

**CITY OF LONG BEACH**

DEPARTMENT OF PLANNING & BUILDING

333 W. OCEAN BLVD. • LONG BEACH, CA 90802 • (562) 570-6194 FAX (562) 570-6068

ZONING DIVISION

June 3, 2004

CHAIRMAN AND PLANNING COMMISSIONERS
City of Long Beach
California

SUBJECT: Historic Landmark District Designation – Bluff Heights Historic District
(Council Districts 2 and 3)

APPLICANT: Catherine Morley
Board of Directors, Bluff Heights Neighborhood Association

RECOMMENDATION

The Cultural Heritage Commission recommends that the City Planning Commission recommend that the Long Beach City Council adopt an ordinance designating the Bluff Heights Historic District with boundaries as indicated on the attached map (Appendix A).

BASIS FOR RECOMMENDATION

The Cultural Heritage Commission voted unanimously on February 18, 2004, to recommend the formation of the Bluff Heights Historic Landmark District, based upon the criteria for Designation of Landmarks and Landmark Districts in Municipal Code (Chapter 2 Section 63.050).

The genesis of the recommendation and detailed description of the proposed historic district is attached (Appendix B). This document describes the significance of the area, the period of significance (1902-1950), and describes the predominant architectural styles in the community of Bluff Heights. An architectural inventory is also included which details the number of each architectural type and inventories the number of noncontributing structures.

To evaluate and recommend historic district designation, the City uses National Register evaluation criteria. The standard used by the City for the ratio of contributing/noncontributing buildings is 2/3, adopted from the standard used for National Register Historic Districts. The ratio of contributing/noncontributing in the proposed Bluff Heights Historic District is 589/185 or a ratio of 3/1.

CRITERIA FOR DESIGNATION

The Bluff Heights Historic District meets the criteria for Historic Landmark Designation in Municipal Code Section 2.63.050 as follows:

- A. It possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the City, the southern California region, the state or the nation.

The district is a section of the Alamitos Beach Townsite which was originally planned by John W. Bixby in 1886 and annexed to Long Beach in 1905. The character of the district retains the building types and architectural styles that were part of the early history of Long Beach. The land was then subdivided into the Tichenor Tract, Cedar Rapids Tract, Graves Tract, Alamitos Tract, and Ocean Villa Tract. There was a substantial growth of structures by 1914.

- D. It portrays the environment in an era of history characterized by a distinctive architectural style.

The predominant architectural style of homes in this area is the Craftsman Bungalow style. More than 50% of the existing contributing homes today are Craftsman Bungalows. The earliest type of architecture in the area is Victorian, exemplifying the first homes built in the neighborhood. There are also a number of Prairie, Mediterranean and Spanish Colonial Revival homes in the district, as well as a few Tudor Revival and Neo-Traditional homes.

- H. It is part of or related to a distinctive area and should be developed or preserved according to a specific historical, cultural or architectural motif.

As a portion of the original Alamitos Beach Townsite, the Bluff Heights community dates back to the early years of the twentieth century. It was part of the original development era that was incorporated into the City of Long Beach in 1905. With a large number of the original homes still intact, it retains the scale, character and streetscape ambience of an old Long Beach neighborhood.

REQUIRED REVIEW

Per section 2.63.050(B) of the Municipal Code, the Acting Director of Planning and Building has been advised of this nomination. Staff is supportive. His report is attached.

PUBLIC PARTICIPATION

Section 2.63.060.A1 requires that the Cultural Heritage Commission "endeavor to consult with affected property owners" during the nomination process. In an effort to inform the affected property owners of the idea and meaning of a historic district, a community meeting was held December 10, 2003 at the Horace Mann School Auditorium. Notice of the meeting was mailed to all of the property owners in the area. Approximately 87 local

residents attended the meeting. The majority of the folks were in favor of the district nomination.

As a follow-up to the community meeting, staff mailed out over 800 notices on January 5, 2004, to all the property owners in the area with a questionnaire to gauge the number of property owner who were in support of the district designation, those opposed, or undecided about the concept. Of those questionnaires returned, 147 indicated support, 25 opposed, and 18 were undecided. Staff feels that there is a high level of support to form the historic district.

PUBLIC HEARING NOTICE

1,751 Notices of Public Hearing were mailed on May 21, 2004, to those property owners within the area and a 300 ft. mailing radius as well as to the Second and Third District Councilpersons.

ENVIRONMENTAL REVIEW


According to the guidelines to implement the California Environmental Quality Act, Categorical Exemption CEP 218-04 has been issued. It has been determined that this nomination will not adversely affect the environment.

IT IS RECOMMENDED THAT THE PLANNING COMMISSION

Recommend City Council adopt an ordinance designating the Bluff Heights neighborhood as a Historic Landmark District.

Respectfully submitted,

DAVID CHARTIER
Chair, Cultural Heritage Commission

By: 
Harold Simkins, Acting
Neighborhood and Historic Preservation Officer

Attachments

DESCRIPTION OF THE BLUFF HEIGHTS HISTORIC DISTRICT

BOUNDARIES: East of Junipero Avenue (not including the Carroll Park or Lowena Drive historic districts), West of Redondo Avenue, south of 4th Street, and North of Broadway. The exact boundaries included in the district are indicated on the attached map. Commercial properties on Broadway and Redondo are excluded. The district consists primarily of residential properties facing the streets from Kennebec to Coronado.

