LONG BEACH HERITAGE

Volume 17, No 2 Spring 2007

2nd Annual May Day Celebration

"Spring into May" Day on Saturday, April 28 from 1pm – 4pm at Long Beach Drake Park (Corner 10th St. at 951 Maine), and the Bembridge Heritage Homesite (953 Park Circle).

Activities will include:

- Maypole dancing, Arts, Crafts, Games, Story Telling, Face Painting, Food & Health Fair
- A Historic tour of the Bembridge Homesite.

Those visiting the 1906 Victorian style Bembridge home will be taken back to 1932, as costumed actors portraying family members discuss the home and events of the day. Suggested donation $2 for Adults, Chiildren under 13 free.

Sponsored by: Long Beach Heritage and the Bembridge Heritage Homesite, Drake Park, representing the LB Parks Dept., Willmore City Heritage, The Willmore Neighborhood Police Center, Mexican Culture Ballet Folklorico, Friends' House at Drake Park, St. Mary Medical Center, The Long Beach Health Department and Councilmember Bonnie Lowenthal.

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Long Beach Heritage 562.493.7019

Or Chair – Karen Clements 562.430.2790
Web address: www.lbheritage.org
e-mail: preservation@lbheritage.org

Rancho Monterey Showcases California Furniture, Ceramics

Above: This chair and dresser are on display as part an exhibit of Spanish Revival and Mexican Decorative Arts in California at the California Heritage Museum.
Right: "Dancer Tile" from the Rancho Monterey exhibit.

by Stan Poe

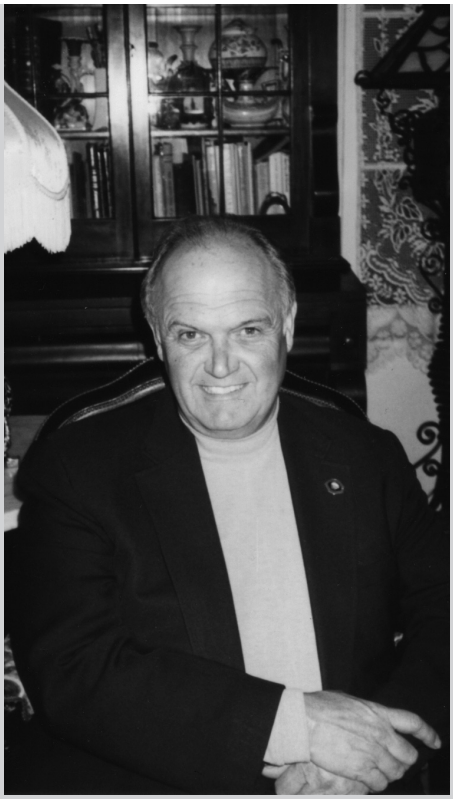
Rancho Monterey, an exhibit of Spanish Revival and Mexican Decorative Arts in California, is currently being presented by California Heritage Museum in Santa Monica. This exhibit should be of particular interest to anyone living in a Spanish Colonial Revival home. It showcases Monterey and rancho style furniture, California ceramics and tile, Mexican ceramics, tourist-wares, costumes, and works by artists including Phil Paradise, W.H.D. Koerner, Hernando Villa, and Juan Intenoche.

Monterey furniture was first conceived by the Mason Furniture Manufacturing Company in Los Angeles around 1930. The company was approached by Barker Brothers Department Store to develop a line that would present something new and refreshing to the public, complement the home styles, and revive business during the depression. It was an instant success, and a tour of this exhibit will show you why. Furniture makers in other factories, artists who worked in all media, and decorators responded with a plethora of colorful designs and a romantic view of "California ranchos" that captured the imagination of new residents arriving from the east and the midwest.

Also on display are numerous examples of tiles, tables, murals, ceramics by Hispano-Moresque and D & M Tiles, as well as historic photographs.

The California Heritage Museum is easy to access. From the 405 freeway, take the 10 freeway west toward Santa Monica and exit on Lincoln Blvd. Turn left and proceed to Pico, where a right turn will get you to Main Street. Turn left and drive to 2612 Main St. Hours are 11:00 a.m. to 4:00 p.m. Wednesday through Sunday. There is a very good restaurant in a Victorian house across the way.

