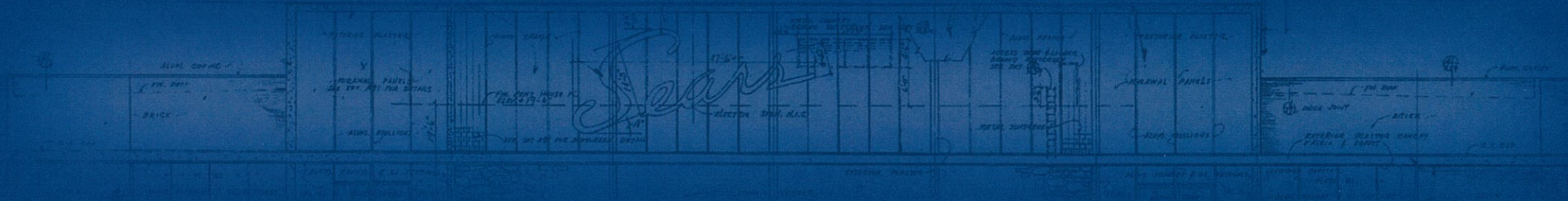


# CHULA VISTA SEARS



CITY OF  
CHULA VISTA

City of Chula Vista  
Historic Preservation Commission





# Chula Vista Sears – Evaluation History

- City hired ASM to complete a “windshield” survey in 2012. The Sears building was not included.
- Sears added to survey after receiving public input.
- The survey determined that Sears was historically eligible at the local, state & national levels.
- Sears was notified of findings.
- Sears hired Heritage Architecture to conduct Expert Technical Analysis Report.
- ASM responded to Heritage’s report. No longer recommend state or national eligibility.
- ASM still contends local eligibility under Criterion 1 & 3.



# Primary Points of Disagreement

Does not satisfy Criterion 1

*It is associated with an event that is important to prehistory of history on a national, state, regional, or local level.*

- In ASM's 2012 survey, the CV Shopping Center was not identified in the Context Statement. In their later Review, ASM placed an emphasis on the importance of the mall, even though Sears was developed 3.5 years after the mall opened.
- The significant loss of integrity renders Sears ineligible for listing.



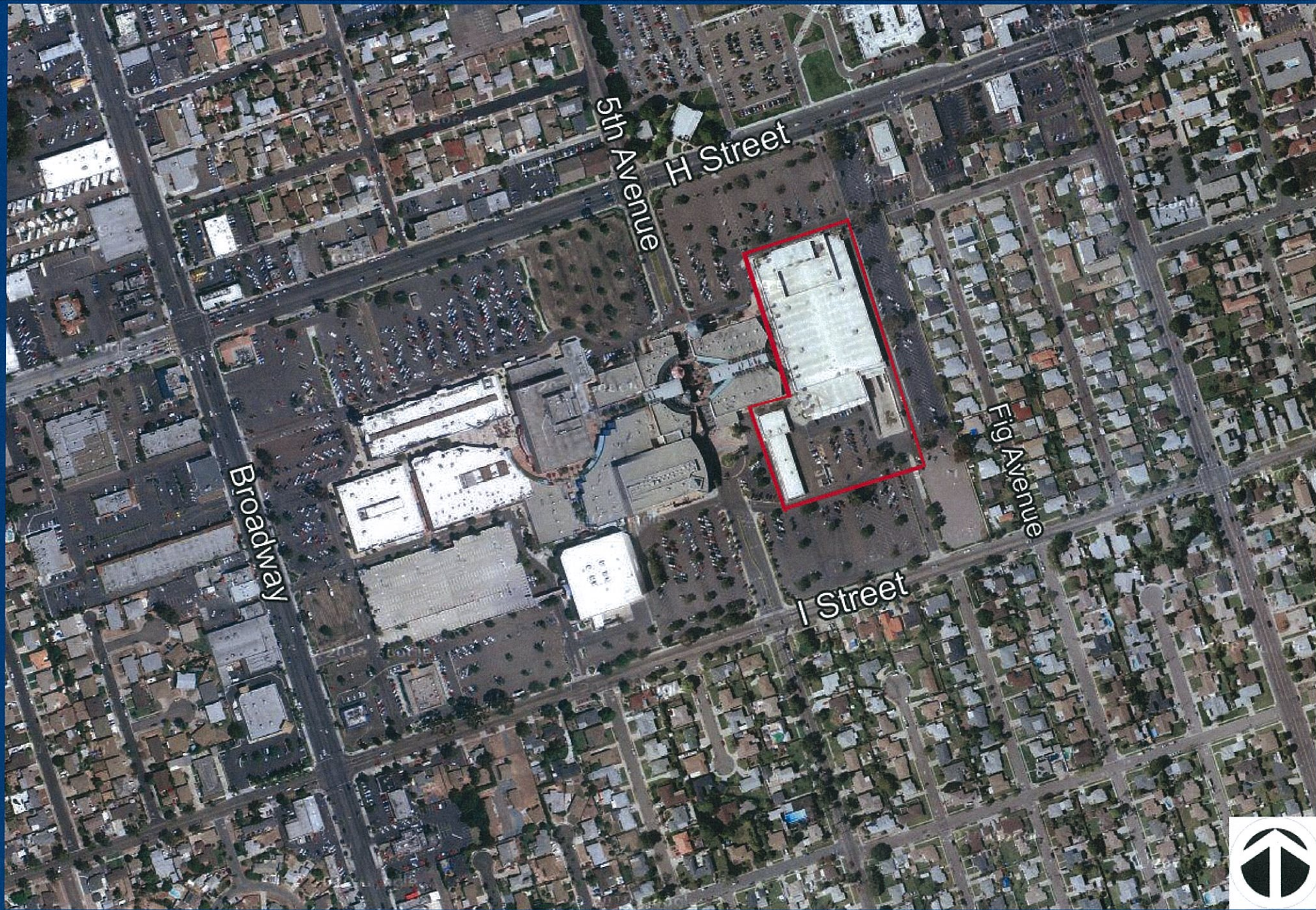
# Primary Points of Disagreement

Does not satisfy Criterion 3

*It embodies the distinctive characteristics of a style, type, period, or method of construction, or represents the work of a master or important, creative individual, and/or possesses high artistic values.*

- ASM states that Sears is “scarce” and the “first example of this type” of store, disregarding the fact that Macy’s is part of the original mall, is more architecturally significant, and has retained more integrity.
- The significant loss of integrity renders Sears ineligible for listing, especially related to architecture and the work of a master.







