

May 27, 2010

Ms. Angie Zetterquist
City of Long Beach Development Services
333 West Ocean Boulevard
Long Beach, California 90802

Subject: Peer Review of Memorandum for the Record 2.6 1617-002.M01 by Sapphos
Environmental: Revised Historical Resources Assessment and Site Plan Review of Long
Beach Carwash and Retail Building, 4201 East Willow Street, City of Long Beach,
California (LSA Project No. CLB1001)

Dear Ms. Zetterquist:

LSA Associates, Inc. (LSA) is under contract to the City of Long Beach to conduct a peer review of Memorandum for the Record 2.6 1617-002.M01: *Revised Historical Resources Assessment and Site Plan Review of Long Beach Carwash and Retail Building, 4201 East Willow Street, City of Long Beach, California* (February 2010). This Historical Resources Assessment and Site Plan Review was prepared by Sapphos Environmental (Sapphos) for a proposed retail/carwash building project at 4201 East Willow Street. The review addresses adequacy of the Sapphos evaluation, comments on the Site Plan Review, and makes recommendations for mitigation and the appropriate level of documentation for the project under the California Environmental Quality Act (CEQA).

BACKGROUND

In January 2010, Sapphos prepared a memorandum that included a Historical Resources Assessment of the property at 4201 East Willow Street and a review of the proposed project.¹ The memorandum was prepared by Architectural Historians Leslie Heumann and Laura Carias, who meet the Secretary of the Interior's Professional Qualifications. In this memorandum, Sapphos documented the Ray Vines Chrysler Plymouth Dealership, a 1963 car dealership that in their opinion appeared eligible for the California Register of Historic Places (California Register) and for Local Landmark Designation. The memorandum stated that the property did not meet the 50-year threshold required to be eligible for the National Register and did not appear to meet Criterion G for exceptional significance.

The initial design of the project reviewed by Sapphos in the January 2010 memorandum involved partial reuse of the property, including retention of the Googie-style showroom as a free-standing 3,161-square foot building while the rear portion of the building and the other buildings would be demolished to facilitate a new one-story retail building north of the showroom and a carwash west of it. Sapphos found that the proposed design had a less than significant impact on a historical resource because the showroom would continue to be eligible for state and local designation. However, they found that the project did not

¹ Heumann and Carias. 2.6 1617-002.M01 *Historical Resources Assessment and Site Plan Review of Long Beach Carwash and Retail Building, 4201 East Willow Street, City of Long Beach, California*. Memorandum of Record 2.6 1617-002.M01 prepared for LB Gateway, LLC by Sapphos Environmental, January 8, 2010.

meet the *Secretary of the Interior's Standards for Rehabilitation* (the *Standards*) because too much historic material would be demolished.

In February 2010, Sapphos prepared a revised memorandum that addressed a new proposed project design. The memorandum reaffirmed their previous evaluation of the car dealership, restating that the building was a historical resource under CEQA. The revised project included retention of 7,478 square feet of the showroom, combining it with the previously proposed retail building rather than creating two separate buildings. The design of the carwash was unchanged. Sapphos determined that the revised project design met the *Standards* and had a less than significant impact on the historical resource for the purposes of CEQA. The original and revised site plans and elevation drawings for the proposed project are attached to this letter.

REVIEW OF FINDINGS

Overall, LSA found that the memorandum was well-written and complete. The methodology adhered to the *Secretary of the Interior's Standards for Evaluation* published by the National Parks Service and the *Instructions for Recording Historic Resources* published by the Office of Historic Preservation. It included archival research, an intensive-level field survey, a historic context statement, and documentation of the property on the appropriate Department of Parks and Recreation (DPR 523) forms.

Historical Resources Assessment

Sapphos concluded that the former Ray Vines Chrysler Plymouth Dealership appeared eligible for the California Register under Criterion 3 as a distinctive example of the Googie style of architecture, with a period of significance of 1963. The dealership was also determined eligible for designation as a City of Long Beach Historic Landmark under Criteria D, E, I, and K, "for its portrayal of the Googie style of architecture associated with the mid-20th century (Criteria D and E); its value as a physically prominent, established, and familiar visual feature of the environment (Criterion I); and as one of the last remaining examples of the Googie style in Long Beach."¹ This evaluation was supported by a historic context statement and primary research for the property.

LSA concurs with the Sapphos evaluation of the Ray Vines Chrysler Plymouth Dealership. The historical and property-specific research presented in the memorandum supports this conclusion. Although a scholarly perspective is still developing around the significance of architecture from the more recent past, the Googie style is well-established in literature and considered emblematic of the immediate post-World War II era, particularly in the emerging "car culture" that now defines much of Southern California.² The dealership (particularly the showroom) exhibits several character-defining features of the Googie style, including "sharp angles, an exaggerated roofline, plate glass walls, geometric shapes, influences of Tiki/Polynesian and space age modern design, compatibly designed signage oriented to the roadway, and exposed metal elements."³ Space-age and Googie-styled properties have been determined eligible for the California Register by the State Historic Resources Commission, including the Driftwood Drive-through Dairy in El Monte (2008) and Johnnie's Broiler in Downey (2002).

¹ Heumann and Carias. *Revised Historical Resources Assessment and Site Plan Review of Long Beach Carwash and Retail Building, 4201 East Willow Street, City of Long Beach, California*. Memorandum of Record 2.6 1617-002.M01 prepared for LB Gateway, LLC by Sapphos Environmental, February 19, 2010. Page 13.

² Hess, Alan. *Googie Redux: Ultramodern Roadside Architecture*. San Francisco: Chronicle Books, 2004.

³ Heuman and Carias, February 10, 2010, page 12.

Proposed Project Design Review

Sapphos determined that the project as currently proposed would have a less than significant impact on a historical resource under CEQA, stating that the Ray Vines Chrysler Plymouth Dealership would continue to appear eligible for the California Register and for local Landmark designation. Furthermore, Sapphos determined that the proposed project adhered to the *Standards*. This determination is predicated on viewing the project as an adaptive reuse of the dealership, with most of the character-defining features of the showroom building retained. In their memorandum, Sapphos asserts, "The proposed project, specifically, the adaptive reuse of the showroom wing, retains all the Googie elements of design that make the property eligible for inclusion in the California Register, including the entire west wall with decorative concrete block."¹

LSA has reviewed the proposed site plan and elevation drawings and does not concur that the current project would have a less than significant impact on a historical resource under CEQA. Generally, projects that follow the *Standards* are considered mitigated to a level that is less than significant, but a project may not meet the *Standards* but still have a less than significant impact on a historical resource as long as its historical significance is not impaired.² LSA asserts that the project as proposed would not meet the *Standards* and, furthermore, would alter the dealership to such an extent that it would no longer be eligible for inclusion in the California Register.³ This constitutes a substantial adverse change in the significance of a historical resource under CEQA.

The most relevant *Standards* for rehabilitation for this proposed project are standards two, nine, and ten. These three standards read:

- 2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.*
- 9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.*
- 10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.*

Although the project should be considered an adaptive reuse and takes the very important step of retaining the striking showroom portion, the project would involve a substantial amount of demolition of the rest of the dealership, including the Parts/Service wing and a 2,346-square foot portion of the showroom

¹ Ibid., page 13.

² California Code of Regulations (CCR) § 15064.5(b), 15126.4(b).

³ Local Landmark criteria are much broader than California Register criteria and are silent on the issue of integrity. Because of this, the property would still be eligible for local Landmark designation. However, CEQA (CCR § 15064.5(b)(2)(A)) defines a substantial adverse change as one that "demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources." Thus, if a historical resource is eligible for the California Register, a change that renders it ineligible for the California Register is a significant impact under CEQA.

building's eastern elevation. This demolition work significantly alters the dealership's overall massing and footprint on the property and removes segments that contribute to its historical designed use as a car dealership. The significance of the resource's property type (car dealership) is secondary in significance to its architectural style; however, it is important in defining the historic character of the property and supports the significance of the style as an emblem of the burgeoning "car culture" of the 1950s and 1960s. While the demolition work avoids most of the historic materials and features that characterize the dealership as Googie, it substantially alters the underlying property type and diminishes the historic character of the property per Standard 2.¹ In reference to Standard 10, the demolition would impair the essential form and integrity of the historic property, should the proposed addition or new carwash building be removed in the future.

In addition to the substantial loss of historic material, the proposed new eastern elevation of the showroom building fundamentally alters the architectural character of the building overall. While the proposed new storefront treatment is certainly differentiated from the old, it is not compatible with the architectural features of the showroom (Standard 9). The new wall treatment for this elevation calls for two colors of comparatively nontextured concrete block that contrast with the existing concrete block walls. Furthermore, the proposed project would create several new storefront openings on the eastern elevation where there is currently a blind wall covered in relatively unobtrusive shadow block. One of the most important intentions of the Googie style is to create a daring statement that draws the eyes of passing motorists.² These changes serve to undermine the showroom as the focal point of the building, drawing the eye away from the soaring rooflines and transparent curtain walls to the busy, cluttered storefronts on its side. With the currently proposed treatment of the new storefronts, the showroom would no longer be a sufficiently distinctive example of the Googie architectural style to appear eligible for the California Register.

RECOMMENDATIONS

The proposed project can not fully meet the *Standards* because the proposed demolition work that diminishes the historic character of the property is necessary to facilitate the property's new use as a car wash and retail building. However, the following measures would mitigate the potentially significant impacts of the proposed project on the historic resource to a level that is less than significant:

1. **Revise the design of the storefronts on the eastern elevation to be less obtrusive and more compatible with the design of the existing showroom.** This measure would ensure that the showroom of the dealership could continue to be eligible for the California Register and for Local Landmark designation as a distinctive example of the Googie architectural style.

A more compatible design could be accomplished through changing the type of concrete blocks used in the new storefront walls. An optimal solution would be to salvage the concrete blocks on the existing eastern elevation for use in the storefronts, thereby creating a less jarring transition between old and new. Contemporary shadow blocks are still manufactured and may be considered if salvage is not feasible. A single, historically appropriate color for the storefront wall is preferable to the two colors currently proposed. Differentiation between old and new should be accomplished by more subtle means, with a focus on maintaining the showroom as the building's focal point.

¹ Weeks, Kay D. and Anne E. Grimmer. *The Secretary of the Interior's Standards for the Treatment of Historic Properties, with Guidelines for Preserving, Rehabilitating, Restoring & Reconstructing Historic Buildings*. Page 102.

² Hess, Page 24.

2. **Prepare photographic and archival documentation.** Using the Historic American Buildings Survey level III (HABS III) as a guide, the former Ray Vines Chrysler Plymouth Dealership shall be documented by an architectural historian meeting the Secretary of the Interior's Professional Qualification Standards prior to issuance of demolition permits. The documentation consists of the following:

- Thirty-five-millimeter (35 mm) archival quality black and white photographs of all exterior elevations, interior views, character-defining features, and context views;
- Site plan showing the view of photographs and building footprint;
- If available, copies of elevation drawings, floor plans, measured drawings, historic photographs, and newspaper articles; and
- Written data discussing the history and development of the property. The memorandum prepared by Sapphos will satisfy the requirements for the written data.

