



**Clark County  
Historic Preservation Commission  
Staff Report**

**Project Number:** PRJ-147536/LUP-42987

**Project Name:** Luepke Florist, Certificate of Appropriateness for Replacement of the Main Existing Neon Sign, the removal of the existing red neon “flowers” signs on each of the street frontage and replacing those with two block-lettered signs.

**Project Address:** 1300 Washington St,  
Tax Assessor’s Serial # 47281000

**Applicant:** Bruno Amicci  
1300 SW Park Ave, Apt 1201  
Portland OR 97201

**Staff:** Jon Wagner, AICP, Senior Planner

**Meeting Date:** Dec. 1, 2015

**I. SUMMARY**

Luepke Florist is located at 1300 Washington Street in Vancouver WA (Assessor’s Serial # 47281000). The applicant has requested approval of a Certificate of Appropriateness for a proposed modified/re-creation of the existing (1937) sign and the placement of two new additional exterior signs; one on the Washington Street frontage and the other on the 13th Street frontage.

The site is within the City of Vancouver.

In accordance with VMC 17.39.080 and the Secretary of the Interior’s Standards, staff recommends that the Commission approve the Certificate of Appropriateness request, with conditions.

**II. CLARK COUNTY HERITAGE REGISTER AND NATIONAL REGISTER OF HISTORIC PLACES STATUS**

The Luepke Florist building is listed on the Clark County Heritage Register (CCHR) and is currently being considered for listing on the National Register of Historic Places (NRHP).

**III. HISTORIC NAME**

Luepke Florist

**IV. COMMON NAME**

Luepke Florist

**V. BOARD RESPONSIBILITY**

Under the City of Vancouver Ordinance M-3243 (VMC Chapter 17.39), the Clark County Historic Preservation Commission has the responsibility for reviewing matters of historic preservation within the City of Vancouver.

**VI. STATEMENT OF SIGNIFICANCE**

The significance of the building lies in two areas. First, the building is associated with commerce in the City of Vancouver. The period of significance is from 1937 to the present.

The second area of significance is in architecture. The main building is classified as Moderne/ Modern Movement.

**VII. PHYSICAL DESCRIPTION**

The Luepke Building is an L-shaped Moderne building set at the northwest corner of the intersection of Washington and 13<sup>th</sup> Streets.

The 1.5 story concrete building was designed by Donald Stewart and constructed in two separate phases with the original portion located at the corner of 13<sup>th</sup> and Washington being completed in 1937, and the addition to the west being completed in 1945. A major remodel took place in 1959 to mark the 50<sup>th</sup> anniversary of the business.

**VIII. STAFF REVIEW AND COMMENT**

The design review criteria are listed in the adopted rules and regulations of the Clark County Historic Preservation Commission (March 26, 1996). The standards used are the Secretary of the Interior's Standards for Rehabilitation. The standards and findings are listed below.

**Secretary of the Interior's Standards for Rehabilitation:**

1. *Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure or site and its environment, or to use a property for its originally intended purposes.*

**Finding:** The use of the property is established as a florist and gift shop. The owner has indicated the use will change to include other commercial uses. The uses allowed in within the CX zone are, for the most part, compatible with the building, no alterations are proposed to the building.

The request only addresses the proposed changes in signage.

2. *The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features should be avoided when possible.*

**Finding:** The proposal contains two distinct proposals. The first is to replace the existing "LUEPKE" rose neon sign with a somewhat modified re-creation of the extant sign.

The applicant has indicated the proposed replacement sign is to include "LUEPKE" in 5 inch deep channel letter, white returns and trim cap, white faces, internally illuminated with white LED lights. These letters would not be affixed to a backing plate as currently constructed but would be placed atop the proposed new sign cabinet, with no backing plate.

The new cabinet is proposed to be fabricated aluminum with radius ends painted Satin Black with hand painted rose graphic. The rose graphic is proposed to be illuminated in red and green exposed neon.

