8, 2020

SUBJECT:

<u>Certificate of Appropriateness Request:</u>	H-02-20
<u>Applicant:</u>	Andrew Westin – Buzz City Games
<u>Location of subject property:</u>	4 Union Street, North
<u>Staff Report prepared by:</u>	Kristen Boyd-Sullivan, Sr. Planner

BACKGROUND:

- The subject property is site of a designated Historic Local Landmark. As such, exterior modifications including the addition of signage require HPC review and approval.
- Date of construction: ca. 1926. (Exhibit A)
- Applicant is seeking to install two (2) projecting wall signs. (Exhibit B)

DISCUSSION:

The applicant is seeking approval for the installation of two (2) projecting wall signs. As shown on the attached renderings (Exhibit C), both signs are identical in design, materials, and size. As indicated in Exhibit C, each sign itself is made from PVC and each sign face is 48”X18” (6sf). The signs would be classified under the Concord Development Ordinance as “projecting signs” they are adhered perpendicular to the face of the building by a bracket arm. The propose bracket arm is indicated as black powder coated aluminum.

The Concord Development Ordinance Article 12 “Signs,” details specific requirements for projecting signs including maximum size (6sf), maximum wall projection distance (5ft), and location. The proposal is in conformance with all requirements related to the Concord Development Ordinance sign standards.

Although the Historic Handbook does not specify standards for signage within the Historic District or for Local Landmarks, approval of signage by the HPC is required. The Commission should consider location, architectural design, and whether the addition of signage would compromise the Historic integrity of the structure when making a determination of appropriateness. Incorporated into the Historic Handbook, the Secretary of the Interior’s Standards, echo preventing the limitation damage. Finally, a relatively recent Supreme Court ruling prohibits municipalities from regulating sign content. Therefore, the Commission should not consider the content (images and wording) within the signage during deliberation.

ATTACHMENTS

Exhibit A: National Register of Historic Places Inventory—Nomination Form
Exhibit B: Application for Certificate of Appropriateness
Exhibit C: Site/Signage Photos

HISTORIC HANDBOOK DESIGN RECOMMENDATIONS:

Approval Needs: “Signs – Commission Hearing and Approval Required for New Permanent Signs.”

RECOMMENDATION:

1. The Historic Preservation Commission should consider the circumstances of this application for a Certificate of Appropriateness relative to the North and South Union Street Historic Districts Handbook and Guidelines and act accordingly.
2. If approved, applicant(s) should be informed of the following:
 - City staff and Commission will make periodic on-site visits to ensure the project is completed as approved.
 - Completed project will be photographed to update the historic properties survey.

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one-story brick commercial building typical of many erected during the first quarter of the twentieth century. Originally it was about half as long (front to rear) as the adjacent Yorke and Wadsworth building, but probably during the third quarter of the twentieth century, it was enlarged to its present length. The facade has a deeply recessed center entrance flanked by display windows and a slightly recessed brick panel running beneath the plain cornice. Scenic images of Concord have been painted in recent years on the south elevation.

UNION STREET NORTH

Concord National Bank and Hotel Concord

Contributing building

4-14 (2-8) Union Street North
1926

The Concord National Bank and Hotel Concord building is the architectural centerpiece of the district. Erected in 1926, the bank opened on May 29, while the hotel opened on June 10. The dual-purpose building was designed by New York architect William L. Stoddard, who designed other prominent hotels in the Southeast, including the Francis Marion in Charleston, the O. Henry in Greensboro, the Charlotte in Charlotte, the Poinsett in Greenville, South Carolina, and the George W. Vanderbilt in Asheville. The Hunkin-Conkey Construction Company of Cleveland was the contractor for the building, which cost more than \$400,000 to erect. The six-story bank and hotel was a larger, more elaborate, and more modern replacement of the three-story brick and granite building erected in 1888 to house the newly established Concord National Bank and St. Cloud Hotel. The St. Cloud Hotel replaced an earlier frame hotel that had stood on the site. The 1888 and 1926 buildings were organized in much the same way, in that the bank was located at the southwest corner of the building and was given particular architectural emphasis, while the hotel stretched along the remainder of the Union Street North facade. Organized under the leadership of John Milton Odell and Daniel Branson Coltrane, the Concord National Bank occupied this site during all of its nearly 100-year history—from 1888 to ca. 1984. Since then the building has housed the First Charter National Bank. When built, the Hotel Concord was considered the pride of the city. Not only did it supply superior accommodations for travelers, but its dining room and ballroom provided an excellent venue for the lunch meetings of local civic organizations as well as for a variety of social events in the community. The public spaces are still used in this way, although in recent years the hotel rooms have been converted to apartments.

