

## TOLEDO - LUCAS COUNTY PLAN COMMISSIONS

One Government Center, Suite 1620, Toledo, OH 43604 P: 419 245-1200 F: 419 936-3730

REF: M-9-22

DATE: August 12, 2022

TO: President Matt Cherry and Members of Council, City of Toledo

FROM: Toledo City Plan Commission, Thomas C. Gibbons, Secretary

SUBJECT: Review of landmark designation for the building located at 1301 Adams Street

The Toledo City Plan Commission considered the above-referenced request at its meeting on Thursday, August 11, 2022 at 2:00 P.M.

### GENERAL INFORMATION

#### Subject

Request	-	Review of landmark designation
Address	-	1301 Adams St
Owner	-	Andrew Newby 1301 Adams St LLC 1301 N Summit St Toledo, OH 43624
Consultant	-	History Works, LLC PO Box 42586 Blue Ash, OH 45242

#### Site Description

Zoning	-	CM / Mixed Commercial
Area	-	.24 acres
Frontage	-	100' along Adams St 100' along 13 St
Existing Use	-	Vacant Industrial
Proposed Use	-	Mixed Commercial

**GENERAL INFORMATION (cont'd)**

Area Description

North	-	Green Space / IL
South	-	Multi-Family Residential / CM
East	-	Parking Lot / IL
West	-	Open Space / CM

Parcel History

Z-1007-00	-	Zone Change from M-1 to C-5 at 1301 Adams St.
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Applicable Regulations

- Toledo Municipal Code Part Eleven: Planning and Zoning
- Toledo 20/20 Comprehensive Plan

**STA FF ANALYSIS**

This is a request for Landmark designation for the building at 1301 Adams St. The building was constructed by the Roberts-Toledo Auto Company in 1914 for their Ford automobile dealership. The square plan, 3-story brick building features terracotta details including pilasters and a decorative cornice along the Adams St façade. The applicant is seeking the designation in order to obtain State Historic Tax Credits and they are also seeking to list the building in the National Register of Historic Places for its historic significance so it will qualify for Federal Tax Credits.

The process for landmark designation outlined in the Toledo Municipal Code, **Chapter 1111.1000 Historic Districts and Landmarks (Designation or Expansion), Section 1111.1104 Report Contents** states the following:

- A. whether the district or landmark proposed to be designated is listed on the National Register of Historic Places;
- B. whether the district or landmark proposed to be designated provides significant examples of architectural styles of the past; and

**STAFF ANALYSIS (cont'd)**

- C. a description of the district or landmark to serve as an informational resource. The description must include, but need not be limited to, the following:
1. a geographic description including location and its relationship to the entire City;
  2. a description of the general land uses;
  3. a general description of the building conditions;
  4. a general description of the socio-economic characteristics;
  5. a description of existing developmental plans or programs within or including the historic district or landmark; and
  6. a list of neighborhood organizations within or serving the historic district or landmark.

The required information for this landmark designation is delineated below.

- A. Whether the district or landmark proposed to be designated is listed in the National Register of Historic Places;

The building is located within the Uptown District, which is undergoing approval as a Historic District within the National Register of Historic Places.

- B. Whether the district or landmark proposed to be designated provides significant examples of architectural styles of the past;

The landmark building provides significant examples of architectural styles of the past, specifically auto-oriented commercial/industrial architecture of the early 20<sup>th</sup> century. More details have been provided by the applicant in "Exhibit A."

- C. a description of the district or landmark to serve as an informational resource. The description must include, but need not be limited to, the following:

1. a geographic description including location and its relationship to the entire City;

The subject property is a .24 acres site located on the south side of Adams Street within the Uptown District, just west of downtown Toledo.

**STAFF ANALYSIS (cont'd)**

2. a description of the general land uses;

The property is surrounded by vacant green space to the north, multi-family residential to the south, and vacant lots / parking lots to the east and west.

3. a general description of the building conditions;

The overall condition of the property is average considering the extent of time that the building has been vacant. The exterior features intact masonry and terracotta details, but will require new windows. The interior appears structurally sound in general, but will require full build-out with new finishes throughout and structural repairs in the basement.

4. a general description of the socio-economic characteristics;

The Uptown area includes a wide variety of uses and users nearby including multi-family residential, commercial, and industrial uses.

5. a description of existing developmental plans or programs within or including the historic district or landmark; and

Uptown is a vibrant, eclectic, mixed-use district just west of the central business district. The proposed use of the building will include the following: brewery and pub, food hall, beer garden, gaming, event center, rooftop, and retail.

The Toledo City Historic Districts Commission is charged with the responsibility of being the historical conscience of the City and exists to help preserve and protect Toledo's historic resources. The Toledo City Historic Districts Commission will have the authority to oversee any exterior changes to the Craft Master Building if it is designated as a local landmark. These powers are addressed in the Toledo Municipal Code, **Chapter 1112 Review and Decision-Making Bodies, Section 1112.0102 City Historic District Commission, letter D** states the following:

In addition to the duties of each Historic District Commission pursuant to Sec. 1112.0102, the City Historic District Commission shall:

1. designate landmark properties;
2. for designated landmark properties, develop appropriate standards and guidelines reflecting the landmark's historic and architectural significance;

**STAFF ANALYSIS** (cont'd)

3. hear, review, grant, deny and recommend modifications to proposals for Certificates of Appropriateness involving environmental changes to landmarked properties. Applications for Certificates of Appropriateness must be judged using adopted historic landmark standards and guidelines;
4. conduct a continuing survey of cultural resources in the City with the support of the Historic/Environmental Section, Department of Economic and Community Development;
5. advise the Mayor, the Department of Economic and Community Development and other local officials and make recommendations as to the protection of the City's cultural resources;
6. act as a liaison on behalf of the City to individuals and organizations concerned with historic preservation,
7. review all proposed National Register nominations for properties within the City in a manner consistent with federal and state regulations, seeking expertise from disciplines not represented on the Commission as needed; and
8. notify the respective active neighborhood organization of any demolitions requiring City Historic District Commission review, which is in the respective Historic District. Notification must be given to the respective active neighborhood organization at least ten calendar days before the City Historic District Commission hearing.

