



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 WEST OCEAN BOULEVARD

LONG BEACH, CALIFORNIA 90802

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NOVEMBER 8, 2010

CULTURAL HERITAGE COMMISSION
City of Long Beach
California

RECOMMENDATION:

Approve a Certificate of Appropriateness request to restore and rehabilitate the exterior of the American Hotel, a designated historic landmark, in conjunction with the adaptive reuse of the building located at 224 E. Broadway within the Downtown Long Beach Planned Development District (PD-30). (District 2)

APPLICANT: Urbana Development, LLC
425 E. 4th Street, Unit A
Long Beach, CA 90802
(Application No.: HP10-0281)

DISCUSSION

The subject site, 224 E. Broadway, is located on the south side of Broadway between Pine Avenue and Long Beach Boulevard (Exhibit A – Location Map), and has a zoning designation of PD-30 (Downtown Long Beach Planned Development District). The subject site is improved with a three-story masonry structure known as the American Hotel, a designated historic landmark. It was designated a local landmark in 1989 and is one of the oldest surviving commercial buildings in downtown Long Beach. Built in 1905, this three-story masonry building is characterized by its main elevation along Broadway. The façade is divided by broad, flat piers with semicircular arches and rusticated keystones typical of the Romanesque Revival style, which is a unique example of that style in Long Beach.

The ordinance designating the building acknowledges that the ground floor commercial area had been modernized at the time of the designation, and, consequently, specifically requires that any proposed renovation to this area shall be externally consistent in materials and design with the historical period of the building. The ordinance does not restrict any internal modifications to the landmark building.

The City of Long Beach Redevelopment Agency (Agency) purchased the property in August 2000 and recently issued a Request for Proposals seeking submissions from qualified developers for the preservation, rehabilitation and/or adaptive reuse of this landmark building. The applicant, Urbana Development LLC, responded to the request

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from the Agency and was selected to work with them to restore the existing façade and shell of the building as well as redesign and program the interior spaces. The applicant envisions that the ground floor and basement of the structure will be used for a restaurant/bar space and the upper two floors converted to creative office spaces.

This item was brought before the Cultural Heritage Commission during the October 11, 2010 meeting as a study session item. At that time, the Commission expressed interest in recreating an original arch entry element on the east side of the Broadway façade as depicted in a historic photograph and expressed concern about replacing the existing wood windows on the secondary elevations with metal frame double-hung windows. Based on the comments and feedback from the Commission, the applicant has submitted revised plans and is requesting approval of a Certificate of Appropriateness to move forward with this adaptive reuse project (Exhibit B – Plans and Photographs).

The revised plans include the recreation of the arch element on the east end of the Broadway façade. It will serve as the entry for the creative office spaces proposed for the upper two floors. The applicant intends to recreate the keystone of the arch element with granite to match the existing rusticated keystones and the arch itself will be constructed with brick that will complement, though not match, the original brick on the building. The other storefronts along Broadway will be restored to resemble commercial storefronts of the early 1900's with a stone base, wood frame doors and clerestory windows. The unique coloring and scoring pattern of the sidewalk will also be restored in addition to replacing the existing blue glass light well inserts.

As discussed during the study session in October, due to the presence of a steel moment frame that provides structural support to the building, a portion of the ground level commercial storefront will project from the face of the building. The revised plans provide a detail drawing of this area. The applicant, who has extensive experience restoring historic structures in the City of Long Beach, has stated that the treatment of this area will be sensitively done so that it does not detract from the overall aesthetics of the building and also highlights the two decorative cast iron columns that were recently uncovered. The brick patterned plaster veneer and cornices above the clerestory windows will be repaired and restored as will all the wood windows on the second and third floors on this primary elevation. The upper levels of the structure are in good condition with the window restoration, light repair and cleaning of the brick and mortar being the primary scope of work in this area. The applicant is proposing to keep the third floor fire escape balcony in place and remove the second story balcony and connecting ladders in order to accommodate the restored arch element on the ground floor. The final element of the proposed work on the Broadway façade will be the restoration of the rooftop cornice back to its original appearance.

