

ANN ARBOR HISTORIC DISTRICT COMMISSION

Staff Report

ADDRESS: 231 South State Street, Application Number HDC21-001

DISTRICT: State Street Historic District

REPORT DATE: January 14, 2021

REPORT PREPARED BY: Jill Thacher, Historic Preservation Coordinator

REVIEW COMMITTEE DATE: Monday, January 11, 2021

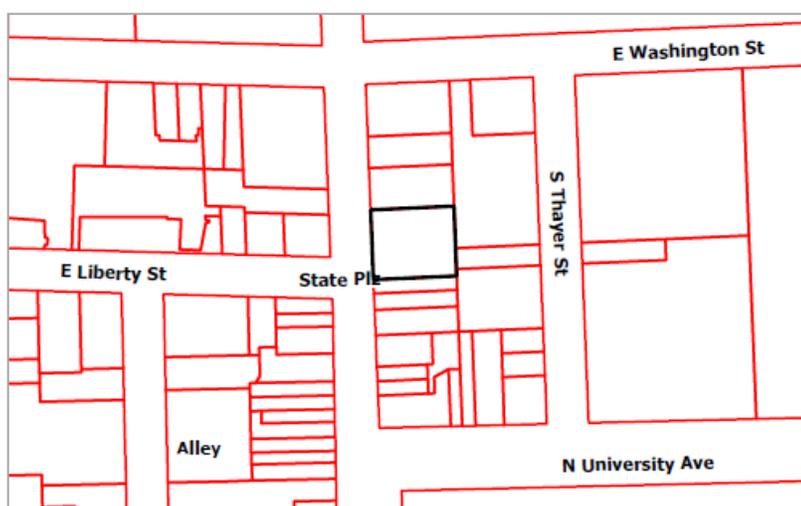
OWNER	APPLICANT
Name: State Theatre Retail, LLC	Zack Kartak
Address: 2440 W Stadium Blvd Ann Arbor, MI 48103	1000 Nicollet Mall, TPN-12H Minneapolis, MN 55403
Phone: (734) 646-1796	(612) 761-1664

BACKGROUND: Construction began on the art deco State Theater in 1940, and it opened in 1942. The theater was designed by C. Howard Crane, who was also the architect for the Fox Theater in Detroit. The first floor was originally clad in red vitrolite structural glass panels. In the late 1970s the interior was divided into four screening rooms and in 1989 the first floor was converted to retail use. The second floor became a two-screen film theater. In 1990 the yellow and red neon-embossed marquee was restored, and in 2013 the HDC approved an application for an elevator addition and many updates. Work was begun in 2016, and included the complete restoration of the STATE sign and marquee, including the reinstallation of hundreds of individual lightbulbs, this time LED.

Approved by staff were the 2021 removal of a non-original equipment platform on the north elevation and in 2017 an HVAC update.

LOCATION: The site is located on South State Street, at the terminus of East Liberty Street.

APPLICATION: The applicant seeks HDC approval to install five signs on the building: 1) a “target” sign above the entry doors, 2) a logo attached to red metal panels, 3) a “target” sign on top of the canopy, 4) vinyl cling signs attached to the interior of the windows in two bays, and 5) a pedestrian scale sign beneath the canopy.



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 (other guidelines may also apply):**Signs**

Appropriate: Installing signage in the historic sign band area of the building, typically the area above the transoms or just above the storefront.

Attaching signage through masonry joints or through materials that can be easily repaired, such as wood, when signage is removed.

Installing signage that is compatible in size, style, material, and appearance to the historic resource and district.

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

Installing signage that is subordinate to the overall building composition.

Pedestrian Scale Signs

Pedestrian scale signs should be: Located near the business's entry, at least 8' from the ground on the first floor.

Mounted on an arm or arms or hung from a bracket.

Aligned with similar signs on the block.

Sized not to exceed 4.5 square feet per side. This is roughly a 28" diameter circle, or 25" square. Odd shapes are welcomed and will be reviewed on a case by case basis.

