

CERTIFICATE OF APPROPRIATENESS

Application Date: September 3, 2014

Applicant: Victoria Brown, Weingarten Realty, owner

Property: 2015 W. Gray Street, Suite D04, Tract 11, 12 and 13A, ABST 696 O Smith Subdivision. The property includes a combination of one and two-story, stucco and ceramic tile clad commercial buildings.

Significance: The River Oaks Community Shopping Center and Theater is a City of Houston Landmark designated in 2007. Construction began on the center in 1936, and it was built in phases through the late 1940s. The center is a fine example of small scale suburban commercial architecture and was uniquely designed to have uniformity across all buildings and storefronts through exterior materials, signs, and lighting. The center is a significant example of modern, Art Deco architecture, and is also closely associated with the importance and prominence of the River Oaks development and community history as a whole.

Proposal: Alteration – Install a new fascia sign, blade sign, and vinyl window decals.

- The fascia sign will feature illuminated channel letters and will measure 6’-11” wide and 3’ in height.
- The blade sign will measure 2’-4” wide and 1’ in height.

See enclosed application materials and detailed project description on p. 5-8 for further details.

Public Comment: No public comment received at this time.

Civic Association: No comment received.

Recommendation: Approval

HAHC Action: Approved

CERTIFICATE OF APPROPRIATENESS

Basis for Issuance: HAHC Approval
Effective: September 25, 2014



**PLANNING &
DEVELOPMENT
DEPARTMENT**

COA valid for one year from effective date. COA is in addition to any other permits or approvals required by municipal, state and federal law. Permit plans must be stamped by Planning & Development Department for COA compliance prior to submitting for building or sign permits. Any revisions to the approved project scope may require a new COA.

APPROVAL CRITERIA**ALTERATIONS, REHABILITATIONS, RESTORATIONS AND ADDITIONS**

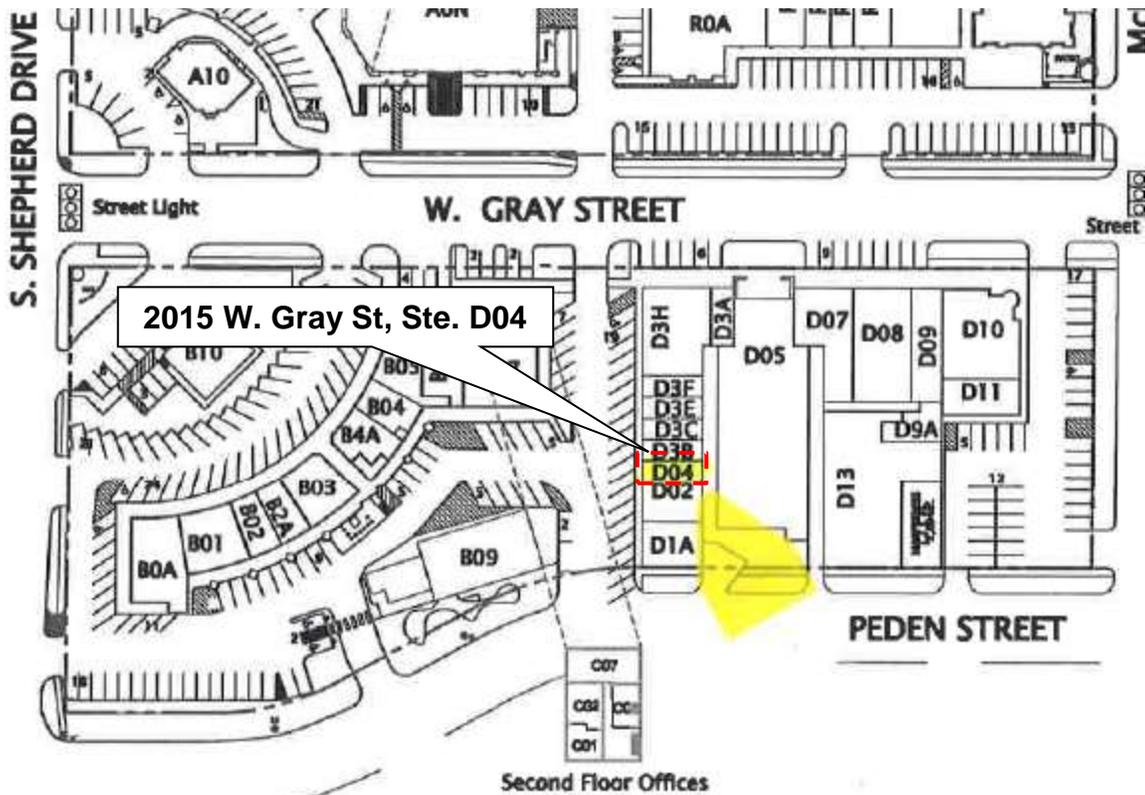
Sec. 33-241(a): HAHC shall issue a certificate of appropriateness for the alteration, rehabilitation, restoration or addition of an exterior feature of (i) any landmark or protected landmark, (ii) any building, structure or object that is contributing to an historic district, or (iii) any building, structure 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**