The secondary elevations on the west, east, and south sides of the structure will also be subject to some restoration work. The east elevation will be evaluated and brick and mortar repairs made as needed. A non-functioning vent system will be removed from the west elevation of the building as will the ladders connecting the fire escape balconies, though the balconies will remain. The applicant is proposing to remove all the windows on the west and south elevations and replace them with new metal frame

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double-hung windows. Historically, the secondary elevations abutted other buildings and did not possess any character-defining features of the building style. In light of the building context historically, the lack of character-defining features on these secondary elevations and given that the landmark ordinance does not mention these elevations and window changes have been approved on other adaptive reuse projects (i.e., Insurance Exchange, Kress Lofts, etc), Staff is recommending approval of the requested window change. Also, on the south elevation, in order to screen the required emergency exit points, trash enclosures, mechanical equipment, and other necessary but unattractive elements, a modern mesh screen wall will be installed. In order to accommodate the emergency exit door from the second level, one of the existing window openings would be enlarged to create a door.

In compliance with Section 2.63.070 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards), and the Historic Landmark Ordinance for The American Hotel (Ordinance No. C-6672); staff has analyzed the proposed project and believes the project meets these requirements and those of the City's zoning codes (Exhibit C – Findings and Conditions of Approval).

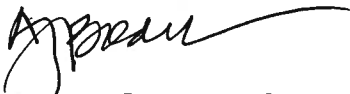
PUBLIC HEARING NOTICE

Public notices were distributed on October 21, 2010. No responses were received as of the preparation of this report.

ENVIRONMENTAL REVIEW

In accordance with the Guidelines for Implementation of the California Environmental Quality Act, a Categorical Exemption (CE 10-080) was prepared for the proposed project (Exhibit D –Categorical Exemption).

Respectfully submitted,



AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES

AJB:DB:AZ

Attachments: Exhibit A – Location Map
Exhibit B – Plans & Photographs
Exhibit C – Findings and Conditions of Approval
Exhibit D – Categorical Exemption CE 10-080

CONDITIONS OF APPROVAL**Address: 224 E. Broadway****Historic Landmark: The American Hotel****Application No.: HP10-0281****Date: November 8, 2010**

1. This approval is for exterior improvements proposed on plans received by the Department of Development Services – Office of Historic Preservation dated November 2010. The approved exterior improvements include, but are not limited to, the restoration, rehabilitation, and recreation of character-defining elements of the Broadway façade, the repair of the brick and mortar on the secondary elevations and the removal and replacement of windows on these secondary elevations. These plans are on file in this office, except as amended herein.
2. The project must be completed per the plans approved by the Cultural Heritage Commission, including all conditions listed herein. Any subsequent changes to the project must be approved by the Cultural Heritage Commission or the Cultural Heritage Commission staff before implementing. Upon completion of the project, a Cultural Heritage Commission staff inspection must be requested by the Applicant to ensure that the approved plans have been executed according to approved plans and that all conditions have been implemented before a building permit hold can be released.
3. There is a ten calendar-day appeal period that will lapse at 4:30 p.m., 10 calendar days after the action by the Cultural Heritage Commission is made. Appeal of the Commission's action will not be accepted after this time. A separate fee will apply to appeal an action made by the Cultural Heritage Commission.
4. This Certificate of Appropriateness shall be in full force and effect from and after the date of the rendering of the decision by the Cultural Heritage Commission. Pursuant to the Cultural Heritage Commission Ordinance Section 2.63.070(I), this approval shall expire within one year if the authorized work has not commenced. Should the applicant be unable to comply with this restriction, an extension may be granted pursuant to Section 2.63.070(I) for an additional 12 months maximum. The applicant must request such an extension prior to expiration of this Certificate of Appropriateness. After that time, the applicant will be required to return to the Cultural Heritage Commission for approval. In addition, this Certificate of Appropriateness shall expire if the authorized work is suspended for a 180-day period after being commenced.
5. This permit shall be invalid if the owner(s) and/or applicant(s) have failed to return written acknowledgment of their acceptance of the conditions of approval on the *Conditions of Approval Acknowledgment Form* supplied by the Planning

Bureau. This acknowledgment must be submitted within 30 days from the effective date of approval (final action date or, if in the appealable area of the Coastal Zone, 21 days after the local final action date). Prior to the issuance of a building permit, the applicant shall submit a revised set of plans reflecting all of the design changes, if any, set forth in the conditions of approval to the satisfaction of the Zoning Administrator.

