

HISTORIC PRESERVATION ELEMENT

City of Long Beach, California
2030 General Plan



Department of Development Services
Planning Bureau, Advance Planning Division
333 West Ocean Boulevard
Long Beach, California 90802
http://www.lbds.info/planning/advance_planning/

HISTORIC PRESERVATION ELEMENT

Mayor and City Council

Bob Foster, Mayor
Val Lerch, Vice-Mayor, 9th District
Robert Garcia, 1st District
Suja Lowenthal, 2nd District
Gary DeLong, 3rd District
Patrick O'Donnell, 4th District
Gerrie Schipske, 5th District
Dee Andrews, 6th District
Tonia Reyes Uranga, 7th District
Rae Gabelich, 8th District

Planning Commission

Philip Saumur, Chair
Melani Smith, Vice-Chair
Becky Blair
Charles Durnin
Alan Fox
Leslie Gentile
Donita Van Horik

Cultural Heritage Commission

Laura H. Brasser
Shannon Carmack
Irma Hernandez
Karen L. Highberger
Louise Ivers
Harvey Keller
Richard Powers

City Staff

Reginald Harrison, Acting Development Services Director
Michael J. Mais, Assistant City Attorney
Jill Griffiths, Advance Planning Officer
Pat Garrow, Project Manager/Senior Planner
Derek Burnham, Current Planning Officer

and

Historic Resources Group
Hollywood, CA

ADOPTED BY THE CITY COUNCIL ON JUNE 22, 2010

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	iii
PART ONE: BACKGROUND AND CONTEXT.....	1
INTRODUCTION.....	2
PLANNING PROCESS	3
HISTORIC DEVELOPMENT OF LONG BEACH.....	7
MAJOR ARCHITECTURAL STYLES IN LONG BEACH.....	25
LEGAL BASIS FOR PRESERVATION.....	27
DEFINING HISTORIC AND CULTURAL RESOURCES.....	32
INCENTIVES FOR HISTORIC PRESERVATION.....	49
LONG BEACH’S HISTORIC PRESERVATION PROGRAM.....	55
LONG BEACH MUNICIPAL CODE	59
PRESERVATION POLICIES AND GUIDELINES IN OTHER CITY PLANNING DOCUMENTS.....	61
PART TWO: HISTORIC PRESERVATION PROGRAM.....	63
VISION, GOALS, POLICIES AND IMPLEMENTATION MEASURES.....	64
BIBLIOGRAPHY	78
APPENDIX A: GLOSSARY	A-1
APPENDIX B: RESOURCES	B-1
APPENDIX C: EXISTING CONDITIONS REPORT.....	C-1
TABLES	
Table 1: Architectural Styles in Long Beach.....	25
Table 2: Designated National Historic Landmarks in Long Beach.....	33
Table 3: Long Beach Properties listed in the National Register of Historic Places.....	35
Table 4: Designated California Historical Landmarks in Long Beach.....	37
Table 5: City of Long Beach Designated Landmarks.....	41
Table 6: Long Beach Designated Historic Districts.....	47
FIGURES	
Figure 1: Historic Long Beach Postcard.....	1
Figure 2: Abel Stearns’ Rancho.....	9
Figure 3: Los Cerritos Garden, c. 1870.....	10
Figure 4: Long Beach Pier, c. 1895.....	14
Figure 5: Jennie Reeve House, Greene & Greene, 1904.....	17
Figure 6: Villa Riviera, Richard D. King, 1929.....	18
Figure 7: 1928 Pacific Southwest Exposition.....	18
Figure 8: Opdahl House, Edward Killingsworth, 1956.....	21
Figure 9: Los Cerritos Ranch House.....	33
Figure 10: Marine Stadium, 1932 Olympic Games.....	37

Figure 11: Security Pacific National Bank, Curlett and Beelman, 1924.....	45
Figure 12: City of Long Beach Designated Landmarks.....	46
Figure 13: City of Long Beach Designated Historic Districts.....	48
Figure 14: Bembridge House	57
Figure 15: Willmore City.....	57
Figure 16: Long Beach Historic Postcard, View from Rainbow Pier.....	63
Figure 17: Long Beach Historic Postcard, Ocean Boulevard.....	64
Figure 18: Long Beach Historic Postcard, Rose Covered Residence.....	67
Figure 19: Long Beach Historic Postcard, Breakers Hotel.....	69
Figure 20: Long Beach Historic Postcard, Bathing in the Sea Lagoon.....	72
Figure 21: Long Beach Historic Postcard, Myers Residence.....	75

EXECUTIVE SUMMARY

The City of Long Beach is committed to adopting a Historic Preservation Element in order to create a pro-active, focused plan for use by residents, local preservation advocates, City staff, the Cultural Heritage Commission, Redevelopment Agency, Planning Commission, and City Council. The Historic Preservation Element outlines a vision for future historic preservation efforts and the actions that need to be taken to achieve it. Development of the Historic Preservation Element was coordinated with the City's 2030 General Plan update. Primary goals of the Historic Preservation Element are to better integrate historic preservation into City procedures and interdepartmental decisions, and to create a meaningful partnership with the community in order to implement the historic preservation program.

The Historic Preservation Element was prepared in accordance with the Secretary of the Interior's *Standards and Guidelines for Archeology and Historic Preservation*, the publication entitled "Preparing a Historic Preservation Plan" by Bradford J. White and Richard J. Roddewig, and other applicable state standards and guidelines. The preparation of the Historic Preservation Element included public participation, a review of the City's existing preservation program, and a study of federal and state guidelines and incentives for historic preservation.

PART ONE: BACKGROUND AND CONTEXT

Figure 1: Historic Long Beach Postcard. Source: Historic Resources Group.



This Historic Preservation Element for the City of Long Beach follows the California Office of Historic Preservation's standard format for Historic Preservation Elements.¹ This includes background and introductory sections in Part One; followed by the vision statement, goals, and implementation measures in Part Two.

Part One: Background and Context for Historic Preservation

- Brief history of the development of Long Beach
- Legal basis for historic preservation
- Historic preservation designation programs (including designated

historic landmarks and districts in Long Beach)

- Incentives for historic preservation
- Long Beach's Historic Preservation Program
- Architectural styles represented in Long Beach

Part Two: Historic Preservation Program

- Vision Statement
- Goals, Policies, and Implementation Measures

¹ California Office of Historic Preservation, "Historic Preservation Elements." Website: http://ohp.parks.ca.gov/?page_id=25898.

INTRODUCTION

The City of Long Beach has a strong commitment to historic preservation. This commitment is demonstrated through the programs and policies of the City, including the establishment of a Cultural Heritage Commission, a Historic Preservation Ordinance which includes provisions for the designation of landmarks and historic districts, review and oversight of the rehabilitation of historic structures, and incentives for historic preservation.

The City of Long Beach created a Cultural Heritage Committee in 1978, which was upgraded to a City Commission in 1988. Long Beach was one of the first California cities to establish a staff position of Historic Preservation Officer (1989), and the City became a Certified Local Government in 1992. By 2010 there were 132 designated individual local landmarks, and seventeen designated historic districts in the City. The programs and policies to date represent a remarkable effort at preserving the City's historic and cultural resources. Support for preservation in the community, the City's existing policies, and history as advocates for historic preservation, are a foundation upon which a comprehensive preservation program can be built.

The framework for a comprehensive preservation program is a Historic Preservation Element in the City's General Plan. The Historic Preservation Element was initiated as part of the Long Beach 2030 update to the General Plan. A General Plan addresses "the physical development of the city, and

any land outside its boundaries which bears relations to its planning" (California Government Code §65300). The California Supreme Court has characterized the General Plan as the "constitution for future development." The General Plan provides both general direction and limits; all subsequent planning, including ordinances, zoning, specific plans, subdivision regulations, redevelopment and building codes, must be consistent with the General Plan.²

In California there are seven mandatory elements in the General Plan: land use, circulation, housing, conservation, open-space, noise and safety. State law offers local governments the flexibility to prepare additional elements that address topics of concern to them; historic preservation is identified as one of these optional elements. All elements of a General Plan have equal legal status, so the historic preservation element is as important as each of the other elements.

The Historic Preservation Element seeks to identify and protect areas, sites and structures having architectural, historical, cultural, or archaeological significance and to reaffirm their continuing value as a resource contributing to the vitality and diversity of the present environment.

² Office of Historic Preservation, "Historic Preservation Elements." Website: http://ohp.parks.ca.gov/?page_id=25898.

PLANNING PROCESS

The creation of a Historic Preservation Element (HPE) for the City of Long Beach was a two-phase process. Phase I began with an evaluation of the City's current preservation planning conditions. These are summarized in the *Existing Conditions Report* which is attached as Appendix C.³ Public outreach was conducted during Phase I to discuss historic preservation issues with members of the community and begin to develop policies, goals and objectives for the Historic Preservation Element with input from the public. During Phase II the draft Historic Preservation Element will be reviewed by City staff, the Cultural Heritage and Planning Commissions, and environmental review required by the California Environmental Quality Act (CEQA) will be conducted.

Phase I: Draft Historic Preservation Element

Public Participation

Transparency and accountability are major tenets of the Long Beach Citywide Strategic Plan; to that end the City includes legitimate public outreach for each of its General Plan elements, including this Historic Preservation Element. In order to ensure that the Historic Preservation Element meets the needs and goals of the community, the City, and owners of historic properties, extensive public outreach was built in at the early stages of the project,

beginning with community meetings to discuss the Long Beach 2030 General Plan Update in general, including issues related to historic preservation; and culminating in a series of public meetings and workshops specifically designed to elicit community input for the Historic Preservation Element.

These workshops were open to all interested members of the community, and a specific effort was made to host them in diverse neighborhoods throughout the City in order to reach the broadest possible audience. Translation services were also available at each workshop to facilitate greater participation in the discussion.

The workshops were noticed on the City's website, in the *Long Beach Press-Telegram* newspaper, via the City's electronic news updates, and announced at Cultural Heritage Commission Meetings. Outreach efforts were also coordinated with Long Beach Heritage. The workshops were well attended, with representatives from the City's Cultural Heritage Commission, Long Beach Heritage, the Long Beach Historical Society, local neighborhood organizations, business leaders, and other interested property owners and community members with a wide variety of backgrounds.

The workshops were held on:

- April 28, 2008: Kick-Off Meeting (First Congregational Church)
- July 8, 2008: Goals & Objectives Workshop I (El Dorado Park West)

³ Historic Resources Group. *Existing Conditions Report for the Historic Preservation Element of the General Plan, City of Long Beach, CA*, September 2009.

- July 9, 2008: Goals & Objectives Workshop II (North Division Police Substation)
- July 10, 2008: Goals & Objectives Workshop III (3rd District Field Office)
- September 10, 2008: Wrap-Up Meeting (First Congregational Church)

These workshops were conducted by professional historic preservation consultants assisted by City staff. The purpose of the Kick-Off meeting was to introduce the definition and general components of a Historic Preservation Element to the community and to present the broad concepts that would be used to frame the Long Beach HPE. During this session, participants were asked to discuss their perception of the City's historic preservation program, and to discuss potential goals and policies for the HPE. Key topics identified during the kick-off meeting were how to create a comprehensive, citywide policy to deal with historic preservation issues; how to effectively protect historic resources from demolition and inappropriate alterations; and how to more effectively address violations of existing regulations.

Following the Kick-Off meeting, three additional community workshops were held to elicit additional community input and encourage broader public participation. The workshops were working meetings, focusing on small group discussions to identify issues within particular communities. Participants were also asked to help refine and prioritize the goals and policies identified in the Kick-Off

meeting in order to create an effective HPE specific to Long Beach.

The community outreach program concluded with a Wrap-Up Meeting, which summarized the results of the workshops and presented important issues identified by the community. Based on the input received at the workshops, recommendations for potential policies and implementation strategies to be included in the HPE were presented; followed by additional discussion to confirm the most important goals of the community in order to frame the HPE.

Summary of Preservation Issues Identified by the Community

Below is a list of the issues most often cited by the public in regard to the City's current historic preservation program:

- Inadequate enforcement of existing regulations is causing a loss of the City's historic fabric.
- There needs to be clear criteria to define what is historic and what is merely old.
- The process for historic preservation should be clear, transparent, stream-lined and user friendly.
- The City should provide convenient public access to the documentation of the City's historic resources.
- There should be current and accurate documentation of the City's historic resources.

- City staff and Cultural Heritage Commissioners should be aware of the preservation policies, procedures and financial incentives available to owners of historic properties/resources.
- There needs to be consistent application of existing regulations for project review and approval.
- More public education is needed to raise awareness of the benefits of preserving the City's historic buildings, sites and neighborhoods.
- Owners of historic properties should be educated as to the benefits and responsibilities of owning an historic resource.
- There should be adequate resources to enforce the programs and regulations dedicated to the preservation of historic properties in Long Beach.
- There should be financial incentives for historic property owners.
- The Mills Act Program should be reinstituted in Long Beach.
- Adaptive Reuse should be actively encouraged to preserve historic properties.
- There should be a better process to encourage and facilitate the relocation of historic properties to avoid demolition.
- There should be more review and control of the specific materials used for remodels and additions to historic properties. Like materials should be used when replacing historic fabric.
- There should be more support for historic preservation from the City Council.
- Trees and landscape features should be considered for their historic contributions.
- The identification and evaluation of historic resources needs to be an ongoing process.
- Historic preservation should be integrated into community and economic development strategies.

Phase II: CEQA Review & Element Adoption Process

Following the completion of the initial community outreach effort, a Draft Historic Preservation Element will be prepared and the City's staff will develop an Initial Study to determine the appropriate level of environmental review for the adoption of this new Element into the City's General Plan. The Draft HPE will initially be reviewed by the Cultural Heritage Commission, followed by the Redevelopment Agency, and then the Planning Commission. The Planning Commission will be asked to certify the environmental document and recommend a final HPE to the City Council.

Public review and comment on the HPE will occur at each of these hearings.

Ultimately, the final Historic Preservation Element would be adopted at a hearing of the City Council into the City's General Plan. Upon such adoption by the Council the Historic Preservation Element carries the same legal weight as every other element of the Long Beach General Plan.

HISTORIC DEVELOPMENT OF LONG BEACH

An understanding of the development patterns that have shaped the City's built environment and their related historic contexts is critical in order to implement a successful historic preservation program.⁴ The citywide context statement includes a development history of the City, and identifies related themes, property types, and registration requirements for use in identifying and evaluating historic resources in the City. For reference, included below is an excerpted summary of the City's major periods of historic development.

Prehistory and Western Settlement

The earliest known occupants of the area that would become Long Beach were Native Americans. The Gabrielino tribe occupied nearly the entire basin and coastline comprising the Counties of Los Angeles and Orange. Named after the Mission San Gabriel, the Gabrielino were one of the wealthiest and largest Native American groups in Southern California,⁵ along with the Chumash. The Gabrielino's affluence was largely due to the wealth of natural resources within the land base they controlled, which included the rich coastal areas between Topanga Canyon and Aliso Creek, and the offshore islands of San Clemente, San Nicolas,

and Santa Catalina. Inland Gabrielino territory included the watersheds of the Los Angeles, San Gabriel, and Santa Ana Rivers, and was bounded on the north by the San Gabriel Mountains, extended to the east to the area of the current-day City of San Bernardino, and bounded on the south by the Santa Ana Mountains.⁶

Early Spanish accounts indicate that the Gabrielino lived in permanent villages, with a population ranging from 50 to 200 individuals, and that in 1770 the total Gabrielino population within the Los Angeles Basin exceeded 5,000 people.⁷ There were several types of structures in the Gabrielino villages: single-family homes that took the form of domed circular structures averaging twelve to thirty-five feet in diameter and covered with tule, fern, or Carrizo; and communal structures measuring more than sixty feet in diameter and housing three or four families. Sweathouses, menstrual huts, and ceremonial enclosures were also common features of many villages.⁸ In addition to these permanent settlements, the Gabrielinos also erected smaller, seasonal, resource-procurement camps.

Among the best-researched Gabrielino communities in the City was Puvungna, a large settlement and important ceremonial site that was probably located in the area historically occupied by Rancho Los Alamitos and currently

⁴ This Development History is excerpted from the Sapphos Environmental, Inc. *City of Long Beach Historic Context Statement*, July 10, 2009.

⁵ Bean, L.J., and C.R. Smith. 1978. "Gabrielino." In *Handbook of North American Indians*, Vol. 8: California, ed. R.F. (538)

⁶ *Handbook of North American Indians*. (538)

⁷ *Handbook of North American Indians*. (540) and McCawley, William. *The First Angelenos: The Gabrielino Indians of Los Angeles*. Banning, CA: Malki Museum Press, 1996. (15)

⁸ *Handbook of North American Indians*. (540) and *The First Angelenos: The Gabrielino Indians of Los Angeles*. (29)

occupied by California State University, Long Beach.⁹ Puvungna probably served as a ritual center for Gabrielino communities in the region. Sites associated with Puvungna were added to the National Register of Historic Places in 1974 and 1982.

The first Spanish contact with the island Gabrielino took place in 1542 when Juan Rodriguez Cabrillo arrived on Santa Catalina Island. In 1769, Gaspar de Portolá made the first attempt to colonize Gabrielino territory, and Portola is believed to have met the Gabrielino chief Hahamovic at the Gabrielino village *Hahamog-na*, on the Arroyo Seco near Garfias Spring in South Pasadena.¹⁰ In 1771 the Spanish established the Mission San Gabriel Archangel, and the Gabrielino population began a rapid decline.¹¹

Spanish and Mexican Settlement

The area that is now the City of Long Beach received its first European visitors in the late 18th century with the arrival of Spanish explorers and missionaries. Mission San Gabriel Arcángel, founded near what is now Montebello, was awarded jurisdiction over most of this region.

During the Spanish and subsequent Mexican reign over Alta California, ownership of the southern portion of present-day Los Angeles County was

determined by a series of land grants. Beneficiaries of the land grants were often former soldiers and others who had served the government. The large land grants often had somewhat amorphous boundaries (sometimes based on “landmarks” such as rock outcroppings, river beds, and large trees) and boundary disputes were common.

In 1784 Pedro Fages, the Spanish governor of California, granted 300,000 acres (an amount reduced in 1790 to 167,000 acres) to Manuel Nieto, a Spanish soldier, as a reward for his military service. Nieto raised cattle, sheep, and horses on the land known as Los Coyotes and built an adobe home on a hilltop near today’s Anaheim Road.

Following Nieto’s death in 1804 his property passed to his heirs. In 1834 it was divided into five smaller ranchos, including Rancho Los Alamitos and Rancho Los Cerritos. These two ranchos encompassed the majority of what now comprises the City of Long Beach, with a portion of the 28,500 acre Rancho Los Alamitos on the east and a portion of the 27,000 acre Rancho Los Cerritos on the west. Today, Alamitos Avenue marks the dividing line between the two former ranchos.

