

Attachment B

Ordinance No. C -6672

Amending the Long Beach Municipal Code by adding Sections 16.52.440, 16.52.480, 16.52.490, 16.52.500 and 16.52.510 relating to the nomination of the Atlantic Studio, The American Hotel, The 312-316 Elm Avenue Commercial Building, The First United Presbyterian Church and Walkers Department Store as historical landmarks (District 1)

Introduced Brande

First Reading 12/5/89

Second Reading 12/12/89

Approved by the Mayor
~~Third Reading~~ 12/14/89

Passage _____

Publication _____

Posted 12/18/89

ORDINANCE NO. C- 6672

AN ORDINANCE OF THE CITY COUNCIL OF THE
CITY OF LONG BEACH AMENDING THE LONG BEACH
MUNICIPAL CODE BY ADDING SECTIONS 16.52.440,
16.52.480, 16.52.490, 16.52.500 AND 16.52.510
RELATING TO THE NOMINATION OF THE ATLANTIC
STUDIO, THE AMERICAN HOTEL, THE 312-316 ELM
AVENUE COMMERCIAL BUILDING, THE FIRST UNITED
PRESBYTERIAN CHURCH AND WALKERS DEPARTMENT
STORE AS HISTORICAL LANDMARKS

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

Section 1. Section 16.52.440 is added to the Long
Beach Municipal Code to read as follows:

16.52.440 THE ATLANTIC STUDIO

Pursuant to the provisions of Chapter 2.63 and
with the recommendation of the Planning Commission,
the City Council designates the following building as
an historical landmark in the City: The Atlantic
Studio.

A. Location, description and reasons for
designation. Located at 226 Atlantic Avenue in the
City of Long Beach, this small scale commercial
structure combines Art Deco and Gothic Revival design
in a very unique and distinctive facade. Built in

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1 1933, this is a relatively late example of Art Deco
2 styling, constructed at a time when the style had
3 already gained popular acceptance. The combination
4 of Gothic Revival and Art Deco was sometimes used for
5 "skyscrapers" of the late twenties and early
6 thirties. Finding these styles on a small scale
7 commercial building is unusual, and this building has
8 a unique charm that is quite individual.

9 The Atlantic Studio is an established and
10 familiar visual feature of downtown Long Beach,
11 having existed there in unchanged form for fifty-six
12 years. Its unique and charming facade distinguishes
13 it from other small commercial buildings.

14 B. General guidelines and standards for any
15 changes. The "Standards for Rehabilitation and
16 Guidelines for Rehabilitating Historic Buildings"
17 prepared by the Secretary of the Interior (Revised,
18 1983), as amended, are incorporated by reference, and
19 the following additional guidelines and standards as
20 recommended by the Cultural Heritage Commission are
21 adopted:

22 Any alterations, modifications or repair of the
23 above structure shall be done so in keeping with its
24 historic character, and any alteration, modifications
25 or changes shall follow the Secretary of Interior's
26 Standards for Rehabilitation and Guidelines for
27 Rehabilitating Historic Buildings.

28 No environmental changes shall be permitted to

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1 the exterior of the building unless a Certificate of
2 Appropriateness has been applied for and approved by
3 the Cultural Heritage Commission or by the City
4 Planning Commission, upon appeal, authorizing such
5 environmental changes. Nothing in this Section shall
6 be deemed to restrict internal modifications to the
7 building not visible externally.

8
9 Sec. 2. Section 16.52.480 is added to the Long Beach
10 Municipal Code to read as follows:

11
12 16.52.480 THE AMERICAN HOTEL

13 Pursuant to the provisions of Chapter 2.63
14 and with the recommendation of the Planning
15 Commission, the City Council designates the following
16 building as an historical landmark in the City: The
17 American Hotel.

