

City of Prescott

Prescott Preservation Commission



October 13, 2023 | 9:00 AM
201 N. Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

AGENDA

The following Agenda will be considered by the **Prescott Preservation Commission** to be held **October 13, 2023**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **DISCUSSION & ACTION ITEMS**
 - A. Approval of the August 11, 2023 Prescott Preservation Commission Meeting Minutes.
Recommended Action: MOVE to approve minutes as presented
 - B. HP23-011 - A Request for Approval to Replace the Wall Mounted Directional Sign at Sharlot Hall Museum (Size 22' x 6').
Recommended Action: MOVE to approve HP23-011 as presented
4. **STAFF UPDATES**
5. **ADJOURNMENT**

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));
- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));

(7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 10/5/23 at 11:00 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.

A handwritten signature in cursive script, reading "Sarah M. Siep".

Sarah M. Siep, City Clerk



TO: MAYOR AND CITY COUNCIL
AGENDA: October 13 Prescott Preservation Commission Meeting
DATE: October 13, 2023
DEPT: Community Development
ITEM #: 3.A
SUBJECT: Approval of the August 11, 2023 Prescott Preservation Commission Meeting Minutes.

ITEM SUMMARY

This item is for the approval of the August 11, 2023 Prescott Preservation Commission Meeting. Staff recommends approval of the minutes as presented.

BACKGROUND

None.

FINANCIAL IMPACT

There is no fiscal impact at this time.

RECOMMENDED ACTION

MOVE to approve minutes as presented

ATTACHMENTS

1. August 11, 2023 PPC Minutes



City of Prescott

Prescott Preservation Commission

August 11, 2023 | 9:00 AM
201 N. Montezuma Street
Council Chambers, 3rd Floor
Prescott, AZ 86301

MINUTES

1. CALL TO ORDER

Chairman Mirco called the meeting to order at 9:00 A.M.

2. ROLL CALL

Members:

Michael Mirco - Chairman
Mike King - Vice Chairman
Rob Johnson - Member
James McCarver – Member
Richard Sprain - Member
Mary Ann Suttles - Member
Diane Travis - Member

3. DISCUSSION & ACTION ITEMS

- A. Approval of the July 14, 2023 Prescott Preservation Commission Meeting Minutes.

MOTION BY COMMISSIONER KING TO APPROVE JULY 14 MINUTES; SECONDED BY COMMISSIONER SPRAIN: (7 - 0)

- B. **HP23-008 National Bank** – A Request for Approval for Façade Changes for National Bank of Arizona Including Awning Replacements, Removal of Current Signage, Addition of an ATM & Night Drop Box & Replacement of Fencing. Location: 162 S. Montezuma St., APN: 109-02-020. Zoning: DTB; Historic Preservation District: #1 Courthouse Plaza. Applicant/Architect: Mittelstaedt Cooper and Associates. Owner: Whiskey Row Associates LLC. Historic Preservation Specialist Kaylee Nunez presented historic and current photos of the site. Sanborn fire maps indicated it was a general store prior to The Great Fire of 1900 and then was a saloon or liquor store until the late 1920s. In 1927 it was heavily remodeled to become an auto dealership and garage. The building contained automotive uses until the late twentieth century. Galloping Goose assumed tenancy in the 1990s and is still there today.

Ms. Nunez presented the architects renderings for the proposed exterior improvements on the South façade, which include:

- Removing existing signage
- Patching and repairing existing stucco.
- Replacing awnings

- Adding a night drop-box where the existing south facing door is which will be filled in with matching stucco.

Ms. Nunez then presented the architects renderings for the proposed exterior improvements on the East Façade, which include:

- Removing existing signage.
- Patching and repairing existing stucco.
- Replacing one awning
- ATM will be added where the existing, Northern most window is and surrounded with matching stucco.
- There will be a new door installed ninety degrees from where the door currently is and it will be infilled with glazing to match the existing windows.
- Install decorative fencing along with period appropriate bollards where the fencing and gates currently are.

Ms. Nunez presented an existing and proposed floor plan that also included details on the fencing and bollards that will be used.

Ms. Nunez stated that there are three principle elements in Chapter Eight of the Historic Preservation Master Plan that she reviewed the proposal against which are:

- Materials – meets criteria.
- Miscellaneous Elements – largely meets criteria, however, proposed awning color not of neutral tone.
- Doors and Windows – partially meets criteria; openings largely unchanged, however, two fenestrations will be filled in for drop box and ATM.

Ms. Nunez stated that the proposal as a whole is acceptable for the Courthouse Plaza District and can be recommended with or without modifications.

