

**Notice of Meeting for the
Historic and Architectural Review Commission
of the City of Georgetown
January 9, 2020 at 6:00 PM
at 510 W. 9th Street Georgetown, Texas 78626 Council and Courts Building**

The City of Georgetown is committed to compliance with the Americans with Disabilities Act (ADA). If you require assistance in participating at a public meeting due to a disability, as defined under the ADA, reasonable assistance, adaptations, or accommodations will be provided upon request. Please contact the City Secretary's Office, at least three (3) days prior to the scheduled meeting date, at (512) 930-3652 or City Hall at 808 Martin Luther King Jr. Street, Georgetown, TX 78626 for additional information; TTY users route through Relay Texas at 711.

The Historic and Architectural Review Commission, appointed by the Mayor and the City Council, is responsible for hearing and taking final action on applications, by issuing Certificates of Appropriateness based upon the City Council adopted Downtown Design Guidelines and Unified Development Code.

Welcome and Meeting Procedures:

- **Staff Presentation**
- **Applicant Presentation (Limited to ten minutes unless stated otherwise by the Commission.)**
- **Questions from Commission to Staff and Applicant**
- **Comments from Citizens ***
- **Applicant Response**
- **Commission Deliberative Process**
- **Commission Action**

*** Those who speak must turn in a speaker form, located at the back of the room, to the recording secretary before the item they wish to address begins. Each speaker will be permitted to address the Commission one time only for a maximum of three minutes.**

Legislative Regular Agenda

- A Consideration and possible action to approve the minutes from the December 12, 2019 regular meeting of the Historic and Architectural Review Commission. - Mirna Garcia, Management Analyst
- B **Public Hearing** and **possible action** on a request for a Certificate of Appropriateness (COA) for a 12.3' setback modification for the addition of a carport at the property located at 1606 S. Walnut Street, bearing the legal description of Eidman Addition, BLOCK 5, Lot 2 (E/PT), ACRES 0.17. (2019-60-COA) – Britin Bostick, Downtown & Historic Planner
- C **Public Hearing** and **possible action** on a request for a Certificate of Appropriateness (COA) for new signage that is inconsistent with the applicable Guidelines at the property located at 206 W. 2nd Street, bearing the legal description of THIRD & ROCK COURT SUB, BLOCK A, Lot 2, ACRES 0.226.

(2019-78-COA) – Britin Bostick, Downtown & Historic Planner

D Updates, Commissioner questions, and comments. - Sofia Nelson, Planning Director

Adjournment

Certificate of Posting

I, Robyn Densmore, City Secretary for the City of Georgetown, Texas, do hereby certify that this Notice of Meeting was posted at City Hall, 808 Martin Luther King Jr. Street, Georgetown, TX 78626, a place readily accessible to the general public as required by law, on the _____ day of _____, 2020, at _____, and remained so posted for at least 72 continuous hours preceding the scheduled time of said meeting.

Robyn Densmore, City Secretary

City of Georgetown, Texas
Historic and Architectural Review
January 9, 2020

SUBJECT:

Consideration and possible action to approve the minutes from the December 12, 2019 regular meeting of the Historic and Architectural Review Commission. - Mirna Garcia, Management Analyst

ITEM SUMMARY:

FINANCIAL IMPACT:

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SUBMITTED BY:

Mirna Garcia, Management Analyst

ATTACHMENTS:

Description		Type
	Minutes	Backup Material

City of Georgetown, Texas
Historic and Architectural Review Commission
Minutes
December 12, 2019, 2019 at 6:00 p.m.
Council and Courts Building
510 West 9th Street Georgetown, TX 78626

Members present: Josh Schroeder; Amanda Parr; Catherine Morales; Art Browner; Lawrence Romero; Terri Asendorf-Hyde; Pam Mitchell; Steve Johnston; Karalei Nunn

Staff present: Nat Waggoner, Long Range Planning Manager; Mirna Garcia, Management Analyst; Britin Bostick, Historic Planner; Sofia Nelson, Planning Director

Call to order by Chair Schroeder at 6:00 pm.

- A. Consideration and possible action to approve the minutes from the October 10, 2019 regular meeting of the Historic and Architectural Review Commission. – Mirna Garcia, Management Analyst

Motion to approve Item A as presented by Commissioner Morales. Second by Commissioner Romero. Approved (6-0), with Commissioner Nunn abstaining because she was not present at the October 10 meeting.

- B. Public Hearing and possible action on a request for a Certificate of Appropriateness (COA) for an alteration to a commercial property located at 712 S. Austin Avenue, bearing the legal description of Georgetown City of BLOCK 41, Lot 5(PT), ACRES 0.06. (20109-66-COA) – Britin Bostick, Downtown & Historic Planner

Staff report presented by Bostick. The Applicant is requesting HARC approval for the modification of the existing ground floor storefront, which is not original to the building, to return the façade to an appearance more consistent with two story buildings of the turn of the 20th century time period. The new façade would have an inset double door for the first floor, a left side door for the interior stair leading to the second floor, and a deep metal awning reminiscent of the deep awning visible in historic photos of the building. Additionally, the building would have a new paint scheme, new upper floor windows to replace the existing wood windows and new brick on the ground floor façade to replace the painted brick that was modified for the non-original storefront installation.

Based on the findings listed above, staff recommends *APPROVAL* of the request for alterations to the façade of this high-priority structure, with the exception that the wood windows on the upper floor be repaired and repainted rather than replaced. The proposed façade design is consistent with the Design Guidelines as well as with buildings of that era and with the Downtown Historic District, and the proposed design enhances the District by returning ground level features that are characteristic of buildings from the Victorian era and by removing features that were not character-enhancing.

Kris Kasper, the applicant, explained to the Commission that when the windows were replaced, they were not able to save the casement but did run trim to match. Although it is recommended to use storm windows, this creates a non-workable space as it gets hot in the upstairs part of the

house. In regards to the brick on the first floor, he couldn't tell if brick was used or not, or if the brick provides additional support.

Chair Schroeder opened and closed the Public Hearing as no one signed up to speak.

Motion to approve Item B (2019-66-COA) as presented by Commissioner Parr. Second by Commissioner Romero. Approved (7-0).

C. Updates, Commissioner Questions and comments. Sofia Nelson, Planning Director

Nelson provided a brief overview of the parking garage item that will be coming to HARC next month. Commissioner Romero asked about if City Council has set any start/end times during the day for construction. Nelson commented that she will follow up and check the City Code.

Chair Schroeder asked if the Commission can meet to review examples of other garages done in other cities, prior to the item presented at HARC. Nelson commented that can be done.

Adjournment

Motion to adjourn by Commissioner Romero. Second by Commissioner Parr. Meeting adjourned at 6:26 P.M.

Approved, Josh Schroeder, Chair

Attest, Amanda Parr, Secretary

City of Georgetown, Texas
Historic and Architectural Review
January 9, 2020

SUBJECT:

Public Hearing and **possible action** on a request for a Certificate of Appropriateness (COA) for a 12.3' setback modification for the addition of a carport at the property located at 1606 S. Walnut Street, bearing the legal description of Eidman Addition, BLOCK 5, Lot 2 (E/PT), ACRES 0.17. (2019-60-COA) – Britin Bostick, Downtown & Historic Planner

ITEM SUMMARY:

The applicant is proposing the addition of a 23'-0" deep carport to the front of the non-historic residential structure, which would encroach 12.3' into the required 25' street-facing garage setback.

The residential structure is currently set back 35.7' from the front property line. The right of way along Walnut Street is 60' wide and there is approximately 9.5' between the street curb and the front property line. In total, the existing residential structure is approximately 45' from the street curb. If the carport addition was approved, the front of the carport would be located approximately half the distance between the street curb and the front of the house.

The proposed design of the carport, which would be able to accommodate two vehicles, is of a style, scale and materials that are compatible with the existing structure. The proposed carport has a similar roof pitch, would have the same roofing material, and would have columns and trusses that combine wood and stone to coordinate with the stone exterior of the residence. While the existing residential structure is not historic, the proposed carport addition would comply or partially comply with the applicable Design Guidelines.

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Britin Bostick, Downtown & Historic Planner

ATTACHMENTS:

Description		Type
<input type="checkbox"/>	Staff Report	Cover Memo
<input type="checkbox"/>	Exhibit 1 - Location Map	Exhibit
<input type="checkbox"/>	Exhibit 2 – Drawings and Specifications	Exhibit

Planning Department Staff Report

Historic and Architectural Review Commission

Meeting Date: **Thursday, January 9, 2020**

File Number: **2019-60-COA**

AGENDA ITEM DESCRIPTION

Public Hearing and possible action on a request for a Certificate of Appropriateness (COA) for a 12.3' setback modification to the 25' setback for the addition of a carport at the property located at 1606 S. Walnut Street, bearing the legal description of Eidman Addition, BLOCK 5, Lot 2 (E/PT), ACRES 0.17.

AGENDA ITEM DETAILS

Project Name: ***1606 S. Walnut Carport Addition***
Applicant: ***Claudia Espinoza***
Property Owner: ***Claudia Espinoza***
Property Address: ***1606 S. Walnut Street***
Legal Description: ***Eidman Addition, BLOCK 5, Lot 2 (E/PT), ACRES 0.17***
Historic Overlay: ***Old Town Historic Overlay District***
Case History: ***N/A***

HISTORIC CONTEXT

Date of construction: ***1995***
Historic Resources Survey Level of Priority: ***N/A***
National Register Designation: ***N/A***
Texas Historical Commission Designation: ***N/A***

APPLICANT'S REQUEST

HARC:

- ✓ Setback modification

HPO:

- ✓ Addition that creates a new, or adds to an existing street facing façade (non-contributing structure)

STAFF ANALYSIS

The applicant is proposing the addition of a 23'-0" deep carport to the front of the non-historic residential structure, which would encroach 12.3' into the required 25' street-facing garage setback and result in a 12.7' setback if approved. Along S. Walnut Street the residential structures are primarily low priority structures or not designated as historic, and they vary in distance to front property lines. Residential structures along the west side of S. Walnut Street are typically situated further back from front property lines and street curbs than are the residential structures along the east side of the street, due to the alignment of the right of way. The structures on the east side of the street are a similar distance back from the street curb as the structures on the west side, providing for a somewhat uniform appearance along the block. Part of the evaluation criteria in UDC 3.13.030.D for a setback modification

Planning Department Staff Report

Historic and Architectural Review Commission

is whether the proposed setback is compatible and in context within the block in which the subject property is located, and whether the proposed addition or new structure will be set closer to the street than other units within the block. In this block of S. Walnut Street, the proposed setback would be set closer to the street than other units within the block.

The residential structure is currently set back 35.7' from the front property line. The right of way along Walnut Street is 60' wide and there is approximately 9.5' between the street curb and the front property line. In total, the existing residential structure is approximately 45' from the street curb. If the carport addition was approved, the front of the carport would be located approximately half the distance between the street curb and the front of the house.

The proposed design of the carport, which would be able to accommodate two vehicles, is of a style, scale and materials that are compatible with the existing structure. The proposed carport has a similar roof pitch, would have the same roofing material, and would have columns and trusses that combine wood and stone to coordinate with the stone exterior of the residence. While the existing residential structure is not historic, the proposed carport addition would comply with the applicable Design Guidelines.

APPLICABLE DESIGN GUIDELINES

The following guidelines are applicable to the proposed scope of work in accordance with the adopted Downtown and Old Town Design Guidelines:

GUIDELINES	FINDINGS
CHAPTER 7	
7.6 Design a new addition such that the original character can be clearly seen. <ul style="list-style-type: none">✓ In this way, a viewer can understand the history of changes that have occurred to the building.✓ An addition should be made distinguishable from the original building, even in subtle ways, such that the character of the original can be interpreted.✓ Creating a jog in the foundation between the original and new structures may help to define an addition.✓ The amount of foundation exposed on the addition should match that of the original building, in appearance, detail, and material.✓ Even applying a new trim board at the connection point between the addition and the original structure can help define the addition.	Complies Proposed addition can be identified as such and is distinguishable from the original building.

