



## APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS – STAFF REPORT

COA-0186-2018 1001 WADE AVENUE

Applicant: PATRICK NERZ FOR EMPIRE IN THE OCCIDENT LLC

Received: 11/7/18

Meeting Date(s):

Submission date + 90 days: 2/5/2019

1) 12/27/2018 2) 3)

### INTRODUCTION TO THE APPLICATION

Raleigh Historic Landmark: OCCIDENTAL LIFE INSURANCE BUILDING

Nature of Project: Install signage; remove three trees; alter patio; install windows

Staff Notes:

- Ordinarily, review of a sign installation is eligible for minor work approval by staff. However, the size of the proposed signage on the structure, in staff's judgment, is substantial. According to the commission's Bylaws and Rules of Procedure, Article XVI, "Staff will refer Minor Work projects to the commission for review if in staff's judgment the change involves alterations, additions, or removals that are substantial, do not meet the guidelines, or are of a precedent-setting nature."

### APPLICABLE SECTIONS OF GUIDELINES and DESCRIPTION OF PROJECT

<u>Sections</u>	<u>Topic</u>	<u>Description of Work</u>
1.3	Site Features and Plantings	Alter patio; remove three trees
1.8	Signage	Install signage
2.7	Windows and Doors	Install windows

### STAFF REPORT

Based on the information contained in the application and staff's evaluation:

- A. The installation of signage and removal of three trees is not incongruous in concept according to *Guidelines* 1.3.2, 1.3.9, 1.8.2, 1.8.3, 1.8.5, 1.8.7, 1.8.8, 1.8.11, and the following suggested facts:
- 1\* The property is a 1956 International style office building.
  - 2\* The applicant has dimensioned plans of the original signage that will be used in the fabrication of the new signage.
  - 3\* The proposed signage is to be an accurate reproduction of the building's original signage.

- 4\* The proposed signage will be constructed of stainless steel. This is a traditional signage material.
  - 5\* Each letter will be 5' tall and have a 5" line width. The width of each letter and the total width of the sign is not indicated in the application.
  - 6\* The original signage on the building was present on the east façade and at the top of the building on the south façade. Only the east façade signage is proposed to be installed.
  - 7\* The "Occidental" portion of the original signage will be fabricated and installed. The smaller "Life Insurance Company" text will be omitted.
  - 8\* The applicant proposes to install the new signage in the same location as the original signage and, if possible, will use the original mounting locations or will install the signage through the joints between the façade's limestone panels.
  - 9\* The applicant proposes the removal of three Crepe Myrtle trees.
  - 10\* The trees were planted at some point after the Occidental Life Insurance Company vacated the building in 1970 and the tree canopy now covers the original location of the Occidental signage.
  - 11\* The trees are not integral to the significance of the landmark. According to the Landmark Designation Report (which is also the National Register Nomination) the building is significant for its architecture as the earliest major International Style office building in Raleigh. Its period of significance is its year of completion, 1956.
  - 12\* The applicant provided two undated photographs of the building that show the appearance of the east façade prior to the Crepe Myrtles being planted.
- B. The alteration of the patio and installation of two windows is not incongruous in concept according to *Guidelines* 1.3.1, 1.3.2, 1.3.4, 1.3.12, 2.7.9, and the following suggested facts:
- 1\* The alteration of a patio and installation of new windows are typically minor work items and have been added to this application for administrative efficiency. The application additionally mentions the addition of benches and other outdoor furniture pieces. Installation of furniture does not require a COA.
  - 2\* The applicant proposes the replacement in kind of the patio concrete. The concrete will match the existing un-weathered concrete located under the eaves.

- 3\* Four concrete and brick planters are proposed to be installed on the patio.
- 4\* The planters are 18" tall and 15" deep.
- 5\* The planter materials are proposed to match existing materials found on site: the brick is proposed to match the existing brick and the concrete top is proposed to match the dimensions of the concrete trim located on the building.
- 6\* The applicant proposes the installation of two new windows on the west façade of the building. This elevation is considered the rear of the building, though it today faces Graham Street. This part of Graham Street does not appear on a 1959 street map of Raleigh.
- 7\* The windows are proposed to match the style of two windows that were added during a 1980s renovation (per the Landmark Report) to maintain a distinction between the original structure and the alterations. Specifications were not provided.

Staff suggests that the committee approve the application with the following conditions:

- 1. That there be no delay on the demolition of the trees,
- 2. That details and specifications for the following be provided to and approved by staff prior to issuance of the blue placard:
  - a. Window Specifications



# Raleigh Historic Development Commission – Certificate of Appropriateness (COA) Application



**DEVELOPMENT  
SERVICES  
DEPARTMENT**

Development Services  
Customer Service Center  
One Exchange Plaza  
1 Exchange Plaza, Suite 400  
Raleigh, North Carolina 27601  
Phone 919-996-2495  
eFax 919-996-1831



- ☐ Minor Work (staff review) – 1 copy
- ☐ Major Work (COA Committee review) – 10 copies
- ☐ Additions Greater than 25% of Building Square Footage
- ☐ New Buildings
- ☐ Demo of Contributing Historic Resource
- ☒ All Other
- ☐ Post Approval Re-review of Conditions of Approval

## For Office Use Only

Transaction # 574080

File # \_\_\_\_\_

Fee \_\_\_\_\_

Amount Paid \_\_\_\_\_

Received Date \_\_\_\_\_

Received By \_\_\_\_\_

Property Street Address 1001 Wade Avenue

Historic District N/A

Historic Property/Landmark name (if applicable) Occidental Life Insurance Building

Owner's Name Empire In The Occident, LLC

Lot size 2.25 acres

(width in feet) ~400

(depth in feet) ~275

For applications that require review by the COA Committee (Major Work), provide addressed, stamped envelopes to owners of all properties within 100 feet (i.e. both sides, in front (across the street), and behind the property) not including the width of public streets or alleys ([Label Creator](#)).

Property Address	Property Address
836 Daniels Street	902 Daniels Street
871 Daniels Street	851 Daniels Street
861 Daniels Street	1009 Wade Avenue
1014 Oberlin Road	833 Daniels Street

I understand that all applications that require review by the commission's Certificate of Appropriateness Committee must be submitted by 4:00 p.m. on the application deadline; otherwise, consideration will be delayed until the following committee meeting. An incomplete application will not be accepted.

