

Agenda Report

TO: CITY COUNCIL

DATE: OCTOBER 16, 2006

FROM: CITY MANAGER

SUBJECT: DESIGNATION OF 1855 E. COLORADO BOULEVARD (FORMER DRAPER'S BUILDING) AS A LANDMARK

RECOMMENDATION

It is recommended that the City Council:

1. Acknowledge that the designation of a historic resource is categorically exempt from the California Environmental Quality Act under Class 8, Actions by Regulatory Agencies for Protection of the Environment (CEQA Guidelines, Article 19, §15308);
2. As recommended by the Historic Preservation Commission, find that the commercial building at 1855 E. Colorado Boulevard is significant under Criterion c for designation as a landmark (P.M.C. §17.62.040 B) because it is an intact example of the distinctive characteristics of Art-Moderne Style applied to a small-scale commercial building.
3. Approve the designation of the property at 1855 E. Colorado Boulevard as a landmark.
4. Adopt the attached resolution approving a Declaration of Landmark Designation for 1855 E. Colorado Boulevard, Pasadena, California;
5. Authorize the Mayor to execute the attached Declaration of Landmark Designation for 1855 E. Colorado Boulevard, Pasadena, California; and
6. Direct the City Clerk to record the declaration with the Los Angeles County Recorder.

RECOMMENDATION FROM THE HISTORIC PRESERVATION COMMISSION

On September 5, 2006, at a noticed public hearing, the Historic Preservation Commission voted unanimously to recommend approval of the designation of 1855 E. Colorado Boulevard as a landmark.

BACKGROUND

On June 8, 2006, property owners Ranjivendra Nath and Leena Sahay submitted the application for designation of 1855 East Colorado Boulevard as a landmark.

The staff and the Historic Preservation Commission have concurred that the property should be designated as a landmark due to the property's integrity and its importance as an intact representation of Art-Moderne Style from the Route 66 era applied to a small-scale commercial building.

DESCRIPTION

The former Draper's building at 1855 E. Colorado Boulevard was originally built in 1914 as a residential bungalow. The building was converted to commercial use in 1929 and was extensively remodeled in 1948 in the Art-Moderne Style which remains today. The building is sited on a lot at the northwest corner of East Colorado Boulevard and North Parkwood Avenue. The property consists of the one-and-two-story former Draper's building, a separate rear building which was constructed in 1963 and is noncontributing to the property, and three freestanding sign pylons. Surrounding the property are mainly commercial uses along East Colorado Boulevard and residential uses to the north along North Parkwood Avenue.

The building has Art-Moderne Style features including a parapet roof, a concave fluted area on the second story, large groupings of steel windows (including corner groupings) with textured translucent glass, stainless steel storefront windows and doors, canted window canopies, metal grillework and a large rectangular sign pylon attached to the building. The freestanding sign at the corner of East Colorado Boulevard and North Parkwood Avenue also exhibits characteristics of the period including a canted support structure and a cut-out "U"-shaped finial at the top. Restoration of original colors and new neon signage will enhance the integrity of the building and the surrounding area.

ANALYSIS

The property at 1855 E. Colorado Boulevard is eligible for designation under Criterion c, (§17.62.040 PMC):

(The property) embodies the distinctive characteristics of a historic resource property type, period, architectural style or method of construction, or is an exceptional representation of the work of an architect, designer, engineer, or builder whose work is significant to the city, or that possesses high artistic values that are significant to the city.

Under this criterion, 1855 E. Colorado Boulevard is significant as an intact example of Art-Moderne Style applied to a small scale commercial building. The building exhibits architectural integrity (its ability to demonstrate why it is significant) through its location, design, setting, materials, workmanship, feeling and association. It is in its original location, is a reflection of post-WWII development and architectural trends on East Colorado Boulevard, has

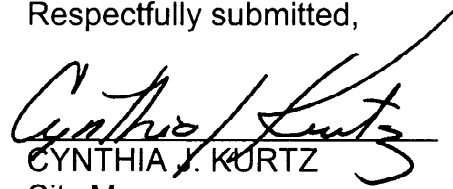
undergone few alterations since it was remodeled in 1948, and is currently undergoing restoration.

In a historic resources survey completed in 2001 of East Colorado Boulevard, the building was determined to be one of three eligible landmarks in the Art-Moderne Style within the boundaries of the study area. The building is located in the Route 66 Sub-Area of the East Colorado Boulevard Specific Plan and the re-routing of Route 66 along East Colorado Boulevard in 1940 likely influenced the design of the remodel that was completed in 1948.

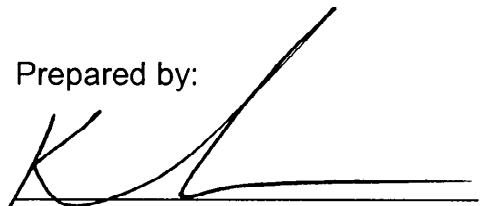
FISCAL IMPACT

Designation of this property does not affect revenues to the City. In some instances, though, owners of designated properties may apply to the City for Historic Property Contract, which allows an alternative and often lower property tax assessment. The City Council reviewed the projected loss of property tax revenue from this program in 2002 when it adopted a local Historic Property Contract (Mills Act) ordinance.

