

REF: M-11-21  
DATE: July 8, 2021

## GENERAL INFORMATION

### Subject

- |           |   |   |
|-----------|---|---|
| Request   | - | Review of landmark designation for Craft Master Building  |
| Address   | - | 328 N. Westwood Avenue  |
| Applicant | - | Thomas Porter Architects Inc<br>Chris Mowen<br>8 N. Saint Clair Street<br>Toledo, OH 43604<br><br>Toledo Revival<br>Erin Claussen, Founder & Principal<br>3204 River Road<br>Toledo, OH 43614 |
| Owner     | - | IBC, Incorporated<br>Gary Marck, Vice President<br>300 Phillips Avenue<br>Toledo, OH 43612  |

### Site Description

- |              |   |                            |
|--------------|---|----------------------------|
| Zoning       | - | IL / Limited Industrial    |
| Area         | - | 9.7-acres                  |
| Frontage     | - | 309' along Westwood Avenue |
| Existing Use | - | Vacant warehouse           |
| Proposed Use | - | Industrial uses            |

### Area Description

- |       |   |   |
|-------|---|---|
| North | - | Industrial uses and a single-family neighborhood / IL and RS6 |
| South | - | Industrial uses / IL  |
| East  | - | University campus / RS6                                       |
| West  | - | Industrial uses with single-family homes / IL                 |

### Parcel History

Nothing on file at the Plan Commissions office.

## GENERAL INFORMATION (cont'd)

### Applicable Regulations

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

## STAFF ANALYSIS

This request is for the review of the landmark designation for the Craft Master Building, also known as the ‘Paint by Numbers’ manufacturing site, located at 328 N. Westwood Avenue. The City of Toledo currently has three locally designated historic districts: Old West End, Vistula, and Westmoreland. Six other properties in the City of Toledo have been locally designated in the last five years. The Fiberglass Tower/Levis Square Park, located at 200, 435 North Saint Clair was the first locally designated landmark structure. The subject site is not located in the downtown vicinity so it will be the first locally designated structure outside of the downtown area but it is located approximately two miles from the Westmoreland Historic District.

The documented history of the structure states it was used as a warehouse for manufacturing and producing kitchen appliances, then other small appliances such as the institutional food conveyor systems utilized in hospitals from 1947 to 1951. In 1954 a new owner purchased the building and started manufacturing the Craft Master Paint-by-Number products. These were sold by the Palmer Paint company until they sold the structure to General Mills in 1967. General Mills and subsequent owners produced the Craft Master Paint-by-Number products at the site until they closed their doors in 2001.

The applicant is seeking the designation in order to obtain State Historic Tax Credits. 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 building is considered historically significant since it was constructed circa 1947 and from 1957 to 1972 was when the building additions were constructed. The applicant proposes to continue using the space as industrial by leasing out portions of the building or the entire site.

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 applicant is currently applying for designation on the National Register of Historic Places. The process takes significantly more time than the local designation and they are estimating a response from the Department of the Interior within the next six to twelve months.

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

The building located at 328 N. Westwood Avenue is irregular in plan, brick and block faced, with a flat roof. The building is Moderne with Art Deco detailing on the front façade. The building is a large, 262,300 square feet, office and industrial building that consists of the original office and warehouse section built in 1947 and three additions, a 1957 office and warehouse addition to the south, a 1963 warehouse addition to the east, and a 1972 warehouse addition east of the 1963 addition. A courtyard resides between the 1947/1957 portions and the 1963 portion. The 1947 building portion is brick with stone detailing. The front façade features an architrave of stone which slants near the entry opening.

**STAFF ANALYSIS (cont'd)**

The entry is a modern storefront system with a center door, sidelites on either side, and transoms above. On either side of the entry on the front façade are two large masonry openings with stone sills. Three-section storefront reside in the openings. Six brick belt bands are featured between the windows. At the window head and top of wall there are soldier course bandings across the façade. The parapet is capped with stone. Concrete steps with original aluminum railing provide access from grade to the entry. The south side of the 1947 portion consists of the same window detailing as the front façade, with three window openings. The north façade features brick with a soldier course banding at the top of the wall.

The 1957 building portions is also brick, on the front (west) façade, matching the existing building portion. A pedestrian entrance with a canopy and concrete steps resides near the interior corner. Two window openings, with two-section storefront, stone sills, and brick soldier headers, reside between the pedestrian entrance and the overhead door. The overhead door opening features a soldier course brick header. Adjacent to the overhead door is an additional pedestrian entrance with concrete steps and canopy. Two openings with stone sills and brick soldier course headers have been partially infilled and feature two small double-hung windows in each opening. The south façade is painted concrete masonry block. Small window openings with the original steel four-lite windows are present as are three pedestrian entrances, at grade, and a small garage door.

