

---

# Historic Preservation Commission Agenda

---

**MOLLY LM SMITH**

**Chair**

**DON SIMMONS Ph.D., Vice Chair**

**Commission Members**

**PATRICK BOYD**

**CHRISTOPHER JOHNSON AIA**

**CHARLOTTE KONCZAL ESQ.**

**JOE MOORE**

**VACANT**

**CRAIG SCHARTON, M.S.**

**Assistant Director**

**KARANA HATTERSLEY-DRAYTON, M.A.**

**Secretary**

**Historic Preservation Project Manager**

**WILL TACKETT, Planner III**

---

**Any interested person may appear at the public hearing and present written testimony, or speak in favor or against the matters scheduled on the agenda.**

**If you challenge these matters in court, you may be limited to raising only those issues you or someone else raised in oral or written testimony at or before the close of the hearing.**

**The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, signers, assistive listening devices, or translators should be made one week prior to the meeting. Please call the Historic Preservation Project Manager at 621-8520.**

**The Historic Preservation Commission welcomes you to this meeting.**

**June 25, 2012**

**MONDAY**

**5:30 p.m.**

**City Hall, Second Floor, CONFERENCE ROOM A, 2600 FRESNO STREET**

**I. CALL TO ORDER AND ROLL CALL**

**II. APPROVE MEETING MINUTES**

**A . Approve Executive Minutes of April 23, 2012 and May 21, 2012.**

**III. APPROVE AGENDA**

**IV. CONSENT CALENDAR**

**V. CONTINUED MATTERS**

- A. Review and Provide Comments on Revisions to the *Draft Policy and Procedures Manual for Enforcing the Historic Preservation Ordinance* Pursuant to FMC 12-1626.

Staff Recommendation: There is no new information to report.

**VI. COMMISSION ITEMS**

- A. Status of Draft Historic and Cultural Resources Element for the 2035 General Plan Update Pursuant to FMC 12-1606(b)(4).

Staff Recommendation: Informational item only, no action is required.

- B. Consider Initiation of Process to Create a Thematic Historic District of Mid-Century Modern Resources for Designation on the Local Register of Historic Resources Pursuant to FMC 12-1610(a) (**ACTION ITEM**).

1. Staff Report on Research on Cedar Lanes and Guarantee Savings Building (Cedar Avenue).
2. HPC Sub-committee Report on Mid-Century Modernism District.

Staff Recommendation: Receive reports.

- C. Report by Outreach Sub-committee for 2012 Work Plan.

Staff Recommendation: Receive report.

- D. Review Conceptual Proposal and Make Necessary Findings for the Adaptive Reuse of the Carmel Saddlery (1916, HP# 162) Located at 748 Broadway Pursuant to FMC 12-1606(a)(2)b and 12-1606(b)(23) (**ACTION ITEM**).

Staff Recommendation: Do not approve as submitted.

- E. Annual Election of Commission Chair and Vice Chair.

**VII. CHAIRPERSON'S REPORT**

**VIII. UNSCHEDULED ITEMS**

- A. Members of the Commission

1. Keeping Time V Historic Preservation Conference, Sonora.

- B. Staff

1. Update on the California High Speed Train Project Findings of Effect Vis-à-vis the Forestiere Underground Gardens (HP# 177).
2. "Bike Through Ag History," Saturday September 29, 2012.
3. Status Report on Helm Home (HP#112) Located at 1749 L Street.

- C. General Public

**IX. NEXT REGULAR MEETING: July 23, 2012.**

**X. ADJOURNMENT**

2600 Fresno Street, Third Floor

# Historic Preservation Commission Action Agenda

April 23, 2012

MONDAY

5:30 p.m.

City Hall, Second Floor, CONFERENCE ROOM A, 2600 FRESNO STREET

## I. CALL TO ORDER AND ROLL CALL

*The meeting was called to order at 5:47 by Vice-Chair Simmons; Chair Smith arrived at 5:49.*

*Commissioners Present: Boyd, Moore, Simmons and Smith*

*Commissioners Absent: Konczal, Johnson*

*Staff present: Hattersley-Drayton, Tackett; also Keith Bergthold and Darrell Unruh*

*Hattersley-Drayton noted that Commissioner Macias has resigned, due to work conflicts.*

## II. APPROVE MEETING MINUTES

A. Approve minutes of March 26, 2012.

*The minutes of March 26, 2012 were approved, 4-0.*

*Hattersley-Drayton publicly thanked Joann Zuniga for preparing full minutes and asked whether in lieu of regular minutes the Action Agenda was sufficient, due to staff resources? She also thanked Planner Will Tackett for his ongoing support to the HPC.*

## III. APPROVE AGENDA

*Staff asked that item VIC be placed after VIA; approved with agenda change, 4-0.*

## IV. CONSENT CALENDAR

## V. CONTINUED MATTERS

A. Review and Provide Comments on Revisions to the *Draft Policy and Procedures Manual for Enforcing the Historic Preservation Ordinance Pursuant to FMC 12-1626.*

*Staff commented that due to backlog at City attorney's office, we do not have definitive answer on how to handle assessment of fees. Chair Smith requested that the item be continued indefinitely.*

## VI. COMMISSION ITEMS

A. Update on Historic Preservation Watch List (Howard Lacy, Senior Community Revitalization Specialist).

*Karana Hattersley-Drayton gave a Power Point presentation on past history of the Historic Preservation Swat team, its current constitution, status of properties on the Historic Preservation Watch List as well as a brief progress report on both the bungalow court restoration and Armenian Town.*

B. Pursuant to FMC 12-1606(b)(4) Discuss and Provide Preliminary Comments on Potential Revisions to the Historic Resources Element of the 2035 General Plan Update.

1. Presentation by Advance Planning Division Staff (City of Fresno) on Status of 2035 General Plan Update.

*Keith Bergthold, Assistant Director, gave a comprehensive overview of work to date on the GP Update.*

2. Discussion of Potential Amendments to the Historic Resources Element for the 2035 Fresno General Plan.

*Karana Hattersley-Drayton noted that the next step was to work on updating and revising elements and policies, including those for Historic Preservation. She referred to materials provided for the Commission to review. Commissioners wondered about impacts to mid-century modern resources along corridors which are slated for intensification, like Blackstone and Shaw. Bergthold agreed that having timely information prior to Development was key; "predictability is paramount." Commissioner Moore also asked how other jurisdictions may respond to the City's updated plans. Bergthold noted that the need to comply with SB 375 (Greenhouse gas omissions) will create a level playing Field.*

*Upon request of Chair Smith, the Commission considered whether a sub-committee or a special workshop meeting of the entire Commission was the best way to consider any revisions to the Historic Preservation policies of the General Plan. Commission elected to hold a special workshop meeting on Wednesday, May 9<sup>th</sup> at 5:30 PM.*

C. Status Report on Helm Home (HP# 112) Located at 1749 L Street.

*Karana Hattersley-Drayton reported that an RFP has been issued by the Housing Authorities which covers the mothballing scope previously reviewed and approved by the HPC. Additional cosmetic features, like exterior paint have been added as well. Michael Duarte of the Housing Authorities noted that they are presenting this extended mothballing Plan to the Board but it has not yet been approved. HA also has a potential proposal from the Community Medical Center for the Helm Home.*

D. Report by Outreach Sub-committee for 2012 Work Plan

*Chair Molly Smith acknowledged that staff has sent a list of contacts and resources. Sub-committee has yet to meet.*

**VII. CHAIRPERSON'S REPORT**

*There was no Chair report.*

**VIII. UNSCHEDULED ITEMS**

A. Members of the Commission

B. Staff

1. "Fresno's Architectural Heritage: The Cal Connection," Tuesday, April 17, 7 PM  
Fulton 55. *Staff reported that the forum was an intellectual and artistic success.*

2. *Hattersley-Drayton also commented on the press conference held today on the Fulton Mall for the purchase of the Helm Building. Commissioner Moore discussed correspondence with George Hostetter of the Bee regarding "X's on downtown buildings.*

C. General Public

*There were no public agenda items.*

**IX. NEXT REGULAR MEETING: May 21st, 2012.** *Special meeting to discuss revisions to The General Plan, Wednesday, May 9<sup>th</sup>, 5:30 PM.*

**X. ADJOURNMENT**

*The meeting was adjourned at 7:39 PM.*

B. Staff

1. "Fresno's Architectural Heritage: The Cal Connection," Tuesday, April 17, 7 PM  
Fulton 55. *Staff reported that the forum was an intellectual and artistic success.*

2. *Hattersley-Drayton also commented on the press conference held today on the Fulton Mall for the purchase of the Helm Building. Commissioner Moore discussed correspondence with George Hostetter of the Bee regarding "X's on downtown buildings.*

C. General Public

*There were no public agenda items.*

**IX. NEXT REGULAR MEETING: May 21st, 2012.** *Special meeting to discuss revisions to The General Plan, Wednesday, May 9<sup>th</sup>, 5:30 PM.*

**X. ADJOURNMENT**

*The meeting was adjourned at 7:39 PM.*

# Historic Preservation Commission Executive Minutes

May 21, 2012

MONDAY

5:30 p.m.

- I. **CALL TO ORDER AND ROLL CALL** *The meeting was called to order by Vice-Chair Don Simmons at 5:36 PM.*

**Commission Members Present:** *Smith (arrived at 5:45 PM), Simmons, Boyd, Johnson, Konczal, Moore.*

**Staff Present:** *Hattersley-Drayton and Tackett.*

II. **APPROVE MEETING MINUTES**

A. There are no formal minutes to approve. *The Commission Secretary advised the Commission that there is no staff available to produce the more detailed minutes of previous years and asked whether the 2-3 page Action Agenda (Executive Minutes) would be sufficient. Commissioners were satisfied with the summary minutes but took no action to adopt those from the April meeting.*

- III. **APPROVE AGENDA** *The agenda was approved as submitted, motion (Johnson), second (Moore), 5-0.*

- IV. **CONSENT CALENDAR** *There were no items on the consent calendar.*

V. **CONTINUED MATTERS**

- A. Review and Provide Comments on Revisions to the *Draft Policy and Procedures Manual for Enforcing the Historic Preservation Ordinance Pursuant to FMC 12-1626.*

*Karana Hattersley-Drayton reported that until the various Specific and General plans are completed, staff will not be available to work on the Manual.*

VI. **COMMISSION ITEMS**

- A. Pursuant to FMC 12-1606(b)(4) Review Draft and Recommend Adoption of a Historic and Cultural Resources Element for the 2035 General Plan Update (**ACTION ITEM**).