6. All required Building permits shall be obtained by the applicant. Building permits must be obtained prior to the implementation of any construction or rehabilitation work. Separate plan check and permit fees will apply. Plans submitted for Building plan check shall be drawn to scale and include details on all areas of restoration and reconstruction (e.g., the Broadway façade "pop-out").
7. Utilize the National Park Service's Preservation Briefs, including Preservation Brief #1: Assessing Cleaning and Water-Repellent Treatments for Historic Masonry Buildings and #2: Repointing Mortar Joints in Historic Masonry Buildings, while restoring and rehabilitating the American Hotel building. It is highly recommended that a historic architect or architectural conservator be part of the team to analyze the building and assist in planning and overseeing the rehabilitation work. Additionally, tests of different approaches to the cleaning, repair, and/or replacement of masonry and mortar should be conducted on less visible areas of the building. Contact Planning prior to and after testing so as the results can be assessed and approval for preferred method given. Add these notes to the plans.
8. The materials used shall be as shown on the elevations, materials board, and materials packet submitted as part of the application process. Any substitutions proposed shall be of a similar or higher quality than originally identified to the satisfaction of the Director of Development Services. Requests for significant changes in materials will have to be reviewed and approved by the Cultural Heritage Commission.
9. Elements removed during the restoration, including, but not limited to, the wrought iron detail in the clerestory windows and the blue glass well sidewalk inserts, shall be salvaged and reused to the extent possible in the interior remodeling effort.
10. The sidewalk in front of the American Hotel shall be restored to its original condition including the color and pattern of the sidewalk and the replacement of the blue glass light wells. Work in the public right-of-way requires approval from the Public Works Department.
11. Material samples for the secondary elevation windows, the rooftop cornice restoration, the recreation of the east arch entry, and other key elements not already provided to Planning staff shall be provided prior to approval of the Building plan check submittal.

12. A lot line adjustment shall be processed and recorded for the rear property line so that the all the additional construction, utilities, trash enclosure, and screen wall that will be added to the back of the building will, in fact, be located on the property. The lot line adjustment shall be finalized prior to the issuance of the building permit.
13. Any new mechanical equipment placed on the rooftop as part of the adaptive reuse and programming of the building shall be screened from view with compatible materials that blend appropriately with the building.
14. Exterior signage for future uses in the building shall be reviewed through the Certificate of Appropriateness process.
15. Exterior security bars and roll-up doors applied to windows and pedestrian building entrances shall be prohibited.
16. The proposed alterations should not unnecessarily destroy historic materials or architectural features that characterize the property as historic.
17. Any damages caused to the building during any phase of the project shall be reported to the Historic Preservation Office and repaired immediately in a manner that is consistent with the Standards.
18. Any other exterior work not specifically included in the approved scope of work reviewed herein shall require review and approval by the Cultural Heritage Commission.
19. In the event that the proposed restoration and rehabilitation does not move forward, the applicant shall ensure that the façade, which was exposed in large areas due to a selective demolition where the black tile was removed to determine the condition of the original material beneath it, is protected from the elements and vandalism and the building properly moth-balled. The applicant shall work with staff to determine the best manner of protecting the building in anticipation of a future project.