The second request is to allow the removal of the two existing red neon "flowers" signs and replacing each of them with a 10 ½ inch by 5 foot 5 ¼ inch, LED illuminated block-lettered sign containing the word "STATION".

Neither the proposed "STATION" signs nor the proposed replacement of the existing neon sign would destroy the original qualities and character of the building. However, the proposed replacement signs may detract from the original quality and character of the building.

The applicable standard is that removal or alteration of any historic material or distinctive architectural features should be avoided when possible. If it is not possible to save the existing signs, the commission may allow them to be removed or replaced.

Specifically, if the commission allows the removal of the two red neon "flowers" signs, as mitigation, the commission should require the signs to be preserved and displayed within the building.

3. *All buildings, structures and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.*

**Finding:** The proposed signage does not impact the structure of the building. The proposed replacement of the existing neon "rose" sign would not create an earlier appearance. The proposed "STATION" signs also would not create an appearance of the building being older than it actually is.

4. *Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right and this significance shall be recognized and respected.*

**Finding:** The applicant is not proposing to change the historical characteristics of the structure/building; only changes to the signage are requested.

5. *Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.*

**Finding:** The existing signs could be considered an example of skilled craftsmanship. The proposal to replace the "rose" sign with a facsimile and a complete replacement

of the two red neon “flowers” sign with block-lettered white LED-lit “STATION” does impact the current stylistic features of the building.

As indicated above, the commission, if they choose to approve the request Certificate of Appropriateness, could require the existing “flowers” signs to be retained and displayed inside the building.

6. *Deteriorated architectural features shall be repaired rather than replaced whenever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture and other visual qualities. Repair or replacement of missing architectural features should be based on accurate duplications or features, substantiated by historic, physical or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.*

**Finding:** The applicant has indicates the existing sign is from 1937 and is in very poor shape and needs to be restored or replaced. The applicant indicates the sign will be restored; however, the plans indicate the sign will be replaced with a modified replica rather than a restoration of the original.

The applicant has indicated the new materials will match the material being replaced in composition, design, color, texture and other visual qualities. The proposed replica does not match accurately the design of the current sign; as indicated previously, the letters “LUEPKE” will be freestanding and mounted to the top of the cabinet rather than on the face of the cabinet as is the original.

The proposed removal of the existing red neon “flowers” signs is not purported to be needed due to maintenance issues. Rather it is proposed to indicate the use of the site is more than a florist shop.

7. *The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that will damage the historic building materials shall not be undertaken.*

**Finding:** The proposal does not include any surface cleaning of the building.

8. *Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to any project.*

**Finding:** No ground-disturbing actions are proposed with the application. This standard does not apply.

9. *Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, materials, and character of the property, neighborhood or environment.*

**Finding:** The alterations involve replacing the existing red neon “flowers” signs with two new “STATION” signs and the reconstruction of the existing neon sign. The

designs are compatible with the current building. However, the proposed reconstructed neon sign would not be contemporary.

10. *Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.*

**Finding:** No structural additions or alterations are proposed.

**IX. STAFF CONCLUSIONS AND RECOMMENDATION**

Staff finds that the proposal meets the criteria of the Secretary of the Interior's Standards for Rehabilitation and recommends approval of the project, provided the existing red neon "flowers" sign are incorporated into the interior of the building and the "rose" sign is replaced with a replica sign, similar to that described in the application.

**X. EXHIBITS**

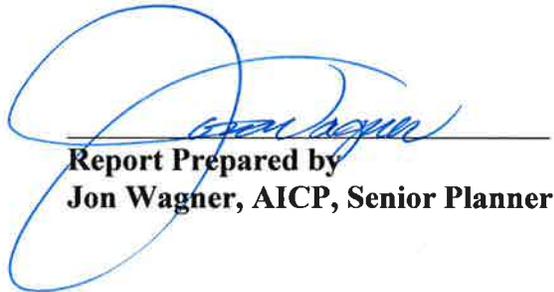
1. Vicinity Map
2. Application Form
3. Narrative
4. Existing Elevations
5. Proposed Plan

