
From: Carl and Linda <carlandlinda143@gmail.com>
Sent: Thursday, May 18, 2023 4:18 PM
To: DV - Cultural Heritage
Subject: COAC2212-02

-EXTERNAL-

Commission members,

I am concerned with the proposal regarding the Dolly Varden Hotel rooftop sign. From the information provided in the public notice, it sounds like the Varden Hotel building will be torn down and replaced with a new structure. I realize the historic landmark designation only applies to the sign itself. However, shouldn't some of the historic value be tied to the hotel itself? After all, this is the building the sign represents. To tear the building down, replace it with a newer, bigger building, and then simply place a historic landmark sign on top of it doesn't seem appropriate. Wouldn't a historic landmark sign on a brand new building seem out of place? Or would people even be able to see it or read it eight stories above the street?

In addition, The Varden Hotel is a lovely art deco building which is representative of the historic charm of downtown Long Beach. Your commission is in the unique position to be able to preserve such examples of the city's architectural history. The Dolly Varden Hotel sign and building both deserve to be preserved. I urge you to deny this proposal.

Thank you for your consideration.

From: Krissy Reyes <krissyreyesortiz@gmail.com>
Sent: Friday, May 19, 2023 1:12 PM
To: DV - Cultural Heritage
Subject: COAC2212-02

-EXTERNAL-

Hello,

I live in the building adjacent to the Varden Hotel. I agree that the Dolly Varden sign should be preserved. In addition, I believe that the murals on the Varden building by artist Tristan Eaton should also be preserved as landmarks as well as they add life and character to Long Beach. I love street art, and the murals are a reason why we love our building since we can see it from our kitchen window. Thank you for listening and your consideration.

Best regards,
Krissy Reyes

From: Lydia Ringwald <lydia.ringwald2801@gmail.com>
Sent: Thursday, May 25, 2023 11:19 AM
To: Maryanne Cronin
Subject: Re: Dolly Varden | fictional character | Britannica

-EXTERNAL-

Maryanne,

Some of the ideas I suggested were for the inside for the developer to consider. Outside the building, I suggested a modest and discreet plaque with a brief text to link in with the sign on the roof.

History and historical references add texture and meaning to our lives. The inexpensive decorative ideas for the interior may also be advantageous for the developer when competing for tenant occupancy with other new buildings in the downtown Long Beach rental market.

Yes, please share my ideas with others who may be interested.

Thank you,
Lydia

On Thu, May 25, 2023 at 10:49 AM Maryanne Cronin <Maryanne.Cronin@longbeach.gov> wrote:

Hi Lydia,

I thank you for your emails and correspondence over the past few days. I know you have had a few recommendations in each email and I want to ensure all of your comments are included in the record. Would you like the opportunity to submit one comment letter with all your comments and recommendations? Alternatively, would you like me to use this email chain as the record of your public comments?

Our goal is to make sure the Cultural Heritage Commission can understand your recommendations in the most efficient way possible. Please advise if you plan on submitting a formal comment or if I should compile this email chain.

Thank you,

Maryanne Cronin

Planner

Long Beach Development Services | Planning Bureau

411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802

Office: 562.570.5683 | Fax: 562.570.6068



From: Lydia Ringwald <lydia.ringwald2801@gmail.com>
Sent: Wednesday, May 24, 2023 1:27 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Re: Dolly Varden | fictional character | Britannica

-EXTERNAL-

Hello Maryanne,

The developer may want to consider a few decorative features in the interior referencing the history of the Dolly Varden Hotel

as a marketing device to give the new building more charm and character and as a tie-in with the sign on the roof.

On the exterior, a plaque installed with text describing the history of the hotel and name Dolly Varden,

would be a link to the sign on the roof.

Possible text for the plaque -

The sign on the roof was from the original vintage hotel built in (date hotel was built).....,
named after 'Dolly Varden', a character in the novel 'Barnaby Rudge' written by Charles Dickens in 1841.
'A Bath in Every Room' advertised on the sign was a luxury at the time the hotel was constructed.

Interior decorations could include photos of the original hotel and historical photos of downtown Long Beach encased in plastic covers in the hallways and in the elevator along with a replica of a 'Dolly Varden' painting in the entry lobby.

Interior decorations, at the discretion of the developer, could be beneficial in marketing the rental property.

Just a few ideas to share and inspire...