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GUIDELINES	FINDINGS
<p>7.7 Place an addition at the rear of a building or set it back from the front to minimize the visual impacts.</p> <ul style="list-style-type: none">✓ Setting an addition back from any primary, character-defining façade will allow the original proportions and character to remain prominent.✓ Locating an addition at the front of a structure is inappropriate, and an addition should be to the rear of the building, when feasible.	<p>Complies</p> <p>Proposed addition is to the front of the primary façade and not subordinate to the existing facade. However, the addition of a carport to the rear or side of the structure is infeasible due to the lot width and the width of the existing structure, and the proposed addition does not obscure the character-defining feature of the gabled porch. The addition is of a similar scale and design character to the gabled porch with its own gabled end and similar proportions.</p>
<p>7.9 An addition shall be compatible in scale, materials, and character with the main building.</p> <ul style="list-style-type: none">✓ An addition shall relate to the historic building in mass, scale, and form. It should be designed to remain subordinate to the main structure.✓ While a smaller addition is visually preferable, if a residential addition would be significantly larger than the original building, one option is to separate it from the primary building, when feasible, and then link it with a smaller connecting structure.✓ An addition should be simple in design to prevent it from competing with the primary façade.	<p>Complies</p> <p>Proposed addition is similar in form and has compatible materials and character with the main building. The scale of the addition is necessary to accommodate the proposed use, and while it is not subordinate to the primary building, the primary building is not historic, and the proposed addition is appropriate for and consistent with the residential type. The design is appropriately simple and includes mainly functional components of columns and roof framing under a roof that will match with and tie into the existing roof.</p>
<p>7.10 The roof form of a new addition shall be in character with that of the primary building.</p> <ul style="list-style-type: none">✓ Typically, gable, hip, and shed roofs are appropriate for residential additions. Flat roofs are appropriate for commercial buildings in the downtown area.✓ Repeat existing roof slopes, overhangs, and materials.✓ If the roof of the primary building is symmetrically proportioned, the roof of the addition should be similar.✓ The roofs of additions should not interfere with the original roof form by changing its basic shape or view of the original roof, and	<p>Complies</p> <p>Roof of proposed addition is a gable roof like that of the primary building with a similar slope and materials. The addition connects to the primary building via the roof but does not change the shape of the primary roof.</p>

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GUIDELINES	FINDINGS
should have a roof form compatible with the original building.	

CRITERIA FOR APPROVAL

In accordance with Section 3.13.030 of the Unified Development Code, the HARC must consider the following criteria:

SECTION 3.13.030 CRITERIA	FINDINGS
1. The application is complete and the information contained within the application is correct and sufficient enough to allow adequate review and final action;	Complies
2. Compliance with any design standards of this Code;	Partially Complies Proposed carport addition encroaches into required setback and requires a setback modification.
3. Compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties to the most extent practicable;	Not Applicable Property is a non-contributing structure on the edge of the Old Town Historic Overlay.
4. Compliance with the adopted Downtown and Old Town Design Guidelines, as may be amended from time to time, specific to the applicable Historic Overlay District;	Complies Proposed addition complies with two and partially complies with two of the applicable Chapter 7 Guidelines.
5. The general historic, cultural, and architectural integrity of the building, structure or site is preserved;	Complies Proposed addition does not diminish the integrity of the building.
6. New buildings or additions are designed to be compatible with surrounding properties in the applicable historic overlay district;	Partially Complies Some surrounding properties have carports or carport additions, but those are generally located to the side and not to the front of the buildings. However, the proposed carport addition does not take away from the surrounding properties.
7. The overall character of the applicable historic overlay district is protected; and	Complies Proposed addition does not diminish the character of the Downtown Historic Overlay District.
8. The Master Sign Plan is in keeping with the adopted Downtown and Old Town Design	Not Applicable No signage proposed.

Planning Department Staff Report

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SECTION 3.13.030 CRITERIA	FINDINGS
Guidelines and character of the historic overlay district.	

In addition to the approval criteria listed above, HARC must also consider the following criteria for a request for COA for a setback modification:

SECTION 3.13.030.D.2 CRITERIA	FINDINGS
a. Whether the proposed setback encroachment is solely a matter of convenience;	Partially Complies Addition of a carport is for the convenience of covered parking for the owner's vehicles, however, there is not a feasible alternative location for the carport on the property.
b. Whether there is adequate room on the site to allow the proposed addition or new structure without encroaching into the setback;	Complies Addition of a carport does not have sufficient room on the site without a setback encroachment.
c. Whether the proposed setback is compatible and in context within the block in which the subject property is located;	Partially Complies Two properties to the north, including the property adjacent, have structures that are located closer to the front property lines than the subject property.
d. Whether the proposed addition or new structure will be set closer to the street than other units within the block;	Partially Complies Structures on the same side of the block are generally situated farther back from front property lines than the proposed addition, structures on the opposite side are generally situated similarly to front property lines as the proposed addition.
e. Whether the proposed structure is replacing a structure removed within the past year;	Not Applicable No structures removed.
f. Whether the proposed structure will replace a structure that previously existed with relatively the same footprint and encroachment as proposed;	Not Applicable No previously existing structure.
g. If the proposed encroachment is for a structure that is replacing another structure, whether the proposed structure is significantly larger than the original;	Not Applicable No previously existing structure.

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SECTION 3.13.030.D.2 CRITERIA	FINDINGS
h. If the proposed encroachment is for an addition, the scale of the addition compared to the original house;	Complies The scale of the proposed addition is appropriate to the scale of the existing house.
i. The size of the proposed structure compared to similar structures within the same block;	Complies Proposed structure is consistent with the size of other structures within the block.
j. Whether the proposed addition or new structure will negatively impact adjoining properties, including limiting their ability to maintain existing buildings;	Complies Proposed addition does not negatively impact adjoining properties and is not proposed to encroach into a side setback.
k. Whether there is adequate space for maintenance of the proposed addition or new structure and/or any adjacent structures; and/or	Complies Proposed carport addition does not restrict room for maintenance.
l. Whether the encroachment would enable existing large trees or significant features of the lot to be preserved.	Not Applicable Large trees or significant features not proposed to be removed for addition.

STAFF RECOMMENDATION

Based on the findings listed above, staff recommends *APPROVAL* of the request for a setback modification for the construction of a carport addition. The carport is compatible with the scale and character of the primary building, complies or partially complies with the applicable guidelines and review criteria, and is not out of character with surrounding properties.

PUBLIC COMMENTS

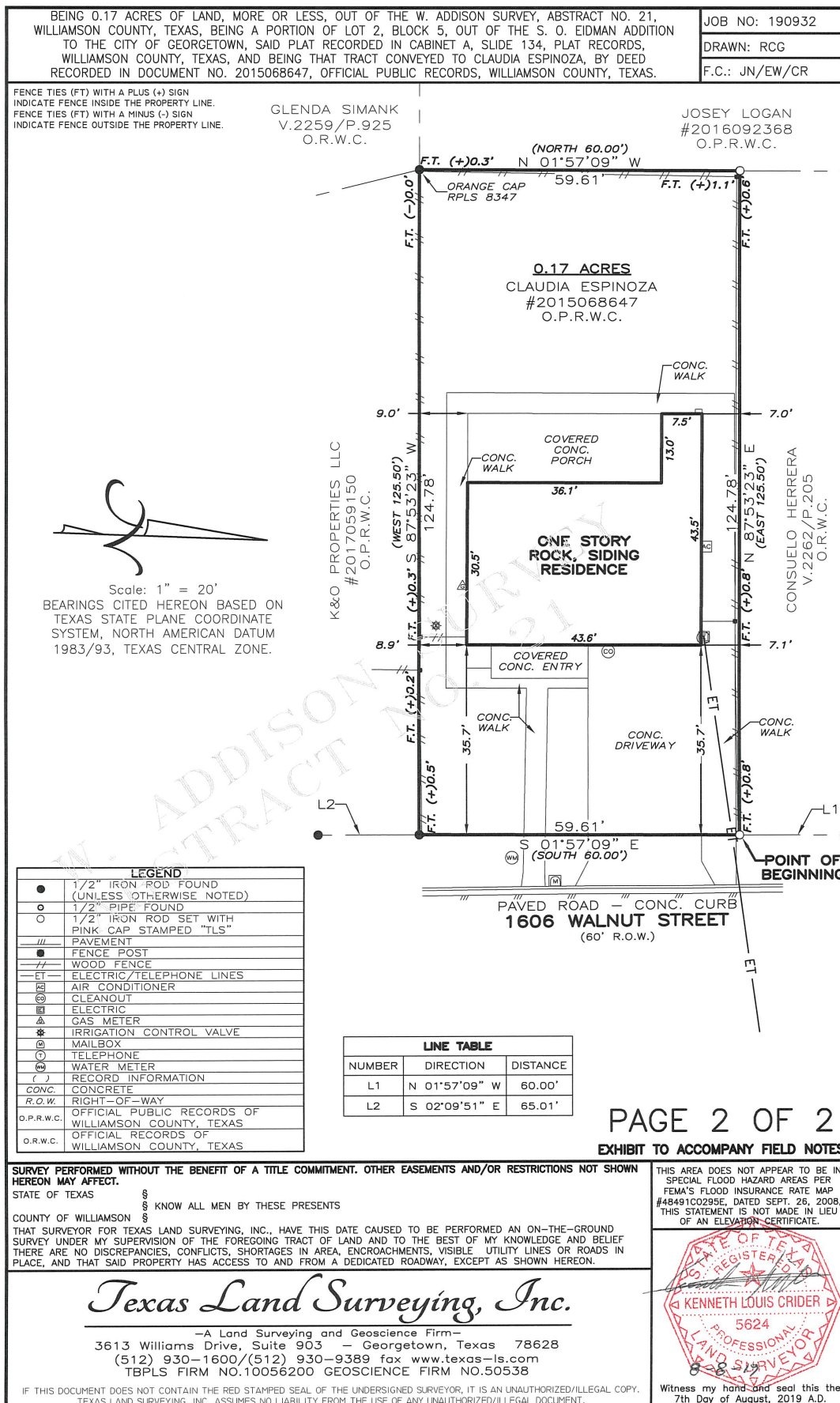
As of the date of this report, staff has received no written comments.

ATTACHMENTS

Exhibit 1 – Location Map
Exhibit 2 – Drawings & Specifications

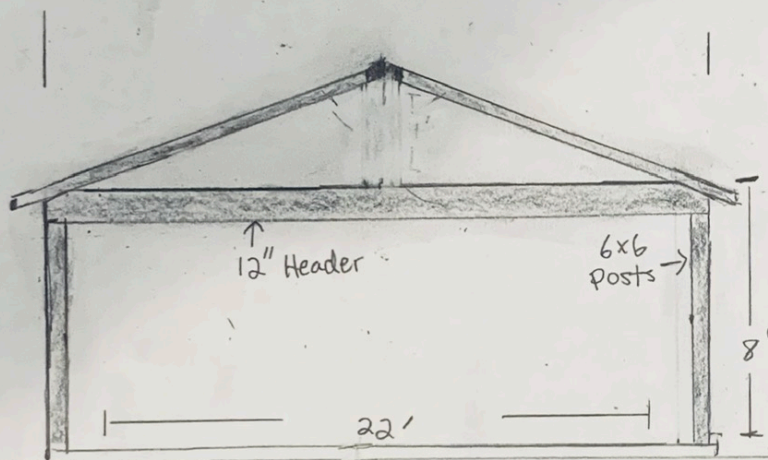
SUBMITTED BY

Britin Bostick, Downtown Historic Planner



1cm" = 2'

(Front View)



Footing For Posts
12" x 12" square w/ rebar reinforced

↑ Driveway Existing

(Side View)

Matching Shingles to Existing

Not To Scale
Existing Roof

6x6 w/ 12" x 12" square footer reinforced rebar

House

~~30'~~
23'

City of Georgetown, Texas
Historic and Architectural Review
January 9, 2020

SUBJECT:

Public Hearing and **possible action** on a request for a Certificate of Appropriateness (COA) for new signage that is inconsistent with the applicable Guidelines at the property located at 206 W. 2nd Street, bearing the legal description of THIRD & ROCK COURT SUB, BLOCK A, Lot 2, ACRES 0.226. (2019-78-COA) – Britin Bostick, Downtown & Historic Planner

ITEM SUMMARY:

The proposed signage for the Performance Center includes two (2) signs, both of which are larger than supported by the Guidelines and one of which makes use of a lighting style discouraged by the Design Guidelines. The proportions and locations of the signs in relation to the scale of the building, however, are cohesive with both the design of the building and the location on a corner lot, which provides for two street-facing facades and a larger total façade area for the building.

The building's asymmetrical main façade provides a sign area near the top of the structure, which is used to display the name of the building. As the location of the sign is approximately three stories above the street level and the proportions of the sign are designed to fit within an architectural element (defined by the exterior building material), the additional square footage for the flush-mounted sign does not detract from the design of the building or overwhelm any of the architectural features.

The projecting sign is located on the secondary or side street-facing façade, which is approximately 90 feet in length and approximately three stories tall. The scale of the façade facing Rock Street lends itself to a larger projecting sign than would be supported by the Design Guidelines, in part because the building has a single user rather than a multi-tenant condition in which multiple signs over multiple entrances might be proposed. The projecting sign references the sign on the main façade of the Palace Theater, associating this building and use with a well-known location just south of the Courthouse Square on Austin Avenue.

FINANCIAL IMPACT:

N/A

SUBMITTED BY:

Britin Bostick, Downtown & Historic Planner

ATTACHMENTS:

Description	Type
□ Staff Report	Cover Memo
□ Exhibit 1 - Location Map	Exhibit
□ Exhibit 2 – Letter of Intent	Exhibit
□ Exhibit 3 - Drawings & Specifications	Exhibit

Planning Department Staff Report

Historic and Architectural Review Commission

Meeting Date: **Thursday, January 9, 2020**

File Number: **2019-78-COA**

AGENDA ITEM DESCRIPTION

Public Hearing and possible action on a request for a Certificate of Appropriateness (COA) for new signage that is inconsistent with the applicable Guidelines for the property located at 206 W. 2nd Street, bearing the legal description of THIRD & ROCK COURT SUB, BLOCK A, Lot 2, ACRES 0.226.

