



# HISTORIC CAR DEALERS OF LONG BEACH

*By Louise Ivers*

Automobile dealers in our city were traditionally clustered on American Avenue (now Long Beach Boulevard) near Anaheim Street and Pacific Coast Highway and on Anaheim Street west of Atlantic Avenue. A few of these notable structures still survive on Anaheim and have landmark designations, but others are endangered by a new plan to rid Long Beach Boulevard of all businesses related to cars and replace them with high rise apartments near the Blue Line stations. The original Packard dealership on Anaheim Street was designed by Watson L. Hawk in 1926 and has a classical arcade supported by Corinthian columns. Also on Anaheim Street, Hancock Motors, which sold Hupmobiles, was the first example of the highly ornamented Art Deco style in the city by Cecil and Arthur Schilling in 1928. Packard Motors moved to American Avenue in 1945 in a Streamline Moderne building designed by Hugh R. Davies, which has a convex façade and large curved sign. Campbell Buick constructed a new sales office on American Avenue in 1959 by architect Harold Wildman in the Mid-Century Modern mode, with a projecting roof of stepped geometric shapes.



Packard Motors Anaheim Street



Packard Motors Long Beach Boulevard



Hancock Motors



Campbell Buick

## SAVE THE DATE

Long Beach Heritage invites members and guests to our free annual meeting at the Assistance League at 6220 E. Spring Street on Sunday, July 10 at 2:00 p.m.



ASIAN ART AT THE ASSISTANCE LEAGUE

JoAnn McDonald, a former board member of that worthy organization, will speak about the history of the Assistance League and docents will take the guests on a tour of their outstanding Asian art collection, showcased in the structure.

Free parking is available next to and behind the building, as well as at 6200 E. Spring St.

Please RSVP before July 5 to the LBH office by phone at (562) 493-7019 or email at [preservation@lbheritage.org](mailto:preservation@lbheritage.org)

# City Council recognizes "Preservation Month"

By Cheryl Perry

The month of May is considered "Preservation Month" by the National Trust for Historic Preservation and this year the Long Beach City Council recognized historic preservation in the city. Councilwoman Lena Gonzalez honored Long Beach Heritage, Willmore City Heritage Association and We Are the Next for their preservation work in the first council district.

Along with Preservation Month, many Long Beach residents participated in the national "This Place Matters" campaign to spotlight historic sites that they felt played a role in their lives. The campaign involved taking photos of places that were important to them and sharing them online through social media. The goal of the campaign was to "encourage and inspire an ongoing dialogue about the importance of place and preservation in all of our lives."



PHOTO BY CHRIS HOGAN

This Place Matters - Board Members of LBH in front of a place that matters, the Bembridge House

## Santa Anita Summer Concert July 23

An evening of great scenery and beautiful music is an experience to be treasured. Join Long Beach Heritage friends at Santa Anita racetrack and enjoy dinner and a concert in this historic outdoor setting. This concert is Greatest Hits, showcasing classical music's best alongside a tribute to some of the best of pop music's fallen legends: Prince, David Bowie, Michael Jackson, Queen, Scheherazade, The Mikado and Haydn's Miracle Symphony.

Members and guests at our previous events remember them as wonderful evenings--great dining and no driving! Tickets are limited due to the number of seats on our bus so order soon. Payment must be received by July 18th. Check our website or call the Long Beach Heritage office at 562 493 7019 for more information.

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# Long Beach Heritage Hosts Historic District Leaders Meeting

By Karen Highberger

Long Beach Heritage hosted another meeting with the Historic District Leaders on Saturday, April 2 at the Bembridge House. As with previous meetings, this one was well attended and we had representation from the majority of Historic Districts. Long Beach Heritage set a goal of quarterly (or close to it!) meetings with the Historic Districts to bring together members, concerned citizens from the various districts and Development Services Staff to discuss concerns and issues facing the City's seventeen Historic Districts. Christopher Koontz, AICP, Advance Planning Officer, gave a report and answered questions from the attendees.

