

**CERTIFICATE OF APPROPRIATENESS**

**Application Date:** August 5, 2015

**Applicant:** Brett Bertrand, Sell Us Your Car, for Theodore E. Brakatselos, owner

**Property:** 312 Main Street, tracts 2A & 3B, block 33, SSB Subdivision. The property includes a historic two-story commercial building situated on a 2,200 square foot interior lot.

**Significance:** Contributing brick front commercial building, constructed circa 1900, located in the Main Street Market Square Historic District. At the time of its construction circa 1900, the brick front commercial building at 312 Main was three stories. In 1949, the third story and the façade were removed and replaced with a terra cotta tile, aluminum and glass façade with neon signage. The 1949 storefront was removed circa 1970 and replaced, but the second floor tiling and neon were retained. In 2000 the owner of 312 Main received a COA to remove and replace the storefront with a new, partially recessed aluminum and glass storefront. In 2006 the second floor façade was removed and replaced with EIFS and a single window was installed. The 2000 storefront was removed and replaced with a flat aluminum and glass storefront. This work was completed prior to applying for a Certificate of Appropriateness, but a retroactive COA was ultimately granted. The storefront was further altered in 2009 with a change in door locations.

**Proposal:** Alteration – Resubmittal. The applicant was denied a COA last month for a similar sign proposal, and is reapplying with a revised design.

Install a non-illuminated sign on the second-story façade. The sign will be comprised of two components, A and B:

- Sign A will be a total of 9'-4" wide and 11'-8" tall and will be comprised of an aluminum logo and individual letters spelling out 'SELL US YOUR CAR' (108 sf)
- Sign B will be comprised of 15" tall ¼" thick acrylic letters spelling out 'TEXASDIRECTAUTO.COM' (23.75 sf)
- Total signage area will be 131.75 square feet
- Sign will be fastened to the wall with 3/8" x 5" non-corrosive wall anchors
- In July 2015, the applicant was previously denied by the HAHC for a sign with similar dimensions. In this application the Texas Flag logo is larger and the phrase "SELL US YOUR CAR" has been reduced.
- On Sign A, the logo has been enlarged from 9'-0" x 7'-1" to 9'-4" x 8'-0" and the letters have been reduced from 24" to 18".
- Sign B will not be altered.

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

The applicant does not currently have a lease to occupy the space at 312 Main Street; Off-premise signs are not allowed in the City of Houston. The applicant will not be able to secure a sign permit for this sign unless a valid lease is provided to Sign Administration.

**Public Comment:** No public comment received.

**Civic Association:** No comment received.

**Recommendation:** Approval

**HAHC Action:** -

**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:

- | <b>S</b>                            | <b>D</b>                 | <b>NA</b>                           |   |
|-------------------------------------|--------------------------|-------------------------------------|---|
|                                     |                          |                                     | <b>S - satisfies    D - does not satisfy    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 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 checked="" type="checkbox"/> | <input type="checkbox"/> | <input 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

