

HISTORIC RESOURCES COMMISSION MEETING OF SEPTEMBER 10, 2009

AGENDA ITEM: F-1

FILE NO: HRC-09-077

STAFF AUTHOR: Jennifer Pruitt, Principal Planner

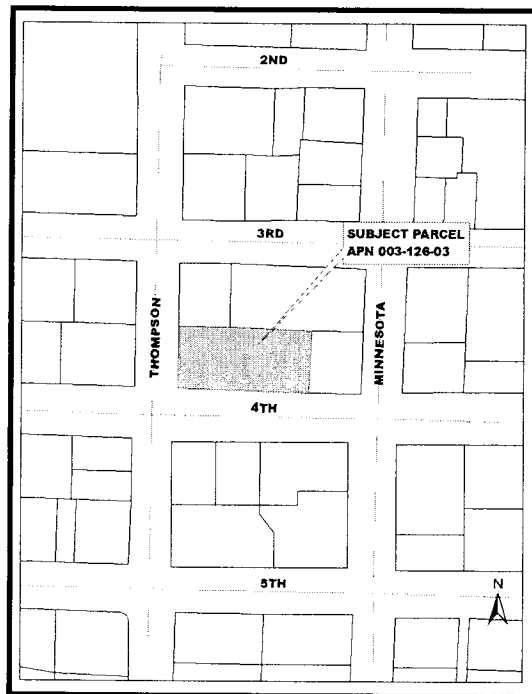
REQUEST: To consider a request from Robert L. Crowell to replace an existing freestanding sign with an approximate 20 square foot, six feet in overall height wooden free standing sign with simulated granite block, on property zoned Residential Office (RO), located at 510 West Fourth Street, APN 003-126-03.

APPLICANT: Robert L. Crowell

OWNER: 510 Partnership

LOCATION/APN: 510 West Fourth Street / APN 003-126-03.

**RECOMMENDED MOTION:** It is recommended that the Historic Resources Commission: "Move to approve HRC-09-077, a request from Robert L. Crowell (property owner: 510 Partnership), to allow the replacement of an existing freestanding sign with an approximate 20 square foot, six feet in overall height wooden free standing sign with simulated granite block, on property zoned Residential Office (RO), located at 510 West Fourth Street, APN 003-126-03, subject to the conditions of approval contained in the staff report. This approval is based on the understanding that any stipulations to the Commission by the applicant are to be considered as conditions to the approval."



**RECOMMENDED CONDITIONS OF APPROVAL:**

1. All development shall be substantially in accordance with the attached site development plans.
2. All on and off-site improvements shall conform to City standards and requirements.
3. The use for which this permit is approved shall commence within 12 months of the date of final approval. An extension of time must be requested in writing to the Planning Division 30 days prior to the one-year expiration date. Should this request not be initiated within one year and no extension granted, the request shall become null and void.
4. The applicant must sign and return the Notice of Decision within 10 days of receipt of notification. If the Notice of Decision is not signed and returned within 10 days, then the item will be rescheduled for the next Historic Resources Commission meeting for further considerations.
5. The applicant shall submit a copy of the signed Notice of Decision and conditions of approval with the building permit application.
6. Approval is based upon the project complying with the Standards and Guidelines for Rehabilitation, Carson City Historic District Guidelines, the Historic Resources Commission Policies and that the plans as submitted are in general conformance with the Secretary of the Interior's Standards.
7. Materials and design shall be compatible with the primary on-site building.
8. The maximum signage shall not exceed 20 square feet and six feet in overall height, as proposed by this application.
9. Illumination from or upon any signs in the Residential Office zoning district shall be of such a light intensity or brightness that does not distribute light on adjacent areas.

**PREVIOUS REVIEWS:**

- H-85-6 was approved by the HRC on September 09, 1985 to allow an exterior renovation of the structure and the demolition of the existing garage.
- H-86-6 was approved by the HRC on March 19, 1986 to allow the installation of a freestanding redwood sandblasted sign on site of approximately 10 square feet.
- H-91/92-37 was approved by the HRC in 1992, to allow the installation of awnings to reduce sunlight and excessive heat from the southern exposure windows.
- H-91/92-38 was approved by the HRC in 1992, for an Open Space Use Assessment.

## DISCUSSION:

The subject site is located at 510 West Fourth Street. The site is 14,640 square feet and contains a two story professional office building of 3,817 square feet, built prior to 1906. The applicant is requesting to allow the replacement an existing freestanding signage with an approximate 20 square foot, six feet in overall height wooden free standing sign with simulated granite block. The proposed signage will be located west of the existing signage and approximately 7.5 feet north of the existing sidewalk. (See attached photos).

The historic structure on site was designed by Architect John Conant of Oakland, California prior to 1906 and is historically known as the E.P. Esser Home. As noted in the Carson City Resources Inventory dated March of 1980, this structure is of highly sophisticated design exhibiting an interesting composition and use of materials. The interplay of concrete textures and the fine detailing in the windows and capitals creates a visual interest in the exceptional structure.

The applicant notes that there has been a name change of the law firm renting the structure and his architect suggested that the applicant install a sign that is keeping with the period architecture of the historic structure, which is a Shingle and Colonial Revival style.

Staff conducted a site visit on September 04, 2009, and verified the existing condition of the structure is accurately represented. It should be noted that the proposed signage has not been already been installed on-site.

Staff notes that the proposed sign meets the Carson City Municipal Code requirements as to square footage limitations, with the maximum allowable area being 32 square feet for any freestanding sign and a maximum height of six feet. At this time, the applicant is proposing 20 square feet non-illuminated signage on the southwestern portion of the subject site.

The Historic District Standards state, in part that:

- All signs must have an appearance, color, size, texture and design, which conform to the sign code and to the historic character of the district. It should be noted that the proposed signage as designed by the Architect is keeping with the period architecture of the historic structure, which is Shingle and Colonial revival styles. The purpose of the materials noted; wood shingles roof element, simulated granite block and architectural designs particular to the columns identified on the porch of the existing structure, have been incorporated to match the period architecture. The orientation of the proposed signage is a north south orientation. The massing of the signage is impressive yet taken into account the lot size of .34 acres, the exceptionally unique 3,800 square foot historic structure and signage orientation, affords the signage to be consistent with the subject site.

**PUBLIC COMMENTS:** Public notices were mailed to nine adjacent property owners to the subject parcel in accordance with the provisions of NRS and CCMC 18.02.045. As of September 04, 2009, no comments have been received in favor or opposed to the proposed project. Any comments that are received after this report is completed will be submitted prior to or at the Historic Resources Commission meeting, depending on their submittal date to the Planning Division.

**Engineering Division comments:**

- The street right of way line is shown on the first drawing as being just behind the back of sidewalk. West Fourth Street in this area is 66 feet wide, and the right of way line is actually about 9 feet behind the back of sidewalk.
- It would be possible to apply for a Carson City Encroachment Permit to place the sign in the street right of way.

**Building Division comments:**

***NOTE: These comments do not constitute a complete plan review, but are merely observations based on the information provided.***

***Scope of Application***

Scope of project involves the installation of a freestanding sign.

***General Plan Submittal***

1. Project requires application for a Building Permit, issued through the Carson City Building Division. This will necessitate a complete review of the project to verify compliance with all adopted construction codes and municipal ordinances applicable to the scope of the project.
2. The mounting the sign shall comply with the *2006 International Building Code Appendix H, Section H112.*
3. Any electrical portion of the project shall comply with the *2005 National Electrical Code ('05 NEC)* and *2006 International Building Code Appendix H, Section H106.*

With the recommended conditions of approval and based on upon the project complying with the Secretary of the Interior's Standards and Guidelines for Rehabilitation, Carson City Historic District Guidelines, the Historic Resources Commission Policies, and that the plans as submitted are in general conformance, it is recommended that the Historic Resources Commission approve HRC-09-077 subject to the recommended conditions of approval within this staff report.