Copies of the photographic and archival documentation shall be submitted to the City of Long Beach Planning Department archives, the Long Beach Public Library, and the Los Angeles Public Library.

Recommendation for CEQA Documentation

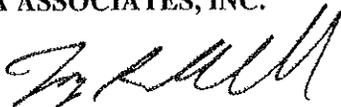
If the above measures are implemented, the project would be considered mitigated to a level that is less than significant. A Mitigated Negative Declaration (MND) would be the appropriate level of CEQA documentation, with the Memorandum prepared by Sapphos and this Peer Review letter attached as supporting technical documentation.

The project as proposed without mitigation would have a substantial adverse impact on a historical resource. As such, a focused Environmental Impact Report (EIR) would be the minimum required CEQA documentation, provided the Initial Study does not show substantial adverse impacts in other areas of the environment.

If I can be of any further assistance, please call me at (951) 781-9310 or email me at Tanya.Sorrell@lsa-assoc.com. Thank you for the opportunity to work on this very interesting project.

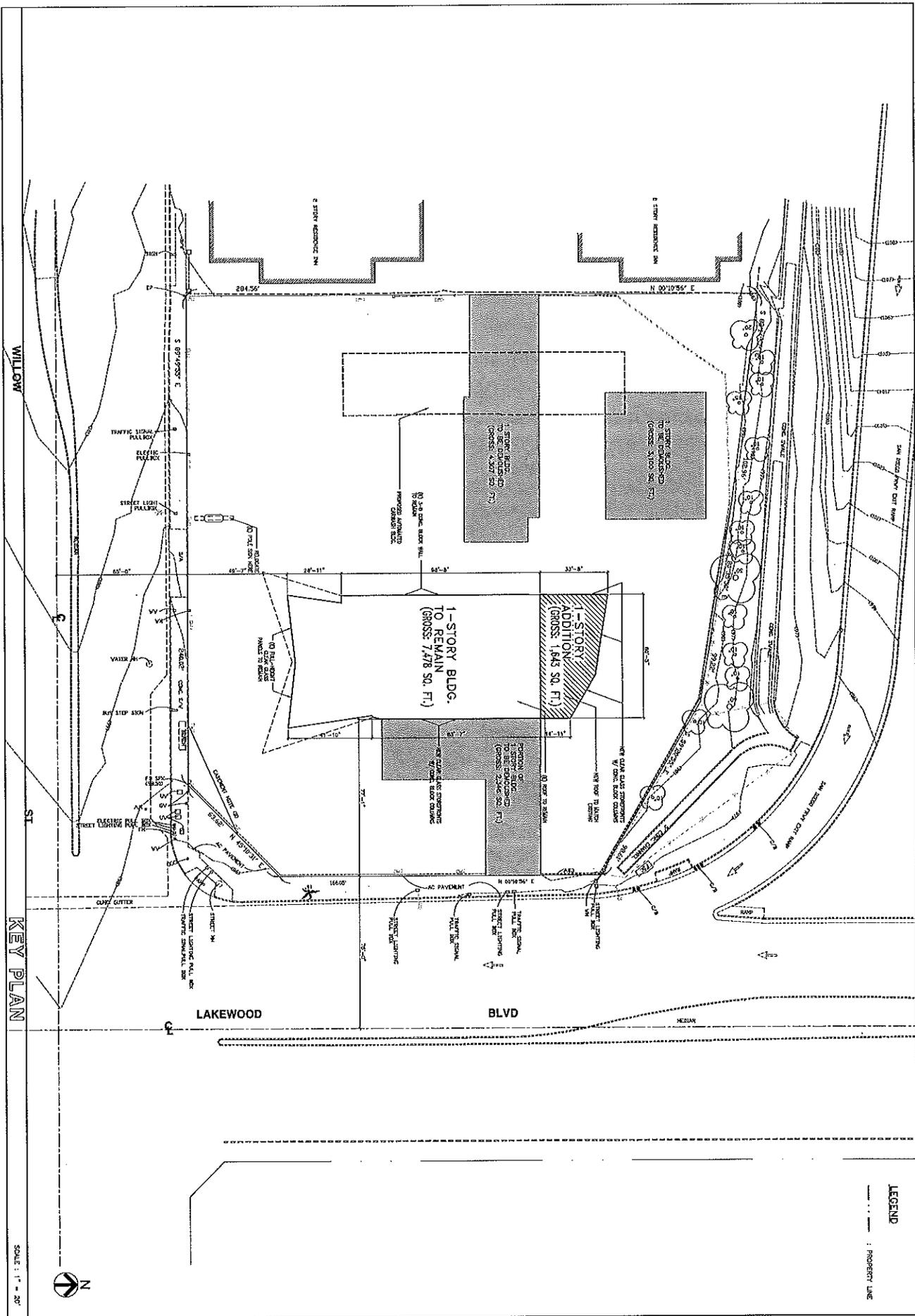
Sincerely,

LSA ASSOCIATES, INC.



Tanya Sorrell, M.A.
Architectural Historian/Historian
Senior Cultural Resources Manager

Attachments: Proposed Project Site Plan
Proposed Project Elevations for Retail Building



WILLOW

KEY PLAN

SCALE: 1" = 20'



LEGEND

--- : PROPERTY LINE

NO.	REVISION	DATE	PROJECT

LONG BEACH CARWASH AND RETAIL BUILDING

SPACE MASTERS
 ARCHITECTURE ■ INTERIORS ■ PLANNING ■
 3438 WILSHIRE BLVD. SUITE 1000, LOS ANGELES, CA 90010

February 19, 2010
Job Number: 1617-001
4201 East Willow Street Project

MEMORANDUM FOR THE RECORD

2.6 1617-002.M01

TO: LB Gateway, LLC
(Mr. Joon Kim)

FROM: Sapphos Environmental, Inc.
(Ms. Leslie Heumann and Ms. Laura Carias)

SUBJECT: Revised Historical Resources Assessment and Site Plan Review of Long Beach Carwash and Retail Building, 4201 East Willow Street, City of Long Beach, California

ATTACHMENTS:

1. Project Location Map
2. Revised Schematic Drawings for Long Beach Carwash and Retail Building
3. Department of Parks and Recreation Forms 523a, 4201 East Willow Street

EXECUTIVE SUMMARY

This Revised Memorandum for the Record documents information related to the results of a historical assessment conducted in support of the proposed Long Beach Carwash and Retail Building at 4201 East Willow Street (proposed project), in the City of Long Beach, California. Sapphos Environmental, Inc. has made two relevant determinations:

1. The Ray Vines Chrysler Plymouth building at 4201 East Willow Street is a historical resource as defined by the California Environmental Quality Act (CEQA).
2. The proposed project, as depicted on the *Space Masters Long Beach Car Wash and Retail Building*¹ drawing A1.0 dated February 8, 2010 would be consistent with the *Secretary of the Interior's Standards for the Rehabilitation of Historic Buildings*, as the majority of the character-defining features will be retained. Therefore, the proposed project would not materially impair the significance of a historical resource and would not have a significant adverse effect on historical resources under CEQA.

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¹ Space Masters. February 2010. *Long Beach Car Wash and Retail Building*. Los Angeles, CA.

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PROJECT DESCRIPTION

The property, 4201 East Willow Street, is located approximately 23 miles southeast of downtown Los Angeles and occupies the northwest corner of East Willow Street and Lakewood Boulevard (Attachment 1, *Project Location Map*). The applicant proposes to develop a retail space and carwash (proposed project) that will retain 7,478 square feet of the Ray Vines Chrysler Plymouth dealership showroom, add a 1,643-square-foot addition at the north elevation, and demolish the parts department and service stalls. The showroom will be reused as a retail building. A corrugated metal building in the rear of the property will be removed. The original Ray Vines Chrysler Plymouth sign will remain. A one-story, rectangular, 4,293-square-foot building for a self-serve car wash will be constructed in the western portion of the parcel with 17 adjacent car stalls (Attachment 2, *Revised Schematic Drawings for Long Beach Carwash and Retail Building*). The new building will have a flared roof that echoes the design of the original showroom. Metal fasciae will trim the roofline, and the exteriors will consist of glass walls and smooth masonry block. Paved parking (58 spaces) and driveways will occupy most of the remainder of the property.

BACKGROUND

Sapphos Environmental, Inc. was contracted by LB Gateway, LLC in December 2009 to perform a historical assessment of the property located at 4201 East Willow Street (property) in support of the proposed project. The purpose of the historical assessment was threefold: (1) to determine if the property constitutes a historical resource as defined by CEQA; (2) to determine if the proposed project would have any potential adverse effects on historical resources pursuant to CEQA; and (3) based on the outcome of the analysis, to recommend a design approach that would minimize effects on historical resources. This investigation was requested by the City of Long Beach (City) because the property was previously identified as a potential historical resource.² The proposed project contemplates rehabilitation and adaptive reuse of a historic building (Attachment 3, *Department of Parks and Recreation Forms 523a, 4201 East Willow Street*).

METHODOLOGY

Sapphos Environmental, Inc. (Ms. Laura Carias, historic resources coordinator, and Ms. Leslie Heumann, cultural resources manager) completed an intensive-level survey of the property located at 4201 East Willow Street. On December 14, 2009, Sapphos Environmental, Inc. inspected the property to assess the architectural character and integrity of the site and to identify character-defining features. A digital photographic record of the property was compiled. Research was performed at the Long Beach Public Library and via the internet, and information was obtained from searches of Los Angeles Public Library databases, including the California Index and the *Los Angeles Times* archives. The Long Beach Historic Context Statement was reviewed to determine appropriate context for evaluation. The property was then evaluated using National Register of Historic Places (NRHP), California Register of Historical Resources (CRHR), and City landmark criteria of significance. The results of the evaluation were recorded on State of California Department of Parks and Recreation inventory forms.

Revised schematic designs for the proposed redevelopment were examined and analyzed to determine if the proposed work conforms to the *Secretary of the Interior's Standards for Rehabilitation of Historic Buildings*. Consultation with the project developer and architect was conducted on December 11, 2009; December 30, 2009; and February 9, 2010.

² Sapphos Environmental, Inc. 2009. *Long Beach Historic Context Statement*. Prepared for: The City of Long Beach.

National Register of Historic Places

The NRHP was established by the National Historic Preservation Act of 1966 as "an authoritative guide to be used by federal, state, and local governments, private groups, and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment."³ The NRHP recognizes properties that are significant at the national, state, and local levels. To be eligible for listing in the NRHP, a resource must be significant in American history, architecture, archaeology, engineering, or culture. Districts, sites, buildings, structures, and objects of potential significance must also possess integrity of location, design, setting, materials, workmanship, feeling, and association. A property is eligible for the NRHP if it is significant under one or more of the following criteria:⁴

- Criterion A: It is associated with events that have made a significant contribution to the broad patterns of our history;
- Criterion B: It is associated with the lives of persons who are significant in our past;
- Criterion C: It embodies the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components may lack individual distinction; and/or
- Criterion D: It has yielded, or may be likely to yield, information important in prehistory or history.