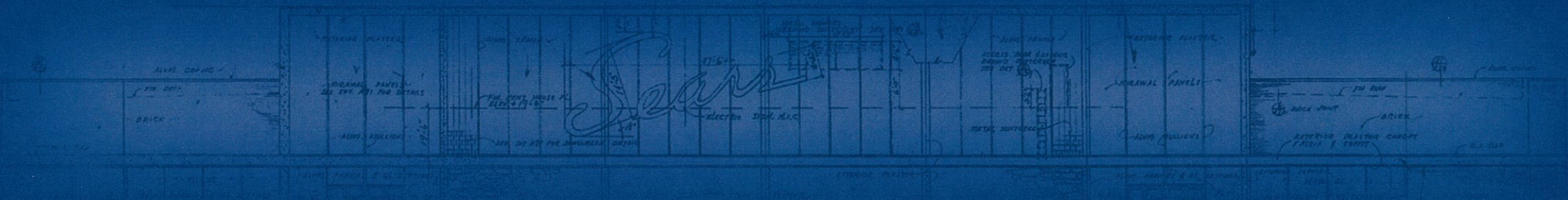
# Chula Vista Sears – Building History

Architect: Stiles & Robert Clements Architects –Engineers

General Contractor: Nielsen Construction Company

Original Address: 549-579 Fifth Avenue (Notice of Completion)  
555 Fifth Avenue (1966-1992 Directories)

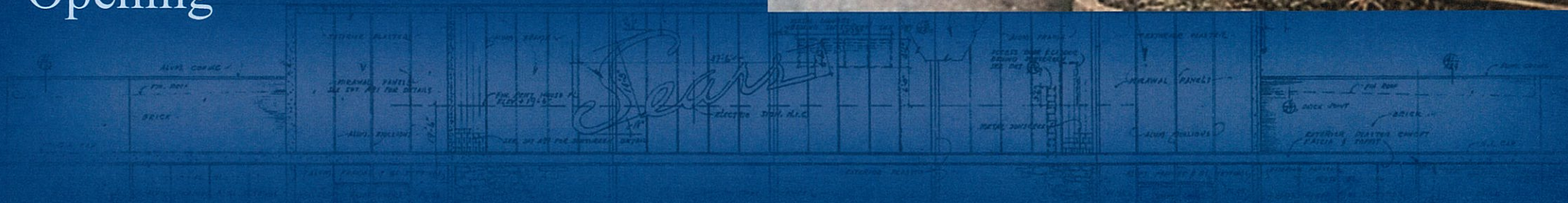
Current Address: 565 Broadway





# Chula Vista Sears – Building History

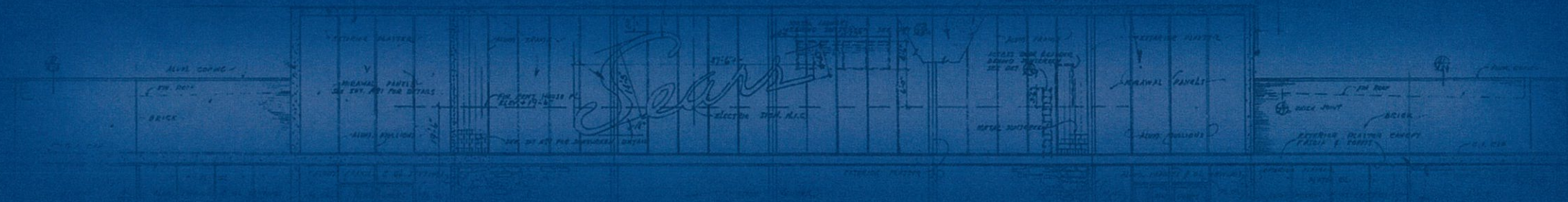
- **November 12, 1962** – Grand Opening of CV Center
- October 5, 1964 – Sears Construction Document Date
- January 4, 1965 – Sear Ground Breaking
- **February 24, 1966** – Sears Grand Opening





# Chula Vista Sears – Exterior Alterations

- 1979 – Garden Center renovated and integrated with main store
- 1980s – Exterior “Post-Modern” renovations
- 1988 – Closure of Fifth Avenue & demolition of gas pump island
- 1997 – Exterior sign renovation at three locations
- 2003 – Enclosed the canopy over loading dock

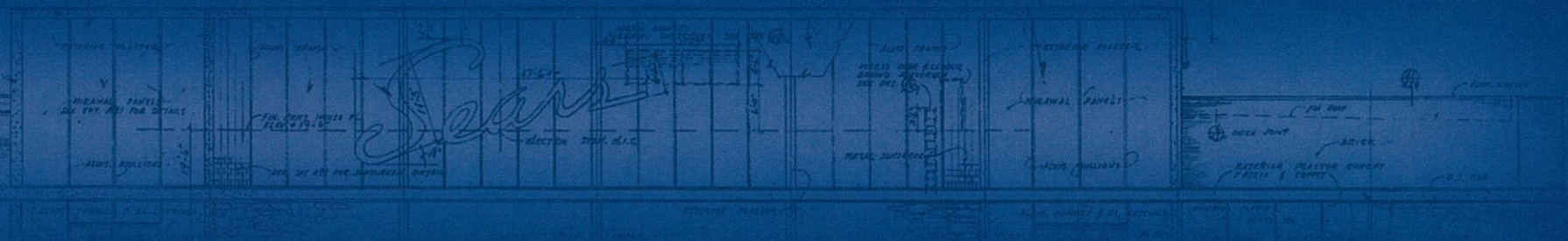




# Integrity

## Chula Vista Municipal Code Title 21, Section 21.03.084

*The authenticity of a [r]esource's historic identity [is] evidenced by the survival of physical characteristics that existed during the [r]esource's historic or prehistoric period. Within the concept of Integrity there are seven recognized aspects or qualities that in various combinations, define Integrity. The seven aspects of Integrity are **Location, Design, Setting, Materials, Workmanship, Feeling, and Association.***

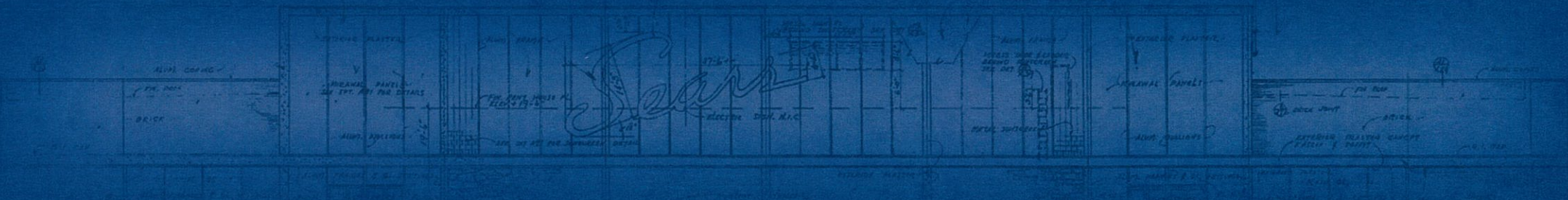




# Integrity & Chula Vista Local Criteria 1

“City Maturation: From Agriculture to Commercial Development and Industry (1940-1970)” - Revised Draft Historic Resources Survey, Chula Vista, California, p.47

*Properties from this period will be eligible for local designation for their association with significant events and people (City of Chula Vista Local Register Criteria 1 and 2) if they retain to a significant degree their building materials dating to the period of significance (1940-1970).*

