



# PRESCOTT PRESERVATION COMMISSION A G E N D A

**PRESCOTT PRESERVATION COMMISSION  
REGULAR MEETING/PUBLIC HEARING  
FRIDAY, January 14, 2010  
8:00 AM**

**CITY COUNCIL CHAMBERS  
201 S. CORTEZ STREET  
PRESCOTT, ARIZONA  
(928) 777-1100**

The following agenda will be considered by the **Prescott Preservation Commission** at its **Regular Meeting / Public Hearing** to be held on **Friday, January 14, 2010** in **Council Chambers, 201 S. Cortez Street, Prescott, Arizona at 8:00 AM**. Notice of this meeting is given pursuant to *Arizona Revised Statutes*, Section 38-431.02.

**I. CALL TO ORDER**

**II. ATTENDANCE**

**Members**

Elisabeth Ruffner, Chairman	Seymour Petrovsky
Mike Todd, Vice Chairman	Doug Stroh
Russ Buchanan	Lee Vega
John Langellier	

**III. REGULAR AGENDA**

- 1. Consider approval of the minutes** of the December 10, 2010 meeting.
- 2. HP10-028**, 130 S Montezuma St., Historic Preservation District #1, Courthouse Plaza. APN: 109-02-013A. Request for approval for removal of two old business signs and installation of one new sign and re-facing of the existing perpendicular sign, and construction of three pass-through openings in the interior wall that transects the length of the space. Business owner is Ian Russel. Applicant/agent is Morgan Sign Co. Historic Preservation Specialist, Cat Moody.

*The City of Prescott endeavors to make all public meetings accessible to persons with disabilities. With 48 hours advance notice, special assistance can also be provided for sight and/or hearing impaired persons at public meetings. Please call 928-777-1100 (voice) or (TDD) to request an accommodation to participate in the meeting.*

3. **HP10-029**, 100 E Sheldon St., Historic Preservation District #8, Santa Fe Depot. APN: 113-18-006. Request of approval for installation of two signage sets on either end of the arcade at the Depot building . Property manager is Diamonte Property Services and applicant is Morgan Sign Co. Historic Preservation Specialist, Cat Moody.

**IV. GOALS FOR 2011**

**V. UPDATE OF CURRENT EVENTS OR OTHER ITEMS OF NOTE**

**VI. ADJOURNMENT**

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**CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on January 7, 2011 at 4:00 PM in accordance with the statement filed with the City Clerk's Office.



\_\_\_\_\_  
Kathy Dudek, Administrative Assistant  
Community Development Department



This project must be in compliance with the City of Prescott *Historic Preservation Master Plan* and the provisions of Chapter 8, Courthouse Plaza Historic District.

**Conformance with Design Guidelines**

The Design Guidelines for the Courthouse Plaza Historic District regarding signage provide, in part, the following:

- Signage in the Courthouse Plaza Historic District in all cases should complement, and not detract, from the building
- All signage should be placed flat against the facade. One suspended perpendicular sign per building is permitted.

The Secretary of the Interior's Standards for Rehabilitation #9, states:

"New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment."

The proposed signage complies with all requirements of the design guidelines and is just within the allotted 50 square feet of allowable signage. Staff recommends patching and painting after the old signs have been removed.

The interior renovations to create the three pass-through openings are a change to a non-historic wall and will not adversely impact the building from a historic preservation perspective. In the past, this building served a single business, and the central wall was added at a later date.

**Site Visit:** Recommended

**Recommended Action:** MOVE TO APPROVE HP10-028 request for  
1) Removal of two old business signs and installation of one new sign and re-facing of the existing perpendicular sign.  
2) Construction of three pass-through openings in the interior wall that transects the length of the space.  
with the condition that the façade is patched and painted to match prior to the installation of the new sign.

ARIZONA BUILDING INVENTORY "SHORT FORM"

SURVEY AREA NAME: Courthouse Plaza  
Historic District

HISTORIC NAME: E Block; Bowlaway

ADDRESS/LOCATION: 128-130 S. Montezuma St.

