

CERTIFICATE OF APPROPRIATENESS
COAC 1907-02
FINDINGS AND ANALYSIS
501 – 505 E. Broadway

ANALYSIS:

In accordance with Section 2.63.050 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the subject property, known as the “Metropolitan Apartments” was designated by the City Council as a Landmark on August 15, 2017, (Ord-17-0013) based on satisfying significance Criteria A and C for: 1) its association with an important event in local history which resulted in a period of reconstruction throughout the City after the 1933 Long Beach earthquake; and 2) due to it being an excellent and largely intact example of the Streamline Moderne style of architecture. The subject site is located at 501 E. Broadway, the north east corner of Linden Avenue and E. Broadway (Exhibit A – Location Map) and zoned PD-30. The three-story mixed-use building was constructed in 1922. The Metropolitan Apartments building is designed in the stucco-clad transitional Art Deco/Streamline Moderne style and is composed of five bays. The building is defined by both its curved bullnose, and speed-inspired horizontality contrasted by the verticality of its ornamental features. Character-defining features such as the speed strips, chevrons, and piers identify this building as transitional. Streamlined, stepped horizontal speed strips of diminishing length flank the primary (southern) façade. The building's front façade was damaged by the earthquake which resulted in architectural reinvigoration throughout the City by some of Long Beach's most noted architects. This façade was reimagined by W. Horace Austin into its current high-style Streamline Moderne and Art Deco appearance.

FINDINGS: (from Section 2.63.080(D) of the Long Beach Municipal Code)

- A. (It) will not adversely affect any significant historical, cultural, architectural or aesthetic feature of the Landmark or subject property within the Landmark District and that issuance of the Certificate of Appropriateness is consistent with the spirit and intent of this chapter.**

The proposed project, as conditioned, will not adversely affect any significant historical, cultural, architectural or aesthetic features of the subject property. The proposed project will restore the building to its original design. The modifications include repairing the deteriorated stucco walls; replacing the non-original storefronts; installing new transom windows and new doors; removing 22 existing vinyl windows and replacing with single hung wood windows in the same opening; repairing the original column located on the Linden Avenue elevation, repainting the building; and replicating the original main entry door on the Broadway elevation. The modifications will restore the building to its post-1933 design in accordance to the Secretary of the Interior Standards. All work will be conducted pursuant to the guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation.

- B. (It) will remedy any condition determined to be immediately dangerous or unsafe by the Fire Marshal and/or Building Official.**

There are no active code enforcement cases or dangerous conditions at this site. Thus, this finding is not applicable.

C. (It) will comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines for Preservation, Rehabilitating, Restoring, and Reconstructing Historic Buildings.

The proposed project will modify the exterior of the "Metropolitan Apartments", a designated local landmark building. restoring and rehabilitating many of its important character defining features and is consistent with the Secretary of the Interior's Standards for Rehabilitation.

- Use – The mixed use, three-story building has historically been used as a hotel and individual apartments on the upper floors and commercial uses on the ground floor. Currently, the ground floor is occupied with five individual retail spaces and the upper floors are occupied with 20 apartment units. The upper floors will be converted back to a hotel use consisting of 20 guest rooms.
- Character – The three-story building was designed in the transitional Art Deco / Streamline Moderne style building and features a curved bullnose, stepped, horizontal speed strips and chevrons, among other features characteristic of the style. The proposed modifications will repair deteriorated stucco, remove inappropriate material previously installed and restore the building to its post-1933 design.
- Changes to Historic Features – The proposed improvements will repair and rehabilitate original features by removing materials from past inappropriate remodels. This will be done by installing new wood framed storefronts, transom windows will be installed along the street side elevations, removing stone veneer, and sanding the existing heavy stucco to create a smooth stucco finish.
- Historic Significance – The proposed improvements will not change the historic significance of the property and will enhance it as a representative example of its architectural style.
- Distinctive Features – The proposed improvements will not change the distinctive features of the existing building or property but rather rehabilitate and enhance its features.
- Deteriorated Historic Features – The building features cracked, and deteriorated stucco in many areas. The improvements will repair the deteriorated stucco walls and the decorative horizontal speed lines and replace inappropriate non-original storefronts and vinyl single hung windows. New wood framed storefronts and single hung windows will be installed to restore the building to its original design and the coffin-style primary building entry will be replicated.
- Damage to Historic Materials – The modifications will repair the deteriorated stucco walls and the decorative horizontal speed lines and replace inappropriate, previously installed material.

- Archeological Resources – Any archeological resources found will be protected and preserved. No resources are known. No major excavations or grading is proposed.
- Historic Materials that Characterize the Property – The Art Deco/ Streamline Moderne-style building features stucco finished walls, speed strips, chevrons, piers, and streamlined, stepped horizontal speed strips of diminishing lengths. These features will be restored.
- Form and Integrity – The proposed improvements to the Art Deco/ Streamline Moderne-style building will not cause damage to the essential form and integrity of the existing structure. The improvements will restore the building to its original design.

D. (It) will comply with the Design Guidelines for Landmark Districts, for a property located within a Landmark District.

The subject property is not located within a Landmark district.