*Karana Hattersley-Drayton summarized the work to date on the 2035 General Plan historic and cultural resources element (see staff report). She noted that she met earlier in the day with planner Will Tackett, who made some additional suggestions. Drayton went through the draft document noting all the changes from the version presented at the workshop of May 9<sup>th</sup> and referencing any comments or reviews from either Commissioners, consultants or City staff. The Commission discussed at some length the draft policy requiring building permits for windows. The language was changed to reflect their conviction that for both architectural integrity as well as health and safety, permits should be required. On advice of Don Simmons, the policy regarding the City's stewardship of its own*

*designated historic buildings was strengthened to read "shall..." On a vote of 6-0 the Commission passed a resolution in support of the draft element, as amended (Motion Simmons, second by Konczal).*

- B. Consider Initiation of Process to Create a Thematic Historic District of Mid-Century Modern Resources for Designation on the Local Register of Historic Resources Pursuant to FMC 12-1610(a) (**ACTION ITEM**).

*Karana Hattersley-Drayton stated that due to the Commission's interest in Mid-century Modern resources, and the potential demolition of the Cedar Lanes bowling alley, that she and Commissioner Moore have discussed how best to consider the preservation of these resources, whether individually (pursuant to the City's demolition review policy) or more holistically, as part of a thematic (non-contiguous) historic district. The Commission discussed individual buildings of merit and how best to engage the public and property owners. On a 5-0-1 vote (motion, Konczal with amendment by Moore) (seconded Smith with Johnson recusing) the Commission requested that City staff 1) alert the building department to hold for review any demolition permits submitted for either 3131 North Cedar or 3141 N. Cedar (the bank building adjacent to the bowling alley parcel) and 2) prepare research and initiate landmark consideration for both buildings. Commissioner Moore will provide staff with his research.*

*On a second motion made by Smith and seconded by Konczal the Commission agreed to establish a Mid-Century Modernism committee to research a list of potential properties for a proposed thematic district. Motion passed 6-0. Sub-committee members to include Moore, Konczal and Boyd.*

- C. Report by Outreach Sub-committee for 2012 Work Plan.

*Patrick Boyd reported that he has contacted agencies/non-profits on the list provided by City Staff and that he has had positive responses. Joe Moore and Molly Smith reported that they have yet to make their calls but are now energized by Commissioner Boyd's success.*

## **VII. CHAIRPERSON'S REPORT**

*There was no Chairperson's report.*

## **VIII. UNSCHEDULED ITEMS**

- A. Members of the Commission

1. OHP Workshop at the California Preservation Foundation Annual Meeting, Oakland, California, May 3, 2012.

*Don Simmons reported that he and Karana Hattersley-Drayton attended the CLG/OHP Workshop in Oakland. State staff presented a draft e-learning module on the Secretary of the Interior's Standards, meant to be useful to both new and seasoned commissioners. The audience (consisting of commissioners and staff from other CLG jurisdictions) was polled for their response to the module. Various cities also gave brief presentations about planning successes. Commissioner Simmons stated that Fresno was ahead of many cities in historic preservation but also lagged in other areas.*

May 21, 2012

**B. Staff**

1. Update on the California High Speed Train Project Findings of Effect Report for Merced to Fresno Section.

*Karana Hattersley-Drayton provided a copy of the response letter from the SHPO to the High Speed Rail Authority regarding the draft Findings of Effect document for the Merced to Fresno section. Drayton noted that the HSRA will forward comments from consulting parties, such as City of Fresno to the SHPO, and will provide the OHP response to a final FOE document. She also remarked that the Forestiere family has voiced concerns about impacts to the Gardens and plans to meet with HSRA staff in the near future.*

2. Keeping Time V Historic Preservation Conference, Sonora, Friday June 22, 2012.

*Karana reminded commissioners about the June 22<sup>nd</sup> conference and provided a schedule of speakers. Commissioners interested in attending need to let staff know by Friday.*

**C. General Public**

*There was no public comment.*

**IX. NEXT REGULAR MEETING: June 25th, 2012.**

**X. ADJOURNMENT**

*The meeting was adjourned at 7:10 PM.*

**Attested to:**

---

**Molly LM Smith, Chair**

---

**Karana Hattersley-Drayton  
Secretary, HPC**

# 8

## Historic and Cultural Resources Element

Fresno was founded in 1872 by the Central Pacific Railroad in the middle of a barren sandy plain. The nearest substantial supply of water was the San Joaquin River, 10 miles to the north. The Contract and Finance Company, a subsidiary of the railroad, laid out the town in a rigid “gridiron” plan. The town grew slowly but in 1874 wrestled the county seat away from the former mining town of Millerton.

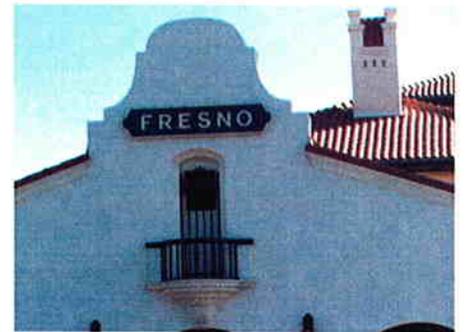
In 1875 the first of many agricultural colonies was developed, drawing farming families from around the United States and from Europe. These colonies were constructed with miles of tree-lined boulevards and with water delivered to the individual farms through a lacework of canals, laterals and irrigation ditches.

Fresno was incorporated as a city in 1885 and by 1900 was the market center for what is now the richest farming region in the United States. Emigrants from China, Japan, Armenia, Russia (Volga Germans), Mexico and most recently Southeast Asia have contributed to the character and cultural heritage of the place.

In addition to the range of architectural styles found across the United States, Fresno has a vernacular tradition of building in adobe and hardpan, including mid-century modern garden office complexes constructed of stabilized adobe brick. Additional important local property types are the extant summer kitchens (backhaus) constructed by the Volga Germans, the “bungalow courts” scattered through the city’s older neighborhoods and tankhouses tucked behind or adjacent to a farmhouse. The city’s rail, agricultural and ethnic history is imprinted on the landscape and in the resources, both above and below ground, which link residents to their past and provide a design aesthetic for new construction.

Fresno citizens, whether descendants from early pioneers or recent transplants, value their city, which still functions for many like a small town. They speak with affection about the agricultural green belt which surrounds the City with its geometric fields of grapevines and row crops; the Classic Revival high rise buildings along the Fulton Mall; Fresno’s ethnic diversity and the endless opportunities for trying something, anything new.

The City Council has found that “the preservation, protection and use of historic resources and districts are a public necessity...” and in 1979 adopted a Historic Preservation Ordinance, since amended and updated in 1999, 2010 and 2012. The Ordinance established both a citizens’ Historic Preservation Commission as well as a Local Register of Historic Resources, patterned after the National Register of Historic Places. The Local Register includes three



*Santa Fe Depot (1899) HP #11  
(National Register)*



*Bing Kong Tong Association Building  
(1900) HP #66*



*Chateau Fresno Avenue (Kearney  
Boulevard) (1889)*



Old Fresno Water Tower (1894) HP #1 (NR) (Photo: Khaled Alkotob)

### For further information on Fresno's history and architectural heritage:

#### Architecture, Ethnicity and Historic Landscapes of California's San Joaquin Valley.

Edited, Karana Hattersley-Drayton. City of Fresno: Planning and Development, 2008.

Karana Hattersley-Drayton, "Urban Form Working Paper: Historic Preservation," City of Fresno: Development and Resource Management Department, 2012: [www.fresno.gov/preservation](http://www.fresno.gov/preservation)

Kevin Enns-Rempel, "A Guide to Historic Architecture in Fresno California:" <http://www.historicfresno.org>

"Map Atlas Fresno Existing Conditions Report: General Plan and Code Update," Fresno: Development and Resource Management Department, August 2011.

See also the city's historic preservation web page for additional information: [www.fresno.gov/preservation](http://www.fresno.gov/preservation)

separate landmark programs: individual designation on the Local Register of Historic Resources, inclusion within a Local Register District and the Heritage Property program. In 2004 Fresno was the first city in California to be designated a "Preserve America Community" by former First Lady, Laura Bush.

### RELATIONSHIP TO GENERAL PLAN GOALS

Historic preservation is important in economic revitalization and heritage tourism. The adaptive reuse of older buildings is also "green" and contributes to the City's commitment to become fully sustainable. The Historic and Cultural Resources Element's historic resource objectives and policies provide a philosophical context and road map for the City's historic preservation program and are implemented through the City's Historic Preservation Ordinance (FMC 12-1600 et seq).

The Element also supports three of the General Plan's goals:

- 6. *Protect, preserve, and enhance natural, historic, and cultural resources.*
- 17. *Improve Fresno's visual image and enhance its form and function through urban design strategies and effective maintenance funding.*
- 19. *Recognize, respect, and plan for Fresno's cultural, social, and ethnic diversity.*



Katherine Riding Parry and Friends, Fresno 1912

## CITYWIDE HISTORIC AND CULTURAL PRESERVATION

These policies maintain a citywide program consistent with the State and Federal Certified Local Government program and state laws and regulations related to historic and cultural resources.

### OBJECTIVE

HCR-1 Maintain a comprehensive, citywide preservation program to identify, protect and assist in the preservation of Fresno's historic and cultural resources.

### IMPLEMENTING POLICIES

- HCR-1-a **Certified Local Government.** Maintain the City's status as a Certified Local Government (CLG) and use CLG practices as the key components of the City's preservation program.
- HCR-1-b **Preservation Office, Commission and Program.** Maintain a Preservation Office, Commission, and program to administer the City's preservation functions and programs.
- HCR-1-c **Historic Preservation Ordinance.** Maintain and enforce the provisions of its Historic Preservation Ordinance (FM 12-1600 et seq.).



Hotel Fresno (1912) HP#166  
(Photo: 1917 Pop Laval)



First Mexican Baptist Church (1924)  
HP#23



Bernhauer Home (1920)  
Huntington Boulevard

## IDENTIFICATION AND PRESERVATION



Tower Theater (1939 HP #190)



Herndon Canal in Fig Garden

### OBJECTIVE

- HCR-2 Identify and preserve Fresno's historic and cultural resources which reflect important cultural, social, economic and architectural features so that community residents will have a foundation upon which to measure and direct physical change.

### IMPLEMENTING POLICIES

- HCR-2-a **Identification and Designation of Historic Properties.** City staff and the Historic Preservation Commission shall work in prepare nomination forms for Fresno's Local Register of Historic Resources. Historic resources may include not only buildings but also structures, objects and sites, as well as cultural and historic landscapes and traditional cultural properties (as defined by the National Park Service) – examples include farm complexes, canal systems, signage, gardens, infrastructure such as lighting and street furniture, and landscaped boulevards. As appropriate, resources may be forwarded to the State Historical Resources Commission for consideration for the California Register of Historical Resources and/or the National Register of Historic Places.
- HCR-2-b **Historic Surveys.** Prepare historic surveys according to California Office of Historic Preservation protocols, as funding is available. Prioritize the survey of resources located on parcels within the Bus Rapid Transit corridors slated for development and intensification.
- HCR-2-c **Project Development.** Prior to project approval, a subject parcel and its Area of Potential Effects (APE), without benefit of a prior historic survey, will be evaluated and reviewed for the potential for historical and/or cultural resources by a professional who meets the Secretary of Interior's Qualifications. Survey costs shall be the responsibility of the project developer.
- HCR-2-d **Alternate Public Improvement Standards.** Preservation, planning and public works division staff shall work collaboratively to develop potential Alternate Public Improvement Standards for historic landscapes, such as Kearney Boulevard, to ensure that new infrastructure is compatible with the landscape and yet meets the needs of all users including motor vehicles, cyclists and pedestrians, and provides for proper traffic safety and drainage.