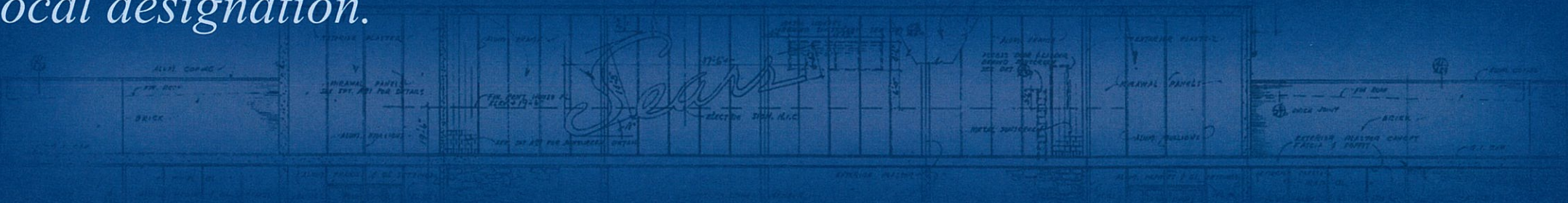




# Integrity & Chula Vista Local Criteria 1

“City Maturation: From Agriculture to Commercial Development and Industry (1940-1970)” - Revised Draft Historic Resources Survey, Chula Vista, California, p.47

*Additionally, eligible properties will retain a high degree of integrity of location, setting, feeling, and association. Properties should also retain good integrity of design, materials, and craftsmanship, but some loss of these aspects of integrity is acceptable. If multiple properties are extant that represent the same historical themes or associations, a comparison of similar resources is critical to determining which are eligible for local designation.*





# Integrity & Chula Vista Local Criteria 3

“City Maturation: From Agriculture to Commercial Development and Industry (1940-1970)” - Revised Draft Historic Resources Survey, Chula Vista, California, p.56

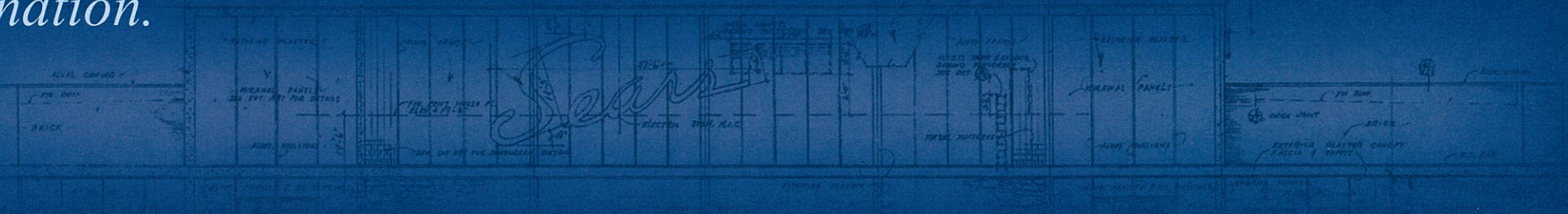
*Property types that reflect the Architectural History of the City Maturation period include residential, commercial, civic, and community buildings, particularly the mid-century Modern style. Properties from this period will be eligible for local designation under architectural and landscape design criteria (City of Chula Vista Local Register Criteria 3 and 4) if they embody distinctive characteristics of a style found in Chula Vista during the City Maturation period (Tables 10-20) and retain to a significant degree their building materials dating to the period of significance (1940-1970).*



# Integrity & Chula Vista Local Criteria 3

“City Maturation: From Agriculture to Commercial Development and Industry (1940-1970)” - Revised Draft Historic Resources Survey, Chula Vista, California, p.56

Additionally, eligible properties will **retain a high degree** of integrity of **design, materials, and craftsmanship**. Properties should also retain a good integrity of location, feeling, setting, and association, but some loss of these aspects of integrity is acceptable. *If multiple properties are extant that represent the same architectural style, a comparison of similar resources is critical to determining which are eligible for local designation.*





# How to Evaluate the Integrity of a Property

All properties change over time. It is not necessary for a property to retain all its historic physical features or characteristics. **The property must retain, however, the essential physical features that enable it to convey its historic identity.** The essential physical features are those features that define both *why* a property is significant (Applicable Criteria and Areas of Significance) and *when* it was significant (Periods of Significance).

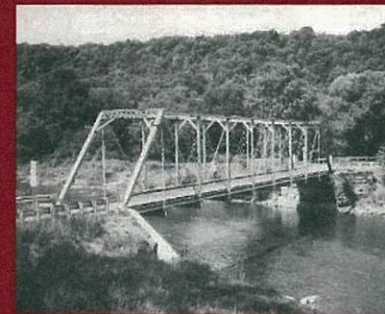
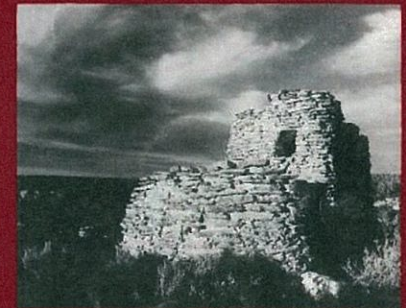
15

## NATIONAL REGISTER BULLETIN

Technical information on comprehensive planning, survey of cultural resources, and registration in the National Register of Historic Places

U.S. Department of the Interior  
National Park Service  
Interagency Resources Division

### How to Apply the National Register Criteria for Evaluation





# How to Evaluate the Integrity of a Property

## Criterion C [Architecture Criterion 3]

A property significant under [architecture] must retain those physical features that characterize the type, period, or method of construction that the property represents. **Retention of design, workmanship, and materials will usually be more important than location, setting, feeling, and association.** Location and setting will be important, however, for those properties whose design is a reflection of their immediate environment.

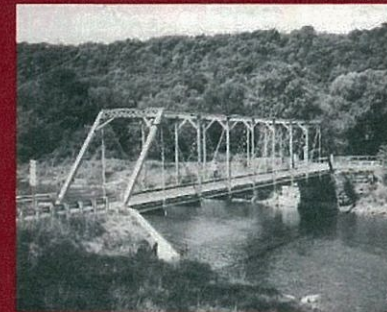
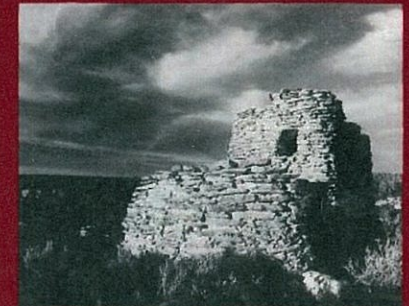
15

## NATIONAL REGISTER BULLETIN

Technical information on comprehensive planning, survey of cultural resources, and registration in the National Register of Historic Places

U.S. Department of the Interior  
National Park Service  
Interagency Resources Division

### How to Apply the National Register Criteria for Evaluation





# How to Evaluate the Integrity of a Property

## Criterion C [Architecture Criterion 3]

A property that has lost some historic materials or details can be eligible *if* it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. **The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style.**

