

H. & S. Pogue Service Building Historic Designation Report

310 Race Street
Cincinnati, Ohio

Prepared for:
City of Cincinnati
Historic Conservation Office
Department of City Planning and Engagement

November 1, 2023

Prepared by:

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Introduction

This report represents the finding and recommendation for local historic landmark designation of the H. & S. Pogue Company Service Building. The report was prepared by Heritage Consulting Group on behalf of ABC Reality Advisors LLC. ABC Reality Advisors LLC plan to rehabilitate the building for residential rental use utilizing federal and state historic tax credits.

Summary Statement

The H. & S. Pogue Service Building at 310 Race Street in downtown Cincinnati, Ohio was constructed in 1947 as a service building for the H. & S. Pogue department store, one of the most prominent in the city, to house goods and additional retail services. The architects were Hake and Hake of Cincinnati, a notable firm who chose the International Style for the twelve-story brick service building. Hake and Hake had also designed renovations for the primary department store building in 1916, which was located across the street at 20 W. 4th Street and has since been demolished. The building held a variety of goods for the department store over the course of nearly two decades, including 20,000 garments in a temperature- and humidity-controlled vault on the tenth floor. The service building was sold in 1966 and the department store vacated the property.

The H. & S. Pogue Service Building is significant for its association with the major department store H. & S. Pogue and commerce in Cincinnati. It is also significant as an example of an International Style building in downtown Cincinnati designed by noted local architects Hake and Hake.

Please note that this report was prepared by Logan Ferguson of Powers & Co. in 2020 and was adapted by Heritage Consulting Group for this Local Historic Designation application. On January 21, 2021, the Ohio State Historic Preservation Office determined that the property met National Register Criteria for Evaluation under Criterion A for its association with Commerce and the H. & S. Pogue Department store, and Criterion C for its status as an early International Style building in Cincinnati. Below please find a copy of the SHPO evaluation letter for reference:



January 21, 2021

Logan Ferguson
Powers & Co.
1315 Walnut Street, Suite 1717
Philadelphia, Pennsylvania 19107

RE: H&S Pogue Service Building, 310 Race Street, Cincinnati, Hamilton County

Ms. Ferguson:

Thank you for submitting the National Register Questionnaire and additional information for the above-mentioned property. A committee of staff from the Inventory and Registration Department and other program areas of the State Historic Preservation Office have reviewed the questionnaire, photographs, and additional documentation. Based upon a review of all of the information the property appears to qualify for nomination to the National Register of Historic Places. The property will likely be nominated under Criterion A for its association with Commerce and the H&S Pogue Department store, and Criterion C for its status as an early International Style building in Cincinnati.

The National Register Questionnaire is not the actual National Register nomination. If you wish to pursue the National Register nomination, the next step is to conduct the research and write the nomination. You may either research and prepare the nomination yourself or hire a historic preservation professional to do it for you. A list of historic preservation consultants and general National Register information can be found at <http://www.ohiohistory.org/preserve/state-historic-preservation-office/hpforms/consultants>.

To prepare the nomination yourself, you can now access online the National Register nomination form and our instructions and guidance on completing the National Register nomination at www.ohiohistory.org/nrpacket. A sample nomination can be provided upon request.

If you have any questions please contact us by email: Barbara Powers at bpowers@ohiohistory.org, Nathan Bevil at nbevil@ohiohistory.org. We look forward to working with you as the nomination proceeds. Thank you for your interest in historic preservation and the National Register of Historic Places program.

Sincerely,



Nathan A. Bevil
Community Planning & Preservation Manager

800 E. 17th Ave., Columbus, OH 43211-2474 • 614.297.2300 • ohiohistory.org

SHPO Determination of Eligibility Letter, 1/21/21

Boundary Description



Figure 1: The H. & S. Pogue Service Building, with boundary shown in red.

The H. & S. Pogue Service Building is located at 310 Race Street in downtown Cincinnati, Ohio. It sits at the northwest corner of the block bounded by Race Street to the west, W. Ogden Place to the north, Vine Street to the east and W. 3rd Street to the south. It is located less than one-half mile north of the Ohio River and one-half block north of Interstate 71. The building lot slopes down from north to south and is bordered on the south by an open parking lot. Both the west elevation, facing Race Street and the north elevation, facing W. Ogden Place, are bordered by concrete sidewalks. Largely abutted by 27-29 W. Ogden Place, the east elevation faces the interior of the block. The surrounding neighborhood consists of densely concentrated, high rise commercial buildings, dating throughout the 20th century. Located immediately on the opposite (west) side of Race Street is the W. 4th Street National Register Historic District.

The legal description is as follows: Premises located at 310 Race Street, Cincinnati, Ohio which real estate is more particularly described as follows: Situated in the City of Cincinnati, County of Hamilton, State of Ohio, and being part of In Lots Nos. 235, 236, and 237, as shown on the Original Plat of said City of Cincinnati, and being more particularly described as follows: Beginning at a point in the east side of Race Street, said point being located North 16° 00' West, a distance of 89.43 feet from the

northerly line of Third Street; thence North 16° 00' West along said easterly line of Race Street, a distance of 120.10 feet to the southerly line of Ogden Place; thence North 74° 21' 30" East, along said southerly line East, along said southerly line of Ogden Place a distance of 81.38 feet to the easterly line of a 13 inch wall; thence South 15° 59' East along said easterly line, a distance of 121.45 feet to the southerly line of a 13 inch wall; thence South 74° 18' West along said southerly line, a distance of 47.35 feet; thence North 16° 00' West a distance of 1.43 feet; thence South 74° 18' West along the southerly line of a 13 inch wall, a distance of 34.00 feet to a place of beginning.

Boundary Justification

The above-described boundary constitutes the entire parcel which the building is located.

Statement of Significance

The H. & S. Pogue Service Building has local significance under Criterion 1 for its association with one of Cincinnati's oldest and most formidable department stores. H. & S. Pogue's was founded in 1863 and offered the local consumer nearly every home and fashion good available. In 1947, the company began the construction of the subject property, in order to accommodate its bulkier items and provide additional retail services. The building also has local significance under criterion 3 as an early and intact example of commercial International Style architecture in Cincinnati, which was designed by the prolific Cincinnati firm of Hake and Hake. The period of significance begins in 1947, when construction of the building began, and ends in 1966, when the building was sold, and the H. & S. Pogue Company ceased to occupy the building.

Integrity

The H. & S. Pogue Service Building retains integrity, as it is intact from its original construction with no substantial alterations, demolition or new construction. Both the overall form and the defining architectural characteristics remain, including its distinctive brick planes, original, banded windows, fluted limestone detailing, and fenestration patterns. The main entrance doors and loading bay garage door systems are infilled with contemporary systems but the detailed surrounds and locations remain intact. On the interior of the building, the open spaces with unornamented finishes remain and continue to convey the original function of the building. The quality, placement and condition of the construction materials, as well as the distinctive architectural style are both highly characteristic of the period and also all remain wholly intact.

