



2012 Long Beach Heritage Awards Benefit

By Louise Ivers

The Annual Awards Benefit will be held on February 23, 2012 at the historic streamlined ship, the Queen Mary, and this event is our most important fund raiser, so we hope that everyone who reads this article will attend it. This year we will be giving out ten well deserved awards in various categories. A delicious dinner will be accompanied by a fascinating visual presentation that will display the people, buildings, and artifacts which are receiving awards.



John Thomas

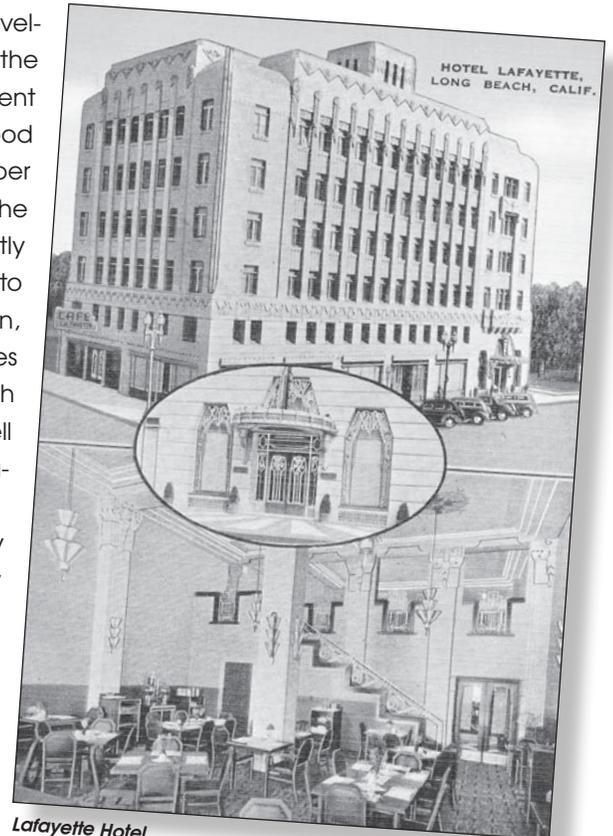
John Thomas is the Preservationist of the Year. Since he moved to Long Beach in 1997, John has become involved in historic preservation of all kinds. He joined Long Beach Heritage and soon advanced to Vice President for Advocacy and then President of the group. He was instrumental in coaxing the city officials to adopt the Historic Preservation Element into the General Plan and more recently pushed the passage of the Adaptive Reuse Ordinance. Now buildings over fifty years old that could be thoughtlessly demolished by developers will be red flagged by planners for possible projects that might save them.

John is involved in many civic organizations not only in Long Beach, but also in Los Angeles. It is truly amazing that he finds time to be on so many boards and still hold down a job with the city of Rancho Cucamonga. He is

chair of the Long Beach Redevelopment Agency, President of the Art Deco Society, and President of the Bluff Heights Neighborhood Association. He was a member of the board of directors of the Historical Society until recently and serves as a consultant to the Queen Mary. In addition, John co-authored an Images of America book, Long Beach Art Deco, with Suzanne Tarbell Cooper and J. Christopher Lanni in 2006.

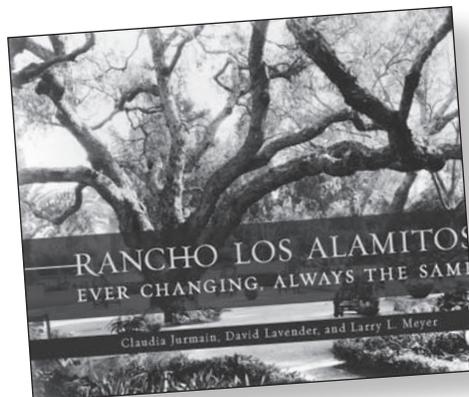
John gives unstintingly of his time to many worthy causes. He volunteers to lead tours of Art Deco buildings in downtown Long Beach to raise funds for LBH. He also has a fabulous collection of Art Deco pieces displayed in his home, which is always open for meetings for the various organizations to which he belongs. John has contributed a great deal to historic preservation in our city.