Message from the President



The concern over mansionization of Long Beach seems to be growing.

Since my column in the last newsletter, neighborhood groups have gathered to discuss the problem which appears to be spreading at an alarming rate. I was well aware of the problem in the beach areas, but did not realize how serious it was becoming in other areas. The Belmont Heights Neighborhood Association held a meeting recently to address the issue which was well attended by residents, city staff, and preservation groups.

I conducted a bus tour a short while ago for members of the "Leadership Long Beach" class which toured the entire city, as well as the historic districts. I was amazed at the scale of buildings in areas which are outside the historic districts, but whose charm and ambiance are being disrupted by overscaled homes covering most of the lot and overpowering the streetscape.

One such example is on Linden in the Cerritos/Virginia Country Club neighborhood. In the middle of the block stands a new home which seems to combine every incongruous detail available from a building supply store.

Architects previously took care to break up the masses and planes to achieve an aesthetically pleasing presentation. That is not the case with the new structure on Linden. there are several more examples in the Cerritos area with the same effect.

Just because you can build to within three feet of the property line doesn't mean that you should. I found it amusing that the house on Linden, which is not yet complete, is for sale by the owner!

I received a call last week about another home, built prior to 1917, on the Peninsula facing the Pacific Ocean on the boardwalk at 60th Place.

The house is one of the oldest ones on the Peninsula, yet it is in remarkably good condition. Originally a craftsman style home with paneled walls, bay windows with window seats, and the usual built-ins and fireplaces upstairs and down, it has tremendous views from all of the rooms.

The house had received a little unsympathetic re-decorating, probably in the 1960s when the dormer roofs were extended, but it is eminently restorable. At approximately 2,000 square feet, the footprint of the house still leaves a yard on three sides.

Unfortunately the house faces demolition by the new owner who already owns a new three story "Spanish style" structure two doors away which covers almost the entire lot. His reported intent is to demolish the historic house and replace it with a "Mc Mansion."

Neighborhoods whose ambiance is dependent on the existing structures, landscapes, and scale of buildings need to work together with the support of city council members and the city to establish some design guidelines, so that owners can develop their properties in ways that will enhance the community rather than degrade their overall charm.

—Stan Poe

Advocacy Committee Report

John Thomas
VP Advocacy Committee

In the last Advocacy Report, we failed to recognize the City of Long Beach Planning and Building Department for their work developing the opportunity to fund the City's first Historic Preservation Element (HPE) in the General plan. This is a major milestone for our organization and for all those interested in maintaining our precious historic and cultural resources. We applaud the efforts of the Planning and Building Department and the staff members who played a significant role promoting the need for the HPE!

On February 15, 2007 the Planning Commission approved the Press Telegram building project which included the Meeker-Baker Building, but this project has been appealed to the City Council. Without the review and amendments of the downtown development guide known as PD-30, staff had a series of recommendations which did not include approving all the variances requested by the developer.

The City will institute an aggressive outreach program as the Planning Department begins the General Plan amendment process. This is exciting news which will lead to creating "built-in precautions and processes" necessary for proactive historic preservation and adaptive reuse. Land use, zoning, parking, density, massing and traffic issues will be imperative to maintaining our historic fiber. The General Plan is designed to include city development up to the year 2030 and Long Beach Heritage will provide input to help shape it to preserve our historic and cultural resources.

Many projects within historically sensitive areas of Long Beach are on hold or in the process of project review. The Advocacy Committee continues to play a leading role to keep matters of historic preservation and adaptive reuse high on the agendas of city staff, boards, and commissions. Recently, Long Beach Heritage was cited as "a formidable preservation organization to be recognized with in Long Beach" by city staff. We believe this is due to our respectful diligence in matters of historic preservation and continual building of partnerships.

There have been many recent activities

See Advocacy Page 6

Another Lost Building

by Louise Ivers

During the last week of January, the former KFOX broadcasting station at 220 East Anaheim Street was demolished. This brick masonry building was constructed in 1928 for the Truck Tire Service Company by contractor W. P. Allen.

Somewhat damaged in the 1933 earthquake that was centered in Long Beach, it was remodeled with an Art Moderne façade that year. Its ornamental motifs included piers with repeated horizontal lines on the capitals and a small curved marquise over the entrance on the first story.