The location and setting of the building remain intact since the time of construction and the design and materials similarly retain their integrity. The workmanship is expressed in a consistent architectural style, is of good quality and is in keeping with contemporary trends. The feeling and associations of the building also have a high level of integrity, in large part because of the integrity of the previous five aspects. Although it no longer remains in use as a warehouse, the voluminous interior spaces with exposed structure

and the archetypal exterior International Style characteristics effectively convey the sense of place and the notable commercial history of the building.

Historic Overview

History of the H. & S. Pogue Company and the Service Building

The H. & S. Pogue Company was founded in 1863 by the brothers Henry and Samuel Pogue, who took over their uncle's dry good store located at 111 W. 5th Street (demolished). In 1878, the store moved to 20 W. 4th Street and underwent a series of expansions, with the most notable one being in 1916. At a cost of \$1,000,000, the renovation was designed by Hake and Hake. The building was demolished in 1988.



Figure 2: Pogue's 1916 building on the corner of 4th and Race Streets. Accessed from the Department Store Museum website at <http://www.thedepartmentstoremuseum.org/2010/07/h-s-pogue-company-cincinnati-ohio.html>

In 1926, the company undertook construction of their first satellite building, which was primarily used for loading and delivery purposes and could accommodate thirty-two trucks at a time. Located at W. 6th and Cutter Streets, the 3-story, 78,500 square foot building had an industrial concrete frame with brick spandrels. It was designed

by Abbott, Merkt and Company of New York and also had warehouse space and furniture and carpet workrooms. It was demolished in 1996.

The first public announcement of the subject property was in February 1946, when the front page of *The Cincinnati Enquirer* announced the construction of a 12-story, 116,439 square foot service building for the H. & S. Pogue Department Store at a cost of \$1,000,000.¹ Located on four lots at 308-322 Race Street, the building is one half block south of the department store. Hake and Hake were the architects for the project and the building was to be “modern in its motif.” Interestingly, the article reports the building to be clad in Indiana limestone with loading docks fronting W. Ogden Place. Though the final design differs from the rendering below, the building incorporates modern design motifs features that are identifiable in an International Style building.

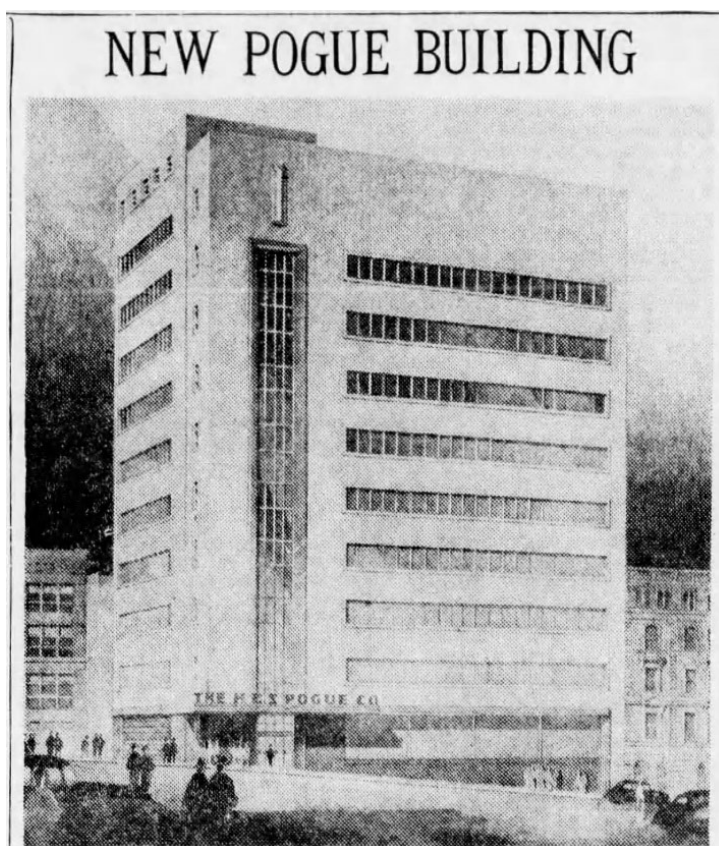


Figure 3: Rendering of the building from *The Cincinnati Enquirer* (February 3, 1946)

The building, located on four lots, was to house “virtually all of the department store’s non-selling sections”, with the highlight being a fur vault on the 10th floor.² The temperature- and humidity-controlled vault could accommodate 20,000 garments and also offered repairs, restyling and “Hollanderizing”, which was a special fur

¹ “Pogue Plans 10-Story Unit and Modernization of Store with Outlay of \$2,000,000.” *The Cincinnati Enquirer* (3 February 1946): 1. When built, the building was clad primarily in brick with the loading docks fronting on Race Street. At the same time the Service Building was constructed, a modernization of the department store was also taking place, in order to utilize the now empty areas created by the construction of the subject property. The work was also done by Hake and Hake.

² “Inspect Building Site.” *The Cincinnati Enquirer* (12 February 1947): 19A.

cleaning technique involving sawdust. The building was also to contain “drapery, reupholstery and carpet work rooms”, along with “purely store services such as print shop stockrooms, etc.”³ The arrangement of the spaces represented the “most complete assemblage of up-to-date equipment possible, so placed and arranged that work will progress logically and evenly without wasted motion.”⁴

The contractors selected for the project were the Guentter-Reinhard Company and the windows were fabricated by Truscon windows.⁵ In order to maximize the functionality of the building, it was connected to the department store by underground tubes so that low pressure steam could be piped in from the main building’s power plant.⁶ The building opened in March 1949 and, in addition to the functions mentioned above, it also housed the company’s “clothing operations, carpet, drapery, millinery and upholstery workrooms, the print shop; fur storage; engraving and silver polishing, and watch repair.”⁷ A 1961 advertisement for the building expands on this, proffering furniture, floor coverings, draperies, glider sets, mattresses, houseware, appliances, radio, TV, stereo, toys, sewing machines, luggage, infant’s furniture.⁸ The building operated at full capacity until 1966 when it was sold to a developer.⁹ It is currently vacant.

Hake and Hake

The Cincinnati firm of Hake and Hake was founded by Harry Hake, Sr. (1871-1955) in 1897, as his own venture, after graduating from the Ohio Mechanical Institute and the Cincinnati Art Academy. His son, also named Harry (1902-1968), joined the firm in 1926, after attending Brown and Columbia Universities, and was made partner in 1945. In 1954, the third generation, again named Harry, joined the firm. When Harry Hake, Sr. died in 1955, his son became the sole proprietor. In 1960, Harry Hake III (1929-2019) was made a partner. As of that year, the firm had completed more than 1,250 commissions since the time of its founding.¹⁰ In 1968, when Harry Hake Jr. died, Harry Hake III was the only partner and he managed the firm until 1978, when he retired.¹¹

In considering their work during the 20th century, it has been said that “this firm, more than any other, has been responsible for determining the physical character of Cincinnati.”¹² Over nearly 100 years, the firm constructed nearly every type of

³ “Pogue Plans 10-Story Unit and Modernization of Store with Outlay of \$2,000,000.”