SIGNIFICANCE: Bluff Heights is a section of the Alamitos Beach Townsite which was originally planned by John W. Bixby in 1886 and annexed to Long Beach in 1905. The neighborhood has recorded tract surveys dating back to 1903. The land was then subdivided into all, or portions of: the Tichenor Tract, Cedar Rapids Tract, Graves Tract, Alamitos Tract and Ocean Villa Tract, indicating a substantial growth in structures by 1914. The Ocean Villa Tract was advertised as having lots “60 feet by 150 feet and ranging in price from \$150.00 up.” Financing was available with \$25.00 cash and \$10.00 per month. The Tichenor Tract offered “50 foot lots fronting on the electric railway” for \$400.00. The Pacific Electric Railway was originally located where Broadway is now, along the neighborhood’s southern boundary. Horace Mann School was built in 1914 to provide education for the children in the growing neighborhood.

Some of the original developers of the area include: Adelaide Tichenor, Solon and Louise Graves, A. G. Hayes, Nora Waldron, Charles S. McNary, Thomas Todd, J. H. Munholland, Walter C. Reynolds, George H. Bixby and George C. Flint, and were some of the more significant early pioneers of Long Beach. Adelaide Tichenor was an influential civic leader who founded the Ebell Club, the city’s public library and the Tichenor Orthopedic Clinic. Charles S. McNary, a contractor, was a pioneer resident of Coronado and Vista Avenues and was one of the first to build homes there in 1913. The original three bungalows McNary built and occupied with his family, at 3318 Vista, still stand today. J.H. Munholland and his wife, Myra, settled in Long Beach from Cedar Rapids, Iowa in 1901 and became well established in the development of the city, building many structures including the Munholland Apartments on Ocean and Elm (now demolished).

During this time of early 20th Century boosterism in Southern California, bold marketing tactics were utilized by real estate brokers and entrepreneurs to promote the sale of these sunny California lots to Mid-Westerners seeking a warmer climate. Long Beach experienced an large influx of new residents from the state of Iowa, resulting in the city’s moniker “Iowa by the Sea.” One advertising campaign for the Cedar Rapids Tract employed by Munholland marketed the tract with the slogan “See-Der-Rabbit.” According to an early 1900’s Daily Telegram article headlined “No Shooting Signs Go Up Tomorrow On Famed See-Der Rabbits Tract.” The article goes on to state that “In a few days ten foot rabbits will be noticed in different sections of the city, but hunters are warned that this is the closed season on this kind of game. The only way you can beat it is to buy a lot in the tract tomorrow.” The article also states that “three rigs will be running to take you out to this level residence district where magnificent views of the ocean are obtained from every lot. Prices will be \$350 to \$600 on easy terms.” In those days it was possible to see the ocean from that distance, as there were few building to obstruct the view, and the breakwater had not yet been constructed.

Other early residents of the district include: W. H. Hosking (2433 E. 3rd) the business manager for the Long Beach Press Telegram in 1917; J. S. Chaffer (2519 E. 3rd), Superintendent of Mail for the U. S. Postal Service; and Enoch Tallchief, an Osage Indian (2917 Colorado Street). Being a Native American entitled Tallchief to a special reduction in property taxes each year, in accordance with an opinion by Deputy City Attorney Joseph B. Lamb.

Today, the Bluff Heights district continues to represent a typical older residential neighborhood of Long Beach with numerous Craftsman and Spanish Colonial Revival single-family structures. The built environment reflects a succession of architectural styles and building types that are typical of the evolution of an early Long Beach neighborhood. A few Victorians, the earliest structures from the early 1900's, may still be found. In the teens and early twenties, the Craftsman Bungalows were constructed. In the early 'twenties, Mission Revival and Prairie Style single-family and multi-family residences began to appear. In the later 'twenties and 'thirties Spanish Colonial Revival and Tudor Revival structures were built. During the late 'thirties, 'forties and early 'fifties Neo-Traditional homes and apartment buildings began to appear. It was not until the 'sixties, 'seventies and 'eighties that large-scale multi-family structures were built. These large and incompatible buildings are considered "non-contributing" structures.

The period of significance is 1902-1950, illustrating the growth and evolution of a typical early Long Beach neighborhood with predominantly single-family homes, interspersed with some low-density multi-family homes. Structures built in the 'forties and early 'fifties are considered "contributing" if they are consistent in scale and character to the earlier buildings, and if they are quality examples of architecture of their period. It should be noted that there is one home at 238 Orizaba Avenue that dates to 1890; however, it is believed that this structure was moved to its present site at a later point in time.

The predominant architectural type in the district is the Craftsman Bungalow. Intact Craftsman Bungalows constructed from approximately 1910-1923 are the single most prevalent type of home in the district. Examples in the district include simple, earthy and massive classic Bungalows, Japanese-influenced Bungalows; Bungalows with elaborate forms, and Bungalows borrowing Colonial Revival forms. Altered Craftsman Bungalows are also prevalent, and are considered "contributing" structures if the alterations are reversible and the original architectural features are visible. The second most predominant architectural type in the district is the Spanish Colonial Revival. Other historic styles that appeared in the later 'twenties through the early 'fifties, and are considered "contributing" structures if they are intact, unaltered, and consistent in scale and quality to the earlier homes. It was not until the early 1960's that large-scale incompatible development began to undermine the architectural integrity of the district. This trend continued into the 'seventies and 'eighties. However, as the architectural inventory reveals, the area still remains today a Bungalow neighborhood, supported by other historic architectural styles, with more than 2/3 of the vintage homes remaining in the area.

