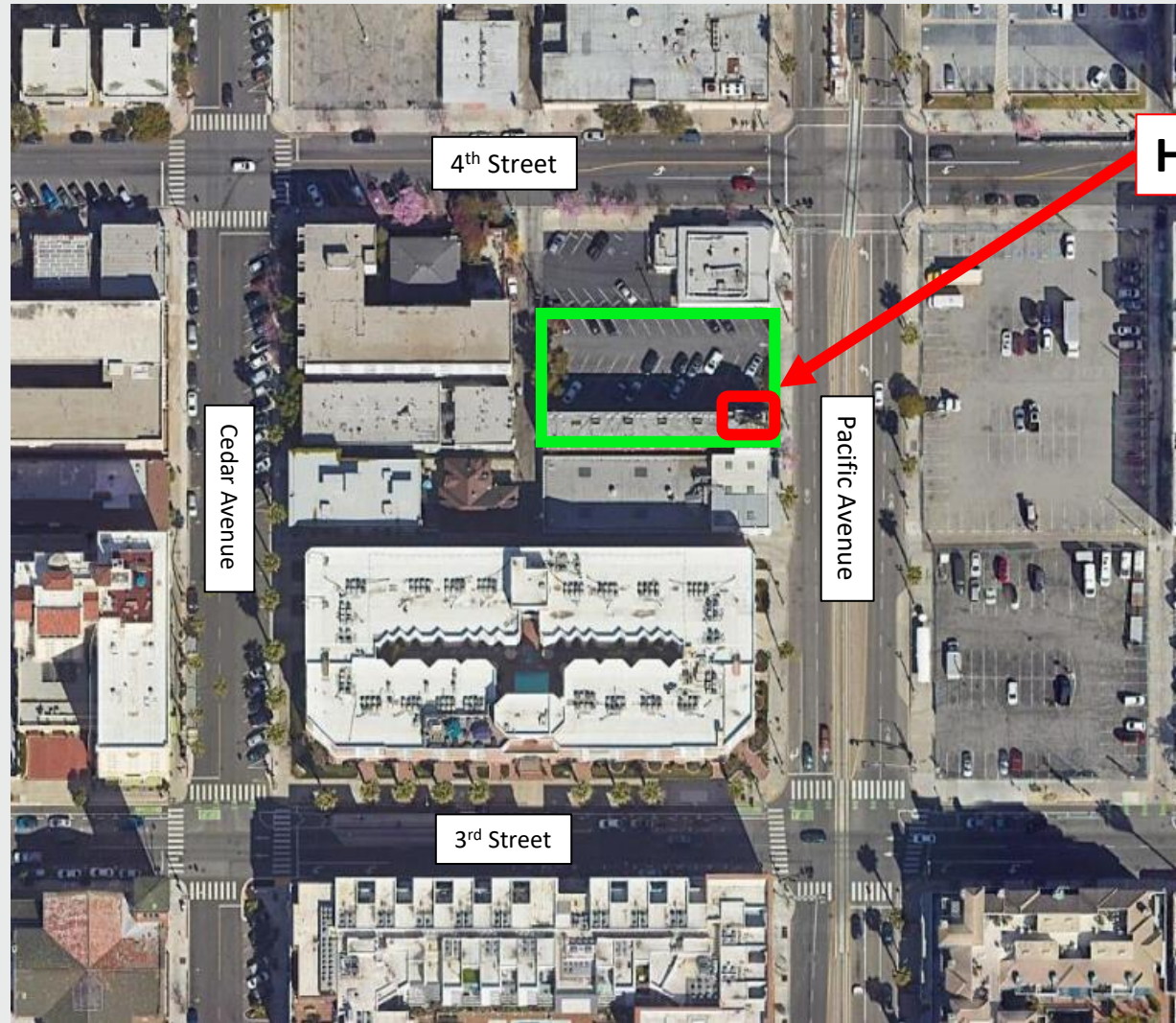





Certificate of Appropriateness **335 Pacific Avenue (Dolly Varden Rooftop Sign)**

