



Rincon Consultants, Inc.

250 East 1st Street, Suite 301
Los Angeles, California 90012

213 788 4842
FAX 908 2200

info@rinconconsultants.com
www.rinconconsultants.com

July 26, 2018
Project No.: 18-05833

Gina Casillas
Planner, Long Beach Development Services | Planning Bureau
City of Long Beach
333 W. Ocean Boulevard, 5th Floor
Long Beach, California 90802
Via email: Gina.Casillas@longbeach.gov

Subject: Peer Review of the 628 East Anaheim Street Long Beach, Los Angeles County Local Landmark Evaluation Report

Dear Ms. Casillas:

This memorandum summarizes the results of a peer review conducted by Rincon Consultants, Inc. (Rincon) for the City of Long Beach Development Services, Planning Bureau. The document under review was *628 East Anaheim Street Long Beach, Los Angeles County Local Landmark Evaluation Report* (report), prepared by JR van Dijs in March 2018. The evaluation report was prepared in support of a landmark nomination request made by the owner of 628 East Anaheim Street (subject property). The building is a two-story Art Deco Style commercial building, constructed circa 1929. The report concluded that the property is eligible for designation as a City of Long Beach Landmark, under local designation Criterion A, for its association with the 1933 Long Beach earthquake, and under Criterion C, as an example of Art Deco commercial architecture.

Rincon Architectural Historian Rachel Perzel, MA, conducted the peer review, with oversight provided by Shannon Carmack, Architectural History Program Manager. Both Ms. Perzel and Ms. Carmack meet the Secretary of the Interior's Professional Qualification Standards for architectural history and history.

Peer Review Methods

The peer review assessed report accuracy and adequacy relative to field and research methods and evaluation results, in line with industry-accepted guidance provided by the National Park Service and the California Office of Historic Preservation. The review also referenced the City of Long Beach Historic Preservation Ordinance and the City of Long Beach Historic Context Statement. Supplemental archival research included building permits, city directories, and newspaper articles. Ms. Carmack conducted a site visit to the subject property exterior on July 16, 2018, using photographs and notes to detail the visit.

Rincon also prepared California Department of Parks and Recreation 523 Series forms for the subject property, including an evaluation for listing in the National Register of Historic Places and the California Register of Historical Resources, and local designation.



Peer Review

The report follows the standard format of the Office of Historic Preservation’s reporting guidelines and includes introduction, regulatory setting, historic context, methodology, and evaluation findings. The report provides a detailed description of the subject building, its setting, and the associated historic context. It describes the physical characteristics of the subject building, including its massing, design composition, and architectural features that characterize its Art Deco style. The information summarized in the architectural description and evaluation portions of the report reflect its existing conditions and developmental history accurately, as informed by available archival documents pertaining to the property. The report also provides sufficient details and analysis on the historical and architectural importance of the property to complete the City’s landmark nomination form adequately. It concludes that the subject property appears eligible for designation as a City of Long Beach Landmark under Criterion A, as an example of an extant resource associated with the 1933 earthquake, and under Criterion C, as a property that embodies the distinctive characteristics of the Art Deco style of architecture.

Based on our review, the historic evaluation report was prepared to current professional standards. The study uses current historic research methods and provides sufficient analysis to conclude that the property meets the local eligibility criteria that warrants its historic designation. Rincon’s historic evaluation concurred with the report findings that the subject building appears eligible as a City of Long Beach Landmark under criteria A and C. However Rincon expanded the justification under Criterion A to acknowledge the property’s association with the commercial development of the Anaheim Corridor, and under Criterion C to note the property represents one of the most intact, remaining examples of Art Deco architecture along Anaheim Street. In addition to its local eligibility, Rincon concluded that the building is eligible for listing in the CRHR at the local level of significance for these same reasons (Criteria 1 and 3).

Conclusions

In summary, Rincon did not find any specific evidence that would reverse the conclusions outlined in the report. The methodologies and evidence provided in the report adequately support the conclusion that the property is eligible for historic designation as a City of Long Beach Landmark.

