

MEMORANDUM

DATE: October 19, 2023

TO: Historic District Regulatory Board

VIA: Brian Herrmann, CNU-A, LEED AP, Growth Management Director

FROM: Megan McLaughlin, AICP, Plusurbia, Preservation Consultant

SUBJECT: Part 2 Certificate of Appropriateness Application at 211-215 East Park Avenue. (Public hearing **required**)

Application Summary

- 211-215 East Park Avenue
- Non-contributing building in the Local Ordinance Downtown Historic District and the National Register Historic District
- Constructed in 1924
- Eastern 1/3 of the building was combined with neighboring building by the 1960s to become W.W. Mac Department Store; remaining façade and parapet on the western 2/3 of the building became asymmetrical
- Remaining western 2/3 of the building was altered in the 1970s with a stucco facade
- Two-part Application Process: Part 1: Demolition of Non-Historic Façade; Part 2: Restoration / Reconstruction of Historic Façade (current request)

Building Description

211-215 East Park Avenue is a one-story, Masonry Vernacular commercial building. It is typical of the architecture found in American Main Streets and Downtowns throughout the late 19th Century and the early 20th Century. The building is constructed up to the property line fronting Park Avenue and it does not have any side setbacks. The building is constructed of structural brick. The eastern third of the original building was combined with the neighboring building by the 1960s; the subject building represents the western two-thirds of the original building.

On April 20, 2023, the HDRB approved a Part 1 Certificate of Appropriateness for exploratory demolition of the non-historic façade. The applicant removed the 1970s stucco façade over the summer of 2023 and was able to reveal the original brick façade that was still beneath.

Building Status

211-215 East Park Avenue is located within the National Register Lake Wales Commercial Historic District, as well as the Local Ordinance Downtown Historic District. The building was constructed during the period of significance of 1915-1928 and could qualify as a Contributing building on that basis, however it has been classified as a Non-

Contributing building in both the National Register and the Local Ordinance Districts due to the 1970s façade alterations.

Application Request

The applicant has submitted the following items for HDRB consideration:

- Removal of Front Façade to Expose Original Finishes
- Restore/Repair Original Materials as Close as Possible after Stucco Removal
- Reveal Original Transom Windows and Replace with Hurricane Rated to Resemble Original
- Exterior Doors and Windows Repaired/Replaced to Match Original as Close as Possible. Windows will be double pane, hurricane rated, impact resistant, tinted, light gray tone to meet building code but have as much light as possible passing through the glass.
- Repair any Structural Areas as Necessary
- Paint and/or Update Walls, Ceilings, Awnings to Resemble Original
- Lights to be Updated
- Brick to be put back on façade will be as close as possible to original brick
- The dimensions of the façade elements will be as close as possible to the original elements and in some areas the exact same size.
- Proposed work to be supervised and built by licensed professional Contractor, Designer and Architect with Historical Preservation experience.

Application Considerations

Certificate of Appropriateness applications in the City of Lake Wales are reviewed according to provisions in the Code of Ordinances. The following provisions are relevant to consider for this application request to restoration and reconstruction of the historic façade fronting Park Avenue:

- Historic Preservation Purpose: Section 23-651.e.
- Certificate of Appropriateness Requirement: 23-227.[1].a.
- General Review Criteria: 23-653.1.

- Secretary of the Interior's Standards for Rehabilitation: National Park Service
 1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
 2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
 3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
 4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.

5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Staff Findings

1. In general, the proposal to restore and reconstruct the front façade of the building to match historic photographs from 1926 can bring the building closer to its original Masonry Vernacular appearance. The Downtown National Register Historic District and the Local Ordinance Historic District is characterized by Masonry Vernacular and Mission style architecture.
2. In general, the proposal to restore and reconstruct the historic brick façade meets the intent of the Design Guidelines, which emphasize compatibility with the historic character of the Downtown and fulfills the visual compatibility standards in Section 23-651 of the Code of Ordinances because it originally met all of the visual compatibility standards prior to its alteration in the early 1970s.
3. The building is currently classified as a non-contributing building in the local and National Register Downtown Historic Districts due to 1970s façade alterations. The proposal to restore and reconstruct the remaining two bays of the original historic façade has the potential to make this a contributing building in the local and National Register Historic Districts after the work is completed. Further evaluation will be needed to determine the status of the building upon completion of this work.

RECOMMENDATION

Staff Recommendation

The City of Lake Wales Historic Preservation Staff recommends that this Certificate of Appropriateness (COA) application to restore and reconstruct the front façade at 211-215 East Park Avenue should be **Approved with Conditions**.

