

SITE NAME: S.H. Kress & Company Building
SITE LOCATION: 705 Main – City of Houston Landmark

Owner: Ben Cheng

Applicant: Randy Fertitta

Time Frame	Date Accepted	90-day Waiver
	May-04-2011	N/A

SITE INFORMATION:

Lots 4, 5, 9, 10 and the northeasterly or front 100 feet of Lot 11, Block 80, and a tract of land southeast of and adjoining Lots 4 and 5, being a tract of 0.47 feet by 100 feet of what was formerly Fannin Street, SSBB, City of Houston, Harris County, Texas. The buildings on the site include an 8-story commercial building at Main and Capitol and a 4-story commercial building at Fannin and Capitol.

TYPE OF APPROVAL REQUESTED:

The applicant requests approval of a Certificate of Appropriateness for the following work:

- On either side of the main entrance, install pilasters with decorative ornamentation; The design will borrow from existing pilasters and ornamentation currently on the building; Pilasters will be cast stone and will feature inset panels, vertical banding and square crown; Decorative torch-like element will be EIFS (Exterior Insulation and Finishing System) and will be located over the capital of the pilaster;
- Above storefront entry and windows and below the stone ledge install EFIS panels; Panels will feature architectural details to match existing building, arches and keystones; Keystones will match decorative elements currently on the building;
- On each window in area just below transoms, install rectangular panels displaying address; Panels will be EIFS
- Install a new marquee sign in same location as existing sign; Marquee sign will feature internal illumination and a decorative scroll design

HISTORY AND SIGNIFICANCE:

The Kress Building was designated as a Landmark of the City of Houston on July 26, 2000. It was designed by Kress corporate architect, Seymour Burrell, and constructed by S. H. Kress & Co. in 1913 for use as one of its many five-and-dime stores. Many of the first buildings the company erected included rental space on the upper floors. Moreover, the upper floors were planned for professional offices; in some cases the building's primary identity and look were those of an office building. The building in Houston is an example of this building approach on a grander scale. As the chain grew, multipurpose buildings became less common and the upper floors were used for warehousing merchandise and company offices. The Kress Company's architectural philosophy was unique. While many retailers approached the construction of new stores on a piecemeal basis, Kress maintained an architectural division to oversee the design of everything from storefronts and office space to fixtures and furnishings. This commitment to architectural excellence and to providing consumers with quality merchandise and responsive services at the lowest possible prices, made the S. H. Kress & Co. chain of five-and-dimes one of the most unique and most successful retail operations of the twentieth century. Kress pioneered the establishment of company identity by means of a "signature storefront." It was architecture aimed primarily at pedestrians or at people driving slowly down the street. Kress also pioneered uniformity of signage on all his stores, which identified the store as belonging to a larger group of chain stores of the same type. It gave strong impetus to the idea of the building as advertisement. Furthermore, the S. H. Kress & Co. helped enhance the nation's commercial architecture and played a vital role in shaping Main Street America.

The HAHC has granted Certificates of Appropriateness in the past for the restoration of the historic building and signage. At the HAHC public hearing on April 25, 2007 the HAHC granted the tenant at 705A Main a certificate of appropriateness for the following work: installation of a wall sign that is shaped to conform to the arched window openings; exact same

CERTIFICATE OF APPROPRIATENESS

AGENDA ITEM: Iw

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type of sign will be installed at the corner of the building – one on the Main Street façade and another on the Capitol Street Façade; overall sign measures 16 feet in length and 3 feet in height; the top of the sign will be located 18'-0" above sidewalk grade; sign to be placed flat on the existing storefront above the plate glass windows; sign will consist of a typical, aluminum pan type panel with FCO copy; flat cutout letters will be mounted to the sign depicting business name; sign will not be illuminated.

APPROVAL CRITERIA FOR ALTERATION:

Sec. 33-241. Same-Alteration, rehabilitation, restoration and construction.

(a) The HAHC shall issue a certificate of appropriateness for the alteration, rehabilitation, restoration or construction of an exterior feature of (I) any landmark, (II) any building, structure or object in 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

- (1) The proposed activity must retain and preserve the historical character of the property;
(2) The proposed activity must contribute to the continued availability of the property for a contemporary use;
(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;
(4) The proposed activity must preserve the distinguishing qualities or character of the building, structure, object or site and its environment;
(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;
(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;
(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;
(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 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;
(10) The setback of any proposed construction or alteration must be compatible with existing setbacks along the blockface and facing blockface(s);
(11) The proposed activity will comply with any applicable deed restrictions.

STAFF RECOMMENDATION: Approval of the certificate of appropriateness

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Site Location Map
Not to scale



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Current Photograph



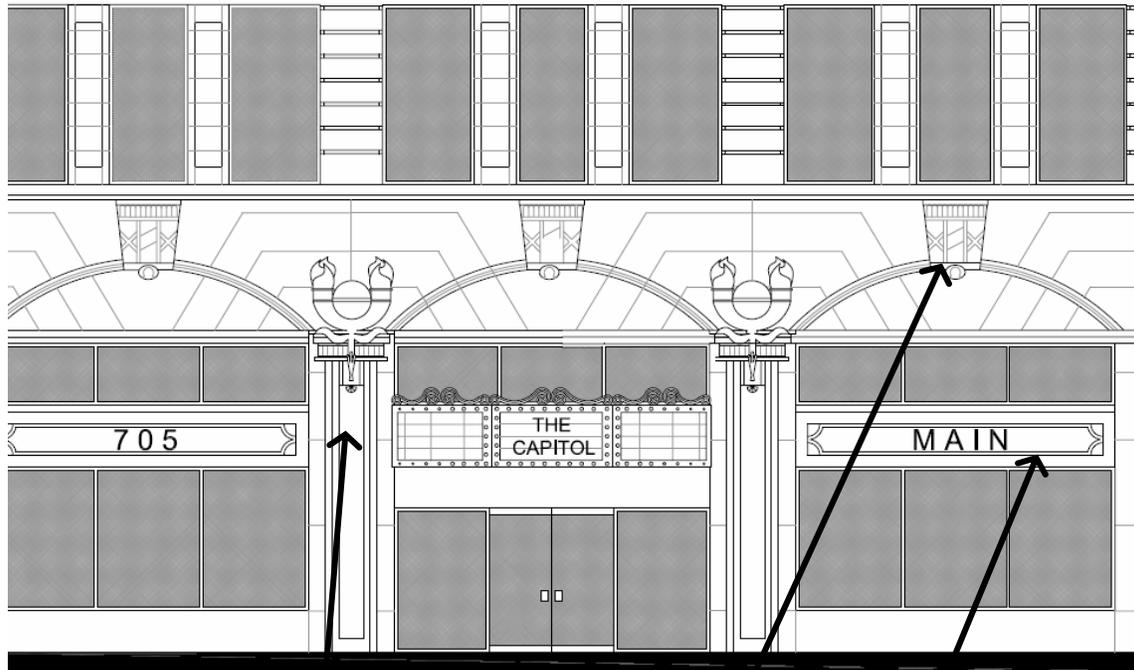
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North (front) Elevation
Showing Borrowed Elements Already Existing on Building
Not to scale



CERTIFICATE OF APPROPRIATENESS