Ordinarily, cemeteries, birthplaces, or graves of historic figures; properties owned by religious institutions or used for religious purposes; structures that have been moved from their original locations; reconstructed historic buildings; and properties that are primarily commemorative in nature are not considered eligible for the NRHP, unless they satisfy certain conditions. In general, a resource must be at least 50 years of age to be considered for the NRHP, unless it satisfies a standard of exceptional importance.

California Register of Historical Resources

Created in 1992 and implemented in 1998, the CRHR is "an authoritative guide in California to be used by state and local agencies, private groups, and citizens to identify the state's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change."⁵ Certain properties, including those listed in or formally determined eligible for listing in the NRHP and California Historical Landmarks numbered 770 and higher, are automatically included in the CRHR. Other properties recognized under the California Points of Historical Interest program, identified as significant in historical resources surveys or designated by local landmarks programs, may be nominated for inclusion in the CRHR. A resource, either an individual property or a contributor to a historic district, may be listed in the CRHR if the

³ Code of Federal Regulations, 36 CFR 60.2.

⁴ Code of Federal Regulations, 36 CFR 60.4.

⁵ California Public Resources Code, Section 5024.1(a).

State Historical Resources Commission determines that it meets one or more of the following criteria, which are modeled on NRHP criteria:⁶

- Criterion 1: It is associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States;
- Criterion 2: It is associated with the lives of persons important to local, California, or national history;
- Criterion 3: It embodies the distinctive characteristics of a type, period, region, or method of construction; represents the work of an important creative individual; or possesses high artistic values;
- Criterion 4: It has yielded, or likely may yield, information important in history or prehistory.

Resources nominated to the CRHR must retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance.⁷ It is possible that a resource whose integrity does not satisfy NRHP criteria still may be eligible for listing in the CRHR. Similarly, resources that have achieved significance within the past 50 years may be eligible for inclusion in the CRHR if enough time has lapsed to obtain a scholarly perspective on the events or individuals associated with the resource.⁸

City of Long Beach

The City has a Cultural Heritage Commission Ordinance (codified as Title 2, Chapter 2.63, of the Long Beach Municipal Code) that establishes a landmark designation process and specifies the criteria for evaluation of significance.⁹ A resource must meet one of the following criteria of significance to be designated as a landmark or landmark district:^{10,11}

- Criterion A: It possesses a significant character, interest, or value attributable to the development, heritage, or cultural characteristics of the city, the Southern California region, the state, or the nation; or
- Criterion B: It is the site of an historic event with a significant place in history; or

⁶ California Public Resources Code, Section 5024.1(c).

⁷ Office of Historic Preservation. Accessed 5 May 2008. "California Register and National Register, A Comparison (for purposes of determining eligibility for the California Register)." *Technical Assistance Bulletin 6*. Available at: <http://www.ohp.parks.ca.gov>

⁸ Office of Historic Preservation. Accessed 5 May 2008. "California Register and National Register, A Comparison (for purposes of determining eligibility for the California Register)." *Technical Assistance Bulletin 6*. Available at: <http://www.ohp.parks.ca.gov>

⁹ City of Long Beach. 2005. "Criteria for Designation of Landmarks and Landmark Districts." *Municipal Code*, Title 2, Chapter 2.63.050.

¹⁰ City of Long Beach. 2005. "Criteria for Designation of Landmarks and Landmark Districts." *Municipal Code*, Title 2, Chapter 2.63.050.

¹¹ Two additional criteria relating to the designation of historic trees as landmarks have recently been added to the City of Long Beach Municipal Code, but they are not relevant to this report and were excluded for that reason.

- Criterion C: It is associated with the life of a person or persons significant to the community, city, region, or nation; or
- Criterion D: It portrays the environment in an era of history characterized by a distinctive architectural style; or
- Criterion E: It embodies those distinguishing characteristics of an architectural type or engineering specimen; or
- Criterion F: It is the work of a person or persons whose work has significantly influenced the development of the city or the Southern California region; or
- Criterion G: It contains elements of design, detail, materials, or craftsmanship that represent a significant innovation; or
- Criterion H: It is a part of or related to a distinctive area and should be developed or preserved according to a specific historical, cultural, or architectural motif; or
- Criterion I: It represents an established and familiar visual feature of a neighborhood or community due to its unique location or specific distinguishing characteristic; or
- Criterion J: It is, or has been, a valuable information source important to the prehistory or history of the city, the Southern California region, or the state; or
- Criterion K: It is one of the few remaining examples in the city, region, state, or nation possessing distinguishing characteristics of an architectural or historical type.

If a historic resource does not meet the eligibility requirements for the NRHP or the CRHR, it may still satisfy the criteria for significance for recognition by the City, whose criteria are somewhat broader. In general, Criteria A and B correspond to NRHP/CRHR Criterion A/1, Criterion C to Criterion B/2, Criteria D through G to Criterion C/3, and Criterion J to Criterion D/4. Criterion H is primarily utilized for the evaluation of districts, while Criterion I recognizes the importance of resources that are locally valued but may not satisfy other criteria. Criterion K also expands the range of resources through acknowledgement that the rarity of a resource may also substantiate significance. The City ordinance does not place any specific age or integrity requirements on historic resources. The ordinance also allows for the nomination of churches, cemeteries, and resources that have been moved from their original location.

DESCRIPTION AND CHARACTER-DEFINING FEATURES

Occupying the northwest corner of East Willow Street and Lakewood Boulevard in the City, the subject property contains two buildings: (1) the main building housing an automobile showroom and service facility, and (2) a service garage. Both buildings are surrounded by paved parking lots. The main building has a modified T-shaped plan, with the showroom occupying the shorter, projecting leg of the T, and the service facilities the longer wing to the north. Located at the north end of the property, the second building is freestanding and hidden from view from the street. The

surrounding area is characterized by single-family and multifamily residences, retail shops, and residences. The San Diego Freeway (Interstate 405) and the Lakewood Boulevard off ramp run north of the property (Attachment 1).

The property was designed in the "Googie" style of architecture as an automobile dealership. The main building is in good condition and is one story and, with the exception of the main showroom floor, has a flat roof and decorative masonry block siding. The focal point of the design, the main showroom, is defined by an arresting roof composed of two high-pitched projecting gables that intersect at their lowest points and rise dramatically to the east and west (Attachment 1). A generous fascia, angled to conform to the rake of the gable, marks the roof edge. Stucco covers the soffit of the roof overhang. Glass walls enclose the east, south, and west elevations of the showroom space, punctuated in the center of the south elevation by a broadly tapered stone pier. The west elevation contains two entries, the main entrance consisting of a double metal-framed glass door and the automotive entrance, a large sliding glass door. A second entrance into the showroom is located on the east elevation and consists of a single metal-framed glass door. The showroom floor is terrazzo, and the words "Ray Vines Chrysler Plymouth Corp" are inset near the west entrance in a different color. The area located behind the showroom was constructed for offices, the Parts Department and car garages for vehicle service. Additional entrances to these areas are located on the north and west elevations. The service areas are characterized by concrete block exterior walls whose triangular, angled surfaces echo the showroom roof design. A flat canopy over a driveway connects the west wing of the service area to the main portion of the building. The second building on the property was built as a "get ready" garage to prepare the cars for the showroom. Constructed with corrugated steel siding and a flat roof, the building does not share the same style as the original complex. A metal, Googie-style street sign is located in the parking area southwest of the showroom. Two steel beams create a V shape and hold a hexagonal sign, once announcing the "Ray Vines" dealership. Original site lighting was replaced at an unknown time. There is no landscaping on site; the property is paved in asphalt. The property retains a high degree of integrity.

Character-defining features are the tangible, visual elements of a building—including its setting, shape, materials, construction, interior spaces, and detail—that collectively create its historic identity and convey its historic significance. The character-defining features of 4201 East Willow Street, which reflect its Googie style, are apparent in the buildings that were constructed 46 years ago (Table 1, *Character-Defining Features of 4201 East Willow Street*).

**TABLE 1
CHARACTER-DEFINING FEATURES OF 4201 EAST WILLOW STREET**

Building	Character-Defining Features
Showroom	<ul style="list-style-type: none"> • Gabled roof • Fascia bands • Large overhanging eaves • Glass window walls • Glass doors • Stone pier • Decorative masonry block siding • Terrazzo flooring with inscription
Service Office and Stalls	<ul style="list-style-type: none"> • Flat roof • Flat overhanging eaves • Aluminum-framed glass windows • Decorative masonry block siding • Flat canopy over driveway
Property	<ul style="list-style-type: none"> • Freestanding sign

The rear building, constructed two years after the original building in a utilitarian style, is not a character-defining feature of the property.

HISTORIC CONTEXT

Long Beach History¹²

The earliest known occupants of Long Beach were Native Americans. At the time of contact with European explorers, the Native American group subsequently known as the Gabrielino tribe occupied nearly the entire basin and coastline comprising the Counties of Los Angeles and Orange. The area that is now the City of Long Beach received its first European visitors in the late-18th century with the arrival of Spanish explorers and missionaries. Mission San Gabriel Arcángel, originally founded near what is now Montebello, was awarded jurisdiction over most of this region after its establishment in 1771. Ten years later, the Pobladores, a group of 12 families from present-day Mexico, founded a secular community in what is now downtown Los Angeles. The settlers, who were reportedly recruited to establish a farming community to relieve Alta California's dependence on imported grain, named the area el Pueblo de Nuestra Señora la Reina de Los Angeles de Porciúncula.¹³

During the Spanish and subsequent Mexican reign over Alta California, the southern portion of present-day County of Los Angeles (County) was held in a variety of land grants. In 1784, Pedro Fages, the Spanish governor of California, granted in the name of the king of Spain 300,000 acres (an amount reduced in 1790 to 167,000 acres) to Manuel Nieto, a Spanish soldier, as a reward for his military service. Nieto raised cattle, sheep, and horses on the lands and built an adobe home on a hilltop near today's Anaheim Road. Following Nieto's death in 1804, the land grant known as Los Coyotes became the property of his heirs. In 1834, it was divided into five smaller ranchos, including Rancho Los Alamitos and Rancho Los Cerritos. These two ranchos encompassed the

¹² The Long Beach historic context presented in this assessment was abstracted from Sapphos Environmental, Inc., July 2009, *Long Beach Historic Context Statement*. On file, Sapphos Environmental, Inc., Pasadena, CA.

