

1 ORDINANCE NO. C- 6673

2  
3 AN ORDINANCE OF THE CITY COUNCIL OF  
4 THE CITY OF LONG BEACH DESIGNATING THE  
5 2000 AND 2100 BLOCKS OF EUCALYPTUS AVENUE  
6 AS THE WRIGLEY LANDMARK DISTRICT

7  
8 The City Council of the City of Long Beach ordains as  
9 follows:

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11 Section 1. Designation of an Historic Landmark  
12 District. Pursuant to the provisions of Section 2.63.010 et  
13 seq., of the Long Beach Municipal Code (Ordinance No. C-5364)  
14 and with the recommendation of the Planning Commission, the City  
15 Council of the City of Long Beach hereby designates the 2000 and  
16 2100 blocks of Eucalyptus Avenue as the Wrigley Historic Land-  
17 mark District.

18 I. Wrigley Court Historic Landmark District:

19 Location and Description. The boundaries of the  
20 Wrigley Historic Landmark District are set forth in Exhibit "A"  
21 which is attached hereto and incorporated by reference.  
22 Historically, the houses in this district were built by one  
23 developer, between 1928-1934. The district is characterized by  
24 modest single-family homes built as working class cottages.  
25 Spanish Colonial Revival homes predominate, interspersed with  
26 other Period Revival designs. The district has remarkable  
27 architectural consistency, coherence and unity. It exemplifies  
28 a period in the development of Long Beach, an early neighborhood

1 subdivision, with architecture typical of that area.

2 The development company which built these homes was  
3 owned by the chewing gum magnate, William S. Wrigley, Jr. These  
4 were the only two blocks in what is now called the Wrigley  
5 District that were actually built by his company.

6 This district exemplifies the economic and historical  
7 heritage of the community, illustrating the growth of the City  
8 during the boom just before the Depression and the City's  
9 continuing vitality while the Nation was in the throes of the  
10 Depression. It is an intact early subdivision, indicating the  
11 expansion of the City's residential communities.

12 The homes in the Wrigley District typify the  
13 architectural styles popular in the late twenties and early  
14 thirties. Spanish Colonial Revival is the most common style  
15 found here, as well as other Period Revival romantic fantasies.  
16 The homes are relatively intact and unaltered, with few later  
17 intrusions.

18 This distinctive area has specific distinguishing  
19 characteristics: Its architectural unity and cohesion, and the  
20 ambiance of past time and place. The period style housing,  
21 architectural consistency, similarity of scale and unity of  
22 streetscape give this district its special character.

23 II. General Guidelines and Standards for Any Changes.

24 The "Standards for Rehabilitation and Guidelines for  
25 Rehabilitating Historic Buildings" prepared by the Secretary of  
26 the Interior (Revised, 1983), as amended are hereby incorporated  
27 by reference. The following guidelines have been formulated to  
28 ensure that construction in the district preserves and enhances

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1 this architectural continuity. The guidelines are an aid to  
2 public and private property owners, and others, formulating  
3 plans for new construction, for rehabilitation or alteration of  
4 existing structures, and for site development. The guidelines  
5 pertain to buildings of all occupancy and construction types,  
6 sizes and materials, and pertain to construction on the exterior  
7 of existing buildings as well as to new, attached or adjacent  
8 construction, and to site development landscaping and other  
9 details.

10 The guidelines are also designed to be standards which  
11 the Cultural Heritage Commission shall apply when making deci-  
12 sions about Certificates of Appropriateness as required by the  
13 City of Long Beach Cultural Heritage Ordinance.

14 "General Standards and Guidelines for Historic  
15 Landmarks and Historic Districts for the City of Long Beach"  
16 shall also apply as follows:

17 A. Existing Structures, Alterations and Additions  
18 (Architectural):

- 19 1. Alteration of roof line;
- 20 2. Changes in material or design of roof;
- 21 3. Alterations or additions to exterior, including  
22 foundations;
- 23 4. Alterations or changes to windows or doors;  
24 substitute materials which maintain the original design shall be  
25 permitted on the rear of buildings, but not on the front or  
26 sides;
- 27 5. Additions of rooms, porches, decks or other  
28 exterior features;

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6. Repainting or resurfacing of exterior walls.

Paint colors for exterior walls and architectural details shall conform to the existing types of colors prevalent in the district and shall be appropriate to the architectural style of the houses.

B. Landscape/Streetscape features:

1. Alteration and/or relocation of walkways and driveways;

2. Alterations or additions to exterior fences and exterior walls;

3. Removal of major trees;

4. Parking of recreational vehicles and mobile homes on public streets and driveways shall be prohibited;

5. Chain link fences are not permitted.

C. New Construction:

1. New structures in the Wrigley Historic District shall conform to the bulk, mass, scale, materials and visual appearance of the majority of existing structures on both sides of the street on the block on which the new structure is to be constructed;

2. The style of architecture, selection of materials, selection of exterior colors and landscape treatment shall conform to and be compatible with the houses in the immediate surroundings;

3. Driveways and garage entrances shall conform to the existing standard on the block on which the new structure is to be constructed.

