

State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code:

Other Listings
 Review Code

Reviewer

Date

Page 1 of 16

***Resource Name or #:** 335 Pacific Avenue

P1. Other Identifier: APN 7280-015-097

***P2. Location:** ☒ **Unrestricted**

- *a. County** Los Angeles **and**
***b. USGS 7.5' Quad** Long Beach, Calif. **Date** 1964 (rev. 1981) **T 5S R 13W**; Unsectioned S.B.B.M
c. Address: 335 Pacific Avenue **City:** Long Beach **Zip:** 90802
d. UTM: Zone 11S, 389511 mE/ 3737338 mN
e. Other Locational Data: APN 7280-015-097

***P3a. Description:**

The subject resource is a 9,726-square foot three story 35 room hotel permitted in 1929 (completed in 1930) (City of Long Beach, Department of Building & Safety, 1929). Local real estate developer, Leland F. Dolley engaged the Barton Bros., another local, Long Beach firm, to build the hotel (City of Long Beach, Department of Building & Safety, 1929; The Long Beach Sun 1929:2; Southwest Builder and Contractor 1929:61). The subject building is a modest iteration of an Art Deco-inspired style wood-framed brick building (American cross bond) on a raised concrete foundation with a flat parapeted roof. The overall massing of the building is rectangular, and the lines of the building have a horizontal emphasis. Recessed casement windows are present on three sides of the building, excluding the north elevation that contains no windows. The façade entrance (east elevation) is accessed by an off center set of metal framed glass doors flanked by full height fixed full-pane windows and topped by a fixed pane glass transom window. On the façade, the second and third floors have recessed 2 over 5 lited doors that that open to a metal fire escape. A metal fire escape ladder also reaches from the third floor to the roof area. Three vertically oriented windows are placed to the south of the emergency exit doors on both the second and third floors. Modest Art Deco inspired features are present on the building, including the stepped roof parapet on the north elevation, the longer vertical orientation of the windows and doors in contrast to the overall horizontal emphasis of the building, geometric patterning including the detailing above the third-floor windows and doors and surrounding the façade entrance. (Sapphos Environmental 2009:218-220). At an unknown date, a tall horizontally oriented window (or door) that extended to the ground on the first floor adjacent to the main entryway was replaced with a small square, fixed pane style window (**Photograph 1** through **Photograph 8**) (see Continuation Sheets).

***P3b. Resource Attributes:** HP5. Hotel/Motel

***P4. Resources Present:** ☒ Building

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



Photograph 1: See P5b for caption.

P5b. Description of Photo:

Photograph 1: Façade (east) of 335 Pacific Avenue. Camera facing southwest, May 2023.

P6. Date Constructed/Age and Source:

☒ Historic
 1929 (City of Long Beach, Department of Building & Safety 1929).

***P7. Owner and Address:**

335 Pacific Apts LLC
 3154 Barry Avenue
 Los Angeles, CA 90066

***P8. Recorded by:**

City of Long Beach, Development Services, Planning Bureau
 411 W. Ocean Blvd. 3rd Floor
 Long Beach, CA 90802

***P9. Date Recorded:** May 2023

***P10. Survey Type:** Intensive Pedestrian

***P11. Report Citation:** Cronin,

Maryanne and Sandoval, Elijo. 2023. "Certificate of Appropriateness, 335 Pacific Avenue (Dolly Varden Rooftop Sign), Cultural Heritage Commission Study Session Report. Prepared for the City of Long Beach, Development Services, Planning Bureau, Long Beach, California.

***Attachments:** ☒ Building, Structure, and Object Record ☐ Location Map ☒ Continuation Sheet

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 16

*NRHP Status Code

*Resource Name or # 335 Pacific Avenue

- B1. Historic Name:** Dolly Varden Hotel
B2. Common Name: Dolly Varden Hotel
B3. Original Use: Hotel **B4. Present Use:** Hotel
***B5. Architectural Style:** Art Deco-inspired
***B6. Construction History:**

Hotel: This three-story hotel located on Assessor Parcel Number 7280-015-097 at 335 Pacific Avenue was permitted in 1929 and construction was complete in 1931 (City of Long Beach, Department of Building & Safety 1929; The Long Beach Sun 1930:A2). The Building Valuation Sheet dated February 7, 1930, just after the February 1, 1930, opening, notes that there were 9 bedrooms and 10 bathrooms on the first floor and thirteen bedrooms and bathrooms on each of the second and third floors. Only the first floor of the building is documented to have a kitchen and living room, ostensibly these and the additional bathroom were associated with the lobby and office. Observed alterations done at an unknown time include the conversion of the original tall vertical window (or door) on the north end of the façade to a small square window, some replacement widows, and bricking up of a rear elevation first floor window. In 2015, two murals by artists James Jean and Tristan Eaton were painted on the north elevation during an event called Pow! Wow! (Signal Tribune 2015).

