



# CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

333 West Ocean Blvd., 5<sup>th</sup> Floor

Long Beach, CA 90802

(562) 570-6194

FAX (562) 570-6068

September 5, 2013

CHAIR AND PLANNING COMMISSIONERS  
City of Long Beach  
California

**RECOMMENDATION:**

Approve a Conditional Use Permit (CUP) and approve a Categorical Exemption 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**

The subject site is located at 1700 Santa Fe Avenue, between 17<sup>th</sup> 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 (Exhibit A - Conceptual Plans). 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 17<sup>th</sup> 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 Angeles, one day prior to the June 20, 2013 Planning Commission hearing. This opposition was pursuant to the California Environmental Quality Act (CEQA), which the commenters believe requires additional review given the structure was built in 1946 by local architect Victor Siebert, thus potentially historic.

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 had been designated a local Historic Landmark (Exhibit B – Comment Letters).

This item was continued from the August 1, 2013 Planning Commission meeting and was re-noticed for September 5, 2013, to allow staff additional time to review the demolition of the office building located at 1724 Santa Fe Avenue.

On August 8, 2013, staff met with representatives of Long Beach Heritage, The Art Deco Society of Los Angeles, the West Project Area Council, and the owner of the property at 1724 Santa Fe Avenue to discuss the demolition of the office building. After discussing design options, the significant deterioration of the building, and the potential for relocating the building to another site, an agreement was made to allow the demolition of the building with the inclusion of two added conditions of approval. The first condition added was to require a photo documentation of the two-story office building with a requirement to archive the photos and building description with Long Beach Heritage (Exhibit C). The second condition requires the salvage of prominent architectural pieces of the structure (i.e. windows, doors, siding, glass, etc.) and donate those pieces to a local architectural salvage yard.

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 revised Conditions of Approval (Exhibit D).

### **PUBLIC HEARING NOTICE**

Public hearing notices were distributed on August 16, 2013. 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 (Exhibit E).





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 Heritatie

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 black ink, appearing to read "John Thomas". The signature is fluid and cursive, with the first name "John" and last name "Thomas" clearly distinguishable.

John Thomas

President

Art Deco Society of Los Angeles

The Art Deco Society of Los Angeles

P.O. Box 972

Hollywood, California 90078

**CONDITIONAL USE PERMIT  
CONDITIONS OF APPROVAL****1700 Santa Fe Avenue****Application No. 1210-06****Date: September 5, 2013**

1. A Conditional Use Permit to convert an existing two-story office/warehouse building with a basement into a self-storage building, in conjunction with the addition of a third floor and the demolition of an existing two-story office building located at 1724 Santa Fe Avenue located in the IG zone.
2. This permit and all development rights hereunder shall terminate one year from the effective date of this permit unless construction is commenced or a time extension is granted, based on a written and approved request submitted prior to the expiration of the one year period as provided in Section 21.21.406 of the Long Beach Municipal Code.
3. This permit shall be invalid if the owner(s) and/or applicant(s) have failed to return written acknowledgment of their acceptance of the conditions of approval on the *Conditions of Approval Acknowledgement Form* supplied by the Planning Bureau. This acknowledgment must be submitted within 30 days from the effective date of approval (final action date or, if in the appealable area of the Coastal Zone, 21 days after the local final action date).

**Special Conditions:**

4. The building style shall be maintained to the satisfaction of the Site Plan Review Committee. Any alterations or modification to the plans approved shall be approved by the Site Plan Review Committee.
5. The removal and installation of all wireless telecommunication facilities shall require a Site Plan Review approval before issuance of a building permit.
6. A driveway easement shall be provided from the curb approach on Esther Street, on the northerly property, to the three proposed parking spaces fronting on Santa Fe Avenue, prior to issuance of a building permit.
7. The building shall be repainted using a color arrangement that is similar to the original color pallet used when the building was constructed in 1951. A sample of the colors shall be approved, prior to issuance of a building permit.
8. Loading and unloading shall occur within the existing truck bay located on 17<sup>th</sup> Street. Appropriate signage shall also be placed in the parking lot to guide customers/guests to the loading area.