HCR-2-e **Archaeological Resources.** Require all CEQA mitigation measures for archaeological (sub-surface) resources are consistent with the State Office of Historic Preservation (OHP) guidelines.

HCR-2-f **Demolition Review.** Preservation staff shall review all demolition permits to ascertain whether or not a resource scheduled for demolition is potentially eligible for listing on the Local Register of Historic Resources. Resources which appear to meet the threshold for individual eligibility will be reviewed by the City's Historic Preservation Commission and referred as appropriate to the City Council for consideration and a final determination before demolition may be approved.

HCR-2-g **Minimum Maintenance Standards.** The City's preservation staff and Commission shall work in tandem with the Code Enforcement division of the City of Fresno to ensure that the minimum maintenance provisions of the Historic Preservation Ordinance are enforced.



HCR-2-h **Preservation Mitigation Fund.** Consider the potential for a Preservation Mitigation fund to help support efforts to preserve and maintain historic resources.



HCR-2-i **Window Replacement.** City staff shall work with the building department to develop appropriate building permit requirements for window replacement in order to preserve the architectural integrity of the city's established neighborhoods. In addition, City staff will evaluate on a project-to-project basis the best solution for window replacements in federally funded housing projects, with a consideration for health and safety, historic values, sustainability and the bottom line.



*Archaeologist Sarah Johnston and Team Screening fill Chinatown (2007)*



*Casement windows, YWCA Residence Hall (Julia Morgan, 1921) HP#9 (NR)*



*Early Brick Farmhouse, After Unsuccessful Relocation (c2004)*

HCR-2-j **City-owned Resources.** Maintain all City-owned historic and cultural resources in a manner that is consistent with the U.S. Secretary of the Interior’s Standards for the Treatment of Historic Properties.

HCR-2-k **City Historic Preservation Team.** Establish an inter-departmental Historic Preservation team to coordinate on matters of importance to history and preservation.



*Del Webb Building (1963)*



*Roessler Winery (1893) Adobe with Stucco Cladding*

## THE NEW CITY BEAUTIFUL

A great city is a mix of older buildings and new, where the past is respected but change is also considered vital for a healthy community. Collaboration among a variety of special interest groups in creating a successful city is critical. The “New City Beautiful” policies recognize the importance of these philosophical connections by reference to the urban planning principles of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries which linked art, architecture, urban planning and health.

Fresno’s history is rooted in agriculture, which still forms the basis for much of its heritage, industry, and wealth. The preservation of cultural and historic landscapes in general—and the conservation of agricultural lands in particular—is a critical component of protecting and promoting Fresno’s identity. A major component of this General Plan is the preservation of nearby agricultural landscapes through the promotion of infill and compact development and the decision to not pursue expansion of the City’s Sphere of Influence. The Urban Form, Land Use, and Design Element contains objectives and policies regarding the preservation of agriculture.



*“Eucalyptus on Chestnut Avenue”  
Adam Longatti*

### OBJECTIVE

HCR-3 Promote a “New City Beautiful” ethos by linking historic preservation, public art, planning principles for complete neighborhoods with green building and technology.

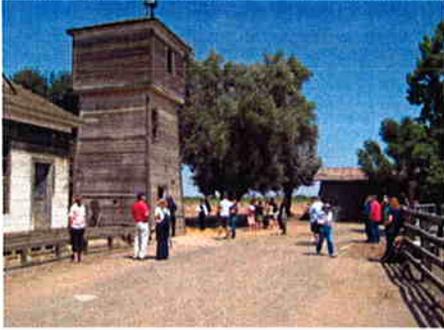
### IMPLEMENTING POLICIES

- HCR-3-a **Adaptive Reuse.** Encourage the adaptive reuse and integration of older buildings into new projects, pursuant to the City’s dedication to a sustainable Fresno.  
+
- HCR-3-b **Public Art.** Collaborate with the arts community to promote the integration of public art into historic buildings and older neighborhoods. Link arts activities (such as Art Hop) with preservation activities.  
+
- HCR-3-c **Context Sensitive Design.** Work with the development and planning communities to ensure that infill development is context sensitive in its design, massing, set-backs, color, and architectural detailing.  
+



*Hmong Strawberry Farmer, Fresno  
(Photo: Joel Pickford)*

## OUTREACH AND EDUCATION



Vernacular Architecture Forum  
Conference Tour (2008)



"Fresno, California" Postcard, Historic  
Resources and Heritage Tourism

### OBJECTIVE

HCR-4 Foster an appreciation of Fresno's history and cultural resources.

### IMPLEMENTING POLICIES

HCR-4-a **Inter-agency Collaboration.** The City and the Commission shall work with public agencies and non-profit groups to provide activities and educational opportunities which celebrate and promote Fresno's history and heritage.

HCR-4-b **Heritage Tourism and Public Education.** Promote heritage tourism and the public's involvement in preservation through conferences, walking tours, publications, special events and involvement with the local media.

HCR-4-c **Training and Consultation.** As time and resources allow, City staff and historic preservation commissioners shall provide training, consultation and support to community members regarding Fresno's history, use of the Secretary of the Interior's Standards and the California Historical Building Code.

HCR-4-d **Public Archives.** Maintain public archives which include information on all designated historic properties as well as historic surveys, preservation bulletins, and general local history reference materials. Post survey reports, Commission minutes and agendas, and other information of public interest on the historic preservation page of the City's website.

HC-4-e **Preservation Awards.** Honor the best work in preservation and neighborhood revitalization through a bi-annual Mayoral Preservation Awards program.



HCR-4-f **Economic Incentives.** Investigate the potential for developing a Mills Act program and funding for the Historical Rehabilitation Financing Program (FMC Article 3, Section 8 et seq.).



**REPORT TO THE HISTORIC PRESERVATION COMMISSION**

AGENDA ITEM NO. VIB  
HPC MEETING: 06/25/2012

June 25, 2012

FROM: CRAIG SCHARTON, Assistant Director  
Development and Resource Management Department

APPROVED BY

DEPARTMENT DIRECTOR

BY: KARANA HATTERSLEY-DRAYTON  
Historic Preservation Project Manager  
Secretary, Historic Preservation Commission

SUBJECT: CONSIDER INITIATION OF PROCESS TO CREATE A THEMATIC HISTORIC DISTRICT OF MID-CENTURY MODERN RESOURCES FOR DESIGNATION ON THE LOCAL REGISTER OF HISTORIC RESOURCES PURSUANT TO FMC 12-1610(a).

1. Staff Report on Research on Cedar Lanes and Guarantee Savings Building (Cedar Avenue).
2. HPC Sub-committee Report on Mid-Century Modernism District.

**RECOMMENDATION**

Staff recommends that the Commission receive the following summary on Cedar Lanes and the Cedar Avenue Guarantee Savings Buildings, located at 3131 and 3141 N. Cedar Avenue. Staff furthermore recommends that the commission receive the sub-committee report and recommendations on a potential for a thematic Mid-century Modern Historic District. The Commission may wish to consider sponsoring a future forum or workshop to educate both policy makers and the broader preservation community about resources of the recent past.

**EXECUTIVE SUMMARY**

Over the last ten years a growing interest has developed nationally for the identification and preservation of mid-century modern resources, thus those buildings and landscapes constructed between 1940 and 1970. To better understand Fresno's modern resources the City's Planning Division (Historic Preservation program) contracted with Planning Resource Associates, Inc. in 2008 to prepare a "Mid-century Modernism Historic Context." Recently several modern resources have been recognized by the Commission and Council and are now designated historic resources: the Crest Theater (1949), the Alfred and Minnie Cherin Home (1949), Baskin's Auto Supply Sign (1956), Fresno Photo Engraving Building (1946), the Sparky's Electronic Sign (1963) and the Arthur C. and Julia Wahlberg Home (1964). The Fulton Mall (1964) has also been found eligible to the National Register of Historic Places and was thus placed on the California Register of Historical Resources. The Fulton Corridor Historic Survey (in progress) includes numerous mid-century modern resources which are being evaluated as eligible to the Local, California or National Registers. And yet most modern resources, whether architect-designed or vernacular, are not designated and are vulnerable to potential loss.

Of recent concern to the Commission is the Cedar Lanes Bowling Alley (1959) which closed on June 3<sup>rd</sup>. At the May 21, 2012 meeting, the Commission on a 5-0-1 vote requested that staff ask the building department to be vigilant about demolition permits for either Cedar Lanes or the adjacent (former Guarantee Savings) bank building located at 3141 N. Cedar. Staff was also asked to prepare research and initiate landmark consideration for both buildings.

The Commission appointed a sub-committee to research a list of potential properties, following a discussion about the possibility of melding together several modern resources into a thematic district. Non-contiguous thematic districts are authorized under the City's Historic Preservation Ordinance and are

a means to designate worthy resources of a similar style or history but which are not contiguous or adjacent to one another (FMC 12-1603(a)(s)).

## **BACKGROUND**

As requested, Staff notified the Building division about potential demolition permits and conducted cursory fieldwork on the bowling alley and bank, as follows. Cedar Lanes Bowling Alley was purpose built in 1959 and was designed by Lew Litzie, James Oakes and Robin Gay McCline for Spalding Wathen and partners. The bowling alley initially included 32 lanes but was expanded during construction to 40 lanes, in order to accommodate a tournament. The east-west steel girders in the building were at the time the longest fabricated in the west coast (James Oakes, personal communication 4 June 2012). Decorative features of note were a koi pond (later filled in) and a "bowling bowl abacus" designed by McCline, which is also no later extant.