Rooftop Sign: The Dolly Varden Hotel sign is located on the rooftop of the hotel and measures 9 feet in height. While no building permits exist for the rooftop sign, building permits for post-1933 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 2014, the sign was removed, restored, and reinstalled back onto the top of the hotel in its current location and condition (Perry 2014:5).

- *B7. Moved?** ☒ **No** **Date:** NA **Original Location:** N/A
***B8. Related Features:** Rooftop sign
B9a. Architect: unknown. **Builder:** Barton Bros.
***B10. Significance: Theme:** Architecture; Tourism, Recreation, and Leisure, 1885-1967; Commercial Signs **Area:** Long Beach, California
Period of Significance: 1929-1934; 1929-1967; 1934-current **Property Type:** Hotel **Applicable Criteria:** N/A

Long Beach - Tourism, Recreation, and Leisure, 1885-1967

Tourism along the California coast flourished upon completion of the transcontinental railway in 1876. Boosters promoted coastal towns such as Long Beach as “havens for good health, plentiful sunshine and recreations, and economic opportunity” (Sapphos Environmental 2009: 54). Local developers took advantage of these opportunities, connecting Long Beach to local communities via interurban railways systems. Together, these events facilitated Long Beach’s shift from sleepy agricultural town to popular beach resort and worldwide tourist destination (Sapphos Environmental 2009:54). By the turn of the twentieth century, Long Beach was a fast-growing city with a population of 2,252 people (Sapphos Environmental 2009:93). Known as “Queen of the Beaches,” the tourist industry drove the expanding economy. By 1910, Long Beach was the fastest growing city in the United States with a 690-percent population boom. To accommodate that growth, developers built more than 600 single-family homes in 1911 as well as numerous apartments and hotels (Sapphos Environmental 2009:93). Consistent tourist dollars inspired developers to build luxury hotels in the downtown area to accommodate the more upscale travelers from around the country and the world (Sapphos Environmental:56). In the 1910s, city officials and private entrepreneurs worked to improve the beachfront areas as well, adding a second municipal pier, the new Pike roller coaster replaced the old, and it was the largest on the Pacific Coast, and amusement park builder, Charles Loof, constructed the Hippodrome. In 1928, the Chamber of Commerce sponsored the Pacific Exposition, a 60-plus-acre event to highlight and promote Long Beach tourism, and the development opportunities it afforded (Sapphos Environmental 2009:59). On September 6, 1929, during this period of optimistic tourist growth, and just a month before the Stock Market Crash that preceded the Great Depression, local businessman and real estate developer, Leland F. Dolley, applied for a building permit to construct the subject property; a three-story hotel at a 335 Pacific Avenue (City of Long Beach, Department of Building & Safety 1929). (see Continuation Sheet).

- B11. Additional Resource Attributes:** HP39 – Commercial rooftop sign
***B12. References:** See Continuation Sheets.
B13. Remarks: N/A

*B14. Evaluator:

City of Long Beach, Development Services, Planning Bureau with support from Michael Baker International (MBI)
 411 W. Ocean Boulevard, 3rd Floor
 Long Beach, CA 90802

***Date of Evaluation:** June 2023

Page 3 of 16

*Resource Name or # 335 Pacific Avenue

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Date: June 2023 ☑ Continuation

P3a. Description (continued):

Rooftop Commercial Sign:

The following description of the rooftop sign at the subject property at 335 Pacific Avenue is excerpted from the “City of Long Beach, Development Services, Planning Bureau, Certificate of Appropriateness for the temporary removal, preservation, and relocation of the Dolly Varden Rooftop Sign” (City of Long Beach, Development Services 2023).

The Dolly Varden Hotel sign is located on the rooftop of the hotel and measures 9 feet in height. The sign consists of two metal 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.” The letters are illuminated in blue and red neon colors. The red neon is limited to the word “HOTEL” with the remainder of the sign text in blue neon. The rooftop sign was designated as a Historic Landmark, on August 2, 1995. In 2014, the sign was removed, restored, and reinstalled back onto the top of the hotel in its current location and condition (**Photograph 9** through **Photograph 13**)



Photograph 2: Overview of the façade. Note the vertical orientation of the windows and doors one above the other. View west (Google Earth 2023).



Photograph 3: Overview of the façade (east) and north elevations with a view of the rooftop sign as you drive south on Pacific. View southwest (Google Earth 2023).