STAFF FINDINGS:

1. All of the signs in this application except the window vinyl are two inches thick and aluminum with high gloss paint. None of the signs are illuminated and will rely on the abundant canopy lighting and street lights. None of the first-floor windows are original or in their original configuration (see historic and existing photos provided). The original first floor had a shiny red structural glass facade. The red metal cladding on the first floor today was installed during 2013 renovations and was inspired by the structural glass but is not a replica. The application will need approval from the Zoning Board of Appeals since the amount of signage allowed by code is exceeded by the signs already existing (especially the giant STATE on the marquee) on the building.
2. *Entry Door Sign.* This sign is approximately 5' x 1'3" and is located over the only entry doors to the business. The photo rendering shows the existing storefront with the new sign. The drawing shows a new storefront system that has not yet been applied for by the business, though they've discussed it generally with staff. The sign is small and is appropriate for the existing storefront or the possible future one shown in the drawing.
3. *Logo on Red Wall.* The Target bullseye wall sign connects to the red non-original metal panel with toggle bolts. The sign is 4' in diameter and proportioned correctly for the red column. The metal panel is not original, and staff finds it appropriate.
4. *Canopy Sign:* Overall, the logo plus the word is 14'10" and 4' tall. This bullseye, like all the others, is 4' in diameter and the word "target" is 10'6" by 3'5" tall. It is attached to a raceway below the letters, and the raceway is attached to the top of the canopy. It does not impact historic materials except the roof of the canopy, the color is compatible, and it is entirely reversible. This is a large sign, and staff has some concerns about whether the size and scale are inappropriate and whether it is visually incompatible with the State marquee sign 19' to the south.
5. *Window Signs:* These are vinyl and adhere to the inside of the glass. The two bullseyes are 4' and the small bullseyes and arrows are 1' tall. These are reversible and staff has no concerns.
6. *Pedestrian Scale (Blade) Sign:* This aluminum box is 1'5" x 1'5", or two square feet. It is smaller than the maximum size allowed. The pedestrian sign is not near the entry door, but the sign shouldn't interfere with the area under the canopy lit by hanging lightbulbs (a character defining feature of the marquee). Staff is not convinced this sign is necessary (what pedestrian would miss a 4' bullseye next to the door?), though at the same time it is at the "quiet" end of the building and fairly inconspicuous. It is 8' off the ground as required by the *Design Guidelines*. Mounting information has been requested by staff.
7. Signs in the area are inconsistent. Looking north, Taste of India has a large bracket sign that is roughly at the same height as the State Theatre canopy. Next is a large sign that

would be considered inappropriate today on Ama Bistro. CVS has a second-floor blade sign that is based on a historic sign. For the next six storefronts to the south, the signs are all wall or awning signs.

8. Staff believes the signs taken individually are appropriate and meet the *Ann Arbor Historic District Design Guidelines*, and the *Secretary of the Interior's Standards for Rehabilitation* and *Guidelines for Rehabilitating Historic Buildings*. Staff has some concerns about the total amount of signage and whether the building still reads predominantly as the State Theatre, with Target secondary.

POSSIBLE MOTION: (Note that the motion is only a suggestion. The Review Committee, consisting of staff and at least two Commissioners, will visit the site and make a recommendation at the meeting.)

I move that the Commission issue a certificate of appropriateness for the application at 231 S State Street, a contributing property in the State Street Historic District, to install an entry sign, a wall sign, a canopy sign, a pedestrian scale sign, and vinyl window signs. As proposed, the work is compatible in exterior design, arrangement, texture, material and relationship to the rest of the building and the surrounding area and meets the *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 standards 1, 2, 9 and 10, and the guidelines for storefronts.

MOTION WORKSHEET:

I move that the Commission issue a Certificate of Appropriateness for the work at 231 S State Street in the State 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, photos, photo rendering, drawing.

