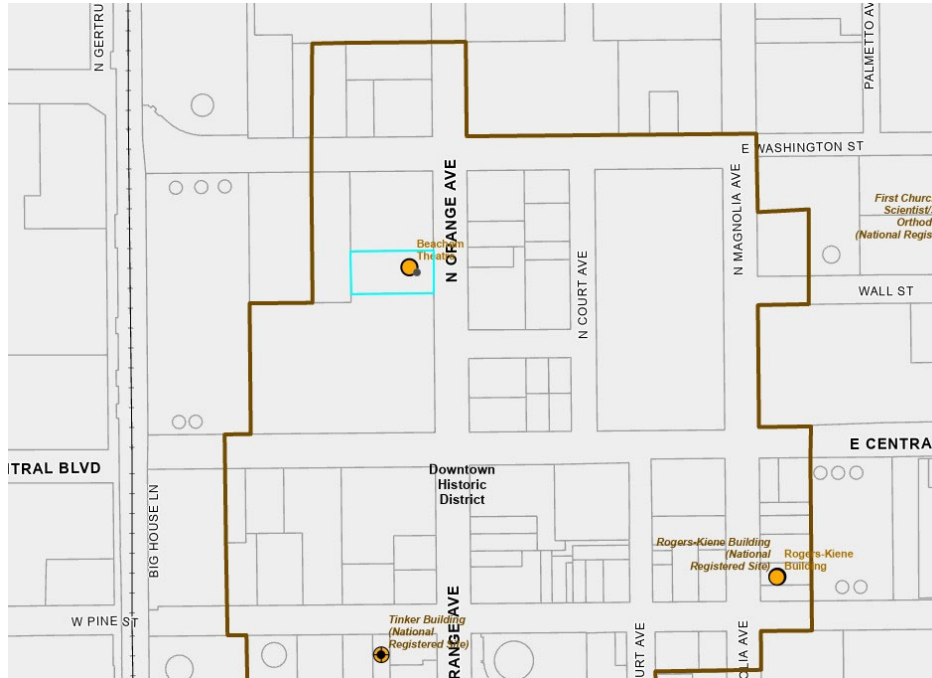


46 N ORANGE AVENUE DOWNTOWN HISTORIC DISTRICT



Location Map

 Subject Location

Summary

<p>Applicant Bridgett Cox 135 W Central Blvd Suite 400 Orlando, FL 32801</p> <p>Owner Beacham Theatre LLC 46 N Orange Ave Orlando, FL 32801</p> <p>Project Planner Jennifer Fritz-Hunter, AIA Historic Preservation Officer, Planner III</p> <p>Updated: March 27, 2026</p>	<p>Property Location: 46 N Orange Avenue, Downtown Historic District, Commissioner District 4.</p> <p>Applicant's Request: Major Certificate of Appropriateness request to alter the front facade of the building.</p> <p>Staff's Recommendation: Approval of the request, subject to the conditions in this report.</p>	<p>Public Comment Courtesy notices were mailed to property owners within 300 ft. of the subject property the week of March 16, 2026 and a placard advertising the HPB meeting was posted at the subject property. As of the published date of this report, staff has received no comments from the public concerning this request.</p>
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HISTORIC AND SITE BACKGROUND

- The house is a Contributing structure in the Downtown Historic District (1980) and an Individual Landmark
- The lot is zoned AC-3AT/HP and is a standard rectangular shape with an area of 0.25 acres.
- The lot is located mid-block on N Orange Avenue between Washington Street and Central Boulevard.
- The primary structure was built in 1921
- The style is listed as “Commercial 1920’s” in the Florida Master Site File
- Previous Certificates of Appropriateness:
 - Stucco/Paint (2024), Curb Cut (2021), paint (2021), Façade Changes (2019), Signage (2015), Vinyl Graphics (2015), Roof (2012), Exterior repairs (2011), Façade Changes (2010), Roof (2007), Repairs (2005), Signage (2001), Doors (1999)

PROJECT OVERVIEW

A Major Certificate of Appropriateness to remodel the front face of the theatre only. The proposal re-establishes the storefronts on either side of the main entry, the historic proportions on the second floor, elements of the historic façade and signage.