18 A. Location, description and reasons for
19 designation. Located at 224-230 East Broadway in the
20 City of Long Beach, the American Hotel is one of the
21 oldest surviving commercial buildings in downtown
22 Long Beach, and the second oldest one documented.
23 Built in 1905, it is evidence of the first phase of
24 Long Beach's commercial development in the early
25 1900s. It exemplifies mixed-use development typical
26 of that period, with commercial shops on the ground
27 floor and residential use on the upper two floors.
28 The Broadway facade shows characteristics of the

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1 Romanesque Revival style, popular in the 1890s. The
2 broad, flat piers dividing the Broadway facade, the
3 rusticated stone keystones and semicircular arches
4 are typical of that style. This is a unique example
5 of that style in Long Beach.

6 The American Hotel is one of the oldest commer-
7 cial buildings in downtown Long Beach. Along with
8 the 1906 First National Bank of Long Beach Building
9 at First and Pine (now being restored and renovated),
10 and the recently renovated Masonic Temple at 228 Pine
11 (1903), it is a rare surviving commercial building
12 from the early 1900s. It commemorates the early
13 commercial development of downtown Long Beach, which
14 makes it worthy of preservation.

15 B. General guidelines and standards for any
16 changes. The "Standards for Rehabilitation and
17 Guidelines for Rehabilitating Historic Buildings"
18 prepared by the Secretary of the Interior (Revised,
19 1983), as amended, are incorporated by reference, and
20 the following additional guidelines and standards as
21 recommended by the Cultural Heritage Commission are
22 adopted:

23 Any alterations, modifications or repair of the
24 above structure shall be done so in keeping with its
25 historic character, and any alteration, modifications
26 or changes shall follow the Secretary of Interior's
27 Standards for Rehabilitation and Guidelines for
28 Rehabilitating Historic Buildings.

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1 No environmental changes shall be permitted to
2 the exterior of the building unless a Certificate of
3 Appropriateness has been applied for and approved by
4 the Cultural Heritage Commission or by the City
5 Planning Commission, upon appeal, authorizing such
6 environmental changes. Nothing in this Section shall
7 be deemed to restrict internal modifications to the
8 building not visible externally, but should the
9 modernization of the ground floor storefronts be
10 removed, the ground floor renovation should be
11 externally consistent in materials and design with
12 the historical period of the building.

13
14 Sec. 3. Section 16.52.490 is added to the Long Beach
15 Municipal Code to read as follows:

16 16.52.490 THE 312-316 Elm Avenue Commercial
17 BUILDING

18 Pursuant to the provisions of Chapter 2.63 and
19 with the recommendation of the Planning Commission,
20 the City Council designates the following building as
21 an historical landmark in the City: The 312-316 Elm
22 Avenue Commercial Building.

23 A. Location, description and reasons for
24 designation. Located at 312-316 Elm Avenue in the
25 City of Long Beach, this building exemplifies the
26 tremendous economic expansion that drove the City's
27 growth in the twenties, spilling over even into the
28 early years of the Depression.

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1 Constructed in 1930, this building is one of the
2 finest Art Deco buildings in downtown Long Beach, an
3 excellent and intact example of that style.

4 Remarkably, all the original storefronts survive in
5 the original design, with recessed entryways and
6 colored tile bases. The facade is grouped into three
7 sections by fluted piers. The second story windows
8 are capped with chevrons, and covered with ornate Art
9 Deco metal grilles. The design is entirely
10 unaltered, and retains the freshness and exuberance
11 of the Jazz Age. Its architectural quality deserves
12 to be preserved. It is one of a number of
13 small-scale Art Deco commercial buildings in downtown
14 Long Beach which recall the City's economic growth in
15 the twenties. This was the second major phase in the
16 City's growth and development, the first one
17 occurring in the early 1900s.