Commissioner James McCarver asked if the awnings will be the teal color that was presented.

Ms. Nunez replied that teal is what the plans indicate, but she can recommend a more neutral tone.

Commissioner McCarver stated that there is a section to the West on Goodwin that does not appear to be in the Historic District. He questioned if that section will be retail later.

Ms. Nunez stated that she is not sure where the boundary stops but they are just doing repair work on the stucco and replacing awnings so there are no major changes.

Commissioner Mike King stated that the location is in the Courthouse Historic

District. The boundary is the alley which is the dividing point. Therefore, the entire building lies within the district.

Commissioner McCarver stated that the window that is further to the West appears to be larger than recommended.

Ms. Nunez stated that they will be infilling a glass door there.

Commissioner McCarver stated that the 3-pane window is the one that appears too large.

Ms. Nunez replied she does not believe it is too large.

Commissioner McCarver asked if the marquee on the Goodwin side will remain and if there will be any changes.

Ms. Nunez stated that it will remain as is.

Commissioner McCarver asked if the marquee falls under the purview of the commission.

Ms. Nunez replied that it does and that if they decide to make changes, they will have to come back for approval from the Commission.

Commissioner McCarver asked if the stucco color will remain the current tan color.

Ms. Nunez replied that it would.

Commissioner McCarver asked if there is a basement.

Ms. Nunez replied that she does not know.

Jason King, Senior Vice President of Corporate Properties for National Bank stated that there is no basement, it is all concrete. Mr. King stated that nothing will be done on the Goodwin side. That will be retail and will be a separate project in the future. He stated that there is currently a door where they will be putting the night drop and that the door is not being used at this time.

Chairman Mirco asked if that is under the marquee.

Mr. King replied that it is.

Chairman Mirco asked if they will be using the marquee for anything.

Mr. King stated that their sign vendor is evaluating the rules for signage, but they anticipate using the marquee for their logo. They will probably refinish the metal.

Commissioner Rob Johnson asked what the timeline is for occupying the building.

Mr. King replied that they expect to be occupying the building by June of next year.

Commissioner Mary Ann Suttles asked if this is the final vote for this project and if they would begin construction.

Ms. Nunez stated that they would have to come back to Preservation Commission for signage otherwise it will proceed to permitting.

Commissioner Suttles asked if they have met all requirements.

Ms. Nunez replied that they have and that it is an allowed use by right for the property's zoning District.

Citizen Mike Korpall asked where they will put the sign and how it will fit in with the rest of the Historic area.

Chairman Mirco stated that they will have to come back to Preservation Commission for review when they are ready for signage.

Mr. Korpall stated that there is no parking where the ATM will be located.

Chairman Mirco stated that parking is not in the purview of the Commission.

Mr. Korpall stated that the bank will be out of place in the Historic, touristy corner.

Ms. Nunez stated that it is up to the private property owner to select prospective tenants, if it is an allowed use by right, the City must let them proceed.

Commissioner McCarver stated that the second window ,which is further to the west on the Goodwin Street side, looks like it is square and the regulations state that non store front windows should have a vertical orientation. Height should be one and a half times the width.

Ms. Nunez stated that the windows will remain except for the one that will be replaced with a door.

Commissioner McCarver stated that if they are going to remodel that side of the building, it would have to come back to Preservation Commission for review. He asked if they are using that section of the building for banking.

Mr. King confirmed that they will be gutting the inside of that portion and then leaving it for future use.

Commissioner King asked if the glass will be replaced on the windows by the bank.

Mr. King replied that that they would not be replacing the glass.

MOTION BY COMMISSIONER SUTTLES TO APPROVE HP23-008 NATIONAL BANK FACADE CHANGES; SECONDED BY COMMISSIONER TRAVIS: (7 - 0)

- C. **HP23-006 - Prescott Plaza Hotel:** A Request for Approval of a Proposal for Demolition of an Existing Building & Construction of 55-room, 5-story Boutique Hotel. Location: 136, 138 & 140 S Montezuma St., APN: 109-02-014A;. Zoning: DTB; Historic Preservation District: #1 Courthouse Plaza. Applicant/Owner: Jim Griset. Architect: Rimas Rudys.

Ms. Nunez presented a photo from 1905 and a rendering of the proposed hotel. She stated that more brick was incorporated into the front façade design since the last meeting. The proposal is for a five-story, 55 room hotel with an open-air terrace on the third floor. Ms. Nunez presented two historic photos of Whiskey Row. The Sanborn Fire Maps show that the building was a saloon and gambling hall when reconstructed after The Great Fire of 1900. It remained some form of a gathering hall with lodging until the mid-20th century, after which restaurant and retail uses occupied the building. It now holds three retail stores: The Mountain Spirit Gallery, Wild at Heart, and The Harley Davidson Shop.

