

ORDINANCE NO. C-7538

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF LONG BEACH AMENDING SECTION 16.52.030 OF THE LONG BEACH MUNICIPAL CODE IN ORDER TO DESIGNATE THE DRAKE PARK/WILLMORE CITY HISTORIC LANDMARK DISTRICT; AND ADOPTING IN SECTION 2 HEREOF UNCODIFIED FINDINGS AND DETERMINATIONS RELATING TO SAID DISTRICT

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

Section 1. Section 16.52.030 of the Long Beach Municipal Code is hereby amended in its entirety to read as follows:

16.52.030 Drake Park/Willmore City Historic Landmark District

Pursuant to the provisions of Chapter 2.63, and with the recommendation of the Planning Commission, the City Council designates the area known as Drake Park/Willmore City as a Historic Landmark District. The boundaries of the Drake Park/Willmore City Historic District are as follows:

A. North: From Park Court one hundred feet south of Anaheim Street, continuing west to the west side of the parcel at 1249 Loma Vista Drive; crossing to the south side of Loma Vista Drive at Virginia Court; continuing west to the property located at 1191 Loma Vista; then

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1 crossing to the north side of Loma Vista Drive to the
2 railroad right-of-way and continuing west; then going
3 south on the western side of the property located at 1077
4 Loma Vista to the north side of Loma Vista Drive.

5 West: Continuing south and curving around Loma Vista
6 Drive to Oro Court; south on Oro Court to Seventh Street;
7 east on Seventh Street to Magnolia Avenue; south on
8 Magnolia Avenue to Fifth Street; west on Fifth Street to
9 Crystal Court; north on Crystal Court to Sixth Street;
10 west on Sixth Street to Nylic Court; south on Nylic Court
11 to Fifth Street; east on Fifth Street to Daisy Avenue;
12 south on Daisy Avenue for fifty feet; then east to Crystal
13 Court; south on Crystal Court to the north side of Fourth
14 Street.

15 South: The north side of Fourth Street from Crystal
16 Court to Magnolia Avenue; then south to fifty feet south
17 of the south side of Fourth Street (at the southern
18 boundary of 356 Magnolia Avenue); then east to Cedar
19 Avenue.

20 East: From fifty feet south of Fourth Street, north
21 on Cedar Avenue to Fifth Street; then east to Park Court;
22 continuing north on Park Court to one hundred feet south
23 of Anaheim.

24 B. The complete location, description and reasons
25 for historic landmark district designation are more fully
26 contained in uncodified Section 2 of Ordinance No.

27 C- 7538 .

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6 of the south side of Fourth Street (at the southern
7 boundary of 356 Magnolia Avenue); then east to Cedar
8 Avenue.

9 East: From fifty feet south of Fourth Street, north
10 on Cedar Avenue to Fifth Street; then east to Park Court;
11 continuing north on Park Court to one hundred feet south
12 of Anaheim.

13
14 Said boundaries are more particularly set forth on
15 the map which is attached hereto and incorporated herein
16 by this reference as Exhibit "A". The Drake Park/Willmore
17 City Historic Landmark District is comprised of three
18 separate subareas. They are: the Drake Park Area; the
19 Willmore City Area; and the Magnolia Corridor Area.

20 I. Drake Park Area.

21 The Drake Park Neighborhood Area was a part of the
22 original site of the City's first housing tract, the Knoll
23 Park Tract. Colonel Charles Rivers Drake, a prominent
24 citizen, donated Knoll Park in 1904 which was subsequently
25 renamed Drake Park in his honor. The homes and other
26 structures within the Drake Park area are representative
27 of Southern California architecture throughout most of its
28 post-rancho history. In 1901, one of the first homes in

