

**LANDMARK DESIGNATION
HP 17-255
FINDINGS AND ANALYSIS
909-915 Elm Ave**

ANALYSIS:

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

The subject site is located at 909-915 Elm Ave, on the west side of the street between East 10th street and East 9th street (Exhibit A – Location Map). The property is located within the PD-30 zone and is improved with a 1,400-square-foot 1906 Queen Anne Victorian dwelling and a 1,450 square foot 1918 Prairie style duplex dwelling, as well as an early detached garage and ancillary building of roughly the same construction date to the respective houses.

This unique three-unit property contains a historic Queen Anne style single-family building constructed in 1906 and a two-story Prairie style duplex constructed at the front of the property in 1918. Both buildings are intact architectural examples located within the original Willmore City townsite. The houses together represent two phases in the development of Long Beach neighborhoods: prominent early Victorian-style single-family dwellings with equally significant multi-family residences. The buildings are a rare surviving record of this early pattern of development where early single family homes were originally constructed and followed by multi-family buildings. A growing downtown area drew more people to Long Beach during this period in the City's history and prompted construction of multi-family housing.

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 manifests one or more of criteria. Staff has analyzed the proposed nomination and finds that this property meets Criteria A for landmark designation. This designation relates to the original exterior features of the primary residential structures.

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

The proposed nomination is complimentary to the surrounding neighborhood. The property is surrounded by multi-family residential structures in the neighborhood as well commercial and residential uses in the larger vicinity. The historic buildings retain a high level of integrity, and represents the development patterns of the early Long Beach and the greater downtown area. Its preservation through landmark status will be complimentary to the residences, parks and businesses in the surrounding community.

The General Plan Land Use Element includes relevant goals consistent with the proposed nomination, including:

Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support the

efforts of residents to maintain and strengthen their neighborhoods.

The proposed nomination will preserve the history of the historic neighborhood. The structures embody the history of the neighborhood and City as a whole. Designation as a historic landmark helps raise public awareness about the City's history, historic preservation program, encourages public participation in learning about historic resources in the City. The nomination will also assure the structures are maintained in a high-quality 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 a 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 houses at 909-915 Elm Avenue together represent two phases in the development of Long Beach neighborhoods: prominent early Victorian-style single-family dwellings soon supplemented by equally significant multi-family residences. A variety of old, altered, and recent buildings are located in the immediate neighborhood surrounding 909-915 Elm Avenue, making the property a rare surviving record of this early pattern of development in the area along Elm Avenue. Further, 909-915 Elm Avenue represents two architectural building examples that well convey not only a particular historic architectural style but also the period of expansion, seaside resort destination, and City Beautiful Movement that took place in Long Beach during their two construction periods.

The subject property located at 909-915 Elm Avenue in Long Beach therefore provides an important historic record, and possesses a significant character, interest, and value attributable to the development, heritage, and cultural characteristics of the City of Long Beach and the Southern California region. The subject property is therefore eligible for designation pursuant to Criteria A, for its association with events that have made a contribution to the broad patterns of the City's history.

**LANDMARK DESIGNATION
HP17-258
FINDINGS AND ANALYSIS
362 Junipero Avenue**

ANALYSIS:

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

The subject site is located at 362 Junipero Avenue, on the south east corner of Carroll Park West and Junipero Avenue (Exhibit A – Location Map). The property has a zoning designation of R-1-N and is improved with a two-story single family residential building and detached garage. Built in 1913, the building was designed in Eclectic Craftsman style with some Japanese and Swiss Chalet influence.

This property is a contributing structure within the Carroll Park Historic District. Due to its unique corner property location and prominent two-story form create a prominent and stately appearance. Its period of significance coincides with the early development, growth of Long Beach and the City Beautiful movement. The structure is also associated with Dr. Francis L. Rogers who was the first ear, nose and throat doctor in Long Beach and who was active in many charitable works and public service activities. Lastly, the building is a high-style example of the Craftsman architectural style. The building was designed by C. Ben Sholes, and its features include the extensive use of wood materials, wide overhanging eaves, casement windows with upper divided lights, two prominent second floor bay windows and a wide gable front porch feature.

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 manifests one or more of criteria. Staff has analyzed the proposed nomination and finds that this property meets Findings A, B and C. This designation relates to the original exterior features of the primary building.