Rancho Los Alamitos was purchased by Governor Jose Figueroa in 1834 for \$500 and construction on the rancho’s existing adobe home was begun. In 1842 Don Abel Stearns, a prominent American-born ranchero from New England purchased the land for \$6,000 and improved the adobe for use as his summer home. Stearns raised cattle to support the ranch, but lost the property to San Francisco mortgage holder

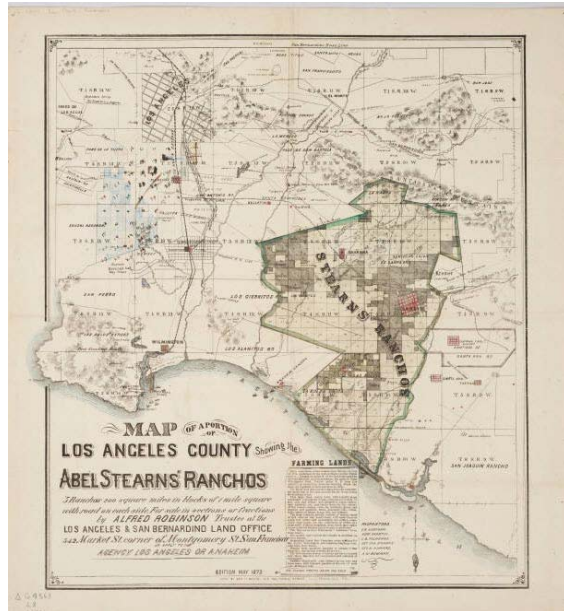
⁹ The First Angelenos: The Gabrielino Indians of Los Angeles. (71)

¹⁰ Reid, Hiram A. A History of Pasadena. Pasadena, CA: Pasadena History Company, 1895. (19) and Zack, Michele. Altadena: Between Wilderness and City. Altadena, CA: Altadena Historical Society, 2004. (8)

¹¹ Handbook of North American Indians. (540-541)

Michael Resse in 1866 following a severe drought.

Figure 2: Abel Stearns' Rancho. Source: California State Library.



Daughter Manuela Cota received the area known as Rancho Los Cerritos. She and husband Guillermo built at least two adobes on the land and raised twelve children, as well as cattle and crops.

Following Manuela's death in 1843, the children sold Rancho Los Cerritos to Massachusetts-born merchant John Temple, an entrepreneur with investments in Los Angeles real estate and ranches. Temple was married to Nieto's granddaughter, which made him a Mexican citizen. Temple raised cattle and sheep on the rancho and maintained a lucrative business shipping hides to San Pedro harbor. In 1844 Temple constructed a two-story, Monterey-style adobe house on the property. At its peak Rancho Los

Cerritos possessed 15,000 head of cattle, 7,000 sheep, and 3,000 horses.¹²

American Settlement

California became a territory of the United States in 1848 and the 31st state in the Union in 1850. During this period the California Gold Rush accelerated migration to the state. One of the first discoveries of gold in California occurred in 1842 in Placerita Canyon in the foothills fifty-six miles north of Long Beach. Gold was discovered in northern California in 1848. Men such as Benjamin Flint, Thomas Flint and Lewellyn Bixby (who would all play a role in the development of Long Beach), came to California during this period to seek their fortune.

The Gold Rush also gave a boost to the Southern California cattle industry at a time when demand for cow hides was decreasing. The new mining population allowed ranchers such as Stearns and Temple to drive their cattle north to feed the hungry miners. However, both Stearns and Temple suffered during the severe droughts of the 1860s and the subsequent economic decline of the 1870s.

In 1866 Temple retired and brothers Thomas and Benjamin Flint, along with their cousin Lewellyn Bixby (Flint, Bixby & Co.), bought Rancho Los Cerritos from Temple for \$20,000. The company selected Lewellyn's brother Jotham to manage the land and some 30,000

¹² Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey, Final Report*. Long Beach, CA: City of Long Beach, Office of Neighborhood and Historic Preservation, 1988. (9)

Figure 3: Los Cerritos Garden, c. 1870. Source: USC Digital Archive.



sheep. Within three years, Jotham bought into the property and formed his own company. Jotham Bixby and his family resided in the Cerritos adobe from 1866 to 1881.

In 1878 John Bixby leased Rancho Los Alamitos from owner Michael Reese and moved his family into the then-deteriorated adobe. Reese sold the 26,392-acre rancho in 1881 for \$125,000 to a partnership composed of I.W. Hellman, a banker and local investor, and the John Bixby & Co. (comprising Jotham Bixby, [Thomas] Flint, and [Lewellyn] Bixby), and the property later became known as the Bixby Ranch.¹³ John Bixby, along with his wife, Susan, remained residents of the ranch and began to rehabilitate the adobe and surrounding land, transforming the property into a prosperous working ranch and dairy

farm.¹⁴ Bixby's son Fred, with his wife Florence, moved into the adobe in 1906. Florence created expansive gardens surrounding the house, while Fred focused on the activities of ranching, business, oil, and breeding Shire horses.

Therefore, by the late 1870s both Rancho Los Alamitos and Rancho Los Cerritos were under the control of members of the Bixby family, who would be one of the most influential families in Long Beach history. Both properties continued to operate as ranches well into the early decades of the 20th century, maintaining dairy farms and growing beans, barley, and alfalfa. However, land from both ranchos was slowly sold off, beginning with the decline of the sheep industry in the 1870s. By 1884 the town of Long Beach occupied the southwest corner of the

¹³Woodbridge, Sally. "Architectural Narrative: Rancho Los Alamitos." (12-14) Website: <http://www.rancholosalamitos.com/history.html>.

¹⁴ Mullio, Cara, and Jennifer Volland. Long Beach Architecture: The Unexpected Metropolis. Santa Monica, CA: Hennessey and Ingalls, 2004. (19)

Rancho Los Cerritos. Eventually Bellflower, Paramount, Signal Hill, and Lakewood were founded on former Cerritos land. In the 1950s and 1960s both Ranchos were donated to the City as historic sites.

Long Beach Early Settlement and Incorporation, 1881–1901

Willmore City

Settlement within the Long Beach area began as early as 1879 when Jotham Bixby began selling lots along the Los Angeles River in the area that is now west Long Beach, near Willow Street and Santa Fe Avenue. The Cerritos Colony consisted of farms and homes, as well as the area's first school house, Cerritos School.¹⁵

A second settlement period began in 1881, when William Erwin Willmore entered into an agreement with J. Bixby & Co. to develop the American Colony, a 4,000-acre piece of Rancho Los Cerritos with a 350-acre town site that was named Willmore City. Willmore had first visited California in 1870, after emigrating from London to the United States. Upon his arrival in Southern California, he worked as a promoter of Southern California real estate with Jotham Bixby and served as the Southern California manager of the California Emigrant Union, which encouraged settlement and facilitated large real estate deals.

The new colony was to feature a main boulevard, known as American Avenue (now Long Beach Boulevard), which

would link to Los Angeles; resort quarters along the town's waterfront; and a downtown business district. The remaining acreage was to be divided into 40-acre lots and sold as small family farms.¹⁶ The original town site was bounded by present-day Tenth Street on the north, Alamitos Avenue on the east, the Pacific Ocean on the south, and Magnolia Avenue on the west. The only existing building in the proposed colony was an old sheepherder's shack used by the Bixby ranch personnel, which was located near the present-day intersection of First Street and Pine Avenue.¹⁷

In promoting Willmore City, Willmore capitalized on key location-specific assets. The new colony was advertised in 100 newspapers and 35 magazines throughout the country as a healthful seaside resort. Lots were sold for anywhere from \$25 to \$40 an acre and included a clause in each deed that forever prohibited the sale of intoxicating liquor on the property.¹⁸ In the *Los Angeles Times*, early advertisements promoted both tourism and settlement, highlighting the area's "magnificent beach" and "good soil" to tempt tourists and colonists. Willmore predicted that prospective residents "would raise oranges, lemons, figs, olives, almonds, walnuts, and would also indulge in dairy farming."¹⁹

¹⁵ Hillburg, Bill. Long Beach: A City and Its People. Carlsbad, CA: Heritage Media Corporation, August 31, 2000. (22)

¹⁶ Hillburg. Long Beach: A City and Its People. (22)

¹⁷ Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey*. (11)

¹⁸ Case, Walter, ed. History of Long Beach and Vicinity. Chicago, IL: S.J. Clarke Publishing Co., 1927. (143)

¹⁹ Robinson, W.W. *Long Beach: A Calendar of Events in the Making of a City*. Los Angeles,

In 1882, sixty people ventured west to inspect Willmore City, but despite their conclusion that the area was fit for a new colony, only two purchased land on the site.²⁰ That same year, the California Emigrant Union withdrew its support for the colony, leaving Willmore to publicize the new town on his own. Willmore continued to promote his venture and included plans for a new university, in hopes that the Methodists would choose Willmore City as the location for the University of Southern California instead of Los Angeles. By May 1884, with only twelve homes and the majority of lots remaining unsold, Willmore abandoned the colony.²¹

The Town of Long Beach

The following month the American Colony was purchased by the San Francisco real estate firm Pomeroy and Mills, who reorganized as the Long Beach Land and Water Company. The American Colony and Willmore City were renamed Long Beach after the area's long, wide beaches.²² Under new leadership the colony began to improve and grow. The town soon boasted a general store and hotel, as well as its first local newspaper, the *Long Beach Journal*. The town contained approximately fifty-one residences, a

church, and numerous businesses by 1885.²³

Expansion of the national and regional railroad networks spurred additional growth. In 1887 the Atchison, Topeka, and Santa Fe Railroad completed its transcontinental line to Los Angeles to the dismay of its competitor, the Southern Pacific, who had completed its line to Los Angeles in 1876. A rate war between the two railroads ensued, prompting both rail companies to cut passenger rates sharply to win passengers. Ticket prices from the Missouri Valley to Southern California dropped to a low \$1 per passage, and soon thousands of middle-class families from the Ohio and Mississippi Valleys traveled west looking for what newspaper ads promised: clean air, sunshine, fertile land, and opportunity.²⁴

The railroad wars sparked unprecedented interest in Southern California, creating a land speculation fever that spread wildly during the late 1800s. From 1887 to 1889 more than sixty new towns were laid out in Southern California, although most of these consisted of unimproved subdivided lots. Prices for real estate soon increased, and new communities sprang up throughout Southern California. In the Long Beach area, the population increase resulted in the establishment of several new settlements. John Bixby, owner and manager of Rancho Los Alamitos, laid out the Alamitos Beach town site in 1886, a colony east of Long Beach that

CA: Title Insurance and Trust Company, 1948. (11)

²⁰ Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey*. (11)

²¹ DeAtley, Richard. Long Beach: The Golden Shore, A History of the City and the Port. Houston, TX: Pioneer Publications, 1988. (31)

²² Case, Walter, ed. History of Long Beach and Vicinity. Chicago, IL: S.J. Clarke Publishing Co., 1927. (97)

²³ Ovnick, Merry. Los Angeles: The End of the Rainbow. Los Angeles, CA: Balcony Press, 1994. (93)

²⁴ Ovnick. Los Angeles: The End of the Rainbow. (89)

would later comprise the communities of Belmont Heights, Belmont Shore, and Naples. While Long Beach featured Anglo-named streets aligned in a grid pattern, the Alamitos Beach town site contained Spanish-named curvilinear streets. In addition, John Bixby planted many trees throughout the colony and established a large park along the town's oceanfront.

Incorporation of Long Beach

In 1887 the San Francisco-based Long Beach Development Company, which had close ties to the Southern Pacific Railroad, purchased the remaining unsold lots within the American Colony, as well as an additional 800 acres of marshland and the town's water system.²⁵ On February 10, 1888 the City was incorporated, with 800 citizens and approximately 59 buildings.²⁶ One of the first orders of business for the new government was to adopt Ordinance No. 8, which prohibited saloons, gambling houses, or other institutions "dangerous to public health or safety" throughout the new City.²⁷

The real estate boom had collapsed by 1889, but the period of prosperity resulted in a considerable increase in wealth in Southern California in general and brought approximately 137,000 new

residents to the region.²⁸ Despite the real estate slump, developers continued to invest in the City and surrounding area, pouring thousands of dollars into infrastructure and commercial ventures, hoping to attract additional tourists and settlers seeking the California lifestyle. By the end of the decade, City development had spread north and east; Sanborn maps reflect development as far north as Fifth Street and as far east as Linden Avenue.

During this period town residents were split by the prohibition law, with support for the ordinance weakening among those who favored a more moderate approach to the perceived alcohol problem. The debate over prohibition peaked in 1897, when opponents of prohibition successfully campaigned to un-incorporate the City, placing Long Beach under County jurisdiction.²⁹ Under the County's management, however, local taxes increased substantially, and city services disappeared, quickly sending Long Beach into disarray. By the end of 1897, Long Beach residents were tired of County leadership and voted to reincorporate the City.³⁰

By the end of the 19th century, the City's waterfront had become an important tourist destination. 1898 Sanborn maps indicate that winter residents numbered approximately 2,000, while in the summer the

²⁵ Weinman, Lois J., and Gary E. Stickel. *Los Angeles-Long Beach Harbor Areas Cultural Resource Survey*. Prepared for: U.S. Army Corps of Engineers, Los Angeles, 1978. (63)

²⁶ Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey, Final Report*. (12)

²⁷ DeAtley. Long Beach: The Golden Shore, A History of the City and the Port. (39)

²⁸ McWilliams, Carey. Southern California: An Island on the Land. Layton, UT: Gibbs Smith, 1946. (113-122)

²⁹ Epley, Malcolm. *Long Beach's 75 Years, Highlights and Anecdotes*. Long Beach, CA: Diamond Jubilee, 1963.

³⁰ Epley. *Long Beach's 75 Years, Highlights and Anecdotes*.

Figure 4: Long Beach Pier, c. 1895. Source: USC Digital Library.



population grew to 6,000. Long Beach's first pleasure wharf was constructed south of Ocean Park Avenue around 1885. In 1888, a pier at the southern terminus of Magnolia Avenue was constructed, and the Pine Avenue (or Municipal) Pier followed in 1893. In 1891, the Long Beach City Council allowed the Los Angeles Terminal Railroad Company to install a rail line along Ocean Avenue to connect Long Beach with Los Angeles.³¹

During the late 1890s Long Beach expanded north to Anaheim Street and west to Monterey Avenue to accommodate the growing population, which had increased to approximately 4,000 residents. Development also

continued in communities north and east of the City.

Early 20th-Century Development and Expansion, 1900–1920

Long Beach annexed several new areas in the early twentieth century, including the Alamitos Beach (1905) to the east, Carroll Park (1908), and Belmont Heights (1911). From 1902 to 1905, Long Beach's population tripled from approximately 4,000 to 12,000. By 1910, the population was almost 18,000³² and the City had expanded to approximately ten (10) square miles.³³

³¹ Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey, Final Report*. (13) and Mullio and Volland. Long Beach Architecture: The Unexpected Metropolis. (21)

³² U.S. Census Bureau. *Census Records for the City of Long Beach*, 1910. City of Long Beach Office of Neighborhood and Historic Preservation.

³³ Harshbarger, Tom. "History in a Seashell." *California State University Long Beach, University Magazine Online*, 1999. Website: <http://www.csulb.edu>.

This growth resulted in an increased demand for improved transportation and accommodations.³⁴ Transportation improved with Henry Huntington's Pacific Electric Streetcar Company, with service into and around the City. There was also a series of trolleys that provided transportation within the City and throughout Southern California, including routes between Long Beach and Los Angeles. By 1904, the Southern Pacific line and the San Pedro, Los Angeles, and Salt Lake Railroad (SPLA&SL) line (which was co-owned by Union Pacific after 1921) expanded into Long Beach, encouraging additional growth of both seasonal tourists and permanent residents from points east.³⁵

Tourism continued to be the City's primary industry. By 1905 attractions at the Long Beach pleasure wharf had multiplied, with more than thirty seasonal booths added to the boardwalk, including candy shops, popcorn vendors, a palm reader, a merry-go-round, and a SPLA&SL train station at the Municipal Pier. In 1908, the Virginia Hotel and Majestic Dance Hall were added south of Ocean Park Avenue at South Magnolia Avenue. By 1914 the Walk of a Thousand Lights was developed along the Pike boardwalk. The 1908 Sanborn map also shows the addition of the Municipal Auditorium, south of Pine Avenue, adjacent to the Municipal Pier.

Port and Harbor Development

In 1906 the Los Angeles Dock and Terminal Company purchased the 800 acres of marshland that had been included in the original sale of the town to the Long Beach Development Company and began to improve the area in preparation for shipping. Beginning in 1906, the harbor was dredged, and a 1,400-foot turning basin and three channels were created.³⁶ The following year, John F. Craig relocated the Craig Shipbuilding Company from Ohio to Channel 3 in the new, privately owned Long Beach Inner Harbor.

A 500-foot-long municipal wharf was constructed on the same channel in 1911, and the Port of Long Beach opened in June of that year. In 1917 the City regained control of the harbor after devastating floods in 1914 and 1916 caused the collapse of the Los Angeles Dock and Terminal Company. In 1918 Long Beach and the U.S. Army Corps of Engineers permanently established regular navigation between the Los Angeles and Long Beach Inner Harbors by improving the Cerritos Channel.³⁷

In addition to the tourism trade and nascent shipping industry at the harbor, agriculture also continued to play a role in Long Beach's economy. Many small- and mid-sized farms, ranches, and dairies thrived to the north and east of the growing downtown core. In the early 20th century farmland reached as far north as Anaheim Street and east to

³⁴ Robinson. *Long Beach: A Calendar of Events in the Making of a City*. (13)

³⁵ Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey, Final Report*. (13)

³⁶ Weinman and Stickel. *Los Angeles–Long Beach Harbor Areas Cultural Resource Survey*. (63)

³⁷ Weinman and Stickel. *Los Angeles–Long Beach Harbor Areas Cultural Resource Survey*. (64)

Temple Avenue, later spreading to Signal Hill.³⁸

Long Beach Expansion

City leaders struggled to develop infrastructure and create housing that could accommodate the rapid population growth of the early twentieth century. Single-family residential construction was occurring in areas outside of the original incorporated boundaries of the City, especially on the Alamitos Beach town site. Belmont Heights, Alamitos Heights, and Belmont Shore were all subdivided into lots for single-family homes. In 1904, Arthur M. Parsons and his son, Arthur C. Parsons, began plans for a Venetian-style city called Naples, which was located on the Alamitos Bay Peninsula. By 1907, Pacific Electric service on the Newport Line connected Naples with nearby communities, and housing values were high.³⁹

Multi-family residential development was also prominent during the first two decades of the 20th century, both downtown and in the surrounding coastal areas. It was quickly determined that the most effective way to create a large number of multi-family units was to build taller buildings, and many two- and three-story apartment buildings were constructed in the downtown core and beyond, including along the shoreline.⁴⁰

With the City's population growing steadily and multi-family residential units becoming increasingly popular, City leaders and planners looked to the City Beautiful Movement to remedy social problems and increase civic loyalty through beautification and design solutions for Long Beach.⁴¹ Stylistically, the movement favored Beaux Arts classicism and supported the establishment of a monumental core or civic center, with wide, tree-lined boulevards, an axial plan carefully accented by impressive civic buildings, and comprehensive city planning. As an outgrowth of this movement in Long Beach, Victory Park was added to the City's park system, which included Pacific Park (1888; formerly Lincoln Park at Pacific Avenue, north of Ocean Park Avenue) and Knoll Park (1905; now Drake Park at the western terminus of Ninth Street and Tenth Street).

