City Council – Action Request Form

Date: May 11, 2021

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Damon Dequenne, Assistant City Manager

Aaron King, Director of Planning and Development Services

Council Action Requested:

Ordinance Designating Certain Property as a Local Historic Landmark - Twin City Motor Company Building

Strategic Focus Area: Livable Neighborhoods **Strategic Objective:** Preserve Historic Resources

Strategic Plan Action Item: No

Key Work Item: No



Summary of Information:

Local Historic Landmark Designation is a program administered by the Forsyth County Historic Resources Commission. Landmark designation is provided for by North Carolina law and signifies recognition that a property is important to the heritage and character of the community and that its protection enriches the community's residents. To date, 140 properties in Forsyth County have been so designated. The effects of landmark designation are as follows: (1) the property owner who wishes to make changes to a designated landmark property must first have the plans reviewed and approved by the Historic Resources Commission; and, (2) the owner of a landmark property may apply for an annual property tax deferral of up to 50% for as long as the property's important historical features are retained. Application and report have been submitted by Twin City Motor Company Building, LLC for the complete exterior, interior, and the tax block and lot upon which the Twin City Motor Company Building sits, located at 633 North Liberty Street in Winston-Salem, Tax Block 13, Tax Lot 240. PIN 6835-28-2505. The current tax value of the property is \$766,700 and the tax office will calculate the new tax value with a reduction based on the amount of the property that is designated. The Historic Resources Commission held a public hearing on the application and report on March 3, 2021 and recommended approval.

Committee Action:			
Committee	CDHGG 5/11/2021	Action	Approval
For	Unanimous	Against	
Remarks:			

Twin City Motor Company Building

The 1926 Twin City Motor Company Building possesses the requisite architectural significance for local historic landmark designation as the only extant downtown Winston-Salem building constructed solely to serve as an automobile dealership and service garage. Commercial Style building, located at 633 North Liberty Street on a .52 acre parcel, designed by Winston-Salem architects Northup and O'Brien, is architecturally significant. The Twin City Motor Company Building, an expansive three-level reinforced-concrete building, is particularly notable due to its white-glazed-terra-cotta-tile-sheathed west façade embellished with slightly projecting pilasters, a molded cornice above the second-story windows, and paneled crenellated parapets atop the corner and north central bays. Original storefront elements include two-section copper-frame plate-glass windows with low black marble kneewalls in the first-floor showroom. The stuccoed east elevation is ornamented with a crenellated parapet atop the central bay. A twosection copper-frame plate-glass window with a stuccoed kneewall and a ten-pane wood-frame transom remains in the south bay. Large multipane steel sash light the building. On the interior, most of each level has an open plan with exposed fire-resistant reinforced-concrete columns, beams, and slabs designed to minimize vibration and carry a heavy load. The proposed landmark is on a 0.52-acre tract (Forsyth County PIN 6835-28-2505, block 13, lot 240). The period of significance is 1926, the building's completion date. The Twin City Motor Company Building is a contributing resource in the Downtown North Historic District, listed in the National Register of Historic Places in 2002. (Heather Fearnbach, Twin City Motor Company Building Local Historic Landmark Application and Report 11/9/2020)

The current owners are seeking complete Local Historic Landmark designation for the entire Twin City Motor Company Building exterior and interior in order to recognize the property's architectural significance. A list of the character-defining features is found in the Landmark report on page 29.

The property is a significant example of Forsyth County's architecture that possesses integrity of location, setting, design, materials, workmanship, feeling, and association.

The Twin City Motor Company Building retains high integrity of location, setting, feeling, and association, as it remains on its historic site within an early- to mid-twentieth-century commercial district in downtown Winston-Salem.

The Twin City Motor Company Building retains excellent integrity in terms of design, material, and workmanship. Northup and O'Brien's architectural drawings were executed with little deviation. The expansive three-level reinforced-concrete building features a white-glazed-terra-cotta-tile-sheathed west façade embellished with slightly projecting pilasters, a molded cornice above the second-story windows, and paneled crenellated parapets atop the corner and north central bays. Wide two-section copper-frame plate-glass windows with low black marble kneewalls light the first-floor showroom, while large multipane steel sash are intact elsewhere. The stuccoed east elevation is ornamented with a crenellated parapet atop the central bay. The intact south storefront encompasses a two-section copper-frame plate-glass window with a stuccoed kneewall and a ten-pane wood-frame transom. Most of each level has an open plan with exposed fire-resistant reinforced-concrete columns, beams, and slabs designed to minimize vibration and carry a heavy load.