Respectfully submitted,


CYNTHIA J. KURTZ
City Manager

Prepared by:


Kevin Johnson, Associate Planner

Approved by:


Richard Bruckner, Director of Planning & Development

- ATTACHMENT A: Application & Taxpayer Protection Form
- ATTACHMENT B: Photographs
- ATTACHMENT C: Effects of Landmark Designation

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
ADOPTING A DECLARATION OF LANDMARK DESIGNATION FOR 1855 E.
COLORADO BOULEVARD, PASADENA, CALIFORNIA**

WHEREAS, the Historic Preservation Commission has found that 1855 E. Colorado Boulevard meets criterion C, as set forth in Section 17.62.040(B) of the Pasadena Municipal Code; and

WHEREAS, the commercial building at 1855 E. Colorado Boulevard is significant because the property is architecturally intact and embodies the distinctive characteristics of Art-Moderne Style applied to a small-scale commercial building;

WHEREAS, the application for Landmark designation is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15331;

WHEREAS, the owners of the property, Ranjivendra Nath & Leena Sahay, nominated the property for Landmark designation; and

WHEREAS, the City Council may approve a recommendation from the Historic Preservation Commission to designate a Landmark and evidence such approval by adopting a declaration executed by the Mayor pursuant to Subsection 17.62.050 (C) of the Pasadena Municipal Code;

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Pasadena that the attached declaration of Landmark designation for 1855 E. Colorado Boulevard is hereby adopted.

Adopted at the _____ meeting of the City Council on the _____
day of _____, 2006 by the following vote:

AYES:

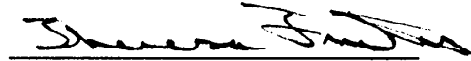
NOES:

ABSENT:

ABSTAIN:

Jane Rodriguez, City Clerk

Approved as to form:



Theresa E. Fuentes
Deputy City Attorney

DECLARATION OF LANDMARK DESIGNATION FOR:

1855 E. Colorado Boulevard
PASADENA, CALIFORNIA

Pursuant to the provisions of Section 17.62.070 of the Pasadena Municipal Code, the City Council of the City of Pasadena by this declaration hereby designates as a Landmark certain real property described as:

(See attached Exhibits "A" & "B")

Under Pasadena Municipal Code Section 17.62.090, all work affecting designated Landmarks, except ordinary maintenance and repair, such as but not limited to new construction and additions, exterior alterations, relocation, and demolition, is subject to review by the City of Pasadena Historic Preservation Commission.

DATED: _____

ATTEST:

CITY OF PASADENA
A municipal corporation

Jane Rodriguez, City Clerk

By: _____
Bill Bogaard, Mayor

EXHIBIT "A"
1855 E. COLORADO BLVD.

Lot 6 and that portion of Lot 5 of Fair View Place, in the City of Pasadena, County of Los Angeles, State of California, as per map recorded in Book 8, Page 77 of maps, in the Office of the County Recorder of said County, together with a portion of Parkwood Boulevard vacated by resolution of the Pasadena City Council and recorded August 27, 1985 as Resolution No. 5395 in said Office of the County Recorder described as follows:

Beginning at the Southwest corner of said Lot 6, said point being on the North line of Colorado Boulevard (100.00 feet wide) as shown on said map of Fair View Place;

Thence along said North line, East, 53.50 feet to the beginning of a curve concave Northwesterly and having a radius of 15.00 feet, said curve being also tangent to a line parallel with and 8.50 feet East of the East line of said Lot 6;

Thence Northeasterly along said curve, 23.56 feet through a central angle of 89°59'00" to said parallel line;

Thence along said parallel line being also the West line of said Parkwood Boulevard (29 foot half-width), North 00°01'00" East, 165.00 feet to the Easterly prolongation of the North line of said Lots 5 and 6;

Thence along said prolongation and North line, West, 118.50 feet to the Northwest corner of said Lot 5;

Thence along the West line of said Lot 5, South 00°01'00" West 50.00 feet to a point distant North 130 feet from the Southwest corner of said Lot 5;

Thence parallel with the South line of said Lot 5, East, 25 feet;

Thence parallel with said West line, South 00°01'00" West, 20 feet;


Thence parallel with said South line, East 25 feet to the East line of said Lot 5, said point being distant South 70 feet from the Northeast corner of said Lot 5;

Thence along said East line, South 00°01'00" West, 110.00 feet to the **Point of Beginning**.

All as shown on Exhibit "B" attached herewith and made a part hereof.

The above described parcel contains 15,281 sq. ft. (0.351 acres), more or less.

