

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

Historic Preservation Certification Application
State Historic Preservation Office Review & Recommendation Sheet
Rehabilitation—Amendment 2

Project Number: 37554

Number 1	<u>Gold Medal Camp Furniture Company</u> (Property) <u>1701 Packard Avenue</u> (Property) <u>Racine, WI 53403-2562</u> (Racine County)	<input type="checkbox"/> Preliminary done <input type="checkbox"/> Non-standard billing
Certified Historic Structure? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> pending		
Type of Request: <input type="checkbox"/> Part 2 <input type="checkbox"/> Part 3 (Part 2 previously reviewed) <input type="checkbox"/> Part 3 (Part 2 not previously reviewed) <input checked="" type="checkbox"/> Amendment		
Date application received by State <u>10-3-18</u> Date(s) additional information requested by State _____, _____, _____, _____, _____		
Complete information received by State _____ Date transmitted to NPS <u>10-10-18</u> Property visit by State staff <u>9-4-18</u> _____ rehab. (before) (during) (after)		
PROJECT SUMMARY REVIEW <input checked="" type="checkbox"/> Fully reviewed by SHPO <input type="checkbox"/> No outstanding concerns <input type="checkbox"/> Owner informed of SHPO recommendation <input type="checkbox"/> In-depth NPS review requested		

Number 2	STATE RECOMMENDATION: <u>Jennifer N. Davel</u> who meet the Secretary of the Interior's Professional Qualification Standards, have reviewed this application. The project: <input type="checkbox"/> meets the Standards. <input checked="" type="checkbox"/> meets the Standards <i>only</i> if the attached conditions are met. <input type="checkbox"/> does not meet Standard number(s) _____ for the reasons listed on reverse. <input type="checkbox"/> warrants denial for lack of information. <input type="checkbox"/> This application is being forwarded without recommendation. For completed work previously reviewed, check as appropriate: <input type="checkbox"/> completed rehabilitation conforms to work previously approved. <input type="checkbox"/> completed rehabilitation differs substantively from work previously approved (describe divergences from Part 2 application on reverse).
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Date _____ State Official Signature _____

Number 3	ISSUES:	<input type="checkbox"/> Additions, including rooftop	<input type="checkbox"/> Alteration of significant exterior features or surfaces
		<input type="checkbox"/> Alteration, removal, or covering of significant interior finishes or features	<input type="checkbox"/> Adjacent new construction, extensive site work, or demolition of adjacent structures
		<input type="checkbox"/> Changes in significant interior spaces or plan features (including circulation patterns).	<input type="checkbox"/> Window replacements on any major elevation that do not match historic configuration, material, and profiles
		<input type="checkbox"/> Damaging or inadequately specified masonry treatments	<input type="checkbox"/> Other (explain)

Number 4	Basis for Recommendation. Focus on how the issues checked in NUMBER 3 are being addressed. Where denial is recommended, explain fully. Comment on noteworthy aspects of the project, including any technical or design innovations, or creative solutions.
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STATE EVALUATION OF PROJECT & CONCERNS:

I was able to visit this building in September of this year. It is a large and interesting complex. The office building on the western side is quite in-tact and will be detailed in a forthcoming amendment for Phase 3. The eastern building block is interesting due to the interior alley and connectors. This amendment is essentially the Part 2 for the eastern building block. The initial Part 2 (Phase 1) involved only the roofing and exterior masonry work (none of which has started). This drawing set is missing the building sections and interior elevations that are keyed on the drawings. We are also missing new window details and also existing door conditions and new door information. While I feel overall this project will meet the Standards, there is additional information that we need to review. SHPO recommends conditional approval.

Item #1 It was mentioned briefly in the first paragraph on page 6 that the center most connector bridge will be retained. They are proposing new cladding and windows on this bridge but did not supply additional information in the narrative or the drawings.

Item #3 The portion of this connector being removed is away from the street edge thus retaining the historic identity at the public right-of-way. In comparing D201 and A401, we see that approximately half of the connector will be removed. The original exterior windows will be reopened. This is a nice balance.

Item #3 When I was on site with the design team we talked about the proposal to remove the roof at the 1914 boiler house. The owner would like this to be an outdoor amenity for the residents. We also discussed retaining the original boiler as seen in photo 28. In my opinion this portion of the building would not be classified as the character-defining interior space (even though the boiler itself is cool) and therefore this may be a viable option. Because this is a street corner, the exterior walls and windows could remain to maintain the street front and the roof structure would remain to brace the walls. Because I have not seen this treatment in a project before I defer to NPS for final ruling.

Item #4 Looking through the photos, there are many original wood doors found around the exterior. Photos 14 and 15, for example, show a pair of original wood doors that according to D200 will be replaced, but are they deteriorated beyond repair? We see doors on the demo and new elevations, but there is no further description of the doors in a door schedule or door type diagram. I feel we need more information on the existing condition of all doors.

Item #5 There is an extensive window survey consisting of 1/3 of the total windows photographed at the interior and exterior. Currently 92% of the openings have original windows. The architect is making a case for replacement due to the amount of rust, deterioration, missing steel and broken glass at the steel sash windows. After reviewing the photos I concur with the opinion they are deteriorated beyond repair. In the second drawing set the windows have all been numbered and typical original details drawn however no new details are included.

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1700 Packard Avenue
Racine, WI 53403

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Item # 9 - PHASE 2 OF 3

Architectural Feature: Phase 2 – Main East Block (1905-1924) – Mechanical, Electrical, Plumbing, and Fire Protection Equipment

Date of Feature: 1905-1924

Existing Feature and Condition

The Main East Block's existing mechanical, electrical, plumbing, and fire protection systems are a patchwork of systems dating from the construction of the building to the 2000s with original portions supplemented and replaced by outdated upgrades.