By the late 1910s Long Beach's architecture played a key role in the City's identity, and attracted many new residents and businesses. The topic was discussed in several period newspaper articles, which proudly noted that architects working in Long Beach were innovators in a variety of architectural styles popular during the period.⁴² Several well-known architects and designers of the time, including Greene and Greene, Irving J. Gill, Coxhead and Coxhead, and the

³⁸ Ward, Harry E. No title. In Long Beach as I Remember It, 1776–1976, ed. Donald E. Van Liew. Los Alamitos, CA: Hwong Publishing Company, 1976. (45)

³⁹ Mullio and Volland. Long Beach Architecture: The Unexpected Metropolis. (24)

⁴⁰ Sanborn Map Company. *Insurance Map of Long Beach, California*. New York, NY, 1902–1914; and "Listings of Plans for Development in Long Beach and Nearby

Cities," *Southwest Contractor and Manufacturer*, January 25, 1913.

⁴¹ Gebhard, David, and Robert Winter. Architecture in Los Angeles: A Complete Guide. Salt Lake City, UT: Gibbs M. Smith, Inc., Peregrine Smith Books, 1985. (96)

⁴² Mullio and Volland. Long Beach Architecture: The Unexpected Metropolis. (27)

Olmstead Brothers, constructed noteworthy projects in the City.

Figure 5: Jennie Reeve House, Greene & Greene, 1904. Source: The Greene & Greene Archives, University of Southern California.



City Development and Growth, 1921–1945

In 1921 the discovery of oil in Signal Hill (which at that time was an unincorporated area) by the Shell Oil Company brought radical changes to Long Beach, as the ownership, production, and sale of oil became the City's primary industry.⁴³ Speculators, promoters, and experienced oilmen descended on Signal Hill, competing for mineral leases.⁴⁴ Between 1920 and 1925 the City's population more than doubled due to an influx of people hoping to find work in the oil industry, growing from 55,000 in 1920 to an estimated 135,000 in 1925.⁴⁵

The discovery of oil also made millionaires out of ordinary citizens and investors, and the effects were felt throughout the City, particularly downtown and along the shoreline. During this period downtown boosters wanted to change the City's image and initiated a massive building program. Skyscrapers and high rises transformed the skyline; elegant hotels and apartments were evidence of a new, more sophisticated vision for the city, and solidified its potential as a resort destination.

Reflecting architectural trends in Southern California, revival-style architecture became increasingly popular in Long Beach during this period. As a result many of the grand buildings constructed during this time, including commercial and civic buildings and multi-story housing, were designed in Period Revival Styles. Luxury high-rise buildings built during this period include the Cooper Arms (1923), Blackstone (1924), Willmore (1925), Campbell Apartments (1928), Broadlind (1928), Lafayette Hotel (1929), and Villa Riviera (1929).⁴⁶

⁴³ Robinson. *Long Beach: A Calendar of Events in the Making of a City*. (14)

⁴⁴ Berner, Loretta. "Al Brown Remembers the Pike." In *Shades of the Past. Journal of the Historical Society of Long Beach*, Long Beach, CA: Historical Society of Long Beach, 1995. (18–19)

⁴⁵ U.S. Census Bureau. *Census Records for the City of Long Beach, 1920*. City of Long Beach Office of Neighborhood and Historic Preservation.

⁴⁶ Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey, Final Report*. (15)

Figure 6: Villa Riviera, Richard D. King, 1929. Source: USC Digital Archive.



In 1925 the Long Beach Architectural Club was formed to address what members perceived as the haphazard development of the City's most valuable areas, and to help guide decisions about local architecture. Advocating cohesive, complementary urban design, the Long Beach Architectural Club became a strong presence in Long Beach, offering expertise and design solutions. Even in modest neighborhoods from that period, a comprehensive approach to the design of both buildings and associated streetscapes is evident.

Due to these developments, Long Beach received a great deal of publicity as an up-and-coming city. This resulted in bringing the 1928 Pacific Southwest Exposition to harbor lands. Long Beach was also a site for the 1932 Olympics,

with Marine Stadium constructed to host rowing events.

Figure 7: 1928 Pacific Southwest Exposition. Source: Los Angeles Public Library.



Port and Harbor Expansion

Long Beach continued developing its harbor through the 1920s as the City's oil industry became increasingly dependent on the port to export its resources. Federal legislation in 1911 granted the City control over tidelands and submerged lands. These areas were expanded in 1925 and 1935, as the City's boundaries grew.⁴⁷ Funded through appropriations by the U.S. Congress and bond issues in 1924 and 1928, work on the Long Beach Inner and Outer Harbors began in 1925. Work included dredging the channels and constructing a 7,100-foot breakwater, docks, landings, and warehouses. By 1930 Long Beach Harbor was handling one million tons of cargo each year, and by 1939, harbor and oil revenues were

⁴⁷ Robinson. *Long Beach: A Calendar of Events in the Making of a City*. (13) and Weinman and Stickel. *Los Angeles-Long Beach Harbor Areas Cultural Resource Survey*. (63-64)

able to finance continued development.⁴⁸

With the increasing importance of the Long Beach Harbor, the U.S. Navy designated Long Beach as the headquarters for its new Pacific Fleet in 1919. By the late 1920s more than 3,000 officers and enlisted men were stationed in Long Beach. The U.S. Navy had added 50 ships to Long Beach Harbor and approximately 8,500 servicemen by 1932. This population spike created a strong demand for housing. Top naval officers sought residency in elite hotels and apartment buildings, and enlisted men occupied small-scale apartments, duplexes, triplexes, and converted single-family residences.⁴⁹

The Long Beach Airport was also developed during this period. Aviation pioneer Earl Daugherty established his own airfield in 1919 in the northern part of the City, and in 1924, the airport was moved to City-owned land at the present site of the Long Beach Municipal Airport.⁵⁰

⁴⁸ Robinson. *Long Beach: A Calendar of Events in the Making of a City*. (14) and Weinman and Stickel. *Los Angeles–Long Beach Harbor Areas Cultural Resource Survey*. (64)

⁴⁹ Mullio and Volland. Long Beach Architecture: The Unexpected Metropolis. (27–28)

⁵⁰ League of Women Voters. *Long Beach: From Rancho to Renewal*, 1980. On file, City of Long Beach Office of Neighborhood and Historic Preservation. (15) and Mullio and Volland. Long Beach Architecture: The Unexpected Metropolis. (28)

The Great Depression and Long Beach Earthquake

The growth of the 1920s came to a halt following the stock market crash of 1929. The demand for oil dropped significantly and Long Beach's tourism industry suffered greatly. The Virginia Hotel closed, and many other hotels and apartment buildings were deserted. Activity at the Pike slowed dramatically, with most concessions closing and some remaining, rent free.⁵¹ Real estate and automobile values plummeted and shops and apartments stood vacant. In response to the economic crisis Long Beach residents created a local barter system.⁵² The population during this period continued to grow, although more modestly than in the early 1920s, growing to 142,032 by 1930.

In 1933 a 6.4 magnitude earthquake struck the City, resulting in massive damage to the City's built environment. Masonry buildings toppled, numerous structures were badly damaged or destroyed, and the City's natural gas service was disabled. In the wake of the disaster, reconstruction was financed with federal grants and loans, which, coupled with the activity generated through rebuilding, helped to rejuvenate the local economy.⁵³

Local Assemblyman Harry B. Riley successfully campaigned for stricter

⁵¹ Berner. "Al Brown Remembers the Pike." In *Shades of the Past. Journal of the Historical Society of Long Beach*. (6)

⁵² Fahey, Harold. "Long Beach Expands." In *Shades of the Past. Journal of the Historical Society of Long Beach*. Long Beach, CA: Historical Society of Long Beach, 1995. (26)

⁵³ Mullio and Volland. Long Beach Architecture: The Unexpected Metropolis. (31)

building and engineering codes to ensure that schools, in particular, would be more earthquake resistant. Many of the buildings that were repaired or rebuilt during this period incorporated the popular Art Deco or Streamline Moderne styles. In 1935, funds from the federal Works Progress Administration, which later became the Works Projects Administration, was used to build and improve parks and transportation facilities, as well as civic and recreational buildings throughout the City. In addition, funds from the Federal Art Project subsidized art, literature, music, and drama and engaged artists for public projects, establishing a legacy of public art in the City.

Oil was struck again in 1936, this time at the Wilmington Oil Field near the Long Beach Harbor, providing revenue to the City and further assisting in the revitalization of the economy.

World War II

In the late 1930s Long Beach's role in the defense industry continued to grow. In 1937 Reeves Field opened on Terminal Island, becoming the first permanent naval base in Long Beach. In 1941, the Roosevelt Naval Base, shipyard, and hospital were constructed using the designs of famed African American architect Paul Williams. In the same year, an 8.9-mile breakwater was constructed by the federal government, creating 30 square miles of protected anchorage.

The location and scale of the Long Beach Airport was a deciding factor in the selection of Long Beach by the Douglas Aircraft Company for a new production plant. Construction on the

242-acre facility, which was designed by Taylor and Taylor and included eighteen windowless buildings, began in November 1940 by the Walker Construction Company and was completed in August 1942. The plant was an aircraft design and production facility with engineering support, planning, tooling, and fabrication capabilities. In September 1942, Franklin Delano Roosevelt arrived by special train for a tour of the new facility.

These facilities were critical to the United States' war effort. The Long Beach Port serviced approximately 4 million tons of cargo annually during the duration of the war. At its peak in 1943, Douglas Aircraft employed 41,602 employees. The Long Beach plant was responsible for approximately one-sixth of the country's total 300,000 new planes, which amounted to 50 percent of the company's revenue during the war.

Although demand declined at the end of the war, Donald W. Douglas, Sr. kept the Long Beach plant in operation. Less than one year after the end of World War II employment fell to 1,000 workers, and production remained low into the mid-1950s. The Naval Station and its housing quarters were closed in September of 1994.

Postwar and Modern Development

Following the conclusion of World War II, Southern California experienced a period of unprecedented growth, as many who came west to participate in the war effort, including former military personnel, decided to settle permanently. Between 1940 and 1950 California's population increased by fifty-

three per cent, which was partially accounted for by the 850,000 veterans who took up residence after the War.⁵⁴ The City of Long Beach also experienced a postwar boom in population, growing from 164,271 residents in 1940 to 250,767 by 1950.

Home ownership in the nation also reached unprecedented levels, due to low-interest loans and long-term mortgages provided by the G.I. Bill. This period of growth had a significant impact in the City of Long Beach, which expanded both in population and geographic size following the war.

Figure 8: Opdahl House, Edward Killingsworth, 1956. Souce: dwell.com.



Between 1950 and 1956, Long Beach annexed sixty-nine new tracts of land, adding 9.8 square miles to the City. Many of the annexations were from the Los Altos area in the eastern portion of

the City.⁵⁵ After World War II, Los Altos was quickly transformed from an agricultural area into a booming bedroom community with 10,000 homes. Residential development also spread throughout North Long Beach, with a number of new subdivisions appearing throughout the Bixby Knolls area. In addition to single-family homes, thousands of new multi-family properties—including duplexes, garden apartments, and “dingbat” apartments—were built after the war.

By the late 1950s the impact of the automobile was evident in the built environment, as the economic potential from commercial establishments along heavily traveled highways and thoroughfares prompted roadside development. Suburban shopping centers appeared adjacent to new developments, including Los Altos, Bixby Knolls, and the Lakewood Center.

In addition to providing affordable home loans, the G.I. Bill also gave returning veterans the chance to attend college, a first for many low- and middle-income Americans. California State University, Long Beach, was established in 1949, in response to the overwhelming demand for educational facilities. The following year, City voters approved the use of \$1 million in oil revenues to fund the purchase of lands along Bellflower Boulevard for use as a permanent campus. Other civic postwar improvements included the establishment of El Dorado Regional Park, as well as several libraries, a branch of the County hospital, the

⁵⁴ Starr, Kevin. *Embattled Dreams: California in War and Peace 1940-1950*. Oxford; New York: Oxford University Press, 2002. (193-194)

⁵⁵ City of Long Beach Department of Planning. *Preliminary Master Plan*. Long Beach, CA, 1958. (23)

Alamitos Bay Marina, and the Long Beach Museum of Art.

In 1955 the Rancho Los Cerritos property was acquired by the City of Long Beach and opened to the public as a museum.⁵⁶ In 1968 the surviving members of the Bixby family granted Rancho Los Alamitos to the City of Long Beach to maintain and develop as a regional historic and education center. The current site includes the adobe house from the early nineteenth century, the ranch house, five agricultural buildings, including a blacksmith's shop, and four acres of gardens designed by renowned landscape architects of the 1920s-1940s.

Despite the overwhelming postwar-era residential growth, many historic downtown centers suffered, as the growth of the suburbs moved populations away from the city center. This was true in Long Beach, and during this period many downtown buildings were neglected or demolished to make way for urban renewal projects.

By the late 1950s and early 1960s military downsizing and the addition of tourist attractions such as Disneyland and Knott's Berry Farm in neighboring communities began to draw visitors away from Long Beach and caused its own residents to seek recreational opportunities in other Southern California cities. Tourism was also impacted by the 8.9-mile breakwater that was constructed at the start of World War II. The breakwater was intended to secure the naval

headquarters western base, but it resulted in the creation of thirty square miles of protected anchorage that effectively eliminated a large portion of the City's beachfront which had previously been frequented by residents and tourists. This paved the way for further high-rise development on the oceanfront side of Ocean Park Avenue, where previously no development had been allowed.

Following World War II the City was also forced to address subsidence issues at the harbor that were identified early in the 1930s and exacerbated by the development of the Wilmington Oil Field in 1936. The subsidence meant that the City had been slowly sinking, with fifteen inches lost at the east end of Terminal Island by the 1940s. This affected approximately twenty square miles of City land, spreading from the harbor, across the shoreline, and through the downtown on a northeast path that circled Signal Hill. Damage to harbor buildings, streets, railroad tracks, and underground systems was extensive. A \$90 million tidelands restoration program, funded by the State Tidelands Fund, began in 1953 and concluded successfully in 1958.⁵⁷

Late Twentieth Century Development (1960 – 2008)

Population and Demographics

The City's population growth of the postwar years had cooled starting in the 1960s, with fewer than 20,000 new residents settling in Long Beach between 1960 and 1980. In the 1980s

⁵⁶ In 1970 Rancho Los Cerritos was designated a National Historic Landmark, which recognizes the most important sites that are significant on a national level.

⁵⁷ Mullio and Volland. Long Beach Architecture: The Unexpected Metropolis. (40)

the City started a new period of growth, with many new residents coming to the area from Southeast Asia, Mexico, and Central and Latin America. Between 1980 and 1990, the population grew from 361,344 to 429,433; between 1990 and 2000 (the last recorded census), the City added another 32,000 residents for a total of 461,522. Long Beach is currently the 37th most populous city in the country.

As of 2008, the City spans fifty-two square miles and is home to 461,564 people, making it the sixth most populous city in California. 132,000 of the City's residents are foreign born, making Long Beach the most ethnically diverse of the nation's most populous cities.⁵⁸ The economy is supported by a variety of industries, including manufacturing, shipping, healthcare, and education. The Port of Long Beach is the busiest port on the West Coast, handling more cargo tonnage than any other western harbor. In addition, the City maintains a healthy tourist economy, which welcomes more than five million visitors annually.⁵⁹

Redevelopment and Historic Preservation Efforts

In the 1960s City officials began working to revitalize the downtown area and reinvigorate activity at the Pike. In 1962, the City launched its first redevelopment plan in an effort to renew the West Long Beach area. The City acquired the Queen Mary in 1967, with the goal of turning the ship into a tourist attraction.

⁵⁸ Housing Element, II-4 and *USA Today*, March 14, 2001.

⁵⁹ City of Long Beach. "Long Beach Facts." Web site:
<http://www.longbeach.gov/about/facts.asp>.

The following year, the Pike's Cyclone rollercoaster made its last run, and soon after, the original oceanfront attractions of the previous seventy years were demolished and replaced with the Long Beach Convention Center, hotels, shops, restaurants, and the marina.⁶⁰ In 1983 Howard Hughes's flying boat, the Spruce Goose, was added to list of the tourist attractions, but has since been removed to a different locale.

In the 1970s community advocates began working in earnest to address City issues, including continued deterioration of the downtown center. One group successfully halted the construction of the Garden Grove Freeway (State Route 22), which would have resulted in the demolition of residences and businesses along Seventh Street in East Long Beach. In 1978, the City established the Cultural Heritage Committee, with the mission to identify and protect historic resources.

Despite an increasing interest in historic preservation on the part of the public, redevelopment efforts in the 1980s continued to result in the loss of historic buildings, such as the Art Deco-style city offices and the historic Carnegie Public Library. During this period six blocks in downtown were demolished to make way for new development. Numerous historic buildings were lost including noteworthy examples of the Public Works Administration Moderne style, such as the 1930–1932 Long Beach Municipal Auditorium, the 1933–1934 City Hall, and the 1936–1937 Veterans Memorial Building.⁶¹

⁶⁰ Hillburg. Long Beach: *A City and Its People*. (120)

⁶¹ Gebhard and Winter. *Architecture in Los Angeles: A Complete Guide*. (96)

In the late 1980s the City began the implementation of a comprehensive historic preservation program to address the impact of redevelopment projects on historic resources and neighborhoods, and in response to the loss of several high profile historic buildings. In 1989 the City of Long Beach was the first city in Los Angeles County to appoint a Historic Preservation Officer to its planning staff. With the establishment of this position, the City began a concerted effort to include historic preservation into City planning efforts.

Morgan, Edward Killingsworth, Greene and Greene, and Raphael Soriano.

In 1992 the City adopted the current Cultural Heritage Ordinance (updated in 2009), which created a Cultural Heritage Commission and codified procedures for designating historic landmarks and districts, and for demolishing or altering historic resources. That same year Long Beach became a Certified Local Government, allowing the City to directly participate in state and federal review of preservation projects in the City and to qualify for state grant funding for historic preservation projects.

In 1993 the City of Long Beach adopted a Mills Act Program which provides a reduction in the property taxes for owners of qualified residential and commercial buildings in exchange for an agreement to rehabilitate and/or maintain the historical and architectural character of the property. The City currently has 128 historic properties that are protected by Mills Act contracts.

There have been significant preservation projects in the last two decades, particularly in the downtown area with the rehabilitation of buildings by renowned architects such as Julia

MAJOR ARCHITECTURAL STYLES IN LONG BEACH

In order to plan for the preservation of the City's historic resources and to properly educate staff, decision-makers, and the public about historic properties, an understanding of the architectural styles represented in Long Beach is important. The 2009 *City of Long Beach Historic Context Statement*⁶² identified thirty architectural styles that characterize the City's built environment between 1784 and 1965. The list is not intended to be exhaustive, but to provide a framework for the identification and evaluation of the majority of extant resources in Long Beach built prior to 1965.

For detailed descriptions and representative examples of each style, please refer to the citywide *Historic Context Statement*.

