



# CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

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December 14, 2015

CHAIR AND CULTURAL HERITAGE COMMISSIONERS  
City of Long Beach  
California

## RECOMMENDATION:

Approve a modification to a previously granted Certificate of Appropriateness Case No. HP13-0068 for exterior building improvements and the restoration of columns, pressed metal decorative building features and paint removal to expose original terra cotta tiles on an existing historic landmark building at 201 Pine Avenue (District 2).

APPLICANT: John Thomas  
280 Molino Avenue #101  
Long Beach, CA 90803  
(Application No. HP13-0068)

## THE REQUEST

The applicant requests a modification to a previously granted Certificate of Appropriateness to expand the approved scope of work to include restoration of black marble columns, install new pressed metal bands over storefronts windows, install pressed metal window separators, and remove paint from original terra cotta tiles at 201 Pine Avenue.

## BACKGROUND

The subject property is a locally designated historic building known as the Rowan/Bradley Building built circa 1930. The structure was designated as a historic landmark in 1981. The structure is designed in an Art Deco style which is typically characterized by rich colors, geometric shapes and elaborate ornamentation.

The historic building is located on the northwest corner of Pine Avenue and Broadway, and located within the PD-30 Downtown Plan zone (Exhibit A – Location Map). The site is improved with a two-story 12,000 square foot commercial structure according to County Assessor records.

In April 2013, the Cultural Heritage Commission granted a Certificate of Appropriateness to remodel and restore the existing building. The application was brought forth with two

specific goals: to restore some of the unique exterior building features and for improvements in conjunction with a proposed restaurant. The Certificate of Appropriateness was later granted an extension to and is effective until April 8, 2016.

Currently, many of the second floor architectural features are still intact on the building, but the first floor exterior has been altered considerably with none of the original features remaining in the proposed area of work. The new property owner seeks approval to restore more of the building's original decorative exterior features that have been removed over time and were not included in the 2013 application. The restoration plan utilizes historic photographic documentation and original building plans to guide the proposed restoration (Exhibit B – Plans & Photographs).

### **ANALYSIS**

In 2013, Mr. Ron Hodges brought forth the Certificate of Appropriateness application as part of an exterior building improvement and proposed restaurant. Since that time, Mr. Hodges has purchased the property and is now presenting an expanded scope of work in order to more completely restore this portion of the building to its original condition. The 2013 approval granted the following:

1. Restoration of mezzanine windows on the Broadway and Pine Avenue elevations to the building's original design consisting of fixed and openable wood frames similar in material to the existing double hung windows on the 2nd floor; and
2. Restoration of three large storefront windows on the Broadway elevation consistent with the original building design; and
3. A newly designed entrance to the restaurant at the corner of Broadway and Pine Avenue; and
4. Outdoor dining on the Pine Avenue elevation with glass doors replacing existing windows for access; and
5. The re-use of an existing blade sign at the corner of Broadway and Pine Avenue; and
6. New exterior surface treatment on the building's street level to match the existing materials in color and texture.

As the new property owner, the applicant is now bringing this application forward because he was recently able to obtain copies of the original building plans provide additional information about the original exterior building materials. The expanded scope of work utilizes the original plans and historic photos to guide the restoration and consists of the following:

1. Restoration of the exterior columns on the Broadway and Pine Avenue elevations using black marble;
2. Replicate the pressed metal decorative bands over the storefront windows on the Broadway and Pine Avenue elevations;
3. Replicate pressed metal decorative features between new three panel windows;

4. Remove paint from exterior Broadway and Pine Avenue elevations restoring the original terra cotta tiles.

The historic photos and plans show columns separating the storefront glazing on both elevations. The plans show that the original material was a black marble cladding around those columns which the applicant is proposing. The other unique feature proposed will be the pressed metal decorative bands over the storefront windows on both elevations and the revised window separators. The enhanced historic photos more clearly identify the detailing and pattern of both the pressed metal band and window separators which will be recreated since they have been removed from the building. The last alteration will be removing the paint to expose the original terra cotta tiles on the second floor. Over the years the tiles have been painted and this will restore some of the original features to their original form.

Overall, staff supports the restoration project based on photo and plans which provide verifiable evidence of the original building design. This proposed design makes the project consistent with the Secretary of Interior's Standards for Rehabilitation.