⁴ “H & S Pogue Co’s History of ‘Quality and Friendliness.’” *The Cincinnati Enquirer* (26 September 1960): 2.

⁵ The Guentter-Reinhard Company was founded in 1934 by William Guentter and Joseph Reinhard. It was disbanded in 1951. Truscon windows were also installed at the Empire State Building, Marshall Field and Rockefeller Center.

⁶ Don Kirk. “Huge Store Operates Like City of Its Own.” *The Cincinnati Enquirer* (9 July 1958): 6.

⁷ “H. & S. Pogue Company.” https://en.wikipedia.org/wiki/H._%26_S._Pogue_Company. Accessed on December 18, 2020.

⁸ “Advertisement.” *The Cincinnati Enquirer* (16 May 1961): 13.

⁹ “Pogue Service Building Sold.” *The Cincinnati Enquirer* (30 January 1966): 48. The company had just completed construction on a large warehouse in suburban Fairfax, and no longer needed the space.

¹⁰ “Associates Appointed by Hake & Hake Firm.” *The Cincinnati Enquirer* (21 February 1960): 101.

¹¹ Scott L. Gampfer. “Harry Hake Architects.” *Ohio Valley History* 15:3 (Fall 2015): 78-83.

¹² Gampfer, 79.

building in a notable range of styles, particularly Revivalist ones. Perhaps best known for commercial and institutional buildings, their work included buildings for the Cincinnati and Suburban Bell Telephone Company in Ohio and Kentucky (1906), buildings for the Cincinnati Ball Park (1911), Western and Southern Life Insurance Company (1916), Crosby Square (1922), Queen City Club (1926), Masonic Temple (1926), Cincinnati Chamber of Commerce Building (1927), Ohio State Office Building (1931), several buildings for the Pennsylvania Railroad (1947), and buildings for the University of Cincinnati, including McMicken Hall (1948) and the Cincinnati Convention Center (1964).¹³

In his obituary, firm partner Joseph M. Lyle, who joined the firm in 1935 and was made partner in 1944, was credited with being “primarily responsible” for several projects, including McMicken Hall and the Student Union at the University of Cincinnati, buildings for the Cincinnati Bell Telephone Company, the Cincinnati Gas and Electric Company Annex, Central Vocational High School now Courier Tech and the subject property.¹⁴

The firm has three buildings individually listed on the National Register of Historic Places. The Power Building (1903, NR 1999) is a 10-story, brick, Commercial style building that was constructed for the Power Building Company. The building is listed for its association with Harry Hake and as an example of a Commercial style industrial building. Although the building does not share any particular aesthetic overlap with the subject property, it did set a precedent for the firm of multi-story, masonry commercial construction in downtown Cincinnati.

The Cincinnati and Suburban Telephone Company Building (1929, NR 1995) is a 14-story, limestone, Art Deco Style building that was constructed as office and service space for both the Cincinnati and Suburban Telephone Company, who was the local entity, and the American Telephone and Telegraph Company, who was the national entity. The building is not only significant as the earliest example of an Art Deco style commercial building in Cincinnati, but, like the subject property, it was representative of the ongoing relationship between Hake and Hake and a specific company. Perhaps more than any other firm in Cincinnati, Hake and Hake built much of its nearly 100-year portfolio on these kinds of repeated submissions.

The firm also completed the Court Street Firehouse (1906, NR 1974) is a 2-story, brick and sandstone, Renaissance Revival style building.

The International Style

The International Style originated in 1919 with Walter Gropius’s Bauhaus, as an ordered response to the chaos of World War I. Aesthetically, the “Bauhaus style was typified by economy of method, a severe geometry of form, and design that

¹³ “Harry Hake Sr. Succumbs’ Architect Left Mark on City in Career Dating From ‘97.” *The Cincinnati Enquirer* (15 September 1955): 20.

¹⁴ “Joseph M. Lyle, 67, Prominent Architect.” *The Cincinnati Enquirer* (25 August 1972): 15.

considered the nature of the materials employed.”¹⁵ Although some Bauhaus influences in the United States in the 1920s, it was not until the founding of the Museum of Modern Art (MOMA) in 1929 and an International Style exhibition in 1932, that the style began to be more widely known.

In 1932, the first International Style skyscraper was constructed in Philadelphia by George Howe and William Lescaze for the Philadelphia Savings Fund Society (PSFS). However, it was not until after World War II that the style gained any significant architectural traction in the United States. This new wave was characterized by Henry-Russell Hitchcock and Phillip Johnson as having three defining characteristics: planes to create the form of the building; regularity, not symmetry, in the façade, and a lack of ornamentation. Well-known examples of this application include the United Nations Building by Harrison and Abramowitz (1947), Lever House by Skidmore, Owings and Merrill (1952) and the Seagram Building by Mies van de Rohe (1958), all of which are in New York, NY.

These principles can also be seen at the subject property. Each façade of the building is composed of several, uniformly arranged, thin planes of windows and brick spandrels and one massive column of repeating windows. The fenestration pattern, slightly different on each façade, has a uniform composition. Lastly, the ornamentation is limited to the stylized limestone fluting and surrounds at entrances and windows, which are sparingly applied with regularity at each feature. Glass curtain walls, so often seen on International Style buildings, are not present at the subject property, but the design employs the bands of windows in a disciplined arrangement. This too, however, is in keeping with the style, as the warehousing and industrial nature of the building required the function of solid walls with limited glazing rather than a curtain wall of glass.

In Cincinnati, the Terrace Plaza Hotel (1945-1948, NR 2017) was the first International Style building in Cincinnati that was not a private residence. This sparked a wave of non-residential construction in the International Style, which would be prevalent in Cincinnati through the 1970s. As such, “Cincinnati played an important but unrecognized role in the arrival and development of International Style Modernism in the United States. Cincinnati's Modernist buildings and places form a highly progressive legacy in a city that is frequently--and mistakenly-- viewed as predominantly conservative.”¹⁶

Although it has been said that Hake and Hake “continued to work in historicizing modes well into mid-century” and that they “moved toward a modern idiom slowly”, the subject property stands as a firm counterpoint to those statements.¹⁷ The second oldest International Style commercial building in downtown Cincinnati by only a few months, the H. & S. Pogue Company Service Building was conceived in an aesthetic

¹⁵ “Terrace Plaza Hotel.” *National Register Nomination* (2017): 8:35.

