

CHULA VISTA SEARS



City of Chula Vista
City Council
June 10, 2014

Background

- Fall of 2011 Survey Process began (research, public input, field work)
- May – August 2012 – Evaluation of Resources
- September – October 2012
Notification & opportunity for input at two meetings
- November 2012 – Survey Finalized
- June 2013 - Sears Expert Technical Analysis
- June - September 2013 – Re-evaluation
- December 2013 – Historic Preservation Commission Consideration

2012 Survey

- Chula Vista Historic Preservation Program
- State Historic Preservation Office Guidelines
- Established A Local Historic Context
 - Community Building (1870-1910)
 - City Development Economy (1911-1939)
 - City Maturation(1940-1970)
- Provides context for what resources have historic significance

Sears Building – 565 Broadway

- Suggested for evaluation through Public Input Process
- City Maturation(1940-1970)
- Evaluated and Determined Eligible
 - Criteria 1 – Event – Commercial Development
 - Criteria 3 – Architecture – Modern Style
- September 2012 – Property Owner informed of Eligibility determination, public review period and public meeting dates 9-19 and 10-3-2014.

City Maturation Period

- Commercial Development and Industry Boom
- Rise of large retail buildings
- Property types include
 - Residential, commercial, civic and community buildings
- Eligible properties associated with significant events and people
 - Good integrity of design & materials
 - Some loss is acceptable. (Criteria 1 & 3).

Evaluated and Determined Eligible

- Criteria 1 – Event
 - Association with the commercial development (1940-1970)
 - Associated with the landmark Chula Vista Center
- Criteria 3 – Architecture
 - Represents a good local example of the Modern style
 - One of only six Modern commercial buildings identified
 - A comparison of similar resources is important piece to determining Eligibility.

June 2013- Sears 'Expert Technical Analysis

- Sears Report States Not Eligible
 - Altered Character Defining Features
 - Closure of 5th Avenue
 - Not the Last or Best of Modern Architectural Style

June – September 2013

Re-evaluation

- Re-Evaluation Supports Eligibility of Sears
 - Retains Sufficient Integrity
 - Sears was originally constructed separate from the mall
 - Designed by Master Architect
The Chula Vista Sears is the Only known example of Stiles Clements work in Chula Vista, one of his last known designs.
 - Rarity of Local Modern Commercial Architecture

ASM Analysis of Building

- Has Sufficient Integrity -
- Retains Building Materials dating to the City Maturation Period. -
- Work of A Master Architect –

Chula Vista Sears – Master Architect

Stiles Clements –

- Key figure in both the 1920's Art Deco movement & the 1930's Streamline Modern Style
- Notable Work includes:
 - Commercial Development Miracle Mile, Wilshire Blvd. LA
 - El Capitan Theater Building – Hollywood, California
 - Mayan Theater – Downtown Los Angeles

The Concept of Integrity includes:

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

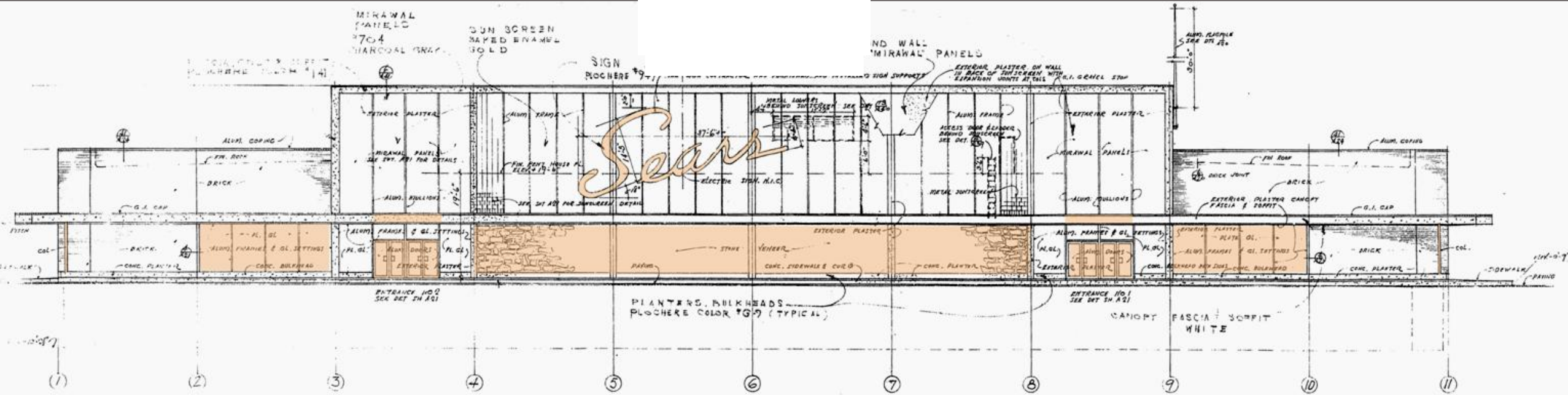
Integrity

- Do the essential physical features still convey the historic significance of the resource