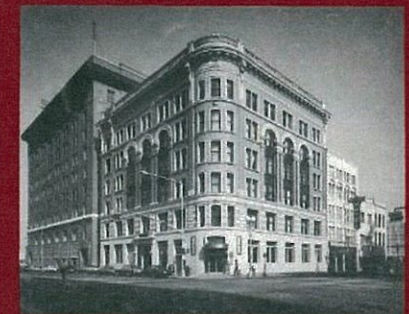
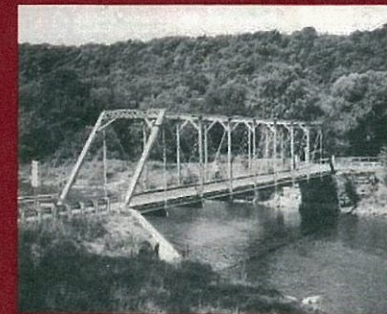
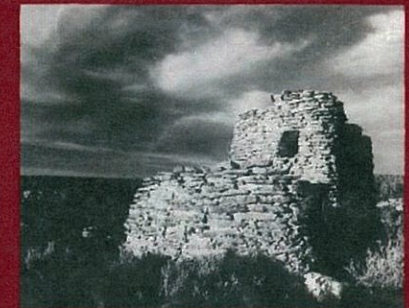
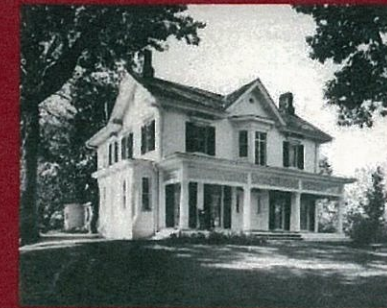
15

## NATIONAL REGISTER BULLETIN

Technical information on comprehensive planning, survey of cultural resources, and registration in the National Register of Historic Places

U.S. Department of the Interior  
National Park Service  
Interagency Resources Division

### How to Apply the National Register Criteria for Evaluation





# How to Evaluate the Integrity of a Property

## Visibility of Physical Features

Properties eligible under [event, person, or architecture] must not only retain their essential physical features, **but the features must be visible enough to convey their significance.** This means that even if a property is physically intact, its integrity is questionable if its significant features are concealed under modern construction.

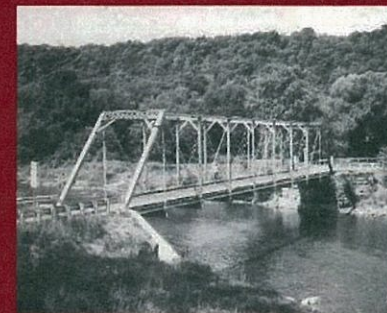
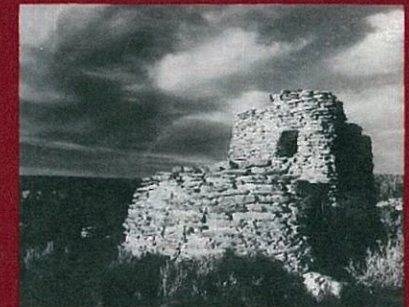
15

## NATIONAL REGISTER BULLETIN

Technical information on comprehensive planning, survey of cultural resources, and registration in the National Register of Historic Places

U.S. Department of the Interior  
National Park Service  
Interagency Resources Division

### How to Apply the National Register Criteria for Evaluation





# How to Evaluate the Integrity of a Property

## Non-Historic Exteriors

If the historic *exterior* building material is covered by non-historic material (such as modern siding), the property can still be eligible *if* the significant form, features, and detailing are not obscured. If a property's exterior is covered by a non-historic false-front or curtain wall, the property will not qualify under Criteria A, B, or C, [Criteria 1, 2, 3] because **it does not retain the visual quality necessary to convey historic or architectural significance.**

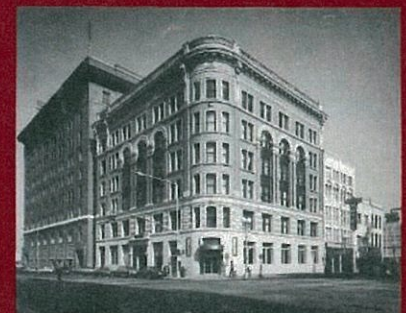
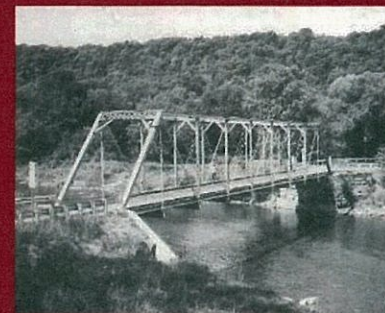
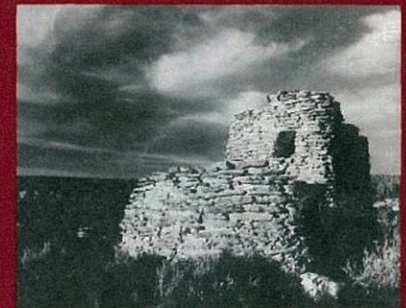
15

## NATIONAL REGISTER BULLETIN

Technical information on comprehensive planning, survey of cultural resources, and registration in the National Register of Historic Places

U.S. Department of the Interior  
National Park Service  
Interagency Resources Division

### How to Apply the National Register Criteria for Evaluation





# Loss of Integrity

## DESIGN

*“A property’s design reflects historic functions and technologies as well as aesthetics. It includes such considerations as the structural system,; massing; arrangement of spaces; pattern of fenestration; textures and colors of surface materials; type, amount, and style of ornamental detailing; and arrangement and type of plantings in a designed landscape.”* –National Register Bulletin 15

- Replacement of original storefront doors including the “Sears” engraved push plates
- Enclosed original display windows, many locations
- Original “Sears” signage replaced with contemporary signage
- Retrofitted column cladding that obscures the original slender columns
- Removal of stone veneer cladding located at the north and east facades
- Garden Center renovation
- Enclosed southeast facing corner
- Contemporary, highly visible ornamental entry structures added
- Triangular-shaped ornaments added to fascia of covered walkways







# Loss of Integrity

## MATERIALS

*“The choice and combinations of materials reveals the preferences of those who created the property and indicate the availability of particular types of materials and technologies....A property must retain the key exterior materials dating from the period of its significance.”* –National Register Bulletin 15

Ground level features have been removed or replaced with contemporary materials:

- Storefront doors with “Sears” engraved push plates
- Removal of “Sears” signage
- Cladded columns
- Enclosed display windows
- Stone veneer cladding no longer visible