Respectfully Submitted,

PUBLIC WORKS DEPARTMENT, PLANNING DIVISION

*Jennifer Pruitt*

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Jennifer Pruitt, AICP, LEED AP  
Principal Planner

CARSON CITY RESOURCES INVENTORY

IDENTIFICATION:

CC 89-026-03  
 CROWELL, ROBERT L & S 1/3 ET AL  
 P O BOX 1000  
 CARSON CITY NV 89702

- 1. Address: 510 West Fourth
- 2. Common Name: \_\_\_\_\_
- 3. Historic Name: E.P. Esser Home
- 4. Present Owner: \_\_\_\_\_
- 5. Address (if not occupant): \_\_\_\_\_
- 6. Present Use: office/residence Original Use: residence

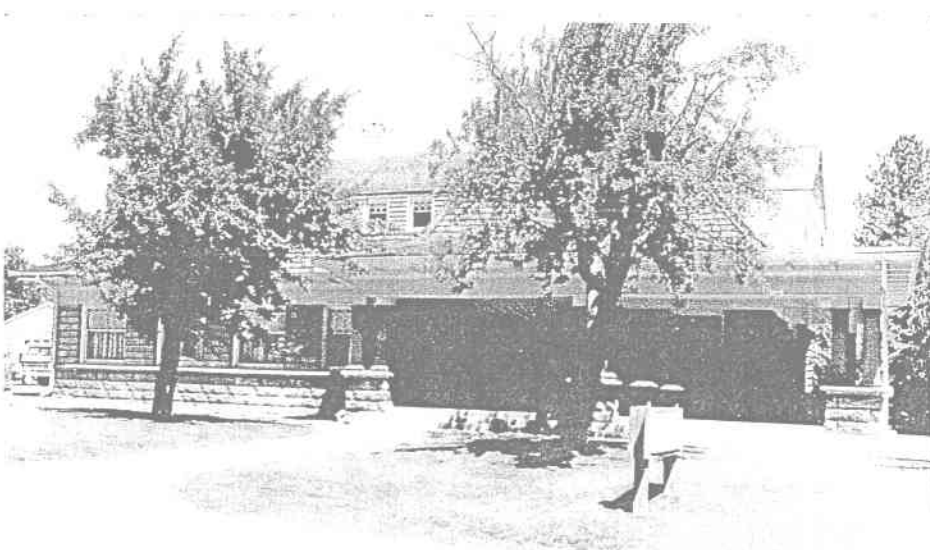
DESCRIPTION, ALTERATIONS, AND RELATED FEATURES:

Combining Shingle and Colonial Revival styles, this two story residence is rectangular in shape with a gambrel and gable roof. A variety of exterior finishes are employed and include a concrete foundation, smooth and rusticated molded concrete block, and composition shingles and siding. The double hung windows are multi-paned lights over one pane. Decorative elements include clustered fluted porch columns with capitals, and egg and dart moldings. The roof forms are also part of the decorative design and include second floor eave projections with brackets, gambreled gables, and a shallow pitched entry gable. A structure of similar design stands at 402 West Musser.

Alterations include its resurfacing and a possible gable modification.

RELATIONSHIP TO SURROUNDINGS:

Although more massive and of an unusual material, this building is different but not incompatible with adjacent structures.



Street Furniture: one inch by one inch picket fence

Landscaping: mature trees, lawn

Architectural Evaluation: PS \_\_\_\_\_ NR X  
 District Designation: PD 2 NR \_\_\_\_\_

HISTORIC ENVIRONMENT CONSULTANTS  
 2306 J Street, Penthouse  
 Sacramento, CA 95816  
 (916) 446-2447 Date March 1980

THREATS TO SITE:

None Known X Private Development \_\_\_\_\_  
Zoning RD Public Works Project \_\_\_\_\_  
Vandalism \_\_\_\_\_ Neglect \_\_\_\_\_ Other \_\_\_\_\_

ADJACENT LAND USES:

residential

PHYSICAL CONDITION:

Excellent \_\_\_\_\_ Good \_\_\_\_\_ Fair X Deteriorated \_\_\_\_\_

APPROXIMATE SETBACK: 35 to 40 feet

HISTORICAL BACKGROUND:

Architect (if known) John Conant of Oakland

Builder (if known) \_\_\_\_\_

Date of Construction c. 1906 Estimated X Factual \_\_\_\_\_ Source: Noreen Humphreys

Is Structure on Original Site? X Moved? \_\_\_\_\_ Unknown \_\_\_\_\_

SIGNIFICANCE:

This structure has a similar twin at 402 West Robinson but was built shortly before. Both structures were designed by the same architect, John Conant of Oakland. Conant was related to the Esser family, the owners of this structure. The building may have been designed by Conant and utilized by client Dr. Cavell on Robinson, and by his relatives for this address.

The structure is a highly sophisticated design exhibiting an interesting composition and use of materials. The interplay of concrete textures and the fine detailing in windows and capitals creates visual interest.

An exceptional and almost unique design, the structure skillfully combines two important architectural designs of the era, the Shingle and Colonial Revival styles.

SOURCES:

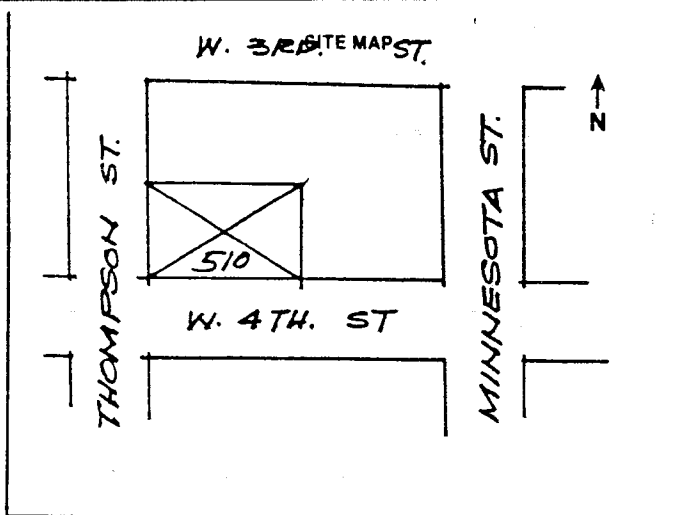
Noreen Humphreys

SUGGESTED LAND USE AND FACADE MODIFICATIONS, WHERE APPROPRIATE:

Adaptive Use:

Facade Changes:

Zoning:



1988 Update by: Ana Koval  
Rainshadow Associates  
P.O. Box 352  
Carson City, NV 89702  
(702) 849-1438

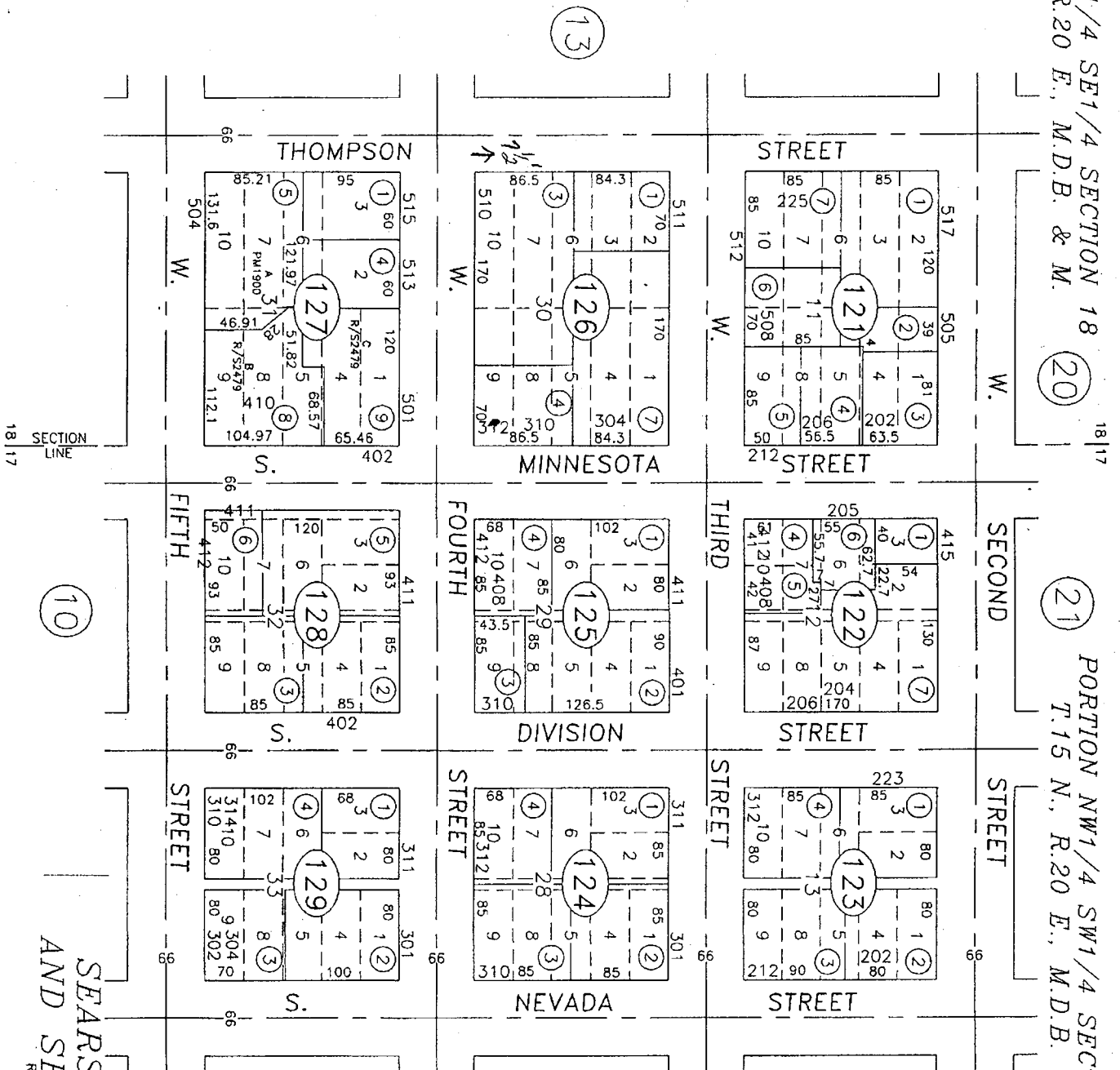
Corrected the disclaimer

CARSON CITY, NEVADA  
 THIS MAP IS PREPARED FOR THE USE OF THE CARSON CITY  
 ASSESSOR FOR ASSESSMENT AND ILLUSTRATIVE PURPOSES  
 ONLY. IT DOES NOT REPRESENT A SURVEY. NO LIABILITY  
 IS ASSUMED AS TO THE SUFFICIENCY OR ACCURACY OF THE  
 DATA DELINEATED HEREON. YOU CAN VIEW AND PRINT OUR  
 MAPS AT NO CHARGE FROM OUR WEBSITE AT  
 www.carson-city.nv.us

NOTE  
 SOME PARCELS DELINEATED HEREON MAY NOT  
 BE PRESENTED IN TRUE SIZE, SHAPE, OR LOCATION  
 DUE TO DISCREPANCIES BETWEEN LOT LINES.

PORTION NE1/4 SE1/4 SECTION 18  
 T.15 N., R.20 E., M.D.B. & M.

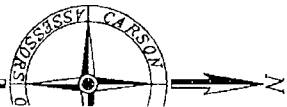
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 T.15 N., R.20 E., M.D.B. & M.

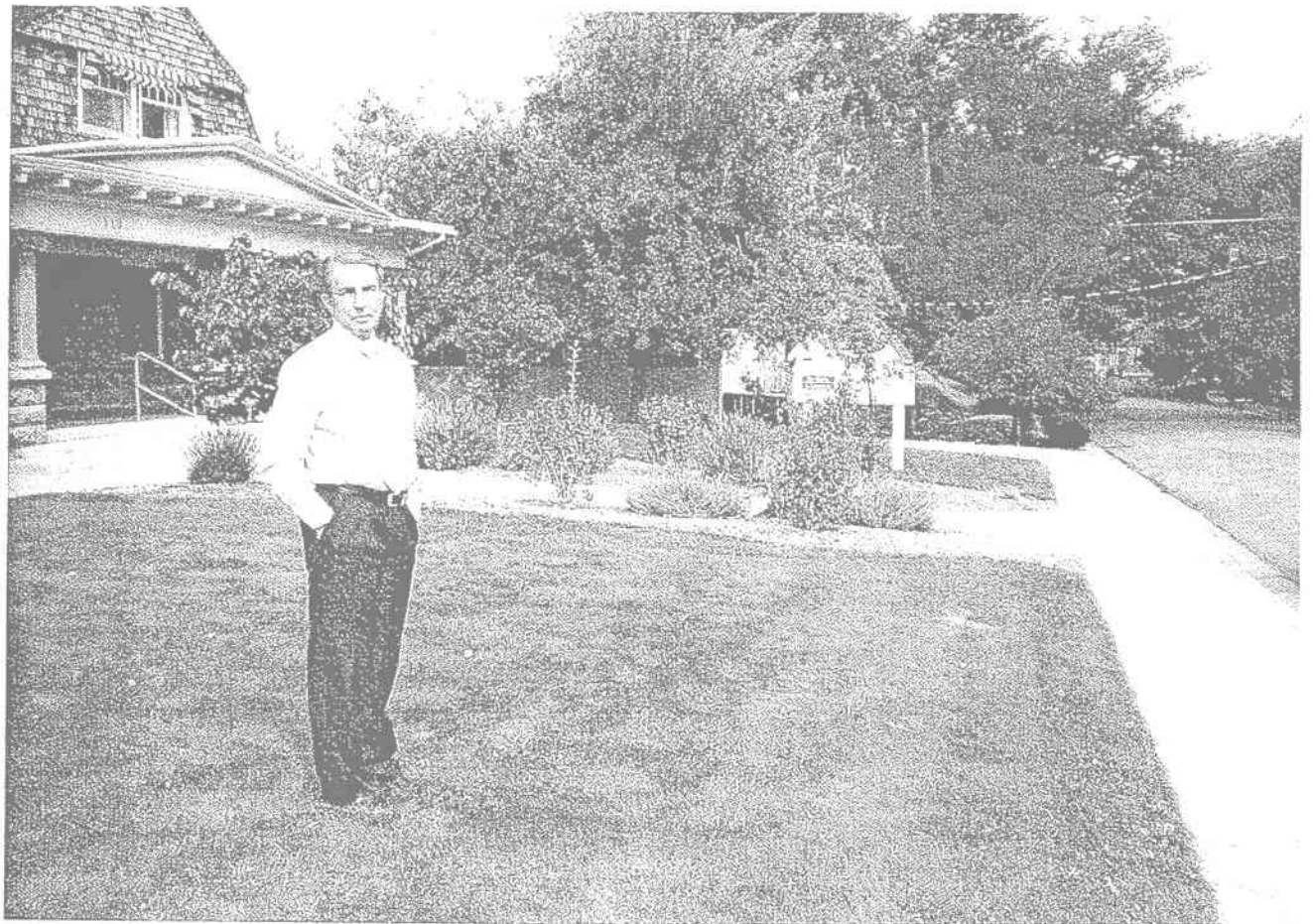
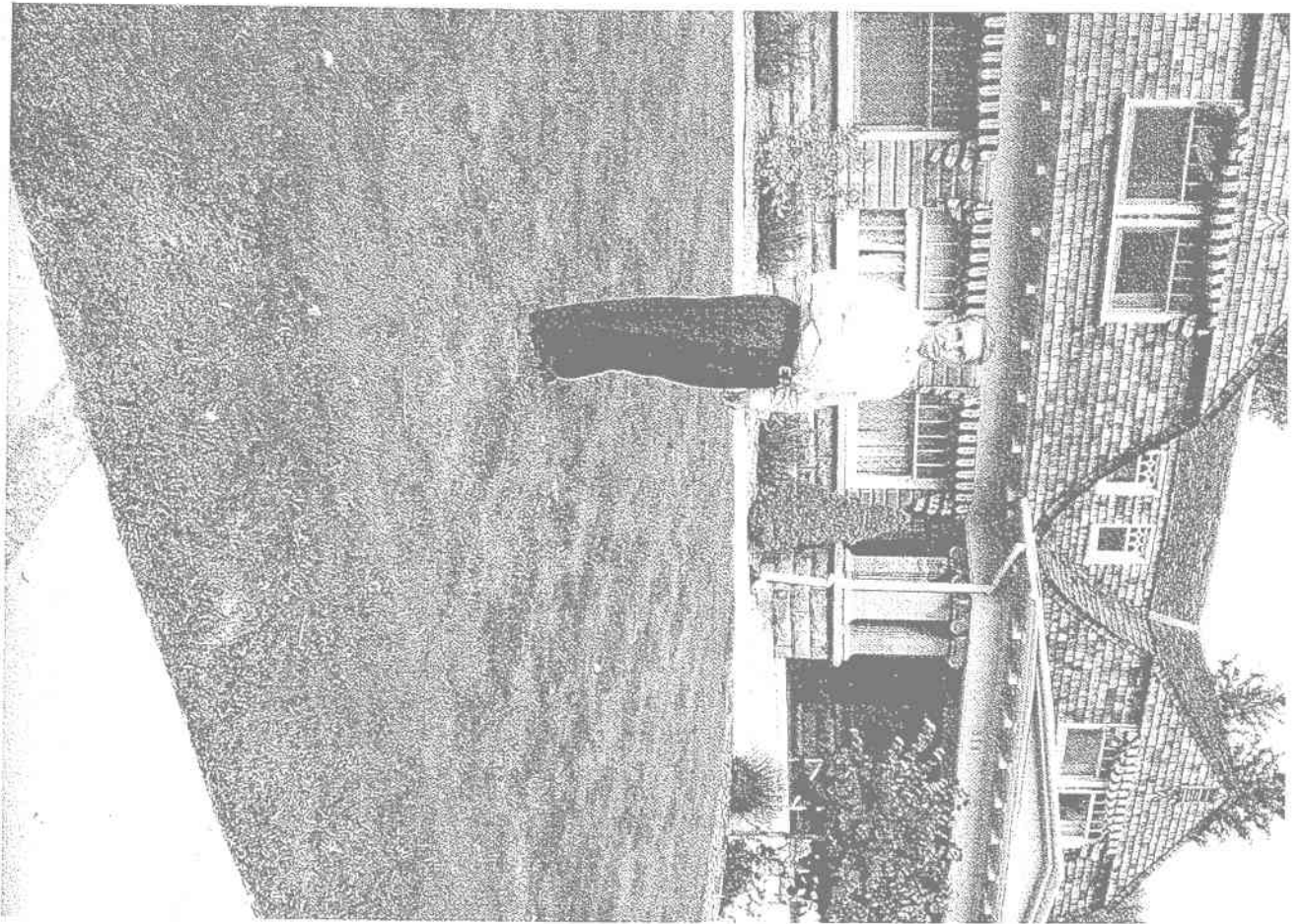


