

## ORDINANCE NO. C- 7593

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING THE LONG BEACH MUNICIPAL CODE BY ADDING SECTION 16.52.1060 RELATING TO THE NOMINATION OF THE PACKARD MOTORS BUILDING LOCATED AT 205 EAST ANAHEIM STREET AS A HISTORIC LANDMARK; AND ADOPTING IN SECTIONS 2 AND 3 HEREOF UNCODIFIED FINDINGS AND DETERMINATIONS RELATING TO SAID LANDMARK

The City Council of the City of Long Beach ordains as follows:

Section 1. Section 16.52.1060 is added to the Long Beach Municipal Code to read as follows:

16.52.1060 The Packard Motors Building

A. Pursuant to the provisions of Chapter 2.63 and with the recommendation of the Planning Commission, the City Council designates the following building as a historic landmark in the City: The Packard Motors Building which was constructed in 1926 and is located at 205 East Anaheim Street, Parcel #7269015016.

B. The complete location, description and reasons for historic landmark designation are more fully contained in uncodedified Section 2 of Ordinance No. C-7593.

Sec. 2. (Uncodified) Designation as a Historic Landmark

Pursuant to the provisions of Section 2.63.010, et seq., of the Long Beach Municipal Code and with the recommendation of the Planning

Commission, the City Council of the City of Long Beach hereby designates the Packard Motors Building as a historic landmark.

A. Location, description and reasons for designation. Constructed in 1926 and opened in 1927 as a showroom for Packard automobiles, this Period Revival architectural design building is located at 205 East Anaheim Street. The plans for the building note that it was originally constructed as a garage for J. M. Morris and was designed by architect W. L. Hawk. City directories indicate that the first owner was Carlyle Nibley who had, in 1925 and 1926, operated the Packard dealership for Parnell Motors which was then located at 1501 American Avenue. 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 automobile "palace" was built primarily in the 20's and 30's for the marketing of cars as objects of class and style. The building consists of an automobile showroom on the northwest corner of Anaheim and Locust, with a large garage in the rear.

B. Rationale for Historic Landmark Designation

In accordance with the provisions of Section 2.63.050 of the Long Beach Municipal Code, the City Council finds that the following reasons exist relative to the designation of the Packard Motors Building constructed in 1926 as a historic landmark:

1. The Packard Motors Building possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the City, the Southern California Region, and the State of California. The building belongs to the early history of the automobile, of the period when automobile "palaces" were designed to display and market cars as objects of class and style. This was a Packard showroom which had an elegant and aristocratic image. The showroom was designed in an ornate,

1 European-derived Spanish Baroque style. Its construction on Anaheim  
2 Street heralded the influx of automobile showrooms to the Anaheim Street  
3 corridor, which became a center for automobile related uses.

4 2. The Packard Motors Building portrays the environment in an era  
5 of history characterized by distinctive architectural style. The architectural  
6 style is Spanish Baroque, characterized by lavish decoration with  
7 Mediterranean flavor. The showroom windows and doorways have intricate  
8 details, with turned spindles, wrought iron, and Corinthian columns. The  
9 interior mezzanine is ornate with spiral columns in an arcade and ornamental  
10 wrought iron rails. The building is a very fancy version of the Mediterranean  
11 style, which was popular and widely used in Southern California during the  
12 1920's.

13 3. The Packard Motors Building embodies those distinguishing  
14 characteristics of an architectural type or engineering specimen. The rear  
15 garage, a utilitarian structure, is typical of vernacular commercial/industrial  
16 buildings of the 1920's, constructed with brick bearing walls supporting a  
17 vaulted wood ceiling supported by wood trusses and containing skylights.

18 4. The Packard Motors Building is part of or related to a distinctive  
19 area and should be developed or preserved according to a specific historical,  
20 cultural or architectural motif. The Packard Motors Building represents the  
21 theme of the automobile on Anaheim Street, which has and had many  
22 buildings for automobile-related uses. During the period in question, there  
23 were a number of automobile dealerships located on Anaheim Street, as well  
24 as automobile-related service facilities and ancillary businesses.

