

CITY OF
LONG BEACH

2017 IN REVIEW

CULTURAL

HERITAGE

COMMISSION





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CULTURAL HERITAGE

2017 IN REVIEW

Long Beach has a rich and distinctive cultural heritage which is reflected throughout its diverse neighborhoods, with unique architectural elements and historic structures that establish the City's identity and enhance the development and livability of the community. For several decades, Long Beach has had a Cultural Heritage Commission Ordinance to recognize and protect historic properties, and increase public knowledge and appreciation of the City's valued resources. The City's commitment to these goals is demonstrated through the implementation of several programs and policies, and is reinforced through the establishment of a Cultural Heritage Commission.



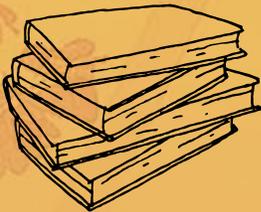
2017 IN REVIEW ...CONTINUED

Appointed by the Mayor and confirmed by the City Council, the seven-member Commission advises on planning policies as they relate to historic preservation, making recommendations for the designation of landmarks and historic districts, and reviewing all proposed modifications to designated landmarks or any improvement within a historic district. The Commission also works with City staff and property owners of historic sites, advising on technical aspects of renovation, rehabilitation, and reuse. In 2017, the Commission played a vital role in the City's historic preservation activities. These efforts honor the City's history, celebrate its character, and enhance the quality of life of Long Beach.



2017 BY THE NUMBERS*

CULTURAL HERITAGE COMMISSION



2 STUDY SESSIONS CONDUCTED



11 SCHEDULED MEETINGS CONDUCTED



1 ACTION TAKEN ON A DESIGNATED LANDMARK



13 CERTIFICATES OF APPROPRIATENESS APPROVED



25 MILLS ACT CONTRACTS AWARDED





HISTORIC DISTRICTS

The City has recognized distinct neighborhoods as having special architectural and historical value. The map above depicts the 17 designated historic districts within Long Beach.

- | | | | | | |
|--------------------|---|--------------------------|----|-------------------|----|
| Belmont Heights | 1 | Drake Park/Willmore City | 7 | Rose Park | 13 |
| Bluff Heights | 2 | Eliot Lane | 8 | Rose Park South | 14 |
| Bluff Park | 3 | Hellman Street Craftsman | 9 | Sunrise Boulevard | 15 |
| Brenner Place | 4 | Linden Avenue | 10 | Wilton Street | 16 |
| California Heights | 5 | Lowena Drive | 11 | Wrigley | 17 |
| Carroll Park | 6 | Minerva Park Place | 12 | | |



INITIATIVES/ PROGRAMS



BLUFF PARK

The following initiatives and programs have had a significant impact on preserving and enhancing the historical and architectural character of Long Beach.

HISTORIC DISTRICT DESIGN GUIDELINES

Long Beach is in the process of developing Historic District Design Guidelines for each of its 17 historic districts, along with style guides for each major historic architectural style. A historic district is a grouping of similar resources that have been identified as historically significant within a geographic region, concentration or linkage of similar architectural properties. The guidelines are intended to provide an instructive framework for sensitive changes to historic properties and encourage preservation efforts. The design guidelines will assist property owners in understanding the historic character of the buildings and districts in which they are located, and assist in selecting appropriate scale and materials for exterior alterations, maintenance, rehabilitation, building additions, and new construction within a historic district.



CARROLL PARK



WRIGLEY



HISTORIC DISTRICT DESIGN GUIDELINES CONTINUED

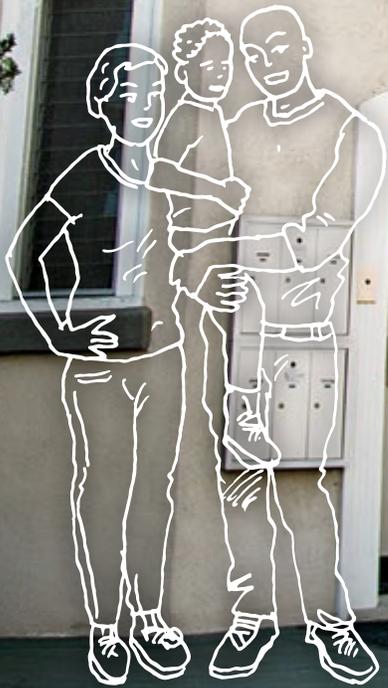


Following multiple rounds of public comment and revisions made to several of the draft design guidelines, the Cultural Heritage Commission adopted new Historic District Design Guidelines for 13 of the City's 17 historic districts, including the Belmont Heights, Brenner Place, Carroll Park, Eliot Lane, Hellman Street Craftsman Village, Lowena Drive, Linden Avenue, Minerva Place, Rose Park, Rose Park South, Sunrise Boulevard, Wilton Street, and Wrigley districts. Architectural style guides for Craftsman and Spanish Colonial styles were also adopted. The City, together with the Cultural Heritage Commission, anticipates completing all 17 Historic District Design Guidelines by the end of 2018.