The Lafayette Home Owners Association will receive a rehabilitation award for repainting the exterior of this



Lafayette Hotel

historic Art Deco hotel built in 1928–29 at 140 Linden Avenue. It was designed by the noted Long Beach architectural firm of Cecil and Arthur Schilling and contains many decorative details that are now highlighted by the contrasting paint colors. These include stylized relief figures over the main entrance reminiscent of Michelangelo's famous Night and Day on the Tomb of Giuliano de' Medici in Florence. Above these figures on a balcony is a ram's head with hanging garlands which was inspired by a picture in a book owned by Cecil Schilling, La sculpture decorative a l'Exposition des Arts Decoratifs de 1925. This book was published in conjunction with the now famous Paris Exposit-



Rancho los Alamitos book cover

(Continued on page 6)



Message from the President

By Melinda Roney

Much happened in 2011. Many thanks to Wendy Harn, Maureen Neeley and Nancy Latimer for all of their hard work in bringing together a workable solution for submitting additional structures to the Jones and Stokes Report for the Downtown Plan historic preservation. It now is a flexible plan that will allow the addition of more properties in the future. Wendy and Maureen coordinated a group of 14 volunteers from various Historical Districts. They in turn "took to the streets" and visually viewed and photographed each property. Each volunteer surveyed approximately 25 properties. At the present time, the Downtown Plan is on hold for other reasons than the historical preservation element.

After a great deal of hard work and time, John Thomas presented an Adaptive Reuse Program to the Long Beach City Council. It was passed unanimously and requests that the City Manager develop an adaptive reuse incentive program and ordinance that recognizes the economic, environmental and cultural value of preserving older and/or historic landmark buildings in consultation with the Cultural Heritage Commission, Planning Commission and the historic community.

Wendy Harn, Dave Waller and Karen Highberger have developed an on going program to coordinate communication between the various Historic Districts. They have already had 2 meetings. They are working on a meeting for early 2012.

Recently, Mary Kay Nottage was driving by the former Ray Vines Chrysler dealership at Lakewood and Willow. This structure has been deemed appropriate for adaptive reuse. There were bulldozers and the situation did not look good. She called Louise Ivers who immediately went out to view the situation. After several trips to site, Louise reported that the "folded roof" was okay and all demolition appeared to be within the boundaries of the project approved by the Planning Commission. The most important lesson to be learned is that all of us are responsible for preservation of our Historic Properties. This definitely extends to your own Historic District. When you observe questionable construction within your neighborhood, contact your local Neighborhood Association President and/or Development Services.

I wish each and every one of you a Happy and Healthy New Year.

S A V E T H E D A T E !

Step back in time and enjoy celebrating the opening of

PEPPERTREE COURT

at the historic Bembridge House with a **Great Gatsby Garden Party**

April 22, 2012 2:00 – 6:00

Preservation Awards Benefit — Silent Auction Update

The Long Beach Heritage Annual Preservation Awards Benefit will be here before you know it. We are starting to receive donations of items which will be offered at the silent auction during the event. Some of the items you can look forward to bidding on include dinner for eight at the Seeley-Hobbs home at the Galaxy Towers, Park Hopper Passes for Disneyland and California Adventure, a Duffy boat cruise complete with wine and appetizers, a day of bridge for eight including lunch at our own Bembridge House, a great gift basket full of goodies and a gift certificate from Sasha's Design, a day at Santa Anita Racetrack including a private tour of the stable area, a cruise on a 33' power boat complete with wine and appetizers, brunch for fifteen at the Bembridge House, luncheon in the Secret Garden and a private tour for four at Rancho los Alamitos. We have also received several beautiful antique items including a silver plated 4-piece tea set, a Victorian "stick and ball oak table circa 1890 and a Juno Lamp which came from the Northwoods Inn circa 1890 to

1910. Be sure to arrive early at the event and get your bids in.

As you can see we have made a great start but we need your help to make the auction even better. This is an opportunity for you to show your support of Long Beach Heritage and to help us to meet our fundraising goals for 2012. This is our major fundraising event of the year and the proceeds support our mission to provide educational and community programs about preservation and support the Bembridge House, a local landmark which is listed in the National and State Registries of Historic Places.

