



HISTORIC LANDMARK SIGN (HLS) TREATMENT PLAN

OFFICE USE ONLY

T _____ **Name:** _____ Administrative Legislative

PART 1 SIGN INFORMATION

Type of Application:
 HLS Designation *HLS type:* Classic HLS Transitional HLS Replica HLS

 Revision to a previously approved Treatment Plan

Address: 311 East Congress Street | Tucson, AZ | 85701 GPS Lat: 32°13'19.91"N Long: 110°58'0.07"W

Current Zoning: C-2 Sign Code District: Downtown Business District Parcel ID#: 117-06-166B

Date of construction: c. 1935/1940 Date of installation: c. 1935/1940

Original business/copy: HOTEL CONGRESS
(attach additional sheet if necessary)

Original address and Parcel ID # (if sign has been relocated): _____

Sign Height: from grade 60.2' from rooftop 23.6' Sign Area: Hotel: 61.88', Congress: 111.6'

Area of minimum bounding rectangle (X * Y): 269.7' "Z" Dimension: .8'

Is adaptive reuse (change of copy) proposed? Yes No
 Is relocation proposed? (Not allowed for initial designations of Replica HLS) Yes No
 Are there non-commercial uses within 300 feet of the proposed HLS? Yes No

SUMMARY CHECKLIST: Designation Guidelines/Criteria

Are moving parts or intermittent lighting features proposed? Yes No
 Is the proposed HLS a detached, projecting or roof sign? Yes No
 Does the proposed HLS include exposed integrated incandescent or neon lighting? Yes No
 Did the proposed HLS originally include exposed integrated incandescent or neon lighting? Yes No
 Does the proposed HLS use materials and technology representative of its period of construction? Yes No
 Is the proposed HLS non-rectangular or non-planar? Yes No
 Is the proposed HLS structurally safe? Yes No
 Can the proposed HLS be made safe without substantially altering its historic appearance? Yes No

Check 'Yes' if narrative in the sign's Treatment Plan describes compliance with the following required criteria:

The sign exemplifies the cultural, economic, and historic heritage of Tucson. Yes No
 The sign exhibits extraordinary aesthetic quality, creativity, and innovation. Yes No
 The sign is unique; or, originally associated with a local or regional chain; or, scholarly documentation exists supporting its preservation; or, a rare surviving example of a once common type. Yes No
 Has the sign been altered, removed and reinstalled, or replaced pursuant to Sec. 3-96.C.1? Yes No
 The sign retains and/or restores the majority of its character-defining features. Yes No

PART 2 PRE-SUBMITTAL INFORMATION

Have you attended a HLS pre-submittal conference with City staff? Yes No

Please indicate meeting date. _____

Have you had any contact with the registered neighborhood association in which the proposed sign would be located (if any), adjacent property owners, or the Scenic Arizona Coalition, regarding the proposed HLS? Yes No

Have you offered to meet and discuss the proposed HLS on a specified date and time with the registered neighborhood association in which the proposed sign would be located (if any), adjacent property owners, or the Scenic Arizona Coalition? Yes No

Did you conduct a neighborhood meeting? If yes, attach neighborhood meeting documentation (copy of the meeting invitation, mailing list, date of mailing, sign-in sheet, and summary notes from the meeting). Please indicate meeting date Yes No

PART 3 OWNER/APPLICANT INFORMATION

Owner: 311 East Congress LLC.

Company Name: The Hotel Congress

Address: 311 East Congress Street

City: Tucson State: Arizona Zip: 85701

Phone: 520 622 8848 Cell: 520 850 6111 Email: dara@hotelcongress.com

Applicant or Agent: Richard Oseran

Company Name: Hotel Congress LLC.

Address: 311 East Congress Street.

City: Tucson State: Arizona Zip: 85701

Phone _____ Cell _____ Email _____

Architect/Engineer _____

Company Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Cell _____ Email _____

PART 4 TREATMENT PLAN REQUIREMENTS

For more information and examples of items listed below, please reference the *Application and Review Guidelines for Historic Landmark Signs* manual available through the Tucson Historic Preservation Office, or online at:

13 sets of the following Treatment Plan materials must be submitted, folded to 8½” x 11”:

Description of Existing Sign Condition

- R A. Existing color elevation, or color photo showing elevation of HLS
- R B. Description of the age of construction materials and type of illumination
- R C. Site plan
- R D. Photographs of existing site conditions

Compliance with HLS Designation Guidelines

- R E. Narrative describing compliance with each of the technical and cultural/historical/design guidelines
- R F. List of character defining features
- R G. Documentation of the sign’s historic authenticity (i.e. proof of age, materials, and location via permits, dated photographs, site plans, elevation drawings, etc.)

