



# CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

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December 11, 2017

## CHAIR AND CULTURAL HERITAGE COMMISSIONERS

City of Long Beach  
California

### RECOMMENDATION:

Approve a Certificate of Appropriateness request for exterior modification and restoration of a historic building located at 205 E. Anaheim Street. The existing building is a designated historic landmark building known as the Packard Motors Building. (District 1)

APPLICANT: Yan M. Wang  
1914 N. Avenue 52  
Los Angeles, CA 90042  
(Application No. HP17-582)

### THE REQUEST

The applicant requests approval of a Certificate of Appropriateness to allow exterior modifications, and to restore historic building features of landmark building. The exterior improvements are in conjunction with interior improvements. The building is a designated historic landmark building known as the Packard Motors Building.

### BACKGROUND

The subject site is located on the northeast corner of Anaheim Street and Locust Avenue (Exhibit A – Location Map), within the Midtown Specific Plan area. The site is developed with a 15,150 square-foot single-story commercial building. Built in 1926, the building was originally constructed as a showroom for Packard automobiles. The building is one of the few remaining historic automobile showrooms in Long beach from the period when lavish architectural designs reflected the glamour of the automobile. The building consists of two spaces, the showroom spacing fronting onto Anaheim Street and the rear garage portion of the building with vehicular access from Locust Avenue. The landmark designation ordinance for the building identifies the building as a Spanish Baroque style (Exhibit B – Landmark Ordinance) which is characterized by lavish decoration with Mediterranean features. The showroom window sand doorways have intricate details, with turned spindles, wrought iron and Corinthian columns.

On November 13, 2017, the Cultural Heritage Commission conducted a Study Session to preliminarily evaluate the proposed project. The Study Session provided helpful feedback to the applicant and the commission's comments have been incorporated as conditions of approval. Some of those comments included that future doors must match the original still currently on the building, the gold color should be toned down, and that the low wall supporting the storefront windows should be stucco finish or a tile finish.

## **ANALYSIS**

The applicant is proposing exterior building alterations in conjunction with an interior remodel of the building to be adaptively reused and converted into an indoor climbing gym business. This type of business seeks to give customers an opportunity to enjoy rock climbing in a safe indoor environment. Most improvements proposed are located within the building interior. All the climbing facilities will take place in the rear portion of the building, and the showroom space will be used as a café, reception area, and training area. The applicants plan to maintain all character defining building features on the front façade, including the Corinthian columns, ornate wrought iron detailing, and recessed arches.

Changes to the building include painting the recessed arches black as originally proposed and incorporating a grey on the board and batten to provide more depth to the feature (Exhibit C – Plans and Photographs). The existing murals on the side and rear elevations will be kept but the covered windows along the rear elevations will be uncovered, removing portions of the mural, and in-kind repairs and replacement to glazing are proposed. The columns will be painted white to match the colors of the building façade with the purpose of lining up and unifying the colors. The bold gold color originally proposed on the Corinthian column caps and base will be painted to a more neutral gold. The low wall supporting the storefront window system will be a plaster finish and painted black. A sign will be painted on the front wall surface in black with the business name. The decorative ironwork in the arches will be refurbished and restored. Throughout the exterior wall surfaces touch up paint and stucco repair will take place as needed.

Other proposed modifications include a new blade sign at the corner of the building where the original blade sign was located. A new sign over the service bay directly over the garage entry is also proposed. Lastly, a small pole sign will be removed on the east side of the building. The sign is not currently attached to the building, but is instead affixed to a pole in the adjacent parking lot.

A second phase of improvements features more ambitious work to restore original historic and character defining features. Historically, the building had two arched storefront windows along the Locust Avenue side of the building. This feature is documented in historic photographs of the building. Two first floor windows and a door are located along the west side wall, and three mezzanine level windows. The outline of the original door and window openings is still visible on the building. Restoration of these features is contemplated within five years.



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Over time the building has suffered some considerable alterations. Two of the more visible alterations include the mansard style roof with red tile roofing added to the showroom portion of the building and wraps around the side of the building. It's unclear when this roof was added, but the roof was present in photo documentation from 1998 when the building was designated as a landmark.

The Secretary of Interior's Standards for Rehabilitation Standard No. 9 states the new addition will not destroy historic materials, features, and spatial relationships that characterize the property. The character-defining features on the of the building will stay intact with reversible alterations in the form of paint added to the building's columns and for a sign.

### **RECOMMENDATION**

Staff has analyzed the proposed project and has determined that the project meets the requirements set forth in Title 21 of the City's Zoning Code, Section 2.63.080 (Cultural Heritage Commission) of the Long Beach Municipal Code, the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings and the California Heights Historic District Ordinance. With conditions, Staff supports approval of the Certificate of Appropriateness for the proposed exterior building modifications. All the findings can be made in the affirmative for the proposed improvements, as these improvements are compatible in overall scale, massing, proportions, materials and colors to the architectural style of the existing structure on the property and in the context of the District. Staff recommends approval of the Certificate of Appropriateness subject to the conditions of approval (Exhibit D – Findings and Conditions of Approval).

### **PUBLIC HEARING NOTICE**

Public notices were distributed on November 21, 2017. No responses were received as of the date of preparing this report.

### **ENVIRONMENTAL REVIEW**

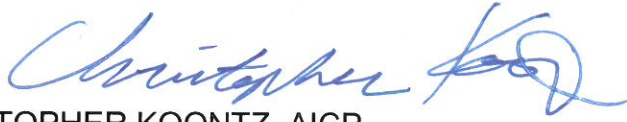
In accordance with the 15301(e) Guidelines for Implementation of the California Environmental Quality Act (CEQA), environmental review is not required for construction of small additions to single family residences.

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Respectfully submitted,

A handwritten signature in blue ink, appearing to read "Christopher Koontz".

CHRISTOPHER KOONTZ, AICP  
ADVANCE PLANNING OFFICER

A handwritten signature in blue ink, appearing to read "Linda F. Tatum".

LINDA F. TATUM, AICP  
PLANNING BUREAU MANAGER

LFT:CK:ap

Attachments:   Exhibit A – Location Map  
                      Exhibit B – Landmark Ordinance  
                      Exhibit C – Plans & Photographs  
                      Exhibit D – Findings & Conditions of Approval