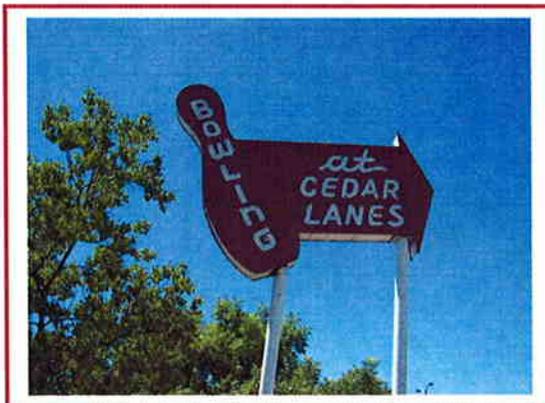
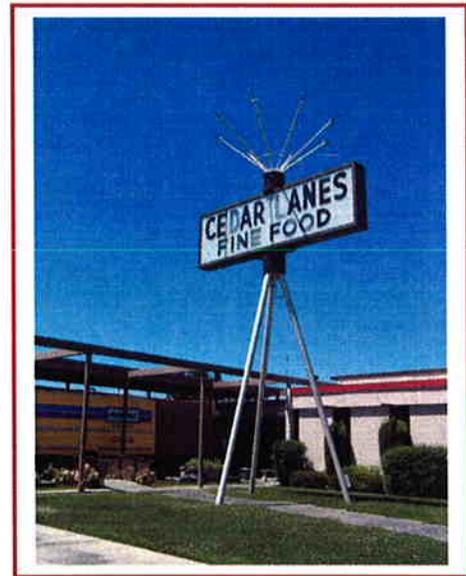
Cedar Lanes Bowling Alley played an important role in the social history of the community, particularly so for students at McClane High School. The alley was also the site of numerous regional and state bowling competitions. Architecturally, Cedar Lanes Bowling Alley does not appear to represent the best work of the firm of Oakes and McCline. Additionally, minor alterations and lack of upkeep over the years have led to some loss of integrity (Oakes 4 June 2012). Any historic significance would be the role the building has played over a 50-year period in the social fabric of the community, and perhaps as an important site for regional bowling tournaments. To maintain any potential historic significance the building would need to be retained as a bowling alley, as adaptive reuse would presumably lead to a loss of integrity. It is the staff opinion that the Cedar Lanes Bowling Alley is not individually eligible for consideration for Fresno's Local Register of Historic Resources. The Commission may have additional information that can bolster an argument for designation. However, the property owner and the City Council will have to be convinced that the current use is the best use of the property.

The Citi Bank Building (formerly Guarantee Savings) at 3141 N. Cedar is located on a .5 acre parcel east of Cedar Lanes Bowling Alley. According to the American Title Company the 5,264 foot building was constructed in 1960. It was designed by Robert Stevens Associates (who designed the Guarantee Savings on Ashlan), although no original building permit is on file with the City (Bill Stevens, personal communication 18 June 2012). A 1981 Site Plan for a remodel and addition for the Cedar Avenue building was submitted by Robert Stevens Associates. Architecturally speaking, the building is a gem of mid-century modernism in part due to the application of terracotta tiles by Stan Bitters on the east and south elevations. Although further research is required, the former Guarantee Savings would appear to be individually eligible to the Local Register of Historic Resources under Criterion iii due to its association with the major architectural firm of Robert Stevens as well as the artistic work of Stan Bitters. The bank building is also potentially a contributor to a Mid-Century Modernism thematic historic district.

Attachments: Exhibit A - Photographs, Cedar Lane Bowling Alley and Citi Bank, 13 June 2012.

\*Recorded by: Karana Hattersley-Drayton

\*Date 13 June 2012



\*Recorded by: Karana Hattersley-Drayton

\*Date: n.d. and 6.13.12

*Photo:  
Joe  
Moore  
(n.d.)*



*Meekins Realty, c1963  
Courtesy: Joe Moore*



**REPORT TO THE HISTORIC PRESERVATION COMMISSION**

AGENDA ITEM NO. VIA  
HPC MEETING: 01/23/2012

January 23,, 2012

FROM: CRAIG SCHARTON, Assistant Director  
Development and Resource Management Department

APPROVED BY

DEPARTMENT DIRECTOR

BY: KARANA HATTERSLEY-DRAYTON  
Historic Preservation Project Manager  
Secretary, Historic Preservation Commission

SUBJECT: REVIEW AND SET PRIORITES FOR HPC 2012 WORK PLAN

**RECOMMENDATION**

Staff recommends that the Historic Preservation Commission review the minutes generated from the December 3, 2011 off-site workshop. Staff further recommends that the Commission discuss the draft bench marks and develop a reasonable timeline for meeting these 2012 Work Plan goals.

**EXECUTIVE SUMMARY**

The duties and powers of the Commission are delineated in the Fresno Municipal Code at Section 12-1606. As with the State Historical Resources Commission, these duties are extensive and diverse. Realistically, many of these tasks are performed by City staff---as for example maintenance of the current listing of all designated resources--- rather than by the seven volunteer Commissioners. However, the Commission has the authority to take the initiative and set priorities for their own work plan, based on the FMC, the Commission By-laws or General Plan objectives.

On December 3, 2011 the Commission met at the Dickey Youth Center in a workshop facilitated by Assistant Director Craig Scharton (see attached workshop "minutes.") At the conclusion of the session Commissioners and staff voted on the top goals for the calendar year 2012 which were "Building Partnerships" and "Re-branding Preservation," both of which appear to dovetail nicely into one another.

Assistant Director Scharton and Commission Secretary Karana Hattersley-Drayton recently met to outline a draft outline for meeting these goals. As Scharton noted at the December 3' 2011 workshop, there is a tension between wanting to do everything versus concentrating on a few issues. Therefore the following are some suggested steps for how to both build partnerships and develop a more successful brand for preservation in Fresno:

Goal	Task1	Task 2	Task 3	Task 4	Task 5	Task 6
<b>Building Partnerships</b>	Create/refine list of partners	Communicate historic preservation concerns through newsletter	Develop plans for a roundtable or conference which will include local groups as identified in Task 1	Invite groups	Hold roundtable conference to discuss preservation in Fresno	Follow-up
<b>(Re)branding preservation</b>	Generate ideas for how best to rebrand and advertise preservation			Create publicity	Select branding and ad campaigns	Review success of 2012 Work Plan
	Solicit ideas from other CLGs and/or partners					

Attachments: Exhibit A: Minutes from December 3, 2011 Off-site HPC Workshop.

## Minutes for Historic Preservation Commission Off-Site Workshop

December 3, 2011

SATURDAY

9:30 AM-Noon

**Dickey Youth Center (Conference Room) 1515 E. Divisadero Street, Fresno**

Page |

- I. CALL TO ORDER AND ROLL CALL-** The meeting was called to order by Chair Molly LM Smith at 9:45 AM.

**Commissioners present:** Molly LM Smith, Chair  
Don Simmons, Ph.D, Vice-Chair  
Charlotte Konczal Esq.  
Chris Johnson AIA  
Joe Moore

**Commissioners absent:** Patrick Boyd

**Staff present:** Craig Scharton, Assistant Director  
Karana Hattersley-Drayton, Historic Preservation  
Project Manager  
Arianna Carrillo, Historic Preservation Intern

### **II. COMMISSION ITEMS:**

- A . Workshop with Craig Scharton, Assistant Director, to discuss and prepare a Commission work plan for 2012.

**Craig Scharton** opened the workshop by stating the intention was to have a brainstorming session: what does the HPC want to accomplish in the future, (in light of limited staff resources)? Craig noted that he feels it is important to build constituencies.

**Charlotte Konczal** stressed the importance of working on historic districts; also focus on building partnerships in the community.

**Don Simmons:** it is important to “brand” historic preservation. Why is it good to have buildings designated? Make benefits for preservation clearer; that preservation is not just an elitist program. Make historic preservation “sexy”!

**Charlotte Konczal** added that training sessions for commissioners are important.

**Don Simmons:** It is important to be more inclusive of a variety of neighborhoods and communities; get representation from a variety of communities.

**Chris Johnson:** Agreed, that outreach to communities was critical and he particularly stressed revitalization efforts in Southwest Fresno and the importance of Kearney Boulevard.

**Don Simmons:** It is also important to remember non-building resources.

**Joe Moore:** We have a blind spot, the pockets of Post-War II housing tracts.

**Molly Smith:** We need to finish the Huntington Boulevard Historic District.

**Craig Scharton** observed that there is a tension between wanting to do everything versus concentrating on a few issues. He then led the group through an exercise to break goals into smaller steps (using protocols from the Main Street Program). A good work plan allows you to begin to check off steps.

He then drew a template on the board and asked Commissioners to list the responsibilities of the following three groups: STAFF/COMMISSION/COMMUNITY:

<b>Staff</b>	<b>Commission</b>	<b>Community</b>
<p>Administration support/prepares agenda packets for meetings</p> <p>Staff is the first contact for issues, front door for brand</p> <p>Legal standards and requirements; Chris Johnson feels this is a big problem as the legal department at City Hall works directly for the City Council and therefore cannot really represent preservation issues or even the administration (long discussion about this issue)</p> <p><b>Craig asks, what are your expectations of staff? What can he do better?</b></p> <p>Molly and Joe: Craig's role is primarily back-up and an advocate for historic preservation with Council and public.</p> <p>Chris: Communicate issues with the City Council, implement the General Plan</p>	<p>We are not an obstacle! We need to develop goals and guidelines and priorities for staff (Charlie).</p> <p>Chris: Start with General Plan goals.</p> <p>Charlie: our responsibility is to the community through HP decisions and goals.</p> <p>Molly: state position before voting on issues.</p> <p>Charlie: involve the public in workshops.</p> <p>Joe: be ambassadors for preservation... need to develop an "elevator pitch" a 90 second sound bite about importance of history and preservation.</p> <hr/> <p>Charlie: we need to tell the right story: we are volunteers, Commission is just a part of our life.</p>	<p>Charlie: the community provides "eyes" for the HPC; they should become advocates and not just for specific issues- become advocates with elected leaders; how to tap into positive interest in history</p> <p>County Courthouse demolition was a riveting event; discussion about history versus built environment (folks may be very interested in local history but not "get" or support historic preservation).</p> <hr/> <p>Don: We don't have systems in place for public to rally behind a preservation issue... non-profits are much more active, for example, in Savannah.</p> <p>What would be our "dream community"? Chris: RDA would choose preservation and not just new construction.</p>

<p>Charlie: Craig is the face of the brand; on top of the pyramid;</p> <p>Charlie: important to continue to build on relationship with Code Enforcement staff.</p> <p>Policy development: adaptive reuse/mothballing?</p> <p>Charlie: staff creates tools for the HPC; staff relies on staff for training.</p> <p>Commissioners note that Karana as staff is very accessible to them.</p> <p>Don asked: how high of a priority is historic preservation? Craig has a vision (e.g. for downtown); does that color planning decisions? Are you supposed to be neutral?</p> <p>Chris and Craig have convinced Mayor Swearingin of the importance of historic preservation. However, it seems like we have lost some ground with Council, need to be proactive, not just reactive.</p>	<p>Molly: Karana is overwhelmed with work and time constraints... does HPC set priorities or not?</p> <p>Chris: when he was first on the HPC there was no staff support.</p> <p>Don: there is training available on how to develop "pitches"</p> <p>Craig mentions, putting time into a "thesis statement" is useful.</p> <p>Joe: would like to see the group analyze the brand and how best to change it.</p> <p>Craig: HPC is a great group, don't think work is recognized.</p> <p>Joe notes the conundrum of the public: too much, or too little historic preservation.</p> <p>Don: how to prioritize what is crucial to know about CEQA?</p> <p>Charlie: orientation packet for the Commission should include focus.</p> <p>Craig notes, that nobody has mentioned a major responsibility of the HPC: as arbitrator over preservation issues, your decision-making authority.</p> <p>Don disagrees: feels that we spend more time reviewing plans for which we can only offer comments</p>	<p>Craig asks: where are the local neighborhood communities? Chris notes that it is an issue of time, leverage of resources. No public here today, why? Should we blame them, or us?</p> <p>Molly asks, who are the various potential stakeholders/community groups (following list is created):  Fresno Historical Society  Heritage Fresno  County Landmarks Comm.  AIA  Cultural Arts  PBID  FCASH  Lowell Neighborhood  Fresno Arts Council  Chinatown Revitalization  Alumni groups (CAL Bears)  Fresno State University  Fresno City College  Church groups  Central Sierra Hist. Society  Germans from Russia  10x10 list  Creative Fresno  Fresno Home Tour  Individual professors, such as Kris Clark</p> <p>Joe notes: we need to build a coalition, provide a unified marketing message</p> <p>[Karana asks Arianna who attends FSU for her thoughts] Arianna, FSU, also Nancy Bryan and internship programs</p> <p>Don mentions lack of connection with FCC and FSU teachers who offer some kind of local history or preservation classes.</p>
--	---	--