SECTION LINE  
 18 17

SEARS, THOMPS  
 AND SEARS DIVI  
 RECORDED 2/3/1860

Scale: 1" =  
 Revised 3.







Carson City Planning Division  
2621 Northgate Lane, Suite 62 • Carson City NV 89706  
Phone: (775) 887-2180 • E-mail: plandept@ci.carson-city.nv.us

FOR OFFICE USE ONLY:

**RECEIVED**

AUG 27 2009

FILE # HRC - 09 - 077

**HISTORIC RESOURCES  
COMMISSION**

CARSON CITY  
PLANNING DIVISION

**PROPERTY OWNER**

510 Partnership

**MAILING ADDRESS, CITY, STATE, ZIP**

510 W. Fourth Street, Carson City, NV 89703

**PHONE #**

**FAX #**

775-882-0257

**E-MAIL ADDRESS**

rcrowell@kcnvlaw.com

**Name of Person to Whom All Correspondence Should Be Sent**

**APPLICANT/AGENT**

**PHONE #**

Robert L. Crowell

775-884-8300

**MAILING ADDRESS, CITY, STATE ZIP**

510 W. Fourth Street, Carson City, NV 89703

**PHONE #**

775-884-8308

**FAX #**

775-882-0257

**E-MAIL ADDRESS** rcrowell@kcnvlaw.com

**FEE:** None

**SUBMITTAL PACKET**

- Application Form with signatures
- 12 Completed Application Packets-Application form, maps, supporting documentation (1 Original + 11 Copies)
- CD containing application data (pdf format)
- Documentation of Taxes Paid-to-Date

**Application Reviewed and Received By:**

**Submittal Deadline:** See attached HRC application submittal schedule.

<u>Project's Assessor Parcel Number(s):</u> 003-126-03	<u>Street Address</u> 510 West Fourth Street	<u>ZIP Code</u> 89703
<u>Project's Master Plan Designation</u>	<u>Project's Current Zoning</u> RO	<u>Nearest Major Cross Street(s)</u> Minnesota St & Thompson St.

Briefly describe the work to be performed requiring HRC review and approval. In addition to the brief description of your project and proposed use, provide additional page(s) to show a more detailed summary of your project and proposal. NOTE: The Historic District Ordinance and Historic District Design Guidelines, as well as Policy Statements, are available in the Planning Division to aid applicants in preparing their plans. If necessary, attach additional sheets.

See attached sheet.

Does the project require action by the Planning Commission or the Board of Supervisors?  Yes  No If Yes, please explain:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Will the project involve demolition or relocation of any structure within or into the Historic District?  Yes  No If Yes, please describe:

The existing signage would be removed.  
\_\_\_\_\_  
\_\_\_\_\_

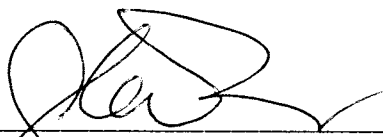
Reason for project: See attached sheet.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

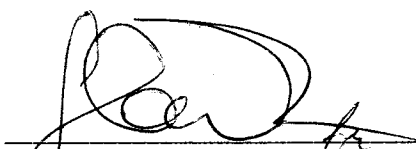
SUPPORTING DOCUMENTATION

Each application requires 12 copies, folded to 8 1/2 x 11 inches, of quality site plan and drawings showing work to be performed on the subject project which requires HRC approval. Basically, this is any work which will affect the exterior of any structure and any modifications to the site, i.e., fences, walls, or major landscaping. The name of the person responsible for preparation of the plans and drawings shall appear on each sheet.

Attached is a Plan Checklist to aid preparation of plans and architectural drawings. It is understood that all checklist items will not be included in all projects. The list is intended to give the applicant an idea of the breadth of review by the Commission on those items which are included in the subject project. Photographs can be used for illustration and discussion, but are not acceptable as substitutes.