Work and Impact on Feature

All existing mechanical, electrical, plumbing, and fire protection systems within the Main East Block will be removed where required. New systems will be installed to bring the building up to current code and to introduce energy-saving features where possible.

New plumbing and lighting equipment will be installed at the underside of the 1916 block's 2nd floor connector within the internal alley. Where piping is limited, it will be left exposed, will be held as close as possible to the ceiling of the connector, and will be held back from the east and west edges of the ceiling. Where apartment plumbing equipment descends down from units above, this equipment will be soffited and hidden; the new soffits will be resemble enclosed beams and will not impact the utilitarian character of the internal alley.

In keeping with the building's historic utilitarian character, all interior spaces within the Main East Block will be left exposed at walls and ceilings.

Any new soffits, ducts, pipes, and conduits that extend below perimeter window heads will be held back at least **five feet** from the plane of the exterior window and will not visually impact the building's exterior appearance.

Public interiors including lobbies and corridors will be left as free and clear of ceiling equipment as possible.

Non-historic lighting throughout the building will be removed and replaced with new lighting.

New smoke detectors, exit signage, fire alarm pull stations, carbon monoxide detectors, emergency lighting, fire alarm horns and strobes, and fire extinguishers will be installed.

New outdoor electric and gas meter connections will be installed.

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New rooftop mechanical units will be held away from parapets and will not be visible from ground level.

Photos: See previously submitted Part 2 photos
Drawings: All

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Item #6 In this project, 2 of the 4 stairs will be retained in place. While typically we don't like to see original stairs being removed, this building did not have corridors with stairs acting as its anchor. Rather, these stairs are floating in a large open floor plan and for this reason don't consider these stairs as character-defining as they may be in a school for example. It is for this reason that the removal of two stairs may be acceptable. Also important to note is that one of the stairs that will be retained (photo 67) has a high level of integrity.

Item #8: We discussed the top floor insulation at the interior roof structure. As you can see in photos 65 & 66, there is existing batt insulation between the roof framing. The design team is requesting that the top floor ceilings be allowed to install new batt insulation and drywall between roof beams. It should be noted here that even though Phase 1 included roof work, no roof work has been done yet. In fact the roofs were surveyed and determined that the existing roofs did not require replacement. Because of this the only option for insulation is at the roof interior. The walls and floors will remain exposed. This seems acceptable. All finishes were noted on page 22, which appear appropriate. The only other item I am concerned about is the amount of replacement flooring. I would be more comfortable if a wood floor survey be completed so we have a better understanding of how much will be reinstalled and where.

NPS COMMENTS:

Date

National Park Service Reviewer

CONDITIONS SHEET

Historic Preservation Certification Application

Property name: Gold Medal Camp Furniture Company

Project Number: 37554

Property address: 1700 Packard Avenue

Racine, WI 53403-2562 (Racine County)

The proposed project meets the Secretary of Interior's Standards, SHPO recommends approval with the following conditions:

1. Cleaning of exterior masonry must be accomplished using the gentlest means possible without damaging the surface of the masonry. This work must be accomplished in accordance with the guidance provided in Preservation Brief 1, *Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings*. Specifications and test cleaning samples should be reviewed and approved by the State Historic Preservation Office before proceeding with this work. Good quality overall and close-up color photographs of the masonry both **before** and after cleaning must be submitted with the Request for Certification of Completed Work.
2. Repointing mortar must match the color, composition, texture, strength, joint width and joint profile of the existing historic masonry. Specifications and repointing samples should be reviewed and approved by the State Historic Preservation Office before proceeding with this work. Good quality overall and close-up color photographs of the masonry both **before** and after repointing must be submitted with the Request for Certification of Completed Work.
3. Replacement windows must match the appearance, size, design, proportions, and profiles of the existing windows and must have clear glazing. In order to ensure the proposed windows meet the Standards, detailed dimensioned drawings of both the existing and any proposed replacement windows, showing them in relationship to the wall assembly must be submitted for review. You must also include further information about the finish of the windows and the proposed glazing.
4. Additional information is needed regarding the recladding and new windows for the center bridge connecting the north to the south building. To ensure compliance with the Standards submit information about the proposed cladding as well as detailed drawings for the windows for review.
5. More information is needed to review all doors, both man doors and infill for former loading doors. Detailed sections and elevations of all entrances, doors and storefront infill are necessary for review. This must include measured sections and elevations as well as material specifications including glass. To ensure compliance with the Standards you must submit detailed drawings and specifications for review.
6. There are instances on the attached floor plans where a new wall intersects a window. This is not appropriate and not approved. Walls may not intersect a window or be constructed within 5'0" of any window. To ensure compliance with the Standards, revise the floors plans and resubmit for review.
7. Furring-out exterior walls at bedrooms and bathrooms is acceptable. The maximum walls may be furred-out is 3". To ensure compliance with the Standards, submit a wall section illustrating the existing wall structure and additional furring layers including dimensions.

