



September 6, 2016
Job Number: 1222-013
Façade Improvements Design Review
for 210 The Promenade North, Long Beach, CA

MEMORANDUM FOR THE RECORD

2.6 1222-013 M01

TO: Long Beach Development Services I Planning Bureau
(Mr. Christopher Koontz)

FROM: Sapphos Environmental, Inc.
(Ms. Alexandra I. Madsen)

SUBJECT: Character-Defining Features and Façade Improvement
Submittal for 210 The Promenade North, Long Beach,
CA

ATTACHMENTS:

- A Site Plan Review Cover Sheet
- B 1933 Façade
- C Site Plan Review As-Built Elevation
- D Site Plan Review Elevation
- E Façade Finishes

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INTRODUCTION

This Memorandum for the Record (MFR) documents the review, undertaken by Sapphos Environmental, Inc., of the façade improvement drawings submitted to the City of Long Beach (City) Development Services for the proposed upgrades (proposed project) to 210 The Promenade North, located in the City Los Angeles County, California. The proposed upgrades include the removal of a central bay awning window and installation of three casement windows; removal and replacement of modern storefront windows and door; and removal of non-original molding. This MFR includes a statement of the understanding of the proposed project, a summary of the property's historical significance, description of the character-defining features, the findings of a field survey, and a review of project compliance with the Secretary of the Interior's *Standards for the Treatment of Historic Properties (Standards)*.¹ Sapphos Environmental, Inc. ultimately finds that the project would not remove distinctive materials or alter features, spaces, and spatial relationships that characterize the building, and would not adversely affect the historic building. Therefore, the proposed project is compliant with the Secretary of the Interior's *Standards*.

PROJECT UNDERSTANDING

Sapphos Environmental, Inc. understands that the City is reviewing a proposal by a private owner to construct a new façade. This project includes the removal of existing masonry and central second-story awning window; construction of new masonry fittings; and addition of three fixed, casement windows. The existing two 1933 casement windows would be retained.

The City requested a review of the proposed project to ensure that it would comply with the *Standards*. Projects that comply with the *Standards* are normally considered to be mitigated to a level of less than significant, consistent with the provisions of Section 15064.5(b)(3) of the State California Environmental Quality Act [CEQA] Guidelines. If significant impacts are identified, the City requests recommendations to reduce impacts to a less than significant level through enhanced compliance with the *Standards*.

HISTORIC SIGNIFICANCE

The building located at 210 The Promenade North has been determined eligible for listing in the California Register of Historical Resources (CRHR) as a result of the *Survey of Historic Properties within Downtown Long Beach*.² However, the property has not been submitted to the California Office of Historic Preservation for listing in the CRHR. Located downtown, 210 The Promenade North was constructed in the late 1910s or early 1920s.³ The first modification was completed in 1925, with a second alteration in 1926.^{4,5} Cecil and Arthur Schilling built the building's façade in 1933, following a 6.4-magnitude earthquake that destroyed much of the City's downtown

¹ "Secretary of the Interiors Standards" Technical Preservation Services. National Park Service. Accessed July 29, 2016. <https://www.nps.gov/tps/standards.htm>

² City of Long Beach Department of Development Services. October 2009. *Survey of Historic Properties within Downtown Long Beach*. Prepared by: ICF Jones & Stokes, Los Angeles, CA. Available here: <http://www.lbds.info/civica/filebank/blobdload.asp?BlobID=3583>

³ Ivers, Louise H. 2009. *Long Beach: A History through Its Architecture*. Long Beach, CA: Historical Society of Long Beach, p. 210.

⁴ City of Long Beach. 23 January 1925. Alteration Permit C-5526.

⁵ City of Long Beach. 18 March 1926. Alteration Permit C-10159.

commercial district.^{6,7} The two-story building is constructed in the transitional Art Deco/Streamline Moderne style and is rectangular in plan. The exterior of the building appears to be relatively unaltered with the exception of the original storefront windows and door which were replaced in 1956, and possibly again in 1992.^{8,9} It is also unclear if three fixed-pane windows in the central bay of the second floor, included in the original 1933 façade plans, were constructed and later removed, or never came to fruition.

CHARACTER-DEFINING FEATURES

There are standards for four distinct, but interrelated approaches to the treatment of historic properties: preservation, rehabilitation, restoration, and reconstruction. It is anticipated that the *Standards for Reconstruction* would be the most suitable treatment for 210 The Promenade North, as sections of the façade would be rebuilt using the architect's original, intended design.

This MFR therefore describes the character-defining features of 210 The Promenade North and assessed proposed plans for reconstruction using the *Standards'* guidelines to facilitate compliance with the *Standards*, and hence, CEQA. Table 1, *Character-Defining Features of 210 The Promenade North*, summarizes the character-defining features described in this MFR.

⁶ Schilling & Schilling. 20 April 1933. Contract for alteration.

⁷ Ivers, 108, 209.

⁸ City of Long Beach. Application for alteration permit. O-5182. 11/9/1956

⁹ City of Long Beach. Alteration permit. C-112652. 9/22/1991; Certificate of Occupancy. 9/22/1992

TABLE 1
CHARACTER-DEFINING FEATURES OF 210 THE PROMENADE NORTH

Setting and Orientation	Faces west towards the street-level pedestrian path known as The Promenade (Appendix A, <i>Site Photographs</i> ; Photo 1, <i>Façade</i>). It is sited at the southwest corner of the intersection of North Promenade and East Broadway.
Design	<p>Exemplifies character-defining features of the Art Deco style:</p> <ul style="list-style-type: none"> • Strong verticality • Emphasis on vertical projections and window channels • Geometric and stylized ornaments (chevrons, piping, and fluting) • Metal casement windows • Flat roof <p>Exemplifies elements associated with the Streamline Moderne style:</p> <ul style="list-style-type: none"> • Strong horizontality • Emphasis on curved corners and smooth exteriors • Horizontal grooves • Smooth, aerodynamic accents alluding to speed • Flat roof
Height and Massing	Characterized by two-story height, asymmetrical composition, and rectangular massing.
Roof	Flat roof as in many Art Deco and Streamline Moderne-style buildings. Projecting fins from the casement windows extend above roof-level and emphasize the tiered setback of the uppermost level.
Exterior Materials	The exterior walls are constructed of brick covered in stucco.
Exterior Doors and Window Openings	Main entry is located to the right of the building's center, with two street-level storefront windows to its left and one to its right (Appendix A, <i>Site Photographs</i> ; Photo 2, <i>Storefront Windows and Door; Corbel</i>). The second-story fenestration consists of three awning windows broken by two central 1933 casement windows (Appendix A, <i>Site Photographs</i> ; Photo 3, <i>Casement and Awning Windows</i>). Doors and windows are constructed of metal and glass, and, with the exception of the two casement windows, were later additions installed in either 1956 or 1992.
Exterior Trim and Other Features	Horizontal grooves outline the curve of the second-story windows, contrasting the stark vertical fins that frame the two fixed casement windows. This verticality is mirrored in the three shallow pilasters that border the street-level storefront windows. A modified pipe-like corbel connects an above casement window to the main entrance.
Interior Spaces and Features	The interior of the building has a concrete floor and brick walls covered with plaster. 'I-beams and other exposed structural components are visible (Appendix A, <i>Site Photographs</i> ; Photo 4, <i>Interior Infrastructure</i>).