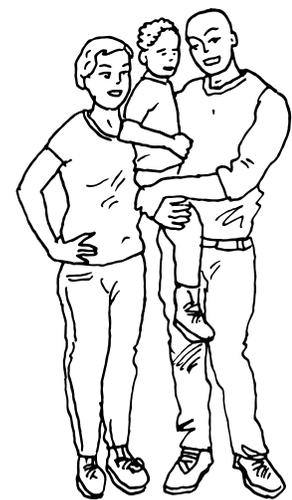
SUNSET BOULEVARD



2220

LANDMARK DESIGNATION PROGRAM

The City has recognized distinct structures and neighborhoods as having significant architectural and historical value. Buildings that have an association with important events in local, State or national history; illustrate past architectural styles; or sites that have maintained their original form and material may meet the criteria for landmark designation. The Cultural Heritage Commission reviews all landmark designation requests and makes recommendations to the Mayor, City Council, and the Planning Commission. Designation of a property as a historic landmark protects the building from inappropriate alterations, preserves existing historic resources, and raises awareness of City and neighborhood history. In 2017, six properties and one sign were designated as new historic landmarks in Long Beach.



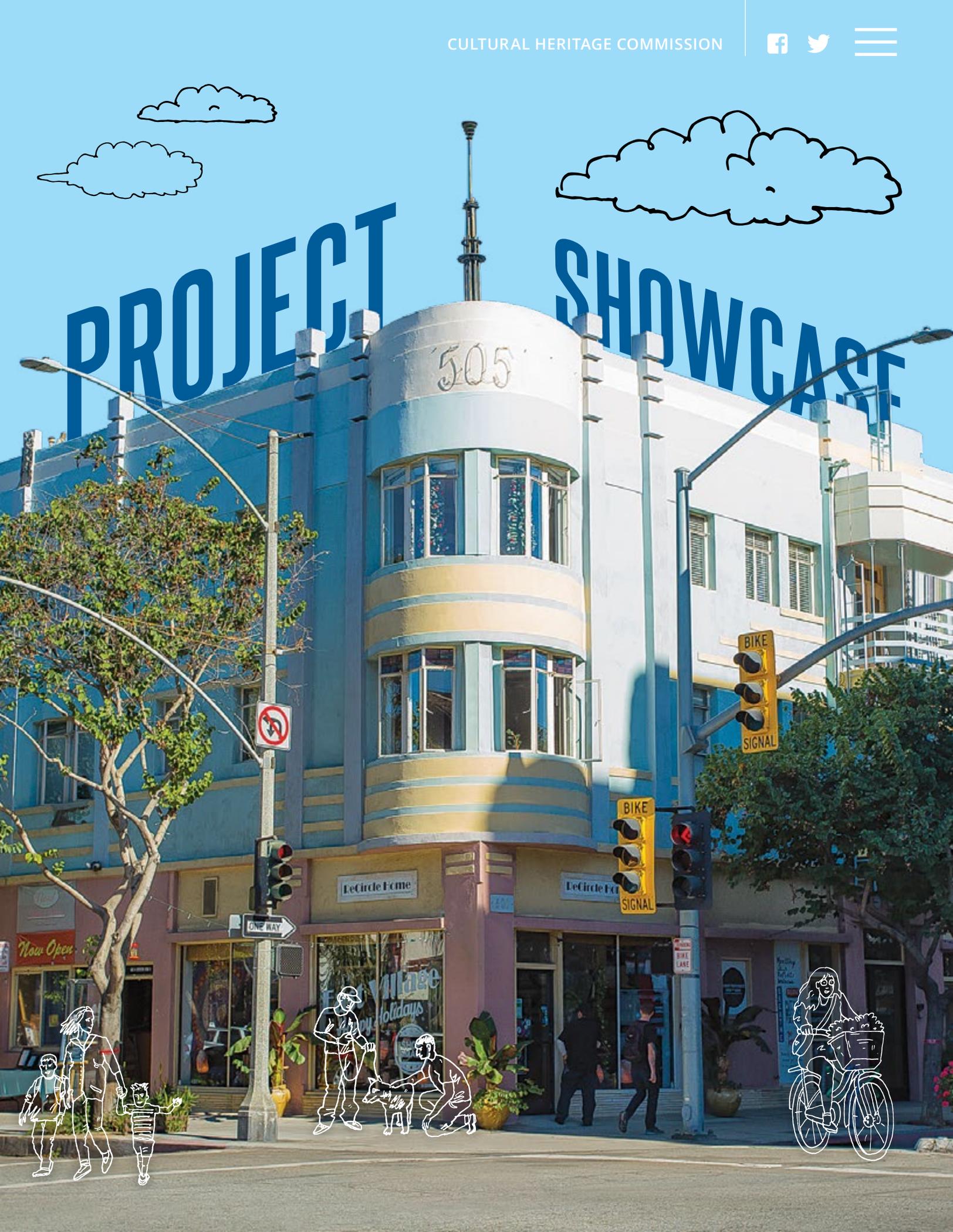


MILLS ACT PROPERTY TAX ABATEMENT PROGRAM

There are various preservation incentives available to owners of historic resources within the City. The Mills Act Property Tax Abatement Program (Mills Act) is a State program that enables local governments to enter into contracts with owners of historically significant properties, and offers tax relief to qualifying owners of historic or designated landmark sites upon agreement to maintain and protect their property for a 10-year term. In 2017, City staff held several public workshops to discuss the Mills Act, application process, and eligibility requirements with interested residents. Of the applications received, the Cultural Heritage Commission recommended Mills Act contracts for 23 properties. To date, there are a total of 83 properties with Mills Act contracts within Long Beach.



PROJECT SHOWCASE



NEWLY DESIGNATED LANDMARKS

505 E. BROADWAY METROPOLITAN APARTMENTS BUILDING

In May 2017, the Cultural Heritage Commission recommended the Metropolitan Apartments Building for a Mills Act contract and landmark designation. Originally constructed in 1922 in a Spanish style, the mixed-use building was redesigned in a Streamline Moderne style by noted architect W. Horace Austin after the structure incurred damage in the 1933 Long Beach Earthquake. The building is significant for its association with an important event in local history, which resulted in a period of reconstruction throughout the City. The existing structure retains a high level of integrity and maintains several distinctive characteristics, including the building's original bays, fire escape, and spire. The building was awarded a Mills Act contract, and designated as a landmark by the City Council in June 2017.