231-233 S State (July 2019 google streetview)



233 S State Street (March 2007 photo)





HISTORIC DISTRICT COMMISSION

PLANNING AND DEVELOPMENT SERVICES

City Hall: 301 E. Huron St. Ann Arbor, MI 48104-6120

Mailing: P.O. Box 8647, Ann Arbor, MI 48107-8647

Phone: 734.794.6265 ext. 42608

jthacher@a2gov.org

Fax: 734.994.8460

OFFICE USE ONLY	
Permit Number	HDC# _____
	BLDG# _____
DATE STAMP	

APPLICATION MUST BE FILLED OUT COMPLETELY

PROPERTY LOCATION/OWNER INFORMATION

NAME OF PROPERTY OWNER State Theater - Retail, LLC		HISTORIC DISTRICT State Street	
PROPERTY ADDRESS 231 S State Street		CITY ANN ARBOR	
ZIPCODE 48104	DAYTIME PHONE NUMBER (734) 646-1796	EMAIL ADDRESS Jim.Chaconas@colliers.com	
PROPERTY OWNER'S ADDRESS (IF DIFFERENT FROM ABOVE) 2440 W Stadium Blvd		CITY Ann Arbor	STATE, ZIP MI, 48103

PROPERTY OWNER'S SIGNATURE

SIGN HERE	PRINT NAME → Jim Chaconas	DATE → 12/21/20
------------------	----------------------------------	------------------------

APPLICANT INFORMATION

NAME OF APPLICANT (IF DIFFERENT FROM ABOVE) Zack Kartak			
ADDRESS OF APPLICANT 1000 Nicollet Mall, TPN-12H			CITY Minneapolis
STATE MN	ZIPCODE 55403	PHONE / CELL # (612) 761-1664	FAX No ()
EMAIL ADDRESS zack.kartak@target.com			

APPLICANT'S SIGNATURE (if different from Property Owner)

SIGN HERE	PRINT NAME → x Zack Kartak	DATE → 12/23/2020
------------------	-----------------------------------	--------------------------

BUILDING USE – CHECK ALL THAT APPLY

<input type="checkbox"/> SINGLE FAMILY	<input type="checkbox"/> DUPLEX	<input type="checkbox"/> RENTAL	<input type="checkbox"/> MULTIPLE FAMILY	<input checked="" type="checkbox"/> COMMERCIAL	<input type="checkbox"/> INSTITUTIONAL
--	---------------------------------	---------------------------------	--	--	--

PROPOSED WORK

Describe in detail each proposed exterior alteration, improvement and/or repair (use additional paper, if necessary).

See attached page.

DESCRIBE CONDITIONS THAT JUSTIFY THE PROPOSED CHANGES:

See attached page.

For Further Assistance With Required Attachments, please visit www.a2gov.org/hdc



HISTORIC DISTRICT COMMISSION APPLICATION

FEE CHART

DESCRIPTION	
STAFF REVIEW FEES	FEE
Application for Staff Approval	\$35.00
Work started without approvals	Additional \$50.00
HISTORIC DISTRICT COMMISSION FEES	
All other proposed work not listed below	\$100.00
Work started without approvals	Additional \$250.00
RESIDENTIAL – Single and 2-story Structure	
Addition: single story	\$300.00
Addition: taller than single story	\$550.00
New Structure - Accessory	\$100.00
New Structure – Principal	\$850.00
Replacement of single and 2-family window(s)	\$100 + \$25/window
COMMERCIAL – includes multi-family (3 or more unit) structures	
Additions	\$700.00
Replacement of multi-family and commercial window (s)	\$100 + \$50/window
Replacement of commercial storefront	\$250.00
DEMOLITION and RELOCATION	
Demolition of a contributing structure	\$1000.0
Demolition of a non-contributing structure	\$250.00
Relocation of a contributing structure	\$750.00
Relocation of a non-contributing structure	\$250.00

FOR COMMISSION REVIEWS:

- Application withdrawals made before public notice is published will qualify for a 50% refund of the application fee.
- Application withdrawals made after public notice is sent but before the public hearing will qualify for a 25% refund of the application fee.

INSTRUCTIONS FOR SUBMITTING APPLICATIONS

All HDC applications must be signed by the property owner and the applicant, if different, with the exception of staff approvals, which may be signed by only the applicant.