¹³ Robinson, W.W. 1959. *Los Angeles from the Days of the Pueblo*. San Francisco, CA: California Historical Society, p. 5.

majority of what now comprises the City, with a portion of the 28,500-acre Rancho Los Alamitos on the east and a portion of the 27,000-acre Rancho Los Cerritos on the west. Today, Alamitos Avenue marks the dividing line between the two.

California became a territory of the United States in 1848 and the 31st state in the Union in 1850. By this time, the ranchos had been acquired by two men who played prominent roles in the development of the region: Abel Stearns and John Temple. With the discovery of gold in California and the influx of people to the area between 1849 and 1855, both Stearns and Temple experienced a brief period of prosperity. However, both ranchos suffered during the severe droughts of the 1860s and the subsequent economic decline of the 1870s. By the late 1870s, both ranchos had changed hands again. By the late 1870s, both Rancho Los Alamitos and Rancho Los Cerritos were under the control of members of the Bixby family, who would become one of the most influential families of Long Beach. Both properties continued to operate as ranches well into the early decades of the 20th century, maintaining dairy farms and growing beans, barley, and alfalfa. However, land from both ranchos was slowly sold off, beginning with the decline of the sheep industry in the 1870s. By 1884, the town of Long Beach occupied the southwest corner of the Rancho Los Cerritos. Eventually, Bellflower, Paramount, Signal Hill, and Lakewood were founded as well on Cerritos lands. In the 1950s and 1960s, both Ranchos were donated to the City as historic sites.

Several attempts to found a city on the two ranchos met with limited success, including the American and Willmore City colonies. After organization of the Long Beach Land and Water Company, the American Colony and Willmore City were renamed Long Beach after the area's long, wide beaches.¹⁴ Long Beach grew during Southern California real estate boom of the 1880s, due in part to strong ties to religious organizations and strict prohibition rules.¹⁵ The City was first incorporated on February 10, 1888, with 800 citizens and approximately 59 buildings.^{16,17} After disputes about prohibition and banning of gambling resulted in disincorporation, the City reincorporated by the end of 1897.¹⁸ By the late-19th century, the City claimed a burgeoning seasonal tourist industry. Sanborn maps estimated the population in 1895 at 1,200; in 1898, the Sanborn map differentiated between winter residents (2,000) and summer residents (6,000), in a clear indication that the City's prosperity depended on seasonal tourism and seaside amenities. Amenities included hotels, dance halls, and the boardwalk known as the Pike.

The development of the port of Long Beach in early-20th century and the discovery of oil in Signal Hill in the 1920s contributed substantially to the City's development. The Port of Long Beach began to take shape beginning in 1906, when the harbor was dredged and was further developed when the U.S. Navy designated Long Beach as the headquarters for its new Pacific Fleet in 1919. The discovery of oil in Signal Hill affected the City, although Signal Hill was an unincorporated island within the City. The building boom resulting from oil production in Signal Hill had a dramatic effect on Long Beach's population.¹⁹ From 1920 to 1925, the population more than

¹⁴ Case, Walter, ed. 1927. *History of Long Beach and Vicinity*. Chicago, IL: S.J. Clarke Publishing, p. 97.

¹⁵ Olander, Gilman H. 1957. *The Prohibition Movement in California 1848-1933*. Berkeley, CA: University of California Press, p. 33.

¹⁶ Sanborn Map Company. 1888-1969. *Insurance Map of Long Beach, California*. New York, NY.

¹⁷ Johnson Heumann Research Associates. 1988. *Expanded Downtown Long Beach Historic Survey, Final Report*. Long Beach, CA: City of Long Beach, Office of Neighborhood and Historic Preservation, p. 12.

¹⁸ Epley, Malcolm. 1963. *Long Beach's 75 Years, Highlights and Anecdotes*. Long Beach, CA: Diamond Jubilee.

¹⁹ Robinson, W.W. 1948. *Long Beach: A Calendar of Events in the Making of a City*. Los Angeles, CA: Title Insurance and Trust Company, p. 14.

doubled due to an influx of people hoping to find work in the oil industry, growing from 55,000 in 1920 to an estimated 135,000 in 1925.^{20,21}

The City, as the rest of the nation, felt the effects of the Great Depression that began in the 1930s. Adding to the despair of the Great Depression, a 6.4-magnitude earthquake rocked the City the evening of March 10, 1933, toppling masonry buildings, shaking houses and apartments off their foundations, damaging and destroying schools and churches, and disabling the City's natural gas service. In the wake of the disaster, reconstruction was financed with federal grants and loans, which, coupled with the activity generated through rebuilding, rejuvenated the local economy.²²

Although oil became the primary industry of the City, it was overtaken by the aircraft industry, with the construction of a Douglas Aircraft Company plant in 1940. At its peak in 1943, Douglas Aircraft employed 41,602, of which, approximately 54 percent (22,308) were women. By 1944, 87 percent of the employees were "Rosie the Riveters," the highest share in the country for a company of its kind.²³ By 1945, the wartime defense industry production in Long Beach had infused Long Beach with employment, economic resources, and people, and brought tourists back to the Pike.²⁴

Following the end of World War II, nearly 13 million veterans returned to the United States, ready to buy homes, begin families, and settle down into suburban life, away from the city. Home ownership in the nation was propelled to unprecedented numbers, due to low-interest loans and long-term mortgages provided by the G.I. Bill. Long Beach experienced a period of extraordinary postwar growth, both in population and size. Between 1950 and 1956, the City acquired 9.8 square miles of land, through 69 annexations, most coming from the Los Altos area in the eastern portion of Long Beach.²⁵ After World War II, these newly annexed areas quickly transitioned from agricultural lands into a booming bedroom community containing thousands of new homes. Residential development also spread throughout North Long Beach, with a number of new subdivisions appearing throughout the Bixby Knolls area. In addition to single-family homes, thousands of new multifamily properties—including duplexes, garden apartments, and "dingbat" apartments—were built after the war.

Ray Vines Chrysler Plymouth

By the late 1950s, the impact of the automobile on Long Beach, as on the rest of the region, had resulted in a profound shift in the character of the built environment. Cities were connected by ever larger highways, which were transformed over the ensuing decades into freeways, and by broad thoroughfares. The Pacific Electric Railway, once the link between Los Angeles region communities, was superseded by the automobile, and lines were terminated. The economic potential from commercial establishments along heavily traveled highways and thoroughfares

²⁰ Johnson Heumann Research Associates. 1988. *Expanded Downtown Long Beach Historic Survey, Final Report*. Long Beach, CA: City of Long Beach, Office of Neighborhood and Historic Preservation, p. 14.

²¹ U.S. Census Bureau. 1920. *Census Records for the City of Long Beach*. On file, City of Long Beach Office of Neighborhood and Historic Preservation.

²² Mullio, Cara, and Jennifer Volland. 2004. *Long Beach Architecture: The Unexpected Metropolis*. Santa Monica, CA: Hennessey and Ingalls, p. 31.

²³ Wallen, Arch C. 1976. "Douglas Long Beach—WWII." In *Long Beach As I Remember It, 1776–1976*, ed., Donald E. Van Liew. Los Alamitos, CA: Hwong Publishing, pp. 19–35.

²⁴ Berner, Loretta. 1995. "Al Brown Remembers the Pike." In *Shades of the Past: Journal of the Historical Society of Long Beach*, ed., Loretta Berner. Long Beach, CA: Historical Society of Long Beach, p. 6.

²⁵ City of Long Beach Department of Planning. 1958. *Preliminary Master Plan*. Long Beach, CA, p. 23.

prompted roadside development. Suburban shopping centers appeared adjacent to new developments, including Los Altos, Bixby Knolls, and the Lakewood Center in Long Beach. New dealerships emerged to satisfy the demand for more and more cars.

The automobile dealership, as a building type, had modest beginnings. The first showrooms appeared in Main Street shops that once housed livery stables, carriage and bicycle stores, and blacksmith shops. By 1920s, the showroom lobbies were as eloquent and pompous as hotel and bank lobbies in efforts to appear respectable. After the Great Depression, the new showrooms were incorporated into "service stations" complete with service stalls attached to the showroom with gasoline pumps. Postwar car dealerships had a more focused approach on how to lure customers in. First, they were constructed on the homeward-bound side of a major commuter highway so that passersby could stop in on their way home. Second, the showroom had to have large, antiglare windows to allow potential customers to see what the type of merchandise waited for them inside. Third, the service department provided a wide driveway that gave customers the impression that their repair needs were a priority to the shop. Finally, the used car lot was large and provided a variety of preowned cars. By the 1960s, the showrooms and service buildings were constructed away from the curb, and lines of new cars were parked along the roadside, displayed for the passing motorist.²⁶ Large signage, usually featuring the automobile's trademark, made the dealership visible from adjacent streets.

Bixby Land Company owned the land on which the Ray Vines Chrysler Plymouth dealership was constructed.²⁷ Ray Vines leased the land in 1963 to construct the first dealership. Although Vines had operated other automobile dealerships, this was the first one in which he was able to choose the location, facilities, and design. Scheduled to open in September 1963, the dealership was expected to sell an estimated 350 cars a month.²⁸ Its street sign, consisting of two steel beams with a hexagonal sign and Chrysler Plymouth emblem, was installed by J.H. Spaulding Company.²⁹ It is unclear as to when the Ray Vines dealership was sold, but according to the Long Beach city directories, the dealership was operated by Ray Vines up until 1968, but by 1987, R.O. Gould Chrysler was the company housed at 4201 East Willow Street.³⁰ Bixby Land Company sold the land to Major Enterprise LLC in 2007. The current owner, LB Gateway, acquired the property in 2009.³¹ The property is currently occupied by the Cal Worthington Ford dealership.

According to the original 1963 building permit, the approximately 14,000-square-foot building was constructed by J.W. Greig for approximately \$71,000. The building was described as one story and 24 feet in height, with block and stucco walls and a stone roof, with the office and showroom in the front facing Willow Street, service stalls stretching east to west across the rear, and the parts department on the east. An article in the *Long Beach Independent* noted that Paul Iacono, a "widely known specialist in automobile agency design," was the designer of the facility.³² Upon further research, the only information found on the architect was a newspaper article naming him the contractor for an Isuzu dealership named Vita Isuzu in Woodland Hills.³³

²⁶ Liebs, Chester H. 1985. *Main Streets to Miracle Mile*. Boston, MA: Bulfinch Press, pp. 75–93.

²⁷ Los Angeles Assessor's Office.

²⁸ Stephan, Art. 11 August 1963. *Independent*, p. R12.

²⁹ The Imperial Club. Accessed 11 December 2009. Web Site. Available at: www.imperialclub.com

³⁰ General Telephone Company of California. 1987.

³¹ Los Angeles Assessor's Office

³² Stephan, Art. 11 August 1963. *Independent*, p. R12.

³³ *Los Angeles Times*. 15 February 1981. P. T16.