The newly implemented Saturday Code Enforcement number, (562)570-0000, is working well. Much of the unpermitted work (which also lacks a Certificate of Appropriateness) happens on the weekends in the Historic Districts. The ability to leave a message on the

number with the address of a property and description of the work that may be in violation is very helpful in preventing the destruction of the historic fabric and character of our neighborhoods. Messages are checked every hour and an inspector can prioritize a site visit. There is follow up during regular business hours by Development Services Staff. During regular business hours, the number to call is (562)570-2633 or you can visit the website at [www.lbcode.org](http://www.lbcode.org).

Another area of concern for residents is misinformation or no information provided by realtors to prospective buyers in Historic Districts. In escrow documents there is a notation of the fact the home is located in a Historic District, but it is very basic information and buyers usually are not given the detail they need in order to make an informed decision. There are limitations to what can be done to a home in a Historic District and many new homeowners are unpleasantly surprised when they learn

the facts. Long Beach Heritage is working on a program to inform local realtors who may be unfamiliar with the ordinances so they can relay the information to their buyers.

Attendees also discussed the importance of social media in promoting preservation and informing residents of activities in their neighborhoods. LBH has offered to disseminate information from the various Districts which do not have their own website via the LBH Facebook page. This will allow them to reach a broader audience to promote events and general information about their neighborhoods.

The meetings are a wonderful vehicle for networking between the various Districts and the increased frequency of the meetings is proving to be very beneficial for building new relationships and problem solving. Thank you to Christopher Koontz and Long Beach Heritage for your ongoing support of the Historic District Leaders meetings.

## An Invaluable Volunteer

By Karen Highberger

Those Long Beach Heritage members who are active on social media surely have seen the posts from the LBH Facebook page. Former Board Member Maria Price is the person behind the scenes who handles this for us. Maria and her husband Tim are long time California Heights residents and Tim is the Treasurer of the Cal Heights Neighborhood Association.

When Maria exited the Board, she volunteered to handle the Facebook page and she has done a fabulous job. Her posts include promoting LBH events and sharing pertinent and interesting articles from LA Conservancy, local newspapers, LACurbed and other publications that pertain to preservation and history in Southern California. Her promotion of the Bembridge House Christmas Event last year helped make it the most profitable to

date. As Long Beach Heritage seeks new and younger members, it is vital to the growth of the organization to keep current with social media and all it entails. As we encourage the various Historic Districts to share their events and updates, Maria will be even busier and she is more than happy to oblige.

Hopefully, members on Facebook will take the time to follow LBH, comment and share the posts. The more we spread the word about events and issues, the better. Maria provides an invaluable service to LBH and we want to thank her for her time and effort.



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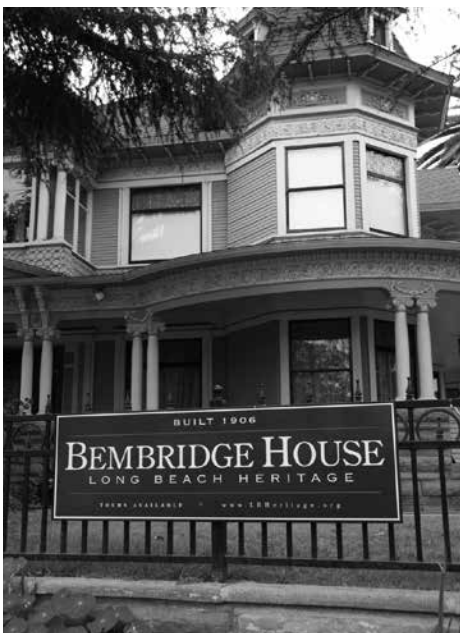
# Bembridge House News

By Chris Hogan

"Quiet on the set... Ready... Action! ... Cut! ... Let's do it again..." Yes, another filming is going on at the Bembridge House. Today it's a music video. The House is becoming the popular locale for turn of the century stories. After all the film shoots here, I'm getting quite an education in the technical jargon. From establishing to medium to close-up to haircut (extreme close-up) shots, I've seen them all! However, the "movie magic" is definitely not so glamorous when you're actually there. Just a few minutes or even seconds of film can take hours to set up, but I must compliment this film crew for being so careful and considerate of the property.

