



Historic Preservation Board

Date: January 3, 2017

Time: 6:00 p.m.

Location: 57 E. First Street, Lower Level Council Chambers

Members Present	Members Absent	Staff Present	Guests
Laura Schaffer-Metcalf, Ed.D., Chair Janice Gennevois, Vice-Chair Greg Marek Milagros Zingoni Annalisa Alvrus, Ph.D. Louise Swann Brandon Benzing		Lauren Allsopp Gordon Sheffield	Vic Linoff

1. Call meeting to order

Chair Schaffer-Metcalf called the meeting to order at 6:00 p.m.

2. Approval of the December 6, 2016 regular meeting minutes

Motion made by Board member Zingoni to approve the December 6 meeting minutes and seconded by Vice-chair Gennevois. Motion carried 7-0.

3. Miscellaneous Items from the Audience

None.

4. Discuss and prepare for the February meeting with the Evergreen Historic District

John Wesley is trying to procure the Senior Center at 3rd Place and Macdonald as the venue for the meeting.

Vice-chair Gennevois recommended that the same procedure be used as at the previous Historic District meeting, and merely modify the PowerPoint, posters and format to reflect Evergreen. Continue this for all future Historic District meetings.

Chair Schaffer-Metcalf provided an overview of what was offered at the last meeting and hoped it could be repeated:

- A PowerPoint covered what the Historic Preservation Board is and what they do; and how and why they do it.
- Posters and flyers were neighborhood focused.
- The regular board meeting was then carried out.
- Bottled water and cookies were made available to attendees.

Board member Marek stated that Evergreen HD has a high amount of Certificate of Appropriateness requests and thus, suggested that this be a topic on the agenda so that residents who are considering changes to their houses understand there is a “process” they must go through and the Historic Preservation office can help.

Board member Benzing suggested that window replacement be part of this discussion, so residents understand the differences between appropriate emergency repairs vs. permit-required changes. Residents do not want to lose or harm their designation, said Chair Schaffer-Metcalf, yet they want to maintain their houses. Board member Zingoini suggested that examples be given of a situation that was appropriate and another where it was inappropriate to help residents understand the differences. She also stated that any help in the form of grants or recommended contractors be given, if possible. Providing an icebreaker so residents feel comfortable is important.

Lauren Allsopp provided an overview of some work she is doing on windows. She is working on a revised Historic Preservation component of the City's website and one element within the site is a page on windows. The text is concise with sidebars on additional information such as the Preservation Brief on windows. She is also compiling a list of professionals, who can carry out the work appropriately, but John Wesley has noted that there is the legal factor behind the City providing names. Vice-chair Gennevois has helped with this list; one Mesa contractor, Barry Lung, carries the old-looking wavy glass and has worked in the historic areas. Board member Alvrus questioned why the City can't cite names if the professionals live in Mesa. It is promoting a Mesa business and we should do that. Lauren Allsopp said a discussion will be had with the legal department. Board member Zingoni stated that too few names opens the City up to lawsuits.

Chair Schaffer-Metcalf asked if the information on Certificate of Appropriateness and window repair, for example, would be provided as a handout or would it be a discussion at the meeting. Is this in keeping with City Ordinance? Board member Zingoni suggested that we tell the residents about the update to the website and to check it in one month as it may be a useful source. Or, to have everyone sign in with their email address and then they could be notified once the website is up and running. Lauren Allsopp mentioned that some districts, such as West Second, have their own website and district email. Fraser Fields HD has its own district email. So these are sources for spreading information.

5. Updates on ongoing items:

a. Certificates of Appropriateness cases

None.

b. Westside Clark local historic district designation progress

Lauren Allsopp stated that due to the holidays not much had happened. She intends to reach out to them and extend the offer to help now that the new year has begun.

c. Student writing contest

Chair Shaffer-Metcalf stated that there were three winners. Patriotic Parrot was first. Pauli Udall Parkinson's View on Mesa was second, and The Best Gift was third. Mr. Wesley notified each of the winners by email, and awards will be given at a Council meeting probably in February. The Board Chair or one of the other board members will make the announcement. There will be pictures with the winners shaking hands with the Mayor, and family, friends and teachers of the winners are invited.

d. Draft Historic Landmark Sign Ordinance

At December's board meeting, Board member Marek had asked Staff member Wesley if the City Attorney's office could provide a clear definition of what constitutes sign content. Staff member Sheffield relayed that Staff member Wesley is working with Jeff McVay and the legal department. Any message that conveys an idea or concept that is put on a structure is a sign. The City of Mesa goes one step further and considers color banding, such as multiple colors, especially when those colors represent a corporation or its image. Circle K and Seven 11 are examples where their buildings are banded in color and those colors are considered their corporate image and their signage.

The ordinance goes one step further and talks about spectacle delineation. The idea behind that is doing something to bring attention to yourself; you use some device like air-flapping, air-propelled giant images. These are examples of the definition of content being worked on.

Board member Marek said his question was based on the Supreme Court's Reed decision. It seems that whenever there is an issue the City Attorney says it's dealing with content and violates the Reed decision. The focus here is on neon signs. Mr. Sheffield said the "*Reed*" decision is new enough that it's still be defined, e.g. does it apply to on site or off site signs like billboards. He elaborated on sign control through square footage, location, placement et al, not through the message. The City is looking at form-based codes to consider an overlay methodology that would cite what you can do versus what you can't do based on pictures. Historic sign districts could be created, and thus, allowances made based on style, construction or if materials were from a given time.

