



Community Development Department
City Hall
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DESIGN REVIEW TECHNICAL ADVISORY COMMITTEE MEETING

January 26, 2015

4:00 P.M.

Blairs Ferry Conference Room

City Hall

101 First Street SE

AGENDA

Action/Discussion Items

1. Review of Sidewalk Mosaic Kiosk Near 3rd Street & 12th Avenue SE
 - a. Designed to Communicate the Historic Significance of the Sidewalk Mosaics
2. Discuss overlay district standards on size, form, and volume
 - a. The DRTAC discussed gaps in the current standards and identified possible topics to focus on in the update to the standards



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DESIGN REVIEW TECHNICAL ADVISORY COMMITTEE STAFF REPORT

Date: January 26, 2015
Applicant: N/A
Owner: N/A
Location: Near the intersection of 3rd Street & 12th Avenue SE
Request: Review of Sidewalk Mosaic Kiosk
Date Application Received: N/A

EXECUTIVE SUMMARY

Site description (general location, zoning, history, current condition...)

In January 2012, the City of Cedar Rapids entered into a memorandum of agreement (MOA) with the Federal Emergency Management Agency, the State Historical Society of Iowa, and the Iowa Homeland Security & Emergency Management Division regarding the demolition of historic properties at the former T.M. Sinclair & Co. Packing House/Wilson & Co. Packing House site that resulted from the 2008 flood.

The MOA outlines four mitigation measures to address the adverse impact on historic properties. One of these mitigation measures is the design, fabrication, and installation of a kiosk located near the intersection of 3rd Street and 12th Avenue SE, designed to communicate the historic significance of the sidewalk mosaic advertisements.

This project has been a collaborative effort between the City, the Cedar Rapids Historic Preservation Commission, FEMA, the State Historical Society of Iowa, and the Czech Village/New Bohemia Main Street District. Based on the input received, the staff proposes the following:

1. In terms of the proposed location, the City has identified space on 3rd Street SE within the existing right-of-way just south of 12th Avenue SE and the replica tile mosaics [Attachment 1].
2. As for the design of the kiosk, the City is proposing to use a design that is similar to other kiosks in the city [Attachment 2]. The design will be finalized as part of the City's bid request process.
3. Lastly, the design of the interpretive panel incorporates feedback received on the preliminary draft panel [Attachment 3].

To date, FEMA, the State Historical Society of Iowa, the Cedar Rapids Historic Preservation Commission, and the Czech Village/New Bohemia Main Street District have approved the proposed location, panel design and content, and kiosk design.

Request description (reason for request, why it should be granted)

Since the proposed location for the kiosk is located within the Czech Bohemia Overlay District, the staff wanted to provide an overview of the project to the Design Review Technical Advisory Committee.

Meeting Notes

1. Concern was expressed about the possibility of the kiosks being hit by cars.
2. The City will be responsible for ongoing maintenance.
3. The City is working on a solution to replace damaged mosaics with replicas.
4. The right-of-way is over 10 feet
5. The project will go out to bid within the next three weeks and be installed in late spring/early summer.

ATTACHMENT 1: Proposed Location of Kiosk

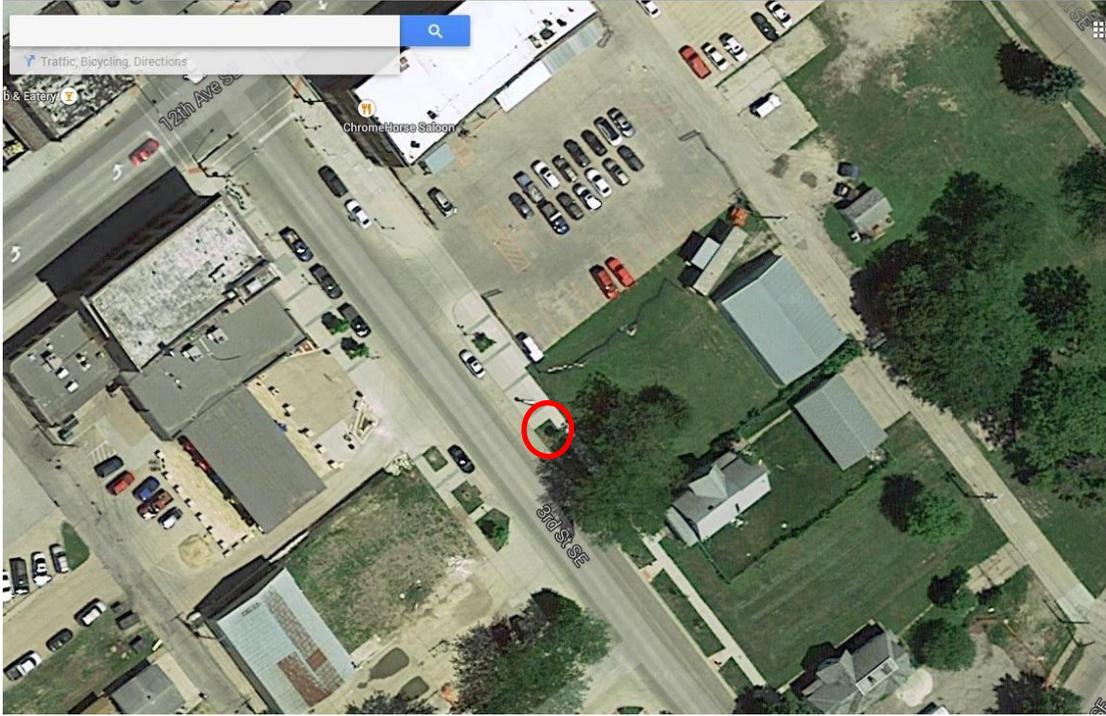


Figure 1. Aerial of proposed location of sidewalk mosaic kiosk.



