



BURBANK HISTORIC SIGN SURVEY

Historic Resources Survey Report

Prepared for:



City of Burbank
Planning and Transportation Division

Prepared by:

ARCHITECTURAL RESOURCES GROUP, INC.
Architects, Planners & Conservators



Architectural Resources Group, Inc.
Pasadena, CA

July 2, 2014

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Washington, D.C. 20240

Opposite: From left to right, 120 West Magnolia Blvd., 108 East Providencia Ave. (top), 4420 Lakeside Dr. (bottom), 3122 West Burbank Blvd. All photos taken by ARG, 2014.

INTRODUCTION

In December 2013, the City of Burbank contracted with Architectural Resources Group (ARG) to conduct a reconnaissance-level historic resources survey of historic signs in the City's commercially zoned areas. The primary goals of the survey were to determine what types of commercial signs exist in Burbank, determine how they relate to Burbank's *Citywide Historic Context Report* (prepared by Galvin Preservation Associates in 2009), and to identify characteristics that would indicate that a sign is eligible against Burbank's criteria for the designation of historic resources.

As part of the scope of work for this project, ARG also provided assistance in the preparation of a draft incentive-based historic sign preservation ordinance, which is currently being developed by the City of Burbank.

This project was funded by a Certified Local Government (CLG) grant, issued by the California Office of Historic Preservation in 2013. All work was conducted by ARG staff meeting the *Secretary of the Interior's Professional Qualification Standards* in Architectural History.

METHODOLOGY

Field Survey

In December 2013, two ARG architectural historians drove all commercially-designated areas in Burbank, photographed all signs which appeared to be more than 45 years old (built before 1969), and noted related addresses, business names, and sign types. Although the scope of work was to identify signs in commercially-zoned areas, non-commercial signs (residential, industrial, and institutional) in these areas were also recorded by the survey team if they appeared to be more than 45 years old.

Upon completion of fieldwork, the team then researched the signs' dates of construction using City Geographic Information System (GIS) data, information



Figure 1. Burbank shopping district (San Fernando Road), 1960. (courtesy Los Angeles Public Library Photo Collection)



Figure 2. Signs near the intersection of Alameda Avenue and San Fernando Road, ca. 1950s. The Blue Room sign, still extant today, is visible in the background (courtesy Burbankia Photos, www.wesclark.com)