CITY/TOWN: Prescott, AZ 86303

TAX PARCEL NUMBER: 109-02-13A

OWNER: Fields Descendants' Trust, c/o  
Fields Investments, Inc.  
Mike & Marshall Fields

OWNER ADDRESS: 470 Shalimar Dr., Prescott, AZ

HISTORIC USE: Clothing Store 86303

PRESENT USE: Retail

BUILDING TYPE: Commercial

STYLE: Indigenous/Early 20th Century  
Commercial

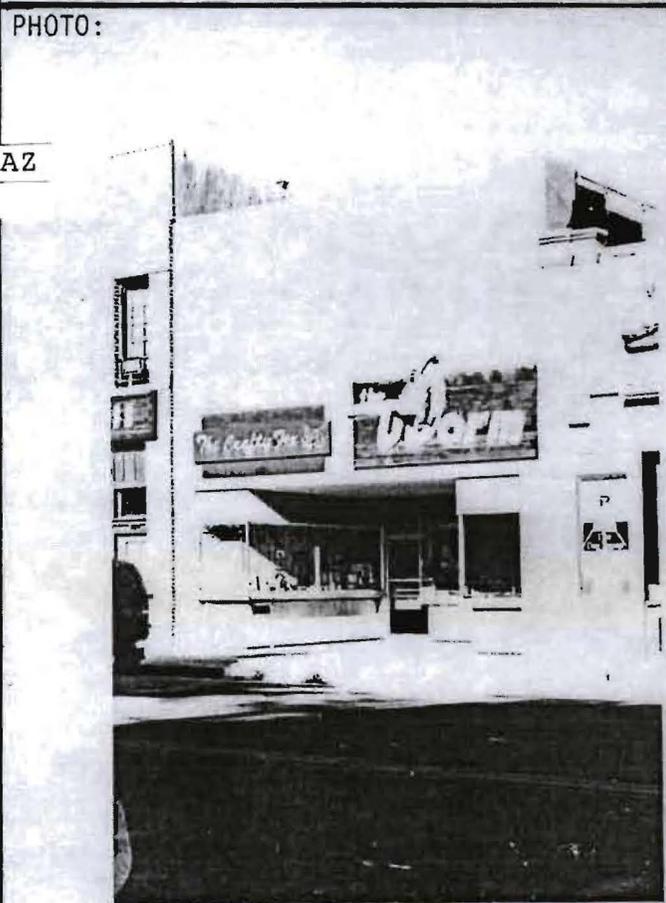
CONSTRUCTION DATE: Circa 1901

COUNTY: Yavapai SURVEY SITE: 9

USGS QUAD: Prescott

T 13N R 2W S 4 / NW 1/4 OF THE NE 1/4

UTM \_\_\_\_\_



BRIEF DESCRIPTIVE STATEMENT:

Zero setback; part of "Whiskey Row" Streetscape. In the 1930's it housed the "Bowlaway" bowling alley. Also housed Charles Reibling's Studebaker dealership.

ALTERATIONS:

Cornice and front decorative detail missing; major alterations; 25 foot wide building divided into two retail spaces with aluminum storefronts.

PHOTOGRAPHER: Nancy Burgess

DATE: 6/1/87 VIEW: full; east side

NEGATIVE NUMBER: R-6-12

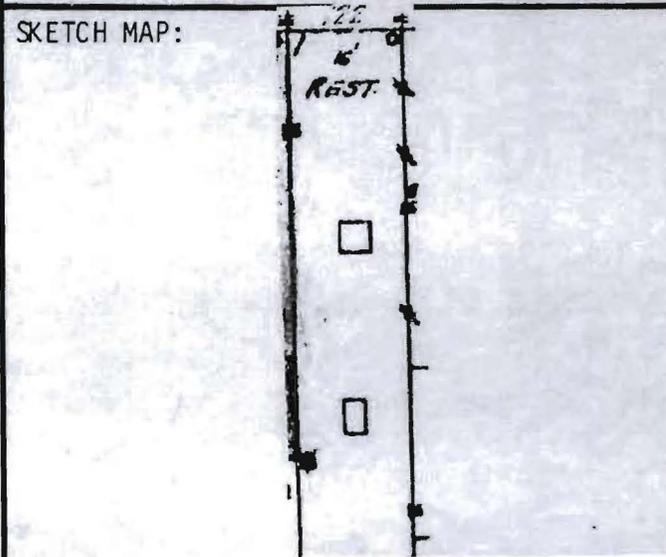
CONTEXT: RESIDENTIAL STREETScape \_\_\_\_\_