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

The proposed nomination is complimentary to the surrounding neighborhood. The residence is surrounded by single-family residential structures in the neighborhood as well as a church, parks, commercial and residential uses in the larger vicinity. The historic building retains a high level of integrity, and represents the development patterns of the Carroll Park historic district neighborhood. Its preservation through landmark status will be complimentary to the residences, parks and businesses in the surrounding community.

The General Plan Land Use Element includes relevant goals consistent with the proposed nomination, including:

Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support

the efforts of residents to maintain and strengthen their neighborhoods.

The proposed nomination will preserve the history of the historic neighborhood. The structure embodies neighborhood history and the City as a whole. It's designation as a historic landmark helps to raise public awareness about the City's history, historic preservation program, encourages public participation in learning about the historic resources in the City. The nomination will also assure the structure is maintained in a high-quality 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 a private buildings. Landmark status will protect the building, preserve its cultural and architectural value and reinforce the value of historic preservation for the public.

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 of 362 Junipero Avenue is eligible under Criteria A of the Long Beach City Cultural Heritage Commission Ordinance as a Historic Landmark that possesses a significant value attributable to the development of the City of Long Beach. The property located at 362 Junipero Avenue conveys the period of expansion, seaside resort destination, and City Beautiful Movement that took place in Long Beach during its construction. The property was part of the Carroll Park Tract that incorporated oval-shaped subdivisions with winding roads which is reflective of the City Beautiful Movement and Craftsman Bungalows that helped shape the aesthetically-pleasing and picturesque character of Long Beach that people flocked to the city to attain. The property falls within the Period of Significance of the existing local historic district of 1898-1923.

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

The property is eligible under Criteria B as a Long Beach Historic Landmark. The property is associated with Dr. Francis L. Rogers, an individual of substantial local significance was associated with this property. Dr. Rogers was recognized as the first ear, nose, and throat doctor in Long Beach and was notable for his extensive charitable works in sometime between 1910 and 1930 in the City.

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 property is eligible under Criteria C, as it embodies those distinguishing characteristics of an architectural type. The residence conveys a particular high

style example of an Eclectic Craftsman with Japanese influence. Additionally, this property is the work of a person whose work has significantly influenced the development of the City; and is an exceptionally unique, high-style, and master-architect-designed building. C. Ben Sholes was prominent in Long Beach and responsible for some of the city's earliest architecture that continued to define architecture in the City decades after completion. Contemporaries recognized his visionary skill and importance even after his death in 1914. The property of 362 Junipero Avenue falls within a period of significance of 1914 and retains its integrity. The property is a significant visual element and historic record within the neighborhood and retains original character-defining elements of the Craftsman style.

**LANDMARK DESIGNATION
HP17-257
FINDINGS AND ANALYSIS
355 Junipero Avenue**

ANALYSIS:

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

The subject site is located at 355 Junipero Avenue, on the south west corner of Florida Street and Junipero Avenue (Exhibit A – Location Map). The property has a zoning designation of R-1-N and is improved with a two-story single-family building with detached garage. Built in 1914, the building was designed in the Eclectic Craftsman-style with Japanese Influences.

This custom house was designed by the architectural partnership of Austin and Lochridge. Both W. Horace Austin and Harvey Lochridge were well regarded Long Beach architects noted for designing several notable building. This building conveys the period of early development during the City Beautiful movement. The structure is well preserved and retains many original architectural features. The historic building is also associated with Julia Ellen Rogers a noted naturalist and author. Stylistically, the building is well-designed utilizing many architectural features associated with the Craftsman style including the low-pitched roof, extensive use of wood materials, dual front gables, and wood shingle wall cladding.

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 manifests one or more of criteria. Staff has analyzed the proposed nomination and finds that this property meets Findings A, B and C. This designation relates to the original exterior features of the primary building.

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

The proposed nomination is complimentary to the surrounding neighborhood. The residence is surrounded by single-family and multi-family residential structures in the neighborhood as well as a church, parks, commercial and residential uses in the larger vicinity. The historic building retains a high level of integrity, and represents the development patterns of the Carroll Park neighborhood. Its preservation through landmark status will be complimentary to the residences, parks and businesses in the surrounding community.

The General Plan Land Use Element includes relevant goals consistent with the proposed nomination, including:

Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support the

efforts of residents to maintain and strengthen their neighborhoods.

