

C-7345

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# CITY OF LONG BEACH

CULTURAL HERITAGE COMMISSION

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

(310) 570-6864  
 FAX (310) 570-6068  
 TDD (310) 570-6793

July 25, 1995

HONORABLE MAYOR AND CITY COUNCIL  
 City of Long Beach  
 California

SUBJECT: Historical Landmark Designation for:  
Le Grande Apartments, 635 E. 9th St.; Silver Bow  
Apartments, 330 Cedar Ave.; Rooftop Sign, Dolly  
Varden Hotel, 335 Pacific Ave. (District 1)

COST: None

It is recommended that the City Council adopt an ordinance designating the two subject historical buildings and one subject historical object as Long Beach Historical Landmarks.

## BACKGROUND

This recommendation is forwarded from the Planning Commission. The recommendations for the Le Grande Apartments and the Silver Bow Apartments were adopted by unanimous consent on May 4, 1995. The recommendation for the Dolly Varden Rooftop Sign was adopted unanimously, with one abstention due to conflict of interest, on March 23, 1995.

The identification of the buildings as eligible for historical landmark designation was the result of a cultural heritage resource survey conducted by staff in the peripheral downtown area surrounding the central business district. The survey was funded in part by a grant from the State Office of Historic Preservation under the Certified Local Government Program.

The identification of the sign as historic is due to its evaluation by the Cultural Heritage Commission as meeting the criteria of significance under Municipal Code Section 2.63.050. Current provisions in the zoning code exempt historic signs which meet the criteria of significance from the amortization requirements of the City's sign regulations.

The attached Planning Commission staff reports describe the historical value of the buildings and the sign, and provide information from the Cultural Heritage Commission.

The owners of the subject buildings and the subject sign support the proposed historical landmark designations.

RECEIVED  
 CITY OF LONG BEACH  
 OFFICE OF THE CITY CLERK  
 JUL 26 1995

HONORABLE MAYOR AND CITY COUNCIL  
July 25, 1995  
Page 2


IT IS RECOMMENDED THAT THE CITY COUNCIL:

Declare ordinance read the first time and laid over to  
the next regular meeting of the City Council for final  
reading.

Respectfully submitted,

DR. EBENEZER BUSH, CHAIRMAN  
CITY PLANNING COMMISSION

BY:

  
EUGENE J. ZELLER  
Director of Planning  
and Building

EB:RL:cla  
attachments



# CITY OF LONG BEACH

CULTURAL HERITAGE COMMISSION

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

(310) 570-6864

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TDD (310) 570-6793

March 23, 1995

CHAIRMAN AND CITY PLANNING COMMISSION  
City of Long Beach  
California

**SUBJECT:** Historic Landmark Designation  
Dolly Varden Hotel Rooftop Sign  
335 Pacific Avenue

## RECOMMENDED ACTION:

The Cultural Heritage Commission recommends that the City Planning Commission recommend that the Long Beach City Council adopt an ordinance designating the rooftop sign of the Dolly Varden Hotel as a City Historical Landmark Object.

## BASIS FOR RECOMMENDATION:

See attached staff report for February 16 Planning Commission meeting.

## BACKGROUND:

This item was continued from February 16 in order to address questions about the regulations and environmental review applicable to a historic sign.

If the sign is designated as "historic," the sign is exempt from the sign amortization provisions of the Long Beach Zoning Code. The sign would be permitted to remain in place even though ownership of the building changes.

The sign would be subject to the review of the Cultural Heritage Commission for all changes and alterations to its physical character. The owner is not required to do anything to the sign beyond maintain it in existence. If the need arises in the future to remove the sign, the protections of the City's regulations and CEQA requirements would apply most strictly if the proposed action involved the **demolition or removal from Long Beach** of the sign; that is, total loss from the City of Long Beach of a historic resource. Demolition of historic resources is delayed for six months for Cultural Heritage Review; CEQA regulations would require an EIR. However, **removal and relocation** of the historic resource could potentially be considered as not adverse, as historic objects may be salvaged by relocation. In this situation, the Cultural Heritage Commission might approve a Certificate of Appropriateness

CHAIRMAN AND CITY PLANNING COMMISSION  
March 23, 1995  
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which saves but relocates the sign. Their action, and CEQA requirements, depend upon the facts and circumstances applicable at the time.

At this point, the building has a new owner, who intends to comprehensively rehabilitate the units and, under proper management, to operate the building in its present use as a hotel. The hotel will retain its original name, and the owner wishes to retain the sign.

**REQUIRED REVIEW:**

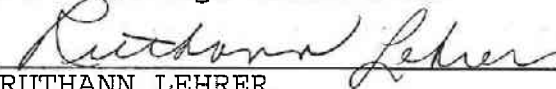
Per section 2.63.050 (B) of the Cultural Heritage Ordinance, the Director of Planning and Building has been advised of this nomination. The report of the Director of Planning and Building is attached.

**ENVIRONMENTAL REVIEW:**

It has been determined that this nomination will not adversely affect the environment, and therefore Categorical Exemption #18-95 has been issued.

Respectfully submitted,

C. WILLIAM AVERY, CHAIRMAN  
Cultural Heritage Commission

by:   
RUTHANN LEHRER  
Neighborhood and Historic Preservation Officer

attachments

CWA:RL/hlf  
c:\wp51\historic\planning\paci0335---3



# CITY OF LONG BEACH

DEPARTMENT OF PLANNING & BUILDING

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

(310) 570-6651  
FAX (310) 570-6753  
TDD (310) 570-5793

May 4, 1995

CHAIRMAN AND CITY PLANNING COMMISSION  
City of Long Beach  
California

## CONSENT CALENDAR

**SUBJECT:** Historic Landmark Nomination  
Silver Bow apartments, 330 Cedar Avenue  
Constructed 1915

### RECOMMENDED ACTION:

The Cultural Heritage Commission voted unanimously on February 1, 1995, to recommend the Silver Bow Apartments for landmark designation to the Planning Commission, based upon the following criteria in Municipal Code Section 2.63.050:

- A. It possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the City, the southern California region, the state or the nation.**

This three-story apartment building today is one of the earliest masonry apartment buildings in the City, constructed in 1915. At the time it was built, it was a major residential structure in its neighborhood, which consisted primarily of single-family and some multi-family wood frame structures. Today it stands out as one of the oldest surviving brick apartment buildings in Long Beach, most of which were constructed in the Twenties. It is a precursor to the expansion of highrise residential apartment construction in Long Beach in the decade of the Twenties.