25 5. The Packard Motors Building is one of the few remaining examples  
26 in the City, possessing distinguishing characteristics of an architectural or  
27 historical type. The Packard Motors Building is one of the few intact  
28 remaining examples of the automobile "palace" showroom on Anaheim

1 Street, reflecting the glamorous image of "motoring" in the 1920's.

2 C. General Guidelines and Standards for Any Changes. The "Standards for  
3 Rehabilitation and Guidelines for Rehabilitating Historic Buildings" prepared by the  
4 United States Secretary of the Interior (Revised, 1991), as amended, as well as the  
5 "Procedures for Administering the Certificate of Appropriateness" found in Section  
6 2.63.070 of the Long Beach Municipal Code are incorporated herein by this  
7 reference. The guidelines are to be used as standards for the Cultural Heritage  
8 Commission in making decisions about Certificates of Appropriateness as required  
9 by Chapter 2.63 of the Long Beach Municipal Code. The guidelines are an aid to  
10 property owners and others formulating plans for new construction, for rehabilitation  
11 or alteration of an existing structure, and for site development. The goal of the  
12 Certificate of Appropriateness review is to retain and preserve all original  
13 architectural materials and design features; to encourage rehabilitation which  
14 restores original historic fabric rather than remodels; and to ensure architectural  
15 compatibility between new and old.

16 D. Standards and Guidelines.

17 1. Changes requiring a Certificate of Appropriateness from the  
18 Cultural Heritage Commission are as follows:

- 19 (a) Alterations or additions to roof; change in roof materials.  
20 (b) Additions.  
21 (c) Alterations to structure including foundation.  
22 (d) Alterations to windows.  
23 (e) Changes to doors and doorways.  
24 (f) Changes to exterior materials or colors.  
25 (g) Changes to exterior walkways or driveways.  
26 (h) Alterations or addition to fencing.

27 2. The following guidelines shall be standards to guide property  
28 owners, architects, contractors and the Cultural Heritage Commission in

1 reviewing proposed changes:

2 (a) Additions shall be compatible in materials and design, and shall  
3 be subordinate in scale, to the existing building.

4 (b) Important architectural features which define the character of the  
5 historic style shall not be removed or obscured. These include roofline,  
6 exterior elevations, interior mezzanine and staircase, and other original  
7 structural and decorative features.

8  
9 Sec. 3. (Uncodified) The City Clerk shall cause this ordinance to be recorded  
10 in accordance with the provisions of Section 5029 of the California Public Resources Code  
11 and Section 27288.2 of the California Government Code.

12  
13 Sec. 4. The City Clerk shall certify to the passage of this ordinance by the  
14 City Council and cause it to be posted in three conspicuous places in the City of Long  
15 Beach, and it shall take effect on the thirty-first day after it is approved by the Mayor.

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Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

99-0385392

I certify that the foregoing ordinance was adopted by the City Council of the  
City of Long Beach at its meeting of February 23, 1999, by the following vote:

Ayes: Councilmembers: Oropeza, Colonna, Roosevelt, Kell,  
Topsy-Elvord, Grabinski, Kellogg,  
Shultz.

Noes: Councilmembers: None.

Absent: Councilmembers: None.

Shelba Powell  
City Clerk

Bruce Neil  
Mayor

Approved: 2-25-99  
(Date)

Robert E. Shannon  
City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802-4664  
Telephone (562) 570-2200

CERTIFIED AS A TRUE AND CORRECT COPY  
Shelba Powell  
CITY CLERK OF THE CITY OF LONG BEACH

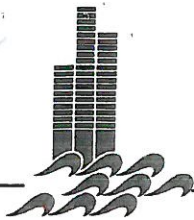
BY Shelba Powell

DATE: MARCH 1, 1999

MJM:kjm:ss  
02/2/99

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# CITY OF LONG BEACH

THE CITY PLANNING COMMISSION

333 West Ocean Boulevard • Long Beach, CA 90802 • (562)570-6321 FAX (562)570-6068

February 16, 1999

HONORABLE MAYOR AND CITY COUNCIL  
City of Long Beach  
California

SUBJECT: Historic Landmark Designation  
Packard Motors Building, 205 East Anaheim Street (District 1)  
COST: None

It is recommended that the City Council adopt an ordinance designating the Packard Motors Building at 205 East Anaheim Street as a Long Beach Historic Landmark.

## BACKGROUND

The Planning Commission voted unanimously on December 17, 1998, to approve the recommendation of the Cultural Heritage Commission to designate the subject building as a historic landmark. The Cultural Heritage Commission approved the nomination on October 7, 1998.