Thanks to the hard work of the volunteer gardeners, the House gardens have never looked lovelier. The newly planted sections (the succulents and the tropical shade garden) are growing well. The short spells of rain must have come at the right time for the plants. The initial bloom of all the roses in the front garden and on the arbors was spectacular! First the camellias, now the gardenias in the back, as well as the lavender in the herb garden, are a showcase of floral beauty.

Of course, the springtime calendar of events seemed non-stop for the Bembridge House. Besides the weekly tours, there was another Historic District Meeting. We've had our third-grade student tours (fun yet exhausting – the



children ask so many interesting questions). For the first time, the House hosted a multi-generational family birthday party (and even the teenagers enjoyed it) and a local professional photographer used the House as a backdrop for a day-long commercial wedding shoot. Another successful event was a combination tour, luncheon, and meeting for a group of 30. Many of the ladies also did a special one-hour Historic Downtown Walking Tour before coming to the Bembridge House.

After all these years, the Bembridge House finally has a sign in front! Drop by and see it sometime.



PHOTO BY CHRIS HOGAN

## Volunteer Spotlight

By Chris Hogan

Jessica Spencer has volunteered at the Bembridge House for about one and a half years. And in that relatively short time, she has handled all sorts of duties. She is a docent and the recent third-grade student tours are her special favorite. She helps with the archiving and the collections and, in fact, Jessica has become the "computer guru" and go-to person for problems when she works with the other volunteers at the House every Tuesday afternoon.

Currently, Jessica is updating the Bembridge House tour docent handbook. After more than 10 years, it definitely needs revisions. She is using the 2003 Getty Grant study of the House to find any missing information and gone online to learn about current research on materials found in the House. For example, many of the rooms have original calcimine paint, which is water-soluble and needs special care. She is removing redundancies, changing any inaccuracies, and streamlining the talking points in the handbook. Most importantly, she is re-organizing the scripts to focus on a better way to tell the story of the community, the House and the people who lived there.

Jessica grew up in the San Fernando Valley and moved to Long Beach two years ago. She recently was awarded an Associate's degree in Fashion Design. She said, "I have especially enjoyed learning about architecture." Now she plans to continue her studies in history with a career goal of working in a museum. Sadly, the Bembridge House will be losing Jessica. Her husband, who serves in the Coast Guard, has been reassigned to C. G. Air Station San Francisco, and so they will be moving soon. We wish her all the best in her future endeavors and new life in the Bay Area.

PHOTO BY CHRIS HOGAN

# Bringing Lamppost History Back

By Jeffrey Mallin

*"Dark streets are dangerous streets ....This deficiency in public safety must be supplied by ornamental street lighting – where every standard becomes a silent sentinel to guard pedestrians against thugs ....and motorists against dangerous traffic accidents. There is still time, before winter comes, for your town to become brighter, safer, and more beautiful."*

These words are from a 1925 advertisement by the manufacturer of the lampposts, Union Metal of Canton, Ohio, that have long been iconic symbols of the Bluff Park Historic District.

In 2014 the Bluff Park Historic Lamppost Project began with a small group of residents who put on a centennial celebration for their homes. Thus was born a committee of the Bluff Park Neighborhood Association with a vision of bringing lamppost history back. Currently, East 1st Street is the only street in the District to have vintage lampposts that were

installed around 1927. Within a couple of years, there were plans to install lampposts along much of East 2nd Street and as part of elaborate "comfort stations" at the base of the bluff on the beach. Interestingly the style and placement of the lampposts in each phase and area were not the same. Different models, heights, and densities of lampposts were placed within close proximity to each other, reflecting the local preferences and lighting needs of each thoroughfare.

Now the goal of the Bluff Park Historic Lamppost Project is to remove over 100 modern, cobra-style street lights and install approximately 150 replicas of the East 1st Street lampposts throughout the District. The current lampposts along East 1st Street will remain intact and be the models for the replicas. The Project will be completed in phases over many years. The pilot phase, anticipated to be completed next year along Paloma Avenue, will serve as a central corridor to the Lone Sailor Statue on the bluff.

Funding is by tax-deductible donations, corporate sponsorships, grants, and benefit fundraising events. Engraved plaques will be attached to the replica lampposts to recognize significant donors. From the outset, Third District Councilperson Suzie Price has offered enthusiastic and generous support. Funding pledges for the first phase have nearly reached the half-way mark.