Type or print the following:

Applicant Empire In The Occident, LLC (attn: Patrick Nerz)

Mailing Address 133 Fayetteville Street, 6th Floor

City Raleigh

State NC

Zip Code 27601

Date November 7, 2018

Daytime Phone 919-532-2579

Email Address patrick@empire1792.com

Applicant Signature

*Patrick Nerz*

Will you be applying for rehabilitation tax credits for this project? ☐ Yes ☒ No

Did you consult with staff prior to filing the application? ☐ Yes ☒ No

Office Use Only

Type of Work \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Design Guidelines** - Please cite the applicable sections of the design guidelines ([www.rhdc.org](http://www.rhdc.org)).

Section/Page	Topic	Brief Description of Work (attach additional sheets as needed)
1.3	Site Features and Plantings	Please see attached.
1.8	Signage	
2.7	Windows and Doors	

### Minor Work Approval (office use only)

Upon being signed and dated below by the Planning Director or designee, this application becomes the Minor Work Certificate of Appropriateness. It is valid until \_\_\_\_\_. Please post the enclosed placard form of the certificate as indicated at the bottom of the card. Issuance of a Minor Work Certificate shall not relieve the applicant, contractor, tenant, or property owner from obtaining any other permit required by City Code or any law. Minor Works are subject to an appeals period of 30 days from the date of approval.

Signature (City of Raleigh) \_\_\_\_\_ Date \_\_\_\_\_

TO BE COMPLETED BY APPLICANT			TO BE COMPLETED BY CITY STAFF		
	YES	N/A	YES	NO	N/A
Attach 8-1/2" x 11" or 11" x 17" sheets with written descriptions and drawings, photographs, and other graphic information necessary to completely describe the project. Use the checklist below to be sure your application is complete.  <u>Minor Work</u> (staff review) – 1 copy  <u>Major Work</u> (COA Committee review) – 10 copies					
1. <b>Written description.</b> Describe clearly and in detail the nature of your project. Include exact dimensions for materials to be used (e.g. width of siding, window trim, etc.)	<input checked="" type="checkbox"/>				
2. <b>Description of materials</b> (Provide samples, if appropriate)	<input checked="" type="checkbox"/>				
3. <b>Photographs</b> of existing conditions are required. Minimum image size 4" x 6" as printed. Maximum 2 images per page.	<input checked="" type="checkbox"/>				
4. <u>Paint Schedule</u> (if applicable)	<input type="checkbox"/>	<input checked="" type="checkbox"/>			
5. <u>Plot plan</u> (if applicable). A plot plan showing relationship of buildings, additions, sidewalks, drives, trees, property lines, etc., must be provided if your project includes any addition, demolition, fences/walls, or other landscape work. Show accurate measurements. You may also use a copy of the survey you received when you bought your property. Revise the copy as needed to show existing conditions and your proposed work.	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
6. <b>Drawings</b> showing existing and proposed work <input type="checkbox"/> Plan drawings <input type="checkbox"/> Elevation drawings showing the façade(s) <input type="checkbox"/> Dimensions shown on drawings and/or graphic scale (required) <input type="checkbox"/> 11" x 17" or 8-1/2" x 11" reductions of full-size drawings. If reduced size is so small as to be illegible, make 11" x 17" or 8-1/2" x 11" snap shots of individual drawings from the big sheet.	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
7. Stamped envelopes addressed to all property owners within 100 feet of property not counting the width of public streets and alleys (required for Major Work). Use the <u>Label Creator</u> to determine the addresses.	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
8. <b>Fee</b> ( <u>See Development Fee Schedule</u> )	<input checked="" type="checkbox"/>				



## 1. Terraces

### Project Context

Built in 1956 as the Raleigh headquarters for the Occidental Life Insurance Company, the Occidental Life Insurance Building is a City of Raleigh historic landmark. The property has two original terraces. The Occidental Life Company originally occupied the entire building. When they did, the first floor contained building amenities—namely a kitchen, cafeteria, and assembly hall. The terraces served as ancillary seating areas for the functions of the first-floor spaces—the west terrace was outdoor seating for the cafeteria and the south terrace was outdoor seating/gathering area for the assembly hall. At some point between 1956 and today, the first floor was converted into office space and the original kitchen, cafeteria and assembly hall were removed. Although the terraces have lost their historical functional relationship with the building, they remain important to the character of the overall building.

### Project Scope

The project encompasses two main scopes:

1. Remove all concrete and brick from the terrace areas, salvaging all brick (see Plan 1). Re-install the terrace with the same paving pattern (except as noted in 1.b below), using salvaged brick and new concrete that matches the original concrete (see Image 19 for concrete protected from the elements by an overhang).
  - a. **Why?:** The existing concrete is badly deteriorated and unsafe (See Images 1-6, 10-15). Expansion joint sealants have deteriorated to uselessness and allow water to infiltrate and crack concrete with temperature swings over time. Previous owners have tried to patch the concrete and re-caulk joints with limited or temporary success—patches are susceptible to freezing and thawing and do not match the original concrete. Failed concrete and mortar have also led to long-term water intrusion issues in the basement, and waterproofing must be accomplished to protect the foundation and basement. The only long-term solution is to pull all concrete out, repour new concrete, and re-seal the joints. This will protect the integrity of the terraces for decades to come.
  - b. As mentioned above, the brick pattern will be replicated and the terraces will maintain their current size, with one exception; on the west terrace, we will extend the planting area between the driveway and the terrace by approximately 5' (effectively one "row" of the paving pattern).
    - i. **Why?:** This change will provide more room in the planting area which will allow for more sustainable root systems (current plantings die easily and are difficult to maintain). Not adding back this row will also provide us with excess brick to use if there is brick loss in the rest of the terrace. At the same time, the change does not affect the shape and feel of the existing terrace and maintains the relationship to the building. It also provides screening from the service road, which was added in 2005. Prior to 2005 users of the terrace would have felt surrounded to the west by trees and natural area—adding plant screening helps to bring back some of the original feel of the space.
2. Add furniture and landscape features to make the terraces more usable for building occupants, thereby restoring their historical functional relationship with the building by making them areas of congregation.
  - a. We will add furniture to both terraces—namely, we will add planter boxes and benches (see Plan 2). Planters and benches will be built in-house, and will be composed of IPE and corten steel. These will be placed on top of the rehabbed terrace and will not be bolted down or otherwise attached in a way deleterious to the terrace.
    - i. **Why?:** The terraces are seldom used. By providing this furniture—that is not attached to the terrace and is easily removable—we will provide building occupants with space to work, meet, or relax. On the south terrace, these furniture features will help create an enclosed outdoor "room." Originally, a staircase on the south edge of the south terrace led to a grass lawn; that lawn was replaced by a parking lot, and the lack of an edge created a functional dead zone with no seating opportunities. This remedies that issue.
  - b. On the south terrace, we will add four 18" tall brick planter area (see Plan 3). These planters will be composed of brick and will have limestone caps to match original planter and bench material elsewhere on the property.

