

ORDINANCE NO. C- 6672

AN ORDINANCE OF THE CITY COUNCIL OF THE  
CITY OF LONG BEACH AMENDING THE LONG BEACH  
MUNICIPAL CODE BY ADDING SECTIONS 16.52.440,  
16.52.480, 16.52.490, 16.52.500 AND 16.52.510  
RELATING TO THE NOMINATION OF THE ATLANTIC  
STUDIO, THE AMERICAN HOTEL, THE 312-316 ELM  
AVENUE COMMERCIAL BUILDING, THE FIRST UNITED  
PRESBYTERIAN CHURCH AND WALKERS DEPARTMENT  
STORE AS HISTORICAL LANDMARKS

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

Section 1. Section 16.52.440 is added to the Long  
Beach Municipal Code to read as follows:

16.52.440 THE ATLANTIC STUDIO

Pursuant to the provisions of Chapter 2.63 and  
with the recommendation of the Planning Commission,  
the City Council designates the following building as  
an historical landmark in the City: The Atlantic  
Studio.

A. Location, description and reasons for  
designation. Located at 226 Atlantic Avenue in the  
City of Long Beach, this small scale commercial  
structure combines Art Deco and Gothic Revival design  
in a very unique and distinctive facade. Built in

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City Attorney of Long Beach  
333 West Ocean Boulevard  
Long Beach, California 90802  
Telephone (213) 590-6061

1 1933, this is a relatively late example of Art Deco  
2 styling, constructed at a time when the style had  
3 already gained popular acceptance. The combination  
4 of Gothic Revival and Art Deco was sometimes used for  
5 "skyscrapers" of the late twenties and early  
6 thirties. Finding these styles on a small scale  
7 commercial building is unusual, and this building has  
8 a unique charm that is quite individual.

9 The Atlantic Studio is an established and  
10 familiar visual feature of downtown Long Beach,  
11 having existed there in unchanged form for fifty-six  
12 years. Its unique and charming facade distinguishes  
13 it from other small commercial buildings.

14 B. General guidelines and standards for any  
15 changes. The "Standards for Rehabilitation and  
16 Guidelines for Rehabilitating Historic Buildings"  
17 prepared by the Secretary of the Interior (Revised,  
18 1983), as amended, are incorporated by reference, and  
19 the following additional guidelines and standards as  
20 recommended by the Cultural Heritage Commission are  
21 adopted:

22 Any alterations, modifications or repair of the  
23 above structure shall be done so in keeping with its  
24 historic character, and any alteration, modifications  
25 or changes shall follow the Secretary of Interior's  
26 Standards for Rehabilitation and Guidelines for  
27 Rehabilitating Historic Buildings.

28 No environmental changes shall be permitted to

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1 the exterior of the building unless a Certificate of  
2 Appropriateness has been applied for and approved by  
3 the Cultural Heritage Commission or by the City  
4 Planning Commission, upon appeal, authorizing such  
5 environmental changes. Nothing in this Section shall  
6 be deemed to restrict internal modifications to the  
7 building not visible externally.

8  
9 Sec. 2. Section 16.52.480 is added to the Long Beach  
10 Municipal Code to read as follows:

11  
12 16.52.480 THE AMERICAN HOTEL

13 Pursuant to the provisions of Chapter 2.63  
14 and with the recommendation of the Planning  
15 Commission, the City Council designates the following  
16 building as an historical landmark in the City: The  
17 American Hotel.

18 A. Location, description and reasons for  
19 designation. Located at 224-230 East Broadway in the  
20 City of Long Beach, the American Hotel is one of the  
21 oldest surviving commercial buildings in downtown  
22 Long Beach, and the second oldest one documented.  
23 Built in 1905, it is evidence of the first phase of  
24 Long Beach's commercial development in the early  
25 1900s. It exemplifies mixed-use development typical  
26 of that period, with commercial shops on the ground  
27 floor and residential use on the upper two floors.  
28 The Broadway facade shows characteristics of the

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1 Romanesque Revival style, popular in the 1890s. The  
2 broad, flat piers dividing the Broadway facade, the  
3 rusticated stone keystones and semicircular arches  
4 are typical of that style. This is a unique example  
5 of that style in Long Beach.

