

ANN ARBOR HISTORIC DISTRICT COMMISSION

Staff Report

ADDRESS: 306-310 S. Main Street, Application Number HDC12-051

DISTRICT: Main Street Historic District

REPORT DATE: April 30, 2012

REPORT PREPARED BY: Katie Remensnyder, Interim Historic Preservation Coordinator

REVIEW COMMITTEE DATE: Monday, May 7 for the Thursday, May 10, 2012 HDC meeting

OWNER

APPLICANT

Name:	Shaffran Equities, LLC	Same
Address:	209 S Fourth Avenue, 1C Ann Arbor, MI 48104	
Phone:	(734) 665-1200 ext. 2	

BACKGROUND: This three-story brick commercial building at 306-310 South Main was built in 1896 and was known as the Pratt Block. The building was designed by Detroit architects Malcomson and Higgenbothan, and the original occupant was the Crescent Works Corset Factory. By 1910, Schumacher Hardware had moved into a portion of the building, and by 1914 occupied the entire building after the corset factory closed. The building features large fixed windows on the first floor and sash windows on the second and third floors, ornate terra cotta details around the windows, and a recently-restored cornice.

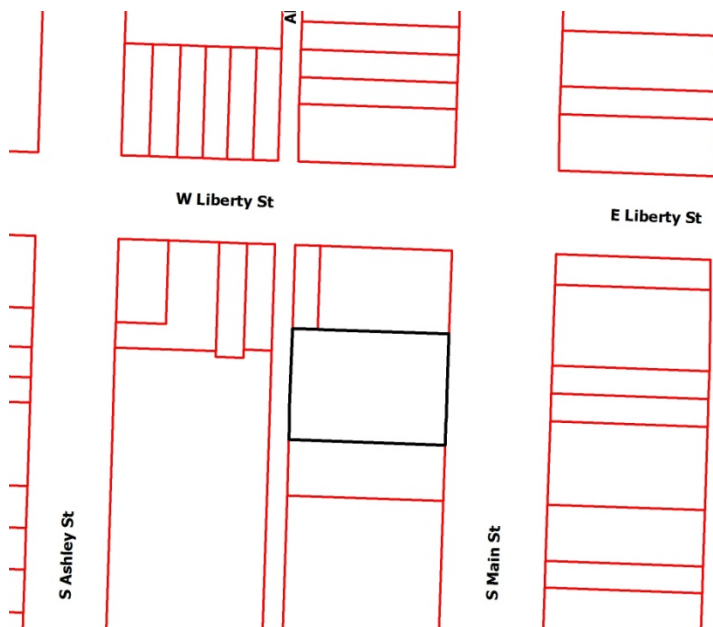
LOCATION: The site is located on the west side of South Main Street, south of West Liberty Street and north of West William Street.

APPLICATION: The applicant seeks HDC approval to install a new non-illuminated sign that measures 16 feet long, 26 inches high, and 14 inches wide. The proposed sign would be mounted on the underside of the entablature, in the recessed entryway to the building. The sign is beige in color, with gray and green sections for each business and black lettering.

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.

- (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.

STAFF FINDINGS:

1. The proposed sign is 16 feet long, 26 inches high, and 14 inches deep. It contains the name of the building, the address, and the names of eight individual businesses located within the building. The sign frame will be covered with alumalite panels with factory-baked polyester painted faces.
2. The sign will be attached by brackets mounted to an existing overhead steel beam that forms the underside of the entablature.
3. The proposed business sign is appropriately scaled and its placement in the recessed front entrance is appropriate. The sign is not illuminated. On the provided mock-up, the sign appears to be compatible in size, materials, and color to the building. The sign also appears to be well balanced and does not detract from the character defining features of the building.
4. The proposed sign is compatible in exterior design, arrangement, texture, material and relationship to the remainder of the building and surrounding area and meets *The Secretary of the Interior's Standards for Rehabilitation*, in particular standards 9 and 10, and the guidelines for storefronts.

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 Commission issue a certificate of appropriateness for the application at 306-310 South Main Street, a contributing property in the Main Street Historic District, to add a new exterior sign as proposed. The proposed work is compatible in exterior design, arrangement, texture, material and relationship to the rest of the building and the surrounding area and meets *The Secretary of the Interior's Standards for Rehabilitation*

and *Guidelines for Rehabilitating Historic Buildings*, in particular standards 9 and 10 and the guidelines for storefronts.