The 1963 portion is the largest portion of the building. It consists of warehouse space with sixteen structural bays. The north façade features painted concrete masonry block. The seventeen window openings feature sixteen-lite steel windows with center operable portions. Four pedestrian entrances, at grade, are featured on the north façade. These entrances were used for the employees who lives in the neighborhood directly north of the building. The south façade also features painted concrete masonry on the western portion. The five window openings feature twelve-light fixed steel windows. An angled loading dock projection, in the center of the 1963 portion, includes four overhead doors and a depressed concrete apron. Beyond the loading docks the façade features brown brick, in running bond pattern with three masonry window openings. The window openings have stone sills and feature nine, three vertical lite windows. Five additional overhead doors, at grade, are present on the south façade as are nine pedestrian entrances, at grade. The east façade features an additional loading dock with three overhead doors and a depressed concrete apron.

**STAFF ANALYSIS (cont'd)**

The 1972 portion is also a large open warehouse space. It is L-shaped to provide access to the loading docks on the adjacent 1963 portion. The north façade is painted concrete masonry block with sixteen window openings which feature eight-lite fixed steel clerestory windows. The east façade features painted concrete masonry block with no openings. The south façade of the long leg features painted block with no openings. The west façade of the 1972 portion features a loading dock area with five overhead doors and a depressed concrete apron. Three additional overhead doors, one at grade and two a truck bed height, also reside on the west façade. Four clerestory, eight-lite steel windows and two pedestrian entrances at grade are present on the west façade. The south façade of the short leg features painted concrete masonry block, eight-lite fixed steel clerestory windows, and one pedestrian entrance at grade.

The courtyard, accessible and visible from the 1947, 1957, and 1963 portions, features natural vegetation. The office interior was partially demolished by the previous owner. The partitions and finishes indicate the office was renovated in the 1970s. The original vestibule still features the terrazzo flooring.

The warehouse spaces are divided with concrete block partitions and fencing. The floors are concrete, and all warehouse spaces feature ceiling open to the roof structure. The paint mixing room still features the manifold for the mixing equipment.

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 9.7-acre site that is located on the east side of North Westwood Avenue, between Nebraska Avenue to the north and Hill Avenue to the south with Scott Park Campus abutting the site to the east. The closest designated historic landmark structure or historic overlay district is approximately two miles away. It is close to the Scott Park Campus that is owned by the University of Toledo.

2. a description of the general land uses;

The subject property is zoned Limited Industrial (IL) and to the east is the Scott Park campus of University of Toledo, to the north is a residential neighborhood and McKay's Food Seasoning offices and warehouse, and to the south is Brahier Oil Inc. and Erie Tool and Supply retail store.

**STAFF ANALYSIS (cont'd)**

**3. a general description of the building conditions;**

The Craft Master Building is a rectangular, brick and concrete block, flat roof structure. It has a unique layout as the original building, constructed in 1947, had additions which were built between 1957 and 1972. The rear loading dock locations are evidence of the rapidly changing building as the additions were built. The building measures 1,170 feet long (east/west) and 330 feet in width (north/south). The building is all slab on grade, single-story, with a height of twenty feet from grade to top of parapet wall in the office portion, and thirty feet from grade to top of parapet wall in the warehouse spaces. The building maintains historic integrity and continues to reflect the original functions.

The office portion is featured at the front of the building and is the original portion of the building. It features brick and stone with a typically office layout interior with columns and partitions. The warehouse/factory portions feature exposed block walls, open floor plans, and defining elements such as concrete floors, exposed steel joists and columns, and loading docks.

The overall condition of the property is average to poor on the exterior and interior. The eastern warehouse is in need of roof and masonry repair which is causing deterioration on the interior. The western portions are in average condition with minor repair needed to the envelope and clean-up from the previous owner.

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

The future use of this structure is for industrial uses. When IBC Incorporated recently acquired The Craft Master Building from the University of Toledo, the space was not preserved nor was it being utilized for anything but surplus storage. IBC Incorporated specializes in the development and management in commercial and industrial properties and plan to restore this site in order to open the building as new tenant space for light industrial uses.