Page 4 of 16

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Resource Name or # 335 Pacific Avenue

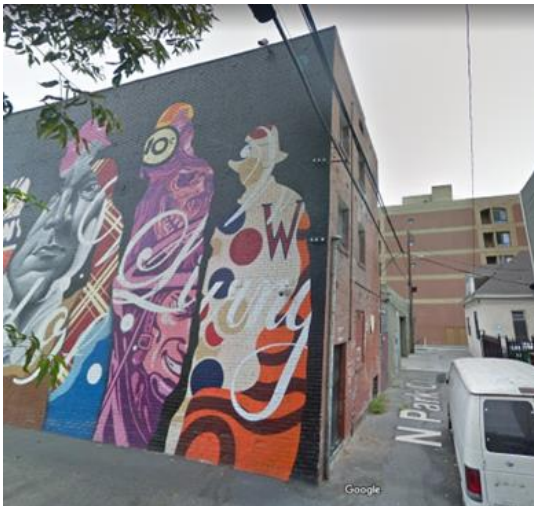
*Date: June 2023 ☒ Continuation



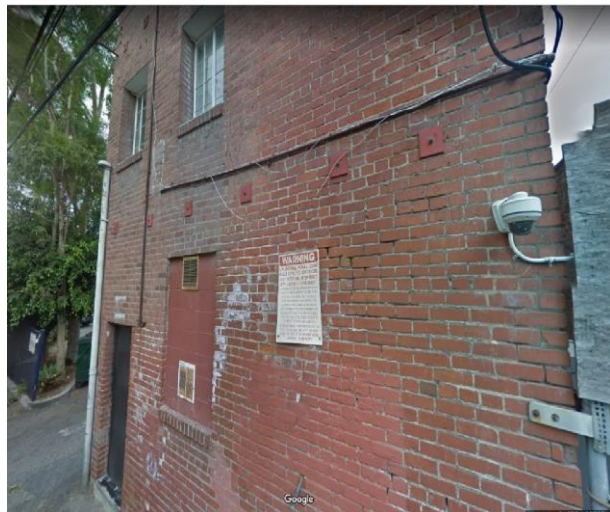
Photograph 4: Overview of the north and west (rear) elevations with the parking lot in the foreground. View south (Google Earth 2023).



Photograph 5: Close up of the ground floor of the west elevation (rear). Note the replacement rick work and bricked up original window opening. View north (Google Earth 2023).



Photograph 6: Close up of the mural at the west end of the north elevation looking down the alley that runs behind the building. View south (Google Earth 2023).



Photograph 7: Close up of the ground floor of the west elevation (rear). Note the replacement rick work and bricked up original window opening. View north (Google Earth 2023).

Page 5 of 16

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Resource Name or # 335 Pacific Avenue

*Date: June 2023 ☑ Continuation



Photograph 8: Overview of the south elevation and rooftop. Note the vertical orientation of the stacked windows and the four skylights on the roof. View north (Google Earth 2023).



Photograph 9: Overview of the Dolly Varden rooftop sign. View east (City of Long Beach, Development Services 2023).



Photograph 10: Overview of the Dolly Varden rooftop sign. View west. (City of Long Beach, Development Services 2023).



Photograph 11: Close up view of the east side of the Dolly Varden rooftop sign. View west. (City of Long Beach, Development Services 2023).

Page 6 of 16

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Resource Name or # 335 Pacific Avenue

*Date: June 2023 ☒ Continuation



Photograph 12: Close up view of the west side of the Dolly Varden rooftop sign. View east. (City of Long Beach, Development Services 2023).



Photograph 13: Close up view of the back side of the Dolly Varden rooftop sign. View south. (City of Long Beach, Development Services 2023).

Page 7 of 16

*Resource Name or # 335 Pacific Avenue

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Date: June 2023 ☒ Continuation

***B10. Significance (continued):**

The Great Depression dealt a heavy blow to tourism in Long Beach, and this was followed by a devastating earthquake in 1933. However, the loss to tourism was mitigated somewhat by the increasing Navy presence in the city that had begun in 1921. In 1932, Long Beach Harbor was chosen over neighboring Los Angeles Harbor as the home for the Pacific Fleet and the influx of Navy personnel helped to support tourism during the 1930s. By the early 1940s, tourism had started to recover, coinciding with the U.S. entry into World War II: the Navy assumed control over the port and the defense industry built up locally. All of this brought more residents and tourists to Long Beach. However, after World War II, as with many other regions of Southern California, Long Beach witnessed an exodus to the suburbs which changed the ethos of the downtown area and focused commerce tourism to other areas (Sapphos Environmental 2009:60). During the decade of the 1960s many famous tourist spots were demolished including the Rainbow Pier Bathhouse and Plunge, and the Cyclone racer. However, in contrast, during this time local efforts to revitalize tourism resulted in the construction of the Long Beach Marina at Alamitos Bay and the bid in 1967 to relocate the Queen Mary to town to be the center of a renewed tourist destination. In May 1971, the Queen Mary attracted 12,000 visitors for its opening day, and in 1975, the Long Beach Grand Prix was inaugurated. While Long Beach has reinvented itself as a tourist attraction, the downtown area is no longer the city's principal tourist center (Sapphos Environmental 2009:61).