CERTIFICATE OF APPROPRIATENESS
Application No.: HP10-0281
FINDINGS AND ANALYSIS
224 E. Broadway

ANALYSIS:

In compliance with Section 2.63.070 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings* (the Standards), and the Historic Landmark designation ordinance for 240 Long Beach Boulevard (Ordinance No. C-6763):

Staff has analyzed the proposed project in accordance with Chapter 2.63.070 of the Municipal Code (Cultural Heritage Commission ordinance), the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings*, and the American Hotel historical landmark designation ordinance (Ordinance No. C-6672 (1989)). Staff has also reviewed the plans for consistency with the City's zoning codes and has found that the project complies with the development standards.

The subject site is occupied by one of the oldest surviving commercial buildings in Downtown Long Beach. According to the landmark designation ordinance, the building, built in 1905, is evidence of the first phase of Long Beach's commercial development in the early 1900s. Further, it exemplifies mixed-use development typical of that period, with commercial shops on the ground floor and residential use on the upper two floors. The ordinance focuses specifically on the Broadway façade which shows characteristics of the Romanesque Revival style, popular in the 1890s. The broad, flat piers dividing the Broadway façade, the rusticated stone keystones and semicircular arches are typical of that style. This is a unique example of that style in Long Beach.

The ordinance designating the building acknowledges that the ground floor commercial area had been modernized at the time of the designation, and, consequently, specifically requires that any proposed renovation to this area shall be externally consistent in materials and design with the historical period of the building. The ordinance does not restrict any internal modifications to the landmark building.

The applicant is requesting to remove the black tile on the ground level of the building and restore the commercial frontage to a more period appropriate appearance in conjunction with the adaptive reuse of the building. In addition to restoring the ground floor, the two upper floors will be rehabilitated with the original wood windows restored and the rooftop cornice recreated, which was part of the original design of the building as documented in historic photographs.

The secondary elevations, which, context-wise, have historically have been hidden from view by other buildings, will also receive attention in the form of new windows, repair of existing brick and mortar, and the installation of exit stairs, a landing, and a screen wall to mask the utility equipment and trash enclosure located behind the building.

A study session was conducted with the Cultural Heritage Commission prior to the Certificate of Appropriateness application moving forward in order to address any concerns the Commission might have based on the initial proposal. The discussion from the study session primarily focused on two issues: recreating an original architectural feature on the façade and the suitability of replacing wood windows with metal frame on the secondary elevations.

An old photograph showing a small portion of the American Hotel close to the original construction date, revealed an arched entry on the eastern end of the Broadway façade. During the study session, the Commission expressed a desire for this element to be recreated as part of the restoration of the American Hotel. The applicant was willing to make the change feeling it enhanced the façade and would help to differentiate the entrance to the upper floors from the ground floor storefronts. The plans submitted for the Certificate of Appropriateness were revised to include this arch element.

The proposed work to be done on the building will be in keeping with the character-defining features of the front façade with the improvements to the secondary elevations being in keeping with the overall aesthetic of the landmark building and will not detract or negatively impact the existing building.

With the conditions of approval included in the staff report, staff believes that the project meets the requirements of Chapter 2.63.070 of the Municipal Code, the landmark designation ordinance as well as the recommendations of the *Secretary of the Interior's Standards for Rehabilitation*.

FINDINGS: (from Section 2.63.070(D) of the Long Beach Municipal Code)

- 1. (It) will not adversely affect any significant historical, cultural, architectural or aesthetic feature of the concerned property or of the landmark district in which it is located, is consistent with the spirit and intent of this chapter.**

The proposed change as conditioned will not adversely affect any significant historical, cultural, architectural or aesthetic features of the subject property. The work will be conducted pursuant to the guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation ("Standards"). In the event that the work deviates from the Standards, further environmental review of the proposal and its impacts to the historic resource will be required.

- 2. (It) will remedy any condition determined to be immediately dangerous or unsafe by the Fire Department or the Development Services Department.**

The property is vacant and though it does need extensive work, the existing property is not considered dangerous or unsafe. Therefore, this finding is not relevant for this particular property.