COMMERCIAL x

TOWN SQUARE x

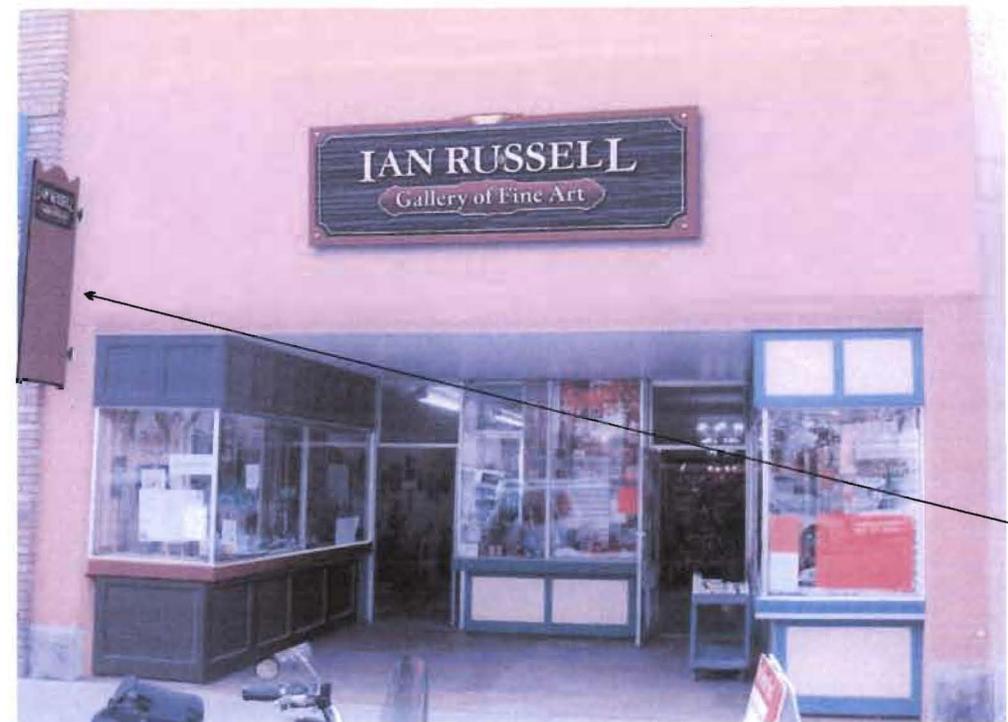
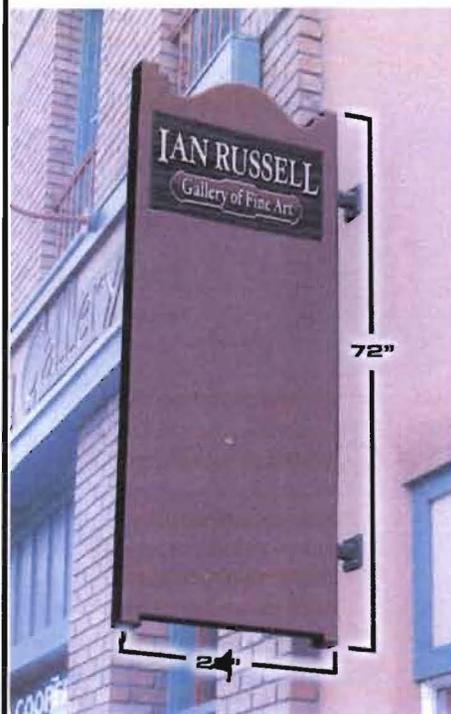