Constructed of reinforced concrete and faced with brick and limestone, the building is designed in the

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Beaux Arts Classical Revival style. On the exterior, the first two floors—comprised of the bank on the corner and the hotel entrance, street-level shops, and hotel ballroom along the Union Street elevation—form the base of the building, separated from the upper hotel-room floors by a cornice. The bank section of the building, wrapping around the corner of Union Street North and Cabarrus Avenue East, is faced with ashlar limestone. Tall, round-arched windows are separated by Tuscan pilasters which rise to a classical frieze and cornice. On the Union Street North facade, the portion of the building north of the corner bank features first-floor shopfronts and the hotel entrance, all shaded by awnings, above which are six tall rectangular windows with stone balustrades across the bottom. Four original bronze lanterns on brackets hang between the windows. Above the base, the building consists of four floors of hotel (now apartment) rooms sheathed in Flemish-bond brick. Brick quoins define the corners of the building and the division between the bank and hotel. The last is more for the sake of architectural composition than to delineate a strict division between the bank and hotel, because the hotel rooms continue across the upper floors above the bank. A limestone string course runs along the building beneath the sixth floor, and the whole is capped by a parapeted cornice. The north and east (rear) elevations are plain brick and are strictly utilitarian in appearance.

The interior of the bank was remodeled in the early 1960s, but many original features remain intact. The tall banking room has a vaulted ceiling with pendentives on either side resting on paired Corinthian capitals. An original metal chandelier hangs from the center of the ceiling. It has a highly decorative, openwork medallion from which it hangs, and the lighting fixture itself is round like a wheel with decorative openwork metal, a single round bulb in the center, and round bulbs encircling the perimeter. The public interior spaces of the hotel are richly ornamented, sophisticated, and well-preserved. A patterned tile-work vestibule at the primary entrance opens to the marble stair with its ironwork balustrade that rises to the lobby and then continues on to the mezzanine. (There is a secondary stair, smaller but treated in the same manner, at the north end of the building). The lobby is a large space with a decorative tile floor laid in a grid of squares with a border. Square, paneled posts support a coffered ceiling which, in the adjacent dining room, contains large and unusual multi-paned skylights, which are no longer in use but are still intact. The paneled front desk is in the northeast corner of the lobby. Among other significant features of the lobby are the chandeliers, the mail chute and brass box, the mirrored elevator topped by a fan-shaped floor indicator, and the lion's head water fountain with its round-arched and tiled background. Overlooking the dining room is the balustraded mezzanine, which opens through a series a french doors to the ballroom. The ballroom stretches across the front of the hotel. It has a hardwood floor, boxed and paneled ceiling beams from which hang crystal chandeliers, paneled walls, an Adamesque mantel with a ceiling-height mirrored overmantel, and a balcony along the east wall above the mezzanine. Low-relief, classical motifs ornament the ceiling beams, frieze, and post

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capitals in the dining room.

Commercial Building

Noncontributing building

1 Union Street North
ca. 1895; ca. 1920s; 1960s; 2000

This one-story brick building may have been erected ca. 1895. The original appearance, with a central entrance and a fancy corbeled cornice, is seen in numerous documentary photographs from the early twentieth century, when it was part of long row of matching storefronts. However, the building has been significantly remodeled on several occasions. Its simple brick walls probably date from the late 1920s; the modern windows along the Cabarrus Avenue West elevation were added in the 1960s; and the present open, engaged corner, supported by classical posts and with a paneled frieze and pent eave, dates from 2000. The interior has been remodeled, but an earlier pressed metal ceiling remains hidden by the dropped ceiling. In 1916 the building was used as the Piedmont Cafe, which catered to the "traveling trade." Among other uses, prior to 1950, have been a dry goods store, a drugstore, a millinery and notions store, a jewelry store, and a barber shop.