Googie Architecture, 1940s–1960s

The Googie style first emerged during the late 1940s and early 1950s in Los Angeles. The style name was derived from a Los Angeles coffee shop, Googies, that was built in 1949 with a design by architect John Lautner. In turn, Googie has come to describe a dynamic style of contemporary architecture popular throughout the 1950s and 1960s that embodied America's fascination with the space age and technology.

Buildings in the Googie style typically featured sharp angular rooflines, abstract shapes, large expanses of glass, and dramatic roof overhangs. Googie style of architecture is generally associated with roadside architecture, especially commercial buildings, such as coffee shops, bowling alleys, motels, car washes, and auto showrooms. Buildings featured bright colors, oversized lighting, and exaggerated roof forms intended to attract consumers traveling the road in their automobiles. By the end of the 1960s, the popularity of Googie architecture faded, as Americans lost interest with style's interpretation of the technology age. Character-defining features of the Googie style include

- Sharp or curved abstract angles
- Large fixed pane windows
- Exaggerated roof forms, cantilevered, butterfly folded, pitched or flat
- Bright and distinctive signage, neon or back-lit
- Plate glass walls
- Geometric shapes
- Exposed steel or aluminum elements
- Influences of Tiki/Polynesian or space age modern design
- Pierced concrete screens

Long Beach had a limited number of examples of the Googie style. One, the Java Lanes Bowling Alley, featured a similar roof treatment to that of the Ray Vines Chrysler Plymouth dealership. Built in 1958 and designed by architects Daly, Derosa, and Powers, this building has been demolished.³⁴

EVALUATION OF SIGNIFICANCE

The Ray Vines Chrysler Plymouth dealership is a historical resource as defined by CEQA. Minor, reversible alterations have been made to the Ray Vines Chrysler Plymouth dealership, but the property continues to retain the character-defining features of the Googie style. It appears eligible for listing in the CRHR under Criterion 3 and for designation as historic landmark for the City under the Cultural Heritage Commission Criteria D, E, I, and K but is not eligible for inclusion in the NRHP due to its age.

National Register of Historic Places

The Ray Vines Chrysler Plymouth dealership does not appear to be eligible for listing in the NRHP at this time because the property is less than 50 years and does not meet criteria consideration G for exceptional significance.

³⁴ Mullio, Cara, and Jennifer M. Volland. 2004. *Long Beach Architecture: The Unexpected Metropolis*. Santa Monica: Hennessey and Ingalls, pp. 188–189.

California Register of Historical Resources

Criterion 3: The Ray Vines Chrysler Plymouth embodies the distinctive characteristics of the Googie style. Although designed as a car dealership, one of the building types associated with the Googie style, the building is significant as it exhibits several of the character-defining features of Googie design: sharp angles, an exaggerated roofline, plate glass walls, geometric shapes, influences of Tiki/Polynesian and space age modern design, compatibly designed signage oriented to the roadway, and exposed metal elements.

Applicable City of Long Beach Criteria of Significance

Criterion D: The Ray Vines Chrysler Plymouth dealership portrays the architectural environment of the Los Angeles basin during the mid-20th century, when a passion for technology, automobiles, and an optimistic embrace of the space age merged to create a short-lived but highly popular form of design.

Criterion E: As described above with respect to CRHR Criterion 3, the character defining features of the Googie style are well presented in the Ray Vines Chrysler Plymouth dealership.

Criterion I: The unique double gabled projections of the Googie-style building have been present on the northwest corner of East Willow Street and Lakewood Boulevard for 46 years and have become a distinguishing characteristic familiar to the community.

Criterion K: The Ray Vines Chrysler Plymouth dealership is one of the last remaining intact examples of the Googie style in the City of Long Beach.

POTENTIAL IMPACTS ANALYSIS AND CONCLUSIONS

Under CEQA, a project with an effect that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment. Substantial adverse change in the significance of a historical resource is defined as physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of a historical resource would be materially impaired. The significance of a historical resource would be materially impaired when a project demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance and that justify its inclusion in, or eligibility for inclusion in, the CRHR, a local register of historical resources pursuant to Section 5020.1(k) of the Public Resources Code, or historical resources survey meeting the requirements of Section 5024.1(g) of the Public Resources Code. In general, a project that follows the Secretary of the Interior's Standards for the Treatment of Historic Properties³⁵ and associated guidelines shall be considered as mitigated to below the level of significance.³⁶

³⁵ Weeks, Kay D., and Anne E. Grimmer. 1995. *The Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring and Reconstruction Historic Buildings*. Washington, DC: U.S. Department of the Interior, National Park Service.

³⁶ *California Code of Regulations*, Title 14, Chapter 3, CEQA Guidelines, Section 15064.5(b).

The Ray Vines Chrysler Plymouth dealership, including the main building and original free-standing sign, is a historical resource pursuant to CEQA. The property is eligible for inclusion in the CRHR under Criterion 3 for its exemplification of the distinctive characteristics of the Googie style of architecture, with a period of significance of 1963. It is also eligible for designation as a landmark of the City under Criteria D, E, I, and K for its portrayal of the Googie style of architecture associated with the mid-20th century (Criteria D and E); its value as a physically prominent, established, and familiar visual feature of the environment (Criterion I); and as one of the last remaining examples of the Googie style in Long Beach.

The proposed project will not result in significant adverse effects to cultural resources related to a historical resource. As a resource that exemplifies the Googie style of architecture, under the proposed project, the building will retain its character-defining features. The proposed project will retain and reuse 7,478 square feet of the main showroom space of the Ray Vines Chrysler Plymouth dealership and the portion to the north of it, the primary vehicle for the expression of the Googie style, including the soaring gable roof, fascia bands, overhanging eaves, stone pier, glass window walls, the decorative masonry block exterior walls along the entire west elevation, and the terrazzo floor and inscription. In addition, the proposed project will retain and rehabilitate the original freestanding sign. The proposed project will result in the demolition of the service stalls, canopy, and parts department, which relate to the building's use as an automobile dealership. The service stall, canopy, and parts department are clad in a repetitive geometric masonry block that is a character-defining feature of the Googie style. The rectangular massing, unadorned façade, and low profile of the service stall, canopy, and parts department convey their utilitarian function and do not express the key design elements of the Googie style, as exemplified by the showroom with its the high-pitched, projecting gabled roof; large overhanging eaves; ample use of glass; and decorative stone pier. Because most of the character-defining features of the showroom building will be kept, the proposed project will comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties. The proposed project, specifically, the adaptive reuse of the showroom wing, retains all the Googie elements of design that make the property eligible for inclusion in the CRHR, including the entire west wall with decorative concrete block. In addition, the new construction adheres to Standard for Rehabilitation, which also requires that "new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing" of the historic property. Therefore, the project will not have an adverse impact on historical resources. The significance of the historical resource would not be materially impaired, and it would retain its eligibility for listing and designation as a historical resource.

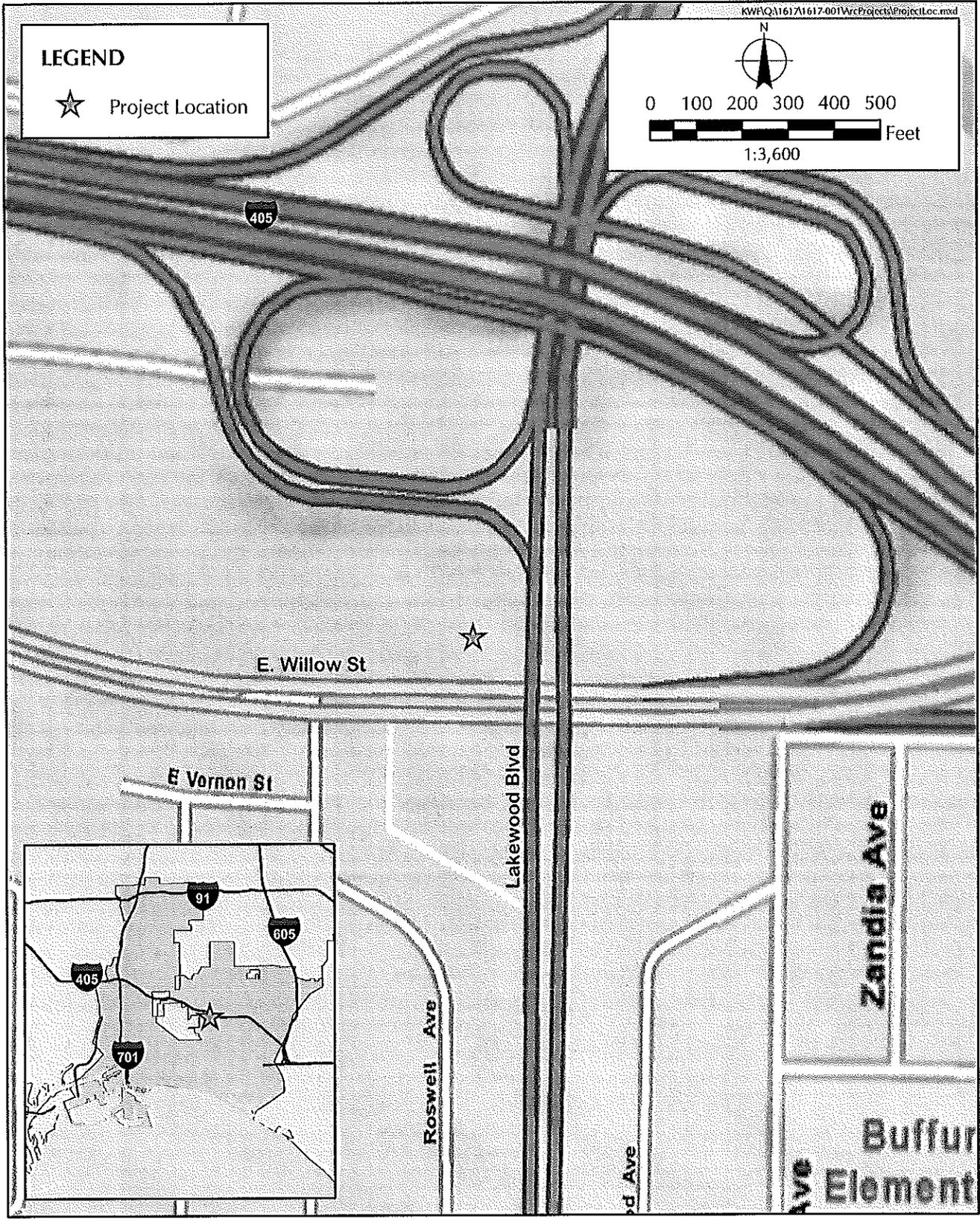
Should there be any questions regarding the information contained in this memorandum, please contact Ms. Leslie Heumann at (626) 683-3547.