FLORIDA MASTER SITE FILE INFORMATION



The site was surveyed in 1980. The survey states that the year built is 1921 and that the area of significance is for architecture and the theatre. The style is listed as “Commercial 1920’s”. The structure has been altered several times throughout its history. The current façade was an update from the 1990’s and is deteriorating.

The original façade was Mediterranean revival with symmetry, ganged windows, tile work, and textured stucco.

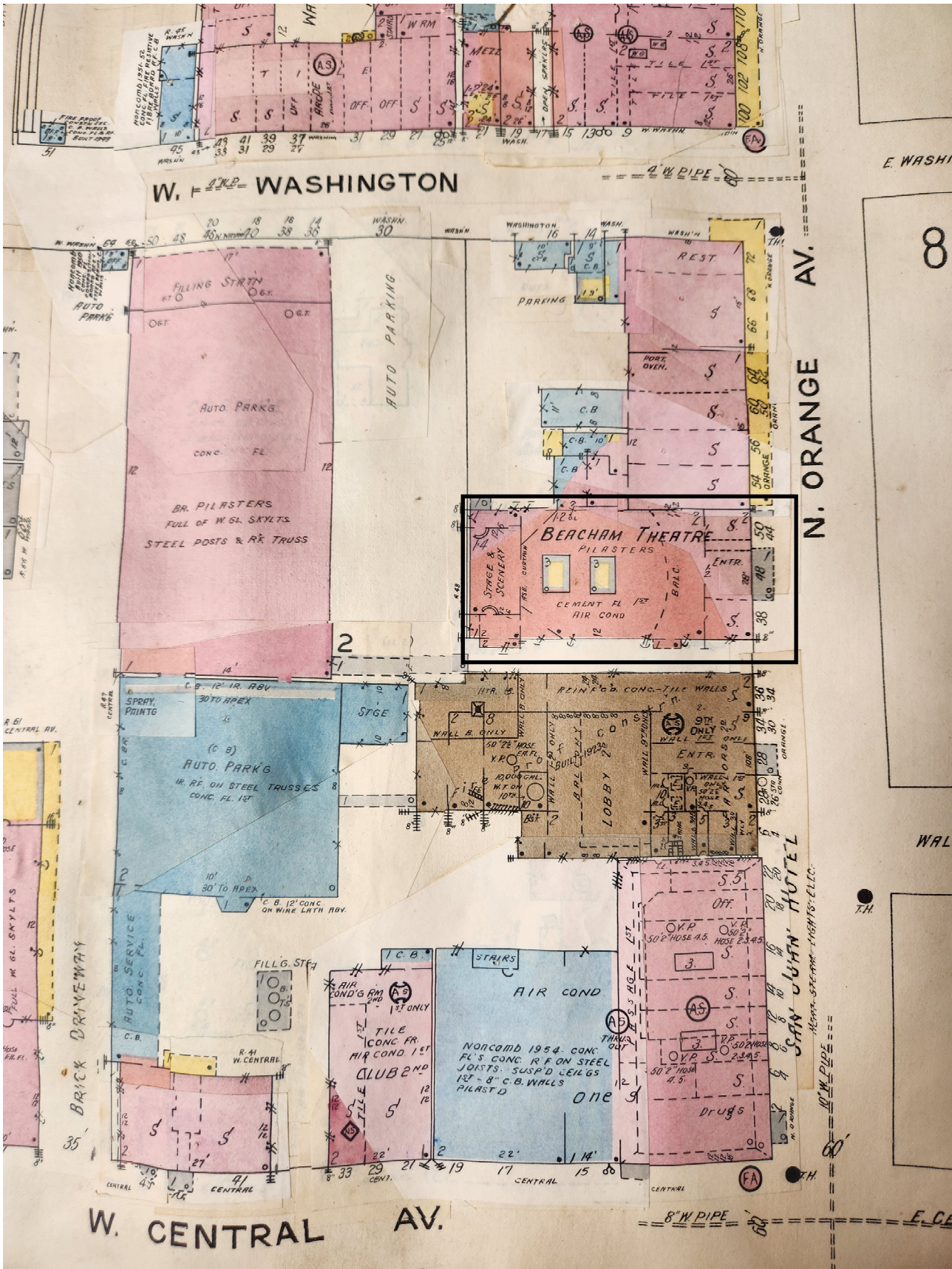
Built by Braxton Beacham, who had previously rented the Dr. Phillips Theatre at the corner of Pine and Orange. The theatre began with vaudeville acts before switching to talkies in 1936. Movies continued here until 1975 when live acts returned for a short time. The site is currently a night club.