AGENDA ITEM DETAILS

Project Name: *Doug Smith Performance Center Exterior Signage*
Applicant: *Aaron Salinas (Facility Solutions Group)*
Property Owner: *Georgetown Palace Theater Inc. (Michael Davis)*
Property Address: *206 W. 2nd Street*
Legal Description: *THIRD & ROCK COURT SUB, BLOCK A, Lot 2, ACRES 0.226*
Historic Overlay: *Downtown Historic Overlay District*
Case History: *COA-2016-031- New Construction*

HISTORIC CONTEXT

Date of construction: *New Construction*
Historic Resources Survey Level of Priority: *N/A*
National Register Designation: *N/A*
Texas Historical Commission Designation: *N/A*

APPLICANT'S REQUEST

HARC:

- ✓ New signage that is inconsistent with Design Guidelines 9.7 and 9.10

STAFF ANALYSIS

The proposed signage for the Performance Center includes two (2) signs, a flush-mounted wall sign on the front (north) façade of the building facing W. 2nd Street, and a projecting sign or blade sign on the west façade facing S. Rock Street. The flush-mounted wall sign is positioned near the top of the building, and is constructed of aluminum channel letters with a matte black finish that are internally-lit for a halo lighting effect – the illumination will surround the letters on the face of the building rather than the letters themselves being lit. This flush-mounted sign is 75.9 sq. ft. in size, measured as a rectangle around the individually-mounted letters. The projecting or blade sign is located on the west street-facing façade and is placed on the upper half of the building, near the northwest corner. The blade sign constructed of aluminum panels with a burgundy finish, and the letters spelling out “PALACE” are cut out of the aluminum panels. A diffuser film will be installed in the letter cut-outs so that the “PALACE” letters will be illuminated from within. The sign is constructed with the aluminum panels at an angle to each other and references the Palace Theater sign on S. Austin Avenue.

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Historic and Architectural Review Commission

The building's asymmetrical main façade provides a sign area near the top of the structure, which is used to display the name of the building. As the location of the sign is approximately three stories above the street level and the proportions of the sign are designed to fit within an architectural element (defined by the exterior building material), the additional square footage for the flush-mounted sign does not detract from the design of the building or overwhelm any of the architectural features. Flush-mounted wall or façade signs are limited to 1 square foot per 1 linear foot of façade width. The building façade width is 73'-4", which allows for a sign with an area of 73.33 sq. ft. The proposed flush-mounted sign is 75.9 sq. ft, approximately 2.5 sq. ft. larger than the size supported by the Design Guidelines. The halo lighting of the façade sign is not supported by the Design Guidelines as a lighting type, but in the context of a new building with contemporary design using contemporary building materials in an area of new construction (primarily commercial but also including multi-family), the halo lighting type is more fitting than it would be in other areas of the Downtown Historic Overlay District.

The projecting sign is located on the secondary or side street-facing façade, which is approximately 90 feet in length and approximately three stories tall. The scale of the façade facing Rock Street lends itself to a larger projecting sign than would be supported by the Design Guidelines, in part because the building has a single user rather than a multi-tenant condition in which multiple signs over multiple entrances might be proposed. The projecting sign references the sign on the main façade of the Palace Theater, associating this building and use with a well-known location just south of the Courthouse Square on Austin Avenue. It also orients pedestrians and vehicles on Rock Street to the use of the building from both Rock Street and from the connection point to the City's Trail system at Blue Hole Park, and a sign fitting within the maximum size established by the Guidelines may not, in this instance, appear to be properly scaled to the new performance center. Projecting signs shall not be more than fifteen square feet in size with a maximum sign height of five feet. The proposed projecting sign or blade sign is 53.96 sq. ft; and 17'-6" in height, effectively 39 sq. ft. larger and 12.5' taller than the requirements of the Design Guidelines. The internal illumination of the projecting sign complies with the Guidelines in that only the letters are proposed to be illuminated and not the sign in its entirety.

APPLICABLE DESIGN GUIDELINES

The following guidelines are applicable to the proposed scope of work in accordance with the adopted Downtown and Old Town Design Guidelines:

GUIDELINES	FINDINGS
CHAPTER 9	
9.1 Consider the building front as part of an overall sign program. ✓ Coordinate a sign within the overall façade composition. ✓ A sign should be in proportion to the building, such that it does not dominate the appearance.	Complies Proposed signs are coordinated with the design of the facades and relate to the composition, placement of exterior materials and openings, and scale of the building.
9.2 A sign shall be subordinate to the overall building composition.	Complies

Planning Department Staff Report

Historic and Architectural Review Commission

GUIDELINES	FINDINGS
<ul style="list-style-type: none"> ✓ A sign should appear to be in scale with the façade. ✓ Locate a sign on a building such that it will emphasize design elements of the façade itself. ✓ Mount a sign to fit within existing architectural features. Use the shape of the sign to help reinforce the horizontal lines of moldings and transoms seen along the street. 	<p>Proposed signs are in scale with the façade and emphasize the design elements of the building, as well as fit within architectural features.</p>
<p>9.3 A primary sign should identify the services or business offered within.</p> <ul style="list-style-type: none"> ✓ To avoid driver confusion, the information on the primary sign should be in a large enough font or design that it is easily viewable from a vehicle. ✓ The sign should contain only enough information to alert the viewer in a vehicle to the location of the business or entity at the building. ✓ Whenever possible, other signs should be utilized for information geared towards pedestrian or other viewers. ✓ The primary sign should be easily viewable from a vehicle with as little visual clutter as possible. 	<p style="text-align: center;">Complies</p> <p>Proposed primary sign identifies the use of the building and is clear, without clutter and is sufficiently large to be viewable from a vehicle.</p>
<p>9.4 A secondary sign should identify the services or businesses offered within.</p> <ul style="list-style-type: none"> ✓ Typically, a secondary sign is intended to capture the attention of pedestrians walking on the sidewalk. ✓ The sign should contain only enough information to alert the viewer on a sidewalk to the location of the business or entity at the building. ✓ The secondary sign should be easily viewable from the sidewalk with as little visual clutter as possible. 	<p style="text-align: center;">Complies</p> <p>Proposed secondary sign is oriented toward pedestrians, is easily viewed from the sidewalk, and clearly identifies use of the building.</p>
<p>9.7 A flush-mounted wall sign shall not exceed one square foot for every one foot of linear façade width.</p> <ul style="list-style-type: none"> • For instance, a building with twenty feet of street frontage would be eligible for a sign of twenty square feet (20 x 1 = 20). In true sign 	<p style="text-align: center;">Does Not Comply</p> <p>The building façade width is 73'-4", which allows for a size with an area of 73.33 sq. ft. The proposed flush-mounted sign is 75.9 sq. ft.</p>

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Historic and Architectural Review Commission

GUIDELINES	FINDINGS
<p>dimensions, this would be a sign of approximately two feet by ten feet.</p> <ul style="list-style-type: none">• Note that the formula establishes the maximum permitted sign area, when all other factors of scale, proportion, and compatibility are met. A sign does not have to be as large as this equation allows. The first consideration shall be compatibility with the size and character of the façade.• In a case where a building has more than one face exposed to a public way, the allowed sign area may not be combined.	
<p>9.10 A projecting sign may be considered.</p> <ul style="list-style-type: none">✓ A projecting sign should appear to be in proportion with the building. It should not overwhelm the appearance of the building or obscure key architectural features.✓ A projecting sign shall provide a minimum clearance of eight feet between the sidewalk surface and the bottom of the sign.• A projecting sign shall be no more than fifteen square feet in size with a maximum sign height of five feet.• Additionally, a projecting sign shall in no case project beyond ½ of the sidewalk width.✓ Signs should not obscure the view of any windows, existing signs, and/or adjacent buildings to an unreasonable extent.✓ A large projecting sign is not permitted unless other types of signage are not appropriate for the building.✓ A large projecting sign, if approved, should be mounted higher, and centered on the façade or positioned at the corner of a building. Generally, a projecting sign should not be located above the second floor.• “Blade” signs are considered projecting signs and should follow the guidelines for projecting signs.	<p>Partially Complies</p> <p>Proposed projecting sign is in proportion to the building, provides more than the required minimum clearance and is mounted higher on the building in proportion to its size. The proposed projecting sign or blade sign is 53.96 sq. ft. and 17’-6” in height. It projects over more than half of the sidewalk width immediately below the sign, but not more than half of the sidewalk paving below the sign as a whole. The design of the sign places the two faces of the sign at an angle rather than back-to-back as described by the Guideline.</p>

Planning Department Staff Report

Historic and Architectural Review Commission

GUIDELINES	FINDINGS
<ul style="list-style-type: none">Any two-sided sign shall be designed to be back-to-back and in no case shall both sides of the sign be visible at any time to the reader.	
<p>9.17 Sign materials should be compatible with that of the building façade.</p> <ul style="list-style-type: none">✓ A simple, easy-to-read sign design is preferred.✓ Typefaces that are in keeping with those seen in the area traditionally are encouraged.✓ Select letter styles and sizes that will be compatible with the building front. Generally, those are typefaces with serifs.✓ Avoid hard-to-read or overly intricate type-face styles.✓ Painted wood and metal are appropriate materials for signs. Their use is encouraged. Unfinished materials, including untreated wood, are discouraged because they are out of character with the context of the Overlay Districts.✓ Plastic is not permitted, except for flush, adhesive, professionally installed lettering.✓ Highly reflective materials that will be difficult to read are inappropriate.✓ Painted signs on blank walls were common historically and may be considered.	<p>Complies</p> <p>Sign materials and fonts are consistent with building façade and consistent with referenced historic buildings.</p>
<p>9.19 Use colors for the sign that are compatible with those of the building front.</p> <ul style="list-style-type: none">✓ Sign colors should be limited. In general, no more than three colors should be used. For these Guidelines, black and white are not counted as colors.✓ HARC may consider different shades of a color similar enough to count as one color in the determination of the numbers of colors being allowed.✓ Signs with photo images, including multiple colors, are appropriate on A-frame/sandwich board type signs only.	<p>Complies</p> <p>Sign colors are limited and compatible with the building.</p>

Planning Department Staff Report

Historic and Architectural Review Commission

GUIDELINES	FINDINGS
<p>9.21 If internal illumination is used, it should be designed to be subordinate to the overall building composition.</p> <ul style="list-style-type: none">✓ Internal illumination of an entire sign panel is discouraged. If internal illumination is used, a system that backlights only the sign text is preferred.✓ Neon and other tubular illumination may be considered. However, use neon in limited amounts so it does not become visually obtrusive.✓ Internal illumination of an awning is inappropriate.	<p>Complies</p> <p>Sign illumination is halo-style illuminated channel letters for the façade sign and internally illuminated metal sign with lighting behind diffuser-filmed letters for the projecting sign. In both cases the sign text is backlit by the illumination type.</p>

CRITERIA FOR APPROVAL

In accordance with Section 3.13.030 of the Unified Development Code, the HARC must consider the following criteria:

SECTION 3.13.030 CRITERIA	FINDINGS
1. The application is complete and the information contained within the application is correct and sufficient enough to allow adequate review and final action;	Complies
2. Compliance with any design standards of this Code;	Complies
3. Compliance with the Secretary of the Interior's Standards for the Treatment of Historic Properties to the most extent practicable;	Not Applicable Proposed signage is not historic, nor is it for a historic structure or property
4. Compliance with the adopted Downtown and Old Town Design Guidelines, as may be amended from time to time, specific to the applicable Historic Overlay District;	Partially Complies Proposed signage exceeds size limitations for signage in the Downtown Historic Overlay and uses a lighting style that is not consistent with the Design Guidelines, but meets requirements for scale, proportion and consistency with the architectural features of the building.
5. The general historic, cultural, and architectural integrity of the building, structure or site is preserved;	Complies Proposed signage is consistent with cultural and architectural aspects of the new use of this site and the approved structure.

Planning Department Staff Report

Historic and Architectural Review Commission

SECTION 3.13.030 CRITERIA	FINDINGS
6. New buildings or additions are designed to be compatible with surrounding properties in the applicable historic overlay district;	Complies Proposed signage has similarities to signage on nearby properties and is appropriate for the area of new construction on the north edge of the Downtown Historic Overlay District.
7. The overall character of the applicable historic overlay district is protected; and	Complies Proposed signage does not diminish the character of the Downtown Historic Overlay District.
8. The Master Sign Plan is in keeping with the adopted Downtown and Old Town Design Guidelines and character of the historic overlay district.	Not Applicable Proposed signage for single tenant only and specific to use.

