

CITY OF FLAGSTAFF HERITAGE PRESERVATION COMMISSION STAFF REPORT

CERTIFICATE OF APPROPRIATENESS

PZ- 19-00056-01

Address: 100 N San Francisco

DATE: October 3, 2024

MEETING DATE: October 16, 2024

REPORT BY: Sara Dechter, AICP

BACKGROUND

The Hotel Monte Vista is a significant contributing structure to the Railroad Addition National Register Historic District. It anchors the east side of the Downtown District north of Route 66. The property is listed individually in the National Register and is a contributing element within the Railroad Addition National Register District and is within the Downtown Overlay Design Review District.

PREVIOUS HPC DECISIONS

A Certificate of Appropriateness was approved by the Historic Preservation Commission for a 3-phase renovation of the existing façade and two phases of additions. The Master Plan, Phase 1 and Phase 2 were reviewed by the HPC on April 17, 2019 (PZ-19-0039). Phase 3 was approved in September 2021 (PZ-19-0056). Part of this approval was seismic reinforcement and new marquees over entrances.

REQUEST

This is a request for a modification of the Certificate of Appropriateness to modify the marquee due to the cost and weight of installing the ones proposed in 2021 and to allow signage to be added to the marquee.

STAFF RECOMMENDATION

Approve the modification to the Certificate of Appropriateness with the conditions that marquee/sign meet all the conditions of its sign permit and acquires any necessary right-of-way permits.

INTENT

The purpose of the Downtown Overlay is to review the appropriateness of proposed changes to historic buildings with guidance by the Design Handbook for Downtown Flagstaff: *"This handbook is included as a guide to the Commission in making consistent decisions on the appropriateness of proposed changes. Interpretation should be neither overly strict nor too permissive. In making its decisions, the Commission will consider the historic value of the building, its prominence and significance to the district, the state of physical deterioration, and the economic factors of repair, replacement, or renovation."*

The Secretary of the Interior's Standards are incorporated into reviews by reference.

10-30.30.060 Development of a Landmark Property and Property within a Historic Overlay Zone, Process "C": "Prior to the granting of any required approvals or permits and prior to the commencement of any work on a landmark property or within a historic overlay zone, the Heritage Preservation Commission or the Historic Preservation Officer shall review all work proposed and approve or conditionally approve the work in the form of a certificate of no effect, certificate of appropriateness, or certificate of economic hardship".

Scope of Work

The Certificate of Appropriateness is applicable (Flagstaff Zoning Code 10-30.30.060E.) in the case of this property. The impact to the significance and integrity of surrounding historic properties and the compatibility with the approved design guidelines for the zone and nearby adjacent structures are a consideration for this level of review.

Required Findings for:

E. Certification of Appropriateness.

1. **Applicability.** This approval is appropriate if the proposed work alters a cultural resource but does so in such a way that is compatible with the historic or archaeological character of the resource and all major impacts are mitigated such that the work does not diminish, eliminate, or adversely affect the significance or integrity of the resource.

2. **Criteria for Approval.** When approving a certification of appropriateness, the Heritage Preservation Commission shall find that:

a. The proposed work is consistent with the purpose and intent of this division;

b. The proposed work is compatible with its context:

(1) The appropriate context for a landmark or a historic property is the property itself and, to a much lesser extent, the surrounding properties and neighborhood;

(2) The appropriate context of work in a historic overlay zone is the significant portions of the property itself, the surrounding properties, and the neighborhood;

c. The cultural resources associated with the proposed work have been sufficiently sought, identified, and evaluated;

d. Major impacts on cultural resources are sufficiently mitigated; and

e. The proposed work is consistent with applicable development standards and design guidelines. See also subsection (G) of this section, Development Standards and Guidelines.

G. Development Standards and Guidelines. The following standards and guidelines apply to all approvals granted pursuant to this section:

1. **City Code, Title 10, Zoning Code.** The Heritage Preservation Commission and the Historic Preservation Officer shall apply the development standards and guidelines provided in Section [10-30.60.050](#), Compatibility, as criteria for determining the appropriateness of a development proposal.

2. **Industry Standards and Guidelines.**

b. *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstructing Historic Buildings.*

c. *Preservation Briefs* and other similar best practice documents published by the National Park Service.