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8. The original wood floor should be retained and reinstalled unless it is deteriorated beyond repair. To ensure compliance with the Standards submit a floor survey showing locations and existing conditions along with photos for review.
9. Exposed ductwork and piping must be sized and located to minimize its impact. No equipment can be installed within 5'0" of exterior windows and doors. New utilities shall not crowd the newly created hallways. Ducts and equipment servicing the units shall be located on the unit side of the corridors. In order to ensure the installation of the systems meets the Standards, submit reflected ceiling plans showing the new mechanical, electrical and plumbing systems for review and approval.
10. The industrial character of the site and buildings must be maintained; therefore all new site work including landscaping and fencing must be minimal, appear random and must not be decorative or ornate. To ensure compliance with the Standards, you must submit detailed landscaping and site drawings for review and approval.
11. Lighting on the site must be compatible with the historic character and installation must not damage any historic materials. To ensure compliance with the Standards you must submit detailed specifications for lighting for review and approval. This includes both landscape and building mounted lighting.
12. Signage information must be submitted as soon as it is available. Signs must be compatible with the historic character of the building. Internally illuminated box signs are not acceptable.
13. This approval does not extend to work not yet submitted, details of which have not been submitted for review and approval to the State Historic Preservation Office and this office. Federal regulations governing this program require evaluation of the entire project. This approval may be superseded if it is found that the overall rehabilitation does not meet the Secretary's Standards. Please submit for review the information regarding any additional work as soon as available to ensure conformance of the overall project with the Secretary's Standards.

_____ 608-264-6490 _____
Date State Official Signature State Contact Telephone Number

The National Park Service has determined that this project will meet the Secretary of the Interior Standards for Rehabilitation if the condition(s) listed in the box above are met.

_____ _____
Date National Park Service Signature Telephone Number

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Item # 1 – PHASE 2 OF 3

Architectural Feature: Overall Rehabilitation – Description of Phases
Date of Feature: 1905-1924

Existing Feature and Condition

The Gold Medal Camp Furniture Company Plant (or simply the Gold Medal Plant), is a large industrial complex located in Racine, Wisconsin's Uptown or Junction neighborhood south of downtown Racine. The complex is composed of a two-to-three story brick manufacturing shops, which were built between 1905 and 1924.

The Gold Medal Camp Furniture Company Plant served as the headquarters of the Gold Medal company and the facility where nearly all its furniture lines were designed, produced, and shipped. Gold Medal remained a significant Racine furniture manufacturing concern for nearly a century until it closed in 1986. The Gold Medal building remains as the only production facility in Racine associated with the Gold Medal Company, and it is one of the best remaining examples of a mill-type factory building built as part of Racine's role in a specialized segment of Wisconsin's furniture industry.

The National Park Service has approved an NPS HPCA Part 1 for the Gold Medal Plant and determined the building eligible for listing in the National Register of Historic Places under Criterion A for Industry for the building's association with the Gold Medal Camp Furniture Company.

The building's period of significance is 1905, the year of completion of the building's oldest block, to 1968, the National Register's fifty-year cut-off.

Construction Chronology

The Gold Medal Plant site was constructed by Gold Medal between 1905 and 1924:

- **Factory Block (1905) – Main East Block**

In 1905, Gold Medal's first major brick factory building was completed immediately west of a now-demolished 1902 frame factory, separated by an alleyway, with frontage facing west onto Packard Avenue. This two-story brick factory held finished products on the first floor, while fabric for assembled pieces was cut and sewn on the second floor. The building was built without set-backs, and consequently, featured clipped corners on its east alley elevation, which allowed wagons a wider and, therefore, easier turning radius.

The remainder of the present day Gold Meal Plant site was constructed around this 1905 block.

- **Headquarters Block (c.1909)**

In late 1908, plans for paving Packard Avenue with brick prompted Gold Medal to move its headquarters to the west side of Packard Avenue on the deeper lot that it owned to store lumber. The c.1909 three-story brick headquarters building is of mill-type construction and contained the company's main offices on the first floor, with storage for finished products on the upper floors.

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- **Packard Avenue Bridge (c.1912)**

The 1912 steel truss bridge spans Packard Avenue along the south end of the Gold Medal site and connects the 1905 factory block and c.1912 headquarter block. New doorways were cut into the exteriors of both buildings at their second floors for the bridge, which allowed finished products to be moved between the two buildings.

- **Boiler House (c.1914)) – Main East Block**

The single-story brick boiler house facing east to Hamilton Avenue (now Memorial Drive) was constructed in 1914.

- **Factory Block (c.1916)) – Main East Block**

In 1915, Gold Medal hired local architect David R. Davis to design a three-story and basement, steel and mill-type brick factory. The new building was erected on the southeast corner of Packard Avenue and present 17th Street north of the 1905 factory block, and was probably completed in early 1916.

- **Factory Block (c.1917)) – Main East Block**

Within the following year, a second three-story and basement addition was built in the same style as the c.1916 factory block. The new addition filled the last undeveloped portion of Gold Medal's block, and created a uniform north elevation by extending the factory along 17th Street, between Packard and Hamilton Avenues. The new c.1916 and c.1917 factories accommodated increased production, and housed the company's production of its new line of portable house frames.

- **Factory Block (1924)) – Main East Block**

In 1924, Gold Medal again hired architect David R. Davis to design a new \$30,000 three-story brick factory building. The company's remaining two-story frame factory along the southern side of the lot was razed, and the new brick factory was built between the 1914 boiler house and the 1905 brick factory building.

Site

Located at 1700 Packard Avenue in the Uptown or Junction neighborhood on Racine, Wisconsin's east side, the Gold Medal Camp Furniture Company building occupies an entire block bounded to the east by Memorial Drive, to the north by 17th Street, to the south by a vacant parcel, and to the west by Packard Avenue. An additional building on the west side of Packard Avenue is connected to the main block by a steel bridge.