The proposed nomination will preserve the history of the neighborhood. The structure embodies the history of the neighborhood and City as a whole. It's designation as a historic landmark helps to raise public awareness about the City's history, historic preservation program, encourages public participation in learning about the historic resources in the City. The nomination will also assure the structure is maintained in a high-quality 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 a 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 of 355 Junipero Avenue is eligible under Criteria A of the Long Beach City Cultural Heritage Commission Ordinance as a Long Beach Historic Landmark as a building that possesses a significant value attributable to the development of the city of Long Beach. The property at 355 Junipero Avenue conveys the period of expansion, seaside resort destination, and City Beautiful Movement that took place in Long Beach during its construction.

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

The subject property at 355 Junipero Avenue in Long Beach is eligible under Criteria B for landmark designation. Julia Ellen Rogers, an individual of substantial local significance was associated with this property. Julia E. Rogers was a naturalist notable for her work on shells and trees, and was recognized as a leading writer in the City.

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 subject property at 355 Junipero Avenue in Long Beach is eligible under Criteria C as it embodies those distinguishing characteristics of an architectural type. The residence conveys a particular high style example of an Eclectic Craftsman with Japanese influence. The property is an exceptional individual resource that retains the majority of the aspects of integrity, including the original siding, many of the original windows, the original porch and entrance, the original

garage is also a related feature; it therefore meets the local registration requirements for Craftsman-style architecture. Additionally, this property is the work of a person whose work has significantly influenced the development of the City; and is an exceptionally unique, high-style, and master-architect-designed building. Architect W. Horace Austin and Harvey Lochridge were prominent in Long Beach and responsible for some of the city's most famous architecture. Austin was likely the most famous early architect in the city and was creative in his original designs. Furthermore, the subject property is related to a distinctive area, notably the early development of Long Beach and the Carroll Park and Alamitos Park Tracts, and should be developed or preserved according to a specific historical, cultural, or architectural, motif. It is a very unique and significant visual element in the neighborhood and in a very unusual, prominent, corner location as a noteworthy Craftsman property that stands across the street from another Craftsman property (362 Junipero Avenue).

**LANDMARK DESIGNATION
HP17-254
FINDINGS AND ANALYSIS
501 E. Broadway**

ANALYSIS:

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 manifests one or more of criteria for landmark designation. Staff has analyzed the proposed nomination and finds that this property meets Findings A and C. This designation relates to the original exterior features of the primary building.

The subject site is located at 501 E. Broadway, on 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 Apartment building was designed in the stucco-clad transitional Art Deco/ Streamline Moderne-style building composed of five bays. The building is defined by both its curved bullnose, and speed-inspired horizontality contrasted by the sheer verticality of its many ornaments. 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 is associated with events important in local history, the Long Beach Earthquake. 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. The building is an excellent example of the Streamline Moderne style which makes it eligible under Criteria C.

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

The proposed nomination is complimentary to the surrounding neighborhood. The building has served the East Village neighborhood of Long Beach for nearly a century. The property is surrounded by other mixed-use buildings, designated landmark buildings, multi-family residential and commercial uses in the immediate vicinity. This historic building retains a high level of integrity, and represents the development patterns of the East Village of downtown Long Beach. Its preservation through landmark status will be complimentary to the residences and businesses in the surrounding community.

The General Plan Land Use Element includes relevant goals consistent with the proposed nomination, including:

Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support the efforts of residents to maintain and strengthen their neighborhoods.

The proposed nomination will preserve the history of the historic neighborhood. The structure itself embodies the history of the neighborhood and City as a whole. It's

designation as a historic landmark helps to raise public awareness about the City's history, historic preservation program, encourages public participation in learning about the historic resources in the City. The nomination will also assure the structure is maintained in a high-quality 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 a 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 of 501 E. Broadway is recommended eligible for designation pursuant to Criteria A as a resource that is associated with an event that made a significant contribution to the broad patterns of the City's history. The 1933 earthquake that ravaged Long Beach damaged dozens of buildings, and many were left in ruins. 501 E. Broadway was one such affected building, and was involved in the resultant period of architectural reinvigoration. This construction boom changed the face of Long Beach, as many of the newly erected façades were decorated in the Art Deco/Streamline Moderne style. Only a number of these unique buildings still remain.

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 property embodies those distinguishing characteristics of an architectural type. The mixed-use building conveys a particular high style example of a transitional Art Deco and Streamline modern building. The property is an exceptional individual resource that retains the majority of the aspects of integrity, including the original bays, many of the original windows, the original fire escape, and the original sign and spire; it therefore meets the local registration requirements for Art Deco and Streamline Moderne architecture. Additionally, this property is the work of a person whose work has significantly influenced the development of the City; and is exceptionally unique, high style, and master-architect-designed building. Architect W. Horace Austin was prominent in Long Beach and responsible for some of the City's most famous architecture. Austin was likely the most famous early architect in the City and was creative in his original designs. The property of 501 E Broadway falls within a period of significance of 1933 and retains its integrity. The property is a significant visual element and historic record within the neighborhood and retains original character-defining elements of the Art Deco/Streamline Moderne style.