- i. **Why?:** Two of the four planters (1 and 2 on Plan 3) will be used to create a pinch point entrance to the terrace. This is a placemaking technique to focus attention on the terrace entrance and make the space more enticing for potential users. Because the terrace is inaccessible for most building occupants from the interior of the original assembly room (as originally intended) creating an entrance and giving the terrace some definition from the sidewalk is essential. The other two planters (3 and 4 on Plan 3) will contain small trees to provide the terrace with shade; feedback from building occupants is that people do not use the terrace because the south-facing sun is too harsh; providing some shade will improve the usability of the space. Finally, all four planters have the benefit of creating nooks for meeting spaces of all sizes. Without compromising the rectilinear feel of the terraces or the relationship to the building, the planters provide areas for independent work, meetings of 2-8 people, or large gatherings. This flexibility will ensure that the terrace is used after these changes are made.

### **Adherence with the Guidelines**

We carefully considered the RHDC guidelines when creating this plan.

*1.3.1 Retain and preserve the building and landscape features that contribute to the overall historic character of a landmark or district, including trees, gardens, yards, arbors, ground cover, fences, accessory buildings, patios, terraces, fountains, fish ponds, and significant vistas and views*

The terraces are being preserved and strengthened through 1) the restoration of the existing paving pattern, and 2) the incorporation of placemaking techniques that will increase usage of the terraces by building occupants. The terraces are rapidly deteriorating, and this work will ensure that they are part of the building for many years.

*1.3.2 Retain and preserve the historic relationship between buildings and historic landscape features of the landmark or district setting, including site topography, retaining walls, foundation plantings, hedges, streets, walkways, driveways, and parks.*

The proposed scope does not substantially change the proportions of the terraces to the building and maintains the rectilinear character of the building and terraces.

*1.3.3 Protect and maintain historic building materials and plant features through appropriate treatments, including routine maintenance and repair of constructed elements and pruning and vegetation management of plantings?*

Building materials are being preserved by carefully removing brick during demolition of the existing terrace and reusing that salvaged brick in the new terrace. In terms of plant materials, existing plant material that remains has been neglected. New plant material will be added at an appropriate scale—care was taken to make sure that plant material compliment important building features such as the austere brick elevation of the south wing and the glass window band on the south elevation.

*1.3.9 Introduce compatible new site features constructed of traditional materials only in locations and configurations that are characteristic of the historic landmark*

*1.3.12 It is not appropriate to introduce constructed features or objects that are similar in appearance, material, and scale to historic elements but are stylistically anachronistic with the character of the building or historic district.*

The new planter beds will be composed of brick with flat limestone caps, consistent with materials used elsewhere on the building exterior. These planters will not be anachronistic, as these materials were used at the time of original construction. The furniture planters will be composed of IPE and corten steel; the use of IPE and corten steel will be compatible with the building aesthetic but will clearly mark these planters as furniture and not a part of the permanent landscape of the terraces.



