

**LANDMARK DESIGNATION
HP16-454
FINDINGS AND ANALYSIS
340-342, 344-346, 348-350 and 352-356 E. Third Street**

ANALYSIS:

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

The subject sites are located at 340-342, 344-346, 348-350 and 352-356 E. Third Street, on the east side of Third Street between Long Beach Boulevard and Elm Avenue (Exhibit A – Location Map). The property has a zoning designation of PD-30 and is improved with four commercial buildings. The buildings were all constructed in 1924.

The corner building's visible character-defining features are the building form, flat roof, curvilinear upper windows and storefront openings. Further building investigation may reveal if many of the decorative wall surface features remain. The three Brick Vernacular Commercial buildings are still relatively intact with minor alterations. All the buildings have contemporary storefronts and entry doors which are alterations that are easily reversible for all the buildings.

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 1920s commercial buildings in the downtown area that are 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 event that made a significant contribution to the broad patterns of the City's history. The destructive 1933 earthquake damaged several buildings including the building at 352-356 E. Third Street. Evidence of its earthquake damage is documented in archived plans from 1933. The three Brick Vernacular Commercial buildings also survived the earthquake. Only a small 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.

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 properties are eligible pursuant to Criteria C as the buildings embody the distinctive characteristics of two architectural types Gothic Revival influenced commercial building and Brick Vernacular Commercial. If the corner property is designated as a historic landmark building, future exterior improvements would be subject to the Cultural Heritage Ordinance and Secretary of the Interior's Standards including Standard No. 6 for repair of original features or replacement based on documentary or pictorial evidence which are available. The four contiguous buildings are also an example of relatively intact 1920s commercial structures in the downtown that occupy a whole block-face. Collectively, the subject buildings convey a period of early commercial building development in the City's downtown area. The corner building was also designed by Dodd and Richards for the National Cash Register Company who occupied the building for 50 years. Dodd and Richards are known for designing the Pacific Mutual Insurance Building, The Brock and Company Jewelry Store, and Heron Building in Los Angeles.