



HISTORIC PRESERVATION COMMISSION STAFF REPORT

AGENDA

TO: CASA GRANDE HISTORIC PRESERVATION COMMISSION
FROM: Laura Blakeman, City Planner
MEETING DATE: December 18, 2019
SUBJECT: **DSA-19-00112: Local Historic Landmark Sign Designation – Casa Grande Valley Newspapers**

REQUEST

DSA-19-00112: Request by Casa Grande Valley Newspapers Inc. to designate the AZ S&L/CG Valley Newspapers sign located at 210 W. 2nd Street as a **Local Historic Sign Landmark**

APPLICANT/OWNER INFORMATION

Applicant

Kara Cooper
Casa Grande Valley Newspapers Inc.
200 W. 2nd Street
Casa Grande, AZ 85122
P: 520-836-7461

Owner

Same as applicant

HISTORY

- 1915: DSA-10-00150: The site was part of the original incorporation of the City.
- 1954: According to the Arizona State Historic Property Inventory, the building was constructed (See Exhibit A).
- 1955: Sign was installed on the property.

PROJECT DESCRIPTION

Background

According to the historic property inventory, the building was constructed in 1954.

According to the historic property inventory form the building was formerly a bank (Arizona Savings and Loan Association) prior to the Casa Grande Valley Newspapers.





The AZ S&L/CG Valley Newspaper sign was installed in 1955. The sign has been in existence for 64 years. The sign style is designed as pole sign with curvilinear amoeba shape, and square box on steel posts. Original panels have been replaced to reflect current tenant and the original neon has been removed.

According to the General Plan 2020, Policy C-7.2.1, the city shall acknowledge the importance of developing a strong base of community support for historic preservation efforts. It is the intent of the ordinance to provide a means to protect the cultural, economic, and general welfare of the public through the preservation and protection of buildings, structures, **signs**, areas of historic and cultural interest within the City of Casa Grande.

According to the ordinance definitions, a “Landmark” means a property, site, **sign**, structure, or object that is individually designated by the City Council to be worthy of rehabilitation, restoration and preservation because of its cultural, historic, architectural or archeological exceptional significance to the City.

Per the Historic Preservation Ordinance, 17.62.050A, the Commission may recommend to City Council that an individual property, site, **sign**, structure or object be designated as a Landmark if it:

1. Possesses special character or historic or aesthetic interest or value as part of the cultural, political, economic or social history of the locality, region, state or nation; or
2. Is identified with historic personages; or
3. Embodies the distinguishing characteristics of an architectural style; or
4. Is the work of a designer whose work has significantly influenced an age; or
5. Because of a unique location or singular physical characteristic, represents an established and familiar visual feature of a neighborhood; and
6. The owner of the property, site, sign, structure or object concurs with the designation.

According to the above criteria, the AZ/S&L/CG Valley Newspapers sign falls under the criteria for landmark designation.

1. Possesses special character or historic or aesthetic interest or value as part of the cultural, political, economic or social history of the locality, region, state or nation.

The sign's significance is tied to the prior Arizona Savings and Loan Association and the current Casa Grande Valley Newspaper Office. The sign is dated 1955. The Sign has been located on the property for 64 years.

2. Is identified with historic personages;

The Casa Grande Valley Newspapers, is privately owned and operated newspaper and commercial printing company. The company was founded in 1912 by Evans T. Richardson, and the newspaper was purchased by Ruth and Donovan M. Kramer Sr. in 1962. The Arizona Newspapers Association named Donovan M. Kramer Sr. a Master Editor-Publisher in 1976 and inducted into the Arizona Newspapers Hall of Fame in 1998. Mr. Donovan Kramer Sr. continued as editor and publisher of the Dispatch and company president until his death in 2009. Ruth Kramer is the company present and Donovan Kramer Jr. and Kara K. Cooper are co-publishers of the company's publications.

3. Embodies the distinguishing characteristics of an architectural style.

The style of the sign is designed as a pole sign with curvilinear amoeba shape, and square box on steel posts. The shape of the sign, the age of the sign and the fact that the building is potentially eligible as a historic building are contributing factors to the recommendation that the sign be designated as

a local historic sign landmark.