## South Terrace – Existing Condition Images

Image 1



Image 2



Image 3



Image 4





Image 5



Image 6



Image 7





Image 8



Image 9





## West Terrace – Existing Condition Images

Image 10



Image 11



Image 12



Image 13



Image 14



Image 15





Image 16

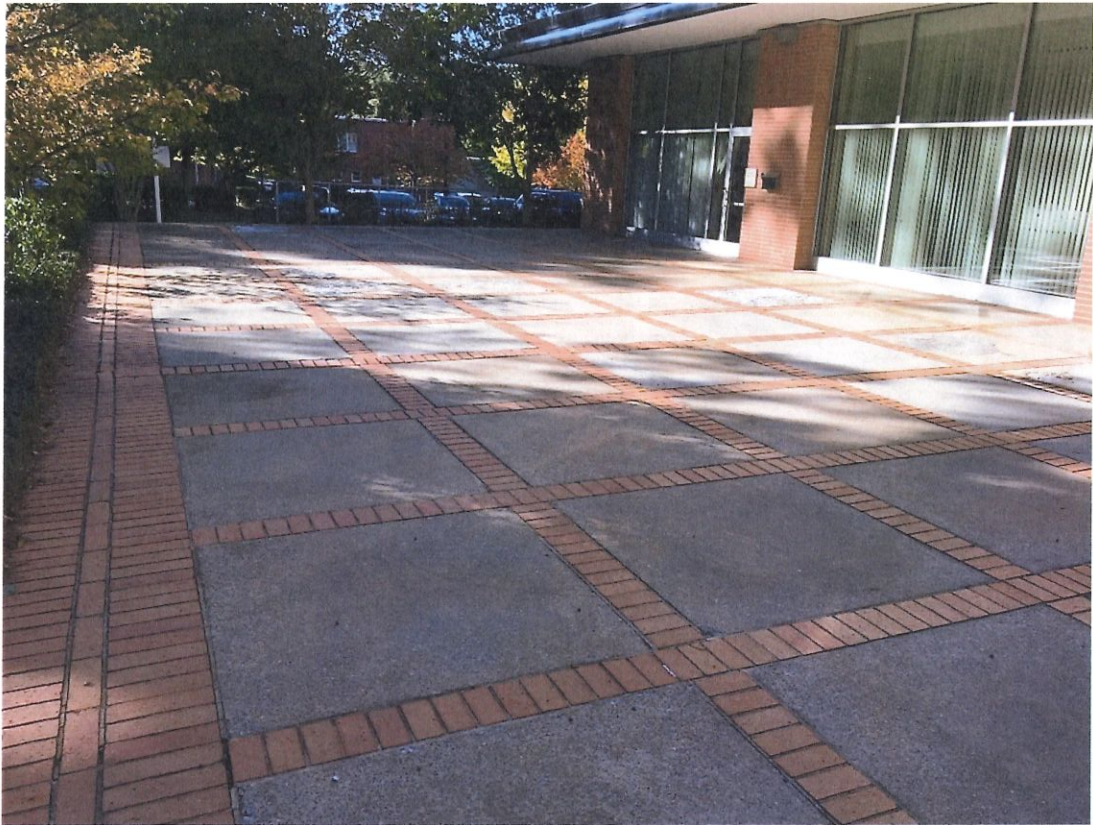


Image 17





Image 18





**Original Concrete Under Overhang**

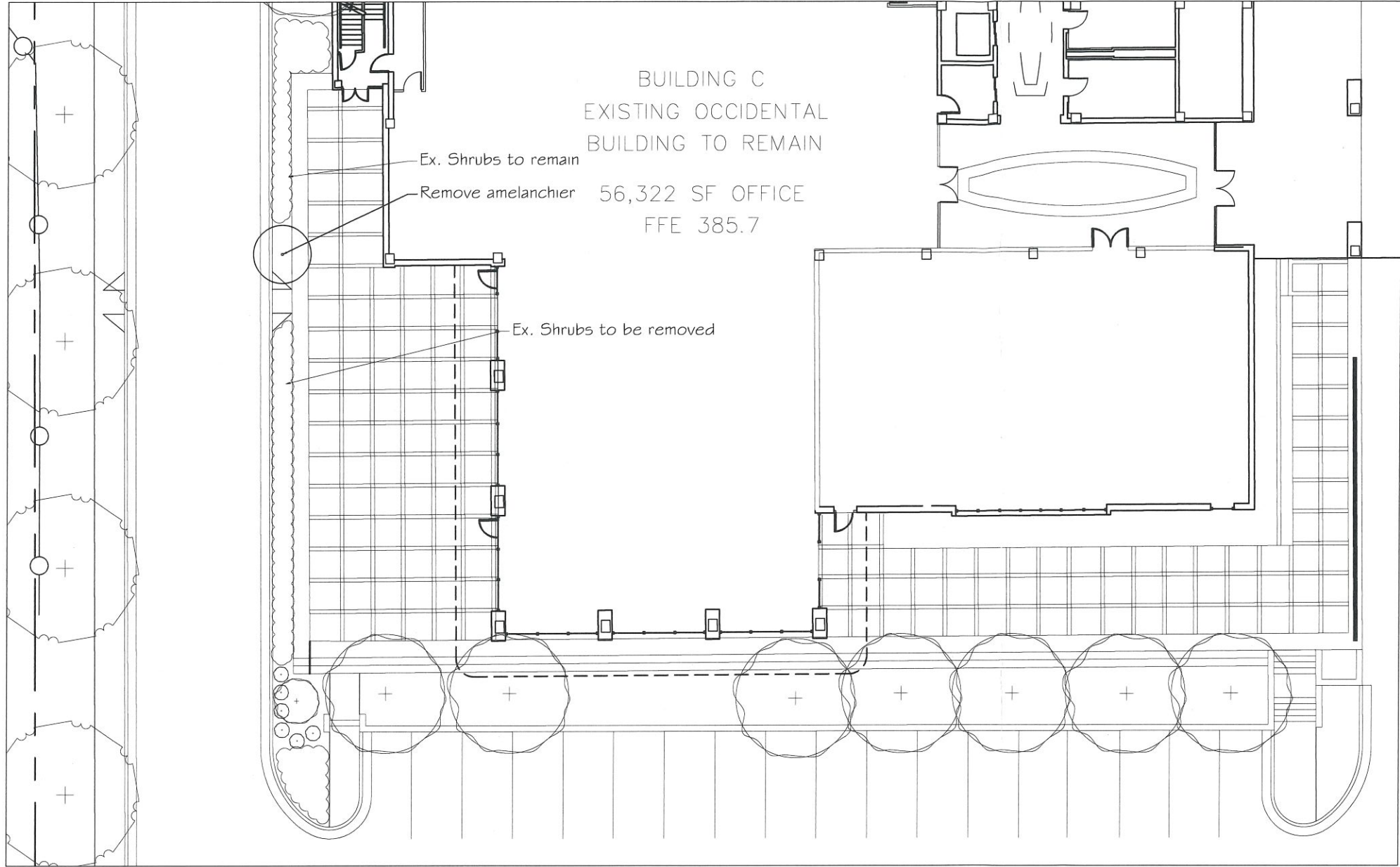
Image 19



Image 20







EXISTING CONDITIONS



Revisions

No.	Description	Date	By	Scale	Date Issued:
1					11.6.18
2					1"=10'
3					RBS
4					KJW