FIELD SURVEY FINDINGS

Sapphos Environmental, Inc. Historic Resources staff Ms. Alexandra Madsen and Ms. Carrie Chasteen conducted a reconnaissance-level field survey of 210 The Promenade North on June 15, 2016. Ms. Chasteen digitally photographed the building's exterior, interior, and setting.

Materials within the historic building that would be replaced with new second floor casement windows were observed to be later additions, as evidenced by their style and materials, and are not likely historic fabrics dating to 1933. The existing ground floor storefront windows are also newer additions to the building. These windows likely date to 1956 or 1992, when building alteration permits recorded new window and glass alterations.

PROJECT COMPLIANCE WITH THE STANDARDS

210 The Promenade North was found eligible for listing in the CRHR and is considered to be a historical resource for the purposes of CEQA. According to Section 15064.5(b)(3) of the CEQA Guidelines, projects that comply with the *Standards* are generally considered mitigated to a level of less than significant. The *Standards for Reconstruction* that most apply to this project are as follows:

1. The removed or non-surviving portions of a property would be reinstated using documented and physical evidence to permit accurate reconstruction with minimal conjecture.
2. The reconstruction would be based on accurate duplication of historic features and elements substantiated by documentary or physical evidence.
3. Remaining historic materials, features, and spatial relationships would be preserved.

The façade alteration planned for the building is described below, along with an assessment of compliance with the applicable Standards.

Façade Reconstruction

In the proposed façade reconstruction of the central second-story bay windows, the existing storefront windows would be removed and three new fixed casement windows would be installed (please see Drawing A.0.0. in Attachment A, *Site Plan Review Cover Sheet*). The 1933 façade plan shows a total of five casement windows, of which two remain (please see Sheet No. A.5.0 in Attachment B, *1933 Façade* and Sheet No. A.6.0 in Attachment C, *Site Plan Review As-Built Elevation*). Although it is not clear if two or five casement windows were originally constructed, it is possible that five were built and three were removed in a 1992 remodeling of the storefront. The remaining pair of casement windows is an integral component of the architectural style of the building.

The proposed alteration would not detract from the casement window's contribution to the design but rather act as a reconstruction of an originally intended building plan. The proposed façade addition would not be discernable as a new construction, and would be made to aesthetically match the existing windows. This alteration would not remove any distinctive materials, features, or spaces. As this portion of the project would have an impact in keeping with the original building design, it would comply with the *Standards*.

In order to construct the three fixed casement windows, the existing central awning window would be removed. This window is not original, does not contribute to the Art Deco/Streamline Moderne style of the building, and is not a character-defining feature of the building. Additionally, non-original molding would be removed and replaced with plaster. The existing windows casement and original plaster would be restored.

Also included in the plan for façade reconstruction is the installation of three new ground-level steel frame storefront windows and a new steel frame door. These features more accurately reflect the original building design than the current additions (please see Sheet No. A.7.0 in Attachment D, *Site Plan Review Elevation and Drawing of Façade Finishes* in Attachment E, *Façade Finishes*). As the existing store front windows and door were replaced in 1956, and likely again in 1992, these features are not original to the building, can be replaced without damaging the integrity of the building, and comply with the *Standards*.

CONCLUSION

The proposed façade reconstruction for buildings located at 210 The Promenade North would not remove any distinctive materials or alterations of features, spaces, and spatial relationships that characterize the building, and would not adversely affect the historic building. As it complies with the *Standards*, the project is presumed to have a less than significant impact on a historical resource under CEQA (Section 15064.5(b)(3) of the CEQA Guidelines). The building located at 210 The Promenade North would continue to be eligible for listing in the CRHR after completion of the project, and the proposed project would not result in a substantial adverse change to a historical resource as defined in Section 15064.5(b) of the CEQA Guidelines.

Should there be any questions regarding the information contained in this MFR, please contact Ms. Alexandra Madsen at (626) 683-3547, extension 145.