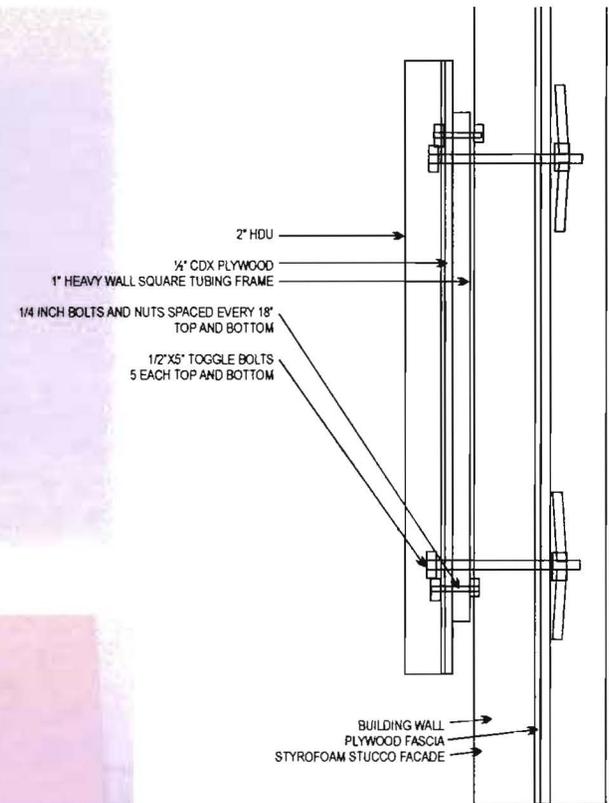
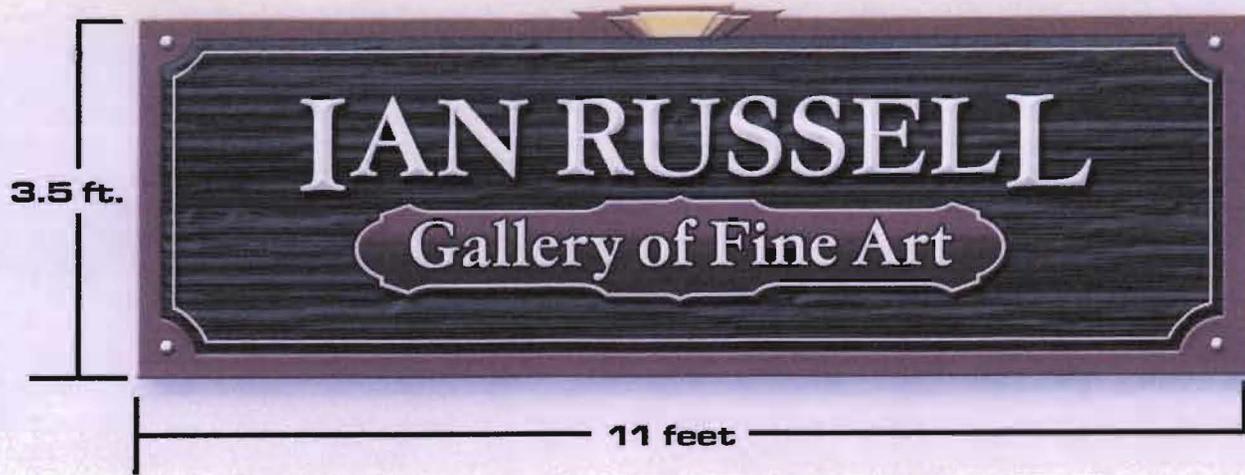
CBD \_\_\_\_\_