The Gold Medal plant is located within a historic industrial corridor that developed along the former Chicago, Milwaukee, St. Paul and Pacific Railroad tracks beginning in the late nineteenth century. The main building is bisected from east to west by a central private alleyway, and is composed of a series of two-to-three story brick manufacturing shops, which were built between 1905 and 1924 as additions. All portions of the Gold Medal building are built up to the lot line, with no setback from the sidewalks. The block on the west side of Packard Avenue, bounded to the north by 17th Street and to the west by Phillips Avenue, features the three-story main office building, which is connected to the main block by a steel bridge. A gravel parking lot and a vacant field cover the rest of the block, and historically served as a lumber storage yard.

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Exterior – Main East Block

Constructed between 1905 and 1924, the Gold Medal Camp Furniture Company Building's Main East Block is composed of multiple sections that have been expanded and built over time to meet the needs of the company. This development is clearly expressed at its exterior facades.

Overall, the building forms a complete square-shape, filling the eastern block to the lot line. A central, east-west bisecting private alley is closed off by wood doors at either end, and is covered in places by connecting bridges between sections. The former headquarters building is separated from the main building by Packard Avenue, but is connected by a steel truss bridge. All sections are composed of masonry, primarily Milwaukee cream brick, with stone or concrete foundations. Most elevations are divided into bays, which are slightly recessed and divided by brick piers that extend from the water table to the parapet. The buildings range in height from one- to three-stories above grade, and some have full basements.

Flat roofs throughout the complex are enclosed by masonry parapets and clad in deteriorated roofing membranes.

Window openings have segmental or flat arches with limestone sills, and are regularly distributed on all elevations. Most door and window openings retain original wood, panel doors or divided-light, wood, double-hung windows.

Interior – Main East Block

The interior of the Gold Medal Plant's Main East Block consists of a series of connected by masonry door openings. The manufacturing sections of the building are generally large open spaces with concrete or wood floors, brick walls and exposed wood or steel columns and roof structures.

More unique spaces within the Gold Medal Plant include the one-story southeast boiler house with fragments of its original boiler equipment; and a raised enclosed 2nd floor northeast space separated from the larger 2nd floor by a wood frame fenestrated enclosure.

The building houses four wood stairwells and four freight elevators, all of which are industrial in character.

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Work and Impact on Feature

**** This is a phased rehabilitation project. Descriptions of Phase 2 work including exterior and interior rehabilitation of the Main East Block (1905-1924) are discussed below.**

Descriptions of Phases 3 work, including interior and exterior rehabilitation of the West Headquarters Block (c.1909), will be submitted to SHPO and NPS when available.

In this proposed project, the Gold Medal Plant be rehabilitated as affordable and market rate housing.

The rehabilitation will be undertaken in **three phases:**

- **Phase 1 – Main East Block (1905-1924) – Exterior Masonry Repair and Roofing Repair**

**** Phase 1 scope of work was submitted in the Part 2 application and was conditionally approved by NPS.**

- **Phase 2 – Main East Block (1905-1924) – Exterior and Interior Rehabilitation**

**** This amendment submission includes Phase 2 scope of work only.**

Site

The Gold Medal Plant's historic building massing and site features will be retained. Sidewalks will be repaired and replaced as necessary.

New paved parking areas will be added along the south face of the Main East Block and in the open lots to the north and west of the West Headquarters Block.

The internal alley running through the center of the Main East Block will be retained. Some window openings will be converted to door openings with raised stoops providing access to apartments within. Landscaping and fencing added will be industrial in appearance and in keeping with the building's historic character.

Exterior

In Phase 2, the Gold Medal Plant's historic site and exterior massing and character-defining exterior features will be retained and repaired.

Existing exterior masonry at the Main East Block will be repaired or replaced as necessary.

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Within the internal alley, the wood frame bridge connecting the north and south buildings at the center of the alley will be retained, repaired, and re-clad with new window openings added. At the far west end of the internal alley, a portion of the 2nd floor connecting the north and south buildings will be removed and infilled historic window openings re-opened.

Deteriorated north fire escapes will be retained and repainted. Wood fire escape doors will be fixed shut.

Existing exterior doors will be retained where they will remain fixed shut; where they will remain operable, exterior doors will be replaced with new doors that are compatible with the building's historic character.

Exterior windows are deteriorated and beyond repair and will be replaced with new windows to match in kind.

New condenser units will be located across the Main East Block's flat roofs. The condenser units will be away from parapets and will not be visible from ground level.

The deteriorated roof of the one-story southeast boiler house will be removed and the boiler house interior converted to an enclosed exterior amenity space.

Interior

The Gold Medal Plant's Main East Block will be rehabilitated as affordable and market rate housing. Existing character-defining interior features will be retained inside and non-historic features removed.

Basements will be mothballed or reused as storage and mechanical spaces.

A large loading area at the northeast corner of 1st floor will be used as a resident amenity space.

The deteriorated roof of the one-story southeast boiler house will be removed and the boiler house interior converted to an enclosed exterior amenity space.

The remainder of the interior will be subdivided for new apartment units.

The enclosed raised space at the northeast corner of the 2nd floor will house two apartment bedrooms at its north end. The south end of the raised space will be enclosed and mothballed.

• **Phase 3 – West Headquarters Block (c.1909) and Packard Avenue Bridge – Exterior and Interior Rehabilitation**

No work is planned for the c.1909 headquarters block or the Packard Avenue bridge at this time, but any future exterior and interior rehabilitation scope of work will be submitted to SHPO and NPS when available.

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Photos: All

Drawings: All

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Item # 2 - PHASE 2 OF 3

Architectural Feature: Phase 1 – Main East Block (1905-1924) – Site Work
Date of Feature: 1905-1924

Existing Feature and Condition

Located at 1700 Packard Avenue in the Uptown or Junction neighborhood on Racine, Wisconsin's east side, the Gold Medal Camp Furniture Company occupies two separate blocks (east and west).