505 E. BROADWAY
METROPOLITAN APARTMENTS
BUILDING





The Cultural Heritage Commission recommended this unique property for a Mills Act contract and landmark designation in May 2017. The site contains a historic single-family residence constructed in a Queen Anne style architecture in 1906, situated behind a two-story Prairie style duplex built at the front of the property in 1918. Both buildings are intact architectural examples of Queen Anne and Praire style homes located within the original Willmore City townsite, and represent two phases in the development of Long Beach neighborhoods—prominent early Victorian-style homes with equally significant multi-family residences. The buildings are a rare surviving record of this early pattern of development in Long Beach. The City Council awarded a Mills Act contract to the property and designated the site as a historic landmark in June 2017.





287 GRANADA AVE. LLOYD T. HUNTER HOUSE

In May 2017, the Cultural Heritage Commission recommended this two-story Spanish Colonial style structure for a Mills Act contract and landmark designation. Constructed in 1931, the duplex property was originally located within the boundaries of the former City of Belmont Heights before its annexation into Long Beach. The development of Granada Avenue came at a period of limited available land and resources as a result of the Great Depression. This building is recognized for its association with an event that has made a significant contribution to the broad patterns of the City's history. In June 2017, the City Council awarded a Mills Act contract to the property and designated the building as a historic landmark, officially naming the property the Lloyd T. Hunter House.





355 JUNIPERO AVE.
JULIA E. ROGERS RESIDENCE

The Cultural Heritage Commission recommended this custom, two-story Eclectic Craftsman building with Japanese influences for a Mills Act contract and landmark designation in May 2017. Designed by master architects W. Horace Austin and Harvey H. Lochridge, and constructed in 1914, the single-family residence is a significant representation of the rapid development and expansion that occurred in the City in the early 19th century. The building is also noted for its association with American author and educator Julia Ellen Rogers, who owned and lived in the residence from 1915 to 1958. The property is an exceptional individual resource that is largely intact and has retained several of its original features over the years. In June 2017, the property was awarded a Mills Act contract and designated as a landmark.