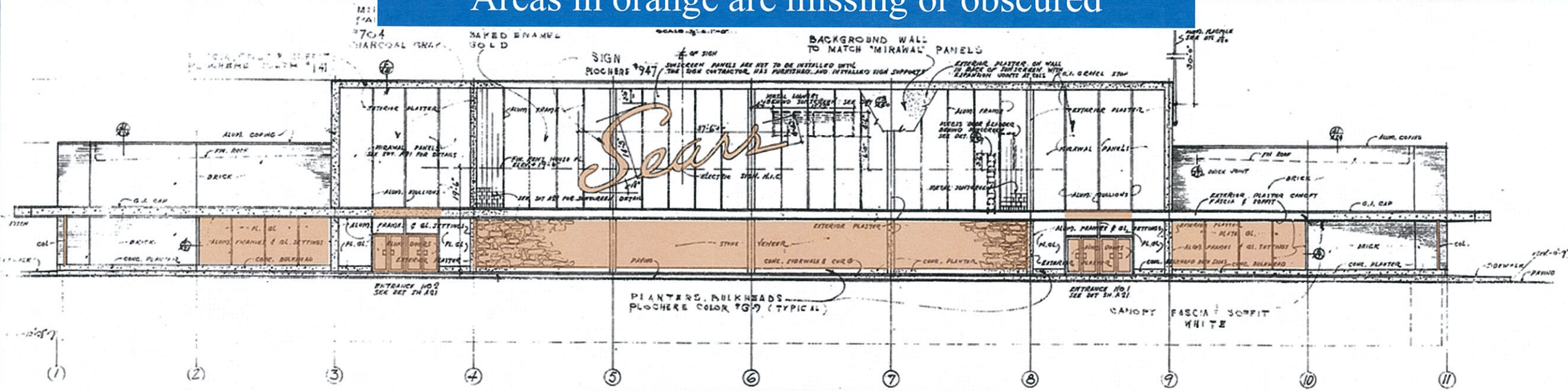
## FEELING

*“...presence of physical features that, taken together, convey the historic character.”*

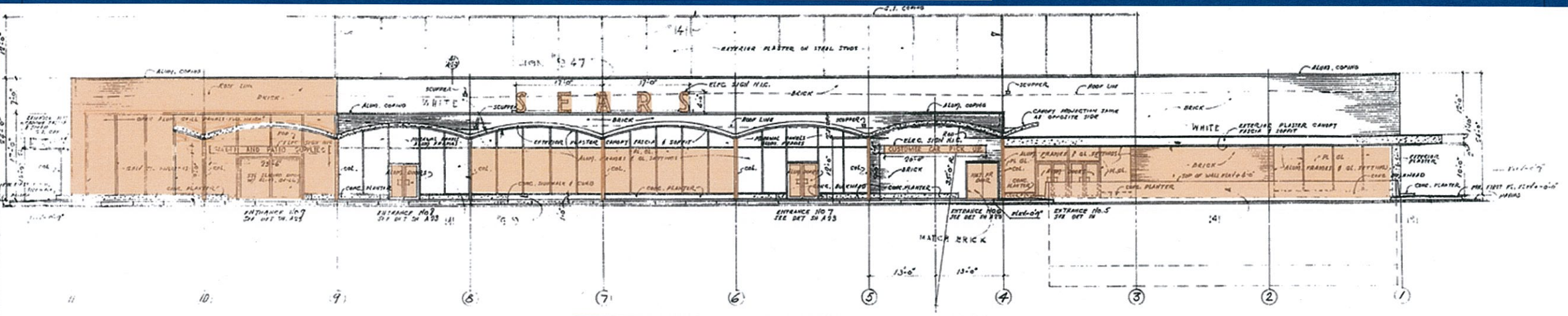
- Negatively impacted by the 1980s renovations and closure of Fifth Avenue



Areas in orange are missing or obscured

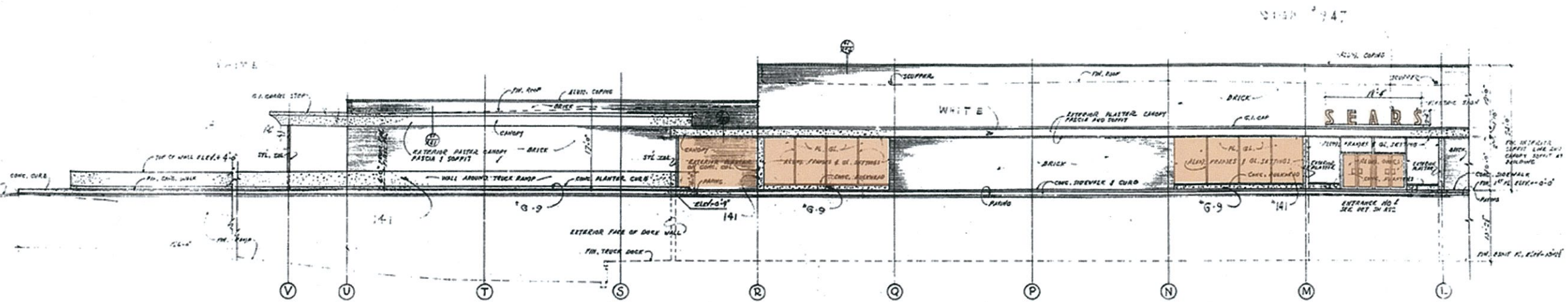
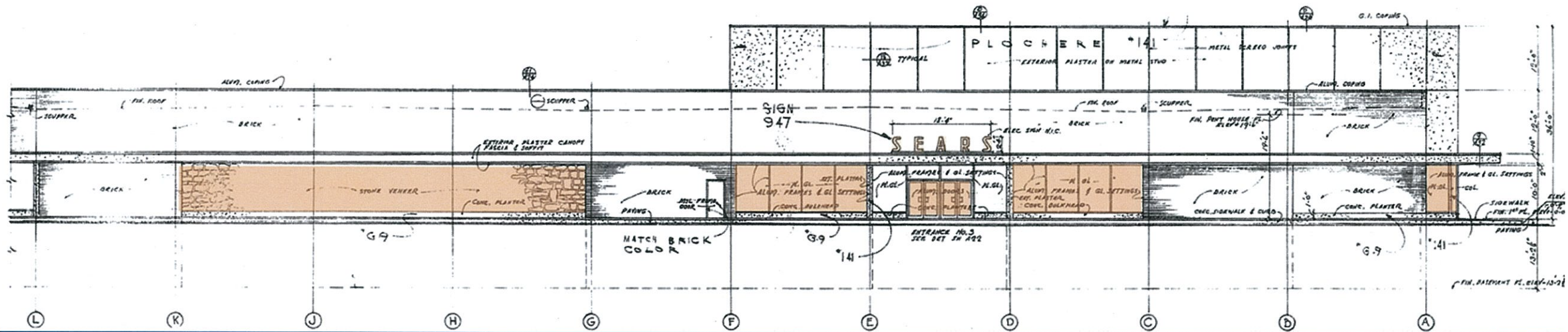