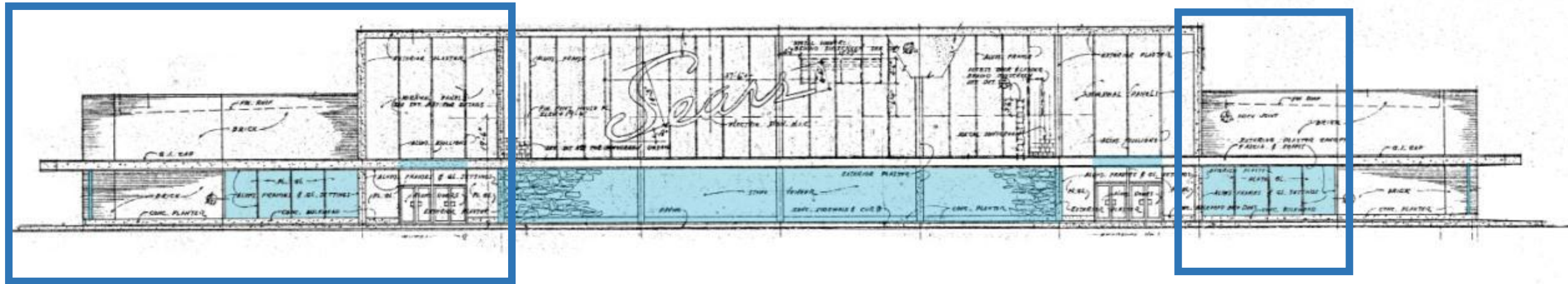


- Would the original property owner recognize the resource?