Board member Marek mentioned Casa Grande and if their methods would be less daunting than the creation of overlays. Mr. Sheffield discussed this and mentioned that overlay initiated cases versus owner initiated covered more. This invites more public involvement. Board member Swann thought this would get more done than just relying on an owner. More research is needed and Board member Marek mentioned the work the Mesa Preservation Foundation had already done.

e. Involvement of older students in historic preservation activity

Board members Benzing and Zingoni will be meeting within the month.

f. Downtown facade improvement, colonnade removal, and historic designation

Board member Zingoni stated that Mr. Wesley had asked her to sit on the committee for this, but there has been no meeting yet.

g. Post World War II neighborhoods study

Lauren Allsopp updated the Board. The Telford Place and Duke Manor Reconnaissance Surveys have been redone. Telford Place has some suggested changes and Allsopp cited that fewer numbers in a neighborhood show more of an impact overall. Duke Manor is still largely intact and Allsopp asked the Board if they would like this neighborhood to move forward towards becoming a district. She has a contact that might become the representative. The Board approved. Board member Marek stated that not all the neighborhoods would be worthy of moving forward, but certainly Duke Manor is. He

suggested that through the representative a feel for moving forward from the residents could be obtained, then perhaps hold a neighborhood meeting where board members and city players could meet, explain the process and needed commitment from the neighborhood, and gauge their interest. Duke Manor may help set the bar for the other neighborhoods.

h. Upcoming 2nd Friday events downtown

Chair Schaffer-Metcalf said that coverage for the Board's booth would be needed through March. Board members Gennevois and Zingoni volunteered for January; Board member Benzing for February; and Board member Swann and Chair Schaffer-Metcalf for March. Lauren Allsopp was asked to contact Staff member Wesley for help delivering and setting up the tent at 5:30pm by the Bank of America.

Board member Marek asked if the tent was needed, given the cooler weather, particularly as it blocks visibility somewhat.

6. Updates on Museums, Exhibits, Committees and Events related to Historic Preservation

Vic Linoff from the Mesa Preservation Foundation began by saying that the Sunland Motel neon sign is gone. He is trying to contact the company that removed it to see if anything is left before the parts are recycled. Encouragement is needed or more will be lost. Any fundraising should be to preserve them not pay to remove them. The sign ordinance is vital to protect them to some degree and identify them as we do with historic Landmarks. Mesa has the largest quantity of neon signs in the Valley. Board member Zingoni asked if Mesa might be able to protect them like State law protects the saguaro cactus. Staff member Sheffield replied that that kind of protection needs to be initiated by the property owner. If protected as a Landmark, then it can begin with a citizen-initiated case, though this has never been done in Mesa before. It might be problematic as it can be done without the owner's permission. Mr. Linoff stated that cities can at least impose a delay of demolition in order to work out a compromise. Buildings can be reused; that's harder for signs. And, when a historic sign, e.g. the Sunland sign, comes down for repair, it becomes a nonconforming sign due to its height. To be put back up, the owner would have to get a variance.

Mr. Linoff provided other news. The Mesa Historical Museum will be having its annual home tour in Fraser Fields and West Second historic districts on January 28th from 10am-4pm. Work continues on the two history panels for the light rail extension on Stapley Drive and Gilbert. Mr. Linoff offered to put any contractor names for historic repairs on the Foundation's website and the City's website could then link to that. Lastly, work is progressing on the book on the Buckhorn Baths; the deadline is the middle of May.

7. Board Member comments, questions, and future agenda items

Board member Marek asked if the next agenda could include an update on continued funding for Lauren Allsopp's position, which ends with the fiscal year in June. There needs to be a budget request, so does Mr. Wesley need any lobbying from the Board. The three new Council members may not be aware of this. Chair Schaffer-Metcalf hopes Council knows of all the work that still needs to be done. Board member Marek mentioned that we all are doing lots of visible work right now with the neighborhoods. Lauren Allsopp has been keeping a record of all of her work and interactions with residents.

Board member Alvrus asked if an invitation had been extended to the new SHPO to attend a future Board meeting. Lauren Allsopp said she would check with John Wesley. Board member Alvrus also mentioned that the SHPO had started a Facebook page that was doing well, and

asked if we could be more social media active. Lauren Allsopp stated that she and Mr. Wesley had had that discussion and key was who would monitor it, especially if her job was not renewed in June. Chair Schaffer-Metcalf said that perhaps there needs to be a staff position that would monitor it. The pros and cons of Facebook postings were discussed, and Board member Zingoni stated that Mr. Wesley was to check with the legal department on this. Lauren Allsopp will follow up.

Board member Gennevois suggested that City Council, especially the three new council members, be invited to talk about the sign ordinance at the April meeting. Alternatively, they could be invited to the district meetings; Councilman Mark Freeman lives in Evergreen Historic District and should be invited to February's meeting.

Another item Board member Marek would like to add to next month's agenda is a discussion on the creation of an endangered properties list, including buildings and signs. It would be reviewed annually and could be released to the press to enable more people to be aware.

8. Adjournment

Chair Schaffer-Metcalf adjourned the meeting at 7:12 pm.

First Motion made by Board member Swann and seconded by Board member Benzing. Motion carried 7-0.

Supporting data is available for public review in the Planning Division,
Municipal Building, 55 N. Center St., Mesa, Arizona 85201

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