1915 PHOTO



INVENTORY PHOTO



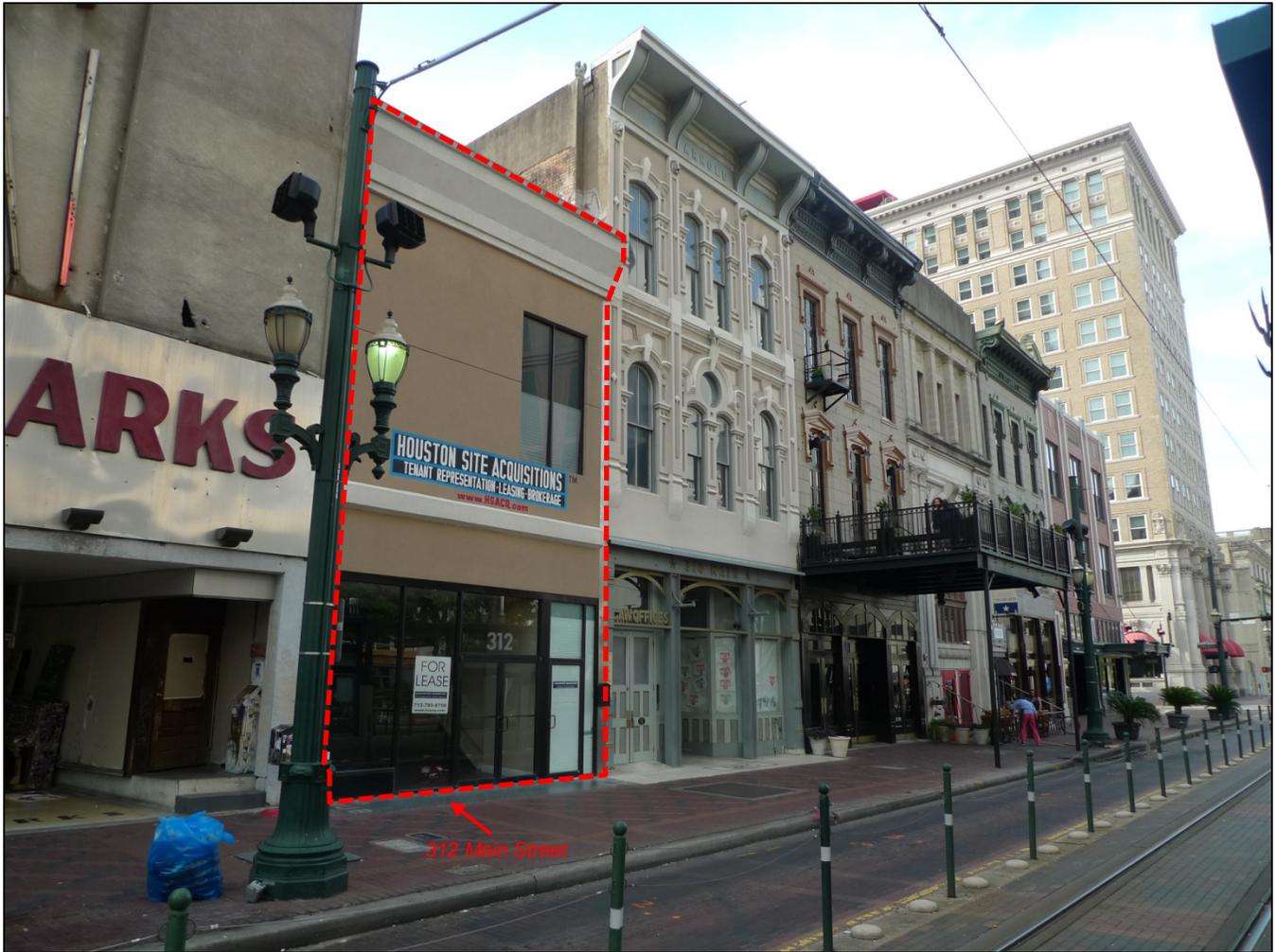
CURRENT PHOTO



CURRENT PHOTO



