

Agenda Report

September 19, 2011

TO: Honorable Mayor and City Council
FROM: Planning Department
SUBJECT: DESIGNATION OF 189 NORTH MARENGO AVENUE 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 (CEQA Guidelines §15308: Class 8 - Actions by Regulatory Agencies for Protection of the Environment);
2. Find that the multi-family structure at 189 North Marengo Avenue is significant under Criterion "C" for designation as a landmark (P.M.C. §17.62.040) because it is a locally significant example of a rare, multi-story brick residential structure, whose design is influenced by both the Jacobean and Italian Renaissance revival styles; because its design is a work of the Los Angeles architect Edward B. Rust; and it retains a substantial level of integrity;
3. Approve the designation of the property at 189 North Marengo Avenue as a landmark;
4. Adopt the attached resolution approving a Declaration of Landmark Designation for 189 North Marengo Avenue, Pasadena, California;
5. Authorize the Mayor to execute the attached Declaration of Landmark Designation for 189 North Marengo Avenue, Pasadena, California; and
6. Direct the City Clerk to record the declaration with the Los Angeles County Recorder.

HISTORIC PRESERVATION COMMISSION RECOMMENDATION:

On Monday, June 6, 2011, the Historic Preservation Commission recommended that the City Council approve the designation of 189 North Marengo Avenue as a landmark under criterion C of PMC §17.62.040.

EXECUTIVE SUMMARY:

The building at 189 North Marengo Avenue is eligible for designation as a landmark because it is a locally significant example of a rare, multi-story brick residential structure; its design is a work of Los Angeles architect Edward B. Rust; and it retains a substantial level of integrity.

BACKGROUND:

A new application for landmark status was received on March 16, 2011. The applicant also submitted an application to enter into an historic property contract (Mills Act). The staff evaluated the property according to the landmark criteria in Title 17 of the Pasadena Municipal Code and determined that the structure qualifies for landmark designation under Criterion C.

DESCRIPTION:

The Site & Setting

The property is located on the west side of North Marengo Avenue between Ramona Street and East Walnut Street, just south of the 210 Freeway. The building is now surrounded by the large mixed-use Holly Street apartment complex. The area is largely developed, with a mix of buildings from different periods.

The Building Structure and Exterior Features

The Brookmore Apartments is a four-story reinforced masonry multi-family structure. The primary façade (east) is sheathed in multi-color textured brick with Jacobean and Italian Renaissance Revival elements executed in buff-colored concrete, while the side and rear elevations are devoid of trim and are faced in common brick. The front façade is divided into three sections, composed of a central recessed wall with a fire escape, flanked by slightly projecting corners. The ground floor features a central arched entrance framed by a concrete entablature supported by pilasters with Ionic capitals. Two multi-pane, arched windows edged in brick are located on each side of the entrance. The fenestration of the upper floors is composed of single casement windows on the corner volumes of the building and a grouping of three windows on the central section of the building. Concrete elements on the primary facade consist of engaged spiral colonettes, banding above the first and fourth floors and square panels centered within each of the three sections of the building near the top.

Documented Changes to the Property

The property has undergone moderate alterations since its construction. Originally, the engaged spiral colonettes on the facade included cone-shaped finials and cast stone scrollwork. These features as well as the parapet were most likely altered during earthquake hazard abatement procedures in the 1950's. Further, a few of the original wood casement windows on the primary façade have been replaced with aluminum sliders.

Current Conditions, Use, and Proposed Plans

The Brookmore Apartments are still in operation. It continues to operate as a multi-family complex (without the historic hotel function). The building is relatively intact and well maintained. The applicant has submitted an application to enter into a historic property contract with the intent of rehabilitating the structure and replacing

inappropriate non-original materials that have been installed with compatible and appropriate materials.

Prior Landmark Designation

An application for landmark designation was submitted to the City by a previous owner of the Brookmore Apartments in November, 1988. The owner concurrently submitted a Part I Historic Certification Form to the State Office of Historic Preservation (OHP). The application requested a preliminary determination of whether the subject property appeared eligible for listing on the National Register of Historic Places (presumably to participate in the federal rehabilitation tax credit program). On February 8, 1989 the Cultural Heritage Commission followed the staff recommendation to defer voting on Cultural Heritage Landmark status of the building to await the OHP's action on the Part I Certification and to allow time for the owner to restore the building's brick parapet (which had been altered) to its original condition. Restoration work did not commence, no further action was taken by the Cultural Heritage Commission, and no determination from the State Office is on file. The building's sign (pole mounted, exposed neon tubing) was designated an historic sign by the Commission in 1988.

