



## ***NOTICE OF FINAL ACTION***

**Application No.:** COAC2212-02, APL23-016

**Project Location:** 335 Pacific Avenue (APN: 7280-015-097)

**Applicant:** Studio One Eleven c/o Ryan Caldera, Senior Project Manager  
for 335 Pacific Apts LLC (c/o Jon Swire)  
245 E. 3rd Street  
Long Beach, CA 90802

**Permit(s) Requested:** Certificate of Appropriateness

**Project Description:** A Certificate of Appropriateness to allow for the temporary removal, preservation, and relocation of the Historic Dolly Varden Rooftop Sign on a replacement eight-story building at 335 Pacific Avenue in the PD-30 Planned Development District, as part of a separate Site Plan Review entitlement application (App. No. 2212-09 [SPR22-135]). (District 1)

**Action was taken by the:** Cultural Heritage Commission (COAC2212-02) on July 25, 2023  
- Conditionally Approved

Appealed (APL23-016) by 335 Pacific Apts LLC c/o Jon Swire on August 1, 2023

Planning Commission (COAC2212-02, APL23-016) on November 2, 2023 – Grant the Appeal in Part and Modify the Cultural Heritage Commission's approval

**Decision:** Conditionally Approved

**Action is final on:** November 2, 2023

This project IS in the Coastal Zone and IS NOT appealable to the Coastal Commission.

*"If you challenge the action in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or issues raised via written correspondence delivered to the (public entity conducting the hearing) at or prior to the public hearing."*

**See other side for City of Long Beach and California Coastal Commission appeal procedures and time limits.**

Alison Spindler-Ruiz, AICP  
Planning Bureau Manager

Maryanne Cronin, Planner  
Phone No.: (562) 570-5683

#### **APPEALS TO THE CITY PLANNING COMMISSION AND/OR TO THE CITY COUNCIL**

- A. Any aggrieved person may appeal a decision on a project that required a public hearing.
- B. An appeal must be filed within ten (10) calendar days after decision.
- C. An appeal shall be filed with Long Beach Community Development Department on a form provided by that Department with the appropriate filing fee.
- D. A public hearing on an appeal shall be held within sixty (60) calendar days after Long Beach Community Development Department receives a completed appeal form or after the City Clerk receives the appeal from Long Beach Community Development Department.
- E. A notice of the public hearing on the appeal shall be mailed by Long Beach Community Development Department to the applicant, all persons entitled to mailed notice, and any known aggrieved person not less than fourteen (14) calendar days prior to the hearing.
- F. The Planning Commission shall have jurisdiction on appeals from the decisions of the Current Planning Officer and the City Council shall have jurisdiction on appeals from the Planning Commission.
- G. Except for appeals to the Coastal Commission for projects located seaward of the appealable area boundary and appeals to the City Council of local coastal development permits on developments regulated under the City's Oil Code, there shall be no further appeals after a decision on an appeal.
- H. You are hereby provided notice that the time within which judicial review of the herein reported decision must be sought is governed by Section 1094.6 of the California Code of Civil Procedure.

#### **APPEALS TO THE COASTAL COMMISSION**

All actions on local coastal development permits seaward of the appealable area boundary may be appealed by any aggrieved person to the Coastal Commission according to the procedures of the Coastal Commission, provided that all local appeals have been exhausted and no fee was charged the appellant for such appeal, by filing such appeal at the Coastal Commission offices, 301 E. Ocean Blvd., Suite 300, Long Beach, CA 90802.

**LONG BEACH COMMUNITY DEVELOPMENT**  
411 W. Ocean Blvd., 3<sup>rd</sup> Floor  
Long Beach, CA 90802

**CERTIFICATE OF APPROPRIATENESS  
CONDITIONS OF APPROVAL  
335 Pacific Avenue (Dolly Varden Rooftop Sign)  
Application No. COAC2212-02  
November 2, 2023  
*Planning Commission Revised***