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1 the Drake Park neighborhood was built at 804 Loma Vista
2 Drive. Construction in the district continued
3 incrementally until reaching its present density in 1970.
4 The Drake Park neighborhood area exemplifies a cross-
5 section of popular architectural styles found in Southern
6 California between 1889 and 1930. Ornate Victorian to
7 subdued Victorian cottages, bungalows with bellcast gables
8 to Spanish Colonial, Colonial Revival to English Tudor,
9 and the California bungalow are all represented here. In
10 the center of the Drake Park area, one finds Drake Park.
11 The original plan shows a circular rose garden surrounded
12 by a variety of Victorian flowers and plants. Dates,
13 Cypress, Eucalyptus, Yucca and Acacia trees throughout the
14 park towered over the flowerbeds and shrubs. In 1939, the
15 rose garden was converted into a small playground for the
16 growing number of children in the neighborhood. The early
17 residents of the Drake Park neighborhood area were
18 generally families with children. Their homes reflected
19 various styles and sizes typical of each time period in
20 the City's history. This multiplicity of styles is often
21 in sharp contrast to the homogeneous housing types made
22 popular after World War II in other areas of the City.
23 Many of the areas homeowners were business people and
24 their businesses included a grocery store, a drug store
25 and a print shop among others. The area also housed
26 several employees of the famous Virginia Hotel, one of
27 whom was the head porter in 1922. Other inhabitants of
28 the Drake Park neighborhood area included an electrical

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1 engineer, a naval architect, a baker, a conductor on the
2 Pacific Electric Railway, and other workers active in the
3 emerging local economy. Colonel Drake was one of the
4 first men to have envisioned the growth of Long Beach and
5 in 1900 he made large real estate investments in Long
6 Beach which at that time had a population of only 2500.
7 He was a direct descendent of Sir Francis Drake, one of
8 the worlds' greatest explorers. Colonel Drake was
9 instrumental in bringing fame to Long Beach as a health
10 resort and started construction of the million dollar,
11 world famous Virginia Hotel. He recognized the amusement
12 potential of the beach and founded the Long Beach Bath
13 House and Amusement Company. The boundaries of the Drake
14 Park subarea are more particularly set forth on the map
15 which is attached hereto and incorporated herein by this
16 reference as Exhibit B.

17 II. Willmore City Area.

18 The Willmore City neighborhood area exemplifies the
19 residential development of Long Beach from its earliest
20 structures to an increasingly dense downtown residential
21 community. The range of building types and architectural
22 styles offer a cross-section of vernacular residential
23 architecture popular during the period 1896 through 1931,
24 as applied to single-family and multi-family dwellings.
25 The architectural styles found in the Willmore City area
26 are typical of their period, and exhibit the successive
27 phases of historic architecture in Long Beach. Homes from
28 the late '90's through the first decade of this century

1 are varied and often eclectic, with forms derived from
2 late Victorian, American Colonial Revival, American
3 Foursquare, Shingle Style and early Craftsman Bungalows.
4 This was followed in the next decade with Craftsman
5 architecture, in single-family and multi-family
6 variations. Around 1915, a new style for multi-family
7 housing emerged, based generally on Mediterranean
8 precedents, and which referenced "period" styles such as
9 Mission Revival, Classic Revival, and Renaissance Revival.
10 This style merged into Spanish Colonial Revival in the mid
11 to late 1920's. One example of Art Deco from the early
12 1930's is also found.

13 The Willmore City area was part of the City's first
14 subdivision, plotted in 1882 as Willmore City. The first
15 residence in the Willmore City area was constructed in
16 1882. The City disincorporated in 1896 and reincorporated
17 in 1897. The early decades of this century saw tremendous
18 growth in the City with population rising from just over
19 2000 in 1900 to 18,000 in 1910. Downtown residential
20 growth was fueled by the expansion of seaside resort
21 activities, new rail lines, harbor construction and
22 business development. By the end of the 1920's, Long
23 Beach had become a major city in the Southern California
24 region, with a dense and diversified urban core. The
25 Willmore City area reflects the residential component of
26 this development, with a significant concentration of
27 residential architecture from the period 1896 through
28 1931. The boundaries of the Willmore City subarea are

1 more particularly set forth on the map which is attached
2 hereto and incorporated herein by this reference as
3 Exhibit B.