Ms. Nunez stated that the building is not on the National Register of Historic Places as the majority was constructed after a large snowstorm in 1967. She stated that it is an integral part of Whiskey Row and would be eligible for National Register nomination at this time. The inventory form that was completed for the building was done in the 1990s and at that point it was only about twenty-five or thirty years old. The current building, though not architecturally significant, is harmonious with Whiskey Row and does not compete with adjacent, National Register structures. Ms. Nunez then presented a photo of Whiskey Row in the immediate aftermath of the fire of 1900.

Previous Actions:

- Project previously brought to the March 11, 2022 Preservation Commission Intro and Study Session, after which the applicant chose to make several modifications to the design. The second meeting was at the July 14th 2023 Preservation Commission Intro and Study Session. Ms. Nunez stated that though modifications to the design were favorable in relation to local and national preservation guidelines, the Commission and public still largely expressed opposition.
- Prevailing Concerns:
- Failure to adhere to local and National preservation guidelines.
- Parking and traffic Issues (these are not within purview of Preservation Commission). Ms. Nunez stated that that if the project moves forward parking and traffic issues will be addressed by Planning and Zoning Commission & Council.
- Negative impacts on nearby businesses, particularly adjacent buildings during construction.
- Project belongs at alternate site.
- Precedent this project would set.
- Too large – scale and massing issues.

Current request:

Ms. Nunez stated that one modification has been made since last month's intro and study session, which is the incorporation of more brick on the front façade. She stated that doing so satisfied one of the concerns of herself and the State Historic Preservation office. The concern was that the sandstone finish that was proposed for the whole front lobby façade would be too differentiated from adjacent buildings. The incorporation of more brick helps the building assimilate better to Whiskey Row in regard to materials.

Ms. Nunez presented an elevation rendering. The heights proposed have not changed. The top of the fifth floor is 47.83 feet and the top of the elevator overrun is 52.73 feet. She then presented a perspective rendering from the Northeast and Southeast as well as south and (east) front-facing elevations. The heights marked on the drawings have comparisons to the Courthouse, St. Michael's, and The Palace. heights denoted are relative to the sidewalk-level of the proposed project location (sidewalk outside the current Harley Davidson Shop front door).

Ms. Nunez stated that a staff report was published which details the full analysis of the proposal against Prescott's Historic Preservation Master Plan (HPMP) Guidelines as well as the Secretary of Interior's Standards which are the National Standards for Historic Preservation. There are five principle elements within the HPMP that Ms. Nunez reviewed the design against:

- Materials & Details
- Windows & Doors
- Siting
- Building Size & Scale
- Misc Elements (Demolition)

Ms. Nunez stated that the project does meet the Master Plan criteria for architectural characteristics including the incorporation of masonry on all facades. She stated that the incorporation of more brick veneer on the front was a favorable change. Cornices, friezes, and lintels shown, which are compatible with the historic district. The design largely meets the criteria for doors and windows. It was recommended that the front façade fourth and fifth windows should have their vertical orientation enhanced by separating the pairs of windows. It was also recommended that the front door incorporate wood framing. Those changes were not made.

Ms. Nunez stated that the step-back at the third floor is atypical for the district. All other buildings on Whiskey Row have a zero setback beyond the first floor and are encouraged to maintain the zero setback per the historic district guidelines.

Ms. Nunez stated that the project still does not meet criteria for building size and scale. Though the bulk of the structure tops out at 48 feet, there is an elevator overrun that tops out at 53 feet, which does create visual interest despite being set halfway back on the building.

Ms. Nunez stated that there are no district guidelines for buildings beyond three stories. The proposed design is out of scale and massing with other buildings on Whiskey Row ,being considerably taller than neighboring structures as well as proposing to be the tallest building on Whiskey Row.

Ms. Nunez stated that architectural features though compatible in style will appear to be larger in comparison with the more intimate scale of Whiskey Row. She stated that a five-story building is unprecedented in this historic district.

Ms. Nunez stated that the district guidelines include a list of threats to character, one being the demolition of historic resources to make way for larger commercial and business uses which could degrade the scale of the district and result in the loss of historic resources.

Ms. Nunez stated that the project meets the Master Plan guidelines on demolition as the current building is not on the National Register, however, guidelines state that if any building in the district is to be demolished with consent from the Preservation Commission that it shall be replaced with a building of similar massing and scale to contributing buildings in the district.