6 The American Hotel is one of the oldest commer-  
7 cial buildings in downtown Long Beach. Along with  
8 the 1906 First National Bank of Long Beach Building  
9 at First and Pine (now being restored and renovated),  
10 and the recently renovated Masonic Temple at 228 Pine  
11 (1903), it is a rare surviving commercial building  
12 from the early 1900s. It commemorates the early  
13 commercial development of downtown Long Beach, which  
14 makes it worthy of preservation.

15 B. General guidelines and standards for any  
16 changes. The "Standards for Rehabilitation and  
17 Guidelines for Rehabilitating Historic Buildings"  
18 prepared by the Secretary of the Interior (Revised,  
19 1983), as amended, are incorporated by reference, and  
20 the following additional guidelines and standards as  
21 recommended by the Cultural Heritage Commission are  
22 adopted:

23 Any alterations, modifications or repair of the  
24 above structure shall be done so in keeping with its  
25 historic character, and any alteration, modifications  
26 or changes shall follow the Secretary of Interior's  
27 Standards for Rehabilitation and Guidelines for  
28 Rehabilitating Historic Buildings.

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1 No environmental changes shall be permitted to  
2 the exterior of the building unless a Certificate of  
3 Appropriateness has been applied for and approved by  
4 the Cultural Heritage Commission or by the City  
5 Planning Commission, upon appeal, authorizing such  
6 environmental changes. Nothing in this Section shall  
7 be deemed to restrict internal modifications to the  
8 building not visible externally, but should the  
9 modernization of the ground floor storefronts be  
10 removed, the ground floor renovation should be  
11 externally consistent in materials and design with  
12 the historical period of the building.

13  
14 Sec. 3. Section 16.52.490 is added to the Long Beach  
15 Municipal Code to read as follows:

16 16.52.490 THE 312-316 Elm Avenue Commercial

17 BUILDING

18 Pursuant to the provisions of Chapter 2.63 and  
19 with the recommendation of the Planning Commission,  
20 the City Council designates the following building as  
21 an historical landmark in the City: The 312-316 Elm  
22 Avenue Commercial Building.

23 A. Location, description and reasons for  
24 designation. Located at 312-316 Elm Avenue in the  
25 City of Long Beach, this building exemplifies the  
26 tremendous economic expansion that drove the City's  
27 growth in the twenties, spilling over even into the  
28 early years of the Depression.

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1           Constructed in 1930, this building is one of the  
2           finest Art Deco buildings in downtown Long Beach, an  
3           excellent and intact example of that style.  
4           Remarkably, all the original storefronts survive in  
5           the original design, with recessed entryways and  
6           colored tile bases. The facade is grouped into three  
7           sections by fluted piers. The second story windows  
8           are capped with chevrons, and covered with ornate Art  
9           Deco metal grilles. The design is entirely  
10          unaltered, and retains the freshness and exuberance  
11          of the Jazz Age. Its architectural quality deserves  
12          to be preserved. It is one of a number of  
13          small-scale Art Deco commercial buildings in downtown  
14          Long Beach which recall the City's economic growth in  
15          the twenties. This was the second major phase in the  
16          City's growth and development, the first one  
17          occurring in the early 1900s.

18                B. General guidelines and standards for any  
19                changes. The "Standards for Rehabilitation and  
20                Guidelines for Rehabilitating Historic Buildings"  
21                prepared by the Secretary of the Interior (Revised,  
22                1983), as amended, are incorporated by reference, and  
23                the following additional guidelines and standards as  
24                recommended by the Cultural Heritage Commission are  
25                adopted:

26                Any alterations, modifications or repair of the  
27                above structure shall be done so in keeping with its  
28                historic character, and any alteration, modifications

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1 or changes shall follow the Secretary of Interior's  
2 Standards for Rehabilitation and Guidelines for  
3 Rehabilitating Historic Buildings.

4 No environmental changes, including repainting,  
5 shall be permitted to the exterior of the building  
6 unless a Certificate of Appropriateness has been  
7 applied for and approved by the Cultural Heritage  
8 Commission or by the City Planning Commission, upon  
9 appeal, authorizing such environmental changes.  
10 Nothing in this Section shall be deemed to restrict  
11 internal modifications to the building not visible  
12 externally.