ISOLATED/RURAL \_\_\_\_\_



SURVEYOR: Nancy Burgess

DATE: 6/1/87



\*COLORS SHOWN ARE FOR VISUAL PRESENTATION ONLY. ACTUAL COLORS MAY VARY

PROJECT:	DRAWN BY: SKM	SCALE: NTS
	DATE:	
	CUSTOMER APPROVAL:	

THIS UNPUBLISHED DRAWING IS SUBMITTED FOR A PROJECT BEING DESIGNED FOR YOU BY MORGAN SIGN. IT IS NOT TO BE SHOWN TO ANYONE OUTSIDE YOUR ORGANIZATION, REPRODUCED OR USED IN ANY MANNER WITHOUT EXPRESS WRITTEN APPROVAL. THE ORIGINAL DESIGN HEREIN IS THE PROPERTY OF MORGAN SIGN.



Satisfaction by Design 

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ROC173453 ANNO MCMXXIII

**PRESCOTT PRESERVATION COMMISSION  
COMMUNITY DEVELOPMENT DEPARTMENT  
Staff Report  
January 14, 2011**

**AGENDA ITEM: HP10-029 Request for approval for new signage, 100 East Sheldon Street, Suite 100**

**Planning Manager: George Worley** *GW*

**Director: Tom Guice**

**Historic Preservation Specialist: Cat Moody** *CM*

**Report Date: January 5, 2011**

**APN: 113-18-006**

**Zoning: BR, Business Regional**

**Historic Preservation District: Depot Marketplace #8**

**Property Manager: Diamonte Property Services, 5373 N Union Blvd #200, Colorado Springs, Co 80918.**

**Applicant: Morgan Sign Co, 704 E Moeller St, Prescott AZ 86301**

**Existing Conditions**

The Santa Fe Depot was built in 1907 and is individually listed in the National Register of Historic Places and is within the boundaries of the Depot Marketplace Historic Preservation District.

Current signage for Hospice Family Care is painted directly on the stucco in the same locations the new signage will occupy.

**STAFF ANALYSIS**

The new signs are to be placed on the building in the same general location as the previous signage(see map) once the previous painted signs are painted over with the wall color. The signs sets are comprised of CNC cut aluminum letters individually mounted to the wall with the business name- Hospice Family Care. Each letter is ¼" thick and 10" tall. The logo sign is centered over the business name, and is constructed of .125 polymetal painted with the logo which uses the corporate colors of white, red, and green.

The two signs sets total 33 sq ft which is well under the maximum allowable 50 sq ft of signage. The signs are not to be lighted.

The Depot Marketplace, which includes the Santa Fe Depot, has an adopted Comprehensive Sign Package with design guidelines. The proposed signage meets the requirements for the Comprehensive Sign Package.

**Conformance with the Prescott Historic Preservation Master Plan :**

The summary of recommendations for the Santa Fe Depot includes:

- Preserve historic exterior wall materials

**Agenda Item:** HP10-029 100 East Sheldon Street, Suite 100.

- Encourage continued use of the Santa Fe Depot as professional office and commercial space, flanked by a compatible shopping center that does not detract or compete with the historic image of the Depot

The proposed sign sets are in compliance with the guidelines of the historic preservation master plan.

**Site Visit:** Yes.

**Recommended Action:**

Move to Approve HP10-029 Request for approval for new signage, Hospice Family Care, 100 East Sheldon Street, Suite 100, Depot Marketplace.