1. This approval is for a Certificate of Appropriateness for the temporary removal, preservation, and relocation of the Dolly Varden Rooftop Sign to be re-located onto a replacement building at the same site at 335 Pacific Avenue in the Downtown Plan (PD-30) Planned Development District, as part of a Site Plan Review (SPR) entitlement (App. No. 2212-09). This approval only authorizes the relocation and treatment program for the historic rooftop sign. There shall be no changes to the sign content authorized as part of this approval. The improvements to the property shall be as shown on plans received by the Department of Development Services; Planning Bureau submitted in July 2023, as amended. These plans are on file in this office, except as amended herein.
2. The project must be completed per the scope of work approved by the Cultural Heritage Commission, including all Conditions listed herein. Any subsequent changes to the project must be approved by the Cultural Heritage Commission or by the Department of Development Services; Planning Bureau staff before implementation. Upon completion of the project, a staff inspection must be requested by the Applicant to ensure that the proposed project has been executed according to approved plans and that all conditions have been implemented before occupancy hold can be released.
3. There is a ten (10) calendar-day appeal period that will lapse at 4:30 p.m., ten calendar days after the action by the Cultural Heritage Commission is made. Appeal of the Commission's action will not be accepted after this time. A separate fee will apply to appeal an action taken by the Cultural Heritage Commission.
4. This Certificate of Appropriateness shall be in full force and effect from and after the date of the rendering of the decision by the Cultural Heritage Commission. Pursuant to the Cultural Heritage Commission Ordinance Section 2.63.080(I), this approval shall expire within three (3) years if the authorized work has not commenced. Should the applicant be unable to comply with this restriction, an extension may be granted pursuant to Section 2.63.080(I) for an additional 12 months maximum. The applicant must request such an extension prior to expiration of this Certificate of Appropriateness. After that time, the applicant will be required to return to the Cultural Heritage Commission for approval. In addition, this Certificate of Appropriateness shall expire if the authorized work is suspended for a 180-day period after being commenced.
5. All required building permits shall be obtained by the applicant, as needed. Building permits must be obtained prior to the implementation of any construction or rehabilitation work. Separate plan check and permit fees will apply.

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6. Any sign materials, details, or trim used in the project shall be constructed or restored with the same or similar material as those existing features, finished to match.
7. All Conditions of Approval must be printed verbatim, on all plans submitted for plan review to the Department of Development Services. These conditions must be printed on the site plan or a subsequent reference page.
8. Prior to the issuance of building permits for the sign relocation, the applicant shall ensure that documentation of the historic sign and the building proposed for demolition is completed. The documentation shall include high resolution digital photographic recordation, a historic narrative report, and compilation of historic research. The documentation shall be completed by a qualified professional who meets the standards for history, architectural history, or architecture as set forth by the Secretary of the Interior's Professional Qualification Standards. The original archival-quality documentation shall be offered as donated material to the Billie Jean King Main Library, Long Beach Heritage, and Historical Society of Long Beach to make it available for current and future generations. Archival copies of the documentation also would be submitted to the City of Long Beach Department of Development Services, where it would be available to local researchers.
9. Prior to the submittal of plans into Building Plan Check, the applicant shall submit the plan check plan set to the Planning Bureau which includes the treatment program and preservation materials and finishes. The Planning Bureau Manager shall issue approval of the treatment program and preservation details prior to the issuance of building permits.
10. Prior to the submittal of plans into Building Plan Check, the applicant shall prepare a maintenance program to the Planning Bureau that outlines a schedule and methods for ongoing maintenance, cleaning, neon light repair for the historic sign. The Planning Bureau Manager shall issue approval of the maintenance program and preservation details prior to the issuance of building permits.
11. Any building materials, such as sign fastenings, used in the project, shall be shown on the construction plans and shall be reviewed by the Department of Development Services; Planning Bureau during the plan check review process.
12. Upon reinstallation of the rooftop sign, the neon light colors shall match the blue and red neon that exists on the historic sign.
13. Approval is contingent upon the approval of the Site Plan Review entitlement (App. No. 2212-09). Entitlement approval shall be acquired prior to the temporary relocation of the sign. The Certificate of Occupancy of the 8-story building to be constructed under the Site Plan Review entitlement shall not be issued until the historic sign is installed to the satisfaction of the Planning Bureau upon the new building.

