

**CERTIFICATE OF APPROPRIATENESS**

**Application Date:** October 1, 2014

**Applicant:** Kelly Cottingham, Gulf Coast Signs & Graphics for Delaila Ocasio, Macondo, owner

**Property:** 917 Franklin Street, lot 1, tract 2A, block 15, SSBB Subdivision. The property includes a historic 47,704 square foot, six-story masonry commercial structure situated on an 8,497 square foot (85' x 107') corner lot.

**Significance:** Contributing Neo-Classical commercial structure, constructed circa 1904, located in the Main Street Market Square Historic District.

**Proposal:** Alteration – Install a new fascia sign measuring 8'-9" wide and 2'-5" tall with interior illuminated vinyl channel letters.

See enclosed application materials and detailed project description on p. 6-10 for further details.

**Public Comment:** No public comment received at this time.

**Civic Association:** No comment received.

**Recommendation:** Deferral

**HAHC Action:** Deferred

## APPROVAL CRITERIA

### ALTERATIONS, REHABILITATIONS, RESTORATIONS AND ADDITIONS

Sec. 33-241(a): HAHC shall issue a certificate of appropriateness for the alteration, rehabilitation, restoration or addition of an exterior feature of (i) any landmark or protected landmark, (ii) any building, structure or object that is contributing to an historic district, or (iii) any building, structure or object that is part of an archaeological site, upon finding that the application satisfies the following criteria, as applicable:

- | S                                   | D                                   | NA                                  |  |
|-------------------------------------|-------------------------------------|-------------------------------------|--|
|                                     |                                     |                                     | S - satisfies    D - does not satisfy    NA - not applicable   |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | (1) The proposed activity must retain and preserve the historical character of the property;<br><i>The proposed interior illuminated sign is not compatible with the historic commercial character of the structure.</i>   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | (2) The proposed activity must contribute to the continued availability of the property for a contemporary use;  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | (3) The proposed activity must recognize the building, structure, object or site as a product of its own time and avoid alterations that seek to create an earlier or later appearance;  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | (4) The proposed activity must preserve the distinguishing qualities or character of the building, structure, object or site and its environment;  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | (5) The proposed activity must maintain or replicate distinctive stylistic exterior features or examples of skilled craftsmanship that characterize the building, structure, object or site;   |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | (6) New materials to be used for any exterior feature excluding what is visible from public alleys must be visually compatible with, but not necessarily the same as, the materials being replaced in form, design, texture, dimension and scale;  |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | (7) The proposed replacement of missing exterior features, if any, should be based on an accurate duplication of features, substantiated by available historical, physical or pictorial evidence, where that evidence is available, rather than on conjectural designs or the availability of different architectural elements from other structures;  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/>            | (8) Proposed additions or alterations must be done in a manner that, if removed in the future, would leave unimpaired the essential form and integrity of the building, structure, object or site;   |
| <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | (9) The proposed design for any exterior alterations or addition must not destroy significant historical, architectural or cultural material and must be compatible with the size, scale, material and character of the property and the area in which it is located;<br><i>The proposed interior illuminated sign is not compatible with the historic commercial character of the structure or commercial character of the Main Street Market Square Historic District. A reverse lite or halo sign would be a compatible with the historic character of the historic commercial structure.</i> |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | (10) The setback of any proposed construction or alteration must be compatible with existing setbacks along the blockface and facing blockface(s);   |
| <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/>            | (11) The proposed activity will comply with any applicable deed restrictions.  |