4 III. The Magnolia Corridor Area.

5 The Magnolia Corridor Area is part of the land which
6 was originally platted by Captain Charles T. Healy in 1881
7 for William Willmore as the American Colony and Willmore
8 City. Magnolia Avenue was the western border of the town,
9 which was also bounded by Ocean Park Avenue (now Ocean
10 Boulevard), Tenth Street and California Avenue (now Martin
11 Luther King Jr. Avenue). Willmore lost his option on the
12 property in 1884; it was taken over by the Long Beach Land
13 and Water Company and renamed Long Beach, and officially
14 incorporated as a California city in 1888. The character
15 of the residential development in the Magnolia Corridor
16 reflects Long Beach's early history. Large scale homes
17 were built by some of the City's affluent early
18 entrepreneurs, as well as small scale homes and multi-
19 family residences for the working class. The housing
20 stock in this area retains a high concentration of
21 original homes which reflect historic architectural styles
22 prevalent during the early decades of this century. The
23 area is densely developed, often with multiple structures
24 on a single lot. The area contains numerous Victorian
25 residences, both large scale and cottages. The most
26 prevalent architectural style is the Craftsman style, with
27 both single-family and multi-family examples. Multi-
28 family housing in the neighborhood is provided by

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1 Craftsman style apartment buildings, Mission Revival,
2 Prairie Style, Italian Renaissance, and Spanish Colonial
3 Revival apartments, and numerous courtyard apartments.
4 Construction slowed considerably in the 1930's and 1940's,
5 with only a few examples in this neighborhood of vintage
6 architectural styles, including Streamline Moderne.
7 Particularly unique to Long Beach is the presence of
8 multi-family dwellings in the Craftsman Style, sometimes
9 as courtyard apartments, and the use of Mission Revival
10 Style, sometimes in combination with Prairie Style for
11 apartments in the early 1920's. The boundaries of the
12 Magnolia Corridor subarea are more particularly set forth
13 on the map which is attached hereto and incorporated
14 herein by this reference as Exhibit B.

15 B. Rationale for Historic Landmark District
16 Designation.

17 In accordance with the provisions of Section 2.63.050
18 of the Long Beach Municipal Code, the City Council finds
19 that the following reasons exist relative to the
20 designation of the Drake Park/Willmore City Historic
21 District:

22 1. The area possesses a significant character,
23 interest and value attributable to the development,
24 heritage, and cultural characteristics of the City of Long
25 Beach, the Southern California region and the State of
26 California.

27 2. The area is associated with the life of a person
28 or persons significant to the community, city, region or

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1 nation, including but not limited to, Colonel Charles R.
2 Drake, Captain Charles T. Healy and William Willmore.

3 3. The area portrays the environment in an era of
4 history characterized by a distinctive architectural
5 style. Such architectural styles include High Victorian,
6 Victorian cottages, American Colonial Revival, English
7 Tudor, Spanish Colonial Revival, American Foursquare,
8 Shingle Style, Craftsman Bungalows, Prairie Style, Mission
9 Revival, Classical Revival, Renaissance Revival, and
10 Streamline Moderne.

11 4. The area is part of or related to a distinctive
12 area and should be developed or preserved according to a
13 specific historical, cultural or architectural motif. The
14 Drake Park/Willmore City Historic District contains a
15 variety of distinctive architectural styles representing
16 successive stages of residential development in Long
17 Beach's oldest neighborhood.