On the second floor the piers terminated in a series of vertical lines, balanced by horizontal bands above the windows, characteristics of the Streamline Moderne architecture of the thirties.

The KFOX studio had a tall radio tower atop the roof that still remains at the rear of the vacant lot. It resembles a huge metal sculpture, but its fate is uncertain.

Unfortunately, no one in the Long Beach Office of Historic and Neighborhood Preservation was informed about the imminent demolition of the KFOX studio, one of the few Streamline Moderne structures that remained on Anaheim Street, a thoroughfare that once was lined with numerous Art Deco buildings.

The brick bearing walls of the broadcasting station had been reinforced in compliance with city seismological regulations, so it could have been incorporated into the new mixed use development slated for the site. This is a typical example of the wholesale demolition that is going on along the major transportation corridors in Long Beach and will dramatically change the face of a city once renowned for its Art Deco architecture.

KFOX Building. *Photo by Chris Launi*

Membership Report March 2007

Benefactor
Joseph Prevratil & Howard Bell - RMS Queen Mary

Sustainer
The Ackerman Family

Sponsors
Kenneth Walker – F&M Bank

Patrons
Lynn Brandt
Mike & Andrea Burrous
Laura Killingsworth
Mary Lou Martin & Chris Byrne
Patty Moore & Jean Shapen
Terence & Anna Ulaszewski

Contributors
Charles & Judith Albert
Barbara Barnes
Betty Chaney
Dawna & Gary DeLong
Bob & Nancy Foster
James Hayes
Layne Johnson
Jonathan & Lynn Mott
Meg O'Toole
Melinda Roney & Walter Wojak
Jenny & David Shlemmer

Preservationist
Sarah & Craid Arnold
Glenn & Anne Baker
Ray & Wanda Lee Berbower
Michael & Kathleen Bohn
Charlene Bosl
Ilana & Allen Brackett
Michelle Bridges
Nancy Brown
Claudine & Paul Burnett
Darrell & Sue Cannon
Michael Caponigro
Karen & Dick Clements
Gloria Raven & Dick Coleman
Leamel Comparette
Nancy Conover
Vicki & James Cunningham
William Cwiklo
Judy Edson
Robert & Dorothy Elkins
Anne & Bob Emigh
Robert & Scarlett Finney
Don Foltz
Joanne France
Carol & Jack Frank
Steve & Michelle Gerdes
Jim & Ria Gerdts
Jonathan Glasgow
Kathryn Gregory
Marta & Rob Griffin
Joan Gustafson
Nini & Steve Horn
Harriett Ibbetson
Louise Ivers
Steve Iverson
Marisol & Kerry Jablonski
Cheryl Jacobs
Tracie Jahn
Jeffrey Jeannette
Harvey Keller
Eve Kilger
Laura Killingsworth
Mary Ellen & Bud Kilsby
Betty Anne Kirkpatrick
Mary Klingensmith
Geraldine Knatz
Katherine Bruce Kramer
Lucy & Duane Kuster
Nancy & Bob Latimer
Ruthann Lehrer
Jan & Michael Leight
Kathy Lingle
Janet Marsh
Burt & Norma Marter
Carol MCCafferty
Nancy & Chas Merrill
Ana Maria & Kevin McGuan
Harriet Miller
Bettye Mitchell
Elaine & Denny Moore
Catherine & Frank Morley
Richard Mosely
Bry Myown
Maureen Neeley
John Oberacker
Marty O'Malley
Jan Ostashay
Dan & Peggy Peterson
Sharon & Ken Pleshek
Peggy Porter
Roger Peter Porter
Richard Powers
Maria & Tim Price
Linda Reabe
Ron Rector
Gary Roderick
Ed Sanchez
Judy & Paul Schmidt
Norbert Schurer
Iris Schutz
Kenneth & Ruth Schwartz
Pamela Seager
Renee Simon
Matthew Sloan
Ilona & Robert Sorem
Fred Spitzkeit
Mary Sullivan & John Sanders
Betty Sunofsky
John Thomas
Joan & Joseph Van Hooten
John & Patricia Walker
Susan & David Waller
Karen & Allan Weiss
Dorothy & Fred Wise
George Wise
Christina Yanis

Advocacy *cont'd from page 2*

with the Queen Mary lease hold and development opportunities. A new coalition has been formed to serve as a critical conduit to the RMS Queen Mary Foundation, the City and any new lease holder. The timeliness of this group and their mission is no coincidence. The future of the Queen Mary and restoration efforts are at a pivotal point in the history of the ship in Long Beach. Major public policy support and vision will be required to secure the future of this precious community asset and prescribe restoration and programming objectives.