CONDITIONS OF APPROVAL

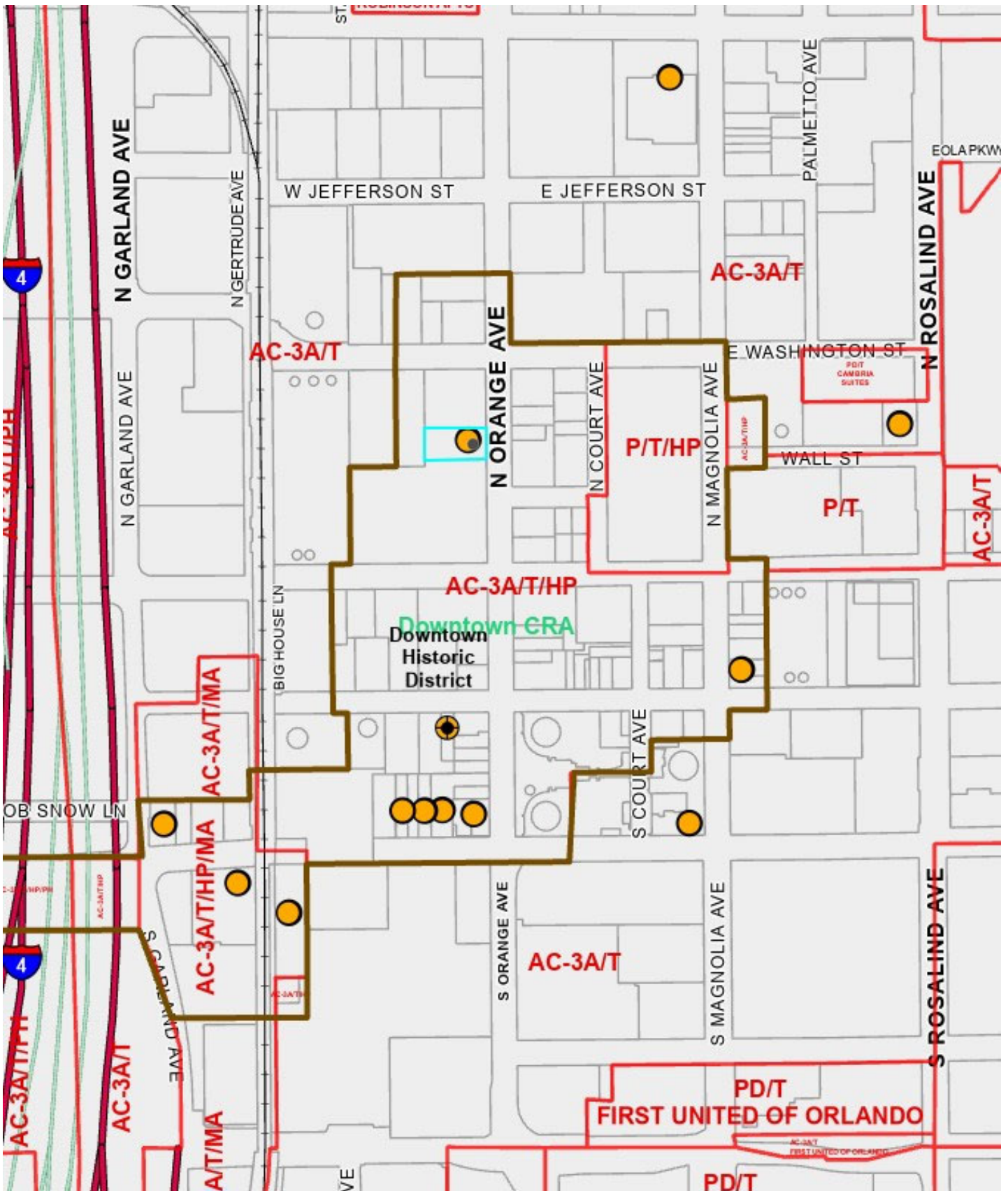
Subject to the following conditions, the proposal is consistent with the requirements for approval contained in Sections 62.201 and 62.704 of the Land Development Code (LDC).