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

The Toledo 20/20 Comprehensive Plan identifies this site for Light Industrial future land uses. The subject site is immediately adjacent to multiple parcels currently in operation with Light Industrial land uses. Single-family homes are mixed among the existing industrial uses located on Westwood and should be considered for down zoning in the future.

**STAFF ANALYSIS (cont'd)**

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;
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.

**STAFF ANALYSIS (cont'd)**

The Toledo City Historic District Commission will review the Landmark Designation for this site at their June 28, 2021 meeting. The property will then be under their review for any exterior modifications once the Plan Commission and City Council approve the request.

Staff supports designating the Craft Master Building at 328 N. Westwood Avenue 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 RECOMMENDATION**

The staff recommends that the Toledo City Plan Commission recommend approval of designating the Craft Master Building located at 328 N. Westwood Avenue as a local landmark for the following two (2) reasons:

1. The Craft Master Building is historically significant in Toledo, Ohio as part of the long-time headquarters of the Paint-by-Numbers kit, and its rehabilitation will contribute to the city and provide a unique sense of place.
2. The Toledo 20/20 Comprehensive Plan identifies the location of the building as light industrial use where the warehouse structure is a good reuse opportunity for a developer, and encourages historic preservation outside of the Downtown area.

LOCAL LANDMARK DESIGNATION  
FOR THE BUILDING LOCATED AT 328  
N. WESTWOOD AVENUE  
TOLEDO CITY HISTORIC DISTRICT  
COMMISSION