- D. It portrays the environment in an era of history characterized by a distinctive architectural style.**

The building is designed in Renaissance Revival style, with features that became typical of later Long Beach three-story apartment buildings. The facade is symmetrical, with the central entryway placed in a recessed bay. Second and third story balconies overlook the street. The clear demarcation of each story and each bay, the prominent classical cornice crowning the roof, the detailing of the facade brickwork, the white decorative accents against a brick background, are hallmarks of the Renaissance Revival style. The style of the windows references another contemporary residential style: Craftsman, with tripartite windows and use of a transom in the central pane.



- F. It is the work of a person or persons whose work has significantly influenced the development of the City or the southern California region.**

Although we do not know the original architect, a prominent architect did repairs on the building following the '33 earthquake. Harvey Lochridge, who designed the landmark Insurance Exchange Building, performed repairs on this building which were all restoration work and not remodeling.

- H. It is part of or related to a distinctive area and should be developed or preserved according to a specific historical, cultural or architectural motif.**

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

- I. It represents an established and familiar visual feature of a neighborhood or community due to its unique location or specific distinguishing characteristic.**

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

**BACKGROUND:**

This building was identified and researched in a cultural resource survey of the greater downtown area, completed in September 1994. The owner was contacted by letter on December 12, 1994, and responded by phone. The owner is fully supportive of the nomination.

The building has been seismically retrofitted, and was rehabilitated a few years ago. A second structure behind the Silver Bow, one story with three rental units, is not considered architecturally significant. The Silver Bow is situated between two other apartment buildings; The zoning is R-4-N.

CHAIRMAN AND CITY PLANNING COMMISSION  
May 4, 1995  
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**REQUIRED REVIEW:**

Per Section 2.63.050 (B) of the Municipal Code, the Director of Planning and Building has been advised of this nomination. His report is attached.

**ENVIRONMENTAL REVIEW:**

It has been determined that this nomination will not adversely affect the environment; therefore, Categorical Exemption #196-95 has been issued.

Respectfully submitted,

C. WILLIAM AVERY, CHAIRMAN  
Cultural Heritage Commission

by:   
RUTHANN LEHRER  
Neighborhood and Historic Preservation Officer

attachments

CWA:RL/hlr  
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State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
OFFICE OF HISTORIC PRESERVATION

HISTORIC RESOURCES INVENTORY

IDENTIFICATION AND LOCATION

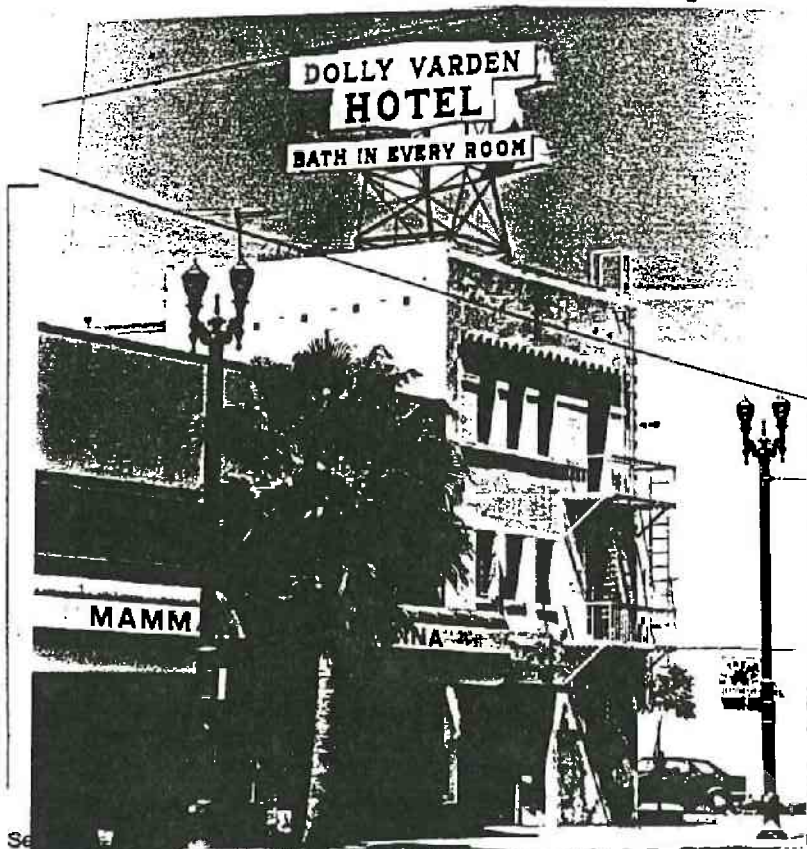
1. Historic name Dolly Varden Hotel rooftop sign
- \*2. Common or current name same
- \*3. Number & street 335 Pacific Cross-corridor 3rd St.  
City Long Beach Vicinity only Zip 90802 County L.A.
4. UTM zone A B C D
5. Quad map No. Parcel No. Other

Ser. No. \_\_\_\_\_  
National Register status \_\_\_\_\_  
Local designation \_\_\_\_\_

DESCRIPTION

6. Property category object If district, number of documented resources \_\_\_\_\_
- \*7. Briefly describe the present physical appearance of the property, including condition, boundaries, related features, surroundings, and (if appropriate) architectural style.

The Dolly Varden Hotel rooftop sign consists of two panels of 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 zigzag, with a flattened peak at the top. The words "Bath In Every Room" are located on a bar shape slightly below the top sign. The sign panels are elevated by supporting steel struts. The sign letters are in block capitals with a serif. They are made of neon and are illuminated at night.



8. Planning agency LB Dept. of Planning & Building
9. Owner & address Robt. Bennett; Wm Benne  
Larry Fortune; 1195  
W. Shaw; Fresno 93711
10. Type of ownership private
11. Present use residential
12. Zoning \_\_\_\_\_
13. Threats removal

Se \_\_\_\_\_ 6, Sacramento, CA 94296-0001

\* Complete these items for historic preservation compliance projects under Section 106 (36 CFR 800). All items must be completed for historical resources survey information.