1. All changes to this proposal shall be reviewed and approved by HPB Minor Review Committee prior to permitting. Major modifications may require additional HPB approvals.
2. HPB approval does not grant permission to commence construction activity. All necessary permits must be obtained prior to commencement of construction activity.
3. HPB Construction Observation. Prior to the commencement of vertical construction the general contractor, developer and architect must schedule a coordination meeting with HPB Staff to review the HPB conditions of approval and the HPB review process for any proposed changes that may occur during construction. The general contractor must schedule periodic meetings with the HPB staff as needed to update staff on the project progress and potential issues complying with the HPB conditions of approval.
4. After demolition of the existing faux façade, the applicant and owners review with staff what original material remains and incorporate those elements in good condition into the final design were feasible.
5. All doors and storefront systems are submitted for a separate minor review prior to securing the building permit.
6. The front entry has 1 more door leaf at the south end for balance/symmetry.
7. All finish materials are submitted to staff for minor review.
8. All signage shall be submitted for minor review. The Blade sign will need a creative design exception per Section 64.268.

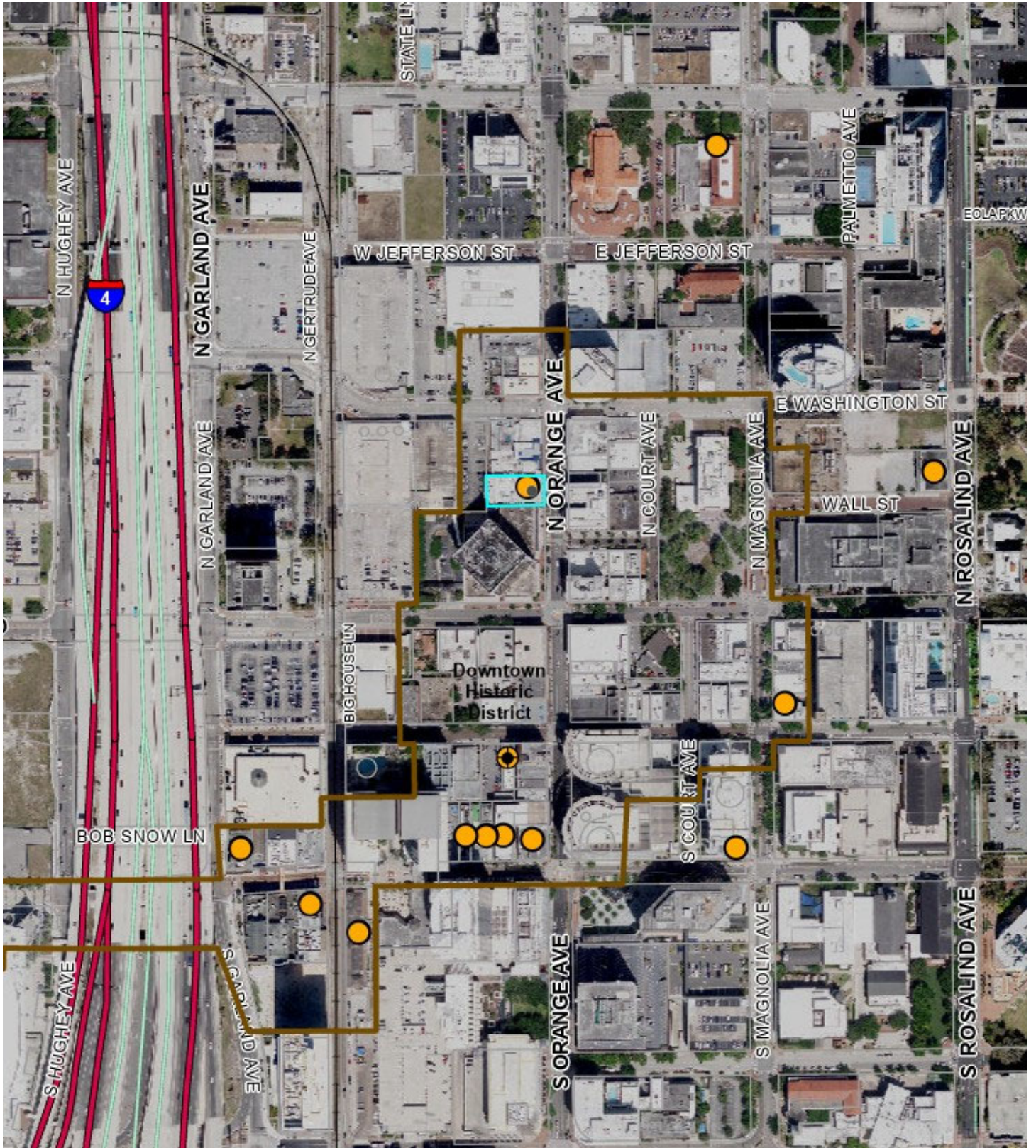
SANBORN INSURANCE MAP CIRCA 1925



SURROUNDING ZONING MAP



AERIAL VIEWS



EXISTING SITE PHOTOS- SUBJECT PROPERTY

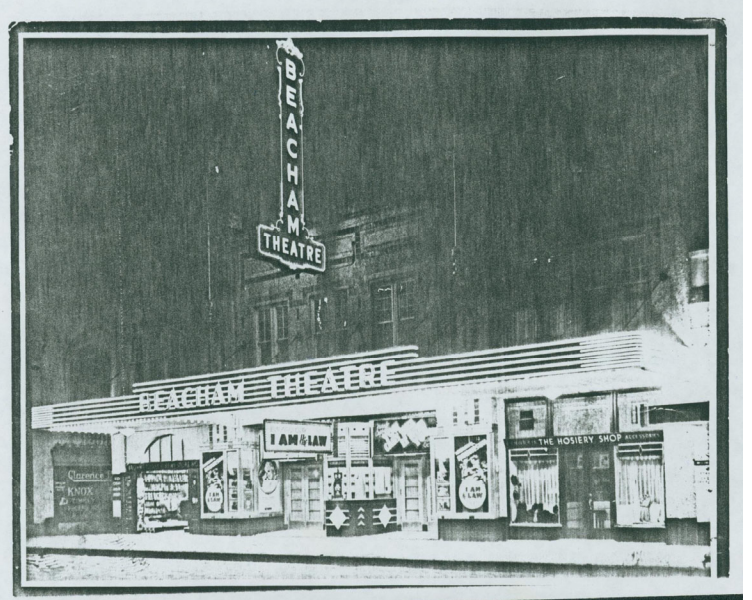


Looking at subject property

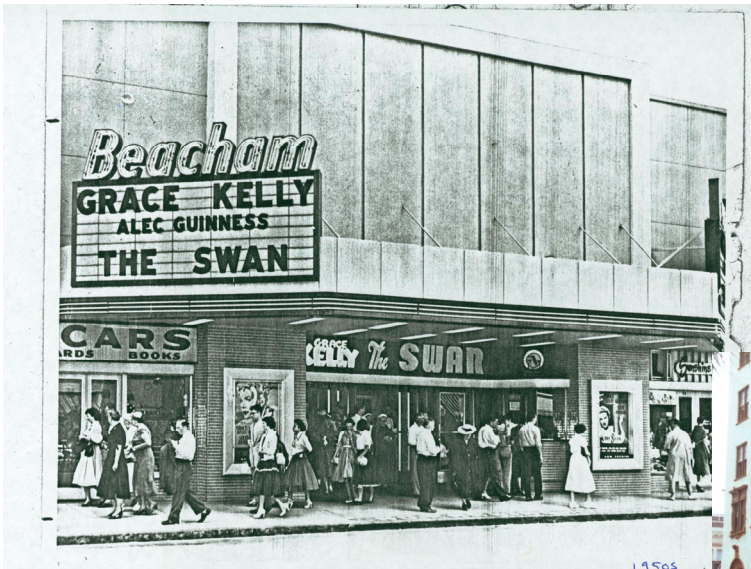
HISTORIC PHOTOS- SUBJECT PROPERTY



1933 Photograph



1938 photograph



1956 Photograph



1980 Photograph

PROPOSED ELEVATIONS OF STRUCTURE

Cantilevered theater marquee with integrated architectural lighting.

