

CERTIFICATE OF APPROPRIATENESS

Application Date: July 21, 2023

Applicant: Amir Halai, agent for Janet Montanez, owner of MamaJuana Café.

Property: 909E Texas Street, Lots 1, 2, 6 through 10 & 12, Tract 3A & 11A, Block 57 SSBB, Downtown. The property includes the Rice Lofts: A historic seventeen-story brick masonry hotel converted into apartments with ground floor commercial storefronts situated on a 31,250 square foot (125' x 250') lot along Texas Street between Travis and Main Streets.

Significance: Contributing 18-story former hotel building, constructed circa 1913-1925, located in the Main Street Market Square Historic District. The Rice Hotel is also a City of Houston Landmark.

Proposal: Alteration – Sign

Applicant is proposing new signage to display the name of the establishment, MamaJuana Café. Project details will include the following signage at four locations:

- A) Front Entry Marquee Mounted – PVC Letters
 - Primary business signage pin mounted along the wooden marquee above the entrance of the storefront.
 - 1'-0" PVC Dimensional Letters: pin mounted, reverse (halo-lit) backlit, (19.5 square feet).
 - A portion of the non-historic triangular wooden marquee at the primary entrance will be altered to appear flat rather than pointed.
- B) Ceiling Sign - Aluminum
 - Sign will be hung from the primary canopy soffit. It will be attached to existing ceiling hooks from previous business signage.
 - Double-sided, 1" x 1" aluminum tubing, 0.040 aluminum enclosure, 3/16" thick acrylic letters (24.5 square feet).
- C & D) Wall Mounted Non-Illuminated Acrylic Signs with PVC letters.
 - Signs will be attached to the two existing gaps in wood paneling at the front entry of the storefront.
 - Sign C: horizontal, 6'-0" x 1' acrylic with 1/2" thick PVC letters.
 - Sign D: vertical, 1'-0" x 5'-3" acrylic with 1/2" thick PVC letters.

Please see attachments for additional project information:

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: HAHC shall issue a certificate of appropriateness for the alteration, rehabilitation, restoration or addition of an exterior feature of (i) any landmark, (ii) protected landmark, (iii) any building, structure or object that is part of an archaeological site, or (iv) contributing building in a historic district 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 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, archaeological or cultural material, including but not limited to siding, windows, doors and porch elements;
(10) The proposed alteration or addition must be compatible with the massing, size, scale material and character of the property and the context area; and
(11) The distance from the property line to the front and side walls, porches, and exterior features of any proposed addition or alteration must be compatible with the distance to the property line of similar elements of existing contributing structures in the context area.

PROPERTY LOCATION ON DISTRICT MAP



909E Texas St

Main Street Market Square Historic District

Historic District Boundary

Building Classification

- Contributing
- Non-Contributing
- Park

Established: March 5, 1997
 Source: GIS Services Division
 Date: May 4, 2023
 Reference: g27025_Main_St_Market_Sq

This map is made available for reference purposes only and should not be substituted for a survey product. The City of Houston will not accept liability of any kind in conjunction with its use.



PLANNING & DEVELOPMENT DEPARTMENT

CURRENT PHOTOS – GOOGLE MAPS



909E TEXAS



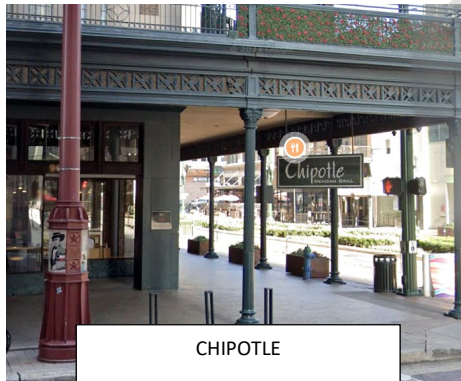
CONTEXT AREA SIGNAGE – THE RICE



LAWLESS SPIRITS & KITCHEN
909 #2A TEXAS AVE



SAMBUCA
909F TEXAS AVE



CHIPOTLE
909B TEXAS AVE

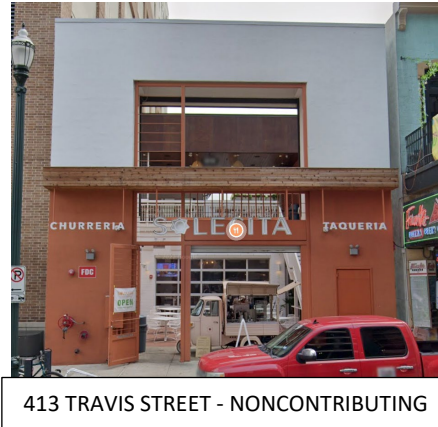


SHAY MCELROY'S IRISH PUB
909A TEXAS AVE



AZUMA – 909E TEXAS AVE
BUSINESS PREVIOUSLY
LOCATED AT PROPOSED SITE.
SIGN NO LONGER EXTANT.