**HISTORICAL INFORMATION**

- \*14. Construction date(s) est. 1933 Original location yes Date moved \_\_\_\_\_
15. Alterations & date none
16. Architect \_\_\_\_\_ Builder \_\_\_\_\_
17. Historic attributes (with number from list) \_\_\_\_\_

**SIGNIFICANCE AND EVALUATION**

18. Context for evaluation: Theme Historic signs Area Long Beach  
Period \_\_\_\_\_ Property type \_\_\_\_\_ Context formally developed? no

- \*19. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

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

The sign recalls a time when apartment hotels without amenities were common in the downtown. It is the only historic sign which contains an advertising message in addition to the name of the facility. It is a visually prominent feature both during the daytime and at night because of its neon. Its design and materials embody a typical "thirties" stylistic character.

**20. Sources**

Tax assessment records  
City building permits

21. Applicable National Register criteria C
22. Other recognition \_\_\_\_\_  
State Landmark No. (if applicable) \_\_\_\_\_
23. Evaluator \_\_\_\_\_  
Date of evaluation \_\_\_\_\_
24. Survey type \_\_\_\_\_
25. Survey name \_\_\_\_\_
- \*26. Year form prepared 1994  
By (name) \_\_\_\_\_  
Organization \_\_\_\_\_  
Address \_\_\_\_\_  
City & Zip \_\_\_\_\_  
Phone \_\_\_\_\_

\* Sketch map. Show location and boundaries of property in relation to nearby streets, railways, natural landmarks, etc. Name each feature.



APRIL 3, 1956

12/06/1994 09:07 4991377

PAGE 01

ATTENTION: Ruthann Leyher

## DOLLY DIDN'T DIE PENNILESS

APR 3 '56

# Circus Queen's Trunk Full of Jewels

ST. LOUIS (AP) — A onetime circus queen, who died apparently penniless last December, actually left a trunk full of jewels.

She was Dolly Varden, aerialist and equestrienne, once called the goddess of the tan-bark trail. She died of cancer at the age of 84.

W. W. Sleater III, attorney for the estate, said today the jewels — diamonds, rubies, emeralds, gold and silver — possibly could be worth as much as \$100,000, "but we won't know the amount until an appraisal is made."

He said an appraisal will be started today or Wednesday.

Dolly Varden, known to her neighbors as Mrs. Raymond O'Dell, later was active in welfare and religious work. Before going to City Hospital last Fall, she left the unlocked trunk with a friend, Andrew Schrick of St. Louis.

SCHRICK SAID he didn't bother to open that trunk or another one which contained old circus costumes, before turning them over to Sleater.

Noble Edward Dyer, a cousin of Mrs. O'Dell, of St. Louis,

is administrator of the estate and will receive the jewels unless another relative is found. No will has been found.

"One diamond looked like the headlight on a car," Sleater said.

Miss Varden was born in Mount Carmel, Ill., and was on the stage for 12 years before entering circus work. She once traveled in her own private railroad car and had chocolates, shoes and clothes and a hotel in Long Beach, Calif., named for her.

She retired about 45 years ago and came to St. Louis.

570-6068



Date: January 11, 1995  
To: Ruthann Lehrer, Neighborhood & Historic Preservation Officer  
From: Eugene J. Zeller, Acting Director of Planning and Building  
Subject: NOMINATION OF THE DOLLY VARDEN HOTEL ROOFTOP SIGN

This is in response to your request for my review of the subject nomination.

Staff of this department has reviewed the nomination and finds that it is consistent with the General Plan and with the requirements of the Cultural Heritage Ordinance. We are supportive of the nomination.

EJZ:amo



## NOTICE OF EXEMPTION

TO: \_\_\_\_\_ Office of Planning & Research FROM: Planning & Building  
 1400 Tenth St., Rm. 121 Environmental Planning  
 Sacramento, CA 95814 333 W. Ocean Blvd., 4th Floor  
 Long Beach, CA 90802

☒ L. A. County Clerk  
 P. O. Box 151, Main P.O.  
 Corporation, Room 106  
 Los Angeles, CA 90053

Project Title: Cultural Heritage landmarks designation

Project Location - Specific: 335 Pacific

Project Location - City Long Beach Project Location - County Los Angeles

Description of project: Roof top sign Dolly Varden hotel

Name of Public Agency Approving Project: Planning Commission

Name of Person or Agency Carrying Out Project: Ruthann Lehner  
 (Printed Name)

Ruthann Lehner City Hall 5th Fl. 333 W. Ocean Blvd.  
 (Signature) (Mailing Address)

310-570-6864 Long Beach CA 90802  
 (Telephone) (City) (State) (Zip Code)

## LONG BEACH CITY PLANNING COMMISSION

☒ Categorical Exemption. State type and section number: Class

Reasons why project is exempt: \_\_\_\_\_

☒ Lead Agency  
 Contact Person: Gerhardt H. Felgemaker Telephone: (310) 570-6894

[Signature] 1-13-95 Environmental Officer  
 Signature Date Title

- 1B. Street Vacation, CE-63-95, CE-182-94/CE-183-94  
Applicant: City of Long Beach, Department of Public Works  
Subject Site: A portion of De Forest Avenue, Fourteenth Street, Sixteenth Street, Seventeenth Street, and the adjacent alleys west of San Francisco Avenue from Anaheim Street to Esther Street  
Description: Request for Street Vacation.

ACTION: Planning Commission found Vacation in conformance with the General Plan.

- 1C. Case No. 9501-21, CE-49-95, Conditional Use Permit  
Applicant: Bixby Land Company  
Subject Site: 2451 Bellflower Boulevard  
Description: Request for a Conditional Use Permit to operate a store for the sales, rental and service of watercraft.

ACTION: Planning Commission approved Conditional Use Permit, subject to conditions.

#### S W E A R I N G   O F   W I T N E S S E S

#### R E G U L A R   A G E N D A

2. City Historic Landmark Designation, CE-18-95  
Applicant: Cultural Heritage Commission  
Subject Site: 335 Pacific Avenue  
(Rooftop sign of Dolly Varden Hotel)  
Description: Request for City Historic Landmark Designation.

Ruthann Lehrer presented the staff report, stating that this item was continued from the meeting of February 16, 1995. She pointed out that there is a new owner of the property, Jim Miller. She noted that the nomination applies only to the sign and not the entire building.