North Elevation

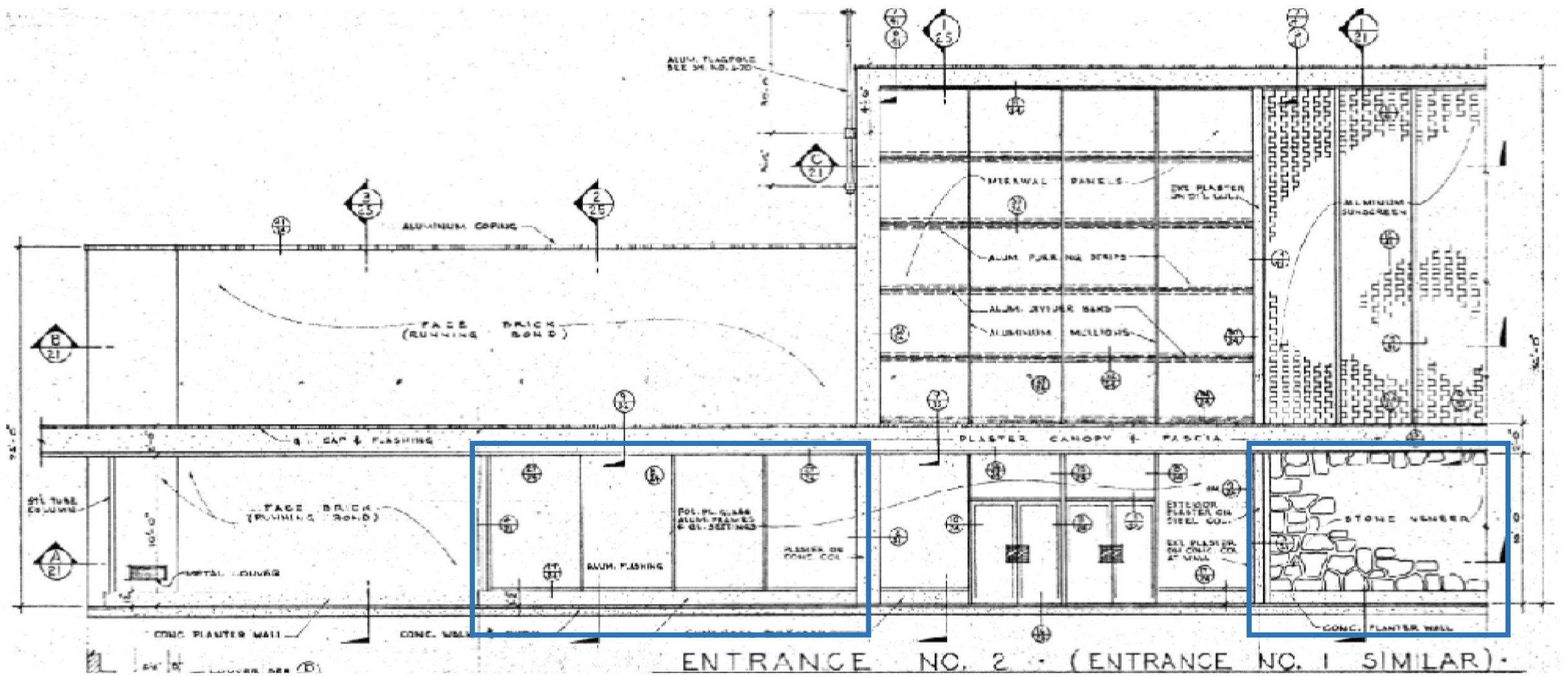




North Elevation

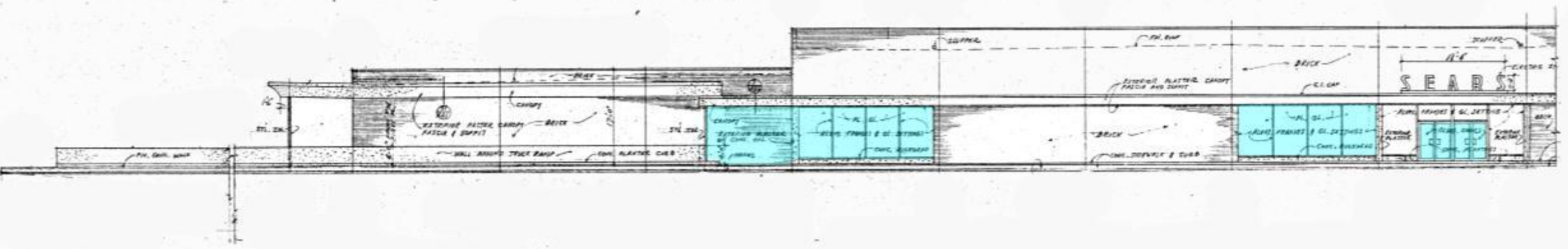
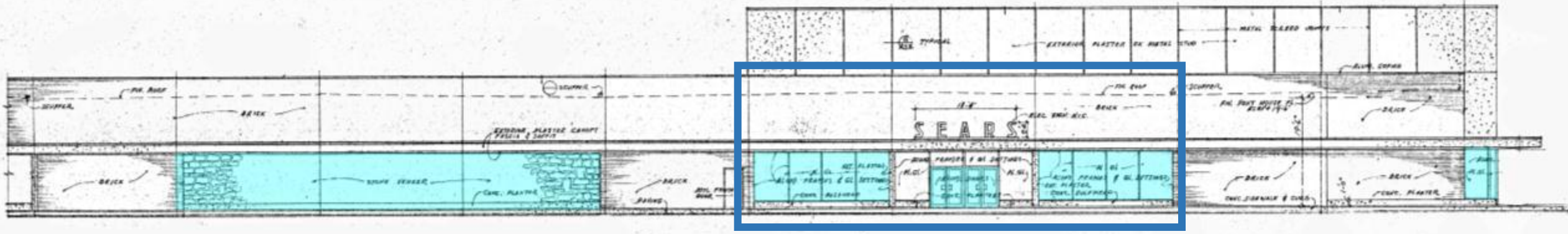


North Elevation, Details





North Elevation, Details

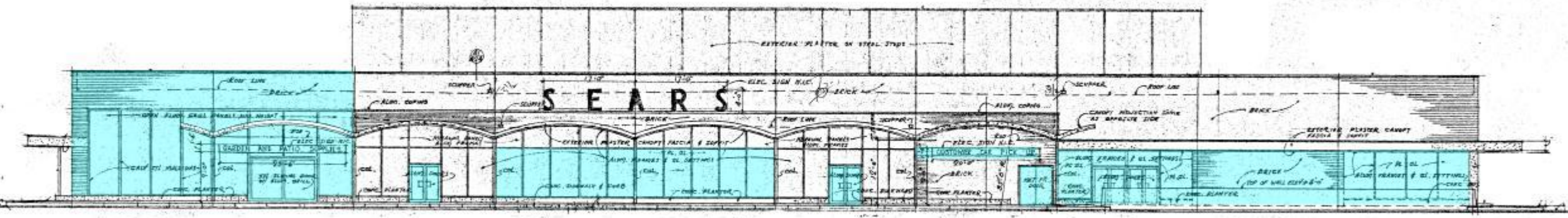


East Elevation

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, stylized letters above the entrance. The entrance features a set of glass double doors flanked by two thick, cylindrical columns. A red curb runs along the sidewalk in front of the entrance. The foreground shows a paved parking lot with white parking lines. The sky is overcast and grey.