Donating to the silent auction is a great way to help Long Beach Heritage. All donors' names will be included in the display boards which show the description of each item. Event attendees can easily read the names of the companies and individuals who have donated to the Auction and we will encourage people to patronize those establishments. What great publicity! Help Long Beach Heritage and promote your own company, your favorite hair salon, or your fa-

vorite restaurants at the same time.

It is with community support such as yours, and with the countless hours and commitment of our many volunteers, that we are able to raise public awareness of the architectural and historic significance of our unique city and its diverse neighborhoods.

Donations to the auction are most often in the form of a gift certificate to a store, a restaurant, or an activity of some sort but also might be concert, theater or movie tickets, a week-end get way, a week at a time-share, or an offer of professional services. We also welcome small antique and other items. Use your imagination; think about what you would bid on. We are hoping to make our 2012 Silent Auction better than ever and we need your help to do that. We hope that you will help advance our preservation efforts by providing a contribution that we may include in our auction.

For more information or to request donor forms, please send an email to LBHAuction@aol.com or call Mary Ellen Mitchell at (626) 353-5765.

What's Up at the Bembridge Heritage Homesite

By Charlotte Mitchell

As you will be well into the year 2012 when you receive this newsletter, we at the Bembridge House would like to wish you a Happy New Year. As you may know, this article is written in November so I can't offer you hot off the press news, but I can let you know how we have been occupying ourselves.

We have been very busy planning the fifth Victorian Christmas. This year the theme is Yuletide Traditions and the rooms are decorated with this in mind. Inside and out the house looks beautiful! I think these decorations are

the prettiest we have ever had. On December 27 we will have a "Thank You" dinner for all the volunteers who helped with the Bembridge House events during the year. It is fun for the volunteers of the various Historical Districts to see all the rooms decorated and to visit with each other. All volunteers, even those who are not members, can appreciate the importance of preservation when they see the Bembridge House in all its glory.

The upstairs back bathroom and the sewing room ceiling have been painted and the windows in the sun-

room have been repaired. The sunroom will be cleaned and painted after the first of the year. This work is made possible by a grant from the Long Beach Navy Memorial Heritage Association.

Even though this is not the best time for roses, our garden still looks beautiful due to the hard work of the garden committee. We have many people taking tours of the house and gardens led by our wonderful docents.

Happy New Year to you and don't forget to bring your friends for a tour of the house.



By Wendy Harn

Consistent progress has been made on Long Beach Heritage initiatives. The core work continues to be handled by Advocacy Liaisons Dave Waller and Karen Highberger. Fortunately, John Thomas and Maureen Neeley have also continued work on issues they've championed, as previous Board members and for this I am very grateful.

The Downtown Plan

The Planning Commission approved the Downtown Plan at their November 10 meeting. The approval process has definitely been a learning experience for me. Although LBH supported approval, we are continuing to research properties in the Downtown Plan area, as there are many properties we believe deserve a more thorough review. This continuing review has the approval of city staff, as noted in the following email excerpt from Steve Gerhardt, AICP Senior Planner, Long Beach Development Services, Planning Bureau:

"...staff is not recommending including any single family dwellings or civic/public buildings. The 8 we did add in the Final EIR are multiple family residential, commercial or mixed use structures. We expect that the conversation about including additional properties will continue as LB Heritage research continues.

The HPE lists designated historic structures (local and State/National register), but not potentially eligible structures. As you know, local landmarks are designated through the Municipal

Code, Title 16.52, and are included via ordinance. The City has no approval authority over State/National designation, but often participate in that effort, as was done on the Richard Neutra-designed Hafley House earlier this year.