The streets within the district are laid out in a North/South and East/West grid pattern, with the exception of Winnipeg Place, a distinctive narrow one-way street, which starts northward at 3rd Street, then curves to the east to Obispo Avenue, where a prominent original concrete and granite entry gate remains intact. These gateposts are a significant streetscape feature. The Alford House, located at the southern corner of Winnipeg Place and Obispo Avenue, is an individually designated City of Long Beach Historic Landmark, in addition to being located within Bluff Heights.

The district contains three vintage religious structures: The Cambodian Buddhist Temple of Long Beach at 2625 E. 3rd Street, constructed in 1914; the Arabic Bible Christian Church at 3000 E. 3rd Street, constructed in 1921; and the American Baptist Church of the Pacific Southwest at 3215 E. 3rd Street, constructed in 1923. All of these buildings remain predominantly intact and blend into the neighborhood.

BLUFF HEIGHTS DISTRICT ARCHITECTURAL INVENTORY

Street	Craftsman Bungalow	Altered Bungalow	Victorian/ Other	Prairie/ Mediterr.	Non-Contrib.	Ratio C:NC
Colorado Pl.	11	1	2	6	7	20:7
Colorado St.	10	5	2	8	3	25:3
Coronado	30	9	4	11	14	54:14
Corto	2	2	2	2	2	8:2
De Soto	2	1	0	2	4	5:4
Fourth	5	2	7	7	6	21:6
Freeman	6	2	2	1	7	11:7
Gladys	13	4	1	1	14	19:14
Kennebec	8	2	0	3	9	13:9
Lindero	12	5	3	1	2	21:2
Lowena	3	0	0	0	2	3:2
Mariquita	16	5	4	7	16	32:16
Molino	37	7	4	4	18	52:18
Obispo	19	9	7	9	15	44:15
Orizaba	24	8	10	6	11	48:11
Temple	18	11	2	12	15	43:15
Third	23	7	14	15	19	59:19
Vista	23	10	5	9	5	47:5
Winnipeg	9	1	3	3	4	16:4
Wisconsin	34	5	6	3	12	48:12

TOTALS: 305 96 78 110 185 589:185

(= 754 Total)

DEFINITIONS:

Craftsman Bungalow:

Homes exemplifying a style of architecture prevalent from c. 1907-1922, in which a horizontal orientation, simplicity of design and use of natural materials is paramount. The major forms in this style are a strong gable roofline, sometimes repeated in the porch; broad open porch supported by massive piers; clapboard siding or shingles; simple geometrical vent under the gable; emphasis on structural elements such as support beams and roof rafters; massive wooden doors with small geometric windows; ample windows with broad wood framing.

Altered Bungalow:

Homes originally constructed in the Craftsman style which have had minor alterations, but in which the original architectural features predominate. Minor alterations include resurfacing with asbestos shingles or other; minor window replacement; porch enclosure if the porch architecture remains evident.

Victorian/Other:

Includes Victorian, Neo-Traditional, Tudor-Revival, Art Deco or Colonial Revival homes with architectural integrity and quality.

Prairie/Mediterranean:

Includes Spanish Colonial Revival and Prairie Style homes with architectural integrity and quality.

Non-Contributing:

Includes homes and multifamily apartment buildings constructed from 1950 through the 2003, or pre-1950's homes remodeled with substantial additions and alterations such that their original character-defining-features are no longer identifiable.



\$25.00 FILING FEE

Categorical Exemption CEP-218-04

NOTICE OF EXEMPTION

To: Office of Planning & Research
1400 Tenth street, Room 121
Sacramento, CA 95814

From: Department of Planning & Building
333 W. Ocean Blvd., 5th Floor
Long Beach, CA 90802

X L. A. County Clerk
Environmental Filings
12400 E. Imperial Hwy. 2nd Floor, Rm. 2001
Norwalk, CA 90650

Project Title: Historic District Designation

Project Location - Specific: Bounded Generally by Redondo / 3rd St / 4th St / Junipero Ave

Project - City: Long Beach Project Location - County: Los Angeles

Activity Description: Declare area to be a Historic District

Name of Public Agency Approving Project: City of Long Beach

Name of Person or Agency Carrying Out Project: Harold Simkins
(Printed Name)

City Hall 7th Floor, 333 W Ocean Blvd Long Beach 90802
(Mailing Address)

562.570.6607 (Telephone) [Signature] (Signature)

LONG BEACH CITY PLANNING COMMISSION

The above project has been found to be exempt from CEQA in accordance with the State Guidelines Section 15308

Statement of Support for this finding: Action by Regulatory Agency to protect the Environment

Lead Agency Contact Person: Jill Griffiths Area Code/Telephone: (562) 570-6191

Signature: Jill Griffiths Date: 5/18/04 Title: Environmental Planner

Signed by Lead Agency

Signed by Applicant

Charge Point: PB11



Date: March 9, 2004
To: Harold Simkins, Acting Neighborhood and Historic Preservation Officer
From: Fady Mattar, Acting Director, Department of Planning and Building
Subject: ~~Nomination~~ of Bluff Heights as a Long Beach Historic Landmark District

A handwritten signature in black ink, appearing to read "Fady Mattar", positioned to the right of the "From:" line.

This is in response to your request for my review of the subject nomination, per Section 2.63.050 (B) of the Municipal Code.

Staff of this department has reviewed the subject nomination, and finds that it is consistent with the General Plan and with the requirements of the Cultural Heritage Ordinance. We are supportive of this nomination.

Historic designation backed

Meeting: Group likely to OK title for Bluff Heights area.