Although the building had been identified on previous cultural resource surveys as potentially eligible for landmark designation, a nomination was prepared at the request of a new property owner who intended to rehabilitate and restore the building. The building had been vacant for many years and was in blighted, deteriorated condition. Rehabilitation of the building is now under way, and the building will be put back into economic use for the restoration of vintage automobiles. The original use of the building, constructed in 1926, was for the sale and service of Packard cars.

The Spanish Baroque architecture recalls an era when ornate showrooms were built for the display and sale of automobiles. The building retains its original architectural features inside and out. The showroom, although dilapidated, is architecturally intact, and contains an elaborate Spanish Baroque mezzanine. The proposed new use of the building for the restoration of antique cars is appropriate for this automobile-related, restored historic building.

The attached Planning Commission staff report provides additional details and findings which support this recommendation. There has been no opposition to this action.

Environmental review was conducted by Gerhardt Felgemaker, who determined that this nomination would not have an adverse effect on the environment; therefore CEP-433-98 was issued.

HONORABLE MAYOR AND CITY COUNCIL  
February 16, 1999  
Page 2

City Attorney Michael J. Mais has reviewed this staff report and has prepared the attached Ordinance.

IT IS RECOMMENDED THAT THE CITY COUNCIL:

Declare the ordinance read the first time and laid over to the next regular meeting of the City Council for final reading.

Respectfully submitted,

LYNN MOYER, CHAIR  
CITY PLANNING COMMISSION

By:

  
for EUGENE J. ZELLER  
DIRECTOR OF PLANNING AND BUILDING

Attachments



✓ 1B. Historic Landmark Designation, CE 433-98

Applicant: Cultural Heritage Commission  
Subject Site: 205 E. Anaheim Street  
Description: Historic Landmark Designation of Packard  
Motors Building constructed in 1926.

ACTION: Recommended to City Council the adoption of an ordinance designating the Packard Motors Building as a Long Beach Historic Landmark.

1C. Historic Landmark Designation, CE 434-98

Applicant: Cultural Heritage Commission  
Subject Site: 1215 Orange Avenue (Houghton Post)  
Description: Historic Landmark Designation of American  
Legion Post #560.

ACTION: Recommended to City Council the adoption of an ordinance designating the American Legion Post #560 (Houghton Post) as a Long Beach Historic Landmark.

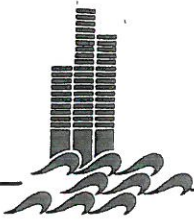
R E G U L A R   A G E N D A

2 Case No. 9810-21, Conditional Use Permit, CE 167-98

Applicant: Mark Shook c/o Patricia Boggs  
Subject Site: 3321 South Street  
Description: Request for a Conditional Use Permit to  
convert an existing restaurant into a tavern/nightclub  
with on-site consumption of general alcoholic beverages.

Miguel Madrigal presented the staff report recommending denial of the request since the subject site was in a high crime area; was in a census tract with an overconcentration of similar licenses; was close to a school; could negatively impact area residents, and did not provide sufficient parking.

Mr. Madrigal added that there had been compliance problems with various owners at the site, with an increase in crime during its illegal use as a tavern and operation as a restaurant without a license.



# CITY OF LONG BEACH

CULTURAL HERITAGE COMMISSION

333 West Ocean Boulevard • Long Beach, CA 90802 • (562)570-6864 FAX (562)570-6068

December 17, 1998

CHAIRMAN AND CITY PLANNING COMMISSION  
City of Long Beach  
California

**SUBJECT: HISTORIC LANDMARK DESIGNATION**  
Packard Motors Building, 205 East Anaheim Street  
Constructed in 1926

## RECOMMENDED ACTION

The Cultural Heritage Commission recommends that the City Planning Commission recommend that the Long Beach City Council adopt an ordinance designating the Packard Motors Building at 205 East Anaheim Street as a Long Beach Historic Landmark.

## BASIS FOR RECOMMENDATION

The Cultural Heritage Commission voted unanimously on October 7, 1998, to recommend the Packard Motors Building for landmark designation, based upon the following criteria in Municipal Code Section 2.63.050:

**A. It possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the city, the southern California region, the state or the nation.**

The building belongs to the early history of the automobile, of the period when automobile "palaces" were designed to display and market cars as objects of style and class. This was a Packard showroom, which had an elegant and aristocratic image; the showroom was designed in an ornate European-derived Spanish Baroque style. Its construction on Anaheim heralded the influx of automobile showrooms to the Anaheim corridor, which became a center for automobile related uses. A few blocks away, Hancock Motors was built in 1928 in a lavish Art Deco style to showcase the Hupmobile; it is designated as a Long Beach Historical Landmark.