North Elevation



South Elevation

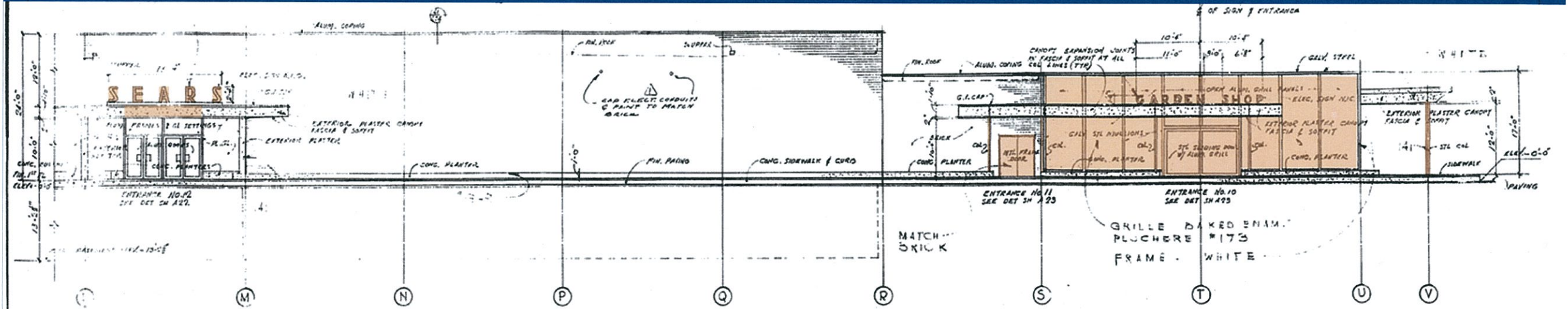
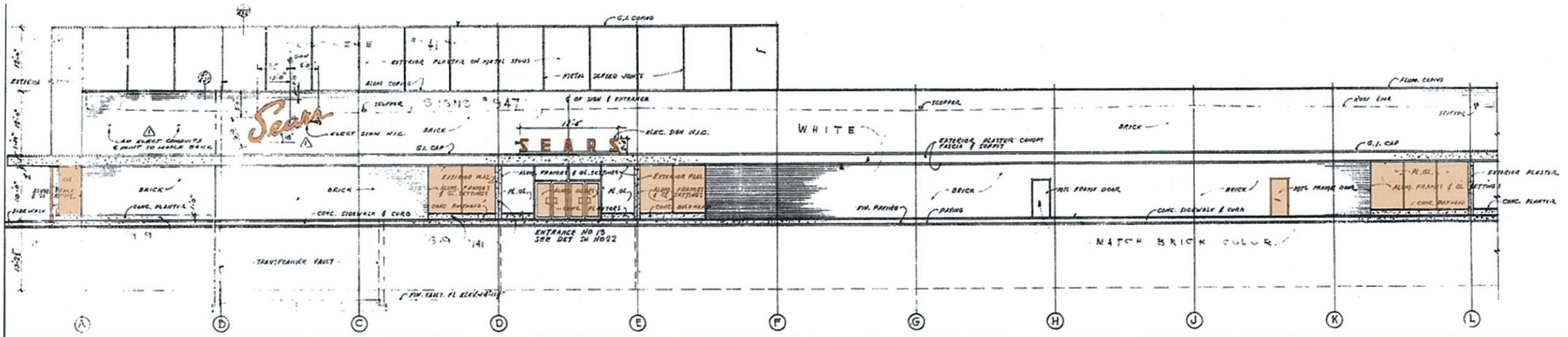




EAST ELEVATION CONTINUATION

East Elevation





WEST ELEVATION CONTINUATION  
SCALE 1/8" = 1'-0"

West Elevation





June 24, 1963 Aerial

Courtesy of Chula Vista Public Library

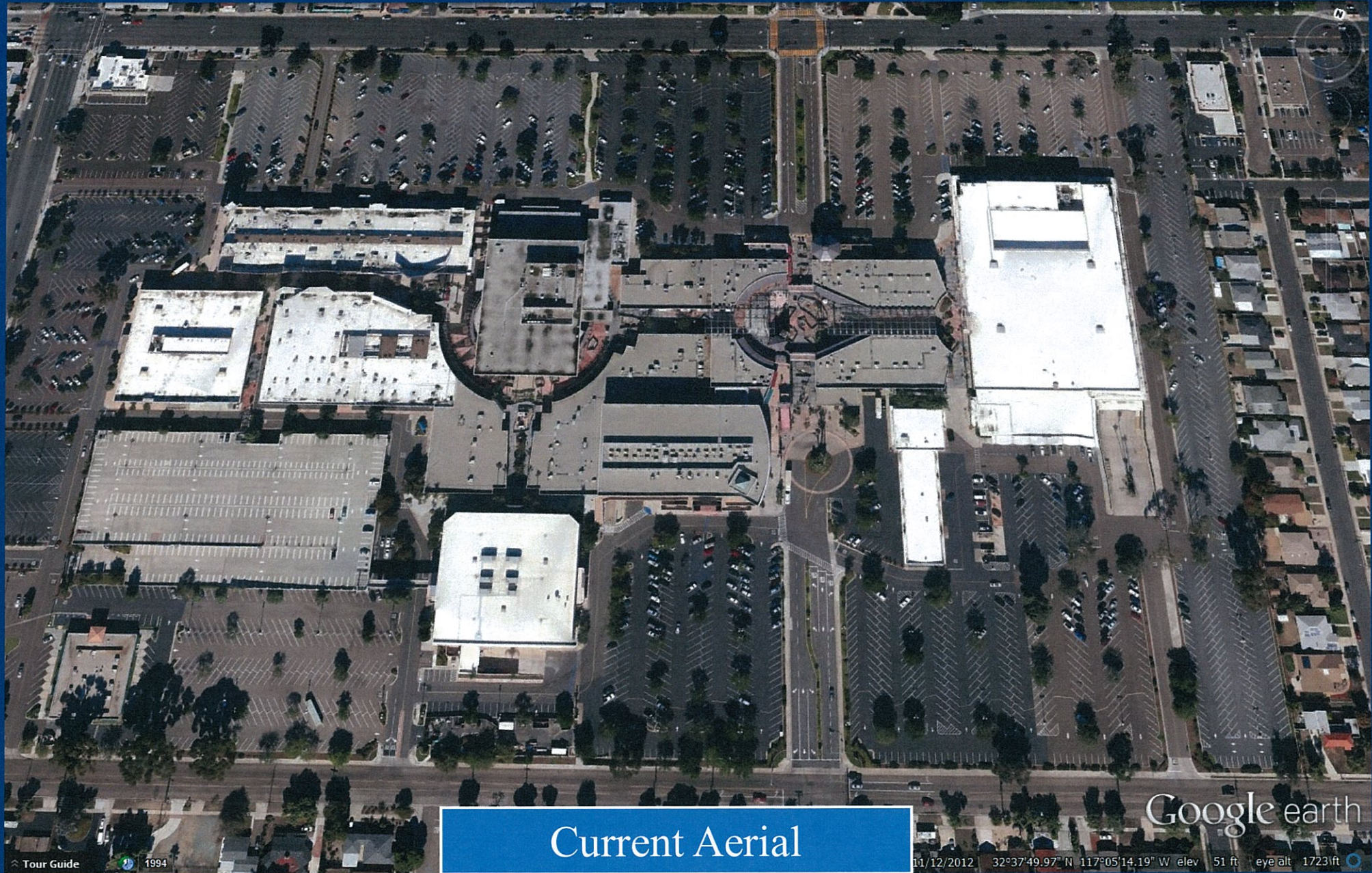




ca. 1966 Aerial

Courtesy of Chula Vista Public Library





Current Aerial

Google earth

Tour Guide

1994

11/12/2012 32°37'49.97" N 117°05'14.19" W elev 51 ft eye alt 1723ft





North Elevation





North Elevation, Details





North Elevation, Details



A photograph of the exterior of a Sears store. The building is a single-story structure with a light-colored, textured facade. The word "SEARS" is prominently displayed in large, blue, three-dimensional letters above the entrance. The entrance consists of a set of glass double doors with blue horizontal accents. To the left and right of the entrance are large, dark, recessed areas. The foreground shows a paved parking lot with white parking lines. The sky is a pale, overcast blue.