Tim McOsker addressed the Commission in terms of the California Environmental Quality Act (CEQA). He said that any modification, alteration or demolition of an historic object would require a Certificate of Appropriateness procedure, which involves discretionary actions by the Planning Commission and by the City, and as such, is considered a project under CEQA. He said a project necessitates an initial study, which leads to a conclusion as to which document will be prepared, whether it's a Negative Declaration, a Mitigated Negative Declaration, or an Environmental Impact Report.



Mr. McOsker discussed another provision of State Law that is specifically applied to historic objects and historic structures, and indicated that such a project would require an EIR. He said that a future project on the hotel, such as modification or demolition, that has an effect on the sign, would have to be looked at to determine what it does to the significance of the sign. He said that a demolition of the building beneath the sign would likely require the preparation of an EIR. He said that a project that has a mitigation that the sign be reused or replaced on a new structure, or replaced somewhere else in the City, could be a project that qualifies for a Mitigated Negative Declaration or a Negative Declaration. He concluded that designation of the sign will, very likely, cause the City to complete an Initial Study, and that conclusion could require the preparation of a Negative Declaration, a Mitigated Negative Declaration, or an EIR, depending on the project.

Mr. Felgemaker added that in terms of cost, if an applicant is restoring a building, normally a Categorical Exemption is issued with no fee. He said that if the applicant is making a major change, the fee for a Negative Declaration or a Mitigated Negative Declaration would be in the range of \$2700. He said that if the applicant is proposing to demolish or cause some significant impact to an historic building or item, an Environmental Impact would be required at a cost of \$5,000 if prepared by the applicant, or \$15,000 if prepared by the City.

Mr. Zeller expressed his concern that the owner be made aware that demolition of the building may encumber as much as \$15,000 in preparation of an EIR, even to have a Certificate of Appropriateness ruled upon, and said that any owner must fully understand the implications of landmark designation.

Commissioner Munger indicated that she would abstain from this item.

Ms. Lehrer stated that the sign could be moved if the building were to be demolished. She said that currently the City's sign ordinance would require the sign to come down if there is a change in ownership. She said that the current situation is that there is a new owner who intends to rehabilitate and continue with the existing building. She said the Zoning Ordinance requires the sign to be removed, and this is the reason for the designation at this time.

Jim Miller, Shelter for the Homeless, the new owner, said he would be willing to donate the sign to the City. He said he has no intention of tearing down the sign or the building, and he intends to fix up the hotel and run it as a hotel. Mr. Miller said his concern is that designation of the sign would cause him

to have to pay \$15,000 at a later time. He said his intention at this time is to maintain the sign.

Commissioner Moyer asked if there are any other options besides designating the sign as a landmark. Mr. Benard said there is an amortization period, which is currently in suspense due to an action of the City Council to suspend removal of non-conforming signs. He said staff is in the process of initiating a review of the City sign ordinance and considering the possibility of modifying the pertinent section.

Discussion ensued regarding the current amortization period and extensions that could be granted for up to five years.

Mr. Zeller stated that landmark designation by City Council, as recommended by the Planning Commission, shall exempt the sign from the amortization provision.

In response to questions from Commissioner Cartagena, Mr. Miller said the hotel will not be used for the homeless, but he intends to run it as a hotel.

Commissioner Monios asked if it is possible for the owner to donate the sign to the City, if he wishes. Ms. Lehrer stated that the City could keep the sign in the public storage yard or seek some other disposition for it. She added that the intent of the Cultural Heritage Commission was that the sign is a vintage neon rooftop sign, and it has a lot of nostalgic value in its present setting.

Mr. Felgemaker added that before storage is proposed, he would want to be sure there is a place to reuse the sign. He said a lot of elements have been destroyed in the public yard.

Commissioner Moyer asked if there would be a way for the City to waive the Standards Variance fee to keep the sign where it is, and avoid a future problem of an EIR at \$15,000. Mr. Zeller said the City Council has yet to make a decision on the waiver of a fee for another historic building, and the disposition should come back within the next few weeks.

In answer to a question from Chairman Bush, Mr. Miller said he does not mind keeping the sign. He said he does not intend to demolish the building, but if demolition occurs in the future, he would be willing to donate the sign to the City.

Mr. Zeller noted that unless there is a change in regulations and the fee structure, just taking down the sign and giving it to the City would require an investigation with a fee of \$2,700, as a minimum, and \$15,000 at a maximum.

In response to a question from Commissioner Moyer, Mr. Benard said the variance process would be applicable if no designation occurred. He said if there is no designation, and the five-year period had lapsed, a Standards Variance would be an appropriate application. He said waiver of that fee would be subject to Council action. Mr. McOsker agreed that with the transfer of the property to the new owner, there is a one-year period to remove the sign to comply with the code, and there is an opportunity to extend the one-year period to five years, without granting a variance, but at the end of the five years, there would be a possibility for granting a variance to allow an additional time, and that would require a fee. He said waiver of the fee is a decision of Council.

In answer to a question from Commissioner Cartagena as to whether the building was considered for landmark status, Ms. Lehrer said the building does not have the necessary architectural and historical character. She said it is the sign that gives the building it's distinctive visual quality. Commissioner Cartagena expressed his opinion that the building and the sign should be a package. He said he would be willing to continue this item to refer it back to the Cultural Heritage Commission to consider designating the entire building as well as the sign. Mr. Miller said he would not be in favor of designating the building.

MOTION: Commissioner Monios moved, seconded by Commissioner Moyer, that the Planning Commission recommend that the City Council adopt an ordinance designating the Dolly Varden Hotel rooftop sign as a City Cultural Heritage Landmark. The motion carried 5-0-1. Commissioner Munger abstained. Commissioner Otto was absent.

3. Case No. 9302-15, Conditional Use Permit Modification, CE-472-92

Applicant: Sigma Alpha Epsilon Alumni Association  
c/o Bill Ridgeway

Subject Site: 1211 Newport Avenue

Description: Request for Modification to a previously-approved Conditional Use Permit (Condition No. 36) to delete the current one-year occupancy time limit and allow the fraternity to become a permanent use.

