



**HP16-06:** Application for a Certificate of Appropriateness (COA) to install one (1) wall sign located at 801 Main Street, Ste. 100, which is located in the Downtown Main Street Conservation District.

**HISTORIC PRESERVATION COMMISSION  
REGULAR MEETING**

Wednesday, December 14, 2016 at 7:00pm

**APPLICANT/REPRESENTATIVE:**

Jacob R. Buttram, American Family Insurance

**PROPERTY OWNER:**

Main Street Properties

**LEGAL DESCRIPTION:**

Grandview Town of Block 9 – W 51' of Lots 18-22 (Known as TR-1 Cert Sur S-9 PG-16)

**ZONING DISTRICT:**

C-3, Downtown Commercial, with Historic Conservation Overlay Zoning District

**OTHER INFORMATION:**

The applicant moved into this location after operating around the 1000 block of Main Street.

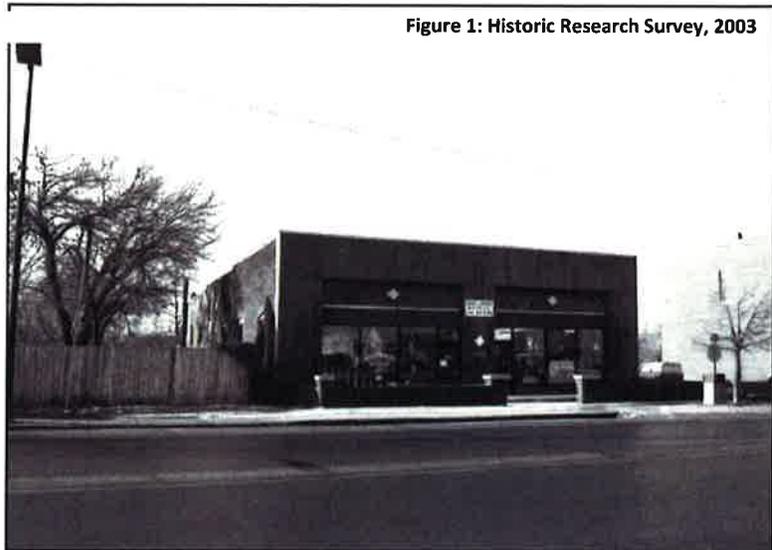
**ATTACHMENTS:**

- A – Public Hearing Script
- B – Historic Resource Survey
- C – Main ST. Design Guidelines
- D – Proposed Signage
- E – Courtesy Letter (8/22/16)

**STAFF:**

Chris Chiodini, EIT, AICP  
Director of Community Development  
Ph: (816) 316-4820  
[cchiodini@grandview.org](mailto:cchiodini@grandview.org)

Figure 1: Historic Research Survey, 2003



**Executive Summary:**

The purpose of this report is to request the Historic Preservation Commission hold a public hearing in accordance with the enclosed script (**Attachment A**) and to consider a request for a Certificate of Appropriateness (COA) submitted by Jacob Buttram to install one (1) wall sign located at 801 Main Street, which is located in the Downtown Main Street Conservation District.

**History:**

This building appears as a two-story brick commercial block on the 1916 Sanborn Fire Insurance Map with the listing, "Drugs," "Post Office," and Masonic Hall 2dd." This was the hall space where the Grandview Masonic Lodge 618, founded by Harry S. Truman in 1911, originally met. A fire in 1917 destroyed the second story leaving the existing one-story structure. Wyatt's garage operated out of this building during the 1920s. Later, it became the Wintermute garage. The Wintermute family lived in the house next door (809 Main). The sheltered fuel pumps of this building appear in a c. 1945 photo. This was Stultz' garage during the 1960s and 1970s. This lot is part of the Original Town of Grandview, Dec. 1889.