18 C. General Guidelines and Standards for any
19 Changes.

20 The guidelines are to be used as standards for the
21 Cultural Heritage Commission in making decisions about
22 Certificates of Appropriateness as required by Chapter
23 2.63 of the Long Beach Municipal Code. The guidelines are
24 an aid to property owners and others formulating plans for
25 new construction, for rehabilitation or alteration of an
26 existing structure, and for site development. The goal
27 of the Certificate of Appropriateness review is to retain
28 and preserve all original architectural materials and

1 design features on the exterior of buildings which have
2 historic character; to encourage rehabilitation which
3 restores original historic fabric rather than remodels;
4 and to ensure architectural compatibility between new and
5 old. The guidelines pertain to all buildings regardless
6 of occupancy or construction type, sizes and materials,
7 and pertain to construction on the exterior of existing
8 buildings as well as to new, attached or adjacent
9 construction, and shall include the following additional
10 guidelines:

11 D. Standards and Guidelines.

12 1. Existing Structures.

13 Demolitions, alterations, additions and all environmental
14 changes shall be regulated by the provisions of Chapter
15 2.63 of the Long Beach Municipal Code and in accordance
16 with the Secretary of the Interior's "Standards for
17 Rehabilitation and Guidelines for Rehabilitating Historic
18 Buildings."

19 Changes requiring a Certificate of Appropriateness
20 from the Cultural Heritage Commission are as follows:

- 21 (a) Alterations or additions to roof; change in roof
22 materials.
- 23 (b) Room additions.
- 24 (c) Alterations to structure foundation.
- 25 (d) Alterations to windows.
- 26 (e) Changes to doors and doorways.
- 27 (f) Changes to exterior materials or colors.
- 28 (g) Relocation of exterior walkways or driveways.

1 (h) Alteration or addition to fencing and exterior
2 patio walls.

3 2. The following guidelines shall be standards to
4 guide property owners, architects, contractors and the
5 Cultural Heritage Commission in reviewing proposed
6 changes:

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

10 (b) Important architectural features which define
11 the character of the historic style shall not be removed
12 or obscured. These include roofs and rafter tails,
13 exterior cladding, historic wood sash windows on the
14 facade or sides of the house, porch supports, original
15 doors, and other original structural and decorative
16 features.

17 (c) For minor alterations in the rear of buildings
18 which are not visible from the public right-of-way, more
19 flexible standards are permitted.

20 3. New Construction.

21 (a) Construction of new buildings in the Drake
22 Park/Willmore City Historic Landmark District shall
23 conform to the bulk, massing, scale, setbacks, height,
24 materials, color and design of the majority of existing
25 historic structures on both sides of the street on the
26 block on which the new building is to be erected.

27 (b) The style of architecture and use of materials
28 shall conform to the predominant style of existing

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historic structures on the same block.

(c) New structures shall be finished on the exterior with materials, colors and architectural details that are consistent with the architectural style predominant on the same block.

(d) Driveways and garage entrances shall conform to the existing standard on the same block.

(e) Existing mature trees should be preserved if feasible.

(f) Fences shall be compatible in materials and style with the architecture of the house. Chain link and unfinished concrete block are not acceptable materials.

4. General Rules.

(a) Repairs and maintenance which do not involve removal or alteration of original materials are exempt from review under this ordinance.

(b) All applicable building and safety health codes shall be observed.

(c) Properties shall be properly maintained so as to avoid deterioration, visual blight and physical conditions conducive to health and safety code violations.

Sec. 3. The City Clerk shall certify to the passage of this ordinance by the City Council of the City of Long Beach and cause the same 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 hereby certify that the foregoing ordinance was adopted
by the City Council of the City of Long Beach at its meeting of
April 28, 1998, by the following vote:

Ayes: Councilmembers: Oropeza, Drummond, Robbins, Donelon,
Shultz.

Noes: Councilmembers: None.

Absent: Councilmembers: Lowenthal, Roosevelt, Topsy-Elvord,
Kellogg.

