

## REPORT TO THE HISTORIC DISTRICT COMMISSION

**DATE:** July 24, 2025

**SUBJECT:**

Case #251835 - 99 N. Center Street - Social on the Square - Request approval of a Certificate of Appropriateness (CofA) for Exterior Alterations.

**INTRODUCTION:**

- Property owner & Applicant Town Square Partners, LLC (Bill Cox) is requesting a Certificate of Appropriateness (CofA) for façade modifications related to the existing hipped-roof canopy structure on the front façade (see Exhibit 3).
- The property, zoned CB: Central Business, is located on the west side of North Center Street on the Town Square (see Exhibit 1).

**BACKGROUND:**

- Wood shake shingles were added in the 1970s, 1980s, and 1990s to structures on the Square as part of restoration efforts but are now considered inappropriate by the Guidelines as they give the Square a New England or Colonial look.
- The Historic District Commission (HDC) and the Board of Mayor and Aldermen (BMA) updated the Historic District Design Guidelines in January 2019 to better address canopies and awnings on the Square. As part of this update:
  - language was added to the Guidelines to state wood shake shingles and hip-roofed canopies are inappropriate; and
  - the Guidelines clarified it is appropriate to perform routine maintenance and minor repairs on existing canopies with inappropriate materials, such as cedar shake shingles; however, replacing over 50% of the existing materials is considered rehabilitation and requires a CofA from the HDC (Exhibit 9).

**KEY POINTS:**

**1. The building is more than 100 years old and may have historical significance; however, inappropriate changes were made around 1975-80s (Exhibit 8).**

- The building was constructed circa 1900-1905.
- The building is listed as a Non-Contributing Structure for Collierville's National Register District based on 2004 and 2021 surveys (Exhibit 6).
- The wooden shingle covering on the solid, hip-roof roof canopy is inappropriate per the Guidelines (Exhibit 9), and it is appropriate for it to be replaced.
- Evidence exists of a flat metal canopy on this building shared with the building to the north (see Exhibit 7).

**2. Because the cedar shake shingle coverings on most of the canopies and awnings on the Square are deteriorating and are in need of repair or replacement, the Town adopted changes to the Guidelines in 2019 related to awning and canopy materials.**

**3. The applicant is requesting to replace the deteriorated existing hipped-roof canopy structure**

**with a new fabric awning with metal support structure (Exhibit 3). Deteriorating wood siding would also be replaced.**

- The applicant plans to remove the existing hipped-roof canopy structure along with all siding materials from the designated areas of the building façade (Exhibit 4).
- The existing wood siding has been in place around 50 years and may have developed historic significance. Replacement siding, if the HDC allows it to remain, must match the old in composition, design, color, texture, and other visual properties, and, where possible, materials.
- New fibrous cement board and batten siding will be installed to replace the existing materials, along with a new fabric awning, which will be supported by a powder-coated metal structure (Exhibit 5).
- Fibrous cement board and batten was used on the third-floor terrace of 70 N. Main St, and not close to the ground level.
- The square-shaped fabric awning will have no valances, with straight hem scallops and a closed end. Additional information is needed about the awning color and pattern. The awning specifications show "Soltis 502", but Staff is concerned it will not meet the intent the guidelines because of the PVC coating.
- Page 77 of the Guidelines says, "artificial sidings are not appropriate for traditional commercial buildings. In addition to changing the original appearance of the building, artificial sidings may make maintenance more difficult because they may cover up potential moisture problems that can become more serious. Remove artificial siding and restore original building material, if possible. Most commercial buildings in the historic district are brick masonry." An image of this building and the adjoining building is on Page 77 with the caption reading, "Artificial siding hides original materials on a building and is not compatible to surrounding structures."
- If structurally possible, the applicant should consider removing the existing wood siding with the planned facade renovation and exposing the historic brick facades and windows.

**4. The most appropriate coverings over sidewalks per the HD Guidelines are fabric awnings and flat metal canopies. The property owner should use this opportunity to bring the façade fully into compliance with the Guidelines.**

- Whether fixed or retractable, sloped canvas awnings are the most historically appropriate type of awning, provided they carefully fit within the storefront, porch, door, or window openings; do not obscure distinctive architectural elements; and do not damage historic materials.
- The awning shape should fit the opening for which it is intended.
- Given the evidence of a flat metal canopy on this building in the past, a flat metal canopy would be more applicable for this façade than a fabric awning. The fabric awning structure, if approved by the HDC, could be easily removed at a later date and replaced with a flat metal canopy.

**5. When commercial facades are renovated, the Town inspects buildings to ensure the building is being properly maintained.**

**6. The HDC should decide if the fabric awning and fibrous cement siding are appropriate.**

**STAFF RECOMMENDATION:** Staff recommends approval of this Certificate of Appropriateness (CofA) for Exterior Alterations because, with the conditions of approval, the changes will be consistent with the local Historic District Guidelines and the Secretary of Interior Standards. The example motion includes ways the request can more fully comply with these standards.

If the HDC does not have enough information (color or type of awning fabric, plans showing a different type of sidewalk covering, etc.) to make a decision, then deferral of the request to the next meeting is appropriate.

**ATTACHMENTS:**

Exhibit 1- Vicinity map 7.9.25.pdf  
Exhibit 2 Conditions of Approval 7.18.25.pdf  
Exhibit 3 cover letter 7.1.25.pdf  
Exhibit 4 - Photos of Current Condition.pdf  
Exhibit 5 - Photos of Proposed Design.pdf  
Exhibit 6 - 2004 Historic Resource Survey Excerpt.pdf  
Exhibit 7 - Historic Picture.pdf  
Exhibit 8 - National Register Excerpt.pdf  
Exhibit 9 - Guidelines for Commercial Buildings.pdf  
Exhibit 10 - HDC Guidelines 119 sec of interior stds.pdf

**PROPOSED MOTION:**

Approve the Certificate of Appropriateness for exterior alterations (Exhibit 3) to 99 N. Center Street, subject to the conditions in Exhibit 2.

**CONTACT INFORMATION:****Applicants/Property Owners**

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