**SITE REVIEW: Historic Resources Survey – 801 Main Street**

According to the Historic Resources Survey (**Attachment B**) conducted for the City this brick one-part commercial block has a rectangular footprint that is two symmetrical bays wide and six bays deep. Each bay contains an aluminum-frame, four-part storefront display window system including a glass entrance door with a fixed transom. Stucco panels cover the remainder of the primary façade. The original segmental arch window openings are intact on the secondary elevation. The stucco façade treatment and modern storefront systems compromise the integrity of the building.]

The structure is significant for its associations with both the commercial and architectural development of Grandview. However, the building has lost its historic architectural integrity. The building is not currently eligible for listing in the National Register of Historic Places. If it is upgraded to reveal its historic architectural features, and the surrounding properties are upgraded to reveal their historic architectural features, this building could potentially be listed as a contributing element to the National Register Historic District. This building merits preservation incentives and local protection efforts.

On August 22, 2016, this property was issued a courtesy letter notifying the applicant of the city's historic preservation efforts and requiring a COA application be submitted for the existing sign. The City received an application for a Certificate of Appropriateness (COA) from Mr. Buttram on October 12, 2016. The case was scheduled to be heard by the Commission at their November 9, 2016 Regular Meeting; however, the applicant did not show up for the hearing. The Commission voted, 5-0, to continue the hearing on HP16-06 to the December 14, 2016 Regular Meeting. A letter was sent to the applicant, dated November 11, 2016, that the hearing was continued and that the COA was not approved.

**APPLICABLE DESIGN GUIDELINES:**

The Design Guidelines (**Attachment C**) for the Main Street Conservation District address building and architectural elements, as well as recommendations regarding exterior features. Staff has provided copies of the Design Guidelines related to signage. A variety of signs are appropriate in downtown Grandview including: mounted wayfaring signs along the public right-of-way, wall signs attached to the primary façade, signs in/on windows, and awning signs. The choice of signage should be based on how best the design can communicate its message, compatibility with its surroundings, and location in relation to architectural character of the building. The subjects to be discussed include elements of existing buildings and Exterior Features/Open Space: The project proposes installing an individually mounted sign in front of the building that would complement the character of the surrounding Downtown Conservation district. It is recommended that the use of size, color and design relate to the pedestrian-scaled downtown as well as the corresponding building, in which this project would comply.

**ZONING ORDINANCE: Section 31-25A(F)(1)(c)(ii)**

States that "a Certificate of Appropriateness shall be required when action affecting the exterior architectural appearance of a building, structure or object or any landscape features, including walls, brick streets, and curbs that were defined in the ordinance designating the landmark or property within a historic or conservation district including construction, alteration, or demolition, in whole or part, not requiring a permit, but affecting the architectural feature(s), that is defined in the ordinance designating the district."



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**STAFF RECOMMENDATION:**

Staff recommends the Historic Preservation Commission hold this public hearing, consider all public comments, and approve the request for a Certificate of Appropriateness based upon the provisions and regulations listed in the city's Design Guidelines, Zoning Ordinance and Certificate of Appropriateness Application.

# Attachment A

## ***Grandview Historic Preservation Public Hearing Script*** ***Certificate of Appropriateness***

\_\_\_\_\_ To protect the rights of all parties involved and in order to create an opportunity for everyone to speak their opinions in an orderly fashion, the Historic Preservation Commission follows specific fact finding procedure. Your attention to this procedure is appreciated.

\_\_\_\_\_ We would like to **continue** the hearing regarding **Case Number HP16-06**. Have any Historic Preservation Commissioners had any outside contacts regarding this case? If so, please indicate who you have spoken with and explain the nature of the conversation.

\_\_\_\_\_ Do any Historic Preservation Commissioners have a conflict of interest in this case?

\_\_\_\_\_ Is the applicant present? Please clearly state your name and address, sign in, and then provide the Commission with an explanation of the nature of your application for a Certificate of Appropriateness (COA)?

\_\_\_\_\_ Staff, please give a brief background and facts concerning this case?

\_\_\_\_\_ Is there anyone in the audience who would like to comment or ask questions concerning this case? You may have five (5) minutes to comment or ask questions. Please clearly state your name and address and sign in before commenting.

