

ANN ARBOR HISTORIC DISTRICT COMMISSION

Staff Report

ADDRESS: 301 South Main Street, Application Number HDC15-036

DISTRICT: Main Street Historic District

REPORT DATE: April 7, 2015

REPORT PREPARED BY: Jill Thacher, Historic Preservation Coordinator

REVIEW COMMITTEE DATE: Monday, April 4, 2015

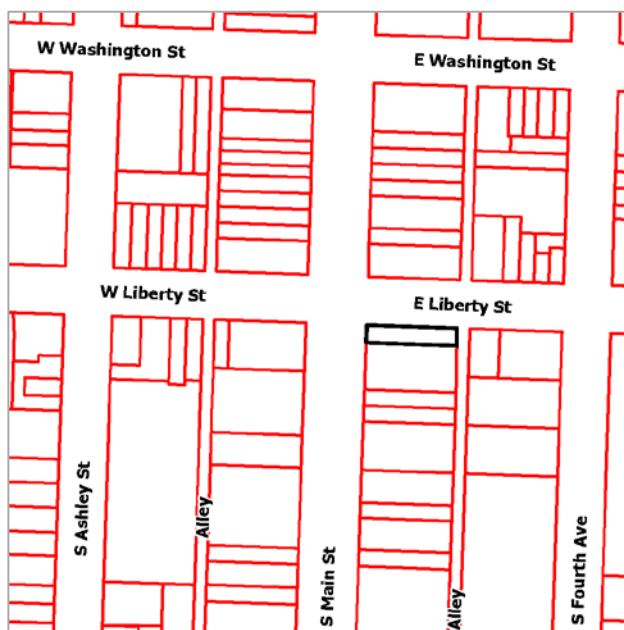
OWNER	APPLICANT
Name: Dr Reza Rahmani	Shinola
Address: 19727 Allen Road, Suite 11 Brownstown, MI 48183	485 W Milwaukee Detroit, MI 48202
Phone: (734) 657-3000	(248) 974-7934

BACKGROUND: Henry Binder tore down his home to build this three-story brick commercial building, which was completed in 1871. It was then in the Italianate style with elaborate carved window hoods and a bracketed cornice. The Binder family and its eleven children lived on the second floor, and Binder's Orchestration Hall (a saloon with a large mechanical instrument) was located on the third floor. In 1877, S. and J. Baumgartner's Bakery and Grocery was located on the first floor, which was replaced by the Ann Arbor Organ Company in 1892.

A 1908 remodeling kept the same floor height and window openings (except for the three bay windows) but changed all the details to the more fashionable Roman style for the German-American Bank. From 1916 to 1986 Hutzel's Ladies Apparel occupied the main floor. In 1990 owners of the Selo-Sheval gallery purchased the building, which they sold to the current owner in March of 2014.

The windows on the second and third floors were replaced in 1994 with vinyl windows (though the star transoms are applied wood), with the HDC's approval. Records of the dimensions of the original windows are on file.

The applicant applied previously for several alterations to the building including storefront reconstruction (HDC14-207); new windows, sign refurbishments, skylights, and changes to the building entrances (HDC14-082), and a roofdeck and stair enclosure (HDC14-275).



LOCATION: The site is located on the southeast corner of South Main Street and East Liberty Street.

APPLICATION: The applicant seeks HDC approval to replace an existing projecting sign with a new projecting “Shinola” sign.

APPLICABLE REGULATIONS

From the Secretary of the Interior’s Standards for Rehabilitation:

- (1) A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
- (2) The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
- (9) New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
- (10) New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

From the Secretary of the Interior’s Guidelines for Rehabilitating Historic Buildings (other SOI Guidelines may also apply):

Storefronts

Not Recommended: Introducing a new design that is incompatible in size, scale, material, and color; using inappropriately scaled signs and logos or other types of signs that obscure, damage, or destroy remaining character-defining features of the historic building; using new illuminated signs.