**LANDMARK DESIGNATION
HP17-256
FINDINGS AND ANALYSIS
287 Granada Avenue**

ANALYSIS:

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

The subject site is located at 287 Granada Ave, on the west side of the street between 3rd St and Vista St (Exhibit A – Location Map). The property has a zoning designation of R-1-N and is improved with a two-story duplex building and detached garage. Built in 1931, the building was designed in the Spanish Colonial Revival style.

The building conveys a particular historic architectural style; conveys the period of expansion and seaside resort destination that took place in Long Beach during its construction; and falls within the period of significance of other nearby historic districts containing similar architecture. It is a significant visual element in the neighborhood and was noted indirectly in period media when the street was developed in 1930. It retains most, but not all, of its original character-defining features. The building is also a good example of Spanish style with Monterey influence.

The primary (east) elevation is divided into a simple four-element design that displays slightly asymmetrical decorative touches to provide relief. At the first floor, a simple first floor entry is located within the left (south) bay and fronted by a landing held by four square, stuccoed piers and accessed from its south side by four stairs clad in non-original flagstone veneer. The right bay contains a large arched twelve-light focal window within a slightly stepped-back portion of the façade. Above these two elements, the first floor entrance is topped by an original second floor balcony of painted milled wood supported by large brackets and accessed by multi-light French doors, a typical element in Monterey Revival style architecture. The arched first floor focal window portion of the façade is crowned by a line of four scallop-type arches that buttress the overhanging second floor. Wood brackets that would support these arches are present, but are currently encased in the inappropriate application of rough stucco. The sash for the window opening contained at the second floor on this north bay is of the same twelve-light scale as the first floor focal window, but of a rectangular rather than arched shape.

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 manifests one or more of criteria. Staff has analyzed the proposed nomination and finds that this property meets Findings A and C. This designation relates to the original exterior features of the building.

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

The proposed nomination is complimentary to the surrounding neighborhood. The residence is surrounded by single-family residential structures and other duplex structures in the neighborhood as well as parks, and residential uses in the larger vicinity.

The historic building retains a high level of integrity, and represents the development patterns of the greater Belmont Heights neighborhood. Its preservation through landmark status will be complimentary to the residences, parks and businesses in the surrounding community.

The General Plan Land Use Element includes relevant goals consistent with the proposed nomination, including:

Neighborhood Emphasis: Long Beach recognizes the strong neighborhood to be the essential building block of a City-wide quality living environment, and will assist and support the efforts of residents to maintain and strengthen their neighborhoods.

The proposed nomination will preserve the history of the neighborhood. The structure embodies the neighborhood history and City as a whole. Designation as a historic landmark helps to raise public awareness about the City's history, historic preservation program, encourages public participation in learning about the historic resources in the City. The nomination will also assure the structure is maintained in a high-quality 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 a private buildings. Landmark status will protect the building, preserve its cultural and architectural value and reinforce the value of historic preservation for the public.

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 located at 287 Granada Avenue in Long Beach possesses a significant character, interest and value attributable to the development, heritage, and cultural characteristics of the City of Long Beach and the Southern California region. The development of Granada Avenue not only came at the very end of a period of limited available land in Belmont Heights; but also at the end of a period of prosperity and continued expansion, before the Great Depression. The development of this "last" street within Belmont Heights involved significant planning and design work by various local architects. 287 Granada Avenue is located within an upper block of properties that have suffered from infill, alterations, and new construction which reduced its ability to contribute to a district and marginalizes its ability to convey its significance. However, the property does still relate to other surviving circa-1930 Spanish Colonial Revival residences in the neighborhood.

- 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 subject property is recommended eligible for designation under Criteria C as a good example of the Spanish Colonial Revival style of architecture with some Monterey Revival elements. The building is capped with a side-gabled, shallow-sloped roof of Spanish tile, and decorated with various other Spanish Colonial Revival detailing. An original second floor balcony of painted milled wood supported by large brackets and accessed by multi-light French doors adorns the second floor, a typical element in Monterey Revival style architecture. The arched first floor focal window portion of the façade is crowned by a line of four scallop-type arches that buttress the overhanging second floor.