### **RECOMMENDATION**

Staff has analyzed the proposed project and has determined that the project meets the requirements set forth in Title 21 of the City's Zoning Code, Section 2.63.070 (Cultural Heritage Commission) of the Long Beach Municipal Code, the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings. Staff supports approval of the Certificate of Appropriateness for the restoration of the decorative features to the building exterior. All the findings can be made in the affirmative for the proposed improvements, as these improvements are will not affect the overall scale, massing, proportions, but will use compatible materials and colors consistent with the Art Deco architectural style of the building. Staff recommends approval of the Certificate of Appropriateness subject to the conditions of approval (Exhibit C – Findings and Conditions of Approval).

### **PUBLIC HEARING NOTICE**

Public notices were distributed on November 30<sup>th</sup>, 2015. As of this date no letters have been received.

### **ENVIRONMENTAL REVIEW**

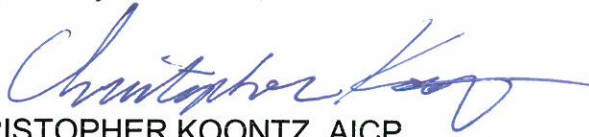
In accordance with the 15331 Guidelines for Implementation of the California Environmental Quality Act (CEQA), environmental review is not required for maintenance, repair, stabilization, rehabilitation, restoration, preservation, conservation or reconstruction of historical resources in a manner consistent with the Secretary of Interior's Standards for treatment of historic properties with Guidelines for Preserving, Rehabilitation, Restoring, and Reconstructing Historic Buildings.