Commercial Hotels

SurveyLA, as part of their citywide historic context development efforts, created a context for evaluating commercial hotels (Prosser 2017). In this report, *Los Angeles City wide Historic Context Statement, Commercial Development, 1859-1980, Hotels, 1870-1980*, the author defined three chronological periods: the early years of hotels (1870-mid-1890s), middle period (1895-1930), and Post-World War II (1945-1980) (Prosser 2017:1-2). The early years represent the post-railroad real estate boom in the Los Angeles region in which the commercial hotel developed as a distinctive building type typically of masonry and wood frame construction with commercial space on the ground floors and rooms on the upper floors. During the second period, the time when the subject building at 335 Pacific Avenue was constructed, the hotel reached its greatest importance in the economic and social life of the Los Angeles region. It was during this period that developers utilized new building technologies such as steel and reinforced concrete framing to construct bigger and taller structures and employed new innovations to add amenities such as electrical lighting and private baths. The final period covers the Post World War II-era where most of the old hotels of the earlier eras were obsolete as they did not accommodate the rising automobile-oriented culture (Prosser 2017:1).

The subject hotel at 335 Pacific Avenue was built during the middle period when the commercial hotel became an important part of the economic and social life of the city. Like Los Angeles, transcontinental and localized rail transportation expansion motivated hotel construction in Long Beach during this period. To accommodate the increasing number of visitors by the turn of the twentieth century, hotels in Long Beach, as in Los Angeles, were larger and more luxurious. As outlined in the previous section, new technologies allowed for structurally bigger hotels, but also the offerings of elevator, electricity, and by World War I, private baths. Yet, all new hotels still served a variety of visitors from well-heeled traveler to businessmen, to families, or individual working lodger (Prosser 2017:9-10).

Hotels in Long Beach during this era were primarily located near the waterfront, along Ocean Boulevard and Pine Avenue, and surrounding streets. The properties ranged from hostleries to upscale resort and reflected the popular architectural styles of the period (Sapphos Environmental 2009:62). Examples of extant buildings designed as commercial hotels during this period in the Downtown area that have been designated as City of Long Beach Historical Landmarks include the American Hotel at 224-230 East Broadway Avenue built in 1905, the Blackstone Hotel (now Blackstone Apartments) at 330 W. Ocean Boulevard built in 1923, the Bay Hotel at 318 Elm Avenue built in 1924, and the Broadlind Hotel at 149 Linden Avenue built in 1928. Other examples of extant buildings designed as commercial hotels in the Downtown area, but that are not designated as City of Long Beach Historical Landmarks, include the Hotel Royal at 431 E. Broadway constructed in 1923 and the Greenleaf Hotel at 63 Lime Avenue constructed in 1925 (City of Long Beach, Department of Development Services, Planning Bureau, Advance Planning Division 2010:41; HNR Hotel News 2023; Greenleaf Hotel 2023).

Working-Class Hotels, 1900-1930

In addition to the downtown commercial hotel theme, *SurveyLA* also identified a subtheme for downtown working-class hotels for the same period. For the *SurveyLA* report, this subtheme was restricted to buildings built purposely for lower-income working-class tenants. However, they do mention two other types of hotels that, through financial need or location, served the need to house lower income working people, primarily men. The first was the larger homes, like mansions, converted to boarding houses. The second type were middle-class hotels that came to serve as working-class establishments due to their obsolescence of location and/or lack of modern amenities. In the years following construction, the subject hotel served as a working-class hotel as well as a tourist hotel as tourism primarily moved outside of the downtown area (Prosser 2017:44). Working-class hotels, like the subject building, were of masonry construction with wood framing, two to five stories high, without elevators, minimal common space, and small rooms. Unlike the subject property, working-class hotels typically did not offer ensuite bathrooms. The author notes that despite the modest purpose, many of these hotels had relatively elegant facades that provided "dignity and sense of permanence" (Prosser 2017:44).

Page 8 of 16

*Resource Name or # 335 Pacific Avenue

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Date: June 2023 ☒ Continuation

As with tourist-specific hotels, developers in Long Beach also constructed boarding houses, beach cottages, and seasonal housing related to the tourist industry. They were typically near tourist centers and included single-room occupancy hotels, small, grouped cottages, and homes offering room and board (Sapphos Environmental 2009:65).