Conditions are as follows:

1. Lake Wales Main Street Façade Grant. The Applicant should continue to work closely with Lake Wales Main Street to ensure that all work performed on this building meets the requirements of the \$50,000 façade grant program. Historic Board approval of this application does not guarantee approval by Lake Wales Main Street for the purposes of the façade grant program.
2. The final design for the front façade, including scaled elevation drawings of window and door openings and the restored parapet, shall be approved at staff level with an administrative COA, prior to issuance of a building permit for the façade.
3. All glass used in the storefront, doors, and upper level windows shall be clear, non-reflective and non-tinted glass. Colored, tinted, or reflective glass is not permitted in the Downtown Historic District Overlay in accordance with the Downtown Design Standards in the Zoning Code. The final selection of glass for all storefront windows, doors and upper level windows shall be approved at staff level with an administrative COA, prior to issuance of a building permit for windows and doors.
4. The materials, color and finish of window frames, door frames, lighting fixtures, and the canopy over the storefront shall be approved at staff level with an administrative COA, prior to issuance of a building permit for windows, doors, lighting, or the canopy.
5. The final selection of brick to restore or reconstruct missing portions of the front façade shall be approved at staff level with an administrative COA, prior to issuance of a building permit for the façade. The application should include a physical brick sample as well as photographs of the brick, the selected mortar, dimensions of the brickwork layout, and the proposed brickwork methods to be used on the project.
6. The applicant shall apply for a COA for any future work including signage or any changes to the current application request.
7. Please note that the applicant may choose to submit all the above referenced COA applications together as a single application or may submit them in separate phased applications based on the building permit timeline.



YEAR BUILT: 1924
STYLE: MASONRY VERNACULAR
INELIGIBLE FOR NRHP DISTRICT

This building is comprised of the western half of a c. 1924 Masonry Vernacular brick commercial building that was subdivided into offices in the 1970s. The facade was altered with applied panels, recessed entrances, a visor roof; the parapet was removed.



BUSINESS HISTORY

- 1928:** Carey's & Taylor Electric Co; Edwards E E gro and meats
- 1936:** Not Listed
- 1946:** 213: Ward's Men's Shop clo; 215: The Blue Heron gifts
- 1956:** The Blue Heron gifts
- 1966:** 213: Mode-O-Day Frock Shop Women's Clo; 215: Strange Electric & Music Co Inc; Singer Co
- 1976:** Not Listed

Figure 1. Excerpt from Downtown Historic Survey, 2022
 Source: Plusurbia



Figure 2. Current photo of the façade at 211-215 E Park Avenue, with restoration in progress. Source: Plusurbia



Figure 3. 1970s: Photos of Downtown Facades of 211-215 East Park Avenue during Streetscape Construction (dotted line represents the original building footprint; solid line represents the current building footprint)
 Source: Ruth Gilman, Photographer

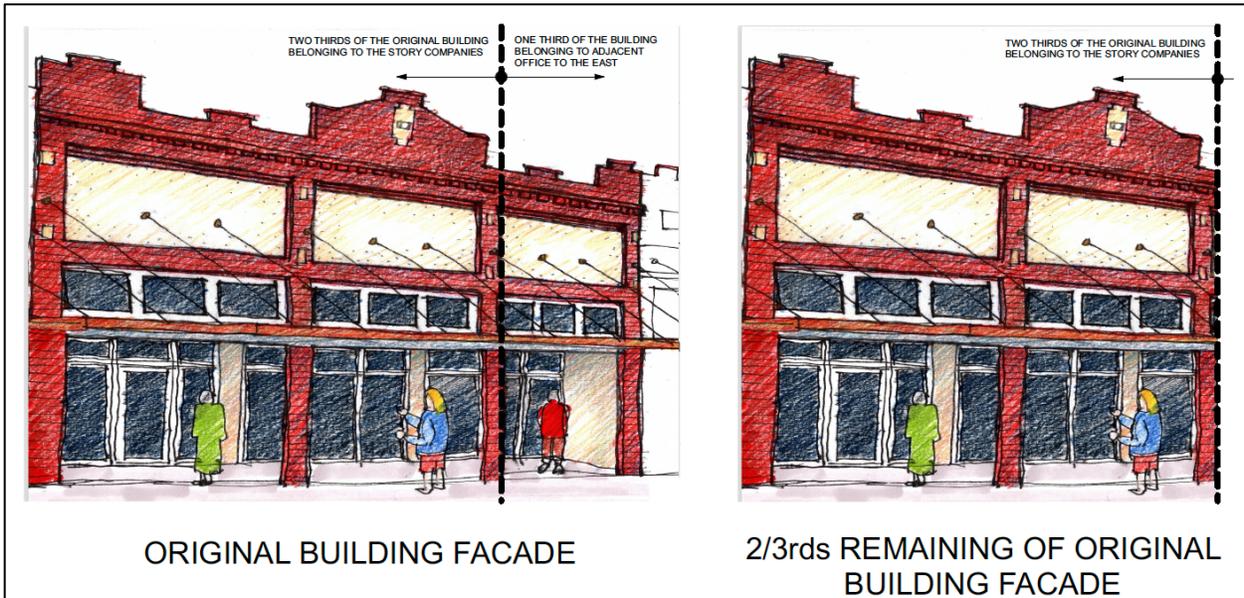


Figure 4. Concept sketch of the proposed façade at 211-215 E Park Avenue.
 Source: Nettle Creek, on behalf of the Story Companies