

## ANN ARBOR HISTORIC DISTRICT COMMISSION

### Staff Report

**ADDRESS:** 300 South Ashley Street, Application Number HDC14-151

**DISTRICT:** Main Street Historic District

**REPORT DATE:** August 14, 2014

**REPORT PREPARED BY:** Jill Thacher, Historic Preservation Coordinator

**REVIEW COMMITTEE DATE:** Monday, August 11, 2014

	<b>OWNER</b>	<b>APPLICANT</b>
<b>Name:</b>	Al Nalli	Chalou Designs
<b>Address:</b>	300 South Ashley Street Ann Arbor, MI 48104	3458 East Pineview Drive
<b>Phone:</b>	(248) 415-1712	(734) 320-1215

**BACKGROUND:** The Dag-Wood Diner was shipped as a kit from the Dag-Wood Diner Company in Toledo and opened in 1949. It was originally clad in pale yellow enameled-steel panels, which were covered by the current stainless steel in the late 1990s. Mark Hodesh bought the Dag-Wood in 1971 and renamed it the Fleetwood, which it has been called for the last 43 years.

**LOCATION:** The site is on the southwest corner of South Ashley Street and East Liberty Street.

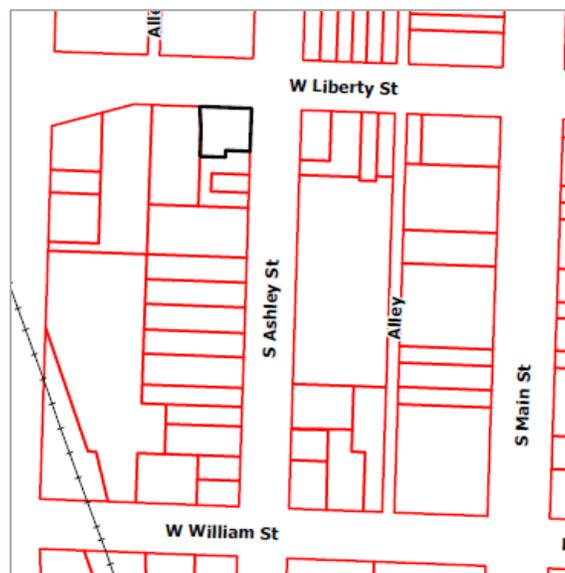
**APPLICATION:** The applicant seeks HDC approval to add a new sign and a fence to screen mechanical equipment on the roof.

#### **APPLICABLE REGULATIONS:**

##### **From the Secretary of the Interior's Standards for Rehabilitation:**

- (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.

##### **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:****Signs**

*Appropriate:* Installing signage that is subordinate to the overall building composition.

Placing signs to align with others along the commercial block face.

**STAFF FINDINGS**

- 1) The diner is a non-contributing structure in the Main Street Historic District since it was built outside of the pre-1943 period of significance. The stainless steel cladding added in the 1990s was allowed by the Commission mainly because of this.
- 2) The existing sign is a wood-framed lightbox sitting directly upon the roof of the structure which has been there since the 1971 name change. The proposed sign and screening fence would have feet attached to the roof to give 4" of clearance.
- 3) The sign is big – 16'8" wide and just over 4' tall (without the two neon strips at the top), which is slightly wider (9") than the existing sign. It will be mounted at an angle, not straight across the front edge of the building, in order to make it more visible from Main Street. The letters, arrow, and top bars are neon, and two LED spotlights sit on the roof and illuminate the Coca-Cola emblems.
- 4) The stainless steel screen is the same height as the sign and will hide the many pieces of ductwork and mechanical equipment on the roof that were not present or required when the diner first opened.
- 5) Staff recommends approval of the application. The sign is large, but so is the existing sign. The screen will hide modern equipment on the roof and result in less distraction from the rest of the building. The work will not negatively impact surrounding historic resources.

**POSSIBLE MOTION** (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 Commission issue a certificate of appropriateness for the application at 300 South Ashley Street, a non-contributing structure in the Main Street Historic District, to replace the existing sign with a new one and to add a screening fence on the roof, as proposed. The work is compatible in exterior design, arrangement, materials, and relationship to the building and the surrounding area and meets *The City of Ann Arbor Historic District Design Guidelines* for signs, and *The Secretary of the Interior's Standards for Rehabilitation* and *Guidelines for Rehabilitating Historic Buildings*, in particular standard 9 and the guidelines for storefronts.