By Greg Mellen
Staff writer

LONG BEACH — After years of slow movement in its attempt to gain historic district designation, the Bluff Heights neighborhood was put on the fast track by the Cultural Heritage Commission in its monthly meeting Wednesday.

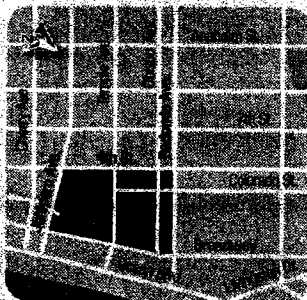
Although a presentation by Catherine Morley of the Bluff Heights Neighborhood Association was scheduled to be preliminary, the CHC unanimously voted to approve the historic designation — with a few addenda — and forward it to the Planning Commission.

With the CHC approval, the proposal could appear before the Planning Commission within a month-and-a-half and be passed to the City Council for final approval.

Bluff Heights has been exploring historic district recognition since soon after its neighborhood association was formed in 2000. To qualify as a historic neighborhood, approximately two-thirds of the buildings in the area must be at

BLUFF HEIGHTS

Bluff Heights, which is seeking to become a historic district, is bounded by Fourth Street, Broadway and Junipero and Hedondo avenues.



PAUL PENZELLA / PRESS-TELEGRAM

least 40 years old and have their original design and materials.

Harold Simkins, the acting historic preservation officer for Long Beach, said community support is solidly behind historic designation.

"There has been a groundswell of approval," Simkins said, noting that more than 400 questionnaires were sent to residents. Nearly half were returned, an extraordinarily high response rate, with 147 in favor, 25 opposed and 18 undecided.

The neighborhood association inspected all the houses in the

neighborhood and found that 588, or 76 percent, are historic.

Morely said the neighborhood was mostly able to escape the "cracker-box" phenomenon of the 1980s when developers tore down numerous single homes, many historic, and replaced them with apartment complexes.

"We have maintained the integrity and character of our homes and the charm of our neighborhood, and we want to protect that," Morely said.

In other CHC news:

- The commission voted to appoint CHC chairman David Chartier as a representative on the Long Beach Navy Memorial Heritage Association's board of trustees.

The Navy Association provides grants for historic projects in the city.

- On the heels of the City Council's recommendation that the CHC collaborate with the Historical Society, Cultural Heritage Society and Library in identifying objects of historical significance in the city, Dan Pressburg volunteered to chair a CHC subcommittee with Staley Poe, Ana Salas-Rock, Laurence Watt and Kerrie Weaver.

- The CHC introduced local real estate agency owner Geoff McIntosh and Laura Brasser as new members.

BLUFF HEIGHTS COMMUNITY MEETING
DECEMBER 10, 2003

87 attended

NAME	ADDRESS	PHONE
Demetra Johnson	323 Colorado	438-1746
Sheila Grose	325 Colorado	439-5013
Michael S. Ruckman	270 LINDERO	4383792
<u>NO!</u> Ed Ferrer	261 LINDERO	597-4781
<u>NO!</u> Beverly Bickel	265 Orizaba	562 433-1231
✓ Ginger Zapolski	2920 E VISTA	562-434-6884
✓ Andy Aroski	262 Molino	438 3836
Harold MacCreary	280 Molino	434 6087
Bob Dickinson		
✓ Trapper Joulson	3029 VISTA	856-1796
Phil Chipp	2905 E. Broadway	344 438-7421
B. VanEvery	293 Temple Ave	434-4900
✓ Kathleen Schaeff	3326 E VISTA	4388990
✓ Kevin Schaeff	3324 E VISTA	
✓ Sandy Winkler	251 ORIZABA	438 9156
✓ William Saksa	295 Kennebec	438 9775
Brint Butchart	365 Temple	434-1008
Constance Kuno	266 Lindero	439-2155
Joyce Hostetler	2442 E 3rd	

AGAINST
PRESERVATION
STATUS

AGAINST

BLUFF HEIGHTS COMMUNITY MEETING
DECEMBER 10, 2003

NAME	ADDRESS	PHONE
↓ ✓ CHRISTINE VOTAVA + ✓ DAVID WELCH	2846 E. VISTA ST	(862) 439-3189 438-8830
✓ KEVIN DODD	3110 MARIQUITA	
Faten Marcos Latif Marcos Eman Tawfik MILAD R. SUOKAIR	3000 E 3rd st	562-438-5328
	" Church	"
	3000 E 3rd st	(562) "
	3000 E. 3RD ST.	(562) 438-5328
✓ Lennie Lin	350 Coronado	(562) 673-8060
✓ Penelope Scott-Greeven	335 Malibu Av	562 434 1942
✓ BUNYLAN KER	335 Malibu	"
✓ CARL DANSON	260 LINDERO AVE	(562) 433-7615
✓ ERIKA DANSON	"	"
GENE RUYUS	318 ORIZABA	438-8505
✓ KEN SCHAFER	339 WISCONSIN AVE	434-5312
✓ JERRY HILLNER	248 LINDERO AVE	438-7468
✓ JIM HILLNER	248 Lindero Ave	"
✓ MARC JONES	242 WISCONSIN AVE	433 8389
✓ Catherine Morley	229 Coronado	438-6812
✓ Dennis Snyder	3021 E. Vista	438-6734
✓ Gary Ostrowski	" "	" "
✓ Boss Peller	2920 E. 3rd	433-7953
✓ WIM + GLORIA AZBELL	2821 MARIQUITA ST	562-434-4780