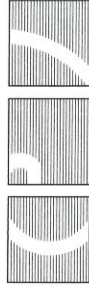
Professional Seals



Consultants

OCCIDENTAL  
BUILDING

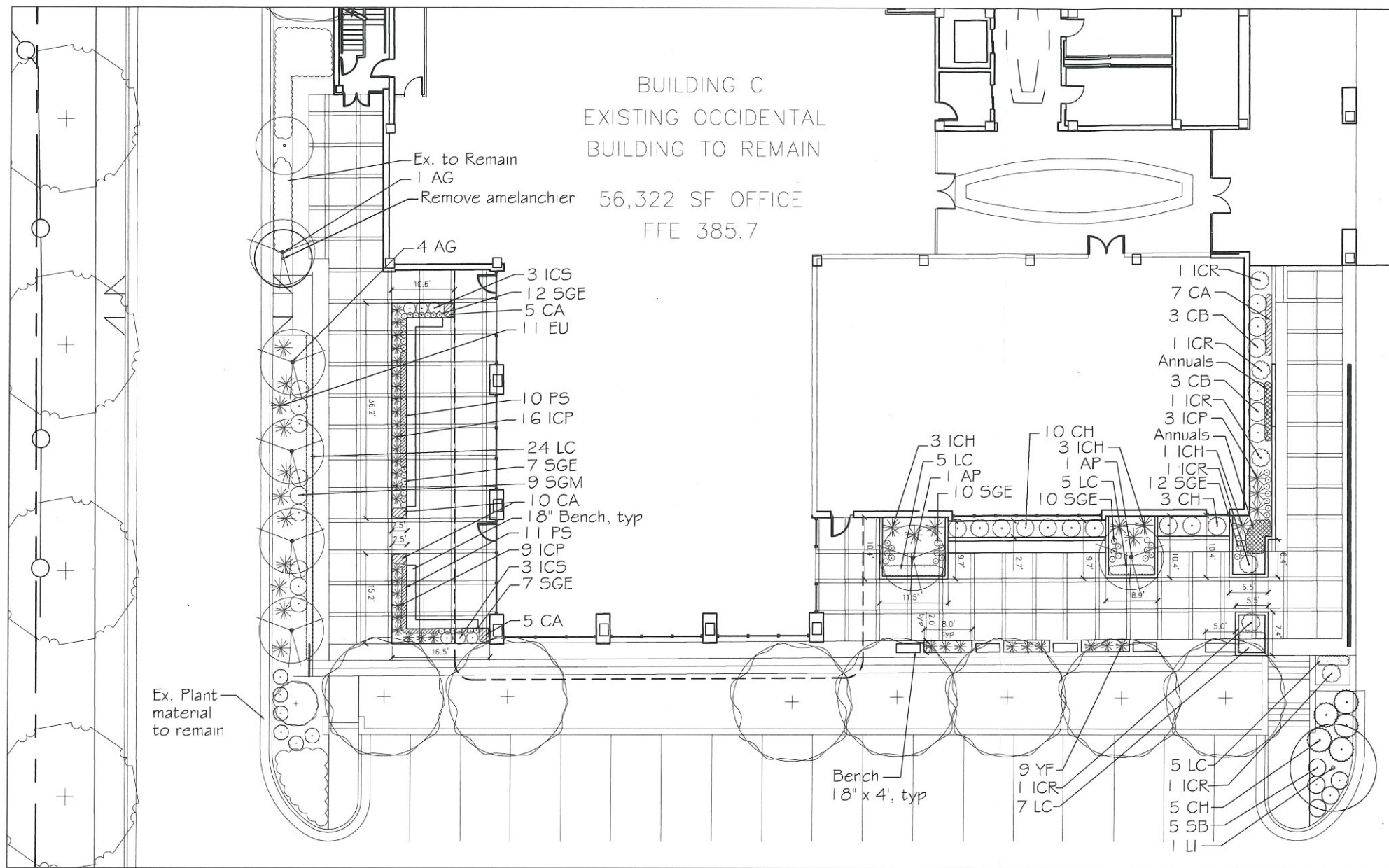
1001 WADE AVENUE  
RALEIGH, NC



COALY DESIGN  
LANDSCAPE ARCHITECTURE  
300/290 Durham Street Suite G  
Raleigh, NC 27601  
919.539.0012

LA-1





# PLANT SCHEDULE

KEY	BOTANICAL / COMMON NAME	SIZE	ROOT	SPACING
LC	LODOPETALUM CHINENSIS PURPLE PINE	3 GAL / 2' HT	CONT	3' O.C.
SGM	SPRAEA JAPONICA GOLD MOUND / SP-NEA	3 GAL / 2' HT	CONT	3' O.C.
SGE	SPRAEA JAPONICA GOLDEN ELL / SP-NEA	3 GAL / 2' HT	CONT	3' O.C.
CB	CAJAMAGOSTIS BANGSIKOTIA / KONGAN FEATHER GRASS	3 GAL / 2' HT	CONT	4' O.C.
CH	CEPHALOTAXIS HARRINGTONIA PESTICATA / POLY NEW	3 GAL / 2' HT	CONT	5' O.C.
CA	CAREX COMANS BRONZE / SEDGEGRASS	6" HT	4' POTS	12' O.C.
ICS	LEXCREMAIA SOFT TOUCH / SOFT TOUCH POLY	3 GAL / 2' HT	CONT	2' O.C.
ICP	LEXCREMAIA SKY FENCE / SKY FENCE POLY	3 GAL / 24" HT	CONT	2' O.C.
AG	ACER SINENSE / AVON VARE	6" HT	5" B	NA
AP	ACER GRISEUM / AFTERBARK WAX	6" HT	5" B	NA
PS	PELLET SURFUTIA / TRILL	3 GAL / 6" HT	CONT	2' O.C.
EU	ELONIVUS JAPONICUS GREENS / E / ELONIVUS	24" POTS	CONT	3' 4' O.C.
ICR	LEXCREMAIA SPUNDRIPOLA / JAPANESE FOLLY	24" HT	CONT	4' O.C.
LI	LABRETACTIVA / NIGRA AGONIA WHITE / GMAPE WHITE	5" HT	5" B	NA
ICH	LEXCREMAIA HODOSKORON / JAPANESE FOLLY	12" HT	CONT	4' O.C.
YF	YUCCA PLANTEN / GSA / AGONIA NIGRA	12" HT	CONT	3' O.C.



WEST TERRACE PLANTERS WITH BENCH SEATING



SOUTH TERRACE FURNITURE



FREE STANDING BACKLESS BENCH

## FURNITURE AND PLANTERS - CONCEPTUAL BASIS OF DESIGN



LODOPETALUM CHINENSIS PURPLE PINE



CAREX COMANS BRONZE / SEDGEGRASS



ACER GINNAIA / AMUR MAPLE



ACER GINNAIA / PAPERBARK MAPLE



ILEX GRENATA SOFT TOUCH / JAPANESE HOLLY



CAJAMAGOSTIS BANGSIKOTIA / KONGAN FEATHER GRASS



ILEX GRENATA SOFT TOUCH / JAPANESE HOLLY



SPRAEA JAPONICA GOLD MOUND / GOLDEN ELL



EUONYMUS JAPONICUS GREENSPINE / EUONYMUS



CEPHALOTAXIS HARRINGTONIA PESTICATA / POLY NEW



YUCCA PLANTIOSA / ADAMS NEEDLE



ILEX GRENATA SOFT TOUCH / JAPANESE HOLLY

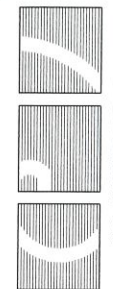


ILEX GRENATA SOFT TOUCH / JAPANESE HOLLY



ILEX GRENATA SOFT TOUCH / JAPANESE HOLLY

## COURTYARD PLAN



COALY DESIGN  
LANDSCAPE ARCHITECTURE  
300/200 Park Street Suite G  
Raleigh, NC 27601  
919.539.0012

