

# ANN ARBOR HISTORIC DISTRICT COMMISSION

## Staff Report

**ADDRESS:** 303 South Ashley Street, Application Number HDC14-081

**DISTRICT:** Main Street Historic District

**REPORT DATE:** June 12, 2014

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

**REVIEW COMMITTEE DATE:**

	<b>OWNER</b>	<b>APPLICANT</b>
<b>Name:</b>	SMH Holdings, LLC	The Beer Grotto
<b>Address:</b>	2881 Barclay Way Ann Arbor, MI 48105	8059 Main Street Dexter, MI 48103
<b>Phone:</b>	(917) 622-6560	(917) 846-2096

**BACKGROUND:** The rear stuccoed part of this building is the 1920s era Staebler Filling Station. The front brick portion is an addition that probably dates to the 1980s.

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

**APPLICATION:** The applicant seeks HDC approval to install two signs, a 22" x 40" blade sign constructed of wood, and a 33.5" x 60" monument style sign also constructed of wood to be placed on the northwest corner of the site. Both signs would be illuminated with LED lamps. The applicant also seeks to replace the current door on the north side with a custom wooden door.



### 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.

**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 subordinate to the overall building composition.

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

*Not Appropriate:* Installing permanent free-standing signs.

**STAFF FINDINGS**

1. The proposed wood door is located on the modern addition to the building and would replace an aluminum door. No historic features would be impacted by the new door, which also features the business name.
2. The wood bracket sign is 22" x 40", or just over six square feet. This is larger than average for a typical pedestrian-oriented sign, but since the building is set back from the public sidewalk and the sign is on the modern addition, staff feels the size is appropriate. The stained cedar sign board with pin-mounted aluminum letters is a compatible design. The bracket sign must be mounted in mortar joints, not through the masonry units.
3. The ground sign is 33 ½" x 60", mounted 30" off the ground in a raised planting bed. The bed appears to be about two feet above the sidewalk, which puts the top of this sign at about seven feet above the sidewalk. A free-standing sign is not appropriate in the Main Street Historic District, which is supported by the *City of Ann Arbor Historic District Design Guidelines*. A sign mounted on the face of the building, perhaps above the display window or between the window and the front door, would be more appropriate.
4. Staff recommends approval of the new front door and the bracket sign, because they are compatible in design and placement, and do not detract from the contributing historic structures nearby. Staff recommends denial of the large free-standing sign, which is not a traditional or appropriate style for the district, and detracts from the character of the Main Street Historic District.

**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.)

*Door and bracket sign:*

I move that the Commission issue a certificate of appropriateness for the portion of the application at 303 South Ashley Street, a contributing structure in the Main Street Historic District, to install a new door as proposed, and a bracket sign on the following conditions: the sign must be mounted through masonry joints. As conditioned, 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* and *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.

*Free-standing sign:*

I move that the Commission issue a certificate of appropriateness for the portion of the application at 303 South Ashley Street, a contributing structure in the Main Street Historic District, to install a free-standing sign 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* and *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 303 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, photos

303 South Ashley Street (2014 application photos)







**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: 303 S. Ashley

Historic District: Main St.

Name of Property Owner (If different than the applicant):

SMH Holdings, LLC

Address of Property Owner: 2881 Barclay Way Ann Arbor, MI 48105

Daytime Phone and E-mail of Property Owner: sabrinahirachian@gmail.com, (917) 622-6560

Signature of Property Owner: Sabrina Hirachian Date: 5/23/2014

**Section 2: Applicant Information**

Name of Applicant: The Beer Grotto

Address of Applicant: 8059 Main St. Dexter, MI 48130

Daytime Phone: (917) 846 2096 Fax: ( )