Ms. Nunez stated that she feels it is important to quantify the massing of other significant buildings within the district. One of the ways to do this is by evaluating the height to width ratios, otherwise known as aspect ratios. For the plaza, the guidelines state: "In general, the wider the building the taller it can be". She stated that most height to width ratios on Whiskey Row are around one and a half to two times as wide as they are tall. There is no golden ratio prescribed in the guidelines but if you apply the average ratio for other buildings in the district, twenty-five to thirty-six feet high would be a more appropriate height for a building that is fifty feet wide, which is what this project is. This would put it closer to a three-story maximum.

Ms. Nunez then presented a table summarizing the aspect ratios for the other buildings on the plaza. She stated that the outliers are the Courthouse on the low end and the 'Tis Annex (Nights of Pythias) building is on the high end, being very narrow and tall. Ms. Nunez stated that the goal for new construction is to stay in line with the district as a whole and not to compete with larger buildings that were placed a century or more ago.

Ms. Nunez stated that she also sent the entire application package to the State Historic Preservation Office. She stated that she sent the updated design about 3 or 4 weeks prior to this meeting. SHPO provided a courtesy review against National standards which are the Secretary of the Interior's Standards for the Treatment of Historic Properties. The State architect, Susan Lawson, applied three standards from the Standards for Rehabilitation. Ms. Lawson reported that:

- Standards three and ten were met in entirety (proposal does not create false sense of historical development nor would risk impairment to a historical property if removed).
- Standard nine was not met and is still principally unsatisfied. Standard nine states that 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. In this case the property is considered to be the district. Though placement and use are deemed appropriate, the design, density, and respectfulness of the character of the district are challenged.

- Rhythm of Whiskey Row interrupted by height of new hotel as well as material choices at sidewalk level.
- Consider matching heights of extant adjacent horizontal features and break façade into smaller elements consistent with scale of surrounding buildings.

Additional Concerns:

Precedent

- Staff and Commission are tasked with being complete and consistent in applying guidelines & standards in order to maintain historic integrity of districts.
- How they rule on this proposal sets the table for other significant projects in the Courthouse Plaza District and Prescott's Preservation Districts as a whole.
- Context is important. The guidelines of the district must be considered as well as the characteristics of surrounding buildings.

Impacts on Adjacent Buildings

- There are valid concerns about the effects of excavation and construction on the structural integrity of adjacent buildings and Whiskey Row as a whole.
- The building to the South is not a National Register contributor. The building to the North is on the National Register and is located at 132 and 134 South Montezuma. It is known as the Wellington Building and was built in 1901.

Ms. Nunez stated that the National Parks Service has specific criteria on new construction within the boundaries of historic properties including:

- New construction should be placed away from or at the side or rear of historic buildings, which this proposal partially meets.
 - Historic relationships between buildings must be protected.
 - The massing, size, scale, and architectural features of new construction must be compatible. When visible and in close proximity to historic buildings, the new construction must be subordinate to these buildings.
- Ms. Nunez stated that these guidelines are straight out of the Secretary of Interior's Standards.

Public Input:

- Notices mailed (all properties within one-half mile of Courthouse) on June 26 and July 27 (1218 each time)
- Articles published in Courier on July 7th and July 30th.
- 135 responses received, 91 since the July 14th meeting.
 - 131 opposed, 4 in support
 - Most prevalent concerns were height, negative impacts on the character of Plaza, parking and traffic, hotel should be located at alternate site.

Jim Griset, property owner and applicant for the project spoke about his vision for the hotel.

Mr. Griset stated that as previously confirmed by City staff and The Historic Preservation Master Plan, and Courthouse Plaza National Register Historic District maps the existing building and proposed hotel site is labeled as poor, vacant, and non-contributing and as such the status allows for demolition. Mr. Griset stated that the property is zoned appropriately for a hotel.

Mr. Griset stated that parking is always a big issue. However, there are no parking requirements for a hotel in Downtown Business District (DTB) zoning. He stated that there is a five-hundred space parking structure right behind the location. Mr. Griset stated that there is a waiver in the parking requirements in the DTB for uses that contribute to tourism and/or hospitality. He stated that this was put in place when the parking structure was built.

Mr. Griset stated that the city height limit in the Downtown Business District is one hundred feet. Anything over fifty feet requires a Special Use Permit. The Historic Preservation Master Plan indicates a maximum height of forty-eight feet. Mr. Griset stated that according to the building code, the design he is presenting tops out at only forty-eight feet. He stated that the only exception to the forty-eight feet is that the elevator overrun which is fifty-five feet back from Whiskey Row and barely visible which covers only 2.8% of the total roof area and rises 4.5 feet above the roof.