Sincerely,

Rincon Consultants, Inc.

Shannon Carmack
Architectural History Program Manager

Rachel Perzel, MA
Architectural Historian

Attachments

Attachment A DPR Forms for 628 E. Anaheim Street



References

California Office of Historic Preservation

- 1995 Instructions for Recording Historical Resources. Electronic document accessed September 22, 2015. Online at: <http://www.scic.org/docs/OHP/manual95.pdf>

Long Beach, City of

- 1992 Long Beach, California Municipal Code. Chapter 2.63 Cultural Heritage Commission. Accessed on line. https://library.municode.com/ca/long_beach/codes/
- 2009 City of Long Beach Historic Context Statement. Prepared by Sapphos Environmental, Inc., July 10, 2009.
- 2018 628 East Anaheim Street Long Beach, Los Angeles County Local Landmark Evaluation Report. Prepared by JR Van Dijs. March 2018.

State of California — The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
 HRI #
 Trinomial
 NRHP Status Code 3CS, 5S3

Other Listings
 Review Code Reviewer Date

Page 1 of 5 *Resource Name or #: 628 East Anaheim Street

P1. Other Identifier: Royal Hotel

***P2. Location:** Not for Publication Unrestricted ***a. County:** Los Angeles
 and (P2b and P2c or P2d. Attach a Location Map as necessary.)

***b. USGS 7.5' Quad:** Long Beach **Date:** 1972 T 4S ; R 13W; ¼ of ¼ of Sec ; S.B. **B.M.**
 c. Address: 628 E. Anaheim Street City: Long Beach Zip: 90813
 d. UTM: Zone: ; mE/mN (G.P.S.)
 e. Other Locational Data: APN: 7274-002-905

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

An apt representative of the Art Deco style, the subject property is a two-story commercial building, located at the southeast corner of East Anaheim Street and Lime Avenue, in an urbanized, principally commercial section of Long Beach. The property is bounded by Anaheim Street on the north, Lime Avenue on the east, and vacant lots on the west and south. The building adheres to a rectangular plan and sits on the northeast corner of the property. Its wooden frame supports stuccoed exterior walls, culminating in a flat, multi-level roof. The building's main elevation faces East Anaheim Street to the north. The building's asymmetrical main facade features a series three ground-level storefronts. Each of these includes a standard, aluminum and glass commercial door and large, fixed-pane, aluminum-framed picture windows situated on a knee wall. Directly above these windows, heavy wooden beams support ribbons of square, fixed-pane windows. Numbering five ribbons in all, these window assemblies form a nearly continuous band, except where it is interrupted by stucco-clad vertical structural elements. On the second floor of the north elevation, the building best exhibits its Art Deco style. The eastern four fifths of the elevation features six pairs of vertically oriented steel casement windows. Several false piers, articulated in shallow relief, ascend to the (See Continuation Sheet)

***P3b. Resource Attributes:** HP6. 1-3 story commercial building

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

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo: (View, date, accession #) 628 E. Anaheim, view to SW.