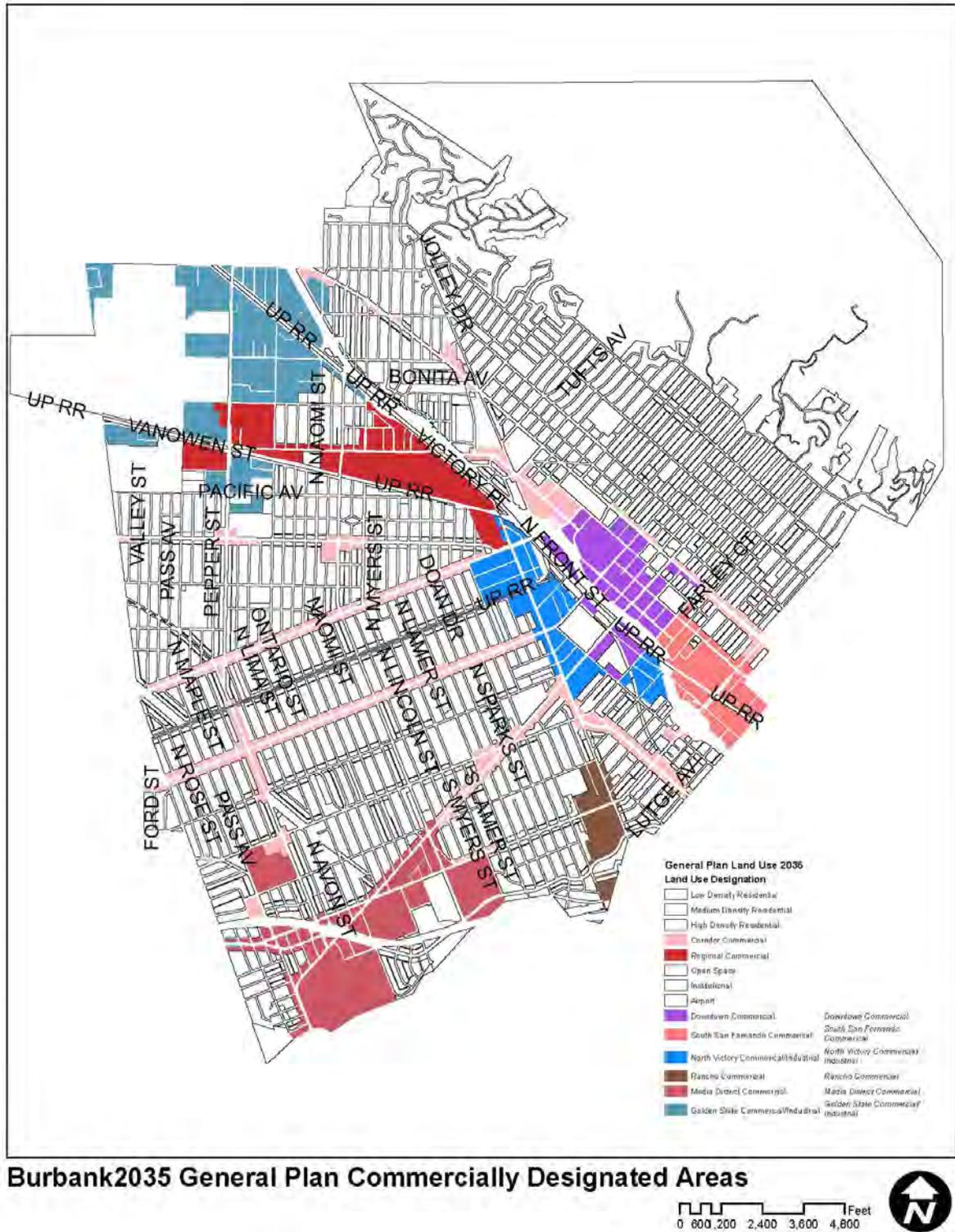


Figure 3. Map of commercially-designated areas in the City of Burbank, indicating the survey area for this study (courtesy City of Burbank, 2013)

from the Los Angeles County Assessor's Office, permits from the City's Building Division, and historical photographs from various online repositories. Where historical information was not available on a sign, professional judgment and knowledge of the related building's construction date were used to create an estimate of the sign's date. All of the information was entered into Excel spreadsheets, attached to this report.

At the request of the City, ARG went beyond recording only fully-intact historic signs, to include historic signs that have been altered but retain some historic character. These signs may not have the physical integrity to be considered eligible historical resources, but they have aesthetic value that the City may wish to take into account in future planning efforts.

The two categories of recorded signs are:

Tier 1: Intact and Nearly Intact Historic Signs

These signs predate 1969 and are either totally unaltered or have endured alterations minor enough that their essential historic character remains intact (for instance, compatible neon lettering has been added to existing neon lettering; or one of several internally-illuminated plastic boxes has been replaced).

Tier 2: Altered Signs that Retain Some Historic Character

These signs also predate 1969, but have experienced more extensive alterations that have impacted their historical significance (for example, all neon lettering has been replaced; or all internally illuminated plastic boxes have been removed or replaced). Despite having been altered, these signs are still evocative of Burbank's history and retain aesthetic value.



Figure 4. Example of a "Tier 1" sign, which is virtually unchanged. The Blue Room is located at 916 South San Fernando Boulevard. (ARG, 2013)



Figure 5. Example of a "Tier 2" sign, located at 921 West Magnolia Boulevard. The overall form of this sign is intact, but the internally-illuminated plastic box has been modified (ARG, 2013)

Historic Context Statement and Eligibility for Local Historic Resource Designation

In order to link identified signs to Burbank's existing *Citywide Historic Context Report*, ARG further categorized surveyed signs according to their related context and theme. In the *Historic Context Report*, signs were not identified in isolation as potentially eligible property types; rather, they were at times identified as character-defining features of potentially eligible building types (for instance, "large neon sign" was identified as a character defining feature of the commercial property type, "motels"). In the analysis of signs as stand-alone historic resources, ARG utilized the existing structure of the *Historic Context Report* and added property types and subtypes for the various sign types commonly associated with each building type.

Once this basic outline was established, ARG then created "cut sheets" for each context, theme, property type, and property subtype (CTP). The cut sheets each contain a narrative summary description of each sign type, and customized eligibility standards, integrity considerations, and applicable local designation criteria. The primary goal of the cut sheets is to provide standardized guidelines for the evaluation of historic signs against City eligibility criteria, therefore aiding the determination of which rise to the level of eligibility as a Burbank Historic Resource, and which do not.

FINDINGS

ARG identified 79 historic signs in Burbank's commercially-designated area. Of these, 42 signs were categorized as Tier 1 signs, while 37 were identified as Tier 2 signs. Based on the field survey and the development of eligibility standards using Burbank's historic resource criteria, ARG recommends that all signs categorized as Tier 1 signs appear eligible for local designation. Tier 2 signs likely do not retain sufficient integrity for local eligibility, due to the fact that they have been altered. However, these signs still retain aesthetic value and, if restored, might be eligible for designation in the future.