Star Theatre

Contributing building

3 (3-5) Union Street North
ca. 1890; 1913-1920

This one-story building may have originated with the row of decorative one-story stores erected here ca. 1890. However, between 1913 and 1920 it was either significantly remodeled or rebuilt as the Star Theatre, the first of three motion picture theaters—with the adjacent Concord Theatre (9 Union Street North; in district) and, across the street, the now totally remodeled former Cabarrus Theatre (22 Union Street North; not in district)—that were erected in this block of Union Street North. The Star Theatre was advertised in the 1920-21 city directory as "Concord's Newest Theatre; Headquarters for High Class Motion Pictures; opposite St. Cloud Hotel." By the mid 1930s, the name of the theater had changed to the State Theatre and, as such, it continued in operation until at least 1955. The one-story brick building has a glass shopfront and recessed entrance that probably date from its conversion from a movie theater to a store. Above the shopfront, the plain brick facade is decorated only with brick soldier courses above the shopfront and at the cornice and with slightly projecting brickwork on the south end that gives the suggestion of a paneled pilaster that is balanced on the north end by the same treatment on the adjacent Cannon Building. Three small windows in the upper facade are said by a local theater historian to have lit the projection room. The interior has been remodeled.



AN INCOMPLETE APPLICATION WILL NOT BE PLACED ON THE AGENDA UNTIL ALL OF THE REQUIRED ATTACHMENTS AND/OR ITEMS LISTED ON PAGE 2 ARE SUBMITTED.

APPLICANT INFORMATION

Name: Andrew Westin _____
Address: 4 Union St N _____
City: Concord _____ State: NC ___ Zip Code: 28025 _____ Telephone: 980-439-8946 _____

OWNER INFORMATION

Name: HC Landlord LLC _____
Address: 8601 SIX FORKS RD STE 250 _____
City: Raleigh _____ State: NC ___ Zip Code: 27615 _____ Telephone: 336-215-7849 _____

SUBJECT PROPERTY

Street Address: 4 Union St N _____ P.I.N. # 56208882520000 _____
Area (acres or square feet): 4,432 sq ft ___ Current Zoning: Center City (CC) ___ Land Use: Retail/Commercial _____

**Staff Use
Only:**

Application Received by: _____ Date: _____, 20 _____
Fee: \$20.00 Received by: _____ Date: _____, 20 _____

The application fee is nonrefundable.

General Requirements

The Unified Development Ordinance imposes the following rules, regulations and requirements on requests for Certificates of Appropriateness. The applicant must, with reference to the attached plans, demonstrate how the proposed use satisfies these requirements:

1. Project or Type of Work to be Done: 2x Blade Signs at 4 Union St N.
2. Detailed specifications of the project (type of siding, windows, doors, height/style of fence, color, etc.):
Sign (each): size -48" x 18" x 1/2" (12.4.5.D no more than 6 sq ft), materials - PVC
Install Height: to exceed 7 ft from ground level (12.4.5.G)
Install distance from building: Planned for 12" (not to exceed) such that both requirements are satisfied of Maximum Projection, no more than 12" from building for 1st edge, and no more than 5' for outside edge (12.4.5.H)
Sign Brackets:
Will be anchored to the building at 2x places and will be made of metal.

Required Attachments/Submittals

1. Scaled site plan, if additions or accessory structures are proposed, on letter, legal or ledger paper. Larger sized copies will be accepted if **16 folded copies** are submitted for distribution.
2. A photograph of the front of the house.
3. Photographs of site, project, or existing structures from a "before" perspective
4. Drawings, sketches, renderings, elevations, or photographs necessary to present an illustration of the project from an "after" perspective.
5. Samples of windows, doors, brick, siding, etc. must be submitted with application.
6. Detailed list of materials that will be used to complete the project.

Applications may be submitted electronically.

Certification

(1) I hereby acknowledge and say that the information contained herein and herewith is true and that this application shall not be scheduled for official consideration until all of the required contents are submitted in proper form to the City of Concord Development Services Department. (2) I understand that City staff and/or members of the Historic Preservation Commission may make routine visits to the site to insure that work being done is the same as the work that was approved. (3) I understand that photographs of the completed project will be made to update the City's historic districts inventory database.