- | S | D | NA | |
|-------------------------------------|--------------------------|-------------------------------------|---|
| <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 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 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 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; |
| <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



2015 W. Gray St, Ste. D04

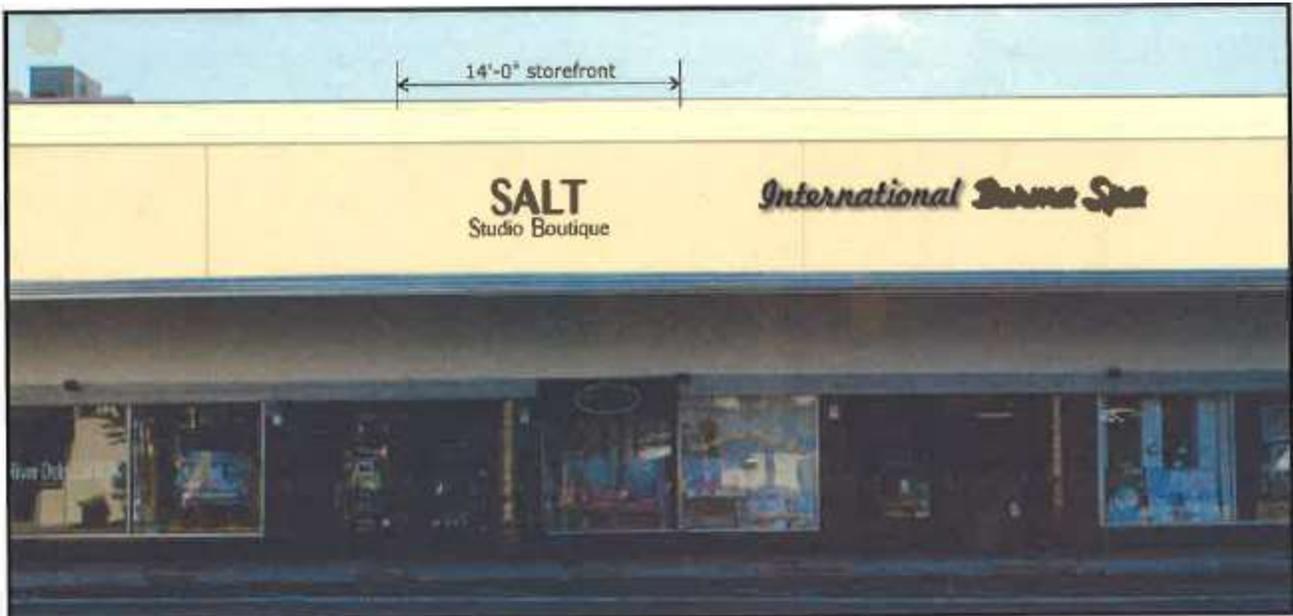
CURRENT PHOTO



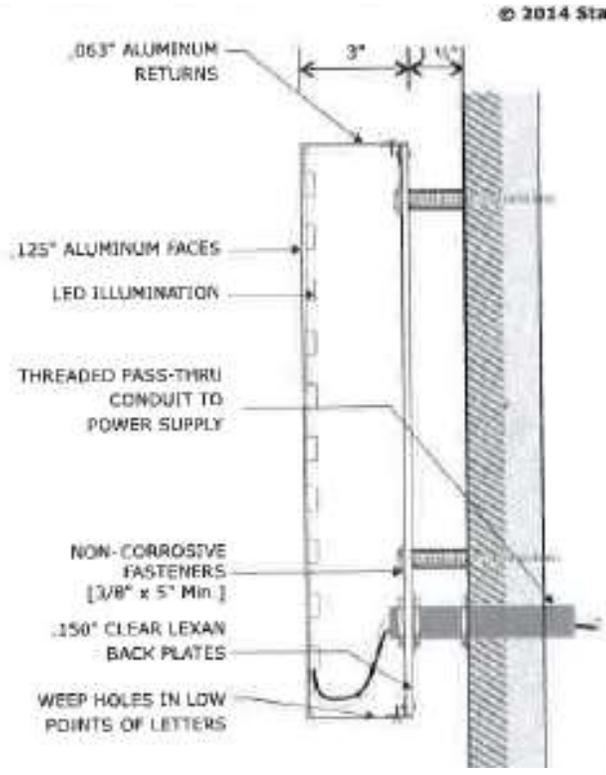
SIGN DETAILS