Please continue to monitor our web site as we build the preservation link to keep you all posted about upcoming meetings and calls for action to help the Long Beach Heritage mission of protecting and sustaining wonderful historic and cultural resources.

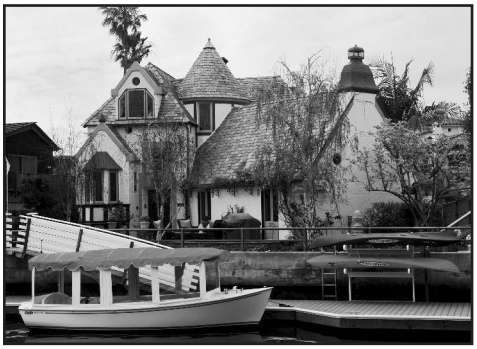
Share Local History

The *Signal Tribune Newspaper* wants to borrow historical photos for their "Reminiscing" feature. Share your photographs with over 25,000 readers in the Long Beach neighborhoods of Bixby Knolls, California Heights, Los Cerritos, Wrigley Heights and the City of Signal Hill.

For more information call (562) 427-8678 or send an email to newspaper@signaltribune.com.

Photo credit will be provided.

Great Homes of Long Beach



Molina House in Naples Canal. Photo by Chris Launi

The 2007 "Great Homes of Long Beach" self-guided tour will take place on Sunday, June 3rd from noon until five pm. We will present six architecturally distinguished homes built during the first third of the twentieth century. Three of the homes are located in Naples, one in Belmont Heights, and two in the Los Cerritos/Virginia Country Club area.

While the tour fulfills the educational objectives of Long Beach Heritage, the proceeds of the event are dedicated to the restoration and support of the historic Bembridge House, a landmark owned by our organization.

Each year Heritage volunteers work for weeks to develop the Great Homes tour. Please know that we expect the event to sell out, with over 600 visitors and volunteers participating. Ticket sales will begin at the end of April, so keep an eye out for a postcard that will supply you with all the applicable details. You don't want to miss it!

Is Your Home A Kit House?

Kit House. *Photo by Chris Launi*

By Catherine Morley
Reprinted by permission from the Bluff Heights Neighborhood Association Newsletter

Over 100,000 kit houses were built in the United States between 1908 & 1940. Many people live in kit houses without knowing the historical and architectural significance of these homes.

Kit homes began in 1906 with Aladdin Homes of Bay City, Michigan. In 1908 Sears, Roebuck and Co entered in the market and became the largest company providing this type of construction. In the years that followed, Wardway Homes (Montgomery Ward), Harris Homes of Chicago, The Ready Built House Company and Robinson's also got into the kit home market.

Perhaps due to their market share Sears Roebuck is the most well-known of kit home manufacturers. They produced and sold over 75,000 kit homes.

Ordering directly from a catalog entitled Book of Modern Homes and Building Plans, prospective buyers enjoyed the convenience and affordability of a prefabricated dwelling. These homes came in a wide variety of styles, designs and prices. The purchaser would receive all of the necessary supplies in shipments by rail car.

A typical house could fit into two box cars which contained 30,000 pieces, including 750 pounds of nails, 27 gallons of paint and a 75 page instruction book.

They would be assembled by either the new homeowner or a local contractor. Sears estimated the average carpenter would charge $450 to assemble those 30,000 pieces. Prices to purchase the homes ranged from $600 to $6,000.

See Kit House Page 5

Obituaries: LBH says good-bye to three historic preservationists

The historic preservation community sadly lost three great ladies in the month of March.

Rae LaForce died on March 11 in San Clemente at the age of 91. She was instrumental in saving the Harriman Jones Clinic (now Rite Aid) at the corner of Cherry Avenue and Broadway in Long Beach. It was designed by Kenneth S. Wing in 1930 and Rae fought for twelve years with the developers to keep its Renaissance Revival façade. She was also involved with efforts to preserve the historic core of the city and to institute an effective street trees program.