All completed HDC applications and their attachments may be submitted to Planning and Development Services by mail, in person (paper or digital), faxed, or via email to building@a2gov.org.

We accept CASH, CHECK, and all major credit cards. Checks should be made payable to “City of Ann Arbor”

HDC applications that are incomplete or not submitted with the required documentation or payment will not be processed or approved.

APPLICATION EXPIRATION

HDC applications expire three (3) years after the date of approval.

OFFICE USE ONLY

Date of Hearing:		
Action	<input type="checkbox"/> HDC COA	<input type="checkbox"/> HDC Denial
	<input type="checkbox"/> HDC NTP	<input type="checkbox"/> Staff COA
Staff Signature		
Comments		
Fee:	\$ _____	
Payment Type	<input type="checkbox"/> Check: # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Credit Card	



Zack Kartak
Senior Development Manager
Direct Dial: (612) 761-1664
Email: zack.kartak@target.com

December 23, 2020

Historic District Commission
c/o Jill Thacher
City Planner/Historic Preservation Coordinator
301 E. Huron St.
Ann Arbor, MI 48104

**Re: T-3415 Ann Arbor State Street MI
Historic District Commission Application – Additional Information**

Proposed Work:

Target is proposing to install four (4) exterior signs and various window graphics as shown on the “Proposed Signage Elevations”. Sign vendor to determine the specific bolt and/or screw type and number for each sign.

1) Above Entry:

- a. Aluminum constructed reverse channel letter painted high gloss white.
- b. No illumination, light from the underside of the canopy/marquee will provide lighting.
- c. Total sign thickness is 2”.
- d. Toggle bolts will connect each channel letter to the building façade.
- e. Sign will not project onto city Right-of-Way.

2) Left of Entry:

- a. Aluminum constructed reverse channel logo painted high gloss white.
- b. No illumination, light from the underside of the canopy/marquee will provide lighting.
- c. Total sign thickness is 2”.
- d. Toggle bolts will connect the bullseye to the building façade.
- e. Sign will project onto city Right-of-Way by approximately 2”; the entire thickness of the sign.

3) Canopy:

- a. Aluminum constructed reverse channel logo painted high gloss red.
- b. No illumination.
- c. Sign thickness is 2”; raceway thickness is 4”.
- d. Raceway will connect to metals pipes that attach to canopy beam with screws.
- e. Individual channel letters and bullseye will connect to the raceway with screws.
- f. The “dot” in the center of the bullseye will suspend from a vertical stem on the lower portion of the outer ring.
- g. Sign will project onto city Right-of-Way; it will not extend beyond the front of the existing canopy.

4) Window Signs:

- a. All window signs will be vinyl clings attached to the inside face of glass.

5) Blade Sign:

- a. Rectangular aluminum panel painted high gloss red with a white painted bullseye.
- b. No illumination, light from the underside of the canopy/marquee will provide lighting.
- c. Toggle bolts will connect the sign to the building façade.
- d. Sign will project onto city Right-of-Way by approximately 1'-6";
- e. Sign thickness is 2".