Cultural Heritage Commission
May 30, 2023

VICINITY MAP

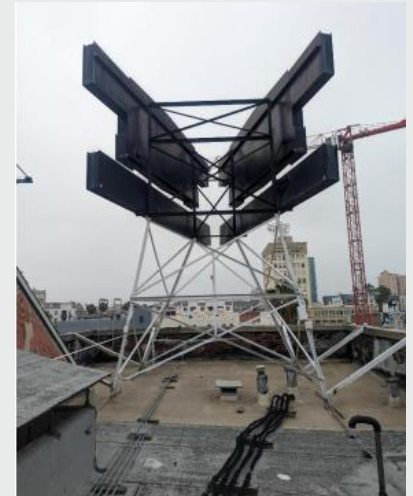


Historic Rooftop Sign

 Project Site



DOLLY VARDEN ROOFTOP SIGN



DOLLY VARDEN ROOFTOP SIGN



HISTORIC LANDMARK

- Rooftop Sign was designated a City Historical Landmark in 1995 (Ordinance No. C-7345)
- Character Defining Features
 - Notable for its period design and for the charming and nostalgic message displayed
 - Visually prominent feature in the downtown area both during the daytime and at night because of its illumination
 - Example of roadside vernacular design
- Existing Building
 - “The building is not architecturally significant, nor does it have an identifiable architectural style.” (Ordinance No. C-7345)
 - Not identified as a historic building of significance in Downtown Plan Program EIR.
- 2014 Restoration
 - The historic sign was removed, restored, and replaced in the same location on the existing building.

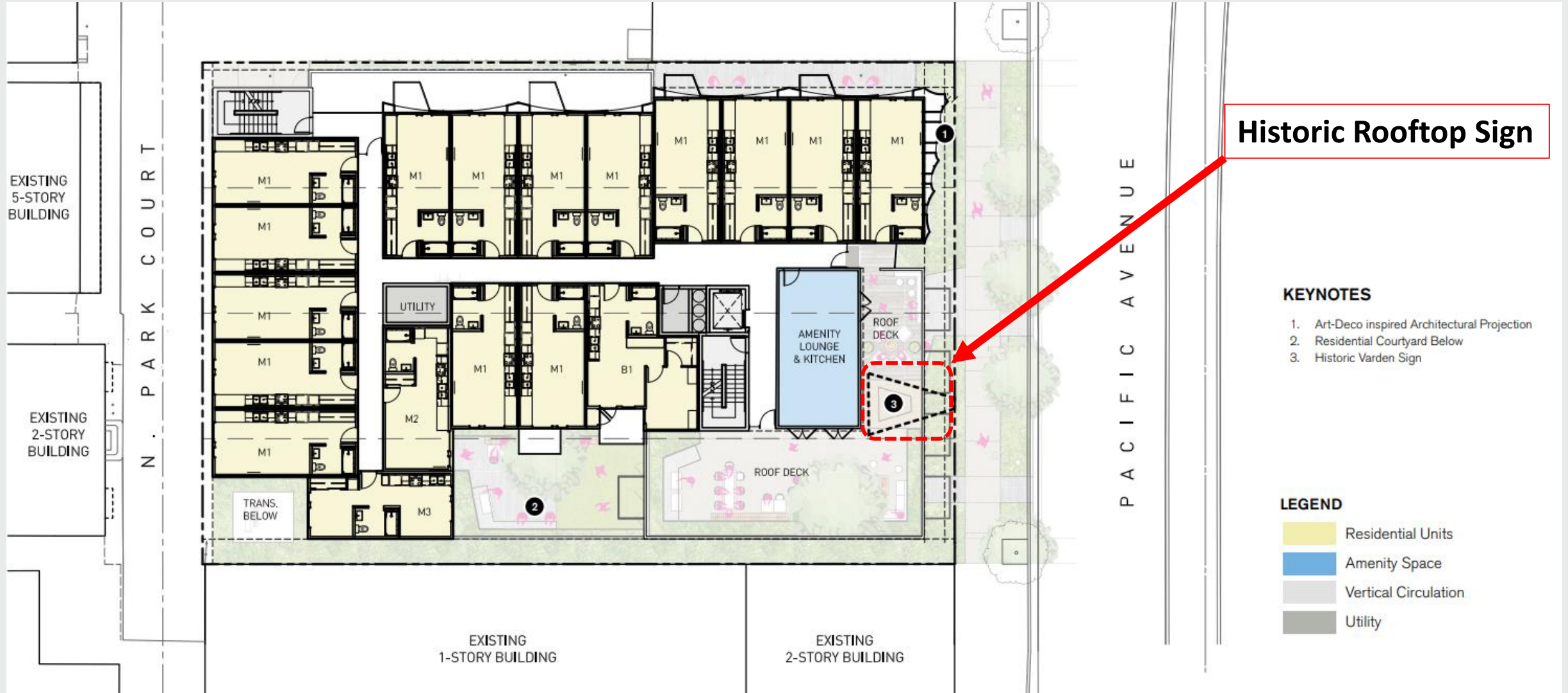
PROJECT SCOPE



Certificate of Appropriateness to allow for the following scope of work to Dolly Varden Rooftop Sign:

- Temporary removal of the rooftop sign,
- Preservation of any needed sign elements, and
- Relocation of the rooftop sign to be re-located onto a replacement building 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).