Rae was voted Preservationist of the Year by Long Beach Heritage in 2002. She was an officer in the Marine Corps during World War II, a buyer of women's apparel, and worked in the Dean of Students' office at Long Beach City College. In 1990 Rae moved to San Clemente, where she was active in the Historical Society and the preservation of the Casa Romantica, the city founder's home on the bluff.

Loretta Berner, who was a founder of the Historical Society of Long Beach, died here at the age of 97. She was instrumental in creating the volunteer docent programs at Rancho Los Cerritos and Rancho Los Alamitos. She wrote *A Step Back in Time* and edited *Shades of the Past*, published by the Historical Society of Long Beach.

Loretta collaborated on many other books and articles as well. She came to Long Beach in 1913 and lived in a farm house near Jotham Bixby's bean fields. She began her writing career in 1921 with a story about a faithful dog in *The Daily Telegram*.

Hazel Ellis died on March 18 in Wichita, Kansas at the age of 92. She was the chair of the Long Beach Heritage mailing committee for a number of years. The mailings were always efficient and on time under her leadership. A graduate of U.C.L.A., Hazel worked at Long Beach City College for 20 years and volunteered at the campus for another 20 years.

We will always remember these three preservationists for their enthusiasm, dedication, and willingness to serve worthy causes.

Get Ready For Music at the Bembridge House

The Bembridge Homesite Committee is delighted to make the following announcement: There will be music—once again—at the Historic Bembridge House on Friday, May 18th at 7:00 pm.

Join us for an evening of chamber music, a historic tour, and champagne reception.

Seating is limited; for reservations call (562) 493-7019. $50 tax deductible donation. Proceeds to benefit the piano fund.

Our committee has been at work establishing ties with our public schools and colleges, as well as Long Beach Symphony, Long Beach Opera, Music Teachers Association and other cultural organizations, to reinstate the Bembridge House as a house of music and community cultural center. Once the Steinway pianos (now badly in need of repair) are up to performing standards again, we are on our way! Your presence and your support at this elegant cultural event will bring us that much closer to realizing our dream. Call early for tickets.

What's up at the Bembridge Homesite

The driveway at the Bembridge house has been completed and looks wonderful. The carriage house is in the last phase of restoration and it will soon be painted and the windows will be rehabilitated.

The roses that Linda Renner planted are lovely and are blooming profusely. Three pieces of furniture are in the process of being upholstered under the guidance of Catherine Morley and Stan Poe.

We are so pleased to have twelve wonderful docents in training. Claudine Burnett and Carol Ann Smith are working with the group so they will be ready to take third grade children on tours soon.

The May Day program on April 28 will be a great day for families.

Bembridge Carriage House

Members of Long Beach Heritage: this is your house! Please support our activities. Send donations, and volunteer at The Bembridge Heritage Homesite. Thanks to all who have already made contributions.

Kit House cont'd from page 4

How to tell if your home is a Sears Kit Home:

Every piece of framing lumber was numbered at the factory for assembly at the construction site. Look for framing numbers and the Sears logo on the beams in your attic and under the house. Also, the Sears logo may be seen on doorknobs, hinges and miscellaneous hardware. Check inside built-in cabinets, cupboards and drawers for numbers as well. Look in the eaves in the attic. Sometimes building plans and the instruction book have been tucked away. Check with your neighbors. As Sears homes were often built in groups their home may be a kit house or they may know of others in the neighborhood. Check at the County Tax Assessors office and building records at City Hall. It is possible to locate old copies of catalogs with illustrations of designs to identify your home.

If you think your home could be a kit house more information is available on line through sources such as : www.oldhouseweb.com, Also, there are many books available on the subject. " The Houses That Sears Built: Everything You Ever Wanted To Know About Sears Catalog Homes" by Rosemary Thornton and "Houses By Mail" by Katherine Cole are good resources to start on your detective search adventure.

Windows—An Open and Shut Case

By: Catherine Morley
Preprinted by permission from the Bluff Heights Neighborhood Association Newsletter

When planning to remodel or restore an older home there are many issues to address.

