



CITY OF LONG BEACH

DEPARTMENT OF PLANNING AND BUILDING

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Cultural Heritage Commission

February 15, 2007

CHAIR AND CITY PLANNING COMMISSION

City of Long Beach

California

SUBJECT: Recommended Conditions of Approval for the Press Telegram Mixed-use Development Project

Dear Commissioners:

On behalf of the Cultural Heritage Commission, I would like to present to the City Planning Commission a list of conditions of approval for the Press Telegram Mixed-use Development Project, which we formulated and recommend to you for your consideration.

The project is relevant to the Cultural Heritage Commission because it involves the extensive modification of the Press Telegram building. The Press Telegram building (604 Pine Avenue) was built in 1924, and was identified in a preliminary survey assessment (conducted in July 2005) as well as in the project's environmental impact report as a potential City Landmark. The building has been identified as a historic resource as defined by the CEQA Guidelines.

Our recommended list of conditions of approval, which is attached to this letter, is our attempt at preserving those character-defining elements of the Press Telegram building that qualify it as eligible for landmark designation. As part of our role as the Cultural Heritage Commission it is our responsibility to protect, enhance, and perpetuate properties that are important to our historical past and architectural heritage here in Long Beach.

Thank you for your consideration of these conditions. We appreciate this opportunity to present to you these recommendations today.

Sincerely,

Layne Johnson
Chair

Attachments

PLANNING COMMISSION

CULTURAL HERITAGE COMMISSION RECOMMENDED CONDITIONS OF APPROVAL Press Telegram Mixed-use Development Project (excludes Meeker/Baker Building):

Modified Recommended Conditions of Approval (Mitigation measures from EIR):

1. Prior to the issuance of any demolition and construction permits for the project, a "Documentation Report" similar to a Historic American Buildings Survey (HABS) level II recordation document shall be completed by Applicant for the Press Telegram Building and approved by the City's Historic Preservation Officer. The retention and documentation of any historical as-built plans for the building shall be incorporated into the recordation document in a manner consistent with the Secretary of the Interior's Standards and Guidelines for Architectural and Engineering Documentation. Such work shall be completed by a qualified historic preservation professional who satisfies the Secretary of the Interior's Professional Qualifications Standards. Archival copies of the recordation document shall be submitted to the City of Long Beach Department of Planning & Building, Historic Preservation Office; the City of Long Beach Main Public Library; Long Beach Heritage; and the Historical Society of Long Beach. (EIR mitigation, HR-1(a))
2. In consultation with a qualified historic preservation professional, an interpretative **program** for the **Press Telegram Building** shall be produced, focusing on the significant historical themes associated with the property. The **program** may consist of a public display or other suitable approach to interpreting the history of the property, as determined by the City of Long Beach. A display shall include historic photographs, memorabilia, documents and other appropriate features, and interpretive installations, including original printing presses and other salvaged equipment. The display shall be open to the public, easily accessible directly from Pine Avenue and shall be completed prior to occupancy clearance. **Such work shall be completed by a qualified historic preservation professional who satisfies the Secretary of the Interior's Professional Qualification Standards.** (EIR mitigation, HR-1(b))
3. To the greatest extent feasible, all modifications to the **Press Telegram Building** shall be undertaken in conformance with the "Secretary of the Interior's Standards for the Treatment of Historic Properties **with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings.**" These alterations should not unnecessarily destroy historic materials or architectural features **that characterize the property as historic**, and to the greatest extent feasible, shall be based on historical documentation and/or feasible evidence of original conditions. (EIR mitigation, HR-1(c)).

**Note: bold highlight indicates new or modified text to original mitigation measure stipulated in the EIR document.*

Additional Recommended Conditions of Approval:

1. Demolition permits for the removal and/or partial demolition of the Press Telegram Building shall not be issued until all project plans are reviewed and approved and building permits for this portion of the project are obtained by the Applicant to the satisfaction of the Director of Planning & Building, the Historic Preservation Officer, and the Planning & Building Department.
2. Prior to the issuance of a demolition permit or building permit for the Press Telegram Building the Applicant shall conduct an assessment to identify its interior and exterior character-defining features. The inventory assessment shall address all exterior elevations of the building, its roof, and other associated features as deemed appropriate by the preservation consultant and the City's Historic Preservation Officer. The inventory assessment shall also include the identification of any interior character-defining features. The assessment shall identify and describe the building's character-defining physical and decorative elements, noting their location, condition, appearance, size and composition, and materials. Such work shall be completed by a qualified historic preservation professional who satisfies the Secretary of the Interior's Professional Qualifications Standards.
3. The Applicant shall retain in situ all (100%) of the south and west exterior walls of the Press Telegram Building for rehabilitation. Such efforts shall also include the retention in place of the existing window openings, door openings, cornice work, parapets, cladding materials, and other associated features as identified by the character-defining feature inventory assessment. At least 40 feet of the north elevation of the building shall be retained, left exposed and visible from the public right-of-way, and adaptively reused as part of the larger the development project. At a minimum all of the original 1924 built portion of the east elevation, with the exception of the manufacturing facility, shall be retained, left exposed and visible from the public right-of-way, and adaptively reused as a component of the development project. All work shall be conducted in a manner consistent with the "Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings."
4. If any portion of the original walls are damaged during the grading and/or construction phases of the project then the Applicant shall repair, or replace if necessary those elements of the wall that are damaged, destroyed, or materially altered in a manner consistent with the "Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings."
5. The applicant shall (re)install the glass block sidewalk panels in front of the building's facade along Pine Avenue and possibly 6th Street, as deemed

appropriate by the Historic Preservation Officer. This work shall be conducted in a manner consistent with the "Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings."

6. The Applicant shall consider alternate design concepts for the proposed south tower to address its compatibility with the Press Telegram Building in terms of size, scale, proportion, massing, height, materials, and design. Such work shall be based on the recommendations provided in the "Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings."
7. The Applicant shall salvage identified character-defining features that shall not be retained and incorporated into the development project. The character-defining features assessment completed as part of these conditions may be used in conjunction with the required salvaging efforts. Such features may be donated to a relevant local repository, recycled for use in a similar project in the immediate area, or given to the City for preservation and reuse in a future project involving buildings of similar vintage, style, and/or character.
8. The decorative relief attached onto the upper portion of the façade of the building at 644 Pine Avenue shall be retained, documented, removed, salvaged, and preserved by the Applicant. If damaged upon its removal, the Applicant shall repair the feature pursuant to the latest conservation methods and the Secretary of the Interior's Standards. Upon its removal from the façade, the element may be incorporated into the design of the new project, donated to a relevant local repository, recycled for use in a similar project in the immediate area, or given to the City for preservation and reuse in a future project involving buildings of similar vintage, style, and/or character.