Each identified sign was also categorized by physical type, as one of the following:

- Projecting blade signs
- Rooftop signs
- Wall mounted and façade signs
- Freestanding pylon, pole, tower, and stantion signs
- Painted wall signs

The attached cut sheets explain each sign type and its character-defining features.

Historic signs were identified under the following contexts and themes, per the 2009 *Citywide Historic Context Report*. Added or edited contexts/themes, which will be discussed at greater length in the *Recommendations* section, are indicated with an asterisk.

Context: Burbank During the Great Depression (1929-1938)

Theme: Commercial (Outside downtown commercial core)

Context: Post-Great Depression Population Boom/ Burbank During World War II (1939-1945)

Theme: Commercial (Outside downtown commercial core)

Theme: Commercial (Downtown)

Theme: Civic/Institutional

Context: Burbank During the Post-War Years (1946-1969)*

Theme: General Commercial (Outside downtown commercial core)

Theme: Automobile-Related Commercial (Multiple property types)

Theme: Industrial/Manufacturing (General and Aircraft Parts Manufacturing)

Theme: Residential (Multiple-Family Residential)

Theme: Social Infrastructural Buildings (Churches)

Theme: Civic/Institutional

RECOMMENDATIONS

Historic Context Report

The 2009 *Citywide Historic Context Report* contains a detailed discussion of the contexts, themes, and property types important in the development of Burbank, and in most cases ARG was able to use the CTPs from this document in the evaluation of signs identified in the field. On the rare occasions that signs were identified in the field that did not relate to contexts and themes identified in the *Historic Context Report*, ARG added new context/theme/property type cut sheets to address these signs. The City of Burbank may decide to append the Citywide Historic Context Report, or attach this report as an appendix, so that it is clear how ARG's recommendations relate to the existing organizational structure of the *Report*.

Based on resources observed in the field, ARG made the following minor modifications to the contexts, themes, and property types of the Citywide Historic Context Report:

Under the existing Context:

Context: Burbank During the Post-War Years (1946-1965)

ARG changed the Period of Significance from 1946-1965 to 1946-1969, to accommodate commercial signs that are 45 years old at the time of this study.

ARG replaced the following theme:

Theme: Transportation-Related Commercial (and multiple individual property types)

with:

Theme: Automobile-Related Commercial (to include Drive-Thru Markets as well as Car Washes, Motels, and Coffee Shops)

Future Studies/Analyses

Although ARG's field survey was limited to commercially-zoned properties in the City of Burbank, there is indication that additional historic signs (residential, industrial, and institutional) may exist in areas with non-commercial zoning. Therefore, ARG recommends that a survey of the rest of the City of Burbank may reveal additional signs that are eligible for local historic resource designation. Future surveys and eligibility analyses can be guided by the context, theme, and property type cut sheets provided herein.

Context: Burbank During the Great Depression (1929-1938)

Theme: Commercial (Outside of downtown commercial core)

Property Type: Signs

Property Sub-Type: Projecting Blade Signs

A projecting blade sign is an autonomous object attached perpendicularly to the façade of a building. It projects over the sidewalk, is oriented to street traffic, and employs advertising strategies to capture the attention of moving audiences. Projecting blade signs are significant for their association with commercial establishments along Burbank's main arterial corridors outside of downtown, as part of the city's commercial development during the Great Depression (1929-1938). While development of several movie studios continued and work at Lockheed began to increase in the mid-1930s, this period saw very little commercial development. As a result, intact commercial signs dating to the 1930s are very rare.

Character Defining Features

- Perpendicular orientation to the building façade, attached by a pole, metal brackets, and/or guy wires
- Often extends vertically above the cornice, parapet, or roofline of the building
- Shape may exemplify design features of Art Deco, Streamline Moderne, or thematic architectural styles: streamlines, angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Usually two-faced for viewing from two directions
- Symbolic imagery—scenes, pictures—may join lettering or words or names, often painted
- Materials include varnished metal, porcelain enamel, or plastic
- External illumination includes neon, fluorescent, and/or incandescent bulbs, sometimes encased within metal channel letters; plastic (Plexiglas) signs usually internally illuminated

Eligibility Requirements

For City of Burbank eligibility, projecting blade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1929-1938) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



916 S. San Fernando Blvd.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Post Great Depression Population Boom/Burbank During World War II (1939-1945)

Theme: Commercial (Downtown)

Property Type: Signs

Property Sub-Type: Projecting Blade Signs

A projecting blade sign is an autonomous object attached perpendicularly to the façade of a building. It projects over the sidewalk, is oriented to street traffic, and employs advertising strategies to capture the attention of moving audiences. Projecting blade signs are significant for their association with commercial establishments in downtown Burbank, as part of the city's commercial development at the end of the Great Depression and during World War II. The city saw a resurgence in construction at this time due to the rapid expansion of the aircraft manufacturing industry, which drew thousands of people and prompted commercial growth.