**D. It portrays the environment in an era of history characterized by a distinctive architectural style.**

The architectural style is Spanish Baroque, characterized by lavish decoration with Mediterranean flavor. The show windows and doorways have intricate details, with turned spindles, wrought iron, and Corinthian columns. The interior mezzanine is ornate with spiral columns in an arcade and ornamental wrought iron rails. This is a very fancy version of the Mediterranean style, which was very popular and widely used in Southern California in the twenties.

**E. It embodies those distinguishing characteristics of an architectural type or engineering specimen.**

The rear garage, a utilitarian structure, is typical of vernacular commercial/industrial buildings of the twenties, constructed with brick bearing walls supporting a vaulted wood ceiling supported by wood trusses and containing skylights.

**H. It is part of or related to a distinctive area and should be developed or preserved according to a specific historical, cultural or architectural motif.**

It represents the theme of the automobile on Anaheim Street, which has many buildings for automobile-related uses. There were a number of automobile dealers on Anaheim, as well as automobile service facilities and ancillary businesses.

**K. It is one of the few remaining examples in the city, region, state or nation possessing distinguishing characteristics of an architectural or historical type.**

It is one of the few intact remaining examples of the automobile palace showroom on Anaheim, reflecting the glamorous image of "motoring" in the twenties.

## **BACKGROUND**

The request for this nomination came from the property owner, who purchased this long-vacant property in order to restore the building and place it back into service. The building had deteriorated significantly due to neglect and abandonment. The owner appreciates the unique architectural features of the building, both inside and out, and intends to make the historic architecture into a showpiece for Anaheim Street. Currently, he is rehabilitating the building and addressing many code deficiencies. The proposed new use of the building will be the restoration and display of vintage automobiles.

## **REQUIRED REVIEW**

Per section 2.63.050 (B) of the Municipal Code, the Director of Planning and Building has been advised of this nomination. His report is attached.

## **ENVIRONMENTAL REVIEW**

It has been determined that this nomination will not adversely affect the environment and therefore CEP 433-98 has been issued.

Respectfully submitted,

STAN POE  
Chairperson, Cultural Heritage Commission

by:



Ruthann Lehrer

Neighborhood and Historic Preservation Officer

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
OFFICE OF HISTORIC PRESERVATION

HISTORIC RESOURCES INVENTORY

IDENTIFICATION AND LOCATION

1. Historic name Packard Showroom
- \* 2. Common or current name \_\_\_\_\_
- \* 3. Number & street 205 East Anaheim St. Cross-corridor Locust  
City Long Beach Vicinity only \_\_\_\_\_ Zip 90813 County L.A.
4. UTM zone \_\_\_\_\_ A \_\_\_\_\_ B \_\_\_\_\_ C \_\_\_\_\_ D \_\_\_\_\_
5. Quad map No. \_\_\_\_\_ Parcel No. 7269015016 Other \_\_\_\_\_

Ser. No. \_\_\_\_\_  
National Register status \_\_\_\_\_  
Local designation \_\_\_\_\_

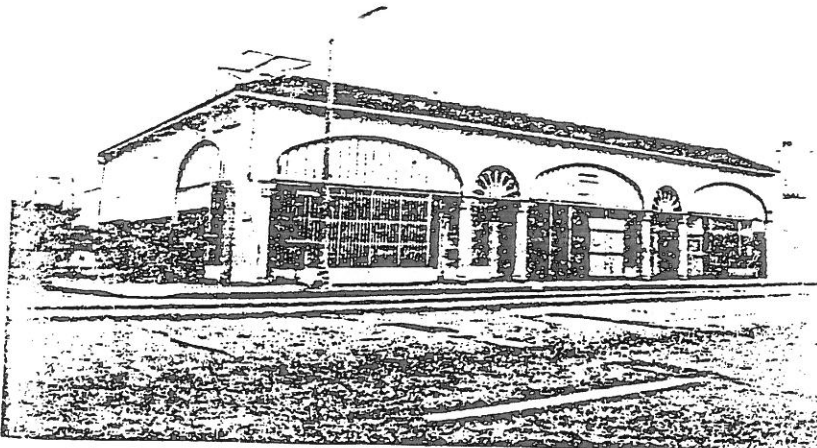
DESCRIPTION

6. Property category building If district, number of documented resources \_\_\_\_\_
- \* 7. Briefly describe the present physical appearance of the property, including condition, boundaries, related features, surroundings, and (if appropriate) architectural style.