**PROPERTY LOCATION**

**MAIN STREET MARKET SQUARE HISTORIC DISTRICT**

**Building Classification**

-  Contributing
-  Non-Contributing
-  Park



INVENTORY PHOTO



CURRENT PHOTO



**SOUTH ELEVATION – FRONT FACING FRANKLIN STREET**

EXISTING

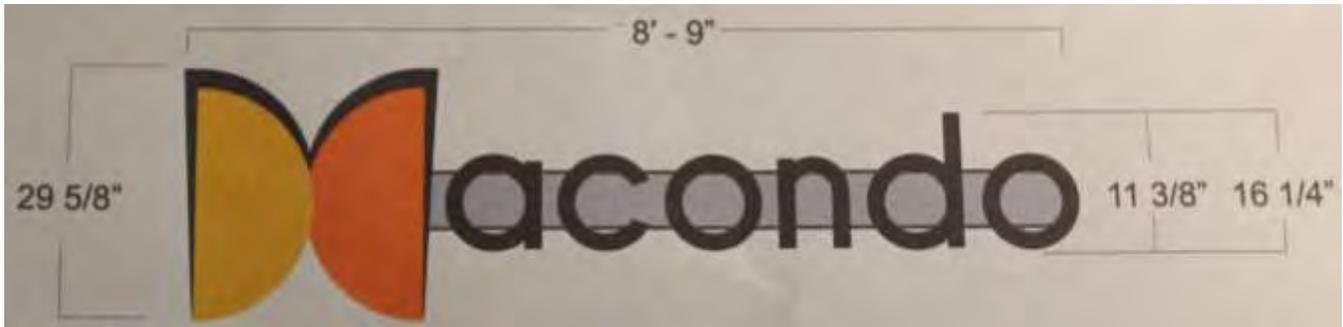


PROPOSED

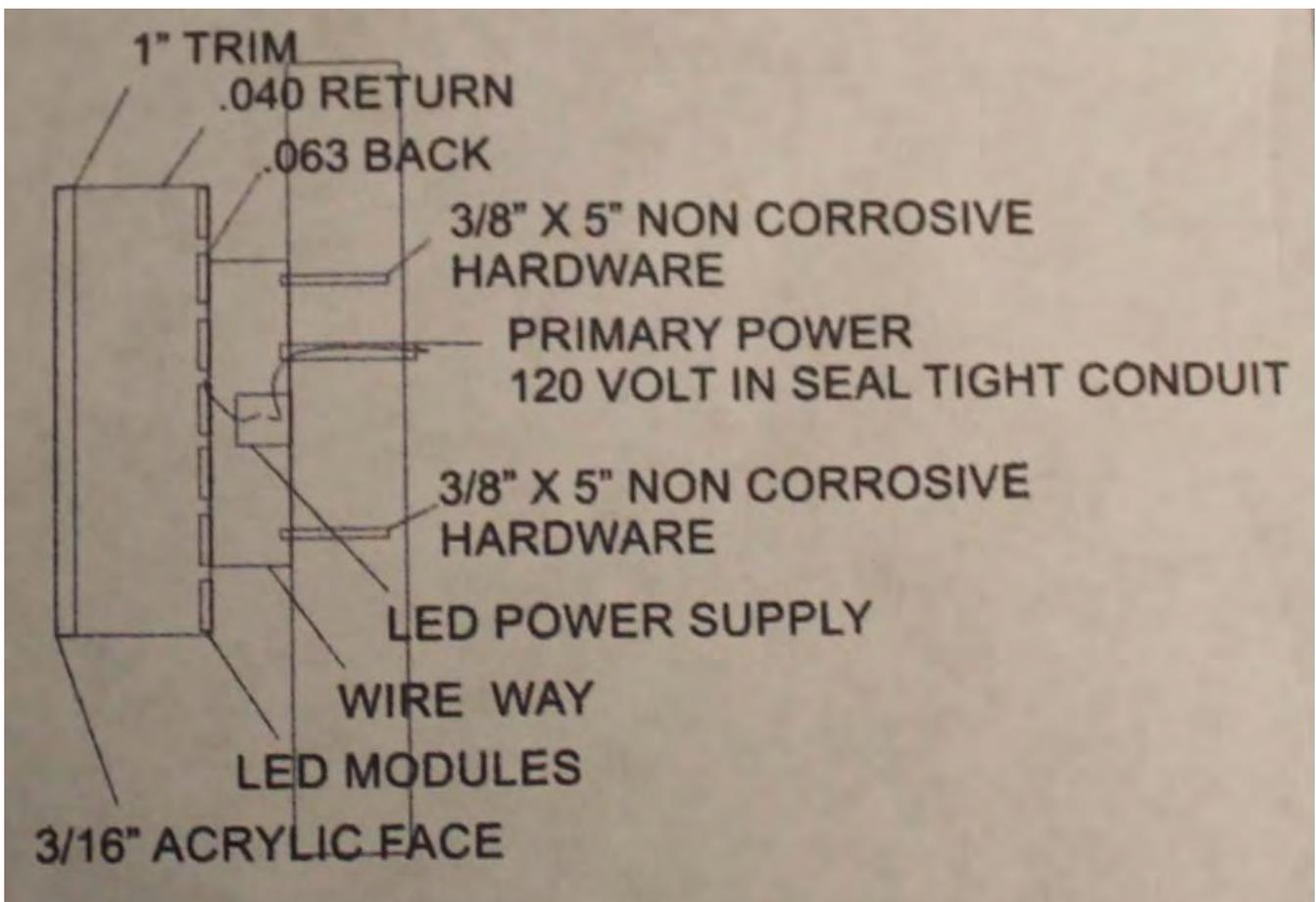


**SIGN DETAILS**

PROPOSED FACSIA SIGN



SIGN SECTION



### Downtown Houston Storefront and Streetscape Design Guidelines

#### WALL SIGNS

Wall Signs are attached to or painted on the exterior wall of a building, and do not project more than twelve inches (12") from the building wall. A wall sign can consist of sign board, metal or channel letters mounted directly to a wall or painted directly on brick (wall signs painted directly on brick must be artistically and professionally done to meet the intent of these guidelines). Up to four (4) wall signs are allowed per business; however, one wall sign for each storefront that faces a public street is usually sufficient. Since wall signs lay flush against a building and cannot be seen by pedestrians approaching them from the sides, they should be used in connection with a projecting sign, awning sign or banner sign. Wall signs should be compatible with the storefront in scale, proportions, and color. The City restricts wall signs from exceeding 1,000 square feet or occupying more than 25 percent of the total wall surface.



LEFT The placement and materials of this wall sign does not compliment the architectural integrity of the building.

BELOW Plastic box cabinet signs and plastic covered channel letters are not appropriate for historic buildings.



window.

**ILLUMINATED SIGNAGE**

Well designed, brightly lit signs can add to the energy and vibrancy to a streetscape and serve as a beacon to draw customers to an establishment in the evening hours. Illuminated signs with no flashing, blinking lights are recommended. Neon, back-lit, halo-lit illumination, and channel letters with halo illumination are highly encouraged. Below is a more detailed