¹⁶ “Modernist Architecture in Cincinnati.” <https://www.modernnati.com/home/categories/wright-26-cincinnati-modernism>. Accessed on December 18, 2020.

¹⁷ Jayne Merkel. “Cincinnati's Oldest Architects Have Shaped City's Design.” *The Cincinnati Enquirer* (11 December 1977): 55.

that was “modern in its motif.” It represents an early and important work in the International Style, both in Cincinnati in general and particularly within the firm’s own portfolio, which was more typically Revivalist in tone. While the subject property is exceeded by the scale of the nearby Terrace Plaza Hotel, which was completed less than a year earlier, it was the first International Style industrial building in Cincinnati and “possesses a grace and cleanliness of line that would do credit to a structure not of the utility class.”¹⁸

The selection of a modern style was in keeping with the building’s location within the heart of the financial district.¹⁹ More importantly, however, the design of a “striking, modernist tower” was a deliberate tactic by the company to present themselves as a modern store, perhaps in contrast to the Classical Revival style of the main department store.²⁰ Indeed, the sleek, modernist vein was more suggestive of a company headquarters than a structure devoted to storage, delivery and repairs.²¹

The article announcing the construction of the subject property also referenced the arrival of “out-of-town chain organizations” to Cincinnati. The construction of a new, modern building was a response to the increasing competition and billed the company as an effective competitor against these newcomers. This was a common approach for this building type, which had “more enduring value in its exterior, which many companies strove to make memorable.”²²

Perhaps not surprisingly, this was not the first time that the company used a stylistic approach to convey the intentions of its client. The Cincinnati Bell Telephone Building proclaimed the company shift to dial service through its architectural detailing, showing telephones and headsets on the 2nd floor frieze.²³

Comparable International Style Buildings in Cincinnati

The most comparable International Style building in Cincinnati is the Terrace Plaza Hotel (1945-1948, NR 1997). Located two blocks north of the subject property, the building is a mixed-use skyscraper designed by Skidmore, Owings and Merrill in the International Style. The 18-story building has a 7-story, solid red brick base topped by an inset, 12-story red brick tower with banded windows. At 600,000 square feet the massive building is significant for its association either John J. Emery, Jr., as the first International Style hotel in America, and as an early work of Skidmore, Owings and Merrill.

¹⁸ “More Face Lifting.” *The Cincinnati Enquirer* (18 August 1949): 4.

¹⁹ “H. & S. Pogue Company.”

²⁰ “H. & S. Pogue Company.”

²¹ Richard Longstreth. *The American Department Store Transformed: 1920-1960* (New Haven, CT: Yale University Press, 2010): 79.

²² Longstreth, 73.

²³ John Clubbe. *Cincinnati Observed: Architecture and History* (Columbus, OH: Ohio State University Press, 1992): 47.



Figure 4: Terrace Plaza Hotel. Photograph accessed from Docomo US. <https://www.docomomo-us.org/register/terrace-plaza-hotel>

The Terrace Plaza Hotel and the subject property share a similarity of massing, brick expanses, banded windows and streamlined detailing. While the subject property has more International Style detailing on the exterior, such as the limestone fluting, the Terrace Plaza Hotel, because of the nature of its use, had an extraordinary and comprehensive interior finishes program, featuring artists of international acclaim. The subject property, conversely, has a stark interior to reflect its original use. Lastly, the Terrace Plaza Hotel has undergone numerous renovations on both the interior and exterior while the subject property has had no significant alterations since the time of construction.

Comparable Projects by Hake and Hake in Cincinnati

The subject property is a unique International Style design by the firm and, as such, there is no direct comparison. However, one project with a similar motif is the Western and Southern Life Insurance Company building located at 418 E. 4th Street, approximately one-half mile to the east of the subject property. Also constructed in 1948, the 2-story building is clad in limestone. While it certainly has more Art Deco Style references, the two buildings feature similar fluted limestone panels. None of the other buildings attributed to Lyle, or to the firm in general, show any particular International Style themes.

Comparable Department Store Service Buildings in Cincinnati

The H. & S. Pogue Company department store emerged during a time of great department store growth in downtown Cincinnati. In the mid- to late 19th century, a handful of comprehensive stores emerged, all vying to provide the residents of Cincinnati with every comfort. Shillito's was founded in 1830 and subsequently

moved to a large store at 7th and Race Streets in 1937. McAlpin's was founded in 1852 and moved to 13 W. 4th Street in 1865, across the street from Pogue's main store. Alms and Doepke was founded in 1865 at E. Central Parkway and Main Street. Rollman and Sons was established in 1867 and was ultimately located at 5th Street, just west of Vine Street. Mabley and Carew was founded in 1889 and was also located on 5th and Vine Streets.

The success of these stores was dependent on their ability to provide an enormous range of products, which comprised an enormous range of sizes, in a timely fashion.²⁴ Sometimes this meant an expansion of an existing building, but, more often, this required the construction of a freestanding building, often near to the primary store. This was the case for many Cincinnati stores, including Pogue's, Shillito's and Rollman and Sons. This new building type was used by the stores "to enhance their reputations. At the time of its completion, the service building was often featured in newspapers as part of its store's advertising agenda, presented as a means of bringing tangible benefit to the customer."²⁵ This was certainly the case at the subject property, which gave the service building equal billing as the main store in their advertising listings from the time the building was completed.

Despite this extraordinary density of commercial offerings within a relatively small geographic area, there is little physical evidence remaining. Shillito's, an Art Deco Style behemoth at 7th and Race Streets, remains relatively intact on the exterior. As the interior has been converted into loft apartments, there is presumably little of the historic fabric left. The service building, located on the opposite corner at 7th and Elm Streets and constructed in the late 1940's, was known as the Garage Store. The building was part retail, office, and service building with an integrated parking garage. It still exists today but sections were refaced and had interior alterations in c. 2019. It is primarily a parking garage at present. McAlpin's remains, but the 1st and 2nd floors, along with the interior, have been significantly altered. Pogue's main building, along with its first service building, has been demolished. Alms and Doepke remains and houses the Hamilton County Department of Jobs and Family Services. The buildings for Rollman and Sons and Mabley and Carew have also all been demolished, including the service building.

Architectural Overview

The H. & S. Pogue Service Building stands at 308-322 Race Street in Cincinnati, OH. The 12-story, red brick building was designed in the International Style in 1947 by the prolific Cincinnati firm of Hake and Hake.²⁶ The building consists of a primary 9-story block with two additional floors slightly recessed from the primary, west, façade. The 12th floor consists of an L-shaped penthouse that extends along the entire east side of the floor plate. The building retains its integrity, as both the overall form and defining architectural characteristics remain intact since the date of construction.