From the Ann Arbor Historic District Design Guidelines:

Design Guidelines for Signs

Appropriate: Attaching signage through masonry joints, not masonry units, or through materials that can be easily repaired, such as wood, when the signage is removed.

Installing signage that is lit from external light fixtures above or below the sign.

Installing signage that is subordinate to the overall building composition.

STAFF FINDINGS

1. The proposed sign is shaped like a pocket watch that is 37 ¾” in diameter. The mounting bracket adds an additional 5 5/8”, for a total of 43 ¾” extending from the wall. The sign is

12” deep. The sign is not noted as being illuminated, and staff told the sign company that internal illumination is not appropriate, but there is reference to electrical conduit for “control and illumination” on the drawings. Therefore, staff has conditioned the proposed motion on the sign being non-illuminated.

2. The sign is proposed at an appropriate height and is a size compatible with the historic structure. Staff asked the sign company (who was handling the assembly of the application) to consider locating the sign on the south end of the South Main Street storefront and leaving and re-facing the existing three-sided sign, but the business owners declined.
3. The existing three-sided sign was erected for Hutzel’s clothing store in February of 1960, predating the sign code. In November of 1990 the Sign Board of Appeals granted a variance to allow the over-sized sign to remain (it projects 6’ from the side of the building: sign code’s maximum is 4’) and for the side panels to be replaced for a new tenant. At that time the HDC supported an application for the panels to be replaced and the sign to be retained. The sign was installed after the period of significance for the Main Street Historic District (pre-1944).
4. The three-sided sign’s non-conforming status is similar to that of the Beer Depot sign on East William Street, which fell down in 2011. That sign was also installed after the period of significance for its district. The HDC passed a resolution of support encouraging the Sign Board of Appeals to allow the sign to be reinstalled in the same location, but it could not require the sign to be put back up since it was not originally erected during the period of significance. Another example is the Fleetwood Diner sign, which was recently allowed to be replaced with a new sign. Staff only mentions this because the Fleetwood sign was included in initial discussions regarding signs of local historic significance.
5. A discussion of signs of local significance was begun in 2011 after the Beer Depot sign fell down. Though the creation of a list of non-contributing signs of local historic significance was originally discussed by the HDC in 2011, the discussion evolved into the following language, which was incorporated into the city sign ordinance in 2012 or 2013 (Chapter 61 Signs, 5:517 Appeals):

For a building or property that is designated as historic by federal, state or local government, the Zoning Board of Appeals may consider it to be a hardship or practical difficulty and may grant a variance, if the Historic District Commission has made a determination that a proposed sign is necessary and integral to the historic character of the building or property.

Since the three-sided sign already has a variance, this language would not be applied.

6. Since the three-sided sign is non-conforming and has a variance, it may not be moved, nor may it be taken down, stored and reinstalled later.
7. The design and scale of the proposed pocket watch sign are appropriate, and the sign is compatible with the historic building and surrounding structures.

POSSIBLE MOTIONS: (Note that the motion is only a suggestion. The Review Committee, consisting of staff and at least two Commissioners, will meet with the applicant on site and then make a recommendation at the meeting.)

I move that the Historic District Commission issue a certificate of appropriateness for the application at 301 South Main Street, a contributing property in the Main Street Historic District, to replace an existing projecting sign with a new projecting "Shinola" pocket watch sign on the following condition: that the sign may not be internally illuminated. As conditioned, the work is compatible in exterior design, arrangement, texture, material and relationship to the surrounding resources and meets the *Ann Arbor Historic District Design Guidelines*, in particular the guidelines for signs, and *The Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*, in particular standards 1, 2, 9, and 10, and the guidelines for storefronts.