ANALYSIS:

The property at 189 North Marengo Avenue (1925) is a substantially intact example of a rare, multi-story brick building exhibiting distinct architectural features and designed by a locally notable architect (Edward B. Rust). It is eligible for landmark designation under Criterion "C", (§17.62.040 PMC):

[The property] embodies the distinctive characteristics of an historic resource property type, period, architectural style or method of construction, or represents the work of an architect, designer, engineer, or builder whose work is significant to the City or to the region, or that possesses high artistic values that are significant to the City or to the region.

The structure has a substantial level of architectural integrity (its ability to demonstrate why it is significant) through its design, materials, workmanship, and setting. Its multi-colored textured brick, its Jacobean Revival elements executed in buff-colored concrete (engaged spiral collonettes and black brick set in a diamond pattern in the upper, central portion of the façade), and its ground level concrete entablature and engaged columns are all still intact. It exhibits the character-defining features of two distinct styles and retains almost all of its original materials. Although inconsistent with the Secretary of the Interior's Standards, the alterations that have occurred do not impact the structure's integrity to the point where it is no longer eligible for designation.

The building was designed by a locally significant architect from Los Angeles, Edward B. Rust. Rust is also responsible for designing the Maryland Apartments on North Euclid

Avenue, as well as another multi-family structure listed on the National Register of Historic Places in Los Angeles (Los Altos Apartments, 4121 Wilshire Boulevard, 1926).

COUNCIL POLICY CONSIDERATION:

The General Plan – Objective 6: Promote preservation of historically and architecturally significant buildings and revitalization of traditional neighborhoods and commercial areas.

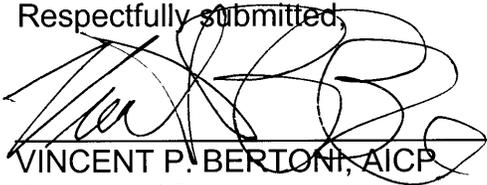
ENVIRONMENTAL ANALYSIS:

Class 8 exemptions consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for the protection of the environment.

FISCAL IMPACT:

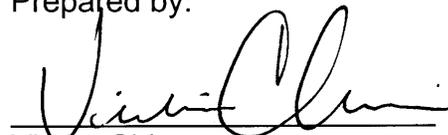
There is no fiscal impact as a result of this action and will not have any indirect or support cost requirements. The anticipated impact to other operational programs or capital projects as a result of this action will be minimal. In some instances, owners of designated properties may apply to the City for Historic Property Contract, which allows an alternative and often lower property tax assessment. 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,



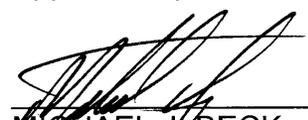
VINCENT P. BERTONI, AICP
Director of Planning

Prepared by:



Vicim Chima
Assistant Planner

Approved by:



MICHAEL J. BECK
City Manager

Attachments:

- Attachment A – Application Materials
- Attachment B – Photograph

RESOLUTION NO. _____

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA
ADOPTING A DECLARATION OF HISTORIC LANDMARK DESIGNATION OF
189 NORTH MARENGO AVENUE, PASADENA, CA**

WHEREAS, the Historic Preservation Commission has found that 189 North Marengo Avenue meets criterion "c", as set forth in Section 17.62.040(c) of the Pasadena Municipal Code; and

WHEREAS, the property at 189 North Marengo Avenue is significant because it embodies the distinctive characteristics of a historic resource property type, period, architectural style or method of construction, or represents the work of an architect, designer, engineer, or builder whose work is significant to the City or to the region, or that possesses high artistic values that are significant to the City or to the region; and

WHEREAS, the application for Historic Landmark designation is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15308; and

WHEREAS, Melissa Gersh, the property owner's authorized representative, submitted the application for landmark designation; and

WHEREAS, the City Council may approve a recommendation from the Historic Preservation Commission to designate a Historic 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 Historic Landmark designation for 189 North Marengo Avenue is hereby adopted.

Adopted at the _____ meeting of the City Council on the _____ day of _____, 2011 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 HISTORIC LANDMARK DESIGNATION FOR:

189 North Marengo Avenue
PASADENA, CALIFORNIA

Pursuant to the provisions of Section 17.62.050 of the Pasadena Municipal Code, the City Council of the City of Pasadena by this declaration hereby designates as a Historic Landmark certain real property described as:

THOSE PORTIONS OF LOTS 6 AND 7 IN BLOCK "C", LEGGE TRACT, IN THE CITY OF PASADENA, COUNTY OF LOS ANGELES, STATE OF CALIFORNIA, AS PER MAP RECORDED IN BOOK 7, PAGE 99 OF MISCELLANEOUS RECORDS, IN THE OFFICE OF THE COUNTY RECORDER OF SAID COUNTY, DESCRIBED AS FOLLOWS:

PARCEL 1:

THE SOUTH 7.60 FEET OF THE NORTH 35 FEET OF THE EAST 146 FEET OF SAID LOT 7 IN SAID BLOCK "C".