²⁴ This was particularly true in Cincinnati, where the local stores were aiming to retain commercial control of a city that was opening to national chains, like J.C. Penny's.

²⁵ Longstreth, 72.

²⁶ At the time, the firm was also known as Hake and Son. It was later known as Hake and Partners.

Exterior

The primary, west, elevation faces Race Street (Photographs 1-3). It is clad in red brick, laid in a common bond, with a limestone water table and limestone caps along the 9th, 11th and 12th floors. The primary composition consists of a single column of windows along the north end of the façade with horizontal bands of windows along the remainder. On the 1st floor, the northernmost bay is the original main entrance to the building (Photographs 4 and 5). The original entrance doors were replaced at some with three, single-leaf roll up metal doors, which are slightly recessed from the façade. The 8-light steel transom above the entrance doors appears to be part of the original entrance design. The entrance is flanked by streamlined, fluted limestone pilasters, which are set at an angle, and topped by a cantilevered canopy that is clad in contemporary metal. Because of the change in grade of the street, there is a small concrete platform with a painted, pipe metal railing in front of the entrance. The remainder of the 1st floor contains three large loading bays that are separated by limestone piers and surrounded by a continuous limestone band with stylized, limestone, bas-relief plaques. All of the garage door openings have non-historic infill (Photograph 6). The northern opening contains an overhead metal garage door with an additional granite surround. The central opening has a full-sized corrugated metal overhead garage door. The southern opening is infilled with painted plywood panels.

Above the 1st floor entrance, between the 2nd and 9th floors, is a continuous column of multi-light, steel windows with a continuous, angled limestone surround with an arched head. The fenestration pattern consists of 12-light sections with alternating clear and opaque glazing. On the remainder of the 2nd through 9th floors, each floor contains a narrow, continuous band of multi-light steel windows with a limestone surround (Photograph 7). The 10th and 11th floors, which are slightly recessed from the façade, have no openings. On the 12th floor, the façade consists of two sections due to the L-shape of the floor plate. The northern section, which is closer to the façade, has no openings, the southern section, which is recessed, has a single-leaf metal door near the center and a multi-light steel window at the south end.

The north elevation, facing W. Ogden Place, is clad in red brick, which is set in varying planes. There is also a limestone water table and limestone caps along the 11th and 12th floors.²⁷

At regular, linear intervals, the façade is punctuated by square, steel bolts. On the 1st floor, the only openings are a recessed, single-leaf aluminum door at the east end at two, small metal vents. Between the 2nd and 11th floors, the westernmost bay contains a single 3-light steel window with a limestone surround. On the remainder of the 2nd through 10th floors, each floor contains five, 8-light steel windows separated by streamlined, fluted limestone plaques, similar to the east end of the south façade. On the 11th and 12th floor, each floor contains five, 8-light steel windows but each bay is

²⁷ A 1951 Sanborn Fire Insurance Map shows that there was a 5-story building in the adjacent lot at the time the subject property was constructed.

vertically separated by continuous fluted limestone plaques and each window is horizontally separated by inset, square metal panels (Photographs 10 and 11).

The south elevation is clad in red brick, which is set in varying planes (Photographs 8 and 9). The 1st floor and the western section of the façade between the 1st and 6th floors are clad in rough stucco - indicating the location of an earlier building - and there are limestone caps along the 9th, 11th and 12th floors. At regular, linear intervals, the façade is punctuated by square, steel bolts. The western half of the elevation has window openings only between the 7th and 9th floors. These consist of four, 8-light steel windows separated by streamlined, fluted limestone plaques, similar to the entrance pilasters. The entire opening has a limestone surround. On the eastern half of the façade, the 4th through 9th floors contain four, 8-light steel windows. The 10th and 11th floors contain a single, 8-light steel window at the east end. There are no other openings.

The east elevation is clad in red brick with a limestone water table and limestone caps along the 9th, 11th and 12th floors and a narrow, vertical limestone pilaster near the north end. The elevation is only visible above the 7th floor (Photograph 9). The fenestration pattern is irregular, but all openings contain single, 8-light steel windows.

The roof of both the 11th and 12th floors is flat with a low brick parapet with a limestone cap on all elevations. Both roofs have scattered mechanical equipment and there is an L-shaped, 1-story brick penthouse at the south end of the 12th floor.

Interior

On the interior of the building, the 1st floor has a vestibule and lobby space in the northwest corner of the floorplate. The vestibule has marble floors, painted plaster walls and a painted drywall ceiling. A multi-light aluminum storefront separates the vestibule from the lobby. The lobby has carpeted floors, painted plaster walls and ceilings and metal grid light fixtures. To the south of the lobby is a single loading bay, which was used for customer parking. The southern half of the floor plate is an open, double loading bay that was used for truck parking and loading. The 2nd through 9th floors are generally open in plan with concrete floors, painted cinderblock walls and painted concrete columns, ceilings, and girders. Some spaces have been divided with painted drywall partitions. Bathrooms and service and storage spaces are located along the east elevation.

The interior of the building has two stairways, two freight elevators and two passenger elevators. The utilitarian, U-return stairways are in the northwest corner and near the south end of the east elevation. They have metal treads, risers and railings. Two passenger elevators are located near the center of the north elevation. The freight elevators are in the southeast corner of the floorplate. All circulation provides access between all floors.

Findings

Planning Considerations:

Compatibility With Plan Cincinnati: Sustain Goal 2b: “Preserve Our Built History. Preserve our built history with new development incentives and regulatory measures. Cincinnati’s rich history is best exemplified through our historic buildings and by the built environment that helps define a neighborhood’s character...” Landmark designation allows for preservation of a highly significant structure and allows for federal and state historic rehabilitation tax incentives to be used to renovate the building, thereby preserving this Cincinnati landmark for future generations to appreciate and enjoy.

Compatibility with Chapter 1435 CZC:

According to Chapter 1435 of the Cincinnati Zoning Code (Historic Preservation) certain findings must be made before a historic structure can be designated by City Council. The structure must be found to have historic significance. Historic significance means that the attributes of a district, site, or structure that poses integrity of location, design, setting, materials workmanship, feeling and association and must have one of the following attributes:

1. Association with events that have made a significant contribution to the broad patterns of our history.
2. Association with the lives of persons significant in our past.
3. Embodies the distinctive characteristics of a type, period, method of construction or that represent a significant and distinguishable entity whose components may lack individual distinction.
4. That has yielded, or may be likely to yield, information important in prehistory of history.