Lynette Ferenczy presented the staff report, stating the zoning is R-4-R, dense multi-family residential. She said the CUP was originally approved May 7, 1993, and the applicant at that time was the Phi Kappa Alpha Fraternity. She said the property was foreclosed after 7 months, and that fraternity moved out by January of 1994. She said the current applicant, the SAE's, requested to move in under the same CUP before it expired. She

March 23, 1995

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# CITY OF LONG BEACH

DEPARTMENT OF PLANNING & BUILDING

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

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TDD (310) 570-5793

May 4, 1995

## CONSENT CALENDAR

CHAIRMAN AND CITY PLANNING COMMISSION  
City of Long Beach  
California

**SUBJECT:** Historic Landmark Designation  
Le Grande Apartments, 635 East 9th Street  
Constructed 1926

### RECOMMENDED ACTION:

The Cultural Heritage Commission recommends that the City Planning Commission recommend that the Long Beach City Council adopt an ordinance designating the Le Grande apartments at 635 East 9th Street as a City Historic Landmark.

### BASIS FOR RECOMMENDATION:

The Cultural Heritage Commission voted unanimously on March 1, 1995, to recommend the Le Grande Apartments for landmark designation to the Planning Commission, based upon the following criteria in Municipal Code Section 2.63.050:

- A. It possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the City, the southern California region, the state or the nation.

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



CHAIRMAN AND CITY PLANNING COMMISSION

May 4, 1995

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- D. It portrays the environment in an era of history characterized by a distinctive architectural style.**

This building is an excellent example of the medieval revival Chateausque style, which was popular in this period. In the years following the first World War, exposure to European castles resulted in Chateausque revival buildings. Long Beach has other examples built at this time, such as the Lowena Historic District and the Gaytonia. Characteristic features are the steeply pitched roofs, the turrets, the casement windows, the use of dormers, the picturesque asymmetry, the Romanesque revival arched entryway, the use of corbels. The exterior is textured in hand-troweled stucco, simulating roughhewn stone.

- E. It embodies those distinguishing characteristics of an architectural type or engineering specimen.**

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

- I. It represents an established and familiar visual feature of a neighborhood or community due to its unique location or specific distinguishing characteristic.**

The architectural qualities of this building make it visually outstanding in its location in Long Beach, making it an established and familiar visual feature of its neighborhood. There are no similar Chateausque revival buildings in the vicinity.

**BACKGROUND:**

This building was identified and researched in a cultural resource survey of the greater downtown area, completed in September 1994. The owner was contacted by letter on January 30, 1995. The owner responded by telephone, stating that he was fully supportive of the designation.

The building is currently in use as rental housing, with twenty units. This use is prevalent in the area, situated on 9th Street



CHAIRMAN AND CITY PLANNING COMMISSION

May 4, 1995

Page 3

between Atlantic and Lime Avenues. The zoning in the area is R-4-R.

**REQUIRED REVIEW:**

Per Section 2.63.050 (B) of the Municipal Code, the Director of Planning and Building has been advised of this nomination. His report is attached.

**ENVIRONMENTAL REVIEW:**

It has been determined that this nomination will not adversely affect the environment; therefore, Categorical Exemption #195-95 has been issued.

Respectfully submitted,

C. WILLIAM AVERY, CHAIRMAN  
Cultural Heritage Commission

by:

  
RUTHANN LEHRER

Neighborhood and Historic Preservation Officer

attachments

CWA:RL/hlr  
c:\wp51\historic\planning\09th0635

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
OFFICE OF HISTORIC PRESERVATION

HISTORIC RESOURCES INVENTORY

IDENTIFICATION AND LOCATION

1. Historic name Le Grande Apartments

\* 2. Common or current name \_\_\_\_\_

\* 3. Number & street 635 E. 9th Street  
City Long Beach

Cross-corridor \_\_\_\_\_  
Vicinity only \_\_\_\_\_ Zip 90813 County L.A.

4. UTM zone A

Parcel No. 72740 P5032

C \_\_\_\_\_ D \_\_\_\_\_

5. Quad map No. \_\_\_\_\_

Other \_\_\_\_\_

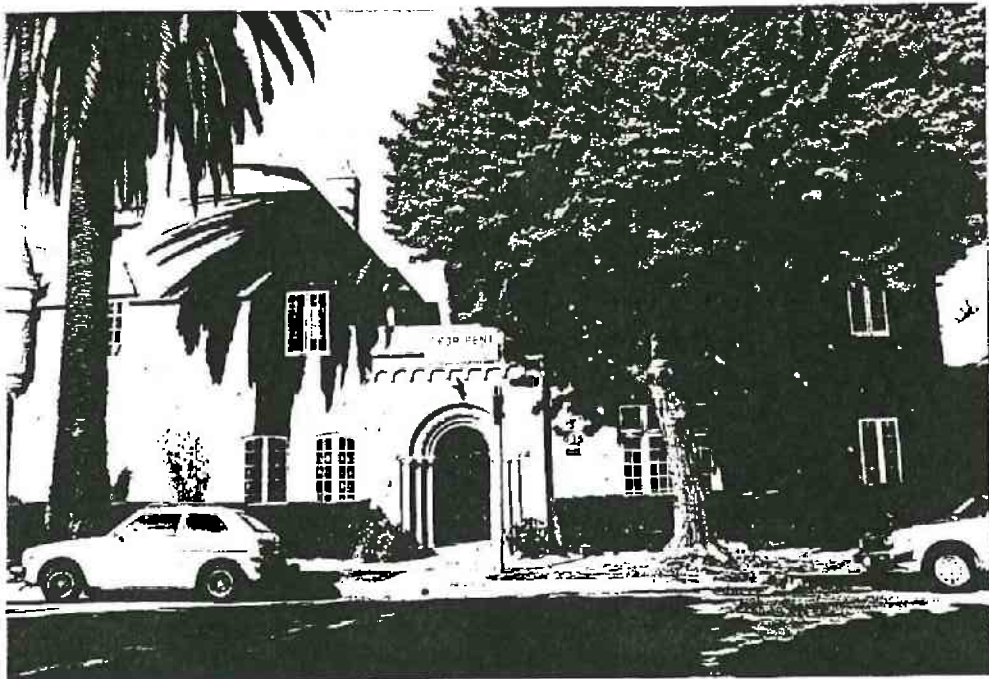
Ser. No. \_\_\_\_\_  
National Register status 483  
Local designation \_\_\_\_\_

DESCRIPTION

6. Property category Building If district, number of documented resources Long Beach

\* 7. Briefly describe the present physical appearance of the property, including condition, boundaries, related features, surroundings, and (if appropriate) architectural style.