Mr. Griset stated that, based on comments from the March 11, 2022 meeting and City staff, he has re-engineered and dramatically changed the height of the building along with changing exterior finishes and details. The rooftop terrace was eliminated. Mr. Griset stated that since the July 14, 2023 meeting and based upon comments from attendees, the Preservation Commission, City staff members, and the State Historic Preservation Architect, additional suggested refinements to the design have been made. The Line-of-Sight Study was also created in response to concerns about the elevator overrun at the previous Preservation Commission meeting.

Mr. Griset expressed that he believes they have an attractive building that blends in with the neighboring buildings and respects the historic nature of Prescott and

the Historic Master Plan.

Mr. Griset stated that according to a Prescott Visitor's survey, two-thirds of the Prescott visitors come from out of state and over fifty-eight percent of in-state visitors come from the Phoenix area. To stimulate the Downtown Business District, it is easy to understand why the Prescott City Council, in unanimous vote in 2017, approved a new Entertainment District covering much of downtown.

Mr. Griset stated that over the first five years, the hotel would generate over \$1.6 million for the city.

Mr. Griset stated that he had a consultation with Susan Lawson at SHPO where she suggested that all of the sandstone be eliminated on the front of the hotel and to make it all brick. Mr. Griset then presented a new rendering showing that change had been made.

Mr. Griset presented a rendering of the back of the hotel that shows it is brick as well but that they left some sandstone because it relates to the Granite Street garage, which has the same sandstone.

Mr. Griset then presented a color board showing proposed exterior finishes of the hotel.

Mr. Griset presented a line-of-sight study that showed the human-eye level view from the steps at the top of the Courthouse, from the sidewalk on the Courthouse Plaza, from the middle of the street, and from the front of the hotel. Mr. Griset stated that the elevator overrun cannot be seen from the Plaza.

Mr. Griset stated that they have made considerable changes to the building addressing the issues presented by the State Preservation Office Architect.

Chairman Mirco stated that at the last meeting Mr. Griset assured the Commission that he would have an explanation of how the demolition of the basement would not affect the adjacent buildings.

Mr. Griset replied that they consulted with engineers and at the time that they do the demolition, there will be additional soils tests done in the adjacent area. Mr. Griset explained that there is a shoring technique based upon the structural engineering that will be in place at the time of construction that protects the adjacent foundations. He stated that they are very common methods to stabilize and shore up buildings next door, especially the older buildings.

Chairman Mirco questioned why Mr. Griset couldn't give an explanation.

Mr. Griset replied that it is a complete engineering study that would be done when they do the structural engineering once the project is approved and ready to proceed to permitting.

Chairman Mirco expressed concern about approving the project before these studies are done.

Mr. Griset replied that the working drawings for the shoring system are created at the time you complete the engineered structural drawings for the building.

Commissioner Johnson stated that there was a historic restaurant in Newport Beach (The Crab Cooker) that was shaken to the ground from the development that went on around it.

Mr. Griset stated that he is familiar with that incident and that they had issues next door. He spoke with the owner and let them know that they didn't need to shut down and that there were remedial measures that could have taken place where they wouldn't have had to rebuild.

Commissioner Johnson stated that he brought it up as a point of reference.

Commissioner Suttles stated that through the analysis she counted seventeen bullets, eight or more of which had not met the criteria or partially met criteria. She stated that she is surprised he brought it back to the Commission when the project is not quite ready. She stated that he had still not addressed some of the requests from the Historic Master Plan.

Mr. Griset stated that a lot of the requests are guidelines. He stated that the city zoning and city code allow for a hotel to be built in that location. He stated that the height limit is fifty feet, and the Historic Preservation guidelines are forty-eight feet, which they are under. He stated that they complied with the zero setback. Mr. Griset stated that from an architectural and design standpoint they have met all of the requirements.

Commissioner Suttles reiterated that some of the items requested have not been met and that while it is a guideline, she thinks he should be better prepared in order to get it through Commission.

Mr. Griset stated that he believes they have done everything they can to meet all the guidelines. He stated that they are not laws, guidelines only.

Commissioner King stated that Mr. Griset is speaking about the Downtown Business District [zoning] code as if it is the same as the Courthouse Plaza [historic] guidelines. The Entertainment District that the City Council encouraged is not in the Courthouse Plaza Historic District guidelines. He stated that they are two separate entities. Commissioner King stated that he used the Black's Law Dictionary to define the word shall. He stated that the guidelines state it shall not be more than forty-eight feet and if you demolish some buildings to build new buildings on the site, even though the buildings proposed to be demolished are not historical, they shall be in concert with the existing character, size, scale, and massing. He stated that shall is imperative and mandatory. Commissioner King stated that some are guidelines but what Commissioner Suttles was expressing is that some of those were not adequately covered in her view.

