

1 BOARD BILL NO.134 INTRODUCED BY ALDERMAN TERRY KENNEDY

2 An ordinance pertaining to the New Age Federal Savings and Loan Building, located at 1401 N.
3 Kingshighway (the Property), having as subject matter the designation of the Property as a City
4 of St. Louis Landmark, containing definitions, Landmark Standards and a severability clause.

5 The Board of Aldermen hereby declares as follows:

6 WHEREAS the Property is important in the City of St. Louis because it is associated with the
7 New Age Federal Savings and Loan organization established in 1916; and

8 WHEREAS the New Age Federal Savings and Loan was a pioneering black business in St. Louis
9 and Missouri and remained the only black-owned financial institution in St. Louis into the
10 1960s; and

11 WHEREAS in 1958, New Age initiated the construction of a purpose-built bank building at 1401
12 N. Kingshighway designed by St. Louis architect W.E. Duncan and thereafter boasted of "one of
13 America's most beautiful financial buildings;" and

14 WHEREAS the savings and loan provided modern service with drive-up banking and several
15 teller windows, as well as competitive interest rates, and the all-black staff served customers in
16 the modern New Age facility that was evidence of black business success; and

17 WHEREAS the City of St. Louis Preservation Board was created to recognize and protect the
18 design and physical integrity of sites and districts within the City limits; and

19 WHEREAS the Planning Commission and the Board of Public Service have reviewed the
20 proposed landmark designation and standards and have found that it 1) is in conformity with
21 the City's Strategic Land Use Plan and 2) will have a positive impact on the physical
22 development of the city; and the Preservation Board has approved the petition and
23 recommended that a designation bill be prepared.

24 THEREFORE BE IT ORDAINED BY THE CITY OF ST. LOUIS AS FOLLOWS:

25 SECTION ONE. Definitions:

1 ACQUIRED SIGNIFICANCE

2 Importance achieved from an element, although not original to a property, but with sufficient
3 historical or architectural meaning, to become valued as much as the original portion.

4 CHARACTER-DEFINING FEATURES

5 Those elements of a property that strongly convey its architectural style and/or history.

6 CITY LANDMARK

7 Any site or sites designated for protection from alteration or demolition by the City of St. Louis
8 Board of Aldermen. A City Landmark cannot be altered in design or construction, and
9 demolition of the property cannot occur without the permission of the City of St. Louis
10 Preservation Board or its successor agencies.

11 ENTRANCE

12 Feature that is a point of entering a building, which often consists of one or more doors,
13 sidelight or transom windows, surrounding architectural elements, and a canopy sheltering the
14 door(s).

15 PRIMARY FAÇADE

16 The main, usually street-facing, wall of a building which conveys its style and on which
17 character-defining features are evident.

18 GLAZING

19 Panes or sheets of glass set or made to be set in frames, as in windows, doors or mirrors.

20 MASONRY

21 Masonry is the family of building materials and techniques that use stone, brick, ceramic, or
22 concrete block units, usually separated by mortar beds and joints.

23 MASSING

24 Term used to describe the visual displacement of space based on the building's height, width
25 and depth; the three-dimensional impact of a structure.

26 SCALE

1 Term used to describe the perceived size of a building relative to the height and width of
2 adjacent structures. Also the perceived size of an element of a building relative to known
3 architectural elements; for example, the size of a door relative to a window.

4 SECONDARY

5 Second or inferior in importance.

6 TERRAZZO FLOORING

7 Poured-in-place composite flooring material consisting of marble or granite set in mortar and
8 finished with a polish.

9 WINDOWS

10 The elements that consist of frames, window sash, and glazing that form a portion of the
11 exterior enclosure of a building.

12 SECTION TWO. LANDMARK STANDARDS

13 These standards are the National Park Service's Secretary of Interior's Standards for
14 Rehabilitation supplemented with guidance that reflects the conditions found at this City
15 Landmark.

16 Character-defining features and aspects of the property addressed by these standards are
17 those that strongly convey its architectural style and history. When these components of an
18 historic property are altered, the building or structure can no longer convey its association with
19 the past. Character-defining features vary from property to property, but generally include
20 original building materials, decorative architectural elements, and features such as doors and
21 windows. Character-defining features are likely to be located on the façade and other portions
22 of the property visible from the street.

23 Standard #1. The property shall be used for its historic purpose or be placed in a new use that
24 requires minimal change to the defining characteristics of the building and its site and
25 environment.

1 Occupancy of the building by organizations or businesses that do not alter the character of
2 the building are appropriate and encouraged.