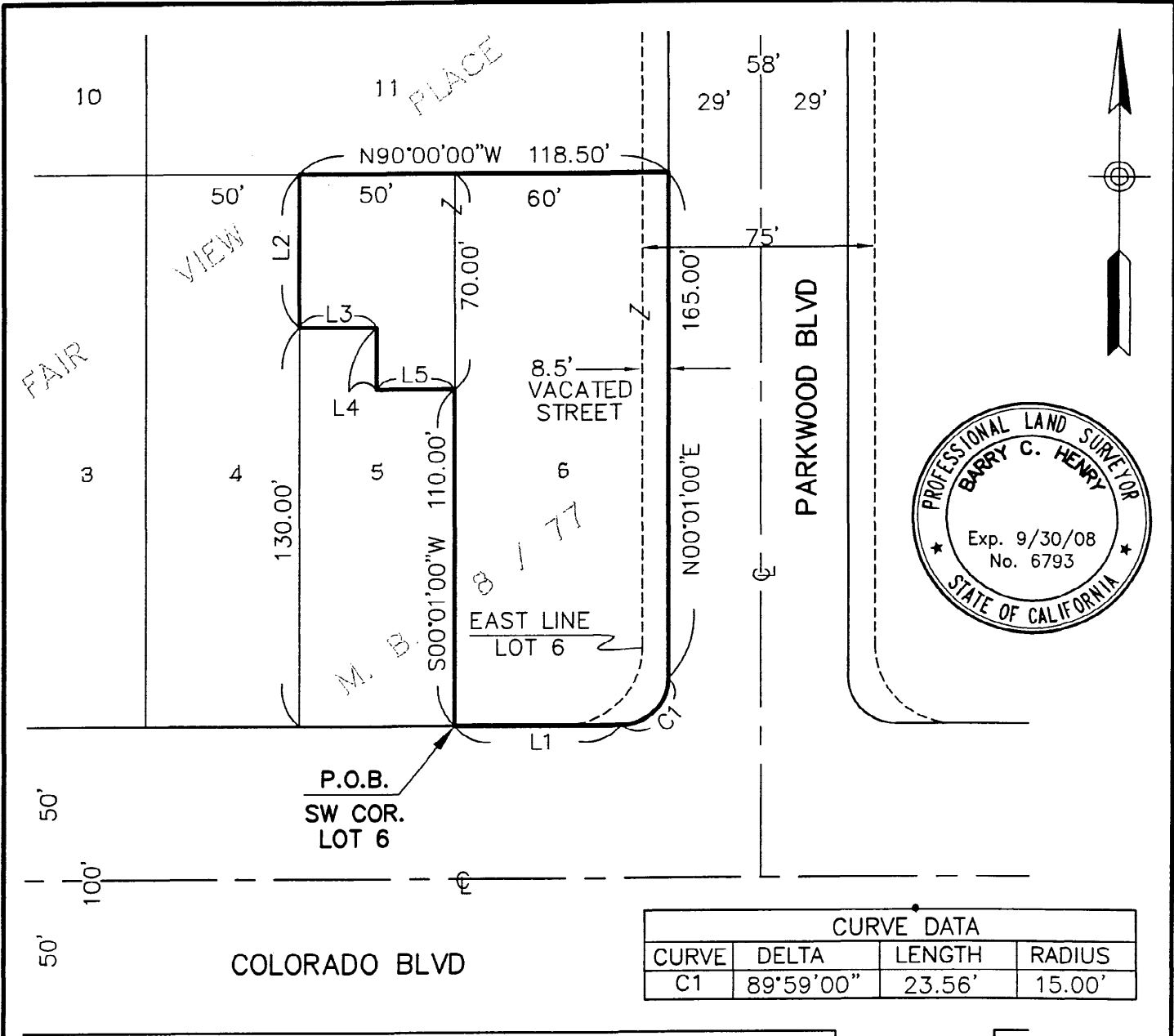
This real property description has been prepared by me,
or under my direction, in conformance with the Professional
Land Surveyors Act.



Barry C. Henry, P.L.S. 6793
Expires: 09/30/08

Date: 9/13/06





CURVE DATA			
CURVE	DELTA	LENGTH	RADIUS
C1	89°59'00"	23.56'	15.00'

LINE DATA		
LINE	BEARING	DISTANCE
L1	N90°00'00"E	53.50'
L2	S00°01'00"W	50.00'
L3	N90°00'00"E	25.00'
L4	S00°01'00"E	20.00'
L5	N90°00'00"E	25.00'

LEGEND

- LIMITS OF PROPERTY
 - PARKWOOD BLVD VACATED RESOLUTION No. 5395 REC'D 8/27/1985 O.R.
 - P.O.B. POINT OF BEGINNING
- AREA = 15,281 S.F.

DAVID EVANS AND ASSOCIATES INC.
 800 North Haven Avenue, Suite 300
 Ontario California 91764
 TEL:(909)481-5750 FAX:(909)481-5757

EXHIBIT
"B"

1855 E. COLORADO BLVD
 APN: 5746-017-091
 CITY OF PASADENA
 COUNTY OF LOS ANGELES
 STATE OF CALIFORNIA

SHEET NO:	1 OF 1
JOB NO:	PDAX0067
DRAWN BY:	RXSI
DATE:	09/12/06
SCALE:	1"=50'

ATTACHMENT A:
Application & Taxpayer Protection Form



Application to Designate a Historic Resource as a
HISTORIC MONUMENT OR LANDMARK

§17.52.050 of the Pasadena Municipal Code sets forth a procedure for designating any historic resource in the City as a historic monument or landmark. 1) The process begins with a preliminary evaluation by staff to determine if the nominated property meets the applicable criteria and is eligible for designation. 2) If staff determines that the nominated property is eligible for designation, the nomination is scheduled for a public hearing before the Historic Preservation Commission. 3) The Historic Preservation Commission determines if the historic resource meets the criteria for designation as a historic monument or landmark. If the Commission finds that the nominated resource qualifies for designation, it forwards a recommendation on the designation to the City Council. 4) At a noticed public hearing, the Council then determines whether to approve or deny the request for designation.

PART I. PROPERTY PROPOSED FOR DESIGNATION

1. Name of Property:	Draper's (historic name)
2. Property Address:	1855 East Colorado Blvd.
3. Date of Original Construction	1914--residence; 1948--commercial building
4. Architect / Builder:	1914--unknown; 1948--Walter C. Pain
5. Present Owner: (Name)	RANJIVENDRA NATH E' LEENA SAKAY
(Address)	428 W. HUNTINGTON DR #6 ARCADIA
(State/ZIP)	CA 91007
(Phone/FAX)	626 574 2141
(E-mail)	ranjunath@yahoo.com

PART II. APPLICANT

Applicant: (if not property owner)	
(Address)	
(State/ZIP)	
(Phone/FAX)	
(E-mail)	

Date 5/15/06 Signature [Signature]

PLN2006 - 00297

Date received: 6/8/06
Planner: JON TANUARY



Application to Designate a Historic Resource as a
HISTORIC MONUMENT OR LANDMARK

PART III: TYPE OF DESIGNATION

PROPERTY TO BE DESIGNATED AS A:

HISTORIC MONUMENT <input type="checkbox"/>	LANDMARK <input checked="" type="checkbox"/>
<i>A historic monument means any historic resource that is significant at a regional, state or national level, and is an exemplary representation of a particular type of historic resource.</i>	<i>A landmark means any historic resource that is significant at a local level, and is an exemplary representation of a particular type of historic resource.</i>

PART IV: BRIEF DESCRIPTION OF PROPERTY

Briefly describe the property proposed for designation, indicating whether the entire site or a portion of the site is the subject of the nomination (e.g., how many buildings on the site). A map may be used for the description. Please also submit recent photographs. Use continuation sheet if necessary.