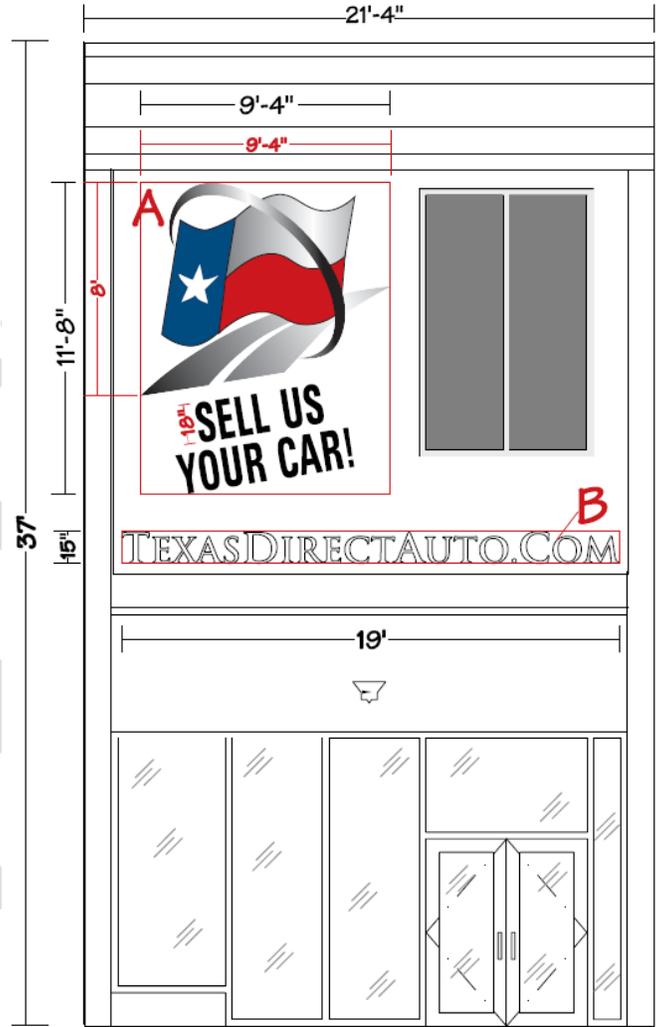
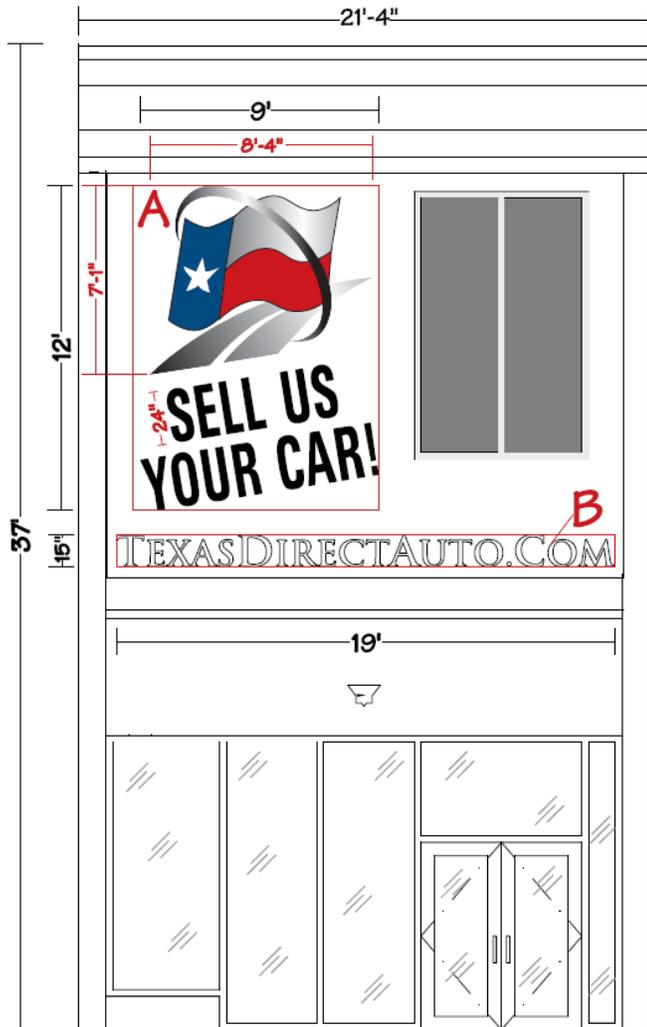
**NEIGHBORING PROPERTIES**