13  
14 Sec. 4. Section 16.52.500 is added to the Long Beach  
15 Municipal Code to read as follows:

16 16.52.500 FIRST UNITED PRESBYTERIAN CHURCH

17 Pursuant to the provisions of Chapter 2.63 and  
18 with the recommendation of the Planning Commission,  
19 the City Council designates the following building as  
20 an historical landmark in the City: First United  
21 Presbyterian Church.

22 A. Location, description and reasons for  
23 designation. Located at 600 East Fifth Street in the  
24 City of Long Beach, First United Presbyterian Church  
25 represents the history and development of religious  
26 institutions in the City of Long Beach. The  
27 Presbyterian denomination established its first foot-  
28 hold in Long Beach on this site, with the founding of

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1 its congregation and the construction of its original  
2 building here in 1905. The existing building,  
3 constructed in 1939, is an outstanding example of  
4 Gothic Revival style, a style particularly  
5 appropriate for churches, based on European examples  
6 of the Gothic style of the middle ages. This style  
7 was often used for churches in the first two decades  
8 of this century in the U.S.A.

9 The great Gothic-styled wood beamed ceiling of  
10 the church sanctuary represents a unique type of  
11 Gothic Revival design within the parameters of that  
12 style. Additionally, the U-shaped landscaped court-  
13 yard evokes a cloistered configuration reminiscent of  
14 European precedents and the notion of "sanctuary" as  
15 an oasis within the City.

16 The First United Presbyterian Church building  
17 represents an established and familiar visual feature  
18 of a neighborhood or community due to its unique  
19 location or specific distinguishing characteristics.  
20 Its distinctive Gothic Revival architecture consti-  
21 tutes an important visual landmark on a prime corner  
22 of downtown Long Beach.

23 B. General guidelines and standards for any  
24 changes. The "Standards for Rehabilitation and  
25 Guidelines for Rehabilitating Historic Buildings"  
26 prepared by the Secretary of the Interior (Revised,  
27 1983), as amended, are incorporated by reference, and  
28 the following additional guidelines and standards as



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recommended by the Cultural Heritage Commission are adopted:

The building's interior and exterior shall be regulated by the provisions of this ordinance.

Any alterations, modifications or repair of the building's interior or exterior shall be consistent with its historic character, and no changes of any kind, including repainting, shall be permitted unless a Certificate of Appropriateness has been applied for and approved by the Cultural Heritage Commission.

Sec. 5. Section 16.52.510 is added to the Long Beach Municipal Code to read as follows:

16.52.510 WALKERS DEPARTMENT STORE

Pursuant to the provisions of Chapter 2.63 and with the recommendation of the Planning Commission, the City Council designates the following building as an historical landmark in the City: Walkers Department Store.

A. Location, description and reasons for designation. Located at 401-423 Pine Avenue in the City of Long Beach, Walkers Department Store exemplifies the burst of retail development that occurred in the twenties as part of an economic boom in Long Beach. Several local department stores were established around that time (i.e., Famous, now Thrifty Drugs, Buffums, Barker Brothers), most of which are today out of business. Pine Street was

1 then the primary shopping district of Long Beach.  
2 This building is associated with Long Beach's  
3 tremendous economic growth in the twenties, and the  
4 flourishing of local retail business.

5 The architectural style of Walkers Department  
6 Store blends two distinct traditions: Art Deco and  
7 Renaissance Revival. The rectangular building  
8 profile, balance between verticals and horizontals,  
9 and solidity of a distinct ground floor base are  
10 Renaissance Revival characteristics. However, the  
11 vertical ground pilasters, grouping of windows,  
12 decorative window spandrels, and decorative motifs  
13 are Art Deco in nature. Constructed in 1929, the  
14 architecture of this building exemplifies the  
15 transition from a traditional style to a new modern  
16 style. Meyer and Holler, the architects, was a  
17 prominent Los Angeles firm whose most famous building  
18 was Grauman's Chinese Theater in Hollywood. They  
19 also designed two other Hollywood landmarks:

20 Grauman's Egyptian Theater and the Security Pacific  
21 Bank. In Long Beach they designed the Fox West Coast  
22 Theater (demolished) and the Ocean Center Building.