This is a two-story, 20 unit courtyard apartment designed in the Chateausque style. The design is asymmetrical, with the entry under a projecting Romanesque portal of triple attached columns and a series of arches decorated with geometric motifs. The upper portion has flattened decorative corbels. The wrought iron gate has a series of arches, echoing the curves of the portal. The courtyard is landscaped, and exterior stairs lead to the upper units. There is a mansard roof, turrets, and partial dormers. Multipaned wood sash windows are used. The exterior stucco is strongly textured in curves, giving a hand-troweled appearance. The condition is good.



8. Planning agency

L.B. Dept Planning and Building

9. Owner & address

Paul Chandler  
233 Nieto  
Long Beach, CA 90803

10. Type of ownership private

11. Present use residential

12. Zoning R 4 R

13. Threats none

Send a copy of this form to: State Office of Historic Preservation, P.O. Box 942896, Sacramento, CA 94296-0001

\* Complete these items for historic preservation compliance projects under Section 106 (36 CFR 800). All items must be completed for historical resources survey information.

# HISTORICAL INFORMATION

- \*14. Construction date(s) 1926 Original location yes Date moved \_\_\_\_\_
15. Alterations & date \_\_\_\_\_
16. Architect \_\_\_\_\_ Builder \_\_\_\_\_
17. Historic attributes (with number from list) 03

## SIGNIFICANCE AND EVALUATION

18. Context for evaluation: Theme Residential development Area Long Beach  
 Period 1900-1933 Property type multifamily apartments Context formally developed? yes
- \*19. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

Architecturally, this is an unusual building in Long Beach: a courtyard apartment in the Chateausque style. This style was popular in the 20's, and appears occasionally in apartment buildings in Long Beach at this time.

20. Sources Building Department files and tax records

21. Applicable National Register criteria C

22. Other recognition \_\_\_\_\_  
 State Landmark No. (if applicable) \_\_\_\_\_

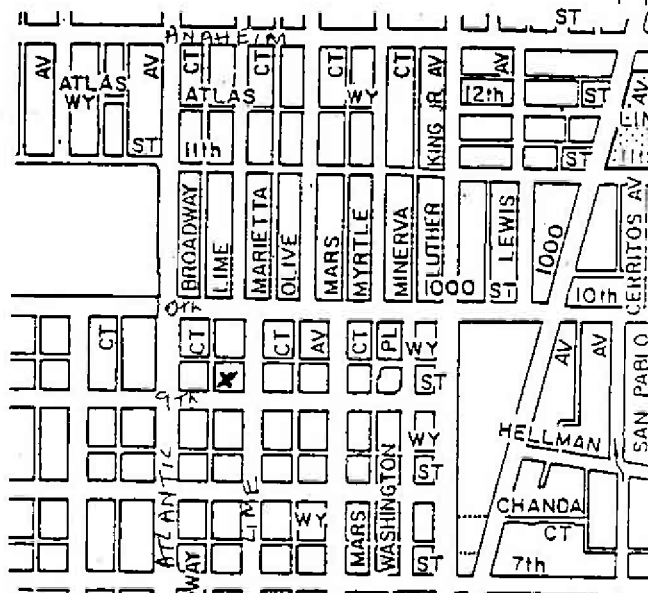
23. Evaluator Ruthann Lehrer  
 Date of evaluation 9/94

24. Survey type \_\_\_\_\_

25. Survey name Downtown Long Beach III

- \*26. Year form prepared 1994  
 By (name) Ruthann Lehrer  
 Organization City of Long Beach  
 Address 333 W Ocean Blvd.  
 City & Zip Long Beach, CA 90802  
 Phone (310)570-6864

\* Sketch map. Show location and boundaries of property in relation to nearby streets, railways, natural landmarks, etc. Name each feature.





## NOTICE OF EXEMPTION

TO: \_\_\_\_\_ Office of Planning & Research FROM: Planning & Building  
 1400 Tenth St., Rm. 121 Environmental Planning  
 Sacramento, CA 95814 333 W. Ocean Blvd., 4th Floor  
 Long Beach, CA 90802

X L. A. County Clerk  
 P. O. Box 151, Main P.O.  
 Corporation, Room 106  
 Los Angeles, CA 90053

Project Title: Historic Landmark Designation

Project Location - Specific: 635 E 9th St

Project Location - City Long Beach Project Location - County Los Angeles

Description of project: Historic Landmark Designation

Name of Public Agency Approving Project: City of Long Beach

Name of Person or Agency Carrying Out Project: Ruthann Lehner  
 (Printed Name)

Ruthann Lehner 333 W. Ocean Blvd  
 (Signature) (Mailing Address)

310 | 570-6864 Long Beach CA 90802  
 (Telephone) (City) (State) (Zip Code)

## LONG BEACH CITY PLANNING COMMISSION

X Categorical Exemption. State type and section number: Class

Reasons why project is exempt: \_\_\_\_\_

\_\_\_\_\_  
 Lead Agency  
 Contact Person: Gerhardt H. Felgemaker Telephone: (310) 570-6894

[Signature] 4/14/95 Environmental Officer  
 Signature Date Title



Date: April 19, 1995  
To: Ruthann Lehrer, Neighborhood & Historic Preservation Officer  
From: Eugene J. Zeller, Acting Director of Planning and Building  
Subject: NOMINATION OF THE LE GRANDE APARTMENTS/635 EAST 9TH STREET

This is in response to your request for my review of the subject nomination.

Staff of this department has reviewed the nomination and finds that it is consistent with the General Plan and with the requirements of the Cultural Heritage Ordinance. We are supportive of the nomination.

EJZ:amo





# CITY OF LONG BEACH

DEPARTMENT OF PLANNING & BUILDING

333 WEST OCEAN BOULEVARD • LONG BEACH, CALIFORNIA 90802

(310) 570-6651  
FAX (310) 570-6753  
TDD (310) 570-5793

May 4, 1995

CHAIRMAN AND CITY PLANNING COMMISSION  
City of Long Beach  
California

## CONSENT CALENDAR

**SUBJECT:** Historic Landmark Nomination  
Silver Bow apartments, 330 Cedar Avenue  
Constructed 1915

### RECOMMENDED ACTION:

The Cultural Heritage Commission voted unanimously on February 1, 1995, to recommend the Silver Bow Apartments for landmark designation to the Planning Commission, based upon the following criteria in Municipal Code Section 2.63.050:

- A. It possesses a significant character, interest or value attributable to the development, heritage or cultural characteristics of the City, the southern California region, the state or the nation.