<p>Charlie: Craig is the face of the brand; on top of the pyramid;</p> <p>Charlie: important to continue to build on relationship with Code Enforcement staff.</p> <p>Policy development: adaptive reuse/mothballing?</p> <p>Charlie: staff creates tools for the HPC; staff relies on staff for training.</p> <p>Commissioners note that Karana as staff is very accessible to them.</p> <p>Don asked: how high of a priority is historic preservation? Craig has a vision (e.g. for downtown); does that color planning decisions? Are you supposed to be neutral?</p> <p>Chris and Craig have convinced Mayor Swearengin of the importance of historic preservation. However, it seems like we have lost some ground with Council, need to be proactive, not just reactive.</p>	<p>Molly: Karana is overwhelmed with work and time constraints... does HPC set priorities or not?</p> <p>Chris: when he was first on the HPC there was no staff support.</p> <p>Don: there is training available on how to develop "pitches"</p> <p>Craig mentions, putting time into a "thesis statement" is useful.</p> <p>Joe: would like to see the group analyze the brand and how best to change it.</p> <p>Craig: HPC is a great group, don't think work is recognized.</p> <p>Joe notes the conundrum of the public: too much, or too little historic preservation.</p> <p>Don: how to prioritize what is crucial to know about CEQA?</p> <p>Charlie: orientation packet for the Commission should include focus.</p> <p>Craig notes, that nobody has mentioned a major responsibility of the HPC: as arbitrator over preservation issues, your decision-making authority.</p> <p>Don disagrees: feels that we spend more time reviewing plans for which we can only offer comments</p>	<p>Craig asks: where are the local neighborhood communities? Chris notes that it is an issue of time, leverage of resources. No public here today, why? Should we blame them, or us?</p> <p>Molly asks, who are the various potential stakeholders/community groups (following list is created):</p> <ul style="list-style-type: none"> <li>Fresno Historical Society</li> <li>Heritage Fresno</li> <li>County Landmarks Comm. AIA</li> <li>Cultural Arts</li> <li>PBID</li> <li>FCASH</li> <li>Lowell Neighborhood</li> <li>Fresno Arts Council</li> <li>Chinatown Revitalization</li> <li>Alumni groups (CAL Bears)</li> <li>Fresno State University</li> <li>Fresno City College</li> <li>Church groups</li> <li>Central Sierra Hist. Society</li> <li>Germans from Russia</li> <li>10x10 list</li> <li>Creative Fresno</li> <li>Fresno Home Tour</li> <li>Individual professors, such as Kris Clark</li> </ul> <p>Joe notes: we need to build a coalition, provide a unified marketing message</p> <p>[Karana asks Arianna who attends FSU for her thoughts] Arianna, FSU, also Nancy Bryan and internship programs</p> <p>Don mentions lack of connection with FCC and FSU teachers who offer some kind of local history or preservation classes.</p>
--	---	--

	[Karana agrees and clarifies that the historic preservation ordinance is very clear about permit review and authority (thus a finding) vis-à-vis comments only.]	
--	--	--

**Craig Scharton** then encouraged the Commission to set some basic goals and to vote on what they feel are priorities for 2012. Everyone was allowed three votes.

- Build constituencies (2)
- Recognize districts (2)
- Prioritize districts (0)
- Build partnerships (5)
- Proactive preservation (3)
- Brand preservation in Fresno (3)
- Benefits of listing (0)
- Mid-century modernism (0)
- Non-building resources (0)
- Being inclusive (2)
- Communication (1)
- Training (0)

**Work Plan for 2012:** Based on the voting and discussion, the most important goal for 2012 is to Build Partnerships. What are the basic steps? Put all the constituencies in one room? Awards? Sticks and Carrots?

The Commissioners are volunteers, staff resources are limited, how best to focus on this goal?

**Charlotte Konczal:** We need a more distinct brand, include various groups and their input.

Top three goals of the Commission are interrelated, why are partnerships hampered?

**Don Simmons:** what are barriers from the past that we need to overcome? Personalities? Can HPC members attend other groups' meetings more often? Don notes that some communities do not have "meetings" per se (such as the disabled), but their voices still matter.

**Proactive preservation:** **Molly Smith** notes helpfulness of Commissioners keeping an eye on historic buildings. **Karana Hattersley-Drayton** agrees; from a staff perspective

it would be very useful if the Commission wanted to divvy up the list of historic properties and perhaps once a month visit a few at a time. Their eyes, and input/information from the community, is critical as we cannot be everywhere (she notes recent information from both Chris Johnson on a fire and Joe Moore and others on the Kress Building).

Page |

**Karana** further suggests three goals she would like to pursue: 1) continue to focus on the Lowell community; 2) Do a Rehab Right workshop in the Lowell; 3) work to bring in the Yosemite Avenue Historic District.

**Don Simmons** mentions that the Lowell CDC is setting priorities of one block at a time, may next focus on San Pablo Avenue.

**Craig Scharton** notes that the health of the downtown is directly related to how well the community works together. Important to establish a positive tone for meetings.

**Workshop was adjourned around 11:45 AM.**

**Respectfully submitted:**

Karana Hattersley-Drayton, M.A.  
Historic Preservation Project Manager



**REPORT TO THE HISTORIC PRESERVATION COMMISSION**

AGENDA ITEM NO. VID  
HPC MEETING: 06/25/2012

June 25, 2012

FROM: CRAIG SCHARTON, Assistant Director  
Development and Resource Management Department

APPROVED BY

DEPARTMENT DIRECTOR

BY: KARANA HATTERSLEY-DRAYTON  
Historic Preservation Project Manager  
Secretary, Historic Preservation Commission

SUBJECT: REVIEW CONCEPTUAL PROPOSAL AND MAKE NECESSARY FINDINGS FOR THE ADAPTIVE REUSE OF THE CARMEL SADDLERY (1916, HP# 162) LOCATED AT 748 BRODWAY PURSUANT TO FMC 12-1606 (a)(2) AND 12-1606 (b)(23).

**RECOMMENDATION**

Staff recommends that the Commission review the following conceptual plans for the adaptive reuse of Carmel Saddlery (HP# 162) as a tasting room for the Tioga-Sequoia Brewery. The proposal does not appear to meet the provisions of the City's Historic Preservation Ordinance which requires that permits for designated historic buildings comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties (FMC 12-1617(h)(1)). Staff therefore recommends that the conceptual plans not be approved as submitted. However, should the Commission find that the proposed work is in fact in compliance with the Standards, the Commission may approve the project in concept and/or recommend alternatives pursuant to FMC 12-1606 (b)(23).

**EXECUTIVE SUMMARY**

The property owners for the Carmel Saddlery Building, Central California Craft Beer LLC, are proposing to both restore and alter the façade of the building in order to provide a new access door through a party wall to their adjacent Tioga-Sequoia Brewery. Pursuant to FMC 12-1606(b)(23) the property owners and contractor/architects are requesting the advice of the Historic Preservation Commission and review of these conceptual plans prior to preparation of a planning entitlement. The proposal includes restoration and/or replacement in kind of several original architectural elements on the original 1917 storefront. However, the proposal also includes relocation of the existing entry doors, thus necessitating the removal of part of the original storefront façade and changing, however dramatically or subtly, a character defining feature of the building, the stepped back deeply inset storefront. The project therefore does not appear to comply with FMC 12-1617 (h)(1) of the City's Historic Preservation ordinance which requires that permits for a designated historic resource must be consistent with the Secretary of Interior's Standards. The project concept should therefore be denied, as presented. However, should the Commission upon review find that the proposed project is in compliance with the Rehabilitation Treatment of the Standards, staff recommends that the Commission refer the project back to staff so that the appropriate CEQA analysis, consistent with the substantial evidence, may be prepared and returned to the Commission for future review and approval when an actual entitlement is submitted.

**BACKGROUND**

Carmel Saddlery was constructed on a 25 foot wide parcel in 1916 by Bedros Melikian to house his harness and saddlery shop. Bedros Melikian emigrated from Armenia in 1901 with his son, Carl, and wife Akahi. Bedros died in 1934 but his son, Carl B. Melikian continued the family business until his own death in 1979 (Page and Turnbull 2007). The one-story brick masonry commercial building was designated by

the City Council to Fresno's Local Register of Historic Resources on September 2, 1980 as a "type of building and business which was once common but is now rare," and which "exemplifies the best remaining architectural type within the neighborhood" (Council Resolution 2 September 1980). Consultants for the South Stadium project re-evaluated the building in their 2007 survey and opined that "the building continues to convey its architectural significance through the retention of the original form and plan and by maintaining its storefront configuration" (Page and Turnbull 28 September 2007).

The property owners have proposed several changes to the façade, in order to both restore and refurbish the building but also to allow sufficient room for an opening through the party wall that connects the adjacent brewery building to Carmel Saddlery. The scope of work as proposed includes:

- restoration of the existing wood double entry doors
- replacement of glass in the sidelights (now covered with plywood)
- installation of new storefront windows to match the existing
- replacement of the Roman facing brick on the bulkhead with yellow-tan colored brick to match the construction materials of the building
- polishing and cleaning of the stamped concrete as well as the existing brick
- removal of the metal panel that has been placed over the clerestory/transom section on the façade and replacement with storefront glazing
- replacement of the missing decorative tile on the parapet

However, in order to allow for the construction of a pass-thru doorway between the two buildings large enough to accommodate forklifts, the façade doors and back segment of the step backed entryway would be removed and the doors would be relocated to be flush with the back of the first set of storefront windows. The wood cabinet doors and a portion of the wood ceiling within the display windows as well as a part of the wood paneling in the ceiling of the entry would be removed and potentially recycled.

#### **Secretary of the Interior's Standards for the Treatment of Historic Properties:**

Pursuant to the City's Historic Preservation Ordinance, permits for changes or modifications to a historic property must "be consistent with ...the Secretary of Interior's Standards" and not be detrimental "to the special historical, architectural or aesthetic interest or value of the Historic Resource." (FMC 12-1617 (h)(1). As a reminder, the Standards "are neither technical nor prescriptive, but are intended to promote responsible preservation practices that help protect our Nation's irreplaceable cultural resources. ...they cannot, in and of themselves, be used to make essential decisions about which features of the historic building should be saved and which can be changed" (Introduction to Standards and Guidelines).