In the event of any sort of conflict, if a property is "suspected" of being historic in any planning document or otherwise meets the eligibility requirements of age and/or intrinsic historic value, CEQA requires that it be considered historic until proven otherwise. One of the primary purposes of the Jones and Stokes survey for the Downtown Plan was to determine which properties are considered historic and worthy of local designation or adaptive reuse in the Downtown Plan (Table 4.3-3 as amended), and which no longer are considered historic.

The Downtown Plan will be the definitive document for eligible structures in the project area. We will continue to amend and update the list of historic properties as necessary through administration of the Downtown Plan in the coming decades."

To this end Maureen Neeley and I have recently formed a survey army, enlisting the help of several volunteers who were provided with research basics and then sent to the streets to survey specific properties. I feel strongly that LBH partner with City staff in identifying and classifying properties for consideration.

Historic District Coalition

Dave Waller and Karen Highberger are continuing to work on strengthening the Historic District Coalition. They have met with officers of several Historic Districts to identify each district's needs. One goal is to develop an ongoing communications infrastructure between the LBH and the Historic Districts.

LBH is committed to reactivating the Mills Act and with assisting with Historic District code enforcement issues.

Adaptive Reuse Ordinance Approved

John Thomas successfully championed the development of the Adaptive Reuse Ordinance on behalf of LBH. The City Council approved this ordinance at their October 10, 2011 meeting. This is a significant component of the Historic Preservation Element. Great job, John!

Here is the specific agenda wording:

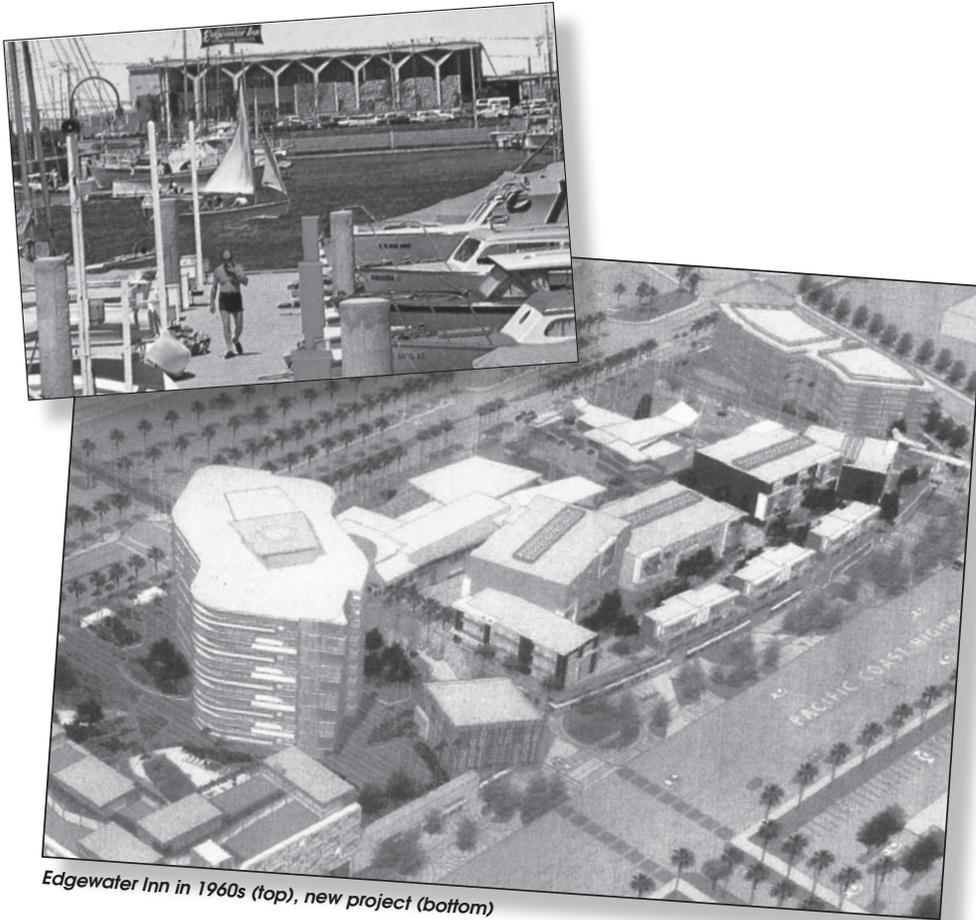
"Recommendation to request City Manager to develop an adaptive reuse incentive program and ordinance that recognizes the economic, environmental and cultural value of preserving older and/or historic landmark buildings in consultation with the Cultural Heritage Commission, the Planning Commission and the historic preservation community.