APPENDIX A
SITE PHOTOGRAPHS



PHOTO 1
Façade



APPENDIX A
Site Photographs



PHOTO 2
Storefront Windows and Door; Corbel



APPENDIX A
Site Photographs



PHOTO 3
Casement and Awning Windows



APPENDIX A
Site Photographs



PHOTO 4
Interior Infrastructure

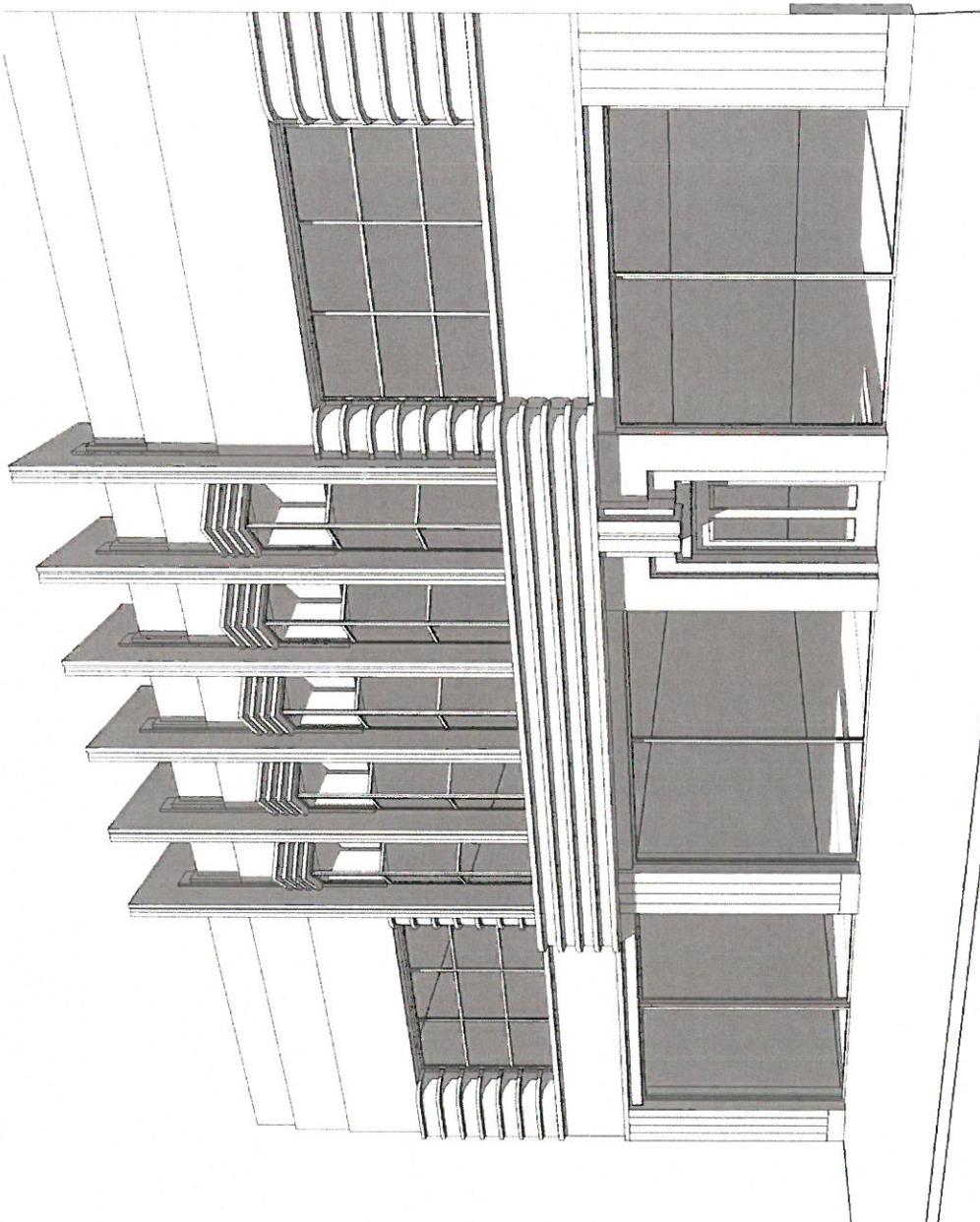


APPENDIX A
Site Photographs

ATTACHMENT A
SITE PLAN REVIEW COVER SHEET

210 THE PROMENADE

210 THE PROMENADE
LONG BEACH, CA
90802



425 East 4th St. Unit E
Long Beach
California, 90802
Voice: (562) 450 0495
Fax: (562) 436 2222

210 THE PROMENADE
LONG BEACH, CA
90802

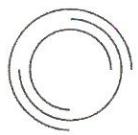
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Revision Number Revision Date
Description

Drawn by: CITRON DESIGN
GROUP

Scale: AS-NOTED
Sheet Description COVER SHEET
Project No.
Date: 04/29/16

A 00

ATTACHMENT B
1933 FAÇADE



CITRON
DESIGN GROUP

425 East 4th St. Unit E
Long Beach
California, 90802
Voice: (562) 450 0495
Fax: (562) 436 5222

210 THE PROMENADE
LONG BEACH, CA
90802

Revision Schedule	Revision Number	Revision Date

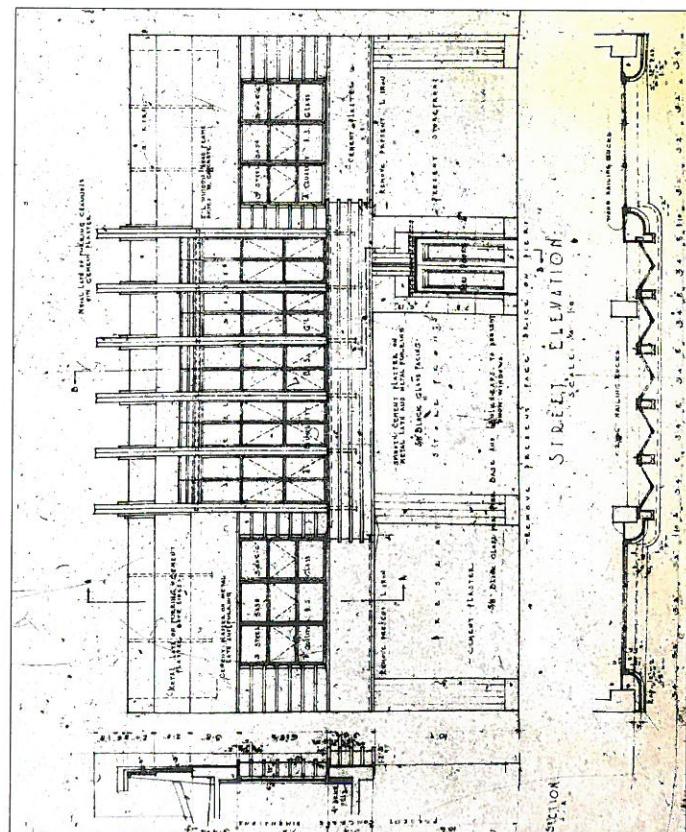
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AS-NOTED
Sheet Description
ORIGINAL AND ACTUAL FAÇADE
Project No.
Date: 04/29/16

