



City of Prescott

Prescott Preservation Commission

May 10, 2024 | 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

Michael Mirco, Chair
Rob Johnson, Member
James McCarver, Member
Richard Sprain, Member
Mary Ann Suttles, Member
Diane Travis, Member

3. DISCUSSION & ACTION ITEMS

- A. HP24-008: Approval of Installation of Two (2) New Wall Signs, One (1) Awning Sign & Refurbish Existing Blade Sign for National Bank of Arizona. Historic Preservation District: Courthouse Plaza Local & National Districts. Zoning: DTB (Downtown Business). Property Owner: Zions Bancorporation NA DBA. Applicant: Yesco LLC. Location: APN 109-02-020; 210 W Goodwin St.

Community Development Planner, Kaylee Nunez, presented the item and discussed the summary of the proposed project, starting with the property background. The property is located within the boundaries of the Courthouse Plaza National and Local Historic Preservation Districts and is listed in the National Register of Historic Places. It was constructed between 1901-1910. A major remodel of the building was performed in 1927 to create an auto dealership and garage, which was designed by Architect Chris Totten. The Architectural style is classified as Indigenous/Brick Panel on the property's Historic Inventory Form.

A remodel of the building is underway. The exterior scope of work was approved by Prescott Preservation Commission in August 2023 under project #HP23-008. The scope of the remodel includes reconfiguring the front entry door, infilling the previous entry door, adding an ATM on east face, adding a night drop box on south façade (enclose existing doorway), removing existing signage, and replacing the existing fence with new wrought iron fence with period appropriate bollards.

Ms. Nunez then explained the signage portion of the proposed project. The applicant proposes to install two new wall mounted signs, one on the east elevation and one on the south elevation where prior signage existed.

The east facing wall sign will be 1' high by 25 1/2' wide and will read "NATIONAL BANK OF ARIZONA". It will be illuminated and feature black lettering with a white background during the day, and a black background with white lettering at night. The south facing wall mounted sign will be 2'-8" high by 15'-8" wide and will also read "NATIONAL BANK OF ARIZONA" with the bank's emblem to the left. It will feature the same colors and illumination as the east facing wall mounted sign. Both wall mounted signs will have their raceways painted to match the building.

The east side awning over the ATM will be 6'-2" high by 7'-1/2' wide and will feature black fabric with a gold emblem on the main face. The existing blade sign will be re-skinned with metal (color to be determined) and will feature a 4' high by 4'-4" wide gold and black emblem. A small, 2'-1/2' wide by 2'-3" high square shaped blade sign is proposed on the southeast corner of the building and will read 'NBAZ' in white lettering with a gold emblem above and will be illuminated.

Ms. Nunez stated that the proposed signage and awning are in conformance with Historic District standards, as well as being compatible with signage of adjacent businesses. The proposed blade sign on the southeast corner seeks to replace an unpermitted sign and is not in character with the District. Renderings of the proposed signage and surrounding area of the proposed project were shared.

Kimberly Euers, Government Relations Director for the Southwest Division of Yesco LLC, addressed the Commission. She explained that initially she was advocating in favor of the non-permitted blade sign as the bank requested to include a projecting sign. However, northbound traffic on Montezuma Street has an advantage with location awareness, whereas southbound does not unless some type of projecting signage is available to advertise the bank position. Location awareness is the main goal with signage.

Ms. Euers explained that an alternative option could incorporate the logo on the eastern elevation sign, which would create an increased sign area of ten square feet.

Commissioner McCarver requested clarification on the alternative enlarged sign.

Ms. Nunez responded that the alternative option was new information provided by the bank owners very recently.

Chairman Mirco inquired about the lettering if the blade sign were kept. Per Ms. Euers, the lettering for would not be very large.

Commissioner McCarver commented on the previous sign for Galloping Goose. Per Ms. Nunez, the former sign was incompatible, however the proposed box sign would be considered an improvement.

Discussion with the Commission continued, with some hesitation to approve a recommendation based on the new information regarding the enlarged sign alternative.

MOTION BY COMMISSIONER TRAVIS TO DEFER HP24-008 TO THE JUNE 14, 2024 PRESCOTT PRESERVATION COMMISSION MEETING; MOTION SECONDED BY COMMISSIONER SPRAIN: PASSED (5-1) COMMISSIONER SUTTLES DISSENTING.