1/2/20

Date

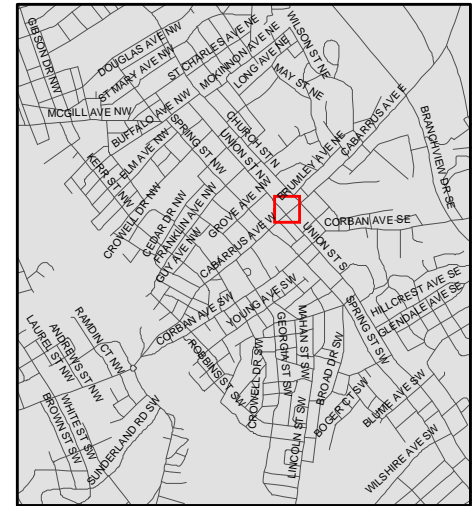
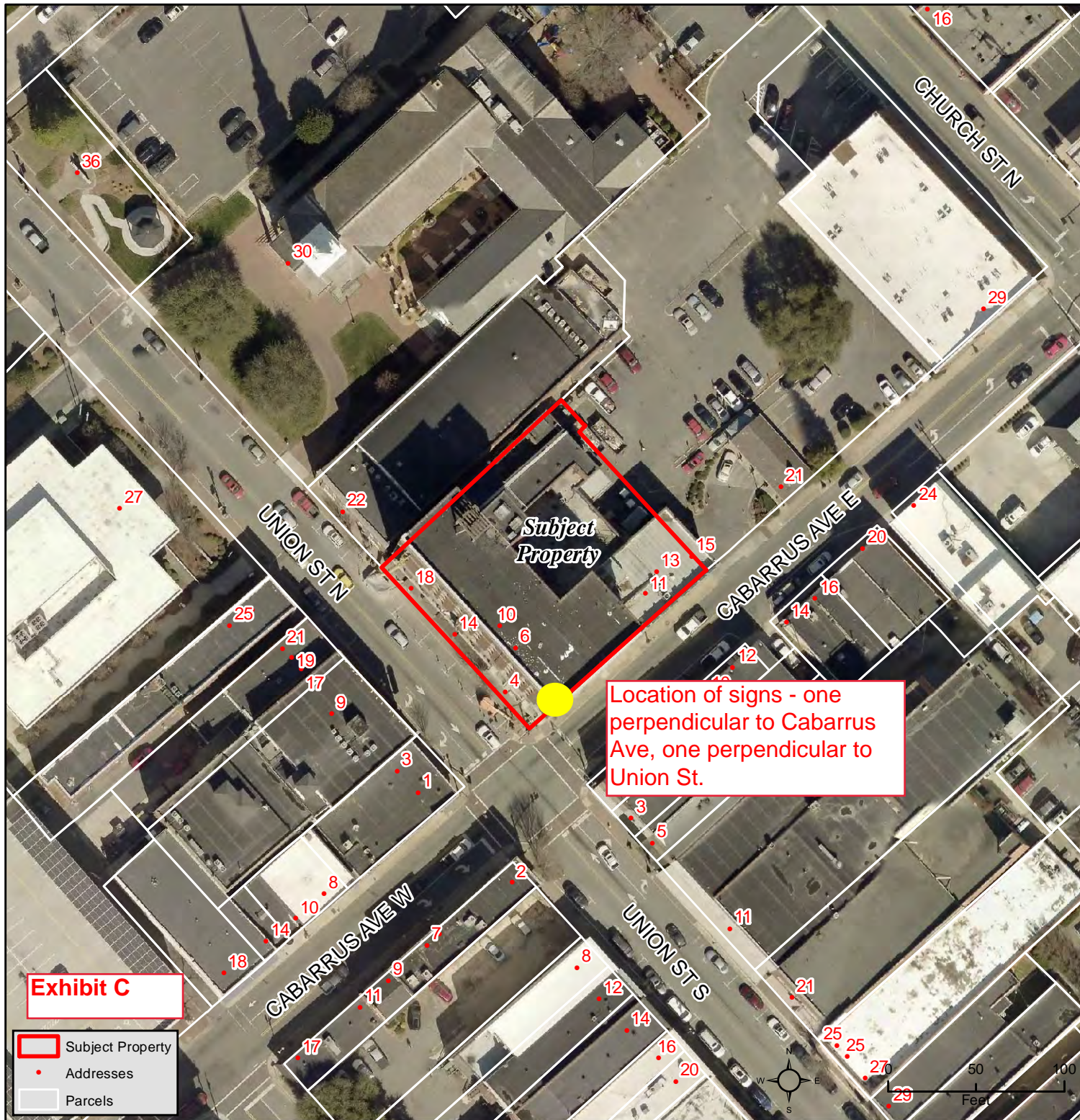
Andrew K Westin