A 50

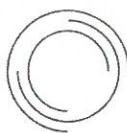


1 EXISTING PICTURE
3/8" = 1'-0"



1 CIRCA 1930 FRONT ELEVATION
3/8" = 1'-0"

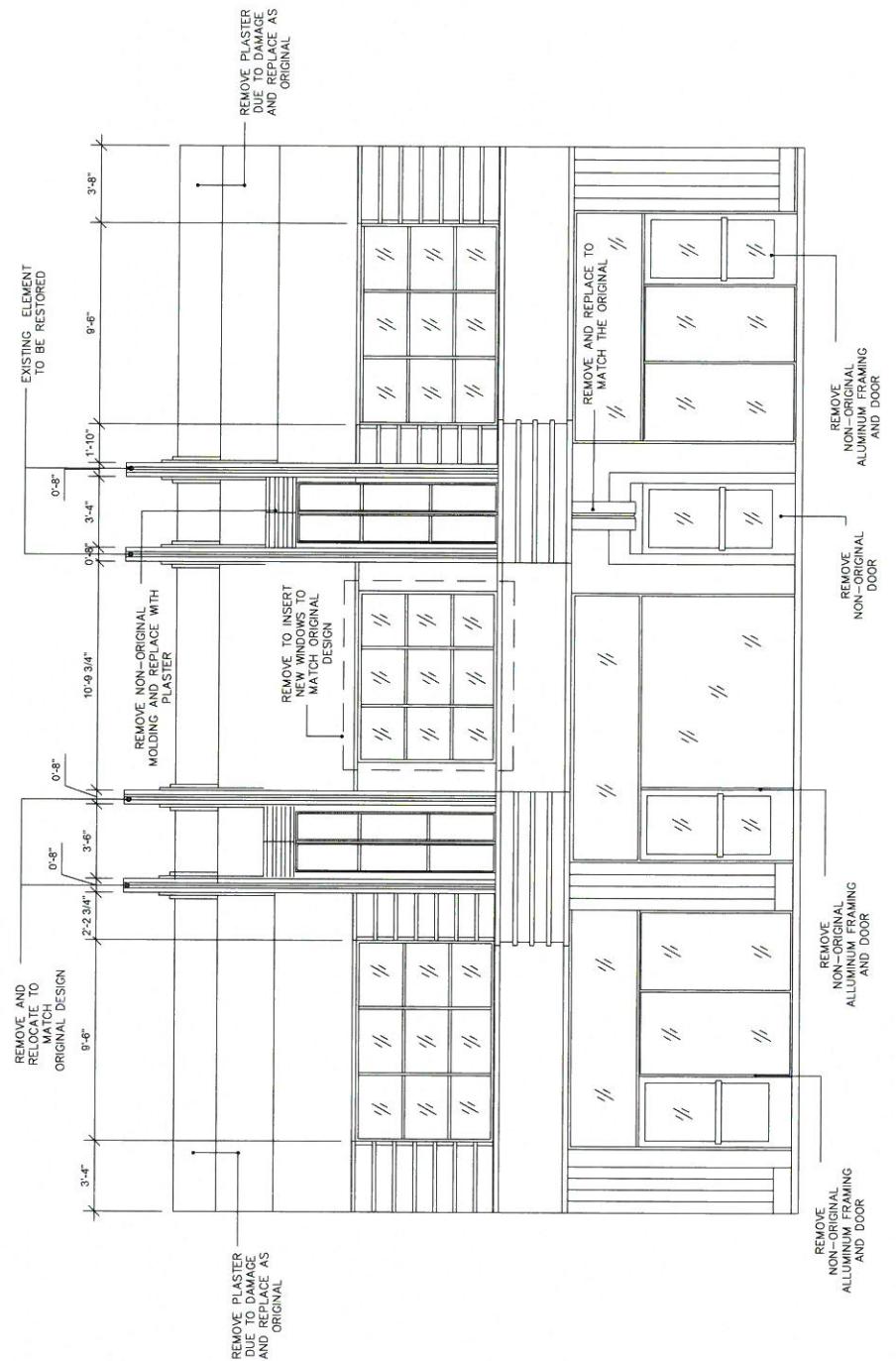
ATTACHMENT C
SITE PLAN REVIEW AS-BUILT ELEVATION



CITRON
DESIGN GROUP

425 East 4th St, Unit E
Long Beach, California, 90802
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210 THE PROMENADE
LONG BEACH, CA
90802



Revision Schedule		
Revision Number	Revision Date	Description

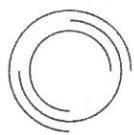
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CITRON DESIGN GROUP		

Sheet Description		
Project No.	Date:	AS-BUILT ELEVATION
	04/29/16	

(1) AS-BUILT FRONT ELEVATION
 $\frac{3}{8}$ " = 1' - 0"

Page		
Page No.	Date	A.60

ATTACHMENT D
SITE PLAN REVIEW ELEVATION



CITRON
DESIGN GROUP

425 East 4th St. Unit E
Long Beach, California, 90802
Voice: (562) 450 0495
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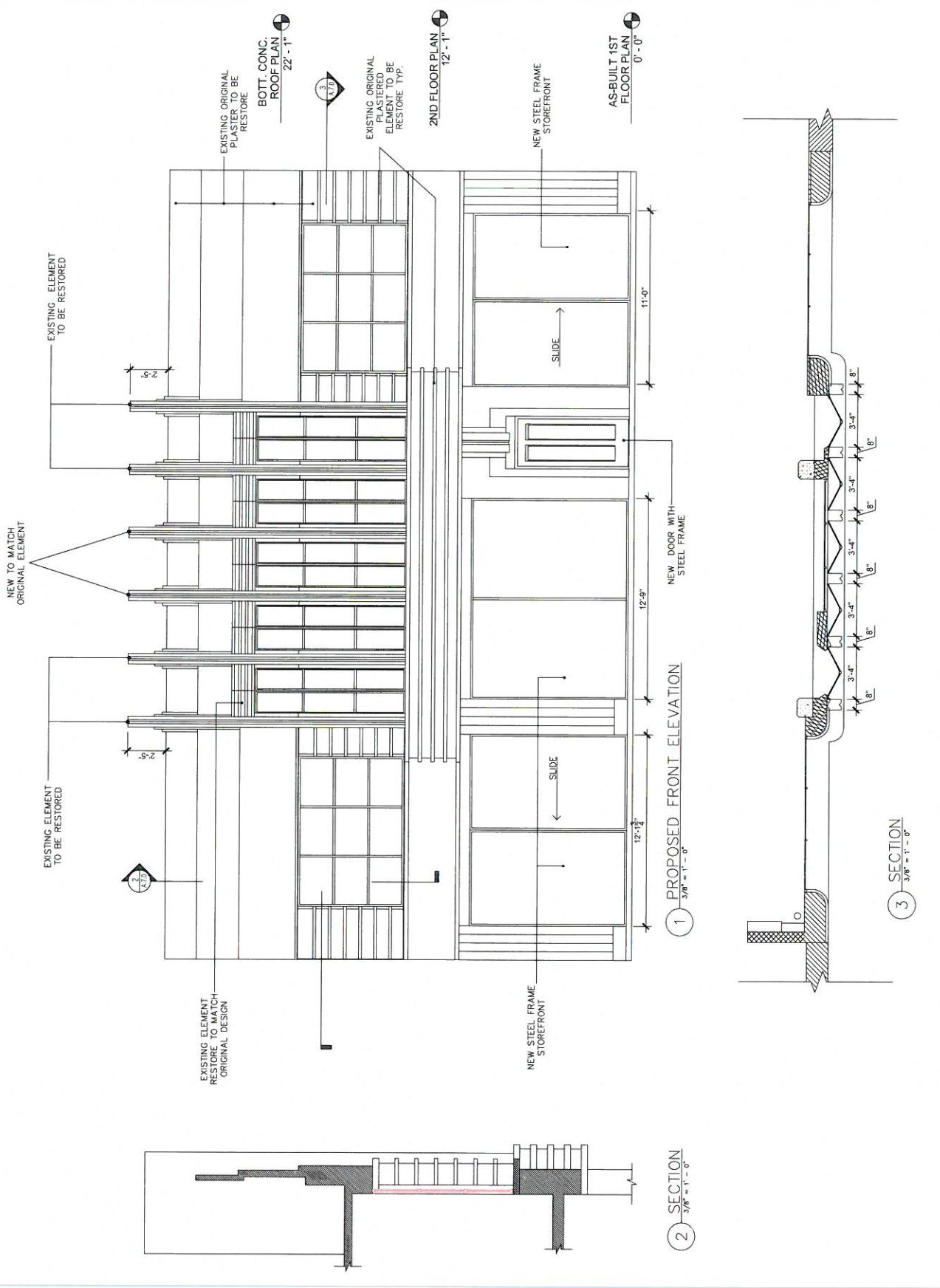
90802
LONG BEACH, CA
210 THE PROMENADE