***P6. Date Constructed/Age and Sources:** (ca. 1929: Polk City Directory) Historic Prehistoric Both

***P7. Owner and Address:**
 N/A

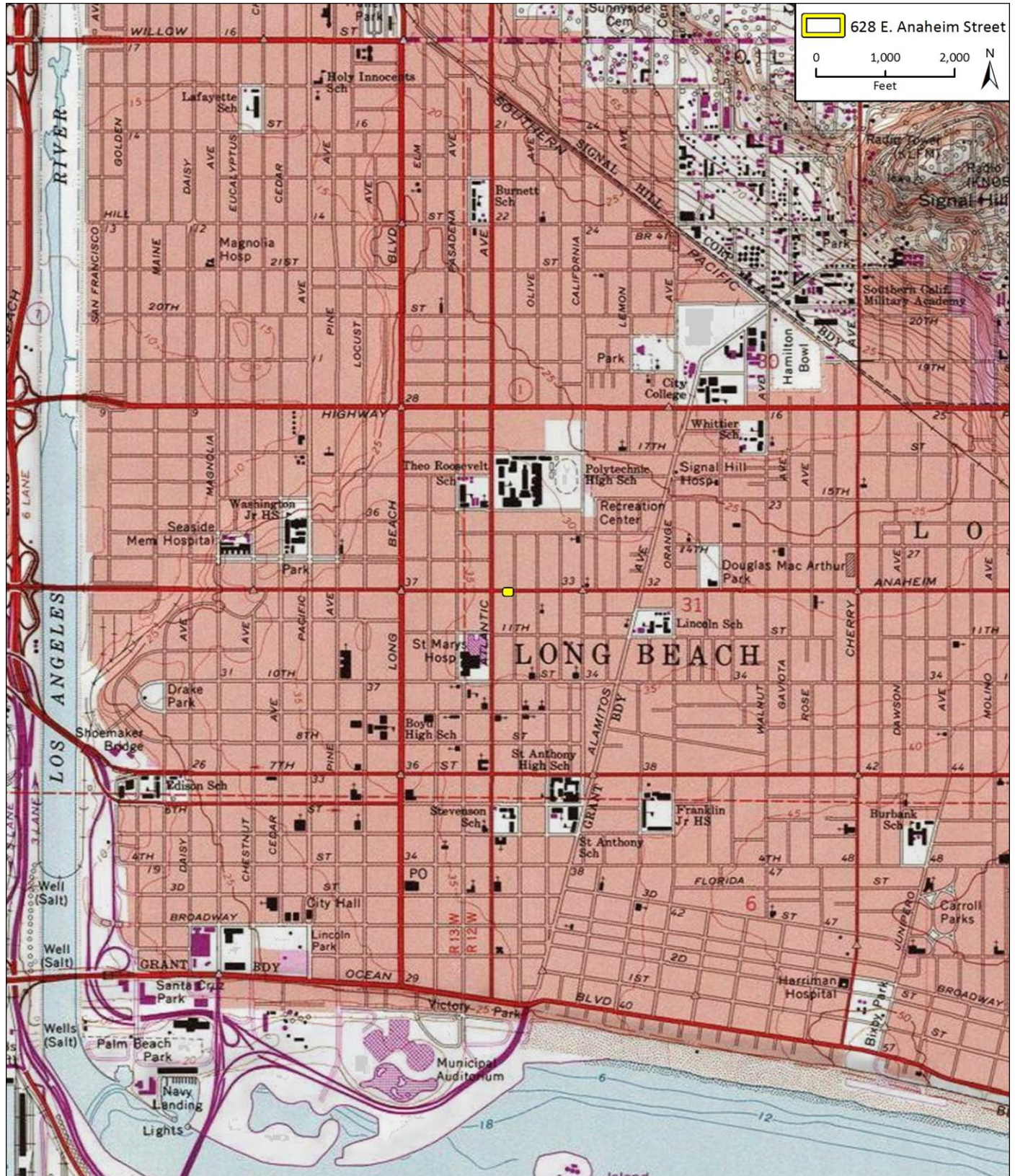
***P8. Recorded by:**
 James Williams and Shannon Carmack
 Rincon Consultants, Inc.
 250 East 1st Street
 Los Angeles, CA 90012

***P9. Date Recorded:** July 9, 2018

***P10. Survey Type:** Intensive

***P11. Report Citation:** N/A

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



BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # 628 East Anaheim Street

- B1. Historic Name: Royal Hotel
- B2. Common Name: 628 E. Anaheim Street
- B3. Original Use: Apartment/Hotel and commercial
- B4. Present Use: Vacant