\_\_\_\_\_ Does the applicant wish to rebut any statements made in the Staff Report?

\_\_\_\_\_ Does any member of the public wish to rebut any statements made in the Staff Report?

\_\_\_\_\_ Does the Commission have any further questions of staff?

\_\_\_\_\_ If not, the public hearing is now closed.

\_\_\_\_\_ If there are no further comments, we will ask the Commission Staff to provide its recommendations regarding this case. Staff?

\_\_\_\_\_ The Chair will entertain a motion at this time.

\_\_\_\_\_ A motion to (repeat motion) based on (repeat factors) has been made and seconded. Is there any discussion?

\_\_\_\_\_ Staff, please call the roll. Motion (carries or fails).

### **Sample Motion:**

**I move that we (approve/deny/continue) a Certificate of Appropriateness for the proposed improvements with staff recommendations as proposed in the staff report for 801 Main Street.**

D. Address / Location

801 Main St.

E. City Grandview, MO 64030 B. County 095 Jackson

A. Historic Name Wintermute Auto Service Station

C. Other Name(s)

N. Ownership Private [X] Local State Federal Mix

2A. Architect / Builder / Designer / Engineer

Unknown

2B. Architectural Style

2C. Vernacular Type

67 Multi-Entry with Display Window(s)

2D. Construction Date c. 1915

Table with 2 columns: Alteration Dates, Date Rebuilt, Date Moved, Demo Date

2J. Historic Function

02 Commerce/Trade

2K. Historic Sub-Function

02E Speciality Store

Present Function

02 Commerce/Trade

2L. No. of Ancillary Structures 0

2M. Resource Type Building

2N. Stories

Table with 2 columns: Structure Type, Count

Q. Area(s) of Significance/Contexts

050 Commerce  
030 Architecture

R. Significant Person(s) S. Significant Event Date(s)

T. Significance - Continuation Sheet [X]

History - Continuation Sheet [X]

National Register Name NR Eligibility Not eligible

Integrity

Poor

Survey Report Grandview Survey

Survey Date March 2003

Preparer Historic Preservation Services, LLC

Photo Roll and Frame Number 8 : 36

2I. Owner's Name and Address (if Different)

Main Street Properties Inc  
723 Main St.  
Grandview MO 64030

2O. Structural Systems

LB Load Bearing Brick

2P. Wall Materials

61 Stucco  
30 Brick

2Q. Other Materials

71 Glass

2R. Roof Shapes

FT Flat

2S. Roof Materials

01 None Listed

2T. Roof Features

2U. Foundation Materials

01 None Listed

2V. Porch Type

2W. Plan Code

RC Rectangle

2X. Description of Property - Continuation Sheet [X]

2Y. Description of Environment and Outbuildings - Continuation Sheet [X]

2Z. Sources

Plat Maps; History of Grandview, Missouri; Oral History Interviews; Truman Library Archives

City Parcel Identification Number

64-830-22-03-00-0-00-000

**D. Address / Location**

801 Main St.

**E. City** Grandview, MO **B. County** 095 Jackson**2X. Further Description**

This brick one-part commercial block has a rectangular footprint that is two symmetrical bays wide and six bays deep. Each bay contains an aluminum-frame, four-part storefront display window system including a glass entrance door with a fixed transom. Stucco panels cover the remainder of the primary façade. The original segmental arch window openings are intact on the secondary elevation. The stucco façade treatment and modern storefront systems compromise the integrity of the building.

**T. Significance**

This building is significant for its associations with both the commercial and the architectural development of Grandview. However, the building has lost its historic architectural integrity. The building is not currently eligible for listing in the National Register of Historic Places. If it is upgraded to reveal its historic architectural features, and the surrounding properties are upgraded to reveal their historic architectural features, this building could potentially be listed as a contributing element to a National Register Historic District. This building merits preservation incentives and local protection efforts.

**2Y. Description of Environment and Outbuildings**

This building is situated on Main Street among early twentieth century brick commercial structures that share party walls and flush setbacks. Main Street is bounded by steep curbs, a narrow easement strip, and concrete sidewalks.