STAFF RECOMMENDATION

Based on the findings listed above, staff recommends *APPROVAL* of the request for signage. The area in which the performance center is located is newly developing with its own identity and does not face historic commercial properties such as those found on the Courthouse Square and surrounding blocks. Additionally, the proposed signage does not face directly onto residential properties or neighborhoods and is consistent with the style, scale and use of the building upon which it is proposed to be installed.

PUBLIC COMMENTS

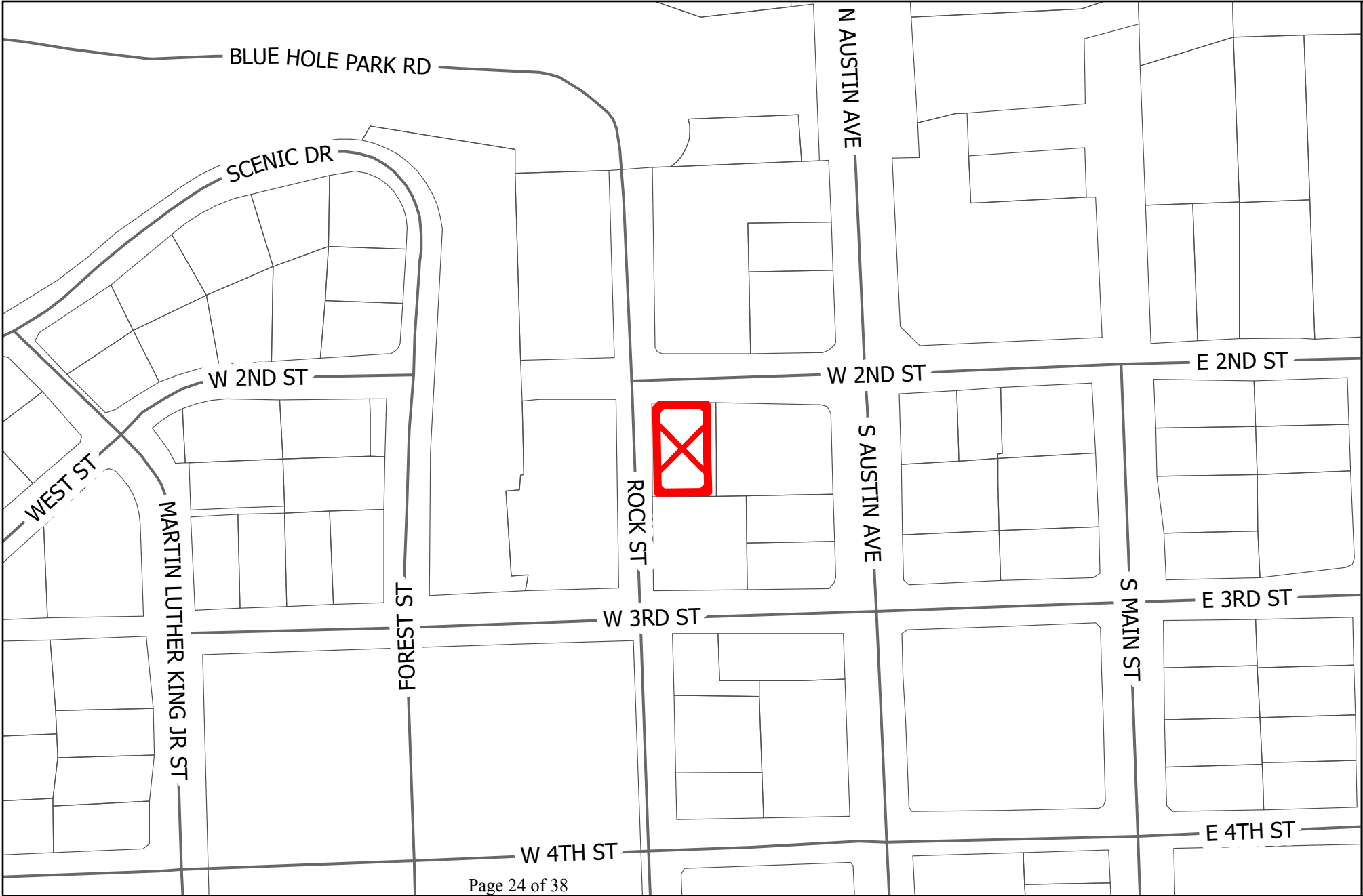
As of the date of this report, staff has received no written comments.

ATTACHMENTS

Exhibit 1 – Location Map
Exhibit 2 – Letter of Intent
Exhibit 3 – Drawings & Specifications

SUBMITTED BY


Britin Bostick, Downtown Historic Planner

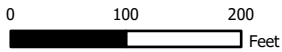


LOCATION

2019-78-COA

Exhibit #1

-  Site
-  Parcels
-  City Limits
-  Georgetown ETJ





Doug Smith Performance Center

Certificate of Appropriateness Application

On behalf of my client Structura representing the the Georgetown Palace Theatre organization I am seeking a variance for a non conforming projecting sign in your historical downtown district. There are several reasons why we believe an exception should be made in this very unique instance. Given the historical nature of the existing Palace theatre which has a grandfathered in non complying sign we believe it is appropriate to pay homage to the original branding and spirit of early 1900's cinema with an iconic historically appropriate blade sign as depicted in the attached artwork files and plans.

I recognize that on its face we are exceeding the allotted square footage of 15 according to section 9.10 in chapter 9 of your code however I believe several reasons make that small of square footage unreasonable provided the size and unique nature of this new construction a sign of 15 sq ft only would be illegible and ineffective.

Going down the bullet points of 9.10.
Our sign appears in proportion to the building.

Meets the minimum clearance of 8 ft.

No sidewalk issue.

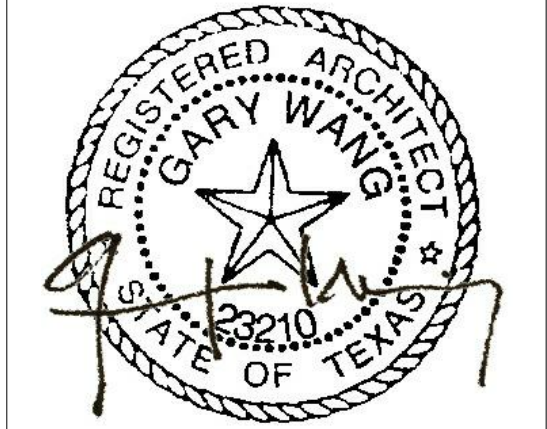
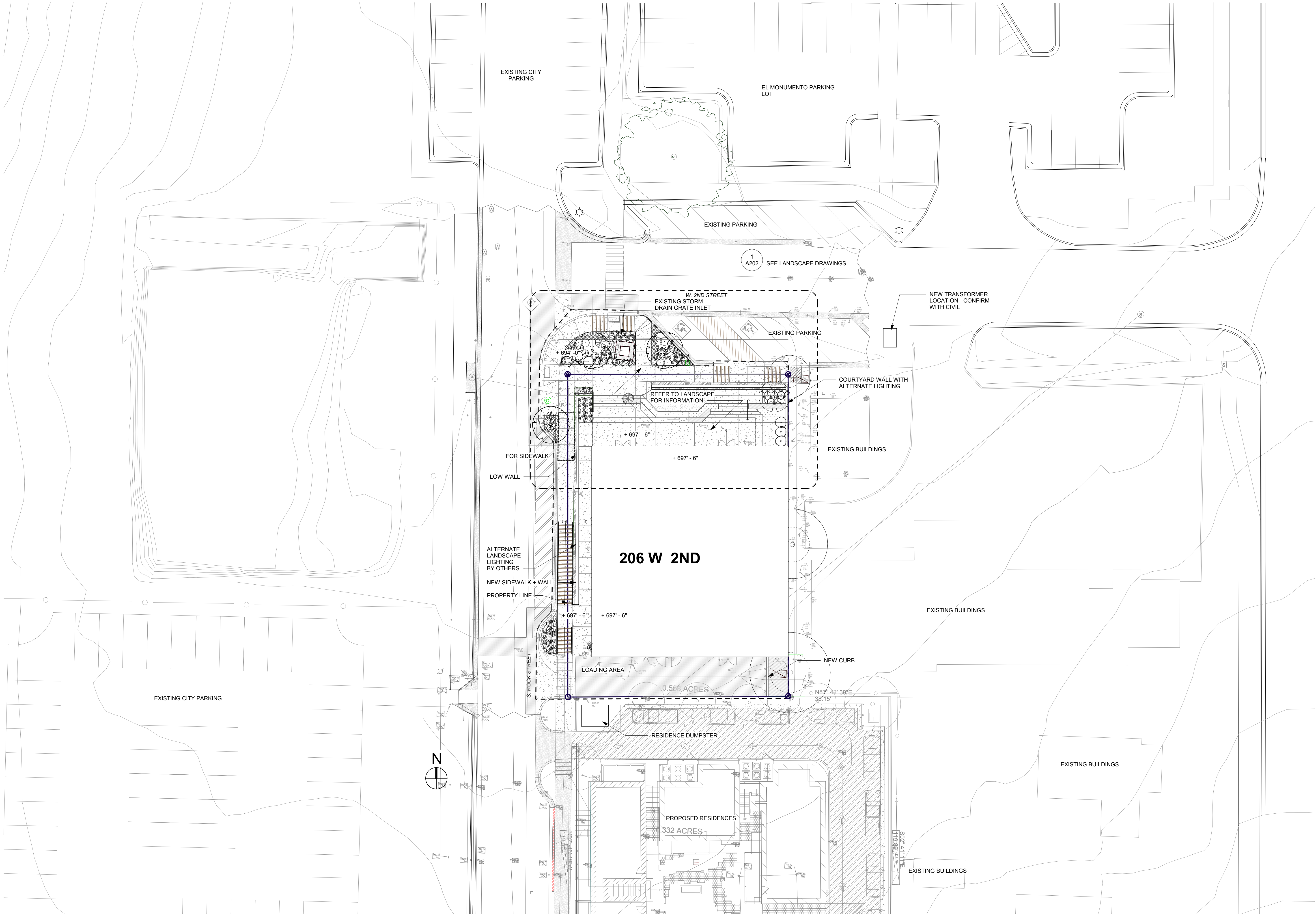
Does not obscure any visibility.

No other signs are appropriate for this unique instance.

This sign is mounted above the second floor.

Please consider what the Palace theatre has brought to the fabric of the City of Georgetown this is a historical landmark that is functioning that many small towns would envy. They are highly successful and cultivate and enrich the community through community education and fun. This is a very special place and we want to honor that with paying homage to the original theatre that we may continue to thrive for 100 more years to come.





DOUG SMITH PERFORMANCE CENTER

GEORGETOWN, TX

(512) 819-6012

Wang Architects
Architecture and Urban Design

FOR: PERMIT DOCUMENT, AUGUST 1, 2017.
FOR: 100% BID DOCUMENT, AUGUST 16, 2018.