3. **Zone-Specific Development Standards and Guidelines.** These standards and guidelines are available from the Planning Section.

Downtown Historic Overlay Design Guidelines

“The Downtown Overlay (DOZ) zone applies to areas of the City subject to the Downtown Historic Design Review Overlay District Guidelines and Design Standards and Guidelines with design review by the Heritage Preservation Commission for the development of properties located within the boundaries of the zone.” (Flagstaff Zoning Code 10-40.50.030 Overlay Zones). **DO**. The Downtown Overlay (DO) zone applies to areas of the City subject to the Design Handbook for Downtown Flagstaff for the development of properties located within the boundaries of the zone.

a. The requirements of the DO zone are intended to promote the preservation and unique character of all structures within the zone.

The following design guidelines apply to this case:

H6. Minimize the removal of historic elements

R8. Consider using fabric awnings to provide weather protection and create interest.

R10. Avoid concealing original facade materials.

C1 – Use color schemes that will complement other buildings nearby.

C2 – Use color to coordinate façade elements in an overall composition.

S 1. Consider your building front as part of the sign.

S7. Mount signs so they will not obscure any architectural details.

S9. Sign materials should be compatible with the facade materials.

S10. Select high quality sign materials.

Secretary of the Interior’s Standards for the Treatment of Historic Properties – Rehabilitation

There are Recommendations for Entrances and Porches, which state:

Identifying, retaining, and preserving entrances and porches and their functional and decorative features that are important in defining the overall historic character of the building. The materials themselves (including masonry, wood, and metal) are significant, as are their features, such as doors, transoms, pilasters, columns, balustrades, stairs, roofs, and projecting canopies.

DISCUSSION

COMMUNICATION BACKGROUND

James Cravens, the property owner and hotel operator, came to staff with the desire to approve a different marquee for the entrances to the building. He had the previous marquee design fabricated and shipped to Flagstaff. The resulting marquee weighs almost 1,500 pounds and would require a significant investment reinforcing the wall to keep it from being damaged by the marquee. The proposed marquee can be fabricated locally, is simpler, and will be a lower impact on the building’s masonry.

CERTIFICATE OF APPROPRIATENESS

The modification to the Certificate of Appropriateness will allow the applicant to approve the marquee and sign under a sign permit.

HISTORIC ERA INTEGRITY AND SIGNIFICANCE

The hotel building has a high degree of historic integrity and significance.

PROPOSED CHANGES

The marquee that is proposed in this modification request is less ornate but a similar color and material as the one originally proposed. A sign was not previously approved as part original marquee. A sign of this nature would typically be approved as a Certificate of Appropriateness but is included here because it is an element of the marquee. The property owner has not requested that the approval of seismic improvements be withdrawn. It may be completed independent of the marquee installation.

DESIGN CRITERIA

The proposed marquee/sign meets the Downtown Overlay design criteria as it is made of a sheet metal and brass, which are considered high quality materials. Its location, size and style minimize impacts and does not cover any significant historic elements and is appropriate to the first floor. Creating a lighter marquee allows for less alteration of the historic material of the building. A marquee is a style of awning which is a preferred sign type in the Downtown Overlay and Central Sign District.

Basis of Report:

The information in this summary report was derived from the application to the Heritage Preservation Commission and conversations with the property owner.

Evaluation of Effects

The proposed addition does not significantly impact the historic appearance of the primary hotel property and is in compliance with the various design reviews provisions, Standards and Guidelines. Overall, it has a lesser impact than the original design. The seismic improvements can be completed at a later phase of the project.

There is existing sign area on the building has not yet been calculated. Staff returned the first permanent sign application for corrections to determine if additional signage can be provided. If there is not allowance for a new sign the marquee could be installed without the sign for weather protection and to provide a visual element to enhance the entrance.

OPTIONS FOR COMMISSION DECISION-MAKING:

- 1) The Commission could approve the modification to the Certificate of Appropriateness with conditions as recommended.
 - 2) The Commission could request modifications to the proposal and include them as conditions of approval – or –
 - 3) Continue the HPC review to a date certain and ask the applicant to come back with a modified proposal that meets requested conditions.
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ATTACHMENTS:

- 1) *HPC-C application* 2) *Permanent Sign Application* 3) *2021 Marquee plans for reference*