**MOTION WORKSHEET**

I move that the Commission issue a Certificate of Appropriateness for the work at 300 South

Ashley Street in the Main Street Historic District

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

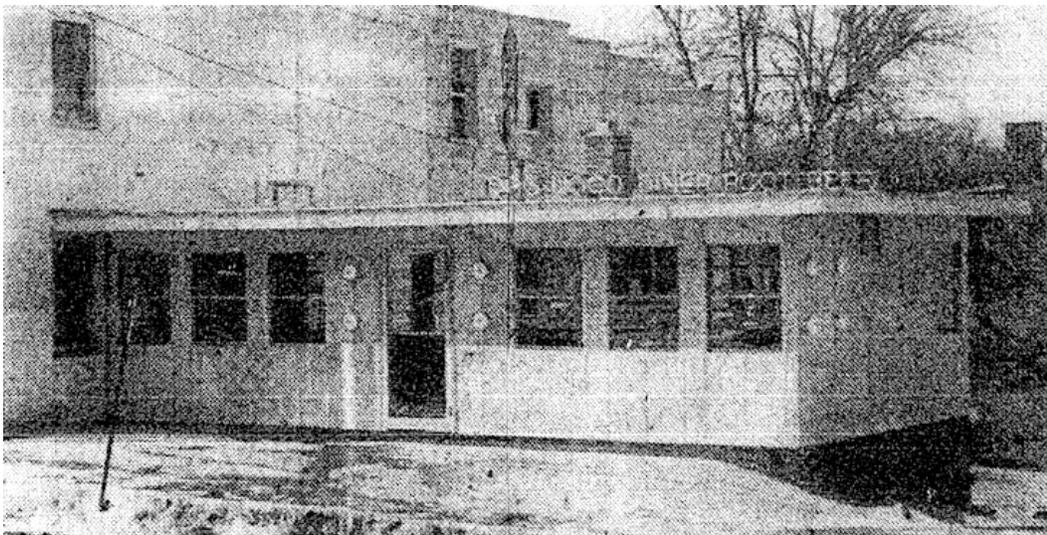
The work is generally compatible with the size, scale, massing, and materials and meets the Secretary of the Interior's Standards for Rehabilitation, standard(S) number(S) (*circle all that apply*): 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

**ATTACHMENTS:** application, drawings.

300 South Ashley Street (Google Streetview)



Dag-Wood Diner, 1949





City of Ann Arbor  
PLANNING & DEVELOPMENT SERVICES — PLANNING  
SERVICES

301 E. Huron Street | P.O. Box 8647 | Ann Arbor, Michigan 48107-8647  
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: 300 SOUTH ASHLEY ST. ANN ARBOR  
Historic District: NON-CONTRIBUTING STRUCTURE NOTE: JILL WANTED TO REVIEW DESIGN !!  
Name of Property Owner (If different than the applicant):  
AL NALLI  
Address of Property Owner: SAME  
Daytime Phone and E-mail of Property Owner: 248 415 1712 EMAIL N/A  
Signature of Property Owner: [Signature] Date: 7/25/14

Section 2: Applicant Information

Name of Applicant: CHARLOU DESIGNS  
Address of Applicant: 3458 EAST PINEVIEW DR  
Daytime Phone: (734) 320 1215 Fax: (734) 426 7780  
E-mail: CHARLOUDESIGNS@ATT.NET  
Applicant's Relationship to Property:  owner  architect  <sup>516N</sup>contactor  other  
Signature of applicant: [Signature] Date: 7/25/14

Section 3: Building Use (check all that apply)

Residential  Single Family  Multiple Family  Rental  
 Commercial  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: \_\_\_\_\_

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

1. Provide a brief summary of proposed changes. ADD NEW SIGN AND GRID WORK TO COVER ROOF DUCK WORK

2. Provide a description of existing conditions. CURRENT SIGN IS IN VERY BAD CONDITION, MADE OUT OF WOOD AND DUCK WORK NEEDS TO BE COVERED UP FOR ECSTATIC PURPOSES

3. What are the reasons for the proposed changes? TO IMPROVE VISIBILITY FOR BUSINESS AND PATRONS

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

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: 7/25-14 Application to \_\_\_\_\_ Staff or  HDC