**XI. APPEAL**

The commission's decision regarding a Certificate of Appropriateness may be appealed to the City Council. Appeal of the City Council's decision regarding a waiver of a Certificate of Appropriateness may be appealed to superior court. The letter of appeal shall state the case number designated by the City and the name of the applicant, name and signature of each petitioner and a statement showing that each petitioner is entitled to file the appeal under VMC Chapter 20.00, and the specific aspect(s) of the decision and reasons why each aspect is in error as a matter of fact or law, and the evidence relied upon to prove the error (VMC 21.07.030).

A fee of \$1,312 must accompany the appeal. However, if the aggrieved party is a recognized neighborhood association, the fee assessed is \$75. Submit the appeal request and fee to Development Review Services, either at the Customer Service Counter, first floor of the Citizens Service Center, 1313 Main Street, Vancouver, WA, or to PO Box 1995, Vancouver, WA, 98668-1995.

For more information on the appeal process, please refer to Vancouver Municipal Code 20.00.800 or contact Development Review Services at 360/696-8005.

  
Report Prepared by  
**Jon Wagner, AICP, Senior Planner**

11/23/2015  
Date





Clark County  
Historic Preservation  
Commission

## Certificate of Appropriateness Application

The applicant agrees that all work performed in conjunction with a Certificate of Appropriateness will be in conformance with the Design Guidelines and *The Secretary of the Interior's Standards/Guidelines* if not otherwise specified and no changes or additions will be made without approval of the Historic Preservation Commission or by granting of a new Certificate of Appropriateness.

Name of Applicant: BRUNO AMICCI Date: 11/16/15  
 Applicant's Mailing Address: 1300 WASHINGTON  
 Telephone Number: 503) 810-9547 Alternate Number: \_\_\_\_\_  
 Property Address: 300 WASHINGTON Parcel Number: \_\_\_\_\_  
 Name of Property: LUERKE STATION  
 Name of Owner: BRUNO AMICCI Telephone #: 503) 810-9547  
 Name of Architect: \_\_\_\_\_ Telephone #: \_\_\_\_\_  
 Name of Contractor: SECURITY SIGNS Telephone #: 503) 546-7102

**Type of Work (Check All That Apply)**

- Alterations/Additions
- Demolition
- New Construction
- Relocation

**Submission Requirements Checklist**

The application along with all supporting information must be filed at least thirty (30) days prior to the next regularly scheduled meeting of the Clark County Historic Preservation Commission. The Commission meets the second Tuesday of each month at 6:00 pm at the O.O. Howard House located at 750 Anderson Street, Vancouver, Washington.

- Seven (7) Copies of Application.** Submit seven (7) copies of the application and all supporting documentation. Application forms or information sent via facsimile or email will not be accepted.
- Detailed Description of Project.** Attach a detailed and typewritten description of the activity for which you are seeking a Certificate of Appropriateness.
- Drawings, Samples, Site Plans, Etc.** Submit plans, elevations, or other illustrative information necessary to explain the application. Such information would include detailed plans showing both existing and proposed conditions, material samples or product information, description of building materials, landscaping/site plans, photographs, etc. Architectural drawings, construction plans, etc. should be printed on paper no larger than 11"x17".

Refer to the Clark County Historic Preservation Rules & Procedures for Design Review for further instructions on information to be submitted, as well as important notes related to the Certificate of Appropriateness process. Failure to supply adequate documentation or required materials will result in delays in processing the application and/or denial of the request. Revisions made to applications after submittal deadline and prior to the Commission hearing may be considered at the following month's hearing.

I certify by my signature below that the information in this application is accurate and complete. Clark County Historic Preservation staff has permission to copy materials, including architectural drawings, necessary for the review of my Certificate of Appropriateness application. I also acknowledge the fact that it will be necessary for the commission members and/or staff to make site visits at any time before, during, or after the COA application review process, including for enforcement purposes.