ATTACHMENT 1
PROJECT LOCATION MAP

LEGEND

★ Project Location

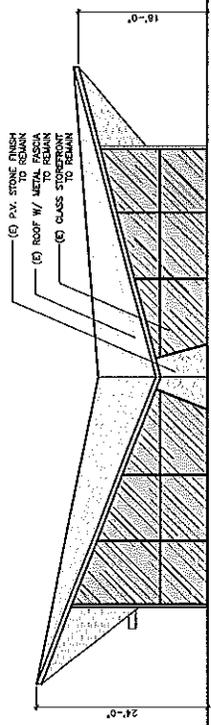
0 100 200 300 400 500
Feet
1:3,600



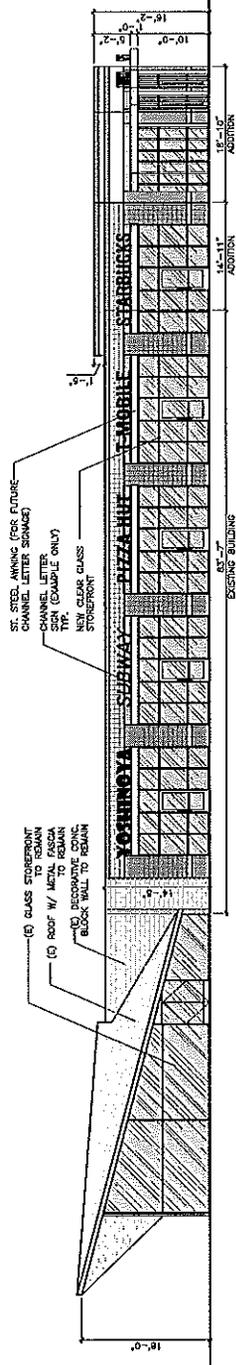
ATTACHMENT 2
REVISED SCHEMATIC DRAWINGS FOR
LONG BEACH CARWASH AND RETAIL BUILDING

PROJECT	DATE
NO.	REVISION
DRAWN	CHECKED
DATE	DATE
PROJECT NO. 809-00	

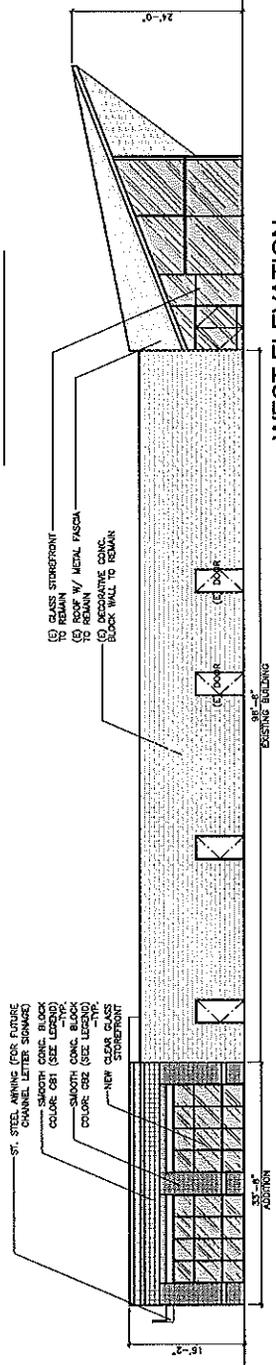
LEGEND
 CONCRETE BLOCK BY ANGELUS BLOCK CO., INC. (WWW.ANGELUSBLOCK.COM)
 CS1: COOL GRAY (PRECISION MEDIUMWEIGHT FINISH)
 CS2: HARVEST (PRECISION MEDIUMWEIGHT FINISH)



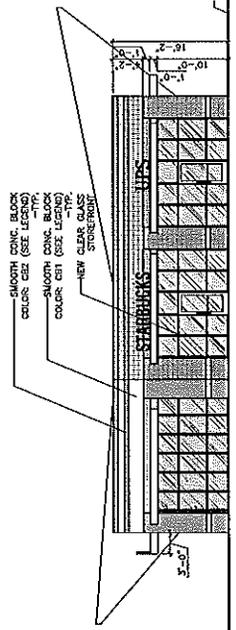
SOUTH ELEVATION



EAST ELEVATION



WEST ELEVATION



NORTH ELEVATION

ELEVATIONS - RETAIL BUILDING

SCALE: 1/8" = 1'-0"

ATTACHMENT 3
DEPARTMENT OF PARKS AND RECREATION FORMS 523A,
4201 EAST WILLOW STREET

PRIMARY RECORD

Primary # _____
HRI _____
Trinomial # _____
NRHP Status Code _____

Other Listings
Review Code _____ Reviewer _____ Date _____

Page 1 of 8

*Resource Name or # (Assigned by recorder) 4201 East Willow Street, Long Beach, CA

P1. Other Identifier: Ray Vines Chrysler Plymouth

*P2. Location: Not for Publication Unrestricted *a. County Los Angeles

and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad _____ Date _____ T _____ ; R _____ ; _____ 1/4 of _____ 1/4 of Sec _____ ; _____ B.M.

c. Address 4201 East Willow Street City Long Beach Zip 90815

d. UTM: (Give more than one for large and/or linear resources) Zone _____ ; _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) APN: 7218-001-017

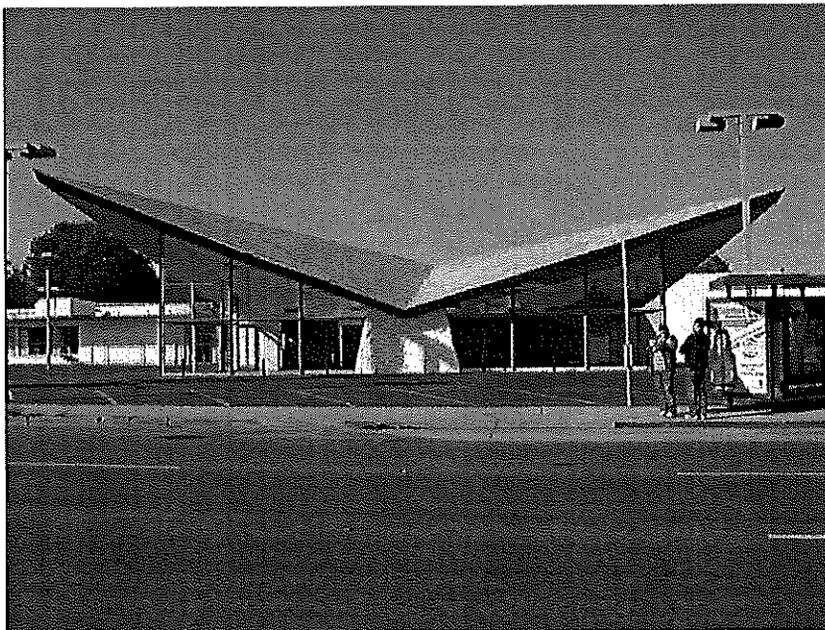
*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

(continued on page 3)

*P3b. Resource Attributes: (List attributes and codes) HP6 1-3 story commercial property

*P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.):

*P5a. Photograph or Drawing (Photograph required for buildings, structures or objects)



P5b. Description of Photo: (view, date, accession #) View facing north toward south facing façade,

October 11, 2008

*P6. Date Constructed/Age and Sources: Historic

Prehistoric Both

1963, Long Beach building permit

*P7. Owner and Address:

Long Beach Gateway, LLC.

15 Via Malona

Rancho Palos Verdes, CA 90275

*P8. Recorded by: Name,

affiliation, and address)

Sapphos Environmental, Inc.

430 North Halstead Street

Pasadena, CA 91107

December 16,

*P9. Date Recorded: 2009

*P10. Survey Type: (Describe)

Intensive

Reconnaissance

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") _____

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure & Object Record
 Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record
 Artifact Record Photographic Record Other (List) _____

BUILDING, STRUCTURE AND OBJECT RECORD

B1. Historic Name: Ray Vines Chrysler Plymouth

B2. Common Name: Unknown

B3. Original Use: Automobile dealership B4. Present Use: Used automobile car lot

*B5. Architectural Style: Googie

*B6. Construction History: (Construction date, alterations, and date of alterations)
According to Long Beach building permits, the Ray Vines dealership was constructed in 1963.

*B7. Moved? No Yes Unknown Date: _____ Original Location: _____

*B8. Related Features: A second building was added in 1965 as the "Get Ready" garage. No other alterations are known.

B9a. Architect: Unknown b. Builder: J.W. Greig

*B10. Significance: Theme Googie style of architecture Area Long Beach

Period of Significance: 1963-1969 Property Type: Car dealership Applicable Criteria: CR:3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The Ray Vine Chrysler Plymouth dealership is a historical resource as defined by CEQA. It does not appear to be eligible for listing in the NRHP at this time because the property is less than 50 years and does not meet the criteria consideration for exceptional significance. It appears eligible for listing in the CRHR under Criterion 3 and for designation as historic landmark for the City under the Cultural Heritage Commission Criteria D, E, I, and K.

(continued page 3)

B11. Additional Resource Attributes: (List attributes and codes) _____

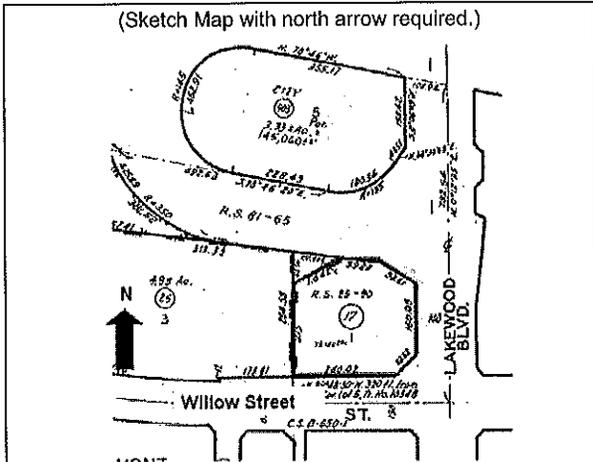
*B12. References: See page 5

B13. Remarks: _____

*B14. Evaluator: _____
Sapphos Environmental, Inc.
430 North Halstead Street
Pasadena, CA 91107

*Date of Evaluation: December 14, 2009

(This space reserved for official comments.)



Source: Los Angeles Tax Assessor's Map. Parcel highlighted in red denotes subject property.

*Resource Name or # (Assigned by recorder) 4201 East Willow Street, Long Beach, CA

Recorded By: Sapphos Environmental, Inc.

Date: December 14, 2009 Continuation Update

***P3a. Description (continued from page 1):**

The west elevation contains two entries, the main entrance consisting of a double metal-framed glass door and the automotive entrance, a large sliding glass door. A second entrance into the showroom is located on the east elevation and consists of a single metal-framed glass door. The showroom floor is terrazzo, and the words "Ray Vines Chrysler Plymouth Corp" are inset near the west entrance in a different color. The area located behind the showroom was constructed for offices, the Parts Department, and car garages for vehicle service. Additional entrances to these areas are located on the north and west elevations. The service areas are characterized by concrete block exterior walls whose triangular, angled surfaces echo the showroom roof design. A flat canopy over a driveway connects the west wing of the service area to the main portion of the building. The second building on the property was built as a "get ready" garage to prepare the cars for the showroom. Constructed with corrugated steel siding and a flat roof, the building does not share the same style as the original complex. A metal, Googie-style street sign is located in the parking area southwest of the showroom. Two steel beams create a V shape and hold a hexagonal sign, once announcing the "Ray Vines" dealership. Original site lighting was replaced at an unknown time. There is no landscaping on site; the property is paved in asphalt. The property retains a high degree of integrity.