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14. Prior to the temporary removal, preservation, relocation, and reinstallation of the historic sign, the applicant shall secure all required building permits and interdepartmental approvals applicable for each stage of the project.
15. The applicant shall maintain a historic preservation consultant on staff to monitor the temporary removal, preservation, and relocation of the historic sign pursuant to the treatment program included in this application. The qualified professional shall meet the standards for history, architectural history, or architecture as set forth by the Secretary of the Interior's Professional Qualification Standards.
16. A second pre/post restoration/relocation report and plans shall be provided to staff to address any changes unforeseen in the original treatment program.
17. Any proposed changes to the plans approved by the Cultural Heritage Commission and staff for the historic sign will need to be reviewed and approved by the Director of Development Services or their designee prior to implementation. Significant changes to the project's design as it relates to treatment of the historic sign will require review and approval by the Cultural Heritage Commission before permits are issued by the Department of Development Services.
18. A building inspection must be completed by the Department of Development Services; Planning Bureau staff to verify compliance with the plans approved by Cultural Heritage Commission prior to issuance of a Certificate of Occupancy from the Building Bureau.
19. Any proposed changes to the plans approved by the Cultural Heritage Commission and staff must be reviewed and approved by the Director of Development Services or their designee prior to implementation. Significant changes to the project's design will require review and approval by the Cultural Heritage Commission before permits are issued by the Department of Development Services.
20. Prior to the issuance of a Certificate of Occupancy for the new multi-family residential building, a bronze interpretive sign/plaque shall be installed on the exterior of the ground level of the building along the Pacific Avenue frontage. The sign shall include information about the designation of the Dolly Varden Rooftop Sign and its significance as a local landmark. The content of the sign/plaque shall be reviewed by the Department of Development Services prior to fabrication.
21. As a condition of any City approval, the applicant shall defend, indemnify and hold harmless the City and its agents, officers and employees from any claim, action or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul the approval of the City concerning the processing of the proposal/entitlement or any action relating to, or arising out of, such approval. At the discretion of the City and with the approval of the City Attorney, a deposit of

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funds by the applicant may be required in an amount sufficient to cover the anticipated litigation costs.

**CERTIFICATE OF APPROPRIATENESS  
FINDINGS  
335 Pacific Avenue (Dolly Varden Rooftop Sign)  
Application No. COAC2212-02  
November 02, 2023**

**ANALYSIS:**

In compliance with Section 2.63.080 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards)*:

The subject site is located at 335 Pacific Avenue in the Downtown Plan (PD-30) Planned Development District. The site is currently developed with a 35-room, 3-story, hotel, 44 surface parking spaces, and a historic rooftop sign. The hotel building was constructed in 1929. While no building permits exist for the rooftop sign, building permits for post-earthquake repairs were taken out in August 1933, including work on the roof and it is assumed that the sign was erected at that time. In 1995, the City Council designated the historic sign to local landmark status in Ordinance No. C-7345. The physical hotel building is not subject to the landmark ordinance and was not identified as a historic resource in the Downtown Plan Certified Final EIR (SCH No. 2009071006). The sign consists of two panels of neon lettering, each positioned in a diagonal fashion, on the front of the roof and joined at the corners in the shape of a "V." The sign reads "DOLLY VARDEN HOTEL...BATH IN EVERY ROOM."

In compliance with Section 2.63.080 of the City of Long Beach Municipal Code (Cultural Heritage Commission), the *Secretary of the Interior's Standards for Rehabilitation and Guidelines for Rehabilitating Historic Buildings (the Standards)*, staff has analyzed the proposed project, for temporary removal, preservation, and relocation of the Dolly Varden Rooftop Sign to be re-located onto a replacement building at 335 Pacific Avenue, meets these requirements and those of the City's zoning codes.

**FINDINGS: (from Section 2.63.080(D) of the Long Beach Municipal Code)**

- 1. (It) will not adversely affect any significant historical, cultural, architectural or aesthetic feature of the Landmark or subject property within the Landmark District and that issuance of the Certificate of Appropriateness is consistent with the spirit and intent of this chapter.**

The proposed project, as conditioned, will not adversely affect any significant historical, cultural, architectural or aesthetic features of the subject property. As conditioned, all work will be conducted pursuant to the guidelines and recommendations of the Secretary of the Interior's Standards for Rehabilitation. The temporary removal, preservation, and relocation of the Dolly Varden Rooftop Sign would ensure the continued presence of the historic landmark in the downtown skyline. The design of the building would be designed to complement the new location of the rooftop sign.

The existing three-story hotel building is not designated as a local historic landmark. The conditions of approval include specific requirements related to treatment and preservation procedures for the relocation of the historic sign. The protected historic components established in Ordinance No. C-7345, such as the sign content and relationship to the downtown skyline would not be modified as part of the project.

- 2. (It) will remedy any condition determined to be immediately dangerous or unsafe by the Fire Marshal and/or Building Official.**

There are no active code enforcement cases or dangerous conditions at this site. Thus, this finding is not applicable.

- 3. (It) will comply with the Secretary of the Interior's Standards for the Treatment of Historic Properties and Guidelines for Preservation, Rehabilitating, Restoring, and Reconstructing Historic Buildings.**

The proposed project is consistent with the Secretary of the Interior's Standards for Rehabilitation.