MOTION WORKSHEET:

I move that the Commission issue a Certificate of Appropriateness for the work at 306-310 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.

306 South Main Street (April 2007 photo)





City of Ann Arbor
PLANNING & DEVELOPMENT SERVICES — PLANNING SERVICES
100 North Fifth Avenue | 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: <u>306-310 S. MAIN ST.</u>
Historic District: <u>MAIN STREET</u>
Name of Property Owner (If different than the applicant): <u>SHAFFRAN EQUITIES, LLC</u>
Address of Property Owner: <u>209 S. FURTH AVE, 1C</u>
Daytime Phone and E-mail of Property Owner: <u>734-665-1200 x2 EDWARD@SHAFFRAN.COM</u>
Signature of Property Owner: <u>[Signature]</u> Date: _____
Section 2: Applicant Information
Name of Applicant: _____
Address of Applicant: <u>As Above</u>
Daytime Phone: () _____ Fax: <u>(734) 665-9544</u>
E-mail: _____
Applicant's Relationship to Property: <input checked="" type="checkbox"/> owner <input type="checkbox"/> architect <input type="checkbox"/> contractor <input type="checkbox"/> other
Signature of applicant: <u>[Signature]</u> Date: _____
Section 3: Building Use (check all that apply)
<input checked="" 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>[Signature]</u>

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

1. Provide a brief summary of proposed changes. ERECT A 'NOW-LIT' SIGN.
THE ALUMINUM FORMED SIGN (WEIGHT < 150 LBS) WILL BE
ATTACHED TO THE UNDERSIDE OF THE EXISTING METAL PLATE.
THE BRACKETS WILL BE WELDED TO THE PLATE AND THE SIGN
ITSELF WILL BE BOLTED TO THE BRACKET.

2. Provide a description of existing conditions. THE RECESSED ENTICING
AREA IS OPEN AND IS THE ONLY ENGRESS AN EGRESS
POINT FOR THE BUILDING EAST ELEVATION.

3. What are the reasons for the proposed changes? TO FACILITATE THE
COMMERCIAL TENANT WITHIN THE BUILDING

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

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

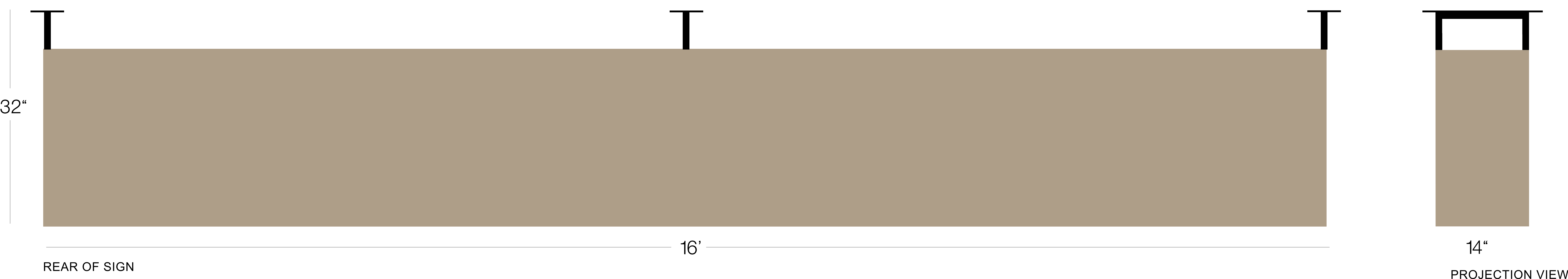
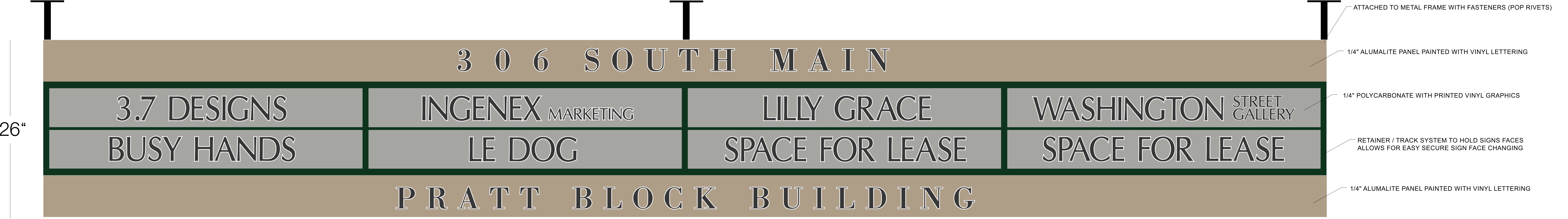
Project No.: HDC Fee Paid: _____