D. All applicable building, safety and health codes

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1 shall be observed.

2 E. General repairs and maintenance shall not be  
3 regulated under this ordinance.

4  
5 Sec. 2. The City Clerk shall certify to the passage  
6 of this ordinance by the City Council and cause it to be posted  
7 in three conspicuous places in the City of Long Beach, and it  
8 shall take effect on the thirty-first day after it is approved  
9 by the Mayor.

10 I hereby certify that the foregoing ordinance was  
11 adopted by the City Council of the City of Long Beach at its  
12 meeting of December 12, 1989, by the following  
13 vote:

14 Ayes: Councilmembers: Hall, Clark, Robbins, Smith,  
15 Grabinski, Kellogg.

16  
17 Noes: Councilmembers: None.

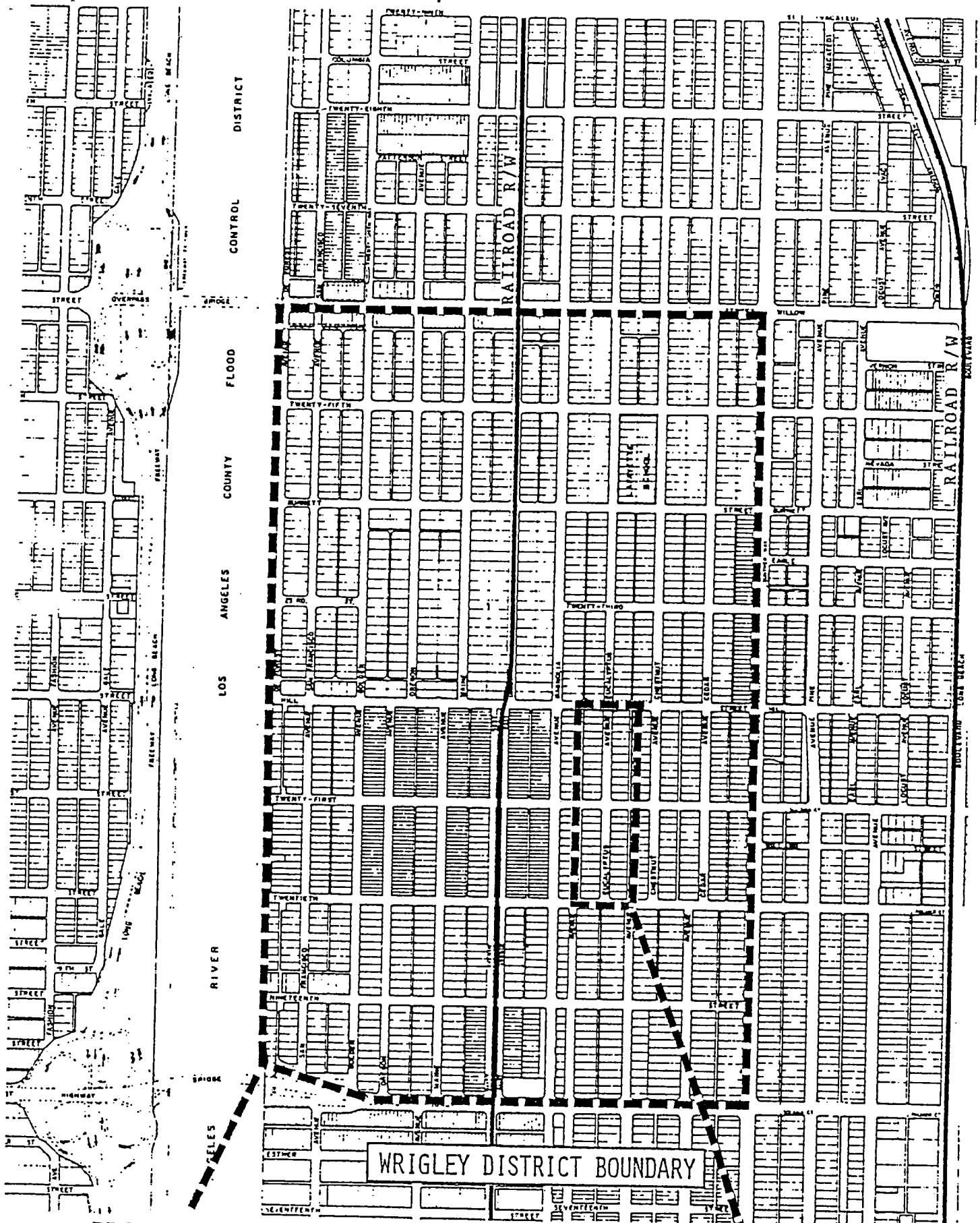
18 Absent: Councilmembers: Braude, Edgerton, Harwood.

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City Clerk

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22 Approved: 12-14-89  
23 (Date)

24  
25   
26 Mayor

27 WHK/am  
28 11/13/89  
OR\74.HLD



PROPOSED WRIGLEY  
PRESERVATION  
DISTRICT

PROPOSED WRIGLEY  
HISTORICAL LANDMARK  
DISTRICT

WRIGLEY DISTRICT BOUNDARY