## OCCIDENTAL BUILDING

1001 WADE AVENUE  
RALEIGH, NC

## CONCEPT PLAN

Consultants

Professional Seals

Date issued: 11.6.18

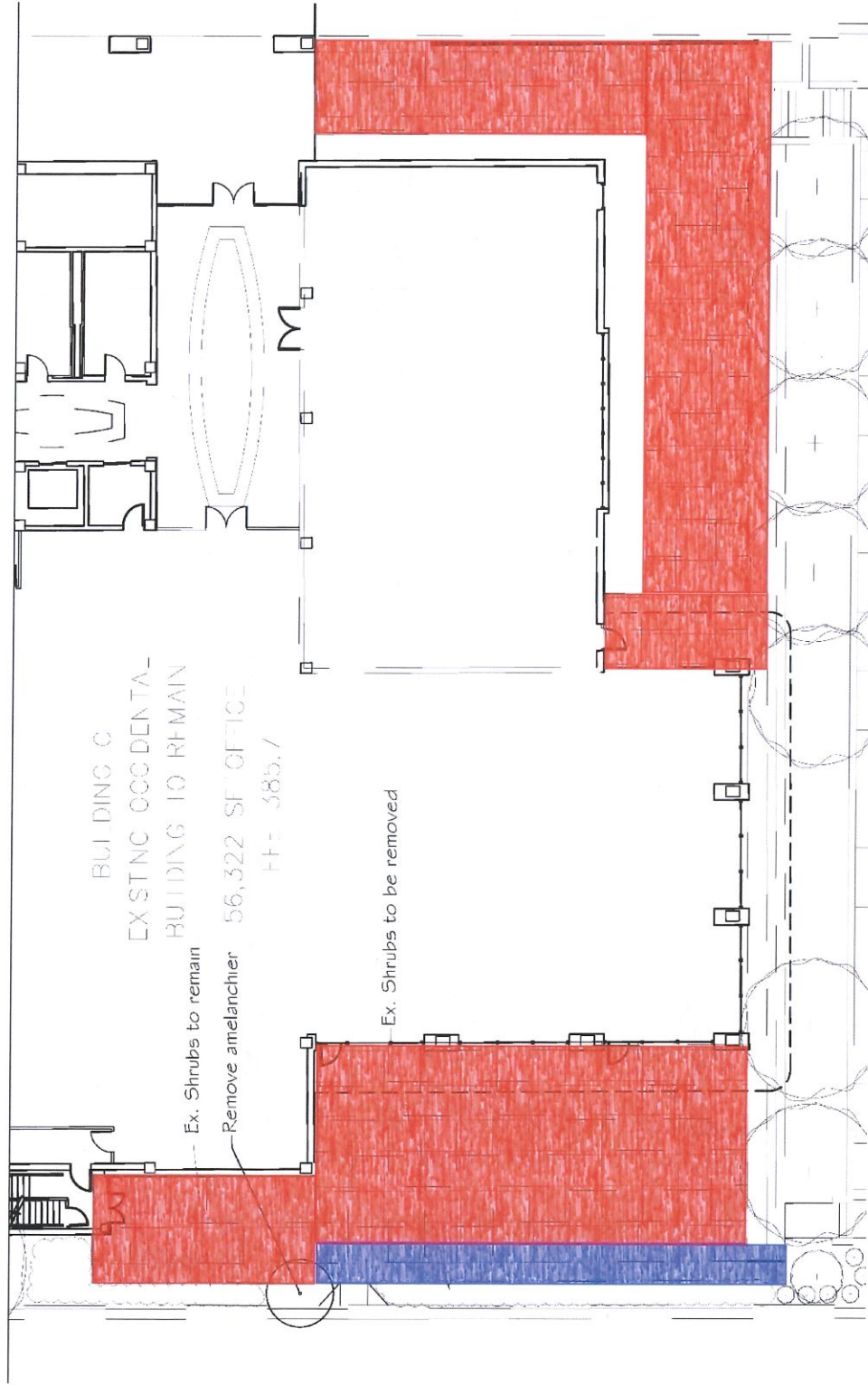
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Revisions

LA-1



# Plan 1 – Terrace Restoration

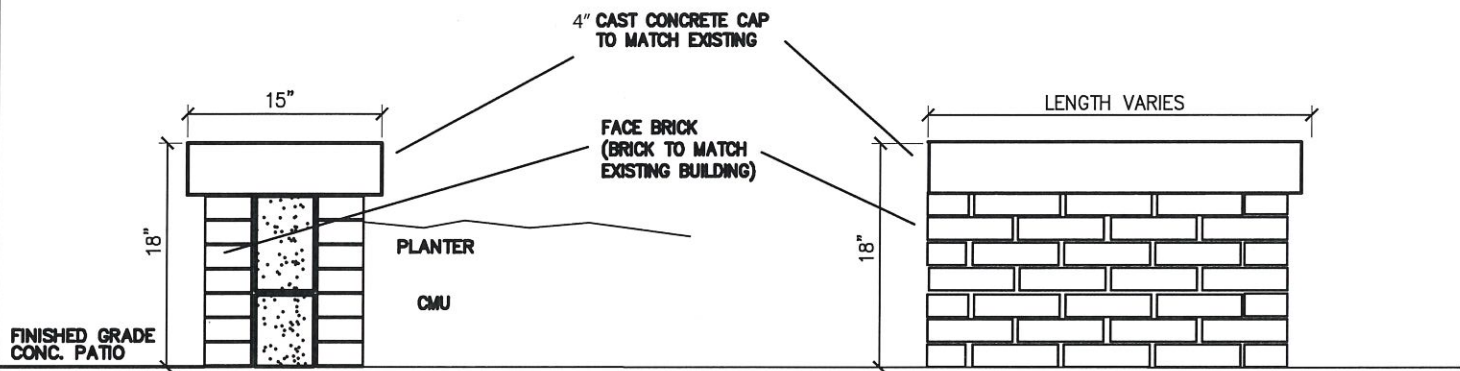


- Area of terrace demolition and restoration
- Area of terrace demolition and conversion to landscaped area