Owner's Signature



Applicant's/Agent's Signature

510 Partnership

Owner's Printed Name

Robert L. Crowell,

Applicant's/Agent's Printed Name

## HISTORIC RESOURCES COMMISSION APPLICATION

### **Property Owner**

510 Partnership

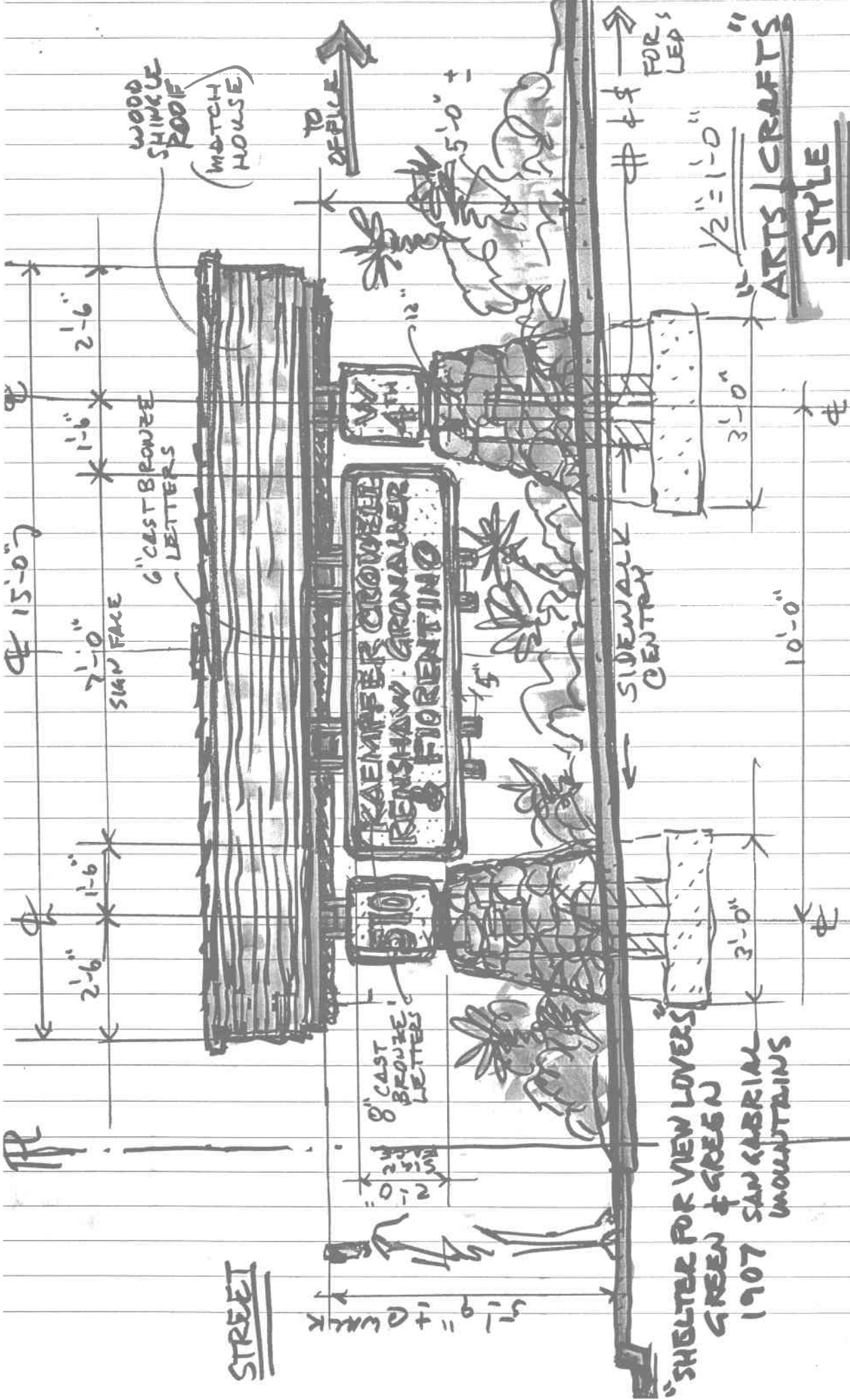
### **Property Location**

510 West Fourth Street

Carson City, NV 89703

**Briefly describe the work to be performed requiring HRC review and approval.** The building located at 510 W. Fourth was built in 1906 and renovated in 1985. It is owned by Robert L. Crowell, et al doing business as 510 Partnership. It is leased to the law firm of Kaempfer Crowell Renshaw Gronauer & Fiorentino. The tenant wishes to change the lawn sign identifying this business. A drawing of the proposed signage is attached. This drawing was prepared by Peter Wilday, Architect, and his company, Wilmac Construction, will be doing the construction and installation of the sign. The sign on the schematic shows a height of 6.5 feet that will be reduced to 6 feet. The attached drawing also show the architectural basis for this sign to be compatible with the 1906 design standards. The schematic also shows bronze raised letters – this will be changed from bronze metal to bronze-colored raised letters, probably of wood or some material less expense than bronze but of similar visual impact.

**Reason for project.** There has been a name change of the law firm renting this building. When the tenant looked to relettering the sign, our architect suggested that we not only move the sign farther west of the existing sign, but that we make a sign that fits with the period architecture of the building. A photograph of the inspiration for the sign is also attached. This photograph is found at page 89 of the Green & Green Architectural Digest that discusses architectural designs of the period and in particular, the Corinthian columns found on the porch of our existing building.



CAST BRONZE  
LETTERS

SIMULATED  
GRANITE  
BLOCK  
(CONC.)

8" RM.

1'-6"

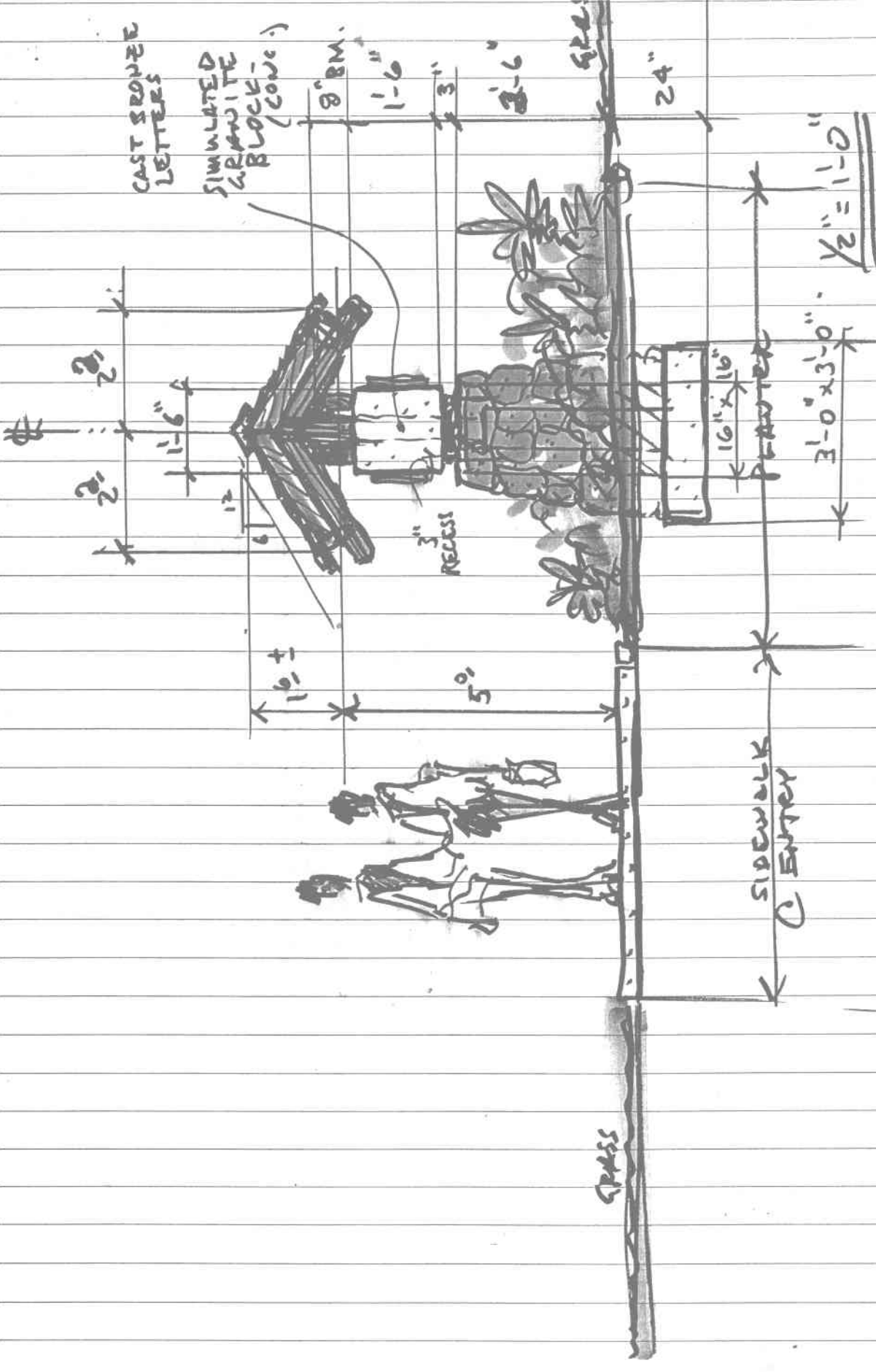
3"