Interested in getting involved, contributing, or learning more about bringing lamppost history back? Visit [BluffPark.org](http://BluffPark.org) or E-mail [Bluff.Park.Historic.Lamppost@gmail.com](mailto:Bluff.Park.Historic.Lamppost@gmail.com).



PHOTO BY JEFFREY MALLIN



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# A Special Thank You

By *Jacqueline Case*

Long Beach Heritage is growing in popularity with the local real estate community. Bixby Knolls Broker Tour invited LBH to speak to a room full of realtors and affiliates about our city's seventeen beautiful Historic Districts. Jacqueline Case, a realtor with Berkshire Hathaway and Vice President of Membership of LBH, and Maureen Neeley, past Preservationist of the Year, presented information on the Mills Act and the various resources that can assist realtors in selling/buying a home if it is located in a historical district.

The Bixby Knolls Broker Tour takes place every Friday morning at the Expo. This tour is free to realtors and affiliates who bring another agent and \$5.00 for affiliates without an agent. Bixby Knolls Broker Tour collected \$290 during this quarter and is donating it to Long Beach Heritage. Cheryl Perry, our President, came to the Broker Tour to receive this generous donation.

Pride Real Estate Professionals Association has also been a wonderful support to Long Beach Heritage. PREPA is a non-profit organization of real estate

professionals committed to supporting LGBT real estate professionals and their career development; fostering goodwill among the pride and greater real estate communities; and promoting and advocating equal opportunities for home ownership and property rights.

PREPA had a wonderful mixer at the Long Beach Boathouse and collected a \$5 donation to support Long Beach Heritage. Jacqueline Case, Vice President of PREPA, spoke to a packed room about Long Beach Heritage and acknowledged her appreciation for their \$600 donation to LBH. We want to give a special thank you to Bixby Knolls Broker Tour and to PREPA for your continued support of preservation.

## North Pine Ave Walking Tour

The debut of the North Pine Walking tour this past February was well-attended. Consider signing up for the next one on **Saturday, August 6 at 9:30am**. This quarterly two-hour tour celebrates successful restoration projects, the charm of some of our earliest extant commercial structures, and such on-going adaptive-reuse projects such as the Long Beach Professional Building and Vault 350.

Please note that the path of this tour has changed in order to increase awareness of our meeting place.

It will begin in front of 345 Pine Avenue (Gold's Gym) at 9:30am, travel north to 8th Street and circle back to end at the old Press-Telegram building at 6th and Pine. The City Place Parking Garage with entrances from 4th and 6th Streets is conveniently situated nearby.

Please visit [lbheritage.org](http://lbheritage.org) for details and to purchase tickets. A donation of \$10 per person is requested. In the event of rain, the tour will be cancelled; please call 562-493-7019 to make new arrangements if we are rained out.



