



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 WEST OCEAN BOULEVARD LONG BEACH, CALIFORNIA 90802 (562) 570-6194 FAX (562)570-6068

SEPTEMBER 13, 2010

CHAIR AND CULTURAL HERITAGE COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Approve a Certificate of Appropriateness request to remove existing signage and install two new wall signs on the elevator core and entry to the RMS Queen Mary, a designated landmark listed on the National Register of Historic Places. (District 2)

APPLICANT: Visible Graphics
c/o Dave Mahn
14732 Calvert Street
Van Nuys, CA 91411
(Application No.: HP10-0248)

DISCUSSION

The RMS Queen Mary, a retired ocean liner that has been permanently berthed in Long Beach since her retirement in 1967, operates as a hotel with a number of restaurants and other tourist attractions on board. The applicant is proposing to remove two existing wall signs from the elevator core/tower on the south side of the ship adjacent to the parking lot and replace them with two updated wall signs featuring a distinctive smoke stack logo (Exhibit A – Location Map).

The existing signage consists of two channel letter signs mounted on exposed raceways on the south parking lot face of the elevator tower (107 square feet) and the west side of the tower (394 square feet) visible to traffic entering the site that simply reads "Hotel Queen Mary" (Exhibit B – Existing Condition). The applicant is proposing to replace these existing signs with two new signs at the same location (Exhibit C – Plans).

The proposed sign facing the parking lot on the south side of the elevator tower (Sign #1) will measure approximately 210 square feet. Sign #1 will feature "The Queen Mary" in individual internally illuminated channel letters with a white acrylic face. A logo sign, also with internal illumination, in the shape of the iconic three smoke stacks of the ship will rise above "The Queen Mary" and wording in raised acrylic letters identifying amenities and services (hotel, attractions, events) are to be set below.

Sign #2 on the west side of the elevator tower will measure 366 square feet and consist of six-inch-deep wireway finished to resemble a classic luggage tag. Mounted on the face of this wireway will be raised reverse channel letters in a black finish, which provide a halo-lighting effect, for "The Queen Mary" and "Hotel Attractions Events". Above this wording and mounted at the top of the luggage ticket, with internal illumination, will be a larger version of the logo sign in the shape of the smoke stacks.

The proposed signs exceed the maximum allowable size of 100 square feet for a wall sign not facing a major arterial street. The applicant has filed for a Sign Standards Waiver and staff is recommending that the Site Plan Review Committee approve the request.

Staff has analyzed the project and believes it is in compliance with Section 2.63.070 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings, and those of the City's zoning codes, with an approved Sign Standards Waiver, and recommends approval of the Certificate of Appropriateness, subject to the Conditions of Approval (Exhibit D – Conditions of Approval).

PUBLIC HEARING NOTICE

Given that the scope of work deals exclusively with work on a non-original portion of the ship, public notices were not distributed per Section 2.63 of the City of Long Beach Municipal Code.

ENVIRONMENTAL REVIEW

In accordance with the Guidelines for Implementation of the California Environmental Quality Act, environmental review of the described scope of work is not required.

Respectfully submitted,



AMY J. BODEK
DIRECTOR OF DEVELOPMENT SERVICES

AJB:DB:AZ

Attachments: Exhibit A – Location Map
Exhibit B – Existing Condition
Exhibit C – Plans
Exhibit D – Conditions of Approval

CONDITIONS OF APPROVAL
Address: 1126 Queens Hwy
Historic Landmark: Queen Mary
Application No.: HP10-0248
Date: September 13, 2010

1. This approval is for the installation of two new wall signs on the elevator core/tower on the south side of the ship adjacent to the parking lot as submitted to the Office of Historic Preservation on August 31, 2010, except as amended herein.
2. The project must be completed per the plans approved by the Cultural Heritage Commission, including all conditions listed herein. Any subsequent changes to the project must be approved by the Cultural Heritage Commission or the Cultural Heritage Commission staff before implementing. Upon completion of the project, a Cultural Heritage Commission staff inspection must be requested by the Applicant to ensure that the approved plans have been executed according to approved plans and that all conditions have been implemented before OCCUPANCY hold can be released.
3. There is a ten calendar-day appeal period that will lapse at 4:30 p.m., 10 calendar days after the action by the Cultural Heritage Commission is made. Appeal of the Commission's action will not be accepted after this time. A separate fee will apply to appeal an action made by the Cultural Heritage Commission.
4. This Certificate of Appropriateness shall be in full force and effect from and after the date of the rendering of the decision by the Cultural Heritage Commission. Pursuant to the Cultural Heritage Commission Ordinance Section 2.63.070(I), this approval shall expire within one year if the authorized work has not commenced. Should the applicant be unable to comply with this restriction, an extension may be granted pursuant to Section 2.63.070(I) for an additional 12 months maximum. The applicant must request such an extension prior to expiration of this Certificate of Appropriateness. After that time, the applicant will be required to return to the Cultural Heritage Commission for approval. In addition, this Certificate of Appropriateness shall expire if the authorized work is suspended for a 180-day period after being commenced.
5. All required Building permits shall be obtained by the applicant. Building permits must be obtained prior to the implementation of any construction or rehabilitation work. Separate plan check and permit fees will apply.
6. Exposed raceways, transformers, and the like are prohibited.
7. Approval of a Sign Standards Waiver is required prior to the issuance of a Building permit for this scope of work.