MOTION WORKSHEET:

I move that the Historic District Commission issue a Certificate of Appropriateness for the work at 301 South Main Street in the Main Street Historic District

_____ Provided the following condition(S) is (ARE) met: 1) STATE CONDITION(s)

The work is generally compatible with the size, scale, massing, and materials and meets the Secretary of the Interior's Standards for Rehabilitation, standard(S) number(S) (*circle all that apply*): 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

ATTACHMENTS: application, drawings, photos

301 South Main Street

(2007)





City of Ann Arbor
PLANNING & DEVELOPMENT SERVICES — PLANNING
SERVICES

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 p. 734.794.6265 | f. 734.994.8312 | planning@a2gov.org

ANN ARBOR HISTORIC DISTRICT COMMISSION APPLICATION

Section 1: Property Being Reviewed and Ownership Information	
Address of Property: <u>301 S. Main Street, Ann Arbor, MI 48107</u>	
Historic District: <u>Main Street</u>	
Name of Property Owner (if different than the applicant): <u>Reza Rahmani</u>	
Address of Property Owner: <u>19727 Allen Rd suit 11 Brownstown, MI 48183</u>	
Daytime Phone and E-mail of Property Owner: <u>734-479-4747</u>	
Signature of Property Owner: <u>R. Rahmani</u> Date: <u>3/17/15</u>	
Section 2: Applicant Information	
Name of Applicant: <u>Shinola</u>	
Address of Applicant: <u>485 W. MILWAUKEE DETROIT MI 48202</u>	
Daytime Phone: <u>(248) 974-7934</u> Fax: ()	
E-mail: <u>PLONASZ@SHINOLA.COM</u>	
Applicant's Relationship to Property: <input type="checkbox"/> owner <input type="checkbox"/> architect <input type="checkbox"/> contractor <input checked="" type="checkbox"/> other	
Signature of applicant: <u>[Signature]</u> Date: <u>3-17-15</u>	
Section 3: Building Use (check all that apply)	
<input type="checkbox"/> Residential <input type="checkbox"/> Single Family <input type="checkbox"/> Multiple Family <input type="checkbox"/> Rental	
<input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Institutional	
Section 4: Stille-DeRossett-Hale Single State Construction Code Act (This item MUST BE INITIALED for your application to be PROCESSED)	
Public Act 169, Michigan's Local Historic Districts Act, was amended April 2004 to include the following language: " the applicant has certified in the application that the property where the work will be undertaken has, or will have before the proposed completion date, a fire alarm or smoke alarm complying with the requirements of the Stille-DeRossett-Hale Single State Construction Code Act, 1972 PA 230, MCL 125.1501 to 125.1531."	
Please initial here: <u>[Initials]</u>	

Section 5: Description of Proposed Changes (attach additional sheets as necessary)

1. Provide a brief summary of proposed changes. Remove the existing exterior 3-sided wall sign at the South East corner of the store front at 301 S. Main Street. Install the perpendicular mounted 2-sided Shinola Clock in the same general location as the existing sign.

2. Provide a description of existing conditions. The exterior facade of the building is brick. It appears to be in good condition.

3. What are the reasons for the proposed changes? The new tenant, Shinola, would like to install their clock to brand this location to match other Shinola store fronts throughout the country. The clock will provide downtown visitors the ability know the time while allowing customers a sign to find their location.

4. Attach any additional information that will further explain or clarify the proposal, and indicate these attachments here.

5. Attach photographs of the existing property, including at least one general photo and detailed photos of proposed work area.

STAFF USE ONLY

Date Submitted: _____ Application to _____ Staff or _____ HDC

Project No.: HDC Fee Paid: _____

Pre-filing Staff Reviewer & Date: _____ Date of Public Hearing: _____

Application Filing Date: _____ Action: _____ HDC COA _____ HDC Denial

Staff signature: _____ _____ HDC NTP _____ Staff COA

Comments:

Area Schedule (FAR Study)

Name	Number	Area
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New Floor Area

New Lower Level	11	3186 SF
New Level 1	14	2524 SF
New Level 2	17	2396 SF
New Level 3	20	2396 SF
New Mezzanine	23	379 SF
New Roof Deck	24	250 SF
New Floor Area		11131 SF