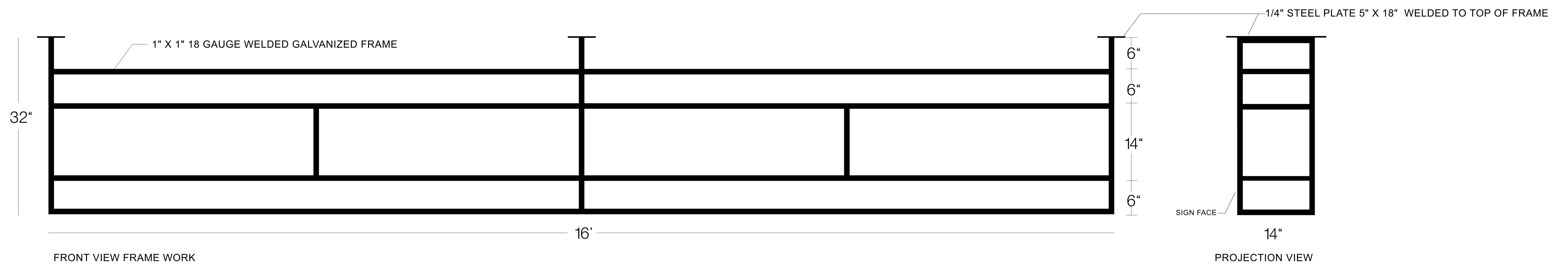
Pre-filing Staff Reviewer & Date: _____ Date of Public Hearing: _____

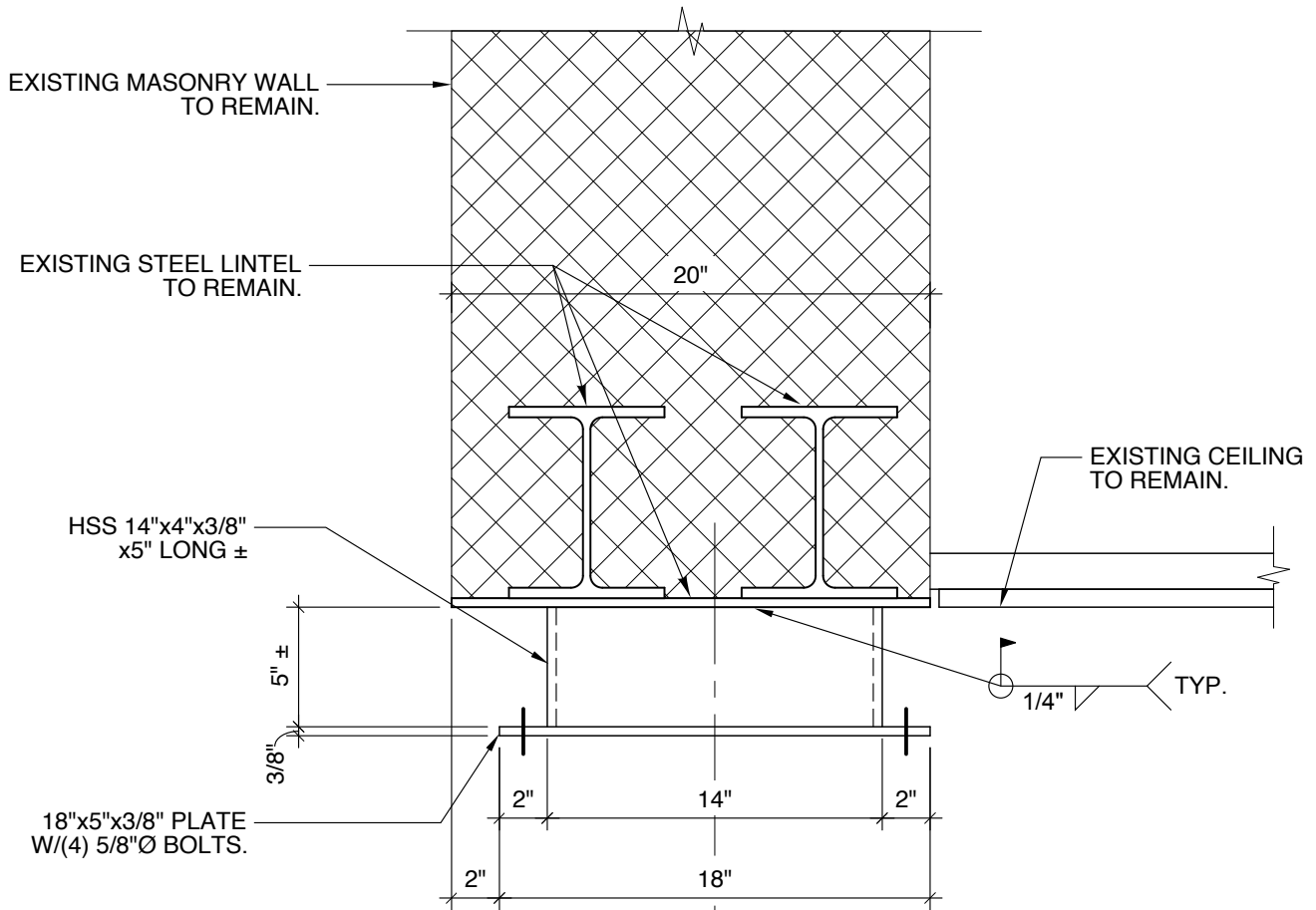
Application Filing Date: _____ Action: _____ HDC COA _____ HDC Denial