23 Walkers Department Store is part of the original  
24 Pine Avenue retail commercial district during the  
25 boom years of the twenties, representing the economic  
26 growth of Long Beach and recalling the predominance  
27 of Pine Avenue as downtown's major retail corridor.

28 B. General guidelines and standards for any

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changes. The "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings" prepared by the Secretary of the Interior (Revised, 1983), as amended, are incorporated by reference, and the following additional guidelines and standards as recommended by the Cultural Heritage Commission are adopted:

The building's interior and exterior shall be regulated by the provisions of this ordinance. There shall be no restrictions on the building's interior.

Any alterations, modifications or repair of the building's exterior shall be consistent with its historic character.

No exterior changes, including repainting, shall be permitted unless a Certificate of Appropriateness has been applied for and approved by the Cultural Heritage Commission.

Sec. 6. 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.

I certify that the foregoing ordinance was adopted by the

///  
///  
///  
///

1 City Council of the City of Long Beach at its meeting of

2 December 12, 1989, by the following vote:

3 Ayes: Councilmembers: Hall, Clark, Robbins, Smith,  
4 Grabinski, Kellogg.

5 \_\_\_\_\_  
6 Noes: Councilmembers: None.

7 Absent: Councilmembers: Braude, Edgerton, Harwood.

8 \_\_\_\_\_  
9 *Melba Powell*  
10 city Clerk

11 Approved: 12-14-89 *E. Kell*  
12 (Date) Mayor

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John R. Callhoun  
City Attorney of Long Beach  
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26 WHK/am  
10/31/89  
27 REV: 11/09/89  
REV: 11/20/89  
28 OR\72.HL

1988 SUPPLEMENTAL INVENTORY FORM

NATIONAL REGISTER ELIGIBILITY STATUS: 4

COMMON NAME: Atlantic Studio

HISTORIC NAME: Sun Ripe & Date Co.

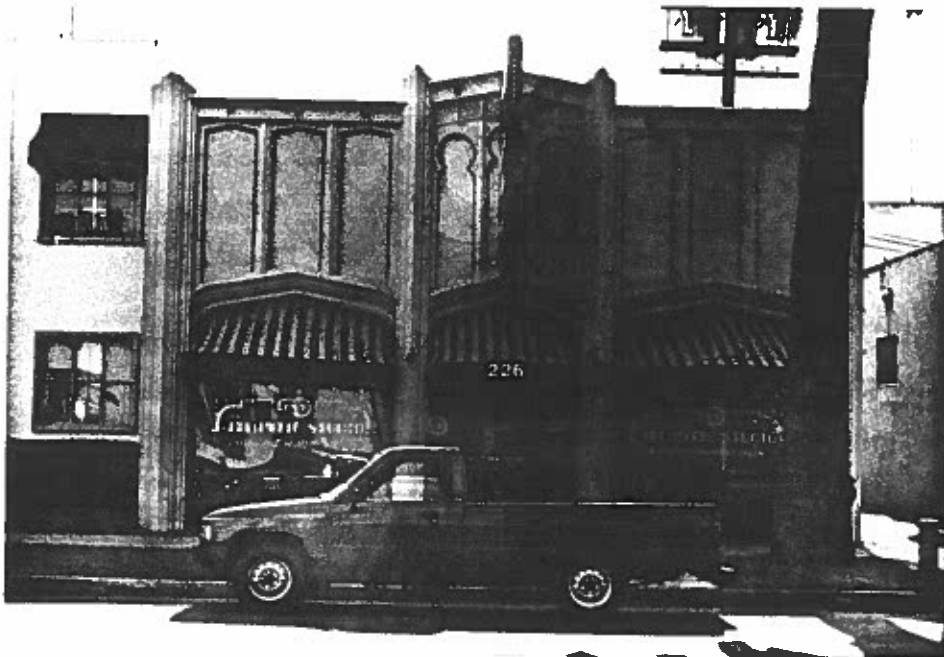
ADDRESS: 226 Atlantic Ave.

CONSTRUCTION DATE: 1933

ORIGINAL OWNER: Jamposky; Leo

ARCHITECT: Friend; J.R.