Refer to continuation sheet, site plan and recent photographs.

Located on Lot 6 of the Fairview Place Tract, this commercial building, once known as Draper's, was remodeled into its current appearance in 1948 from what was originally a 1914 single-family residence. A less significant concrete structure was added to the rear of the building in 1963.

Designed in a Moderne style, the building's Colorado Blvd. facade is asymmetrical, although a central doorway bordered by two glass bay show windows lead into the interior of the shop. (These elements echo, or perhaps remain from, the original bungalow.) A horizontally ribbed aluminum awning covers the door and windows. A concave semi-circular crenulated area fills the center of the upper facade, pierced in the center by a set of three narrow vertical windows. This is flanked by a simple flat area to the west and a tall crenulated sign tower to the east. (see continuation sheet)

PART V: SUPPLEMENTAL INFORMATION ON SIGNIFICANCE OF PROPERTY. With this application, please attach information that will assist staff with the preparation of a designation report. Books, photographs, articles, and other archival information will all be useful to document the significance of the historic resource.

Refer to bibliography, historical photographs, chronology, and other supporting information.

Please see the attached Sanborn Map page and the historical report by Tim Gregory, The Building Biographer.



Application to Designate a Historic Resource as a
HISTORIC MONUMENT OR LANDMARK

CRITERIA FOR DESIGNATION

CRITERIA FOR DESIGNATING A HISTORIC MONUMENT

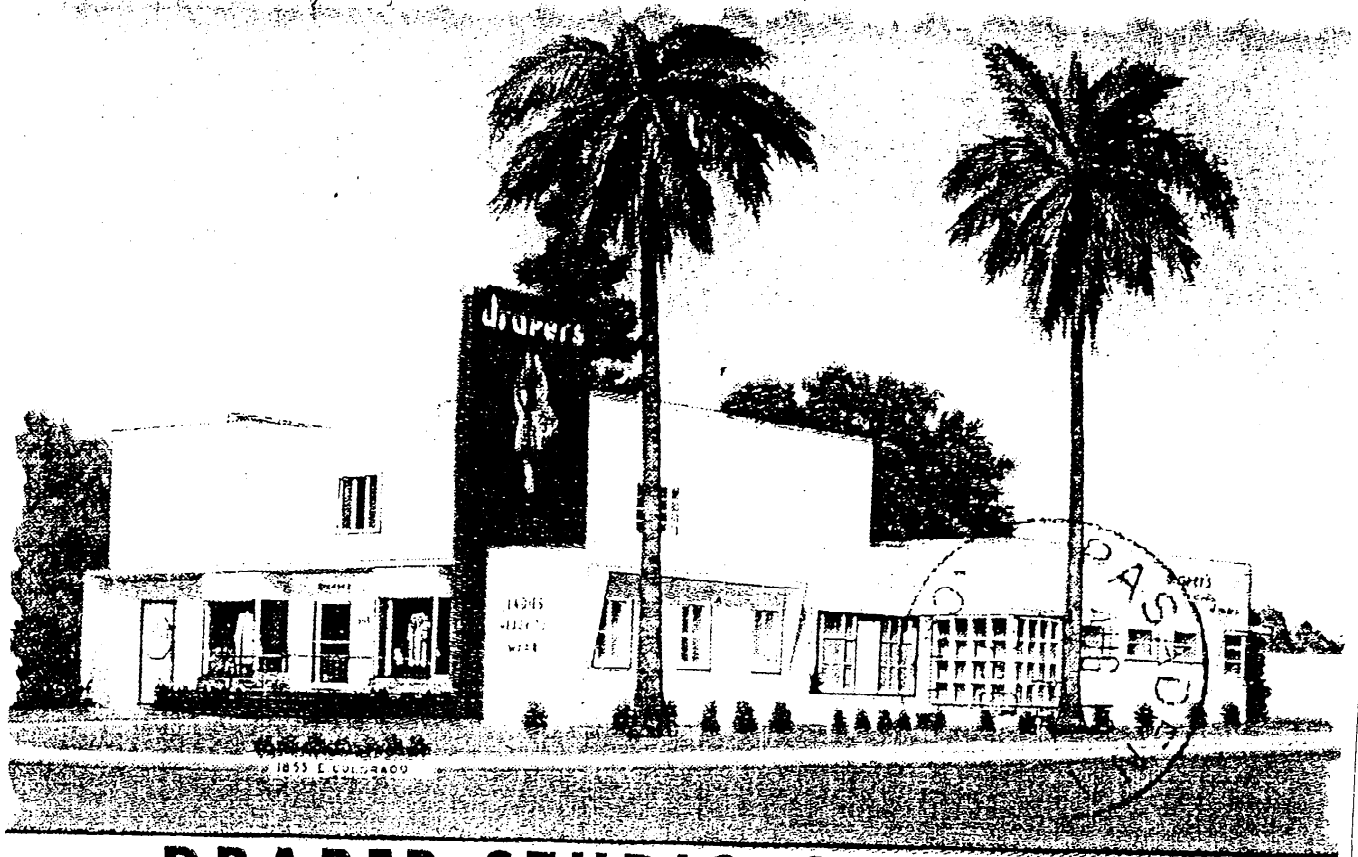
<input type="checkbox"/>	1. It is associated with events that have made a significant contribution to the broad patterns of the history of the region, state or nation.
<input type="checkbox"/>	2. It is associated with the lives of persons who are significant in the history of the region, state or nation.
<input type="checkbox"/>	3. It is exceptional in the embodiment of the distinctive characteristics of a historic resource property type, period, architectural style or method of construction, or that is an exceptional representation of the work of an architect, designer, engineer, or builder whose work is significant to the region, state or nation, or that possesses high artistic values that are of regional, state-wide or national significance.
<input type="checkbox"/>	4. It has yielded, or may be likely to yield, information important in prehistory or history of the region, state or nation.

