



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

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Long Beach, CA 90802

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July 18, 2013

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Approve a Conditional Use Permit (CUP) to convert an existing office building into a self-storage building at 1700 Santa Fe Avenue, in conjunction with the demolition of an existing two-story office building located at 1724 Santa Fe Avenue located in the General Industrial (IG) zone. (District 1)

APPLICANT: Paul Collins
PAC Designs
1415 Cota Avenue
Long Beach, CA 90813
(Application No.1210-06)

DISCUSSION

This item was continued from the June 20, 2013 Planning Commission hearing to July 18, 2013, to allow staff additional time to further review the demolition of the office building located at 1724 Santa Fe Avenue.

The subject site is located on Santa Fe Avenue and Esther Avenue, between 17th Street and Esther Avenue within the General Industrial (IG) zoning district. The applicant is requesting approval of a Conditional Use Permit (CUP) to demolish a two-story office building located at 1724 Santa Fe Avenue, and convert an existing two-story office/warehouse building with a basement into a self-storage facility in the IG zone. A CUP is required for the self-storage use.

The change in use will require the removal of a dilapidated two-story office building located on the corner of Esther and 17th Street, the placement of three parking stalls, and the construction of an elevator to allow accessibility into the proposed self-storage building.

Two letters in opposition to the demolition of the office building at 1724 Santa Fe Avenue were received from Long Beach Heritage and the Art Deco Society of Los

CHAIR AND PLANNING COMMISSIONERS

July 18, 2013

Page 2 of 3

Angeles, a day prior to the June 20, 2013 Planning Commission hearing, stating opposition to the review. This opposition was pursuant to CEQA, which the commenters believe requires additional review given the structure was built in 1946 by local architect Victor Siebert (Exhibit A – Opposition Letters).

After reviewing CEQA and consulting with the Assistant City Attorney, it was determined that no additional environmental review was necessary at this time pursuant to CEQA Section 15064.5 given that the building was not surveyed for historic purposes, located within a Historic District, or been designated a local Historic Landmark (Exhibit B – Letter in Support).

After the Planning Commission meeting, the pending proposal was presented at the West Side Project Area Council meeting on Wednesday, July 10, 2013. Both the Art Deco Society of Los Angeles and Long Beach Heritage were invited, but did not attend the meeting. At the meeting the project applicant offered the building for relocation for a period of two months at the expense of Long Beach Heritage, the Art Deco Society of Los Angeles or to any other willing party, and provided photo documentation evidence (Exhibit C- Photo Evidence), which showed the building was dilapidated from asbestos contamination, mold, termite and water damage due to neglect throughout the years. After the meeting, a letter was received from the West Project Area Council in support of the removal of the building and conversion of the building into a self-storage building.

Staff continues to support the change in use with the proposed improvements to the building and recommends that the Planning Commission approve the CUP, subject to Conditions of Approval.

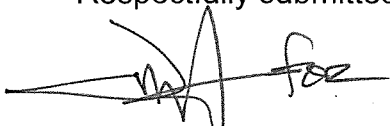
PUBLIC HEARING NOTICE

Public hearing notices were distributed on May 30, 2013 and no additional responses were received as of the preparation of this report.

ENVIRONMENTAL REVIEW

In accordance with the Guidelines for Implementation of the California Environmental Quality Act, a Categorical Exemption (CE 12-081) was issued for the proposed project.

Respectfully submitted,



DEREK BURNHAM
PLANNING ADMINISTRATOR



AMY J. BODEK, AICP
DIRECTOR OF DEVELOPMENT SERVICES

AJB:DB:sv



POST OFFICE BOX 92521 LONG BEACH, CA 90809

562-493-7019 LBHERITAGE.ORG

To: City of Long Beach Planning Commission

From: Long Beach Heritage

Subject: Demolition of 1724 Santa Fe Avenue

Date: June 17, 2013

Long Beach Heritage did not receive the public hearing notice distributed on May 30, 2013 and thus was unable to respond to the impending demolition of the Streamline Moderne building at 1724 Santa Fe Avenue. We believe that this building has architectural significance. It was designed in 1946 by Victor Siebert, a noted local architect, and it has not been substantially altered over the years. 1724 Santa Fe is an excellent example of the late Streamline Modern style with its rounded corner, fluted pilasters, curved railing, and steel casement windows. It was the headquarters of Mytinger & Casselberry, the national distributors of Nutrilite, a controversial food supplement that received much attention in the press when the FDA sued the firm for false advertising. Long Beach Heritage believes that the building should be saved because of its intact architectural features. According to CEQA, Secion15064.5, "The fact that a resource is not listed in, or determined to be eligible for listing in the California Register of Historic Resources, not included in a local register of historical resources... or identified in an historical resource survey... does not preclude a lead agency from determining that the resource may be an historical resource as defined in Public Resource Code Sections 520.1(j) or 5024.1."

On the other hand, our organization commends the recommendation of the Site Plan Review Committee to save the façade of the 1952 Mid-Century Modern structure at 1700 Santa Fe, which was designed by the well-known architect, Adrian Wilson. This building is a good example of the type of industrial structure of the period and the only alteration to it is the addition of heavy metal screens on the façade. Long Beach Heritage hopes that these screens will be removed in the process of converting the building into a storage facility.

Sincerely,

Melinda Roney

President, Long Beach Heritate

June 15, 2013

RE: Proposed Demolition of 1724 Santa Fe Avenue Long Beach

TO: City of Long Beach Planning Commission

Dear Commissioners,

The Art Deco Society of Los Angeles recently learned of the proposed demolition of a Streamline Moderne commercial building at the above reference address.

While we understand that the demolition is requested by the applicant to provide onsite parking and elevator access to the proposed adjacent building, we are concerned that a detailed review pursuant to CEQA Section 15064.5 has not occurred. We believe that the building would qualify as a historical cultural resource for the purposes of CEQA review and require further analysis.

According to public documents and City building permits, the building was constructed in 1946. Although the Streamline Moderne style began in the early 1930's, after World War II, building activity increased in the United States and the style known as Streamline Moderne continued into the late 1940's. The building presents the architectural and classical character defining features of Streamline Moderne including the aerodynamic curved wall edges, glass block windows, vertical fluted pilasters, steel casement windows, hand railings curved in the ocean liner style and horizontal banding. Additionally, the architect was locally known Victor Siebert.

Please see photographs below.

The Art Deco Society would like to request that the proposed action approving the demolition of 1724 Santa Fe Avenue be postponed and further review consistent with the CEQA section noted above is conducted and documented.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "John Thomas".

John Thomas

President

Art Deco Society of Los Angeles

The Art Deco Society of Los Angeles

P.O. Box 972

Hollywood, California 90078