Questions as to what to do with deteriorating wooden windows are often a major subject for discussion and decision. Whether the home is a California Bungalow, Spanish Revival, Tudor Revival, Victorian, or Neo-Traditional, the original windows are a key architectural detail and help to define its visual character.

Older homes often have many windows as they provided needed light, in the days before the extensive use of electricity. Also, window placement was designed to allow ocean breezes for natural air conditioning. Windows in a Bungalow are an important feature rooted in the philosophy of the Arts and Crafts movement of the early twentieth century. Harmony with nature was a primary focus in Bungalow design and extensive windows brought the outdoors into the house. The predominant window styles are either double hung, many with distinctive mullion patterns or casement windows opening with on hinges on the side.

Historic Designated Neighborhoods under the ordinance of the City of Long Beach are regulated by the Secretary of the Interior's Guidelines for Historic Properties in the State of California. These guidelines specify that the same materials as the original ones should be used for restoration when ever possible. Whenever any exterior renovation is done on a home the City of Long Beach, the Cultural Heritage Commission and/or the Preservation Officer must approve it. Replacing existing wood framed windows with picture, sliding aluminum, or vinyl windows, is not considered appropriate for historic properties. As well, enlarging or reducing openings or changing the shape of the window should be avoided. If a window has been altered with an inappropriate style and a remodel is performed, it should be restored to its original material.

A wood window does require maintenance. At best you can expect a good paint job to last 10 – 15 years. If your windows are not operable think about replacing the sash chains, lubricating the pulleys, and installing weather stripping. This can be done for approximately $120 –150 per window or less if you do it yourself.

The use of vinyl windows as replacements for the original wooden ones totally changes the character of a house. Homeowners choose them because they think they are less expensive than restoring or replacing the original wood. Studies show, however, that the typical life span of a vinyl replacement window is approximately 10-15 years. In fact, investing in wood frames which suit the homes original style will last longer, increase resale value and keep the historical integrity of the home.

Terra Incognita Depicts Landscape

"West Gateway" by Sarah Arnold.

Sarah Arnold, a long time member of Long Beach Heritage and a recipient of the Volunteer of the Year award, is one of four artists whose paintings are displayed in an exhibition at the California State University Dominguez Hills Art Gallery. Titled "Terra Incognita," the exhibit consists of contemporary landscapes. Sarah's plein air works portray scenes in Long Beach and Echo Park. The opening reception is April 4 from 5:00 to 7:00 p.m. and the exhibit continues through April 25. The campus is located at 1000 East Victoria Street in Carson. Visitor parking permits may be purchased for $3.00 at the yellow dispensing machine in Lot 6 (behind LaCorte Hall where the gallery is located).

Hollywood Bowl Trip Set For July 28

Flash! Mark your calendars now to attend our 9th Annual Evening at Casa Alegre and the Hollywood Bowl on Saturday, July 28th.

Last year it was a sellout with a waiting list. Reservations are already coming in so we suggest you call today and book so as not to miss out. Tickets are $90 per person for members and $95 for non-members. This includes transportation by chartered bus from Long Beach, a sumptuous dinner with open bar, tour of the multi-level Spanish home built in 1924 and padded seats at the Bowl. Of course, the finale will be the spectacular fireworks display.

So join LB Heritage and our hosts Rick Hobbs and Brad Seeley for a wonderful social not to be missed. See you there!

This years Bowl date will be a memorable evening with the soulful and 7 time Grammy-winner, Gladys Knight who along with the L.A. Philharmonic Orchestra, will perform many of her classic hits.

Belmont Heights Spurred to Action Over Increase in Tear-Downs

The National Trust for Historic Preservation calls it "an alarming epidemic." A quick search on the Internet produces scores of articles about it. Neighbors stand on street corners, metaphorically wringing their hands about its impact on their community. What is "it"? Tear Downs.

With ballooning real estate prices nearing the popping range, developers and some home owners have scoped out older homes in established neighborhoods where the existing square footage can be maximized by rebuilding a new "lot-to-lot" structure.

This scenario is being played out all over Long Beach. In Belmont Heights, the residents decided they had better convene to discuss the future of their neighborhood before there isn't much neighborhood left to discuss.