FLOOR PLAN



PROPOSED DESIGN INTENT



DESIGN DRIVERS

1. Step down mass to provide a lower scale moment that celebrates the historic Dolly Varden rooftop sign
2. Folded facade design to accent verticality and reference Downtown's Art Deco legacy

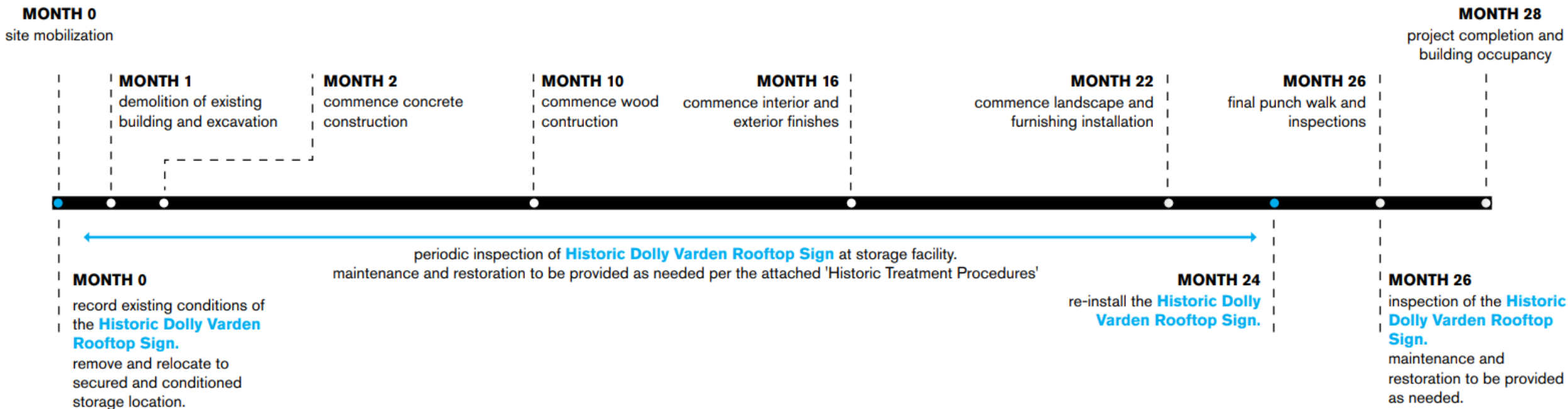
KEYNOTES

1. Roof Deck
2. Historic Varden Sign
3. Amenity Lounge & Kitchen

RENDERING



TIMELINE



HISTORIC TREATMENT PROCEDURES

- General protection and treatment procedures for entire project and the following specific work:
 - Temporary removal and dismantling of sign
 - Bird-excrement removal
- The completed historic treatment program shall/will include:
 - Final construction schedule detailed sequence of historic treatment work
 - Qualifications of historic professional(s) assigned to the project
 - Preconstruction documentation
 - Historic Treatment Program
 - Fire-Prevention Plan
- Storage and Protection Plan of the historic sign and materials during the temporary removal, relocation and reinstallation
- Survey of Existing Conditions, including preconstruction photographs and/or preconstruction digital video

**As proposed,
the project is in
conformance
with the:**

1. Downtown Plan (PD-30) Planned Development District;
2. Secretary of the Interior's Standards for Rehabilitation;
3. Ordinance C-7345; and
4. Certificate of Appropriateness Findings

CONDITIONS OF APPROVAL

- 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.
- 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.
- 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.
- 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.
- 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 upon the new building.
- 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.
- A second pre/post restoration/relocation report and plans shall be provided to staff to address any changes unforeseen in the original treatment program.

NOTICING AND PUBLIC COMMENT

- Public notices were distributed in accordance with Chapter 21.21 of the Long Beach Municipal Code.
- Five (5) public comments have been received in response to required noticing.

RECOMMENDATION

Approve a Certificate of Appropriateness to allow for temporary removal, preservation, and relocation of the Dolly Varden Rooftop Sign to be re-located onto a replacement building 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). (District 1)



Thank you

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