

Agenda Report

TO: CITY COUNCIL

DATE: SEPTEMBER 15, 2008

FROM: CITY MANAGER

SUBJECT: DESIGNATION OF 100 W. GREEN STREET AS A LANDMARK

RECOMMENDATION

It is recommended that the City Council:

1. Find that the designation of a historic resource is categorically exempt from the California Environmental Quality Act under Class 8, Actions by Regulatory Agencies for Protection of the Environment (CEQA Guidelines, Article 19, §15308);
2. As recommended by the Historic Preservation Commission, find that the property at 100 W. Green Street is significant under Criterion C for designation as a landmark (P.M.C. §17.62.40 C) because it is an excellent example of Mid-century Modern architecture, and for its association with a prominent local architecture firm, Smith and Williams;
3. Approve the designation of the property at 100 W. Green Street as a landmark;
4. Adopt the resolution approving a Declaration of Landmark Designation for 100 W. Green Street, Pasadena, California;
5. Authorize the Mayor to execute the Declaration of Landmark Designation for 100 W. Green Street, Pasadena, California; and
6. Direct the City Clerk to record the declaration with the Los Angeles County Recorder.

RECOMMENDATION FROM THE HISTORIC PRESERVATION COMMISSION

On August 18, 2008, at a noticed public hearing, the Historic Preservation Commission voted unanimously to recommend approval of the designation of 100 W. Green Street as a landmark.

BACKGROUND

On March 31, 2008, property owner Nick Ostroff submitted the application for designation of 100 W. Green Street, originally the Friend Paper Company pressroom, as a landmark. The staff evaluated the property according to the landmark criteria in Title 17 of the P.M.C. and determined that the building qualifies for designation.

DESCRIPTION

The site includes the 4,450 square foot former Friend Paper Company building pressroom, currently undergoing a rehabilitation/conversion to commercial space, adjacent to a mixed-use building with 61 condominiums with two levels of subterranean parking built in 2007. (The designation is only for the pavilion portion of the original Friend Paper Company complex.) Constructed in 1965, the Friend Paper Company consisted of two main spaces: the pressroom, which is on the southwest corner of W. Green Street and S. Delacey Avenue, and the warehouse to the south along Delacey Avenue, which was demolished in 2005 to prepare the site for the new construction.

The pressroom was the centerpiece of the original design and includes several distinctive exterior features. The folded plate roof has a broad overhang supported by slender columns. On the north (Green Street) elevation, the overhanging roof shades an exposed garden area that provides a landscaped buffer between the pressroom and the sidewalk. Floor-to-ceiling windows on the north elevation and clerestory windows on the south elevation illuminate the interior of the pressroom. Exposed beach pebble aggregate concrete wall panels provide a solid contrast to the transparency created by the extensive plate-glass windows.

During design review for both the mixed-use project and the most recent conversion on the former pressroom into two commercial spaces, modifications to the exterior were reviewed according to *Secretary of the Interior's Standards* and approved. For a full explanation of these changes, see Attachment C.

Smith and Williams

The Friend Paper Company complex was designed by Smith and Williams, who produced numerous national and Southern California award-winning architectural projects. Based in South Pasadena, the firm contributed significantly to the emergence of post-World War II modernist architecture. For more information about Whitney Smith, Wayne Williams and their work, see Attachment D.

The Friend Paper Company Building was included in the Central District Historic Resources Survey update completed in 2004 as a resource eligible for designation as a landmark (notable work of the firm of Smith and Williams and a locally significant example of Modern commercial architecture). Subsequently the environmental study for the development of the project site evaluated the

pressroom building as a historic resource. The building was included as a notable example of corporate architecture from the period in the *Cultural Resources of the Recent Past Historic Context Report*, prepared by Historic Resources Group & Pasadena Heritage in October 2007.

ANALYSIS

The property at 100 W. Green Street is eligible for designation under Criterion "C", (§17.62.040 PMC):

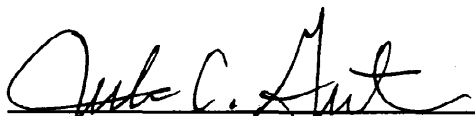
(The property) embodies the distinctive characteristics of a historic resource property type, period, architectural style or method of construction, or is an exceptional representation of the work of an architect, designer, engineer, or builder whose work is significant to the city or that possesses high artistic values that are significant to the city.

Under this criterion, 100 W. Green Street is significant as an example of Mid-century Modern architecture (Expressionistic/Organic subtype), designed by notable local architect Whitney Smith. The building has a high level of architectural integrity (its ability to demonstrate why it is significant) through its design, materials, and workmanship. Character-defining features include: the folded plate canopy, minimal extraneous ornamentation, exposed pebble aggregate concrete walls, clean lines, planar walls, extensive use of glazed windows, and the general industrial character. Previous alterations to the building are consistent with the *Secretary of Interior's Standards*.

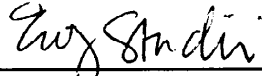
FISCAL IMPACT

Designation of this property does not affect revenues to the City. In some instances, though, owners of designated properties may apply to the City for a Historic Property Contract, which allows for a reduction in property taxes in exchange for a long-term commitment to invest in rehabilitation of a property. The owner of this property has applied for and been awarded a Historic Property Contract for 2008. The City Council reviewed the projected loss of property tax revenue from this program in 2002 when it adopted a local Historic Property Contract (Mills Act) ordinance.

