

**LANDMARK DESIGNATION
HLM1909-01
FINDINGS AND ANALYSIS
735-741 Locust Avenue**

ANALYSIS:

In compliance with Section 2.63.050 of the City of Long Beach Municipal Code (Cultural Heritage Commission):

The subject property is located on the west side of Locust Avenue between 7th and 8th Streets (Exhibit A – Location Map). The site is located within the PD-30 (Downtown Plan) zoning district. The rectangular shaped property (50'-0" x 150'-0") is developed with a two-story apartment building. The property is not located in a designated historic district.

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The two-story apartment building was constructed in 1919. The building consists of four apartment units or "flats", with two units located on the ground floor and two on the second level. The building was designed in the Classical Revival - Neoclassical architecture style. The Classical Revival architecture period of significance is from 1900-1930.

In compliance with Section 2.63.050 of the City of Long Beach Municipal Code (Cultural Heritage Commission), a cultural resource qualifies for designation as a Landmark if it retains integrity and meets one or more required criterion. Staff has analyzed the proposed nomination and finds that the building retains integrity and meets Findings B and C. This designation relates to a historic building associated with the life of a prominent figure in Long Beach history, Reverend George M. Rourke (Criterion B). The apartment building features many decorative elements of the Classical Revival architectural style such as symmetrical design elements, a centered porch structure which features Doric columns, wood framed doors and windows and decorative pediments. (Criterion C).

GENERAL PLAN FINDING: (from 2.63.060(A) of the Long Beach Municipal Code)

The proposed nomination would provide landmark status to a structure that is complementary to the surrounding neighborhood. The subject building is surrounded by single-family and multi-family residential structures within the Downtown neighborhood. The historic building retains a high level of integrity and represents early development patterns of Long Beach. While there are some alterations that detract from the integrity of materials, those alterations can be reversed.

The General Plan Land Use Element includes relevant goals and policies that protect and enhance established neighborhoods (Strategy No. 9). The proposed nominations will protect historic resources and preserve the City's history. The structure embodies the history of the downtown neighborhood and City as a whole. Its designation as a historic

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landmark helps to raise public awareness about the City's history and historic preservation program and encourages public participation in learning about the historic resources in the City. The nomination will also assure the structure, which is not currently under any historic preservation protections, is maintained in a manner consistent with the Secretary of the Interior's Standards for Rehabilitation.

The nomination also forwards the goals of the Historic Preservation Element, specifically addressing Policy 2.7 through the landmarking of private buildings. Landmark status will protect the building, preserve its cultural and architectural value and reinforce the value of historic preservation for the public to enjoy.

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

A. It is associated with events that have made a significant contribution to the broad patterns of our history.

The subject property is not eligible under Criterion A.

B. It is associated with the lives of persons significant in the City's past.

In 1921, Reverend George M. Rourke (1869-1942), the new pastor of the First Presbyterian Church (located at the corner of 6th and Locust Ave), purchased the subject building. Reverend Rourke and his family resided in the building for the next 50 years.

In addition to serving as pastor to the First Presbyterian Church (1920-1940), Dr. (Reverend) Rourke was a prominent Long Beach figure. He took interest in civic and state issues where he used his church sermons to bring attention to and influence changes in City laws pertaining to gambling and drinking, specifically on the offshore ships and in local gambling houses. He was successful in a 1926 campaign decrying the lack of police and city enforcement of gambling houses which ultimately launched a public investigation by the City Council.

C. It embodies the distinctive characteristics of a type, period or method of construction, or it represents the work of master or it possesses high artistic values.

The Classical Revival architectural style was favored for monuments and public buildings such as museums, temples of fraternal orders and banks. Neo-classical homes were more commonly designed in the Colonial Revival architectural style displaying similar design elements such as a large porch or portico and a triangular pediment supported by tall columns. However, the architectural style for the

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subject building is relatively rare, with only one other similar apartment building found downtown at 25 Cherry Avenue.

The building features many decorative elements of the Classical Revival architectural style such as symmetrical design, decorative pediments and a prominent porch featuring a roof structure that is supported by large style columns. The front elevation is highly decorative in comparison to the side and rear elevations. The building's front elevation features a large, centered porch structure which features a front-facing gable roof structure supported by two thick, Doric columns. Two single, French doors are centered between the two columns and two sets of French doors flank the porch structure, providing balance and symmetry to the ground floor elevation. Each set of French doors features an arched stucco wall inset, four in total. Five decorative pediments designed in a shield-and-floral design, are mounted above each set of French doors and on the gable face of the porch structure.

The second story features a large bay window with four double hung wood sash windows, centered above the porch structure. Two sets-of-side by side double hung wood windows flank the bay window. A decorative parapet wall in varying heights frame the building roof. A wide flat eave, with decorative brackets, frame the second story windows.

The side elevations feature smooth stucco walls lined with double hung wood windows. The building's rear elevation is finished with horizontal wood planks. An exterior staircase is centered on the rear elevation, providing access to the units above. Four sets of side by side double hung wood windows provide balance and symmetry.

D. It has yielded, or may be likely to yield, information important in pre-history or history.

The subject property is ineligible for designation pursuant to Criterion D, for landmark designation, as it is not a likely source for future information related to history or pre-history.