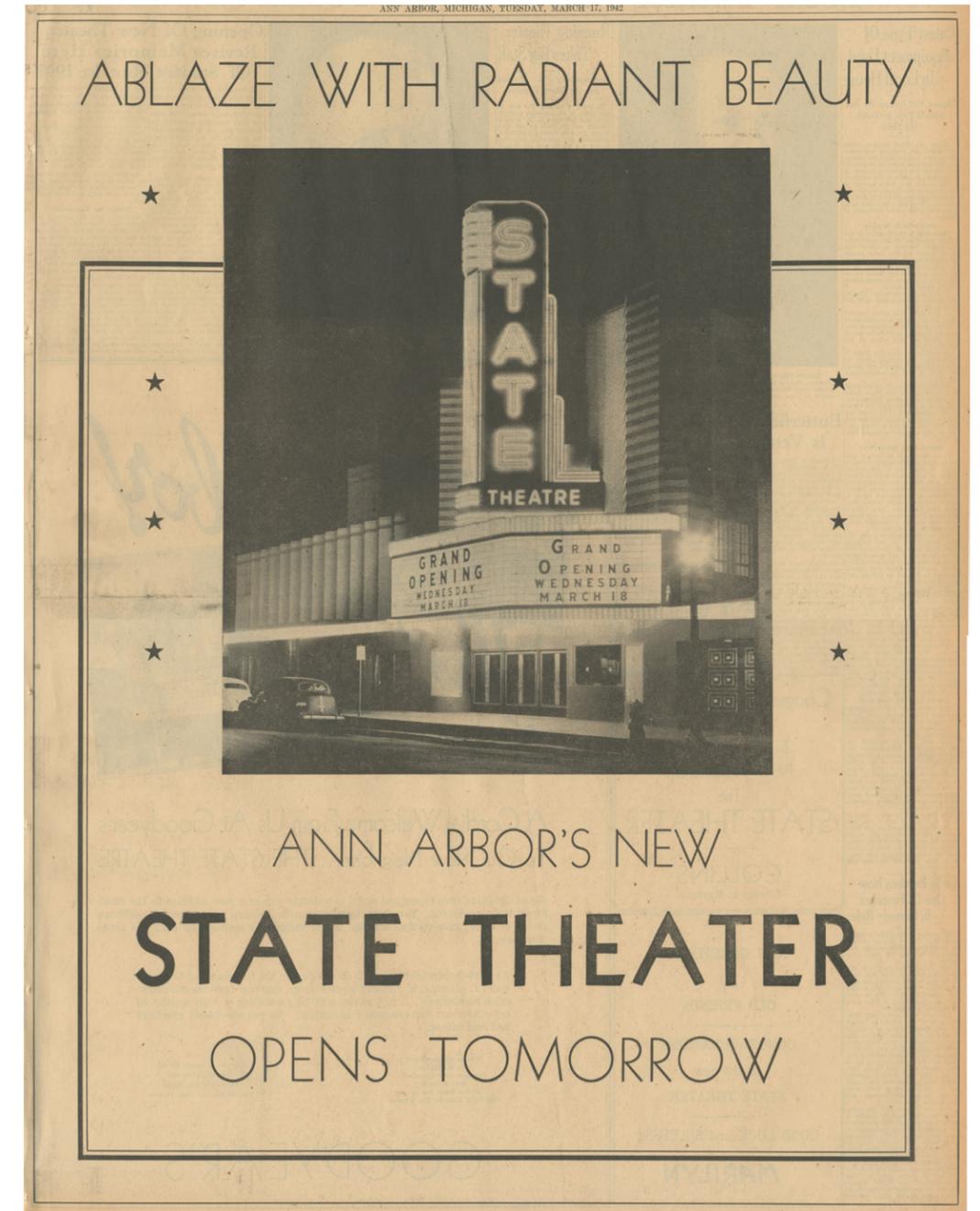
Describe Conditions that Justify the Proposed Changes:

The proposed signage is designed to capture the attention of pedestrians and motorists on both State Street and Liberty Street in a non-traditional retail space with an entrance dominated by the marquee. The sign design and attachment type respects the historic architecture of the State Theater. There will be no new penetrations to the accordion-like, banded brick façade.

Ann Arbor Target
Historic District Commission Application
12/23/20



The State Theater, designed by Howard Crane Associates of Detroit, was opened in 1942. The exterior featured an accordion-like and banded brick facade, red Vitrolite glass panels with display windows, and a large illuminated marquee that extended the length of the facade.





The current theater building houses movie theaters on the upper level and an Urban Outfitters store on the street level. The most recent renovations happened in 2017 and included a marquee refurbishment and new red metal panels on the ground floor.

Visibility is limited for new Target signage on north and southbound State Street, but the red panel to the left of the doors is visible on eastbound Liberty Street.





The proposed Target signage is designed to capture the attention of pedestrian and auto traffic in a non-traditional retail space with an entrance dominated by the marquee. The sign design is also of a size and attachment type that respects the historic architecture of the State Theater. The signage includes 5 elements

1. 2" deep reverse channel letters (painted white, no illumination) over the entry doors.