Table 1: Architectural Styles in Long Beach. Sources: Sapphos Environmental, Inc. and Long Beach Cultural Heritage Commission

Style	Dates	Related Styles
Spanish/Mexican Colonial	1784–1821	
Monterey	1840s–1860s	
Colonial Revival	1890–1965	Georgian Revival, Federal Revival, Dutch Colonial Revival, Cape Cod, Regency Revival
Queen Anne	1882–1901	
Renaissance Revival	1890–1942	
Shingle Style	1882–1910	
Mission Revival	1893–1915	
Gothic Revival	1882–1942	
American Foursquare	1890–1915	Classic Box
Brick Commercial Vernacular	1890–1929	
Prairie	1910–1930	
Neoclassical	1890–1942	
Romanesque Revival	1880–1910	
Tudor Revival	1900–1942	English Revival, Storybook
Craftsman	1902–1925	Arts and Crafts, Bungalow
Spanish Colonial Revival	1920–1942	Churrigueresque
French Eclectic	1920–1942	Norman Revival, Chateausque
Programmatic	1920–1970	

⁶² Sapphos Environmental, Inc. *City of Long Beach Historic Context Statement*, July 10, 2009, with revisions approved by the Cultural Heritage Commission.

Style	Dates	Related Styles
International Style	1930-1970	
Art Deco	1925–1935	Zig Zag Moderne
Monterey Revival	1928–1942	
Streamline Moderne	1932–1942	
Public Works Administration (PWA) Moderne	1933–1942	
Ranch	1935–1970	California Ranch
Googie	1950–1970	
Midcentury Modern	1945–1970	
Dingbat	1950–1970	

LEGAL BASIS FOR PRESERVATION

Federal laws pertaining to the preservation of the nation's cultural heritage developed over the course of the 20th century, beginning with the protection of historic sites on Federal lands. The National Park Service, a division of the Department of the Interior, is the federal entity responsible for formulating and implementing historic preservation activities. The standard historic preservation practices created by the National Park Service are based on physical reminders of the past – historic buildings, sites, objects, and districts. With the Antiquities Act of 1906,⁶³ the Historic Sites Act of 1935,⁶⁴ and the National Historic Preservation Act of 1966⁶⁵ these practices were codified and became part of national policy.

The Antiquities Act of 1906 prohibited the removal or destruction of historic ruins or monuments, or any other “object of antiquity” on federal lands, and provided for the ability to designate historic sites or landmarks as national monuments. This was followed by the creation of the National Park Service in 1916, which assumed responsibility for the cultural and historic sites in the

National Park system. Their purview grew over time to include historic preservation outside of the park boundaries, starting in 1935 with the Historic Sites Act which initiated the national survey and documentation of historic sites throughout the United States.

Passage of the National Historic Preservation Act in 1966 (with amendments in 1980 and 1992) expanded preservation benefits to communities and cultural groups nationwide. The National Historic Preservation Act defines the responsibility for historic preservation for the National Park Service, Tribal Preservation Offices, State Historic Preservation Offices, Certified Local Governments, and private organizations, and amendments to the Internal Revenue Code provide incentives for historic preservation.

The national historic preservation program operates within the broader spectrum of state historic preservation laws and local government ordinances and review processes. Properties listed in National and State registers can only receive regulatory protection from incompatible alteration and demolition through the enactment of local historic preservation laws. Therefore, government preservation programs at all levels should work to complement one another and provide a wide range of benefits and incentives for communities and individuals.

⁶³ American Antiquities Act of 1906 (16 USC 431-433). <http://www.nps.gov/history/local-law/anti1906.htm>.

⁶⁴ Historic Sites Act of 1935 as amended (49 Stat. 666; 16 U.S.C. 461-467). http://www.nps.gov/history/local-law/FHPL_HistSites.pdf.

⁶⁵ National Historic Preservation Act of 1966 as amended through 2000 (Public Law 89-665; 16 U.S.C. 470 et seq). <http://www.achp.gov/NHPA.pdf>.

Federal Regulations

National Historic Preservation Act

The National Historic Preservation Act (NHPA) of 1966, 16 U.S.C. §§ 470a to 470w-6, is the primary federal law governing the preservation of cultural and historic resources in the United States.

The NHPA:

- Redefined and expanded the National Register of Historic Places which had been established by the Historic Sites Act of 1935;
- Created the position of State Historic Preservation Officer (SHPO) to administer state preservation programs;
- Instituted the Historic Preservation Fund to fund the provisions of the Act;
- Placed specific stewardship responsibilities on federal agencies for historic properties owned or within their control;
- Created the Section 106 review process and established the Advisory Council on Historic Preservation; and
- Established the Certified Local Government Program.

Section 106

Section 106 of the NHPA requires federal agencies to take into account the effects that federally-funded activities and programs have on significant historic properties (defined as properties listed in or eligible for listing in the National Register of Historic Places). The

purpose of Section 106 is to balance historic preservation concerns with the needs of federal undertakings. This review process ensures that federal agencies identify any potential conflicts between their undertakings and historic preservation and resolve any conflicts in the public interest.

Certified Local Governments

The 1980 amendments to the National Historic Preservation Act of 1966 provided for the establishment of a Certified Local Government (CLG) program. This program allows for direct local government participation and integration in a comprehensive statewide historic preservation planning process. CLGs are eligible, on a competitive basis, for special matching grants. In order to be a CLG, cities must adopt a historic preservation ordinance; select a qualified preservation commission; provide for adequate public participation; and conduct a comprehensive historic and architectural survey.

Certified Local Governments directly participate in the nomination of historic properties to the National Register of Historic Places and perform other preservation functions delegated by the SHPO under the National Historic Preservation Act. These may include the responsibility to review and comment on development projects for compliance with federal and state environmental regulations, including such activities as Section 106 reviews, review of National Register nominations, and review of rehabilitation plans for

projects seeking the Federal Rehabilitation Tax Credit.

National Environmental Policy Act

The intent of the National Environmental Policy Act is to protect the natural and built environment, including historic properties, from adverse effects resulting from federal actions. Before a federal agency may proceed with a proposed action, it must first perform an environmental assessment to determine whether the action could have any significant effect on the environment. If it is determined that the action may have an effect on the environment, the agency must then prepare an Environmental Assessment (AE) or Environmental Impact Statement (EIS) which identifies all environmental impacts resulting from the action and lists mitigation measures and project alternatives which avoid or minimize adverse impacts.

Impacts involving historic properties are usually assessed in coordination with the process established under the National Historic Preservation Act of 1966. Normally, the Section 106 process must be completed before the EA or EIS can be finalized.

State Codes and Regulations

California Environmental Quality Act

The California Environmental Quality Act (CEQA) was established in 1970 and most recently modified in regard to historic resources in 1998.⁶⁶ The basic

⁶⁶ For more information about the California Environmental Quality Act as it relates to historic preservation, see http://ohp.parks.ca.gov/?page_id=21721.

purpose of CEQA is to inform governmental decision makers and the public about the potential significant adverse effects, if any, of proposed activities and projects.

CEQA also provides opportunities for the public and for other agencies to review and comment on draft environmental documents. As environmental policy, CEQA requires that environmental protection be given significant consideration in the decision making process. Historic resources are included under environmental protection. Thus, any project or action which constitutes a significant adverse effect on a historic resource also has a significant effect on the environment and shall comply with the State CEQA Guidelines.

When the California Register of Historical Resources was established in 1992, the Legislature also amended CEQA to clarify which cultural resources are significant, as well as which project impacts are considered to be significantly adverse. A “substantial adverse change” means “demolition, destruction, relocation, or alteration such that the significance of a historical resource would be impaired.”

CEQA defines a historical resource as a resource listed in, or determined eligible for listing, in the California Register of Historical Resources. All properties on the California Register are to be considered under CEQA. However, because a property does not appear on the California Register does not mean it is not significant and therefore exempt from CEQA consideration. Similar to Section 106 and the National Register, all resources determined eligible for the

California Register are also to be considered under CEQA.

Public agencies must treat some resources as significant under CEQA unless the “preponderance of evidence demonstrates” that the resource is not historically or culturally significant. These resources include locally designated properties and properties evaluated as significant in cultural resources surveys which meet California Register of Historical Resources criteria and California Office of Historic Preservation Survey Methodology.

Substantial adverse change in the significance of a historical resource is viewed as a significant effect on the environment. CEQA prohibits the use of a categorical exemption for projects which may cause a substantial adverse change. A Negative Declaration may be used in lieu of an EIR or EIS when the overall environmental impacts of a project are found to be less than significant.

California Historical Building Code (CHBC) (Part 8, Title 24, C.C.R.)

The 2007 California Historical Building Code became effective on January 1, 2008.⁶⁷ The intent of the CHBC is to save California’s architectural heritage by recognizing the unique construction problems inherent in historical buildings and by providing a code to deal with these problems. In some circumstances the CHBC can serve as an economic incentive to owners by reducing the

amount of work required for code compliance.

The definition of a *qualified historical building or property* which can apply the code is very broad: “Any building, site, structure, object, district, or collection of structures, and their associated sites, deemed of importance to the history, architecture or culture of an area by an appropriate local, state, or federal governmental jurisdiction.”

Qualified buildings include buildings listed in or determined eligible for the California Register of Historical Resources and National Register of Historic Places, State Historical Landmarks, and State Points of Historical Interest. In addition, other properties listed on officially adopted registers, inventories, and surveys may qualify. Applicants should work with the Development Services Department to assure that the building is recognized as a qualified site early in any project planning process.

The Building and Safety Division may request opinions from the State Historical Building Safety Board (SHBSB) and staff in Sacramento regarding use and interpretation of the CHBC. Both the building department and applicants may appeal adverse decisions regarding the CHBC directly to SHBSB.

Uniform Code for Building Conservation (UCBC)

The California State Historical Building Safety Board has designated the Uniform Code for Building Conservation (UCBC) as an acceptable alternate to the CHBC for application to qualified

⁶⁷ The California Historic Building Code is available online at:
http://www.documents.dgs.ca.gov/bsc/Title_24/documents/2007/2007%20Part%208/07C_A_Bldg_Part_8.pdf.

historic buildings. Therefore, a building owner may also use the UCBC in dealing with the Building and Safety Division on code compliance and alteration of existing historic sites.

The UCBC was written “to encourage the continued use or reuse of legally existing buildings and structures.” In cities where the UCBC is adopted as part of the local building code, it applies to all existing structures, not only historic sites. Being a much longer document with many more provisions than the CHBC, the UCBC deserves attention for its possible applications to older buildings. While the CHBC provides resolutions for many cases, the UCBC provides different approaches that could lead to better solutions for some historic structures.

Mills Act Program

The Mills Act of 1972, sponsored by Senator James Mills of Coronado, as amended, (GC Section 50280 et seq.; RTC 439 et seq.) provides a reduction in the property taxes for owners of qualified residential and commercial buildings. The owner must enter into a ten year contract with the local government. In return, the owner agrees to rehabilitate and/or maintain the historical and architectural character of the structure. To implement the program, the local government is required to adopt enabling legislation.

Mills Act contracts offer several advantages to property owners. Participation of the property owner is voluntary. In areas where land value represents a large portion of the market value, such as high density commercial and residential districts, the Mills Act

method of valuation adjusts the property tax to reflect the actual use of the site. This results in a property tax reduction. In the event the property is sold, the Mills Act contract continues and the reduced property tax is passed on to a new owner.

Local Codes and Regulations

Historic preservation or cultural heritage ordinances are the primary tool used to protect historic resources in a community.⁶⁸ Every local government has the authority to adopt a cultural heritage ordinance to provide regulations regarding historic and cultural resources. Ordinances are structured to address the particular needs and resources within a community, and should correspond with and complement other relevant city ordinances.

In addition to the cultural heritage ordinance, other provisions of a city’s municipal code also directly or indirectly reference historic preservation. These include provisions for building and safety, zoning, and adaptive reuse.

⁶⁸ The Long Beach Municipal Code is discussed on page 56 and in detail in the *Existing Conditions Report* in Appendix C.

DEFINING HISTORIC AND CULTURAL RESOURCES

Historic resources may be designated at the federal, state, and local levels. Existing historic designations codified by the National Park Service and the California Office of Historic Preservation include: National Historic Landmark, National Register of Historic Places, California Register of Historical Resources, California Registered Historical Landmarks, and California Points of Historical Interest.

While some programs place emphasis on architectural character, all use basic criteria relating to a property's place in important events or patterns of development, association with important personages, and architectural significance.

The City of Long Beach has a local designation program based on specific criteria, and maintains an inventory of locally-designated historic landmarks and districts.

Federal Designations

National Historic Landmark

The National Historic Landmark program is conducted by the National Park Service to identify, designate, and protect cultural resources of national significance that commemorate and illustrate United States history and culture. National Historic Landmarks are nationally significant historic places that possess exceptional value or quality. National Historic Landmarks are identified by special theme studies

prepared by National Park Service professionals as an additional level of documentation in the National Register designation process. Fewer than 2,500 historic places bear the distinction of National Historic Landmark.

Designation Criteria

The quality of national significance is ascribed to districts, sites, buildings, structures and objects that possess exceptional value or quality in illustrating or interpreting the heritage of the United States in history, architecture, archeology, engineering and culture, and that possess a high degree of integrity of location, design, setting, materials, workmanship, feeling and association, and:

- (1) That are associated with events that have made a significant contribution to, and are identified with, or that outstandingly represent, the broad national patterns of United States history and from which an understanding and appreciation of those patterns may be gained; or
- (2) That are associated importantly with the lives of persons nationally significant in the history of the United States; or
- (3) That represent some great idea or ideal of the American people; or
- (4) That embody the distinguishing characteristics of an architectural type specimen exceptionally valuable for a study of a period, style or method of construction, or that represent a significant, distinctive and exceptional entity whose

components may lack individual distinction; or

(5) That are composed of integral parts of the environment not sufficiently significant by reason of historical association or artistic merit to warrant individual recognition but collectively compose an entity of exceptional historical or artistic significance, or outstandingly commemorate or illustrate a way of life or culture; or

(6) That have yielded or may be likely to yield information of major scientific importance by revealing new cultures, or by shedding light upon periods of occupation over large areas of the United States. Such sites are those which have yielded, or which may reasonably be expected to yield, data affecting theories, concepts and ideas to a major degree.

Long Beach National Historic Landmarks

As of 2009, the City of Long Beach has one designated National Historic Landmark. For more information or an updated list of National Historic Landmarks see <http://www.nps.gov/nhl/designations/listsofNHLs.htm>.

Table 2: Designated National Historic Landmarks in Long Beach. Source: National Park Service.

Property Name	Address	Year Designated
Los Cerritos Ranch House	4600 Virginia Road	1970

Figure 9: Los Cerritos Ranch House. Source: Los Angeles Public Library.



National Register of Historic Places

The National Register of Historic Places is an authoritative guide to be used by federal, state, and municipal governments, private groups, and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment.

To be eligible for listing in the National Register, a building, district, object, structure or site must generally be over fifty years old and must be significant in American history, architecture, archaeology, engineering, or culture. A property must also retain its historic integrity; properties that no longer reflect their historic significance due to damage or alterations are not eligible for listing in the National Register. Owner consent is required for individual listing in the National Register of privately owned buildings, and a majority of owners within a district must approve for a district to be listed.

Listing in the National Register is primarily honorary and does not in and of itself protect designated properties from demolition or inappropriate alterations. State and municipal laws and regulations may apply to properties listed in the National Register. For example, demolition or inappropriate alteration of National Register properties may be subject to the California Environmental Quality Act (CEQA). National Register properties are eligible to use certain financial incentives, including the federal rehabilitation tax credit and conservation easements.

Designation Criteria

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

(a) that are associated with events that have made a significant contribution to the broad patterns of our history; or

(b) that are associated with the lives of persons significant in our past; or

(c) that embody distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or

(d) that have yielded, or may be likely to yield, information important in prehistory or history.

Long Beach Properties Listed in the National Register of Historic Places

As of 2010, the City of Long Beach has fifteen properties listed in the National Register of Historic Places. For more information or an updated list of properties in the National Register of Historic Places see <http://www.nps.gov/history/nr/research/nris.htm>.

Table 3: Long Beach Properties listed in the National Register. Source: National Park Service.

Property Name	Address	Year Built	Architect	Year Designated
Cooper Arms	455 E. Ocean Boulevard	1924	Curlett & Beelman	2000
First National Bank of Long Beach	101-125 Pine Avenue	1906	Train & Williams	1990
Green, Rankin, Bembridge House	953 Park Circle	1906	unknown	2005
Killingsworth Office	3833 Long Beach Blvd.	1955	Edward Killingsworth	2009
Long Beach Professional Building	117 E. 8 th Street	1929	W. Douglas Lee	2005
Los Cerritos Ranch House	4600 Virginia Road	1844		1970
Middough Brothers Insurance Exchange Building	201-205 E. Broadway	1924	Harvey Lochridge	2003
Puvunga Indian Village Sites	address restricted			1974
Rancho Los Alamitos	6400 Bixby Road	1806		1981
Jennie A. Reeves House	4260 Country Club Drive	1904	Greene & Greene	1984
RMS Queen Mary	Pier J, 1126 Queensway Highway	1934	The Cunard Steamship Co.,Ltd	1993
Second Church of Christ Scientist	302 7 th St. / 655 Cedar Avenue	1924	Shields, Fisher & Lake	2005
U.S. Post Office	300 Long Beach Boulevard	1932	Wetmore & Simon	1985
Villa Riviera	800 E. Ocean Boulevard	1929	Richard D. King	1996
The Willmore	315 W. 3 rd Street	1927	Fisher, Lake & Traver	1999

State Designations

California Register of Historical Resources

The California Register is an authoritative guide used by State and municipal agencies, private groups, and citizens to identify, evaluate, register, and protect the state's significant historical and archeological resources. The California Register consists of resources that are listed automatically through other designations and those that must be nominated through an application and public hearing process. Consent of the owner is not required, but a resource cannot be listed over an owner's objections. A property can be formally determined eligible for the California Register if the owner objects.

The California Register is administered by the California Office of Historic Preservation, and nominations are reviewed by the State Historical Resources Commission. Properties included in the California Register enjoy regulatory protection under the California Environmental Quality Act (CEQA), as well as eligibility for State incentive programs such as the Mills Act and the California Historical Building Code.

Designation Criteria

- Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States (Criterion 1).
- Associated with the lives of persons important to local,

California or national history (Criterion 2).

- Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values (Criterion 3).
- Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation (Criterion 4).

California Historical Landmarks

The oldest designation program in California, California Registered Historical Landmarks, now California Historical Landmarks (CHL), evolved from efforts by private organizations around the turn of the twentieth century. In 1931 the first twenty landmarks were officially named by the state; their selection reflected an emphasis on well known places and events in California history, such as missions, early settlements, battlegrounds, and gold rush sites. A series of modifications of the program ensued, eventually resulting in specific criteria for designation and a process of review by the State Historical Resources Commission. CHLs from No. 770 and above are automatically listed in the California Register, and thus enjoy the same regulatory protections and eligibility for incentives. CHLs are generally marked by plaques and highway directional signs.

Designation Criteria

To be eligible for designation as a CHL, a resource must meet at least one of the following criteria:

- Be the first, last, only, or most significant of its type in the state or within a large geographic region (Northern, Central, or Southern California).
- Be associated with an individual or group having a profound influence on the history of California.
- Be a prototype of, or an outstanding example of, a period, style, architectural movement or construction or is one of the more notable works or the best surviving work in a region of a pioneer architect, designer or master builder.

Long Beach California Historical Landmarks

As of 2009, there are two California Historical Landmarks located in the City of Long Beach. For more information or to view an updated list of California Historical Landmarks see http://ohp.parks.ca.gov/default.asp?page_id=21387.

