

**CERTIFICATE OF APPROPRIATENESS  
COAC2010-02  
FINDINGS AND ANALYSIS  
201 PINE AVENUE**

**ANALYSIS:**

In compliance with Section 2.63.080 of the City of Long Beach Municipal Code (Cultural Heritage Commission) and the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards):

The subject site, 201 Pine Avenue, is located within the Downtown (PD-30) zoning district. The building is a local designated historic landmark known as the Rowan Bradley Building, which was designated in 1981 (C-5787). The property is currently improved with a two-story commercial building. The exterior of the building on the second floor retains most of its original Art Deco features. The ground floor had been altered but was recently restored; restoration of the exterior of the ground floor included the reinstallation of several windows, decorative features, and stone cladding as well as installation of new storefronts.

The proposed project involves the installation of a marquee above the main building entry on the Broadway elevation of the corner building. The proposed marquee would replace an original, missing building feature at generally the same location as it was in the original building design. The design is based on original building documentation that includes historic plans and a black and white photo taken shortly after the building's completion in 1930. The building is located on the northwest corner of Pine Avenue and Broadway. The documentation provided shows the original location of the marquee on Broadway.

In compliance with Section 2.63.080 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 (the Standards), staff has analyzed the proposed project and the project meets these requirements and those of the City's zoning codes.

**FINDINGS: (from Section 2.63.080(D) of the Long Beach Municipal Code)**

- 1. (It) will not adversely affect any significant historical, cultural, architectural or aesthetic feature of the Landmark or subject property within the Landmark District and that issuance of the Certificate of Appropriateness is consistent with the spirit and intent of this chapter.**

The proposed project is the installation of a marquee, and as conditioned, will not adversely affect any significant historical, cultural, architectural, or aesthetic features of the subject property. The proposed project will reconstruct a missing building feature in the same location where it was originally located and will not modify any significant historic building features.

The proposed marquee design is based on historic documentation from 1930 in the form of a historic photograph and construction drawings. All work will be

conducted pursuant to the guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation.

The size, placement, and height of the proposed marquee will not adversely impact any remaining historic character and features of the existing structure or properties in the district, or the subject property's status as a designated historic landmark building.

**2. (It) will remedy any condition determined to be immediately dangerous or unsafe by the Fire Marshal and/or Building Official.**

There are no active code enforcement cases or dangerous conditions at this site. Thus, this finding is not applicable.

**3. (It) will comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines for Preservation, Rehabilitating, Restoring, and Reconstructing Historic Buildings.**

The proposed marquee design is based on historic documentation from 1930 in the form of a historic photograph and construction drawings. All work will be conducted pursuant to the guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation.

- Use – The existing building use is commercial. The building is a two-story commercial building in the City's downtown core. The use of the existing structure as a commercial building will remain unchanged with the proposed scope of work.
- Character – The remaining character-defining features of the original structure will remain unchanged. The proposed project is the installation of a missing historic building feature in its original location. The marquee will be compatible in size, scale, and exterior building materials.
- Changes to Historic Features – The reconstruction of a new marquee based on original documentation and installation in its original location will not alter any historic features.
- Historic Significance – The proposed project will not change the historic significance of the property or affect building's integrity and in fact reinforces its historic nature by replacing an original, missing historic building feature
- Distinctive Features – The proposed marquee will not change the distinctive features of the existing designated historic landmark building. The existing features of the building will remain intact.
- Deteriorated Historic Features – There are no deteriorated historic features addressed as part of this proposal. The project replicates an original missing

feature that was likely removed due to deterioration. Reinstallation of missing features based on original building documentation meets the Standards.

- Damage to Historic Materials – The marquee will not cause damage to the historic features of the existing structure.
- Archeological Resources – No major excavations or grading is proposed.
- Historic Materials that Characterize the Property – The proposed marquee will be reinstalled in its original location and will not destroy historic materials that characterize the property.
- Form and Integrity – The proposed addition of a marquee to the building will not cause damage to the essential form or integrity of the landmark building.

The project meets Standard No. 6 of the Secretary of the Interior's Standards for Rehabilitation. The proposed marquee design is based on original building documentation that includes historic building plans and a black and white photo taken shortly after the building's completion in 1930. The documentation provided shows the original marquee location was on the Broadway building elevation where the applicant proposes its placement. The proposed marquee will be generally smaller in overall size and dimension in comparison to the original. Most notably, the marquee is proposed to extend 6 feet 6 inches from the wall face instead of 8 feet as shown in the original drawings. This is primarily due to an existing utility vault embedded in the sidewalk. For safety reasons, the marquee cannot extend over the vault. The marquee will also be made from aluminum instead of steel or iron which is an appropriate material to use in reconstruction of the missing building feature, given that aluminum was in use at the time this building was constructed. For these reasons, while the marquee size and material vary from the original, the proposed project would still be consistent with the relevant Secretary of Interior Standards. Both the difference in size and material will generally not be perceptible and the dimensions of the marquee itself and its relationship to the building façade are in keeping with the original and visually proportional.

**4. (It) will comply with the Design Guidelines for Landmark Districts, for a property located within a Landmark District.**

The subject property is a designated historic landmark building known as the Rowan Bradley Building. It is not located in a historic Landmark District.