

**LANDMARK DESIGNATION
HP16-453
FINDINGS AND ANALYSIS
237 Long Beach Boulevard**

ANALYSIS:

In compliance with Section 2.63.050 of the City of Long Beach Municipal Code (Cultural Heritage Commission):

The subject site is located at 237 Long Beach Boulevard, on the west side of The Long Beach Boulevard (formerly American Avenue) between Broadway and Third Street (Exhibit A – Location Map). The property has a zoning designation of PD-30 and is developed with a two-story commercial building. According to Sanborn map and County assessor records the subject building was constructed circa 1908.

The building's character defining features for the Brick Commercial Vernacular style include the following: a building height of 1-3 stories, brick exterior walls, flat roof with a parapet wall, segmental arched windows and contrasting brick or glazed tile used for decoration.

In compliance with Section 2.63.050 of the City of Long Beach Municipal Code (Cultural Heritage Commission), a cultural resource qualifies for designation as a Landmark if it retains integrity and manifests one or more of the Criteria. Staff has analyzed the proposed nomination and finds that this property meets Criteria A for landmark designation. The interior has been substantially altered and does not contain any historic significance within the building. This designation only applies to the exterior of the building with the exception of the exposed steel frame at the rear of the building and metal canopy attached to the front facade.

GENERAL PLAN FINDING: (from 2.63.060(A) of the Long Beach Municipal Code)

The proposed nomination of the building is compatible with the surrounding neighborhood and downtown setting. The historic building is located within the PD-30 zone which is a downtown setting that includes residential and commercial land use activities within the immediate area. The preservation and protection of the building through landmark designation will be complementary to the area by preserving an intact example of a Brick Commercial Vernacular building that is associated with important events in the City's history.

The General Plan Historic Preservation Element includes relevant goals consistent with the proposed nomination, including:

Protect historic resources from demolition and inappropriate alterations through the use of the City's regulatory framework, technical assistance, and incentives.

The proposed nomination will preserve an important building that embodies the City's history. The use of the Cultural Heritage ordinance to designate the building as a historic landmark helps raise public awareness about the City's history, historic preservation program and encourages public participation in learning about the historic resources in the City. The nomination will also ensure the structure is maintained in a high-quality manner consistent with the Secretary of the Interior's Standards for Rehabilitation. Landmark status will protect the building, preserve its cultural and architectural value and reinforce the value of historic preservation.

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

A. It is associated with events that have made a significant contribution to the broad patterns of our history.

The building is considered eligible for landmark designation under Criteria A (association with events) because it is a resource that is associated with a period of early commercial development which made a significant contribution to the broad patterns of the City's history. During this period several commercial buildings were constructed to serve the needs of a growing population and to serve a thriving seaside tourism industry. The building reflects special elements of the City's cultural, social and economic history and conveys a period in time of the City's commercial growth.