Table 4: Designated California Historical Landmarks in Long Beach. Source: California Office of Historic Preservation.

CHL #	Property Name	Address	Year Built
978	Rancho Los Cerritos	4600 Virginia Road	1844
1014	Long Beach Marine Stadium	Pete Archer Rowing Center, End of Boathouse Lane, Nieto Ave & Appian Way	1932



Figure 10: Marine Stadium, 1932 Olympic Games. Source: USC Digital Library.

California Points of Historical Interest

The California Point of Historical Interest Program was established in 1965 to accommodate an increased interest in recognizing local historic properties not able to meet the restrictive criteria of the California Historical Landmarks program. The criteria for the Points are the same as those that govern the Landmark program, but are directed to local (city or county) areas. California Points of Historical Interest do not have direct regulatory protection, but are

eligible for official landmark plaques and highway directional signs. Points of Historical Interest designated after December 1997 and recommended by the State Historical Resources Commission are listed in the California Register of Historical Resources. No resource may be designated as both a Landmark and a Point. If a Point is subsequently granted status as a Landmark, the Point designation is retired.

Local Designations

The City of Long Beach has had an active program to recognize buildings and neighborhoods that have special architectural or historical value since 1988. Chapter 2.63.060 of the City of Long Beach Municipal Code established the procedures for the designation of individual landmarks and landmark districts, and designated historic landmarks are listed in Chapter 16.52 of the Municipal Code.

Historic Landmark and Historic District

Buildings may be eligible for landmark status if they have historic and/or architectural significance and have substantially retained their original exterior form and materials. Buildings that are high quality examples of past architectural styles or that have historical associations or unusual architectural characteristics may also meet the criteria for landmark designation.

Historic districts are contiguous groups of properties that retain integrity of their exterior features, and have a special character, or special historical, cultural, architectural, community, or aesthetic value. While each building may not be individually qualify for landmark status, collectively they tell a specific story and preserve the historic character of the neighborhood. Streetscape features,

such as trees or light standards, may contribute to the historic character of the district. In Long Beach, neighborhoods may qualify for historic district status if at least two-thirds of the properties within the boundaries of the district are contributing structures.

Designation Criteria

Findings of significance are based upon the following criteria:

- A. It possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the City, the Southern California region, the state or the nation; or
- B. It is the site of an historic event with a significant place in history; or
- C. It is associated with the life of a person or persons significant to the community, city, region or nation; or
- D. It portrays the environment in an era of history characterized by a distinctive architectural style; or
- E. It embodies those distinguishing characteristics of an architectural type or engineering specimen; or

- F. It is the work of a person or persons whose work has significantly influenced the development of the City or the Southern California region; or
- G. It contains elements of design, detail, materials, or craftsmanship which represent a significant innovation; or
- H. It is a part of or related to a distinctive area and should be developed or preserved according to a specific historical, cultural or architectural motif; or
- I. It represents an established and familiar visual feature of a neighborhood or community due to its unique location or specific distinguishing characteristic; or
- J. It is, or has been, a valuable information source important to the prehistory or history of the city, the Southern California region or the state; or
- K. It is one of the few remaining examples in the city, region, state or nation possessing distinguishing characteristics of an architectural or historical type.

Long Beach Designated Historic Landmarks and Historic Districts

As of 2010, there are 132 locally designated historic landmarks in Long Beach. The designated landmarks are located throughout the City, with a significant concentration in the downtown area. For more information or an updated list of designated landmarks in Long Beach see http://www.lbds.info/planning/historic_preservation/historic_landmarks.asp.

Table 5: City of Long Beach Designated Landmarks. Source: City of Long Beach.

Property Name	Address	Year Built
ACRES OF BOOKS	240 Long Beach Blvd.	1924, 1933
ADELAIDE TICHENOR HOUSE	852 E. Ocean Blvd.	1904-05
ALFORD HOUSE	333 Obispo Ave.	1922
AMBASSADOR APARTMENT BUILDING	35 Alboni Place	1925
AMERICAN HOTEL	224-230 E. Broadway	1905
AMERICAN LEGION POST #560 (HOUGHTON POST)	1215 E. 59th St.	1920s
ANNIE KINNER HOUSE	1612 E. 7th St.	1895, 1920
ART DECO BUILDING	312-316 Elm Ave.	1930
ART THEATER	2025 E. 4th St.	1925, 1933 & 1947
ARTABAN APARTMENTS	10 Atlantic Ave.	1921,22
ATLANTIC STUDIO	226 Atlantic Ave.	1933
BAKER BUILDING	112 E. 7th St.	1924
BANK OF BELMONT SHORE	5354 E. 2nd St.	1929
BARKER BROTHERS (demolished)	141 E. Broadway/215 Promenade	1929
BAY HOTEL	318 Elm Ave.	1924
JAMES C. BEER RESIDENCE	1503 E. Ocean Blvd.	1912
BEMBRIDGE HOUSE	953 Park Circle	1906
BIXBY RANCH HOUSE	11 La Linda Drive	1890
BLACKSTONE HOTEL	330 W. Ocean Blvd.	1923
THE BREAKERS	200-220 E. Ocean Blvd.	1925-26
BROADLIND HOTEL	149 Linden Ave.	1928
ANNA R. BROWN RESIDENCE	1205 E. Ocean Blvd.	1901
BUFFUMS AUTOPORT	119-121 W. 1st St.	1940-41

Property Name	Address	Year Built
BUTLER RESIDENCE	251 Junipero Ave.	1932
CALIFORNIAN APARTMENTS	325 W. 3rd St.	1923
CAMBRIDGE BUILDING	320 E. Bixby Rd.	1960
CANNON HOUSE	332 W. 31st St.	1910
CASA AITKEN	725 E. 8th St.	1932
CASA DE LA CULTURA	629 Atlantic Ave.	1906
CASTLE CROYDON	7th & Orizaba Ave.	1912, 1929
CHANCELLOR APARTMENTS	1037 E. 1st St.	1922
CHENEY-DELANEY RESIDENCE	2642 Chestnut Ave.	1937
CHERRY AVE. LIFEGUARD STATION	Foot of Cherry Ave. at beachfront	1938
CHRISTIAN OUTREACH APPEAL	503-515 E. 3rd St.	1924
COFFEE POT CAFE	955 E. 4th St.	1932
COMMUNITY HOSPITAL OF LONG BEACH	1720 Termino Ave.	1922-24
COOPER ARMS APARTMENTS	455 E. Ocean Blvd.	1923
CRANDELL/HOWARD HOUSE	5725 E. Corso di Napoli	1908
CREST APARTMENTS	321 Chestnut Ave.	1922-23
DAWSON/PRAY HOUSE	4252 Country Club Dr.	1927
DELKER HOUSE	153 E. 12th St.	1909
DOLLY VARDEN ROOFTOP SIGN	335 Pacific Ave.	1933
EBELL CLUB	290 Cerritos Ave.	1924, 1934
EBELL THEATER	1100 E. 3rd St.	1924
EL CORDOVA APARTMENTS (ROSE TOWERS)	1728 E. 3rd St.	1928
ENGINE COMPANY #8	5365 E. 2nd St.	1929
ESPEY/LOCHRIDGE HOUSE	302 Orizaba Ave.	1907
ESSER HOUSE	1001 E. 1st St.	1929
FAMOUS DEPARTMENT STORE/RITE-AID	601-609 Pine Ave.	1928-29
FARMERS & MERCHANTS BANK TOWER	320 Pine Avenue	1925
FIRE STATION #10	1445 Peterson Ave.	1925
FIRST CHRISTIAN CHURCH	440 Elm Ave.	1913

Property Name	Address	Year Built
FIRST CONGREGATIONAL CHURCH	241 Cedar Avenue	1914
FIRST NATIONAL BANK BUILDING (ENLOE BUILDING),	101 Pine Avenue	1906
FIRST UNITED PRESBYTERIAN CHURCH	600 E. 5 th St.	1939
FLOSSIE LEWIS HOUSE	628 West 10th St.	1905
FOSTER & KLEISER BUILDING	1428 Magnolia Ave.	1923, 1930
THE GARVEY HOUSE	1728 East 7th St.	1905-06
GAYTONIA APARTMENTS	212 Quincy Ave.	1930
GEORGE'S 50s DINER	4370-4390 Atlantic Ave.	1950
GOLDEN HOUSE	628 W. 10th St.	1886
OLAN HAFLEY HOUSE	5561 E. La Pasada St.	1952-53
HANCOCK MOTORS	500 E. Anaheim St.	1928
HARNETT HOUSE	730 Sunrise Blvd.	1918
HARRIMAN JONES CLINIC	211 Cherry Ave.	1930
HEARTWELL/LOWE HOUSE	2505 E. 2nd St.	1919
HENRY CLOCK HOUSE	4242 Pine Ave.	1933
HOME MARKET BUILDING	942-948 Daisy Ave.	1925
HOUSER BUILDING	2740-2746 E. Broadway	1929
INSURANCE EXCHANGE BUILDING	201-205 E. Broadway	1924/25
JERGINS TRUST BUILDING (demolished)	120 E. Ocean Blvd.	1917-1919, 1929
KALE HOUSE	853 Linden Ave.	1907
KELLY HOUSE	705 E. Broadway	1915
KILLINGSWORTH OFFICE	3833 Long Beach Blvd.	1955
KIMPSON/NIXON HOUSE	380 Orlena Ave.	1940
KRESS BUILDING	445-455 Pine Ave.	1923, 1929
LAFAYETTE COMPLEX	130-140 Linden Ave.	1928, 1929, 1948
LE GRANDE APARTMENTS	635 East 9th St.	1926
LINDEN HOUSE	847 Linden Ave.	1908
LONG BEACH AIRPORT TERMINAL BUILDING	4100 E. Donald Douglas Dr.	1941
LONG BEACH MUNICIPAL AUDITORIUM MURAL	3rd/Promenade	1936-38
LONG BEACH MUSEUM OF ART	2300 E. Ocean Blvd.	1912
LONG BEACH PROFESSIONAL BUILDING	117 E. Eighth St.	1929

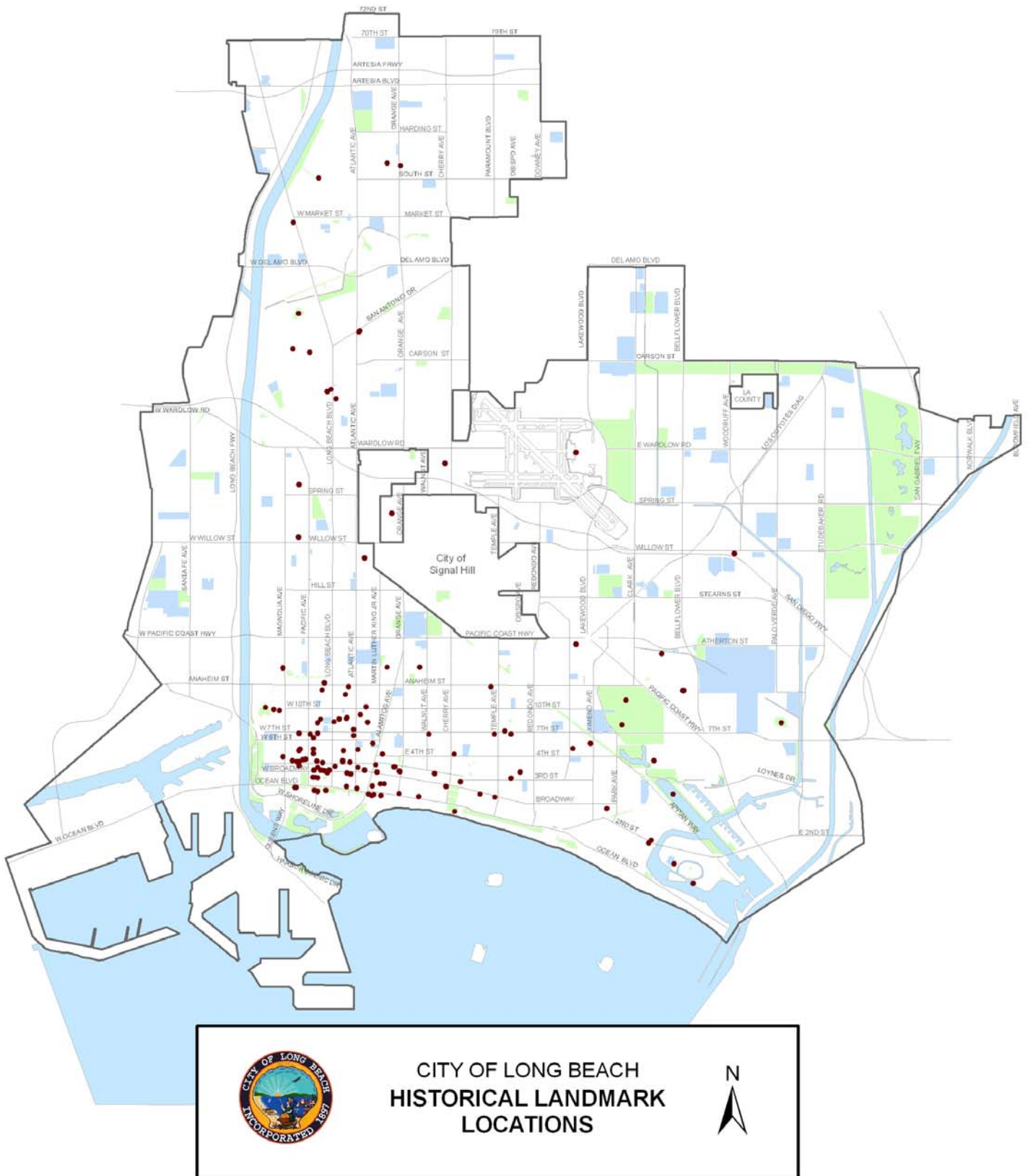
Property Name	Address	Year Built
LONG BEACH SKATING PALACE	278 Alamitos Ave.	1930
LORD MAYOR'S INN (WINDHAM HOUSE)	435 Cedar Ave.	1906
MARINE STADIUM	Appian Way at Nieto (Historic Site)	1931-32
MASONIC HALL BUILDING	5351-53 Long Beach Blvd.	1928
MASONIC TEMPLE	230 Pine Ave.	1903
MATLOCK HOUSE	1560 Ramillo	1950
McBRIDE HOME	1461 Lemon Ave.	1919
MERRILL BUILDING	810-812 Long Beach Blvd.	1922, 1933
MOORE HOUSE	5551 E. La Posada St.	1952-53
OCEAN CENTER BUILDING	110 W. Ocean Blvd.	1929
OPDAHL HOUSE	5576 Vesuvian Walk	1957
PACIFIC COAST CLUB (demolished)	850 E. Ocean Blvd.	1926
PACIFIC TOWER	205-215 Long Beach Blvd.	1923
PACKARD MOTORS BUILDING	205 East Anaheim	1926
PALACE HOTEL	2640-2644 E. Anaheim St.	1929
PARSONAGE	640 Pacific Ave.	1887
PHILLIPS HOUSE	5917 Lemon Ave.	1929
JAMES E. PORTER RESIDENCE	351 Magnolia Ave.	1902
PRESSBURG RESIDENCE	167 East South St.	1905
RANCHO LOS ALAMITOS	6400 Bixby Hill Rd.	1806
RANCHO LOS CERRITOS	4600 Virginia Rd.	1784-1930
RECREATION PARK	4900 East 7th St.	1929
RECREATION PARK GOLF COURSE CLUBHOUSE	5000 E. Anaheim St.	1929
RESIDENTIAL HOME #1	453 Cedar Ave.	1905
RESIDENTIAL HOME #2	629 Atlantic Ave.	1906
RINGHEIM/WELLS HOUSE	4031 E. 5 th St.	1907-1908
ROWAN/BRADLEY BUILDING	201-209 Pine Ave.	1930
SAINT ANTHONY'S CHURCH	540 Olive Ave.	1933, 1953
SAINT JOHN MISSIONARY BAPTIST CHURCH	732 E. 10th St.	1923
SAINT LUKE'S EPISCOPAL CHURCH	703 Atlantic Ave.	1917, 1934
SAINT REGIS	1030 E. Ocean Blvd.	1926
SCOTTISH RITE CATHEDRAL	855 Elm Ave.	1926

Property Name	Address	Year Built
SEASHELL HOUSE	4325 E. 6th St.	1922
SECOND CHURCH OF CHRIST SCIENTIST	302 7th St./655 Cedar Ave.	1924
SECURITY PACIFIC NATIONAL BANK BUILDING	102-110 Pine Ave.	1924
SILVER BOW APARTMENTS	330 Cedar Ave.	1915
SKINNY HOUSE	708 Gladys Ave.	1932
THE SOVEREIGN	354-360 W. Ocean Blvd.	1922
SUNNYSIDE CEMETERY	1095 E. Willow St.	1906
TERMO COMPANY	3275 Cherry Ave.	1935
TOLBERT HOUSE	1105 Linden Ave.	1911
TRACKER PIPE ORGAN Los Altos United Method Church	5950 Willow St.	c. 1850
UNITY CHURCH	935 E. Broadway	1941
VILLA RIVIERA	800 E. Ocean Blvd.	1929
WALKERS DEPARTMENT STORE	401-423 Pine Ave.	1929
THE WILLMORE	315 W. 3rd St.	1924
YORK RITE MASONIC TEMPLE	835 Locust Ave.	1927
1163 APPLETON STREET	1163 Appleton St.	1895
1169-1175 APPLETON STREET	1169-1175 Appleton St.	1913



Figure 11: Security Pacific National Bank, Curlett and Beelman, 1924. Source: Los Angeles Public Library.

Figure 12: City of Long Beach Designated Landmarks. Source: City of Long Beach.