New Vertical Penetration

New Stair Lower Level	12	178 SF
New Elevator Lower Level	13	92 SF
New Stair Level 1	15	215 SF
New Elevator Level 1	16	126 SF
New Stair Level 2	18	215 SF
New Elevator Level 2	19	128 SF
New Stair Level 3	21	215 SF
New Elevator Level 3	22	126 SF
New Vertical Penetration		1295 SF

Area Schedule (FAR Study)

Name	Number	Area
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Existing Floor Area

Existing Lower Level	1	3315 SF
Existing Level 1	4	2700 SF
Existing Level 2	7	2670 SF
Existing Level 3	9	2706 SF
Existing Floor Area		11391 SF

Existing Vertical Penetration

Existing Stair A Lower Level	2	28 SF
Existing Stair B Lower Level	3	49 SF
Existing Stair A Level 1	5	104 SF
Existing Stair B Level 1	6	59 SF
Existing Stair A Level 2	8	91 SF
Existing Stair A Level 3	10	73 SF
Existing Vertical Penetration		404 SF

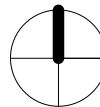
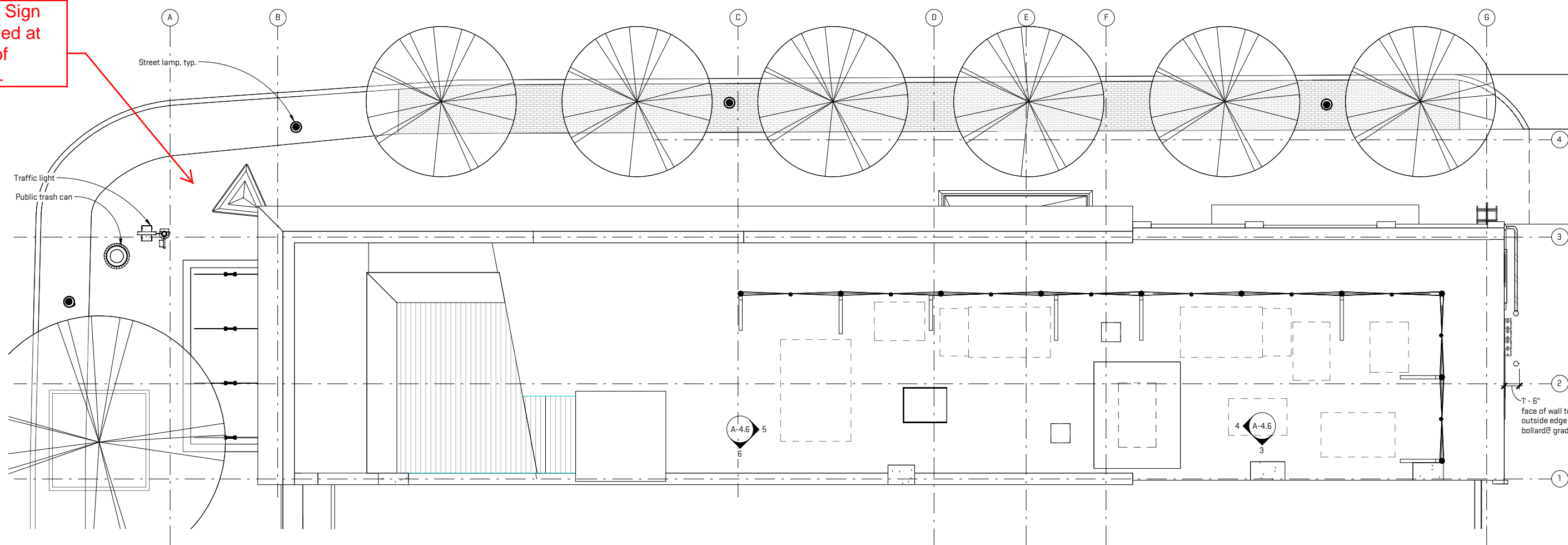
F.A.R. change summary:

Existing Stair:	404 sf
New Stair & Shaft:	-1295 sf
New Mezzanine:	+379 sf
New Roof Deck:	+250 sf
Total change:	-262 sf

General Sheet Notes:

A. None

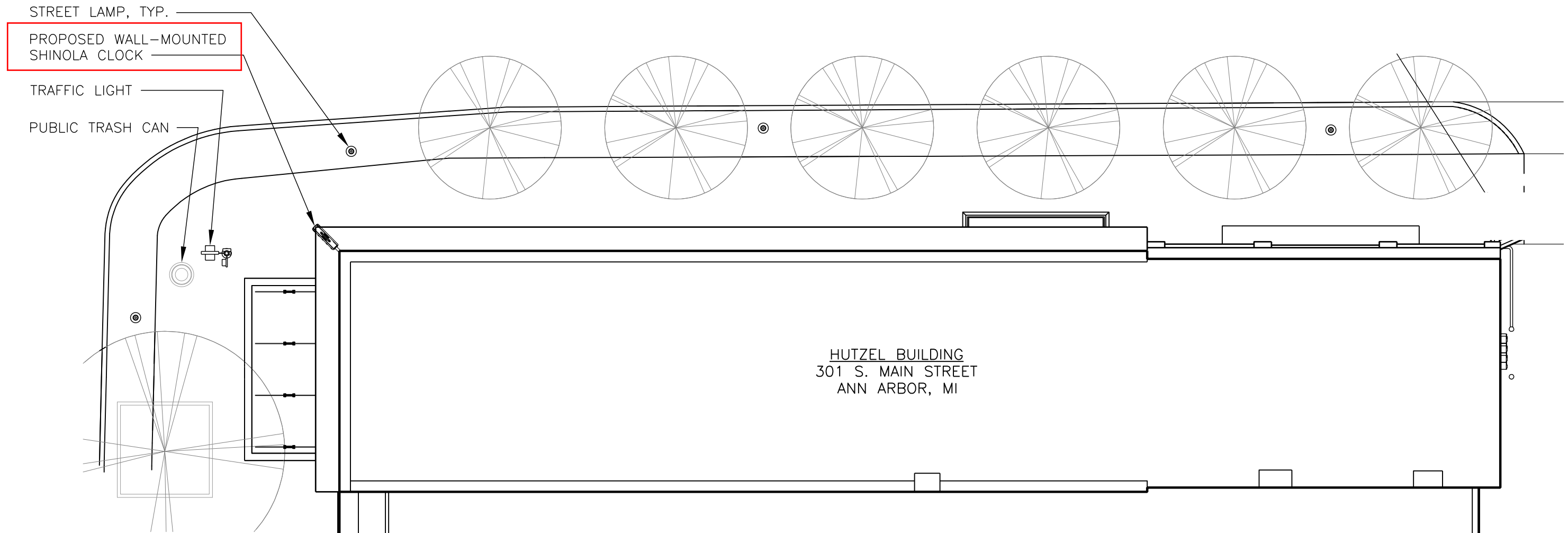
Existing Sign
Positioned at
corner of
building.