The Toledo City Historic Commission reviewed and approved this case during their monthly meeting on July 25, 2022. The applicant was provided adequate time to explain the historic significance of this structure and how it has been identified as a contributing structure to Adams Street.

Staff supports designating the building at 1301 Adams St as a local landmark because of its historic and architectural significance, and the rehabilitation of the structure will allow the structure to remain a contributing building in the community. The significance of the building will be preserved and this designation enhances the ability of the Toledo community to preserve a part of the City's history.

**STAFF ANALYSIS (cont'd)**

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**PLAN COMMISSION RECOMMENDATION**

The Plan Commission recommends that the Toledo City Council recommend approval of designating the building located at 1301 Adams St. as a local landmark for the following one (1) reason:

1. The 1301 Adams St Building is historically significant in Toledo, Ohio as part of the early development of the auto industry in Toledo's history.

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August 12, 2022  
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Respectfully submitted,



Thomas C. Gibbons  
Secretary

Cc: Andrew Newby, 1301 Adams St LLC, 1301 N Summit St, Toledo, OH 43624  
HistoryWorks, LLC, PO Box 42586, Blue Ash, OH 45242  
Lisa Cottrell, Administrator  
Molly Maguire, Principal Planner

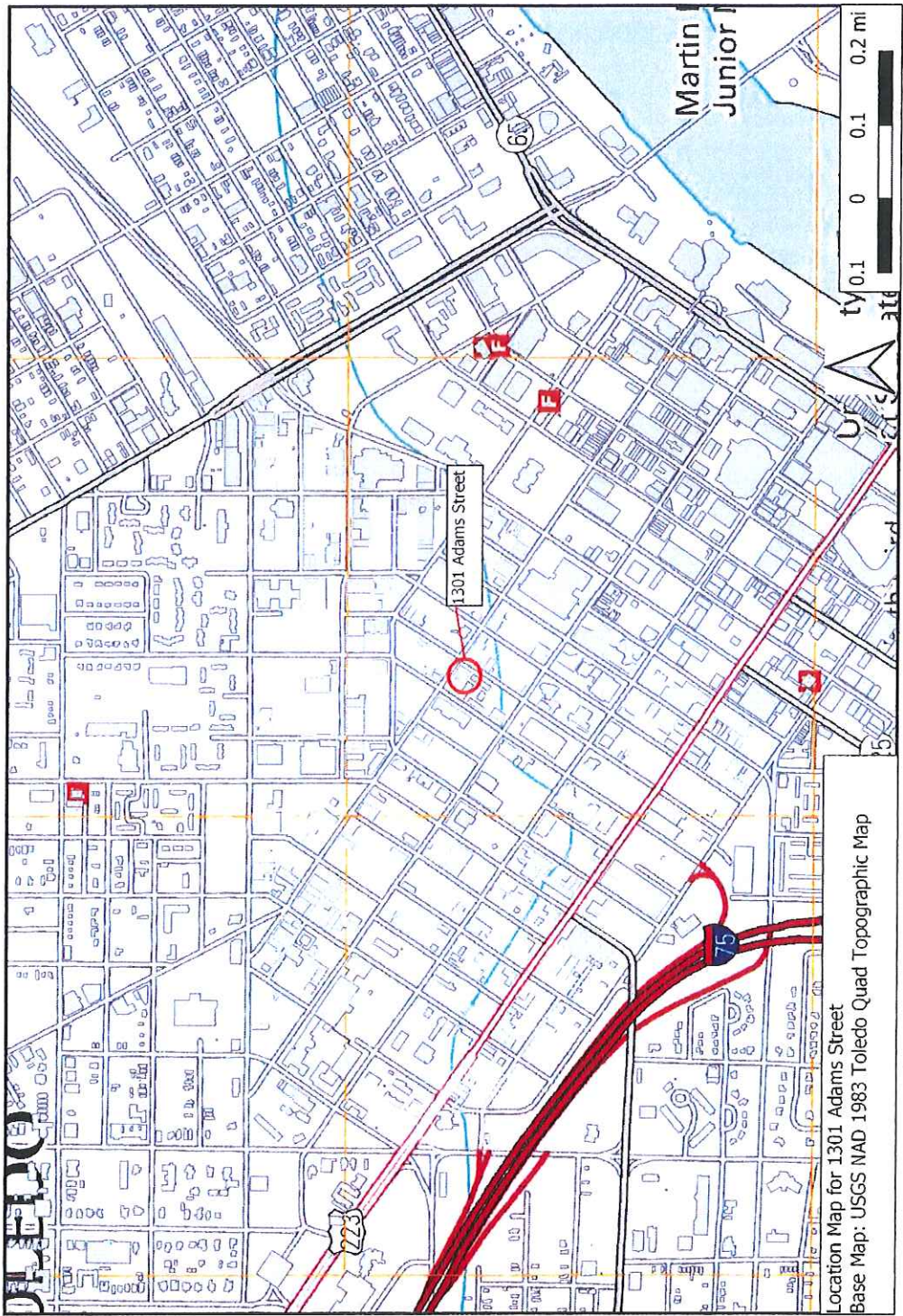


Figure 1: Location Map for 1301 Adams Street building.