Staff signature: _____ _____ HDC NTP _____ Staff COA

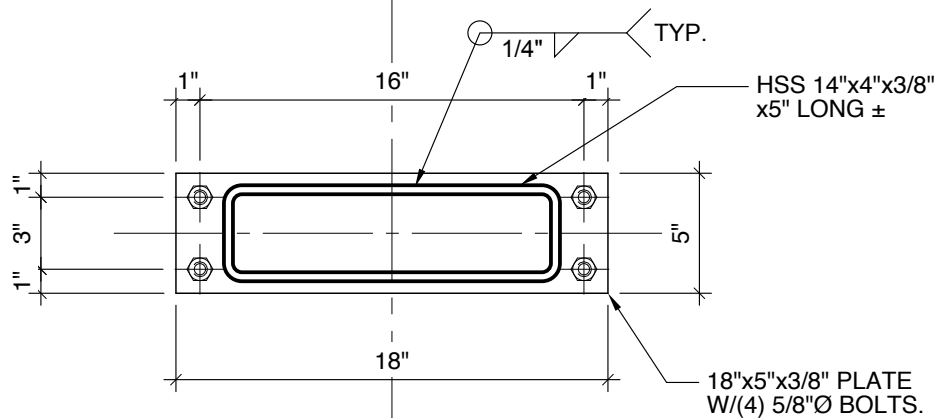
Comments:







1 | Section at Hanger Bracket
S-1 | SCALE: 1 1/2"=1'-0"



2 | Hanger Bracket Plan Detail
S-1 | 3 REQUIRED. SCALE: 1 1/2"=1'-0"

Bracket Details

Project: 306 South Main Street
Ann Arbor Michigan 48104
**PRATT BLOCK
BUILDING SIGN**

Date: 13 April 2012

Designed: SMR
Checked: SMR
Drawn: NM
Scale: AS SHOWN

robert darvas associates
consulting structural engineers
440 south main street
ann arbor, mi 48104



DRAWING #

S-1



BY THEORY

306

WSG gallery

WSG gallery
Celebrating 12th year
Voted best arts gallery
Ann Arbor 2011
www.wsg-art.com

WSG gallery

LeDOG
INGENEX
DIGITAL MARKETING
The BRICKYARD

WSG gallery Closed

BUSY HANDS
CHRIS PETERSEN
JEWELRY

lily grace
SPA AT HOME

lily grace
Makeup • Hair • Skincare



306 SOUTH MAIN

3.7 DESIGNS
BUSY HANDS

INGENEX INTERIORS
LE DOG

LILLY GRACE
SPACE FOR LEASE

WASHINGTON EXTERIORS
SPACE FOR LEASE

PRATT BLOCK BUILDING

306

LE DOG
BEHND
SULLI M. MARTIN
BY MICHAEL

INGENEX INTERIORS
PRATT BLOCK

BUSY HANDS
CHRIS PETERSON
EMLEY

lilly of grace
SINCE 1988

PTERY