OTHER SIGNAGE IN HISTORIC DISTRICT



AERIAL VIEW



PROPOSED SIGN LOCATION

EXISTING STOREFRONT CANOPY



CENTRAL CANOPY
BALCONY ALONG TEXAS

PRIMARY CANOPY
ALONG TEXAS AVE

PROPOSED SIGN LOCATIONS
UNDER PRIMARY CANOPY

EXISTING PHOTOS

SOUTH ELEVATION – STOREFRONT FRONTING TEXAS AVE



SOUTH ELEVATION – PRIMARY ENTRANCE AND WOODEN MARQUEE



STOREFRONT PANEL DETAILS



PROPOSED SIGNAGE

SITE PLAN



SOUTH ELEVATION – PRIMARY ENTRANCE



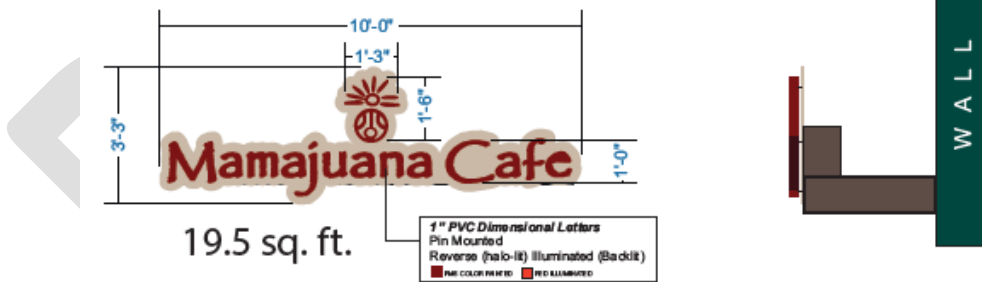
SIGN A – MOUNTED FRONT ENTRY MARQUEE



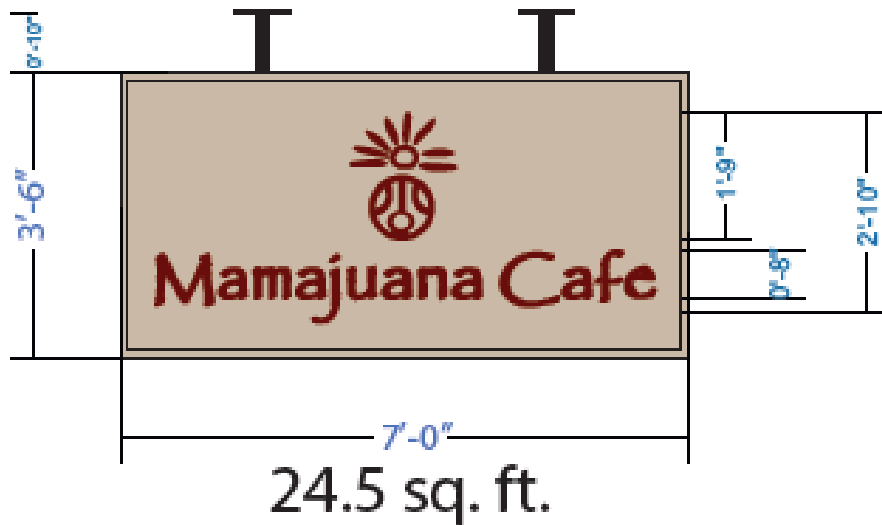
NON-HISTORIC
WOODEN MARQUEE
- TRIANGULAR POINT
WILL BE MODIFIED
TO APPEAR FLAT.