SEARS

East Elevation

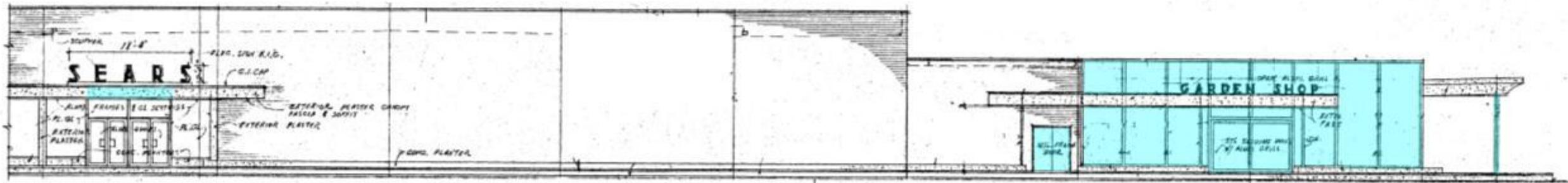
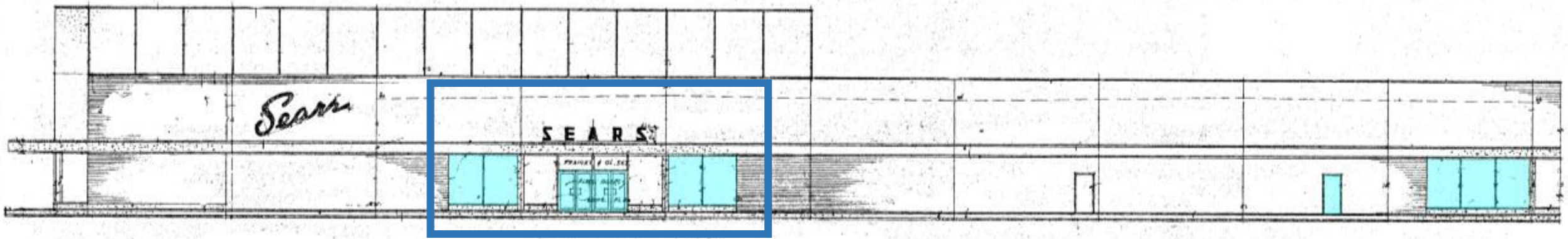