PROPOSED FASCIA SIGN

SALT
Studio Boutique



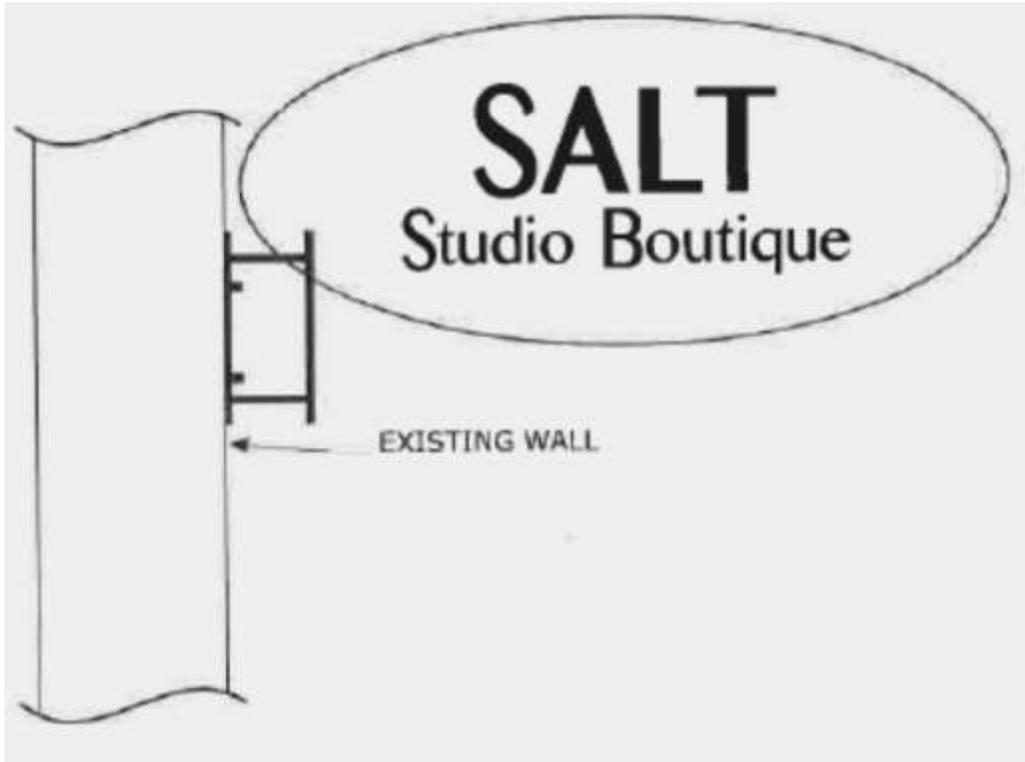
FASCIA SIGN SECTION



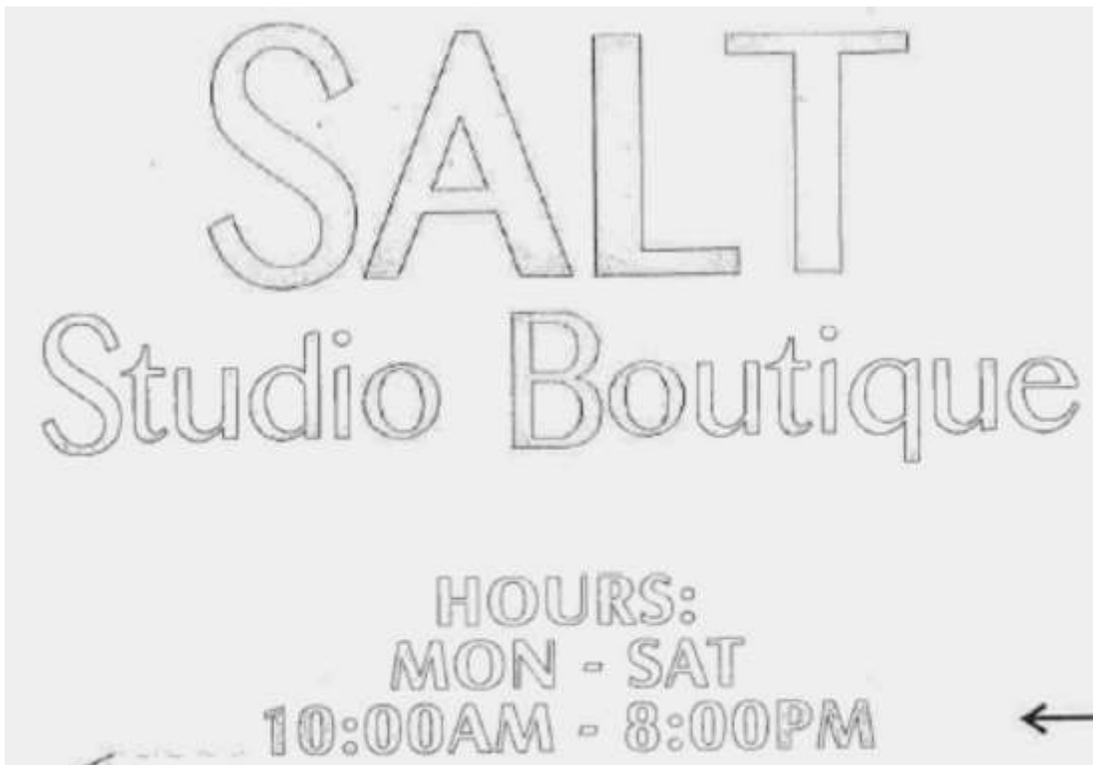
PROPOSED BLADE SIGN



BLADE SIGN WALL MOUNT DETAIL



PROPOSED VINYL WINDOW DECALS



PROJECT DETAILS

Shape/Mass: The fascia sign will measure 6'-11" wide, 3' in height, and 3" deep. The sign will feature black reverse illuminated channel letters; the letters reading "Salt" will measure 1'-8" in height and the letters reading "Studio Boutique" will measure 11" in height. The fascia sign will be mounted 1 ½" off the façade with 3/8" by 5" non-corrosive fasteners.

The new blade sign will be oval in shape and will measure 2'-4" wide and 1' in height. The letters on the blade sign will measure 4" in height and 2 ¼" in height. The proposed vinyl door decals will measure 2'-2" wide and approximately 1'-3" in height.

Exterior Materials: The new fascia sign will feature illuminated channel letters with aluminum faces and non-illuminated aluminum letters. The blade sign will be an oval aluminum sign featuring vinyl letters. The new window decals will feature vinyl letters.