18 B. General guidelines and standards for any
19 changes. The "Standards for Rehabilitation and
20 Guidelines for Rehabilitating Historic Buildings"
21 prepared by the Secretary of the Interior (Revised,
22 1983), as amended, are incorporated by reference, and
23 the following additional guidelines and standards as
24 recommended by the Cultural Heritage Commission are
25 adopted:

26 Any alterations, modifications or repair of the
27 above structure shall be done so in keeping with its
28 historic character, and any alteration, modifications

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1 or changes shall follow the Secretary of Interior's
2 Standards for Rehabilitation and Guidelines for
3 Rehabilitating Historic Buildings.

4 No environmental changes, including repainting,
5 shall be permitted to the exterior of the building
6 unless a Certificate of Appropriateness has been
7 applied for and approved by the Cultural Heritage
8 Commission or by the City Planning Commission, upon
9 appeal, authorizing such environmental changes.
10 Nothing in this Section shall be deemed to restrict
11 internal modifications to the building not visible
12 externally.

13
14 Sec. 4. Section 16.52.500 is added to the Long Beach
15 Municipal Code to read as follows:

16 16.52.500 FIRST UNITED PRESBYTERIAN CHURCH

17 Pursuant to the provisions of Chapter 2.63 and
18 with the recommendation of the Planning Commission,
19 the City Council designates the following building as
20 an historical landmark in the City: First United
21 Presbyterian Church.

22 A. Location, description and reasons for
23 designation. Located at 600 East Fifth Street in the
24 City of Long Beach, First United Presbyterian Church
25 represents the history and development of religious
26 institutions in the City of Long Beach. The
27 Presbyterian denomination established its first foot-
28 hold in Long Beach on this site, with the founding of

1 its congregation and the construction of its original
2 building here in 1905. The existing building,
3 constructed in 1939, is an outstanding example of
4 Gothic Revival style, a style particularly
5 appropriate for churches, based on European examples
6 of the Gothic style of the middle ages. This style
7 was often used for churches in the first two decades
8 of this century in the U.S.A.

9 The great Gothic-styled wood beamed ceiling of
10 the church sanctuary represents a unique type of
11 Gothic Revival design within the parameters of that
12 style. Additionally, the U-shaped landscaped court-
13 yard evokes a cloistered configuration reminiscent of
14 European precedents and the notion of "sanctuary" as
15 an oasis within the City.

16 The First United Presbyterian Church building
17 represents an established and familiar visual feature
18 of a neighborhood or community due to its unique
19 location or specific distinguishing characteristics.
20 Its distinctive Gothic Revival architecture consti-
21 tutes an important visual landmark on a prime corner
22 of downtown Long Beach.

23 B. General guidelines and standards for any
24 changes. The "Standards for Rehabilitation and
25 Guidelines for Rehabilitating Historic Buildings"
26 prepared by the Secretary of the Interior (Revised,
27 1983), as amended, are incorporated by reference, and
28 the following additional guidelines and standards as

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1 recommended by the Cultural Heritage Commission are
2 adopted:

3 The building's interior and exterior shall be
4 regulated by the provisions of this ordinance.

5 Any alterations, modifications or repair of the
6 building's interior or exterior shall be consistent
7 with its historic character, and no changes of any
8 kind, including repainting, shall be permitted unless
9 a Certificate of Appropriateness has been applied for
10 and approved by the Cultural Heritage Commission.

11
12 Sec. 5. Section 16.52.510 is added to the Long Beach
13 Municipal Code to read as follows:

14 16.52.510 WALKERS DEPARTMENT STORE

15 Pursuant to the provisions of Chapter 2.63 and
16 with the recommendation of the Planning Commission,
17 the City Council designates the following building as
18 an historical landmark in the City: Walkers Depart-
19 ment Store.

20 A. Location, description and reasons for
21 designation. Located at 401-423 Pine Avenue in the
22 City of Long Beach, Walkers Department Store
23 exemplifies the burst of retail development that
24 occurred in the twenties as part of an economic boom
25 in Long Beach. Several local department stores were
26 established around that time (i.e., Famous, now
27 Thrifty Drugs, Buffums, Barker Brothers), most of
28 which are today out of business. Pine Street was

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1 then the primary shopping district of Long Beach.
2 This building is associated with Long Beach's
3 tremendous economic growth in the twenties, and the
4 flourishing of local retail business.