Revision Schedule
Revision
Number
Description
Date

Drawn by: **CITRON DESIGN**
GROUP

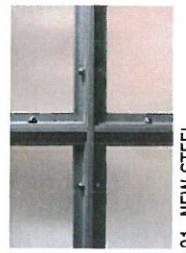
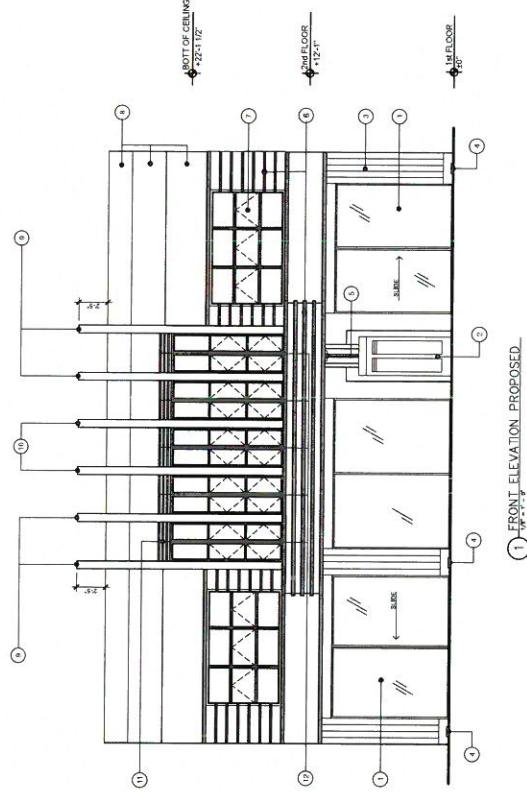
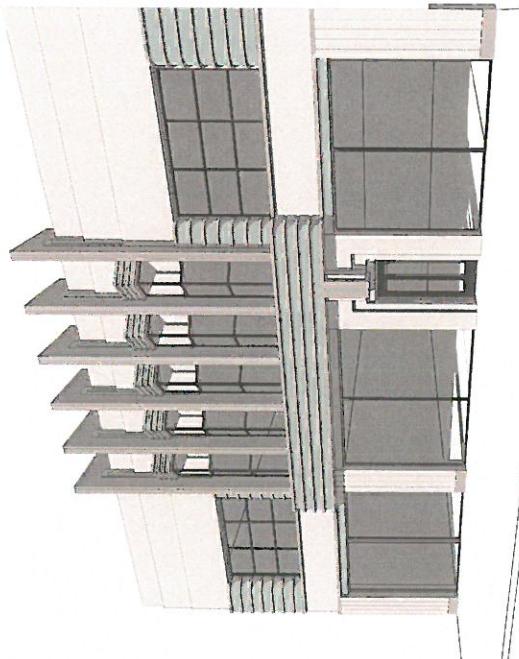
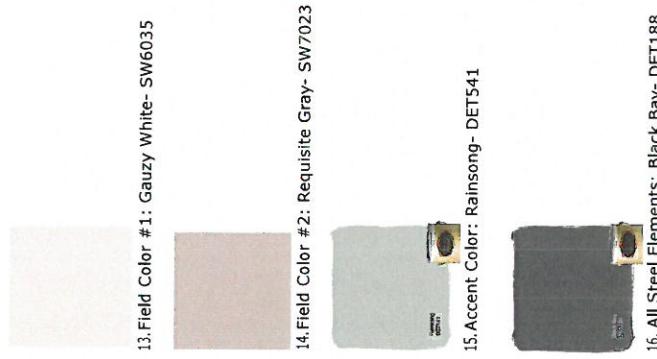
Scale: AS-NOTED
Sheet Description
ELEVATION
Project No.
Date: 04/29/16

A.70



ATTACHMENT E
FAÇADE FINISHES

210 Promenade Long Beach | Façade Finishes exterior features & materials



- | | |
|--|--|
| 09. EXISTING ORIGINAL VERTICAL PLASTER DETAIL TO BE RESTORED | 01. NEW STEEL FRAME STOREFRONT |
| 10. NEW TO MATCH EXISTING ON EITHER SIDE | 02. NEW DOOR WITH STEEL FRAME |
| 11. EXISTING ELEMENT RESTORE TO MATCH ORIGINAL DESIGN | 03. PLASTER COLUMN DETAIL |
| 12. UPLIGHTMING INGROUND #1 | 04. UPLIGHTMING INGROUND #1 |
| | 05. RECESSED DOWNLIGHT |
| | 06. EXISTING ORIGINAL HORIZONTAL PLASTERED DETAIL TO BE RESTORED |

State of California -- The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary # _____

HR # _____

Trinomial _____

NRHP Status Code 3CS

Other Listings _____

Review Code _____ Reviewer _____ Date _____

Page 1 of 8

* Resource Name or #: 210 The Promenade North

P1. Other Identifier: Map Reference No. 1

* P2. Location: Not for Publication Unrestricted a. County Los Angeles

b. USGS 7.5' Quad Long Beach Date 1981 T 5S; R13W; 1/4 of 1 1/4 of Sec SB B.M.

c. Address 210 The Promenade North City Long Beach Zip 90802

d. UTM: (Give more than one for large and/or linear feature) Zone 11, 389728.459 mE/ 3737249.239 mN

e. Other Locational Data: (e.g. parcel #, legal description, directions to resource, elevation, additional UTMs, etc. as app

APN 7280-019-011; from Los Angeles, take I-110 south to I-405 south to Downtown Long Beach/Convention Center/Aquarium. Take right onto 6th St. ramp, right onto Long Beach Boulevard, right onto East 3rd St.

* P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries.) The subject property, 210 The Promenade North, is a commercial building located on Long Beach's Promenade. It is a 3,260-square-foot, 2-story, commercial building dating to the late 1910s or early 1920s (Ivers 2009, 210). The first documented alteration to the building was completed in 1925, and a second was finalized in 1926. The building's front was constructed in 1933 by Schilling and Schilling and reflects the transitional phase between Art Deco and Streamline Moderne. The stylized geometric motifs and verticality of Art Deco and the smooth, horizontal lines, curved edges, and asymmetrical façade of Streamline Moderne are both prominent on 210 The Promenade North's façade.

(See Continuation Sheet page 4)

* P3b. Resource Attributes: (List attributes and codes) HP6 1-3 story commercial building

* P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects)



P5b. Description of Photo: (View, date, etc.)