Soffit (Ceiling): Pressed tin-style panels; stamped aluminum or FRP (Fiber-Reinforced Polymer) with an antique metallic finish.

Lighting: Grid-patterned recessed LED downlights for ambient sidewalk illumination.

Fascia : Dark-bronze ribbed aluminum or sheet metal featuring a decorative scalloped cresting detail.

Stepped Parapet & Cornice
Painted sheet metal (copper or aluminum) or a cast concrete coping painted a dark contrasting color to frame the building against the sky.

Sunburst Motif: The central recessed niche features a radiating "sunburst" or "sunrise" design. This is one of the most recognizable icons of the Jazz Age/Art Deco style.

Transom Grilles: Laser-cut aluminum or cast iron painted. (Lattice/Diamond Patterns). They mimic the look of historic ventilation grilles. Backlit with LED strip lights.

Bronze-finish Aluminium Entrance Doors.

New Dekton tile with Z² reveals.



2X Spires with Finials
Aluminum wall mounted poles attached with metal brackets. The finials (balls) at the top to be brass finished.

Daltile Mosaic Keystones 2x2 Mosaic Dot Mounted (12 X24 sheets) ALMOND D335 and CASTELROCK D618

Decorative Frieze (Lattice/Diamond Patterns)
These inset panels feature a texture that suggests Cast Stone, Terracotta or EIFS.

Metallic Central Blade Double Sided "BEACHHAM" Signage. Illuminated with LED, or half-lit channel letters.

Decorative EIFS Molding

Triangular Panels (Textured Stucco)

Reader Boards (Signage) Exterior LED High Definition Screens with Black Channel Letters ("BEACHHAM") on top.

Resin Light Box with Beacham Logo.

Historic Frame Replication: Dark-bronze aluminum frames emulating original storefronts; equippec with digital LED poster displays for high-impact street-level engagement.

New Dekton Tile Wainscot with light colored stone cap

RENDERINGS



RENDERINGS



RENDERINGS



STAFF ANALYSIS

SECRETARY OF THE INTERIOR'S "STANDARDS FOR REHABILITATION"

Considering an application for a Certificate of Appropriateness, the Historic Preservation Board shall adhere to and seek compatibility of structures in the district in terms of size, texture, scale and site plan, and in so doing, the following U.S. Secretary of the Interior's "Standards for Rehabilitation" found in **Section 62.201** of the City's Land Development Code, shall be considered by the Board in passing upon such applications:

1. Every reasonable effort shall be made to provide a compatible use for a property which requires minimal alteration of the building, structure, or site and its environment, or to use a property for its originally intended purpose.
The property will remain in commercial/entertainment use.
2. The distinguishing original qualities or character of a building, structure, or site and its environment shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features shall be avoided when possible.
The existing facade is applied in front of the original façade and removing it will have no detrimental effect to the structure.
3. All buildings, structures, and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
The proposal will return many features of the historic façade and provide modern complements in other areas.
4. Changes which may have taken place in the course of time are evidence of the history and development of a building, structure, or site and its environment. These changes may have acquired significance in their own right, and this significance shall be recognized and respected.
The current facade has no historic significance and should not be retained.
5. Distinctive stylistic features or examples of skilled craftsmanship which characterize a building, structure, or site shall be treated with sensitivity.
The existing marquee is distinctive and will be treated with sensitivity in this proposal.
6. Deteriorated architectural features shall be repaired rather than replaced, wherever possible. In the event replacement is necessary, the new material shall match the material being replaced in composition, design, color, texture, and other visual qualities. Repair or replacement of missing architectural features shall be based on accurate duplications of features, substantiated by historic, physical, or pictorial evidence rather than on conjectural designs or the availability of different architectural elements from other buildings or structures.
Staff is recommending that once the existing façade is removed, the original façade underneath is assessed to determine which original features can be repaired and maintained like the vertical columns, inlaid tile, etc.
7. The surface cleaning of structures shall be undertaken with the gentlest means possible. Sandblasting and other cleaning methods that could damage the historic building materials shall be discouraged.
Standard Not Applicable.
8. Every reasonable effort shall be made to protect and preserve archeological resources affected by, or adjacent to any project.
There are no known archaeological resources on site.
9. Contemporary design for alterations and additions to existing properties shall not be discouraged when such alterations and additions do not destroy significant historical, architectural or cultural materials, and such design is compatible with the size, scale, color, material, and character of the property, neighborhood or immediate environment.
The contemporary alterations (doors, light bar, sunburst, and diamond patterns) proposed are compatible with the size, scale, color, material, and character of the property, neighborhood, and immediate environment.
10. Contemporary design for new construction shall not be discouraged when such new construction is compatible with the size, scale, color, material, and character of the property, neighborhood or immediate environment.
Standard Not Applicable.

11. Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were removed in the future, the essential form and integrity of the structure would be unimpaired.

Based on the substantial return to the original design for the façade, staff believes any modern alterations could be removed in the future if the owners decide to continue the restoration.

ADDITIONAL STANDARDS

Staff has applied the following Sections of the Land Development Code to analyze Case HPB2026-10032.

Sec. 62.703. Standards for Existing Structures

1. Facades.

a. Wood. Existing wood siding, trim and details in good condition or repairable shall be retained. Deteriorated wood shall be replaced with wood to match the existing wood in size, shape and texture. No aluminum, vinyl or other man-made type siding materials shall be used to replace or cover wood siding, trim or details. Sandblasting wood siding, trim or detailing or the use of any abrasive, corrosive or damaging technique, is prohibited.

b. Masonry. Existing masonry in good condition or repairable shall be retained. Repair or replacement shall be made with materials duplicating the existing masonry in color, composition and texture. No aluminum, vinyl or other man-made type siding materials shall be used to replace or cover masonry, trim or details. Sandblasting masonry, trim or detailing or the use of any abrasive, corrosive or damaging technique such as blasting with pulverized materials, glass beads or other solids, with or without water, is prohibited.

Mortar joints shall be repointed only where there are obvious signs of deterioration such as disintegrating mortar, cracks in the mortar joints, loose bricks, damp walls or damaged plaster work. Repointing shall duplicate the existing mortar joints in size, composition, texture, color and structural strength.

The proposal would return the proportions of the original façade with vertical columns, flanking storefronts, tile inlays, and stucco exterior.

2. Roofs. The original roof shape of principal and accessory buildings shall be retained. Original roofing material that is in good condition or repairable shall be retained. Deteriorated roofing material shall be replaced with new material that is similar to the original roof in composition, size, shape, color and texture, except in the case of asbestos shingles. Asbestos shingles may be replaced with new materials, such as fiberglass shingles, cement fiber tiles or shingles, or clay tiles, that are similar to the original roofing in size, shape, color and texture. Architectural features that give the roof its character, such as dormers, cornices, towers, decorative brackets, eaves, chimneys, parapets and exposed rafter ends shall be retained or replicated. New features, such as skylights, shall be flush with the roof and shall not be installed on roofs visible from a public right-of-way.

The proposal would restore the original parapet offset.

3. Windows. Windows, frames, glass, muntins, mullions, sills, lintels and pediments in good condition or repairable and in character with the style and period of the building shall be retained. If windows or window details are determined to be unrepairable, they shall be replaced, on principal facades, with new windows matching the original in material, size and muntin and mullion proportion and configuration.

If aluminum windows are used, they shall match the size and have similar muntin and mullion proportions and configuration of the original windows. New aluminum windows shall be anodized or enameled.

When replacing existing windows that are inappropriate to the style and period of the building, they shall be replaced with new windows that are appropriate to the style and period of the building. Windows shall be relocated, enlarged, reduced or introduced into a facade only when the alteration is appropriate to the style of the building.

Tinted glass and stained glass shall not be installed on the principal facades of any residential building. For buildings originally constructed for commercial use, clear glass (88% light transmission) shall be installed on the first floor. Tinted glass allowing a minimum of 50% light transmission shall be considered only for use on second floor windows and above and shall be considered on a case-by-case basis. The use of reflective glass is prohibited on all buildings.