Following Mr. Griset's presentation, twenty-one members of the public shared comments. Nineteen in opposition, two in favor. Key concerns were as follows:

- Failure to adhere to local and/or national historic guidelines.
- Preserving history of Whiskey Row
- Belongs at alternate site.
- Damage to adjacent buildings during construction
- Negative impacts on the area during construction

Councilman Eric Moore spoke about stewardship to future generations and the need to preserve the historic district. He stated that any new construction in a historic district should be subordinate to existing historic structures and this project is not. Councilman Moore stated that as a resident and a member of the city council, he is opposed to this project.

Commissioner King spoke about the history of Whiskey Row. He read from the Master Plan the “pride and spirit of unity which rebuilt downtown Prescott, along with curtailed growth, has been one of the reasons it remains one of the most original downtown districts in Arizona. Their spirit has given the citizens of Prescott an irreplaceable and invaluable asset of history which must not be destroyed”.

Commissioner King then shared that in 2004 the White House designated Prescott as a Preserve America Community. This award honored the City of Prescott for its commitment to the protection and interpretation of America’s history and resources. Furthermore, Prescott uses its historical, cultural, and interpretive assets to enhance economic vitality and celebrate its cultural character and traditions. The National Trust for Historical Preservation has designated Prescott as a “Destination of Distinction” for its protection of historical properties in its designated historical districts.

Commissioner King stated that Prescott’s downtown historical district is sixteen acres. The plaza is four acres. There are twelve acres of business opportunities not including our four-lane streets plus parking. This district possesses the integrity of location, design, setting, material, workmanship, feeling, and association. It cohesively links the way structures relate to each other in terms of scale, setback, massing, materials, colors, and craftsmanship.

Commissioner King stated that the Master Plan identified some threats including the pressures for larger, taller, and incompatible buildings around the downtown is likely which could cause a serious threat to the integrity of the district. All future uses must be weighed against the impact to historic resources. This is justified because it is these resources that bring so many people, local and tourists, to the Courthouse Plaza in the first place.

Commissioner King stated that proposed new construction that is greater than forty-eight feet is viewed as a threat. The acquisition of several properties by a single developer to make way for a larger project was identified as a threat to our downtown historical resources. The demolition of historical resources to make way for larger commercial or business uses degrades the scale of the district.

Commissioner King stated that the mass and scale are not within the guidelines. He stated that the guidelines say *shall* be no more than forty-eight feet and if you are going to do a demolition, it should be replaced with similar massing and scale to contribute to the district. He stated that this was also part of the National Standards. Commissioner King stated that he will follow the Historic Preservation Master Plan when voting.

**MOTION BY COMMISSIONER TRAVIS TO DENY HP23-006 PRESCOTT PLAZA HOTEL;
SECONDED BY COMMISSIONER SUTTLES: (7 - 0)**

- D. Discussion and Possible Action Regarding an Alternate Date for the September Prescott Preservation Commission Meeting.

Ms. Nunez stated that she will be out of town, so the Commission Members need to choose a different date for the September Preservation Commission meeting. No action was taken.

4. STAFF UPDATES

Ms. Nunez stated that they are updating the Historic Preservation Master Plan. She shared that she will be at the open house at Rowle Simmons Adult Center from 3:00 to 6:00 on August 30th to receive input about the update for the Historic Preservation Master Plan.

5. ADJOURNMENT

There being no further business to discuss, Chairman Mirco adjourned the meeting at 10:53 am.

MICHAEL MIRCO, Chairman

ATTEST:

SARAH HILTON, Recording Secretary



TO: MAYOR AND CITY COUNCIL
AGENDA: October 13 Prescott Preservation Commission Meeting
DATE: October 13, 2023
DEPT: Community Development
ITEM #: 3.B
SUBJECT: HP23-011 - A Request for Approval to Replace the Wall Mounted Directional Sign at Sharlot Hall Museum (Size 22' x 6').

ITEM SUMMARY

The applicant is seeking approval to replace the current wall mounted directional sign on the north façade with a new one. It will read:

Sharlot Hall Museum
[“Old Fashioned” directional arrow pointing right] 3 Blocks

There will be a profile cut out of Sharlot Hall herself to the left of the text. Colors to be off white, brown and darker red. Material to be PVC, mounted with alloy studs.