3 Standard #2. The historic character of the property shall be retained and preserved. The
4 removal of historic materials or alteration of features and spaces that characterize a property
5 shall be avoided.

6 Façade and building exterior:

7 All character-defining aspects of the exterior of the building shall be maintained in place
8 and shall not be altered, either through removal, painting, covering with other materials, or
9 other physical changes.

10 Features and materials that must be replaced periodically, such as roofing, shall be the
11 replaced with the same materials as the historic or existing, or appropriate replacements.

12 Windows and their glazing are important character-defining features of the bank building
13 and shall not be blocked. Window sash replacement shall replicate the original sash or be an
14 appropriate alternative.

15 Entrances are always character-defining and shall not be altered. Features associated with
16 the use of the bank, including the drive-up teller window and night deposit box, shall be
17 maintained even if no longer in use.

18 Interior:

19 Interior finishes that convey the status of the bank's design and workmanship, such as
20 terrazzo flooring, shall be retained in place; where possible, they shall not be concealed.

21 Landscaping:

22 The design of the lot, meant to facilitate banking and access to the drive-up deposit
23 window, shall not be significantly altered.

24 Signs:

1 Any signs applied to the building or installed on the grounds shall be compatible with the
2 historic architectural character of the property. The following types of signs are not
3 compatible:

4 Roof-top signs, billboards, flashing or animated signs, signs with changing text, back-
5 lighted signs, wall signs above the side wall window sills, large projecting signs that block
6 windows, and loudspeaker music or speed for advertising purposes.

7 Standard #3. The property shall be recognized as a physical record of its time, place, and use.

8 Changes that create a false sense of historical development, such as adding conjectural features
9 or architectural elements from other buildings, shall not be undertaken.

10 Standard #4. Most properties change over time; those changes that have acquired historic
11 significance in their own right shall be retained and preserved.

12 At the time of landmark designation the building is in its original state and therefore there
13 are no changes of historic significance.

14 Standard #5. Distinctive features, finishes, and construction techniques or examples of
15 craftsmanship that characterize the property shall be preserved.

16 The masonry exterior materials of brick and stone shall be maintained in good condition.

17 The masonry shall not be painted or changed in any way that alters its visual character.

18 Standard #6. Deteriorated historic features shall be repaired rather than replaced. Where the
19 severity of deterioration requires replacement of a distinctive feature, the new feature shall
20 match the old in design, color, texture, and other visual qualities and, where possible,
21 materials. Replacement of missing features shall be substantiated by documentary, physical, or
22 pictorial evidence.

23 The windows and doors of the bank are important historic character-defining features. If
24 they deteriorate to the point of needing replacement, replacement units shall be carefully
25 selected and shall replicate the shape and appearance of the existing units.

1 Standard #7. Chemical or physical treatments, such as sandblasting, that cause damage to
2 historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be
3 undertaken using the gentlest means possible.

4 The masonry materials of the exterior shall not be sandblasted or cleaned with harsh
5 chemicals. Any cleaning project shall be approved by the Cultural Resources Office.

6 Standard #8. Significant archeological resources affected by a project shall be protected and
7 preserved. If such resources must be disturbed, mitigation measures shall be undertaken.

8 The property owners shall consult with the Cultural Resources Office before undertaking a
9 project that would include below-grade disturbance.

10 Standard #9. New additions, exterior alterations, or related new construction shall not destroy
11 historic materials that characterize the property. The new work shall be differentiated from the
12 old and shall be compatible with the massing, size, scale, and architectural features to protect
13 the historic integrity of the property and its environment.

14 Standard #10. New additions and adjacent or related new construction shall be undertaken in
15 such a manner that if removed in the future, the essential form and integrity of the historic
16 property and its environment would be unimpaired.

17 The current and subsequent owners may add discreet features that relate to its
18 identification and current use. Such new elements shall appear appropriate in material, be
19 subordinate in scale, and maintain the overall presence of the existing building.

20 Any additions shall be compatible with the bank building in terms of materials and shall be
21 secondary to the building in terms of size, scale, height, and architectural prominence,
22 which are likely to be no more than a small addition.

23 SECTION THREE. SEVERABILITY CLAUSE

24 If any provision, sentence, clause, section, part, or application of the ordinance and the
25 regulations and standards contained herein is for any reason held to be unconstitutional, illegal,
26 or invalid, such unconstitutionality, illegality, or invalidity shall not affect or impair any of the

- 1 remaining provisions, sentences, clauses, sections, parts, or applications of this ordinance,
- 2 regulations and standards.