

**LANDMARK DESIGNATION
HP16-450
FINDINGS AND ANALYSIS
210 The Promenade North**

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 210 The Promenade North, on the east side of The Promenade (formerly Locust Avenue) between Broadway and Third Street (Exhibit A – Location Map). The property has a zoning designation of PD-30 and is improved with a two-story commercial building. According to Sanborn map records the subject building was constructed between 1905 and 1908. Although constructed prior to the

The building's character defining features for the Art Deco style include the following: strong verticality, emphasis on the vertical projection and window channels, geometrical and stylized ornamentation, metal casement windows. Character defining features for the Streamline Moderne style include the following: an accentuated horizontality, emphasis on curved corners and smooth exteriors, horizontal grooves, and flat roof.

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 and C 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.

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 a well-designed Art Deco and Streamline Moderne style 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 significant under Criteria A because it is a resource that is associated with an even that made a significant contribution to the broad patterns of the City's history. The destructive 1933 earthquake that damaged several buildings leaving many in ruins. The subject property was one such building affected by the earthquake, 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 facades were decorated in the Art Deco style. Only a number of these 1933 buildings still exist and as such, the building is eligible for Local Landmark designation under Criteria A (association with events) for its association with the 1933 Long Beach Earthquake and the subsequent reconstruction period of buildings in an Art Deco and Streamline Moderne style.

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.

The subject property is eligible pursuant to Criteria C as the building embodies the distinctive characteristics of two architectural types, Art Deco and Streamline Moderne. The subject building 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. The building is a unique notable example of the 1930s stylistic transition, and retains its architectural character. The façade was redesigned by noted architect/engineer brothers Cecil and Arthur Schilling who were recognized as pioneers of the Art-Deco style in Long Beach. The architectural firm of architect Cecil Schilling and engineer Arthur Schilling were well-known in the Long Beach area for their achievements in the Art Deco style. They are credited with the design of the first Art Deco building in the area in 1928: The Hancock Motors Building. This building is an extension of their notable work in the City that is designed in the Art Deco style.