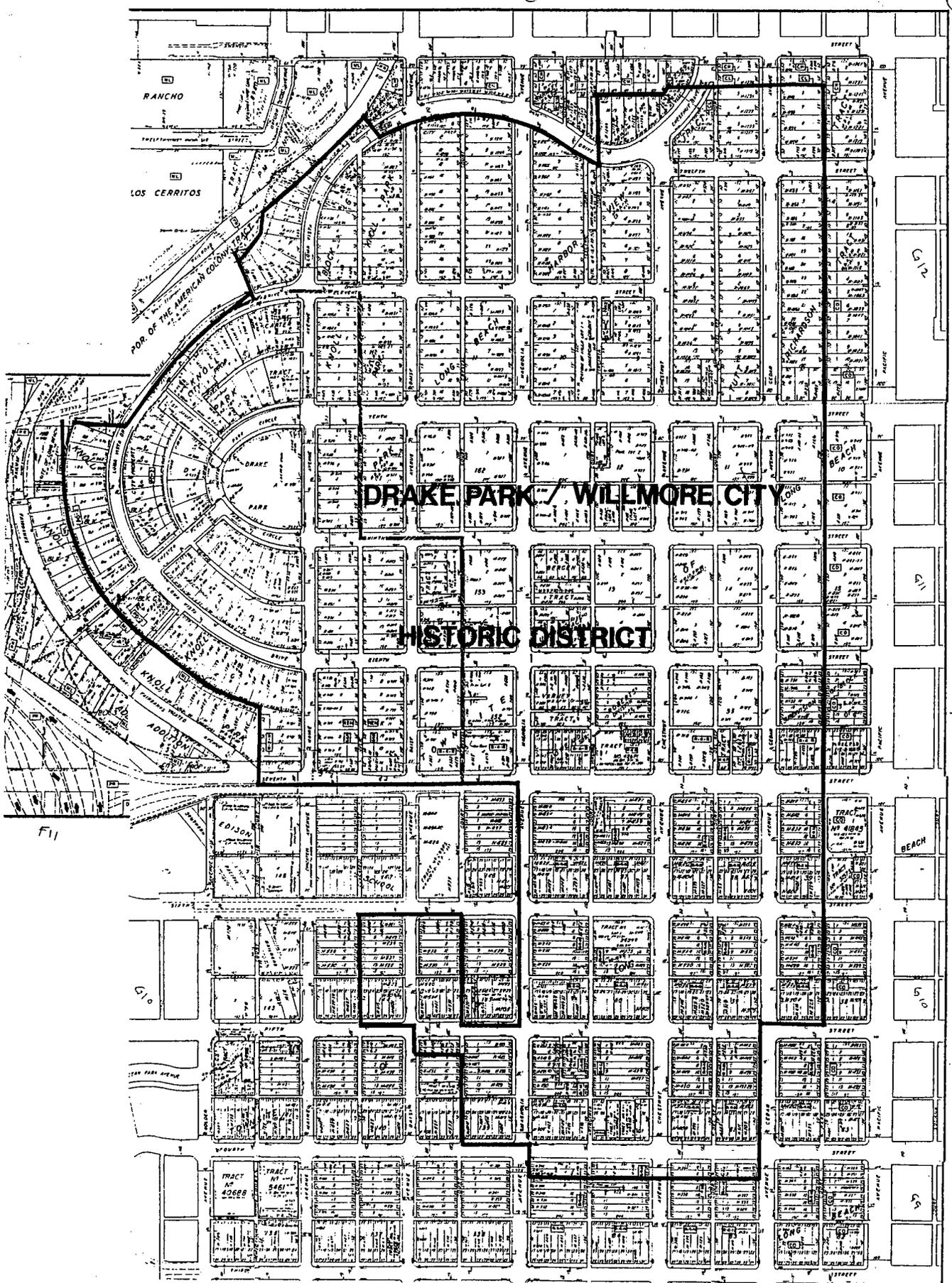

City Clerk

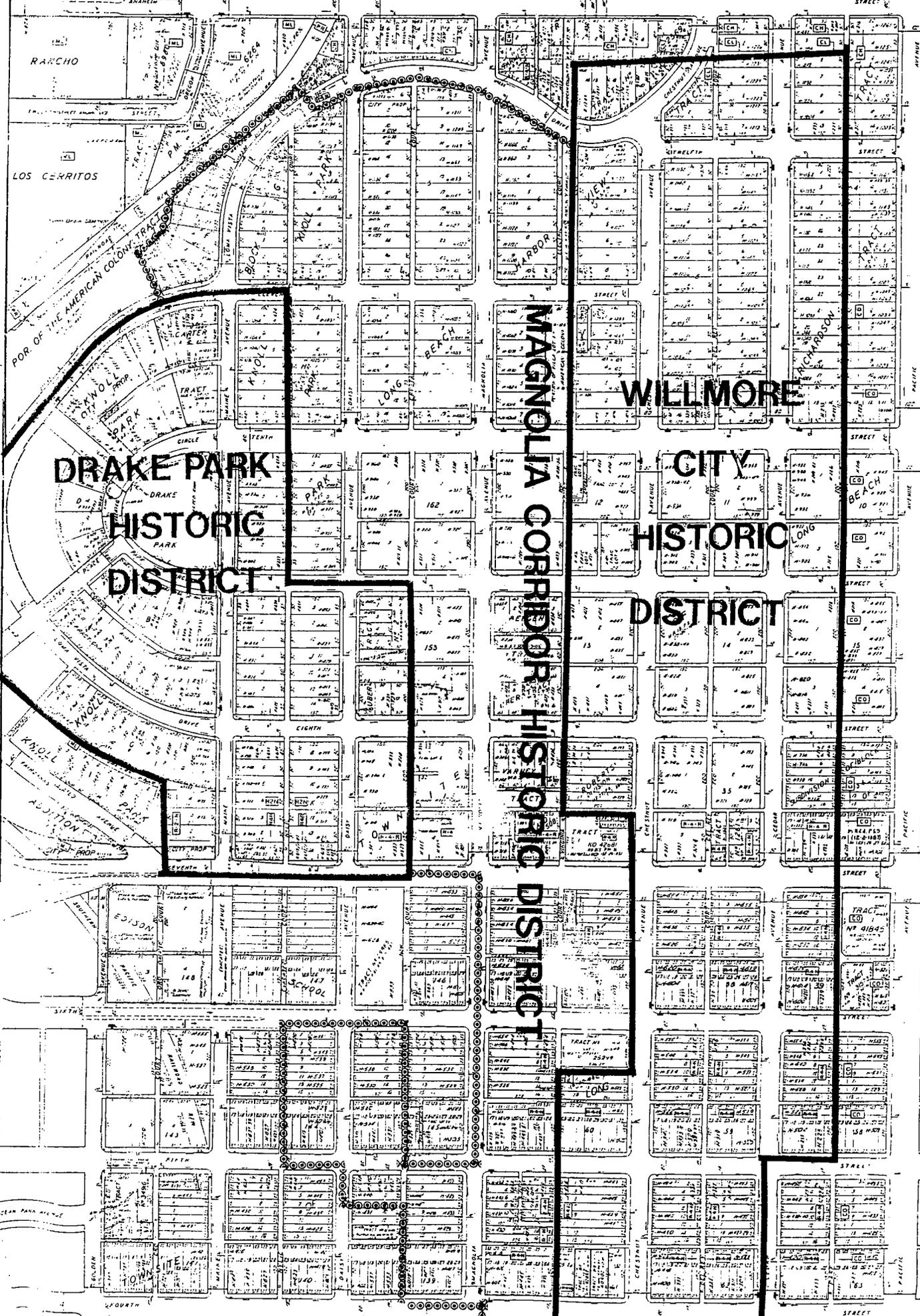
Approved: 5-1-98
(Date)


Mayor

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**DRAKE PARK
HISTORIC
DISTRICT**

MAGNOLIA CORRIDOR HISTORIC DISTRICT

**WILLMORE
CITY
HISTORIC
DISTRICT**