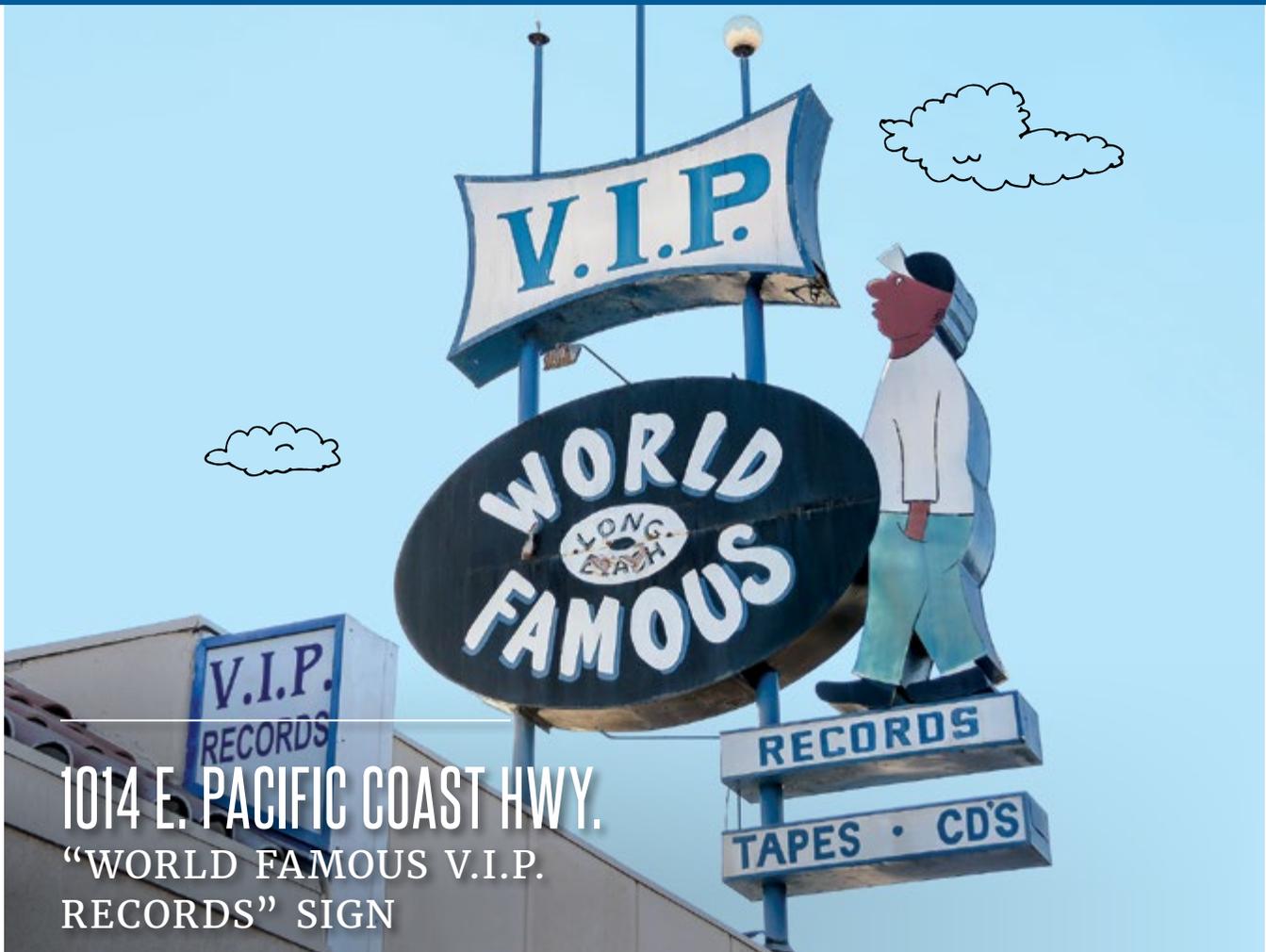




362 JUNIPERO AVE.
**DR. FRANCIS AND LILLIAN
 ROGERS RESIDENCE**

In May 2017, the Cultural Heritage Commission recommended this bold, single-family residence for a Mills Act contract and landmark designation. Located on a corner property within the Carroll Park Historic District, the building is distinguished by its Eclectic Craftsman design with Swiss Chalet and Japanese influences. Designed by architect C. Ben Sholes, and built in 1912 for Dr. Francis L. Rogers, the building conveys the early 19th century period of expansion in the City. Dr. Rogers is recognized as the first ear, nose, and throat doctor in Long Beach. Mrs. Lillian Rogers acted as president of the designated landmark Ebell Long Beach site, and founded the Browning Society in Long Beach. The property was designated as a landmark and awarded a Mills Act contract in June 2017.