Although the proposed scope of work includes restoration or replacement in kind of original architectural fabric on the building's façade, the scope also includes demolition of a portion of what has clearly been called out as an important character-defining feature of the building, its deeply recessed, step back display windows. It would be useful to consider a quid-pro-quo response: that the restoration of architectural elements outweighs the loss of the last section of storefront windows. However, a strict reading of the City's ordinance and the Rehabilitation Treatment protocol of the Standards does not appear to allow for this kind of flexibility.

The Standards include four treatment approaches: Preservation, Rehabilitation, Restoration and Reconstruction. Rehabilitation is the protocol most commonly used protocol for certified historic and older buildings and is defined as "the act of process of making possible a compatible use for a property through

repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values.” The Rehabilitation Treatment includes a specific set of recommendations for storefronts. The guidelines recommend: “Identifying, retaining, and preserving storefronts---and their functional and decorative features---that are important in defining the overall historic character of the building such as display windows, signs, doors, transoms, kick plates, corner posts, and entablatures.” The Guidelines recommend against “Removing or radically changing storefronts---and their features, which are important in defining the overall historic character of the building so that, as a result, the character is diminished.”

Carmel Saddlery was initially placed on the City’s Local Register over thirty years ago as “the best remaining architectural type within the neighborhood.” Architectural historians for Page and Turnbull confirmed the 1978 evaluation and 1980 register designation by noting that “the building continues to convey its architectural significance through the retention of the original form and plan and by maintaining its storefront configuration” (Page and Turnbull 28 September 2007). Thus it is this original stepped back entryway which appears to be the most important architectural feature of Carmel Saddlery. Any changes to it would appear to lead to a loss of integrity and be in conflict with the Standards.

As noted previously, the Standards are not prescriptive but are guidelines for best practices. Although changes to comply with health, safety and accessibility standards and the removal of “inappropriate non-historic ... alterations”, as examples, are allowed under the Standards, changes to or the demolition of original façade materials are not recommended, nor a good preservation practice. The Historic Preservation Ordinance additionally notes any (future) modifications to a designated resource must not only be consistent with the Standards but also not be “detrimental to the special historical, architectural or aesthetic interest or value of the Historic Resource.” The Commission may wish to discuss whether the proposal is in fact “detrimental” to the value of the Historic Resource. If indeed the proposed change to the façade is not perceived as detrimental, than a finding of conformity with the ordinance and the Rehabilitation protocol of the Standards is possible. It would be best, however, to search for an alternative that achieves the end result of a new connecting doorway between the two buildings that does not adversely affect the historic significance of this nearly 100-year old building.

- Attachments:
- Exhibit A - Survey forms for Carmel Saddlery May 1978 and September 2007.
  - Exhibit B - Floor Plan Study, Sequoia Brewer Annex 17 May 2012 by Vermeltfoort Architects, Inc.
  - Exhibit C - Excerpts, Secretary of the Interior’s Standards, Rehabilitation Treatment.

HPA 102

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 7N

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 4 \*Resource name(s) or number (assigned by recorder) 748 Broadway Street

P1. Other Identifier: Carmel Saddlery, C.B Melikian Harness & Saddlery

\*P2. Location:  Not for Publication  Unrestricted \*a. County: Fresno  
and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad: Fresno South, Calif. Date: 1999-2003

\*c. Address: 748 Broadway Street City: Fresno Zip: 93721

d. UTM: Zone: 10 mE/ \_\_\_\_\_ mN (G.P.S.)

e. Other Locational Data: Assessor's Parcel Number (Map, Block, Lot): 468-283-11

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.)

748 Broadway Street is located on the northeast side of Broadway Street, between Inyo and Mono streets. Built in 1916, 748 Broadway Street is a one-story, brick masonry commercial building, designed in the 20<sup>th</sup> Century Commercial style. The rectangular-plan building has a gable roof with a stepped parapet. The foundation is not visible from the street. The southwest-facing, primary façade is clad in tan colored face brick and is dominated by a deeply inset storefront. This storefront consists of aluminum frame plate-glass display windows that step back in segments from the sidewalk to the central entry. Roman brick skirting is located under the windows. The primary entry consists of glazed, wood double doors. A clerestory covered with corrugated metal is located above the storefront and divided from it by a horizontal band of chrome trim. A simple belt course runs above the clerestory. The upper wall and parapet are unadorned except for two small rectangular tiles set into the brickwork at each end of the parapet and the place where a diamond tile appears to have once been located at the center of the parapet. The parapet is capped by a simple concrete coping. The secondary facades abut neighboring buildings and are not visible. The rear façade of the building is made of common red brick that has been painted in some areas; including painted signage that reads "Carmel Saddlery, Carl Melikian, 748 Broadway" on the upper wall, and "Carmel Harness (cont.)"

\*P3b. Resource Attributes: (list attributes and codes) HP6. 1-3 story commercial building

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



P5b. Photo: (view and date)  
View from southwest  
5/22/2007

\*P6. Date Constructed/Age and Sources:  Historic  
1916  
Building permit

\*P7. Owner and Address:  
Arnold Frank & Jane Whitehurst

\*P8. Recorded by:  
Page & Turnbull, Inc.  
724 Pine Street  
San Francisco, CA 94108

\*P9. Date Recorded:  
9/28/2007

\*P10. Survey Type:  
Intensive

\*P11. Report Citation: (Cite survey report and other sources, or enter "none") None

\*Attachments:  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other (list)

State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

Page 2 of 4

\*Resource Name or # (Assigned by recorder) 748 Broadway Street

\*Recorded by: Page & Turnbull

\*Date 9/28/2007



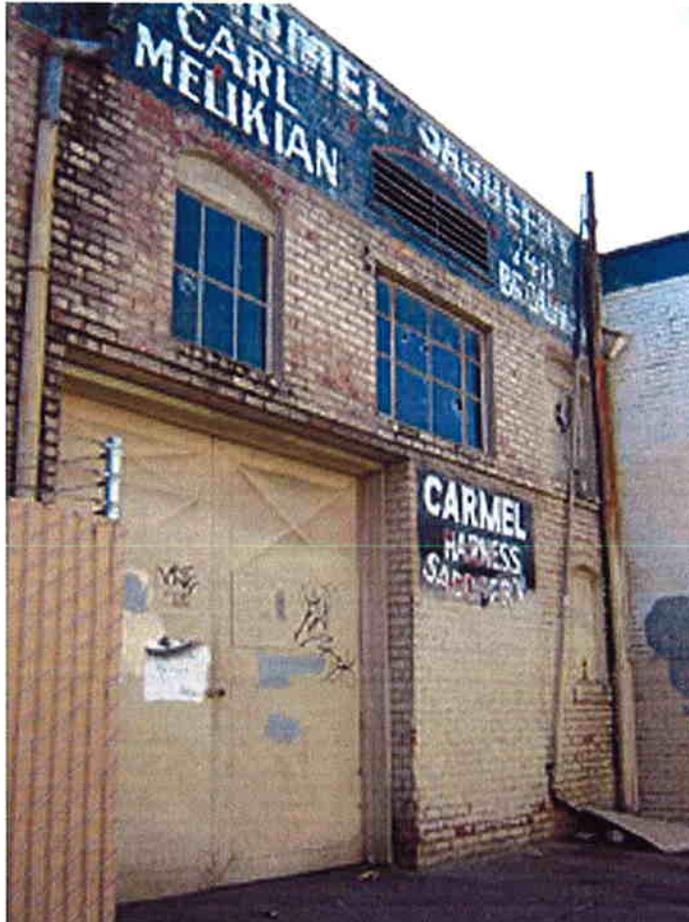
Continuation



Update

**\*P3a. Description: (continued)**

Saddlery" beside the service entrance. This service entrance dominates the southeast half of the first story of the rear façade and consists of hinged metal double doors in a large opening. A small jack arched window that has been infilled is located on the northwest side of the first story level. A simple belt course divides the first story level from the second story level, where there are three windows. The central window is a twelve-pane, fixed, steel sash window. This window is located in a horizontally oriented rectangular opening and its muntins have a slightly asymmetrical pattern. On either side of this center window are smaller six-pane, steel sash, fixed windows in jack arched openings. These windows are slightly smaller than the opening and the tympanum has been infilled with concrete. The window on the northwest side has been painted over. Another jack arched opening exists at the center of the upper wall, corresponding with the peak of the gable roof. It has a horizontal configuration and is filled with a narrow louvered vent, while the tympanum is filled with concrete. The building appears to be in good condition and its physical integrity is also good.



Rear (northeast) façade, from the south.

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 3 of 4

\*NRHP Status Code 5S1

\*Resource Name or # (assigned by recorder) 748 Broadway Street

B1. Historic name: Carmel Saddlery, C.B. Melikian Harness & Saddlery  
 B2. Common name: None  
 B3. Original Use: Commercial; light industrial  
 B4. Present use: Vacant  
 \*B5. Architectural Style: 20<sup>th</sup> Century Commercial

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed in 1916. Possible alterations to the rear garage entrance in 1919. Remodeled storefront in 1949, including replacement of original windows with aluminum frame plate-glass windows, installation of Roman brick skirting below windows, and covering of clerestory windows with corrugated metal.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None.

B9a. Architect: Unknown b. Builder: Carl Melikian

\*B10. Significance: Theme Commercial Development Area: Central Business District, Downtown Fresno  
 Period of Significance 1916 Property Type Commercial Applicable Criteria iii  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

748 Broadway Street was constructed in 1916 by Bedros Melikian to house his harness and saddlery shop. Bedros Melikian emigrated from Armenia in 1901 with his son, Carl, and wife, Akahi. The Melikian family was part of a large Armenian community that lived and worked in the area, which was known as Armenia Town. The original boundaries of Armenia Town enveloped the South of Stadium Survey Area. Bedros Melikian died in 1934 and his son Carl B. Melikian continued the family business until his own death in 1979. C.B. Melikian's harness & saddlery business, known as Carmel Saddlery after the 1950s, continued to operate at 748 Broadway until at least 1978. The building currently appears to be vacant.

Prior to construction of this building, the parcel contained a small, one-story dwelling. With the steady growth experienced in the City of Fresno in the early 1900s, the South of Stadium Survey Area (Central Business District) gradually changed from a residential area to a commercial area. The 1906 Sanborn Map shows the area around 748 Broadway as being mostly residential. The 1918 Sanborn map shows a significant shift from a residential to a commercial area, and by 1948 the area was almost entirely commercial. (continued)

B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

\*B12. References:  
 City of Fresno building permits  
 Fresno City Directories  
 Sanborn Maps 1906, 1918, 1948  
 Fresno Bee, October 11, 1934 and March 20, 1979.  
 (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page and Turnbull  
 \*Date of Evaluation: 09/28/2007

(This space reserved for official comments.)