2'-6"

GRASS

24"

11'-0"  
1/2" = 1'-0"



SIDEWALK  
ENTRANCE

GRASS

16" x 16"

3'-0" x 3'-0"

11'-6"

16'±

5'

3" RECESS

PLANTER

3'-0" x 3'-0"

11'-0"  
1/2" = 1'-0"

24"

2'-6"

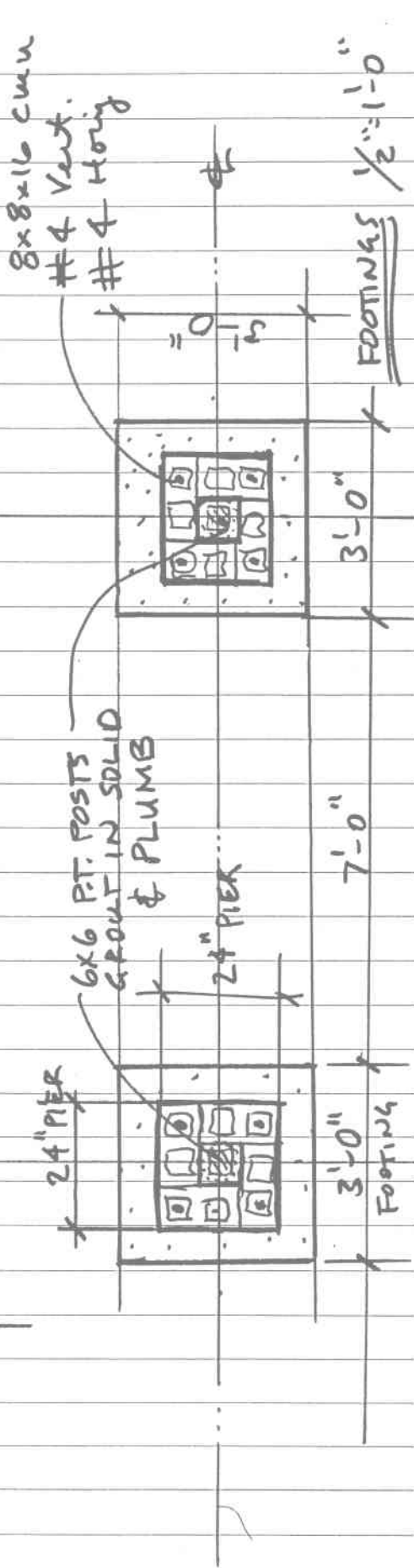
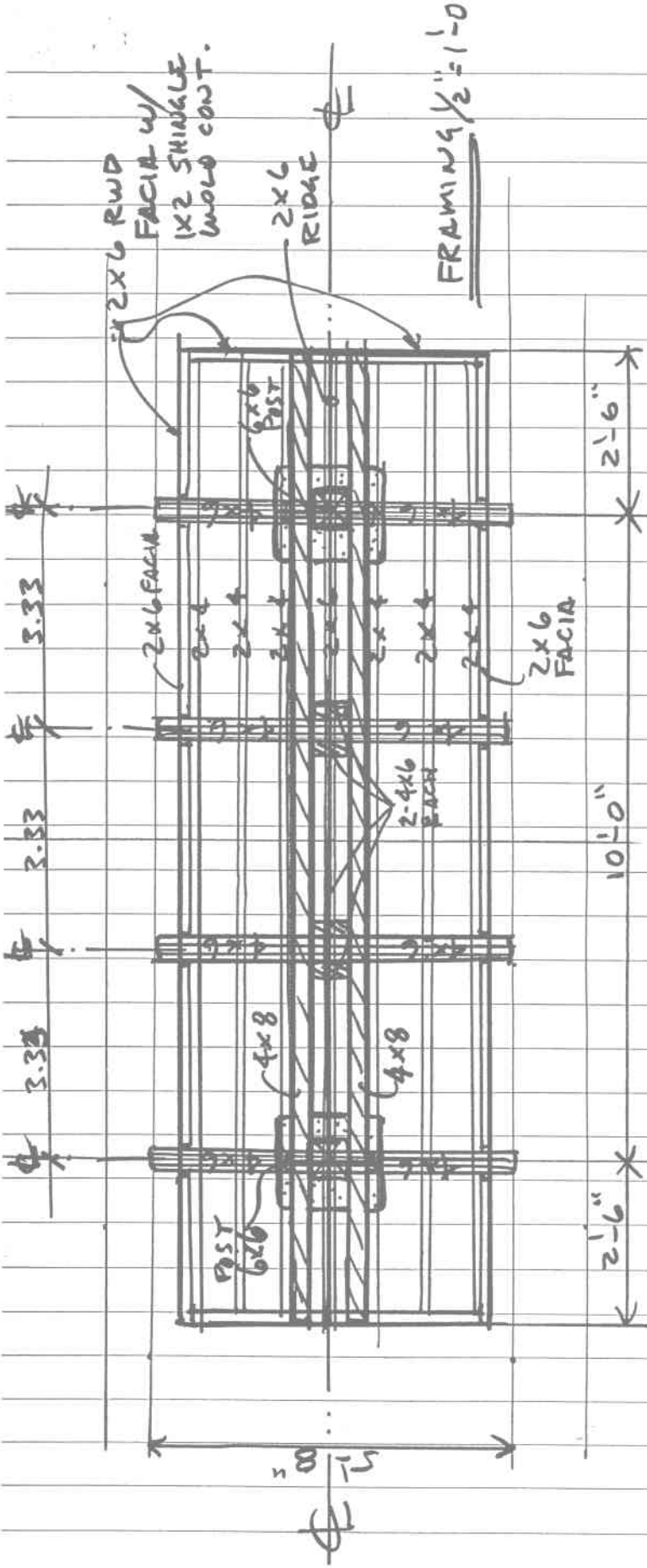
3"

1'-6"

8" RM.

SIMULATED  
GRANITE  
BLOCK  
(CONC.)