Character Defining Features

- Perpendicular orientation to the building façade, attached by a pole, metal brackets, and/or guy wires
- Often extends vertically above the cornice, parapet, or roofline of the building
- Shape may exemplify design features of Art Deco, Streamline Moderne, or thematic architectural styles: streamlines, angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Usually two-faced for viewing from two directions
- Symbolic imagery—scenes, pictures—may join lettering or words or names, often painted
- Materials include varnished metal, porcelain enamel, or plastic
- External illumination includes neon, fluorescent, and/or incandescent bulbs, sometimes encased within metal channel letters; plastic (Plexiglas) signs usually internally illuminated

Eligibility Requirements

For City of Burbank eligibility, projecting blade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1939-1945) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



265 E. Orange Grove Ave.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Post Great Depression Population Boom/Burbank During World War II (1939-1945)

Theme: Commercial (Downtown)

Property Type: Signs

Property Sub-Type: Painted Wall Signs

A painted wall sign is an advertisement painted on the wall of a commercial building. It may be on the front façade, sidewall, or even back wall. The sign may advertise the building's occupant or another off-premise business or product. Painted wall signs are significant for their association with commercial establishments in downtown Burbank, as part of the city's commercial development at the end of the Great Depression and during World War II. The city saw a resurgence in construction at this time due to the rapid expansion of the aircraft manufacturing industry, which drew thousands of people and prompted commercial growth.

Character Defining Features

- Painted directly on stucco, bricks, mortar, or other wall cladding of a building
- May advertise off-premise as well as on-premise businesses and products
- Often added to or changed over the course of the building's history
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance

Eligibility Requirements

For City of Burbank eligibility, painted wall signs must meet the following eligibility requirements:

- Constructed within the period of significance (1939-1945) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.



129 S. San Fernando Blvd.

Integrity Considerations

- Should retain integrity of location, design, workmanship, materials, and feeling
- Must be part of the fabric of an extant building, painted directly on façade or wall
- Original shape/form, lettering, and images must be present
- Painted letters and imagery may have been painted over during the period of significance
- Existing painted letters and imagery may be faded, spalled, or cracked ("ghost signs")

Context: Post Great Depression Population Boom/Burbank During World War II (1939-1945)

Theme: Commercial (Outside of downtown commercial core)

Property Type: Signs

Property Sub-Type: Projecting Blade Signs

A projecting blade sign is an autonomous object attached perpendicularly to the façade of a building. It projects over the sidewalk, is oriented to street traffic, and employs advertising strategies to capture the attention of moving audiences. Projecting blade signs are significant for their association with commercial establishments along Burbank's main arterial corridors outside of downtown, as part of the city's commercial development at the end of the Great Depression and during World War II. The city saw a resurgence in construction at this time due to the rapid expansion of the aircraft manufacturing industry, which drew thousands of people and prompted commercial growth.

Character Defining Features

- Perpendicular orientation to the building façade, attached by a pole, metal brackets, and/or guy wires
- Often extends vertically above the cornice, parapet, or roofline of the building
- Shape may exemplify design features of Art Deco, Streamline Moderne, or thematic architectural styles: streamlines, angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Usually two-faced for viewing from two directions
- Symbolic imagery—scenes, pictures—may join lettering or words or names, often painted
- Materials include varnished metal, porcelain enamel, or plastic
- External illumination includes neon, fluorescent, and/or incandescent bulbs, sometimes encased within metal channel letters; plastic (Plexiglas) signs usually internally illuminated

Eligibility Requirements

For City of Burbank eligibility, projecting blade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1939-1945) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



1619 Burbank Blvd.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Post Great Depression Population Boom/Burbank During World War II (1939-1945)

Theme: Civic/Institutional Buildings

Property Type: Signs

Property Sub-Type: Wall Mounted and Façade Signs

A wall mounted or façade sign represents a civic/institutional entity and is mounted to the walls (front façade or side) of a building anywhere from grade to top of parapet. It may be partially or wholly mounted on a canopy integral to a building. Signs may vary in scale and be oriented to foot traffic as well as street traffic. Wall mounted or façade signs are significant for their association with civic and institutional establishments along Burbank's main arterial corridors outside of downtown, as part of Burbank's institutional development at the end of the Great Depression and during World War II. The city saw a resurgence in population, construction, and institutional growth at this time due to the rapid expansion of the aircraft manufacturing industry, which drew thousands of people.