2. 2" deep 4'-0" reverse channel bullseye (painted white, no illumination) attached to the red metal panel at the left of the entrance.

3. 2" deep reverse channel Target logo (painted red, no illumination) mounted to the top of the canopy on a raceway, centered on the store extents. Vertical posts will attach directly to canopy and raceway will attach to posts.

4. A 2" deep blade sign under the narrow part of the canopy, that is attached to the building facade. It is constructed of red metal panel with a white logo.

5. White vinyl graphics on inside face of glass that help direct guests to the entry doors under the main marquee. Display window at stock room with red painted wall behind glass.





Existing State Theater signage - 189.72 SF

4-0" BULLSEYE, TYP.

blade sign face



Red metal blade sign with white logo. 2" deep. No illumination. 3 sf per face.

White vinyl graphics on inside face of glass. Each bullseye 16 sf. 32 sf total.

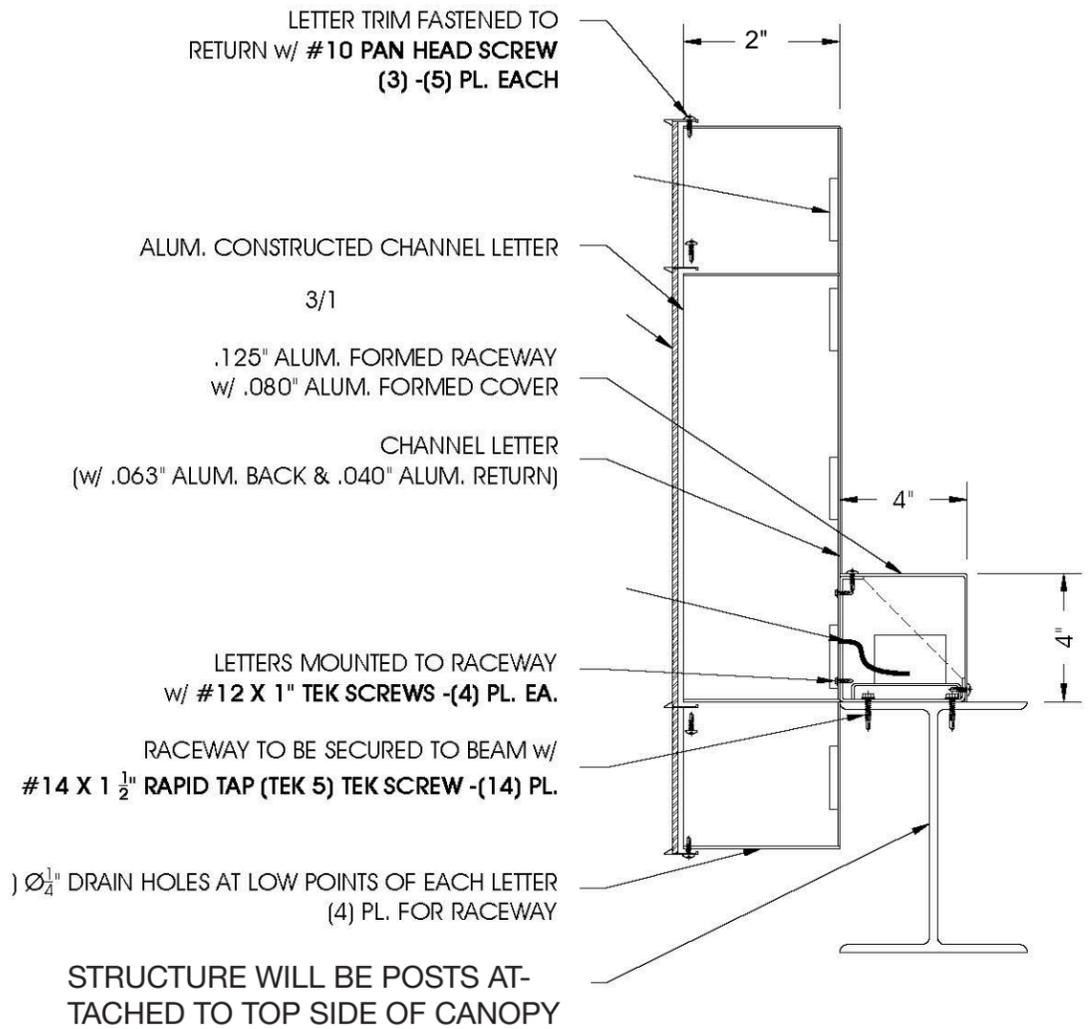
White reverse channel logo attached to storefront. 2" deep. No illumination. 7.5 sf