As mentioned above in the *Integrity* section of this report, the H. & S. Pogue Service Building retains integrity of location, design, setting, materials workmanship, feeling and association. In addition, the H. & S. Pogue Service Building has historic significance as defined under Criterion 1 as an important commercial building associated with one of Cincinnati’s most prominent department stores: H. & S. Pogue. Founded in 1863, the department store offered consumers a wide variety of home and fashion goods. H. & S. Pogue expanded in the first half of the twentieth century to build the subject building to house additional products and services. Further, the H. & S. Pogue Service Building is significant under Criterion 3 as an excellent example of commercial International Style architecture in Cincinnati. The building was constructed by notable local firm Hake and Hake and features character-defining features of the style such as regular fenestration and limited ornament.

The designation of the H. & S. Pogue Service Building meets the requirements of Chapter 1435 of the Cincinnati Zoning Code (Historic Preservation). The documentation in this designation report provides conclusive evidence that all required findings may be made for the proposed designation.



Research Methodology

Historical research was conducted to prepare a local historic designation report for the H. & S. Pogue Service Building in the City of Cincinnati. Sources include period newspapers, published works on Cincinnati architecture and American department stores, and Sanborn Fire Insurance maps of Cincinnati.

References

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Photographs



Photograph 1: West and north elevations looking southeast.



Photograph 2: Primary west elevation looking southeast.



Photograph 3: West and south elevations looking northeast.



Photograph 4: West elevation looking east at entrance.



Photograph 5: West elevation looking southeast at entrance.



Photograph 6: West elevation looking east at loading bays.



Photograph 7: West elevation looking east at second floor windows.



Photograph 8: South elevation looking north.



Photograph 9: South and east elevations looking northwest.



Photograph 10: North elevation looking southwest.



Photograph 11: North elevation looking west.



VI. HERITAGE CONSULTING GROUP

Heritage is a national firm that assists the owners and developers of older and historic buildings in understanding the relative significance of their resources, navigating the regulatory redevelopment processes, and securing financial opportunities from federal, state and local incentives. The firm is staffed by seasoned historic preservation professionals who meet the Professional Qualifications Standards under the category of *Historic Architecture* and *Architectural History* in the Secretary of the Interior's Standards and Guidelines, *Code of Federal Regulations, 36 CFR Part 61*.

The utility information shown on this plot, prepared by Thomas Graham Associates, Inc., was obtained from existing records. It is the contractor's responsibility to verify that existence and location, and to contact the appropriate utility company for field locations.



Parcel 1, 196.6
 Assessor's Parcel No. 083-0001-0056

This property is also described as follows:

A revised description of the above property pursuant to a survey dated March 18, 2020 by Jason L. Kuffelberger, Registered Surveyor No. 8428 is as follows:
 Situate in the City of Cincinnati, Hamilton County, Ohio and being part of In-Lots 235, 236 and 237 of the Original Plan of the City of Cincinnati, and being more particularly described as follows:

Commencing at a set Peg nail at the intersection of the existing east Right-of-Way of Race Street and the existing north Right-of-Way of West Third Street; thence with the existing north Right-of-Way of West Third Street, North 74° 12' 22" East, 81.63 feet to a found iron pin and the Point of Beginning of the herein described tract of land; thence departing the said existing north Right-of-Way of West Third Street, North 18° 04' 10" West, 209.67 feet to the existing south Right-of-Way of West Ogden Place, North 74° 15' 45" East, 45.00 feet; thence departing the said existing south Right-of-Way of West Ogden Place, South 18° 04' 24" East, 209.66 feet to the existing north Right-of-Way of West Third Street; thence with the said existing north Right-of-Way of West Third Street, South 74° 14' 36" West, 45.02 feet to a found iron pin and the Point of Beginning.

The above described tract contains 0.2167 Acres (9,437.3282 Sq. Ft.) of land and is subject to all assessments and restrictions of record.

Basis of Bearings: North Based on bearings contained in Official Record 6681, Pages 754-756, Hamilton County Recorder's Office.

Parcel 2, 196.6
 Assessor's Parcel No. 083-0001-0048, 083-0001-0050, 083-0001-0052, 083-0001-0054, 083-0001-0056 and 083-0001-0058

This property is also described as follows:

A revised description of the above property pursuant to a survey dated March 18, 2020 by Jason L. Kuffelberger, Registered Surveyor No. 8428 is as follows:
 Situate in the City of Cincinnati, Hamilton County, Ohio and being part of In-Lots 235, 236 and 237 of the Original Plan of the City of Cincinnati, and being more particularly described as follows:

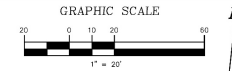
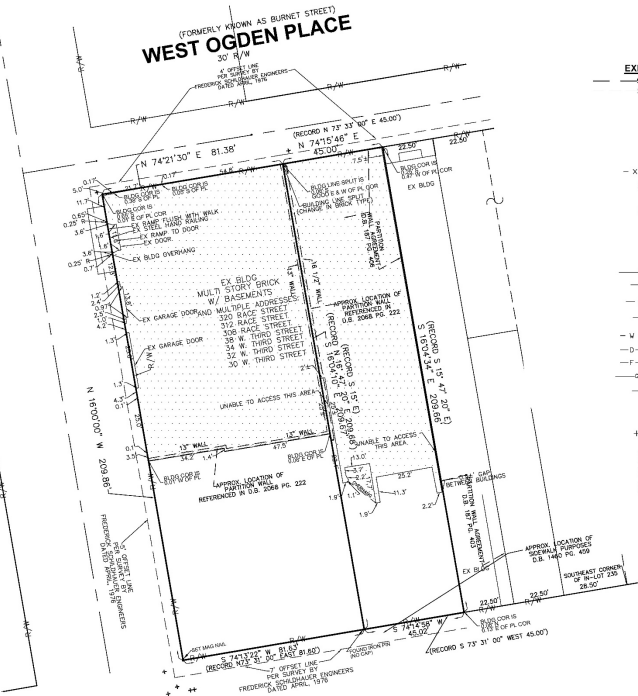
Beginning at the intersection of the existing east Right-of-Way of Race Street and the existing north Right-of-Way of West Third Street; thence with the existing east Right-of-Way of Race Street, North 18° 00' 00" West, 209.66 feet to the existing south Right-of-Way of West Ogden Place; thence with the said existing south Right-of-Way of West Ogden Place, North 74° 21' 30" East, 81.38 feet; thence departing the said existing south Right-of-Way of West Ogden Place, South 18° 04' 10" West, 209.67 feet to a found iron pin and the existing north Right-of-Way of West Third Street; thence with the said existing north Right-of-Way of West Third Street, South 74° 12' 22" West, 81.63 feet to a set Peg nail and the Point of Beginning.

The above described tract contains 0.3925 Acres (17,086.9934 Sq. Ft.) of land and is subject to all assessments and restrictions of record.

Basis of Bearings: North Based on bearings contained in Official Record 6681, Pages 754-756, Hamilton County Recorder's Office.