Signature of Owner/Agent

H-02-20

4 Union St N.

PIN: 5620-88-8252



Source: City of Concord Planning Department

Disclaimer

These maps and products are designed for general reference only and data contained herein is subject to change. The City Of Concord, it's employees or agents make no warranty of merchantability or fitness for any purpose, expressed or implied, and assume no legal responsibility for the information contained therein. Data used is from multiple sources with various scales and accuracy. Additional research such as field surveys may be necessary to determine actual conditions.

Property Address: 4 Union St N

Project: Proposed Sign Project (facade improvement) to 4 Union St N. 2x Blade Signs, identical, 1x each on Cabarrus Ave E and Union St N.

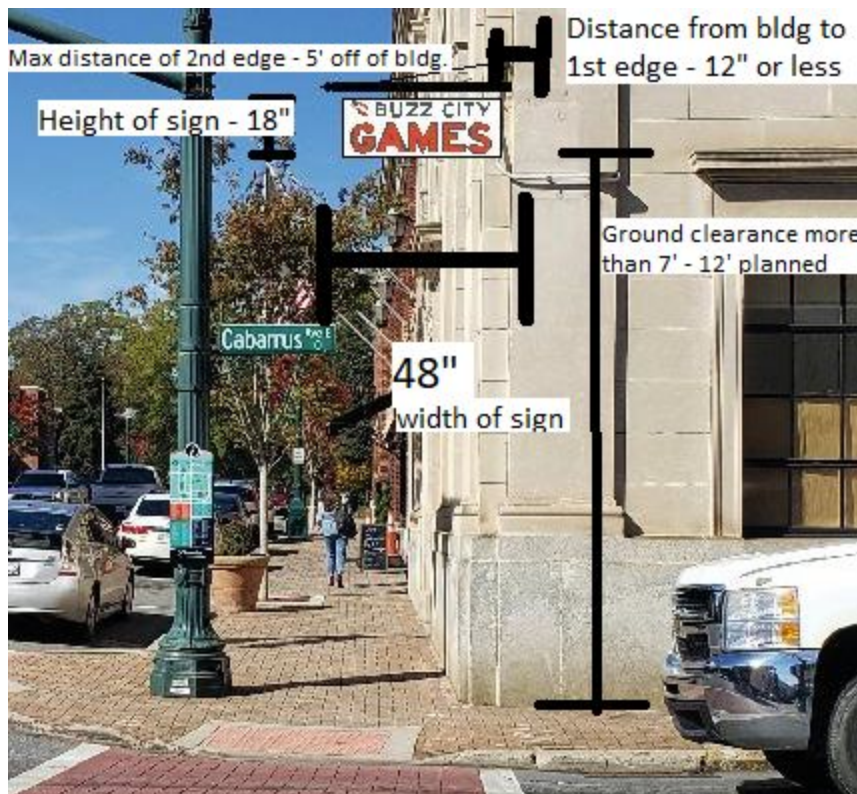
Sign (each): size -48" x 18" x 1/2" (12.4.5.D no more than 6 sq ft), materials - PVC

Install Height: to exceed 7 ft from ground level (12.4.5.G)

Install distance from building: Planned for 12" (not to exceed) such that both requirements are satisfied of Maximum Projection, no more than 12" from building for 1st edge, and no more than 5' for outside edge (12.4.5.H)

Sign Brackets:

Will be anchored to the building at 2x places and will be made of metal.



1st Blade sign shown rendered on Union st N.



2nd Blade sign as rendered on Cabarrus Ave E. Will use the same dimensions as Union St N, including height off ground, distance away from building, and the dimensions of the sign.



Exhibit C