BLUFF HEIGHTS COMMUNITY MEETING
DECEMBER 10, 2003

V = yes

NAME	ADDRESS	PHONE
✓ Jeta and Jerry Elmer	248 Lenders Cu	438-7468
✓ Barbara McPherson	2935 Mariquita St	621-1180
Inge Johnson	3121 E. Mariquita #14	434-6405
✓ Barbara VanEvery	293 Temple Ave	434-4900
✓ GARY URBAN	326 ORIZABA AVE	856-5866
✓ Karen Duddy	3329 Colorado St.	439-6656
✓ Scott Anderson	346 Orizaba	562-983-8157
Gone Ruyke	318 ORIZABA AVE	438-6505
LINDA BROWN	342 COLORADO BLVD	439-1951
Latif Marcos	3000 E 3 RD ST	438-5328
Aziz Mikhail	"	"
Emran Tawfik	3000 E 3rd st.	438-5328
Faten Marcus	3000 E 3rd st	438-5328
HADY MARCOS	3000 E 3rd st	438-5328
✓ Holly Light	264 Temple Ave	439-6996
✓ Johane Ginipro	270 Wisconsin Ave	688-2640
✓ Frank Ginipro	270 " "	"
✓ ERNEST L LEE	252 WISCONSIN AVE	621-0967
✓ BETTY J. MAJID	252 WISCONSIN AVE	621-0967
✓ Liz Bean	313 Obispo AV, LB 90814	562/856-5532
✓ Dave Southern	" " " " "	" "
✓ Danny McCloud	241 Orizaba 90803	434-6576

Church

BLUFF HEIGHTS COMMUNITY MEETING
DECEMBER 10, 2003

NAME	ADDRESS	PHONE
JARED + SUSAN TAITANO	392 MOLINO AVE	562-439-7068
✓ Lou Ann Basham	2841 E 3rd St.	987-4191
✓ Lori Varesko	264 TEMPLE AVE	439-6996
✓ MICHAEL STOKES	336 CORONADO AVE	433-2010
✓ SUZANNE ASHE	275 OBISPO AVE	621-1874
Pam Durant	715 CORONADO AVE	434-6650
✓ Jim + Maya Foltz	255 Lindero AVE	438-2018
Sandra Mucciante	257 Wisconsin Ave	621-0046
✓ Audrey Marie	2823 Colorado St	438-4847
✓ Larry Colobski	331 Wisconsin Ave	987-1428
DAN Eckert	3105 MARIQUITA	439-7902
✓ Sheila Brode	325 Coronado	439-5013
✓ Demetra Jones	322 Coronado	439-1766
✓ Lorrie Lin	350 Coronado Ave	673-8060
✓ Ana Forrester	342 Coronado Ave.	434-5773
✓ BOB DUCKSON	250 MOLINO AVE	434-6031
✓ KAREN MCCREARY	250 MOLINO AVE	434 6031
✓ LYNN FASNACHT, DDS (pu Ashe)	REDONDO AVE	433-0908
✓ NANCY SALEM (pu Ashe)		
MILOD R. SHOKR	3000 E. 3RD ST.	438-5328
Rida Shihata	3001 E 3RD ST	438-5328
George M Loukhiem	3700 Hathaway Ave	586 9848

church

NO! Andrew Krastins 2650 W. 43rd 437-4253

Same as sub. below ✓

✓ BRUCE LAUTMAN 341 N. COLORADO PLACE

✓ LARRY MARIOTTI " " (562) 434-0144

Saturday, May 22, 2004

To Whom It May Concern;

I am writing this letter to voice my opinion on the proposed Historic District designation for the Bluff Heights neighborhood. I think the designation would be a very short sighted decision. At the present, time all over our neighborhood, Belmont Shore and Bluff Park, people are restoring, renovating and remodeling their property. This is being done without the designation. Home prices are at an all time high. People are spending more to purchase their homes and want to improve on their investment.

To designate our neighborhood as a Historic District will put a cap on home prices. People will be unwilling to spend \$500,000 on a small home that they will be unable to make comfortable enough to suite their needs. Buyers will instead purchase a couple of blocks away where they can improve their homes in the way that will accommodate them. I think the people who are proposing the Historical District are showing very little faith in the buyers and homeowners. No one who spends \$500,000 plus is going to change their property in an unaesthetic way. Look around, our neighborhood and the surrounding neighborhoods have never looked so good. Historic District designation would limit the beautification of our neighborhood.

Ultimately isn't our goal to have the best place possible to live. If we limit what people are allowed to do to their homes. The homes will be purchased but **rented** out because owners will not be allowed to make the necessary revisions to suite themselves. Less homeowners living in our neighborhood is not what will make this a better place to live. Please consider my thoughts as you make this very important decision which will ultimately affect the quality of life and financial success of all of us for along time to come. Thank you.

Sincerely,
Max Roberts

City of Long Beach Planning Commission
333 West Ocean Boulevard
Long Beach, CA 90802

Michael J. Richardson
270 Lindero Avenue
Long Beach, CA 90803
June 2, 2004

Dear Planning Commissioners:

I as owner and occupant of 270/272 Lindero am strongly opposed to the creation of such a large historic district as Bluff Heights Historic District is proposed. Some streets may be homogeneous and have historically and architecturally significant structures. Lindero Avenue has a few architecturally interesting homes and includes circa 1970's apartment buildings. I own a designated contributing Craftsman which I rebuilt in the early 1980's and modernized inside. I would not have undertaken this task had I been subject to oversight by a preservation officer for fear of not being able to control cost.