A historic monument designation may include significant public or semi-public interior spaces and features.

CRITERIA FOR DESIGNATING A HISTORIC LANDMARK

<input type="checkbox"/>	1. It is associated with events that have made a significant contribution to the broad patterns of the history of the city.
<input checked="" type="checkbox"/>	2. It is associated with the lives of persons who are significant in the history of the city.
<input checked="" type="checkbox"/>	3. It embodies the distinctive characteristics of a locally significant historic resource property type, architectural style, period, or method of construction, or that represents the work of an architect, designer, engineer, or builder who is locally significant, or that possesses high artistic values that are locally significant.
<input type="checkbox"/>	4. It has yielded, or may be likely to yield, information important locally in prehistory or history.

ATTACHMENT B:
Photographs



DRAPER STUDIO OF MODES

**1855 E. COLORADO ST. — PASADENA 8,
SOUTHERN CALIFORNIA'S SMARTEST APPAREL SHOP**

(RETURN POSTAGE GUARANTEED)

GENUINE CURTEICH-CHICAGO "C.T. PHOTO-COLORIT" POST CARD (REG. U.S. PAT. OFF.)

POSTCARD FROM COLLECTION OF THE PASADENA MUSEUM OF HISTORY

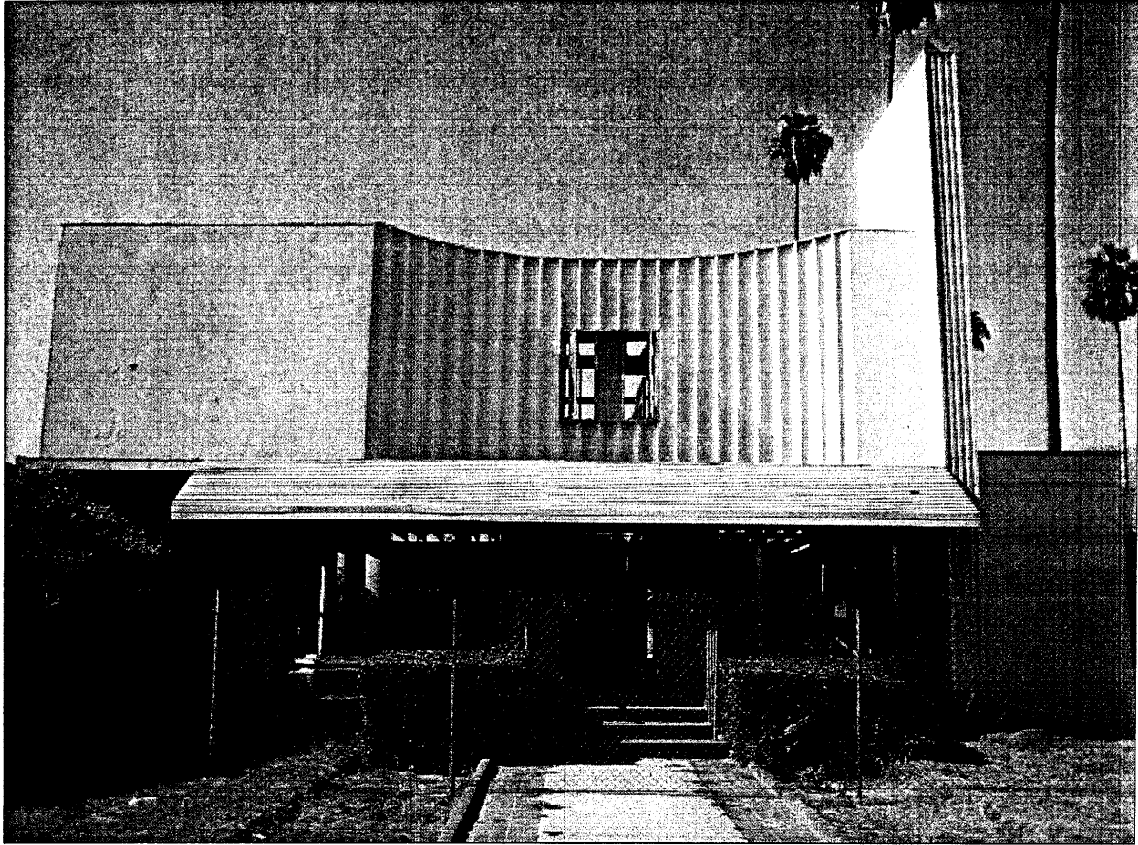
POSTCARD FROM THE COLLECTION OF THE PASADENA MUSEUM OF HISTORY



E. COLORADO ST.

N. PARKWOOD BLVD.

1855 E. Colorado Boulevard (Current State)

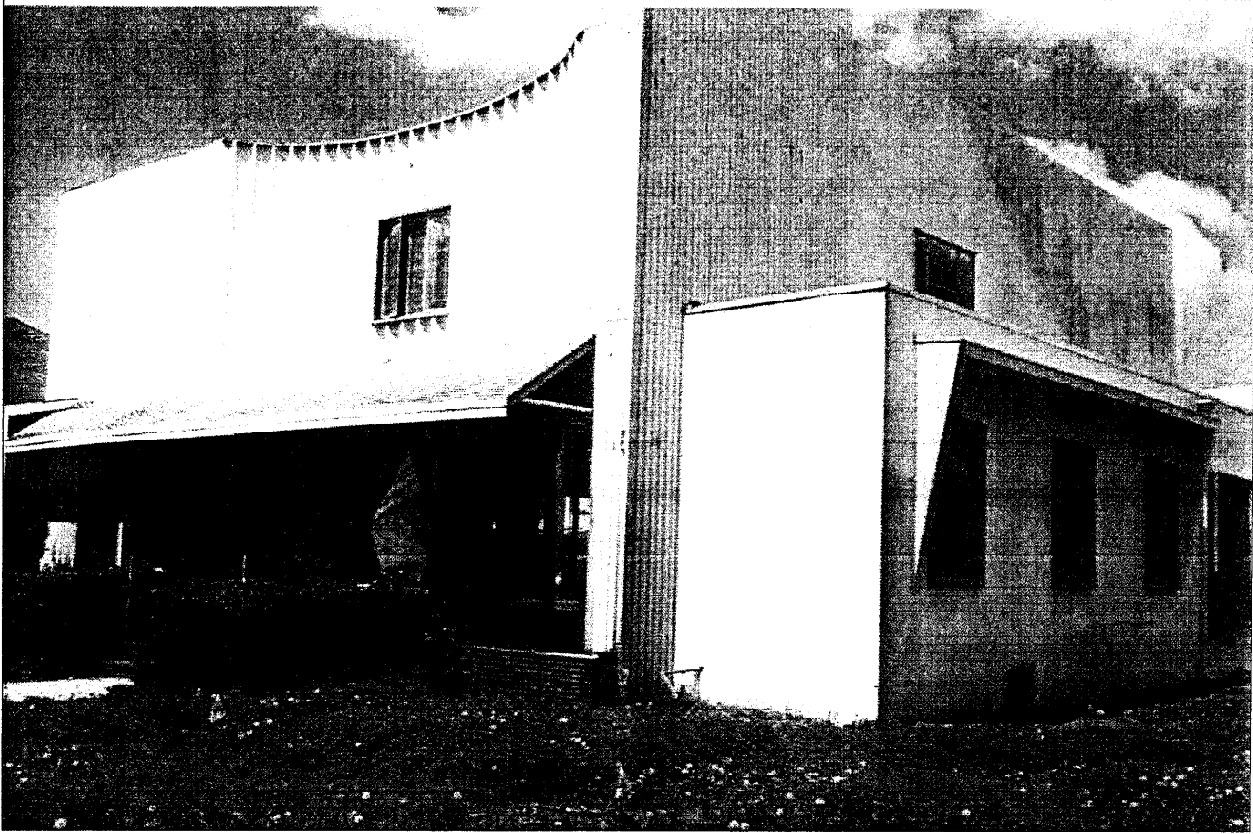


E. Colorado Blvd. elevation

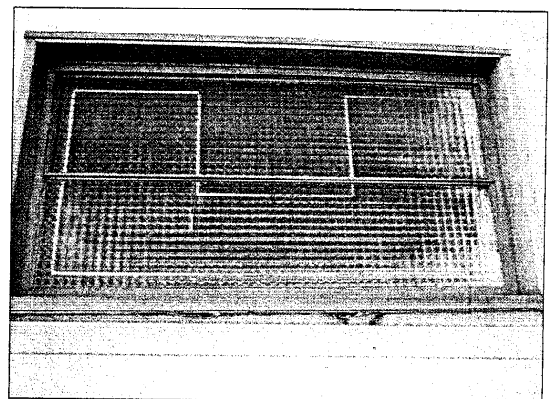
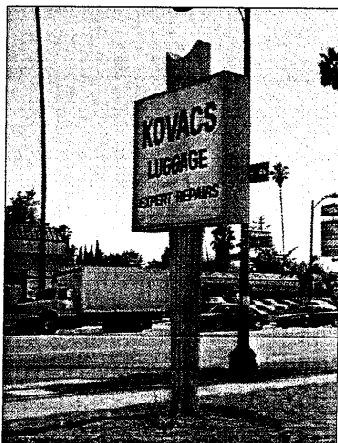
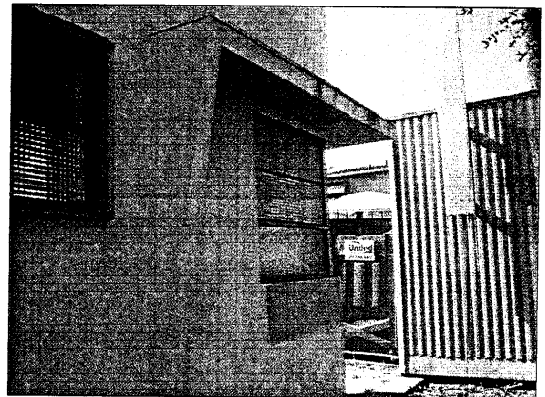
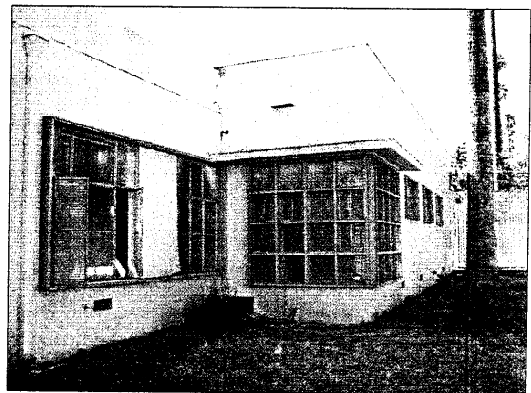
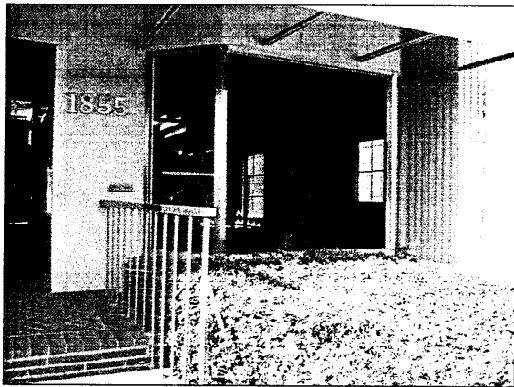
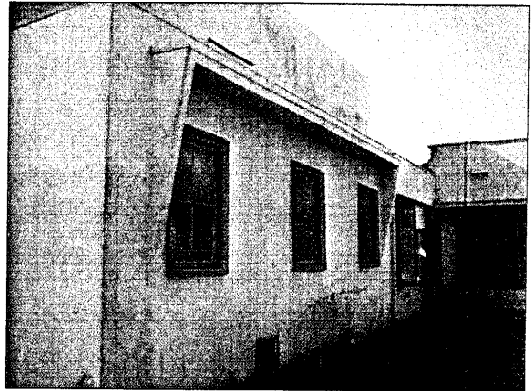
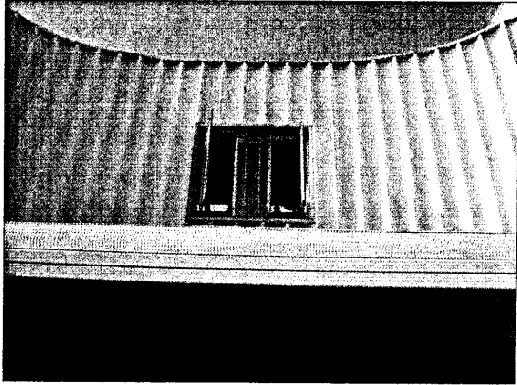