Lydia

On Tue, May 23, 2023 at 3:08 PM Maryanne Cronin <Maryanne.Cronin@longbeach.gov> wrote:

Hello Lydia,

Thank you for that recommendation. Unfortunately, the purview of the Cultural Heritage Commission is limited to the treatment of the historic rooftop sign, rather than the interior design of the building. The Planning

Commission will also have a public hearing for the new building design that may consider exterior art treatments. We can pass that recommendation on to the applicant for consideration and note that in our presentation.

The city does not presently have an art fee in effect.

Thank you,

Maryanne Cronin

Planner

Long Beach Development Services | Planning Bureau

411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802

Office: 562.570.5683 | Fax: 562.570.6068



From: Lydia Ringwald <lydia.ringwald2801@gmail.com>
Sent: Tuesday, May 23, 2023 1:52 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Re: Dolly Varden | fictional character | Britannica

-EXTERNAL-

Maryanne,

I had a chance to talk to Ryan and mentioned the mural concept and also a possible installation of photographs highlighting images of the original Dolly Varden Hotel.

Photographs would be encased in plastic cover and attached to the walls inside the hallways and elevator of the new building.

I had a chance to attend an art opening at the original St. James Hotel in West Hollywood, purchased by a developer

who included his art collection inside rooms of the hotel, lobby and common areas.

He encased the valuable artworks in a plastic cover and attached them safely to the walls as an attraction.

Could consider a similar idea for photographic installation in new buildings to tie in the history of Long Beach with new developments.

Yes....invite artists to participate in these decorative finishes once the property is constructed.

Is there still a percentage for the arts program? Where developers would donate a percentage of the building cost

to artists for public works art projects at the properties. Maybe this is no longer in effect.

Lydia

On Tue, May 23, 2023 at 12:42 PM Maryanne Cronin <Maryanne.Cronin@longbeach.gov> wrote:

Hello Lydia,

Thank you again for the information. The proposed mural will be conditioned to use a contest for local artists. They may choose to use your recommendation.

Thank you,

Maryanne Cronin

Planner

Long Beach Development Services | Planning Bureau

411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802

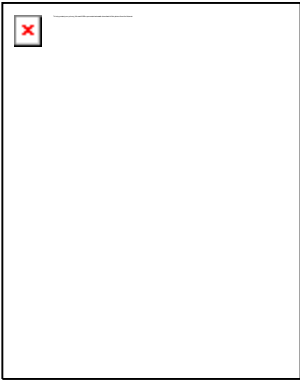
Office: 562.570.5683 | Fax: 562.570.6068



From: Lydia Ringwald <lydia.ringwald2801@gmail.com>
Sent: Monday, May 22, 2023 7:31 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Re: Dolly Varden | fictional character | Britannica

-EXTERNAL-

Maryanne,



Dolly Varden painted by

William Powell Frith, 1842

A charming idea would be to have a life size placard of Dolly Varden, as pictured in the Encyclopedia article, for the opening reception of the new building...

I will communicate with the designer and suggest this. A life size mural painting of Dolly Varden in the lobby entry of the building would also be a

way to link the historical with the present - a way to tie in the 'sign' at the top of the building with an image in the entry lobby.

Perhaps also some historical photos either framed...or printed as wallpaper in the lobby.

When was the original Dolly Varden Hotel built? Maybe in the early 1900s?

Of course at that time, Dolly Varden was already 'historical' as a main character in

Charles Dickens' novel 'Barnaby Rudge' published in 1841 as a serial novel.

Interesting references to the history of 'plumbing' also ---

The Dolly Varden must have been an upscale hotel establishment to have had a bathroom in each room!

History offers rich treasures from the past that add texture and meaning to our lives...

Lydia

On Mon, May 22, 2023 at 12:21 PM Maryanne Cronin <Maryanne.Cronin@longbeach.gov> wrote:

Lydia,

Thank you for sharing this information.

Thank you,

Maryanne Cronin
Planner

Long Beach Development Services | Planning Bureau
411 W. Ocean Blvd., 3rd Fl. | Long Beach, CA 90802
Office: 562.570.5683 | Fax: 562.570.6068

-----Original Message-----

From: Lydia Ringwald <lydia.ringwald2801@gmail.com>
Sent: Wednesday, May 17, 2023 8:57 PM
To: Maryanne Cronin <Maryanne.Cronin@longbeach.gov>
Subject: Dolly Varden | fictional character | Britannica

-EXTERNAL-

Maryanne

Some research about Dolly Varden.