Concerned by a near-500% increase in demolitions and major remodels since 2005, at least 100 people packed the auditorium of Fremont Elementary School on February 28, 2007. The Heights Preservation Committee began the Public Forum with an introduction of the committee members: Co-Chairs Marc Coleman and Maureen Neeley, Members Bette McKinney, Dianne Sundstrom, Paul Murname, Marky Morel, Grace Parris, Craig Starnes, and Elizabeth Lambe.

The Committee presented a snapshot of data:

- Since the year 2000, about 3 homes per year were greatly remodeled or rebuilt. In the first two months of 2007, 9 homes were either totally gone or down to the studs.
- The vast majority of the homes affected were built before 1930.
- A power point presentation showed the effect these remodeled/rebuilt homes have on the streetscape and context of the neighborhood.

Seven impacts of "mansionization" were discussed, based on data compiled from sources such as the *Wall Street Journal*, *Business Week* and the National Trust for Historic Preservation.

Initially, the large-scale new homes pull up prices of existing properties, but once the real estate market corrects, these homes denigrate the entire neighborhood because the lasting economic value of the whole community has been reduced by the reduction in charm and livability.

Speculators see the opportunity for a large return on their investments and create homes that are designed for quick resale rather than for neighborhood compatibility. Mixed-income communities can become homogeneous, upper-class enclaves—single people, older couples, young families and renters are priced out of the neighborhood.

Older, well-preserved homes, including small ones, maintain a strong market appeal of their own. Architectural detailing, high-quality materials, craftsmanship, a historic past and charm still matter to many buyers looking for homes. Once these homes are gone, they cannot be replaced.

Out-of-scale homes break the established building patterns of the area. Livability is eroded in surrounding and adjacent houses (yards become shaded, air circulation is reduced, noise can become "tunneled," views are degraded). New houses with orientation toward the automobile reduce neighborhood socializing.

Third District Councilman, Gary DeLong, then encouraged the community to study this issue and he offered his support for any recommended actions. Angela Reynolds, Advance Planner for the city, spoke about the current permit and zoning process. It became quite clear that there are very few controls on demolitions in non-historic designated neighborhoods.

A consensus was reached based on the majority of the audience who spoke and the 70 surveys collected: Belmont Heights needs some type of special zoning that will allow for controlled growth and preservation of the character of the neighborhood. To that end, the BHCA sub-committee is exploring various ordinances and zoning overlay options with the city staff. A plan of action will be presented at the April 11th BHCA meeting.

2007 Awards Benefit a Huge Success!

The Long Beach Heritage 2007 Awards Banquet was a wonderful evening, spotlighting the 2007 Long Beach Heritage Preservation Award Winners. Maureen Neeley was named Preservationist of the Year. Other awards went to Mikle Norton and Chris Myint for the restoration of their Arts and Crafts style residence and to the Rose Towers, lovingly restored by a dedicated group of residents.

In the Grand Salon aboard the Queen Mary, 200 guests generated over $5,000 at the Silent Auction, benefiting Long Beach Heritage. The auction was run by Bobbi Burket and included:L A Clippers VIP tickets, a Disneyland Club 33 package, framed cityscape photographs taken by J. Christopher Launi, and antique objets d'art.

With partial underwriting from the Queen Mary, Joseph Prevatil and Howard Bell, the dinner consisted of a lovely fillet duet accompanied by wine and completed by the Queen Mary signature Chocolate Decadence Cake.It was a lovely evening, recognizing the contributions of the 2007 Award Winners, furthering the work Long Beach Heritage, preservation of our architectural past.

Dan Roberts, Maureen Neely and Stan Poe at the 2007 Awards Benefit.

Photo by Chris Launi

Long Beach Art Deco 101

John Thomas
Co-Author of Long Beach Art Deco

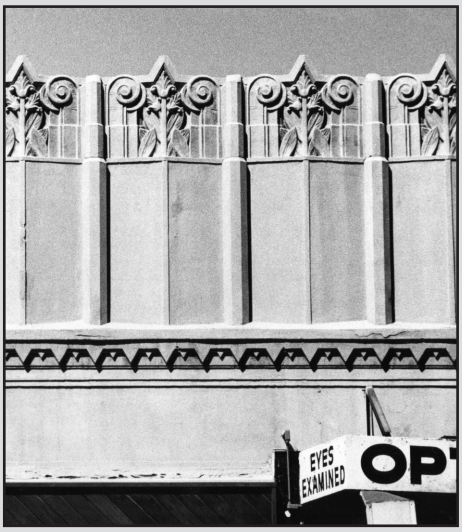
The term "Art Deco" designates a popular style during the 1920s and 30s, but was not actually coined until the late 1960s.