CAST BRONZE  
LETTERS



5.33

3.33

3.33

5'-0"

2'-6"

10'-0"

2'-6"

0

-5

3'-0"

7'-0"

3'-0"

FOOTINGS

FOOTINGS 1/2"=1'-0"

8x8x16 CURU  
#4 Vert.  
#4 Horiz

FRAMING 1/2"=1'-0"

FOOTINGS 1/2"=1'-0"

6x6 P.T. POSTS  
GROUT IN SOLID  
& PLUMBS

24" PIER

24" PIER

FOOTINGS

3'-0"

7'-0"

0

-5

3'-0"

7'-0"

3'-0"

FOOTINGS

FOOTINGS 1/2"=1'-0"

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24" PIER

FOOTINGS

3'-0"

7'-0"

0

-5

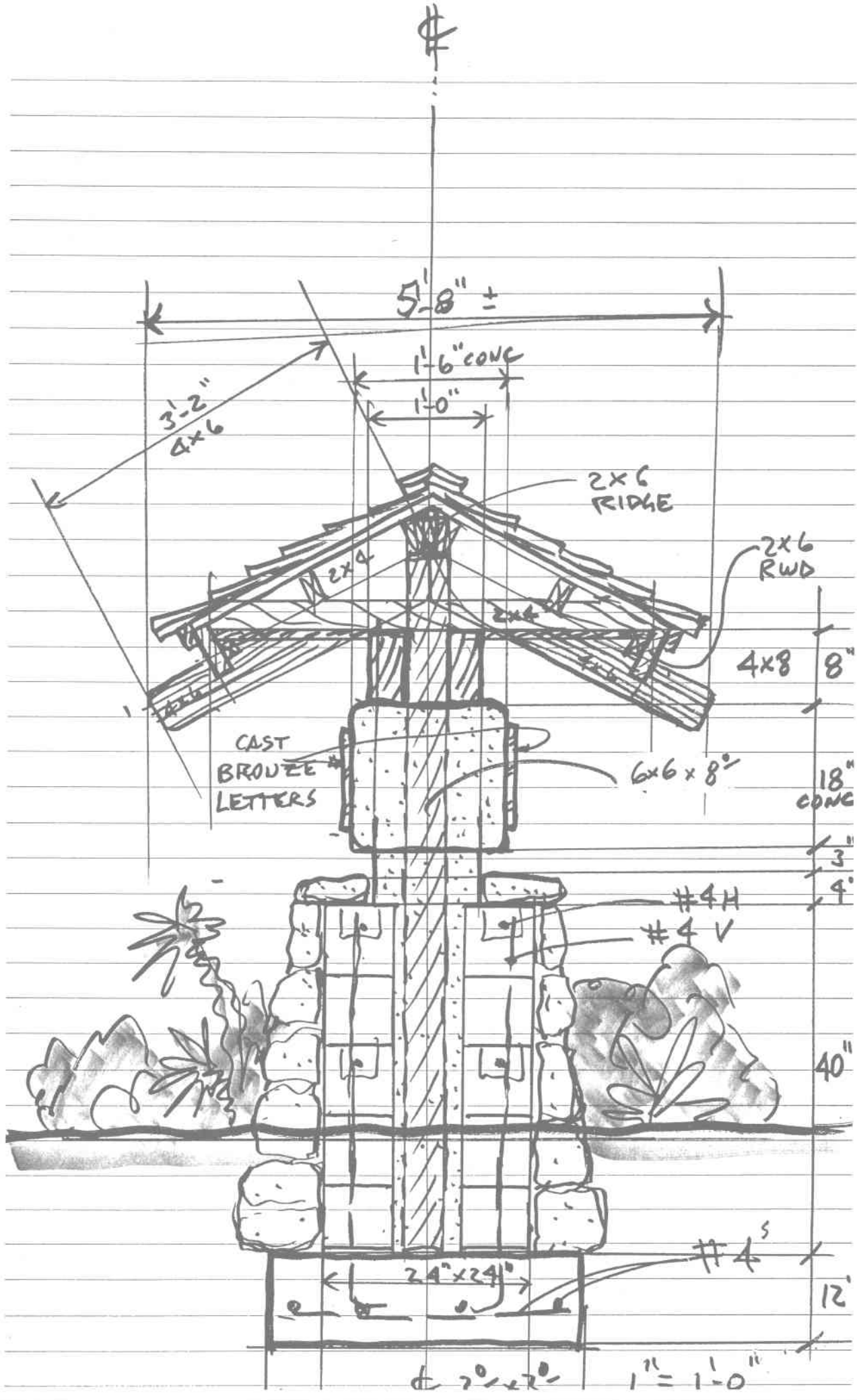
3'-0"

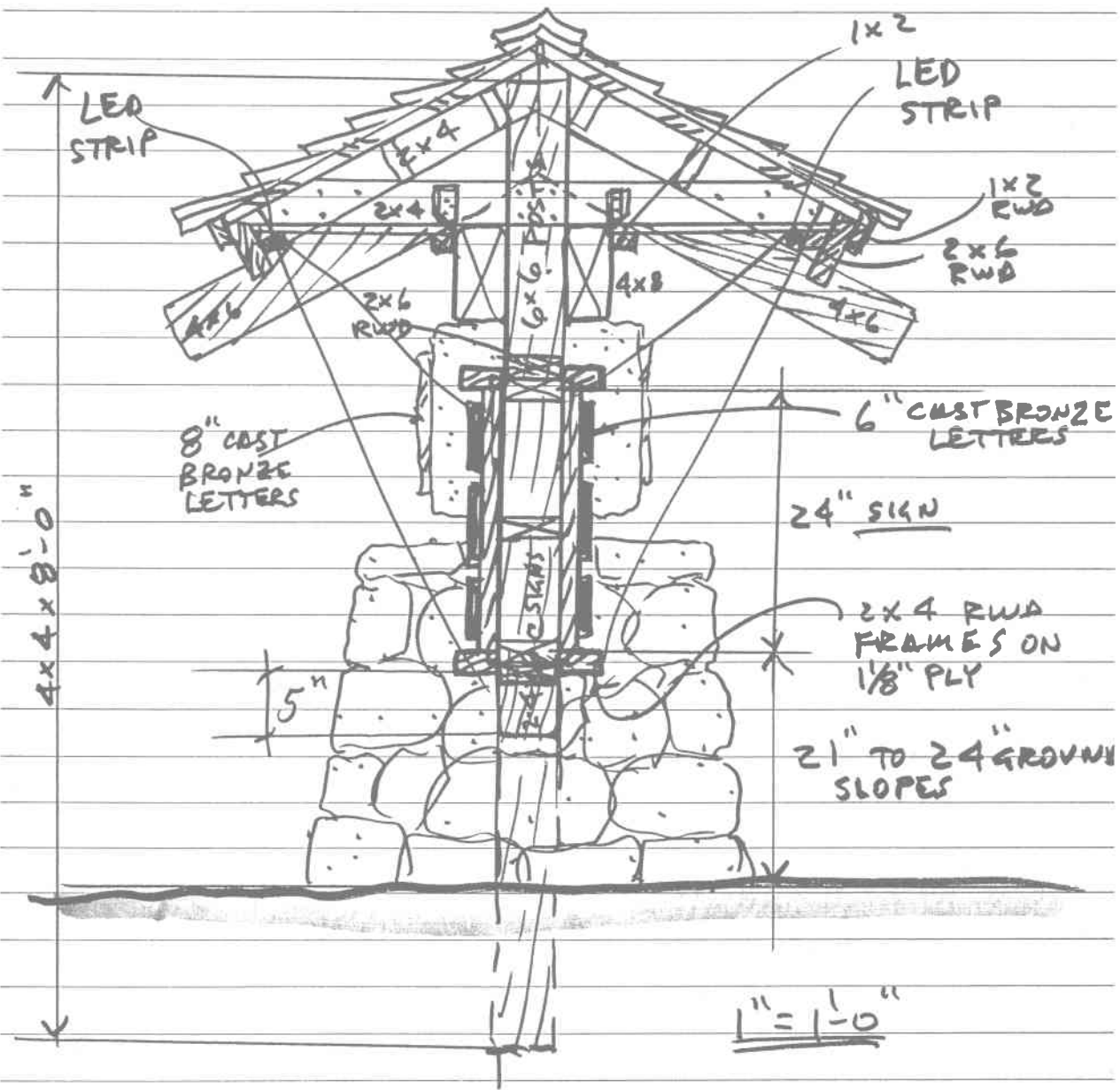
7'-0"

3'-0"

FOOTINGS

FOOTINGS 1/2"=1'-0"







