

## ANN ARBOR HISTORIC DISTRICT COMMISSION

### Staff Report

**ADDRESS:** 112 South Main St, Application Number HDC19-105

**DISTRICT:** Main Street Historic District

**REPORT DATE:** July 11, 2019

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

**REVIEW COMMITTEE DATE:** Monday, July 8, 2019

	<b>OWNER</b>	<b>APPLICANT</b>
<b>Name:</b>	Retro Development, LLC	Huron Sign Co.
<b>Address:</b>	110 S Main St Ann Arbor, MI 48104	663 S Mansfield St Ypsilanti, MI 48198
<b>Phone:</b>	(734) 661-1286	(734) 483-2000

**BACKGROUND:** The distinctive two bay brick and glazed terracotta design of 110-112 South Main appears to be a ca.1907-1908 remodeling of earlier structures on the site. Unique features of the Beaux Arts, classically inspired façade are the two symmetrical bays with large three-part windows separated vertically by elaborate cartouche panels with floral and scroll motifs. Another distinctive element is the prominent entablature, which features a bracketed cornice and is supported by banded pilasters. The Mayer-Schairer Co. opened in 112 (at that time, the three-story south bay) in 1909, and in 1962 expanded into 110 (the three-story north bay). MayerSchairer closed in 2002.

The ground level storefronts were replaced during the 1962 business expansion. The current storefront and rooftop condominium were approved by the HDC and constructed in 2004. The addresses are 110 on the ground floor and 112 on the second and third floors.

**LOCATION:** The site is on the west side of North Main Street, north of West Washington and south of West Huron Streets.

**APPLICATION:** The applicant seeks HDC approval to install three new signs: a pedestrian scale bracket sign on the front façade; a wall sign near the back door on the alley; and a window sign on the back door.

#### **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:**

**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.

**STAFF FINDINGS:**

1. The proposed pedestrian scaled sign is 23" wide by 26 ¾" across, for an area of 4.27 square feet. It is supported by two arms attached to a plate. The plate is sized to fit in the top panel of the non-original pilaster on the north edge of the storefront. The sign is accentuated with neon, with the disconnect switch sitting on top of the upper arm and the electrical conduit running into the building a few inches above it.

There is one pedestrian scaled sign on the block, at the DFCU bank four buildings south, at a similar height. There is a slightly larger blade sign two doors north at Momus that serves as their only signage. Next door to the north is a "grandfathered" blade sign. The

proposed WRS sign is compatible in size, mounting height and location with the HDC's guidelines for pedestrian scaled signs.

2. The proposed vinyl wall sign is 2'6" wide and 2' tall. It is located near the back door to the building (which was previously the entrance to the Mayer-Schairer stationary shop), on a new concrete block wall. It is simple and appropriate, as is the door sign on the glass.
3. Staff believes the signs 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*.

**POSSIBLE MOTIONS:** (Note that the motions are 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 112 S Main Street, a contributing property in the Main Street Historic District, to install a pedestrian scale bracket sign on the front façade; a wall sign near the back door on the alley; and a window sign on the back door. 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 112 S 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.

110-112 South Main c. 1910s (staff files, source unknown)



1962 Storefront Remodel, 110-112 South Main (Courtesy AADL Old News)





**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](mailto:planning@a2gov.org)

**ANN ARBOR HISTORIC DISTRICT COMMISSION APPLICATION**

**Section 1: Property Being Reviewed and Ownership Information**

Address of Property: 110 S Main St

Historic District: Main Street

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

Retro Development, LLC

Address of Property Owner: 110 S Main St

Daytime Phone and E-mail of Property Owner: 7346611286 Jon@2mission.com

Signature of Property Owner: *Jon* Date: 06/17/2019

**Section 2: Applicant Information**

Name of Applicant: Johnson Sign Co. d/b/a Huron Sign Co

Address of Applicant: 663 S Mansfield St

Daytime Phone: ( 734 ) 483-2000 Fax: ( 734 ) 483-5164

E-mail: kevinshort@johnsonsign.com

Applicant's Relationship to Property:  owner  architect  contactor  other

Signature of applicant: Kevin Short VP Sales, *Kevin Short* Date: 5/31/2019

**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. Fabricating and installing a new pedestrian projecting wall sign

2. Provide a description of existing conditions. The existing wall is masonry with brick penetrations for the anchors will be in the mortar joints

3. What are the reasons for the proposed changes? The new sign

4. Attach any additional information that will further explain or clarify the proposal, and indicate these attachments here.  
The sign will be D/F, the sign cabinet will be fabricated out of aluminum with aluminum faces and neon letters

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:

# New Dimensional Wall Sign & Vinyl Graphics



**HURON  
SIGN CO.**

663 S. MANSFIELD  
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NEW 16" X 24" ETCH LOOK & VINYL ADDRESS



NEW FLAT CUT DIMENSIONAL STUD MOUNTED SINTRA SIGN WITH PAINTED 1/2" GRAPHICS.