Maintenance Program

- R H. Narrative describing plans for maintenance of the sign for future years
- R I. Estimate of total lumens

Performance Requirements/Proposed Treatments

- “ J. Color elevation, or color photo-simulation, of proposed treatment
- “ K. Narrative description of compliance with performance requirements, specifically any proposed repair, restoration, adaptive reuse (change of copy), relocation, or replication (may include a combination of treatments).
- “ L. GPS coordinates of the final location (if different from current location)
- “ M. List of new parts/list of parts and materials to be replaced
- “ N. Mitigation measures to reduce impact on non-commercial uses within 300 feet, if applicable

Additional materials

- RO. One (1) copy of the Pima County Assessor’s map of the subject parcel(s)
- RP. Completed 207 Waiver
- RQ. Consent to access prior to demolition
- “ R. Appropriate fees payable to the City of Tucson
- “ T. Pre-submittal Conference Verification Sheet (optional)
- “ U. Documentation of neighborhood meeting (optional)

PART 5 SIGNATURES

I (We), the undersigned, request designation of the subject sign as a Historic Landmark Sign (HLS). I (We) represent that the information in this application and the supporting materials are true and accurate to the best of my (our) knowledge.

Owner’s signature

date

Applicant/Agent signature (requires letter of authorization from owner)

date

Architect/Engineer signature (requires letter of authorization from owner)

date

A. Existing color elevation, or color photo showing elevation of HLS



Hotel Congress Sign | Night View | 22 January 2011



Hotel Congress Sign | Day View | 1 August 2011



Hotel Congress Sign | Night View | 22 January 2011

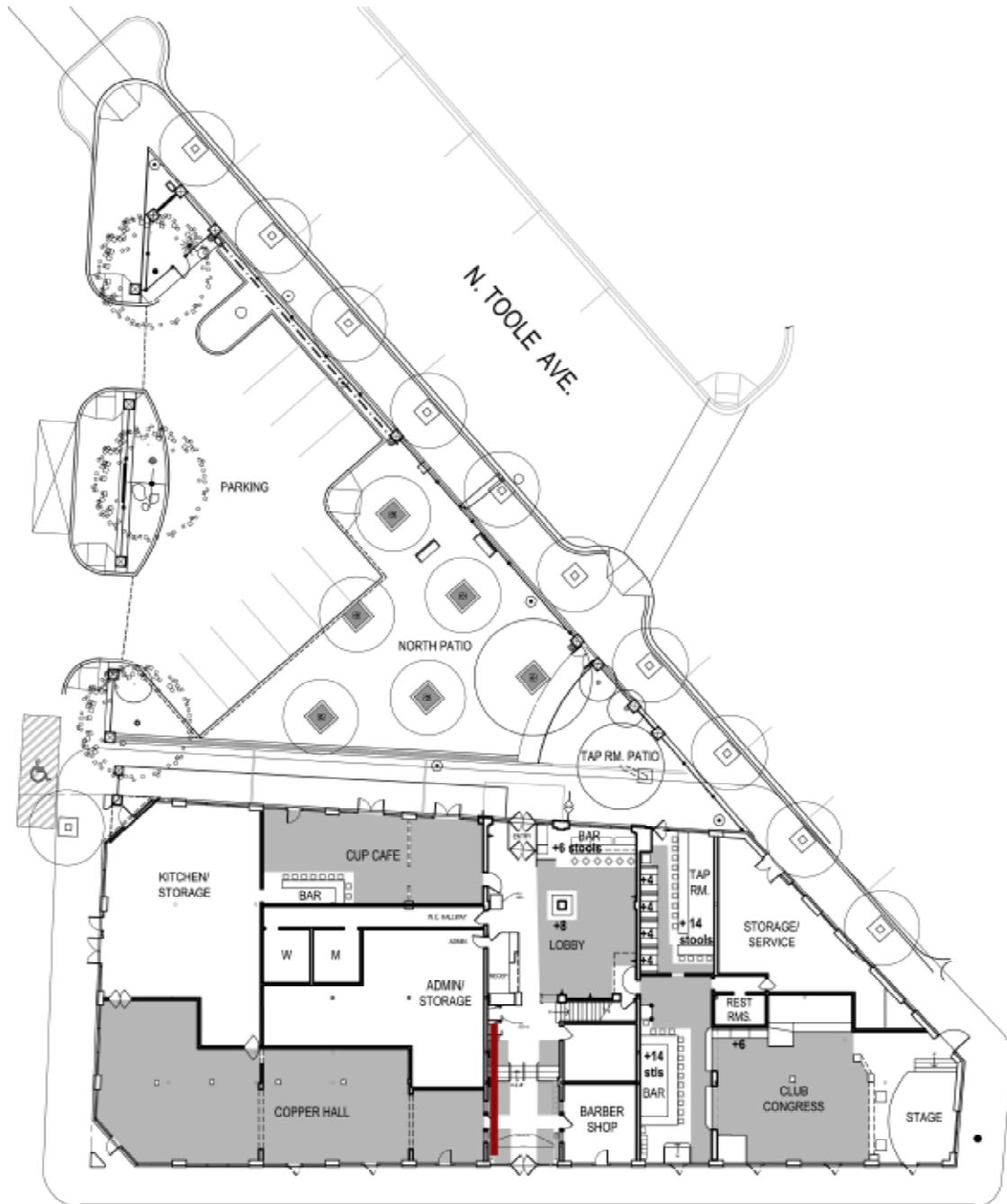


Hotel Congress Sign | Day View | North Elevation | 1 August 2011

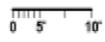
B. Description of the age of construction materials and type of illumination