*B5. Architectural Style: Art Deco

*B6. Construction History: (Construction date, alterations, and date of alterations) Original Permit not on file. The building was likely constructed circa 1929, when addresses assigned to this property first appeared in a Long Beach city directory (Polk 1929). After incurring damage during the 1933 Long Beach Earthquake, the building was extensively remodeled. This included the reconstruction of the second story and the addition of the current Art Deco-style façade LBDS 1933, reproduced in (JR van Dijns 2018; historical Society of Long Beach 1933, reproduced in JR van Dijns 2018). City of Long Beach building permits indicate that a series of interior and exterior alterations took place from the late 1940s through the early 1990s. Alterations in 1947 included the installation of “kitchen fixtures” and the remodeling of one of the building’s storefronts. New interior wall and ceiling cladding was added to one of the units in 1956. In 1968, there were two separate alteration jobs. The first included the installation of new handrails, in addition to “general operations” made for the purpose of converting the former hotel to a boardinghouse. Next, a kitchen hood fan was installed. In 1969, another storefront remodeling took place. Finally, a 1994 permit and a subsequent certification indicate that “earthquake repairs” were made to the building (LBDS var.).

*B7. Moved? No Yes Unknown Date: N/A Original Location: N/A

*B8. Related Features: None

B9a. Architect: Unknown

b. Builder: Unknown

*B10. Significance: Theme: Commercial Development and Architecture Area: Long Beach
Period of Significance: 1933 Property Type: Hotel/Apartment Applicable Criteria: A, C
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The subject property was built in the late 1920s in what was then a commercial district near the northern city limits of Long Beach. During the early decades of the 20th century, this stretch of Anaheim Street grew into a well-developed industrial and commercial corridor on the outskirts of Long Beach. Growth outside the city core came in part to increasing mobility that accompanied the popularization of the automobile. By 1915, the properties fronting Anaheim Street had become more uniformly commercial, with many laundries supporting hotels in the city’s nascent tourism sector. Aside from the laundries, businesses along Anaheim Street included ice manufacturers, creameries, butchers, bakeries, and grocery stores. Bungalows and other single family residences appeared adjacent to the commercial district (Sapphos Environmental 2009). By the late 1920s, commercial development along the Anaheim corridor had continued apace. A number of automobile-related businesses, including several dealerships, had begun to operate there. Additionally, owners of many of the commercial buildings along Anaheim Street built in the striking Art Deco and Streamline Moderne styles as a way of attracting the attention of passing motorists (Sapphos Environmental 2009). It was in this context that the subject building was completed, opening by 1929 as a hotel with four ground-level storefronts (Polk 1929). (See Continuation Sheet)

B11. Additional Resource Attributes: (List attributes and codes) N/A

*B12. References:
(See Continuation Sheet)

B13. Remarks:

*B14. Evaluator: James Williams, Rincon Consultants

*Date of Evaluation: July 9, 2018

(This space reserved for official comments.)



*Recorded by: James Williams and Shannon Carmack Rincon Consultants

*Date: July 9, 2018

***P3a. Description (continued):**

ornamented parapet wall, where a scalloped motif and chevron-adorned vertical projections alternate, also molded in shallow relief. The relatively elaborate western end of the second-story northern façade serves as a focal point for the building. Here three second-story steel casement windows punctuate the more heavily massed exterior, each situated beneath and separated by stepped formations. The roof here features a parapet wall designed to resemble a truncated and set-back tower. Non-original commercial signage extends above the easternmost storefront. The decorative elements of the main facade are replicated on the second story of the shorter eastern exterior wall. The ground level is comparatively austere and includes a commercial window assembly, a non-descript entry door, and a series of visible anchor bolts. The southern and western elevations diverge markedly from the Art Deco style on the opposing facades. The southern exterior is marked most notably by a masonry expanse, punctuated by five arched doorways. The second-floor southern exterior includes a set-back, stuccoed wall, situated behind a modern metal railing and what appears to be a broad landing. Facing Broadway Court, the stucco-clad western facade is essentially featureless, excepting a series of anchor bolts arrayed horizontally, midway up the wall. Landscaping on the parcel is effectively nonexistent, as the building takes up all, or nearly all, of the parcel.

