

**CERTIFICATE OF APPROPRIATENESS**

**Application Date:** November 24, 2015

**Applicant:** Hannah Curry-Shearouse of SWCA Environmental Consultants for Julian Hawes of Rusk at San Jacinto Partners LLC, owner

**Property:** Lot 1 through 12, Tracts 13, 14, 15, 16, 18, 19, 22, 23, and 24 Block 79, SSBB Subdivision, City of Houston, Harris County, Texas. The site includes a 13-16 story office building situated on a 1.5 acre lot.

**Significance:** Texas Company Building is a City of Houston Landmark designated in March 5, 1997. The Beaux-Arts-style multi-story office building was constructed circa 1915, with an east annex along Fannin built in 1936 and a west annex along Rusk built in 1959. The applicant was granted a Certificate of Appropriateness to rehabilitate the Texas Company Building in October of 2013.

**Proposal:** Alteration – Signage

- Install a building address sign along Rusk Street below the existing engraved sign that reads “TEXACO.” The address sign will consist of 12” tall metal characters reading “1111 RUSK.”
- Install a wall sign along an existing concrete balustrade below the existing clock along the San Jacinto elevation. The sign will measure 2’ tall by 18’ wide consist of painted aluminum, and will read “THE STAR.” The sign will attach to the building by metal pins fastened to the balustrade.
- Install a 4’ deep by 20’ tall blade sign at the southeast corner of the structure. The sign will consist of painted aluminum with push through letters reading “THE STAR.” The sign will be anchored to the structural I-beam within the Texas Company Building.
- A second identical blade sign will be installed on a proposed parking garage to the rear of the Texas Company Building. The garage is not part of the Landmark designation and is not subject to this review.

See enclosed application materials and detailed project description on p. 4-11 for further details.

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

**Civic Association:** The Houston Downtown Management District has written in support of this application. Please see Attachment A.