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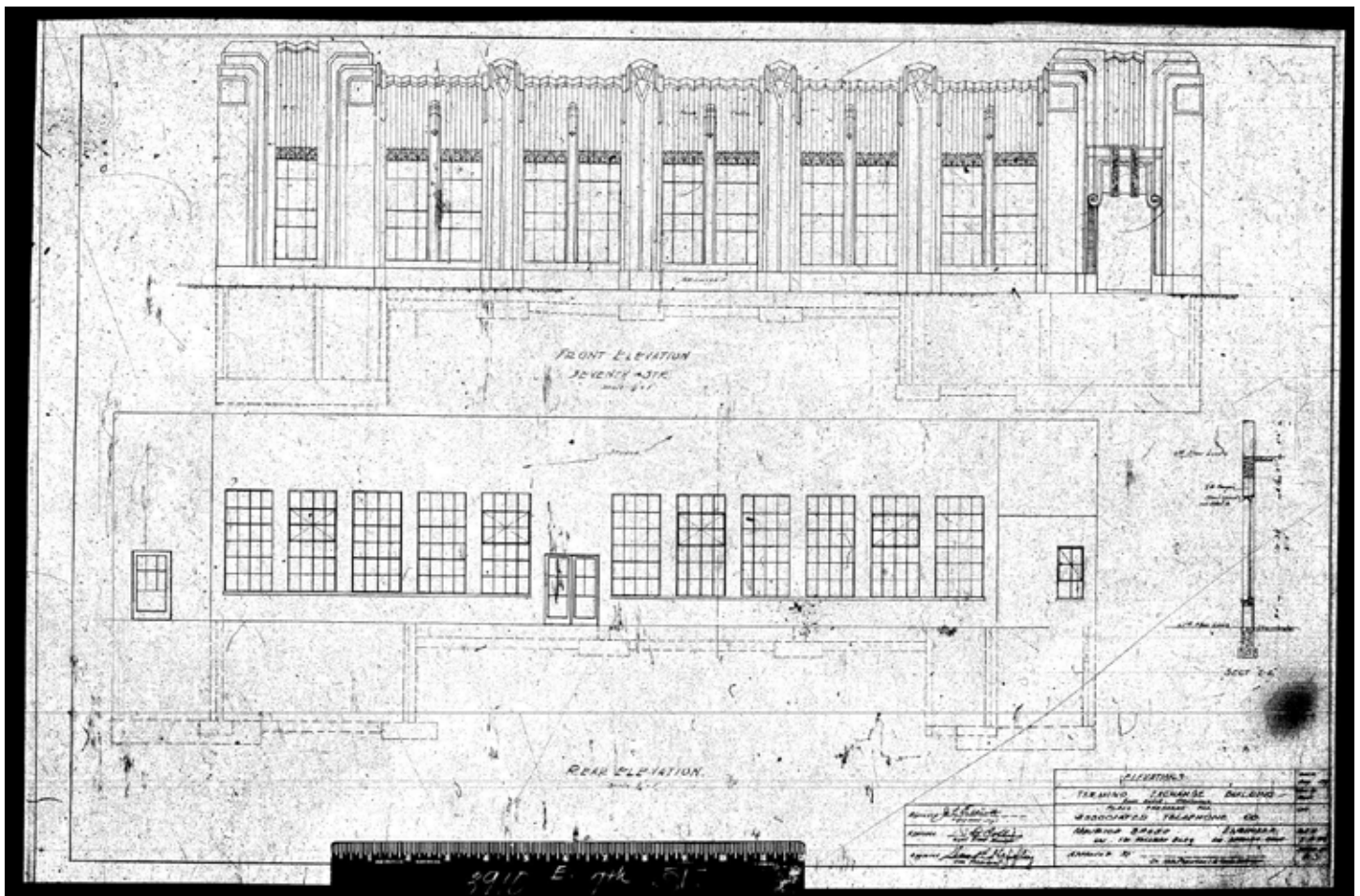
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# Old Telephone Building Getting a Facelift

By Chris Guldemann & Maureen Neeley

Originally built in 1929 as the “central office,” for Associated Telephone, 3910 E. 7th Street is known in the telephone industry as “Termino.” Its Art Deco design was the work of Maurice Sasso, an architect/engineer who designed several buildings for the company. Switchboard operators worked the circuits, routing calls through Belmont Heights. During the Great Depression, Associated merged with General Telephone (GTE). Rotary switches took the place of the switchboard. Then, Verizon replaced GTE and the Termino building emerged as the major telephone switch center for southeast Long Beach. Verizon migrated to the latest in electronic switching but the building at 3910 E. 7th was just too small for the expanded equipment. A 1950 addition and remodel had the unfortunate result of removing much of the original

Art Deco detailing. The interior, of course, has been modernized to accommodate expanded functions.

Now under local ownership, the building has been renamed “The Long Beach Data Center” and will continue its role as a central hub for telecommuni-

cation and data storage. It is undergoing a rejuvenation; permits have been approved for façade and landscape improvements. The new owners are working with local architect, Roger Peter Porter, to re-create a design that reflects Maurice Sasso’s original intent.



## Calendar

Annual Meeting July 10th  
Santa Anita Concert July 23rd

### Walking Tours

North Pine Tour on Saturday, May 7th at 9:30  
East Village on the second Saturday at 10 a.m.  
Downtown on the third Saturday at 9 a.m.  
Willmore on the fourth Saturday at 9:30a.m.

### Bembridge Tours

Every Tuesday & the fourth Saturday at 1:30  
& 2:30 p.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.

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