***B10. Significance (continued):**

About four years after the subject building was erected, the Long Beach Earthquake of 1933 struck. Registering 6.4 on the Richter Scale, the earthquake caused \$50 million in physical damage in a city that had already endured several years economic stagnation due to the Great Depression. Scores of Long Beach buildings were severely damaged or entirely destroyed by the quake. Masonry buildings, including the subject building and several additional commercial buildings on East Anaheim Street, were particularly susceptible to earthquake-induced damage (Sapphos Environmental 2009; LBDS 1933, reproduced in JR van Dijs 2018; historical Society of Long Beach 1933, reproduced in JR van Dijs 2018). A vast rebuilding effort followed the earthquake, with substantial financial and organizational support coming from the federal Works Progress Administration. Post-earthquake rebuilding put many Long Beach citizens back to work and proved a significant factor in the city's economic turnaround. Long Beach recovered from the Great Depression by the end of the 1930s (Sapphos Environmental 2009).

Records on file with the City of Long Beach Development Services and the Historical Society of Long Beach indicate that the most severe damage to the building at 628 East Anaheim occurred on its second story. By August of that year — about five months after the earthquake — architectural drawings for the reconstruction and remodeling of the building were submitted to the city's building department. The new plans included ornate Art Deco-style facades on the building's northern and eastern elevations. Available records do not indicate the architect's identity (LBDS 1933, reproduced in JR van Dijs 2018; historical Society of Long Beach 1933, reproduced in JR van Dijs 2018).

That the building's owners adopted the Art Deco architectural style for repairs and remodeling reflects a wider trend in the post-earthquake architectural history of Long Beach. Although the Art Deco's origins are in early-20th-century European architecture and design, the architectural style was not introduced to the United States until the early 1920s. Eliel Saarinen's second-place submission in the 1922 *Chicago Tribune* Building contest helped to popularize Art Deco in the U.S. Art Deco received another boost in popularity in the 1930s as New Deal building programs frequently erected buildings in the WPA Moderne variant of the style (Sapphos Environmental 2009). Most commonly applied to commercial, institutional, and multi-family residential buildings, the style features smooth exterior walls; the use of geometric ornamentation, including zigzags and chevrons; and the incorporation of towers with setbacks and "other vertical projections" along rooflines (Sapphos Environmental 2009; MacAlester 2013). The style proved popular across Southern California, and architects frequently turned to the style during the rebuilding of Long Beach in the 1930s (Sapphos Environmental 2009).

City directories indicate that as many as five businesses operated from the subject property at a given time. From 1929 through 1969 — the last year for which city directories were available — the most consistent tenant was Royal Hotel (also listed as Royal Rooms), which was temporarily renamed Elite Hotel in the mid-1960s and supplanted by Baldwin Hotel, a boarding house, in 1969. The rotating complement of ground-level co-tenants included laundries, bars and restaurants (usually in 638 E. Anaheim), an automotive supplies retailer, a candy shop, and a discount store, among others (Polk City Directory var.). Research using Ancestry.com and Newspapers.com did not suggest that any of the individuals listed as owners or tenants of the building played any significant role in local, state, or national history.

(Continued on the next page)

***B10. Significance (continued):** Historic aerial photographs of the area suggest the pattern of mixed commercial and residential development attained by the 1920s remained constant at least through the early 1960s. However, buildings on several nearby properties were demolished in the following decades. This included those on the commercial parcel directly west of the subject property and the house located to the immediate south. Sometime between 1963 and 1972, Broadway Court was extended to its current alignment, intersecting with E. Anaheim Street. By 2009, the buildings on several properties in the area bounded by E. Anaheim Street, Lime Avenue, Broadway Court, and Atlas Way were razed, their parcels remaining vacant to the present (NETR Online).