**Recommendation:** Approval

**HAHC Action:** -

**APPROVAL CRITERIA**

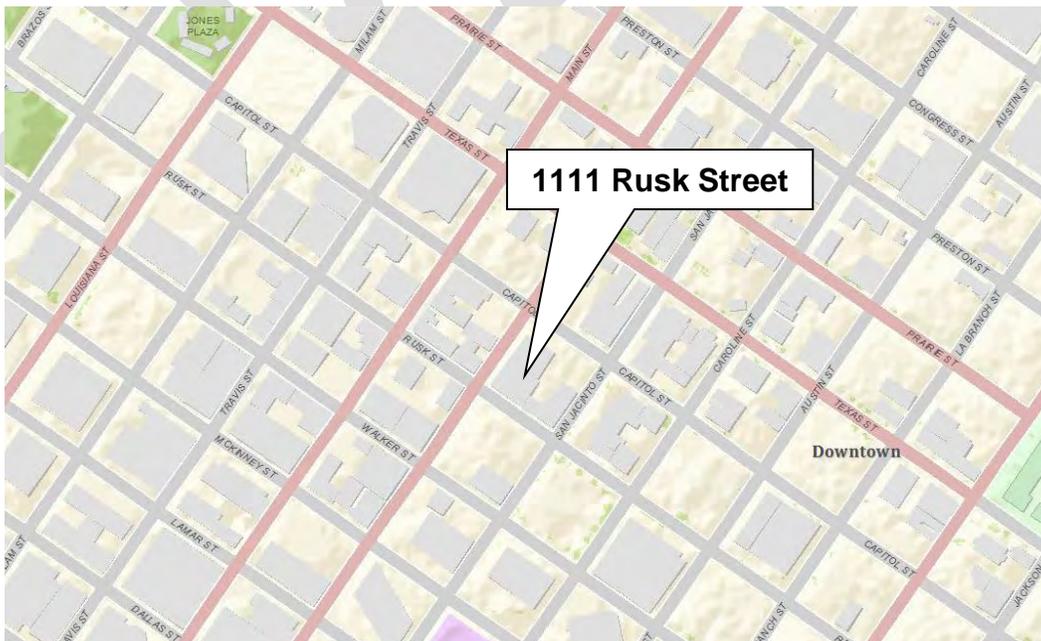
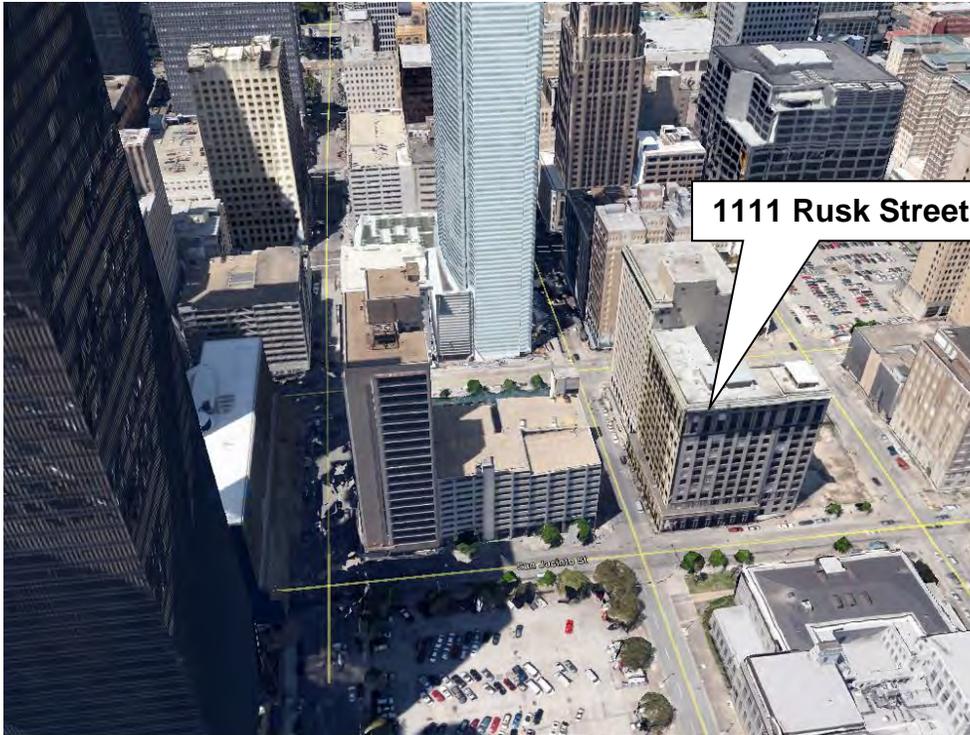
**ALTERATIONS, REHABILITATIONS, RESTORATIONS AND ADDITIONS**

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

- | <b>S</b>                            | <b>D</b>                 | <b>NA</b>                | <b>S - satisfies</b> | <b>D - does not satisfy</b>                                                                                                                                                                                                                                                                                                                               | <b>NA - not applicable</b> |  |
|-------------------------------------|--------------------------|--------------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|--|
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | (1)                  | The proposed activity must retain and preserve the historical character of the property;                                                                                                                                                                                                                                                                  |                            |  |
| <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 checked="" type="checkbox"/> | <input type="checkbox"/> | <input 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 checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | (9)                  | The proposed design for any exterior alterations or addition must not destroy significant historical, architectural, archaeological or cultural material, including but not limited to siding, windows, doors and porch elements and must be compatible with the size, scale, material and character of the property and the area in which it is located; |                            |  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | (10)                 | The proposed alteration or addition must be compatible with the massing, size, scale material and character of the property and the context area; and                                                                                                                                                                                                     |                            |  |
| <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | (11)                 | The distance from the property line to the front and side walls, porches, and exterior features of any proposed addition or alteration must be compatible with the distance to the property line of similar elements of existing contributing structures in the context area.                                                                             |                            |  |