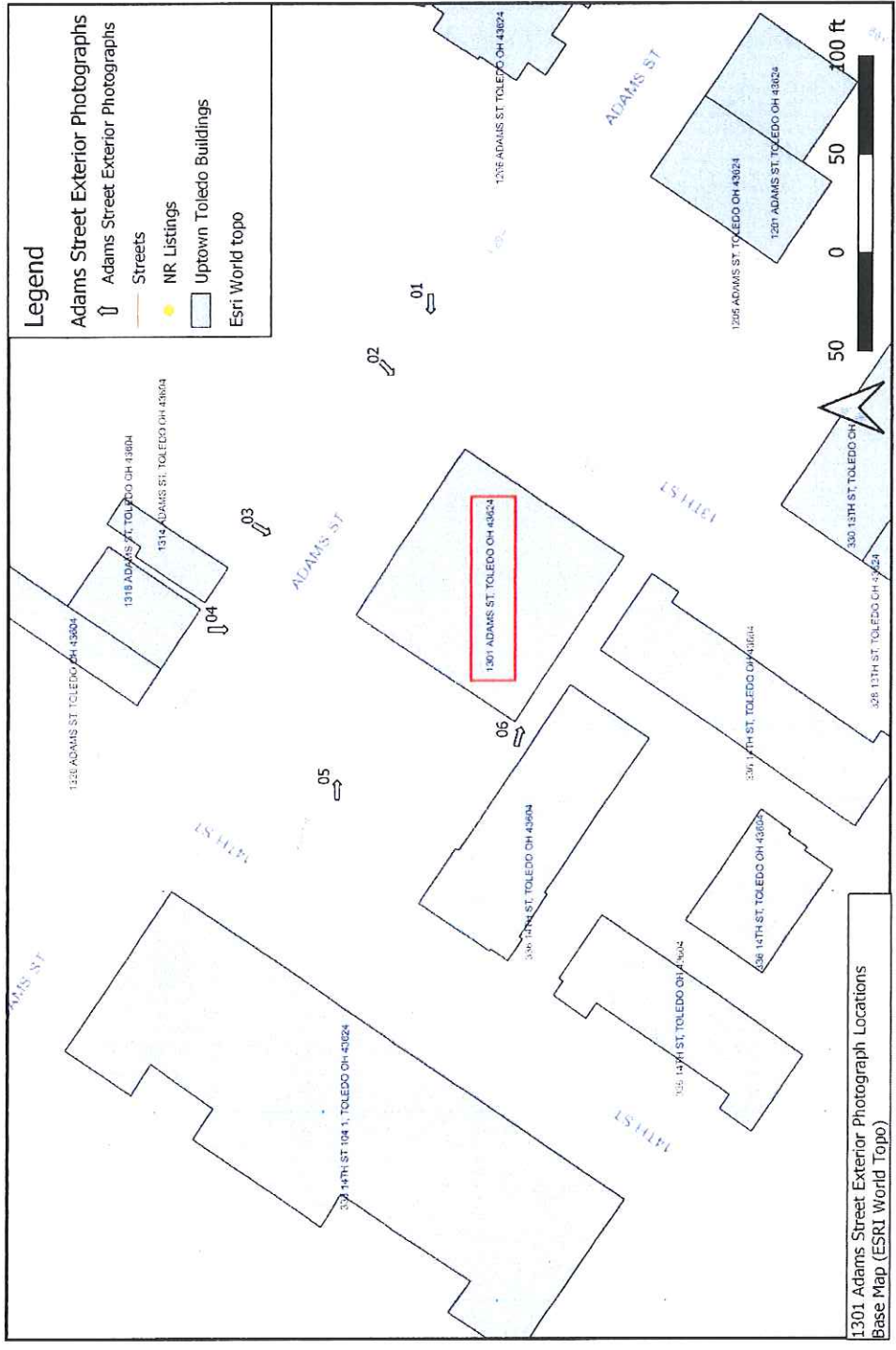


Figure 2: Map showing exterior photograph locations for 1301 Adams Street building