BENHAM ALLEY

RACE STREET
 (EXISTING NORTH RIGHT-OF-WAY)



Date: **MARCH 19, 2020**
 Scale: **1" = 20'**
 Job No.: **8229**

No.	Date

EXISTING CONDITIONS LEGEND

- S — S — INDICATES EX. BOUNDARY
- I — I — INDICATES EX. INTERMEDIATE CONTOUR
- F — F — INDICATES EX. FIRE HYDRANT
- T — T — INDICATES EX. TELEPHONE POLE
- L — L — INDICATES EX. LIGHT POLE
- M — M — INDICATES EX. WATER METER BOX
- V — V — INDICATES EX. WATER VALVE BOX
- F — F — INDICATES EX. FIRE DEPARTMENT CONNECTION
- X — X — INDICATES EXISTING FENCE
- M — P — INDICATES METAL POST
- P — P — INDICATES EX. HANDICAPPED PARKING SPACE
- C — C — INDICATES CLEANSLOT
- G — G — INDICATES EX. GUTTER INLET (S) SINGLE GRATE OPENING (S) DOUBLE GRATE OPENING
- I — I — INDICATES EX. INLET
- T — T — INDICATES EX. GAS VALVE BOX
- T — T — INDICATES EX. OVERHEAD TELEPHONE & ELECTRIC WIRE
- U — U — INDICATES EX. UNDERGROUND PRIMARY ELECTRIC (SHOW PER RECORD)
- F — F — INDICATES EX. UNDERGROUND FIBER OPTIC CABLE (SHOW PER RECORD)
- U — U — INDICATES EX. UNDERGROUND TELEPHONE (SHOW PER RECORD)
- U — U — INDICATES UNDERGROUND WIRELINE (SHOW PER RECORD)
- D — D — INDICATES UNDERGROUND DOMESTIC LINE (SHOW PER RECORD)
- F — F — INDICATES UNDERGROUND FIRE LINE (SHOW PER RECORD)
- C — C — INDICATES UNDERGROUND GAS LINE (SHOW PER RECORD)
- S — S — INDICATES EX. SANITARY SEWER LATERAL (SHOW PER RECORD)
- R/W INDICATES RIGHT OF WAY
- + INDICATES EX. CROSS NOTCH
- + 916.00 INDICATES EX. SPOT GRADE ELEVATION
- P — P — INDICATES EX. CONCRETE PAVEMENT
- A — A — INDICATES EX. ASPHALT PAVEMENT
- F — F — INDICATES EX. PAVEMENT
- M — M — INDICATES EX. PARKING METER
- R/W INDICATES RIGHT OF WAY
- ± INDICATES MEASUREMENT FOR RECORD DOCUMENT
- (RECORD) INDICATES EX. CROSS NOTCH

BASIS OF BEARINGS

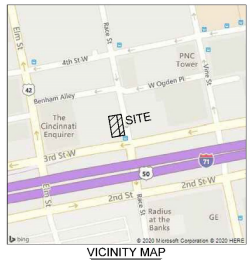
North based on bearings contained in Official Record 6681 Pages 754 - 756 Hamilton County, Ohio Recorder's Office

REFERENCE DEED

Official Records 6681 Pages 754 - 756 Hamilton County, Ohio Recorder's Office

BENCHMARK

HORIZONTAL DATUM: NAD 83
 VERTICAL DATUM: NAVD 88
 ZONE: OHIO SOUTH ZONE



A.L.T.A./A.C.S.M. LAND TITLE SURVEY
 ADDRESS: 310 RACE STREET & 30 WEST 3rd STREET
 SITUATED IN
 PART OF IN-LOTS 235, 236, & 237 OF THE
 ORIGINAL LOTS PLAN OF THE CITY OF CINCINNATI
 CITY OF CINCINNATI
 HAMILTON COUNTY
 STATE OF OHIO

H. & S. Pogue Service Building Historic Conservation Guidelines

310 Race Street
Cincinnati, Ohio

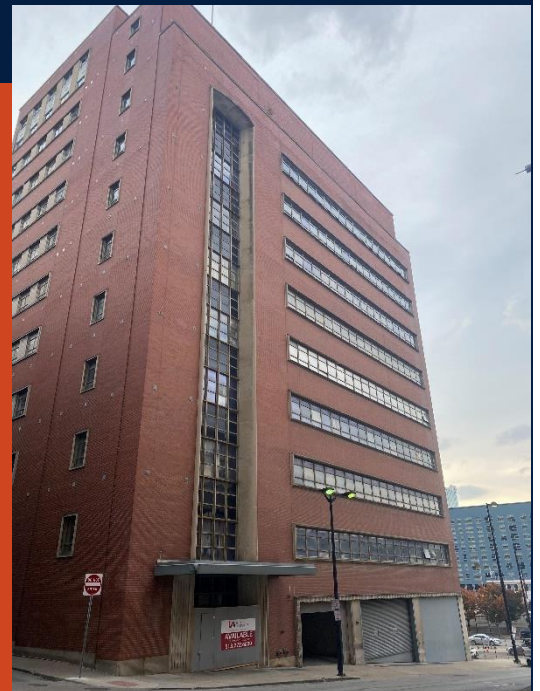
Prepared for:
City of Cincinnati
Historic Conservation Office
Department of City Planning and Engagement

November 1, 2023

Prepared by:

Heritage Consulting Group
(215) 248-1260
heritage-consulting.com

HERITAGE
CONSULTING GROUP



Historic Conservation Guidelines

General Terminology

Within the context of these historic conservation guidelines, the primary elevation of the H. & S. Pogue Service Building 310 Race Street is defined as the west (Race Street). The north elevation (facing W. Ogden Place) and the south elevation (facing the surface parking lot) are secondary, while the rear east elevation (the lower six stories of the building abuts the neighboring building at 30 W. 3rd Street and the upper four stories are exposed above) is utilitarian.

Rehabilitation

Intent and General Guidelines

These guidelines are intended to ensure that rehabilitation will maintain significant features of 310 Race Street. Guidelines are intended not as hard-and-fast rules but to be used by the Historic Conservation Board as a guide to assess the compatibility and appropriateness of proposed rehabilitation work. Reviews by the board are limited to exterior changes proposed for the building. Repair of features that do not change significant features and comply with the intent of these guidelines do not require review by the board. Alterations made to the interior are not within the purview of the Historic Conservation Board and are not subject to review.

The following overarching approaches are recommended:

1. **Repair and Maintenance:** Ordinary repair and maintenance of like and kind to match the original construction, where visible and which does not change the appearance of the building, is acceptable under these guidelines. Rehabilitation may include preservation, restoration, reconstruction, or a combination of these, as appropriate and reasonable for the building.
2. **Maintenance:** Existing visible features that contribute to the overall character of the building in good condition should be maintained and where possible, preserved or conserved. Damaged visible features which can be repaired should be repaired rather than replaced whenever possible.
3. **Replacement:** Replacement of significant features badly damaged, deteriorated beyond reasonable repair, or missing should sensitively harmonize with characteristics of the original feature. Replication is appropriate but not required.