REF: M-11-21

DATE: June 28, 2021

TIME: 5:30 PM

TOLEDO CITY PLAN COMMISSION

DATE: July 8, 2021

TIME: 2:00 PM



REF: M-11-21. . July 8, 2021

TOLEDO CITY COUNCIL ZONING AND  
PLANNING COMMITTEE

DATE: August 11, 2021

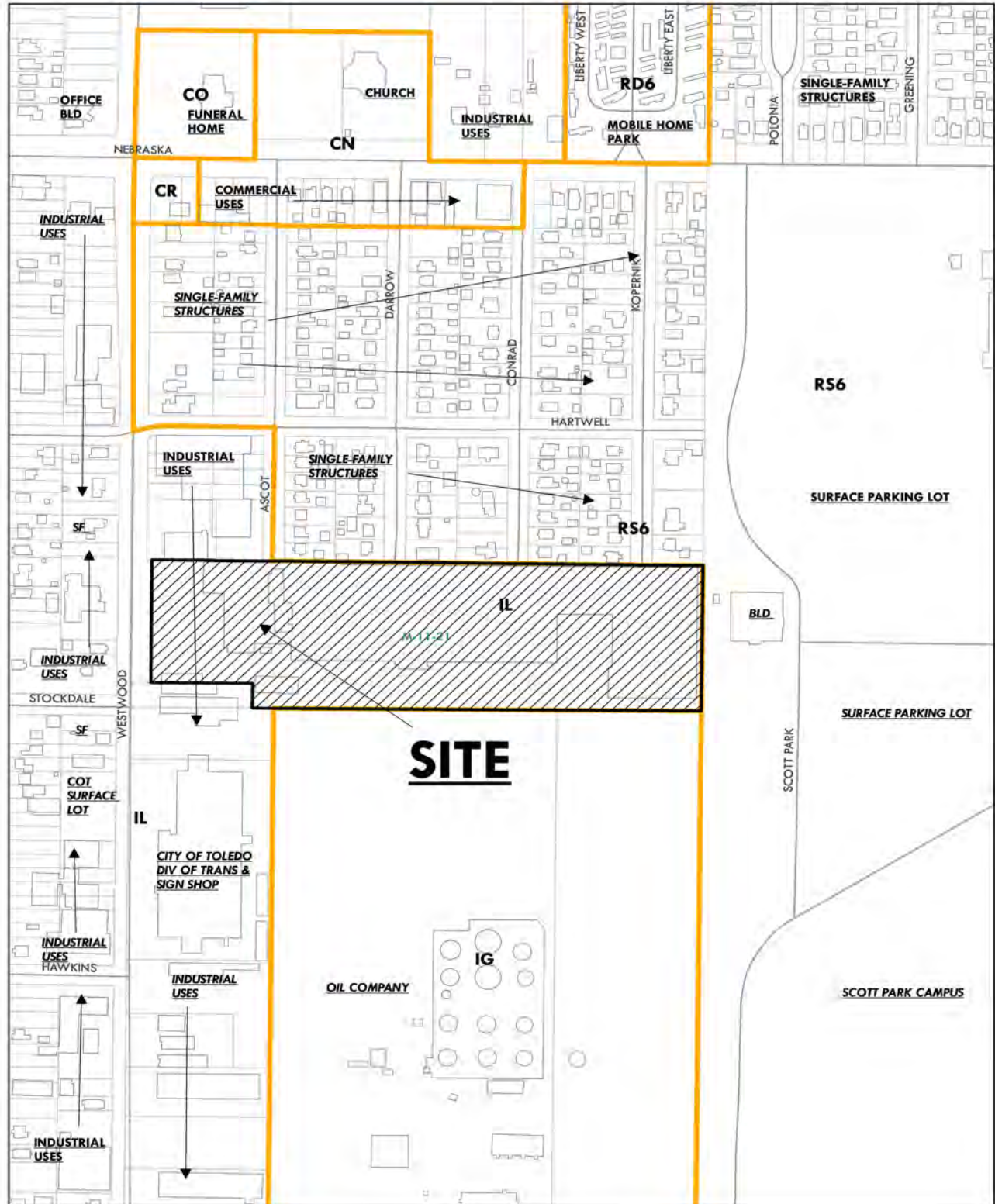
TIME: 4:00 PM

MLM

Fifteen (15) sketches follow

# ZONING AND LAND USE

M-11-21



**FRONT ELEVATION  
328 N. WESTWOOD AVE**

**M-11-21**





**EXISTING FRONT ELEVATION  
328 N WESTWOOD AVE**

**M-11-21**



**INTERIOR OFFICE SPACE  
328 N. WESTWOOD AVE**

**M-11-21**





**WEST ELEVATION  
328 N. WESTWOOD AVE**

**M-11-21**



**SOUTH ELEVATION  
328 N. WESTWOOD AVE**

**M-11-21**





**SOUTH FAÇADE ENTRANCE  
328 N WESTWOOD AVE**

**M-11-21**





**EAST LOADING DOCKS  
328 N. WESTWOOD AVE**

**M-11-21**



**FRONT ELEVATION OF THE  
PALMER PAINT CO BUILDING 1961**

**M-11-21**



**CRAFT MASTER PAINT KIT ASSEMBLY LINE ON SITE  
328 N. WESTWOOD AVE**

**M-11-21**



CRAFT MASTER PAINT KIT PRODUCED ON SITE  
328 N. WESTWOOD AVE

M-11-21





CRAFT MASTER ADVERTISEMENT  
328 N. WESTWOOD AVE

M-11-21

An advertisement for Craft Master paint-by-number sets. The background is orange. At the top, three framed paintings are shown: a still life with flowers, a landscape with a river and rocks, and a cat. Below these, a young boy on the left and a woman in the center are painting. The boy is painting a still life, and the woman is painting a landscape. To the right, a man is painting a cat. Below the man is a large, ornate frame containing the text "the Art of Creative Relaxation". The main text "Paint your own Gallery..." is written in a large, stylized font. Below it, "of Craft Master subjects" is written, with "Craft Master" in a black box. At the bottom left, there is a paragraph about the product and the company name. At the bottom right, there is a coupon for comments and a form for a request card.

**Paint your own  
Gallery...**

**of  
Craft Master<sup>®</sup> subjects**

**the Art  
of  
Creative  
Relaxation**

**THERE'S A CRAFT MASTER PAINTING TO  
PLEASE EVERYBODY'S TASTE!**

You paint the world's finest,  
most advanced oil pictures  
when you choose  
**Craft Master<sup>®</sup>...**  
A fine art product  
of Palmer-Pann Corp.,  
World's Leading Creators  
of Paint-by-Number Sets.

If you would like to keep posted on new  
subjects as they are introduced or if you  
have any comments or suggestions  
please fill out coupon and mail to us.

COMMENTS:

PALMER-PANN CORP.,  
328 N. WESTWOOD  
TOLEDO, OHIO

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_

STATE \_\_\_\_\_

**WAREHOUSE ADDITION  
328 N. WESTWOOD AVE**

**M-11-21**





INTERIOR WINDOWS IN ART AREA  
328 N. WESTWOOD AVE

M-11-21



**ORIGINAL PAINT MIXER REMAINING ON SITE  
328 N. WESTWOOD AVE**

**M-11-21**





**BUILDING FOOTPRINT  
328 N. WESTWOOD AVE**

**M-11-21**

WESTWOOD AVE.

ASCOT

DARROW

CONRAD

KOPERNICK