9. A broad leaf three shall be placed within the parking lot in place of the proposed palm trees, to the satisfaction of the Site Plan Review Committee.
10. No pay phone shall be maintained on the interior and exterior of the premises.
11. Any graffiti found on site must be removed within 24 hours of its appearance.
12. A landscaping plan shall be approved, prior to the issuance of a Certificate of Occupancy, and all landscaping shall be maintained with drought tolerant trees and shrubs.
13. The two-story office building located at 1724 Santa Fe Avenue shall be photo documented and building description completed, and both documents archived with Long Beach Heritage.
14. The prominent architectural features (i.e. windows, siding, door, and glass) shall be donated to a local architectural salvage yard at no cost.
15. If, for any reason, there is a violation of any of the conditions of this permit or if the use/operation is found to be detrimental to the surrounding community, including public health, safety or general welfare, environmental quality or quality of life, such shall cause the City to initiate revocation and termination procedures of all rights granted herewith.

**Standard Conditions:**

16. In the event of transfer of ownership of the property involved in this application, the new owner shall be fully informed of the permitted use and development of said property as set forth by this permit together with all conditions that are a part thereof. These specific requirements must be recorded with all title conveyance documents at time of closing escrow.
  17. This approval is required to comply with these conditions of approval as long as the use is on the subject site. As such, the site shall allow periodic re-inspections, at the discretion of city officials, to verify compliance. The property owner shall reimburse the City for the inspection cost as per the special building inspection specifications established by City Council (Sec. 21.25.412, 21.25.212).
  18. All conditions of approval must be printed verbatim on all plans submitted for plan review to the Department of Development Services. These conditions must be printed on the site plan or a subsequent reference page.
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19. The Director of Development Services is authorized to make minor modifications to the approval design plans or any of the conditions of approval if such modifications shall not significantly change/alter the approved design/project. Any major modifications shall be reviewed by the Zoning Administrator or Planning Commission, respectively.
20. The property shall be developed and maintained in a neat, quiet, and orderly condition and operated in a manner so as not to be detrimental to adjacent properties and occupants. This shall encompass the maintenance of exterior facades of the building, designated parking areas serving the use, landscaping, fences and the perimeter of the site (including all public parkways).
21. The applicant shall defend, indemnify, and hold harmless the City of Long Beach, its agents, officers, and employees from any claim, action, or proceeding against the City of Long Beach or its agents, officers, or employees brought to attack, set aside, void, or annul an approval of the City of Long Beach, its advisory agencies, commissions, or legislative body concerning this project. The City of Long Beach will promptly notify the applicant of any such claim, action, or proceeding against the City of Long Beach and will cooperate fully in the defense. If the City of Long Beach fails to promptly notify the applicant of any such claim, action or proceeding or fails to cooperate fully in the defense, the applicant shall not, thereafter, be responsible to defend, indemnify, or hold harmless the City of Long Beach.

# CONDITIONAL USE PERMIT FINDINGS

1700 Santa Fe Avenue  
App. No. 1210-06  
September 5, 2013

Pursuant to Section 21.25.206 of the Long Beach Municipal Code, a Conditional Use Permit can be granted only when positive findings are made consistent with the following criteria set forth in the Zoning Ordinance. These findings and staff analysis are presented for consideration, adoption and incorporation into the record of proceedings:

- 1. THE APPROVAL IS CONSISTENT WITH AND CARRIES OUT THE GENERAL PLAN, ANY APPLICABLE SPECIFIC PLANS SUCH AS THE LOCAL COASTAL PROGRAM AND ALL ZONING REGULATIONS OF THE APPLICABLE DISTRICT;**

The project site is located in Land Use District #9G—General Industry. The land use district occurs in a few subdistricts within the City, although this type of land use dominates the environment west of the city. The LUD #9G is established in order to maintain a strong industrial employment component in the City's economic base by accommodating a diverse range of businesses which employ many different processes, creating a wide variety of products. The proposed adaptive re-use of an industrial warehouse building into a self-storage building will provides a service that is not common in the industrial zones and thus allows the use to be consistent with the General Plan because it allows for a diverse range of businesses.