State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_

Page 4 of 4

\*Resource Name or # (Assigned by recorder) 748 Broadway Street

\*Recorded by: Page & Turnbull \*Date 09/28/2007  Continuation  Update

**B10. Significance** (continued)

748 Broadway Street maintains integrity of location, setting, and feeling as an early 20<sup>th</sup> century commercial building. The building has diminished integrity of association, as it is no longer used in its original capacity as a harness shop. Its integrity of materials and workmanship are slightly diminished due to the covering of the clerestory windows and replacement of the storefront windows, though the general integrity of design is good. Overall, the building continues to convey its architectural significance through the retention of the original form and plan and by maintaining its storefront configuration.

748 Broadway Street is listed in the Local Register of Historic Resources for the City of Fresno as landmark #162. The building is listed as being architecturally significant and continues to convey this significance. The building is also associated with a long-standing Armenian owned business which highlights the ethnic diversity found in the Central Business District. Though the building does not appear to be eligible for the National or California Register, its local designation is still valid.

This property was not fully assessed for its potential to yield information important in prehistory or history, per National Register Criterion D.

**B12. References** (continued)

Fresno City and County Historical Society, Ben R. Walker Collection (newspaper archives)  
State of California DPR 523 form, "Carmel Saddlery, 748 Broadway Street," May 1978  
U.S. Federal Census Records

# HISTORIC RESOURCES INVENTORY

(State use only) Ser 11/510500/684550 Site \_\_\_\_\_ Mo. \_\_\_\_\_ Yr. \_\_\_\_\_  
 UTM Q NR 4 SHL \_\_\_\_\_  
 Lat \_\_\_\_\_ Lon \_\_\_\_\_ Era \_\_\_\_\_ Sig \_\_\_\_\_  
 Adm T2 T3 Cat HABS HAER Fed \_\_\_\_\_  
District A.29 HP 162 (revised)

## IDENTIFICATION

- Common name: Carmel Saddlery
- Historic name, if known: C. B. Melikian Harness & Saddlery
- Street or rural address 748 Broadway  
 City: Fresno, California ZIP: 93721 County: Fresno
- \* Present owner, if known: Carl B. Melikian Address: P.O. Box 851  
 City: Pismo Beach, California ZIP: 93449 Ownership is: Public  Private
- Present Use: Harness & Saddlery Original Use: Harness & Saddlery  
 Other past uses: None
- \* Per EMIS 7/18/80 Leon Emerzian Jr. 743 Broadway, Fresno 93721

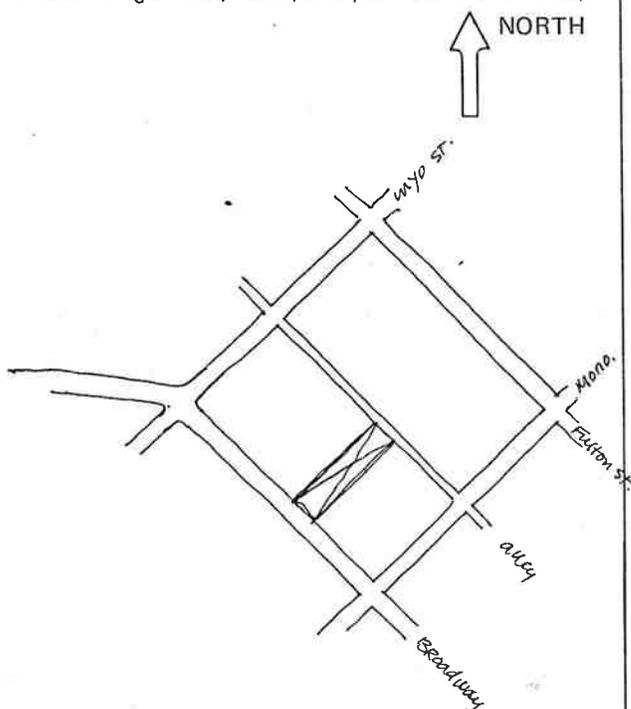
## DESCRIPTION

- Briefly describe the present physical appearance of the site or structure and describe any major alterations from its original condition:

A 25' wide building sandwiched between two other buildings so that only the store front shows. Brick facing of grey-brown color surrounds the inset entry and show windows. Leaded glass transom light on facade. Wood paneled show window walls. Wood floors of oiled pine. Bare electric bulbs hang on wires from overhead. The only signage - very old- is that printed on the transom light. The only change noted is the metal frames around the show windows - relatively new from what was originally probably wood.

Per Leon Emerzian (public hearing 5/22/80) there is no leaded glass transom light on facade nor bare electric bulbs in interior

- Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



- Approximate property size:  
 Lot size (in feet) Frontage 25  
 Depth 140  
 or approx. acreage 0.08
- Condition: (check one)  
 a. Excellent  b. Good  c. Fair   
 d. Deteriorated  e. No longer in existence
- Is the feature a. Altered?  b. Unaltered?
- Surroundings: (Check more than one if necessary)  
 a. Open land  b. Scattered buildings   
 c. Densely built-up  d. Residential   
 e. Commercial  f. Industrial   
 g. Other
- Threats to site:  
 a. None known  b. Private development   
 c. Zoning  d. Public Works project   
 e. Vandalism  f. Other
- Date(s) of enclosed photograph(s): May 1978

NOTE: The following (Items 14-19) are for structures only.

14. Primary exterior building material: a. Stone  b. Brick  c. Stucco  d. Adobe  e. Wood   
f. Other  \_\_\_\_\_
15. Is the structure: a. On its original site?  b. Moved?  c. Unknown?
16. Year of initial construction 1917 This date is: a. Factual  b. Estimated
17. Architect (if known): Unknown
18. Builder (if known): Unknown
19. Related features: a. Barn  b. Carriage house  c. Outhouse  d. Shed(s)  e. Formal garden(s)   
f. Windmill  g. Watertower/tankhouse  h. Other  \_\_\_\_\_ i. None

SIGNIFICANCE

20. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site when known):

An original store front building - little changed from its original state. Leaded glass transom window over the store front windows still exist - one of the very few in the city. Interior with its wood floors and skylighted main room is an environment from out of the past circa 1917. The interior has changed very little from that time. The same products displayed in 1917 can be found in the same environment. Once, a typical building, but none remain in as pure and unchanged a form as this building.

21. Main theme of the historic resource: (Check only one): a. Architecture  b. Arts & Leisure   
c. Economic/Industrial  d. Exploration/Settlement  e. Government  f. Military   
g. Religion  h. Social/Education

22. Sources: List books, documents, surveys, personal interviews, and their dates:

Assessor's Office  
City Directories

23. Date form prepared: 6/29/78 By (name): William E. Patnaude  
Address: 1050 'S' Street City Fresno, California ZIP: 93721  
Phone: (209) 486-8150 Organization: Allen Y. Lew & William E. Patnaude, Inc.

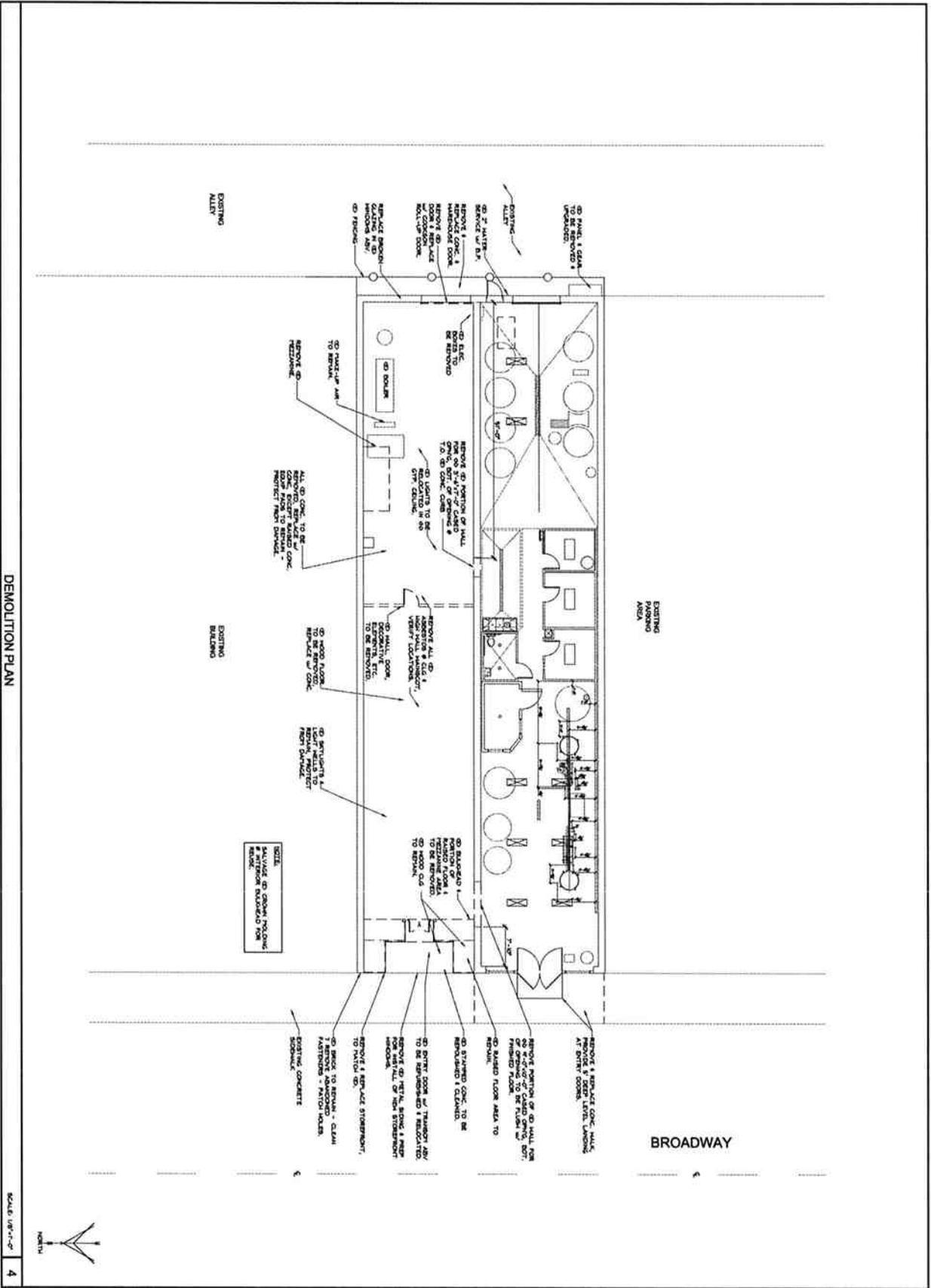
(State Use Only)