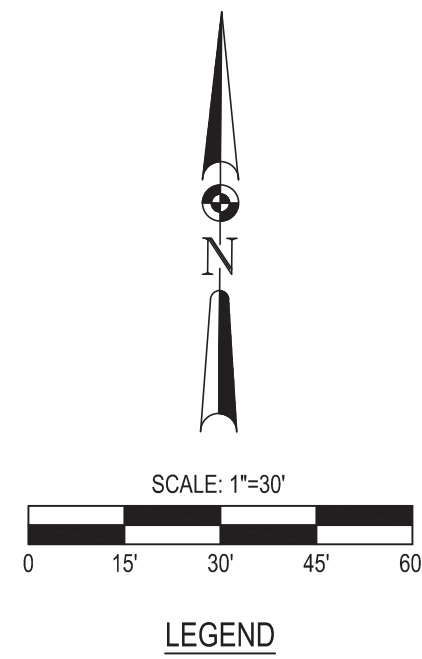
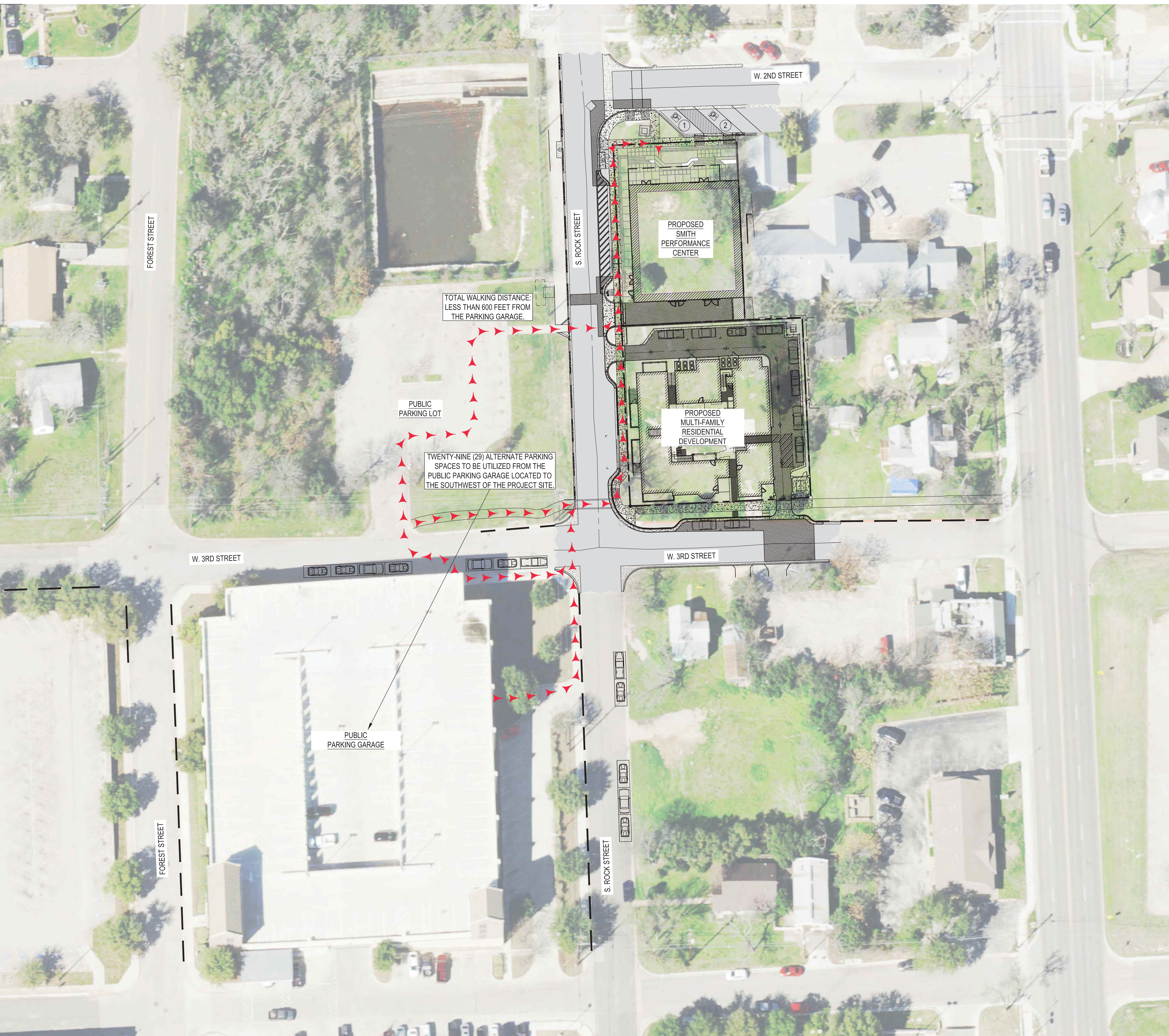
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A201

DRAWING:

DO NOT SCALE DRAWING

① SITE PLAN
1/16" = 1'-0"



- PROPERTY BOUNDARY
- EXISTING CONCRETE CURB AND GUTTER
- PROPOSED NEW ASPHALT PAVEMENT
- PROPOSED NEW CONCRETE CURB AND GUTTER
- PROPOSED NEW CONCRETE SIDEWALK
- PROPOSED PARKING STALL COUNTS
- PROPOSED HANDICAP STALL (ADA)
- DESIGNATED FIRE LANE - NO PARKING

PARKING DATA - SMITH PERFORMANCE CENTER			
STALLS REQUIRED CALCULATION			
USE	BUILDING SIZE	SQUARE FOOT PER LOT	SPACES
SPECIALTY MIXED-USE	14500	500	29
TOTAL REQUIRED			29
PROPOSED PARKING			
ON-SITE	OFF-SITE	ON-STREET (N/A)	TOTAL SPACES
2 (ADA) (RE: NOTE 1)	29 (RE: NOTE 2)	(N/A)	31

- PROPOSED PARKING NOTES:
- TWO (2) ADA HANDICAP PARKING STALLS ON 2ND STREET (RE: PLANS)
 - TWENTY-NINE (29) ALTERNATE PARKING SPACES TO BE UTILIZED FROM THE PUBLIC PARKING GARAGE LOCATED TO THE SOUTHWEST OF THE PROJECT SITE AS APPROVED BY THE CITY WITH ADMINISTRATIVE EXCEPTION, REFERENCE AE-1016-025.

This document is released for REVIEW PURPOSES ONLY, NOT FOR CONSTRUCTION and was prepared under the authorization of Garrett D. Keller Registered Professional Engineer, State of Texas, Registration No. 111511. Date: AUGUST, 2018

MATKIN**HOOVER**

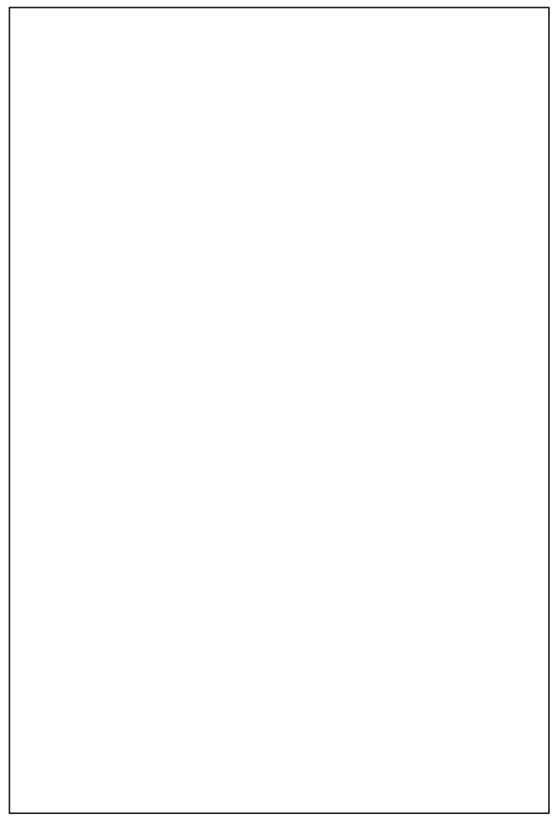
P.O. BOX 54
SPENCER ROAD, SUITE 100
HOUSTON, TEXAS 77066
OFFICE: (813) 291-0600 FAX: (813) 291-0999
TEXAS REGISTERED ENGINEERING FIRM # 040512
CIVIL ENGINEERS SURVEYORS LAND PLANNERS
CONSTRUCTION MANAGERS CONSULTANTS

ENGINEERING
& SURVEYING

DOUG SMITH PERFORMANCE CENTER

206 West 2nd Street
Georgetown, TX 78626

Wang Architects
Architecture and Urban Design (512) 819-6012



ALTERNATIVE PARKING PLAN

FIG 5.0

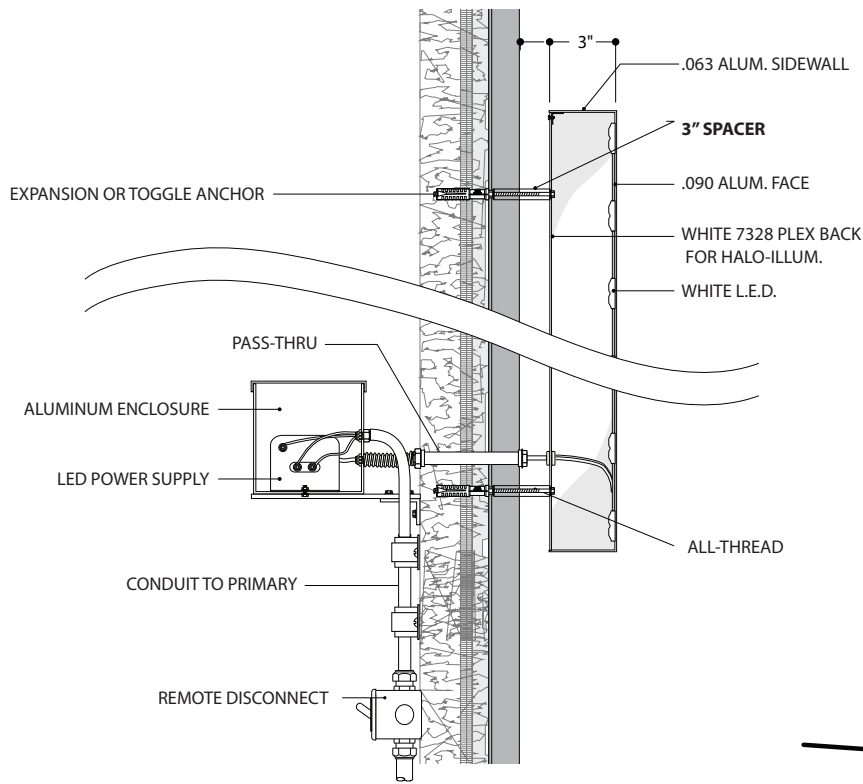
2795.00

DO NOT SCALE DRAWING

B REVERSE CHANNEL LETTERS
Scale: 1/8" = 1'-0"

Fabricate and install one (1) set of internally illuminated channel letters built to UL specifications;

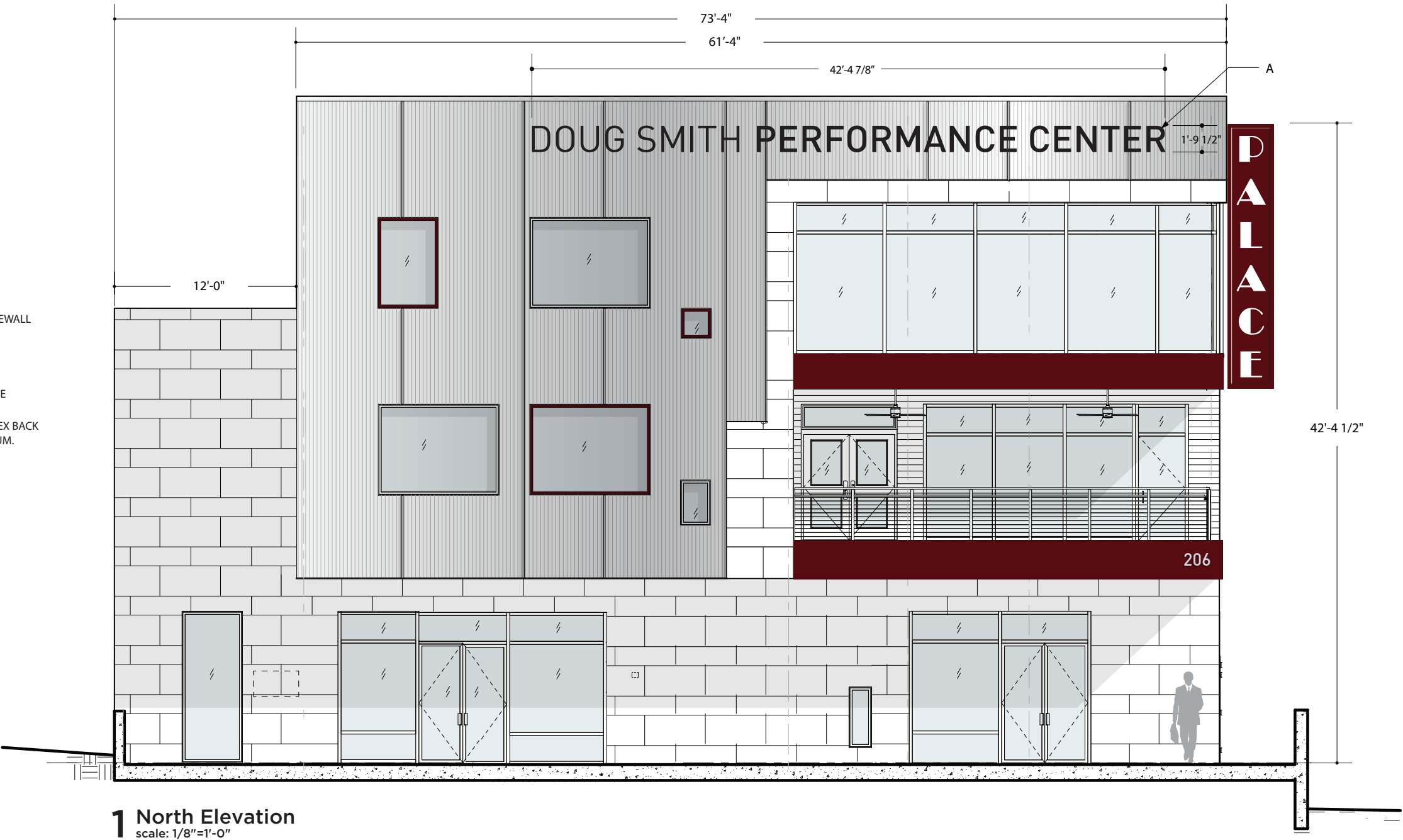
- 3"-deep letters to have .090 aluminum faces / .063 aluminum sidewalls, and #7328 white plex backs for halo-illumination;
- GE™ White L.E.D. components;
- Letter faces and sidewalls finished in Matthews Matte Black polyurethane;
- Letters to pin-mount with 3" spacers to corrugated panel façade;
- Electrical requirement to 120v to be supplied at sign location by others;