Street Elevation, Photo courtesy of City of Long Beach

* P6. Date Constructed/Age and Sources:

Prehistoric Historic Both

1925 Field Estimate

* P7. Owner and Address:

Graham Gill

5000 E. Spring Street, Ste 430

Long Beach, CA 90815

P--Private

* P8. Recorded by: (Name, affiliation, address)

Alexandra I. Madsen

Sapphos Environmental, Inc.

430 N Halstead St

Pasadena, CA 91107

* P9. Date Recorded: 6/15/2016

* P10. Survey Type: (Describe)

Intensive Survey

CEQA Compliance

P -- Project Review

* P11. Report Citation: (Cite survey report/other sources or "none") Memorandum for the Record (MFR) 210 The Promenade N (1222-013)

* Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record Artifact Record

Photograph Record Other: (List) _____

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 8

* NRHP Status Code 3CS

* Resource Name or #: 210 The Promenade North

B1. Historic Name: 210 Locust St.

B2. Common Name: 210 The Promenade North

B3. Original Use: Commercial

B4. Present Use: Commercial

* B5. Architectural Style: Art Deco/Streamline Moderne

* B6. Construction History: (Construction date, alterations, and date of alterations.)

210 The Promenade North was likely constructed in the late 1910s or early 1920s (Ivers 2009, 210). An alteration to the original building was completed in January of 1925 by L.H. Brick Company, who was contracted by owner T.A. Stephens. Stephens again contracted L.H. Brick Company in March of 1926 for more unspecified alterations. (See Continuation Sheet page 4)

* B7. Moved? No Yes Unknown Date _____ Original Location: _____

* B8. Related Features:

B9a. Architect: A. Cecil Schilling b. Builder: C. Arthur Schilling

* B10. Significance: Them Commercial Development Area Long Beach

Period of Significance 1933 Property Type Commercial Applicable Criteria A/1, C/3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

In 2009, 210 The Promenade North was found eligible, although not designated, for listing in the California Register of Historic Places (CRHR) as it conveys the Art Deco and Streamline Moderne styles commonly found in the period following the 1933 earthquake, and retains integrity (ICF Jones & Stokes, 2009).

No original building permit was available for the property at 210 The Promenade North. The building façade was constructed in 1933.

(See Continuation Sheet page 4)

B11. Additional Resource Attributes: (List attributes and codes): _____

* B12. References:

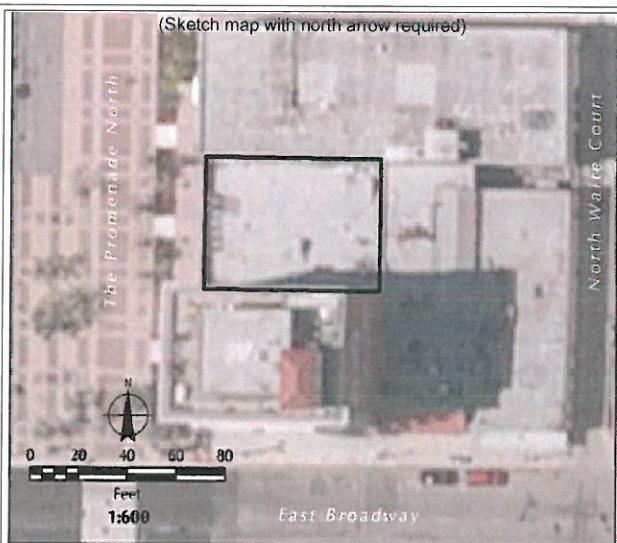
See Continuation Sheet page 8.

B13. Remarks:

* B14. Evaluator: Alexandra I. Madsen

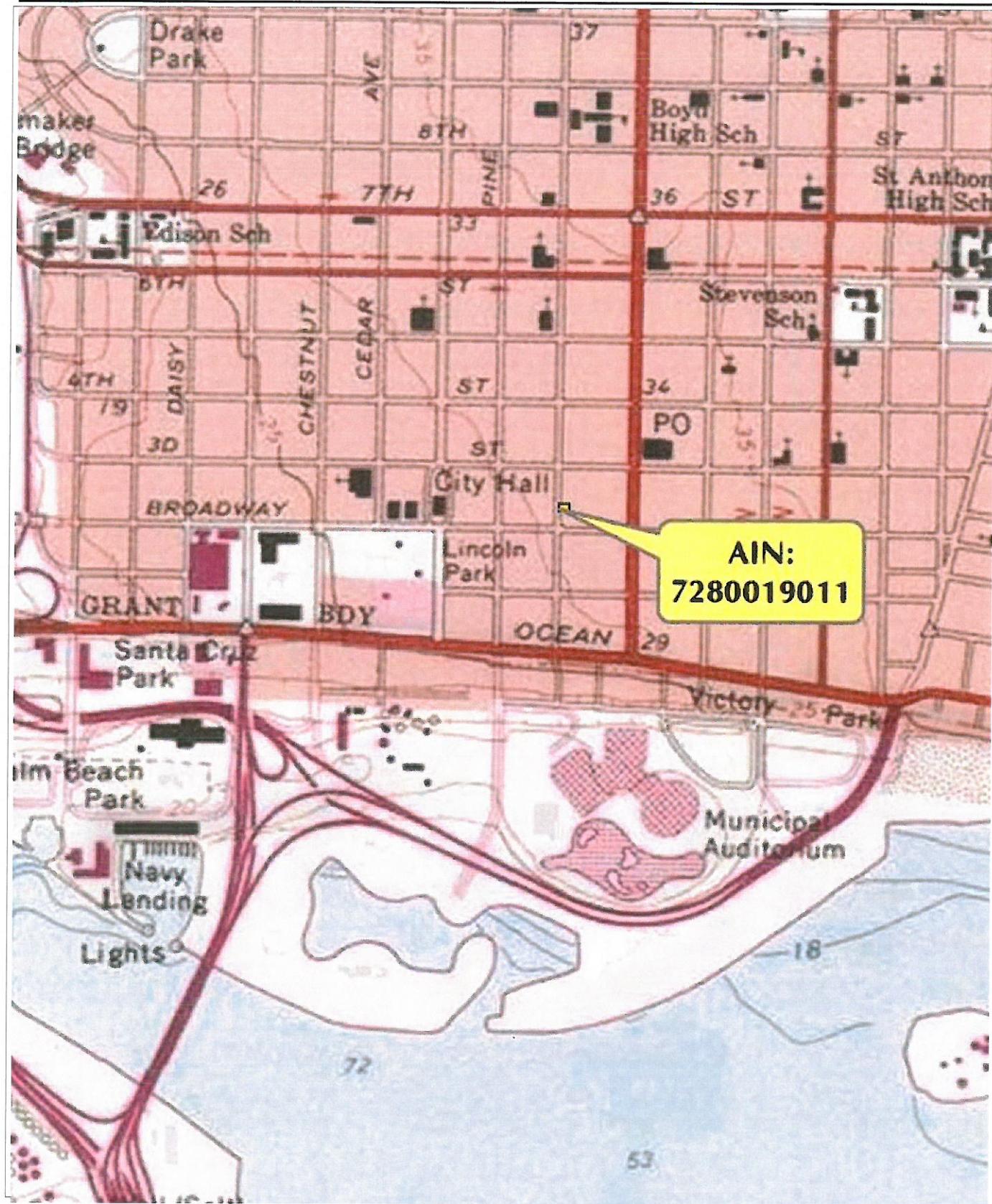
Date of Evaluation: 6/15/2016

(This space reserved for official comments.)