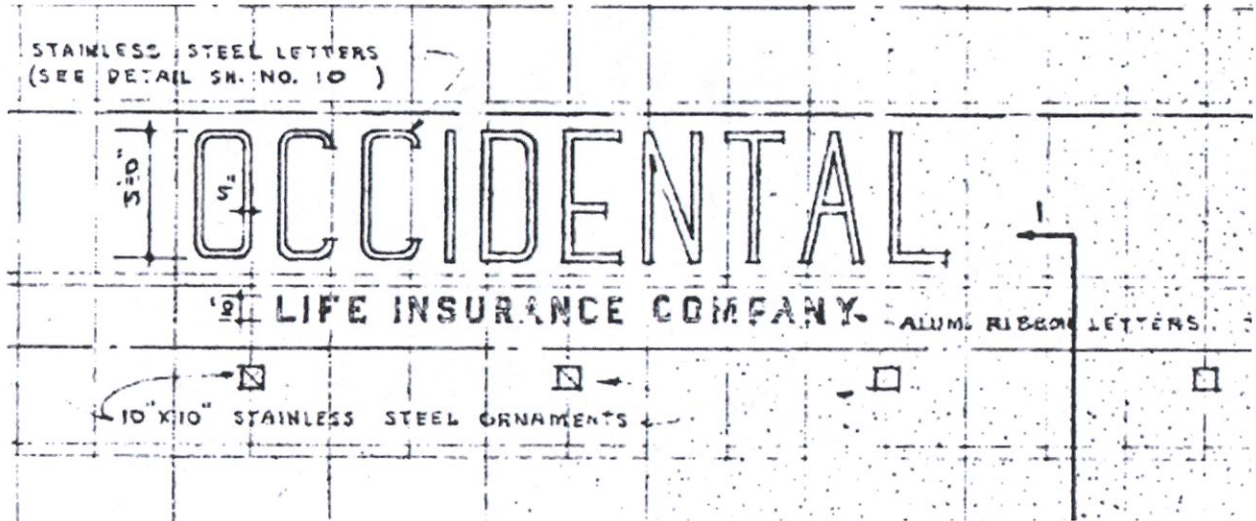


BRICK SEAT WALL / PLANTER  
SECTION AND ELEVATION

NTS

## 2. Signage

We request COA approval for the fabrication and installation of an accurate reproduction of the "Occidental" signage on the east façade of the building, facing Wade Avenue. We have excellent documentary evidence for the original sign, and plan to fabricate the sign letters in the same shape (5' tall letters, letters of equivalent width, 5" line thickness, font re-created by hand) and material (stainless steel). We will install the signage in the same location on the east façade, above the stainless-steel ornaments (which remain on the building—see Image 2). Care will be taken to install the signage in a manner that does not damage limestone panels, either by using existing penetrations in the limestone (from the original signage) or by using joints between panels. The below image is from the original building plans. It is our intention to replicate this signage, with the exception that we will not fabricate/install the "Life Insurance Company" portion of the sign.



Below are a few photos showing the original signage:



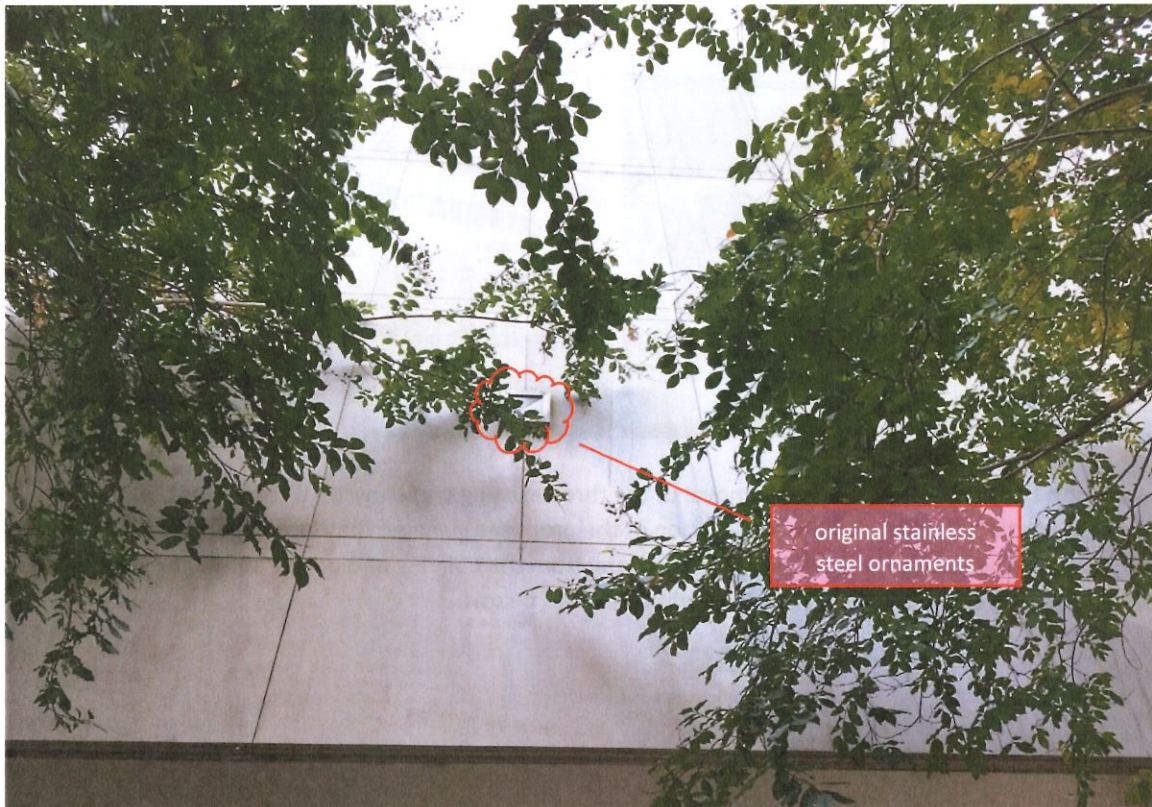
In conjunction with the sign, we request the removal of the three existing crepe myrtle trees in front of the east façade. The crepe myrtle branches obscure the location of the proposed signage; they were added some point after the departure of the Occidental Life Insurance Company from the building and do not add to the historic character of the landmark property. See existing condition photos below:



Image 1



Image 2



### **Adherence with the Guidelines**

We believe that our plan adheres to RHDC guidelines on signage.