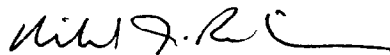
I understand the desire by historic buffs to return to the past, but to claim the entire area historic really is a stretch. Some streets contain so many large condo and apartment buildings newer than 1960 that to claim historic status is disingenuous. Bluff Heights Association has been overtaken by preservationists who have set out to manipulate survey data to obtain their desires. The margin of contributing properties is very low. The definition of "contributing" as including everything built prior to 1954, without regard to whether or not the property has been altered to such an extent as to no longer be architecturally significant, is a stretch of the meaning of "historic". My property has a large house on the back of the lot built in 1984 to resemble the front Craftsman. My place looks great but is hardly historic. It's a modernized Craftsman in the front and a modern house in the back built to resemble the front house.

My opinion is that many owners will not work on their property at all because their homes have been irretrievably altered.

Also architecturally insignificant structures cannot be demolished without an EIR to discourage new construction. This to me will impede area improvement for structures that are nearly dilapidated will not be removed nor renovated. The area is a mix of old and newer. What is the fear of having a few more modern homes in the area. This is an irrational fear and unfounded in then modern history of this neighborhood. Some few structures deserving of demolition have been replaced with newer homes. The process has been slow and natural and will continue to take place slow and naturally without preservation status. Architecturally significant properties or sound structures will be preserved as being valuable to the owner. Junk should be allowed to be demolished.

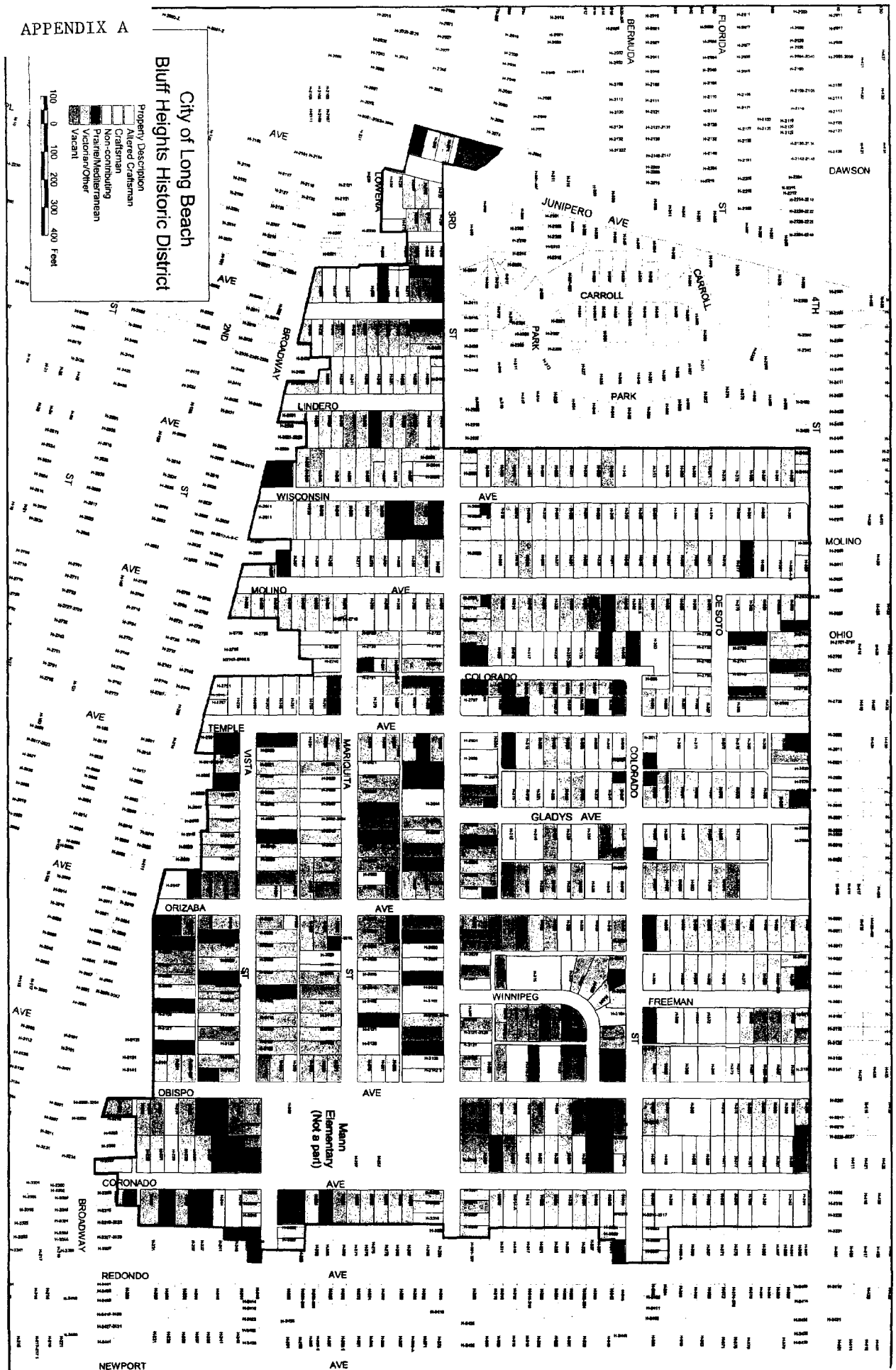
I want to be on record as opposed to Historic Preservation Status for Lindero Avenue. Should historic designation be ultimately successful, I wish to opt out my property at 270 and 272 Lindero Avenue.

