

MICROFILMED

Ordinance No. C -7345

Amending the Long Beach Municipal Code by adding Sections 16.52.920, 16.52.930 and 16.52.940 relating to the nomination of the Dolly Varden Hotel Rooftop Sign, the Le Grande Apartments and the Silver Bow Apartments as historic landmarks. (District 1)

Introduced Oropeza

First Reading 7/25/95

Second Reading 8/1/95

Approved by Mayor 8/2/95
~~*First Reading*~~

Passage _____

Publication _____

Posted 8/3/95

1 in a basic "T"-form, with the words "Dolly Varden"
2 forming the top bar of the "T", and "Hotel" the bottom
3 section. The outline is irregular, with a flattened
4 peak at the top. The words "Bath In Every Room" are
5 located on a bar shape slightly below the top panel.
6 The sign panels are elevated by supporting steel
7 struts. The sign letters are in block capitals with a
8 serif. They are made of neon for nighttime
9 illumination.

10 The Dolly Varden Rooftop Sign is placed atop a
11 rectangular, nondescript apartment hotel constructed in
12 1929. The building is not architecturally significant,
13 nor does it have an identifiable architectural style.
14 However, the rooftop sign is a vintage historical
15 object, notable for its period design and for the
16 charming and nostalgic message displayed. It is a
17 visual landmark in the downtown. City permits do not
18 exist for the sign, but based on stylistic inference,
19 it appears to be a product of the 'thirties. Building
20 permits for post-earthquake repairs were taken out in
21 August 1933, including work on the roof; one could
22 surmise that the sign was erected at that time.

23 The sign recalls a time when apartment hotels
24 without amenities were common in the downtown. It is
25 the only historic sign which contains an advertising
26 message in addition to the name of the facility. It is
27 a visually prominent feature both during the daytime
28 and at night because of its neon. Its design and

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1 materials embody a typical "'thirties" stylistic
2 character.

3 The sign and the message on the sign on the roof
4 of the Dolly Varden Hotel evoke the nostalgic flavor of
5 Long Beach's past. The unique feature of this rooftop
6 sign is the addition of a commercial message to the
7 name of the hotel; this neon advertisement was placed
8 on two diagonal positions to catch the attention of
9 travelers from both directions. It is an example or
10 roadside vernacular design, similar to Route 66
11 artifacts and early examples of creative roadside
12 commercial signage. It is also a reminder of Long
13 Beach's prominence as a beach resort town, with
14 profusion of small hotels close to the beachfront.

15 Dolly Varden's obituary paints a portrait of a
16 colorful and eccentric person, a circus performer who
17 hoarded jewels. She apparently did not live in Long
18 Beach, but apparently had an admirer in Long Beach.
19 The name Dolly Varden also belongs to a character in a
20 Dickens' novel, "Barnaby Rudge". The name of the
21 original owner who built the hotel was L.F. Dolly.

22 The silhouette and shape of the sign, the typeface
23 of the letters, the use of neon and metal supporting
24 struts, are all typical of 'thirties signs. This is a
25 vintage neon sign, exemplifying the commercial benefits
26 of colorful, illuminated signage. Neon became a very
27 popular sign material in the 'thirties.

28 The Dolly varden has been prominent visual feature

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1 of downtown Long Beach for sixty years and is regarded
2 affectionately by many residents and visitors. Its
3 distinctive visual qualities and charming message
4 enhance the ambience of the downtown streetscape.

5 B. The Secretary of the Interior's Standards for
6 Rehabilitation and Guidelines for Rehabilitating
7 Historic Buildings are incorporated by reference, and
8 shall serve as standards and guidelines for future
9 exterior changes to the sign. All exterior changes,
10 whether or not they require a building permit, shall
11 require a Certificate of Appropriateness from the
12 Cultural Heritage Commission. Any exterior
13 alterations, modifications or repair of the sign shall
14 be consistent with the character-defining architectural
15 features, and shall not adversely affect the historical
16 materials, design or detailing.