Commercial Signs

In October 1991, the National Parks Service (NPS) published Preservation Brief Number 25, titled *The Preservation of Historic Signs* (Auer 1991). The purpose of the brief was to attempt to answer difficult preservation questions relating to historic signs. The author notes that, “signs play an important role in human activity. They identify. They direct and decorate [and] are essentially social” (Auer 1991:1). The author asserts that “historic signs give continuity to public spaces, becoming part of the community memory., almost without regard for the building to which they are attached, or the property on which they stand” (Auer 1991:1). In other words, the author suggests, a sign can become important to a community aside from their role as identifiers or bearers of information:

Signs often become so important to a community that they are valued long after their role as commercial markers has ceased. They become landmarks, loved because they have been visible at certain street corners-or from many vantage points across the city-for a long time. Such signs are valued for their familiarity, their beauty, their humor, their size, or even their grotesqueness. In these cases, signs transcend their conventional role as vehicles of information, as identifiers of something else. When signs reach this stage, they accumulate rich layers of meaning. They no longer merely advertise but are valued in and of themselves. They become icons (Auer 1991:6).

However, despite potential historical significance, the author describes that due to changes in ownership, building use, or even sales strategies, signs can pose problems for preservation. Preservation efforts need to consider whether the sign contributes to the character of a building or district, or whether they “can be valued in themselves, quite apart from the buildings to which they may be attached” (Auer 1991:7). While preserving signs is not always easy, the author suggests that the intrinsic merits of many signs, as well as their contribution to the character of a place, make the effort worthwhile (Auer 1991:7).

Rooftop Signs

The same NPS Bulletin reference in the previous section also detailed the origins and evolution of rooftop signs. According to the author, rooftop signs appeared more regularly in the latter half of the nineteenth century. However, it was the use of electricity around the turn of the twentieth century that secured the prominence of these signs. Electricity allowed for visibility at night, and movement brought them more attention during the day. They transformed American streets at night and drew increasing attention from passersby. Neon was another boon to the broad use of signs. First appearing in the 1920s, neon was at its height of popularity by the 1940s, then again in the 1970s. In tandem with electricity and neon, sign makers were also influenced by the stylist movements of the early part of the century, especially Art Deco and Streamline Moderne (Auer 19915).

As with the NPS preservation bulletin on signs, *SurveyLA*, as part of their citywide historic context development efforts, created a context for evaluating commercial signs (Gudis 2016). In this report, *Los Angeles City wide Historic Context Statement, Commercial Development, 1859-1980, Commercial Signs, 1906-1980*, the author argues that “[the] words, symbols, pictures, and structural components that comprise historic signs and signage convey to an inestimable extent a sense of time and place. Though they are an integral part of the built environment and cultural landscape, they are often overlooked or undervalued as architectural elements and cultural expressions worthy of preservation” (Gudis 2016:5). Cities and neighborhoods change, and yet, the author asserts, that signs have become “memory markers that keep multiple pasts present within the seemingly ephemeral commercial embroidery of images, words, and objects adorning cities, streets, and highways” and “they can mark different passages in the life of a building, street, and community; become an important icon for a neighborhood’s residents and visitors; and serve as a palimpsest, in which specters of a seemingly erased past appear through the multilayered remnants for us to read and experience today.(Gudis 2016:5). Over the period of the life of the subject property, the surrounding neighborhood has been substantially altered. Yet, the surviving rooftop sign, installed approximately 1934 atop the subject building, stands as an iconic touchstone for visitors and locals alike. The restored neon sign still advertises the modern amenity of its time, “a bath in every room,” that signaled this was an upscale, modern tourist hotel.

Site-Specific History– 335 Pacific Avenue

The small, three-story commercial hotel at 335 Pacific Avenue in Long Beach, California was designed by an unknown architect and built by the Barton Bros., a local Long Beach general contracting firm for the original owner, Leland F. Dolley in 1929, completed 1930 (City of Long Beach, Department of Building & Safety 1929; The Long Beach Sun 1930:A2; Southwest Builder and Contractor 1929:61). The building has been used for commercial purposes since that time. The earliest known depiction of the existing building on the property appears in Sanborn Map Company fire insurance map of Long Beach dated 1914, revised 1950 (**Figure 1**) (Sanborn Map Company 1914, rev. 1950). Historical mapping and photographs show that the original footprint of the building remains largely unchanged (Long Beach Fireman’s Historical Museum Photographs collection n.d.; The Long Beach Morning Sun 1938: A2; Sanborn Map Company 1914, rev. 1950; Google Earth 2023).