Resident of Long Beach since 1951
Owner/Rebuilder 270 Lindero since 1980



Michael J. Richardson
(562) 4383792

APPENDIX A



See full-sized map attached to Ordinance.

3. Historic District Designation

Applicant: Catherine Morley, Board of Directors,
Bluff Heights Neighborhood Association
Subject Site: The area generally bounded by Redondo
Avenue, Broadway, 4th Street and Junipero
Avenue (Council Dists. 2 & 3)
Description: Historic Landmark District Designation -
Bluff Heights Neighborhood Association.

Harold Simkins presented the staff report recommending approval of the request since the area possessed the required criteria for historical designation, including significant character, and the possibility to preserve distinctive architectural styles, and because the proposal seemed to enjoy a high level of support.

Catherine Morley, Board Member, Bluff Heights Neighborhood Association, applicant, outlined the history of the historical designation process, and their outreach efforts to the neighborhood, which included three years of hand-delivered quarterly newsletters and many Board meetings and community events to explain the idea.

Daphne Dodge, 2820 E. Colorado Street, area resident, said that she and many of her neighbors never received any notice about the process, and that she did not understand all the ramifications of living in such a district, including what kind of changes they could or couldn't do to their own home.

Gary Silva, 5312 E. Hanberry Street, property owner in the area, echoed Ms. Dodge's concerns about lack of notice, and said he was concerned about government control over the alternation of homes. Mr. Silva remarked that if more information on the impacts and costs of this designation was given to residents, most would be in favor of this.

Catherine Gregory, 56 Sicilian Walk, area property owner, said she hadn't received any information before the City notice went out, and that she didn't understand what kind of limitations would be put on homeowners.

Beverly Bickel, 265 Orizaba, area neighbor, said she had voted against the historical designation due to her concern about having another layer of government regulation. Ms. Bickel noted that according to the map, many buildings were not unique, and

that the mixed nature of the area's homes would water down the concept of an historical designation.

Suzanne Ridley, 3102 Vista Street, spoke in favor of the designation, agreeing that the area was a charming mix of different styles, but that this would maintain discipline among all residents to keep their homes consistent.

Xenia Izzo, 616 W. 4th Street, spoke in favor of the designation, and said she understood the fear of government intrusion, but that this designation would help keep the charm of the area intact.

Christine Votava, 2846 Vista Street, also spoke in support of the historical designation, noting that it would protect the quality of life and architectural styles, while inspiring creativity in remodeling.

Janice Thim-Pederson, 340 Gladys, also spoke in support of the designation, saying it would prevent incompatible buildings and add to the charm of the area.

Demetra Monios, 322 Coronado Avenue, agreed with Ms. Thim-Pederson, and said she had received the Board newsletters.

Carl Danson, 260 Lindero Avenue, area property owner, said he was ambivalent about the designation, but that he did support remodeling in an historical context. Mr. Danson said he would support the idea if the review process was sensitive to community needs and clearly explained.

Pastor Latife Marcos, Christian Church pastor, Orizaba and 3rd Street, spoke against the designation, citing fears of high repair costs and restrictions on use of paint colors. Pastor Marcos said his congregation was against the idea.

Eman Tawfik, 3000 E. 3rd Street, also spoke against the historical designation, saying she felt it would be unfair to property owners, who she thought took good enough care of their homes to maintain the quality of the neighborhood.

Carl Herringer, 239 Orizaba, voiced support for the designation, which he felt would protect everyone.

Maria McDonald, Daisy Avenue property owner, said she was surrounded by rundown homes and buildings with no historical significance, which she felt should be demolished.

Catherine Morley, applicant, said that in addition to the hand-delivered newsletters, they had mailed three notices to homeowners, inviting them to meet for a detailed discussion of the issue to alleviate their concerns.

Commissioner Winn said that he understood the confusion, but that an historical designation would actually increase property values and preserve the quality of life while preventing eyesores from being constructed.

Commissioner Winn moved to recommend that the City Council adopt an ordinance designating the Bluff Heights Historic District.

Commissioner Sramek added that the designation would enhance, not restrict building and remodeling in the area.

Commissioner Sramek then seconded the motion.

Commissioner Jenkins encouraged the speakers to learn as much as they could about the process, and reassured them that there was not as much scrutiny as they feared.

Chairman Greenberg noted that most of the speakers were more concerned about the lack of information and notification than about government restrictions on their properties. Mr. Greenberg added that he was troubled that so many people did not have adequate opportunity to understand the issue, but that it seemed that the majority of residents who understood the issue supported it, and he was not willing to stall the Association's hard won efforts. Mr. Greenberg said that the noticing process needed to be examined further.

The question was called and the motion passed 4-0.
Commissioners Moyer and Stuhlberg were absent.

M A T T E R S F R O M T H E A U D I E N C E

There were no matters from the audience.

M A T T E R S F R O M T H E D E P A R T M E N T O F P L A N N I N G A N D B U I L D I N G

Mr. Carpenter stated that 12 candidates for Planning Commissioner were being interviewed.

It was also announced that Harold Simkins and his wife Mary Ann were retiring after many years of devoted service.

**M A T T E R S F R O M T H E P L A N N I N G
C O M M I S S I O N**

The Commissioners all lauded Mr. Simkins for his years of service, adding that he was a rock of dependability and knowledge, and that he would be sorely missed.

A D J O U R N

The meeting adjourned at 3:25pm.