Long Beach History¹

The earliest known occupants of Long Beach were Native Americans. At the time of contact with European explorers, the Native American group subsequently known as the Gabrielino tribe occupied nearly the entire basin and coastline comprising the Counties of Los Angeles and Orange.

The area that is now the City of Long Beach received its first European visitors in the late-18th century, with the arrival of Spanish explorers and missionaries. Mission San Gabriel Arcángel, originally founded near what is now Montebello, was awarded jurisdiction over most of this region after its establishment in 1771. Ten years later, the Pobladores, a group of 12 families from present-day Mexico, founded a secular community in what is now downtown Los Angeles. The settlers, who were reportedly recruited to establish a farming community to relieve Alta California's dependence on imported grain, named the area el Pueblo de Nuestra Señora la Reina de Los Angeles de Porciúncula.²

During the Spanish and subsequent Mexican reign over Alta California, the southern portion of present-day County of Los Angeles (County) was held in a variety of land grants. In 1784, Pedro Fages, the Spanish governor of California, granted in the name of the king of Spain 300,000 acres (an amount reduced in 1790 to 167,000 acres) to Manuel Nieto, a Spanish soldier, as a reward for his military service. Nieto raised cattle, sheep, and horses on the lands and built an adobe home on a hilltop near today's Anaheim Road. Following Nieto's death in 1804, the land grant known as Los Coyotes became the property of his heirs. In 1834, it was divided into five smaller ranchos, including Rancho Los Alamitos and Rancho Los Cerritos. These two ranchos encompassed the majority of what now comprises the City, with a portion of the 28,500-acre Rancho Los Alamitos on the east and a portion of the 27,000-acre Rancho Los Cerritos on the west. Today, Alamitos Avenue marks the dividing line between the two.

California became a territory of the United States in 1848 and the 31st state in the Union in 1850. By this time, the ranchos had been acquired by two men who played prominent roles in the development of the region: Abel Stearns and John Temple. With the discovery of gold in California and the influx of people to the area between 1849 and 1855, both Stearns and Temple experienced a brief period of prosperity. However, both ranchos suffered during the severe droughts of the 1860s and the subsequent economic decline of the 1870s. By the late 1870s, both ranchos had changed hands again. By the late 1870s, both Rancho Los Alamitos and Rancho Los Cerritos were under the control of members of the Bixby family, who would become one of the most influential families of Long Beach. Both properties continued to operate as ranches well into the early decades of the 20th century, maintaining dairy farms and growing beans, barley, and alfalfa. However, land from both ranchos was slowly sold off, beginning with the decline of the sheep industry in the 1870s. By 1884, the town of Long Beach occupied the southwest corner of the Rancho Los Cerritos. Eventually Bellflower, Paramount, Signal Hill, and Lakewood were founded as well on Cerritos lands. In the 1950s and 1960s, both Ranchos were donated to the City as historic sites.

Several attempts to found a city on the two ranchos met with limited success, including the American and Willmore City colonies. After organization of the Long Beach Land and Water Company, the American Colony and Willmore City were renamed Long Beach after the area's long, wide beaches.³ Long Beach grew during Southern California real estate boom of the 1880s, due in part to strong ties to religious organizations and strict prohibition rules.⁴ The City was first incorporated on February 10, 1888, with 800 citizens and

¹ The Long Beach historic context presented in this assessment was abstracted from Sapphos Environmental, Inc., July 2009, Long Beach Historic Context Statement. On file, Sapphos Environmental, Inc., Pasadena, CA.

² Robinson, W.W. 1959. *Los Angeles from the Days of the Pueblo*. San Francisco, CA: California Historical Society, p. 5.

³ Case, Walter, ed. 1927. *History of Long Beach and Vicinity*. Chicago, IL: S.J. Clarke Publishing, p. 97.

⁴ Olander, Gilman H. 1957. *The Prohibition Movement in California 1848-1933*. Berkeley, CA: University of California Press, p. 33.

Recorded By: Sapphos Environmental, Inc. ***Resource Name or #** (Assigned by recorder) 4201 East Willow Street, Long Beach, CA
Date: December 14, 2009 Continuation Update

approximately 59 buildings.^{5,6} After disputes about prohibition and banning of gambling resulted in disincorporation, the City reincorporated by the end of 1897.⁷ By the late-19th century, the City claimed a burgeoning seasonal tourist industry. Sanborn maps estimated the population in 1895 at 1,200; in 1898, the Sanborn map differentiated between winter residents (2,000) and summer residents (6,000),

in a clear indication that the City's prosperity depended on seasonal tourism and seaside amenities. Amenities included hotels, dance halls, and the boardwalk known as the Pike.

The development of the port of Long Beach in the early-20th century and the discovery of oil in Signal Hill in the 1920s contributed substantially to the City's development. The Port of Long Beach began to take shape beginning in 1906, when the harbor was dredged and was further developed when the U.S. Navy designated Long Beach as the headquarters for its new Pacific Fleet in 1919. The discovery of oil in Signal Hill affected the City, although Signal Hill was an unincorporated island within the City. The building boom resulting from oil production in Signal Hill had a dramatic effect on Long Beach's population.⁸ From 1920 to 1925, the population more than doubled, due to an influx of people hoping to find work in the oil industry, growing from 55,000 in 1920 to an estimated 135,000 in 1925.^{9,10}

The City, as the rest of the nation, felt the effects of the Great Depression that began in the 1930s. Adding to the despair of the Great Depression, a 6.4-magnitude earthquake rocked the City the evening of March 10, 1933, toppling masonry buildings, shaking houses and apartments off their foundations, damaging and destroying schools and churches, and disabling the City's natural gas service. In the wake of the disaster, reconstruction was financed with federal grants and loans, which, coupled with the activity generated through rebuilding, rejuvenated the local economy.¹¹

Although oil became the primary industry of the City, it was overtaken by the aircraft industry, with the construction of a Douglas Aircraft Company plant in 1940. At its peak in 1943, Douglas Aircraft employed 41,602, of which, approximately 54 percent (22,308) were women. By 1944, 87 percent of the employees were "Rosie the Riveters," the highest share in the country for a company of its kind.¹² By 1945, the wartime defense industry production in Long Beach had infused Long Beach with employment, economic resources, and people, and brought tourists back to the Pike.¹³

Following the end of World War II, nearly 13 million veterans returned to the United States, ready to buy homes, begin families, and settle down into suburban life, away from the city. Home ownership in the nation propelled to unprecedented numbers, due to low-interest loans and long-term mortgages provided by the G.I. Bill. Long Beach experienced a period of extraordinary postwar growth, both in population and size. Between 1950 and 1956, the City acquired 9.8 square miles of land, through 69 annexations, most coming from the Los Altos area in the eastern portion of Long Beach.¹⁴ After World War II, Los Altos quickly transitioned from agricultural lands into a booming bedroom community of 10,000 homes. Residential development also spread throughout North Long Beach, with a number of new subdivisions appearing throughout the Bixby Knolls area. In addition to single-family homes, thousands of new multifamily properties—including duplexes, garden apartments, and "dingbat" apartments—were built after the war.

Ray Vines Chrysler Plymouth

⁵ Sanborn Map Company. 1888–1969. *Insurance Map of Long Beach, California*. New York, NY.

⁶ Johnson Heumann Research Associates. 1988. *Expanded Downtown Long Beach Historic Survey, Final Report*. Long Beach, CA: City of Long Beach, Office of Neighborhood and Historic Preservation, p. 12.

⁷ Epley, Malcolm. 1963. *Long Beach's 75 Years, Highlights and Anecdotes*. Long Beach, CA: Diamond Jubilee.

⁸ Robinson, W.W. 1948. *Long Beach: A Calendar of Events in the Making of a City*. Los Angeles, CA: Title Insurance and Trust Company, p. 14.

⁹ Johnson Heumann Research Associates. 1988. *Expanded Downtown Long Beach Historic Survey, Final Report*. Long Beach, CA: City of Long Beach, Office of Neighborhood and Historic Preservation, p. 14.

¹⁰ U.S. Census Bureau. 1920. *Census Records for the City of Long Beach*. On file, City of Long Beach Office of Neighborhood and Historic Preservation.

¹¹ Mullio, Cara, and Jennifer Volland. 2004. *Long Beach Architecture: The Unexpected Metropolis*. Santa Monica, CA: Hennessey and Ingalls, p. 31.

¹² Wallen, Arch C. 1976. "Douglas Long Beach—WWII." In *Long Beach As I Remember It, 1776–1976*, ed., Donald E. Van Liew. Los Alamitos, CA: Hwong Publishing, pp. 19–35.

¹³ Berner, Loretta. 1995. "Al Brown Remembers the Pike." In *Shades of the Past: Journal of the Historical Society of Long Beach*, ed., Loretta Berner. Long Beach, CA: Historical Society of Long Beach, p. 6.

¹⁴ City of Long Beach Department of Planning. 1958. *Preliminary Master Plan*. Long Beach, CA, p. 23.

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By the late 1950s, the impact of the automobile on Long Beach, as on the rest of the region, had resulted in a profound shift in the character of the built environment. Cities were connected by ever-larger highways, which were transformed over the ensuing decades into freeways, and by broad thoroughfares. The Pacific Electric Railway, once the link between Los Angeles region communities, was superseded by the automobile, and lines were terminated. The economic potential from commercial establishments along heavily traveled highways and thoroughfares prompted roadside development. Suburban shopping centers appeared adjacent to new developments, including Los Altos, Bixby Knolls, and the Lakewood Center in Long Beach. New dealerships emerged to satisfy the demand for more and more cars.

The automobile dealership, as a building type, had modest beginnings. The first showrooms appeared in Main Street shops that once housed livery stables, carriage and bicycle stores, and blacksmith shops. By 1920s, the showroom lobbies were as eloquent and pompous as hotel and bank lobbies in efforts to appear respectable. After the Great Depression, the new showrooms were incorporated into "service stations," complete with service stalls attached to the showroom with gasoline pumps. Postwar car dealerships had a more focused approach on how to lure customers in. First, they were constructed on the homeward-bound side of a major commuter highway so passersbys could stop in on their way home. Second, the showroom had to have large, ant glare windows to allow the potential customer to see what the type of merchandise waited for them inside. Third, the service department provided a wide driveway that gave customers the impression that their repair needs were a priority to the shop. Finally, the used car lot was large and provided a variety of preowned cars. By the 1960s, the showrooms and service buildings were constructed away from the curb, and lines of new cars were parked along the roadside, displayed for the passing motorist.¹⁵ Large signage, usually featuring the automobile's trademark, made the dealership visible from adjacent streets.