Lydia

[https://urldefense.com/v3/_https://www.britannica.com/topic/Dolly-Varden_!!MKV5s95d0OKnVA!qnME2bDL38l_bCZafx4_gSjqXrY_bCYbvtSt7wb4Ro21Xez366inOGDPWUIMA2ACsKwHmfoUKjNbFXT3vgjWBGsfqssv8v5BUy7i\\$](https://urldefense.com/v3/_https://www.britannica.com/topic/Dolly-Varden_!!MKV5s95d0OKnVA!qnME2bDL38l_bCZafx4_gSjqXrY_bCYbvtSt7wb4Ro21Xez366inOGDPWUIMA2ACsKwHmfoUKjNbFXT3vgjWBGsfqssv8v5BUy7i$)

Sent from my iPhone

From: Louise Ivers <livers@csudh.edu>
Sent: Thursday, May 25, 2023 3:48 PM
To: DV - Cultural Heritage; Maryanne Cronin; Eljio Sandoval; Alejandro Plascencia; CityClerk
Subject: Letter from Long Beach Heritage regarding 23-014CH, Cultural Heritage Commission meeting, May 30, 2023
Attachments: May 25.docx

-EXTERNAL-

I am attaching a response to 23-014CH, 335 Pacific Avenue, May 30 meeting of the Cultural Heritage Commission.

Louise Ivers, Vice President for Advocacy, Long Beach Heritage
livers@csudh.edu

May 25, 2023

TO: Cultural.Heritage@longbeach.gov; Maryanne.Cronin@longbeach.gov;
Elijio.Sandoval@longbeach.gov; Alejandro.Plascencia@longbeach.gov; city.clerk@longbeach.gov

FROM: Louise Ivers, Vice President for Advocacy, Long Beach Heritage

SUBJECT: 335 Pacific Avenue, 23-014CH

Long Beach Heritage approves removing and storing the Dolly Varden Hotel sign during the demolition of the historic 1929 building and construction of a new eight-story apartment. We hope that the sign will be kept in a safe place away from the elements and restored in the proper manner, according to the Secretary of the Interior's guidelines. However, we are concerned that the Dolly Varden sign will not be as visible from the street on a new taller building. Placing the sign on the top of an eight-story structure will change the aspect of the view and limit the sign's visibility for passersby. We appreciate that the roof of the new design is set back from the façade, but the sign will only be visible from the south and east to automobile drivers.

Please distribute this letter to the Cultural Heritage Commissioners.

Maryanne Cronin

From: Mauna & Lee <mauna.lee@eichnerfukui.com>
Sent: Saturday, May 27, 2023 8:45 PM
To: DV - Cultural Heritage
Cc: Maryanne Cronin; Alejandro Plascencia; city.clerk@longbeach.gov
Subject: **PLEASE USE THIS ONE** 335 Pacific Avenue, May 30 meeting of the Cultural Heritage Commission 23-014CH

-EXTERNAL-

Kindly Acknowledge receipt.

RE: 335 Pacific Avenue, 23-014CH

Dear Cultural Heritage Commissioners,

We agree with City Staff's recommendations that the Dolly Varden sign be protected, stored, and preserved properly during the demolition of the current 1929 building and the new construction phase at 335 Pacific Avenue.

However, we'd like to point out that on the original three story building there are three views of the historic landmark sign—south, east, and north. We are concerned that the current plans of the new design will block the visibility from the north, diminishing its historic landmark value. The taller height of the building is already a big change to the view, but with the new white building occupying the now empty parking lot, the sign is being obscured even further.

Although the commission has no say over the building's plans, we respectfully suggest that the white building be reconfigured in stair-stepped fashion—lowered in front and staggered to be taller in back—which would have no loss of square footage or number of units. This reconfiguration would then make the sign on the north side visible to the public as it was originally intended.

Whenever we drive with out-of-town visitors from the north into Downtown, we like to point out the Dolly Varden Hotel sign with its humorous "bath in every room."

We ask that you please direct Staff to have the architects make necessary changes to the current plan to allow for the continuation of the north view of this historic landmark.

Thank you,
Lee Fukui & Mauna Eichner
7th District, Wrigley neighborhood