



CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

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June 12, 2017

CHAIR AND CULTURAL HERITAGE COMMISSIONERS

City of Long Beach
California

RECOMMENDATION:

Recommend that the City Council designate the following five properties as Historic Landmarks: 501 East Broadway, 909-915 Elm Avenue, 287 Granada Avenue, 355 Junipero Avenue, and 362 Junipero Avenue. (Districts 1, 2, 3)

APPLICANT: Various
(Application Nos. HP17-254 through HP17-258)

REQUEST

The City requests that the Cultural Heritage Commission review the background materials and recommend that the City Council designate the following five properties as Historic Landmarks: 501 E. Broadway, 909-915 Elm Avenue, 287 Granada Avenue, 355 Junipero Avenue, and 362 Junipero Avenue (Exhibit A – Location map).

BACKGROUND

On May 8, 2017, the Cultural Heritage Commission conducted a public hearing on Mills Act applications and recommended 23 contracts to be awarded in this year's cycle (Exhibit B- CHC Staff Report 5/8/17). Five of the properties recommended for Mills Act contracts are also nominated for Landmark consideration. In order to be eligible for the Mills Act program, the properties need to meet the criteria and be designated as historic landmarks under the City's policy. Four of the five nominated properties are not located in a historic district. While staff is supportive of the Mills Act workplans and quality of the applications, staff made the Mills Act recommendation in May contingent upon these properties meeting the criteria for landmark designation.

At the May Cultural Heritage Commission, staff anticipated recommending approval for five landmark applications. However, additional time was necessary to complete the property research and evaluations. Staff has completed the evaluations for landmark designation criteria and determined that all five are eligible. Staff has included supporting documentation in the form of the Findings and Analysis for each property (Exhibit C- Landmark Findings and Analysis) and historic property evaluation forms (Exhibit D- Primary Record DPR Forms) for the Commission's review. The Cultural

Heritage Commission's role is to consider whether these five properties meet landmark designation criteria and make a recommendation to the City Council.

ANALYSIS

In order to be eligible for landmark designation, a cultural resource must retain integrity and meet one of the following criteria.

- A. It is associated with events that have made a significant contribution to the broad patterns of the City's history; or
- B. It is associated with the lives of persons significant in the City's past; or
- C. It embodies the distinctive characteristics of a type, period, or method of construction, or it represents the work of a master or it possesses high artistic values; or
- D. It has yielded, or may be likely to yield, information important in prehistory or history.

A complete review of the applications, background materials and property evaluations were evaluated by staff. Staff is recommending landmark designation of all five properties and reaffirming our recommendation for a Mills Act contract for each of the following properties:

1. **501 E. Broadway-** The Metropolitan Apartments building was originally constructed in 1922. The mixed-use building has been used as both a hotel and apartment building on the upper floors and ground floor commercial over the building's lifetime. City records indicate the structure was originally designed in a Spanish style, but the original building architect could not be determined. The building's current Streamline Moderne façade was designed by noted local architect W. Horace Austin after the building suffered damage in the 1933 Long Beach earthquake. The building is significant under Criteria A for its association with an important event in local history which resulted in a period of reconstruction throughout the City after the Long Beach earthquake. The building is also eligible under Criteria C as an excellent example of the Streamline Moderne style. The building embodies many of the distinctive characteristics associated with the Streamline Moderne style. The structure retains a high level of integrity and maintains several original building including the original bays, many of the original windows, speed-inspired horizontal banding, curved bullnose, the original fire escape, and the original spire. If approved, this landmark will be referred to as the "Metropolitan Apartments building."
2. **909-915 Elm Avenue-** 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 which makes them eligible under

Criteria A for landmark designation. If approved, this landmark name will be referred to as the "Reverend Henry Roissy House."