SEARS

East Elevation





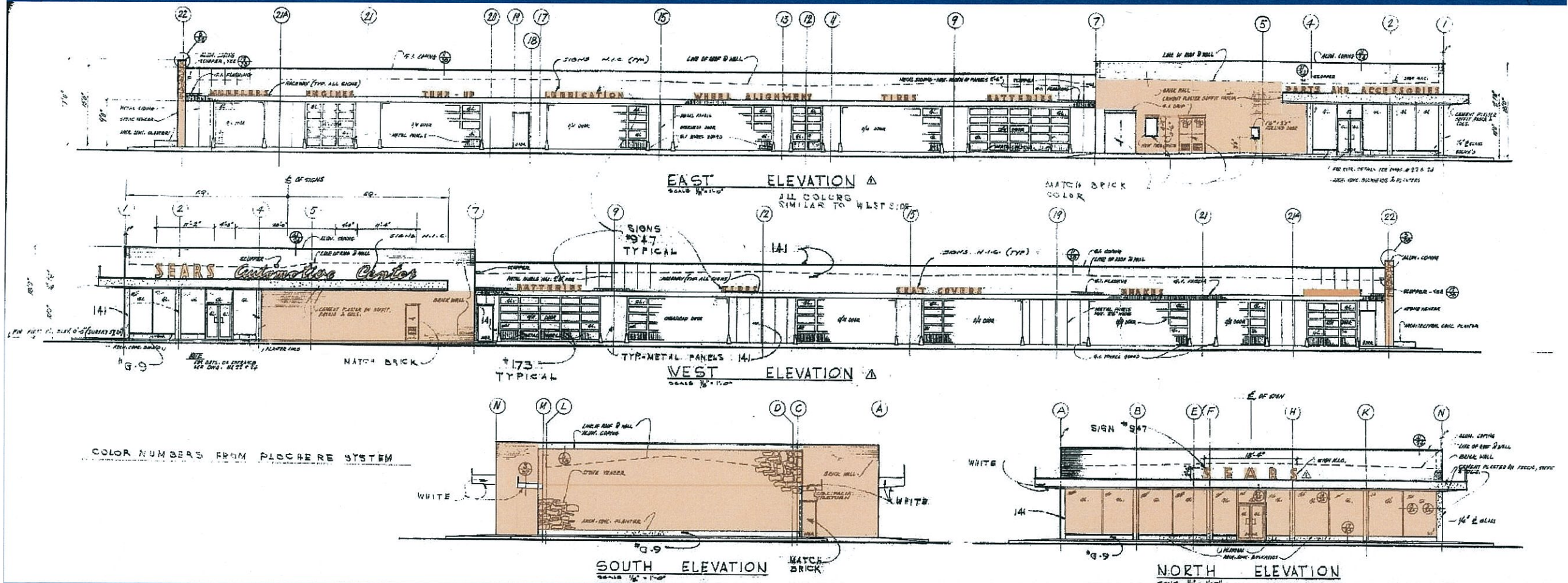
South Elevation





South Elevation, Details





Auto Center





South Elevation



# How to Evaluate the Integrity of a Property

## Rare Examples of a Property Type

Comparative information is particularly important to consider when evaluating the integrity of a property that is a rare surviving example of its type. The property must have the essential physical features that enable it to convey its historic character or information.

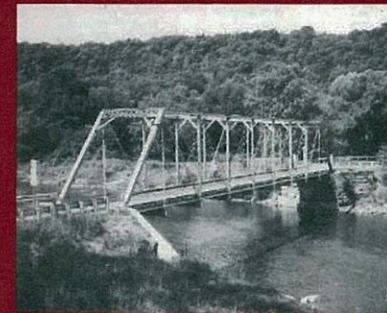
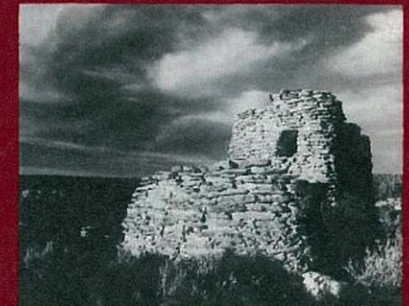
15

## NATIONAL REGISTER BULLETIN

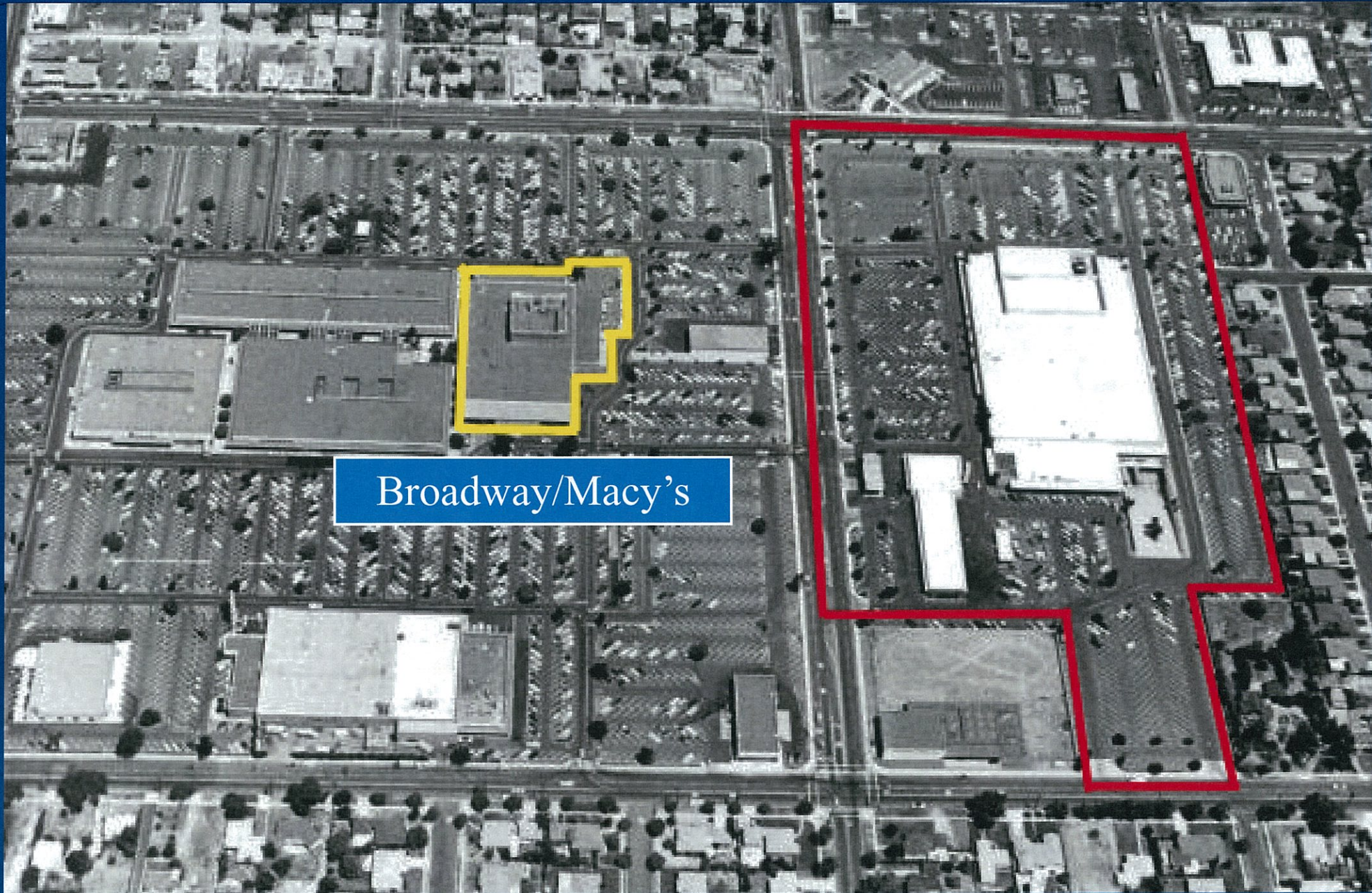
Technical information on comprehensive planning, survey of cultural resources, and registration in the National Register of Historic Places