Respectfully submitted,


For Bernard K. Melekian
City Manager

Prepared by:



Emily Stadnicki
Senior Planner

Reviewed by:



Richard J. Bruckner
Director of Planning & Development

- ATTACHMENT A: Application
- ATTACHMENT B: Photographs
- ATTACHMENT C: Modifications to 100 W. Green St.
- ATTACHMENT D: Smith and Williams
- ATTACHMENT E: Effects of Landmark Designation

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
ADOPTING A DECLARATION OF LANDMARK DESIGNATION FOR 100 W.
GREEN STREET PASADENA, CALIFORNIA**

WHEREAS, the Historic Preservation Commission has found that 100 W. Green Street meets criterion C, as set forth in Section 17.62.040(C) of the Pasadena Municipal Code; and

WHEREAS, the commercial condominium unit (formerly known as the Friend Paper Company pressroom) at 100 W. Green Street, is significant under Criteria C for designation as a landmark (P.M.C. §17.62.40 C);

WHEREAS, the application for landmark designation is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15331;

WHEREAS, the owner of the property, Nick Ostroff, nominated the property for landmark designation; and

WHEREAS, the City Council may approve a recommendation from the Historic Preservation Commission to designate a landmark and evidence such approval by adopting a declaration executed by the Mayor pursuant to Subsection 17.62.050 (C) of the Pasadena Municipal Code;

NOW THEREFORE BE IT RESOLVED by the City Council of the City of Pasadena that the attached declaration of Landmark designation for 100 W. Green Street is hereby adopted.

Adopted at the _____ meeting of the City Council on the _____
day of _____, 2008 by the following vote:

AYES:

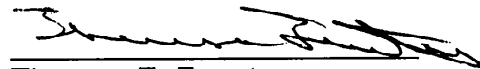
NOES:

ABSENT:

ABSTAIN:

Mark Jomsky, CMC, City Clerk

Approved as to form:



Theresa E. Fuentes
Assistant City Attorney

DECLARATION OF LANDMARK DESIGNATION FOR:

100 W. Green Street
PASADENA, CALIFORNIA

Pursuant to the provisions of Section 17.62.070 of the Pasadena Municipal Code, the City Council of the City of Pasadena by this declaration hereby designates as a Landmark certain real property described as:

(See attached Exhibit "A")

Under Pasadena Municipal Code Section 17.62.090, all work affecting designated landmarks, except ordinary maintenance and repair, such as but not limited to new construction and additions, exterior alterations, relocation, and demolition, is subject to review by the Planning Director or City of Pasadena Historic Preservation Commission for compliance with the Secretary of the Interior's Standards for Rehabilitation and the Illustrated Guidelines for Rehabilitating Historic Buildings.

DATED: _____

ATTEST:

CITY OF PASADENA
A municipal corporation

By:

Mark Jomsky, City Clerk

Bill Bogaard, Mayor

Exhibit "A"

Legal Description

Real property in the City of Pasadena, County of Los Angeles, State of California, described as follows:

A COMMERCIAL CONDOMINIUM COMPRISED OF:

PARCEL NO. 1

UNITS 1 & 2 AS SHOWN AND DESCRIBED IN THE CONDOMINIUM PLAN (TOGETHER WITH ANY AMENDMENTS THERETO,) RECORDED APRIL 18, 2007, AS INSTRUMENT NO. 07-925946 IN OFFICIAL RECORDS, WHICH PLAN CONCERNS LOT 1 OF TRACT NO. 60194, IN THE CITY OF PASADENA, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP FILED IN BOOK 1311, PAGES 23 TO 24, INCLUSIVE, OF MAPS IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY.

PARCEL NO. 2

AN UNDIVIDED 2/2NDS INTEREST IN AND TO THE COMMON AREA DESCRIBED IN THE CONDOMINIUM PLAN REFERRED TO IN PARCEL 1 ABOVE.

PARCEL NO. 3

EXCLUSIVE EASEMENTS APPURTENANT TO PARCEL NO. 1 AND 2 DESCRIBED ABOVE, FOR PARKING PURPOSES STORAGE PURPOSES, THE PLACEMENT OF TRASH BINS, AND THE PLACEMENT OF AIR CONDITIONING COMPRESSORS AND RELATED IMPROVEMENTS OVER THE AREAS DEPICTED ON EXHIBITS "D" AND "F" OF THE MUTUAL BENEFIT AGREEMENT BETWEEN OWNERS RECORDED APRIL 18, 2007 AS INSTRUMENT NO. 07-925948 IN OFFICIAL RECORDS OF SAID COUNTY AS AMENDED BY FIRST AMENDMENT TO MUTUAL BENEFIT AGREEMENT BETWEEN OWNERS RECORDED _____, 2007 AS INSTRUMENT NO. _____ IN THE OFFICIAL RECORDS OF SAID COUNTY, TOGETHER WITH ANY AND ALL ANCILLARY NON-EXCLUSIVE EASEMENTS APPURTENANT TO PARCELS NO. 1 AND 2 DESCRIBED IN SAID MUTUAL BENEFIT AGREEMENT BETWEEN OWNERS, AS AMENDED .

APN: 5713-019-041 and 5713-019-040