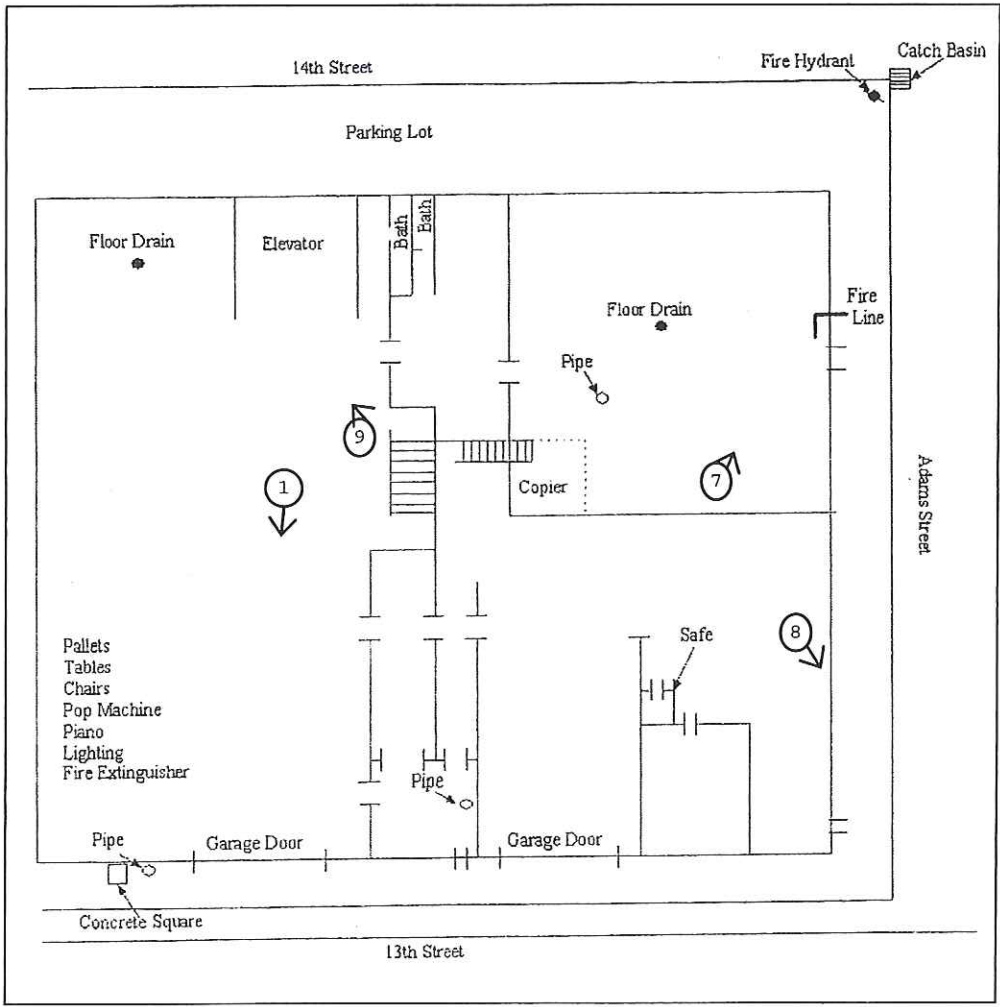


Figure 3: First Floor Plan, 1301 Adams Street showing locations of photographs 7-10