E-mail: Sam.short@beergrotto.com

Applicant's Relationship to Property: owner architect contactor ☒ other

Signature of applicant: [Signature] Date: 5/20/2014

**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 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: SS

The Beer Grotto  
303 South Ashley St.  
Ann Arbor, MI 48103

## Ann Arbor Historic District Application

### Section 5

1. We hope to install two signs on the exterior of the building (overlay is attached) and replace the current door on the North side of the building with a custom wooden door (design is attached). The first of the signs is a blade type sign that would be constructed of wood, with aluminum lettering (the beer grotto logo) on both sides of the sign. It would be located at the top of the arc wall on the west side of the building at its most northerly point (attached photo). The second is a monument style sign, to sit at the Northwest corner of the property. It would also be constructed of wood with aluminum lettering (the beer grotto logo) on both sides of the sign. Both signs are to be illuminated by projecting spot LED's lamps shining directly back on the sign. The exterior of the building itself will only see repair work: tuck pointing and plaster repair under a window unit on the West façade (photos attached), paint touch-up where needed, replacement of wooden edging in the landscaping, and new plantings in the currently unattended landscaping.
2. The original building façade is plaster, while the building addition from the 1980's is brick. All the windows and doors were replaced in the 1980's with black aluminum storefront windows and doors. There is a small patio with pebbled concrete slabs that runs parallel the buildings street frontage. It is enclosed by 42" wrought iron fence that spans the distance between stone planters. There is some minor repair and painting work to be done to the building façade, though a new roof was installed 1 year ago.
3. Repair to the building, and the addition of signage for a new retail business to be opened at the location.
4. None
5. Attached





Existing North Side Elevation



Existing West Side Elevation

**krieger klatt**  
ARCHITECTS  
architecture interiors consulting  
1412 East Eleven Mile Road, Royal Oak, MI 48067  
Phone: 248.414.9270 Fax: 248.414.9275 Web: kriegerklatt.com

Client:  
Beer Grotto  
303 S. Ashley St.

Project:  
Interior  
Renovation

Issued:  
4-2-2014 Conceptual Test Fit  
5-23-2014 Historic Preservation  
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\_\_\_\_\_  
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Seal:

Note:  
Do not scale drawings. Use  
calculated dimensions only.  
Verify existing conditions in field.

North Arrow:

Sheet Title:  
Existing Pictures

Scale:  
None

Project Number:  
14-\_\_

Sheet Number:



Client:  
Beer Grotto  
303 S. Ashley St.

Project:  
Interior  
Renovation

Issued:  
4-2-2014 Conceptual Test Fit  
5-23-2014 Historic Preservation

Seal:

Note:  
Do not scale drawings. Use  
calculated dimensions only.  
Verify existing conditions in field.

North Arrow:

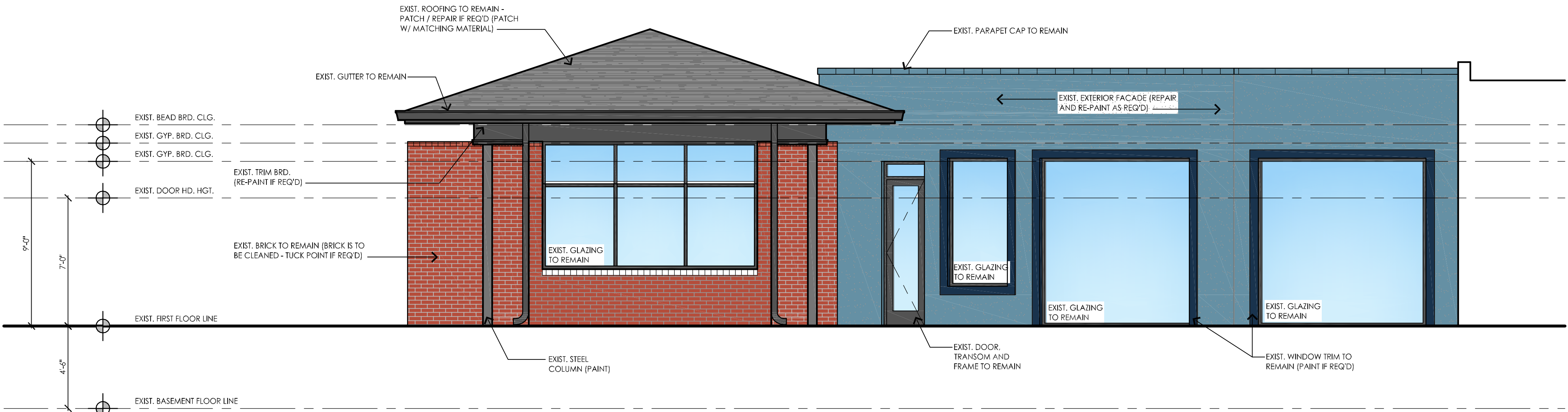
Sheet Title:  
Exterior  
Elevations

Scale:  
1/4" = 1'-0"