The building consists of an automobile showroom on the northwest corner of Anaheim and Locust, plus a large garage in the rear. The buildings are constructed of brick, faced with stucco. The facade features an arcade, with arches of varying widths, supported by Corinthian columns. Along the Anaheim facade, the arches alternate with three wide arches and two narrow arches between. The wide arches contain show windows, and have turned spindles inside the arches. The narrow arches contain recessed doorways, with ornate ironwork inside the arches. One show window on the side and several smaller windows in the garage have been filled in with concrete block. Some of the ornate decorative facade details have been removed. The roof is sloped, supported by brackets, covered with terra cotta Mission tile. A fragment of iron struts which once supported a rooftop sign remain. The interior contains an ornate mezzanine accessed by a stair, with arches, spiral columns with Corinthian capitals, ornate iron railings, and rich decorative treatments. The mezzanine originally housed offices, with the parts department below. A platform and interior fountain are removed, but their imprint is still visible on the floor. The rear garage of 9,000 sq. ft. is larger than the showroom, and contains an arched wood ceiling supported by four large wood trusses. Wood joists make a honeycomb pattern. There are skylights with wire glass. The floor is cement. The garage door at the west side is usable; the doors on the east side facing Locust have been closed.

(See continuation sheet)

\*Attach photo envelope here  
Put address and photo date on rear of photo



8. Planning agency  
Long Beach Dept. of Planning & Building
9. Owner & address  
Randy Barr
10. Type of ownership private
11. Present use auto showroom and repair/restoration
12. Zoning \_\_\_\_\_
13. Threats vacancy

Send a copy of this form to: State Office of Historic Preservation, P.O. Box 942896, Sacramento, CA 94296-0001

\* Complete these items for historic preservation compliance projects under Section 106 (36 CFR 800). All items must be completed for historical resource survey information.



# HISTORICAL INFORMATION

- \*14. Construction date(s) 1926 Original location yes Date moved \_\_\_\_\_
15. Alterations & date New roof, date unk.; removal of surface ornament; concrete block some windows and steel bracing, 1982; interior wall, date unk.
16. Architect W. L. Hawks Builder \_\_\_\_\_
17. Historic attributes (with number from list) 06

## SIGNIFICANCE AND EVALUATION

18. Context for evaluation: Theme Commercial development Area Anaheim corridor  
 Period \_\_\_\_\_ Property type \_\_\_\_\_ Context formally developed? no
- \*19. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

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 automobile "palace" was built primarily in the twenties and thirties for the marketing of cars as objects of style and class. In Long Beach, American Avenue (now Long Beach Boulevard) was the main location for automobile dealers, with Anaheim a close second. Most of them are gone today or remodeled beyond recognition. This is the only one designed in Period Revival architecture. The most significant remaining auto palace is Hancock Motors (1929), an Art Deco showroom for Hupmobile, designated as a Long Beach Historic Landmark. Anaheim today still retains many automobile related uses, which have been there for many years.  
 (See continuation sheet)

20. Sources  
City building permits  
City directories  
Architectural plans

21. Applicable National Register criteria C

22. Other recognition \_\_\_\_\_  
 State Landmark No. (if applicable) \_\_\_\_\_

23. Evaluator Ruthann Lehrer  
 Date of evaluation 9/25/98

24. Survey type single submission

25. Survey name \_\_\_\_\_

\*26. Year form prepared 1998  
 By (name) Ruthann Lehrer  
 Organization City of Long Beach  
 Address 333 W. Ocean Blvd.  
 City & Zip Long Beach, CA 90802  
 Phone 5620570-6864

\*Sketch map. Show location and boundaries of property in relation to nearby streets, railways, natural landmarks, etc. Name each feature.





PACKARD SHOWROOM, 205 E. ANAHEIM ST.  
CONTINUATION SHEET

7. Description (continued)

The existing tile roof is not the original roof shown in the architectural plans and early illustrations. The original roof was flat, with a frieze running along the top and a row of decorative rosettes inside. There was a curvilinear gable in the center, tied to the facade with four large spool motifs. It is not known when the tile roof was constructed, or why; however, it is compatible with the Spanish Baroque theme. Other alterations consist of steel beams for seismic reinforcement; infill of some rear windows and one showroom window with concrete block; removal of an interior low platform and interior fountain, and an interior wall subdividing the showroom into two spaces. The building has been vacant for a number of years and needs considerable repair.