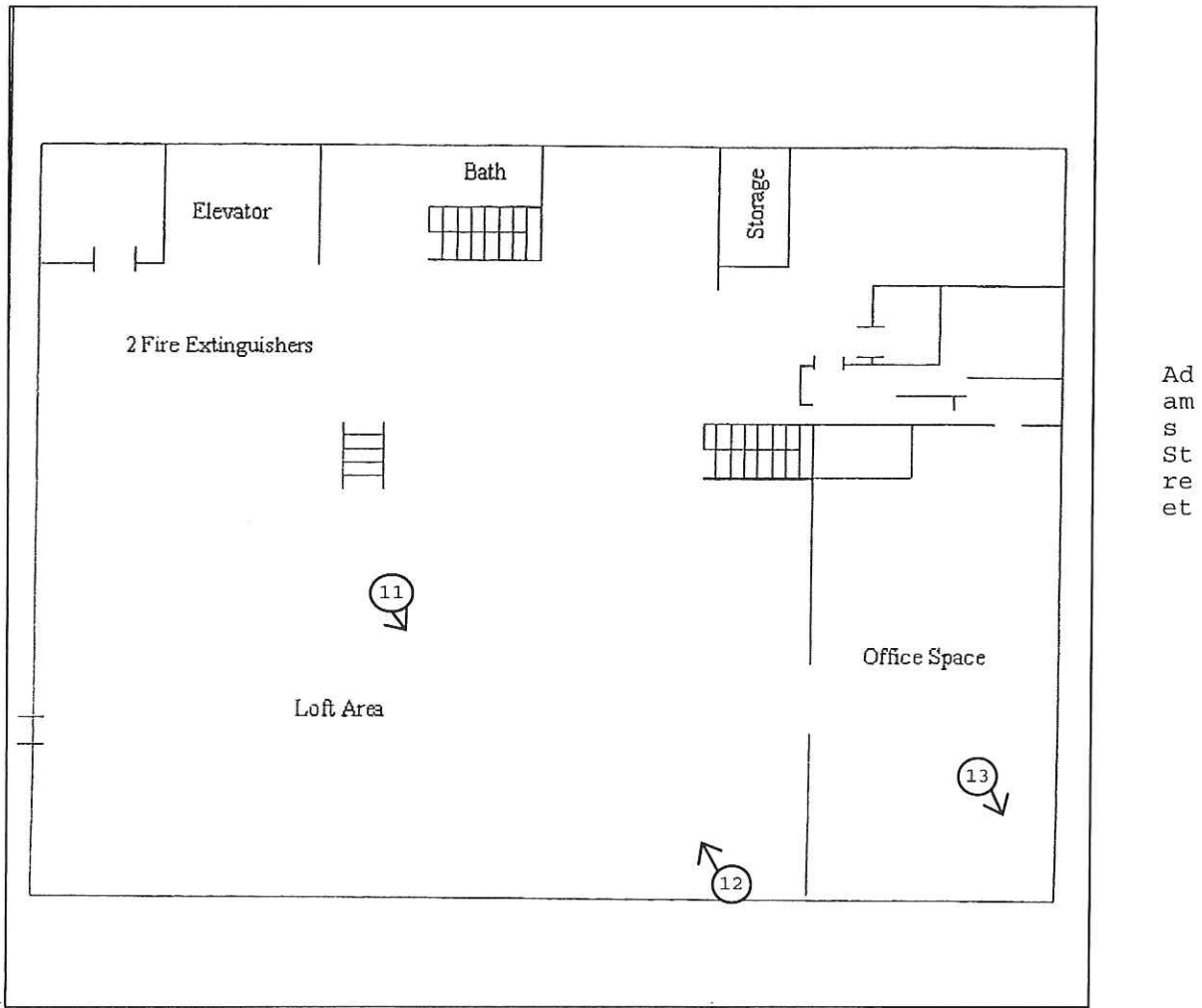


Figure 4: Second Floor Schematic Plan showing locations of photographs 11-13

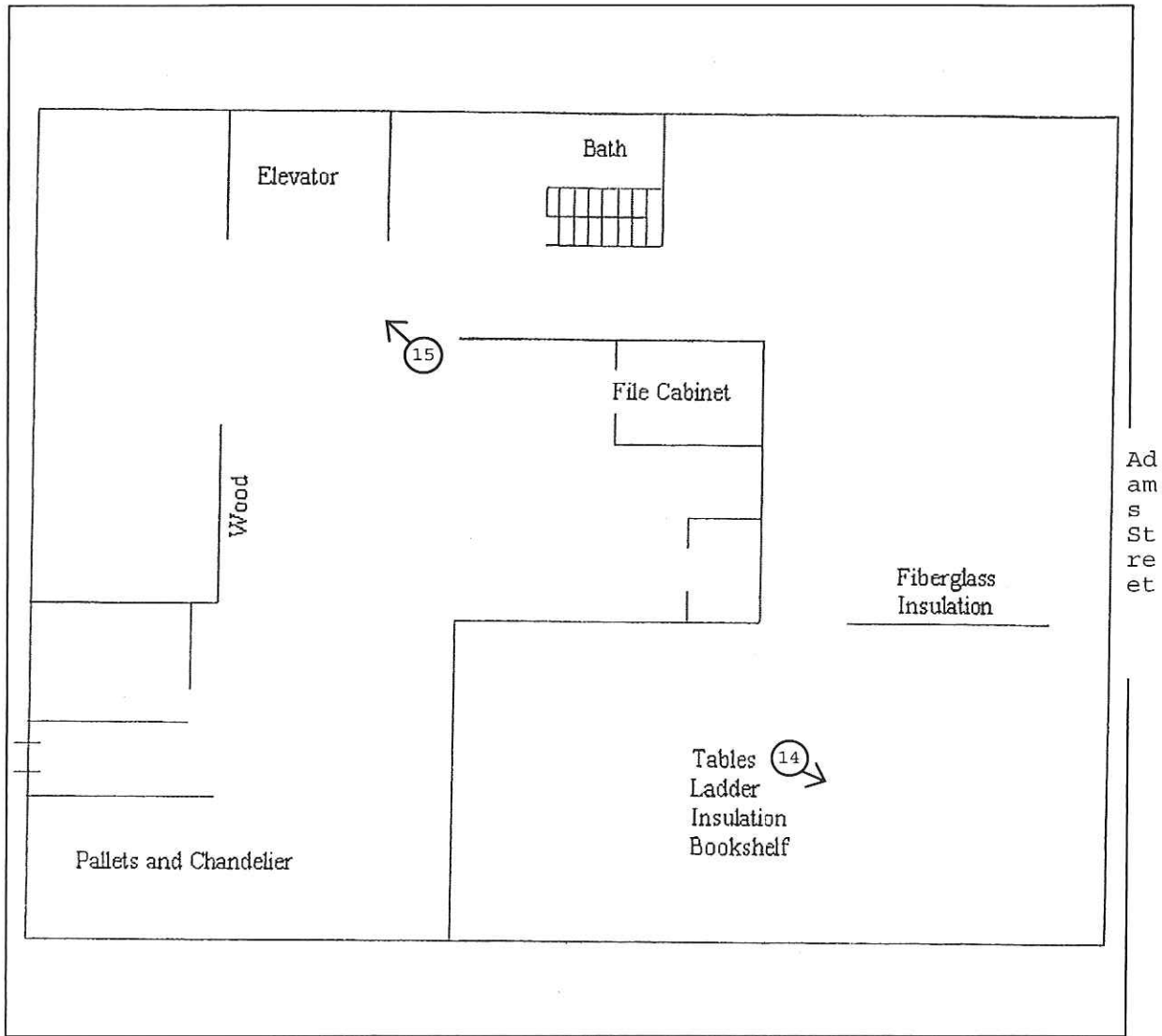


Figure 5: Third Floor Schematic Plan for 1301 Adams Street, showing locations of photographs 14-15.