5. Because of a unique location or singular physical characteristic, represents an established and familiar visual feature of a neighborhood; and

The sign's location is tied to the property that was originally located on the original Highway 84, which was the main route east and west into Casa Grande. The sign's unique shape and height is evident along the 2nd Street streetscape corridor downtown.

6. The owner of the property, site, sign, structure or object concurs with the designation.

The owner, Casa Grande Valley Newspapers Inc., has given their support and signature for designating the sign as a local historic landmark designation.

Sign Landmarks Criteria:

Over 40 years old

Displays a unique or novelty design

Displays good integrity where most the intrinsic elements of the design of the sign are present

Contributes to context where sign enhances the environment or associated property/business in most cases the sign will be in its original location.

Based on the criteria for a landmark designation, the AZ S&L/CG Valley Newspapers sign meets all the criteria for local historic landmark designation.

Historic Preservation Code:

According to the Historic Preservation Code, 17.62.010A, the code declares that “as a matter of public policy that the **protection, enhancement and perpetuation of landmarks** and historic districts **is necessary to promote the economic, cultural, educational and general welfare of the public.**”

Staff's Analysis:

Staff is in support of designating the AZ S&L/CG Valley Newspapers sign as a “local historic landmark”, based on the fact that it meets the above criteria for local historic landmark designation.

RECOMMENDED MOTION

Staff recommends the Historic Preservation Commission forward a favorable recommendation for DSA-19-00112, to designate the “AZ S&L/CG Valley Newspapers” sign as a local historic landmark.

Exhibit A

HISTORIC PROPERTY INVENTORY FORM - City of Casa Grande

PROPERTY IDENTIFICATION

2016 Sign Survey Site #: CGSS 38 Survey: Casa Grande Historic Sign Survey 2016

Previous Survey Site Number(s): NR3 none

Historic Name(s) of Associated Property: AZ S&L/CG Valley Newspapers

Address: 210 W. 2nd St.

City / Town: Casa Grande Vicinity County Pinal Tax Parcel No. 507-07-0460

Township: 6S Range: 6E Section: 29 Quarter: Acreage:

Block: 10 Lot: 13 Plat (Addition): TOWNSITE OF CASA GRANDE

UTM reference: Zone: 11 Easting: Northing:

USGS 7.5' Quadrangle Map

ARCHITECT: UNKNOWN not determined known Source:

BUILDER UNKNOWN not determined known Source:

BLDG. CON. DATE: 1954 known estim. Source: County Assessor

INSTALLATION DATE of SIGN: c1955 Sign Date Source:

CONDITION of SIGN

- GOOD (well maintained; no serious problems apparent)
- FAIR (some problems apparent)
- POOR (major prob.; imminent threat):
- RUIN or MISSING

USES / FUNCTIONS of Associated Property

Uses: Bank/ Office (Newspaper)

Sources:



Date: 4/1/16 Comments/VIEW to: North

2016 Sign Survey Site CGSS 38 Survey: Casa Grande Historic Sign Survey 2016



Date: 4/1/16 Comments Southeast



Date: 3/20/13 Comments CG-HPC

SIGNIFICANCE

Additional photograph page attached?: YES

A. HISTORIC EVENTS / TRENDS

Describe any historic events/trends associated with the property:

Building/sign built by Arizona Savings&Loan

B. PERSONS

List and describe persons with an important association with the building:

N/A

C. ARCHITECTURE/DESIGN

Style: Pole sign with curvilinear sign, square box/Modern (Bl NO Style

Curvilinear amoeba sign and attached square sign on steel posts.

INTEGRITY

LOCATION Original Site Moved, on date:

from original site:

Describe the natural and/or built environment around the property::

How has the environment changed since the property was constructed?:

DESIGN

Describe alterations from the original design, including dates::

All original panels replaced to reflect current tenant. Original panels had neon; no neon remaining on current sign.

RECOMMENDATIONS ON LOCAL ELIGIBILITY

Recommendation: Eligible

Reason: Contributes to Potentially Eligible Historic Property

FORM COMPLETED BY:

Name and Affiliation:: Robert Graham, Motley Design Group

Form Date:: 9/21/2016

Phone:: 602-254-5599

2016 Sign Survey Site CGSS 38 Survey: Casa Grande Historic Sign Survey 2016

Photo 4 CG HPC, 3/20/13



Photo 5



Photo 6