Figure 2. Location of replica tiles looking south to the proposed location of the kiosk.

ATTACHMENT 2: Proposed Design of Galvanized Steel Kiosk



Figure 1. Example of galvanized steel Lincoln Highway Exhibit in Cedar Rapids, Iowa.



[6]

[9]

[8]

Originally, there were over 43 individual advertisements creatively fashioned out of multi colored square tiles that were supplied by the Hawkeye Lumber and Coal Company of Cedar Rapids. In 1908, Hawkeye Lumber offered a complete line of mosaic tile for both exterior purposes as well as for interior fixtures such as fireplace mantels.

The placement of these ads varied. An equal amount could be read while either walking "north" or "south" along the Third Street sidewalk. A truly unique characteristic of these mosaic ads was that 50% of them were in English and 50% written in the Bohemian language, indicative of this location being at the center of the large Bohemian immigrant commercial neighborhood known as "South End" or "South Side". Some advertisers chose to be bi-lingual in their message, employing both Bohemian and English spellings. [3]

Most of the ads were restricted to one concrete sidewalk "square" section. A few advertisers opted to spend more money and use two or more "squares" of sidewalk paving. Two of the more prominent large ads were for the P. Hach "Anheuser Busch" beer bottling house [4] and Joseph Hruska's "Dubuque Malt Beer" bottlers. [5] This is interesting in that a few years after the ads were placed, local Prohibition was established in Cedar Rapids.

This sidewalk functions as an interactive time capsule.

A great majority of these unique mosaic ads were for businesses and services in the immediate Bohemian commercial district, but there were a few, such as Dr. Naibert, a dentist in the Granby Block, that were located in the established downtown area 9 blocks to the north. The sidewalk ads promote goods and services typical of the era including saloons, [6] fruit and vegetable markets [7] and a horse livery.



ZCJB Building



[2]

Although a few individual commercial businesses were known to have their company name in mosaic tile in a front step or sidewalk in the Downtown area, the ZCJB sidewalk at 1200 Third Street SE was the only location in the city's history to have multiple mosaic tile advertisements in one place. [2]

Placement of several of the mosaic tile sidewalk ads were purposeful.

Alex Groundwater's Barber, Bath and Pool Hall establishment was located at 1202 Third Street SE on the street level of the ZCJB Building [8]. His ad was placed directly at his front door. A light blue and white ad for the Sinclair Packinghouse Company featuring the pyramid shaped "Sinclair's Fidelity" logo was placed at the far south edge of the sidewalk, closest to the direction of the Sinclair factory. [9]

By far the largest mosaic tile advertisement in the sidewalk was for the Iowa State Savings Bank. Their ad was placed on four square sections of pavement closest to the corner of the 12th Avenue and 3rd Street SE intersection. At the time, the bank was located diagonally across the intersection at 1127-29 Third Street SE. The Sindelar family Saloon had their mosaic tile ad placed on the edge of the 12th Avenue sidewalk so as to be in view of their drinking establishment located down the block at 329 12th Avenue SE.

A few years after this collection of mosaic tile ads were placed in the ZCJB building sidewalk, a similar project involving sidewalk advertisements was placed in the walk paving in front of the CSPS Hall at 1103 Third Street SE. However, these ads were composed of inlaid shaped metal letters instead of mosaics. The CSPS metal sidewalk ads were removed in 1994 and relocated to the new Masaryk Park at 14th Avenue and 1st Street SE.

Through subsequent decades, several of the mosaic tile ads in the ZCJB sidewalk were destroyed due to repairs to the sidewalk and curb replacement. By the 1990's, the sidewalk had become uneven and was considered a safety hazard. Plans to remove the entire historic sidewalk in the mid 2000's prompted ideas to save and preserve the mosaic ads. New plans were drawn to remove the original mosaics and replace them with exact reproductions in new sidewalk paving



as part of a larger streetscape improvement project along Third Street SE in the newly renamed "New Bohemia" Historic District.

The streetscape improvement plan was delayed for several years, particularly by the Great Flood of 2008. Finally, in 2011, the original surviving concrete sidewalk panels with the mosaic ads from 1908 were carefully removed. Later that year, new sidewalks were paved that included new mosaic tiles that recreated the original patterns of the 1908 advertisements.

The majority of the original 1908 mosaic tiles still survive and have been incorporated as landscape architecture and fixtures for the Parlor City restaurant and drinking establishment operated by the Jelinek family of Cedar Rapids in the 1100 block of Third Street SE and the 200 block of 12th Avenue SE.

Many signs used Bohemian language rather than English.

SIGNS OF THE TIMES

SIDEWALK MOSAIC ADVERTISING IN NEW BOHEMIA



[5]

The inlaid mosaic tile sidewalk advertising located in front of the 1908 ZCJB Building at 1200-1202 Third Street SE was created shortly after the construction of the three story landmark at the "SE" corner of Third Street and 12th Avenue SE. (Historic c. 1910 photo of ZCJB building) [1] The mosaic tile ads were intended to help finance full "curb to building" sidewalk paving in front of the Third Street SE side of the structure.



P. Hach Building



[4]



[7]



[3]