- B. HP24-009: Approval of a Request to Install Two (2) New Cantilever Metal Awnings Over Entries & Sidewalk Level Windows as Well as 20.4 Square Feet of Signage Mounted on Top of the Right-Hand Awning for Parlor Doughnuts. Preservation District: North Prescott National. Zoning: DTB (Downtown Business). Property Owner: Favour Investments LLC. Applicant: Shelton & Associates LLC. Location: APN 113-15-090, 120 N Montezuma St.

Ms. Nunez presented the item and discussed the summary of the proposed project and provided background information on the property. The building was built circa 1905, on the site of the original Brinkmeyer's Hotel which was destroyed in the Great Whiskey Row Fire of 1900. It has hosted a variety of uses, from a church at the beginning of the 20th century to retail in later decades. It most recently contained several business offices. The building is not on the National Register of Historic Places but is part of the North Prescott National Historic District.

The proposed awnings and signage are largely compatible with Historic District standards as well as compatible with signage of surrounding business. Although the proposed awnings are metal rather than canvas, metal awnings are present with other businesses in the area. The Bashford building was referenced as an example.

Ms. Nunez explained that a chapter within the Historic Preservation Master Plan, for the North Prescott National District, has not been published yet. Therefore, Courthouse Plaza Chapter 8 was used to review the proposal as it is most comparable to North Prescott. The proposed awnings and signage accommodate the majority of the criteria in the chapter, and do not compromise the historic integrity of the District. Renderings of the awning and signage were shared with the Commission.

Chairman Mirco requested clarification for the spaces being occupied. Per Ms. Nunez, both spaces of the building will be occupied as there is a Code related challenge to renting them separately. The second space would act as an overflow, with signage and/or window advertising to come later. The right side would be aimed at drawing attention to the main entrance. The upstairs of the building still needs a lot of work, and currently there is no active plan on the horizon.

Commissioner McCarver inquired about the use of metal versus canvas for the awning material. Project Architect Trinity Shelton was invited by Ms. Nunez to elaborate.

Ms. Shelton explained that metal awnings align with the company's design, and the new owners are aiming to emulate that. A higher metal awning opens up the space, provides shade, and complements the historic nature of the building, according to Ms. Shelton. Wall mounted lettering would be displayed above the awning, with metal being an added benefit to last longer than canvas. The windows would be restored as well. Commissioner McCarver commented that he feels maintaining the design of the plaza area from 100 years ago is important and would still prefer canvas.

Chairman Mirco commented on the look of the signage, and that it may appear uneven on one side only.

Ms. Shelton explained that there is a limit regarding certain square footage requirements for lettering.

Due to how the canvas would structurally hang, it felt more organic to have the lettering above rather than beside the awning.

Chairman Mirco inquired about signage if the building were split into two units.

Ms. Nunez responded that the signage would be allowed on both per zoning code, however, if split, the signage allowance would need to be split as well.

MOTION BY COMMISSIONER TRAVIS TO APPROVE HP24-009; MOTION SECONDED BY COMMISSIONER SUTTLES: FAILED (2-4) CHAIRMAN MIRCO, COMMISSIONER JOHNSON, COMMISSIONER MCCARVER, AND COMMISSIONER SPRAIN DISSENTING

Item to be further discussed at the next regularly scheduled Commission meeting.

4. STUDY SESSION ITEMS

- A. HP24-007: Presentation & Discussion Regarding a Request for Approval of Demolition of Existing Building and Construction of a 4-Story Mixed Use Hotel and Retail Building. Historic Preservation District: Courthouse Plaza Local & National Districts and South Prescott National District. Zoning: DTB (Downtown Business). Property Owner & Applicant: Whiting Brothers Investment Company. Architect: The Richardson Design Group. Location: APNs 109-01-068, -070, -072 & -075B, 201 & 221 S Cortez St.

Ms. Nunez presented the item and discussed the summary of the proposed project. Photos of the original building were shared, background information on the property was provided.

The existing building is not listed on the National Register of Historic Places (NRHP). It was reconstructed in 1962, following demolition in 1959. It is a one-story, mid-century modern slump block building with a basement. It is eligible for a NRHP nomination at this point due to its age, however, the building's structural integrity is compromised due to widespread leaking of the roof and flooding issues in the basement.

