



City of Santa Barbara California

HISTORIC LANDMARKS COMMISSION STAFF REPORT

REPORT DATE: June 16, 2011
AGENDA DATE: June 22, 2011
PROJECT ADDRESS: 1214 State Street, Granada Tower (State Street Façade)
 Landmark Designation Public Hearing
TO: Historic Landmarks Commission
FROM: Planning Division, (805) 564-5470
 Jake Jacobus, City Urban Historian

I. PROPERTY DESCRIPTION

The Granada Tower was completed in 1924 and is most notable for being Santa Barbara's only skyscraper (elevator building above eight stories in height). The Granada was designed by architect A. B. Rosenthal a prolific, but not noteworthy, commercial designer in Los Angeles. Edward L. Mayberry, Jr., an architect and engineer well known for a variety of quality buildings and bridges built in Los Angeles was the project engineer. Locally, Mayberry worked with G. W. Smith on such notable buildings as the Daily News Building and the new Lobero Theater. The structure was built by contractor Charles M. Urton who constructed many of Santa Barbara's buildings during the 1920s.





II. BACKGROUND

One year before the Granada Tower was designed, the City's Community Arts Association's Plans and Planting Committee, under the guidance of Pearl Chase and Bernhard Hoffmann proposed a number of zoning and building code regulations to implement a new vision of Santa Barbara as a romantic "City in Spain". They originally proposed to limit building heights to six-stories. The building's massive size and Spanish Renaissance detailing make it unique in Santa Barbara and it continues to stir emotions among the City's residents today. The building starkly contrasts with the rural Andalusian Spanish style chosen by the Community Arts Association as the unifying architectural style for Santa Barbara's new Hispanic look.

The theatre portion of the structure and rear portion of the tower do not qualify for historic designation because of the expansion of the theatre's stage fly and significant alterations to the rear of the tower. Although the marquee is not original to the building; its design is based on historic photographs of the cir. 1924 original and was approved by the Historic Landmarks Commission thus it is included in the designation of the tower façade. Additionally, the full height of the first fifteen (2) feet of the north and south sidewalls (wraparound) are part of the designation, including the hip roof form.

A Historic Structures Report prepared by Preservation Planning Associates dated March 10, 2004, and approved by the Historic Landmarks Commission on March 17, 2004, has determined that the Granada Tower State Street façade qualifies for historic designation and meets the following City Landmark criteria listed in Section 22.22.040 of the Municipal Code:

- A. Its character, interest, or value as a significant part of the heritage of the City, the State, or the Nation;
- D. Its exemplification as the best remaining architectural type in its neighborhood;
- F. Its identification as the creation, design, or work of a person or persons whose effort has significantly influenced the heritage of the City, the State, or the Nation;
- I. Its unique location or singular physical characteristic representing an established and familiar visual feature of a neighborhood.

III. RECOMMENDATION

Staff recommends that the Historic Landmarks Commission adopt Resolution 2011-01 and forward the Landmark designation request to City Council for consideration. Although the building was part of a \$52 million rehabilitation project, the State St. façade retains enough architectural integrity to qualify.



**CITY OF SANTA BARBARA
HISTORIC LANDMARKS COMMISSION**

**RESOLUTION RECOMMENDING THAT CITY COUNCIL
HOLD A PUBLIC HEARING TO CONSIDER
LANDMARK DESIGNATION OF
THE GRANADA BUILDING STATE STREET FAÇADE AT
1214 STATE STREET, ASSESSOR'S PARCEL NUMBERS
039-183-050, 039-183-051, 039-183-052**

RESOLUTION 2011-02

JULY 6, 2011

WHEREAS, Section 22.22.050 of the Municipal Code of the City of Santa Barbara grants the Historic Landmarks Commission the authority to initiate a designation process to recommend to the City Council the designation as a City Landmark of any structure, natural feature, site or area having historic, architectural, archaeological, cultural, or aesthetic significance; and

WHEREAS, the property owner of the building listed in the title of this document has agreed to have the State Street façade of their building, the façade's two foot wraparound at each corner, and its roof form designated a City Landmark in accordance with the conditions of approval enumerated in Planning Commission Resolution No. 049-04; and

WHEREAS, historic research in the form of an Historic Structures Report prepared by Preservation Planning Associates dated March 10, 2004 and approved by the Historic Landmarks Commission on March 17, 2004 has determined that the Granada Building State Street façade located at 1214 State Street, Assessor's Parcel Nos. 039-183-050, 039-183-051, and 039-183-052, qualifies for historic designation under City of Santa Barbara Master Environmental Assessment criteria; and

WHEREAS, on May 25, 2011, the Historic Landmarks Commission adopted a Resolution of Intention No. 2011-02 to hold a public hearing to begin the landmark designation process for the Granada Building State Street façade located at 1214 State Street, Assessor's Parcel Nos. 039-183-050, 039-183-051, and 039-183-052; and

WHEREAS, under the provisions of Article 19, Section 15308 of the California Environmental Quality Act Guidelines and the City List of Activities Determined to Qualify for a Categorical Exemption (City Council Resolution dated November 10, 1998), staff has determined that designation of the Granada Building (State Street façade) located at 1214 State Street, Assessor's Parcel Nos. 039-183-050, 039-183-051, and 039-183-052, as a City Landmark is a Categorical Exemption; and

WHEREAS, the Historic Landmarks Commission held a public hearing on June 22, 2011, during which hearing comments were invited on the proposed designation and the Historic Landmarks Commission defined "State Street façade" for the purpose of this designation as being all the original circa 1924 terracotta architectural details and the beige brickwork, including where it wraps around both corners of the building and extends for a distance of two feet, and included the building's roof form in such designation but excluded the new marquee, new ground floor storefront, and new theater entrance doors, which are not historic and are not included in the historic designation; and

WHEREAS, the Historic Landmarks Commission determined that, while maintenance and minor modifications are permissible, the character-defining features of the State Street façade must be maintained, and proposed exterior alterations to the façade are subject to Historic Landmarks Commission Review; and

WHEREAS, in summary, the Historic Landmarks Commission finds that the Granada Building (State Street façade) located at 1214 State Street, Assessor's Parcel Nos. 039-183-050, 039-183-051, and 039-183-052, meets the following City Landmark criteria (A through K) listed in Section 22.22.040 of the Municipal Code:

- A. Its character, interest, or value as a significant part of the heritage of the City, the State, or the Nation;
- D. Its exemplification as the best remaining architectural type in its neighborhood;
- F. Its identification as the creation, design, or work of a person or persons whose effort has significantly influenced the heritage of the City, the State, or the Nation;
- I. Its unique location or singular physical characteristic representing an established and familiar visual feature of a neighborhood.

NOW, THEREFORE, BE IT RESOLVED that the Historic Landmarks Commission of the City of Santa Barbara hereby recommends to the City Council that it designate the Granada Building State Street façade located at 1214 State Street, Assessor's Parcel Nos. 039-183-050, 039-183-051, and 039-183-052, a City Landmark, and make findings based on the historic and cultural significance of facts presented in the Historic Structures Report prepared by Preservation Planning Associates dated March 10, 2004, and accepted by the Historic Landmarks Commission on March 17, 2004.

**HISTORIC LANDMARKS COMMISSION
CITY OF SANTA BARBARA**

Adopted: July 6, 2011