N. Parkwood Avenue elevation

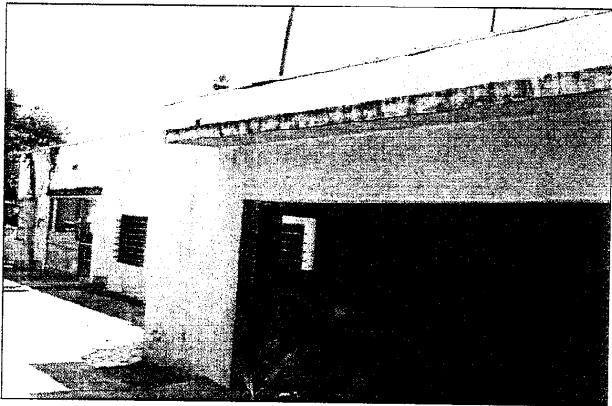
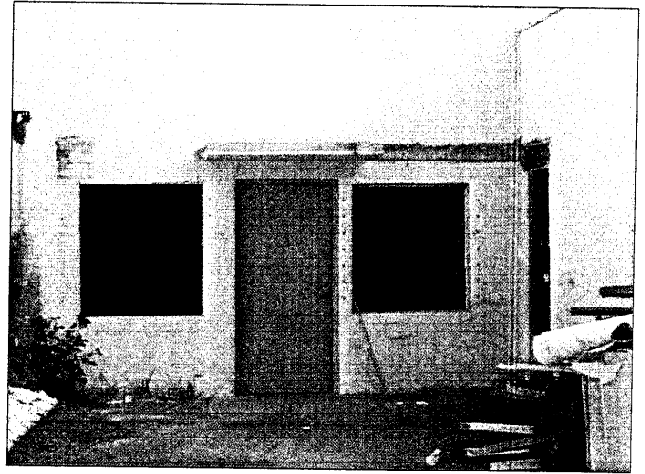
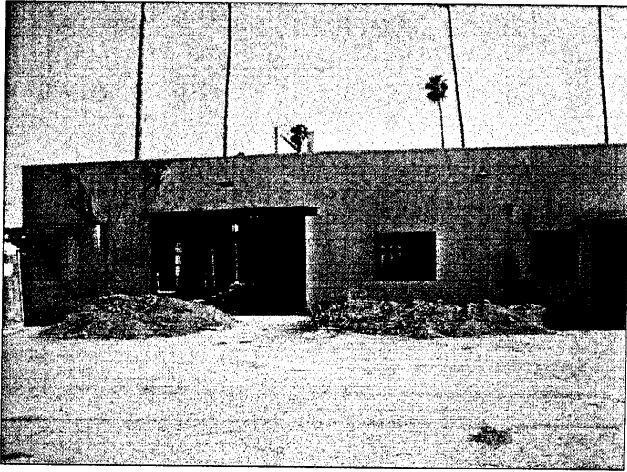
1855 E. Colorado Boulevard (Prior to Window Removal)



