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AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING THE LONG BEACH MUNICIPAL CODE BY ADDING SECTION 16.52.1060 RELATING TO THE NOMINATION OF THE PACKARD MOTORS BUILDING LOCATED AT 205 EAST ANAHEIM STREET AS A HISTORIC LANDMARK; AND ADOPTING IN SECTIONS 2 AND 3 HEREOF UNCODIFIED FINDINGS AND DETERMINATIONS RELATING TO SAID LANDMARK

The City Council of the City of Long Beach ordains as follows:

Section 1. Section 16.52.1060 is added to the Long Beach Municipal Code to read as follows:

16.52.1060 The Packard Motors Building

A. Pursuant to the provisions of Chapter 2.63 and with the recommendation of the Planning Commission, the City Council designates the following building as a historic landmark in the City: The Packard Motors Building which was constructed in 1926 and is located at 205 East Anaheim Street, Parcel #7269015016.

B. The complete location, description and reasons for historic landmark designation are more fully contained in uncodified Section 2 of Ordinance No. C-7593.

Sec. 2. (Uncodified) Designation as a Historic Landmark

Pursuant to the provisions of Section 2.63.010, et seq., of the Long Beach Municipal Code and with the recommendation of the Planning

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Commission, the City Council of the City of Long Beach hereby designates the Packard Motors Building as a historic landmark.

A. Location, description and reasons for designation. Constructed in 1926 and opened in 1927 as a showroom for Packard automobiles, this Period Revival architectural design building is located at 205 East Anaheim Street. The plans for the building note that it was originally constructed as a garage for J. M. Morris and was designed by architect W. L. Hawk. City directories indicate that the first owner was Carlyle Nibley who had, in 1925 and 1926, operated the Packard dealership for Parnell Motors which was then located at 1501 American Avenue. The building is one of the few remaining historic automobile showrooms in Long Beach from the period when lavish architectural designs reflected the glamour of the automobile. The automobile "palace" was built primarily in the 20's and 30's for the marketing of cars as objects of class and style. The building consists of an automobile showroom on the northwest corner of Anaheim and Locust, with a large garage in the rear.

B. Rationale for Historic Landmark Designation

In accordance with the provisions of Section 2.63.050 of the Long Beach Municipal Code, the City Council finds that the following reasons exist relative to the designation of the Packard Motors Building constructed in 1926 as a historic landmark:

1. The Packard Motors Building possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the City, the Southern California Region, and the State of California. The building belongs to the early history of the automobile, of the period when automobile "palaces" were designed to display and market cars as objects of class and style. This was a Packard showroom which had an elegant and aristocratic image. The showroom was designed in an ornate,

1 European-derived Spanish Baroque style. Its construction on Anaheim
2 Street heralded the influx of automobile showrooms to the Anaheim Street
3 corridor, which became a center for automobile related uses.

4 2. The Packard Motors Building portrays the environment in an era
5 of history characterized by distinctive architectural style. The architectural
6 style is Spanish Baroque, characterized by lavish decoration with
7 Mediterranean flavor. The showroom windows and doorways have intricate
8 details, with turned spindles, wrought iron, and Corinthian columns. The
9 interior mezzanine is ornate with spiral columns in an arcade and ornamental
10 wrought iron rails. The building is a very fancy version of the Mediterranean
11 style, which was popular and widely used in Southern California during the
12 1920's.

13 3. The Packard Motors Building embodies those distinguishing
14 characteristics of an architectural type or engineering specimen. The rear
15 garage, a utilitarian structure, is typical of vernacular commercial/industrial
16 buildings of the 1920's, constructed with brick bearing walls supporting a
17 vaulted wood ceiling supported by wood trusses and containing skylights.

18 4. The Packard Motors Building is part of or related to a distinctive
19 area and should be developed or preserved according to a specific historical,
20 cultural or achitectural motif. The Packard Motors Building represents the
21 theme of the automobile on Anaheim Street, which has and had many
22 buildings for automobile-related uses. During the period in question, there
23 were a number of automobile dealerships located on Anaheim Street, as well
24 as automobile-related service facilities and ancillary businesses.

25 5. The Packard Motors Building is one of the few remaining examples
26 in the City, possessing distinguishing characteristics of an architectural or
27 historical type. The Packard Motors Building is one of the few intact
28 remaining examples of the automobile "palace" showroom on Anaheim

1 Street, reflecting the glamorous image of "motoring" in the 1920's.

2 C. General Guidelines and Standards for Any Changes. The "Standards for
3 Rehabilitation and Guidelines for Rehabilitating Historic Buildings" prepared by the
4 United States Secretary of the Interior (Revised, 1991), as amended, as well as the
5 "Procedures for Administering the Certificate of Appropriateness" found in Section
6 2.63.070 of the Long Beach Municipal Code are incorporated herein by this
7 reference. The guidelines are to be used as standards for the Cultural Heritage
8 Commission in making decisions about Certificates of Appropriateness as required
9 by Chapter 2.63 of the Long Beach Municipal Code. The guidelines are an aid to
10 property owners and others formulating plans for new construction, for rehabilitation
11 or alteration of an existing structure, and for site development. The goal of the
12 Certificate of Appropriateness review is to retain and preserve all original
13 architectural materials and design features; to encourage rehabilitation which
14 restores original historic fabric rather than remodels; and to ensure architectural
15 compatibility between new and old.

16 D. Standards and Guidelines.

17 1. Changes requiring a Certificate of Appropriateness from the
18 Cultural Heritage Commission are as follows:

- 19 (a) Alterations or additions to roof; change in roof materials.
20 (b) Additions.
21 (c) Alterations to structure including foundation.
22 (d) Alterations to windows.
23 (e) Changes to doors and doorways.
24 (f) Changes to exterior materials or colors.
25 (g) Changes to exterior walkways or driveways.
26 (h) Alterations or addition to fencing.

27 2. The following guidelines shall be standards to guide property
28 owners, architects, contractors and the Cultural Heritage Commission in

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reviewing proposed changes:

(a) Additions shall be compatible in materials and design, and shall be subordinate in scale, to the existing building.

(b) Important architectural features which define the character of the historic style shall not be removed or obscured. These include roofline, exterior elevations, interior mezzanine and staircase, and other original structural and decorative features.

Sec. 3. (Uncodified) The City Clerk shall cause this ordinance to be recorded in accordance with the provisions of Section 5029 of the California Public Resources Code and Section 27288.2 of the California Government Code.

Sec. 4. The City Clerk shall certify to the passage of this ordinance by the City Council and cause it to be posted in three conspicuous places in the City of Long Beach, and it shall take effect on the thirty-first day after it is approved by the Mayor.

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I certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of February 23, 1999, by the following vote:

Ayes: Councilmembers: Oropeza, Colonna, Roosevelt, Kell,
Topsy-Elvord, Grabinski, Kellogg,
Shultz.

Noes: Councilmembers: None.

Absent: Councilmembers: None.

Shelba Powell
City Clerk

Benj Neil
Mayor

Approved: 2-25-99
(Date)

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CERTIFIED AS A TRUE AND CORRECT COPY
Shelba Powell
CITY CLERK OF THE CITY OF LONG BEACH
BY [Signature]
DATE: MARCH 1, 1999