White reverse channel logo clipped to metal panel with hidden fasteners. 2" deep. No illumination. 16 sf

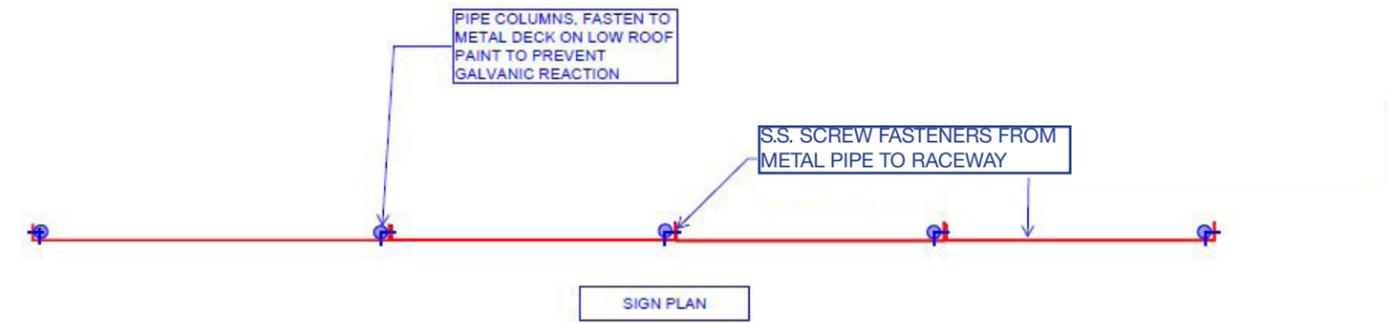
Red reverse channel logo mounted to raceway and attached to posts on top of marquee. 2" deep. No illumination. 52 sf