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Respectfully submitted,



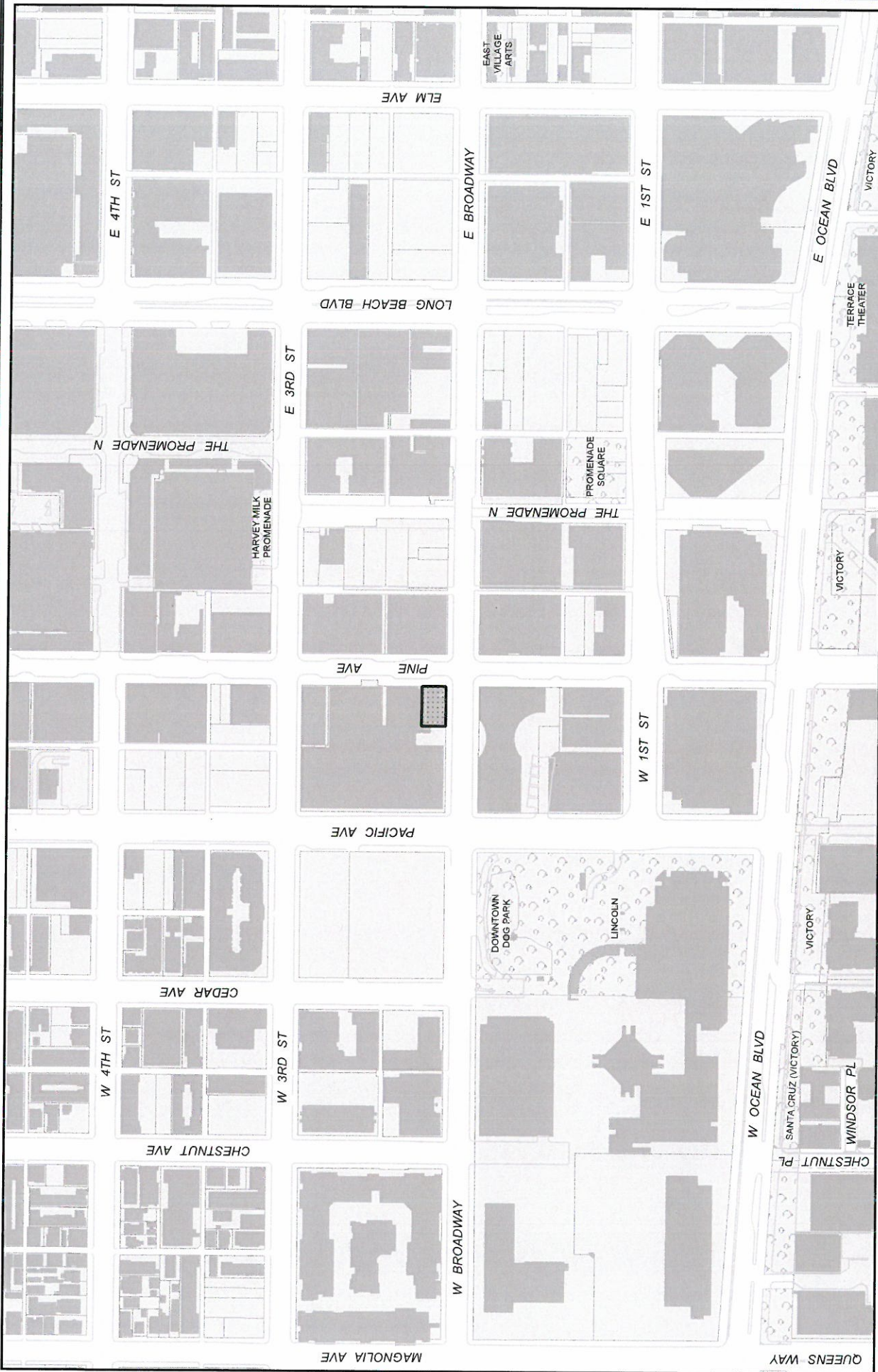
CHRISTOPHER KOONTZ, AICP  
ADVANCE PLANNING OFFICER



LINDA F. TATUM, AICP  
PLANNING BUREAU MANAGER

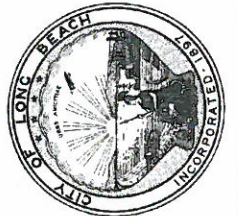
LFT:CK:AP

Attachments:   Exhibit A – Location Map  
                      Exhibit B – Plans & Photographs  
                      Exhibit C – Findings & Conditions of Approval



## Subject Property:

201 Pine Ave  
Application No. HP13-0068  
Council District 2  
Zoning Code : PD-30



## Exhibit A



**CERTIFICATE OF APPROPRIATENESS  
HP13-0068  
FINDINGS AND ANALYSIS  
201 PINE AVENUE**

**ANALYSIS:**

In compliance with Section 2.63.070 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards):

The subject site is located at 201 Pine Avenue, on the northwest corner of Broadway and Pine Avenue (Exhibit A – Location Map). The property has a zoning designation of PD-30 and is improved with a two-story commercial building designed in an Art Deco Architectural style. This building is a locally designated historic structure in City of Long Beach.

In compliance with Section 2.63.070 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards), staff has analyzed the proposed project and the project meets these requirements and those of the City's zoning codes.

**FINDINGS: (from Section 2.63.070(D) of the Long Beach Municipal Code)**

- 1. (It) will not adversely affect any significant historical, cultural, architectural or aesthetic feature of the concerned property or of the landmark district in which it is located, is consistent with the spirit and intent of this chapter.**

The proposed project, as conditioned, will not adversely affect any significant historical, cultural, architectural or aesthetic features of the property. The work will be conducted pursuant to the Guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation. The replication of materials are substantiated and based on historic photo and original building plans and will be distinguishable from the original building features. The project will restore original building features, and gently treat building exterior without damaging historic materials.

- 2. (It) will remedy any condition determined to be immediately dangerous or unsafe by the Fire Department or the Development Services Department.**

There are no active code enforcement cases at this site.

- 3. The proposed change is consistent with or compatible with the architectural period of the building.**

The proposed restoration project is both consistent and compatible with the architectural period of the building. All proposed new architectural features have

been substantiated through original building plans and photos. The types of features proposed are also considered appropriate for the period of the building and Art Deco architectural style of the 1930's.

**4. The proposed change is compatible in architectural style with existing adjacent contributing structures in a historic landmark district.**

The property is a designated historic landmark, but is not located in a landmark district.

**5. The scale, massing, proportions, materials, colors, textures, fenestration, decorative features and details proposed are consistent with the period and/or are compatible with adjacent structures.**

The scale, massing, textures will not change. The original terra cotta tiles will have paint removed from surface to expose original tile color. The proposed decorative features are consistent with the period in which the building was constructed. The building and the proposed changes are compatible with the adjacent structures and a remaining example of Art Deco style within the downtown area.

