

October 27, 2020

**CHAIR AND CULTURAL HERITAGE COMMISSIONERS**

City of Long Beach  
California

**RECOMMENDATION:**

A Certificate of Appropriateness to install an aluminum marquee to replicate the original historic marquee that would extend over the building entry on the Broadway building street side on property located at 201-209 Pine Avenue in the Downtown Plan Area (PD-30) Zoning District. (District 2)

APPLICANT: John Thomas  
280 Molino Avenue #101  
Long Beach, Ca 90803  
(Application No. COAC2010-02)

**THE REQUEST**

The applicant is requesting approval of a Certificate of Appropriateness to install a new aluminum metal marquee over the entry located on the Broadway street side of the building. This entry leads directly to the 2<sup>nd</sup> floor of the building. The proposed marquee is planned to match the original marquee and uses both historic photo documentation and original architectural drawings to replicate the original design and appearance. No other improvements are proposed to the building at this time.

**BACKGROUND**

The subject property is located on the northwest corner of Broadway and Pine Avenue, between Pacific Avenue to the west and Pine Avenue to the east (Exhibit A – Location Map) within the PD-30 Downtown Plan zoning area (Downtown Plan Zoning District). The site is improved with a two-story 12,000 square foot commercial structure.

The subject property is a locally designated historic landmark building known as the Rowan Bradley Building built circa 1930 (Exhibit B – Historic Landmark Ordinance). The structure was designated as a historic landmark in 1981. The building is an example of the Art Deco style which is typically characterized by rich colors, geometric shapes, and elaborate ornamentation.

With approval from the Cultural Heritage Commission, the building has undergone an extensive renovation over the past five years including installation of new mezzanine windows;



restoration of ground level storefront windows; installation of new entry; installation of new blade sign; and rehabilitation of extant features of original Art Deco elements and replacement of missing features.

The applicants also plan to apply for a grant from the Long Beach Memorial Navy Heritage Association (Navy Trust) to help fund the proposed project. The Navy Trust generally requires Cultural Heritage Commission (CHC) approval, for projects that require CHC action, prior to considering and awarding grant funding.

## **ANALYSIS**

The proposed project requires approval of the Cultural Heritage Commission (CHC) because it will be visible from the street and involves work to the exterior façade of a designated historic landmark, in this case the installation of a missing building feature. To be granted approval, the project must comply with the Secretary of the Interior's Standards and meet the findings for a Certificate of Appropriateness.

As proposed, the project involves the installation of a new marquee which is planned to be installed on the Broadway elevation side of the corner building. The Secretary of Interior's Standards for Rehabilitation provides substantial guidance on restoration of existing historic materials and features, but also provides guidance on replacement of missing building features. Standard No. 6 of the Secretary of Interior's Standards states that "Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence." The application filed for this project includes archival records of the original marquee in the form of historic photo and original plan sheet from 1930 (Exhibit C – Historic Photo and Historic Plan). The photo documentation provides evidence of the missing feature, and the architectural drawings provide more specific information on materials, detail, and dimensions.

Proposed project plans illustrate the proposed marquee elevations (Exhibit D – Project Plans and Photos) which generally resembles the appearance of the original marquee shown in the historic plan and photo. The original black and white photo was taken shortly after or near the end of construction 1930. In the photo, the marquee can be seen extending over the sidewalk, the ornamental metalwork is shown along with the recessed sign niches along the side and front. The proposed marquee would be located over the main building entryway on the Broadway elevation of the building, generally in the same location as the original marquee. This entryway leads to the upper story of the building.

Table 1 provides a comparison of the dimensions of the original and proposed marquee. The proposed marquee is generally smaller but comparable in overall dimensions to the original marquee. Both the proposed and original plans also illustrate the nine equal size windows to be inset within the marquee itself. Support chains will also be reinstalled per the original drawings.