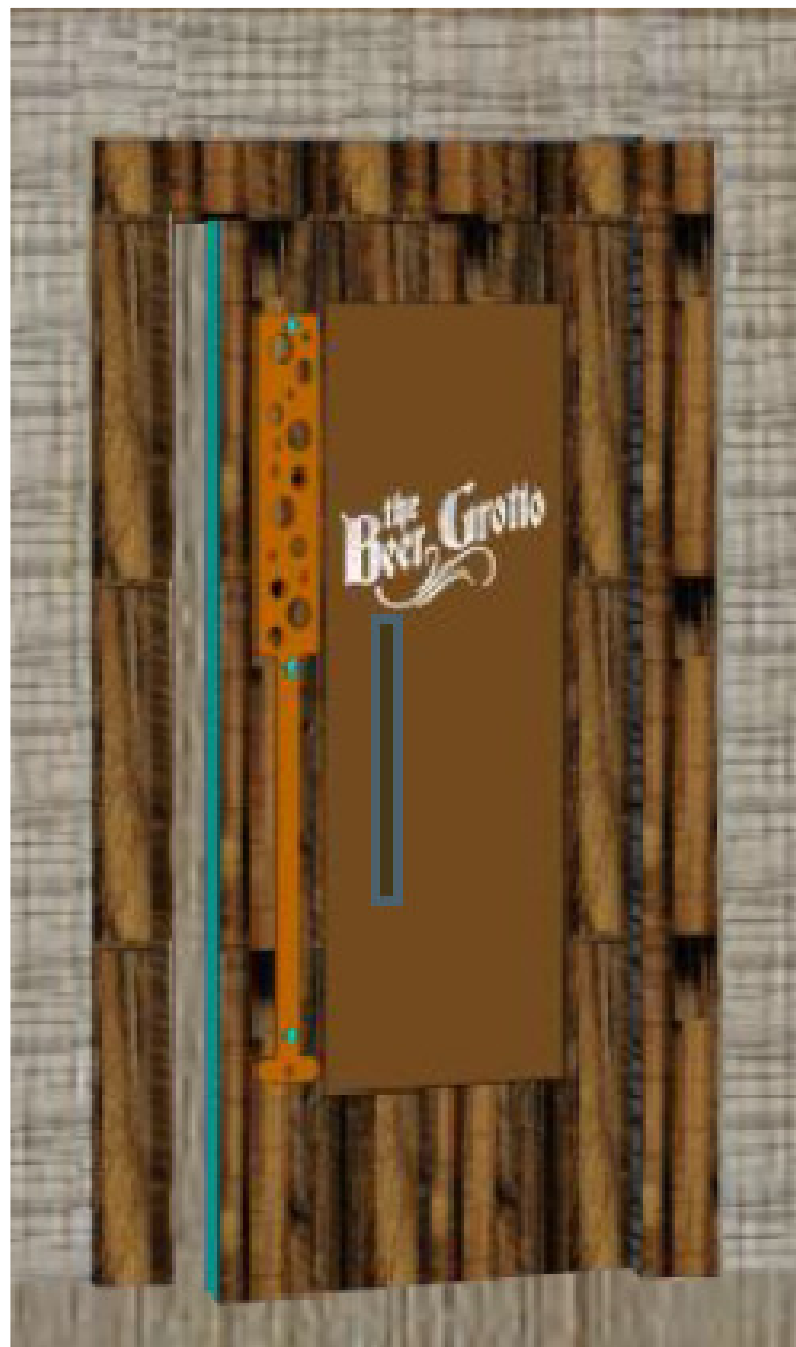
Project Number:  
14-

Sheet Number:

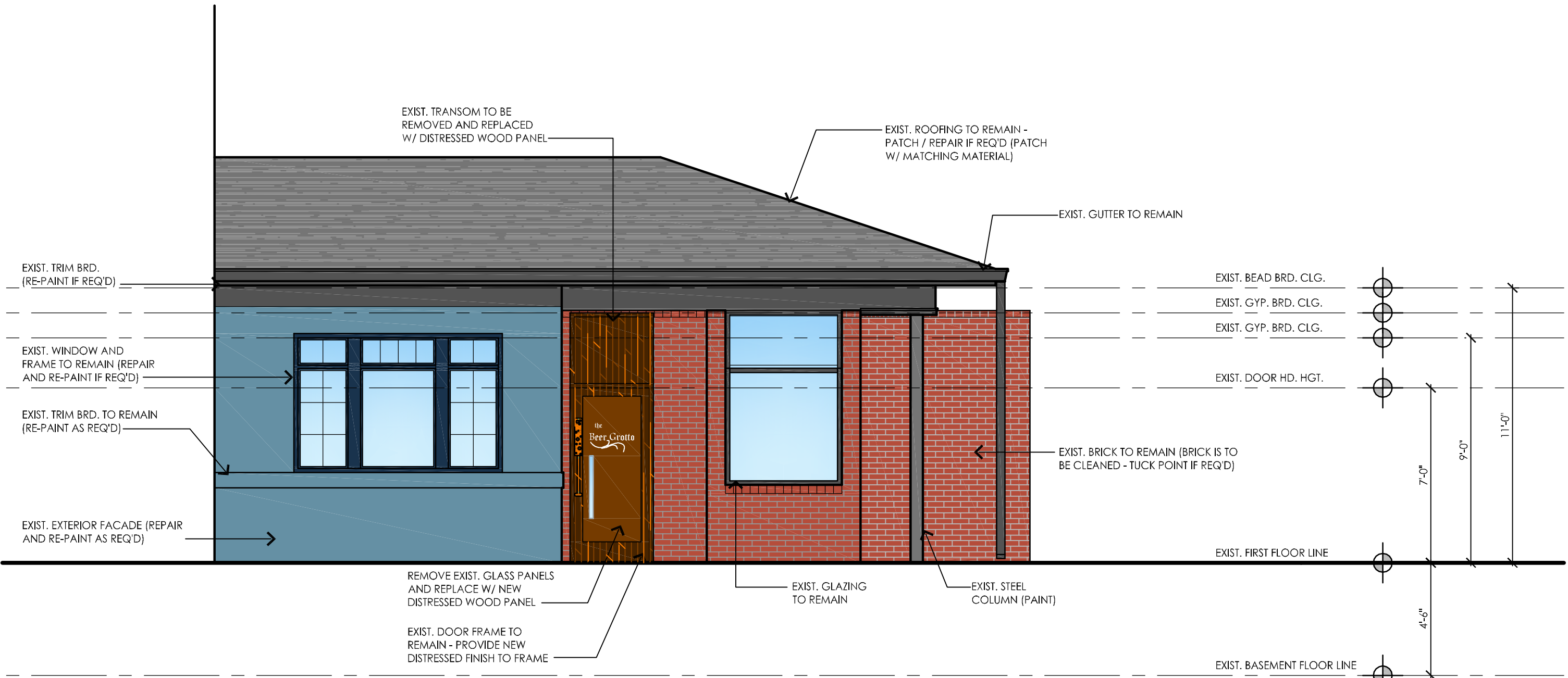
A.200



North Side Elevation  
Scale: 1/4" = 1'-0"



Conceptual Door Rendering  
Scale: None



West Side Elevation  
Scale: 1/4" = 1'-0"





**SPECIFICATIONS D/F PROJECTING SIGN QTY. 2**

**CABINET**  
CABINET TO BE 1.1/2" WESTERN CEDAR SANDBLASTED  
LOGO TO BE 1/4" THK. ALUMINUM.  
LOGO TO BE STOOD OFF THE SURFACE 1/2".  
FACE BACKGROUND WOOD TO BE STAINED.