The eastern block is bounded on the east by Memorial Drive, on the north by 17th Street, on the west by Packard Avenue, and on the south by a vacated railroad right-of-way. The western block is bounded by Packard Avenue on the east, Seventeenth Street on the north, Phillips Avenue on the west, and on the south by a vacated railroad right-of-way. The eastern block is fully occupied by the Gold Medal building, which is organized into five two-to-three story brick sections built between 1905 and 1924, with a private alley that bisects the block from east to west. All portions of the Gold Medal eastern block are built up to the lot line, with no setback from the sidewalks.

The western block is enclosed by a tall chain-link fence on all sides, up to the Administration Building located in the southeastern corner of the block. To the north and west of the Administration Building is a single L-shaped gravel lot with a gated vehicular entrance on the east side, immediately north of the Administration Building. Historically, the gravel lot served as a lumber yard with supplies stored on wooden racks. Gold Medal replaced the yard with automobile parking in 1958 but left it unpaved.

A steel bridge was built by Gold Medal across Packard Avenue in 1912 to connect the Administration Building with the eastern block.

The site boundary includes the entire eastern block, the footprint of the Administration Building, and a portion of Packard Avenue between the two buildings. The nominated property includes two contributing resources, the eastern block and the Administration Building.

Work and Impact on Feature

The Gold Medal Plant's historic building massing and site features will be retained.

Sidewalks will be repaired and replaced as necessary.

New paved parking areas will be added along the south face of the Main East Block and in the open lots to the north and west of the West Headquarters Block. Fenced enclosures will be added at these parking areas for security purposes and for new trash enclosures and a new playground.

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The internal alley running through the center of the Main East Block will be retained. Some window openings will be converted to door openings with raised stoops providing access to apartments within.

The majority of the internal alley's concrete paving will be repaired and replaced. Where brick paving exists, it will be removed, repaired, and re-laid in the same location.

Landscaping and fencing added within the internal alley will be industrial in appearance and in keeping with the building's historic character. Security gates will be added at the east and west ends of the internal alley; these gates will be held back away from the entrances to the internal alley to minimize their visibility from the street.

New site signage will be attached to the bridge connecting the Main East Block to the west administration building.

New signage will also be installed above the large door opening to the internal alley along the east elevation.

New site lighting will be installed along sidewalks surrounding the Main East Block and within the internal alley.

Photos: See previously submitted Part 2 photos

Drawings: A000

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Item # 3 - PHASE 2 OF 3

Architectural Feature: Phase 1 – Main East Block (1905-1924) – Exterior Masonry Repair
Date of Feature: 1905-1924

Existing Feature and Condition

Constructed between 1905 and 1924, the Gold Medal Camp Furniture Company Building is composed of multiple sections that have been expanded and built over time to meet the needs of the company. This development is clearly expressed at its exterior facades.

Overall, the building forms a complete square-shape, filling the eastern block to the lot line. A central, east-west bisecting private alley is closed off by wood doors at either end, and is covered in places by connecting bridges between sections. The former headquarters building is separated from the main building by Packard Avenue, but is connected by a steel truss bridge. All sections are composed of masonry, primarily Milwaukee cream brick, with stone or concrete foundations. Most elevations are divided into bays, which are slightly recessed and divided by brick piers that extend from the water table to the parapet. The buildings range in height from one- to three-stories above grade, and some have full basements.

Flat roofs throughout the complex are enclosed by masonry parapets and clad in deteriorated roofing membranes.

Window openings have segmental or flat arches with limestone sills, and are regularly distributed on all elevations. Most door and window openings retain original wood, panel doors or divided-light, wood, double-hung windows.

Main East Block, 1905-1924

The main block east of Packard Avenue has the main Gold Medal factory building. The block is bounded by Packard Avenue on the west, 17th Street on the north, Memorial Drive (formerly Hamilton Avenue) on the east, and a former rail line right-of-way on the south.

- **West Elevation (Packard Avenue)**

The west elevation fronts on Packard Avenue. This elevation is composed of two main sections connected by a second story brick connecting bridge and alley entrance. A two-story section to the south was completed in 1905, and a three-story section to the north was completed in 1916.

The 1905 section was the first substantial brick factory built by Gold Medal. It is regularly fenestrated with eleven openings on its first and second floors. Although most windows remain boarded, original six-over-six, double hung, wood windows can still be seen. A main entrance to the section is in place of the third window from the north, and is set perpendicular to the elevation in a deeply recessed arched opening. The iron truss bridge from the headquarters building connects at the far southern end of the second floor. Between the first and second floor is a faded banner sign, painted in bright orange-gold paint, which reads: GOLD MEDAL CAMP FURNITURE MFG CO.

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The 1916 section is the west elevation of a three-story, cream brick-clad addition. It is divided into four bays; each is evenly fenestrated per floor with two individual arched window openings with limestone sills. The windows are steel-framed, with a fixed, lower, eight-pane sash; an operable, pivoting, middle sash with eight panes; and a fixed, arched, four-pane transom. A deeply recessed entrance with a flight of limestone steps is located in the southern bay. All basement windows are infilled with glass block.

Between the two sections is a two-story, brick-clad extension of the 1905 section. It features two, steel-framed windows on the second floor, which match the windows on the 1916 section. The ground floor has an opening that leads to a central private alleyway; the opening is closed off by a modern overhead garage door.