SCALE 1 1/2" = 1'



PMS 637



PMS 3025



WHITE

NOTE: The colors called out in the rendering do not exactly match the print, to see actual color samples see your sales representative.



# OF SETS	2 VINYL / 1 FLAT CUT	RETURN DEPTH	1 1/4"	RACEWAY COLOR	N.A.	DESIGNER	S WILKIE
FACE COLOR	SEE ABOVE	TYPE OF INSTALL	STUD MOUNT / VINYL	TRANSFORMER	N.A.	DATE	06/04/19
RETURN COLOR	TO MATCH	TYPE OF FACE	SINTRA	BALLAST	N.A.	JOB NO.	HTD
RETAINER COLOR	N.A. (BLIND)	RACEWAY D.	H. L. N.A.	COMMENTS:		JOB NAME	WRS-A2-060419-5
LED COLOR	N.A.	HOUSINGS	N.A.	SALESPERSON:	KEVIN SHORT	ADDRESS:	1120 S. MAIN ST, ANN ARBOR, MI

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

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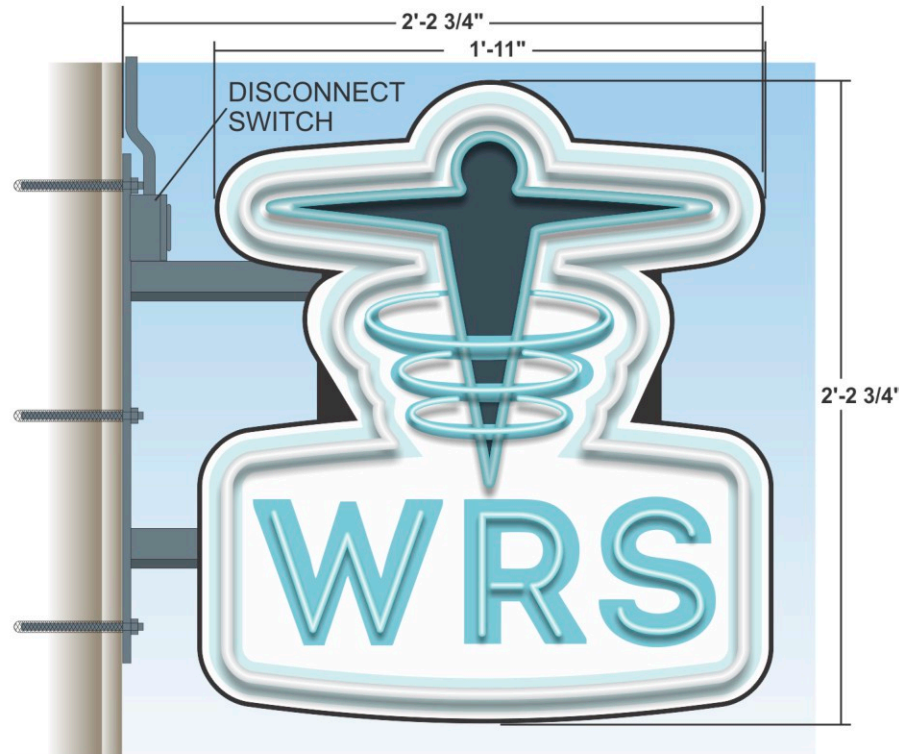
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# Exposed Neon Double Sided Projecting Sign



SCALE 1 1/2" = 1' NIGHT SIMULATION

NEW DOUBLE SIDED NEON ILLUMINATED DIMENSIONAL PROJECTING SIGN ATTACHED TO WALL WITH WELDED ALUMINUM MAST ARMS ON AN ALUMINUM WALL PLATE WITH EPOXY ANCHOR BOLTS / SLEEVES INTO SUB STRUCTURE WITH 8" MIN EMBEDMENT.

SIGN WILL REQUIRE (1) 20a 120v DEDICATED CIRCUIT (BY OTHERS)



PMS 318	8300 WHITE NEON
PMS 5405	E-21 AQUA NEON
PMS 7477	

NOTE: The colors called out in the rendering do not exactly match the print, to see actual color samples see your sales representative.

**4.5 SQFT**



# OF SETS	1	RETURN DEPTH	12"	RACEWAY COLOR	N.A.	DESIGNER	S WILKIE
FACE COLOR	SEE ABOVE	TYPE OF INSTALL	WALL PLATE - ANCHORS	TRANSFORMER(2)	9000v 30ma	DATE	05/14/19
RETURN COLOR	BLACK	TYPE OF FACE	ALUMINUM / NEON	BALLAST	N.A.	JOB NO.	1125
RETAINER COLOR	N.A. (BLIND)	RACEWAY D.	H. L. N.A.	COMMENTS:		JOB NAME	WRS-A2-061819-6
NEON COLOR	WHITE / AQUA	HOUSINGS	P 200 GLASS	SALESPERSON:	KEVIN SHORT	ADDRESS:	1120 S. MAIN ST, ANN ARBOR, MI

APPROVED BY: \_\_\_\_\_ DATE: \_\_\_\_\_

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