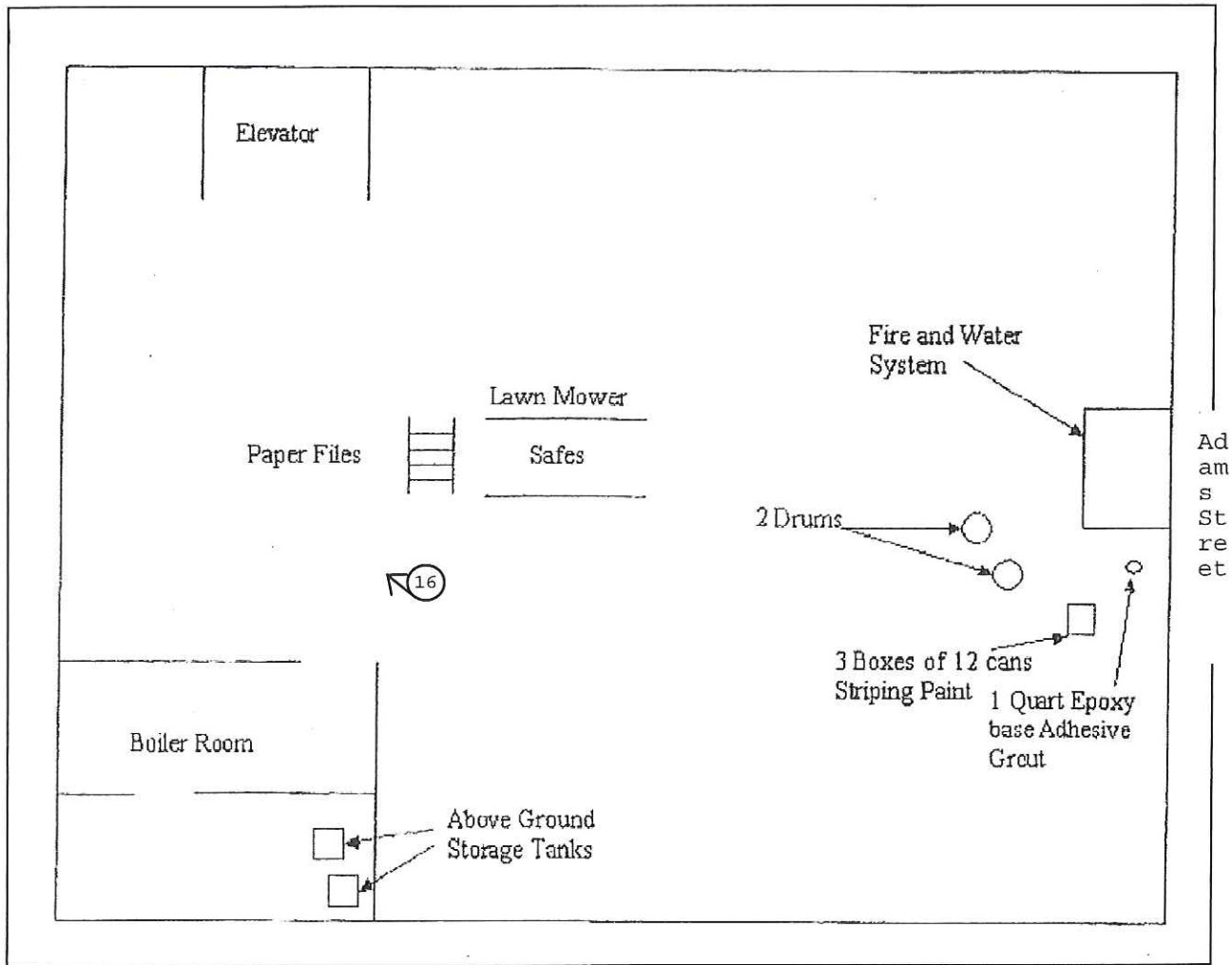


Figure 6: Basement Schematic Plan for 1301 Adams Street, showing location of photograph 16



Figure 7: Historic photograph of 1301 Adams Street from the Toledo Lucas County Public Library Auditor's Images, photograph taken in 1937, according to the library website.

# STUDEBAKER

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## 4 Great Cars

### *in 4 Price Fields*

**The President**  
\$1985 to \$2485  
F. O. & FACTORY  
100-horsepower straight eight motor  
80-mile speed  
131-inch wheelbase  
Holds all official records for stock closed cars, regardless of power or price, from 3 to 2000 miles and from 1 to 24 hours.

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**The Commander**  
\$1435 to \$1625  
F. O. & FACTORY  
85 horsepower 72 miles per hour  
World's Champion car—25,000 miles in less than 21,000 consecutive minutes. Nothing else on earth ever traveled so far so fast.

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**The Dictator**  
\$1195 to \$1395  
F. O. & FACTORY  
70 horsepower 65 miles per hour  
5000 miles in less than 4800 consecutive minutes—a record for stock cars priced below \$1400.

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**The Erskine**  
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F. O. & FACTORY  
41 horsepower 62 miles per hour  
Thrilling six-cylinder performance. 1000 miles in less than 1000 consecutive minutes—a record for stock cars priced below \$1000.

STUDEBAKER has swept the boards! Every official speed and stamina record for fully equipped stock cars is held by Studebaker. Every Studebaker is a champion! Never before has any one manufacturer held all these records!

These remarkable records (listed at the left) offer clean-cut proof of speed, of stamina, of durability, certified officially by the American Automobile Association. Studebaker has proved it possesses these three vital qualities by heroic tests of strictly stock cars under unquestioned official sanction.

To you these repeated evidences of Studebaker endurance and speed are conclusive assurance of Studebaker's fitness to meet every demand of everyday motoring. Your Studebaker can give more than you will ever ask.

Studebaker's Championship is beyond dispute.  
Studebaker cars have proved beyond question their ability to travel great distances at sustained high speeds. No car except the Studebaker Commander ever came within 10,000 miles of The Commander's great record of 23,000 miles in less than 21,000 minutes! No fully equipped closed car ever equalled The President Straight Eight's official records. No cars of their price classes ever traveled so far so fast as did The Dictator and The Erskine Six.

When such performance can be bought at Studebaker's remarkable One-Price prices, why be content with less than a champion?

**40 miles per hour even when NEW!**

Studebaker's sensational proofs of speed and endurance come from engineering genius, quality materials, precision manufacture and rigid inspections. Because of these, any Studebaker may safely be driven 40 miles an hour the day you buy it. Motor oil need be changed but once in 2500 miles. The President, Commander and Dictator require chassis lubrication only after each 2500 miles.

Today in Studebaker and in Studebaker alone, you can buy the utmost in every phase of motoring—and behind it a name that for 76 years has meant dependable transportation. Come in, and drive a champion!

**Urschel-Murphy Motor Car Co.**  
STUDEBAKER DISTRIBUTORS  
Adams at Thirteenth Main 8188  
Dealer **Holger Motor Sales, Bowling Green, Ohio**

Figure 8: Advertisement for the Urschel-Murphy Motor Car Company in the *Toledo Bee* May 31, 1928.

PHOTOGRAPHS



Plate 1: Looking northwest at 1301 Adams Street from Adams and 13<sup>th</sup> Streets.





Plate 2: Looking north – northwest at 1301 Adams Street from Adams and 13<sup>th</sup> Streets.



Plate 2: Looking southwest at the front façade of 1301 Adams Street.



Plate 3: Looking south at main and northwest facades of 1301 Adams Street.



Plate 4: Looking east toward northwest façade of 1301 Adams Street.