- **North Elevation (17th Street)**

The north elevation fronts onto 17th Street. This elevation is composed of two identical main sections completed in 1916 and 1917; the separation between the two sections is delineated by a raised bisecting parapet and a fine vertical gap in the brick work. Both sections are evenly fenestrated with steel-framed windows, which match those on the west elevation. The elevation is flat without shallow recessed bays, and does not have a parapet. The wall is capped by a plain metal gutter, which feeds twin metal downspouts attached to the elevation. Twin original iron fire escapes are attached to elevations of each section.

At the western end is the 1916 section, which has thirteen windows per floor. It features an original wood, double doorway on the second floor, at its eastern end. Below the doorway on the ground floor is a later, frame, projecting shed, which shields a former entrance. The eastern end was completed around 1917, and has eighteen windows per floor.

- **East Elevation (Memorial Drive, formerly Hamilton Avenue)**

The east elevation front on Memorial Drive and is divided into two sections, which are separated by a single-story entrance to the building's private alleyway. The three-story north section was completed around 1917, and the single-story south section was completed around 1914.

The north section is divided into five bays, with a wide middle bay featuring three windows per floor, two narrow flanking bays with single windows, and outer bays also with single windows. All windows are identical to those found on the north elevation. A single double doorway with original wood panel doors occupies the north bay of the ground floor. All second floor windows are similar to other steel framed windows, except they have a recessed brick panel in place of a fixed lower sash. The basement level has four small vent openings.

The southern section was completed around 1914 as the company boiler house. It is five bays wide with a chimney rising from the southern bay. Each bay is topped by corbeled brick dentil, and the whole elevation is capped by a metal gutter. All fenestration has steel-framed, multi-paned, hopper-type windows, with rounded arch tops; each has a central, operable, pivoting sash. The chimney has a square pedestal, which rises above the roofline and tapers to form a round base; interconnecting, hollow terra cotta blocks form a tapered, round chimney, which was partially demolished after 2013. The northern bay features a single arched opening with a large steel-framed window. The next two bays to the south are plain, with a single oval vent at the base of one.

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The second bay from the south is wide and contains two large, arched windows, which flank a single doorway with a tall arched transom. The doorway contains an original wood door with bead board panels and two X-shaped stiles. Above, the metal framed transom is similar to the flanking windows.

Between the two sections is a single-story, brick wall with an original wood, sliding door. The wall matches the elevation of the boiler house in scale and design. It has a large opening to a private alleyway. The main sliding door is hung from a metal track affixed to the elevation. It is divided into three sections, both vertically and horizontally, with bead board panels on the top and bottom rows featuring X-shaped stiles, and a middle row with plywood panel cover former glazed openings.

- **South Elevation (Former Rail Line Right-of-way)**

The south elevation is divided into three sections: the east 1914 boiler house, the middle 1924 section, and the west 1905 section. The east 1914 boiler house section is only two bays deep and matches the design of its east elevation. The middle 1924 section is three-stories, is regularly fenestrated, and is fifteen windows wide. The elevation is simply capped by clay copping tiles. A recessed corner at the west end of the ground floor reveals the original clipped corner wall of the 1905 section. Window openings have limestone sills and contain metal-framed windows with operable pivoting middle sashes. Ground floor windows are five panes wide by six panes tall, while upper floor windows are only five panes tall. The west section is a two-story brick building completed in 1905. The south elevation is similar to its west elevation both in design and fenestration, but it does not have a parapet. A painted banner sign between floors on the west elevation repeats on the south elevation. All fenestration has two-over-two, double-hung windows; all ground floor windows are boarded. A single large opening, roughly centered on the elevation, opens onto a modern, concrete loading dock.

Work and Impact on Feature

The Gold Medal Plant's Main East Block's exterior masonry walls will be lightly cleaned using the gentlest means possible, as noted in the enclosed specifications. Proposed cleaning mockups will be produced for SHPO review before any work is undertaken.

The Main East Block's exterior masonry walls will also be selectively repointed where necessary using a mortar type and profile to match that of adjacent existing mortar, as noted in the enclosed drawings and specifications. Proposed repointing mockups will be produced for SHPO review before any work is undertaken.

Deteriorated north fire escapes will be retained and repainted. Wood fire escape doors will be fixed shut and furred out on their interior sides.

The chimney remnant at the southeast corner of the building will be retained and repaired.

Ghost signage along the south and west facades will be retained and repainted.

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The east end of the 2nd floor west connector over the internal alley will be partially demolished to allow for more efficient apartment layouts. Infilled brick windows looking into this connector show that it was historically an outdoor space; these windows will be re-opened and new windows installed.

Photos: See previously submitted Part 2 photos
Supplemental photos of southeast boiler room

Drawings: D200; D201; A400-A402

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Item # 3 - PHASE 2 OF 3

Architectural Feature: Phase 1 – Main East Block (1905-1924) – Roofs
Date of Feature: 1905-1924

Existing Feature and Condition

The Main East Block has flat roofs with brick elevator penthouses.

The roof of the 1914 boiler house is in poor condition.

Work and Impact on Feature

The existing roof, recently replaced by previous owners, will be repaired where necessary.

Water tank supports atop the northwest penthouse will be retained.

The deteriorated roof of the one-story 1914 southeast boiler house will be removed and the boiler house interior converted to an enclosed exterior amenity space.

New rooftop mechanical units will be held away from parapets and will not be visible from ground level.

Photos: See previously submitted Part 2 photos

Drawings: D140; A140

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Item # 4 - PHASE 2 OF 3

Architectural Feature: Phase 2 – Main East Block (1905-1924) – Entries
Date of Feature: 1905-1924

Existing Feature and Condition

The Main East Block's primary east entrance along Memorial Drive is composed of a large opening into the internal alley. The large wood sliding entrance door is in a fixed open position and is in a deteriorated condition.