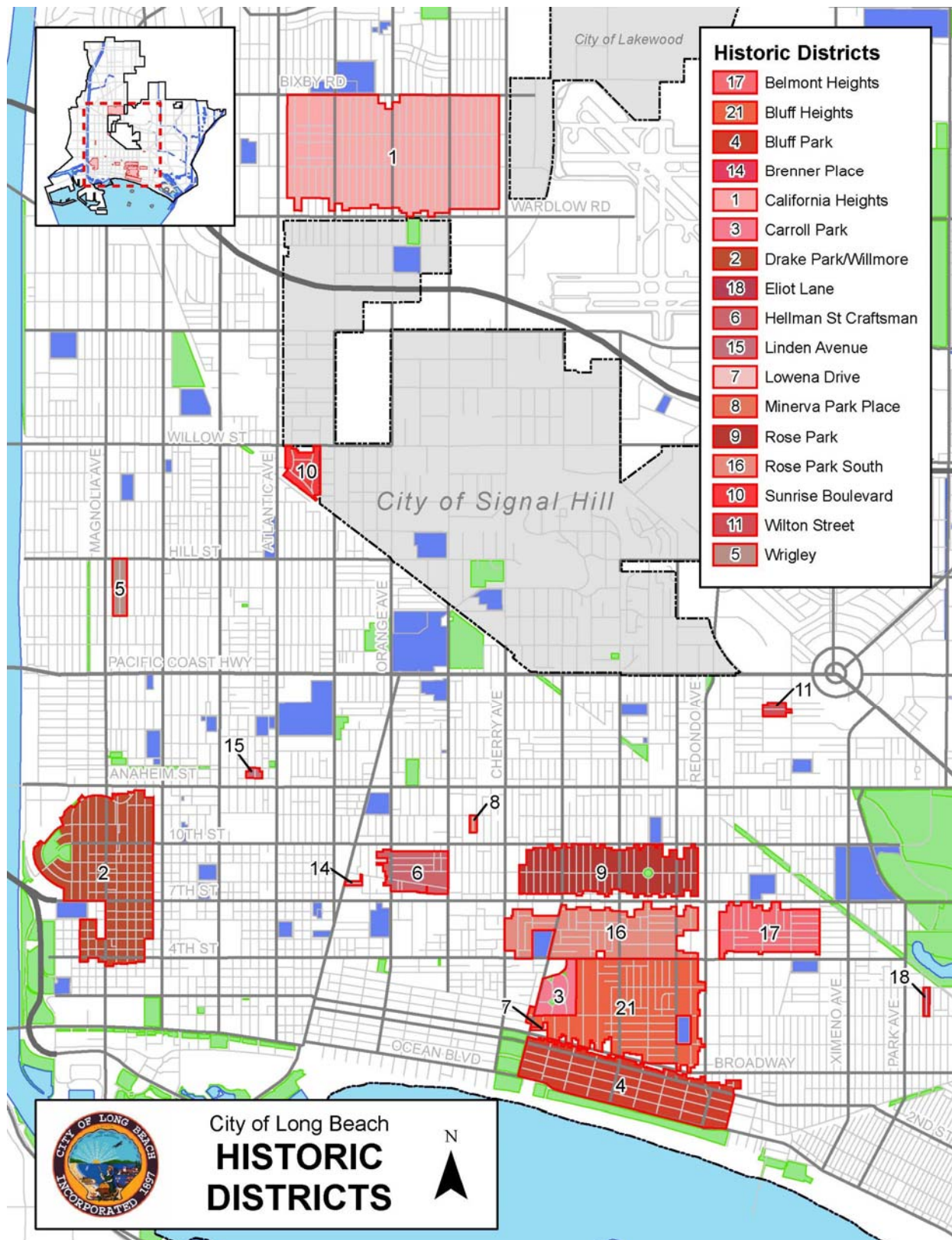
Long Beach Designated Historic Districts

As of 2010, there are seventeen (17) historic districts in Long Beach. For more information or an updated list of designated landmarks in Long Beach see http://www.lbds.info/planning/historic_preservation/historic_districts.asp.

Table 6: City of Long Beach Designated Historic Districts. Source: City of Long Beach.

Historic District (map #)	Year Designated
California Heights (1)	1982 (boundaries expanded in 1990 and 2000)
Drake Park/Willmore City (2)	1998
Carroll Park (3)	1982 (amended in 1990)
Bluff Park (4)	1982 (amended in 1990)
Wrigley (5)	1989
Hellman St. Craftsman (6)	1992
Lowena Drive (7)	1992
Minerva Park Place (8)	1989
Rose Park (9)	1997
Sunrise Boulevard (10)	1990
Wilton Street (11)	1995
Brenner Place (14)	1994
Linden Avenue (15)	1994
Rose Park South (16)	2001
Belmont Heights (17)	2002
Eliot Lane (18)	2003
Bluff Heights (21)	2004

Figure 13: City of Long Beach Designated Historic Districts. Source: City of Long Beach.



INCENTIVES FOR HISTORIC PRESERVATION

Economic incentives foster the preservation of residential neighborhoods and the revitalization of downtown commercial districts.⁶⁹ A wide variety of federal, state, and local incentives are available for property owners who appropriately repair and rehabilitate historical resources rather than turn to demolition and new construction.

Federal Programs

Since 1976 the National Park Service has administered the Federal Historic Preservation Tax Incentive program, in conjunction with the Internal Revenue Service and State Historic Preservation Officers nationwide. Tax incentives have spurred the rehabilitation of historic structures and attracted investment to the historic centers of cities and towns.

Tax incentives for preservation established by the Tax Reform Act of 1986 (PL 99-514; Internal Revenue Code Section 47) include a 20% tax credit for the certified rehabilitation of income-producing properties, and a 10% tax credit for the rehabilitation of non-historic, non-residential buildings built before 1936. Federal rehabilitation tax credits are administered by the U.S. Department of the Interior and the Department of the Treasury. Each dollar

⁶⁹ For additional information about financial incentives for historic preservation, see the California Office of Historic Preservation's Technical Assistance Bulletin #15 available online at <http://ohp.parks.ca.gov/pages/1054/files/IncentivesBulletin.pdf>.

of a tax credit reduces the amount of income tax owed by one dollar.

20% Rehabilitation Tax Credit

A 20% rehabilitation income tax credit is available to projects that the Secretary of the Interior designates as a *certified rehabilitation of a certified historic structure*.

A *certified historic structure* is any building that is listed individually in the National Register of Historic Places or a building that is located in a registered historic district and certified by the National Park Service as a contributor to the district. A state or local district may qualify if the district is certified by the Secretary of the Interior.

A *certified rehabilitation* is one that meets the Secretary of the Interior's Standards for Rehabilitation. The rehabilitation must be consistent with the character of the property and the project cannot damage or destroy character-defining materials.

In order to be eligible for the twenty percent tax credit, a project must meet certain requirements of the Internal Revenue Code. The building must be depreciable and the rehabilitation must be substantial. A substantial rehabilitation is considered to be greater than \$5,000, or the adjusted basis of the building and its structural components. The rehabilitation can be completed over a 60-month period if there are architectural plans and specifications for all phases of the project. The building must be placed in use in order to receive the tax credit. The tax credit is normally allowed in the taxable year the property is placed in service. At the time

the building is placed in service it must be a certified historic structure or the owner must have requested a determination from the National Park Service.

The owner must hold the building for five years after the rehabilitation is complete or the credit must be returned. If the owner disposes of the building within a year of placing it in service, 100% of the credit is recaptured. If the property is held between one and five years, the tax credit recapture amount is reduced by twenty percent per year. The National Park Service or the State Office of Historic Preservation may inspect a rehabilitated property at any time during the five years. If work was not completed as described in the application or unapproved alterations were made during the five years, the National Park Service can revoke certification.

10% Tax Credit

A 10% rehabilitation income tax credit is available for the rehabilitation of non-historic buildings built before 1936. The rehabilitation must exceed \$5,000 or the adjusted basis of the property and the property must be depreciable. The 10% credit applies to buildings renovated for non-residential uses and excludes rental housing. Hotels are considered to be a commercial use and would qualify for the 10% tax credit. A building that has been moved is not eligible for this tax credit.

For affordable housing projects involving historic rehabilitation, the rehabilitation tax credit can be combined with the Low Income Housing Tax Credit.

Investment Credit for Low-Income Housing

The Tax Reform Act of 1986 (IRC Section 42) established an investment tax credit for acquisition, construction, or rehabilitation of low-income housing. The credit is approximately 9% per year for 10 years for each unit acquired, constructed, or rehabilitated without other federal subsidies, and approximately 4% for 10 years for projects subsidized by tax-exempt bonds or below market federal loans. Through syndicated sale of this credit it can be possible to finance project construction costs at 30-60% of expenses.

This federal program is aimed at encouraging owners to develop and provide low-income housing to a community. While broader in scope than preservation, this credit can be used alone or concurrently with the Federal Historic Preservation Tax Incentive, which creates additional financial credits to make the low-cost housing project more viable. These credits are usually sold to individual or corporate investors through private or public syndication to create funding.

Preservation Easements

A preservation easement is a voluntary legal agreement between a historic preservation nonprofit organization and a property owner whereby the owner agrees to forego certain development rights, and agrees that any future changes to the property will meet historic preservation standards. In return, the property owner may take a charitable tax deduction. The receiving organization is obligated to review future

proposed changes to the structure to ensure compliance with standards of historic preservation.

Typically an easement is conveyed by the property owner to a nonprofit organization or government agency whose mission includes historic preservation. Once recorded, an easement becomes part of the property's chain of title and continues in perpetuity, ensuring the protection of the structure into the future.

A qualifying property must be listed or determined eligible for listing in the National Register of Historic Places, either individually or as a contributing structure in a National Register Historic District. Both commercial and residential properties are eligible to claim a charitable deduction for an easement donation. The scope of an easement is determined by the property owner making the donation. An easement may apply to a building's façade, historically significant interior spaces, the land on which the building is located, or to the entire property.

Easement donors may claim a charitable deduction on their federal income taxes for the assessed value of the easement (the difference between the appraised fair market value of the property prior to conveying the easement and its value with the easement restrictions in place). An organization that holds a preservation easement is legally obligated to review and approve the design of proposed changes to the portions of the building covered by the easement. An easement holder receives no financial benefit from accepting an easement.

Easements usually prohibit the owner from demolishing or making alterations to the property without prior review and consultation with the easement holder. Certain easements also require the owner to make improvements to the property or maintain it in a certain physical condition. An easement generally does not restrict the use of a property.

Easements are one of the strongest tools for protecting historic properties from demolition or inappropriate alterations because they are attached to the deed of the property, run with the land, and are enforceable in perpetuity.

State Programs

The State of California has developed several incentive programs to encourage preservation of the State's historic resources. These programs relate to corresponding federal programs and are always implemented in coordination with local governments and organizations.

Marks Bond

The Marks Historical Rehabilitation Act of 1976 allows local governments to issue bonds to finance the acquisition, relocation, reconstruction, restoration, renovation, or repair of historic properties. Costs eligible for funding include, but are not limited to, work that is necessary to meet applicable rehabilitation standards and installation of fixtures to make the property useable. Design costs, financing costs, and other incidental expenses are also eligible.

Historic properties eligible for assistance under the program include those of any national, state, or local historical registers or official inventories, such as the National Register of Historic Places and State Historical Landmarks, or any property deemed of importance to the history, architecture, or culture of an area as determined by a local official, historic preservation board or commission, a local legislative body, or the State Historic Resources Commission.

Prior to issuing bonds under this program, the local government must adopt a historical rehabilitation financing program and designate historical rehabilitation areas, which may consist of the jurisdiction's entire geographical

area. To issue bonds, a jurisdiction must adopt an historical rehabilitation financing program setting forth the architectural and/or historical criteria to be used in selecting historical properties eligible for bond financing. The jurisdiction must also allow affected citizens to participate in the planning and implementation of the program in the designation of historical rehabilitation areas. A maximum of citizen participation must be provided, including the establishment of a citizen's advisory board.

The Marks Bond Act appears to have rarely been used due to the restriction that developers may not make capital expenditures of more than \$10 Million. Cities or counties are rarely willing to expend the time and money involved in issuing bonds for this small amount. If, however several major historic projects are undertaken in a jurisdiction at the same time and the collective costs and expenses total an amount high enough to justify staff time and fees to issue a bond, then the Marks Bond Act may prove to be a useful and desirable tool.⁷⁰

California Heritage Fund of 1993

The California Heritage Fund (PRC Sections 5020.4, 5024.6, 5079 et seq.) authorizes the State Treasury to receive money for deposit in the Fund Account. The act authorizes the Office of Historic Preservation to make grant awards to public agencies and nonprofit organizations for prescribed historical

⁷⁰ For additional information about State of California financial incentives for historic preservation, see "State Incentives" available online at <http://ohp.parks.ca.gov/pages/1074/files/state.pdf>.

and archaeological resource preservation projects, for historical resource management projects, and for loan of funds for the temporary acquisition of archaeological resources. However, there have been no recent appropriations to the fund. The State Public Works Board may acquire, on behalf of the Office of Historic Preservation, any interest in real property with historical and archaeological significance to secure the preservation of the heritage resource.

Certified Local Government Grants

In 1970 the Historic Preservation Fund (HPF) was established in order to strengthen the federal/state/local partnership. The HPF is a line item in the federal budget which provides an annual grant to each state historic preservation office. At least ten percent of the state's annual HPF allocation is granted to Certified Local Governments through a competitive application process. HPF grants are awarded to CLGs on a 60/40 (federal/local) matching basis.

In California, CLG grants can be used for historic preservation planning activities, but not for bricks and mortar projects. Allowable projects include:

- Preservation Plans or Preservation Elements of General Plans
- Historic Preservation Ordinance Revisions
- Architectural, Historical and Archeological Surveys and Resurveys

- District Nominations to the National Register of Historic Places
- Archeological Preservation Plans
- Training Programs
- Historic Structure Reports
- Information Technology Projects
- Web Page Development

Local Programs

Local governments in California can preserve and promote their historic and cultural properties by providing financial incentives and removing disincentives to encourage owners to rehabilitate their buildings. Municipalities can implement a variety of policies to encourage preservation, including waiving or reducing building permit fees, waivers for zoning and parking requirements, and the creation of business development zones and redevelopment project areas.

Community supported historic preservation organizations can also provide important support for the protection and preservation of historic resources. In addition to promoting historic preservation through educational programs, tours, lectures and workshops, they may also provide assistance to help property owners with their rehabilitation efforts.

Fee Waivers

Building permit and other fee waivers or reductions for owners of historic properties have proven to be a cost-effective incentive for historic rehabilitation. Such waivers acknowledge the public benefit which private property owners provide in using established guidelines in rehabilitation

projects. Combined with technical assistance from staff and the use of the California Historical Building Code, a reduction or waiver of fees underscores a city's commitment to resource protection.

Adaptive Reuse Ordinances

Planning, zoning and construction incentives can streamline the permitting process and provide flexibility in meeting zoning and building code requirements for adaptive reuse projects that convert underutilized commercial buildings into more productive uses such as loft type residential uses. The City of Long Beach has provisions in the Zoning Code which allow for the reuse of structures which are recognized as architecturally, historically, or culturally significant.⁷¹

Planning and Zoning Incentives

Local municipal codes and ordinances can provide incentives to preserving and protecting historic properties within a community. Historic preservation ordinances and planning and zoning variances can recognize the importance of protecting historic resources, while providing leeway in modern code requirements and reducing development pressures. It should be noted that all qualifying historic properties may implement the alternative measures provided under the California Historical Building Code.

Financial Incentives in other City Departments

Although not specifically intended to fund historic preservation, existing programs in other City departments can also be used to fund particular activities that enhance and support historic preservation. These include:

- Community Development Block Grant (CDBG) funds
- HUD grants
- Home Improvement and Commercial Improvement Rebate Programs
- Low-income Homeowner Residential Rehabilitation Loan Program
- Neighborhood Partners Program

Long Beach Navy Memorial Heritage Association

The community of Long Beach has grant funding available specifically for preservation projects from the Long Beach Navy Memorial Heritage Association (LBNMHA). This association was founded in 1998 with a \$4.5 million endowment from the Port of Long Beach as a mitigation agreement for the Port's acquisition and demolition of the Roosevelt Base Historic District at the former Long Beach Naval Station. The LBNMHA annually awards grants between \$5,000 and \$50,000 for qualified historic preservation projects in the city.

⁷¹ For a discussion of the City's Municipal and Zoning Codes and their relation to historic preservation, see the *Existing Conditions Report* in Appendix C.

LONG BEACH'S HISTORIC PRESERVATION PROGRAM

Long Beach has the primary components of a comprehensive preservation program in place:⁷²

- Participation in the Certified Local Government (CLG) program;
- A Cultural Heritage Ordinance that allows for the designation of individual structures and districts;
- A Cultural Heritage Commission to advise the Planning Commission and City Council on historic preservation issues; and
- A comprehensive historic resources inventory with a plan for continuing updates.

City Staff

The City's historic preservation staff is located in the Planning Bureau of the Development Services Department. As of the writing of this report, there are no dedicated historic preservation professionals on staff. However the City plans to fill the position of Historic Preservation Officer again in the future. In the interim, the City's Current Planning Division has undertaken the more routine duties of that position and is also acting as support staff for the Cultural Heritage Commission. Planners have been trained to review small projects to determine compliance with the Secretary of the Interior's Standards

⁷² For a detailed analysis of the City's preservation program, see the *Existing Conditions Report* in Appendix C.

for the Treatment of Historic Properties and to prepare environmental analysis in compliance with the California Environmental Quality Act (CEQA) and the National Environmental Policy Act (NEPA). In the absence of a Historic Preservation Officer, on-call historic resources professionals will review more complex projects.

Certified Local Government

The City of Long Beach became a Certified Local Government (CLG) in 1992, and continues to participate in the CLG program. Certified Local Governments participate directly in the nomination of historic properties to the National Register of Historic Places and perform other preservation functions delegated by the State Historic Preservation Officer (SHPO) under the National Historic Preservation Act. These may include the responsibility to review and comment on development projects for compliance with federal and state environmental regulations, including such activities as Section 106 reviews, review of National Register nominations, and review of rehabilitation plans for projects seeking the Federal Rehabilitation Tax Credit.

Cultural Heritage Commission

The City of Long Beach created a Cultural Heritage Committee in 1978, which was upgraded to a City Commission in 1988. The Cultural Heritage Commission reviews the design of all significant proposed changes to designated historic properties, identifies historic buildings and neighborhoods that are potentially significant, and recommends designation of individual landmarks and

historic districts to the Planning Commission and City Council.

The Cultural Heritage Commission has seven (7) members who are appointed by the Mayor. The criteria for their selection are based largely on the language in the Certified Local Government Application and Procedures documents and are outlined in the Cultural Heritage Ordinance.⁷³ Commission members are chosen from the professional disciplines of architecture, history, architectural history, planning, archeology, or other historic preservation-related disciplines such as urban planning, American studies, American civilization, cultural geography, or cultural anthropology. The ordinance does not require that a specific number or percentage of the commissioners be of these disciplines, and it states that commission members may also include lay members of the community who have a special interest, concern, or have demonstrated competence, experience, or knowledge in historic preservation or other historic preservation disciplines.

In 2009 the City implemented several measures to allow for increased transparency in decision-making about historic resources, and to encourage additional public participation in the process. The Commission moved from a small meeting room at the Long Beach Central Library to the City Hall Council Chambers, and the City made plans to record Cultural Heritage Commission meetings. The Cultural Heritage Commission agendas, staff reports, and

meeting minutes will be made available to the public on the City Clerk's Legistar system, which is easily accessed on the City's website.

Community Partners in Historic Preservation

In order to create an effective historic preservation program and implement the goals and policies in the Historic Preservation Element, ongoing community involvement is needed. There are numerous community groups who often collaborate with City staff to successfully implement the historic preservation program. Community organizations can provide valuable leadership, ongoing educational opportunities for the City and the public, access to historic photographs and other important information, and assistance with City programs such as survey updates.⁷⁴

⁷³ City of Long Beach Municipal Code Chapter 2.65. Website:
<http://library2.municode.com/3068/home.htm?infobase=16115>

⁷⁴ Federal, state, and local historic preservation contacts are included in Appendix B.

There are numerous community partners for historic preservation in Long Beach, including:

- Long Beach Heritage
- Historical Society of Long Beach
- Long Beach Navy Memorial Heritage Association
- California State University Long Beach faculty and students
- Long Beach City College
- AIA Long Beach / South Bay chapter
- Local architects, designers and planners
- Real estate professionals

Figure 14: Bembridge House, owned and operated by Long Beach Heritage. Source: Long Beach Heritage.