The 1925 Paris Exposition International des Arts Decoratifs et Industriels Modernes launched the new decorative elements in architecture.The discovery of King Tut's Tomb in 1922 also opened the door for the use of bold colors, chevrons and zig-zags. The Art Deco style immediately appealed to designers in America in the "roaring 20s."

Today we see it as a symbol of decadence and extravagance, qualities their generation embraced. Architecture, jewelry, the movie industry and fashion were all heavily influenced by the "new" style.

Because of the unique factors that shaped the history of Long Beach, the city has many commercial buildings from the 1920s and 1930s.

The Zigzag Moderne was the style that grew out of the 1925 Paris Exposition and it can still be seen in buildings in downtown Long Beach. Large or small, many of the buildings have decorative towers and setbacks, ornamented with motifs and reliefs of the period.



Krempel and Erkes architects. Bank of Italy Building, 1930. *Photo by Louise Ivers*

Another factor that shaped Long Beach architecture was the 1933 earthquake. The Streamline Moderne of the 30s featured sleekly simplified lines and nautical styling influenced by steamships.

Many buildings in our city once had Streamlined Moderne façades added to their brick walls after the earthquake. In many cases, only the front of the building crumbled when the earthquake hit, leaving the sides and rear intact and the façade ripe for "modernization."

Long Beach Navy Memorial Heritage Association 2006-07 Grant Announcements

The Long Beach Navy Memorial Heritage Association (LBNMHA), a non-profit 501(c)(3) organization, was incorporated in 1998 as a funding source for historic preservation projects within the City of Long Beach.

The LBNMHA endowment resulted from a mitigation agreement with the Port of Long Beach, following the Port's acquisition and demolition of the Roosevelt Base Historic District at the former Long Beach Naval Station. The intent of the mitigation agreement was to lessen the impact on the community caused by the destruction of this World War II Era campus of buildings, designed by Paul Revere Williams.

Under the terms of that agreement, the trustees utilize the endowment to foster and support the identification, stabilization, restoration, and interpretation of historic resources, sites, and archival documentation within the municipal boundaries of the City of Long Beach.

The following grants will be awarded at a ceremony on April 19th at the historic Bembridge House in Drake Park. It is with great pleasure that the LBNMHA announces funding for the following projects:

- $25,000 to be awarded to Rose Towers (c. 1928) for Phase II of their exterior restoration project.
- $50,000 to be awarded to St. John Missionary Baptist Church (c. 1923) for the stabilization, resealing and reframing of one historic stained glass window.
- $47,175 to be awarded to Rancho Los Alamitos for the restoration of the 1921 Olmsted designed Jacaranda Walk Pergola.
- $30,000 to be awarded to Long Beach Heritage Coalition for Phase II of the exterior restoration project of the Bembridge House (c. 1906).

Our congratulations to all of the LBNMHA grant awardees!

LONG BEACH HERITAGE

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CALENDAR OF EVENTS

April 23	LBH Executive Committee
April 28	May Day at Bembridge House
May 3-6	California Preservation Foundation Conference
May 18	Bembridge House Concert
May 21	LBH Board
June 3	Great Homes Tour
June 25	LBH Executive Committee
July 23	LBH Board
July 28	Hollywood Bowl

Long Beach Heritage
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LBH Membership

Long Beach Heritage is a non-profit education and advocacy group promoting public knowledge and preservation of significant historic and architectural resources, neighborhoods and the cultural heritage of Long Beach. Dues are due on May 1st each year

Name _____

Address _____

City _____ Zip _____

Telephone _____

❑ Call me with information on how I can participate in LBH as a volunteer

❑ Heritage Friend	$ 45
❑ Heritage Student/Senior	$ 30
❑ Heritage Household	$ 75
❑ Heritage Preservationist	$100
❑ Heritage Contributor	$250
❑ Heritage Patron	$500
❑ New member _____	

Make your check payable to:
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