Character Defining Features

- Carved, cut, molded, and/or painted letters or objects attached to a building by metal rods, screws, braces, wooden plaques, or within boxlike cabinets
- Often located on fascia, above doorway, cornice, canopy, or parapet, or attached to and extending above the latter
- Materials include wood, glass, metal, and plastic
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Frequently illuminated by external lighting, backlit fluorescent, incandescent bulbs, or neon tubing

Eligibility Requirements

For City of Burbank eligibility, wall mounted and façade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1939-1945) in association with a civic or institutional establishment along one of Burbank's main corridors
- Evokes the ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a building by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



940 W. Olive Ave.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: General Commercial (Outside of downtown commercial core)

Theme: Automobile-Related Commercial (including Car Washes, Motels, Coffee Shops, and Drive-thru Markets)

Property Type: Signs

Property Sub-Type: Wall Mounted and Façade Signs

A wall mounted or façade sign represents a business or owner and is mounted to the walls (front façade or side) of a building anywhere from grade to top of parapet. It may be partially or wholly mounted on a canopy integral to a building. Signs may vary in scale and be oriented to foot traffic as well as street traffic, employing advertising strategies to draw in audiences. Wall mounted or façade signs are significant for their association with commercial establishments along Burbank's main arterial corridors outside of downtown, as part of the city's commercial development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Burbank's commercial areas became more densely developed during the postwar period, and included many businesses oriented toward automobile thoroughfares.

Character Defining Features

- Carved, cut, molded, and/or painted letters or objects attached to a building by metal rods, screws, braces, wooden plaques, or within boxlike cabinets
- Often located on fascia, above doorway, cornice, canopy, or parapet, or attached to and extending above the latter
- Materials include wood, glass, metal, and plastic
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Frequently illuminated by external lighting, backlit fluorescent, incandescent bulbs, or neon tubing

Eligibility Requirements

For City of Burbank eligibility, wall mounted or façade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



921 Riverside Dr.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: General Commercial (Outside of downtown commercial core)

Theme: Automobile-Related Commercial (including Car Washes, Motels, Coffee Shops, and Drive-thru Markets)

Property Type: Signs

Property Sub-Type: Freestanding Pylon, Pole, Tower, and Stantion Signs

A freestanding pylon, pole, tower or stantion sign is an autonomous object standing within the property lines of a commercial establishment. It is not attached to a building, but typically stands in front of one that is set back from the street and/or located on a corner. It is oriented to street traffic and employs advertising strategies to capture the attention of moving audiences. Freestanding pylon, pole, tower, and stantion signs are significant for their association with commercial establishments along Burbank's main arterial corridors outside of downtown, as part of the city's commercial development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Burbank's commercial areas became more densely developed during the postwar period, and included many businesses oriented toward automobile thoroughfares.

Character Defining Features

- Freestanding steel poles, rectilinear stucco-faced pylons, towers, or stantions that extend vertically from the ground, unattached to a building. May pierce an awning.
- Often rises to a height above that of its related building
- Pylons, poles, stantions, or towers support boxes (in varying dimensions and shapes), cutouts, spheres, statuary, or other three-dimensional forms
- Shape may exemplify design features of Late Moderne, Googie, or thematic architectural styles: angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Materials include metal, plastic, and stucco
- May support a combination of backlit plastic, incandescent bulbs, neon tubing, and fluorescent tubing
- Usually two-faced for viewing from two directions

Eligibility Requirements

For City of Burbank eligibility, freestanding pylon, pole, tower, and stantion signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



4420 Lakeside Dr.



3700 Riverside Dr.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: General Commercial (Outside of downtown commercial core)

Theme: Automobile-Related Commercial (including Car Washes, Motels, Coffee Shops, and Drive-thru Markets)

Property Type: Signs

Property Sub-Type: Painted Wall Signs

A painted wall sign is an advertisement painted on the wall of a commercial building. It may be on the front façade, sidewall, or even back wall, which may face rear automobile accommodations. The sign may advertise the building's occupant or another off-premise business or product. Painted wall signs are significant for their association with commercial establishments along Burbank's main arterial corridors outside of downtown, as part of the city's commercial development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Burbank's commercial areas became more densely developed during the postwar period, and included many businesses oriented toward automobile thoroughfares.