Bixby Land Company owned the land on which the Ray Vines Chrysler Plymouth dealership was constructed.¹⁶ Ray Vines leased the land in 1963 to construct the first dealership. Although Vines had operated other automobile dealerships, this was the first one in which he was able to choose the location, facilities, and design. Scheduled to open in September 1963, the dealership was expected to sell an estimated 350 cars a month.¹⁷ Its street sign, consisting of two steel beams with a hexagonal sign and Chrysler Plymouth emblem, was installed by J.H. Spaulding Company.¹⁸ It is unclear as to when the Ray Vines dealership was sold, but according to the Long Beach city directories, the dealership was operated by Ray Vines up until 1968, but by 1987, R.O. Gould Chrysler was the company housed at 4201 East Willow Street.¹⁹ Bixby Land Company sold the land to Major Enterprise LLC in 2007. The current owner, LB Gateway, acquired the property in 2009.²⁰ The property is currently occupied by the Cal Worthington Ford dealership.

According to the original 1963 building permit, the approximately 14,000-square-foot building was constructed by J.W. Greig for approximately \$71,000. The building was described as one story and 24 feet in height, with block and stucco walls and a stone roof, with the office and showroom in the front facing Willow Street, service stalls stretching east to west across the rear, and the parts department on the east. An article in the *Long Beach Independent Press-Telegram* note that Paul Iacono, a "widely known specialist in automobile agency design," was the designer of the facility.²¹ Upon further research, the only information found on the architect was a newspaper article naming him the contractor for an Isuzu dealership named Vita Isuzu in Woodland Hills.²²

The property at 4201 East Willow Street still retains many of its character-defining features, such as

- Geometric and flat roof
- Large overhanging eaves
- Large plate-glass windows
- Decorative masonry block siding
- Terrazzo flooring with inscription
- Street sign

National Register of Historic Places

Minor, reversible alterations have been made to the Ray Vines Chrysler Plymouth dealership, which, as noted above, continues to retain its character-defining features of a Googie-style car dealership. However, the building does not meet the 50-year threshold and is not exemplary of the Googie style.

¹⁵ Liebs, Chester H. 1985. *Main Streets to Miracle Mile*. Boston, MA: Bulfich Press, pp. 75-93.

¹⁶ Los Angeles Assessor's Office.

¹⁷ Stephan, Art. 11 August 1963. *Independent*, p. R12.

¹⁸ The Imperial Club. Accessed 11 December 2009. Web Site. Available at: www.imperialclub.com

¹⁹ General Telephone Company of California. 1987.

²⁰ Los Angeles Assessor's Office.

²¹ Stephan, Art. 11 August 1963. *Independent*, p. R12.

²² *Los Angeles Times*. 15 February 1981. P. T16.

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Applicable California Register of Historical Resources Criteria

It embodies the distinctive characteristics of a type, period, region, or method of construction; represents the work of an important creative individual; or possesses high artistic values

Criterion 3: The Ray Vines Chrysler Plymouth embodies the distinctive characteristics of the Googie style of architecture. The building exemplifies several of the distinctive character-defining features of the style demonstrated in the sharp angles in the exaggerated roofline; plate glass walls on the east, south, and west elevations used to showcase the cars in the showroom; geometric shapes in the signage; and exposed steel elements along the glass walls and fascia.

Applicable City of Long Beach Criteria of Significance

Criterion D: The population boom of Southern California brought the explosion of automobiles and architecture that reflected the space-age phenomenon that took over America in the 1960s. The Ray Vines car dealership was one of many car dealerships catering to the car craze of the times, and its Googie style of architecture reflected the modern style of architecture of the era.

Criterion E: As mentioned above, the discussion for CRHR Criterion 3, the character-defining features of the Googie style—exaggerated, high-pitched gabled roofs, plate glass windows, decorative concrete block, natural rock, and expansive overhanging eaves—are all present on the Ray Vines car dealership.

Criterion I: The unique double-gabled projections of the Googie-style dealership have been present on the northwest corner of East Willow Street and Lakewood Boulevard for 46 years and have become a distinguishing characteristic familiar to the community.

Criterion K: The Ray Vines Chrysler Plymouth dealership was constructed in the Googie style of architecture and is one of the last remaining intact styles in the City of Long Beach.

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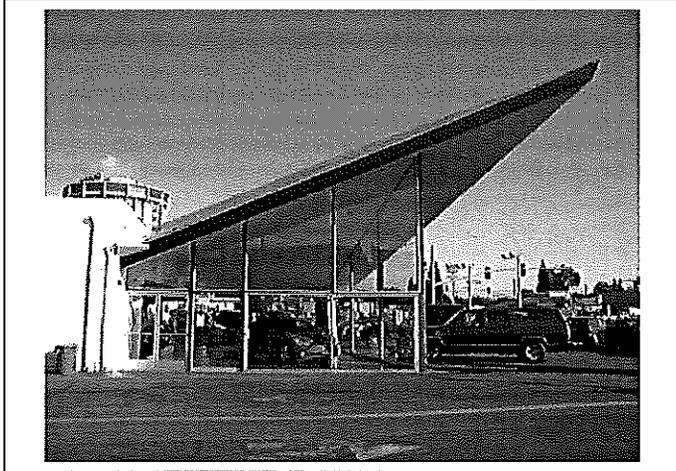


Image 1: West elevation, view facing east

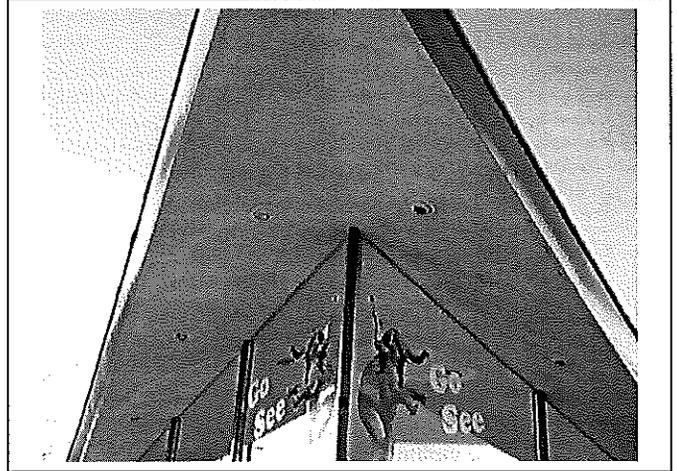


Image 2: Detail shot of overhanging eaves and fisheye lighting

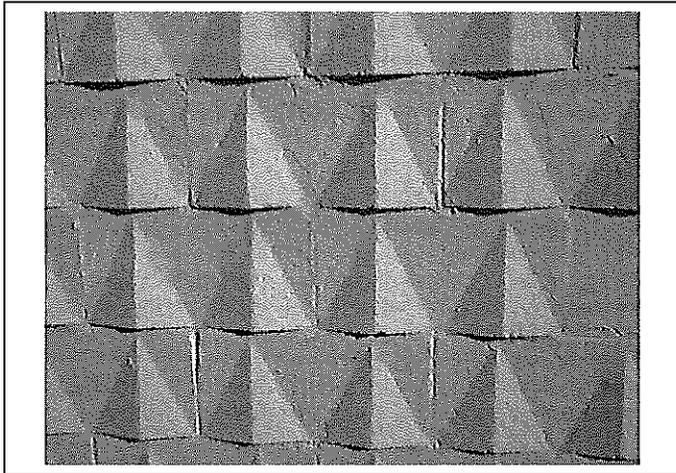


Image 3: Detail shot of masonry blocks

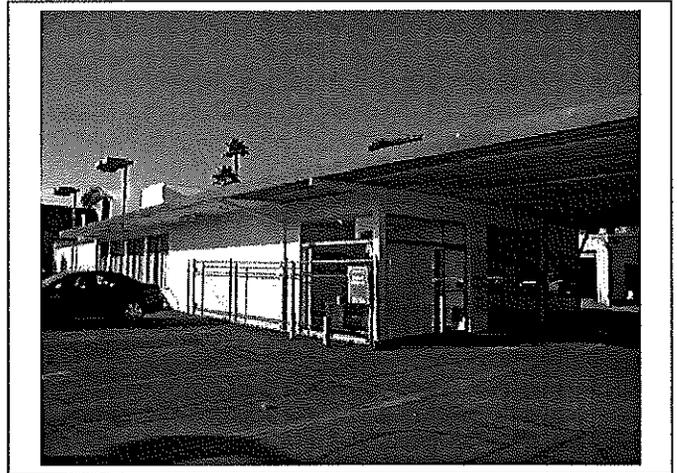


Image 4: South and east elevations of service department, view facing northwest.

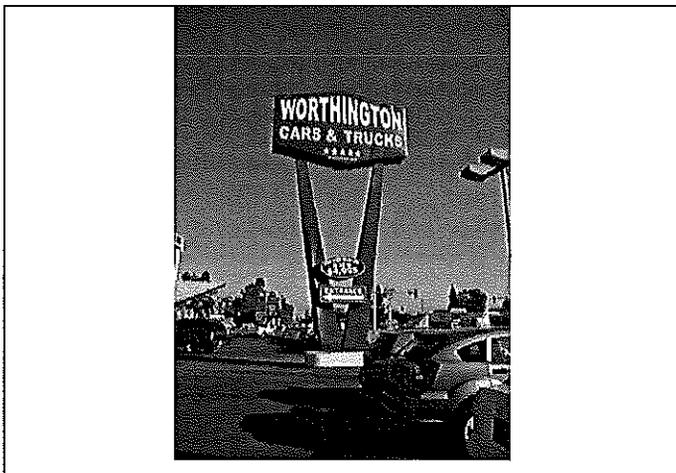


Image 5: Street sign, view facing east

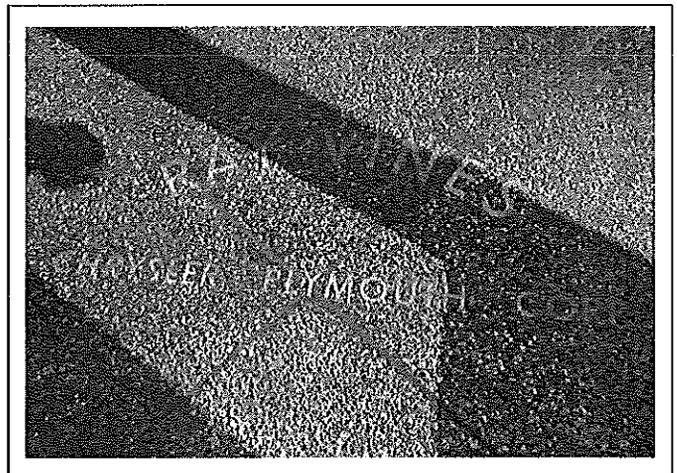


Image 6: Terrazzo floor