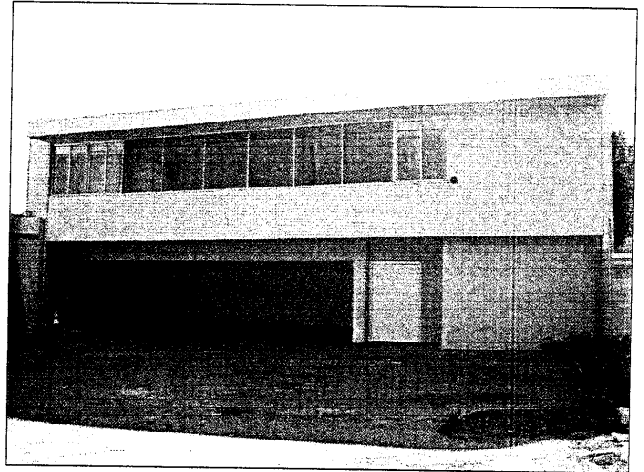
1855 E. Colorado Boulevard - Details



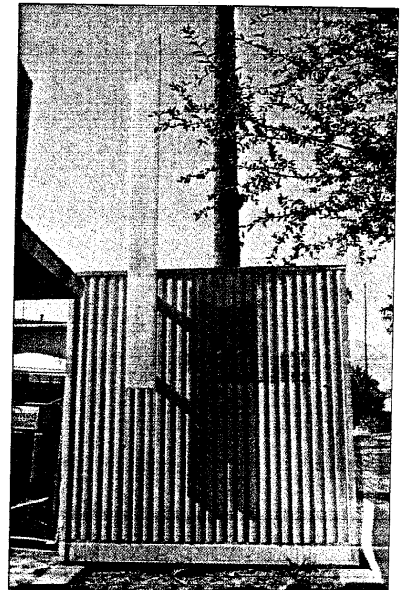
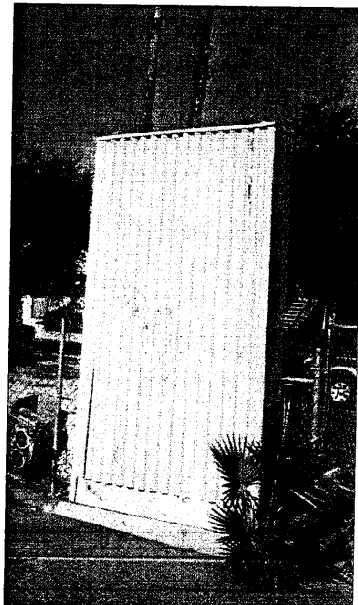
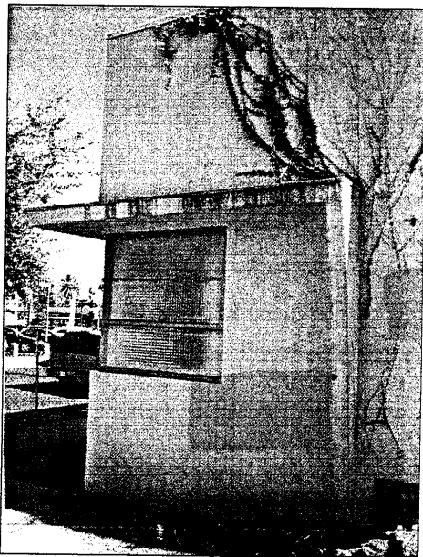
1855 E. Colorado Blvd. - Rear



Rear prior to window/grillework removal



Noncontributing building



1855 E. Colorado Boulevard



Aerial photo of site (1999)

ATTACHMENT C:
Effects of Landmark Designation

EFFECTS OF LANDMARK DESIGNATION

Identifying and designating properties of major significance encourages the preservation and protection of Pasadena's historic resources. The City of Pasadena's Historic Preservation Ordinance provides a process to recognize and protect individual sites and historic districts.

Designation Process

A property may be nominated for historic designation by any person. Design & Historic Preservation staff then evaluates the property to determine if it meets the criteria for designation. If it appears that the criteria have been met, the staff will prepare a designation report, which describes the property and how it meets the criteria for designation. Once the designation report is complete, the HPC will conduct a public hearing and make a recommendation to the City Council. The City Council may then designate the property as a historic site.

Alterations/Demolition

Designated historic structures are protected by the Municipal Code. A Certificate of Appropriateness (permit) is required for work to modify the exterior appearance of a designated historic property that is open to public view. A certificate is also required for alterations, additions, new construction, or demolition. This review ensures that any proposed changes are compatible with the character of the individual property and/or historic district. Decisions on proposed alterations are based on the proposed project's compliance with the Secretary of Interior's Standards for Rehabilitation and the City's adopted *Design Guidelines for Historic Districts*, which is based on the Standards.

The Historic Preservation Commission is the decision-maker for major projects affecting designated historic resources, except in the Central District where the Design Commission is the decision-maker for such projects. Staff is the decision-maker for minor projects affecting designated historic resources. Major projects are defined as demolition, relocation, removal of significant features, significant alteration of front or side elevations, additions to street-facing elevations, and new fences or walls in landmark districts. Minor projects are defined as removal of insignificant exterior features, re-roofing, matching replacement doors and windows, demolition of garages, small side/front additions, most rear additions that are not taller than the original building or replacement of exterior cladding with the same cladding material. Projects affecting non-contributing buildings on a site or in a district, or the environmental setting of a site, are reviewed by staff but are subject to the less stringent requirements than contributing buildings.

Staff-level decisions may be appealed to the Historic Preservation Commission, and decisions by the Commission may be appealed to the City Council. The City Council may also "call for review" all decisions by the staff or Commission.

Incentives

Designated historic properties are eligible for the following incentives, which are evaluated on a case-by-case basis:

- A Mills Act historic property contract to reduce property taxes in exchange for agreeing to maintain the historic character of the property in accordance with established guidelines.
- Use of more flexible provisions in the State Historical Building Code when making modifications,
- Waiver of covered parking requirements, and
- Potential variances from modern development standards for historic properties undergoing adaptive use or relocation.