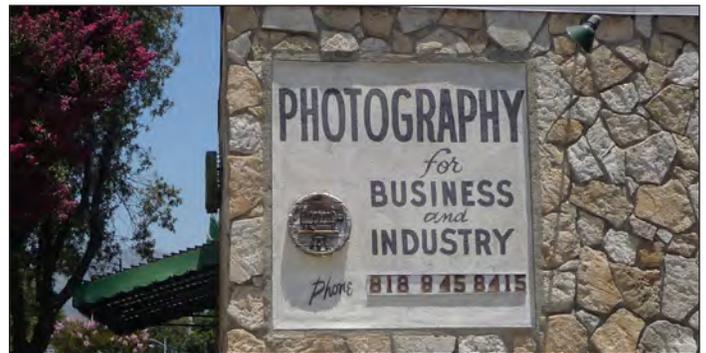
Character Defining Features

- Painted directly on stucco, bricks, mortar, or other wall cladding of a building
- May advertise off-premise as well as on-premise businesses and products
- Often added to or changed over the course of the building's history
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance

Eligibility Requirements

For City of Burbank eligibility, painted wall signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby by advertising the name of the establishment and its offerings, or the name of an off-premise business or product
- Retains the essential aspects of integrity



1320 W. Olive Ave.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of location, design, workmanship, materials, and feeling
- Must be part of the fabric of an extant building, painted directly on façade or wall
- Original shape/form, lettering, and images must be present
- Painted letters and imagery may have been painted over during the period of significance
- Existing painted letters and imagery may be faded, spalled, or cracked ("ghost signs")

Context: Burbank During the Post-War Years (1946-1969)

Theme: General Commercial (Outside of downtown commercial core)

Theme: Automobile-Related Commercial (including Car Washes, Motels, Coffee Shops, and Drive-thru Markets)

Property Type: Signs

Property Sub-Type: Projecting Blade Signs

A projecting blade sign is an autonomous object attached perpendicularly to the façade of a building. It projects over the sidewalk, is oriented to street traffic, and employs advertising strategies to capture the attention of moving audiences. Projecting blade signs are significant for their association with commercial establishments along Burbank's main arterial corridors outside of downtown, as part of the city's commercial development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Burbank's commercial areas became more densely developed during the postwar period, and included many businesses oriented toward automobile thoroughfares.

Character Defining Features

- Perpendicular orientation to the building façade, attached by a pole, metal brackets, and/or guy wires
- Often extends vertically above the cornice, parapet, or roofline of the building
- Shape may exemplify design features of Late Moderne, Googie or thematic architectural styles: angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Usually two-faced for viewing from two directions
- Symbolic imagery—scenes, pictures—may join lettering or words or names, often painted
- Materials include metal, porcelain enamel, or plastic
- External illumination includes neon, fluorescent, and incandescent bulbs, sometimes encased within metal channel letters; plastic (Plexiglas) signs usually internally illuminated

Eligibility Requirements

For City of Burbank eligibility, projecting blade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



1208 W. Magnolia Blvd.



3427 W. Magnolia Blvd.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: General Commercial (Outside of downtown commercial core)

Theme: Automobile-Related Commercial (including Car Washes, Motels, Coffee Shops, and Drive-thru Markets)

Property Type: Signs

Property Sub-Type: Rooftop Signs

A rooftop sign is erected upon, against, or directly above a roof or parapet of a building. Rooftop signs are significant for their association with commercial establishments along Burbank's main arterial corridors outside of downtown, as part of the city's commercial development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Burbank's commercial areas became more densely developed during the postwar period, and included many businesses oriented toward automobile thoroughfares.

Character Defining Features

- Erected upon, against, or directly above a roof or on top of or above the parapet of a building
- Metal scaffolding, towers, or poles attached to the rooftop to support freestanding letters, billboards, boxes, or sculptural objects
- Shape may exemplify design features of Googie, Late Moderne, or thematic architectural styles—angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Materials include metal, wood, and plastic
- May support a combination of backlit plastic, incandescent bulbs, neon tubing, and fluorescent tubing; off-structure lighting aimed towards it may illuminate metal surfaces
- Oriented towards major thoroughfares, often at an angle, sometimes not corresponding to the current formal street address or main entrance
- Signs may be two-, three-, or four-faced, oriented to different directions of street traffic

Eligibility Requirements

For City of Burbank eligibility, rooftop signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a commercial establishment along one of Burbank's main corridors
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



921 W. Olive Ave.



4420 Lakeside Dr.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: Industrial/Manufacturing (General and Aircraft Parts Manufacturing)

Property Type: Signs

Property Sub-Type: Rooftop Signs

A rooftop sign is erected upon, against, or directly above a roof or on top of or above the parapet of a building. Rooftop signs are significant for their association with industrial/manufacturing establishments in Burbank's industrial areas. These areas were part of the city's industrial and commercial development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries.