- Neighborhood groups, including, but not limited to:
 - ✓ Willmore City Heritage Association
 - ✓ California Heights
 - ✓ Rose Park Neighborhood Association
 - ✓ Belmont Heights Community Association
 - ✓ Cliff May Ranchos Neighborhood Association
 - ✓ Craftsman Village
- Rancho Los Cerritos
- Rancho Los Alamitos Historic Ranch and Gardens
- Long Beach Museum of Art
- Museum of Latin American Art (MOLAA)

Figure 15: Willmore City. Source: Willmore City Heritage Association.



Long Beach's Mills Act Program

The City of Long Beach adopted a Mills Act Program in 1993. The Cultural Heritage Commission established the following criteria for a property to qualify for a Mills Act Contract:

1. The property shall be individually designated as a City of Long Beach Historic Landmark or on the National Register of Historic Places. Properties in historic districts may be eligible if they have a high level of individual significance that potentially meets the criteria for individual designation.
2. There is a demonstrated public benefit to the preservation and maintenance of the property.
3. There is a demonstrated commitment by the property owner to preserve the landmark and maintain it for the future to a high level of historic integrity.
4. There is a demonstrated understanding, and commitment (by owner) to the Secretary of the Interior's Standards for Rehabilitation of Historic Buildings.
5. The financial incentive will enable an owner to preserve and restore a property which might otherwise not be preserved or well maintained.

The City's first Mills Act contract was granted in 1993 for the property at 260-274 Lowena Drive, in the Lowena Historic District. As of 2006, the City

held 128 Mills Act contracts. Long Beach suspended its Mills Act program in 2006 because the City could not establish a satisfactory process for the required annual inspection of Mills Act properties. Reinstating the program is an important goal for the City and local preservation advocates.

LONG BEACH MUNICIPAL CODE

The City of Long Beach's current Municipal Code includes several provisions that directly reference historic preservation, and additional provisions that impact historic preservation efforts in the City. For a thorough discussion of historic preservation policies in the Municipal Code, see the *Existing Conditions Report* in Appendix C.⁷⁵

Cultural Heritage Commission Ordinance (Municipal Code Chapter 2.63)

The Cultural Heritage Commission Ordinance is the primary tool used to protect historic resources in Long Beach. The City's current Cultural Heritage Ordinance is fairly comprehensive and is structured to address the particular needs and resources within the community. In general, the Cultural Heritage Ordinance provides for the establishment of a Cultural Heritage Commission, sets the number of commissioners required, and establishes their qualifications and duties. It also establishes procedures for the designation of landmarks and landmark districts, and for reviewing proposed work on designated landmarks or properties within landmark districts (Certificate of Appropriateness). The Commission administers the design guidelines for designated buildings, which guide rehabilitations and

additions. The ordinance establishes review procedures and penalties for violations of these provisions.

The current ordinance was adopted in 1992, and amended in 1998, 2001, 2002, and 2009.

Historical Landmarks (Municipal Code 16.52)

The City's designated historical landmarks are listed in Title 16 Chapter 16.52 (Public Facilities and Historic Landmarks) of the Municipal Code. Section 16.52 was created in 1979 with the last amendment in 2007 and does not reflect the current list of designated Historical Landmarks in the City.⁷⁶

Administrative Citations and Penalties (Municipal Code Title 9)

The authority to issue citations and penalties for violations of the Municipal Code is outlined in Title 9, Chapter 9.65.

The City is in the process of updating Chapter 2.63 (Cultural Heritage Commission) to directly reference the provisions outlined in Chapter 9.65.

Buildings and Construction (Municipal Code Title 18)

The City of Long Beach Department of Development Services has adopted the 2007 edition of the California Building, Mechanical, Plumbing, and Electric Codes into the Long Beach Building

⁷⁵ The City of Long Beach Municipal Code can be found online at:
<http://library2.municode.com/3068/home.htm?infobase=16115>

⁷⁶ The list of locally designated historic landmarks as of 2008 is included in Table 5 and illustrated in Figure 12; local historic districts are identified in Table 6 and illustrated in Figure 13.

Codes contained in Title 18 of the Long Beach Municipal Code. Also adopted into Title 18 is Part 8 of the California Building Standards Code, which is commonly known as the State Historic Building Code. This code provides special regulations for qualified historic buildings. These regulations provide alternate methods to assure that historic buildings comply with the intent of the code but still are allowed to retain those aspects of the building integral to its historic character.

This chapter also regulates demolition of designated landmarks and establishes code enforcement rules and regulations.

Zoning Code (Municipal Code Title 21)

There are several sections of the City's Zoning Code which relate to historic preservation. These include:

- 21.27 Nonconforming Use
- 21.27.050 Abandonment
- 21.27.130 Historic landmark and landmark district exemption
- 21.27.070 Change in Use
- Chapter 21.40 Height Limit Overlay District
- Chapter 21.52 Conditional Uses

PRESERVATION POLICIES AND GUIDELINES IN OTHER CITY PLANNING DOCUMENTS

General Plan

Historic preservation is referenced directly and indirectly in several elements of the City's General Plan. The integration of historic preservation issues into other elements such as land use, housing, and zoning is necessary to avoid incompatible goals between the elements. Consistency between the new Historic Preservation Element and the other sections of the General Plan will be maintained through the General Plan 2030 Update Program. Land use and zoning regulations will be compatible with and promote the preservation of historic properties.

A review of the City's General Plan to determine current compatibility with historic preservation policy can be found in the *Existing Conditions Report* in Appendix C.

2010 Strategic Plan

The Long Beach 2010 Strategic Plan was developed in 1998 to create a vision and plan to guide the City to 2010. Although not specifically devoted to historic preservation issues, the plan identifies concerns and goals that are related to preserving the City's historic resources and neighborhoods.

The City's vision defined in the plan states:

"Long Beach will be a community of neighborhoods focused on

youth and education, with safety and economic opportunity for all, and a responsive, accountable government in a healthy, green environment."⁷⁷

One of the issues identified in the plan is enhancing the environment, and the need to overcome the potentially negative impacts of growth and add value to existing neighborhoods. The plan states that "restoring neighborhoods as the center of community life is the most important step that Long Beach can take to build a positive future."⁷⁸ The plan acknowledges that one of the City's greatest strengths is its rich collection of neighborhoods and that the City needs to aggressively work to halt urban decay and rehabilitate deteriorating neighborhoods.

A series of goals were developed to accomplish the vision of the plan. Those that most directly relate to historic preservation are excerpted below⁷⁹:

Goal 4: Support neighborhood efforts to create beauty and pride.

- Intensify code enforcement and increase staff to eliminate substandard buildings.
- Promote historic preservation and neighborhood appreciation.
- Educate neighborhoods about the benefits of Property-Based Improvement District assessments to help improve infrastructure more rapidly.

⁷⁷ City of Long Beach. *Long Beach 2010 Specific Plan*, 1998. (1)

⁷⁸ *Long Beach 2010 Specific Plan*. (9)

⁷⁹ *Long Beach 2010 Specific Plan*. (11)

Goal 5: Improve the quality and availability of housing.

- Provide remodeling assistance and develop joint projects with home-improvement contractors and retailers to improve substandard rentals and develop educational programs about home care for residents.
- Increase public investment in low-interest improvement loans for blighted neighborhoods.

2010 Downtown Long Beach Plan

In 2007, the Downtown Long Beach Associates commissioned a strategic plan to determine how best to lead downtown improvement efforts over the next five to ten years. There are implications for historic preservation included in this plan, as many of the City's historic resources are located in downtown Long Beach. For example, efforts to attract "transformative investments" could impact the rehabilitation of historic buildings.

PART TWO: HISTORIC PRESERVATION PROGRAM VISION, GOALS, POLICIES & IMPLEMENTATION MEASURES

Preserving the historic built environment of Long Beach for future generations requires putting commitments into action. To that end, the following goals, policies, and implementation measures have been developed based on the analysis of the preservation program in Long Beach, issues identified by the community, and the City's needs for the future. The goals are designed to address the issues, the policies are used to guide daily decision-making, and the implementation measures provide a framework for enacting the policies.

Figure 16: Long Beach Historic Postcard, View from Rainbow Pier. Source: Historic Resources Group.



Vision Statement

To ensure that the rich history of Long Beach is preserved through the identification, protection, and celebration of its historic resources which are valued for their role in the City's environment, urban design, economic prosperity, and contributions to the quality of life in our neighborhoods, the Historic Preservation Element establishes the goals, policies and implementation measures that affirm the City's commitment to historic preservation.



Figure 17: Long Beach Historic Postcard, Ocean Boulevard. Source: Historic Resources Group.

GOAL 1: Maintain and support a comprehensive, citywide historic preservation program to identify and protect Long Beach's historic, cultural, and archaeological resources.

A comprehensive historic preservation program is needed to ensure the protection of historic resources in Long Beach. Decisions affecting historic resources can be made by a number of entities in the City's government, especially in Development Services, Community Development, Economic Development and Cultural Affairs, and the Office of Sustainability. In addition, the Cultural Heritage Commission, Redevelopment Agency, Planning Commission, and City Council must coordinate their goals, policies and actions for this local government to work most effectively to preserve the City's historic resources.

POLICIES:

- P.1.1 The City shall comply with City, State, and Federal historic preservation regulations to ensure adequate protection of the City's cultural, historic, and archaeological resources.
- P.1.2 The City shall maintain its status as a Certified Local Government (CLG) and ensure that CLG requirements are implemented as the key components of the City's historic preservation program.
- P.1.3 The City shall allocate sufficient resources to implement the historic preservation program.

- P.1.4 The City shall use public input to help shape the historic preservation program.
- P.1.5 The City shall use and encourage the public to use technical assistance available through the State Office of Historic Preservation, National Park Service, the California Preservation Foundation, and the National Trust for Historic Preservation to help guide and fund Long Beach's Historic Preservation Program.
- P.1.6 The City shall pursue grant funding available through the CLG program, the State Office of Historic Preservation, and other funding sources to maintain and expand the historic preservation program in Long Beach.
- P.1.7 The City shall continue to provide training for Cultural Heritage Commissioners and City staff implementing the historic preservation program on topics including the Secretary of the Interior Standards, the State Historic Building Code, environmental review for historic resources, tax credits and incentives for historic preservation, and other preservation issues.
- P.1.8 The City shall evaluate the effectiveness of the Historic Preservation Program and make policy and program changes as necessary.

IMPLEMENTATION MEASURES:

- I.M.1.1 The City will continue to monitor historic preservation regulations from federal and state codes and, as changes occur, incorporate the new standards into the City's Municipal Code, and into its planning and development review activities. With assistance from the Legal Department, the Development Services Department will periodically recommend updates to the provisions of the Municipal Code to ensure consistency with federal and state codes.
- I.M.1.2 Alterations to historic properties will be reviewed according to the Secretary of the Interior's Standards and in accordance with the California Environmental Quality Act.
- I.M.1.3 The City will review and amend as needed the Cultural Heritage Commission Ordinance and other provisions of the Municipal Code to ensure that City policies continue to reflect standard preservation practices and allow for the successful realization of the historic preservation program outlined in this document.
- I.M.1.4 The City will continue to support the historic preservation program using City staff and consultants with historic preservation expertise.

- I.M.1.5 The City will continue to fulfill the State Office of Historic Preservation (OHP) requirements for Certified Local Governments to maintain Long Beach's Certified Local Government status. Requirements include on-going training of Cultural Heritage Commissioners and City staff, conducting Commission meetings in an open public forum, updating the historic resources inventory and completing an annual report to OHP on the City's progress in meeting the goals of the historic preservation program.
- I.M.1.6 The City will maintain contact with the State Office of Historic Preservation and seek to develop preservation partnerships with other agencies, groups, and foundations at the national, state and local levels.
- I.M.1.7 The City will apply for and encourage other constituencies in Long Beach to apply for grants available through the State Office of Historic Preservation and other funding sources to maintain and expand the historic preservation program in Long Beach.
- I.M.1.8 The Cultural Heritage Commission will provide an annual report to the Planning Commission evaluating the effectiveness of the City's historic preservation policies and program. Recommendations for amendments to the Historic Preservation Element or program will be made as needed by the Cultural Heritage Commission to the Planning Commission, and by the Planning Commission to the City Council.



Figure 18: Long Beach Historic Postcard, Rose Covered Residence. Source: Historic Resources Group.

GOAL 2: Protect historic resources from demolition and inappropriate alterations through the use of the City’s regulatory framework, technical assistance, and incentives.

Federal, state, and local regulations that protect historic and cultural resources are based on identification and designation. The City of Long Beach has adopted regulations to protect resources which enable the City to comply with state and federal law. Critical to the success of these regulations will be educating City staff in all relevant departments, and working effectively with Commission members to ensure that rules and policies are being consistently administered.

POLICIES:

- P.2.1 The City shall discourage the demolition and inappropriate alteration of historic buildings.
- P.2.2 The City shall encourage and allow for adaptive reuse of historic buildings.
- P.2.3 The City shall continue to use the *Secretary of the Interior’s Standards* as guidelines for appropriate rehabilitation projects, adaptive reuse, or additions to historic structures.
- P.2.4 The City shall ensure compliance of all historic preservation, redevelopment, and new construction projects with the California Environmental Quality Act (CEQA), and Section 106 of the National Historic Preservation Act.
- P.2.5 The City shall enforce historic preservation codes and regulations.
- P.2.6 The City shall implement and promote incentives for historic preservation.
- P.2.7 The City shall encourage and support public, quasi-public, and private entities in local preservation efforts, including the designation of historic resources and the preservation of designated resources.

IMPLEMENTATION MEASURES:

- I.M.2.1 The City will continue to discourage the demolition or inappropriate alteration of historic resources through the implementation of the provisions of the City Charter and Municipal Code pertaining to the City's Historic Preservation Program and Cultural Heritage Commission.
- I.M.2.2 The City will ensure compliance with the California Environmental Quality Act (CEQA) and Section 106 of the National Historic Preservation Act, and will continue to consult with the appropriate organizations and individuals to minimize potential impacts to historic, cultural, and archaeological resources.
- I.M.2.3 The City will follow design guidelines for historic districts based on the Secretary of the Interior's Standards for Rehabilitation.
- I.M.2.4 The City will use the administrative citation program for code enforcement citywide, including for properties in historic districts, in order to ensure better and timelier compliance with City regulations for the upkeep of historic buildings and sites.
- I.M.2.5 The City will reestablish the Mills Act program for owners of designated historic properties and will implement a program to inspect and monitor existing Mills Act properties and to review new applications to ensure that proposed projects meet the Secretary of the Interior's Standards for Rehabilitation.
- I.M.2.6 The City will accept preservation easements on historic buildings as a financial incentive for rehabilitation projects.
- I.M.2.7 The City will promote the Federal Rehabilitation Investment Tax Credit program, and will encourage the use of the Low Income Housing Tax Credit program in conjunction with the Federal Historic Preservation Tax Incentive program (also known as the Rehabilitation Investment Tax Credit) for the rehabilitation and reuse of historic properties.



Figure 19: Long Beach Historic Postcard, Breakers Hotel. Source: Historic Resources Group.

GOAL 3: Maintain and expand the inventory of historic resources in Long Beach.

A current inventory of historic resources is essential to preservation planning and is the foundation of any preservation effort. Historic and cultural resource surveys provide City officials, residents, and other stakeholders with a framework for the integration of historic resources into community planning. Surveys allow the Cultural Heritage Commission, Planning Commission, and City Council the opportunity to make decisions about historic district designations with the knowledge of how particular resources fit into the fabric of the City and how these resources are significant to the City's history. Surveys furnish property owners, developers, and the community with a good sense of what historic resources the City considers important, thereby providing predictability to the development process.

As the community grows and changes over time, some historic and cultural resources will be lost to demolition or inappropriate alteration, while others may be recognized for the first time. Consistently updating and maintaining the inventory of the City's historic and cultural resources allows decision-makers and the public to make informed and supportable decisions about protection of such resources and the appropriate place of development.

POLICIES:

- P.3.1 The City shall conduct and update historic resource surveys on an on-going basis and, in compliance with CLG requirements, shall ensure that survey results are integrated into the statewide comprehensive historic preservation planning process.

- P.3.2 The City shall utilize the citywide historic context statement (*The City of Long Beach Historic Context Statement*, 2009) as the framework for historic preservation in Long Beach, and as a tool for evaluating individual resources and districts in Long Beach.
- P.3.3 The City shall conduct historic resources surveys pursuant to the Secretary of the Interior's *Standards and Guidelines for Archeology and Historic Preservation* and the California Office of Historic Preservation's *Instruction for Recording Historical Resources*, in compliance with CLG requirements.
- P.3.4 As a part of any action taken by the City, the City shall make available to the public the results of historic resources surveys, information on designated landmarks and districts in Long Beach, and properties identified as potentially significant, including those identified through CEQA or Section 106 analysis.
- P.3.5 The City shall work to better integrate information about historic resources and potential historic resources with other property databases maintained by the City's Geographic Information Systems unit.

IMPLEMENTATION MEASURES:

- I.M.3.1 The City will establish a work program for updating the historic resources survey.
- I.M.3.2 The City will allocate resources on an annual or semi-annual basis as feasible to update the historic resources survey.
- I.M.3.3 The City will prioritize unsurveyed areas and will consider updating existing surveys with the intention of creating a citywide historic resources survey.
- I.M.3.4 The City will update the citywide historic context statement as needed.
- I.M.3.5 Development Services Department staff will provide general assistance and cooperation to facilitate the survey of historic resources and update of the historic context statement in compliance with state and federal requirements.
- I.M.3.6 The City will maintain public records on historic resources surveys, designated landmarks and districts in Long Beach, potential historic resources, and the actions of the City and City Commissions pertaining to historic resources, in compliance with CLG requirements.

- I.M.3.7 To streamline plan and permit processing, the Development Services Department will continue to work with the Technology Services Department to upgrade information systems in an effort to improve public accessibility to historic resources data, and to fully integrate historic resources records with property databases available to Development Services Center staff.



Figure 20: Long Beach Historic Postcard, Bathing in the Sea Lagoon. Source: Historic Resources Group.

GOAL 4: Increase public awareness and appreciation of the City's history and historic, cultural, and archaeological resources.

Educating the citizens of Long Beach is essential to the development of an effective historic preservation program. Education and outreach to the community should include both information about the history of Long Beach and information about historic preservation policies and practices. A continued, strong commitment to public participation in historic preservation decision-making is needed. Citizen awareness of survey efforts, Cultural Heritage Commission meetings, and other processes will help ensure the protection of historic resources in Long Beach.

Heritage education programs in local schools can create a sense of pride in Long Beach and a stronger connection to the community. Plaques, public art, and exhibits that direct attention to historic resources are a powerful way to illustrate and interpret the history of the City's built environment.

POLICIES:

- P.4.1 The City shall participate in efforts to increase public awareness, appreciation and stewardship of the important historic and cultural resources which set Long Beach apart and make it a unique community.
- P.4.2 The City shall explore public/private partnerships in its preservation program efforts, including partnerships with businesses, neighborhood groups, and education interests.
- P.4.3 The City shall solicit and encourage public comment and participation in preservation decision-making.
- P.4.4 The City shall encourage the inclusion of historic preservation-related topics in the teaching of local history at Long Beach schools.
- P.4.5 The City shall encourage the continued development of local history collections; publications on the architectural, social and cultural history

of the community; the donation of historic memorabilia and artifacts to the Historical Society and Long Beach Public Libraries; and other actions which further constituents' understanding and appreciation of the history and cultural resources of Long Beach.