**PROPERTY LOCATION**  
**TEXAS COMPANY BUILDING**

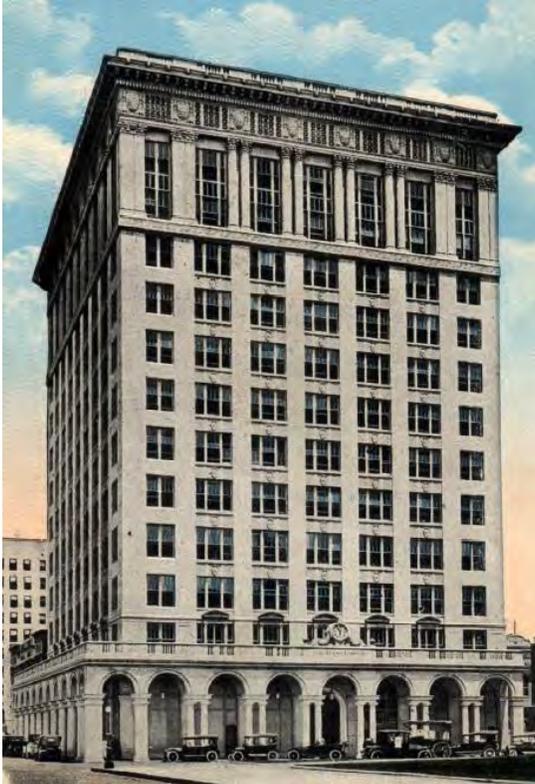


**CURRENT PHOTO**



DRAFT

HISTORIC PHOTOS



HISTORIC PHOTOS



**SOUTH ELEVATION FRONT FACING RUSK**  
EXISTING



PROPOSED



**EAST SIDE ELEVATION FACING SAN JACINTO**

EXISTING



PROPOSED



**BLADE SIGN**

CORNER OF SAN JACINTO AND RUSK

EXISTING

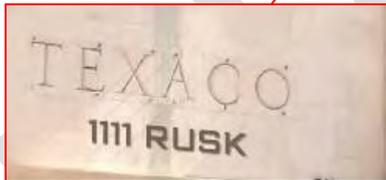
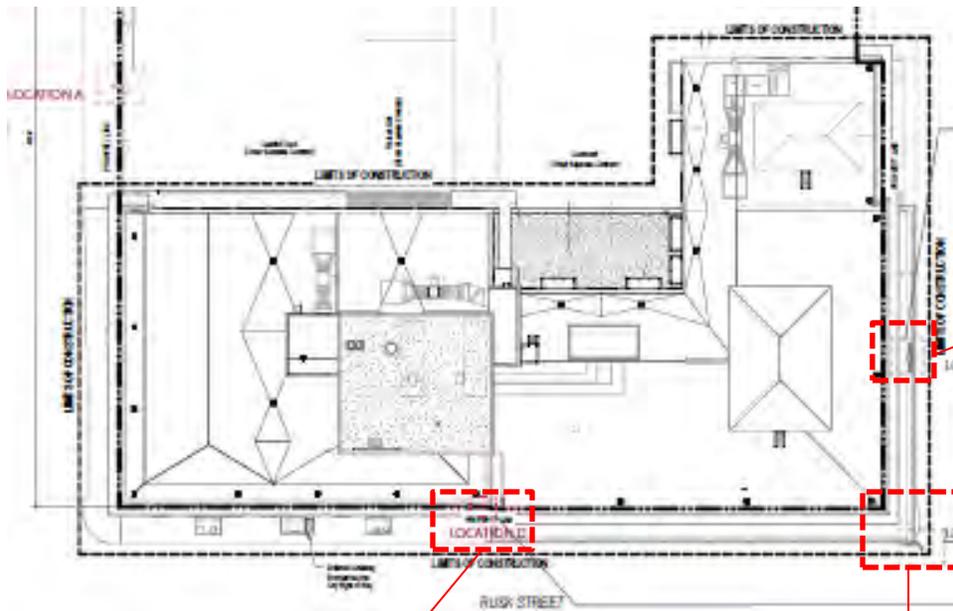


PROPOSED





**SITE PLAN**  
PROPOSED



### PROJECT DETAILS

**Front Elevation:** Install 12" tall aluminum letters reading "1111 RUSK." The sign will be attached to the limestone façade by metal fasteners. These letters will be situated directly below the existing sign engraved in the façade reading "TEXACO." The existing sign will not be altered. The building's address is required to be posted for life safety reasons.