Neon OPEN sign (LEFT) is more stylish than the LED signs (RIGHT).



**NEON**

For about a 100 years NEON signs have lit the way to shops, restaurants. Neon signs can give a historic building a vintage look or a modern building pizzazz. Neon has proven amazingly effective as a business tool, as it greatly increases a business' visibility and has been proven to increase walk-in traffic.



**CHANNEL LETTERS**

Channel letters are custom-made 3-dimensional metal or plastic letters that are commonly used on the buildings. They come in variety of styles, and most often are internally illuminated with Neon or LED.



ABOVE Reverse Channel Letters are often called halo letters, because the light is directed to the back of the letters providing an elegant effect during evening hours while offering a stylish vibrant image during daylight hours.



ABOVE Open Face Channel Letters are open-faced and the neon or LED is exposed, these types of letters usually have colorful background or colorful neon which gives the sign a stylish image.



ABOVE Standard Channels Letters are have a plastic face, and are mostly used in suburban areas; their use in, especially on historic buildings, is discouraged.

### PROJECT DETAILS

**Shape/Mass:** The fascia sign will measure 2'-5" in height and 8'-9" wide. The sign will feature interior illuminated orange and yellow vinyl letter and black channel letters; the orange and yellow 'M' will measure 2'-5" in height and the black channel letters will measure 11 3/8" in height. The letters will be mounted to an aluminum raceway and the sign will be mounted to the façade with 3/8" by 5" non-corrosive fasteners.

**Exterior Materials:** The new fascia sign will feature illuminated vinyl channel letters. The black channel letters will be perforated vinyl in front of a white vinyl face that will appear black during the day and will be illuminated white in the evening.