- 3. The proposed change is consistent with or compatible with the architectural period of the building.**

With the recommended conditions, the change is consistent with the design and will not compromise the integrity of the architectural period of the structure. In fact, the proposed changes will restore the façade back to its original condition and rectify an unfortunate modernization of the storefront that covered the ground floor façade in an inappropriate black tile. The restored façade of the building will be more consistent with the architectural period as the existing storefront will be removed and replaced with a more appropriate storefront using a stone base, wider entrances, more glazing, and clerestory windows. .

- 4. The proposed change is compatible in architectural style with existing adjacent contributing structures in a historic landmark district.**

The proposed work will not occur within a historic district. Therefore, this finding is not relevant for this particular property.

- 5. The scale, massing, proportions, materials, colors, textures, fenestration, decorative features and details proposed are consistent with the period and/or are compatible with adjacent structures.**

The proposal does not add any additional square footage to the building, consequently, the scale, massing, proportions, materials, colors, textures et cetera are not applicable for this project. The materials that will be used to restore the Broadway façade will be in keeping with the original materials with the exception of the brick to recreate the arch element on the eastern end. As it is nearly impossible to match the new brick with the original hundred-year-old material, a complementary brick will be used that will be approved by staff prior to installation. Also, the secondary elevations will utilize a modern metal frame window. Staff has found this change to be compatible with the building and adjacent structures given the historical context of the building and that these elevations do not possess any character defining features that distinguish them any other masonry building.

- 6. The proposed change is consistent with the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings by the U.S. Department of the Interior.**

As required by the Secretary of the Interior's Standards for Rehabilitation, additions to historic properties should be subordinate to the historic structure. The proposed change will not affect the public's experience of the building from the public right-of-way and will, in fact, enhance their experience as the changes will improve the building restoring the storefront to a more period appropriate state than currently exists and reactivate a long dormant structure.



CITY OF LONG BEACH NOTICE OF EXEMPTION

Exhibit D

DEPARTMENT OF DEVELOPMENT SERVICES
333 W. OCEAN BLVD., 5TH FLOOR, LONG BEACH, CA 90802
(562) 570-6194 FAX: (562) 570-6068
lbs.longbeach.gov

TO: Office of Planning & Research
1400 Tenth Street, Room 121
Sacramento, CA 95814

FROM: Department of Development Services
333 W. Ocean Blvd, 5th Floor
Long Beach, CA 90802

L.A. County Clerk
Environmental Fillings
12400 E. Imperial Hwy. 2nd Floor, Room 2001
Norwalk, CA 90650

Categorical Exemption CE- 10-080

Project Location/Address: 224 E. Broadway

Project/Activity Description: A Certificate of Appropriateness request to restore and renovate the exterior of the American Hotel, a designated historic landmark. The scope of work includes removing non-original additions and restoring the commercial storefront to a design consistent with the historical period of the building.

Public Agency Approving Project: **City of Long Beach, Los Angeles County, California**

Applicant Name: Urbana Development, LLC

Mailing Address: 425 E. 4th Street, Unit A, Long Beach, CA 90802

Phone Number: (562) 436-5200

Applicant Signature: *Richard Lewis*

BELOW THIS LINE FOR STAFF USE ONLY

Application Number: HF10-0281 Planner's Initials: AZ

Required Permits: Certificate of Appropriateness

THE ABOVE PROJECT HAS BEEN FOUND TO BE EXEMPT FROM CEQA IN ACCORDANCE WITH STATE GUIDELINES SECTION 15331 - Historical Resource Restoration/Rehabilitation Class 31

Statement of support for this finding: The proposed project includes the repair, rehabilitation, and restoration of a locally designated landmark. The work will be conducted in a manner consistent with the Secretary of Interior's Standards for the Treatment of Historic Properties. At anytime it is determined that the work is not being completed per the Standards, it shall constitute a significant adverse impact requiring the preparation of an ND, MND, or EIR per CEQA.

Contact Person: ANGIE ZETTERQUIST

Contact Phone: 562 570 6553

Signature: *[Signature]*

Date: 9-22-2016