**Side Elevation:** Install a 2' tall by 18' wide aluminum wall sign reading "THE STAR" on an existing limestone balustrade above the structure's original limestone clock. The sign will be attached to the balustrade by metal fasteners. Historic photos show that this location previously featured signage. The existing clock will not be altered.

**Blade Sign:** Install a 4' wide by 20' tall aluminum blade sign reading "THE STAR" at the southeast corner of the structure. The sign will be secured to the Texas Company Building's structural steel skeleton at three anchors. These points will be accessed by removing three limestone blocks from the façade. The blocks will be removed by a mason at each mortar joint and will be returned to their respective locations once the sign is installed. This anchoring system will be rated to withstand winds of up to 110 mph.

DRAFT

**ATTACHMENT A**

**HOUSTON DOWNTOWN MANAGEMENT DISTRICT COMMENT**



909 Fannin, Suite 1650  
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[downtowntirz.org](http://downtowntirz.org)

December 9, 2015

Geoff Butler  
Planner, Historic Preservation Office  
City of Houston Planning Department  
PO Box 1562  
Houston, TX 77251-1562

RE: Proposed signage at 1111 Rusk, Texaco Building Renovations

Mr. Butler,

The staff of the Downtown Redevelopment Authority and the Downtown District have reviewed the application by Provident Realty of Dallas, Texas for the Planning and Development Department's Certificate of Appropriateness for new building signage at a landmark structure, 1111 Rusk Street.

The Downtown Redevelopment Authority (TRZ No. 3) has incentivized this historic renovation of the former Texaco Building for conversion to 323 apartment units. An historic façade grant and a Downtown Living Initiative grant have been awarded in the approximate amount of **\$13,000,000**, to be distributed upon project completion and dispersed annually over a minimum fifteen-year schedule based on annual appraisal values. Due to the significant financial commitments from the public sector, the Authority and the District have a vested interest in the final product and future performance of this project.

Per the Certificate of Appropriateness for building signage, I offer the following comments for consideration by the City and the applicant.

Location A (Fannin Street, mid-block blade sign): 4'-0" x 20'-0" sign type is acceptable at proposed location, with garage facility yet to be constructed on the northern half of property. However, the documents provided have a sign message conflict between renderings on page 8 (**THE STAR** - vertically oriented) and the technical drawing on page 12 (HEIGHTS ALEXAN --- 3'-9" x 26'-4" vertically oriented) which appears to be another project. The Authority and the District

**CONTINUED ON THE NEXT PAGE**

request the City obtain an updated technical drawing and replace page 12 in the application, showing the actual size of the sign and properly scaled fonts. The Authority and District also suggest the applicant reconsider the location of this sign. As proposed at mid-block, it is in proximity to the loading dock. A more visible location is the corner of Fannin and Capitol Streets (above the building's sidewalk canopy), with a corner blade sign visible to oncoming traffic from both streets.

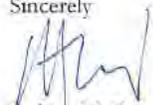
Location B (San Jacinto Street, mid-block wall-mounted sign under historic clock): 2'-0" x 12'-0" sign type is an acceptable location and the larger graphic (**THE STAR** - horizontally oriented) is acceptable, assuming the font and color is "Option 4" on page 11, as rendered on building photograph on page 10.

Location C (San Jacinto and Rusk Streets, corner-mounted blade sign): 4'-0" x 20'-0" sign type is acceptable at proposed location, as described in the application narrative and supporting documents.

Location D (Rusk Street, wall-mounted building address sign): 12" tall metal letters affixed to building's stone façade is acceptable at proposed location, as described in the application narrative and supporting documents.

Thank you for this opportunity to provide our comments and recommendations to the City during your evaluation of the application and prior to granting the signage permit. If I may be of further assistance in this matter, do not hesitate to contact me.

Sincerely



Robert M. Eury  
President, Downtown Redevelopment Authority  
Executive Director, Houston Downtown Management District

Cc: Ryan Lean, Executive Director, Downtown Redevelopment Authority  
Cc: Lonnie Hoozeboom, Director of Planning & Design, Downtown District  
Cc: Anna Mod, Historic Preservation Specialist, SWCA Environmental Consultants