BUILDER: Foster; Wayne





HISTORIC RESOURCES INVENTORY

Ser. No. 115  
HABS \_\_\_\_\_ HAER \_\_\_\_\_ NR \_\_\_\_\_ SHL \_\_\_\_\_ Loc \_\_\_\_\_  
UTM: A \_\_\_\_\_ B \_\_\_\_\_  
UTM 11<sup>C</sup> 390420/373708 D \_\_\_\_\_

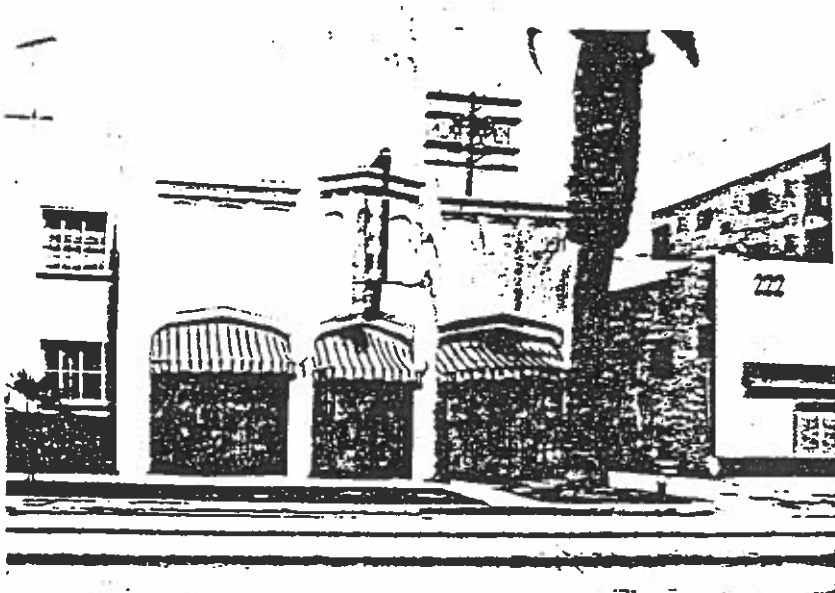
IDENTIFICATION

1. Common name: Atlantic Studio
2. Historic name: Unknown
3. Street or rural address: 226 Atlantic Avenue  
City Long Beach Zip 90802 County LA
4. Parcel number: 7281 14 11
5. Present Owner: Morris, William Address: same  
City \_\_\_\_\_ Zip \_\_\_\_\_ Ownership is: Public \_\_\_\_\_ Private X
6. Present Use: Multi Family Dwelling and Store Original use: same

DESCRIPTION

- 7a. Architectural style: Art Deco
- 7b. Briefly describe the present physical description of the site or structure and describe any major alterations from its original condition:

The structure located at 226 Atlantic is rectangular in plan with a flat roof, a concrete facade and brick sides. There are three large windows at the front that are recessed and ellipitical at the top with a point at the center, the central window opening also is the entranceway, all three have striped canvas awnings. Above the two windows the concrete has been formed into three vertical segments and at the roof line a small box was cut into the frieze above each segment. The central area above the door has three vertical segments with circles at the top, the roof line here comes to a point and again a small box has been cut into the frieze above each segment, below the frieze here however is a row of six boxes which the other two do not have. These three segments are divided by four narrow pleated segments reaching from the ground to the roof.



3. Construction date:  
Estimated \_\_\_\_\_ Factual 1933
9. Architect UK
10. Builder Wayne Foster
11. Approx. property size (in feet)  
Frontage 25 Depth 130  
or approx. acreage \_\_\_\_\_
12. Date(s) of enclosed photograph(s):  
May 1980





13. Condition: Excellent \_\_\_ Good X Fair \_\_\_ Deteriorated \_\_\_ No longer in existence \_\_\_
14. Alterations: None apparent
15. Surroundings: (Check more than one if necessary) Open land \_\_\_ Scattered buildings \_\_\_ Densely built-up X  
 Residential \_\_\_ Industrial \_\_\_ Commercial X Other: \_\_\_\_\_
16. Threats to site: None known \_\_\_ Private development X Zoning \_\_\_ Vandalism \_\_\_  
 Public Works project \_\_\_ Other: \_\_\_\_\_
17. Is the structure: On its original site? Yes Moved? \_\_\_ Unknown? \_\_\_
18. Related features: \_\_\_\_\_