South Elevation



South Elevation





West Elevation



North West Elevation



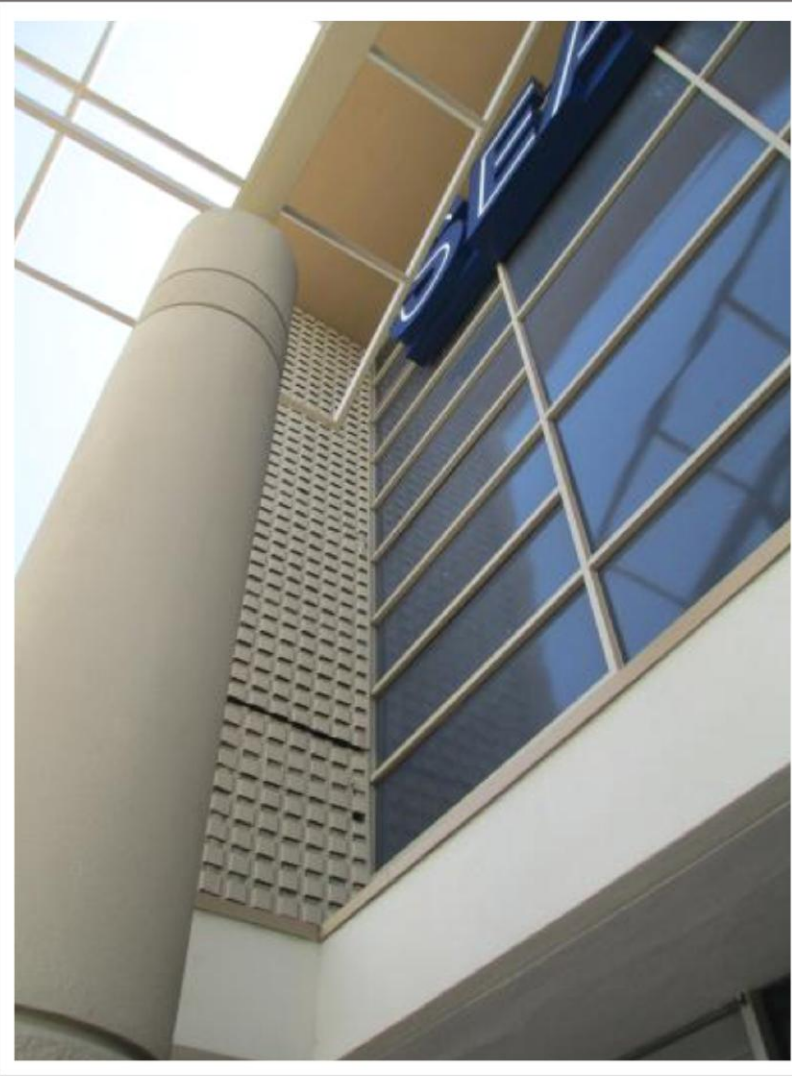
South West Elevation

West Elevation



North Elevation

Structure is not attached to the Building in North location



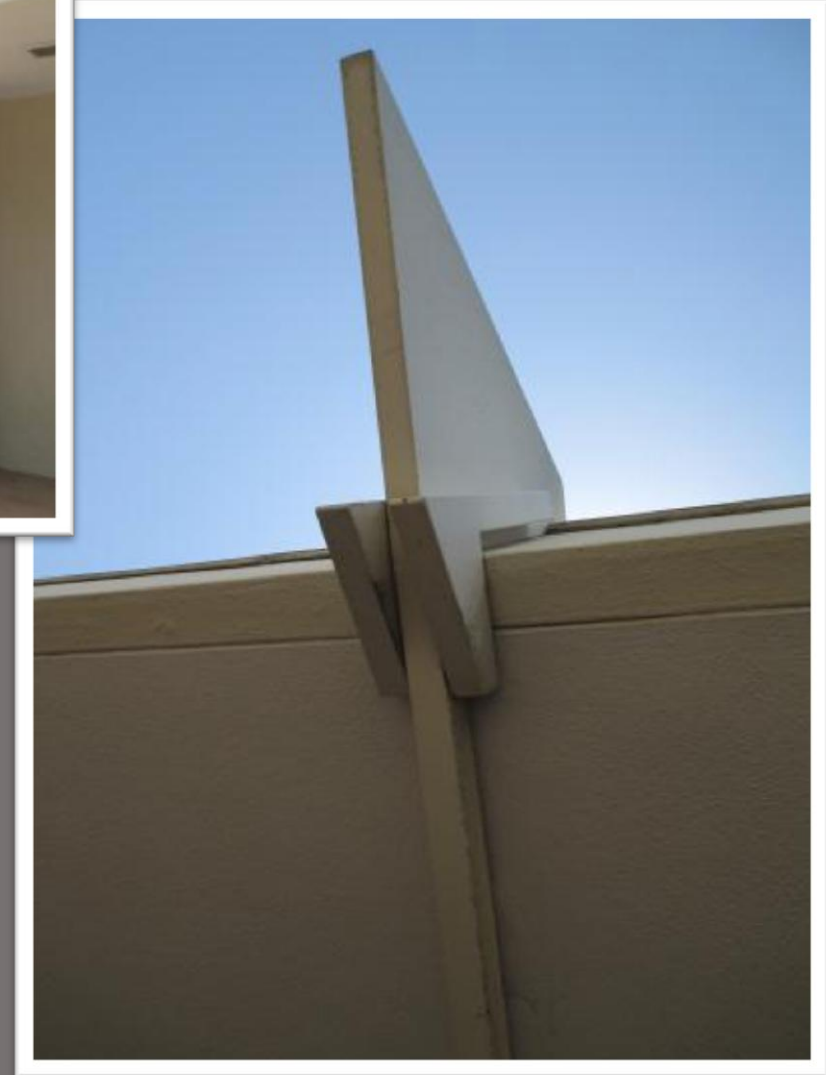
Structure is attached to the roof-top building in West location

Columns are covered with a hollow encasement



Storefront display windows are obscured.

Ephemeral conjectural
Feature added
Every 26'-0"







Recommendation

Adopt the Resolution