Request that the program include, but not be limited to, the following elements drawing on adaptive reuse ordinances in Los Angeles, Santa Monica and Pasadena:

- A fair, clear and predictable approval process that stresses collaboration between the various approval entities including building, Fire, planning and Public Works.
- Regulatory changes to provide incentives for adaptive reuse, including the potential for density, corridors/neighborhoods of focus, by-right and parking waivers.
- Flexibility in building and fire codes that mandate health and safety protections while ensuring that requirements do not render projects infeasible
- Application of the historic building code as appropriate.
- Develop a handbook and online resource describing the program to potential developers.

If you want to enlist in the survey army or wish to assist with any Advocacy issues, please email WendyHarn@msn.com. Happy Holidays!

The 2nd + PCH Project



Edgewater Inn in 1960s (top), new project (bottom)

By Louise Ivers

On November 17 the Long Beach Planning Commission in a close vote of four to three approved the site plan review, standards variance, and tentative subdivision map for a huge new project at 6400 East Pacific Coast Highway facing the marina. Seaport Marina LLC/ David Malmuth Development of Del Mar is the applicant, which plans to completely demolish the distinctive Seaport Marina Hotel, originally called the Edgewater Inn. Roy Anthony Sealey (born 1917) designed the Edgewater Inn, built between 1961 and 1963 in a signature Mid-Century Modern style with Y-shaped piers, folded roofs, and decorative concrete block screens. Sealey was one of the few renowned African-American architects in twentieth century California and the Long

Beach hotel was a major example of his work. This \$3,000,000 building was the site of numerous social gatherings and conventions in the sixties and seventies. Entertainers, such as Louis Armstrong, performed in the cocktail lounge. It was totally air conditioned; featured private patios or balconies fronting each suite; provided televisions and radios in every room; and had three restaurants, a coffee shop that was open twenty-four hours, and meeting rooms that seated 1,500 people. Although this former jewel at the southern entrance to Long Beach has fallen into disrepair, parts of it can be restored to their original appearance and be adaptively reused. Unfortunately this possibility is not addressed at all in the developer's proposal.

The latest version of the 2nd + PCH project is somewhat scaled down from

the first version, but it still contains 275 dwelling units in a twelve story tower located in the vicinity of the portion of the Seaport Marina Hotel with the character defining elements (mentioned above) that should be saved and adaptively reused. Development Services staff recommended that the tallest structure should have hotel rooms, not condominiums. Malmuth Development's new project places the 100 room hotel in a six story structure at the other end of the site. Shops and restaurants will be opened in lower buildings facing Pacific Coast Highway and 1,400 parking spaces will be provided for residents and customers, a rather low amount for a mixed use project of this size. The residential skyscraper will undoubtedly block the view of the marina for those who reside in nearby Marina Pacifica and the development in general will certainly cause a greater amount of traffic congestion at an already busy corner.

In order for Malmuth to build this project an exception to the SEADIP (South East Area Development and Improvement Plan) land use plan, that presently forbids skyscrapers in the area where 2nd + PCH is located, must be approved. The City Council must okay a local coastal development permit for the proposed project and if permission is given by this body, opponents have threatened to appeal it to the California Coastal Commission. Critics of the plan state as well that it would have a negative impact on the Los Cerritos Wetlands, which are home to various endangered species of animals. It is this author's opinion that a lower density project which adaptively reuses the signature elements of the present Seaport Marina Hotel would be more palatable to most residents of Long Beach.