**SIGNIFICANCE**

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

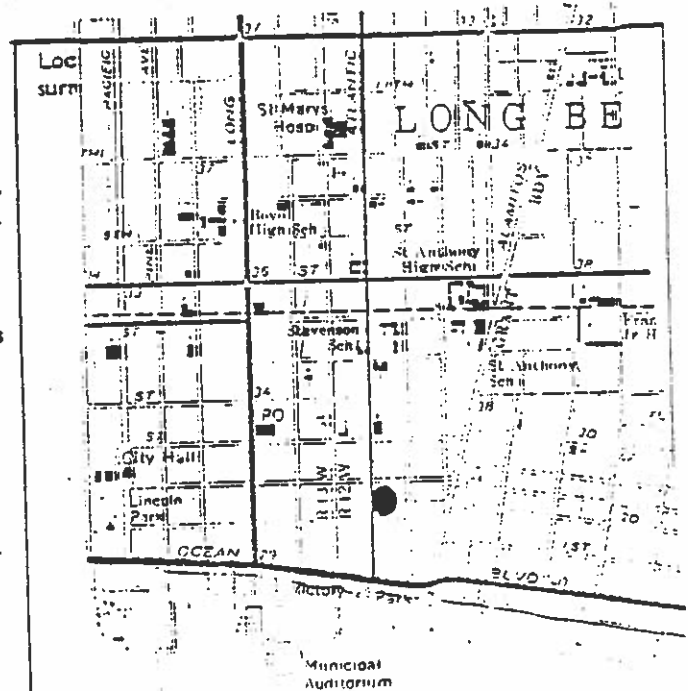
This beautifully designed commercial structure is a unique example of Art Deco architecture constructed during a period when this styling was becoming popular in Long Beach. This structure not being very large is enhanced with a design that does not overpower the building as some designs may do, it is quite in keeping with the characteristics of Art Deco architecture.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)  
 Architecture X Arts & Leisure \_\_\_\_\_  
 Economic/Industrial \_\_\_ Exploration/Settlement \_\_\_\_\_  
 Government \_\_\_ Military \_\_\_\_\_  
 Religion \_\_\_ Social/Education \_\_\_\_\_

21. Sources (List books, documents, surveys, personal interviews and their dates).

Tax Assessors Records  
 Long Beach City Directories  
 Building Permits

22. Date form prepared 8-6-80  
 By (name) Debra Minges  
 Organization \_\_\_\_\_  
 Address: 333 W. Ocean  
 City Long Beach Zip 90802  
 Phone: 590-6593





### HISTORIC RESOURCES INVENTORY

Ser. No. \_\_\_\_\_  
HABS \_\_\_\_\_ HAER \_\_\_\_\_ Loc \_\_\_\_\_ SHL No. \_\_\_\_\_ NR Status \_\_\_\_\_  
UTM: A \_\_\_\_\_ C \_\_\_\_\_  
B \_\_\_\_\_ D \_\_\_\_\_

#### IDENTIFICATION

1. Common name: Atlantic Studio
2. Historic name: Sun Ripe Date Co.
3. Street or rural address: 226 Atlantic Ave.  
City Long Beach Zip 90802 County LA
4. Parcel number: 7281 14 11
5. Present Owner: Frank J. Goetz, family trust Address: 441 Via Almar  
City Palos Verdes Estates, Zip 90274 Ownership is: Public \_\_\_\_\_ Private X
6. Present Use: Retail Original use: Fruit packing business

#### DESCRIPTION

- 7a. Architectural style: Gothic Revival
- 7b. Briefly describe the present *physical appearance* of the site or structure and describe any major alterations from its original condition:

This single story commercial building is rectangular in plan, with a flat roof, concrete facade and brick sides. The front contains two large storefront windows and a central entryway, all framed by pointed arches. The central entryway is recessed, and consists of a protruding narrow bay window with recessed doorways on each side, forming an unusual zig-zag spatial design. The windows and entryway have original 'thirties tile framing the base, with a silver decorative motif on black tile. The motif combines an Art Deco chevron with a gothic trefoil. The front of the building is divided into three bays by narrow vertical fluted piers extending higher than the facade. Each bay is internally subdivided into three sections by smaller fluted piers; the two side bays contain pointed arches; the center bay contains Moorish arches. The interior has been substantially modernized, but still contains period light fixtures suspended from the ceiling in the forward part. The building appears to be in good condition, with minor surface deterioration of paint.