Please see renderings for the signage colors and graphics in context.

BACKGROUND

The Wilson Block Building is listed in the National Register of Historic Places, named for the building’s architect, JW Wilson. Built in 1901 following the Whiskey Row Fire of 1900, it has been significantly altered several times throughout the 20th century. Namely, the majority of the exterior brick has been covered in stucco with art deco elements added. Also, there were balconies on the southwest corner of the building that were removed during a major remodel in the late 1920s. The building originally housed a confectioner and drugstore in the early 20th century, followed by a hotel, the St. Regis, in the 1920s. It has hosted retail and business uses for the past few decades.

Several other signs are in place on the east and south facades of the Wilson building; it contains multiple businesses. The north façade, where the replacement sign will be mounted, currently has a directional sign for Sharlot Hall that has been significantly weathered and is missing a piece.

The current and proposed sign exceed current dimensional guidelines per the Land Development Code, however, they are grandfathered in. The proposed sign will be slightly smaller than the current at 132 sq ft versus 160 sq ft. The proposed colors and design are compatible with both the Courthouse Plaza [Historical] District as well as the North Prescott [Historical] District. The new sign will be mounted flush to the building.

FINANCIAL IMPACT

There is no fiscal impact at this time.

RECOMMENDED ACTION

MOVE to approve HP23-011 as presented

ATTACHMENTS

1. 1 HP23-011 SR Memo

2. 2 HP23-011 Aerial Map
3. 3 HP23-011 Current Photo
4. 4 HP23-011 Rendering

**PRESCOTT PRESERVATION COMMISSION
COMMUNITY DEVELOPMENT DEPARTMENT
Staff Report
September 29, 2023**

AGENDA ITEM: HP23-011 Request approval to replace wall mounted directional sign for Sharlot Hall Museum (22' x 6')

Planning Manager: George Worley
Director: Chelsea Walton

Historic Preservation Specialist: Kaylee Nunez

Report Date: September 29, 2023

Historic Preservation Districts: Courthouse Plaza (Local) & North Prescott (National)
APN: 113-15-093C **Zoning:** DTB
Location: 206 W. Gurley Street Prescott, AZ 86303
Applicant: Signific LLC, 704 E Moeller, Prescott AZ 86301
Owner: Yorkco LLC, 1310 Terrace View Dr., Prescott AZ 86301

Existing Conditions

The Wilson Block Building is listed in the National Register of Historic Places, named for the building's architect, JW Wilson. Built in 1901 following the Whiskey Row Fire of 1900, it has been significantly altered several times throughout the 20th century. Namely, the majority of the exterior brick has been covered in stucco with art deco elements added. Also, there were balconies on the southwest corner of the building that were removed during a major remodel in the late 1920s. The building originally housed a confectioner & drugstore in the early 20th century, followed by a hotel, the St. Regis, in the 1920s. It has hosted retail and business uses for the past few decades.

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Request

The applicant is seeking approval to replace the current, wall mounted directional sign on the north façade with a new, it will read:

Sharlot Hall Museum
[“Old Fashioned” directional arrow pointing right] 3 Blocks

Agenda Item: HP23-011, 206 W. Gurley Street
--

There will be a profile cut out of Sharlot Hall herself to the left of the text. Colors to be off white, brown and darker red. Material to be PVC, mounted with alloy studs.

Please see renderings for the signage colors and graphics in context.