*1.8.2 Introduce new signage that is compatible in material, size, color, scale, and character with the building or district. Design signage to enhance the architectural character of the building.*

Our proposed signage is intrinsically compatible in material, size, scale and character as our proposal is to replicate the historic signage. There is precedent in past COA application reviews—Boylan Pearce, Nehi Building—for approving signage that replicates historic signage that was subsequently removed.

*1.8.7 Construct new signs of historic materials, such as wood, stone, and metal or of contemporary materials compatible with the character of the historic district or landmark building.*

The proposed signage will be fabricated of stainless steel, which is the same material as the original building signage.

### **Contingency**

We request that RHDC approve the request for signage fabrication and installation contingent on sign permit approval by the City of Raleigh.



### 3. Windows

We request COA approval for two new window openings at the rear of the building. The proposed windows are south facing on the west elevation—this elevation contains most of the “back of house” building functions and is the least significant elevation architecturally. Providing natural light to the building interior was not a priority for the original architects because the space served as a food storage and kitchen area—because that use was removed and is extremely unlikely to return in the future, providing natural light and a connection with the building exterior is important for current and future use as office space.

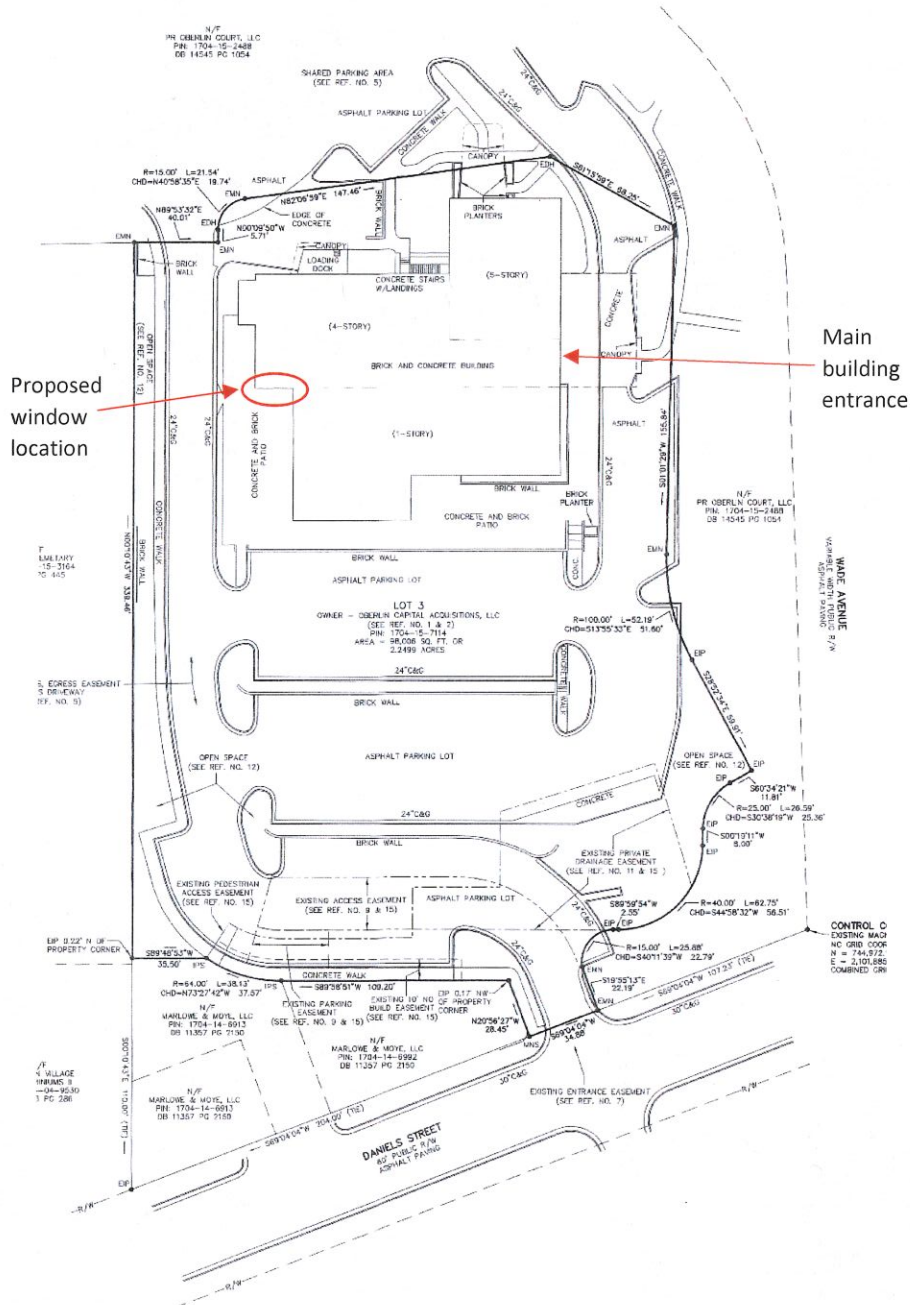


Image 1- Existing Condition



Image 2 – Proposed New Window Openings





We propose adding two aluminum-frame windows to the existing brick wall. These windows will match another non-original window added to the south elevation sometime after original construction. This existing window (and the proposed windows) match the dimensions of the window band segments on the south elevation. See Image 3 below.

Image 3



#### Adherence with the Guidelines

We believe that our plan adheres to RHDC guidelines on windows.

*2.7.9 If additional windows or doors are necessary for a new use, install them on a rear or non-character-defining façade of the building, but only if they do not compromise the architectural integrity of the building. Design such units to be compatible with the overall design of the building, but do not duplicate the original.*

The proposed windows will provide natural light to the building interior without compromising the architectural integrity of the building because of their limited-visibility location on a non-character defining facade, and because the scale of the change is limited in the context of the entire building. The design of the window is compatible with the building in that the windows will match materials and proportions of historic window openings on the south elevation, but will be differentiated from the original window band by the lack of a limestone surround.