B CHANNEL LETTERS
Scale: 1 1/2"= 1'-0"

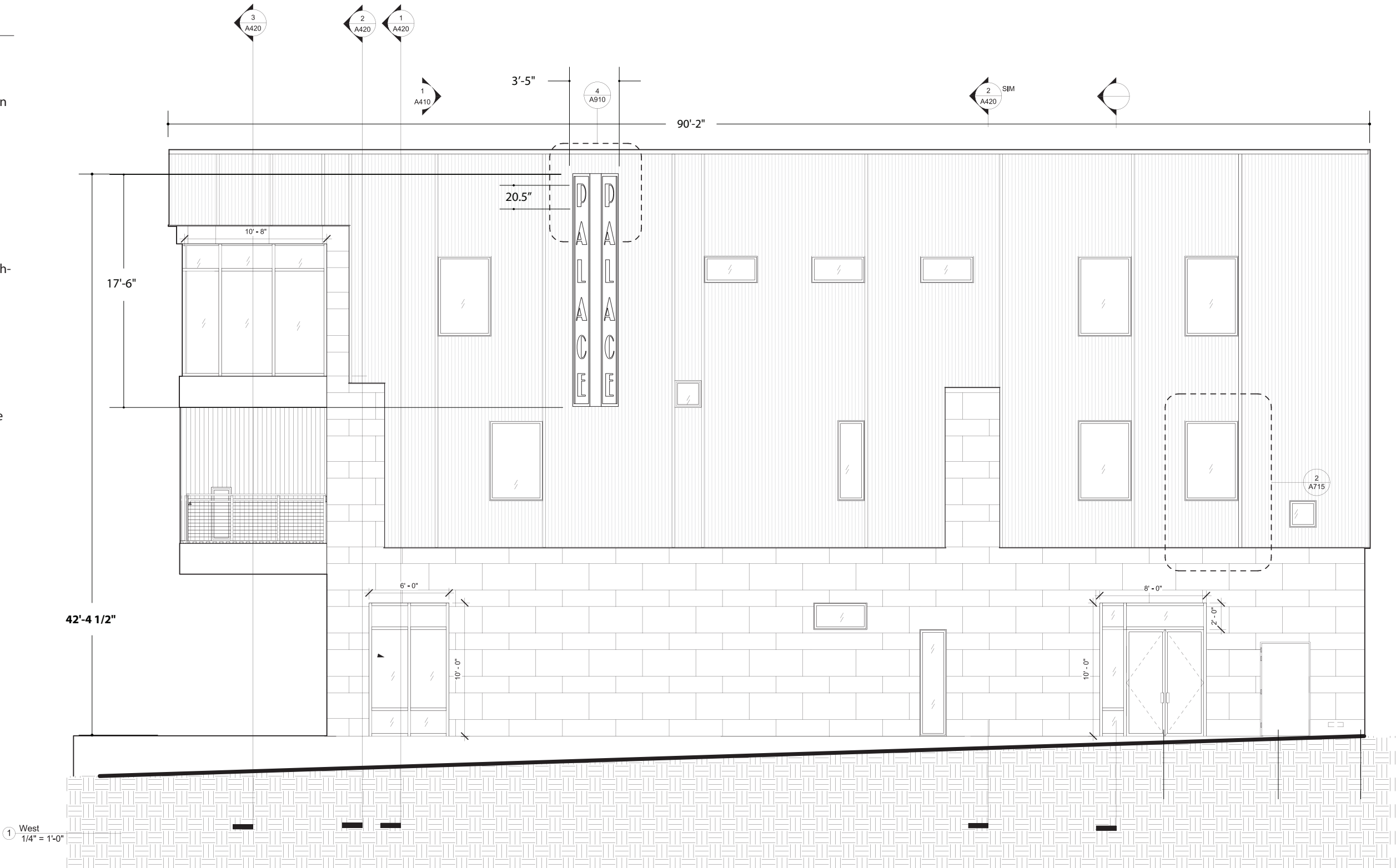


DOUG SMITH PERFORMANCE CENTER



A ILLUMINATED BLADE SIGN
Scale: 1/8" = 1'-0"

- Fabricate and install one double-faced blade sign built to UL specifications;
- Welded tubular alum. framework with .090 alum. sheet;
 - Routed-out .090 alum. faces finished in Burgundy Matthews per client specification tbd;
 - Faces routed-out and backed with .5" clear push-thru plex; Second -surface diffuser film;
 - GE™ White Tetramax LED illumination;
 - 6" deep Escutcheon to conceal mounting;
- Finished to match building color;
- Cabinet to mount with approved non-corrosive hardware; Engineering tbd;
 - Electrical requirement: 120v to be supplied at sign location by others;

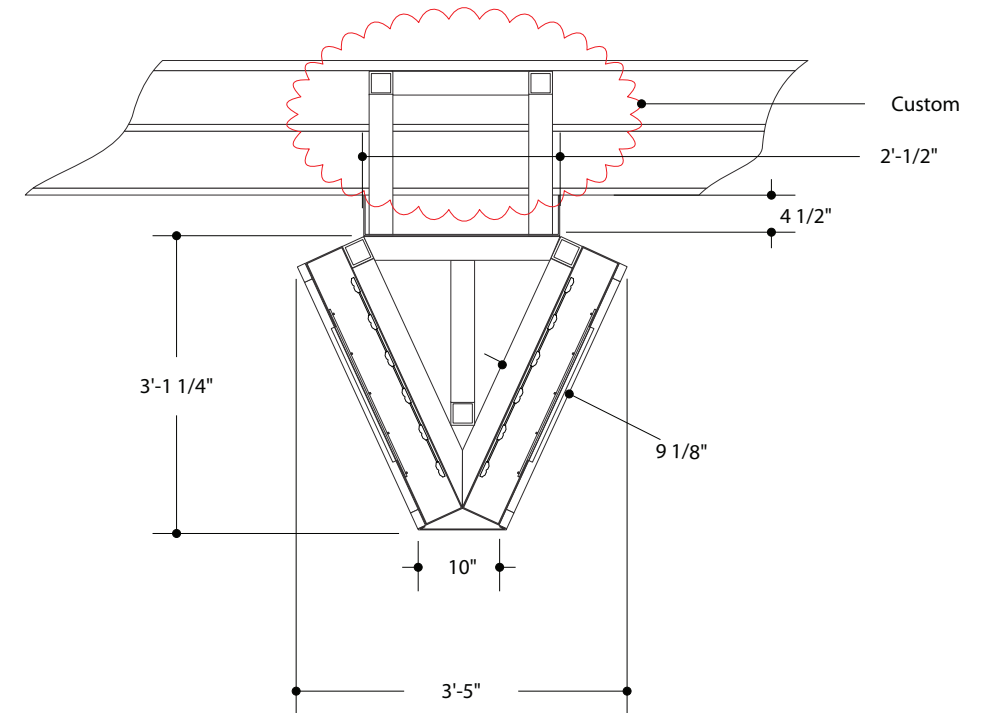
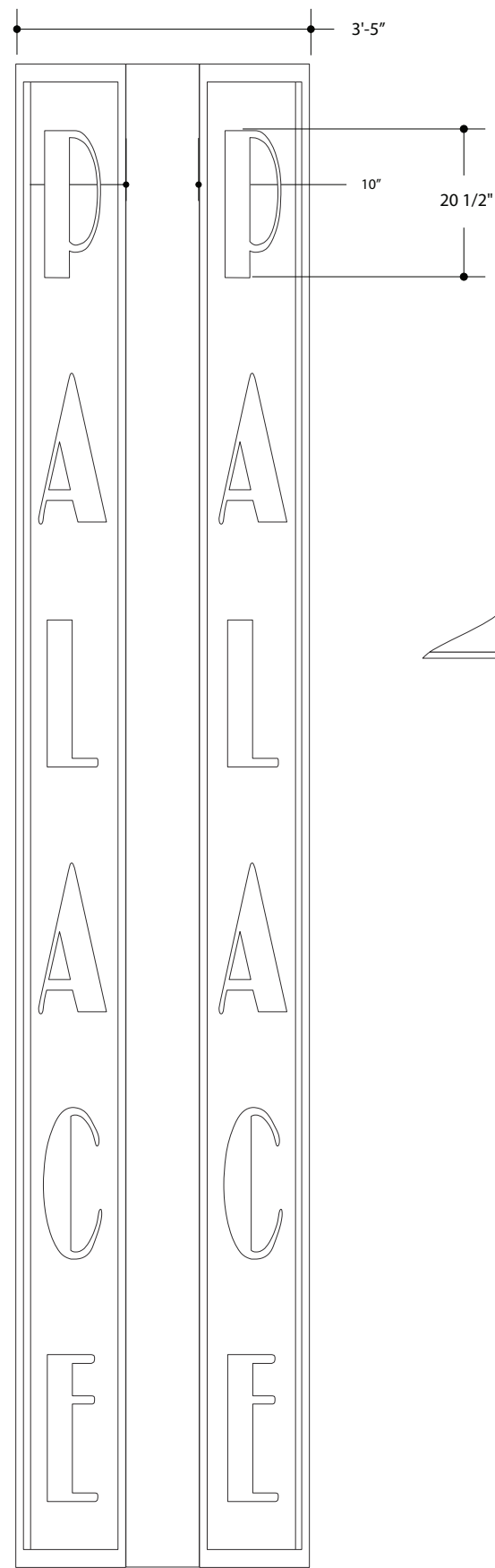
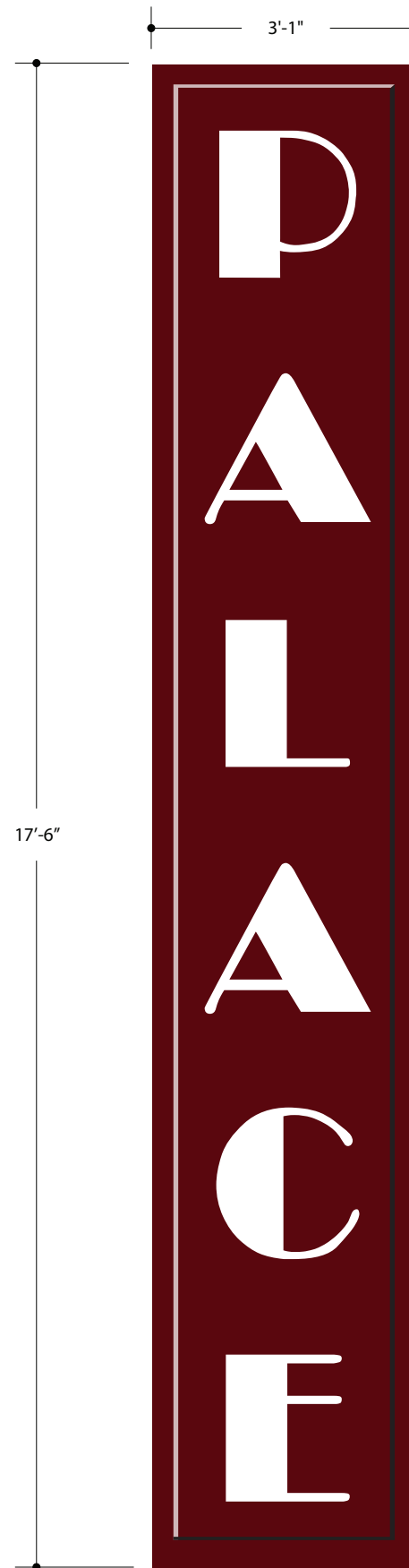


DOUG SMITH PERFORMANCE CENTER / GEORGETOWN, TEXAS

A **ILLUMINATED BLADE SIGN**
Scale: 1/2" = 1'-0"

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- 6" deep Escutcheon to conceal mounting; Finished to match building color;
- Cabinet to mount with approved non-corrosive hardware; Engineering tbd;
- Electrical requirement: 120v to be supplied at sign location by others;



10212 METRIC BLVD.
AUSTIN, TEXAS 78758
800-327-1104 / 512-494-0002
fsgi.com

Doug Smith Performance Center
9208 Waterford Centre Blvd
Suite 100
Austin, Texas 78758

Start Date: 02/10/2019
Last Revision: 9/20/19
Job#92J10053
Dwg. #92J10053av3s3

Design:
Ben Anglin
Sales:
Aaron Salinas

CLIENT APPROVAL: I have reviewed and approved the sign details on this drawing for fabrication and installation.
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UL Installation Requirements:

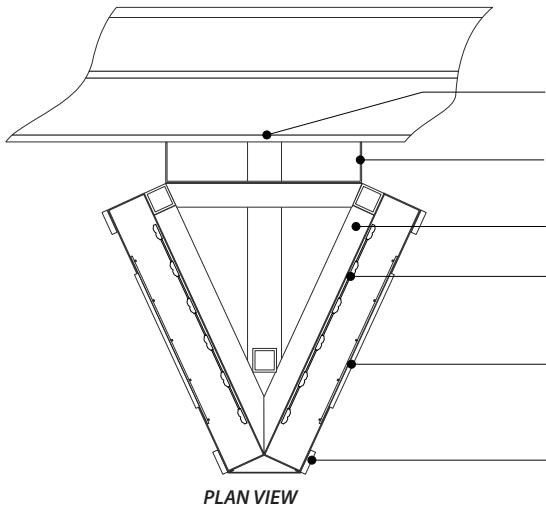
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