This three-story apartment building today is one of the earliest masonry apartment buildings in the City, constructed in 1915. At the time it was built, it was a major residential structure in its neighborhood, which consisted primarily of single-family and some multi-family wood frame structures. Today it stands out as one of the oldest surviving brick apartment buildings in Long Beach, most of which were constructed in the Twenties. It is a precursor to the expansion of highrise residential apartment construction in Long Beach in the decade of the Twenties.

- D. It portrays the environment in an era of history characterized by a distinctive architectural style.

The building is designed in Renaissance Revival style, with features that became typical of later Long Beach three-story apartment buildings. The facade is symmetrical, with the central entryway placed in a recessed bay. Second and third story balconies overlook the street. The clear demarcation of each story and each bay, the prominent classical cornice crowning the roof, the detailing of the facade brickwork, the white decorative accents against a brick background, are hallmarks of the Renaissance Revival style. The style of the windows references another contemporary residential style: Craftsman, with tripartite windows and use of a transom in the central pane.

CHAIRMAN AND CITY PLANNING COMMISSION

May 4, 1995

Page 2

- F. It is the work of a person or persons whose work has significantly influenced the development of the City or the southern California region.

Although we do not know the original architect, a prominent architect did repairs on the building following the '33 earthquake. Harvey Lochridge, who designed the landmark Insurance Exchange Building, performed repairs on this building which were all restoration work and not remodeling.

- H. It is part of or related to a distinctive area and should be developed or preserved according to a specific historical, cultural or architectural motif.

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

- I. It represents an established and familiar visual feature of a neighborhood or community due to its unique location or specific distinguishing characteristic.

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

**BACKGROUND:**

This building was identified and researched in a cultural resource survey of the greater downtown area, completed in September 1994. The owner was contacted by letter on December 12, 1994, and responded by phone. The owner is fully supportive of the nomination.

The building has been seismically retrofitted, and was rehabilitated a few years ago. A second structure behind the Silver Bow, one story with three rental units, is not considered architecturally significant. The Silver Bow is situated between two other apartment buildings; The zoning is R-4-N.

CHAIRMAN AND CITY PLANNING COMMISSION

May 4, 1995

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**REQUIRED REVIEW:**

Per Section 2.63.050 (B) of the Municipal Code, the Director of Planning and Building has been advised of this nomination. His report is attached.

**ENVIRONMENTAL REVIEW:**

It has been determined that this nomination will not adversely affect the environment; therefore, Categorical Exemption #196-95 has been issued.

Respectfully submitted,

C. WILLIAM AVERY, CHAIRMAN  
Cultural Heritage Commission

by:

  
RUTHANN LEHRER

Neighborhood and Historic Preservation Officer

attachments

CWA:RL/hlr  
c:\wp51\historic\planning\ceda0330

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
OFFICE OF HISTORIC PRESERVATION

HISTORIC RESOURCES INVENTORY

IDENTIFICATION AND LOCATION

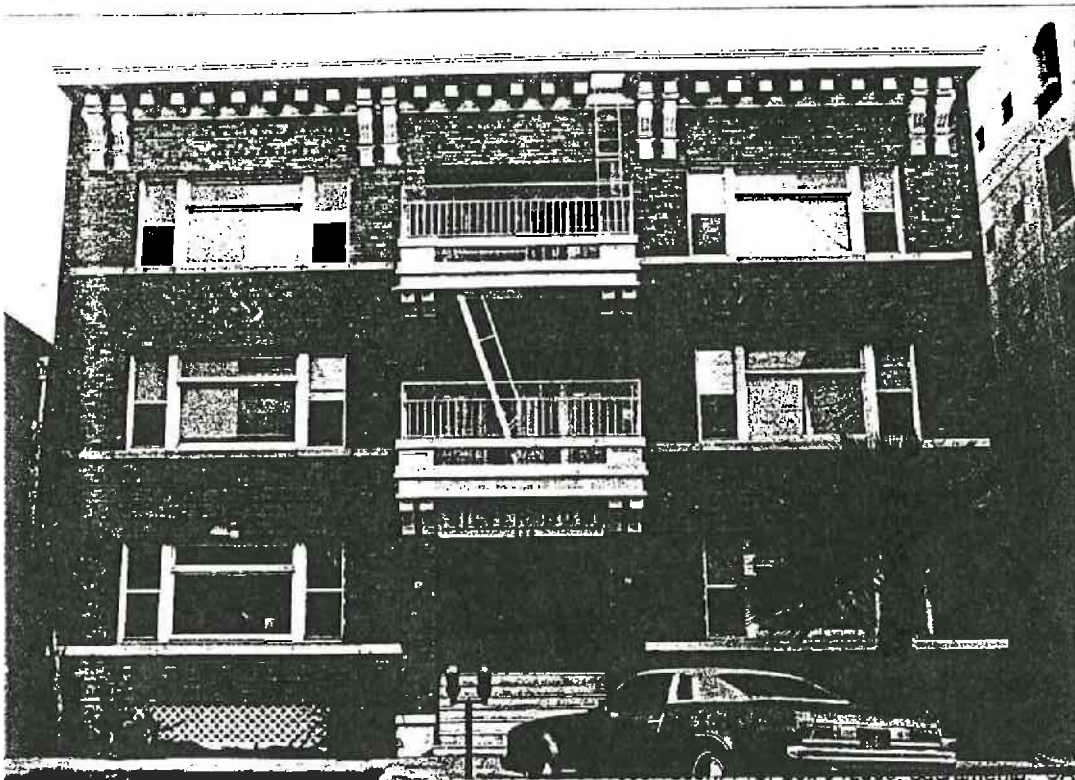
1. Historic name Silver Bow
- \* 2. Common or current name Silver Bow
- \* 3. Number & street 330 Cedar Avenue Cross-corridor \_\_\_\_\_  
City Long Beach Vicinity only \_\_\_\_\_ Zip 90802 County L.A.
4. UTM zone A Parcel No. 280015009 C \_\_\_\_\_ D \_\_\_\_\_
5. Quad map No. \_\_\_\_\_ Other \_\_\_\_\_

Ser. No. \_\_\_\_\_  
National Register status 551  
Local designation \_\_\_\_\_

DESCRIPTION

6. Property category Building If district, number of documented resources \_\_\_\_\_
- \* 7. Briefly describe the present physical appearance of the property, including condition, boundaries, related features, surroundings, and (if appropriate) architectural style.