The subject property was evaluated for inclusion in the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR). The subject property does not appear eligible for the NRHP under any significance criteria. The building lacks a direct association with significant events or trends in history (Criteria A). The building is not associated with any significant persons (Criteria B). While the building is representative of the Art Deco style, it has undergone alterations and its design is not of such quality that it represents an outstanding example of the style (Criteria C). Additionally, research did not indicate that the subject property is likely to yield important information to history (Criteria D). The building does appear eligible for listing in the CRHR under Criteria 1 and 3, at the local level of significance. The building's construction and design date to the reconstruction effort following the Long Beach Earthquake of 1933, and more generally to the development the Long Beach Anaheim corridor (Criteria 1). Research conducted for this study did not indicate that any of the owners or tenants of the subject property made important contributions to local, state, or national history. This includes the proprietors of the Royal hotel, the building's longest-tenured occupant. In spite of their contributions to the local economy, these individuals lack the level of singular importance and direct association necessary for historic listing (Criteria 2). The Art Deco-style commercial building is a good example of the application of this style to an ordinary commercial building. While its design is somewhat modest compared to other examples of the style throughout the city, the subject building represents one of the most intact examples of Art Deco architecture along the Anaheim Corridor (Criteria 3). Additionally, research did not indicate that the subject property is likely to yield important information to history (Criteria 4).

The subject resource was also evaluated for designation as a City of Long Beach Landmark, and appears to be eligible for designation as such, under Criteria A and 3. Under Criterion A, buildings are evaluated for their significant associations with events that have made a contribution to the broad patterns of development of the City's history. Built in 1929 and remodeled in 1933, the Art Deco-style hotel and commercial building at 628 E. Anaheim Street possesses a strong association with the types of auto-oriented commercial development that occurred in the Anaheim corridor in the late 1920s and early 1930s. The building, therefore, appears to be eligible for designation locally under Criterion A. Criterion B is used to evaluate a property's associations with individuals significant to the city's history. Research into the lives of the many owners and tenants of the subject property did not reveal any that any of these persons made significant contributions to the city's history. As a result, the subject property does not appear to be eligible for landmark designation under Criterion B. Under Criterion C, a property is evaluated for whether it embodies the distinctive characteristics of a type, period, or method of construction, or it is the work of a master or possesses high artistic values. While available evidence did not identify the architect responsible for this Art Deco-style building's design, and although the building does not represent a high-style example of Art Deco architecture, the building does feature many of the hallmark characteristics of the style, including smooth, stuccoed exterior walls; low-relief ornamental details; geometrical decorative elements; a truncated false tower; and a general emphasis on verticality. Further it is one of the most intact examples left within the area. As a result the subject resource appears to be eligible for designation under Criterion C as fine example of Art Deco-style commercial architecture. Finally, the building does not appear to be eligible under Criterion D, as it is an unlikely source or future source of information on human prehistory or on uncommon building methods or materials.

***B12. References (continued):**

Ancestry.com, var. Items related to tenants of 628 E. Anaheim St. Accessed at www.ancestry.com. July 10, 2018.

City of Long Beach Development Services (LBDS), var. Building permits for 628-638 East Anaheim Street.

JR van Dijs, 2018. *628 East Anaheim Street, Long Beach, Los Angeles County: Local Landmark Evaluation Report*.

McAlester, Virginia Savage, 2013. *A Field Guide to American Houses* (New York: Alfred A Knopf).

NETR Online, var. Historic aerial photographs of 628 E. Anaheim St. and vicinity. Accessed at www.historicaerials.com. July 9, 2018.

Newspapers.com, various. News articles related to tenants of 628 E. Anaheim St. Accessed at www.newspapers.com. July 10, 2018.

R.L Polk & Co. of California. *Polk's Long Beach City Directory, 1928-1969*. Accessed at <http://encore.lbpl.org/iii/cpro/app>, July 9, 2018.

Sapphos Environmental, Inc., 2009. *City of Long Beach Historic context Statement*.