- 1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.**

The current and previous use of the existing building at 335 Pacific Avenue is a hotel. The existing 3-story hotel and surface parking lot are not protected under Ordinance No. C-7345, the landmark ordinance which protects the sign. Only the rooftop sign is identified as a historic landmark. The analysis presented at the June 27, 2023 CHC study session concluded that the building at 335 Pacific Avenue is recommended ineligible for designation as a City of Long Beach Historical Landmark. However, the Dolly Varden Hotel rooftop sign is recommended eligible for continuing designation as a City of Long Beach Historical Landmark. The subject rooftop sign at 335 Pacific Avenue retains sufficient integrity to convey its significance with a period of significance from the time of construction circa 1934 through the current time.

The subject sign is in its original location and is still a rooftop advertisement for lodgings. Therefore, the sign retains integrity of location and association. The sign retains most of its original layout, design, materials, and character defining features from the time of construction. In 2014, the sign was removed, and restored to its original color of black with white lettering and the neon lights were replaced to their researched color of red and blue. The restoration and repairs were done according to the Secretary of the Interiors Standards. The subject sign retains integrity of workmanship, materials, and design. A prolonged period of time has passed since the construction of the subject property in 1929-1930, and the setting and feeling of the neighborhood has



changed over time. However, due to the iconic status of the sign as a touchstone to the past, the period of significance from circa 1934 to the present allows for change over time. Therefore, the setting and feeling of the neighborhood retains sufficient integrity to convey the significance of the sign.

The proposed project would relocate the historic rooftop sign onto a new multi-family residential building. The historic Dolly Varden Rooftop Sign will be temporarily removed, preserved, and relocated onto a replacement building at 335 Pacific Avenue. The landmark sign will continue to be used for its intended purpose (rooftop sign). While the building use would change, the sign content, location and visibility along Pacific Avenue of the sign would remain. The landmark ordinance identifies the significance of the sign's notable design of the period and for its charming, nostalgic message and visual impact to the downtown skyline. The sign would be relocated onto the rooftop of the new 8-story building and would maintain the same sign content. Although the use of the underlying building would change and the height of the sign would be increased to the 8th story of the replacement building, the historic message, rooftop location, and visual impact of the sign in the downtown area would remain intact.

**2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.**

The character defining features of the original historic Dolly Varden Rooftop sign will be retained and preserved with completion of the proposed project. The subject sign is in its original location and is still a rooftop advertisement for lodgings. Therefore, the sign retains integrity of location and association. The sign retains most of its original layout, design, materials, and character defining features from the time of construction.

A prolonged period of time has passed since the construction of the subject property in 1929-1930, and the setting and feeling of the neighborhood has changed over time. However, due to the iconic status of the sign as a touchstone to the past, the period of significance from circa 1934 to the present allows for change over time. Therefore, the setting and feeling of the neighborhood retains sufficient integrity to convey the significance of the sign.

Procedures for treatment of the historic sign have been prepared to serve as framework for the temporary removal, preservation, and relocation of the historic sign. The historic treatment procedures require the preparation of a written plan for historic treatment for the whole project, including each phase or process and protection of surrounding materials during operations. The plan would require consistency with the treatment and repair procedures included in the National Park Service Preservation (NPS) Brief No. 25 (The Preservation of Historic Signs). The final treatment plan will describe in detail the

professional staff qualifications, materials, and equipment to be used, methods of preservation, and equipment to be used for each phase of work.

**3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.**

The subject sign is in its original location and is still a rooftop advertisement for lodgings. Therefore, the sign retains integrity of location and association. The sign retains most of its original layout, design, materials, and character defining features from the time of construction.

The proposed project will remove the existing historic rooftop sign, temporarily store the sign at a secure off-site location, and reinstall the sign on a new building at the same address, 335 Pacific Avenue. While the hotel building will be replaced with a new 8-story multi-family residential building, which is of a different architectural style and height, the historic sign itself will be preserved and rehabilitated consistent with the SOI for Rehabilitation and the NPS Brief No. 25.

The location on the proposed building will continue to ensure the sign is visible and recognized as a physical record of its time, place, and use. The sign location would have a similar relationship to the street frontage (Pacific Avenue) but would be located at a greater height from the ground level. The location of the sign has been located north of the historic location, and the building articulation has been designed to include considerations of sign visibility. The replacement building was designed to avoid creating a false sense of history since the placement is modified from the original condition. No changes that create a false sense of historical development will be undertaken and no conjectural features added to the sign.