2012 Long Beach Heritage Awards Benefit

(Continued from page 1)



(L-R) Bouma house, Leaver house, Palace Hotel



(L-R) Saunders house, Gibbs Studio, California Heights Lamppost

tion that popularized the Art Deco style worldwide. Schilling and Schilling's Hancock Motors of 1928 on East Anaheim Street was the first building of this style in Long Beach and the Lafayette Hotel was the most lavish one.

Claudia Jurmain will get a cultural resource award for her new book, *Rancho los Alamitos—Ever Changing, Always the Same*. This book specifically details the history of the Rancho and the various people who lived there, from the Native American Povuu'nga tribe to the Spanish pioneers and, of course, the Bixby family. It is based on archival resources, such as a Gold Rush diary, John Bixby's letters, and nineteenth century ledgers that reveal a multi-cultural group of workers and ranchers. Although it is based on scholarly research, this book presents the evolution of Rancho los Alamitos in a readable format that is accessible to the layman. It is also well illustrated with numerous historic photographs.

Craig and Christine Bouma will receive a restoration award for their Spanish Revival home at 901 East 37th Street. It was designed by local architect James R. Friend in 1936 and the Boumas have preserved not only the exterior, but also the interior of this lovely home. The arcaded porch, pierced ventilator

screen, asymmetrically placed chimney and red tile roof are typical characteristics of the picturesque Spanish style popular in the twenties and thirties in southern California. Craig and Christine even salvaged furniture that belonged to the original owners.

LINC Housing refurbished a neglected brick hotel at 2640 East Anaheim Street and will receive an award for the adaptive reuse of this building. Constructed in 1929, the Palace Hotel is a two story commercial building that had stores on the first floor and rooms for rent above. It has a stepped parapet accentuated by a white glazed brick coping. String courses and geometric decorative details of this same material have been cleaned and preserved. The hotel rooms have been converted into fourteen efficiency apartments for emancipated foster youth to help them transition into the workforce.

Todd and Ranae Saunders will receive an award for the meticulous restoration of their house at 420 Winslow Avenue. It is a Mid-Century Modern dwelling built in 1958-59 for Dr. John Gibson and was designed by George R. Moore. Although the home had been "remuddled," Todd and Ranae returned it to its original condition both inside and out. For example, the fire-

place and hearth were sand-blasted to reveal their block construction, the sliding glass doors were repaired, and the handles were replaced with period appropriate hardware. Typical of the Modern style, the Saunders home has an open plan, a flat cantilevered roof, and aluminum-framed windows.

Matt and Krysta Leaver will also receive a restoration award for their mid-century ranch style home at 3257 Karen Avenue. Located in the area of Long Beach called "the Cliff May Ranchos," this house is a well preserved example of the modest structures designed by Cliff May and his partner, Chris Choate, in 1953-54. When the Leavers moved into their residence, most of the character defining elements were obscured by drywall and paint. They carefully removed all of these extraneous surfaces to reveal the original wooden siding, cathedral ceilings, and brick fireplace. Matt and Krysta spent many years working to preserve the original character of their house.

The C. Hugh Gibbs firm will get an award for their significant architectural contribution to Long Beach. Gibbs came to the city as a child during World War I and graduated from USC in 1930. His first partner was Glenn E. Miller and they planned many dwellings in Country Club Manor and Bixby Knolls. Soon Hugh opened his own office in Long Beach and in the mid-1940s began to design large housing tracts such as Biltmore Homes at Atlantic Avenue and Artesia Street. In 1946 he designed the Bixby Park Clubhouse and was appointed architect of Veterans Stadium in 1947. Hugh Gibbs was named master architect for the campus of Long Beach State College, erected temporary structures at the site on East Seventh Street, and designed some of the first buildings

for the college in the 1950s. He died in 1990 at the age of 82.