Signature of Applicant: [Signature] Date: 11/16/15

**EXHIBIT**

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Historic Preservation Commission

11/16/15

Luepke Station

130 Washington, Vancouver

Project Detail

As part of the Adaptive Reuse Program of which Luepke Station is a participant, I am in the process of renovating the building.

The existing sign is from 1937 and is in very poor shape and needs to be restored or replaced.

Due to the iconic nature of Luepke Florist in Vancouver I have decided to restore the Luepke Sign instead of tearing it down.

There is an issue: The sign faces the wrong way and is only visible when Washington is a two-way street.

I cannot justify the expense of a restoration on a sign that faces the wrong way so we are planning a community fundraiser to help defray the cost of the restoration.

Security Signs will be utilizing modern materials (LED) with an eye towards energy efficiency while retaining the iconic character of the original neon sign.

Note that the Luepke Rose will be remanufactured in neon at great cost to maintain the authenticity of the original sign.

I refer you to enclosed drawings.

Sincerely,

Bruno Amicci



Detail of south marquee

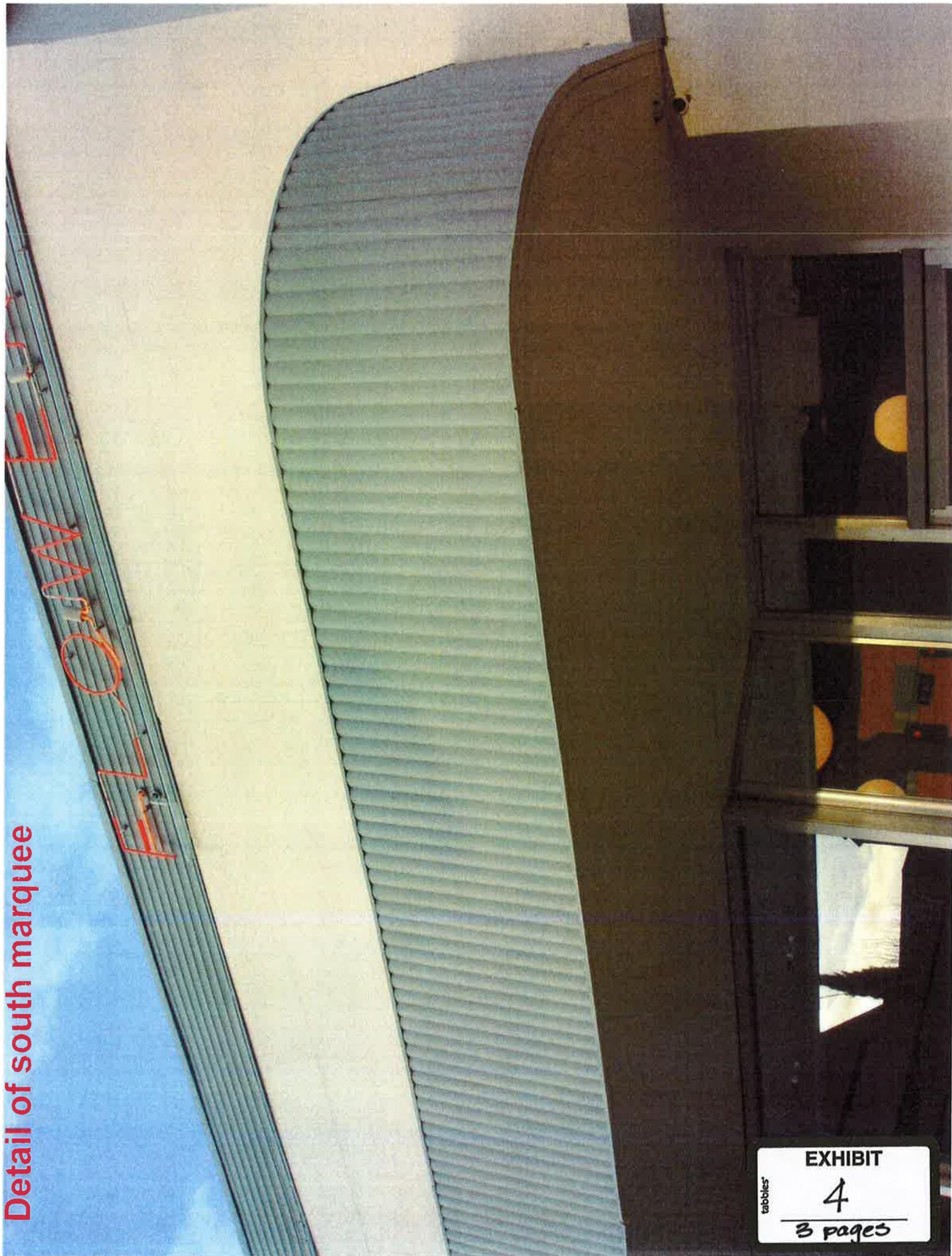
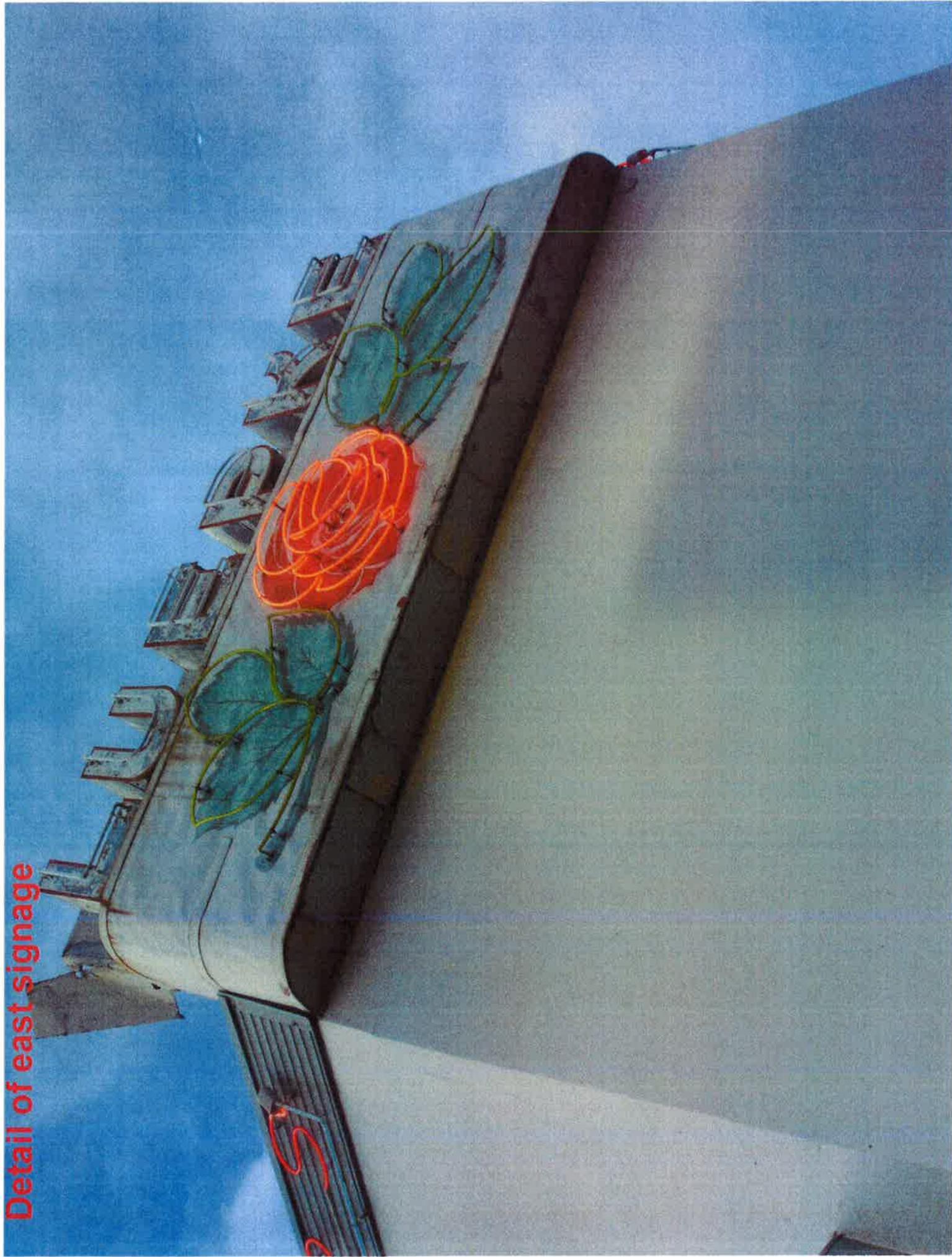