A ILLUMINATED BLADE SIGN
Scale: 1/8" = 1'-0"

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 - GE™ White Tetramax LED illumination;
 - 6" deep Escutcheon to conceal mounting; Finished to match building color;
 - Cabinet to mount with approved non-corrosive hardware; Engineering tbd;
 - Electrical requirement: 120v to be supplied at sign location by others;



SUGGESTED COLOR RANGE



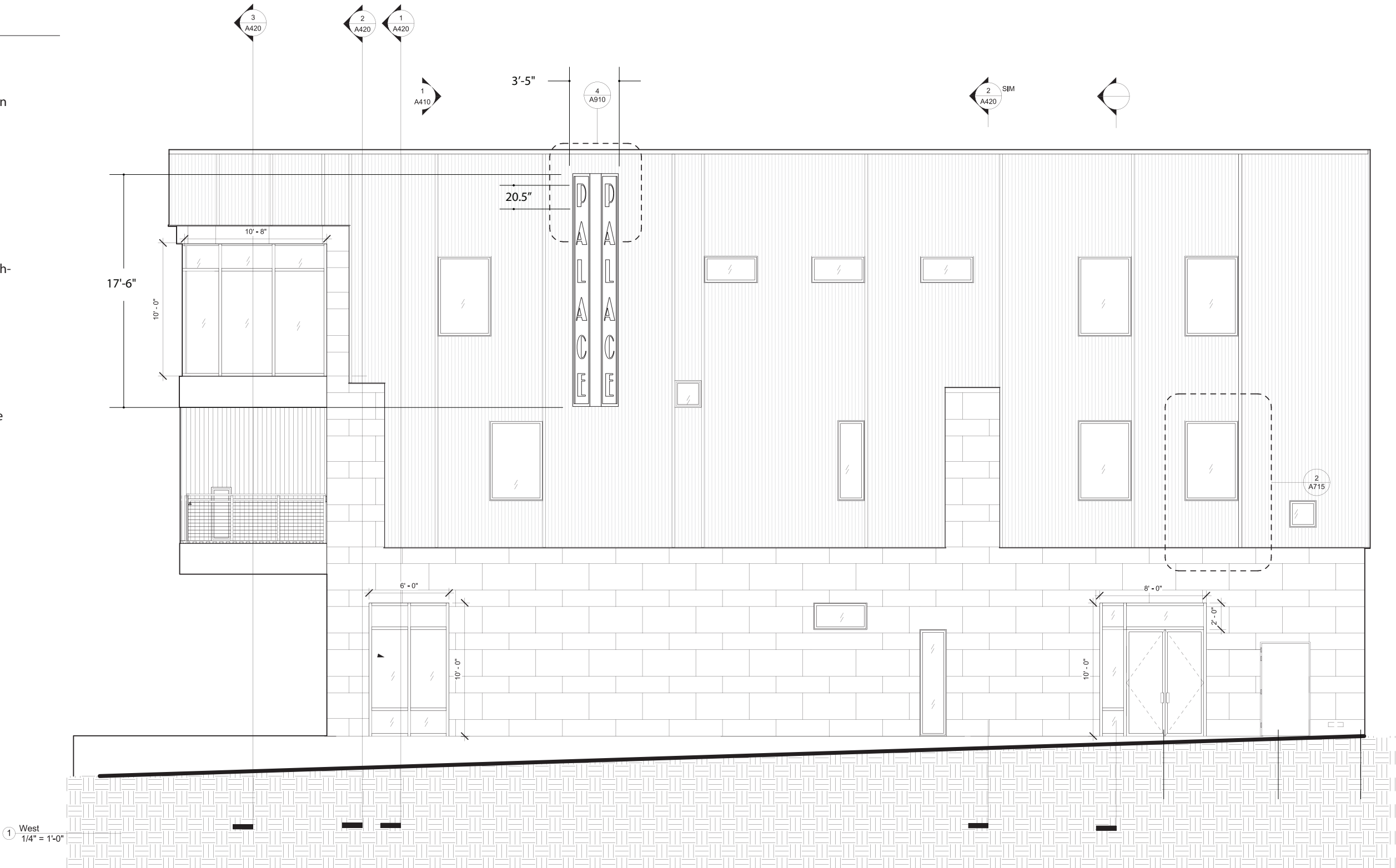
- Routed-out .090 Aluminum Face
- Clear .5" Push-thru plex w/ white diffuser film second-surface
- 1" x 3" Aluminum Rectube Frame

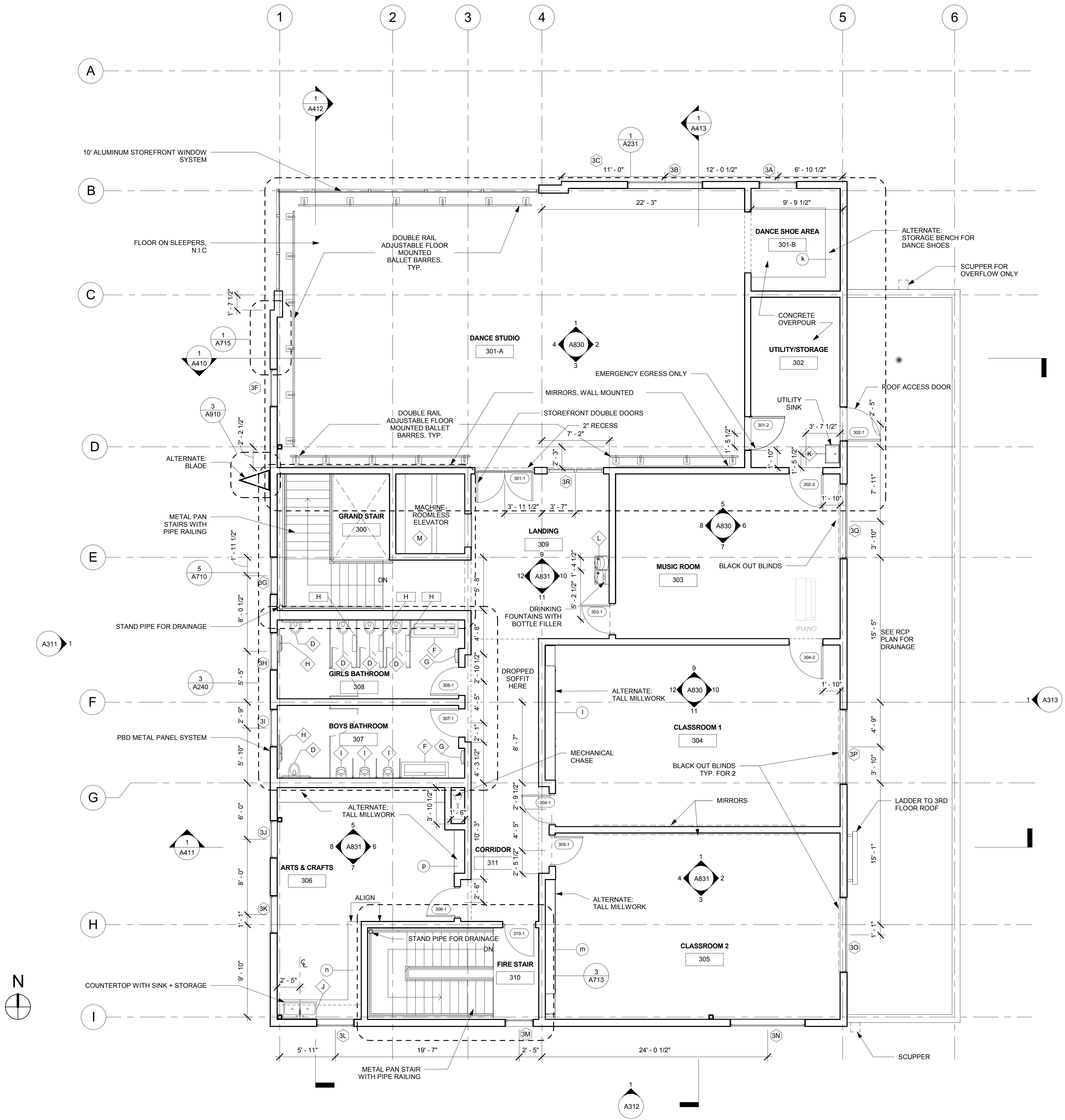
- Internal attachment tbd
- .090 Aluminum escutcheon
- Welded tubular alum. frame
- GE™ White Tetramax LED
- .5" Clear Push-thru plex letters w/ 2nd-surface diffuser
- 1" x 3" Alum Rectube frame



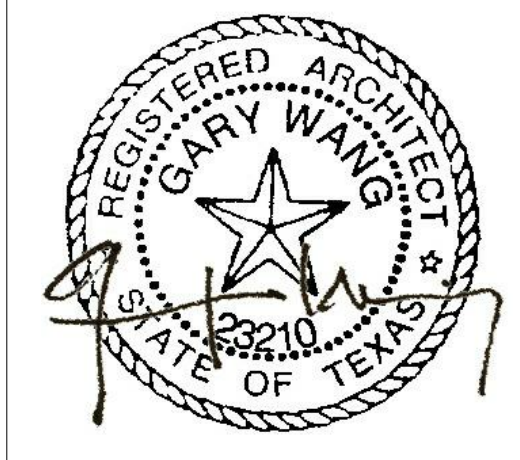
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 - GE™ White Tetramax LED illumination;
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- Finished to match building color;
- Cabinet to mount with approved non-corrosive hardware; Engineering tbd;
 - Electrical requirement: 120v to be supplied at sign location by others;





1 THIRD FLOOR PLAN
3/16" = 1'-0"



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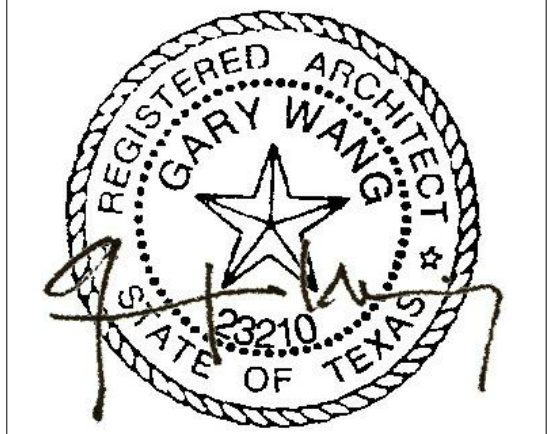
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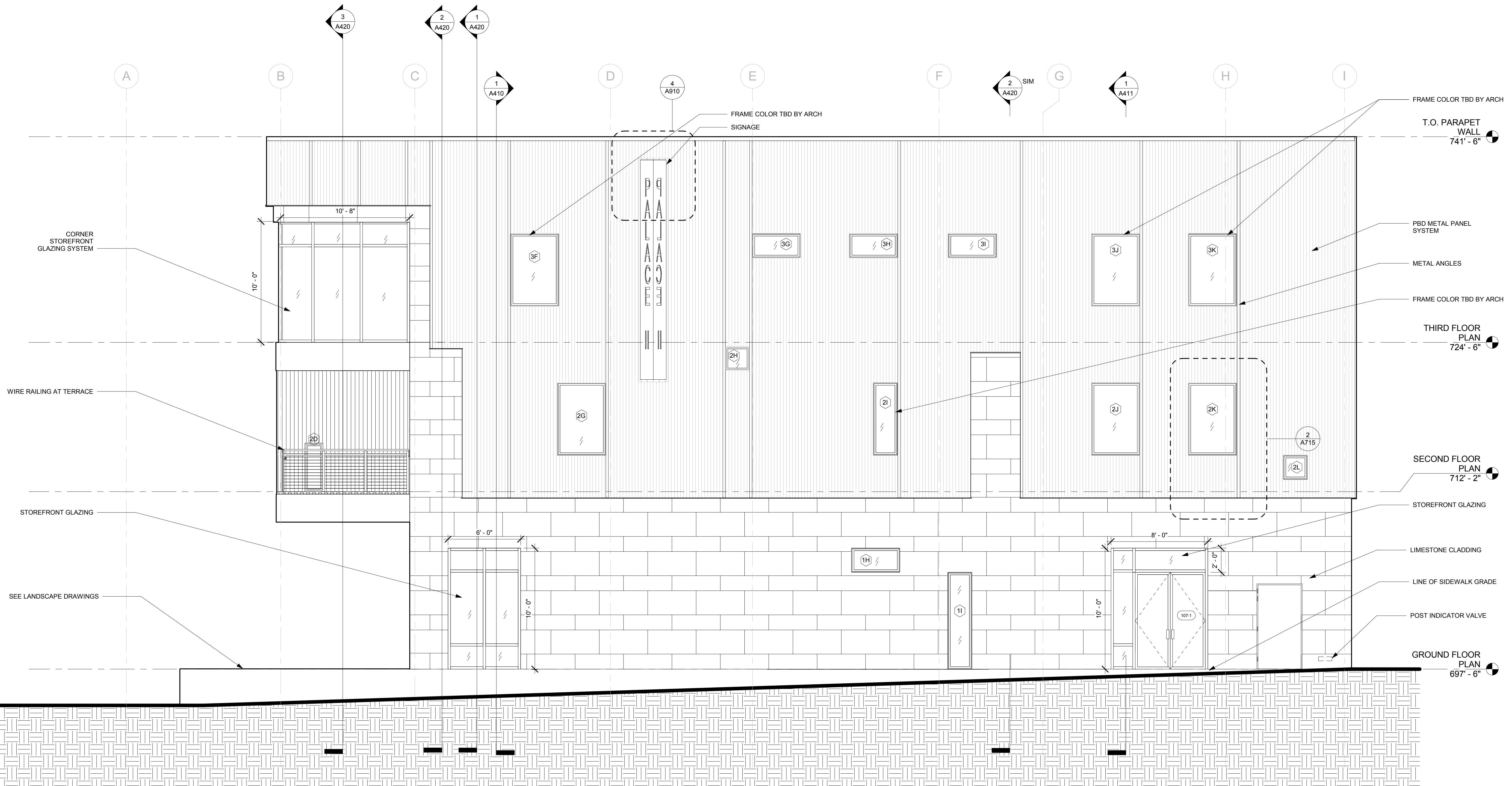
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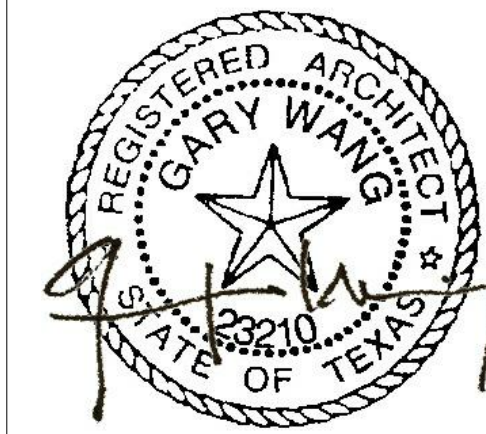
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1 West
1/4" = 1'-0"