PARCEL 2:

THE NORTHERLY 20 FEET OF LOT 6 AND THE SOUTHERLY 25 FEET OF LOT 7 IN BLOCK "C".

EXCEPT THEREFROM THE EASTERLY 14 FEET THEREOF CONDEMNED FOR WIDENING MARENGO AVENUE BY DECREE ENTERED IN CASE NO. 54263, SUPERIOR COURT, A CERTIFIED COPY OF WHICH, IS RECORDED IN BOOK 6742, PAGE 252 OF DEEDS.

ALSO EXCEPT THEREFROM THOSE PORTIONS THEREOF ALONG THE WESTERLY LINE OF SAID LAND, AS DESCRIBED IN THE DEED TO THE CITY OF PASADENA, FOR STREET PURPOSES, RECORDED IN BOOK 3048, PAGE 99 OF DEEDS.

APN: 5723-019-012

Under Pasadena Municipal Code Section 17.62.090, all work affecting designated Historic 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 City of Pasadena.

DATED: _____

ATTEST:

CITY OF PASADENA
A municipal corporation

Mark Jomsky, City Clerk

By: _____
Bill Bogaard, Mayor



**Application to Designate a Historic Resource as a
HISTORIC MONUMENT OR LANDMARK**

§17.62.050 of the Pasadena Municipal Code sets forth a procedure for designating any historic resource in the City as a historic monument or landmark. 1) The process begins with a preliminary evaluation by staff to determine if the nominated property meets the applicable criteria and is eligible for designation. 2) If staff determines that the nominated property is eligible for designation, the nomination is scheduled for a public hearing before the Historic Preservation Commission. 3) The Historic Preservation Commission determines if the historic resource meets the criteria for designation as a historic monument or landmark. If the Commission finds that the nominated resource qualifies for designation, it forwards a recommendation on the designation to the City Council. 4) At a noticed public hearing, the Council then determines whether to approve or deny the request for designation.

PART I. PROPERTY PROPOSED FOR DESIGNATION

| | | |
|----------------------------------|--|--------------|
| 1. Name of Property: | Brookmore Apartments | |
| 2. Property Address: | 189 North Marengo Avenue, Pasadena, CA 91101 | |
| 3. Date of Original Construction | 1924 | |
| 4. Architect / Builder: | Edward B. Rust / Luther T. Mayo | |
| 5. Present Owner: (Name) | Marengo 2003 Pasadena (a CA Limited Partnership) | |
| (Address) | 2142 Calle Riscoso | |
| | Thousand Oaks | |
| (State/ZIP) | CA 91362 | |
| (Phone/FAX) | 805-523-7135 | 805-523-2740 |
| (E-mail) | tonitrott@att.net | |

PART II. APPLICANT

| | | |
|------------------------------------|--|--------------|
| Applicant: (if not property owner) | Melissa Gersh | |
| (Address) | 189 North Marengo Avenue, Attention Office | |
| | Pasadena | |
| (State/ZIP) | CA 91101 | |
| (Phone/FAX) | 626-585-9315 | 626-795-0711 |
| (E-mail) | brookmore@sbcglobal.net | |

Date 3/16/11 Signature Melissa Gersh

PLN 2011-00102

Date received: 3/16/11
Planner: USC

PART III: TYPE OF DESIGNATION

PROPERTY TO BE DESIGNATED AS A (CHECK APPROPRIATE BOX):

| | |
|---|---|
| HISTORIC MONUMENT <input type="checkbox"/> | LANDMARK <input checked="" type="checkbox"/> |
| <i>A historic monument means any historic resource that is significant at a regional, state or national level, and is an exemplary representation of a particular type of historic resource.</i> | <i>A landmark means any historic resource that is significant at a local level, and is an exemplary representation of a particular type of historic resource.</i> |
| HISTORIC SIGN <input checked="" type="checkbox"/> | LANDMARK TREE <input type="checkbox"/> |
| <i>A historic sign means a sign that is exemplary of technology, craftsmanship or design of the period when it was constructed, uses historic sign materials and means of illumination, and is not significantly altered from its historic period</i> | <i>A landmark tree means a tree that is one of the largest or oldest trees of the species in the City; is associated with a historic event, person, site, street, or structure; or is a defining landmark or significant outstanding feature of a neighborhood.</i> |

PART IV: BRIEF DESCRIPTION OF PROPERTY

Briefly describe the property proposed for designation, indicating whether the entire site or a portion of the site is the subject of the nomination (e.g., how many buildings on the site). A map may be used for the description. Please also submit recent photographs. Use additional sheets if necessary.