2/2090 748 Broadway



W-E  
HP4162





DEMOLITION PLAN

SCALE: 1/8"=1'-0"  
4

**A200**

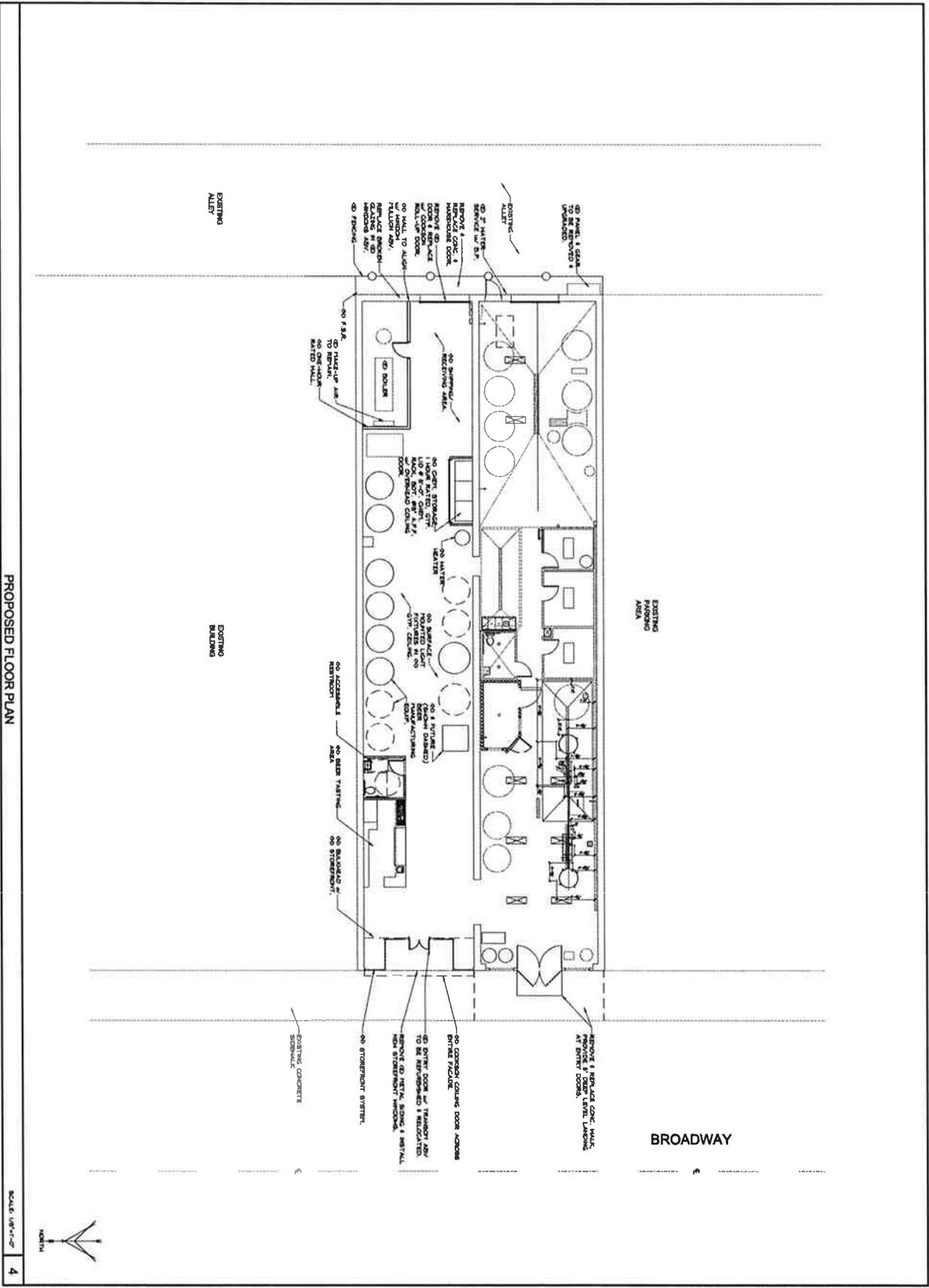
■ FLOOR PLAN STUDY  
 ■ SEQUOIA BREWERY ANNEX  
 ■ FRESNO, CALIFORNIA  
 ■ DEMOLITION PLAN



**Vermelfort Architects, Inc.**  
 Architecture and Planning  
 8525 North Cedar Avenue  
 Suite 106  
 Fresno, California 93720  
 Office: 559.432.6744  
 Fax: 559.432.6745

This drawing is the property of Vermelfort Architects, Inc. and shall remain the property of Vermelfort Architects, Inc. if it is reproduced, copied, or otherwise used without the written consent of Vermelfort Architects, Inc.

DATE	REVISION



PROPOSED FLOOR PLAN

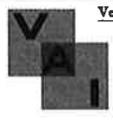
SCALE: 1/8" = 1'-0"

**FLOOR PLAN STUDY**  
**SEQUOIA BREWERY ANNEX**  
 ■ FRESNO, CALIFORNIA  
**PROPOSED FLOOR PLAN**

DATE: 5-17-12  
 REV. DATE:  
 PROJECT NO.: 0208  
 DRAWING BY: PLM/MS  
 SHEET: A201



(STAMP INVALID UNLESS KEY-SIGNED)



**Vermeltoft Architects, Inc.**  
 Architecture and Planning  
 8525 North Cedar Avenue  
 Suite 106  
 Fresno, California 93720  
 Office: 559.432.6744  
 Fax: 559.432.6745

This document is the property of Vermeltoft Architects, Inc. and is not to be distributed or reproduced without the written consent of the architect.

DATE REVISION

DATE	REVISION



# 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.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. 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.
10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

## -GUIDELINES-

### **The Approach**

#### **Exterior Materials**

[Masonry](#)  
[Wood](#)  
[Architectural Metals](#)

#### **Exterior Features**

[Roofs](#)  
[Windows](#)  
[Entrances + Porches](#)  
[Storefronts](#)

#### **Interior Features**

[Structural System](#)  
[Spaces/Features/Finish](#)  
[Mechanical Systems](#)

#### **Site**

#### **Setting**

#### **Special Requirement**

[Energy Efficiency](#)  
[New Additions](#)  
[Accessibility](#)  
[Health + Safety](#)

## THE STANDARDS

[Guidelines for Rehabilitation-->](#)



EXTERIOR FEATURES

# storefronts



Identify Protect Repair Replace Missing feature

## Identify, Retain and Preserve

### RECOMMENDED

Identifying, retaining, and preserving storefronts--and their functional and decorative features--that are important in defining the overall historic character of the building such as display windows, signs, doors, transoms, kick plates, corner posts, and entablatures. The removal of inappropriate, nonhistoric cladding, false mansard roofs, and other later alterations can help reveal the historic character of a storefront.



*This Moderne storefront has gained significance over time and would be retained and preserved within the treatment, Rehabilitation. Photo: NPS files.*

### NOT RECOMMENDED

Removing or radically changing storefronts--and their features--which are important in defining the overall historic character of the building so that, as a result, the character is diminished.

Changing the storefront so that it appears residential rather than commercial in character.

Removing historic material from the storefront to create a recessed arcade.

Introducing coach lanterns, mansard designs, wood shakes, nonoperable shutters, and small-paned windows if they cannot be documented historically.

Changing the location of a storefront's main entrance.

### -GUIDELINES-

#### The Approach

- Exterior Materials**
- [Masonry](#)
- [Wood](#)
- [Architectural Metals](#)

- Exterior Features**
- [Roofs](#)
- [Windows](#)
- [Entrances + Porches](#)
- [Storefronts](#)

- Interior Features**
- [Structural System](#)
- [Spaces/Features/Finish](#)
- [Mechanical Systems](#)

#### Site

#### Setting

- Special Requirement**
- [Energy Efficiency](#)
- [New Additions](#)
- [Accessibility](#)
- [Health + Safety](#)

### THE STANDARDS



*This photograph shows the impact of inappropriate alterations on historic storefronts. The storefront on the right has been totally obscured by a "modern" front added in the 1950s. Photo: NPS files.*

top

## Protect and Maintain

### RECOMMENDED

Protecting and maintaining masonry, wood, and architectural metals which comprise storefronts through appropriate treatments such as cleaning, rust removal, limited paint removal, and reapplication of protective coating systems.



*The distinctive 19th century brick and wood storefront has been successfully maintained over time. Photo: NPS files.*

Protecting storefronts against arson and vandalism before work begins by boarding up windows and installing alarm systems that are keyed into local protection agencies.

Evaluating the existing condition of storefront materials to determine whether more than protection and maintenance are required, that is, if repairs to features will be necessary.

### NOT RECOMMENDED

Failing to provide adequate protection of materials on a cyclical basis so that deterioration of storefront features results.

Permitting entry into the building through unsecured or broken windows and doors so that interior features and finishes are damaged by exposure to weather or vandalism.

Stripping storefronts of historic material such as wood, cast iron, terra cotta, carrara glass,

and brick.

Failing to undertake adequate measures to assure the preservation of the historic storefront.

top

## Repair

### RECOMMENDED

Repairing storefronts by reinforcing the historic materials. Repairs will also generally include the limited replacement in kind—or with compatible substitute materials—of those extensively deteriorated or missing parts of storefronts where there are surviving prototypes such as transoms, kick plates, pilasters, or signs.



*In the treatment, Rehabilitation, one option for replacing missing historic features is to use pictorial documentation and/or physical evidence to re-create the historic feature. (a) In this example, the ornamental cornice of an 1866 limestone building was missing; and the ground level storefront had been extensively altered. (b) and (c) Based on the availability of photographic and other documentation, the owners were able to accurately restore the cornice and storefront to their historic configuration. A substitute material, fiberglass, was used to fabricate the missing pressed metal cornice, an acceptable alternative in this project. All work met the Standards.*

### NOT RECOMMENDED

Replacing an entire storefront when repair of materials and limited replacement of its parts are appropriate.

Using substitute material for the replacement parts that does not convey the same visual appearance as the surviving parts of the storefront or that is physically or chemically incompatible.

---

top

## Replace

### RECOMMENDED

Replacing in kind an entire storefront that is too deteriorated to repair—if the overall form and detailing are still evident—using the physical evidence as a model. If using the same material is not technically or economically feasible, then compatible substitute materials may be considered.

### NOT RECOMMENDED

Removing a storefront that is unreparable and not replacing it; or replacing it with a new storefront that does not convey the same visual appearance.

---

top

*The following work is highlighted to indicate that it represents the particularly complex technical or design aspects of Rehabilitation projects and should only be considered after the preservation concerns listed above have been addressed.*

## Design for the Replacement of Missing Historic Features

### RECOMMENDED

Designing and constructing a new storefront when the historic storefront is completely missing. It may be an accurate restoration using historical, pictorial, and physical documentation; or be a new design that is compatible with the size, scale, material, and color of the historic building.

### NOT RECOMMENDED

Creating a false historical appearance because the replaced storefront is based on insufficient historical, pictorial, and physical documentation.

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.

**[HISTORICAL OVERVIEW](#) - [PRESERVING](#) - [rehabilitating](#) - [RESTORING](#) - [RECONSTRUCTING](#)**

[main](#) - [credits](#) -