**History**

This building appears as a two-story brick commercial block on the 1916 Sanborn Fire Insurance Map with the listing, "Drugs," "Post Office," and Masonic Hall 2d." This was the hall space where the Grandview Masonic Lodge 618, founded by Harry S Truman in 1911, originally met. A fire in 1917 destroyed the second story, leaving the existing one-story structure. Wyatt's garage operated out of this building during the 1920s. Later, it became the Wintermute garage. The Wintermute family lived in the house next-door (809 Main). The sheltered fuel pumps of this building appear in a c.1945 photo. This was Stultz' garage during the 1960s and 1970s. This lot is part of the Original Town of Grandview, Dec 1889.

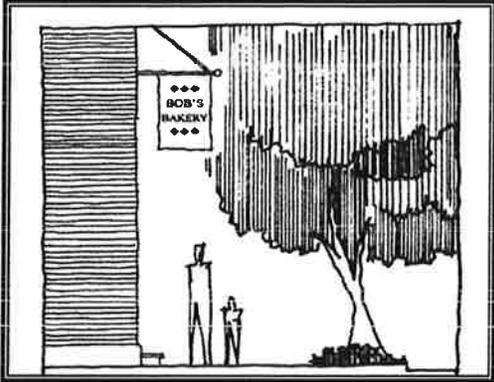




Signs are one of the most prominent visual elements of any downtown. They provide businesses with an individual image as well as contribute to the overall appearance of downtown. Signage identifies a business, gives information about the products sold, and conveys a particular image. Historically, businesses along Grandview’s Main Street commercial area used a variety of types of signage, all of which contributed to the downtown’s visual character.

The types of signs appropriate for Grandview’s pedestrian-oriented downtown today are not what is appropriate for modern highway commercial strip shopping centers. It is important that each business sign not only enhance the image of the individual business but also be a contributing element to the image of the downtown business district. A variety of different types of signs are appropriate in downtown Grandview: (1) individually mounted wayfaring signs along the public right-of-way; (2) primary signs attached to walls on the primary façade or “blade” projecting perpendicularly from the façade; (3) signs on or in windows; and (4) signs on awnings. The choice of signage should be based on how best the design can communicate its message, its compatibility with its surroundings, and its location in relation to the architectural character of the building. Simply put, the sign and the façade should work together to advertise the business inside. See city codes relating to signage.

<b>Recommended:</b>	<b>Avoid:</b>
1. Using signs that in size, color, and design relate to a pedestrian-scaled downtown and to the scale of the building to which they are attached.	1. Installing large, flashy signs designed to attract automobiles from a distance. Using small, poorly proportioned signs that are poor in quality of design, materials, and execution.

<b>Recommended:</b>	<b>Avoid:</b>
<p>2. Attaching signs that are integrated into the frieze area above the storefront cornice that use a horizontal format in a manner that enhances prominent building features. Lettering styles and sign materials that relate harmoniously to the façade on which the sign is placed.</p>	<p>2. Using inappropriately scaled signs and logos or other types of signs that obscure, damage, or destroy character-defining features of a building. Mounting signs on a roof.</p>
<p>3. Using small hanging signs that project from the masonry wall between the entablature of the entrance and the second story or cornice that are in scale and proportion to the building.</p> 	<p>3. Applying vinyl letters on glass in windows and doors.</p>
<p>4. Incorporating signs into awnings that include only the name of the business.</p>	<p>4. Using signs on windows or doors that overpower the other building signs.</p>
<p>5. Using signs painted on windows and doors that do not obscure visibility from inside or outside the store. Using permanent window and door signs that do not occupy more than 25 percent of the total glass area on which they are displayed. Window and door signs should complement other signs on a building's façade.</p> 	<p>5. Using several signs and messages that compete with one another. Using signs located inside windows.</p>

