

**HISTORIC LANDMARK COMMISSION
FEBRUARY 23, 2015
APPLICATION FOR A CERTIFICATE OF APPROPRIATENESS
C14H-1978-0038
Paramount Theater
713 Congress Avenue**

PROPOSAL

Re-erect the historic Paramount Theater blade sign.

PROJECT SPECIFICATIONS

The applicant proposes the reproduction and re-erection of the traditional Paramount Theater blade sign. The design, dimensions, and colors of the proposed sign conform to photographic and other documentary evidence of the sign that was attached to the theater building from the 1920s until 1964.

The proposed double-sided sign will be constructed of metal and will be 50 feet tall. It will have a total of 1,386 exposed light bulbs in the perimeter and the letters of the sign. The sign will be 2' – 7" thick at the lettered part of the sign and 3'-1" thick at the ornamental top. It will be attached above the mezzanine level of the historic theater building, in the center of the façade.

STANDARDS FOR REVIEW

The Commission's Standards for Review of applications for Certificates of Appropriateness include:

- Recognize all buildings, structures, and sites as products of their own time. Do not construct alterations which have no historical basis and which seek to create an earlier appearance.
- Repair, rather than replace deteriorated architectural features wherever possible. In the event replacement is necessary, the new material should match the material being replaced in composition, design, color, texture, and other visual qualities. Base the repair or replacement of missing architectural features on accurate duplications of features, substantiated by historical, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.

COMMITTEE RECOMMENDATIONS

The Committee recommends approval.

STAFF RECOMMENDATION

Approve as proposed.