Character Defining Features

- Erected upon, against, or directly above a roof or on top of or above the parapet of a building
- Metal scaffolding, towers, or poles attached to the rooftop to support freestanding letters, billboards, boxes (in varying shapes), or sculptural objects
- Shape may exemplify design features of Googie, Late Moderne or thematic architectural styles: angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Materials include metal, wood, and plastic
- May support a combination of backlit plastic, incandescent bulbs, neon tubing, and fluorescent tubing; off-structure lighting aimed towards it may illuminate metal surfaces
- Oriented towards major thoroughfares, often at an angle, sometimes not corresponding to the current formal street address or main entrance
- Signs may be two-, three-, or four-faced, oriented to different directions of street traffic

Eligibility Requirements

For City of Burbank eligibility, rooftop signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with an industrial establishment along one of Burbank's main corridors or in an industrial area
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



110 W. Olive Ave.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: Industrial/Manufacturing (General and Aircraft Parts Manufacturing)

Property Type: Signs

Property Sub-Type: Wall Mounted and Façade Signs

A wall mounted or façade sign represents a business or owner and is mounted to the walls (front façade or side) of a building anywhere from grade to top of parapet. It may be partially or wholly mounted on a canopy integral to a building. Signs may vary in scale. Wall mounted or façade signs are significant for their association with industrial/manufacturing operations in Burbank's industrial areas, including aircraft parts manufacturing businesses near the airport. These areas were part of the city's industrial and commercial development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries.

Character Defining Features

- Carved, cut, molded, and/or painted letters or objects attached to a building by metal rods, screws, braces, wooden plaques, or within boxlike cabinets
- Often located on fascia, above doorway, cornice, canopy, or parapet, or attached to and extending above the latter
- Materials include wood, glass, metal, and plastic
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Frequently illuminated by external lighting, backlit fluorescent, incandescent bulbs, or neon tubing

Eligibility Requirements

For City of Burbank eligibility, wall mounted or façade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with an industrial establishment along one of Burbank's main corridors or in an industrial area
- Evokes the commercial ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a business by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



479 Riverside Dr.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: Social Infrastructural Buildings (Churches)

Property Type: Signs

Property Sub-Type: Freestanding Pylon, Pole, Tower, and Station Signs

A freestanding pylon, pole, tower or station sign is an autonomous object standing within the property lines of an establishment. It is not attached to a building, but typically stands in front of one that is set back from the street and/or located on a corner. It is oriented to street traffic and employs advertising strategies to capture the attention of moving audiences. Freestanding pylon, pole, tower, and station signs are significant for their association with social infrastructural properties established in Burbank during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Social infrastructural entities like churches, schools, and hospitals arose to serve the growing population.

Character Defining Features

- Freestanding steel poles, rectilinear stucco-faced pylons, towers, or stantions that extend vertically from the ground, unattached to a building. May pierce an awning.
- Often rises to a height above that of the building it advertises
- Pylons, poles, stantions, or towers support boxes (in varying dimensions and shapes), cutouts, spheres, statuary, or other three-dimensional forms
- Shape may exemplify design features of Google or thematic architectural styles: streamlines, angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Materials include metal, plastic, and stucco
- May support a combination of backlit plastic, incandescent bulbs, neon tubing, and/or fluorescent tubing
- Usually two-faced for viewing from two directions

Eligibility Requirements

For City of Burbank eligibility, freestanding pylon, pole, tower, and station signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a church in Burbank
- Evokes the ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of advertising the name of the church and/or a message related to its mission
- Retains the essential aspects of integrity



3216 W.Victory Blvd.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: Civic/Institutional Buildings

Property Type: Signs

Property Sub-Type: Projecting Blade Signs

A projecting blade sign is an autonomous object attached perpendicularly to the façade of a building. It projects over the sidewalk, is oriented to street traffic, and employs advertising strategies to capture the attention of moving audiences. Projecting blade signs are significant for their association with civic and institutional properties established in Burbank during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Institutional entities like veterans' organizations and charity groups arose to serve the growing population.