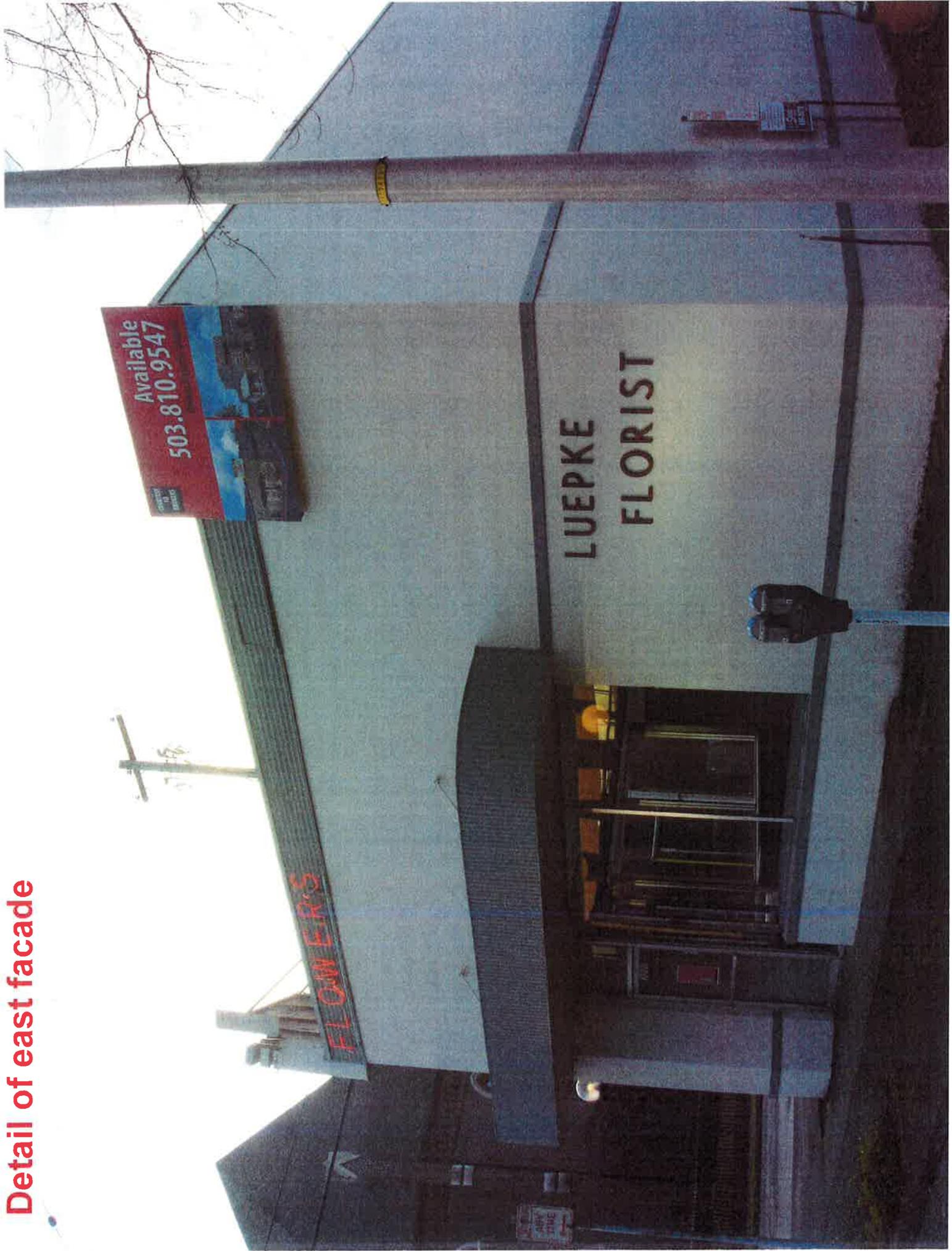
EXHIBIT  
4  
3 pages

tabbles

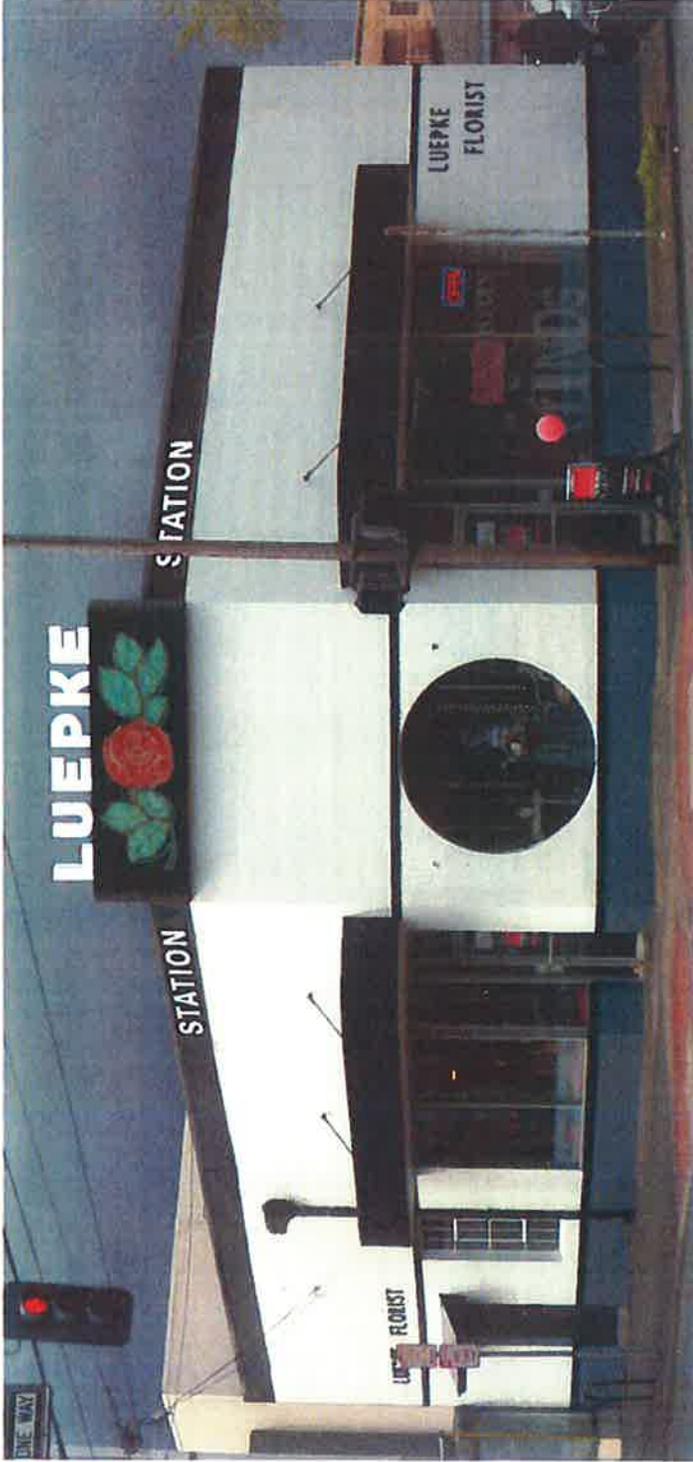
Detail of east signage



Detail of east facade



**Exterior | Building Elevation**

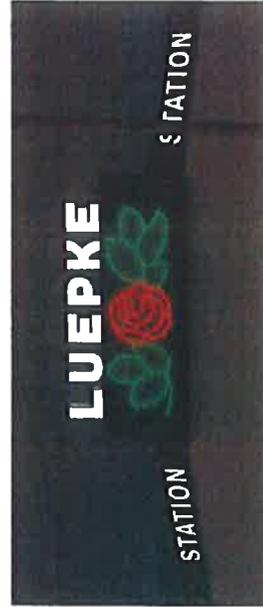


BUILDING ELEVATION

REMOVE AND DISPOSE OF "FLOWER" NEON  
RESTORE / REPLICATE ENTIRE SIGN  
REMOVE AND DISPOSE OF "FLOWER" NEON



EXISTING ELEVATION



SIMULATED NIGHT VIEW

<p><b>SECURITY SIGNS</b> 1300 Washington Street Vancouver, WA 98660 Phone: 360.583.1522 Fax: 360.583.1523 www.securitysigns.com</p>	<p>MEMBER SINCE 1988</p>	<p>UL LISTED</p>	<p><b>PROJECT MANAGER</b> Carol Keljo</p> <p><b>DESIGNER</b> J. Ford</p>	<p><b>PROJECT NAME</b> LUEPKM 1300 Washington Street Vancouver, WA 98660</p>	<p><b>PAGE DESCRIPTION</b> Tenant Identification</p>	<p><b>REVISIONS</b> ← NA</p>	<p><small>© Copyright 2015 Security Signs, Inc. Unauthorized use, reproduction, or distribution of this document is strictly