**4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.**

The proposed improvements will not change the historic significance of the sign or affect the integrity of the sign. The existing protected sign remains unchanged from historic conditions and its content and association with the downtown skyline would remain unchanged with installation of the sign on the rooftop of the new 8-story building.

**5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.**

The character defining features of the Dolly Varden Hotel rooftop sign at 335 Pacific Avenue include, but are not limited to: period design, message, and

materials; visual prominence in downtown Long Beach; and example of roadside vernacular sign.

The Historic Dolly Varden Rooftop Sign consists of two panels of neon lettering each positioned in a diagonal on the front of the roof and joined at the corners in the shape of a “V.” The sign reads: “DOLLY VARDEN HOTEL...BATH IN EVERY ROOM.” The top panel is shaped in a basic “T”-form, with the words “Dolly Varden” forming the top bar, of the “T”, and “Hotel” the bottom section. The outline is irregular, with a flattened peak at the top. The words “Bath In Every Room” are located on a bar shape slightly below the top panel. The sign panels are elevated by supporting steel struts. The sign letters are in block capitals with a serif. They are made of neon lights for nighttime illumination.

The sign would be relocated to a rooftop amenity area of the new 8-story building in a manner that is visible from the greater downtown area. No changes would be made to the sign copy. A condition of approval has been included to ensure that the distinctive features, finishes and construction techniques of Dolly Varden Rooftop Sign are preserved, consistent with SOI Standards for Rehabilitation. The project would not change the design, finish or features of the sign, as it would be relocated in its entirety onto the new building.

**6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.**

While the non-historic hotel building will be replaced with a new 8-story multi-family residential building, the historic sign itself will be preserved and rehabilitated, if damaged, consistent with the SOI Standards for Rehabilitation. The proposed historic treatment plan will include preparation of a detailed assessment of existing conditions, which includes photographic evidence of the existing conditions. In the event deteriorated features require restoration or repair, the photographs will serve with a record of the existing condition. In addition, a qualified historic professional is required to be onsite for all removal, storage, restoration, and relocation activities associated with the historic sign. In addition to the treatment program for construction, the applicant shall prepare a maintenance program that outlines a schedule and methods for ongoing maintenance, cleaning, and neon light repair for the historic sign.

**7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.**

The project would not include physical treatments that would damage the historic sign. As outlined in the historic treatment procedures, prior to issuance of building permits, a historic treatment program and fire-prevention plan would be prepared and submitted to the Department of Development Services. The fire-prevention plan would include compliance with standard procedures while addressing risk related to heat-generating equipment and combustible materials. All restoration would be overseen by a Historic Treatment Specialist with prescribed qualifications and experience. The final historic treatment program will use the gentlest means possible for all restoration efforts in compliance with the SOI for Rehabilitation and the NPS Brief No. 25.

**8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.**

No known archeological resources are located at this property. The sign relocation would not include excavation activities. The Site Plan Review (SPR) entitlement (App. No. 2212-09) includes analyses and reports regarding archaeological resources in conformance with Downtown Plan Certified Final EIR (SCH No. 2009071006).

**9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.**

Standard No. 9 states that "new work shall be differentiated from the old and shall be compatible with the massing, size, scale and architectural features..." As conditioned, the historic sign shall be removed prior to the initiation of construction activities onsite related to the new 8-story building. The sign would be stored in a climate safe storage location until the new building is completed for installation. No new alterations are proposed to the historic sign.

The design of the new building provides a step-down mass to provide a lower scale rooftop that highlights the historic rooftop sign. In addition, the folded facade design on the north side of the building intends to accent verticality and reference Downtown's Art Deco legacy. The design of the new building is differentiated from the existing hotel structure, but the relocation of the historic sign to the new rooftop amenity area would maintain its spatial relationship to the downtown skyline.

**10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.**

Consistent with Standard No. 10, any modifications undertaken during the temporary removal, preservation, and relocation of the Dolly Varden Rooftop Sign shall be done in such a manner that, "if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired." The project does not propose additions or alterations to the historic sign but preservation treatment plans will be implemented for instances where the sign is damaged at any time during the removal, storage and reinstallation of the sign. Should rehabilitation measures require new construction, the essential form and integrity of the historic sign will be unimpaired.

**4. (It) will comply with the Design Guidelines for Landmark Districts, for a property located within a Landmark District.**

The landmark sign is not located in a Landmark District; therefore, the project is not subject to consistency with the Design Guidelines for Landmark Districts.