The proposal re-establishes storefronts on either side of the entry doors. While the second floor windows are not replaced, they could be restored in a future phase.

4. Shutters. Shutters in good condition or repairable and in character with the style and period of the building shall be retained. Missing shutters shall be replaced with wood shutters to match the existing. All replacement shutters shall be similar to the original in size, configuration and style, shall fit the window openings and shall not overlap on the surface of the wall.

Standard Not Applicable.

5. Awnings. Awning shapes, material, proportions, design, color, lettering and hardware shall be in character with the style of the building. Awnings shall reflect the architectural forms of the door and window openings of the buildings to which they are attached and shall not damage or obscure any architectural details. The minimum height of awnings on non-residential buildings shall be 8'0" from the lowest point to the sidewalk and they shall not extend more than 6'0" from the face of the structure. The highest point of a first floor awning on a non-residential building shall not be higher than the midpoint of the space between the second story window sills and the top of the first floor storefront window sills.

Standard Not Applicable.

6. Marquees. Marquees shall be retained where they are an historic element of the building. The design, materials, color, lettering and hardware of a marquee shall reflect the style and period of the building. The highest point of a marquee or its superstructure shall not be higher than the midpoint of the space between the second story window sills and the top of the first floor storefront window or transom. Marquees on non-residential buildings shall span the entire facade or entrance. One marquee shall be permitted on a facade. The minimum height of a marquee on a non-residential building shall be 8'0" from the lowest point to the sidewalk.

The marquee has changed over the years. The original marquee was smaller and only directly in front of the main entrance. But by the 1930's it had been enlarged and updated to be art modern style. The existing marquee will be retained. The ceiling will be replaced with an appropriate material and downlights added.

7. Doors. Doors and door details, frames, lintels, fan lights, sidelights, pediments and transoms, in good condition or repairable that are in character with the style and period of the building shall be retained. If doors or door details are found to be unrepairable, they shall be replaced, on principal facades, with new doors and door details in character with the structure in material, size and configuration. Only when the change is appropriate to the style and period of the building, shall doors be relocated, enlarged, reduced or introduced. Doors with modern designs, flush or sliding glass doors, or any type of door which is inappropriate to the style or period of the structure shall be prohibited.

The front entry doors to the theatre will be replaced to match existing. The entry to the theatre has changed over time with there originally being only a set of double doors on either side of a central ticket booth. Later the ticket booth moved to the side and now has been removed entirely. In order to re-establish symmetry, staff is proposing an 8th leaf be added to the south end of the proposed elevation. The door can be inoperable with no hardware.

8. Porches. Porches and porch features that are in good condition or repairable and are in character with the style and period of the building shall be retained. Porches and porch features shall be repaired so they match the existing in materials, size and configuration.

Standard Not Applicable.

9. Signs. Existing signs that are in good condition or repairable, in character with the style and period of the building and in conformance with the Code shall be retained, unless a new business requires the removal of the sign. New signs shall be compatible with the style and period of the building. In the Downtown Development District, the requirements of the Facade Design Guidelines shall also be met.

The existing marquee signs will be replaced with a LED sign that displays the "changeable letter" look of a vintage marquee. The signs will be the same size and location as the existing. Additionally, the proposal seeks to return the missing vertical Beacham to the top of the center parapet. This sign was not original to the theatre but is significant to the 1930's and 40's. This sign will require a creative design exception determination letter per section 64.268(c)2a that encourages the recreation of historic signs.

10. Site Improvements. Chain link fences visible from a public right-of-way or park shall be prohibited. Replacement of drives, walks, patios, decks, stairs, fences and walls with no change in the size configuration and using the same materials, shall not be reviewed by the Historic Preservation Board.

Standard Not Applicable.

11. Other. Any other request requiring a building permit determined by the Planning Official or his designee to have an impact on an historic landmark or the exterior of a structure in an HP Overlay district shall be reviewed by the Historic Preservation Board using the most closely analogous standards of this Chapter.

Standard Not Applicable.

Summary of Staff Analysis

Based on the above analysis and subject to the conditions listed on page 3, staff recommends approval of the request for a Major Certificate of Appropriateness to alter the façade.