prohibited. All rights reserved. This document is the property of Security Signs, Inc. and is not to be used for any other purpose without the written consent of Security Signs, Inc.</small></p>	<p><b>APPROVALS</b> Client Signature Landlord Signature</p>	<p><b>DATE:</b> 05/21/15</p>	<p><b>PAGE #:</b> 1 OF 2</p>	<p><b>DRAWING #:</b> 15-JF187R1</p>
	<p><small>The client is responsible for obtaining all necessary permits and approvals from the appropriate authorities. Security Signs, Inc. is not responsible for any delays or costs associated with the permitting process. The client is also responsible for ensuring that the sign is installed in accordance with all applicable codes and regulations.</small></p>										

## Exterior | Building Identification & Replacement Sign Details



**A** Manufacture and install one (1) Replacement Building Identification "LUEPKE" letters to be 5" deep channel letters, white returns and trim-cap, white faces, internally illuminated with white LEDs. Fabricated aluminum cabinet with radius ends painted Satin Black with hand painted rose graphic. Illuminated rose neon in red and green exposed neon.

**NOTE: SURVEY REQUIRED FOR ALL DIMENSIONS AND INSTALLATION REQUIREMENT. PATTERN OF ROSE TO BE MADE FROM EXISTING SIGN**



**B** Manufacture and install two (2) Secondary Identifiers. "STATION" letters to be 3" deep channel letters, black returns and trim-cap, white faces. Internally illuminated with white LEDs. NOTE: REMOVE AND DISPOSE OF EXISTING "FLOWER" COPY NEON.



**PROJECT MANAGER**  
Carol Kaljo  
**DESIGNER**  
J. Ford

**PROJECT NAME**  
LUEPKE  
1300 Washington Street  
Vancouver, WA 98660

**PAGE DESCRIPTION**  
Tenant Identification

**REVISIONS**  
NA

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**APPROVALS**  
Client Signature  
Landlord Signature

**DATE:** 05/21/15

**PAGE #:** 2 OF 2

**DRAWING #:** 15-JF187R1