Hugh's son Don was born in 1934 and, following in his father's footsteps, graduated from USC in 1957. He designed the present Gibbs & Gibbs office building at 3575 Long Beach Boulevard in 1963 in a signature Modern style influenced by the Bauhaus. Other notable Modern structures by the firm during this period were the demolished Long Beach Naval Hospital, Memorial Medical Center, John Brown Tower, Galaxy Tower, and Portofino apartments. Don also planned the distinctively shaped Pyramid Sports Complex at CSULB.

Don's son Kurt became an architect as well after graduating from USC and was the third generation of the family to join Gibbs & Gibbs. He designed the Carpenter Center and Dance Department Complex at CSULB. The firm also joined with other local architects in a group called Allied Architects to produce the Long Beach City Hall, Main Library, and Terrace Theatre in the 1970s. In addition, Hugh and Don Gibbs worked with Kenneth Wing Senior and Junior on the California Veterans Memorial State Office Building. The firm was active in our city for over 60 years and produced a number of landmark structures.

The Long Beach Symphony will receive a heritage award for performing concerts in historic sites in Long Beach. Their first concert was at the Madison Restaurant, formerly the Security Pacific Bank by Curlett & Beelman of Los Angeles built in 1923–25. The second one was at the Cooper Arms, also designed by Curlett & Beelman in 1923–24. Both of these structures are early height limit skyscrapers with classical revival details. On February 5, 2012 the Symphony members will have a third performance at the Belmont Heights United Methodist Church of 1923. The award celebrates bringing music and architecture together for the benefit of local citizens.

The California Heights Neighborhood Association will get a contextual infill award for their lamppost project that has been going on since 1999. The group has restored 136 twenties-era lampposts in their historic district to complement the well kept period homes. The lampposts had fallen into disrepair and parts of them had disappeared, so the neighborhood association raised funds from their annual home tour to replicate the damaged pieces. They also solicited donations from individual property owners, got help from

Long Beach Heritage, and received grants from the Long Beach Navy Memorial Heritage Association.

We have a distinguished roster of awardees as well as many diverse types of awards this year. The event will not only have an interesting program, but it will be accompanied by a silent auction of desirable gift certificates and antique items. The banquet will feature the usual scrumptious victuals at the beautifully decorated Queen Mary Salon where guests can gaze at the inlaid wood paneling and other artworks. See you there!

General Meeting at the Art Deco Lafayette Hotel

Don't miss this one! The next Long Beach Heritage General Meeting will be Sunday, Jan. 22, 2012 at the Lafayette from 2:00 to 4:00. The Lafayette is located at 140 Linden Ave. between Broadway and First St. in the East Village district of downtown Long Beach. The meeting will be held in the large mezzanine near the lobby.



*Lafayette Hotel dining room
(photograph courtesy of Joseph Musil)*

After a short business meeting, John Thomas will be the guest speaker. Our former president, John is co-author of Long Beach Art Deco and the current president of the Art Deco Society of Los Angeles. His presentation will include the history of the Lafayette Hotel, its designers, and the Art Deco influences, accompanied by photos and artifacts.

The Hotel Lafayette opened in October 1929. Local architect and engineer Cecil and Arthur Schilling were followers of the "new" Art Deco style. The stunning façade of the building – in his book, John calls it a "Deco masterpiece" — and the beautiful lobby have to be seen to be fully appreciated! Originally a hotel and then residential apartments, the building now



*Lafayette Hotel coffee shop
(photograph courtesy of Joseph Musil)*

is home to condominium owners. The Lafayette is a Long Beach Landmark. The Lafayette Museum will also be open for viewing, before or after the meeting.

There is no charge for the meeting for members or guests, but reservations are necessary. Call the Long Beach Heritage Office at (562) 493-7019 to RSVP. Street parking may be available or there are paid city and commercial parking lots nearby.

Calendar

- December 27 Volunteer Party
at Bembridge House
- January 22 General Meeting
at Lafayette
- January 23 LBH Board
- February 23 Awards Benefit
- February 27 LBH Executive Committee
- March 26 LBH Board
- April 22 Great Gatsby Party
- Walking tours — January 21, February 18,
March 17 at 9:00 a.m.

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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