1014 E. PACIFIC COAST HWY.
“WORLD FAMOUS V.I.P.
RECORDS” SIGN

In November 2017, the Cultural Heritage Commission recommended the prominent, 20-foot-tall, painted steel “World Famous V.I.P. Records” sign for landmark designation. Originally located atop a shopping center at the southeast corner of Pacific Coast Highway and Martin Luther King Jr Avenue, the eye-catching sign is associated with the former V.I.P. Records store and recording studio and its proprietor, Kelvin Anderson. The location gained worldwide notoriety for its association with the West Coast hip hop music genre and the success of several Long Beach-based rap artists who recorded and performed there. The City Council designated the “World Famous V.I.P. Records” sign as a landmark in December 2017. The sign is expected to be restored and incorporated into a local museum that honors music and the arts.





CERTIFICATES OF APPROPRIATENESS

2435

2435 1ST ST.

In January 2017, the Cultural Heritage Commission approved a Certificate of Appropriateness for the construction of a 318-square-foot addition to this Traditional style residence located in the Bluff Park Historic District. The proposed project consists of an addition to the rear of the home to expand an existing bedroom, bathroom, master bedroom, and create a new laundry room. The project will incorporate several architectural elements that complement the original building, including an intermediate gable roof pitch, wood siding, louvered attic venting, and an attached wood trellis. The improvements will be compatible in overall scale, massing, proportions, materials, and colors to ensure a cohesive aesthetic with the structure, as well as the neighboring properties within the community.



3650 CERRITOS AVE.

The Cultural Heritage Commission approved a Certificate of Appropriateness for the construction of a 328-square-foot addition to this single-family property in February 2017. Located within the California Heights Historic District, the residence features a California Bungalow architectural design, with a low sloping gable roof, wood clad exterior, a wide front porch, and wood details. The renovation will include the addition of one bedroom and bathroom; and will mimic the original structure's architectural style with several character-defining elements, including a gable roof with exposed rafters, wood exterior siding, and new wood windows and doors. The modifications will be made to ensure overall compatibility with the existing structure, and maintain a reasonable scale within the context of the neighborhood.





3815 WILTON ST.

In February 2017, the Cultural Heritage Commission approved a Certificate of Appropriateness request for a 644-square-foot addition to the rear of an existing single-family residence, removal of the existing single-car garage, and construction of a new 90-square-foot accessory structure. Located within the Wilton Street Historic District, the residence is designed in a Spanish Colonial Revival architectural style, and is distinguished by its flat roof with clay tile details, and projecting front porch. The project will maintain a compatible scale in size and mass with other buildings in the historic district, and will not adversely affect any significant historical, cultural, architectural or aesthetic features of the property.





2604 E. 1ST ST.



826 STANLEY AVE.

In February 2017, the Cultural Heritage Commission approved a Certificate of Appropriateness for the preservation of this single-family residence located in the Rose Park Historic District. Constructed in 1912, the Craftsman Bungalow architectural style home has retained many of its original features over the years, including a gabled roof structure, open beam porch, exterior wood siding, and wood windows. Nevertheless, the long-vacant property, now occupied, is in need of maintenance and repairs. The restoration project includes the construction of a required garage, and other improvements to ensure that the structure is in compliance with the City's building and safety code requirements.





205 E. ANAHEIM ST. PACKARD MOTORS BUILDING

A Certificate of Appropriateness for exterior modification and restoration of the historic Packard Motors Building was approved by the Cultural Heritage Commission in December 2017. The project includes an extensive interior remodel of the existing Baroque style building to be adaptively reused and converted into an indoor climbing gym business to provide patrons with an opportunity to enjoy rock climbing in a safe environment. Built in 1926, the building was originally constructed as a showroom for Packard automobiles, and is one of the few remaining historic automobile showrooms in Long Beach from the period when lavish architectural design reflected the glamour of the automobile. The restoration project will preserve the integrity of the original building while also restoring life and new energy to the location.