- P.4.6 The City shall encourage the installation of appropriate plaques and public art related to historic buildings, landmarks, districts, and sites in the community.
- P.4.7 The City shall ensure that historic preservation planning is inclusive of the unique histories and diverse neighborhoods found throughout Long Beach.

IMPLEMENTATION MEASURES:

- I.M.4.1 The Development Services Department, Cultural Heritage Commission, and other City agencies will to work with individuals and organizations in the community to promote and encourage the preservation of cultural and historic resources in Long Beach.
- I.M.4.2 The Development Services Department and Cultural Heritage Commission will act as conduits to provide information to the public on Long Beach's historic and cultural resources and preservation program in order to promote appreciation, maintenance, rehabilitation and preservation of the City historic resources. Information will be available at the Development Services Center, through the Neighborhood Resources Center, at other cultural and educational institutions, at City libraries, and on the City's website.
- I.M.4.3 The Planning Bureau, Cultural Heritage Commission, and Historic Preservation Officer will work with community partners to periodically conduct workshops for owners of historic properties, real estate agents and others describing the benefits and responsibilities of owning an historic property, and the incentives and technical assistance available for historic property rehabilitation work.
- I.M.4.4 The City will use its regularly noticed meetings of the Cultural Heritage Commission to take public comment and consider public input before decisions are made. Meeting agendas, staff reports, and minutes will continue to be available on the City's website.
- I.M.4.5 The City will cooperate with local school efforts to incorporate historic preservation material into the curriculum.
- I.M.4.6 The City will work with residents, scholars and others to increase public awareness of and accessibility to resources such as maps,

books, newspapers, periodicals, documentaries, photographs, and other research materials relevant to historic preservation and cultural resources.

- I.M.4.7 The City will work with historic district representatives to explore ways to increase homeowners' awareness that they have or are buying a home in a designated historic district and what benefits and responsibilities this entails.
- I.M.4.8 The City will work with owners of historic landmarks, historic district representatives and operators of historic sites to allow the installation of appropriate markers to call attention to the significance of historic resources.
- I.M.4.9 The City will consider partnerships with local preservation organizations, the Long Beach Public Library, and the Long Beach Area Convention & Visitors Bureau to create programs and activities to encourage and promote historic preservation and cultural tourism.

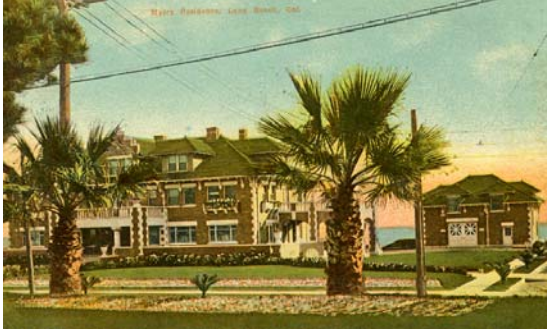


Figure 21: Long Beach Historic Postcard, Myers Residence. Source: Historic Resources Group.

GOAL 5: Integrate historic preservation policies into City’s community development, economic development, and sustainable-city strategies.

Commercial redevelopment, new housing construction, tourism promotion, and business improvement strategies should consistently be integrated with historic preservation considerations in order to facilitate a cohesive and holistic approach to land use planning for an economically prosperous, socially equitable, and environmentally sustainable community. Protecting and preserving historic resources encourages community pride, stimulates investment, maintains quality of life and neighborhood character, and is a sustainable practice.

POLICIES:

- P.5.1 The City of Long Beach shall use the City Charter, General Plan, and Municipal Code to integrate historic preservation policies into the City’s community development, economic development, and sustainable-city strategies.
- P.5.2 The City shall consider historic preservation as a basis for neighborhood improvement and community development.
- P.5.3 The City shall consider historic preservation goals and policies when making community and economic development decisions and determining sustainable-city strategies.
- P.5.4 The City shall consult the State Office of Historic Preservation’s *Main Street Principles* when undertaking the rehabilitation and/or redevelopment of historic commercial corridors.
- P.5.5 Prior to any City-owned property with historic designation potential being sold, traded, altered, or demolished, the City shall evaluate its potential to serve as a catalyst for neighborhood economic development or to otherwise fulfill a community development role.

- P.5.6 The City shall encourage creative and adaptive reuse of historic buildings as a sustainable practice, as well as an opportunity to further cultural tourism, and the economic or community development objectives of the surrounding community.
- P.5.7 The City shall promote historic preservation as a sustainable land use practice.

IMPLEMENTATION MEASURES:

- I.M.5.1 The City will continue to use the General Plan (especially this Historic Preservation Element), City Charter, and Municipal Code to integrate historic preservation goals and policies into the City's community development, economic development, and sustainable-city strategies.
- I.M.5.2 The City will ensure that design review procedures are coordinated between all relevant City departments and Commissions in order to effectively protect historic properties and architectural features that have historic significance.
- I.M.5.3 The City will identify projects which could use Community Development Block Grant (CDBG) funds, HUD grants, the Home Improvement and Commercial Improvement Rebate Programs, the Low-income Homeowner Residential Rehabilitation Loan Program and the Neighborhood Partners Program for rehabilitation of historic properties.
- I.M.5.4 The City will amend the Municipal Code to ensure that prior to any City or Redevelopment Agency-owned property with historic designation potential being sold, traded, altered, or demolished, the City will evaluate the potential of such property to serve as a catalyst for neighborhood economic development or otherwise fulfill a community development role.
- I.M.5.5 The City will encourage historic preservation through adopted provisions for reduced parking and adaptive reuse of historically significant properties, and will uphold such provisions in future updates to the Municipal Code.
- I.M.5.6 The City will develop sustainable guidelines for historic buildings, based on adopted green building standards and water-saving requirements in the Municipal Code, and will continue to consider sustainability issues in future updates to the Municipal Code.

- I.M.5.7 As a sustainable practice, the City will encourage repair rather than replacement of historic materials in accordance with the Secretary of the Interior's Standards for Rehabilitation.
- I.M.5.8 As a sustainable practice, the City will encourage salvaging architectural features for reuse prior to the demolition or rehabilitation of a building.
- I.M.5.9 To facilitate the reuse of salvaged architectural features the City will seek to create a non-profit architectural storage and sales facility.
- I.M.5.10 The City will encourage the use of compatible sustainable energy systems in historic buildings and water-saving landscapes on historic sites.
- I.M.5.11 The City will encourage developers of historic properties to apply for LEED certification consistent with guidelines for historic properties.

BIBLIOGRAPHY

- Banham, Reyner. Los Angeles: The Architecture of Four Ecologies. Baltimore, MD: Penguin Books, 1971.
- Bean, L.J., and Smith, C.R. "Gabrielino." In Handbook of North American Indians, Vol. 8: California, ed. R.F. Heizer. Washington, DC: Smithsonian Institution, 1978.
- Berner, Loretta. "A Step Back in Time." In *Shades of the Past. Journal of the Historical Society of Long Beach*, ed. Loretta Berner. Long Beach, CA: Historical Society of Long Beach, 1990.
- Berner, Loretta. "Al Brown Remembers the Pike." In *Shades of the Past. Journal of the Historical Society of Long Beach*, ed. Loretta Berner. Long Beach, CA: Historical Society of Long Beach, 1995.
- California Office of Historic Preservation, "Historic Preservation Elements." Website: http://ohp.parks.ca.gov/?page_id=25898.
- California Office of Historic Preservation. "Technical Assistance Bulletin #15." Web site: <http://ohp.parks.ca.gov/pages/1054/files/IncentivesBulletin.pdf>.
- Case, Walter, ed. History of Long Beach and Vicinity. Chicago, IL: S.J. Clarke Publishing Co., 1927.
- City of Long Beach General Plan. Web site: http://www.lbds.info/planning/advance_planning/lb_2030/documents.asp
- City of Long Beach. "Long Beach Facts." Web site: <http://www.ci.long-beach.ca.us/about/facts.asp>
- City of Long Beach Municipal Code. Web site: <http://www.municode.com/Resources/gateway.asp?pid=16115&sid=5>.
- City of Long Beach Department of Planning. *Preliminary Master Plan*. Long Beach, CA, 1958.
- City of Long Beach, Economic Development Bureau. "City of Long Beach Demographics." Website: <http://www.longbeach.gov/civica/filebank/blobdload.asp?BlobID=19777>
- DeAtley, Richard. Long Beach: The Golden Shore, A History of the City and the Port. Houston, TX: Pioneer Publications, 1988.

- Epley, Malcolm. Long Beach's 75 Years, Highlights and Anecdotes. Long Beach, CA: Diamond Jubilee, 1963.
- Fahey, Harold. "Long Beach Expands." In *Shades of the Past. Journal of the Historical Society of Long Beach*, ed. Loretta Berner. Long Beach, CA: Historical Society of Long Beach, 1995.
- Gebhard, David, and Robert Winter. Architecture in Los Angeles: A Complete Guide. Salt Lake City, UT: Gibbs M. Smith, Inc., Peregrine Smith Books, 1985.
- Heckman, Marlin. Long Beach: In Vintage Postcards. Chicago, Illinois: Arcadia Publishing, 2000.
- Hillburg, Bill. Long Beach: The City and its People. Carlsbad, California: Heritage Media Corp., 2000.
- Ivers, Louise H. "The Evolution of Modern Architecture in Long Beach." *Southern California Quarterly*, 1986. 68(3).
- _____. Long Beach: A History through Its Architecture. Long Beach, CA: Historical Society of Long Beach, 2009.
- Johnson Heumann Research Associates. *Expanded Downtown Long Beach Historic Survey, Final Report*. Long Beach, CA: City of Long Beach, Office of Neighborhood and Historic Preservation, 1988.
- Larkey, Kenneth. Long Beach, California: A Pictorial View of the Beach . . . the Way It Was. Long Beach, CA, 1990.
- League of Women Voters. *Long Beach: From Rancho to Renewal*. City of Long Beach Office of Neighborhood and Historic Preservation, 1980.
- The Long Beach Daily Telegram*. "Long Beach Is Known as 'The City of Homes.'" April 25, 1912.
- McCawley, William. The First Angelinos: The Gabrielino Indians of Los Angeles. Banning, CA: Malki Museum Press, 1996.
- McWilliams, Carey. Southern California: An Island on the Land. Layton, UT: Gibbs Smith, 1946.
- Meyer, Larry R., and Patricia L. Kalayjian, eds. Long Beach: Fortune's Harbor. Tulsa, OK: American Heritage Press, 1983.

Mullio, Cara and Jennifer M. Volland. Long Beach Architecture: The Unexpected Metropolis. Santa Monica, California: Hennessey and Ingalls, Inc., 2004.

Ovnick, Merry. Los Angeles: The End of the Rainbow. Los Angeles, CA: Balcony Press, 1994.

Rancho Los Cerritos Foundation. "Rancho Los Cerritos." Website:
<http://www.Rancholoscerritos.org/history.html>.

Robinson, W.W. Long Beach: A Calendar of Events in the Making of a City. Los Angeles, CA: Title Insurance and Trust Company, 1948.

Sanborn Map Company. Insurance Map of Long Beach, California. New York, NY: Sanborn Map Company, 1888–1969.

Sapphos Environmental, Inc. *City of Long Beach Historic Context Statement*, July 10, 2009.

Starr, Kevin. Material Dreams: Southern California through the 1920s. New York, NY: Oxford University Press, 1991.

Starr, Kevin. Endangered Dreams: The Great Depression in California. Oxford, UK: Oxford University Press, 1996.

Starr, Kevin. Embattled Dreams: California in War and Peace, 1940–1950. New York, NY: Oxford University Press, 2002.

Weinman, Lois J., and Stickel, Gary E. *Los Angeles–Long Beach Harbor Areas Cultural Resource Survey*. Prepared for: U.S. Army Corps of Engineers, Los Angeles, 1978.

APPENDIX A: GLOSSARY

The **California Historical Building Code** (CHBC) is Title 24, Building Standards, Part 8 California Code of Regulations. The intent of the CHBC is to facilitate the preservation and continuing use of qualified historic buildings or properties while providing reasonable safety for the building occupants and access for people with disabilities.

The **California Register of Historical Resources** is a listing of archaeological and Historic Resources that meet the criteria for designation in the California Register as defined in California Public Resources Code Section 5020.1, as it may be amended from time to time. It is the authoritative guide in California to be used by state and local agencies, private groups, and citizens to identify the state's historical resources.

A **certificate of appropriateness** is an approved certificate issued for work on a historic resource.

Character-defining features are those physical aspects of a property's design and form which identify it as belonging to a specific time and place. Design, materials, form, and style of decorative features and spaces, both interior and exterior, make up the character-defining features of a building.

A **comprehensive survey** includes a historic context statement, photographs, architectural descriptions, statements of significance for all eligible properties, analysis, and recommendations.

Designation is the act of recognizing, labeling, or listing a property as being historic. Properties in the City may be designated at the federal level as a National Historic Landmark or in the National Register of Historic Places, at the state level in the California Register of Historical Resources or as a California Historical Landmark or California Point of Interest, or as a historic site by the Long Beach City Council. A designation formally establishes that a building or site has significance.

Historic context is an organizing structure for interpreting history that groups information about historic properties that share a common theme, a common geographical area, and a common time period. The development of a historic context serves as a foundation for decisions about the planning, identification, evaluation, registration, and treatment of historic properties, based on comparative historic significance.

A **historic district** is a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically in a

distinguishable way or in a geographically definable area that retain sufficient integrity and meet at least one criteria for designation.

A **historical resource** is defined by CEQA as (1) a resource listed in, or determined to be eligible by the State Historical Resources Commission, for listing in the California Register of Historical Resources (Pub. Res. Code §5024.1, Title 14 CCR, Section 4850 et seq.); (2) a resource included in a local register of historical resources or identified as significant in an historical resource survey; (3) determined by the lead agency to be historically significant. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register of Historical Resources (Pub. Res. Code, § 5024.1, Title 14 CCR, Section 4852).

A **historical resources inventory** lists by address all properties in a city that have been evaluated through historical resources surveys or other evaluations, including those properties that have been identified as non-historic. "Status codes" developed by the State Office of Historic Preservation are frequently used to categorize properties listed in the inventory and their significance or non-significance.

A **historic resources survey** is the systematic and standardized process, including historical research and field work, for identifying and gathering data on the City's potential Historic Resources for the purpose of evaluating the resources per local, State, and/or Federal criteria.

Historic significance is the reason why a property should be considered historic. Establishing historic significance is important because it demonstrates that the determination that a building is historic is based in sound reasoning. An argument for historic significance must be based upon legally established criteria such as those required for listing in the National Register of Historic Places, the California Register of Historical Resources, or a local landmark program.

Integrity is the authenticity of a property's historic identity, evidenced by the survival of physical characteristics and materials that existed during the property's historic or pre-historic period of significance.

The **National Register of Historic Places** is the nation's official inventory of districts, sites, buildings, structures and objects significant in American history, architecture, archeology and culture which is maintained by the Secretary of the Interior under the authority of the Historic Sites Act of 1935 and the National Historic Preservation Act of 1966(16 U.S.C. 470 et seq., 36 C.F.R. Sections 60, 63).

A **"qualified historical building or property"** under the California Historical Building Code is "any building, site, structure, object, district or collection of structures, and their associated sites, deemed of importance to the history,

architecture or culture of an area by an appropriate local, state or federal governmental jurisdiction.” (Cal. Code Regs. tit. 24, § 8-218.)

The Secretary of the Interior’s Standards and Guidelines are the standards used in the preservation, rehabilitation, restoration, or reconstruction of a historic property. The Standards delineate accepted treatments for the protection and rehabilitation of materials.

APPENDIX B: RESOURCES

Federal

The 1966 National Historic Preservation Act (NHPA) recognizes historic preservation as an important policy of the United States government and emphasizes the need to provide national leadership and to create partnerships with other public and private entities to actively promote the preservation of historic resources.

Agency	Responsibilities	Contact
National Park Service	<ul style="list-style-type: none">• Maintains the National Register of Historic Places• Oversees CLG programs• Section 106 reviews• Provides technical assistance	www.nps.gov
Advisory Council on Historic Preservation	<ul style="list-style-type: none">• Oversees Section 106	http://www.achp.gov/
National Center for Preservation Training & Technology	<ul style="list-style-type: none">• Advances the application of science and technology to historic preservation	http://www.ncptt.nps.gov/
National Trust for Historic Preservation	<ul style="list-style-type: none">• Private, nonprofit membership organization dedicated to saving historic places and revitalizing America's communities	http://www.preservationnation.org/

State

State Historic Preservation Officers work in partnership with the federal government to implement the 1966 National Historic Preservation Act and the 1970 California Environmental Quality Act (CEQA). The State Historic Preservation Officer (SHPO) is responsible for the operation and management of the Office of Historic Preservation, as well as long range preservation planning. The Governor appoints the SHPO, in consultation with the State Historical Resources Commission and the Director of the Department of Parks and Recreation.

Agency	Responsibilities	Contact
California Office of Historic Preservation (OHP) and State Historic Preservation Officer (SHPO)	<ul style="list-style-type: none">• Liaison with the State Historical Resources Commission• Reviews and processes applications for listing in the National Register of Historic Places and the California Register• Assists with Section 106 reviews• Provides direct assistance to CLGs• the statewide Historical Resources Inventory (HRI)	http://ohp.parks.ca.gov/
California Preservation Foundation	<ul style="list-style-type: none">• Statewide nonprofit organization dedicated to the preservation of California's diverse cultural and architectural heritage.	http://www.californiapreservation.org/

Local

The City of Long Beach created a Cultural Heritage Committee in 1978, which was upgraded to a City Commission in 1988. The Cultural Heritage Commission, in conjunction with City Staff and other local groups and organizations, works with state and federal agencies on the implementation of the local historic preservation program.

Agency	Responsibilities	Contact
City of Long Beach	<ul style="list-style-type: none">• See City Charter and City Municipal Code for current historic preservation policies	http://library2.municode.com/default-test/home.htm?infobase=16854 http://library2.municode.com/3068/home.htm?infobase=16115
City of Long Beach, Department of Development Services, Advance Planning Division	<ul style="list-style-type: none">• Evaluates and recommends buildings and neighborhoods for landmark designation• Staffs the Cultural Heritage Commission.	http://www.lbds.info/planning/historic_preservation/default.asp
Cultural Heritage Commission	<ul style="list-style-type: none">• Reviews all potential changes to designated properties• Identifies buildings and neighborhoods with architectural and historical value• Recommends designation of local landmarks and districts to the Planning Commission and City Council.	http://www.lbds.info/planning/historic_preservation/cultural_heritage_commission.asp

Agency	Responsibilities	Contact
Long Beach Heritage	<ul style="list-style-type: none"> • Nonprofit education and advocacy group promoting public knowledge and preservation of significant historical and architectural resources, neighborhoods, and the cultural heritage of Long Beach. 	http://www.lbheritage.org/
Historical Society of Long Beach	<ul style="list-style-type: none"> • Nonprofit organization promoting, developing, exhibiting, and preserving Long Beach history. 	http://historicalsocietylb.org/index.html

APPENDIX C: EXISTING CONDITIONS REPORT

(Under Separate Cover Link)

<http://www.lbds.info/civica/filebank/blobdload.asp?BlobID=3170>