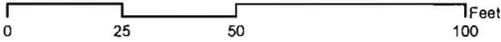


Sign Locations

E SHELDON ST

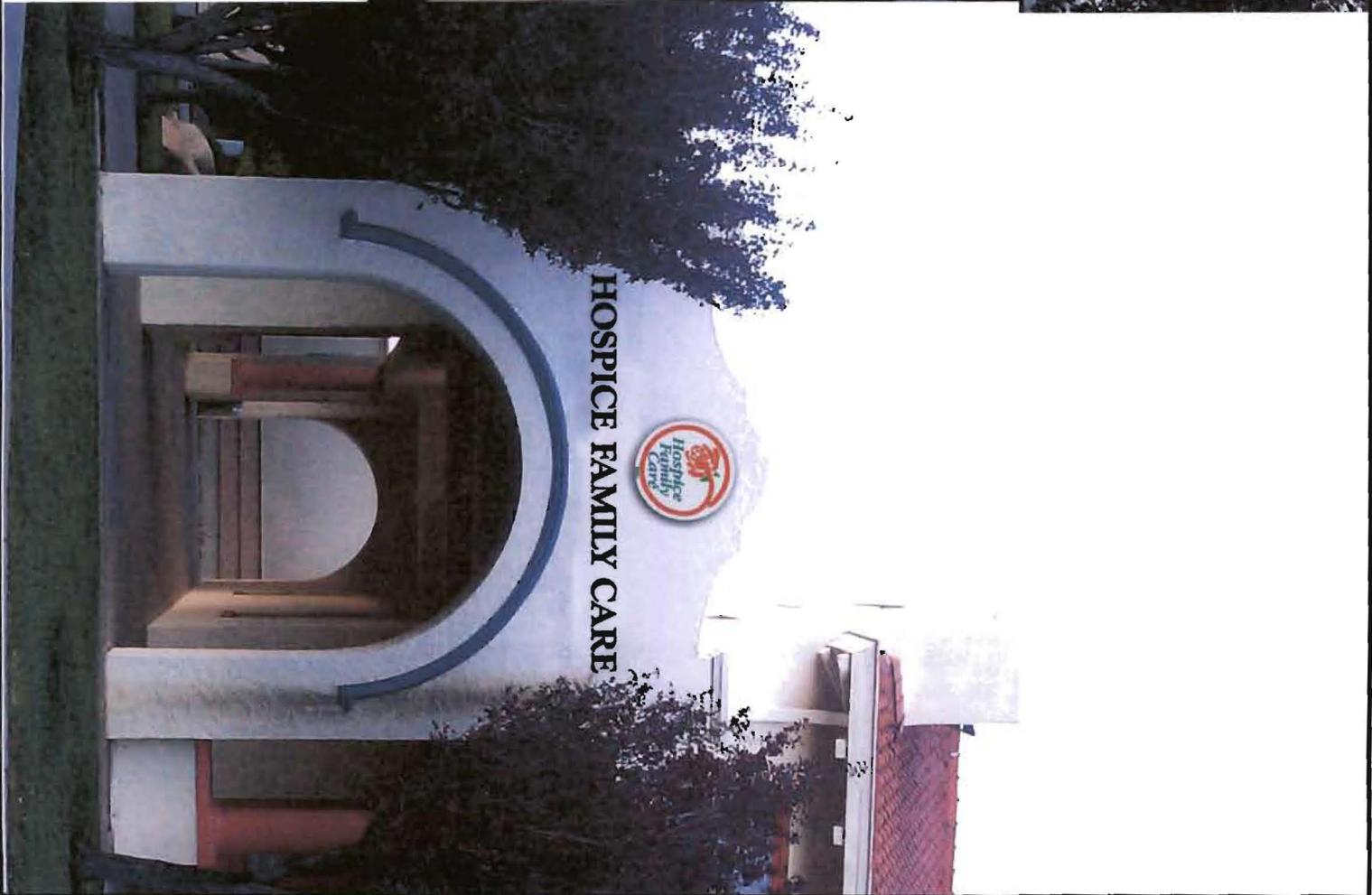
N CORTEZ ST

# HP10-029 Hospice Family Care Signage





*Satisfaction by Design*  
**morgan sign**  
ANNO MCMLXXXII  
ROCI173453





## Prescott Preservation Commission 2011 Goals

1. Continue to promote Prescott's Preservation Programs.
2. Participate in and support 2011 Historic Preservation Month (May) activities including
  - a. Sharlot Hall Museum programs, Historic Preservation awards, etc.
  - b. Elisabeth Ruffner Award - *optional* (Commission committee, Ruffner and Moody)
  - c. Awards for stewardship\* (Commission committee and Cat Moody)
  - d. Awards for preservation\* (Commission committee and Cat Moody)
3. Participate in (Preservation Chair and Historic Preservation Specialist) Statewide Historic Preservation Conference to be held in Tucson in June 2011, and continue to make a submission request to host the State Preservation Conference in 2012 to coincide with the Centennial events, and pursue the opportunity to Co-host the State Archeology Expo with BLM at the Aqua Fria National Monument.
4. Continue the follow-up program to monitor and report on the results of projects which are reviewed by the Preservation Commission.
5. Submit a National Register nomination for the two buildings and one structure at the Rodeo Grounds considered eligible for the National Register. Also consider presenting those buildings as a nomination for a legacy project with the Arizona Historical Advisory Commission, and as a planned celebration ceremony during the centennial year events of 2012.
6. Conduct an outreach program for owner occupied residential national register properties not receiving the tax credit.