The Hotel Congress was designed by architect William Curlet, and built in 1919. In 1934, a fire destroyed the third story, leading to the only capture of “Public Enemy Number One:” John Dillinger. Architect Roy Place remodeled the building. The steel-framed open roof structure sign was added after the repairs c. 1935/1940. The open roof structure consists of a framework of angle iron on which individual letters are mounted. Individual steel block letters with single-tube flat-block red neon spell “HOTEL CONGRESS” in two lines of text. The construction of the individual cabinet letters with a folded edge is typical of the classic HLS sign era.

C. Site Plan



E. CONGRESS ST.



Plan - Hotel Congress

Hotel Congress Roof Sign

Site Plan Courtesy Vint & Associates Architects, Inc.



Hotel Congress | Historic Landmark Sign | Aerial View Plan



74 ft

Hotel Congress Sign →

D. Photographs of existing site conditions



Hotel Congress Sign | Measured West Elevation



Hotel Congress and Sign | Measured South Elevation

E. Narrative describing compliance with each of the technical and cultural/historical/design guidelines

The Hotel Congress sign qualifies as a Classic Historic Landmark Sign, meeting all five technical guidelines:

- (a) the Sign includes exposed neon lighting;
- (b) the sign uses materials representative of this period of construction: steel and angle iron;
- (c) the sign is non-rectangular;
- (d) the sign is a “roof sign;”
- (e) the sign is structurally safe.

The sign also meets all four of Cultural Historical design guidelines

- (a) the sign exemplifies hotel signage in downtown Tucson in the mid-twentieth century. In addition, the building is listed on the National Register of Historic Places and the sign is a character defining detail of the building;
- (b) the sign exhibits extraordinary aesthetic qualities that represent the creative and innovative signage built in downtown Tucson, it is also the sole known surviving roof mounted hotel sign in the city;
- (c) the sign is unique;
- (d) the sign is unmodified from its construction, and retains all of its character defining features.

The sign is not an off-site sign as defined in the Sign Code and the sign has not been previously altered, removed and reinstalled or replaced pursuant to Sec. 3-96.C.1.

F. List of character defining features

The sign is tied to the continually-operated historic business and is a character-defining detail of the National Register listed building. Because it consists only of letters attached to the open roof structure frame, all elements and the text of the sign are character-defining features.

G. Documentation of the sign’s historic authenticity (i.e. proof of age, materials, and location via permits, dated photographs, site plans, elevation drawings, etc.)

Neither drawings, permits, nor records have surfaced to pinpoint the exact construction date, neon sign company, or craftsman responsible for the Hotel Congress sign. Photo documentation at the Arizona Historical Society confirms that the sign had been installed by 1946. (AHS PC 177 F. 17) The sign was installed sometime after the 1934 fire; photos reveal that shortly after the post-fire reconstruction had been completed, no sign had been installed.

That the sign points westward rather than towards the depot articulates the changing needs of the mid 20th century American traveler. The sign was designed to attract automobile travelers crossing the country on US 80, 89 and Arizona Route 84, a route which followed Stone Avenue through downtown Tucson. The technique of the Hotel Congress sign construction – sheet metal and neon mounted to an open roof structure – is representative of the Classic Landmark Sign era.



Magee Photo Collection | 1946 | AHS PC 177 F. 17



AHS Places-Tucson –Streets Congress post 1924 | photo ca. 1950

H. Narrative describing plans for maintenance of the sign for future years

The sign has been continually maintained and will continue to be serviced to insure fully functional operation. Cook and Co. Signs manage and replace equipment, electrodes, neon, paint as needed. Annually the sign undergoes a maintenance check and this will continue.

I. Estimate of total lumens

Unknown

O. One (1) copy of the Pima County Assessor's map of the subject parcel(s)

Pima County Assessor's map unavailable.

P. Completed 2007 Waiver

Attached

Q. Consent to access prior to demolition

Attached

X. As-Built Sign Condition Assessment

The eligible historic landmark sign has been installed and operational in its current location since installation (approximately 65 years). The sign was inspected in August 2011. The angle iron framework and sign shows no signs of weakness or significant rust. The angle iron is joined together by bolts all of which are intact and show no sign of weakness, loss or substantial rust. All weld-points are solid and intact. The attached photos show the details of the connection points, angle iron and roof mounts.

See attached photos.