5 The architectural style of Walkers Department
6 Store blends two distinct traditions: Art Deco and
7 Renaissance Revival. The rectangular building
8 profile, balance between verticals and horizontals,
9 and solidity of a distinct ground floor base are
10 Renaissance Revival characteristics. However, the
11 vertical ground pilasters, grouping of windows,
12 decorative window spandrels, and decorative motifs
13 are Art Deco in nature. Constructed in 1929, the
14 architecture of this building exemplifies the
15 transition from a traditional style to a new modern
16 style. Meyer and Holler, the architects, was a
17 prominent Los Angeles firm whose most famous building
18 was Grauman's Chinese Theater in Hollywood. They
19 also designed two other Hollywood landmarks:
20 Grauman's Egyptian Theater and the Security Pacific
21 Bank. In Long Beach they designed the Fox West Coast
22 Theater (demolished) and the Ocean Center Building.

23 Walkers Department Store is part of the original
24 Pine Avenue retail commercial district during the
25 boom years of the twenties, representing the economic
26 growth of Long Beach and recalling the predominance
27 of Pine Avenue as downtown's major retail corridor.

28 B. General guidelines and standards for any

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1 changes. The "Standards for Rehabilitation and
2 Guidelines for Rehabilitating Historic Buildings"
3 prepared by the Secretary of the Interior (Revised,
4 1983), as amended, are incorporated by reference, and
5 the following additional guidelines and standards as
6 recommended by the Cultural Heritage Commission are
7 adopted:

8 The building's interior and exterior shall be
9 regulated by the provisions of this ordinance. There
10 shall be no restrictions on the building's interior.

11 Any alterations, modifications or repair of the
12 building's exterior shall be consistent with its
13 historic character.

14 No exterior changes, including repainting, shall
15 be permitted unless a Certificate of Appropriateness
16 has been applied for and approved by the Cultural
17 Heritage Commission.

18
19 Sec. 6. The City Clerk shall certify to the passage
20 of this ordinance by the City Council and cause it to be posted
21 in three conspicuous places in the City of Long Beach, and it
22 shall take effect on the thirty-first day after it is approved
23 by the Mayor.

24 I certify that the foregoing ordinance was adopted by the

25 ///

26 ///

27 ///

28 ///

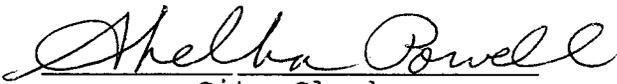
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City Council of the City of Long Beach at its meeting of
December 12, 1989, by the following vote:

Ayes: Councilmembers: Hall, Clark, Robbins, Smith,
Grabinski, Kellogg.

Noes: Councilmembers: None.

Absent: Councilmembers: Braude, Edgerton, Harwood.


City Clerk

Approved: 12-14-89
(Date)


Mayor

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WHK/am
10/31/89
REV: 11/09/89
REV: 11/20/89
OR\72.HL

AFFIDAVIT OF POSTING

STATE OF CALIFORNIA) ss
COUNTY OF LOS ANGELES)
CITY OF LONG BEACH)

Renae Tyner being duly sworn says: That she is
an employee in the office of the City Clerk of the City of
Long Beach; that on the 18th day of December, 1989
she posted three true and correct copies of Ord. No. C-6672
in three conspicuous places in the City of Long Beach, to wit:
One of said copies in the Main corridor of the City Hall in front
of the office of the City Clerk of the City of Long Beach; one
of said copies in the Main Library and one of said copies in the
entrance lobby of the County Building, 415 West Ocean Boulevard.



Subscribed and sworn to before me

this 18th day of December, 1989



City Clerk of the City of Long Beach