

**CITY OF ROCKWALL
HISTORIC PRESERVATION ADVISORY BOARD (HPAB) MEMO**

AGENDA DATE: 11/15/2018

APPLICANT: Kevin Lefere

AGENDA ITEM: H2018-018; COA for 102 S. Goliad Street

SUMMARY:

Hold a public hearing to discuss and consider a request by Kevin Lefere of Rockwall Mercantile, LTD for the approval of a Certificate of Appropriateness (COA) allowing signage on a Landmarked Property being a 0.482-acre tract of land identified as a portion of Lots 1 & 2, Block N, Rockwall OT Addition, City of Rockwall, Rockwall County, Texas, zoned Downtown (DT) District, addressed as 102 S. Goliad Street, and take any action necessary.

CHARACTERISTICS OF THE PROJECT:

The applicant is requesting the approval of a Certificate of Appropriateness (COA) in conjunction with a Small Neighborhood Matching Grant for the purpose of allowing signage on a *Landmarked Property*. The subject property is addressed as 102 S. Goliad Street, and is located on the Downtown Square.

The subject property is recognized as a *Landmarked Property*, which indicates that the property is of a value of preservation pertaining to the historical, cultural, architectural, or archeological heritage, or an outstanding example of design or a site closely related to an important person, act, or event in history. The commercial building is approximately 4,448 SF, and based on the Rockwall County Appraisal District (RCAD), was constructed in 1893. The property is zoned Downtown (DT) District and is located at the southwest corner of S. Goliad Street and E. Rusk Street. The structure was constructed in 1893 as the First National Bank. Subsequently, the building was used to house dry goods and later became a flower shop with the upper story being a masonic lodge. The building is now known as the "Rockwall Flower Shop" and in 2008 the subject property was landmarked by the City Council [H2008-006] as the "Heath-Jones Mercantile District".

On July 19, 2018, the Historic Preservation Advisory Board (HPAB) granted a \$1,000 small matching grant [H2018-013] and a building permit fee waiver [H2018-014] to the applicant for renovations being made to the exterior of the building including tuck pointing (*i.e. to cut out existing mortar and replace to avoid structural water damage*) for the purpose of restoring the building. The applicant is nearing completion of the renovations and is requesting to place a "MERCANTILE BLDG" mural on the rear façade of the building.

According to the Historic District design guidelines [*Ordinance No. 08-63*], murals:

- a) Are not permitted on the front façade; *The proposed mural is on the rear façade.*
- b) May be considered by the Historic Preservation Advisory Board (HPAB) on secondary facades; *Is considered a primary façade due to visibility from a major roadway.*
- c) Must be presented to the Historic Preservation Advisory Board (HPAB) with an accurate color rendering of the proposed murals. *The applicant has submitted a color rendering of the mural for the Historic Preservation Advisory Board (HPAB) to review.*

In addition to the proposed mural, the applicant is requesting to place signage on the north

façade (*i.e. side the building facing Rusk Street*). The applicant is proposing a small, painted sign at the top of the north façade that provides the web address for the applicant's real estate company, which will be occupying the building. The sign will be painted on the building and be in the same style as the proposed mural.

According to the Historic District design guidelines [*Ordinance No. 08-63*], signs must be:

- a) Proportional to its placement on the building; *The applicant is proposing a small sign on the side of the building.*
- b) Representational designs that reflect the business use or product advertised are encouraged; *The applicant is proposing to match the style of the proposed mural and is advertising the real estate business occupying the building.*
- c) All signs must complement the historic character of the building; *The proposed sign matches the historically-themed mural.*
- d) Signs must not obscure architectural features of the building; *The sign does not obscure any architectural features of the building.*
- e) Internally lit signs, flashing signs, and neon signs are prohibited. *The applicant is not proposing these types of signs.*

STAFF ANALYSIS:

When analyzing the applicants' request (*i.e. approval of a Certificate of Appropriateness [COA] to allow signage on the building*), the proposed mural and signage seems to conform to the design guidelines stipulated in the Historic District [*Ordinance No. 08-63*]. Given the applicant's scope of work, this request conforms to the development standards stipulated in the Unified Development Code (UDC) and approval of this request does not appear to negatively impact the historic integrity of the subject property or neighboring properties. With that being said, approval of a Certification of Appropriateness (COA) is a discretionary decision for the Historic Preservation Advisory Board (HPAB).