Respectfully submitted,

Marcia Gold
Minutes Clerk

1 Heights area as an Historic Landmark District:

2 1. It possesses a significant character, interest and value attributable to
3 the development, heritage and cultural characteristics of the City, the Southern
4 California region, or the State of California.

5 The district is a section of the Alamitos Beach Townsite which was
6 originally planned by John W. Bixby in 1886 and annexed to Long Beach in 1905. the
7 character of the district retains the building types and architectural styles that were part
8 of the early history of Long Beach. The land was then subdivided into the Tichenor Tract,
9 Cedar Rapids Tract, Graves Tract, Alamitos Tract, and Ocean Villa Tract. There was a
10 substantial growth of structures in 1914.

11 2. It portrays the environment in an era of history characterized by a
12 distinctive architectural style.

13 The predominant architectural style of homes in this area is the Craftsman
14 Bungalow style. More than 50% of the existing contributing homes today are Craftsman
15 Bungalows. The earliest type of architecture in the area is Victorian, exemplifying the
16 first homes built in the neighborhood. There are also a number of Prairie,
17 Mediterranean and Spanish Colonial Revival homes in the district, as well as a few
18 Tudor Revival and Neo-Traditional homes.

19 3. It is part of or related to a distinctive area and should be developed or
20 preserved according to a specific historical, cultural or architectural motif.

21 As a portion of the original Alamitos Beach Townsite, the Bluff Heights
22 community dates back to the early years of the twentieth century. It was a part of the
23 original development that was incorporated into the City of Long Beach in 1905. With a
24 large number of the original homes still intact, it retains the scale, character and
25 streetscape ambience of an old Long Beach neighborhood.

26 C. General Guidelines and Standards for Any Changes.

27 The *Secretary of the Interior's Standards for Rehabilitation and*
28 *Guidelines for Rehabilitating Historic Buildings*, as amended, as well as

1 the *Procedures for Administering the Certificate of Appropriateness* found
2 in Section 2.63.070 of the Long Beach Municipal Code are incorporated
3 herein by this reference. The guidelines are to be used as standards for
4 the Cultural Heritage Commission in making decisions about Certificates
5 of Appropriateness as required by Chapter 2.63 of the Long Beach
6 Municipal Code. The guidelines are an aid to property owners and others
7 formulating plans for new construction, for rehabilitation or alteration of an
8 existing structure, and for site development. The goal of the Certificate of
9 Appropriateness review is to retain and preserve all original architectural
10 materials and design features; to encourage rehabilitation which restores
11 original historic fabric rather than remodels; and to ensure architectural
12 compatibility between new and old. The guidelines pertain to all buildings
13 regardless of occupancy or construction type, sizes and materials, and
14 pertain to construction on the exterior of existing buildings as well as to
15 new, attached or adjacent construction, and shall include the following
16 additional guidelines:

17 D. Standards and Guidelines.

18 1. Existing Structures.

19 Demolitions, alterations, additions and all environmental changes
20 shall be regulated by the provisions of Chapter 2.63 of the Long Beach
21 Municipal Code and in accordance with the *Secretary of the Interior's*
22 *Standards for the Treatment of Historic Properties.*

23 Changes requiring a Certificate of Appropriateness from the
24 Cultural Heritage Commission are as follows:

- 25 (a) Alterations to roof; change in roof materials or shape.
- 26 (b) Additions.
- 27 (c) Window alterations or replacement.
- 28 (d) Changes to porch and door.

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- (e) Changes to exterior materials or colors.
- (f) Alteration of driveways.
- (g) Alteration or addition of fences or patio walls.

2. The following guidelines shall be standards to guide property owners, architects, contractors and the Cultural Heritage Commission in reviewing proposed changes:

(a) Additions shall not detract from the scale and character of the existing streetscape;

(b) Alterations of windows and doors are acceptable when the replacement windows and doors are consistent with the original architectural style and proportions of the house;

(c) Important architectural features that are original construction shall not be removed or obscured. These include: rooflines, entry porches, picture windows on the facade, overall composition and massing, exterior cladding in original finishes; wood or stucco, terra cotta tile roofing or roof caps. For minor alterations in the rear of the house that are not visible from the public right-of-way, more flexible standards are permitted;

3. New Construction.

If construction of new homes or garages shall be warranted due to catastrophic loss or severity of deterioration, the design intention shall be to recreate the architectural character of the original home and garage in design, materials, composition, massing, proportion and placement of windows and doors, roofline, and scale. While an exact replication is not required, the overall architectural character of the original structure should be maintained.

4. General Rules.

(a) Maintenance and repair that do not involve removal or alteration of original materials or architectural features are exempt from

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1 review under this ordinance and do not require a Certificate of
2 Appropriateness.

3 (b) All applicable building, and safety and health codes shall be
4 observed.

5 (c) Properties shall be properly maintained so as to avoid
6 deterioration, visual blight and physical conditions conducive to health and
7 safety code violations.

8
9 Sec. 2. The City Clerk shall certify to the passage of this ordinance by the
10 City Council of the City of Long Beach and cause the same to be posted in three
11 conspicuous places in the City of Long Beach, and it shall take effect on the 31st day
12 after it is approved by the Mayor.

13 I hereby certify that the foregoing ordinance was adopted by the City Council of
14 the City of Long Beach at its meeting of _____, 2004, by the following vote:

15 Ayes: Councilmembers: _____

16 _____

17 _____

18 Noes: Councilmembers: _____

19 _____

20 Absent: Councilmembers: _____

21 _____

22 _____

23 _____

24 _____

25 _____

26 Approved: _____

27 (Date) _____

28 _____