Built in 1924, the historic Brookmore Hotel is presently known as Brookmore Apartments, with 51 units. It's memorable to residents of Pasadena because of its brick exterior, fire escapes, and 1955 original green neon metal pole sign. Its four-stories were built in the Italian Renaissance Revival-style, circa pre-WWII Pasadena. Built at the time of the development of the adjacent Civic Center, the hotel/apartments reflect the increasing urbanization of the area and Pasadena's importance as a resort destination. This multi-family residential building is one of five, high density developments constructed in the 1920s that still exists today. Its historic significance derives from the eclectic architectural influences and the scarcity of brick apartment buildings from the 1920s.

Please see attachments to Part IV

PART V: SUPPLEMENTAL INFORMATION ON SIGNIFICANCE OF PROPERTY.

With this application, please attach information that will assist staff with the preparation of a designation report. Books, photographs, articles, and other archival information will all be useful to document the significance of the historic resource.

Refer to bibliography, historical photographs, chronology, and other supporting information.

Please see attachments to Part V

PART VI: LEGAL DESCRIPTION.

Attach a copy of the most recent recorded legal description for the property. This can usually be found in the deed for the property or other documents received when the property was purchased. This can also be obtained by the Title Company.

Landmark Designation Application (2008) (website).doc Rev 2/15/2008

■ PLANNING AND DEVELOPMENT DEPARTMENT //
DESIGN AND HISTORIC PRESERVATION SECTION

175 NORTH GARFIELD AVENUE
PASADENA, CA 91101

T 626-744-4009
F 626-744-4785



Application to Designate a Historic Resource as a
HISTORIC MONUMENT OR LANDMARK

CRITERIA FOR DESIGNATION

CRITERIA FOR DESIGNATING A HISTORIC MONUMENT

| | |
|--------------------------|---|
| <input type="checkbox"/> | 1. It is associated with events that have made a significant contribution to the broad patterns of the history of the region, state or nation. |
| <input type="checkbox"/> | 2. It is associated with the lives of persons who are significant in the history of the region, state or nation. |
| <input type="checkbox"/> | 3. It is exceptional in the embodiment of the distinctive characteristics of a historic resource property type, period, architectural style or method of construction, or that is an exceptional representation of the work of an architect, designer, engineer, or builder whose work is significant to the region, state or nation, or that possesses high artistic values that are of regional, state-wide or national significance. |
| <input type="checkbox"/> | 4. It has yielded, or may be likely to yield, information important in prehistory or history of the region, state or nation. |

A historic monument designation may include significant public or semi-public interior spaces and features.

CRITERIA FOR DESIGNATING A HISTORIC LANDMARK

| | |
|-------------------------------------|---|
| <input checked="" type="checkbox"/> | 1. It is associated with events that have made a significant contribution to the broad patterns of the history of the city. |
| <input type="checkbox"/> | 2. It is associated with the lives of persons who are significant in the history of the city. |
| <input checked="" type="checkbox"/> | 3. It embodies the distinctive characteristics of a locally significant historic resource property type, architectural style, period, or method of construction, or that represents the work of an architect, designer, engineer, or builder who is locally significant, or that possesses high artistic values that are locally significant. |
| <input type="checkbox"/> | 4. It has yielded, or may be likely to yield, information important locally in prehistory or history. |

CRITERIA FOR DESIGNATING A HISTORIC SIGN

| | |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | A. It is exemplary of technology, craftsmanship or design of the period when it was constructed, uses historic sign materials and means of illumination, and is not significantly altered from its historic period. Historic sign materials shall include metal or wood facings, or paint directly on the façade of a building. Historic means of illumination shall include incandescent light fixtures or neon tubing on the exterior of the sign. If the sign has been altered, it must be restorable to its historic function and appearance |
| <input type="checkbox"/> | B. It is integrated with the architecture of the building. |
| <input type="checkbox"/> | C. It demonstrates extraordinary aesthetic quality, creativity, or innovation. |

CRITERIA FOR DESIGNATING A LANDMARK TREE

| | |
|--------------------------|--|
| <input type="checkbox"/> | A. It is one of the largest or oldest trees of the species located in the City. |
| <input type="checkbox"/> | B. It has historical significance due to an association with a historic event, person, site, street, or structure. |
| <input type="checkbox"/> | C. It is a defining landmark or significant outstanding feature of a neighborhood. |