U.S. Department of the Interior  
National Park Service  
Interagency Resources Division

### How to Apply the National Register Criteria for Evaluation







Broadway/Macy's



# Chula Vista Shopping Center

Opening: November 1962

Developer: Broadway/Hale Company

Architect: Charles Luckman Associates Co.

Contractor: Del E. Webb Corp.

Site: 46 acres



LAX



Madison Square Garden June 1946







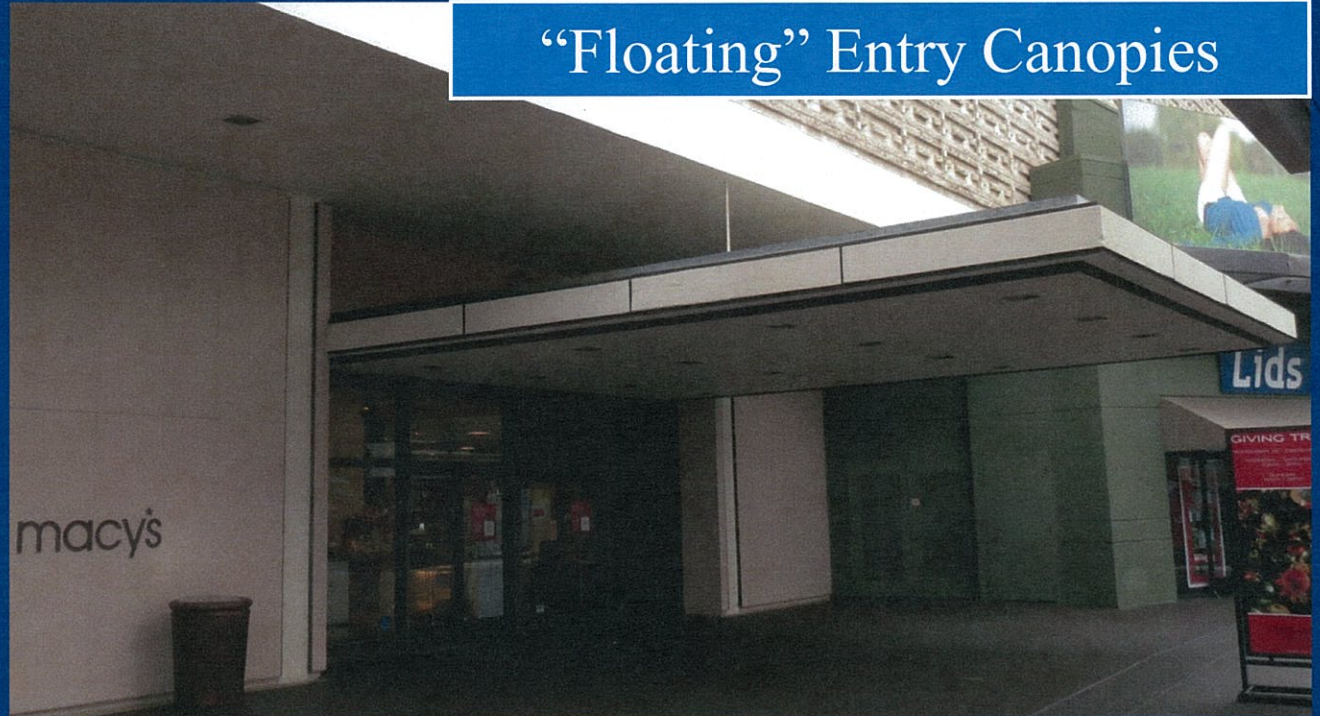
Broadway/Macy's



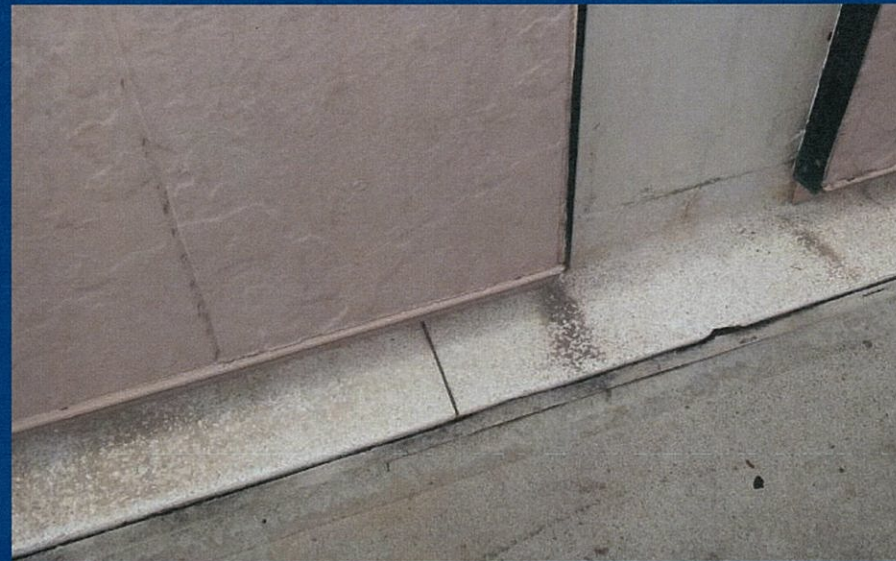
# Broadway/Macy's



Patterned Concrete Block Facade



"Floating" Entry Canopies



Bronze Trim  
& Details

Coved Terrazzo  
Wall Base



# Example: Use of Masonry



Broadway/Macy's



Sears







# The Seven Aspects Integrity

1. Location
2. Design
3. Setting
4. Materials
5. Workmanship
6. Feeling
7. Association

Not eligible if it retains some **basic features conveying massing** but has **lost the majority of the features** that once characterized its style.





# Proposed Action

HPC determine that Sears is not a historic resource and reverse the survey findings with respect to this building.

