

CERTIFICATE OF APPROPRIATENESS

Application Date: November 24, 2015

Applicant: Nguyen Anh Mai, Conservatory, for Blini Hoxha, 1004 Prairie Holdings, LLC, owner

Property: 1010 Prairie Street, Lots 10 & 11, Block 56, SSBB Subdivision. The property includes a historic 28,500 square foot, three-story brick commercial building situated on an 11,250 square foot corner lot.

Significance: Contributing Commercial building, constructed circa 1911, located in the Main Street Market Square Historic District.

Proposal: Alteration – Install an internally lit acrylic letter and routed metal lit panel sign on the north elevation. The sign will be mounted to the existing non-original awning and will have overall measurements of 16’ wide and 28” in height. The sign will be a total of 34.333’ square feet in area.

See enclosed application materials and detailed project description on p. 4-8 for further details.

Public Comment: The Downtown Management District is in support of the project.

Civic Association: No comment received.

Recommendation: Denial - does not satisfy criteria 4, 5, 9. The proposed interior lit plastic channel letters are not compatible with the building or the Main Street Market Square Historic District.

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:

- | S | D | NA | S - satisfies | D - does not satisfy | NA - not applicable |
|-------------------------------------|-------------------------------------|-------------------------------------|----------------------|---|----------------------------|
| <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 type="checkbox"/> | <input checked="" 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;
<i>The use of interior lit plastic channel letters do not preserve the distinguishing qualities or character of the building or the Main Street Market Square Historic District. According to the 'Downtown Houston Storefront & Streetscape Design Guidelines,' "The use of plastic box cabinet signs and plastic covered channel letters are not encouraged in downtown, and are not allowed on historic buildings or in the Historic District (pg. 25)." Staff recommends that the sign be indirectly illuminated using an external light source.</i> | |
| <input type="checkbox"/> | <input checked="" 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;
<i>The use of interior lit plastic channel letters do not maintain or replicate distinctive stylistic exterior features or examples of skilled craftsmanship that characterize the building or the Main Street Market Square Historic District. According to the 'Downtown Houston Storefront & Streetscape Design Guidelines,' "The use of plastic box cabinet signs and plastic covered channel letters are not encouraged in downtown, and are not allowed on historic buildings or in the Historic District (pg. 25)." Staff recommends that the sign be indirectly illuminated using an external light source.</i> | |
| <input type="checkbox"/> | <input checked="" 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 type="checkbox"/> | <input type="checkbox"/> | <input checked="" 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; | |

- (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;

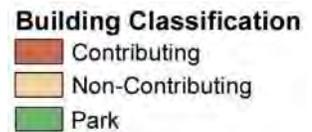
The use of interior lit plastic channel letters are not compatible with material or character of the building or the Main Street Market Square Historic District. According to the 'Downtown Houston Storefront & Streetscape Design Guidelines,' "The use of plastic box cabinet signs and plastic covered channel letters are not encouraged in downtown, and are not allowed on historic buildings or in the Historic District (pg. 25)." Staff recommends that the sign be indirectly illuminated using an external light source.
- (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
- (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.

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PROPERTY LOCATION

MAIN STREET MARKET SQUARE HISTORIC DISTRICT



INVENTORY PHOTO



CURRENT PHOTO



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RENDERING – FRONT FACING PRAIRIE STREET

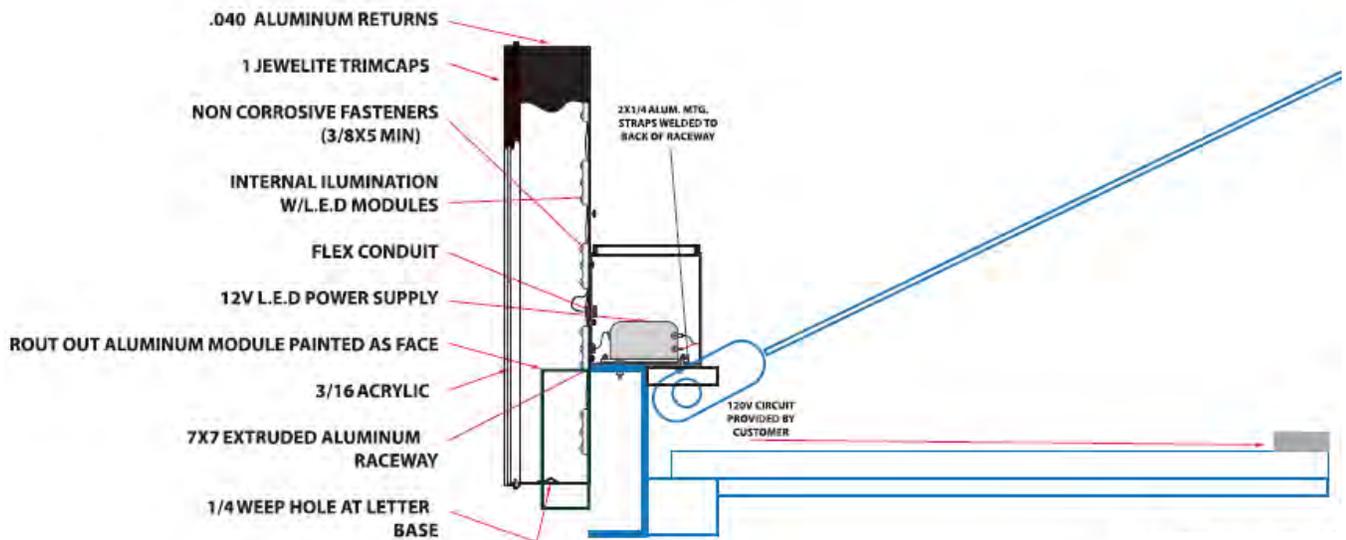


SIGN DETAILS



SIGN SECTION

**L.E.D ILLUMINATED CHANNEL LETTER
ON RACEWAY**



PROJECT DETAILS

Exterior Materials: The main portion of the sign will feature the word 'Conservatory' and will measure 16'-0" wide and 22" in height. The secondary portion will feature the words 'UNDERGROUND BEER GARDEN AND FOOD HALL' and will measure 10'-0" wide and 6" in height. The main portion of the sign will be comprised of internally lit acrylic faced letters. The secondary portion will be an aluminum panel with routed out letters. The sign will be mounted to the existing metal awning face with 3/8" x 5" metal fasteners. See drawings for more detail.

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