On the opposite side of the building, the west entrance to the internal alley is topped by a non-historic overhead door system.

At the east end of the internal alley, a large metal overhead door provides access to the 1st floor's northwest work space.

All other entrances into the Main East Block are pedestrian in scale and are infilled with wood and metal doors, mostly dating from the period of significance.

Work and Impact on Feature

Existing exterior doors will be retained where they will remain fixed shut; fixed doors will be furred on their interior sides. Where they will remain operable, exterior doors will be replaced with new doors that are compatible with the building's historic character.

Selected ground floor window openings at the south façade and within the internal alley will be converted to door openings with raised stoops providing access to apartments within.

At the Memorial Drive (east) façade, the ground floor window opening just north of the large center door opening will be covered by the sliding door fixed in an open position.

The large non-historic overhead door at the west (Packard Avenue) end of the internal alley will be removed.

The large rolling door at north wall at the east end of the internal alley will be replaced with a new storefront system.

A new masonry opening will be created along the south face of the internal alley to create access to the new boiler room outdoor amenity space.

Security gates will be added at the east and west ends of the internal alley; these gates will be held back away from the entrances to the internal alley to minimize their visibility from the street.

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Where existing doors are removed and new storefront systems installed, they will set back in the same plane as the original doors.

Photos: See previously submitted Part 2 photos

Drawings: D200; D201; A400-A402

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Item # 5 - PHASE 2 OF 3

Architectural Feature: Phase 2 – Main East Block (1905-1924) – Windows
Date of Feature: 1905-1924

Existing Feature and Condition

The Main East Block is regularly fenestrated both at its outward-facing street facades and along its internal alley facades.

The building's original wood and metal windows are in poor condition.

Work and Impact on Feature

As noted in the enclosed **window assessment report**, the majority of the Main East Block's existing wood and metal windows are in poor condition and will be replaced with new windows that will match in kind.

Some infilled basement windows will be reopened and new compatible windows installed and area wells constructed.

Along the south façade, infilled blind window openings will be opened and new windows installed that are compatible with the adjacent historic windows.

Selected ground floor window openings at the south façade and within the internal alley will be converted to door openings with raised stoops providing access to apartments within.

Window openings within the elevator cores will be backed in fire rated drywall with replacement windows with opaque glass left exposed to the exterior.

At the Memorial Drive (east) façade, the ground floor window opening just north of the large center door opening will be covered by the sliding door fixed in an open position.

Infilled brick windows looking into the 2nd floor west connector show that it was historically an outdoor space; these windows will be re-opened and new windows installed.

Insect screens will be used at all window openings.

Photos: See previously submitted Part 2 photos
Window assessment report

Drawings: D200; D201; A400-A402

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Item # 6 - PHASE 2 OF 3

Architectural Feature: Phase 2 – Main East Block (1905-1924) – Stairs and Elevators
Date of Feature: 1905-1924

Existing Feature and Condition

Stairs

The Main East Block has four stairwells – two north of the internal alley and two south. All stairs have unfinished wood treads and painted risers. Each stair is positioned against an outer masonry wall facing into the internal alley and is enclosed by board partitions with paneled wood doors.

The 1905 section features an L-shape quarter-turn stair at its northwestern corner that leads from the section's main entrance on the west elevation up to the second floor.

The 1916 section has a straight run stair at its southwestern corner along its south wall. The stair begins at the section's main southwestern entrance and links all three floors. Wood partitions and paneled doors enclose each flight.

A U-shaped stair is located against the south wall of the 1917 section. The stair has treads with squared nosing and chamfered stringers. Plain round wood railings line each flight and are affixed to the exposed exterior masonry and painted interior board partitions. A painted beadboard wall divides stair segments and terminates at the third-floor with a square handrail.

A fourth stair between the first and second floors is located in the 1924 section and wraps the southern and eastern walls of the section's elevator. Small square windows are set in the painted board partition that encloses the first-floor portion of the stair. At the second floor, the stair is enclosed by a wood-framed wire cage

Elevators

The Main East Block contains four freight elevators.

The north-facing southwest elevator is centered on the east wall of the 1905 section and extends between the first and second floors with a penthouse at the roof level.

The east-facing northwest elevator is centered on the 1916 section's south wall and runs between floors one through three; this elevator has a tall penthouse which historically supported a water tank.

The east-facing northeast elevator is located on the southwest corner of the 1917 section and runs between the first and third floors.

A fourth southeast elevator facing west is in the 1924 section at the center of the section's north wall.

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All elevators have wood strip flooring and beadboard sides with a metal frame. Wood-framed gates with metal bars protect and close off the elevator, while non-historic overhead metal doors or historic metal fire doors cover shaft openings at each floor.

Work and Impact on Feature

Stairs

The Main East Block's two south stairs will be removed and replaced with new code-compliant stair enclosures.

The Main East Block's two north stairwells will be retained and reused. The wood stair treads, risers, and landings will be retained and repaired.

The stairs' wood plank enclosure walls will be retained and repainted and left exposed within the stairs. To comply with fire rating requirements, new fire rated drywall enclosures will be constructed around the existing stair enclosures.

Stair railings at the two north stairs will be retained. Where required, railings will be extended or added to to meet code requirements.

Wood stair doors do not comply with fire rating requirements; these doors will be fixed inside the stair enclosures and new fire rated doors installed at stair door openings.

