

Agenda Report

TO: CITY COUNCIL

DATE: July 16, 2007

FROM: CITY MANAGER

SUBJECT: COMMENT TO STATE HISTORIC PRESERVATION OFFICER ON THE NOMINATION OF THE ROYAL LAUNDRY BUILDING (443 S. RAYMOND AVENUE) TO THE NATIONAL REGISTER OF HISTORIC PLACES

Recommendation

It is recommended that the City Council authorize the transmittal of the attached report—with noted recommendations—from the Historic Preservation Commission to the State Historic Preservation Officer (SHPO) in support of the nomination of the Royal Laundry Building to the National Register of Historic Places.

Recommendation from the Historic Preservation Commission

The Historic Preservation Commission reviewed a final draft of the National Register nomination for the Royal Laundry Building, 443 South Raymond Avenue, Pasadena at its meeting on June 18, 2007 and recommended that the City Council forward a recommendation approving the nomination, to the State Historic Preservation Officer, with the following recommendations:

The period of significance in Section 8 of the National Register nomination form should be extended to 1955, to include the overhead/drive-through sign, which is also locally designated as a historic sign.

Section 7 should include information on the overhead/drive-through sign, and additional description of the interior detailing of the "Call Office" of the drive-in building. Also, the original but now missing metal letters on the projecting canopy should be described in Section 7.

An article on the building from the publication "Laundry Age," October 1939, which is on file with the Planning and Development Department, be included in Section 9 of the registration form.

Background

The City recently received notification from the SHPO about a pending nomination of the Royal Laundry Building to the National Register of Historic Places. In accordance with the requirements of the National Park Service, the SHPO routinely notifies local officials and property owners about nominations to the National Register. The purpose of the notification is to allow time for public comment before the State Historical Resources Commission holds a public hearing on the nomination and the SHPO forwards a recommendation to the National Park Service.

The Office of Historic Preservation also notifies historic preservation commissions in local jurisdictions—such as Pasadena—which participate in the Certified Local Government program. A letter from the SHPO (dated May 30, 2007) asks the Historic Preservation Commission to seek public comment on the nomination, to complete a one-page report, and to forward the report to the City's Chief Elected Official (and City Council) for transmittal to the SHPO.

The State Historical Resources Commission is scheduled to review this nomination, and the amendment to the Old Pasadena Historic District, in Oakland on August 3, 2007.

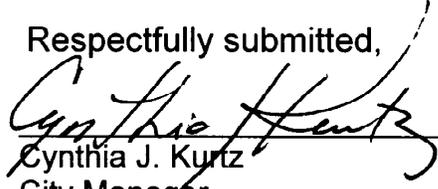
The Historic Preservation Commission reviewed the nomination and recommended inclusion of the overhead/drive-through sign, which was added to the building in 1955, and constructed by the Wyper Sign and Neon Company. It consists of a two-sided metal-can sign spanning the driveway; it also had a rear-lit plastic-faced marquee for moveable plastic letters (now removed), topped by an arrow spelling out "DRIVE-IN & SAVE" in metal channel letters with exposed neon. The overhead sign was constructed a number of years after the original building was completed in 1939. However, it appears to have been designed and constructed to be compatible with the Streamline Moderne design of the drive-in building. It extended the message of speed and economy out towards the street by means of simple but effective two-sided sign board, and enhanced the drive-through experience. It has gained significance in its own right as an identifiable contributing feature of the building.

Anyone may nominate a cultural resource to the National Register; generally nomination forms are completed by property owners, local governments, historical agencies, or SHPOs. In 2002 the City Council amended the City's historic preservation ordinance to extend the regulatory reviews over properties in designated landmark districts to all districts listed in the National Register.

Fiscal Impact

The nomination of the former Royal Laundry building to the National Register has no fiscal impact to the City.

Respectfully submitted,


Cynthia J. Kurtz
City Manager

Prepared by:


Jeff Cronin
Principal Planner

Approved by:


Richard J. Bruckner
Director Planning & Development

ATTACHMENT A

SHPO LETTER FROM MAY 30, 2007

ATTACHMENT B

REVIEW AND COMMENT REPORT BY HISTORIC PRESERVATION COMMISSION
ON AN APPLICATION FOR LISTING ON THE NATIONAL REGISTER OF HISTORIC
PLACES, June 18, 2007

ATTACHMENT C

NATIONAL REGISTER REGISTRATION FORM FOR ROYAL LAUNDRY BUILDING,
443 SOUTH RAYMOND AVENUE

ATTACHMENT D

ARTICLE FROM PUBLICATION "LAUNDRY AGE", OCTOBER 1939

ATTACHMENT E

BUILDING PERMIT FOR SIGN AT 443 SOUTH RAYMOND AVENUE, 1954