**6. The proposed change is consistent with the Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings by the U.S. Department of the Interior.**

The project is consistent with the Secretary of the Interior's Standards for Rehabilitation.

Use – The commercial building use will not change.

Character – The character of the structure will not change, and instead will be preserved and restored to its original form with this project.

Changes to Historic Features – The remaining historic features of the structure will be preserved and not change. The new decorative features are based on evidence and records of the original building.

Historic Significance – The project will not change the historic significance of the property.

Distinctive Features – The project will not change the remaining distinctive features of the property.

Deteriorated Historic Features – Deteriorated historic features will be repaired and preserved.

Damage to Historic Materials – The project will not cause damage to the historic features on the structure and the restoration of historic building materials will be in accordance with the Secretary of the Interior's Standards.

Archeological Resources – Any archeological resources found will be protected and preserved.

Historic Material that Characterize the Property – The project will not destroy historic materials that characterize the property.

Form and Integrity – The project will not cause damage to the essential form and integrity of the structure.

## **CONDITIONS OF APPROVAL**

**Address: 201 Pine Avenue**

**Application No.: HP13-0068**

**Hearing Date: December 14, 2015**

1. This approval is for a modification of previously approved case no. HP13-0068 and includes restoration of exterior columns with black marble, pressed metal decorative bands over storefront windows, pressed metal decorative window separators, and paint removal from original terra cotta tiles. The improvements to the property shall be as shown on plans received by the Department of Development Services – Planning Bureau originally submitted in November 2015, as amended. These plans are on file in this office, except as amended herein.
2. The project must be completed per the plans approved by the Cultural Heritage Commission, including all conditions listed herein. Any subsequent changes to the project must be approved by the Cultural Heritage Commission or by Planning Bureau staff before implementation. Upon completion of the project, a staff inspection must be requested by the Applicant to ensure that the approved plans have been executed according to approved plans and that all conditions have been implemented before occupancy hold can be released.
3. There is a ten calendar-day appeal period that will lapse at 4:30 p.m., ten calendar days after the action by the Cultural Heritage Commission is made. Appeal of the Commission's action will not be accepted after this time. A separate fee will apply to appeal an action taken by the Cultural Heritage Commission.
4. This Certificate of Appropriateness shall be in full force and effect from and after the date of the rendering of the decision by the Cultural Heritage Commission. Pursuant to the Cultural Heritage Commission Ordinance Section 2.63.070(I), this approval shall expire within one year if the authorized work has not commenced. Should the applicant be unable to comply with this restriction, an extension may be granted pursuant to Section 2.63.070(I) for an additional 12 months maximum. The applicant must request such an extension prior to expiration of this Certificate of Appropriateness. After that time, the applicant will be required to return to the Cultural Heritage Commission for approval. In addition, this Certificate of Appropriateness shall expire if the authorized work is suspended for a 180-day period after being commenced.
5. All required building permits shall be obtained by the applicant, as needed. Building and Engineering permits must be obtained prior to the implementation of any construction or rehabilitation work. Separate plan check and permit fees will apply.
6. Any building materials, vents, architectural details, window and door trim used in the repainting project, shall be constructed or restored with the same or similar material as those existing features, finished to match.

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7. The applicant shall obtain a separate Certificate of Appropriateness for any additional proposed exterior changes.
8. Any proposed changes to the plans approved by the Cultural Heritage Commission and staff will need to be reviewed and approved by the Director of Development Services or their designee prior to implementation. Significant changes to the project's design will require review and approval by the Cultural Heritage Commission before permits are issued by the Department of Development Services.
9. Any future exterior signs must obtain approval of a Certificate of Appropriateness from the Planning Bureau or Cultural Heritage Commission.
10. The applicant shall submit a structural wall stabilization plan to protect the building during construction.
11. That the applicant shall obtain permits from the Public Works Department for any encroachments in the public right-of-way.
12. As a condition of any City approval, the applicant shall defend, indemnify, and hold harmless the City and its agents, officers, and employees from any claim, action, or proceeding against the City or its agents, officers, or employees to attack, set aside, void, or annul the approval of the City concerning the processing of the proposal/entitlement or any action relating to, or arising out of, such approval. At the discretion of the City and with the approval of the City Attorney, a deposit of funds by the applicant may be required in an amount sufficient to cover the anticipated litigation costs.