Elevators

The building's two center freight elevator cores (at each end of the center bridge) will be retained. Existing freight cabs will be removed and replaced with new passenger cabs.

Elevator door openings will be infilled with new drywall to accommodate narrower passenger elevator doors. The new drywall infill will be set back from the face of the door openings and will continue to express the original freight elevator door openings.

The two remaining freight elevator cores will be infilled and these enclosures used for new apartment spaces.

Photos: See previously submitted Part 2 photos

Drawings: D110-D130; A110-A130; A220-A240; A601

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Architectural Feature: Phase 2 – Main East Block (1905-1924) – Basement Interiors
Date of Feature: 1905-1924

Existing Feature and Condition

The Main East Block’s basement spaces are highly utilitarian in character and do not display any character-defining historic features.

Work and Impact on Feature

The highly utilitarian basement spaces will be subdivided for new storage and mechanical spaces, with some spaces mothballed. The basement will receive new floor, wall, and ceiling finishes and will remain utilitarian in character.

Photos: N/A
Drawings: D100; A100; A210

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Architectural Feature: Phase 2 – Main East Block (1905-1924) – 1st, 2nd, and 3rd Floor Interior Spaces
Date of Feature: 1905-1924

Existing Feature and Condition

Historically, the open loft interior of the two- to three-story plus basement Main East Block of the Gold Medal Camp Furniture Company was occupied until 1986 by the Gold Medal Company's primary manufacturing and storage operations. Subsequent occupants used the building for storage.

The building is primarily finished with historic materials. Floor finishes include concrete on the ground floor and hardwood tongue and groove flooring on floors two through four. Walls are predominantly of exposed brick. Ceilings feature exposed wood or metal structural members with some exposed pipes and conduit. All floors are largely vacant and open, interrupted only by rows of evenly-spaced wood or metal columns. Historic sliding metal fire doors remain in openings between sections on most floors.

Work and Impact on Feature

The building's 1st, 2nd, and 3rd floors will be reconfigured for new apartments with existing wood frame enclosures removed and new drywall enclosures constructed to create new corridors and new apartments with open living and kitchen areas, bedrooms and bathrooms.

The northeast corner loading space at the 1st floor of the 1917 block will be reused as a new enclosed amenity space with portions of the existing ceiling equipment retained. Portions of the ceiling in the space will be dropped to accommodate new apartment spaces above.

The enclosed raised space at the northeast corner of the 2nd floor will house two apartment bedrooms at its north end. The south end of the raised space will be enclosed and mothballed. The existing wood steps up to the raised 2nd floor space will be removed and a new stair constructed at the apartment to the north.

The east end of the 2nd floor west connector over the internal alley will be partially demolished to allow for more efficient apartment layouts. Infilled brick windows looking into this connector show that it was historically an outdoor space; these windows will be re-opened and new windows installed.

The deteriorated roof of the one-story southeast boiler house will be removed and the boiler house interior converted to an enclosed exterior amenity space. Portions of the original boiler will be retained and displayed within this new enclosed out door space.

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Special care will be taken to incorporate unique interior features and finishes into the new apartment layouts, including the glazed brick walls at the 1924 block's 1st floor machinery room. The majority of the building's sliding metal interior doors will be retained in either a closed or open position, or will be relocated to other wall locations as decorative elements.

At the far west end of the internal alley, a portion of the 2nd floor connecting the north and south buildings will be removed and infilled historic window openings re-opened. These changes will only be visible from within the internal alley and will not be visible from surrounding perimeter streets, and will therefore not impact the building's historic character.

Interior finish scope:

Floors

- **Topping** - Lightweight topping will be added at all areas with wood floors (including 1st floor spaces above basements)
- **Concrete floors** – where concrete floors exist, including at the building's southeast 1st floor, concrete floors will be leveled and left exposed in public corridors and apartment living areas
- **Wood floors** – wood flooring will be removed and new lightweight topping added. Intact wood flooring will be re-installed, prioritizing historic wood flooring in public corridors and apartment living areas. After all historic wood planks are used, new engineered wood flooring will be installed.

Walls

- **Brick walls** – Interior brick walls will be retained and left exposed. Previously painted brick walls will be repainted. Previously cleaned brick walls will be either left cleaned or will be repainted.
- **Furring** - For purposes of energy efficiency and resident comfort, brick walls at apartment bedrooms and bathrooms will be furred in insulated drywall. All other brick walls will be left exposed as discussed above.
- **Sliding metal doors** – The majority of the building's sliding metal doors will be retained in place in either a closed or open position. Where necessary, sliding metal doors will be moved to new locations in close proximity to the original sliding doors.

Columns

- **Wood, steel, and concrete columns** – Interior columns will be retained and left exposed. Previously painted wood columns will be repainted. Previously cleaned wood columns will either be left cleaned or repainted.

Ceilings

- **Ceilings and ceiling structure** – The majority of the building's exposed ceilings and ceiling structure will be left exposed. Previously painted ceilings will be repainted. Previously cleaned ceilings will either be left cleaned or repainted.

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- **Top floor ceilings** - To avoid re-roofing the building's recently replaced roofs, the building's top floor ceilings (approximately one-third of the building's ceilings) will be insulated and new drywall ceilings installed tight to the ceiling structure. Considering that the top floor ceilings are currently insulated; that the much larger expense to insulate and re-roof the existing roofs; and that the highly industrial floor, wall, and ceiling finishes that will left exposed across the majority of the project, the applicant requests the limited application of drywall at top floor ceilings.

Photos: See previously submitted Part 2 photos
Supplemental photos of southeast boiler room

Drawings: D110-D130; A110-A130; A220-A240; A300-A313; A601