*Bob*  
*same Corinthian columns*

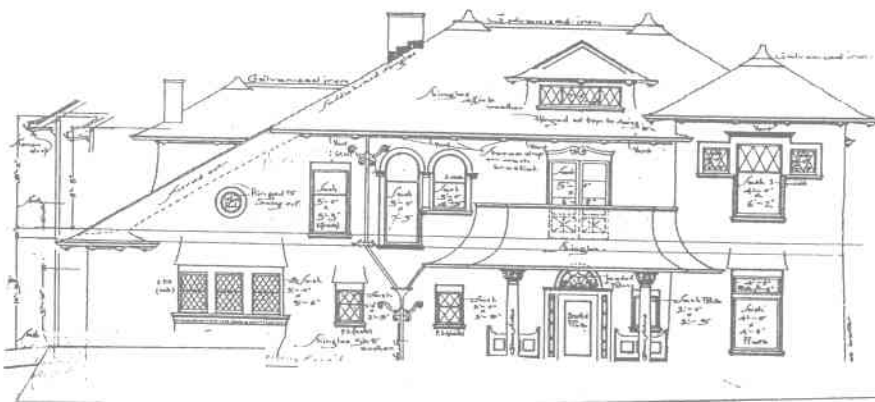


*Winthrop B. Fay house, 1898.*

It was just this kind of eclecticism that reflected the tastes of many a client at the turn of the century and was frequently rejected by the few young architects who, like the Greens, possessed genuine courage and convictions.

■ The rejection of the Fenyes commission did not free the Greens from the pressures of other clients who were caught up in the popular styles of the day. Although their own work showed a progressive interest in the Shingle style and the work of H. H. Richardson, which they had encountered during their respective apprenticeships in Boston, their fourth year of practice brought in wealthier clients, and the stylistic pressures on them continued.

*Howard Longley final design, 1897.*



### The Winthrop B. Fay House, 1898

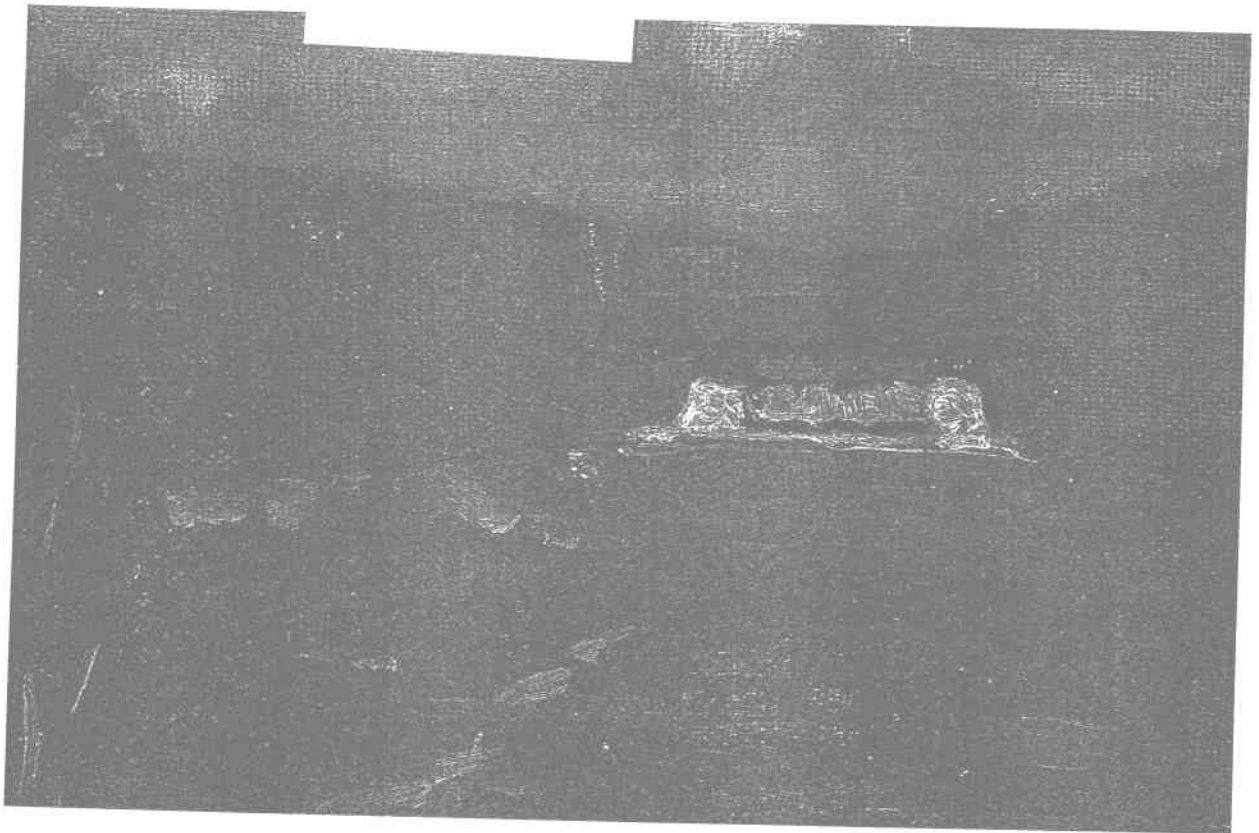
Typical of these larger commissions was the 1898 design for Winthrop B. Fay, a complex combination of disparate styles from Queen Anne to Colonial Revival. Wrapped in a simple horizontal clapboard siding, the exterior materials belied the variety of semicircular windows balanced by an octagonal tower at each end of a central entry portico. Above, in the third-level gable, was a Palladian window with French doors opening onto a narrow balcony with a heavy balustrade in deep relief. All that held the variety of stylistic elements together was the strength of its bold roof form.

■ Throughout the mid years of the Greens' first decade of work, it was the strength of their powerful roof forms that brought order to their complex historical design expressions. This was true of both the earlier Longley house and the later Swan house, where a mixture of historical styles resulted from a combination of client demands and the brothers' classical training at MIT. While they were uncomfortable with the criteria of the times, such commissions kept the office going until they were able to develop more clearly their own feelings and the direction of their own architectural work. As students at MIT they had considered the teaching of classical styles illogical and distasteful. The Manual Training School, with its emphasis on the relationships of design, form and character to materials, tools and craft had had far more influence on their thinking. Even so, it was difficult for the young architects to buck the prevailing tastes of the day.

### The Howard Longley House, 1897

The Longleys were relatives of the Greens and had had much to do with Dr. and Mrs. Greene's decision to move from Saint Louis to Pasadena. The Longleys and the Greens spent much time together, so it was not surprising that they should choose Charles and Henry as their architects. The closeness of the two families probably accounts for the fact that the Longleys abandoned a complete set of detailed ink-and-lichen construction drawings for a more simplified design proposed by Charles and Henry. Their first design represented an eclectic mixture of historical styles, including a Mission-style parapet over an attic dormer. Altogether the design was almost humorous and undoubtedly disturbing to Charles and Henry.

Inspiration  
for design



### Shelter for Viewlovers, 1907

Concurrent with the construction of the Cole house was that of the Shelter for Viewlovers built upon the crest of Monk Hill, with a panorama of the entire San Gabriel Mountains, foothills, and surrounding valleys, a panorama of a land that had made possible the evolution of the Greens' most personal architectural and artistic expression. Between 1903 and 1907 Charles and Henry Greene developed their interpretation of the principles of the Arts and Crafts movement, applied those concepts to the California landscape, and surrounded themselves with extraordinarily gifted craftsmen. In so doing they developed a following and influenced other architects and a broad spectrum of architectural thought. Their works appeared in significant national architectural publications. With their designs they had created an architecture

that endowed the inexpensive house with grace and dignity and gave a new direction to domestic architecture. It was this appropriateness, simplicity, and quality that appealed to those of taste and wealth who would soon be providing the unlimited budgets and artistic freedom to make possible the extraordinary artistry of the masterworks. But while attention would always be focussed on the exceptional commissions of the next few years, the source of the Greens' inspiration lay in these four preceding years, when they were encouraged by an enlightened clientele to experiment with new ideas, new materials, and new methods.