FRONT VIEW

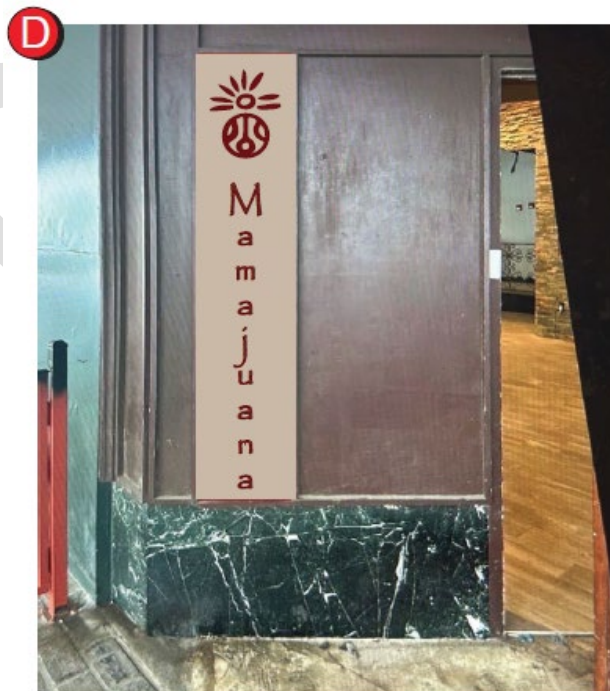
SIDE VIEW



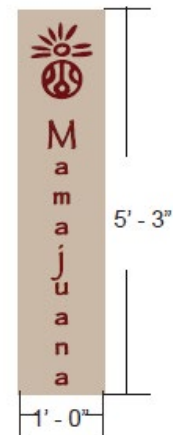
SIGN B – CEILING SIGN



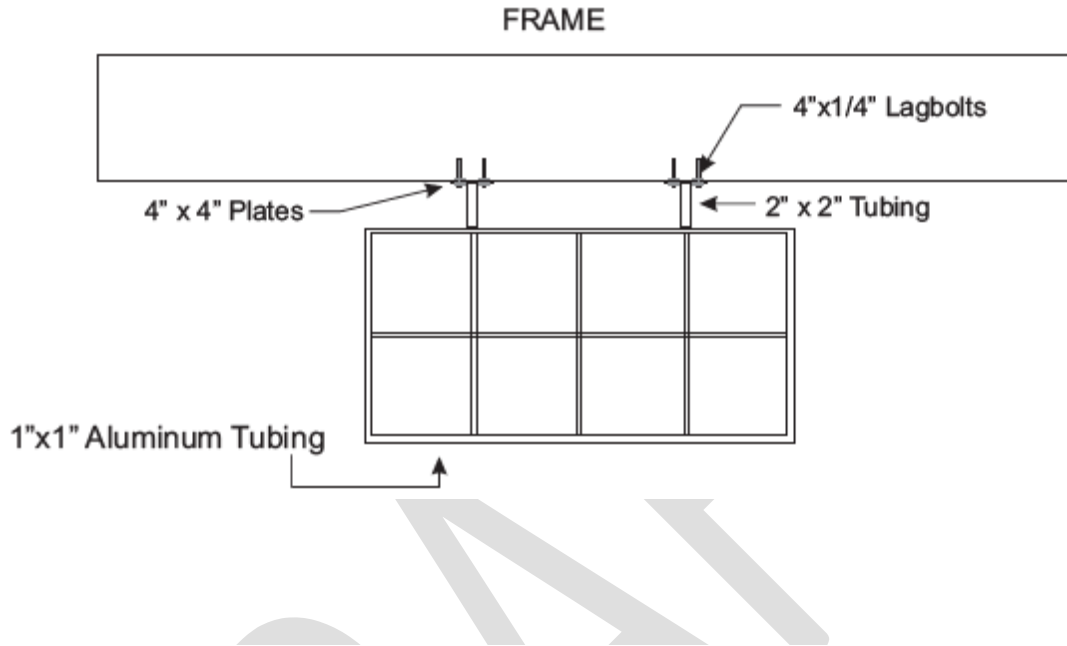
SIGNS C & D – ACRYLIC WITH PVC LETTERS



5.25 sq. ft.



SIGN FASTENER DETAILS



WALL SYSTEMS	APPROVED FASTENER	
WOOD, CONCRETE BLOCK OR EIFS	3/8" THREADED ROD THRU-BOLT w/ NUT & WASHER	1
METAL OR EIFS	3/8" THREADED ROD THRU-BOLT w/ TOGGLE ANCHOR	3
CONCRETE, MASONRY AND BRICK - EMBED A MINIMUM OF 3"	3/8" DIA. LAG w/ 3/8" SHIELD & WASHER	2
TILT-UP CMU - EMBED A MINIMUM OF 3"	3/8" DIA RED HEAD LARGE DIAMETER TAPCON FASTENER	4

*FOR ALL OTHER WALL CONDITIONS NOT LISTED ON THIS APPROVED FASTENER SCHEDULE, INSTALLER IS TO DETERMINE A SUITABLE METHOD OF ATTACHMENT FOR SIGNAGE AND OBTAIN APPROVAL FROM VALLE SIGNS

*IF INSTALLER IS UNSURE OF A METHOD, VALLE SIGNS MUST BE CONSULTED. FOR ALL ATTACHMENT METHODS, INSTALLER MUST ADHERE TO GUIDELINES ON USE AND SITE PREPARATION RECOMMENDED BY FASTENER MANUFACTURER.