In the General Industrial (IG) Zone, a Conditional Use Permit is required, according to Table 33-1 of the Long Beach Municipal Code, to enable consistency with the Zoning Ordinance. Thus, approval of the Conditional Use Permit will allow the project to be consistent with both the General Plan and Zoning Ordinance.

- 2. THE PROPOSED USE WILL NOT BE DETRIMENTAL TO THE SURROUNDING COMMUNITY INCLUDING PUBLIC HEALTH, SAFETY, GENERAL WELFARE, ENVIRONMENTAL QUALITY OR QUALITY OF LIFE; AND**

The proposed conversion of an industrial warehouse building with accessory offices into a self-storage building will lead to a reduction in vehicular trips to and from the site, due to a decrease in the number of businesses onsite. The conversion will improve the appearance of the building, allow for additional parking, screen un-slightly antennas located on the rooftop and building façade. The demolition of a building located at 1724 Santa Fe Avenue, with the inclusion of two conditions of approval, will allow a potentially historic property to be archived and prominent pieces salvaged for use on other buildings in the city. These changes improve the quality of the building, reduce the parking impact,

and with added conditions of approval will not impact the public health, safety or general welfare, surrounding community, environment quality or affect the quality of life in the area.

**3. THE APPROVAL IS IN COMPLIANCE WITH THE SPECIAL CONDITIONS FOR THE USE ENUMERATED IN CHAPTER 21.52.**

There are no Special Conditions of Approval for Self Storage Uses



# NOTICE of EXEMPTION from CEQA

# EXHIBIT E

DEPARTMENT OF DEVELOPMENT SERVICES  
333 W. OCEAN BLVD., 5<sup>TH</sup> FLOOR, LONG BEACH, CA 90802  
(562) 570-6194 FAX: (562) 570-6068  
lbs.longbeach.gov

TO:  Office of Planning & Research  
1400 Tenth Street, Room 121  
Sacramento, CA 95814

FROM: Department of Development Services  
333 W. Ocean Blvd, 5<sup>th</sup> Floor  
Long Beach, CA 90802

L.A. County Clerk  
Environmental Fillings  
12400 E. Imperial Hwy. 2<sup>nd</sup> Floor, Room 2001  
Norwalk, CA 90650

Categorical Exemption CE- 12081

Project Location/Address: 1700 SANTA FE AVE. LONG BEACH, CA 90801

Project/Activity Description: CONVERT OFFICE / WAREHOUSE BUILDING INTO A SELF-STORAGE BUILDING WITH THREE PARKING SPACES.

Public Agency Approving Project: City of Long Beach, Los Angeles County, California

Applicant Name: GERARDO LICCIARDI

Mailing Address: 2941 BRIAWOOD DR., TORRANCE, CA 90505

Phone Number: 310) 493-5318

Applicant Signature: [Signature]

BELOW THIS LINE FOR STAFF USE ONLY

Application Number: 1210-06 Planner's Initials: SV

Required Permits: Conditional use Permit

THE ABOVE PROJECT HAS BEEN FOUND TO BE EXEMPT FROM CEQA IN ACCORDANCE WITH STATE GUIDELINES SECTION 15301, Class 1, Existing Facilities

Statement of support for this finding: Conversion of existing commercial building to another commercial land use.

Contact Person: PAUL COLLINS

Contact Phone: 562) 437-6311

Signature: [Signature]

Date: 10/17/12