Specific Guidelines

1. **Materials:** The primary exterior material is a common red brick laid in a common bond. The south elevation has an exposed party where a prior building was removed. The exposed area is covered in unfinished stucco. The stucco area may be finished with a more durable and aesthetically pleasing stucco system. Materials that are badly damaged, deteriorated beyond

reasonable repair, or missing should be replaced with materials or components that closely match the style, shape, color, treatment, and texture of the element replaced. Composition, type of joint, size of units, visible measures, placement and detailing should be appropriate for the building.

2. **Masonry Repointing:** Repointing of deteriorated and/or missing mortar shall match the existing historic mortar as close as possible. Elements of the new repointing mix shall be consistent with the existing mortar in formulation, aggregate size, texture, color, and method of application. It is recommended that test patches be applied adjacent to existing mortar and allowed to dry. An assessment should be made of new repointing mix with respect to varied constituents to be matched. The sample that closely matches the original mortar should be used for the repointing. Refer to Preservation Brief for general approach to undertaking masonry repointing.
3. **Masonry Cleaning:** Sandblasting diminishes the integrity of building materials. It is not an approved cleaning method. Should cleaning of exterior materials be undertaken, no harm should result from the approach taken to do the work. In the event that cleaning of building materials is undertaken, use the gentlest method possible to accomplish good results. Scrubbing with a bristle brush and a mild non-ionic detergent is recommended. Should this method be found ineffective, the use of approved chemical cleaning application can be used only after test patches have determined the most gentle means with respect to composition of cleaning agent, method of application, and cleaning results. Refer to PB # 1 for general approach to masonry cleaning.
4. **Water-Repellent Coatings:** Use of water-repellent coatings on historic buildings is not permitted. The problem of water infiltration into a building is associated with structural or maintenance issues. Water-repellent coatings compound problems because the coating encapsulates moisture and does not allow it to evaporate naturally.
5. **Entrances - Doors and Garages:** Original doors should be repaired rather than replaced where feasible and where appropriate access and security can be achieved in compliance with building codes. None of the entrance or garage doors on the primary elevation are original. The canopy above the main entrance is not original as it is clad in non-historic sheet metal. The only other door is a recessed service entrance at the rear corner with a flush metal door. If replacement of doors and the canopy at the main entrance becomes necessary, new doors and canopy should be compatible in scale, size, type, kind, style, color and finish. If the garage openings are re-established, new doors and storefronts should be compatible in scale, size, type, kind, style, color and finish. It is expected the service door on the north elevation will be replaced with a matching door.

6. Windows: Original window should be repaired rather than replaced where feasible. The monumental column of multi-lite metal frame windows above the main entrance and the bands of multi-lite metal frame windows with operable central hopper across the primary elevation appear to be original. The multi-lite metal windows on the side and rear elevation also appear to be original. All windows appear to be in poor condition due to extensive rust and corrosion. If replacement of windows is necessary due to their deteriorated condition and energy performance, new windows should be compatible in scale, configuration, style, size and color. Minor variations in replacement sash frames may be considered. Aluminum sashes are acceptable. Insulated glass of clear hue is acceptable. Rehabilitating a historic building to accommodate a new use may require increasing the number of window openings in a secondary elevation or a formerly blank wall to increase access to natural light and ventilation. Any new windows will be of a simple design to differentiate them and be distinguishable from the original, historic windows.
7. Ornamentation: Significant architecture ornamentation includes streamline limestone detailing that emphasizes the International style of the building. The ornamentation includes limestone water table, fluted surrounds at the main entrance, a continuous arched limestone surround on the column of windows above the main entrance door, patterned limestone surrounds and flat piers at the garage openings, bands of bullnose limestone trim framing the bands of windows on each story. All windows on the north elevation and a limited number on the south elevation have a similar bullnose limestone trim framing the bands of windows and include a fluted limestone panel between each window. These features should be preserved or conserved wherever possible. Do not make replacements or substitutions of different scale, size, design, or incompatible materials. Replace ornamentation to closely match originals in character, scale, configuration, style, size, texture, and color. Some synthetic materials, including fiberglass castings and composite materials may be acceptable at the upper floor levels.
8. Roofs: Parapets and other architectural features that define the roofline of the building should be preserved. The primary architectural feature at the roofline is limestone coping atop the parapet. The parapet material should be preserved or conserved wherever possible. Replace feature to closely match original in character, scale, configuration, style, size, texture, and color. On the primary elevations, vents, skylights, rooftop utilities, glass conservatories, stairs, elevator penthouses, equipment and other new roof elements should be placed such that they are generally inconspicuous from the opposite side of adjacent streets at street level. Roof decks with railings are acceptable if located to be inconspicuous from street level.

9. Painting: The building is not painted on the exterior. The exterior brick should not be painted. There may be an opportunity to paint the exposed stucco section with an appropriate vapor permeable masonry paint is specified.
10. Outside Attachments: Exterior light fixtures should be appropriate to the style of the building, or simple and contemporary. Where exterior light fixtures of a decorative nature consistent with the overall building history exist, repair, preserve, or reconstruct whenever possible and feasible to do so. Mercury vapor, high-pressure sodium, or other light sources that impart distortions of color when illuminated are not appropriate. Exterior light fixtures should be mounted or constructed so as not to cast undue glare onto neighboring buildings or damage the building on which they are mounted.
11. Signs: Signs should be designed for clarity, legibility, and compatibility with the building on which they are located. Signs on the property should not materially cover or obscure significant architectural features. Signs should be externally illuminated or based on historic precedent. Neon or shadow lettering internally illuminated signs are acceptable if designed and sized to be compatible with other signage in the vicinity.

Additions and Exterior Alterations

Intent and General Guidelines

1. Additions: Additions should follow new construction guidelines, codes, and regulations. Any addition should be compatible in character with the original building, with sensitivity to existing massing and scale, site, and appearance within the context of the original building. Additions should be sympathetic, may be complimentary, but need not be imitative in design. Additions should be designed to relate architecturally, not overwhelming the original building.
2. Alterations: Alterations should follow construction guidelines for alterations, codes, and regulations. Alterations should not change or alter significant architectural features on primary facades. On secondary and utilitarian elevations, alterations may be designed to minimize impact on the overall character of the building.
3. Appropriateness: The appropriateness of design solutions for additions and alterations should include the following:
 - a. How well the proposed design for the addition or alteration relates to the original building and neighboring buildings. How closely the proposed addition or alteration meets the general and specific intentions of these guidelines.

Demolition

Demolition may be considered if the demolition request is for an inappropriate addition or non-significant portion of the building and the demolition will not adversely affect those parts of the building which are significant as determined by the Historic Conservation Board.



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