Analysis

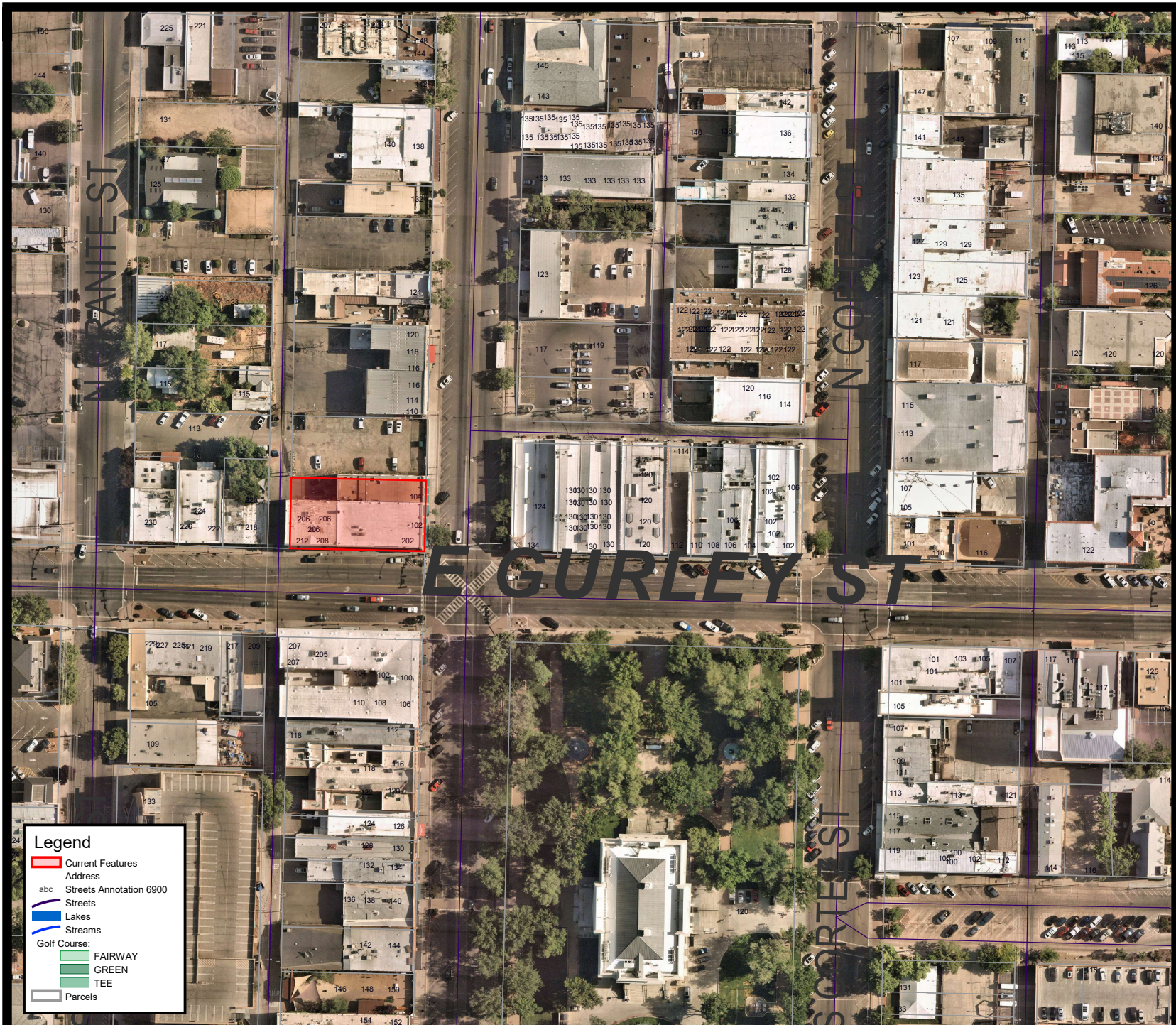
Conformance with the Prescott Historic Preservation Master Plan (HPMP): In part, the HPMP chapter for the Courthouse Plaza Historic District states:

- Use historically consistent signage; use only flat against the building....
- Use only integral and natural colors of a neutral tone, compatible with the building and the district.
- Promote continued use of the Courthouse Plaza Historic District as a cornerstone commercial and business area with historically consistent and compatible development.

The proposed signage will not compromise the historic integrity of this building.

Site Visit: Recommended

Recommended Action: Approve HP23-011. Request approval to replace wall mounted directional sign for Sharlot Hall Museum (22' x 6').
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206 W Gurley

This map is a product of
The City of Prescott

0' 1" = 154'



PROPOSED

22'



704 Moeller st. Prescott, AZ 86301
1-928-778-6336 morgansign@gmail.com

morgansign.com

PROJECT:
UPGRADE EXISTING DIRECTIONAL SIGN
FOR SHARLOT HALL MUSEUM.

CNC CUT LETTERS AND LOGO
STUD MOUNTED TO BRICK WALL
PENETRATION WILL BE SEALED WITH
100% SILICONE.

BRICK WALL →

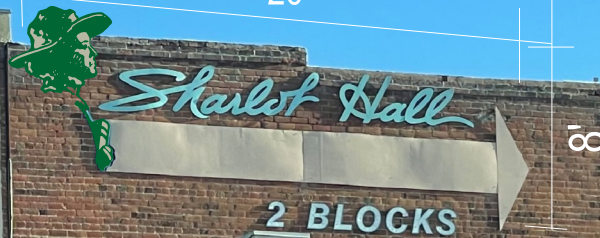
1" PVC LETTERS & GRAPHICS →

3/16X3" THREADED ALLOY STUDS →



EXISTING

20'



Client Approval: _____

DATE: _____ SCALE: NTS DRAWN BY: SKM



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