RECOMMENDATIONS:

Should the Historic Preservation Advisory Board (HPAB) approve the Certificate of Appropriateness (COA), staff would recommend the following conditions of approval:

1. Any construction or building necessary to complete this Certificate of Appropriateness (COA) request must conform to the requirements set forth by the UDC, the International Building Code, the Rockwall Municipal Code of Ordinances, city adopted engineering and fire codes and with all other applicable regulatory requirements administered and/or enforced by the state and federal government.

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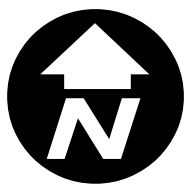
H2018-018 - 102 S. GOLIAD STREET
HISTORIC - LOCATION MAP = 

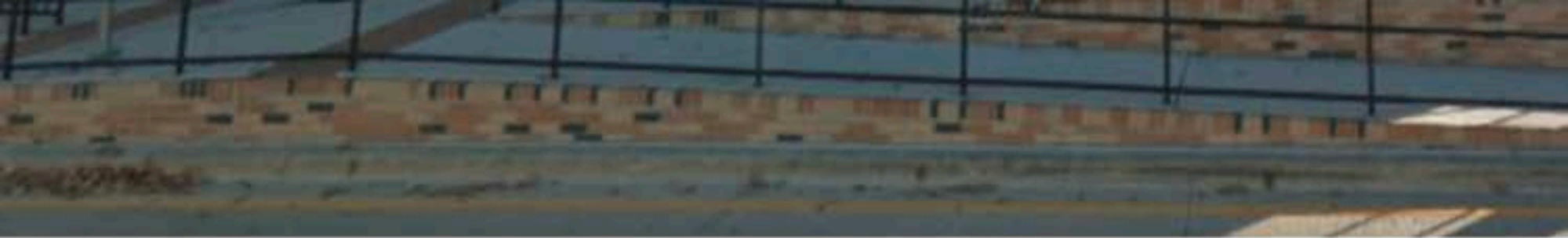


City of Rockwall

Planning & Zoning Department
385 S. Goliad Street
Rockwall, Texas 75032
(P): (972) 771-7745
(W): www.rockwall.com

The City of Rockwall GIS maps are continually under development and therefore subject to change without notice. While we endeavor to provide timely and accurate information, we make no guarantees. The City of Rockwall makes no warranty, express or implied, including warranties of merchantability and fitness for a particular purpose. Use of the information is the sole responsibility of the user.





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City of Rockwall
The New Horizon

102 S. Goliad



Guidelines for 102 S. Goliad

The primary goal of a “Landmark” property is to retain and preserve the defining elements of the property. Any repair, rehabilitation or alteration to the exterior of the building, including signage, shall be required to obtain a Certificate of Appropriateness (C of A) from the City of Rockwall Historic Preservation Advisory Board.

Rehabilitation Design Standards

- Changes must be appropriate to the architectural style and character of the building.
- Retain all distinguishing historic materials and architectural features.
- When replacement of missing or deteriorated architectural features is necessary, the replacement must match the original material, in composition, design, color, texture and other visual qualities.
- Replacement of missing exterior architectural features should be based on accurate duplication of original features.
- Exterior changes to the building over time are evidence of the history of that building. These alterations may be considered historic and thus they must be maintained.

- Exterior additions should not damage or alter the essential form and integrity of the building. All changes must be reversible.
- Minimize the effect of modern mechanical and utility functions. For example, do not place utility boxes on top of historic architectural features/details.