LOCATION MAP

Page 3 of 8 * Resource Name or #: (Assigned by recorder) 210 The Promenade North
* Map Name: Long Beach *Scale: 1:24,000 *Date of Map: 1981



CONTINUATION SHEET

Page 4 of 8 * Resource Name or #: (Assigned by recorder) 210 The Promenade North

* Recorded by: Alexandra I. Madsen

* Date: 6/15/2016

Continuation Update

*P3a. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting and boundaries):

(Continued from Primary Record page 1)

The building's flat roof is complimented by two pairs of vertical fins that frame the two awning and fixed-pane windows and project above the roof line. These awning and fixed-pane windows in turn are bordered on their far side by streamlined, ribbed borders and chevron details that emphasize their narrow shape. Large, fixed-pane and awning windows divided into three bays on the second floor define the upper and lower stories, alluding to the building's commercial purpose. A pipe-like detail connects the entrance to an above window, acting as a corbel.

210 The Promenade North is a brick building with wood ribbing and a stucco exterior. An exposed structural system of reinforced metal T-beams speaks to the seismic activity in the area. Noted damage to the building includes: oxidation, a warped parapet wall with damage on its ledge, and stucco spall. The rebar has expanded from water exposure, and proximity to the ocean has caused some corrosion on the building's windows.

*B6. Construction History (Continued from Building, Structure, and Object Record page 2)

In 1933, the building received its Art Deco/Streamline Moderne styled façade by architect Cecil Shilling and his brother, engineer Arthur Schilling. At the time of this alteration the building was owned by Frank Parr and Ray K. Person. This alteration included: plastering all exterior street front wall surface, adding steel sash, installing a black glass entry, painting sash and exposed wood work, staining and varnishing doors, and moving the doorway. They erected all furring channels and metal lath required to carry out the design as shown on the drawings, including pilasters, parapet walls, curved windows, projections over the display window, a base for glass setting of entry, a new roof, and new front.

In February 1956, more changes were made when the front of the building's glass storefront windows and doors were replaced. In the same year, Economy Kitchens enlarged the door opening and installed acoustical tiles in the ceilings. Owners Parr and Person hired Warren Dadrick to alter the building again in 1958, including patching the wall openings between buildings and the construction of new stairs. In 1992, more alterations were made, including the remodeling of the façade by the Ord Brothers, and later, restaurant improvements and floor plan check by Ken McClintock. In 1995, H.Finn Jenkins renovated the downtown Blue Café to include a recording studio.

*B10. Significance (Continued from Building, Structure, and Object Record page 2)

Context

This report utilizes the City of Long Beach Historic Context Statement completed in 2009 by Sapphos Environmental, Inc. The evaluation that follows was carried out based on context and guidelines provided by that document.

Long Beach – the Seaside Resort

By the end of the 19th century, the City of Long Beach possessed a waterfront that had a burgeoning tourist industry. Sanborn maps estimated the population in 1895 at 1,200 and, in 1898, differentiated between winter residents (2,000) and summer residents (6,000), in a clear indication that the City's prosperity depended on seasonal tourism and seaside amenities.

During this period, the City experienced an increase in the construction of small-scaled or mixed-use lodging houses, as well as strings of small, attached dwellings (courts), cottages, cabins, and tents. The increase in these building types suggests that the source of the tourist population was local, most likely Southern Californians who were most comfortable in familiar, informal accommodations (unlike visitors from the East and Midwest). In addition to local rail service, interaction between towns may have been facilitated by the sharp increase in the popularity of bicycling, which was fueled by modifications in bicycle design from the high wheeler to the safety bicycle in the 1890s.

CONTINUATION SHEET

Page 5 of 8 * Resource Name or #: (Assigned by recorder) 210 The Promenade North

* Recorded by: Alexandra I. Madsen

* Date: 6/15/2016

Continuation Update

Theme – Military Boom Town

By the close of the 1920s, Long beach had established itself as a major city in the Southern California region and was listed as the 57th largest city in the nation. The City's downtown core had become dense from commercial and residential growth and wealthy from industrial expansion, and its population had increased by some 80,000 residents within 10 years to reach an all-time height of 142,032, a 155-percent increase from the previous decade. The City had also amplified its resort image through various commercial enterprises creating a stronger tourist industry.

Like most cities throughout the United States, the 1930s began with difficult financial times for Long Beach. The local construction and expansion efforts of the previous decade were quickly dwarfed by the devastating impacts left by the 1929 stock market crash. By 1931, building construction had begun to radically decline, due to lack of commercial sales, bank closures, and unemployment.

Then, on March 10, 1933, at 5:55 p.m., a 6.4 earthquake rocked the City, causing \$50,000 in damages. Many masonry structures sustained severe damage and had to be demolished, while others suffered only minor damage. Some commercial and low-rise multifamily units lost their facades. The physical character of the City underwent a dramatic change as the rubble was cleared and the rebuilding and rehabilitation began. Structures were given facelifts in the Art Deco style. Turn-of-the-century business blocks suddenly had modern fronts, a feature that remains visible today. The disaster triggered the largest construction efforts the City had ever witnessed.

Art Deco Style

First introduced to America in 1922 by Eliel Saarinen's Chicago Tribune competition design, Art Deco was an international affair. The new style permeated the modern decorative arts displayed at the 1925 Paris Exposition Internationale des Artes Décoratifs et Industriels Moderne, and quickly extended its grasp across the world. The Art Deco style emphasized sharp edges, geometric forms, and vertical accents. Buildings and structures typically had flat roofs, smooth surfaces, and balanced, symmetrical compositions. Most ornamentation was concentrated around building's windows and doors and typically took the shape of chevrons, zigzags, sunbursts, parallel straight lines, and stylized floral motifs.

Art Deco was very much associated with the jazz age, and buildings designed in the new style were quickly erected among Long Beach's speakeasies and illegal liquor joints. Many of the city's most famous Art Deco buildings were built during the style's height: the 1920s and early 1930s. In Long Beach, the style was pioneered by brothers Cecil and Arthur Schilling. The Schilling brothers completed the first Art Deco styled building, the Hancock Motors building (500 East Anaheim Street), in 1928, and designed their second, The Lafayette (140 Linden Avenue), in 1929.