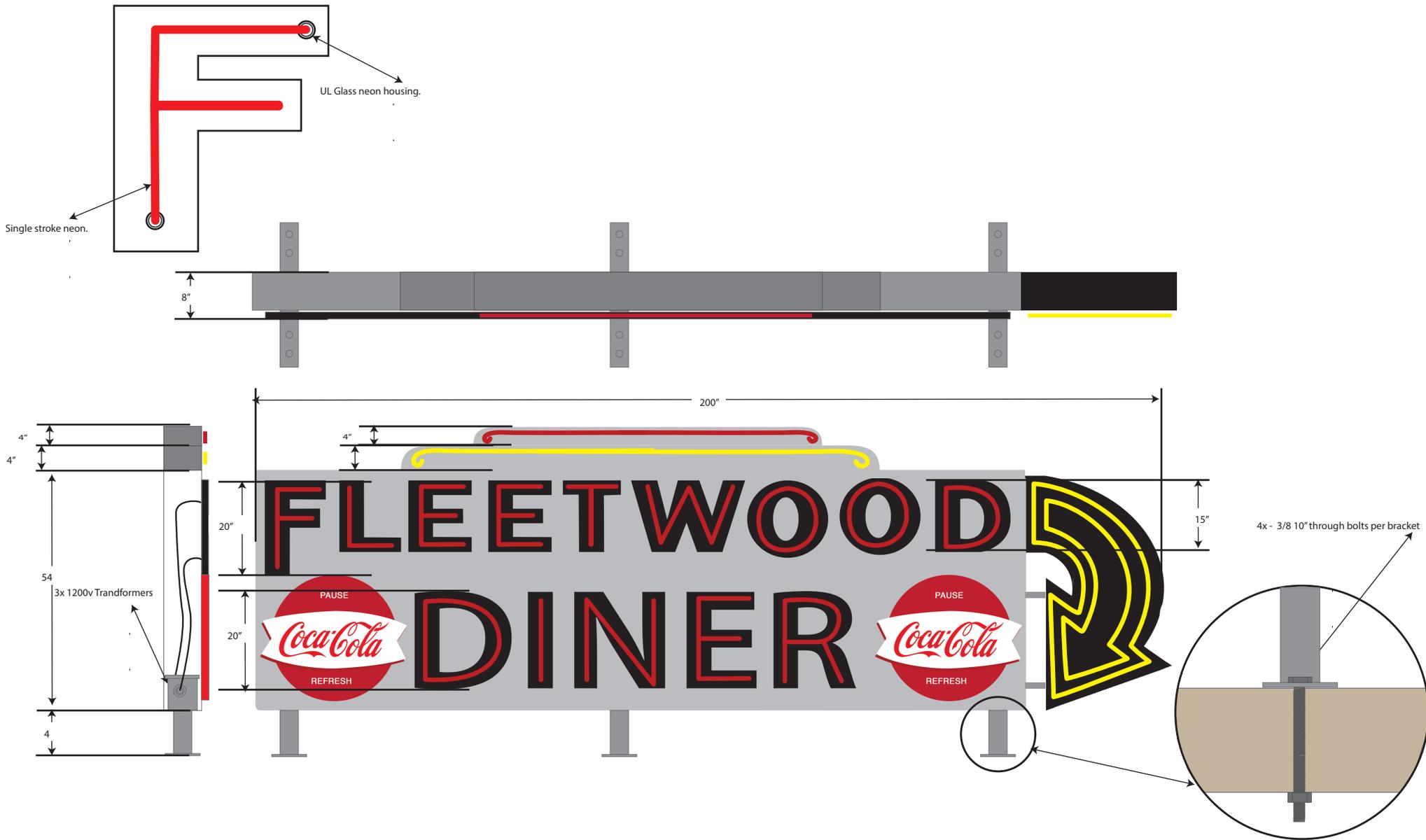
Project No.: HDC 14-151 Fee Paid: 100<sup>00</sup>

Pre-filing Staff Reviewer & Date: \_\_\_\_\_ Date of Public Hearing: 8/14-14

Application Filing Date: \_\_\_\_\_ Action: \_\_\_\_\_ HDC COA \_\_\_\_\_ HDC Denial

Staff signature: \_\_\_\_\_ HDC NTP \_\_\_\_\_ Staff COA

Comments:



# OF SET: 1	RETURN DEPTH: 8"	RACEWAY COLOR: N/A	DESIGNER: FREDERIC CULPEPPER
FACE COLOR: TBD	TYPE OF INSTALL: Bracket mount	TRANSFORMER: 3x 1200v 30UL	DATE: 7/28/14
RETURN COLOR: N/A	TYPE OF FACE: ALUMINUM	BALLAST: N/A	JOB NO.: 12015
RETAINER COLOR: N/A	RACEWAY: D, H, L, N/A	COMMENTS: N/A	JOB NAME: FLEETWOOD
NEON COLOR: *1	HOUSING: YES	SALSERSON: MARK CHALOU	ADDRESS: N/A