<b>Recommended:</b>	<b>Avoid:</b>
<p>6. Installing simple signs that express an easy-to-read direct message and identify the business rather than the product. Placing no more than two signs per building that complement each other in shape, color, size, and lettering style.</p> 	<p>6. Using nationally distributed heat-formed signs</p>
<p>7. Selecting colors, material, and a lettering style that relates to and complements surrounding downtown buildings. In general, each sign should contain a maximum of three colors, two materials, and one lettering style.</p>	
<p>8. Using Neon signs and custom designed painted signs.</p> 	<p>8. Using prefabricated back-lit plastic or metal signs.</p>



The sign is wood backing with laser cut steel powder coated lettering. It is 92 inches wide and 18 inches high. It is the exact same sign as the Main Street Properties sign the letters were just removed and ours were added.



**TO:** American Family Insurance, Jake R. Buttram  
801 Main Street, Suite #10  
Grandview, Missouri 64030  
Ph: (816) 763-9114

**FROM:** Bryce C. Johnson, City Planner  
1200 Main Street, Community Development  
Grandview, Missouri 64030  
Ph: (816) 316-4822

**DATE:** Friday, August 22, 2016

**SUBJECT:** Zoning Violation Courtesy Letter Regarding Historic Preservation Guidelines

To Whom It Concerns,

This letter serves as a courtesy notice related to the Grandview's Historic Preservation efforts. As it concerns the zoning ordinance, your property is zoned C-3, Downtown Commercial, and is located within the Historic Conservation Overlay District. While we appreciate your efforts in improving the downtown area, Section 31-25A of the city's Zoning Ordinance requires property owners to apply for a Certificate of Appropriateness (COA) for exterior alterations to structures within a historic district.

Applications for a certificate of appropriateness shall include accompanying plans and specifications affecting the significance of a designated landmark or of a property within a designated historic district. We want to make sure you are aware of the definitions and requirements identified in Section 31-25A; thus, please carefully read the following information:

- 1) A **Certificate of Appropriateness** is issued by the Historic Preservation Commission (HPC) indicating its approval of plans for alteration, construction, removal or demolition effecting a defined feature or improvement of a landmark or of a structure within a historic or conservation district.
- 2) **Exterior Architectural Appearance.** The architectural character and general composition of the exterior of a structure, including but not limited to the kind, color and texture of the building material and the type, design and character of all windows, doors, light fixtures, signs, and appurtenant elements.
- 3) **Activity Requiring Certificate of Appropriateness.** A certificate of appropriateness shall be required before the following actions affecting the significance of any landmark or any structure within a historic district or conservation district may be undertaken:
  - a. The erection or replacement of any permanent sign on an individually designated site or within a designated historic or conservation district
- 4) **Design Guidelines.** Design guidelines for applying the criteria for review of certificates of appropriateness shall, at a minimum, consider the following architectural criteria:
  - a. Signage - The character of signs should be in keeping with the historic architectural character of a landmark or district. Character of a sign includes the number, size, area, scale, location, type, (e.g., off-site advertising signs and on-site business signs), letter size or style, and intensity and type of illumination.



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Community Development Department | 1200 Main Street | Grandview, Missouri 64030 | Ph: 816-316-4817 | [www.grandview.org](http://www.grandview.org)

- 5) **Penalties.** It shall be unlawful for any person to undertake or cause an alteration, construction, demolition or removal of any nominated or designated landmark or structure within a nominated or designated historic district or conservation district without a certificate of appropriateness.

To correct the violation and proceed with the Certificate of Appropriateness application procedures, please submit the attached application along with the necessary documents. If you need further assistance, please contact the Community Development Department and schedule a pre-application meeting. We appreciate your willingness to work with the City to make improvements to the subject property. Please feel free to contact us at any time to discuss anything in this letter. Our goal is to make certain you fully understand the requirements contained in the zoning ordinance as they apply to your property.

Respectively,

**Bryce C. Johnson**, *City Planner*  
1200 Main Street | Community Development  
City of Grandview, Missouri 64030-2498  
Email: [bjohnson@grandview.org](mailto:bjohnson@grandview.org)  
Office: 816-316-4822  
Cell: 816-853-0002