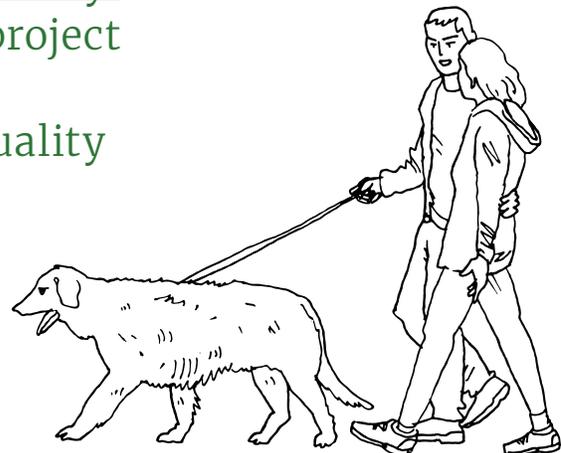
475 W. 5TH ST. 
BEACHWOOD
APARTMENTS

LBCIC
Funded
Project



475 W. 5TH ST. BEACHWOOD APARTMENTS

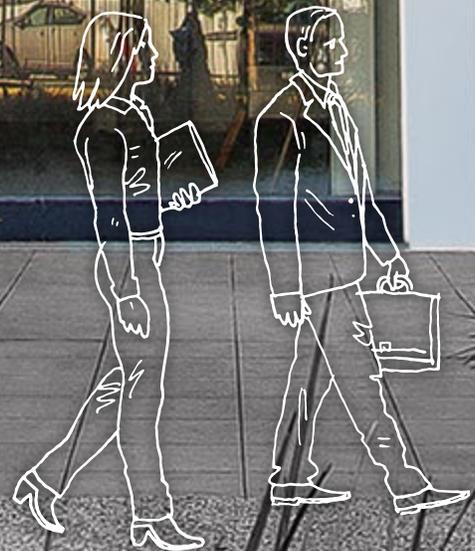
In August 2017, the Cultural Heritage Commission approved a Certificate of Appropriateness for a complete façade remodel of one of two affordable, multi-family residential buildings known together as Beachwood Apartments. The project will provide a more Mid-Century Modern façade to the subject property, complementing other buildings within the context of the Drake Park/Willmore City Historic District. Renovation of the development will also include mechanical and roofing improvements, new windows, drought tolerant landscaping, and additional upgrades. With funding provided by The Long Beach Community Investment Company (LBCIC), the project preserves a historic building while continuing to provide affordable, quality housing for residents.



FORMER BARKER BROTHERS
ANNEX BUILDING

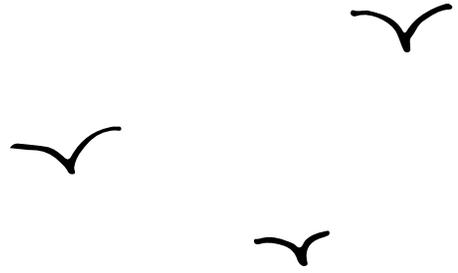
PROJECT

UPDATES



210 THE PROMENADE N. FORMER BARKER BROTHERS ANNEX BUILDING

Restoration of this designated landmark commercial building located in the Downtown Promenade was completed in February 2017. Designed by the architectural firm of Cecil and Arthur Schilling, the two-story structure is a significant illustration of one of the rare Art Deco and Streamline Moderne style structures that survived the destructive Long Beach Earthquake of 1933. Renovation of the historic site consists of exterior and interior upgrades to maintain the integrity and architectural character of the original structure; and additional enhancements, including new steel frame doors and storefronts, exterior paint, and updated lighting. The project restores life and renews energy to a previously vacant building in one of Downtown's prime locations.





6400 BIXBY HILL RD.

RANCHO LOS ALAMITOS

The Rancho Los Alamitos property is among the most valued historic sites in Long Beach, dating back to the prehistory period of the Gabrielino-Tongva people, and later to the prominent Bixby Family of Long Beach. Listed twice on the National Register of Historic Places, the site features traces of the early Tongva ancestral villages, an adobe ranch house established in 1800, a restored working ranch, and four acres of historic gardens. In 2015, the Cultural Heritage Commission approved a Certificate of Occupancy for a seismic upgrade to the adobe walls of the ranch house, new roofing, repair of deteriorated wood elements, and new exterior paint. Completed in October 2017, this significant effort helps preserve the integrity of the Rancho Los Alamitos site, providing a place for visitors to enjoy for centuries to come.





Photography by
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