Building Store Front

- The existing storefront should be preserved.
- Storefront features should be repaired rather than replaced.
- Remodeled storefronts should be restored based on pictorial or physical evidence of the original design.

Maintain Original Materials

- Chemical or physical treatments, such as sandblasting, that cause damage to historic materials, shall not be used.
- The surface cleaning of structures, if appropriate, shall be undertaken in the gentlest means possible.
- Brick and other masonry materials should not be painted.

Building Canopies & Awnings

- Canopy heights must be consistent with heights established historically. When the original height is not known, use the height level with the second floor or other canopies on the block.
- Canopies or Awnings maybe added to the building if physical or pictorial evidence exists.
- Canvas canopies and awnings are preferred to fixed metal or wood awnings.

Individual Building Elements

Doors

- The original storefront doors should be preserved and maintained. If the original door design is unknown, replace with a single light (glass area) door design, not solid panel, decorative doors or any other door based on a different historical style.

Display Windows

- The display windows should be maintained in the same configuration as original.
- Window mullions should match the original material, in composition, design, color, texture and other visual qualities.
- Clear rather than tinted glass should be used for storefronts. If privacy or shade is required, use interior shades or blinds.

Windows

- Window sashes should be preserved, maintained, or repaired according to size, number and arrangement of lights materials and decorative detailing.
- Windows should be visible, not concealed, enclosed or covered.

- Clear rather than tinted glass should be used for storefronts. If privacy or shade is required, use interior shades or blinds.

Cornices

- The original cornice should be visible, not concealed or covered with modern materials.

Architectural Features/Details

- Architectural features and details should not be removed or concealed.
- Replace missing architectural features.
- Decorative architectural features should not be added where none existed.

Mechanical Systems

- Mechanical systems, such as heating and air condition units, electrical connections, and exterior stairs should be located so that street visibility is minimal.

Signage

- Signage must be proportional to its placement on the building.
- Representational designs that reflect the business use or product advertised are encouraged.
- All signs must complement the historic character of the building.
- Signs must not obscure architectural features of a building.
- Internally lit signs, flashing signs, and neon signs are not permitted.

Murals

- Murals are not permitted on the front façade.
- The Historic Preservation Advisory Board may consider murals on secondary building facades.
- An accurate color rendering of the proposed mural must be presented to the Historic Preservation Advisory Board.



December 3, 2018

ROCKWALL MERCANTILE, LTD
102 S. GOLIAD STREET,
ROCKWALL, TX 75087

RE: COA HISTORIC (H2018-018), 102 S. Goliad Street

To Whom It May Concern:

On 11/15/2018, the Historical Preservation Advisory Board (HPAB) voted to approve Case No. H2018-018 with the following conditions of approval:

STAFF RECOMMENDATIONS:

Should the Historic Preservation Advisory Board (HPAB) approve the Certificate of Appropriateness (COA), staff would recommend the following conditions of approval:

- 1. Any construction or building necessary to complete this Certificate of Appropriateness (COA) request must conform to the requirements set forth by the UDC, the International Building Code, the Rockwall Municipal Code of Ordinances, city adopted engineering and fire codes and with all other applicable regulatory requirements administered and/or enforced by the state and federal government.*

HISTORIC PRESERVATION ADVISORY BOARD (HPAB):

On November 15, 2018, the Historic Preservation Advisory's Board's motion to approve the Certificate of Appropriateness (COA) to allow a mural in conjunction with signage on a Landmarked Property passed by a vote of 4-1 with Board Member Bowlin dissenting and Board Members Odom and Mishler absent.

Please feel free to contact me if you have any additional questions concerning this request. Our office hours are 8:00 a.m. to 5:00 p.m., Monday through Friday, and our phone number is (972) 771-7745. Additionally, our offices are located on the first floor of the City Hall, which is located 385 S. Goliad Street, Rockwall, Texas 75087.

Sincerely,

Korey Brooks, AICP
Senior Planner
Planning & Zoning Department
City of Rockwall