19. Significance (continued)

The building was constructed in 1926 and opened in 1927 as a showroom for Packard cars, one of the most glamorous and desirable among the many types of cars available then. The building plans note only that it was a garage for J.M. Morris, designed by architect W.L.Hawk. City directories indicate that the first owner was Carlyle Nibley, who previously (in 1925 and 1926) handled the Packard dealership at Parnell Motors at 1501 American. Mr. Nibley continued in 1928; however, by 1929 the Packard dealership was called Morgan Motor Company, with W.B. Morgan as manager. By 1932 the business had become Oldsmobile Sales and Service, managed by Lumley Leslie Rautor; the Packard dealership had moved to 1600 American. By 1933, Buick Sales and Service was located at 205 E. Anaheim, which remained a buick dealership until 1954. The building was vacant for several years until 1959, when it was occupied by Buds Auto Seat Covers, a manufacturer. In 1969 it became occupied by Reds Automotive Service. A 1981 building permit shows the use as garage and store. In recent years, it has been vacant.

## CHRONOLOGY OF USES OF BUILDING AT 205 EAST ANAHEIM

First mention of 205 East Anaheim occurs in 1927 City Directory: Carlyle Nibley Inc., Packard Motor Cars.

1925 and 1926 Directories: Carlyle Nibley listed as president of Parnell Motors at 1501 American.; Parnell Motors was the Packard dealership.

Same listing in 1928.

1929 City Directory lists Morgan Motor Co. at 205 E. Anaheim. Carlyle Nibley no longer with the business; he is listed as an auto dealer at his residential address. W.B. Morgan is manager.

1930 and 1931 Directories: Morgan Motor Co. At 205 E. Anaheim.

1932: 205 E. Anaheim lists Lumley Lesley Rautor as mgr. of Oldsmobile Sales and Service. Morgan Motor Co., Packard Motor Cars, listed at 1600 American.

1933: Buick Sales and Service at 205 E. Anaheim. Long Beach Buick continues at this address until 1950. Listed as Campbell Buick in 1951-53. In 1954 Campbell Buick moves to 1881 American. 205 appears vacant; is so listed in 1955-58.

1959-66: Buds Auto Seat Covers, manufacturer.

1969: Reds Automotive Service. Bud's moved to 206 E. Anaheim.

s Phone 636-431

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Beach, California

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Automobile

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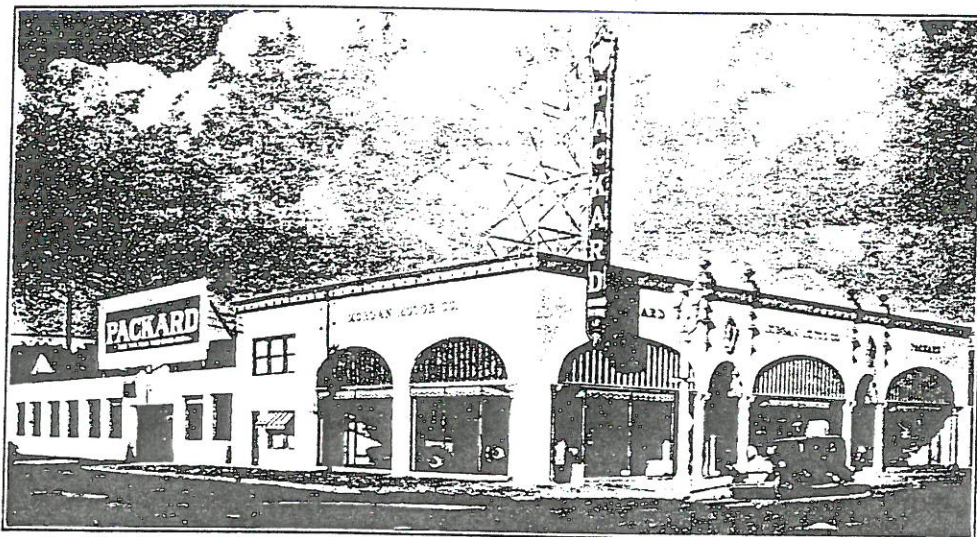


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