17
18 Sec. 2. Section 16.52.930 is added to the Long Beach
19 Municipal Code to read as follows:

20 16.52.930. The Le Grande Apartments

21 Pursuant to the provisions of Chapter 2.63 and
22 with the recommendation of the Planning Commission, the
23 City Council designates the following building as an
24 historical landmark in the City: The Le Grande
25 Apartments.

26 A. Location, description and reasons for
27 designation. Located at 635 East 9th Street, this is a
28 two-story, 20 unit courtyard apartment designed in the

1 Chateausque style. This style became popular in
2 Southern California in the 'twenties and appeared
3 occasionally in apartment buildings in Long Beach at
4 that time. The design is asymmetrical, with the entry
5 under a projecting Romanesque portal of triple attached
6 columns and a series of arches decorated with geometric
7 motifs. The upper portion has flattened decorative
8 corbels. The wrought iron gate has a series of arches,
9 echoing the curves of the portal. The courtyard is
10 landscaped, and exterior stairs lead to the upper
11 units. There is a mansard roof, turrets, and partial
12 dormers. Multipaned wood sash windows are used. The
13 exterior stucco is strongly textured in curves, giving
14 a hand-troweled appearance.

15 This courtyard apartment building was constructed
16 during a period of very rapid growth for the City of
17 Long Beach that had been stimulated by a strong demand
18 for rental housing in a fast-growing economy. The
19 'twenties were boom years in Long Beach, due in part to
20 the new oil industry, but also to the flourishing beach
21 resort economy, and business and industrial growth.
22 The type of housing represented here served working
23 class people. The architectural charm and picturesque
24 quality must have been an attempt to give this building
25 a competitive edge in an expanding housing market.

26 This building is an excellent example of the
27 Medieval Revival Chateausque style, which was popular
28 in this period. In the years following the first World

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1 War, exposure to European castles resulted in
2 Chateausque Revival buildings. Long Beach has other
3 examples built at this time, such as the Lowena
4 Historic District and the Gaytonia.

5 The architectural type represented here is
6 courtyard housing, which was a popular form of housing
7 in Southern California from approximately 1915-1935.
8 Two stories of living units are arrayed in parallel
9 wings around a central landscaped courtyard, screened
10 from the street by a Romanesque Revival portal and
11 decorative entry gate. The use of exterior stairs and
12 varied massing conveys the quality of a miniature
13 townscape to the complex.

14 B. The Secretary of the Interior's Standards for
15 Rehabilitation and Guidelines for Rehabilitating
16 Historic Buildings are incorporated by reference, and
17 shall serve as standards and guidelines for future
18 exterior changes to the building. All exterior
19 changes, whether or not they require a building permit,
20 shall require a Certificate of Appropriateness from the
21 Cultural Heritage Commission. Any exterior
22 alterations, modifications or repair of the structure
23 shall be consistent with the character-defining
24 architectural features, and shall not adversely affect
25 the historical materials, design or detailing.

26
27 Sec. 3. Section 16.52.940 is added to the Long Beach
28 Municipal Code to read as follows:

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1 16.52.940. The Silver Bow Apartments

2 Pursuant to the provisions of Chapter 2.63 and
3 with the recommendation of the Planning Commission, the
4 City Council designates the following building as an
5 historical landmark in the City: The Silver Bow
6 Apartments.

7 A. Location, description and reasons for
8 designation. Located at 330 Cedar Avenue, this three-
9 story red and tan brick apartment building was built in
10 1915. This building is significant as an intact
11 Renaissance Revival apartment building, of high quality
12 materials and design, from any early period in Long
13 Beach's history (1915). The architect was F.L.
14 Lindsay, whose office was at 171 Locust in Long Beach;
15 the original client was Alex Husband. Construction
16 drawings for post-earthquake repairs in 1933 show
17 reconstruction and repair according to the original
18 plans, rather than a modernization. The repairs were
19 designed by Harvey Lochridge, a local and prominent
20 structural engineer. The facade has finely detailed
21 masonry construction, with molding and panels defined
22 by contrasting patterns of glazed tan brick. The
23 prominent cornice, with large dentils and paired
24 brackets, is original. The brackets are detailed in
25 Classical Revival style. White accents are provided by
26 the cornice, horizontal molding between the stories,
27 and central balconies. The symmetrical facade has a
28 recessed central doorway with recessed spaces and

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1 balconies above. The balconies have decorative iron
2 railings and a fire escape ladder. The entry door has
3 two side lights. The entry stairs and hallway are
4 white marble. The windows are tripartite, the central
5 panel containing a transom and the two narrower side
6 windows double-hung. Seismic reinforcing anchor bolts
7 are visible on the side plain red brick walls, where
8 the windows have segmented arches.