8. Construction date: Estimated \_\_\_\_\_ Factual 1933
9. Architect unknown
10. Builder \_\_\_\_\_
11. Approx. property size (in feet)  
Frontage 25 Depth 150  
or approx. acreage \_\_\_\_\_
12. Date(s) of enclosed photograph(s)  
1988

13. Condition: Excellent \_\_\_ Good  Fair \_\_\_ Deteriorated \_\_\_ No longer in existence \_\_\_
14. Alterations: none on exterior
15. Surroundings: (Check more than one if necessary) Open land \_\_\_ Scattered buildings \_\_\_ Densely built-up   
Residential \_\_\_ Industrial \_\_\_ Commercial \_\_\_ Other: \_\_\_\_\_
16. Threats to site: None known \_\_\_ Private development  Zoning \_\_\_ Vandalism \_\_\_  
Public Works project \_\_\_ Other: \_\_\_\_\_
17. Is the structure: On its original site?  Moved? \_\_\_ Unknown? \_\_\_
18. Related features: \_\_\_\_\_

**SIGNIFICANCE**

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

This beautiful small Gothic Revival building is a unique and distinctive design . It is unusual to find such elegant Gothic Revival detailing on a small-scale commercial building. The storefronts are also unusual and original, and have never been remodeled. The charm and character of this building exemplifies the best in period revival design. Its original use was as a fruit packing and storage facility; today it is used for retail commercial uses.

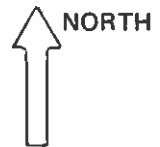
20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)  
Architecture  Arts & Leisure \_\_\_\_\_  
Economic/Industrial \_\_\_ Exploration/Settlement \_\_\_\_\_  
Government \_\_\_ Military \_\_\_\_\_  
Religion \_\_\_ Social/Education \_\_\_\_\_

21. Sources (List books, documents, surveys, personal interviews and their dates).

Tax Assessors Records  
Long Beach City Directories  
Building Permits

22. Date form prepared 6/89  
By (name) Ruthann Lehrer/D. Milges  
Organization city staff  
Address: 333 W. Ocean Blvd.  
City Long Beach Zip 90802  
Phone: (213) 590-6864

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



## CRITERIA FOR DESIGNATION

### ATLANTIC STUDIO

- D. It portrays the environment in an era of history characterized by a distinctive architectural style.

This small scale commercial structure combines Art Deco and Gothic Revival design in a very unique and distinctive facade. Built in 1933, this is a relatively late example of Art Deco styling, constructed at a time when the style had already gained popular acceptance.

- G. It contains elements of design, detail, materials, or craftsmanship which represent a significant innovation.

The combination of Gothic Revival and Art Deco was sometimes used for "skyscrapers" of the late twenties and early thirties. Finding these styles on a small scale commercial building is unusual, and this building has a unique charm that is quite individual.

- I. It represents an established and familiar visual feature of a neighborhood or community due to its unique location or specific distinguishing characteristic.

It is an established and familiar visual feature of downtown Long Beach, having existed there in unchanged form for fifty-six years. Its unique and charming facade distinguishes it from other small commercial buildings.



**SUN RIPE AND DATE COMPANY / ATLANTIC STUDIO**

**STANDARDS AND GUIDELINES**

*The building's exterior shall be regulated by the provisions of this ordinance. There shall be no restrictions on the building's interior.*

*The "Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings" of the Secretary of the Interior, are incorporated by reference, and shall guide future changes to the building.*

*Any alterations, modifications or repair of the building's exterior shall be consistent with its historic character.*

*No exterior changes, including repainting, shall be permitted unless a Certificate of Appropriateness has been applied for and approved by the Cultural Heritage Commission.*