**Table. 1 Marquee Dimension Comparison**

	1930 PLANS	PROJECT PLANS
Width	9 feet 11 inches	9
Depth	8 feet	6 feet 6 inches
Height	21 inches	18 inches
Total Height with Metalwork	No dimension included	24 inches
Vertical Clearance from Sidewalk	13 feet	13 feet

The proposed marquee is 9 feet wide and will be slightly narrower than the 9-foot, 11-inch width of the original. The marquee depth originally extended out 8 feet from the face of the building wall while the proposed depth of the structure is 6 feet 6 inches. The shallower depth is due in part to structural reasons, but also because there is an underground utility vault embedded in the sidewalk that, per the Long Beach Municipal Code, the marquee cannot extend over. The total height of the marquee box with metalwork is proposed at 24 inches. The 1930 plans do not provide an overall height dimension that includes the ornamental metalwork, but the proposed 24-inch overall height shown in the project plans is proportional to the marquee. Finally, the marquee will have a 13-foot vertical clearance measured from the sidewalk to match the original.

The project plans indicate the marquee is proposed be constructed from aluminum. Traditionally canopies and similar covered entry features in historic commercial buildings were constructed from iron or steel. Aluminum is proposed since it is a more lightweight material that will aid in meeting contemporary California Building Code structural requirements. Aluminum has been in use in industrial design and buildings since the turn of the century and was in use during the period that the subject building was constructed. The original marquee material was likely made using iron as the plans indicate they were prepared by Atlas Ornamental Iron Works. Staff is recommending that the final material samples be submitted to the Planning Bureau for review and staff approval prior to installation.

The historic photo submitted is black and white and does not provide evidence of original colors. As proposed, the ornamental metalwork will match the orange and green color schemes found in the original Art Deco features on the building. The paint colors, including the blue color, shown on the project plans for the marquee box frame is illustrative of the multi-color paint scheme planned for the marquee and does not reflect the color that will be used; the marquee structure will be a mint green color that matches the green used in the building's other Art Deco features (as conditioned). Staff is recommending that final color samples and painted aluminum samples be submitted to Planning Bureau staff for review and approval prior to installation.

In conclusion, the proposed reconstruction of the missing marquee feature uses documentation in the form of historic photographs and original plan drawings to reconstruct the proposed marquee is in accordance with Secretary of Interior's Standards for Rehabilitation Standard

No. 6. The use of aluminum metal for the marquee is a material that was in use during the period of construction for this building and substitute for the use of iron. Original colors cannot be documented but can be painted in a color scheme to complement the building.

The proposed project will be consistent and in full compliance with the City's development standards for the PD-30 (Downtown Plan Area) zoning district. The project is also consistent with the Secretary of the Interior's Standards which allows for restoration of missing features when based on photo documentation or verifiable records.

### **RECOMMENDATION**

Staff has analyzed the proposed project and has determined that the project meets the requirements set forth in Title 21 of the City's Zoning Code, Section 2.63.080 (Cultural Heritage Commission) of the Long Beach Municipal Code, the Secretary of the Interior's Standards for Rehabilitation, and Guidelines for Rehabilitation. Staff recommends approval of the Certificate of Appropriateness, subject to the conditions of approval (Exhibit E – Conditions of Approval). All the required findings can be made in the affirmative for the proposed improvements (Exhibit F – Findings).

### **ENVIRONMENTAL REVIEW**

This project has been reviewed for compliance with the California Environmental Quality Act (CEQA). Based on that assessment, the City has determined the project to be Categorically Exempt from the provisions of CEQA pursuant to the provisions of Article 19 Section 15331 (historical resource restoration/rehabilitation) of the CEQA Guidelines. No further environmental review is required.

### **PUBLIC HEARING NOTICE**

Public notices were distributed on October 13, 2020. As of this date, no response to this project were received.

CHAIR AND CULTURAL HERITAGE COMMISSIONERS

OCTOBER 27, 2020

Page 5 of 5

Respectfully submitted,

A handwritten signature in blue ink, appearing to read 'Alejandro Plascencia'.

ALEJANDRO PLASCENCIA  
PRESERVATION PLANNER

A handwritten signature in blue ink, appearing to read 'Patricia A. Diefenderfer'.

PATRICIA A. DIEFENDERFER, AICP  
ADVANCE PLANNING OFFICER

A handwritten signature in blue ink, appearing to read 'Christopher Koontz'.

for

CHRISTOPHER KOONTZ, AICP  
DEPUTY DIRECTOR OF DEVELOPMENT SERVICES

CK:PD:AP:

Attachments:   Exhibit A – Location Map  
                      Exhibit B – Historic Landmark Ordinance  
                      Exhibit C – Historic Photo and Historic Plan  
                      Exhibit D – Project Plans and Photos  
                      Exhibit E – Conditions of Approval  
                      Exhibit F – Findings