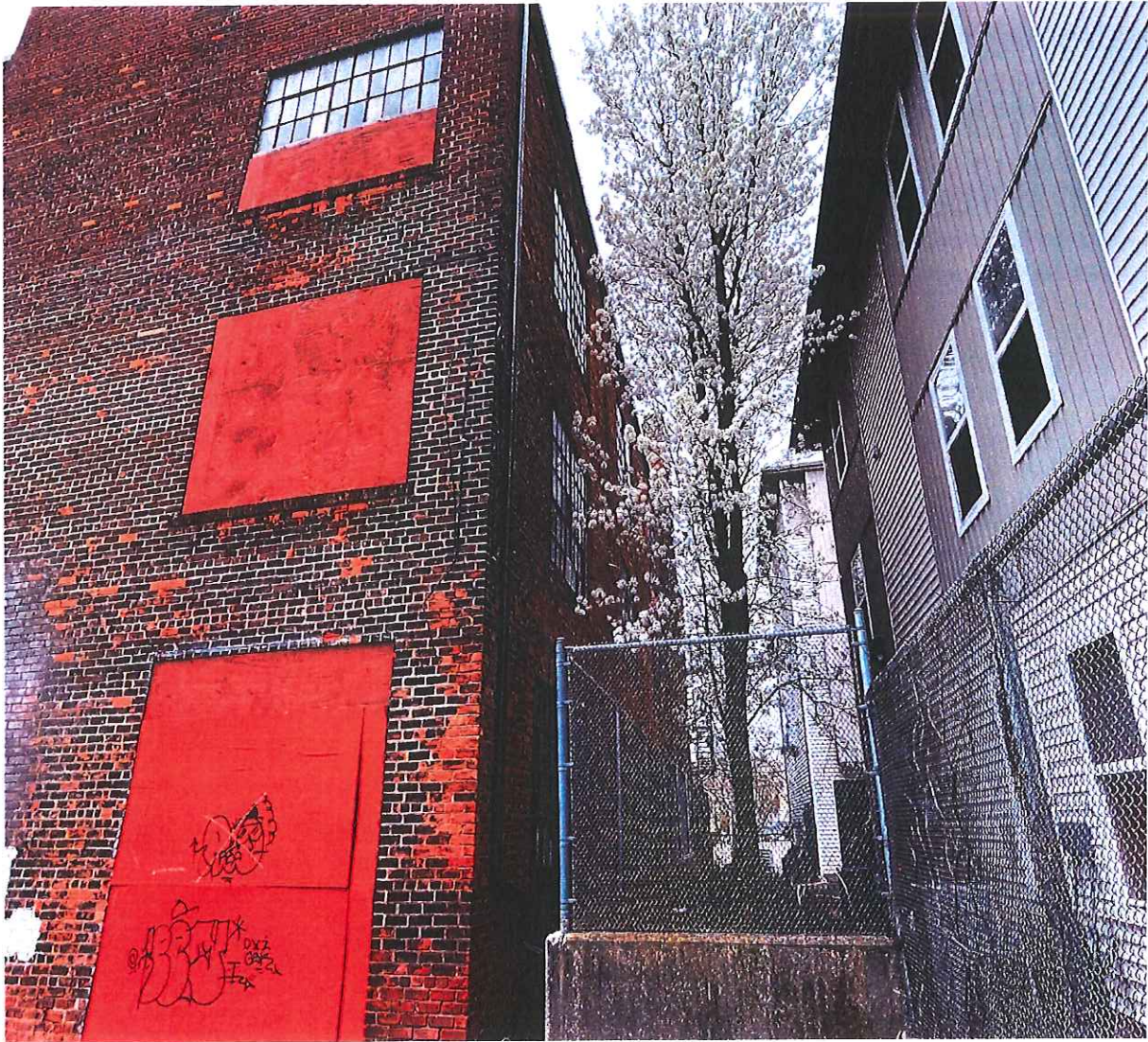


Plate 5: Looking east-southeast toward the rear, southwest façade of 1301 Adams Street.



Plate 6: First Floor interior, looking northeast towards Adams Street façade.



Plate 7: First floor, looking southeast towards Adams and 13<sup>th</sup> Street corner.



Plate 8: First floor rear garage/storage space, looking north-northwest toward Freight elevator.





Plate 9: First floor garage/storage space, looking southeast towards garage entrance with collapsed floor to the right.



Plate 10: Second Floor, looking southeast towards 13<sup>th</sup> Street, showing partitioned office space.