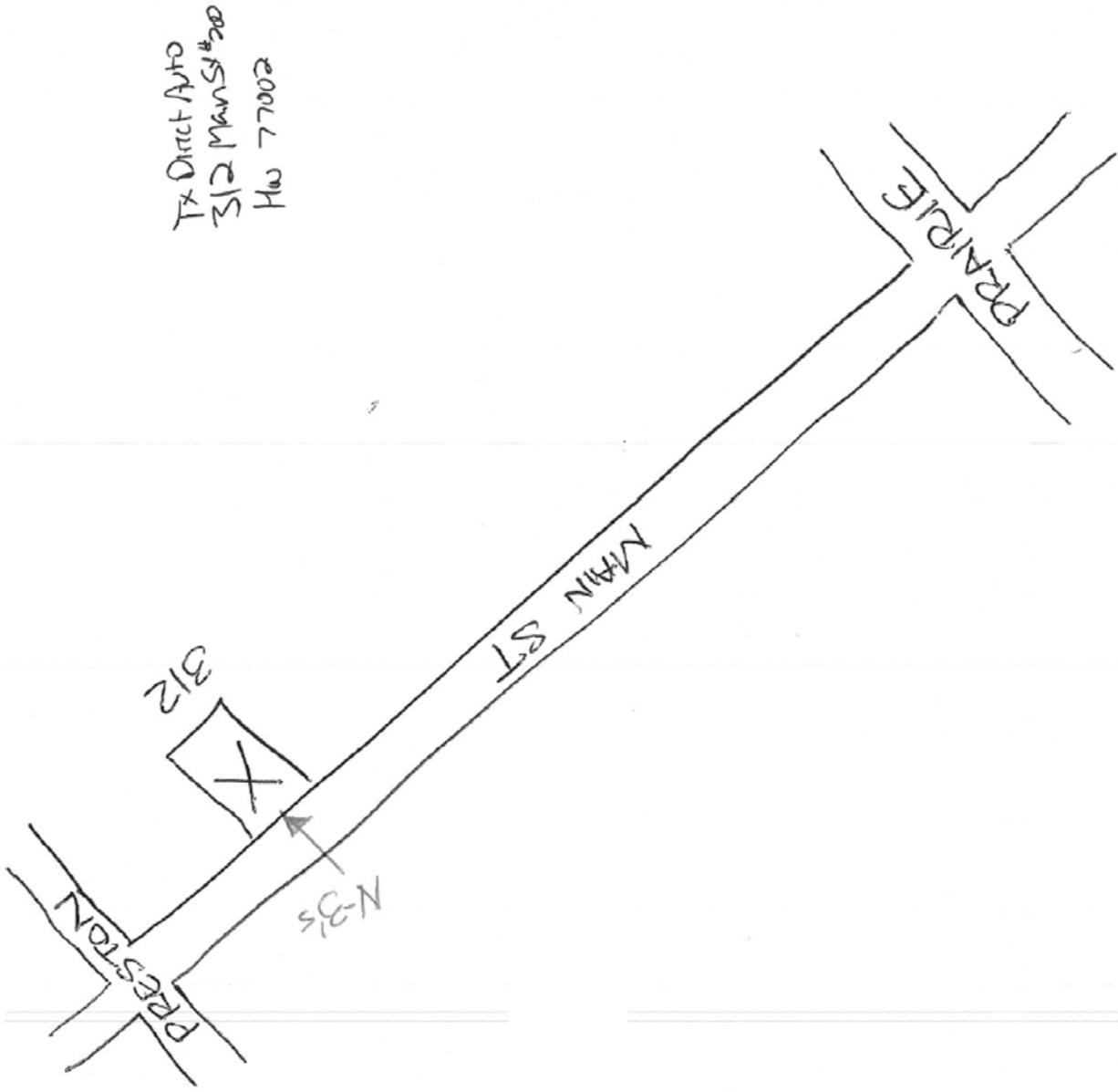
FRONT FACING MAIN STREET

Denied July 2015

PROPOSED

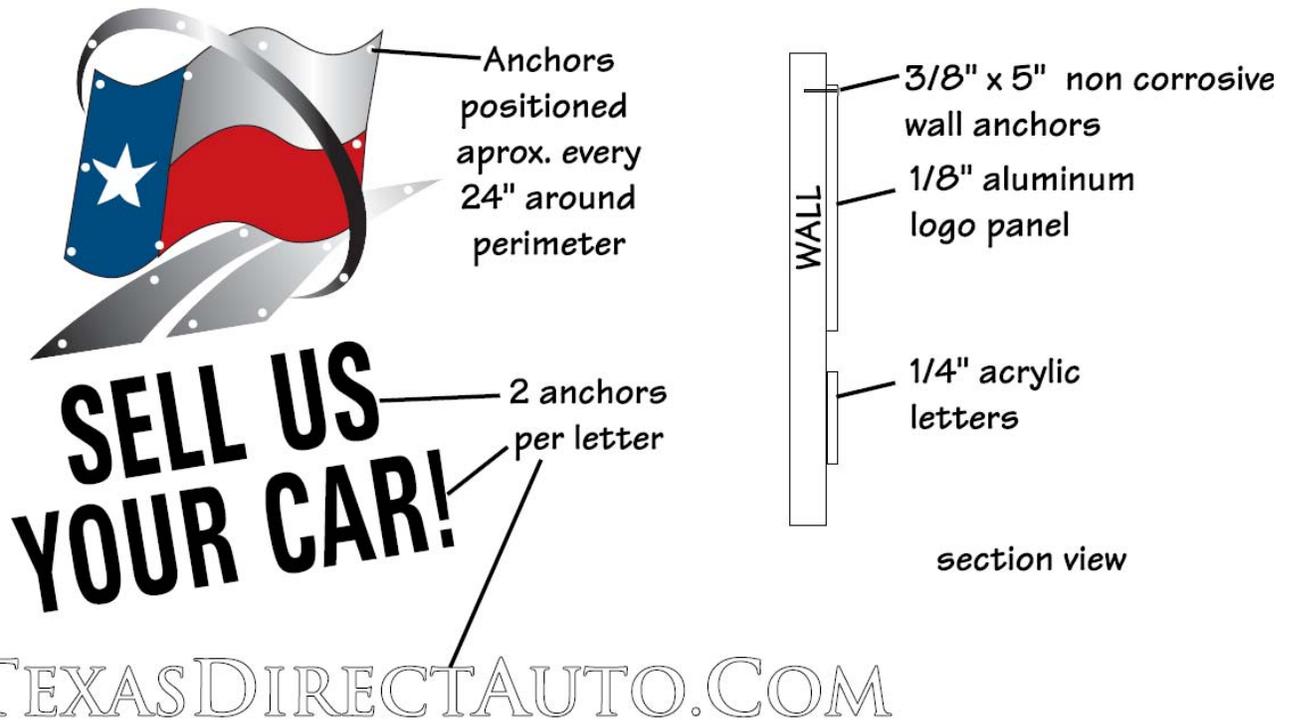


SITE PLAN



**SIGN DETAILS**

PROPOSED



 <p><b>COASTSIGNS.COM</b>          P 281.499.9721 F 281.595.2052          16811 FM 521, PO Box 546, Rosharon, TX 77583          www.coastsigns.com / info@coastsigns.com          COAST GRAPHICS &amp; SIGNS, INC.</p>	<b>312 MAIN ST</b>	
	SCALE: 3/8" = 1'	APPROVED BY:
	DATE: 6/30/15	

THIS DRAWING IS THE SOLE PROPERTY OF COAST GRAPHICS & SIGNS INC., AND CANNOT BE COPIED OR REPRODUCED IN ANY FORM.\_\_\_\_

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## PROJECT DETAILS

**Shape/Mass:** July 2015:

Proposed Sign A will be comprised of a 1/8" thick aluminum panel featuring a logo with the Texas Flag. Below the logo will be the phrase 'SELL US YOUR CAR!' comprised of individual metal letters. The Texas Flag logo will be 9'-0" wide and 7'-1" tall while the phrase will have 24" tall letters. Sign A will be a total of 9'-0" wide and 12'-0" tall and have a total area of 180 square feet. Sign B will be comprised of 15" tall 1/4" thick acrylic letters spelling out the phrase 'TEXASDIRECTAUTO.COM'. Sign B will span 19'-0" across the width of the building. Sign B will have a total area of 23.75 square feet. Total signage area will be 131.75 square feet.

August 2015:

Proposed Sign A will be comprised of a 1/8" thick aluminum panel featuring a logo with the Texas Flag. Below the logo will be the phrase 'SELL US YOUR CAR!' comprised of individual metal letters. The Texas Flag logo will be 9'-4" wide and 8'-0" tall while the phrase will have 18" tall letters. Sign A will be a total of 9'-4" wide and 11'-8" tall and have a total area of 180 square feet. Sign B will be comprised of 15" tall 1/4" thick acrylic letters spelling out the phrase 'TEXASDIRECTAUTO.COM'. Sign B will span 19'-0" across the width of the building. Sign B will have a total area of 23.75 square feet. Total signage area will be 131.75 square feet.

See drawings for more detail.

**Exterior Materials:** Sign A will be a 1/8" thick aluminum panel while Sign B will be 1/4" thick acrylic letters. The sign will be fastened to the building with 3/8" x 5" non-corrosive wall anchors. On Sign A the wall anchors will be installed approximately every 24" around the perimeter and with two anchors per letter. Sign B will have two anchors per letter. See drawings for more detail.

**Front Elevation:** The existing façade features an aluminum and glass storefront with one door on the north portion and a double door in the remaining portion and is clad with EIFS at the second floor. A single two-lite fixed window is located north of center at the second floor.

**(Southeast)**

The proposed sign will be installed above the first story cornice. Sign A will be installed on the south half of the second-story façade. Sign B will be installed above the first story cornice and will span the width of the building. See drawings for more detail.