This three-story red brick apartment building was built in 1915, and has been preserved intact. Its style is Renaissance Revival. The facade has finely detailed masonry construction, with molding and panels defined by contrasting patterns of brick. The prominent cornice, with large dentils and paired brackets, is original. The brackets are detailed in classical revival style. White accents are provided by the cornice, horizontal molding between the stories, and central balconies. The symmetrical facade has a recessed central doorway with recessed spaces and balconies above. The balconies have decorative iron railings and a fire escape ladder. The entry door is original, with two side lights. The entry stairs and hallway are white marble. The windows are tripartite, the central panel containing a transom and the two narrower side windows double-hung. Seismic reinforcing anchor bolts are visible on the side walls, where the windows have segmented arches. The condition is very good.



8. Planning agency L.B. Planning and Building
9. Owner & address Silver Bow Partnership  
136 Cerritos Avenue  
Long Beach, CA 90802
10. Type of ownership private
11. Present use residential
12. Zoning R-4-N
13. Threats none

\* Complete these items for historic preservation compliance projects under Section 106 (36 CFR 800). All items must be completed for historical resources survey information.



# HISTORICAL INFORMATION

- \*14. Construction date(s) 1915 Original location yes Date moved \_\_\_\_\_
15. Alterations & date \_\_\_\_\_
16. Architect F.L. Lindsay/Harvey Lochridge Builder \_\_\_\_\_
17. Historic attributes (with number from list) 03

## SIGNIFICANCE AND EVALUATION

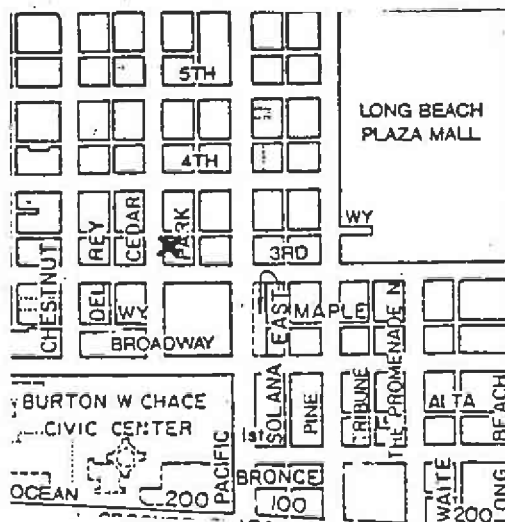
18. Context for evaluation: Theme Residential development Area Long Beach  
 Period 1900-1933 Property type multifamily apartments Context formally developed? yes
- \*19. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

This building is significant as an intact Renaissance Revival apartment building, of high quality materials and design, from an early period in Long Beach's history (1915). The architect was F.L. Lindsay, whose office was at 171 Locust in Long Beach; the original client was Alex Husband. Construction drawings for post-earthquake repairs in 1933 show reconstruction and repair according to the original plans, rather than a modernization. The repairs were designed by Harvey Lochridge, a local and prominent structural engineer.

20. Sources Building Department files and tax records

21. Applicable National Register criteria C
22. Other recognition \_\_\_\_\_  
 State Landmark No. (if applicable) \_\_\_\_\_
23. Evaluator Ruthann Lehrer  
 Date of evaluation 9/94
24. Survey type \_\_\_\_\_
25. Survey name Downtown Long Beach III
- \*26. Year form prepared 1994  
 By (name) Ruthann Lehrer  
 Organization City of Long Beach  
 Address 333 W. Ocean Blvd.  
 City & Zip Long Beach, CA 90802  
 Phone (310)570-6864

\* Sketch map. Show location and boundaries of property in relation to nearby streets, railways, natural landmarks, etc. Name each feature.







## NOTICE OF EXEMPTION

TO: \_\_\_\_\_ Office of Planning & Research  
1400 Tenth St., Rm. 121  
Sacramento, CA 95814

FROM: Planning & Building  
Environmental Planning  
333 W. Ocean Blvd., 4th Floor  
Long Beach, CA 90802

☒ L. A. County Clerk  
P. O. Box 151, Main P.O.  
Corporation, Room 106  
Los Angeles, CA 90053

Project Title: Historic Landmarks Designation

Project Location - Specific: 330 Cedar Ave

Project Location - City Long Beach Project Location - County Los Angeles

Description of project: City Historic Landmark Designation

Name of Public Agency Approving Project: City of Long Beach

Name of Person or Agency Carrying Out Project: Ruthann Lehrer  
(Printed Name)

Ruthann Lehrer 333 West Ocean Blvd  
(Signature) (Mailing Address)

310-570-6864 Long Beach CA 90802  
(Telephone) (City) (State) (Zip Code)

## LONG BEACH CITY PLANNING COMMISSION

☒ Categorical Exemption. State type and section number: Class

Reasons why project is exempt: \_\_\_\_\_

Lead Agency  
Contact Person: Gerhardt H. Felgemaker Telephone: (310) 570-6894

[Signature] 4/18/95 Environmental Officer  
Signature Date Title



**City of Long Beach**

*Working Together to Serve*

**Memorandum**

Date: April 19, 1995  
To: Ruthann Lehrer, Neighborhood & Historic Preservation Officer  
From: Eugene J. Zeller, Acting Director of Planning and Building  
Subject: NOMINATION OF THE SILVER BOW APARTMENTS/330 CEDAR AVENUE

This is in response to your request for my review of the subject nomination.

Staff of this department has reviewed the nomination and finds that it is consistent with the General Plan and with the requirements of the Cultural Heritage Ordinance. We are supportive of the nomination.

EJZ:amo

FILED  
APR 20 1995  
CITY OF LONG BEACH  
PLANNING & BUILDING DEPARTMENT

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**FILED**  
WITH CITY COUNCIL

JUL 25 1995

*Shelba Powell*  
CITY CLERK