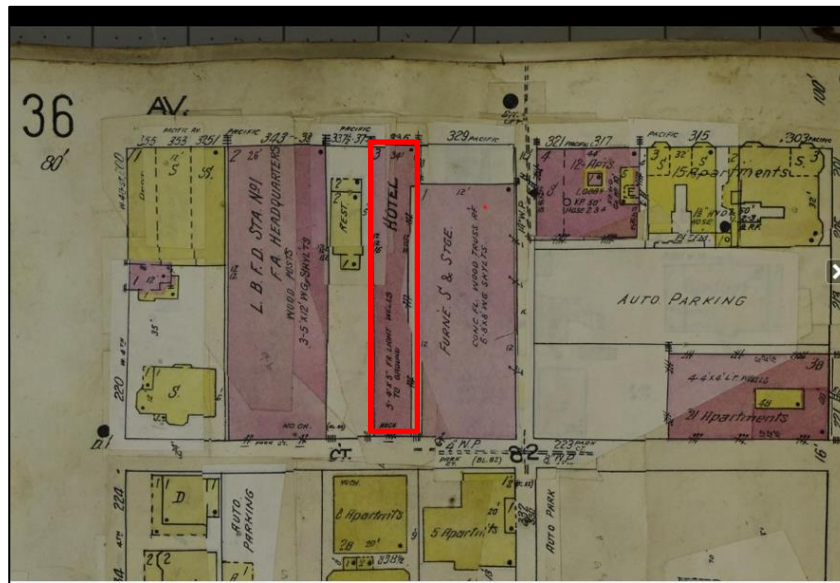


Figure 1: Excerpt of a Sanborn Map Company fire insurance map of Long Beach, California dated 1914, revised 1950. The subject property is outlined in red (Sanborn Map Company 1914, rev. 1950).

The subject resource is a 9,726-square foot three story 35 room hotel. The subject building is a modest iteration of an Art Deco-inspired style wood-framed brick building on a raised concrete foundation with a flat parapeted roof. Modest Art Deco inspired features are present on the building, including the stepped roof parapet on the north elevation, the longer vertical orientation of the windows and doors in contrast to the overall horizontal emphasis of the building, geometric patterning including the detailing above the third-floor windows and doors and surrounding the façade entrance. At an unknown date, a tall horizontally oriented window (or door) that extended to the ground on the first floor adjacent to the main entryway was replaced with a small square, fixed pane style window (**Figure 2**).

The Dolly Varden Hotel has a neon advertising sign located on the rooftop of the hotel that measures 9 feet in height. No building permits could be located for the sign. However, building permits for post-1933 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 2014, the sign was removed, restored, and reinstalled back onto the top of the hotel in its current location and condition (**Figure 2**) (Perry 2014:5).

The rooftop sign was designated as a Historic Landmark, on August 2, 1995. The 1995 ordinance designated the rooftop sign as a local historic landmark. As part of the landmark nomination, the Dolly Varden Hotel building itself was found not to meet criteria for landmark designation. Alternatively, the historic rooftop sign was found to feature notable design of the period and for its charming, nostalgic message and visual impact downtown. The landmark nomination documents include background information related to the protections provided by the landmark designation, including the statement that removal and relocation of the historic resource could potentially be considered as non adverse, as historic objects may be salvaged by relocation, by the Cultural Heritage Commission. The original recordation documents note the “rooftop sign is a vintage historical object, notable for its period design and for the charming and nostalgic message displayed” (City of Long Beach, Department of Planning and Building 1994). The valuator asserted the sign had historical significance as a “visual landmark in the downtown” and they noted, “[t]he sign recalls a time when apartment hotels without amenities were common in downtown... 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” (City of Long Beach, Department of Planning and Building 1994).

Page 10 of 16

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Resource Name or # 335 Pacific Avenue

*Date: June 2023 ☒ Continuation

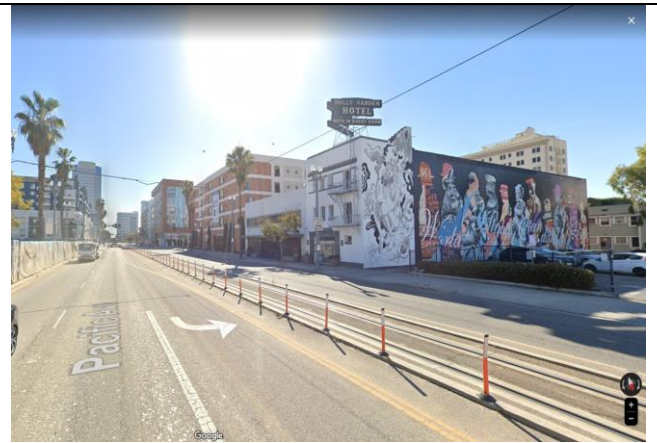


Figure 2: The Dolly Varden Hotel in 1938, post-1933 earthquake (left) and currently (right). Note the still extant stepped parapet feature and the roof top sign still in its original location (Long Beach Fireman's Historical Museum Photographs collection n.d.; The Long Beach Morning Sun 1938:A2; Google Earth 2023).