**MOUNTING**  
CABINET TO BE PROJECTION MOUNTED TO WALL W/1.1/2" & 1" SQ. TUBE W/PLATES & LAGS.

Project:

Date:

5-22-14

Approval:

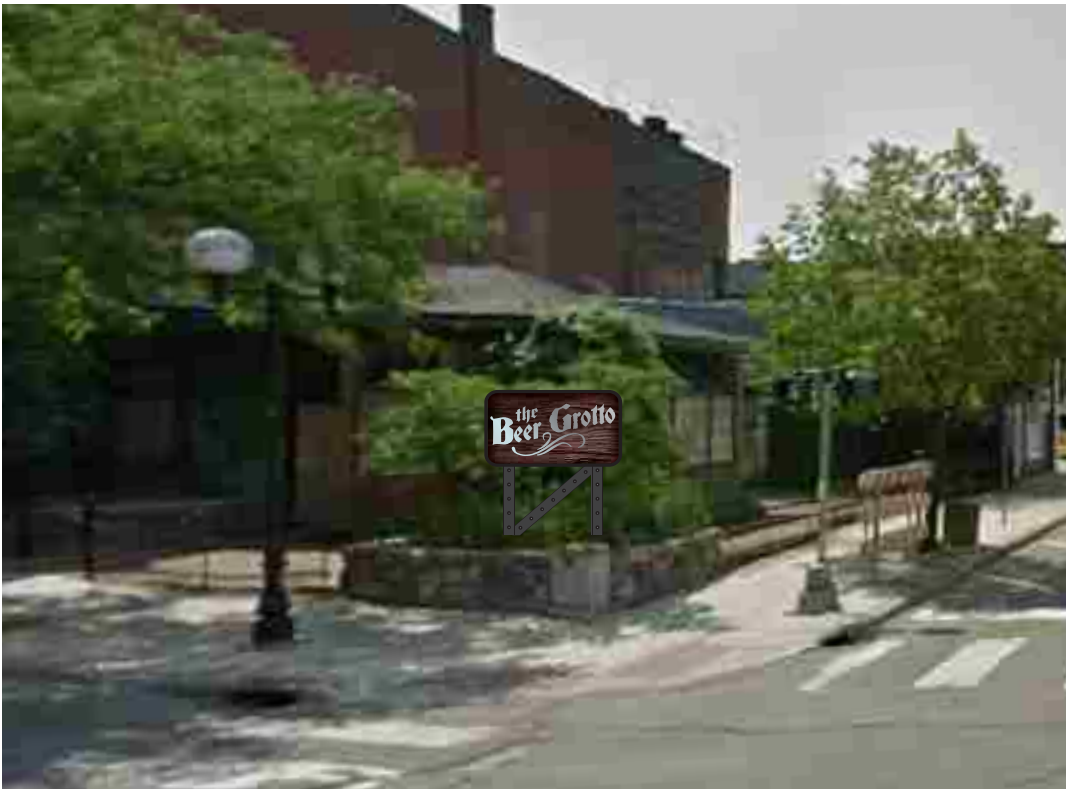
Name: \_\_\_\_\_

Date: \_\_\_\_\_

Notes:

**Electrical Components**

	Qty.	Item #	Volts	Amps
Lamp				
LED'S				
Power Supply				
Ballast				
Toggle Switch				
Misc				



**SPECIFICATIONS D/F LOW PROFILE**

**CABINET**  
CABINET TO BE 10" DEEP FABRICATED FROM 2 PIECES OF 1.1/2" WESTERN CEDAR SANDBLASTED & ENDS WRAPED W/ALUMINUM.  
ALUMINUM TO BE PAINTED BLACK.  
LOGO TO BE 1/4" THK. ALUMINUM.  
LOGO TO BE STOOD OFF THE SURFACE 1/2".  
FACE BACKGROUND WOOD TO BE STAINED.

**MOUNTING**  
CABINET TO HAVE W5 X16.0 (5" X 5") W BEAM STEEL SUPPORTS  
W/FAUX RIVOTS. STEEL TO BE PTD. BLACK. TO BE DIRECT BURIED 36"

Project:

Date:  
5-22-14

Approval:  
  
Name: \_\_\_\_\_  
  
Date: \_\_\_\_\_

Notes:  
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Electrical Components				
	Qty.	Item #	Volts	Amps
Lamp				
LED'S				
Power Supply				
Ballast				
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