The current building has historical significance in that it has housed Prescott's City Hall operations for over six decades. As such, it is imperative that certain elements be captured digitally, retrieved, and/or preserved prior to demolition. These include the mural in Council Chambers, the bronze horse statue on the northwest corner, the time capsule located in the northwest corner of the building, and other significant exterior fixtures the community may express interest in preserving.

Ms. Nunez shared an ariel map, outlining the subject parcel as well as parcels to the south, to be combined prior to permitting. The fenced area utilized by the Prescott Police Department would remain. Renderings of the proposed project were shared, viewing from the southeast corner of the plaza. Details were discussed relating to the Prescott Historic Preservation Master Plan, with some items that may need to be modified to reduce "does not" or "partially meets criteria" as possible, particularly in regard to siting and massing.

The applicant proposes demolishing the existing building, as well as the annex building at 221 S Cortez Street, to allow for construction of a new, mixed-use building.

The proposed elements for the mixed-used building include a four-story, 48-55' high building with parking and retail, restaurant, and hotel reception uses on the first floor. A second restaurant, amenities and guest rooms on the second floor, and guest rooms on the third and fourth floors. The building will be 112,902 sq ft total.

A step back at the northwest corner of the second floor, that continues to the fourth, to accommodate an open-air dining terrace as well as articulation of the exterior walls of the second through fourth floors. There would also be covered, on-site parking accessible via Cortez Street on the first floor and open air, on-site parking accessible via the alley on the second floor.

Ms. Nunez shared details for the proposed exterior finishes, which included off-white smooth faced limestone veneer, cement wainscoting, synthetic stucco, molding and panels, and balconies on the fourth floor featuring glass panels and metal framing. Various wall mounted signage would include gold and white lettering.

Project Developer, Shane Shumway, provided a presentation regarding the proposed project. He discussed his company, Territory Holdings, which is a subsidiary of Whiting Brothers Investments and has refurbished and revitalized two historic buildings in Prescott currently listed on the National Register of Historic Places. This is also the same developer that built the splash pad at the Hilton Garden Inn.

Referring to comments received from the recent open house for the current building, Mr. Shumway provided details and additional renderings created by the design team following the event to accommodate different views and perspectives. Although no parking is required per Code, the project would provide 151 parking spaces so as not to burden surrounding and adjacent businesses.

Mr. Shumway continued and explained the benefits of the proposed project. While adding to the importance of the downtown area as a center for community gatherings, the project would also add to the tax base, so a growing community has the needed support for infrastructure. Other benefits to the City include additional tourism, a pedestrian-friendly environment, and added economic activity. Mr. Shumway welcomed questions and comments from the Commission.

Chairman Mirco inquired about mechanical issues for elevators in relation to height requirements, as well as what type of hotel chain was anticipated.

Mr. Shumway responded that the elevator would be a traction type, which will not require the protruding mechanical issue. No formal decision has been made yet for the hotel chain.

Commissioner Richard Sprain commented on the balcony materials not fitting within the area, along with the stucco.

Commissioner Travis also commented on materials, particularly the exterior finish (EIFS).

Mr. Shumway offered to review the glass finish on the balconies, EIFS, and awning materials with the design team, to determine what will best complement the surrounding historic setting.

Chairman Mirco invited comments from members of the public.

Comments included the positive aspects of the proposed project, with a few contemporary aspects needing to be adjusted slightly to incorporate more of the current area. There was some agreement that the current building is not salvageable, and some disagreement with a recommendation to retain the building for the design history. Comments on tourism included hospitality and parking, and how well the project would address both.

Chairman Mirco thanked members of the public for their comments.

This item was for discussion only. No formal action was taken.

5. STAFF UPDATES

The next Prescott Preservation Commission meeting will be held on June 14, 2024. Ms. Nunez reminded the Commission and public that the meeting will be a voting meeting for recommendations to the Council.

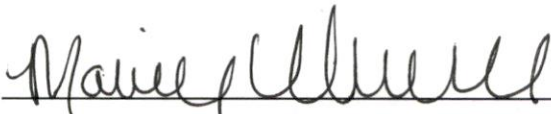
6. ADJOURNMENT

There being no further business to discuss, Chairman Mirco adjourned the meeting at 10:40 a.m.



MICHAEL MIRCO, Chairman

ATTEST:



MARIKAY WHISENAND, Senior City Clerk Specialist

6/14/2024

Date