Character Defining Features

- Freestanding steel poles, rectilinear stucco-faced pylons, towers, or stantions that extend vertically from the ground, unattached to a building. May pierce an awning.
- Often rises to a height above that of the building it advertises
- Pylons, poles, stantions, or towers support boxes (in varying dimensions and shapes), cutouts, spheres, statuary, or other three-dimensional forms
- Shape may exemplify design features of Googie or thematic architectural styles: streamlines, angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Materials include metal, plastic, and stucco
- May support a combination of backlit plastic, incandescent bulbs, neon tubing, and/or fluorescent tubing
- Usually two-faced for viewing from two directions

Eligibility Requirements

For City of Burbank eligibility, wall mounted and façade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a civic or institutional establishment along one of Burbank's main corridors
- Evokes the ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a building by advertising the name of the establishment and its offerings
- Retains the essential aspects of integrity



1006 W. Magnolia Blvd.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: Residential (Multi-Family Residential)

Property Type: Signs

Property Sub-Type: Wall Mounted and Façade Signs

A wall mounted or façade sign represents a named multi-family residential building and is mounted to the walls (front façade or side) of a building anywhere from grade to top of parapet. It may be partially or wholly mounted on a canopy integral to a building. Signs may vary in scale and be oriented to foot traffic as well as street traffic, employing advertising strategies to declare pride of ownership and capture the attention of moving audiences. Wall mounted or façade signs are significant for their association with the residential development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Burbank's residential and commercial areas became more densely developed during the postwar period, resulting in the placement of some apartment buildings along commercial corridors.



4100 Warner Blvd.



4319 W. Olive Ave.

Character Defining Features

- Carved, cut, molded, and/or painted letters or objects attached to a building by metal rods, screws, braces, wooden plaques, or within boxlike cabinets
- Often located on fascia, above doorway, cornice, canopy, or parapet, or attached to and extending above the latter
- Materials include wood, glass, metal, and plastic
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Frequently illuminated by external lighting, backlit fluorescent, incandescent bulbs, or neon tubing

Eligibility Requirements

For City of Burbank eligibility, wall mounted or façade signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a multi-family residential property along one of Burbank's main commercial corridors
- Evokes the aesthetic ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passersby to a property by advertising the name of the building
- Retains the essential aspects of integrity

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity

Context: Burbank During the Post-War Years (1946-1969)

Theme: Residential (Multi-Family Residential)

Property Type: Signs

Property Sub-Type: Freestanding Pylon, Pole, Tower, and Stantion Signs

A freestanding pylon, pole, tower or stantion sign is an autonomous object standing within the property lines of an establishment. It is not attached to a building, but typically stands in front of one that is set back from the street and/or located on a corner. It is oriented to street traffic and employs advertising strategies to capture the attention of moving audiences. Freestanding pylon, pole, tower, and stantion signs are significant for their association with the residential development that took place along Burbank's main commercial corridors, as part of the city's development during the postwar period. The city saw steady growth at this time due to the influx of returning veterans, a general westward population migration, and a robust economy based on the aircraft manufacturing and motion picture industries. Burbank's residential and commercial areas became more densely developed during the postwar period, resulting in the placement of some apartment buildings along commercial corridors.

Character Defining Features

- Freestanding steel poles, rectilinear stucco-faced pylons, towers, or stantions that extend vertically from the ground, unattached to a building. May pierce an awning.
- Often rises to a height above that of the building it advertises
- Pylons, poles, stantions, or towers support boxes (in varying dimensions and shapes), cutouts, spheres, statuary, or other three-dimensional forms
- Shape may exemplify design features of Googie or thematic architectural styles: streamlines, angularity, rectilinear forms, offset composition of intersecting forms, programmatic shapes
- Typographic forms, imagery, and/or objects evoke the ethos of the era of its period of significance
- Materials include metal, plastic, and stucco
- May support a combination of backlit plastic, incandescent bulbs, neon tubing, and/or fluorescent tubing
- Usually two-faced for viewing from two directions

Eligibility Requirements

For City of Burbank eligibility, freestanding pylon, pole, tower, and stantion signs must meet the following eligibility requirements:

- Constructed within the period of significance (1946-1969) in association with a multi-family residential property along one of Burbank's main commercial corridors
- Evokes the aesthetic ethos of its period through its form, imagery, typography, and materials
- Retains the original intent of drawing the attention of passerby to a property by advertising the name of the building
- Retains the essential aspects of integrity



4319 W. Olive Ave.

Applicable Local Criteria for Eligibility

- a. Is associated with events that have made a significant contribution to the broad patterns of Burbank's or California's history and cultural heritage.
- c. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

Integrity Considerations

- Should retain integrity of design, workmanship, materials, and feeling
- Original shape/form must be present, though some lettering may have changed
- Existing painted letters and imagery may be faded
- Tubing and bulbs may be missing or broken, with only electrical sockets for electrodes remaining
- Sign may exhibit signs of deterioration but must retain basic structural integrity