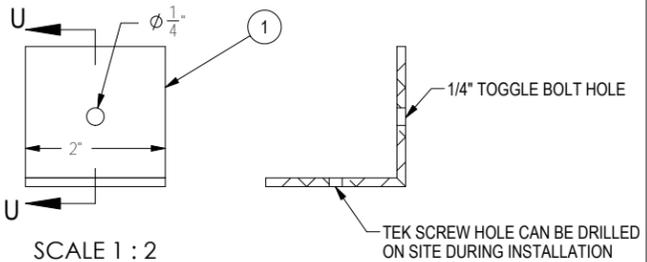
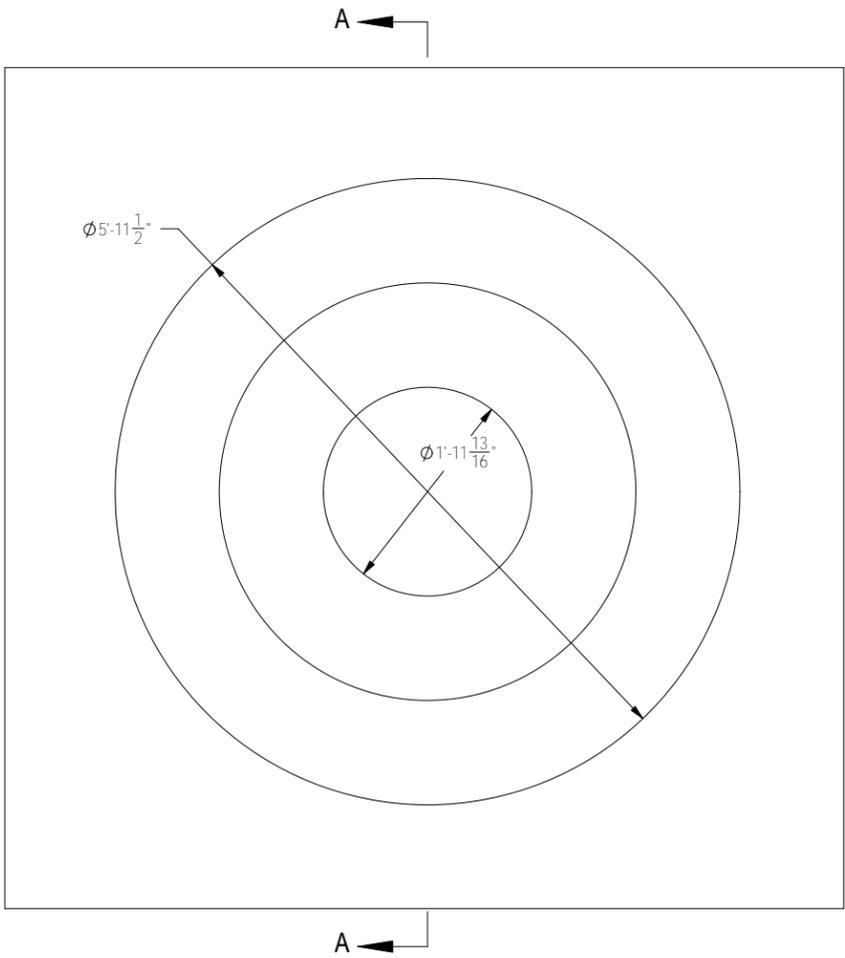
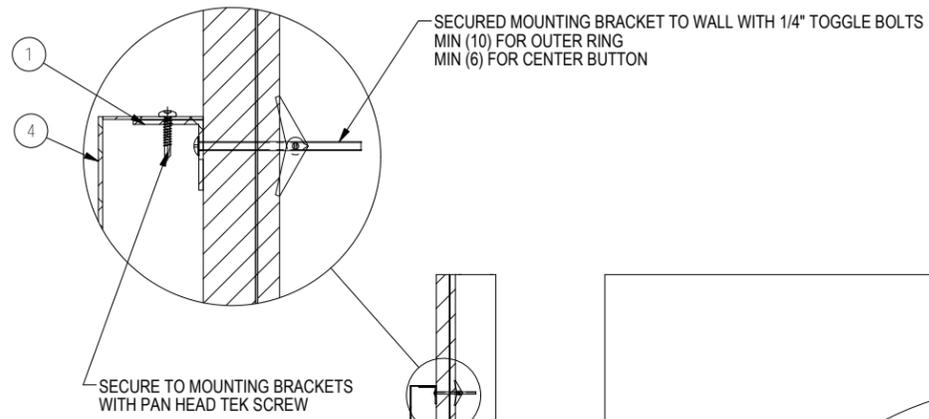


INSTALLATION INSTRUCTIONS



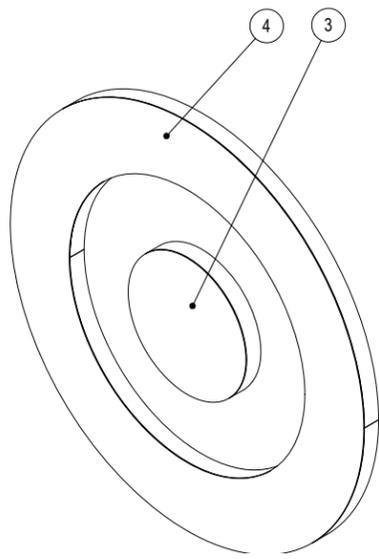
TYPICAL DETAIL FOR MOUNTING SIGN ON RACEWAY. DETAIL FOR REFERENCE ONLY, NOT SIZE OR MATERIAL.





SCALE 1 : 2

SECTION U-U
SCALE 1 : 2



TYPICAL DETAIL FOR REVERSE CHANNEL LETTER WITHOUT ILLUMINATION. DETAIL FOR REFERENCE ONLY, NOT SIZE.

SECTION A-A