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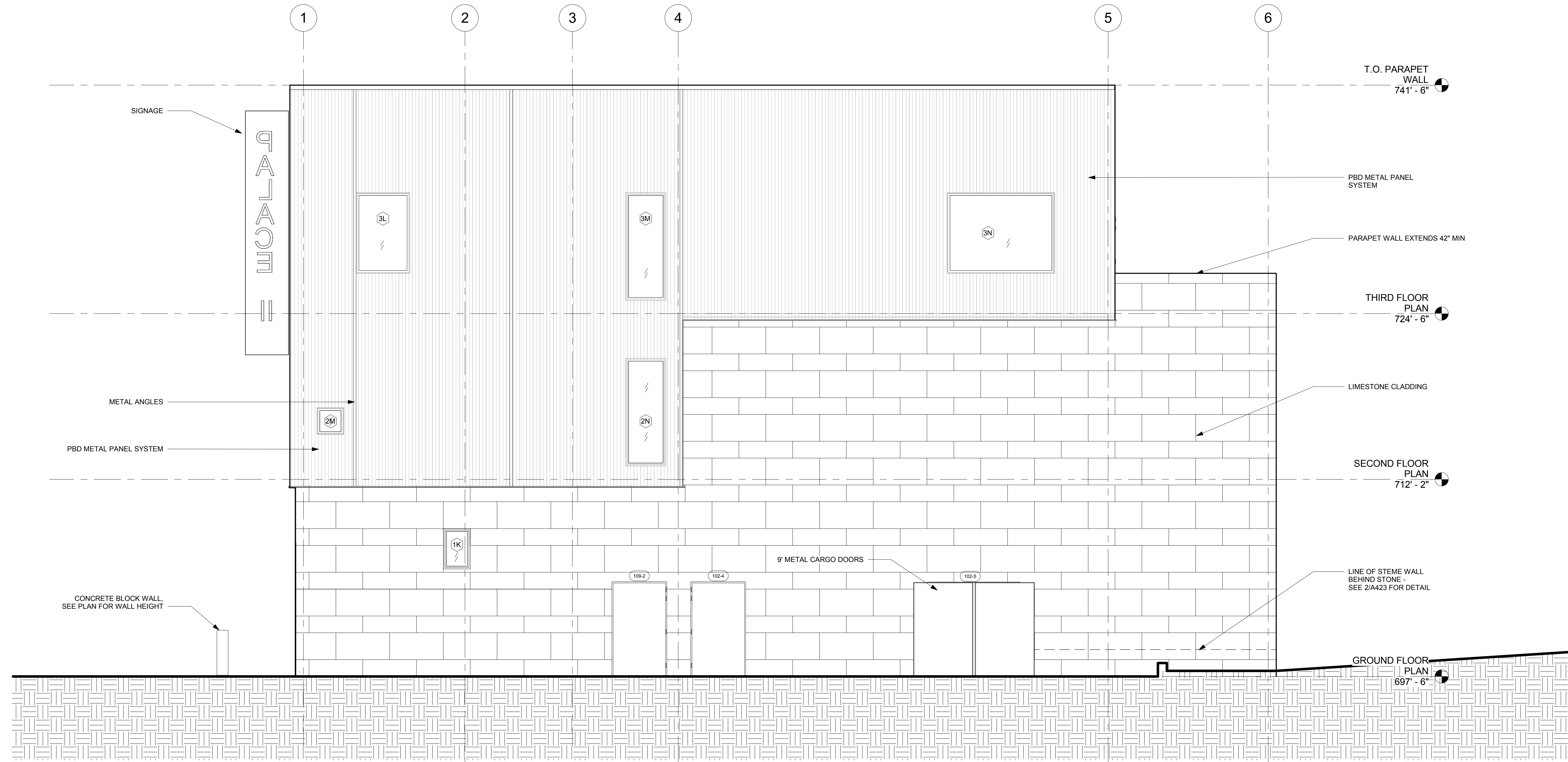
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A312

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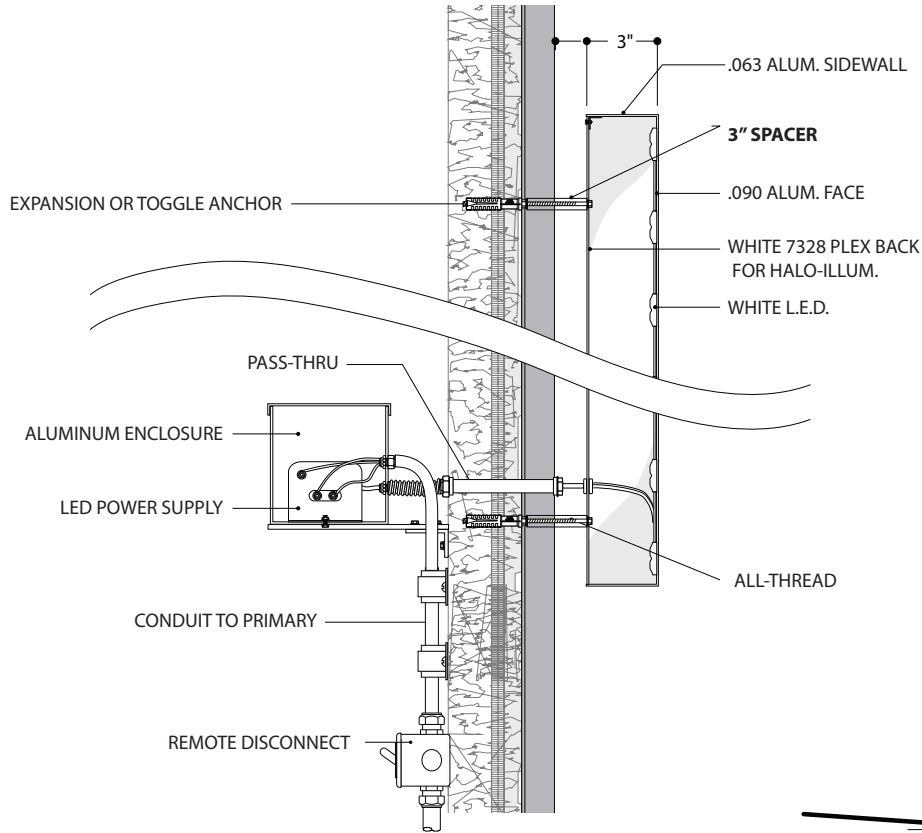


1 South
1/4" = 1'-0"

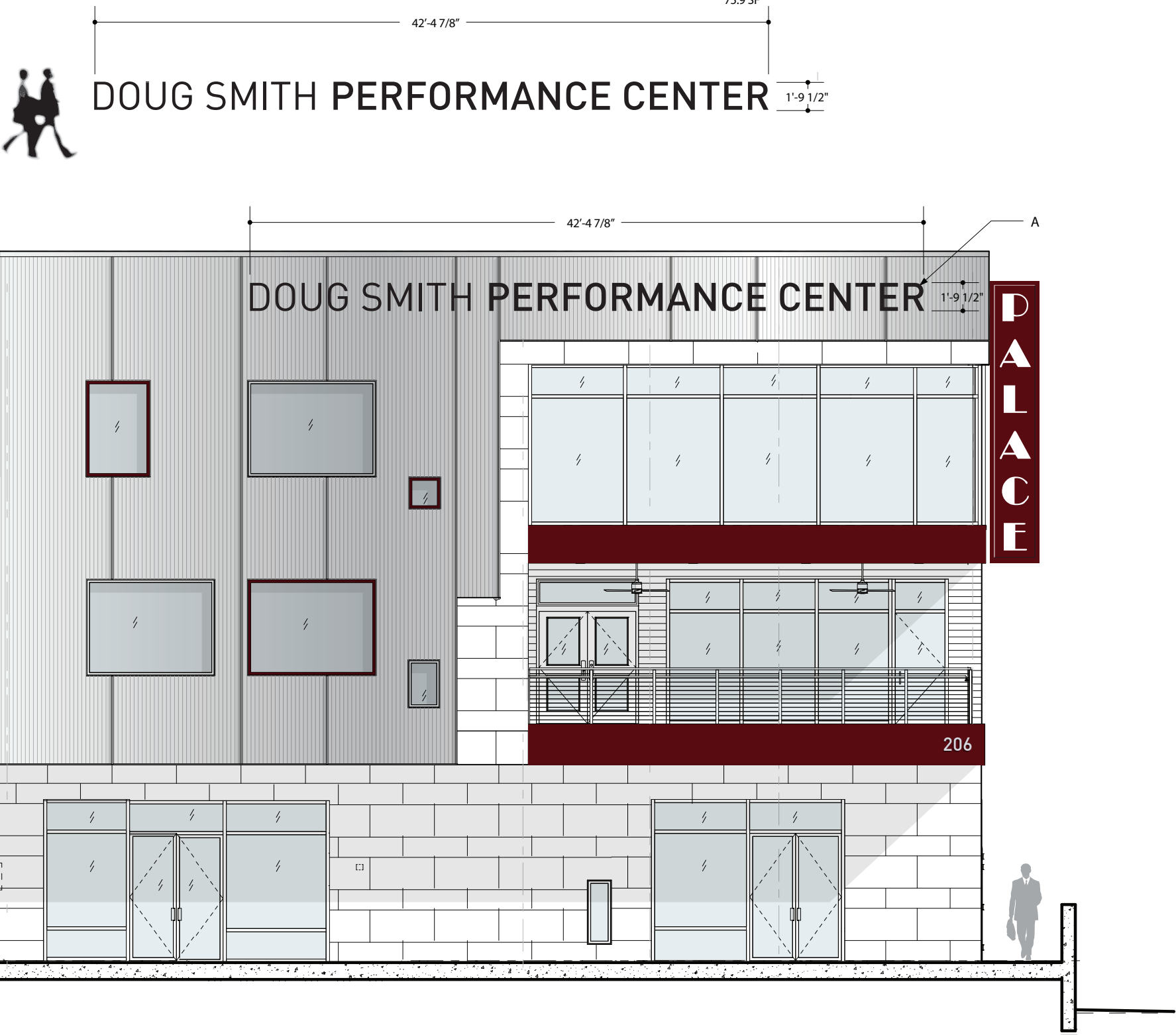
B REVERSE CHANNEL LETTERS
Scale: 1/8" = 1'-0"

Fabricate and install one (1) set of internally illuminated channel letters built to UL specifications;

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- GE™ White L.E.D. components;
- Letter faces and sidewalls finished in Matthews Matte Black polyurethane;
- Letters to pin-mount with 3" spacers to corrugated panel façade;
- Electrical requirement to 120v to be supplied at sign location by others;



B 02 CHANNEL LETTERS
Scale: 1 1/2"= 1'-0"



1 North Elevation
scale: 1/8"=1'-0"