Character-defining Features:

- From one to many stories in height
- Exterior walls of brick, concrete, architectural terra cotta, and stucco
- Flat roof
- Pronounced verticality
- Balanced composition
- Emphasis on piers and vertical window channels, not horizontal divisions
- Vertical projections such as towers
- Setbacks and use of receding panes
- Use of bronze, copper, aluminum and other metals; glass brick and tile, terra cotta, marble and terrazzo
- Geometric and stylized ornament, including zigzags, chevrons, sunbursts, or fluting and reeding, floral and figural motifs
- Metal casement windows, often set above spandrel panels
- Incorporation of Gothic details

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Streamline Moderne Style

The Streamline Moderne style was in many ways a reaction against the Art Deco style. Streamline Moderne buildings and structures were introduced to America and Long Beach in the 1930s. This style took the smooth, aerodynamic visuals of the International Style and Machine Aesthetic to imitate ships, airplanes, trains, and automobiles. It adopted clean lines and curved edges, giving buildings a feeling of speed, emphasized with the style's strong horizontal lines and combinations of horizontal and vertical planes. Buildings and structures typically had flat roofs, smooth exteriors, and grooved or applied horizontal lines and pipe railings. Steel casement, porthole, and glass block windows accentuated industrial aesthetic motifs.

In Long Beach, W. Horace Austin designed various Streamline Modern styled structures, including the Metropolitan Apartments (501 East Broadway) at the edge of downtown, many of which still exist.

Many schools in Long Beach were constructed in Art Deco and Streamline Moderne styles in the post-1933 Depression era. Schilling and Schilling dominated the Art Deco construction, but like W. Horace Austin, were also involved in the Streamline Moderne style that took off in the 1930s. In fact, the Schilling brothers and W. Horace Austin worked together a number of times.

Character-defining Features:

- Regardless of number of stories, strong horizontal emphasis
- Flat roof
- Smooth exterior cladding
- Curved corners
- Steel casement windows, often in continuous bands that may wrap corners
- Glass block windows
- Flat canopies, often rounded or semicircular
- Horizontal grooves or stringcourses
- Pipe railings along exterior staircases and balconies

210 The Promenade North

210 The Promenade North was built before 1925, the year in which it was altered by its first owner, T.A. Stevens. It was constructed of brick walls, and altered by the L.H. Brick Company.

Hired by Frank L. Parr and R. K. Person, Cecil and Arthur Schilling provided 210 The Promenade North with a new façade in April of 1933 after earthquake damage. The architect and engineer instilled the building with Art Deco and Streamline Moderne features to attract customers and restore the damaged city's modern beauty. Besides 210 The Promenade North, the Schilling brothers worked on a dozen store additions in 1933.

In the 1940s, 210 The Promenade North was adopted by the Barker Brother's department store located across the street to serve as the store's electronics annex; numerous advertisements from the 1940s cite new televisions and radios available for purchase at this location. The store was dissociated with Barker Brothers by the mid-1950s, and served as a fine men's warehouse, the Andover Shop. The 1960s saw more changes for the building; although men's wares were still sold at the location, the business that occupied the store was Kenady's Store for Men. By the 1990s, the building was the site of the Blue Café which was a restaurant, bar, and nightclub. The Blue Café closed in 2013.

Eligibility for the California Register of Historical Resources (CRHR) and Long Beach City Cultural Heritage Commission Ordinance (LBHL).

The subject property at 210 The Promenade North in Long Beach is recommended eligible for designation under the LBHL pursuant to Criterion A and for listing in the CRHR pursuant to Criterion 1 as a resource that is associated with an event that

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made a significant contribution to the broad patterns of the City's history. The 1933 earthquake that ravaged Long Beach damaged dozens of buildings, and many were left in ruins. 210 The Promenade North was one such affected building, and was involved in the resultant period of architectural reinvigoration. This construction boom changed the face of Long Beach, as many of the newly erected façades were decorated in the Art Deco style. Only a number of these 1933 buildings still exist.

The subject property at 210 The Promenade North in Long Beach is recommended ineligible for designation under the LBHL pursuant to Criterion B and for listing in the CRHR pursuant to Criterion 2 as it is not associated with the lives of persons significant in the past.

The subject property of 210 The Promenade North is recommended eligible pursuant to Criterion C of the LBHL and Criterion 3 of the CRHR as a resource that embodies the distinctive characteristics of an architectural type (Art Deco and Streamline Moderne) and period of significance (1933). 210 The Promenade North demonstrates the 1920s and 1930s emphasis on the Art Deco style, and, moreover, the Streamline Moderne style that was introduced in the city in the 1930s. 210 The Promenade North is a unique and notable example of this 1930s stylistic transition, and retains its architectural character. The façade was designed by noted architect/engineer brothers Cecil and Arthur Schilling. The Schilling brothers are recognized as pioneers of Art Deco-style buildings in Long Beach, and designed the noted Art Deco-styled Hancock Motors building and the hotel The Lafayette.

The subject property at 210 The Promenade North in Long Beach is recommended ineligible for designation under the LBHL pursuant to Criterion D and for listing in the CRHR pursuant to Criterion 4 as it is not a likely source for future information related to human prehistory or history because it was constructed using common methods and materials.

Statement of Integrity

The subject was evaluated against the seven aspects of integrity as outlined in the California Code of Regulations, California Register of Historical Resources (Title 14, Division 3, Chapter 11.5, Section 4852 [c]). The seven aspects of integrity include location, design, setting, materials, workmanship, feeling, and association.

The evaluated structure retains its original location and has not been moved.

The design of the exterior footprint of the structure dating to 1933 remains intact. The Art Deco/Streamline Moderne building conveys a particular and unique example of a transitional building dating to the 1930s.

The setting has remained largely commercial, making the existence of the Art Deco/Streamline Moderne design even more unique.

The materials of the building remain mostly original, with the exception of some windows and roofing. The building remains a brick building with a stuccoed façade dating to 1933.

The workmanship present at the exterior of the structure conveys evidence of the technologies and style preferences of the era in which the building was constructed, and are is within the period of significance. The overall integrity of workmanship is very intact, quite unique, and high in quality.

The feeling expressed in the exterior physical features conveys the property's historic character. The majority of the exterior character-defining features of the building are intact and original, and convey integrity of feeling; that being of an Art Deco/Streamline Moderne retail store dating to the post-earthquake construction boom of 1933.

The association of the building conveys the period of expansion, seaside resort destination, and military boom town periods that took place in Long Beach during the decade of its reconstruction. This association still remains, primarily through the survival of the building's façade and its commercial context.

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210 The Promenade North retains all aspects of integrity. Therefore, it is eligible for listing the CRHR and LBHL pursuant Criteria A/1 and C/3.

*B12. References:

(Continued from Building, Structure, and Object Record page 2)

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