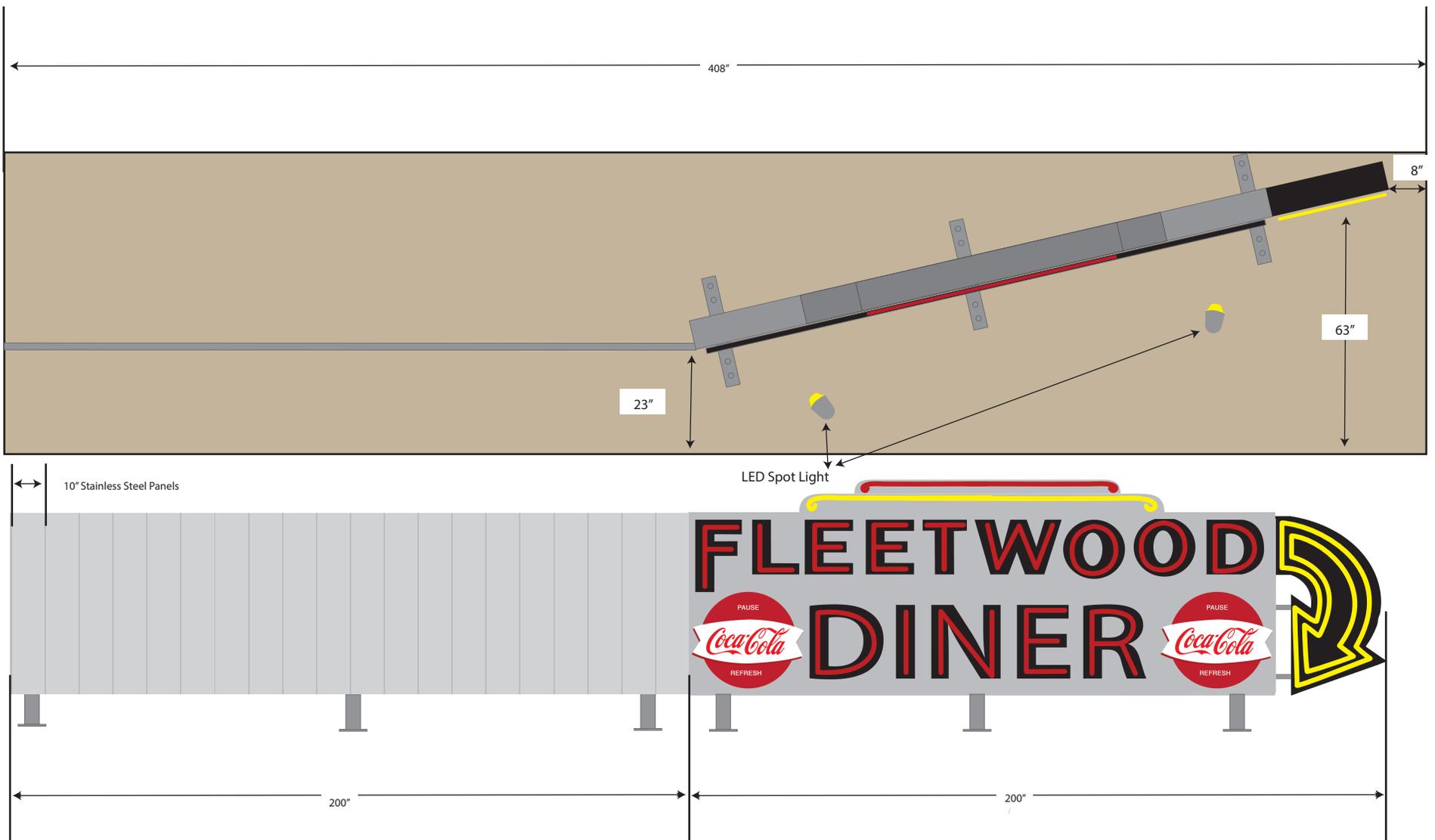
\*1 - Clear Red, Old Ruby Red, Canary Yellow

\*2 - Sign will meet or exceed all National Electrical Standards and will be fully UL rated.

**Chalou Designs**  
"National Award Winning Signage"

Mark Chalou

Tel 734.426.5575  
Fax 734.426.7780  
Cell 734.320.1215  
chaloudesigns@att.net  
www.chaloudesigns.com



# OF SET: 1	RETURN DEPTH: N/A	RACEWAY COLOR: N/A	DESIGNER: FREDERIC CULPEPPER
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NEON COLOR: 1*	HOUSING: YES	SALS ERSON: MARK CHALOU	ADDRESS: N/A

1\* - Old Ruby Red, Canary Yellow

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