3. **287 Granada Avenue-** Constructed in 1931, this two-story Spanish Colonial style building located in the prior boundaries of the former City of Belmont Heights before its annexation into Long Beach is known for its well-designed Spanish style buildings. The development of Granada Avenue came at a period of limited available land in Belmont Heights and marked the end of a period of prosperity and continued expansion as a result of the Great Depression. The duplex building is eligible for designation under Criteria A for its association with event that have a made a contribution to the broad patterns of the City's history with a period of significance. The structure is also eligible for designation under Criteria C as a good example of Spanish Colonial style with some modifications to be reversed through the Mills Act contract. If approved, this landmark name will be referred to as the "Lloyd T. Hunter House."
4. **355 Junipero Avenue-** A custom two-story Craftsman style building with Japanese influences designed by the noted architectural partnership of W. Horace Austin and Harvey Lochridge and constructed in 1913. This building is eligible for designation under Criteria A since the property possesses a significant value attributable to the development of the City of Long Beach. The property conveys the period of expansion, seaside resort destination, and City Beautiful movement that took place in Long Beach during its construction. The building is also significant under Criteria B for its association with Julia Ellen Rogers who owned and resided at the property from 1915 to 1958. Rogers was individual of substantial local significance having served as director of the Nature Club department in Country Life from 1903 to 1912, and founding the Women's City Club. Rogers also served on the Long Beach Board of Education from 1918 to 1928. She wrote a number of books including the Shell book and Tree book. An Independent Press Telegram article attested that Rogers was "considered by many our most illustrious writer-citizen." The building is largely intact and a high style Eclectic Craftsman building example with Japanese influences. The property is an exceptional individual resource that retains the majority of the aspect of integrity, including original siding, many original windows, original porch and entrances, and other original architectural features making the building eligible under Criteria C since the structure embodies the distinctive characteristics of type and for its association with master architects Austin and Lochridge. If approved, this landmark will be referred to as the "Julia E. Rogers Residence."
5. **362 Junipero Avenue-** Located on a corner property within the Carroll Park Historic District, this two-story Craftsman style building maintains a bold visual presence in the neighborhood. Southwest Contractor and Manufacturer reported that plans were prepared by architect C. Ben Sholes in 1912 for Dr. F.L Rogers.

The property is eligible under Criteria A because the structure conveys the period of expansion, seaside resort destination, and the City Beautiful Movement that took place in Long Beach during its construction. The Carroll Park tract included oval shaped subdivisions with winding roads which is reflective of the City Beautiful Movement and Craftsman style that helped shape the picturesque character of Long Beach that drew people to the City. The building is also considered eligible under Criteria B for designation as Dr. Francis L. Rogers, an individual of substantial local significance is 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 the City. Dr. Rogers was voted director of the Long Beach Chamber of Commerce in 1922. Dr. Rogers founded reading classes for adults with hearing defects, organized the Long Beach Tuberculosis association in 19109 and was a member of the Board of Freeholders of the City. Mrs. Lillian Rogers acted as president of the Ebell Club from 1914 to 1915 and founded the Browning Society in Long Beach. The Rogers moved to Long Beach with their three children in 1905 and commissioned construction of the residence with sleeping porches for the health benefits of the local climate. The structure is also eligible under Criteria C as an exceptional Craftsman style example with its prominent location and imposing front façade consisting of a primary roof gable, centered porch gable, exposed rafters with curved braces, and projecting second-floor gable bay windows. If approved, this landmark will be referred to as the “Dr. Francis and Lillian Rogers Residence.”

RECOMMENDATION

Staff has analyzed the landmark nomination and has determined that the nominated properties meet the requirements set forth in Title 21 of the City’s Zoning Code, Section 2.63.050 (Cultural Heritage Commission) of the Long Beach Municipal Code which state that a cultural resource qualifies for designation as a Landmark if it retains integrity and meets one or more of the four findings. Staff supports the nominations, and finds that the nominations each meet at least one of the landmark designation criteria and maintain a high level of integrity.

Staff finds the proposed nominations are complimentary to their respective surrounding neighborhoods. Landmark designation will not have an effect on the surrounding neighborhoods since four of the nominations are residential properties in established residential neighborhoods. The 3-story mixed-use commercial and residential apartment building located at 501 E. Broadway is located in the East Village and within the Downtown area. Designation of the building will not have any effect to the surrounding downtown neighborhood as there are other mixed-use buildings in the area and this building served the commercial and residential needs greater downtown area since the 1920s.

Designation of the buildings as historic landmarks protects the buildings from inappropriate alterations, preserves existing historic resources, and raises awareness of City and neighborhood history. The nomination for Landmark status is consistent with the General Plan Land Use Element Goal of Neighborhood Emphasis. Nomination of

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the building also specifically forwards policy 2.7 of the Historic Preservation Element through landmarking of private buildings in order to protect them from inappropriate alterations.

Staff recommends that the Cultural Heritage Commission make a recommendation to the City Council to approve the nominations.

PUBLIC HEARING NOTICE

Public notices were distributed on May 26, 2017. As of this date no letters have been received.

ENVIRONMENTAL REVIEW

In accordance with the 15331 Guidelines for Implementation of the California Environmental Quality Act (CEQA), environmental review is not required for actions taken for the preservation or restoration of historic structures.

Respectfully submitted,



CHRISTOPHER KOONTZ, AICP
ADVANCE PLANNING OFFICER



LINDA F. TATUM, AICP
PLANNING BUREAU MANAGER

LFT:CK:ap

Attachments: Exhibit A – Location Map
Exhibit B – Cultural Heritage Commission Staff Report 5/8/17
Exhibit C – Landmark Findings & Analysis
Exhibit D – Primary Record DPR Forms