Plate 11: Second floor, looking northwest towards stairwell and rear facade

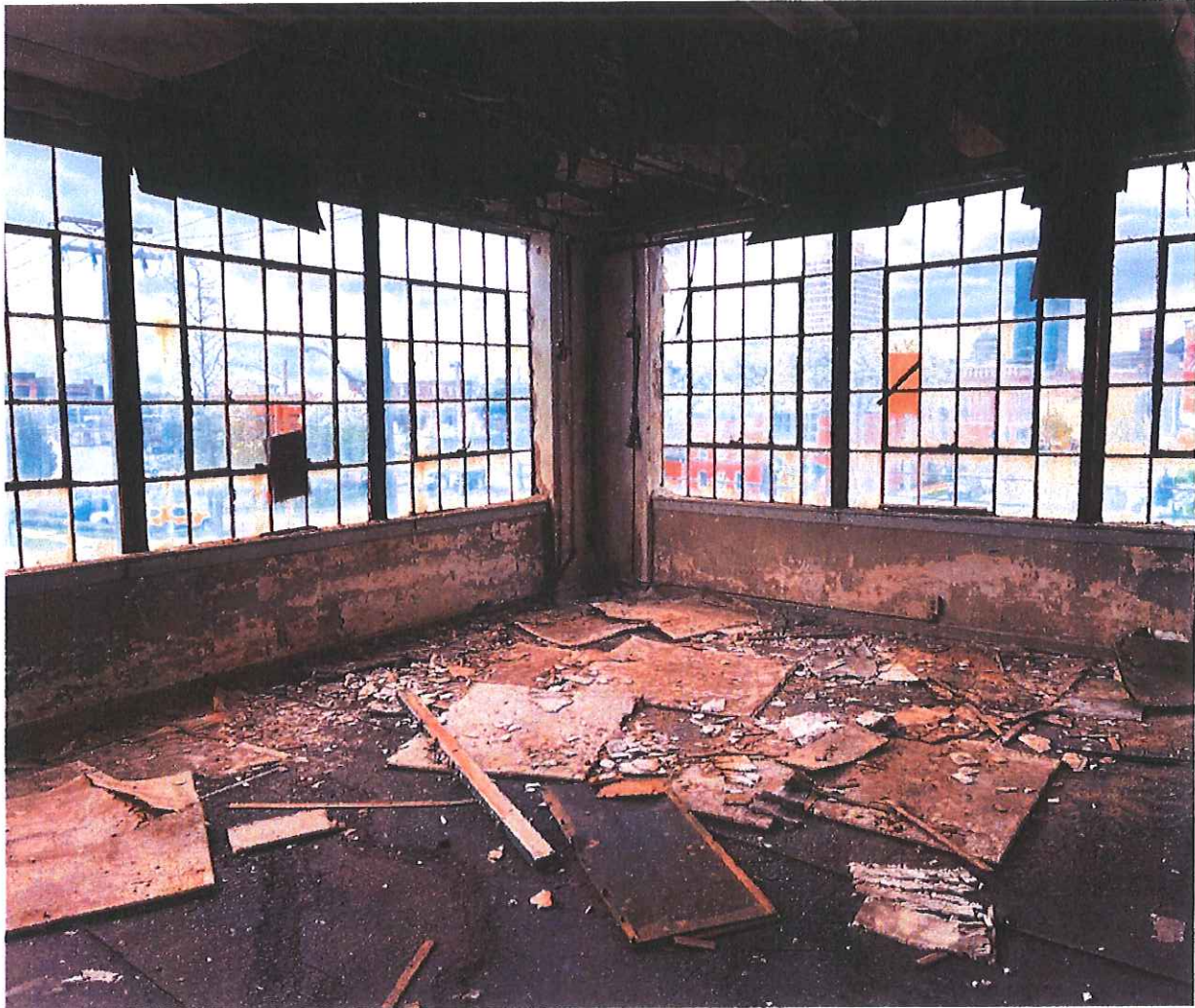


Plate 12: Second floor, office space looking southeast towards Adams Street and 13<sup>th</sup> Street corner.

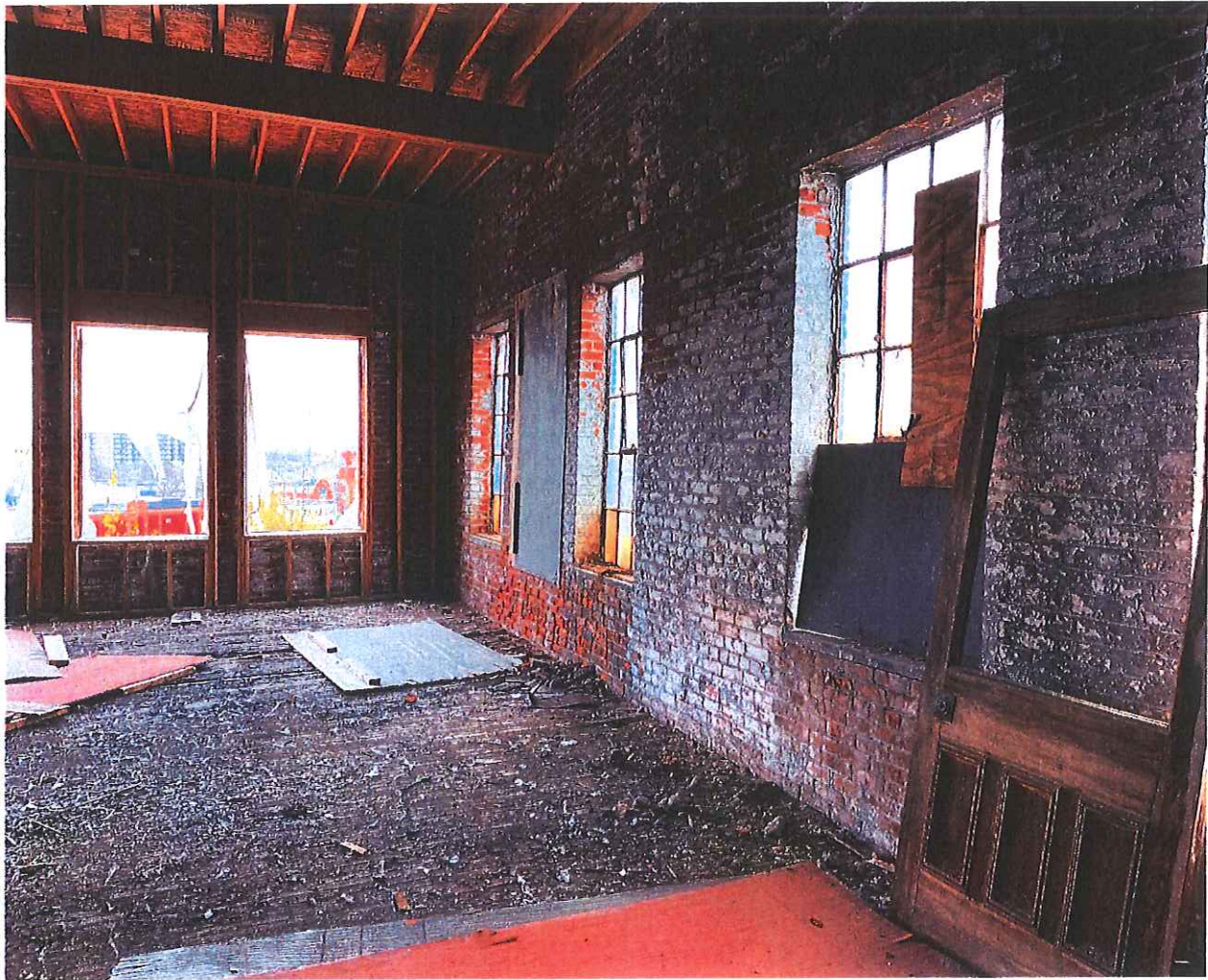


Plate 13: Third floor, looking east, southeast at the southeast corner of 1301 Adams Street, showing new section of roof.



Plate 14: Third floor looking northwest toward freight elevator shaft and rear wall.



Plate 15: Basement, looking west-northwest towards collapsed ceiling.