Leland Forrest Dolley, the original owner of the subject property, was a local businessman and real estate developer. Archival records indicate that Dolley and his family never lived at the Dolly Varden Hotel; however, they were actively engaged in running the hotel through at least 1935, when Leland Dolley died (U.S. Find-a-Grave Index, 1600s-current 2023). Targeted research using newspaper archives, Ancestry.com, Google.com, and City-approved documents failed to identify any significant information regarding the residents or other owners other than Leland F. Dolley, further discussed below (Ancestry.com 2023; Newspapers.com 2023; Google.com 2023; Long Beach California, City Directory 2023: 1929-1979; Sapphos Environmental 2009).

People: Leland F. Dolley

Leland Forrest Dolley (L. F. Dolley) was born on September 22, 1867 in Livermore Falls, Maine. By 1890, at the age of 12, he had moved with his family to Los Angeles (US Census Bureau). By the 1900 census, Dolley was married to his wife Mary, had 4 children, and was living on Locust Street in Long Beach. The same census shows him as a provisions dealer. By 1910, Dolley has moved his family to 603 East Sixth Street (no longer extant) where it appears he resided until his death in 1935. In 1910, he had seven children, and owned a butcher shop (US Census Bureau 1910). By 1920, the census shows he owned a groceries and meat market (US Census Bureau 1920). It appears it was during the 1920s that Dolley shifted to real estate investing, including the subject property. The 1930 census shows his occupation as real estate investment (US Census Bureau 1930). Dolley operated the Dolly Varden hotel until his death in 1935 (Long Beach, City Directory 1935).

Based on available records, Leland Dolley was a successful small business owner in Long Beach. However, no records were found to show any other real estate investments, or development project involvement, other than the Dolly Varden Hotel. This is most likely due to the intervention of the Great Depression right at the time of his opening of the hotel, but no records were found to document that fact.

Architect and Builder

Architect

Research through targeted searches on Ancestry.com, Newspapers.com, and Google.com did not reveal the architect of the building of the subject property (Ancestry.com 2023; Newspapers.com 2023; Google.com 2023). The original building permit issued for this property did document the builder as Barton Bros (City of Long Beach, Department of Building & Safety 1929; Southwest Builder and Contractor 1929:61).

Builder - Barton Bros.

Barton Bros., the firm that built the subject property, were a general contracting firm that operated out of Long Beach, California with offices at 1151 Cherry Street (The Long Beach Sun 1934). Archival research did not evidence building activity by the Barton Bros. past the 1930s; however, this may only be due to the elimination of the practice of posting building permits in local newspapers. Barton Bros. were listed as the general contractor in the local newspaper for multiple jobs in the Long Beach area at the time of the construction of the Dolly Varden Hotel, and Southern California, including:

- 1929 – 720 Alamitos Avenue (office building) (The Long Beach Sun 1929)
- 1930 – V.E. McCormack residence, South Pasadena (The Long Beach Sun 1930a)
- 1930 – 6800 Long Beach Boulevard (market) (The Long Beach Sun 1930b)

Architectural Style - Art Deco (1922-1941)

The following description of the Art Deco architectural style is excerpted from the “City of Long Beach: Historic Context Statement: Art Deco, 1922-1941” (Sapphos Environmental 2009:218-220).

Rebuilding in Long Beach following the devastating earthquake of 1933 was heavily influenced by the architectural style that became known as Art Deco. Art Deco first caught the public eye in America with Eliel Saarinen’s entry into the 1922 Chicago Tribune competition to design its new building. Saarinen’s design, which took second place, was an ethereal skyscraper with characteristics that would become associated with Art Deco: soaring verticality and stylized Gothic detail. The style was popularized worldwide by the Paris 1925 *Exposition Internationale des Arts Décoratifs et Industriels Modernes*. Art Deco designs incorporated stylized classical forms, zigzags, and vertical accents. In the United States, this type of architecture was particularly favored by the federal Works Progress Administration (which later became the Works Projects Administration), who combined it with Beaux Arts classicism to produce the Public Works Administration (PWA) Moderne style often used for government buildings and structures in the 1930s.