Architectural Site Plan

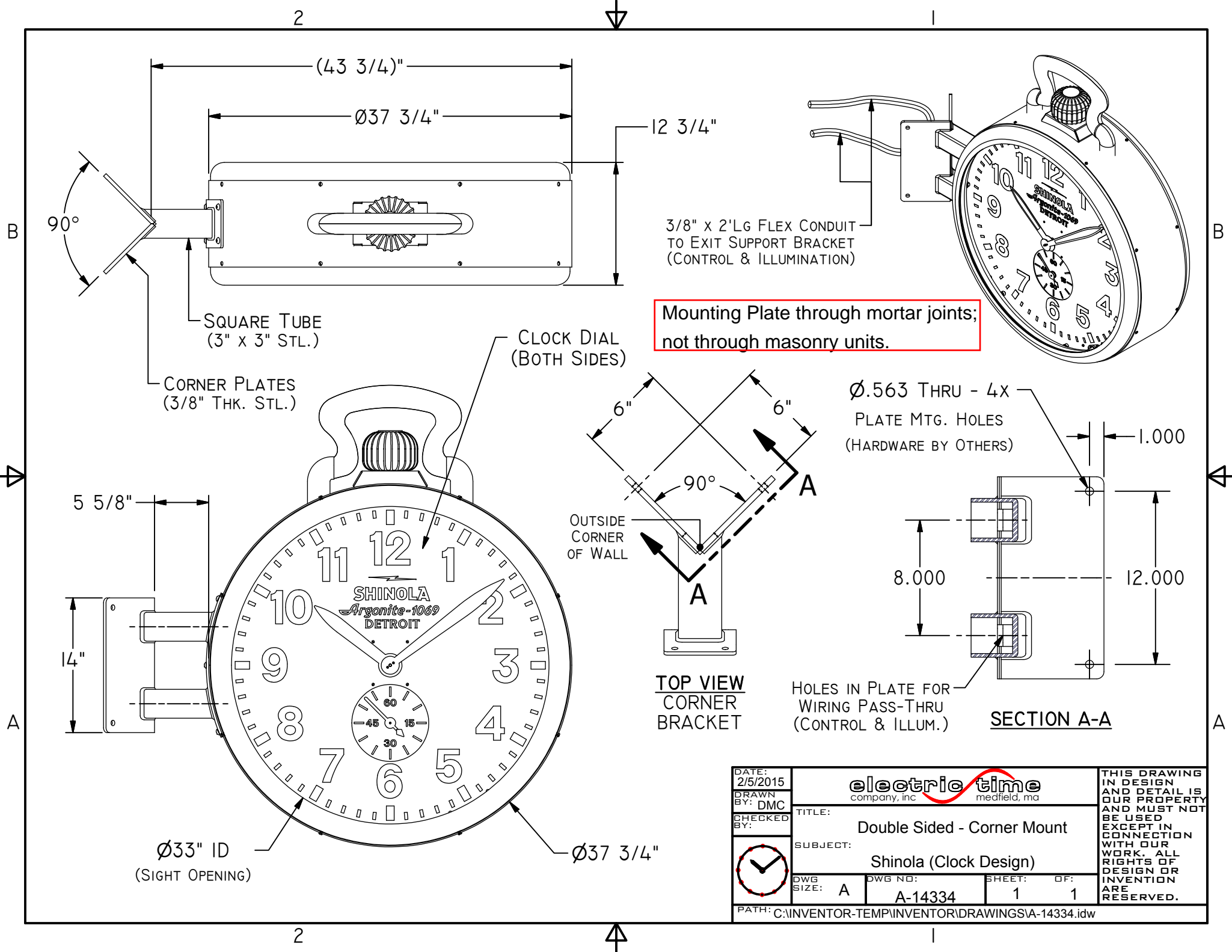
Scale: 3/32" = 1'-0"

Site Plan
Scale: 3/32" = 1'-0"



North Elevation
Scale: 3/32" = 1'-0"







Mounting Plate through mortar joints;
not through masonry units.

TOP VIEW
CORNER
BRACKET

SECTION A-A

DATE: 2/5/2015	 company, inc medfield, ma		THIS DRAWING IN DESIGN AND DETAIL IS OUR PROPERTY AND MUST NOT BE USED EXCEPT IN CONNECTION WITH OUR WORK. ALL RIGHTS OF DESIGN OR INVENTION ARE RESERVED.
DRAWN BY: DMC			
CHECKED BY:	TITLE: Double Sided - Corner Mount		
	SUBJECT: Shinola (Clock Design)		
DWG SIZE: A	DWG NO: A-14334	SHEET: 1 OF: 1	
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TEN THOUSAND
Celebrating Ten