9 This three story apartment building today is one
10 of the earliest masonry apartment buildings in the
11 City, constructed in 1915. At the time it was built,
12 it was a major residential structure in its
13 neighborhood, which consisted primarily of smaller
14 scale wood frame dwellings. Today it stands out as one
15 of the oldest surviving brick apartment buildings in
16 Long Beach, most of which were constructed in the
17 'twenties. It is a precursor to the expansion of high
18 rise residential apartment construction in Long Beach
19 in the decade of the 'twenties.

20 The building's Renaissance Revival style had
21 features that later became typical of Long Beach three-
22 story apartment buildings. The facade is symmetrical,
23 with the central entryway placed in a recessed bay.
24 Second and third story balconies overlook the street.
25 The clear demarcation of each story and each bay, the
26 prominent classical cornice crowning the roof, the
27 detailing of the facade brickwork, the white decorative
28 accents against a brick background, are hallmarks of

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1 the Renaissance Revival style. The style of the
2 windows reference another contemporary residential
3 style: Craftsman, with tripartite windows and use of a
4 transom in the central pane.

5 This building relates to the Willmore City
6 Historic District just adjacent to its north, by era of
7 construction and building type. It also relates to
8 adjacent historic buildings at the corner of Third
9 Street and Cedar Avenue: the First Congregational
10 Church (1914) and the Willmore (1924).

11 The building has a monumental presence on the
12 street due to its scale, materials and design. Its
13 name is displayed in large-scale letters over the
14 entryway. It is a visual landmark, having survived
15 unchanged for eighty years.

16 B. The Secretary of the Interior's Standards for
17 Rehabilitation and Guidelines for Rehabilitating
18 Historic Buildings are incorporated by reference, and
19 shall serve as standards and guidelines for future
20 exterior changes to the building. All exterior
21 changes, whether or not they require a building permit,
22 shall require a Certificate of Appropriateness from the
23 Cultural Heritage Commission. Any exterior
24 alterations, modifications or repair of the structure
25 shall be consistent with the character-defining
26 architectural features, and shall not adversely affect
27 the historical materials, design or detailing.

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Sec. 4. The City Clerk shall cause this ordinance to be recorded in accordance with the provisions of Section 5029 of the California Public Resources Code and Section 27288.2 of the California Government Code.

Sec. 5. The City Clerk shall certify to the passage of this ordinance by the City Council and cause it to be posted in three conspicuous places in the City of Long Beach, and it shall take effect on the thirty-first day after it is approved by the Mayor.

I certify that the foregoing ordinance was adopted by the City Council of the City of Long Beach at its meeting of

August 1, 1995 by the following vote:

Ayes: Councilmembers: Oropeza, Lowenthal, Drummond,
Clark, Topsy-Elvord, Kellogg,
Shultz.

Noes: Councilmembers: None.

Absent: Councilmembers: Robbins, Donelon.


City Clerk


Mayor


Approved: 8-2-95
(Date)

TM:amp:kjm
[09]DOLLEY.SIL

AFFIDAVIT OF POSTING

STATE OF CALIFORNIA) ss
COUNTY OF LOS ANGELES)
CITY OF LONG BEACH)

Stanley Enge being duly sworn says: That I am employed in the Department of the City Clerk of the City of Long Beach; that on the 3rd day of August, 1995 I posted three true and correct copies of Ordinance No. C-7345 in three conspicuous places in the City of Long Beach, to wit: One of said copies in the entrance lobby of City Hall in front of the Information Desk; one of said copies in the Main Library and one of said copies in the entrance lobby of the County Building, 415 West Ocean Boulevard.



Subscribed and sworn to before me

this 3rd day of August 1995



City Clerk of the City of Long Beach