

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

AGENDA DATE: 11/15/2018

APPLICANT: Kevin Lefere

AGENDA ITEM: **H2018-019**; *Small Matching Grant 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 Small Matching Grant for a mural 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 small matching grant in conjunction with a Certificate of Appropriateness (COA) for the purpose of allowing a mural 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 on the subject property is 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 renovating the exterior of the building including tuck pointing (*i.e. to cut out existing mortar and replace to avoid structural water damage*) the entire building façade as well as making interior renovations to the building that included electrical improvements, renovating the restrooms to be ADA compliant, and constructing offices on the first and second floor.

The applicant is nearing completion of the renovations and is requesting to place a mural on the façade of the building. The applicant has stated that the purpose of the renovations and the mural is to restore the building. Staff has been provided with an example of the proposed mural, which shows the mural at the top of the west façade (*i.e. the rear façade*).

In March 2016, the City Council approved *Resolution No. 16-09*, establishing the *Small Neighborhood Matching Grants Program*, allowing grants to encourage beautification projects for *Landmarked Properties* or properties located within the City's historic district or the Southside Residential Neighborhood Overlay (SRO) District. In order for a *Landmarked Property* to be eligible for the *Small Neighborhood Matching Grants Program*, the proposed project must include improvements to the outside of the property visible to the street (e.g. *landscaping, replacing windows, painting, etc.*). Based on the applicant's scope of work, and the estimated valuation of approximately \$7,000 for the entire project, the "MERCHANTILE BLDG" mural (*i.e. façade improvement*) would qualify for a matching grant of up to \$1,000. As of October 1, 2018, the Historic Preservation Advisory Board (HPAB) has \$5,000 in Small Neighborhood Matching Grant funds to distribute in FY 2019. Should this request be approved, this would be reduced to \$4,000.

RECOMMENDATIONS:

Based on the applicant's proposed scope of work and the Landmark status of the subject property, the applicant is eligible for a small neighborhood matching grant; however, this request is a discretionary decision for the Historic Preservation Advisory Board (HPAB). If the HPAB chooses to approve the request, staff would offer the following condition of approval:

- 1) Any construction, building or demolition necessary to complete this request must conform to the requirements set forth by the Unified Development Code, 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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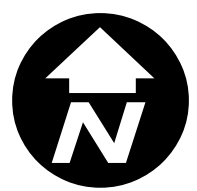
H2018-019 - 102 S. GOLIAD STREET
HISTORIC - LOCATION MAP = 

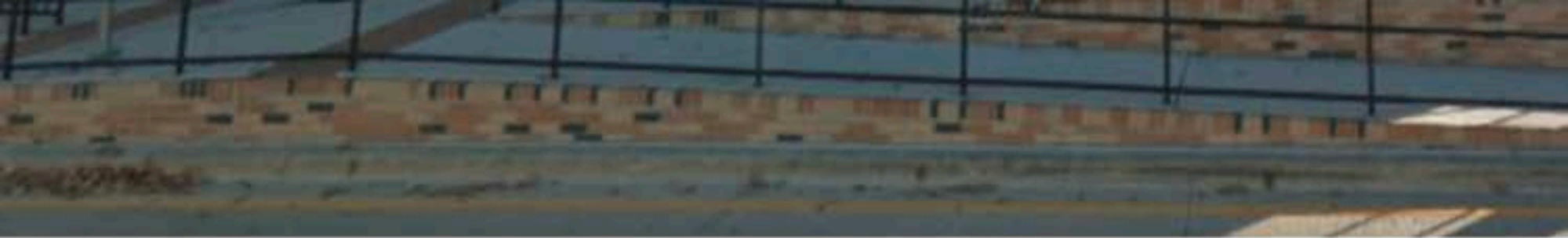


City of Rockwall

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

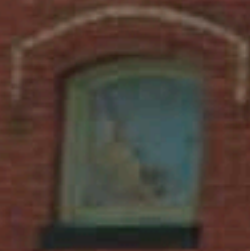
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MERCANTILE BLDG

RIDGEPCRE.COM



WRONG WAY

FOR SALE
David English
977-111-1111





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.



November 26, 2018

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

RE: HISTORIC (H2018-019), 102 S. Goliad Street

To Whom It May Concern:

On 11/15/2018, the Historical Preservation Advisory Board (HPAB) voted to approve Case No. H2018-019 with the following conditions of approval:

RECOMMENDATIONS:

Based on the applicant's proposed scope of work and the Landmark status of the subject property, the applicant is eligible for a small neighborhood matching grant; however, this request is a discretionary decision for the Historic Preservation Advisory Board (HPAB). If the HPAB chooses to approve the request, staff would offer the following condition of approval:

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HISTORIC PRESERVATION ADVISORY BOARD (HPAB):

On November 15, 2018, the Historic Preservation Advisory Board's motion to approve the small matching grant passed by a vote of 5-0 with Board Members Odom and Misher 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