Known locally as the Zig Zag Moderne, Art Deco buildings are characterized by smooth wall surfaces punctuated by piers and enlivened zigzags, chevrons, low-relief geometrical patterns often in the form of parallel straight lines, and stylized floral motifs.¹⁹ Ornamentation is mostly concentrated around window and door openings, with stylized string courses along roof edges or parapets.²⁰ Roofs are flat or step back and up in a series of increments; towers were a popular vehicle for setbacks. The facade usually consists of a series of setbacks emphasizing the geometric form. Piers define vertical channels of window bays. Compositions tend to be symmetrical and balanced. The majority of Art Deco buildings are commercial in use and range from single-story storefronts and markets to high-rise office buildings. The style was also used to good effect on multistory apartment buildings, theaters, and hotels. It was not a popular choice for single-family residences, although the occasional exception to the rule does exist.

Character-defining Features

- From one-to-many stories in height
- Exterior walls of brick, concrete, architectural terra cotta, and stucco
- Flat roof
- Pronounced verticality
- Balanced composition
- Emphasis on piers and vertical window channels, not horizontal divisions
- Vertical projections such as towers
- Setbacks and use of receding planes
- Use of bronze, copper, aluminum, and other metals; glass brick and tile, terra cotta,
- Marble, and terrazzo
- Geometric and stylized ornament, including zigzags, chevrons, sunbursts, or fluting and reading, floral and figural motifs
- Metal casement windows, often set above spandrel panels

Page 12 of 16

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Resource Name or # 335 Pacific Avenue

*Date: June 2023 ☒ Continuation

Comparative Analysis

Art Deco (1922-1941) style was popular in Long Beach into the 1930s. Many of the iconic Art Deco buildings were built between 1928-1929, at the same time as the subject building. There are numerous extant Art Deco buildings in Long Beach; most of them were built for commercial purposes. Below are three examples of Art Deco style buildings that have been assigned the status code of 5S3 (appears to be individually eligible for local listing or designation through survey evaluation), and one example assigned the status code 6L (determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning) (ICF Jones & Stokes 2009: Appendix C).



Figure 3: 230 East 3rd Street, Art Deco style Commercial Building constructed 1930. This building was assigned the status code of 5S3: appears to be individually for local listing or designation through survey evaluation (ICF Jones & Stokes 2009: Appendix C1; Google Earth 2023a).



Figure 4: 87 and 97 Lime Avenue, Art Deco style apartment buildings constructed 1925. This building was assigned the status code of 5S3: appears to be individually for local listing or designation through survey evaluation (ICF Jones & Stokes 2009: Appendix C12; Google Earth 2023b).

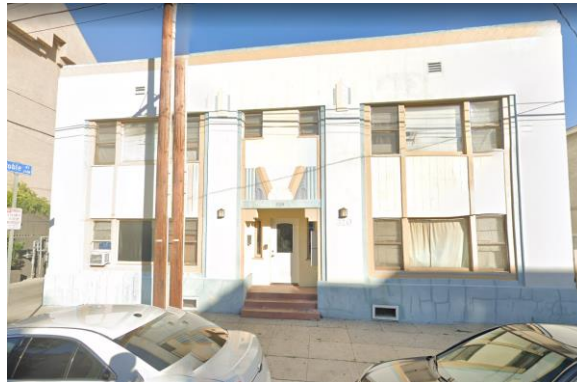


Figure 5: 320 Maine Avenue, Art Deco style apartment buildings constructed 1919. This building was assigned the status code of 5S3: appears to be individually for local listing or designation through survey evaluation (ICF Jones & Stokes 2009: Appendix C19; Google Earth 2023c).



Figure 6: 527 East 3rd Street, Art Deco style apartment buildings constructed 1929. This building was assigned the status code of 6L (determined ineligible for local listing or designation through local government review process; may warrant special consideration in local planning) (ICF Jones & Stokes 2009: Appendix C19; Google Earth 2023d).

Art Deco style buildings are not uncommon in Long Beach. However, many of the surviving examples, even some determined ineligible, display distinct and obvious Art Deco character defining features. In contrast, the subject building displays very modest, almost undiscernible, Art Deco character defining features. So much so, that past evaluations have described the building as having no discernible architectural style (City of Long Beach, Department of Planning and Building 1994).

Evaluation

In 1995, the subject property at 335 Pacific Avenue was evaluated for City of Long Beach Historical Landmark designation. As a result, the hotel was determined not eligible as a City of Long Beach Landmark. However, at the same time, the rooftop sign was determined to be eligible as a City of Long Beach Landmark as an iconic, visual landmark in the downtown area.

The following includes a re-evaluation of 335 Pacific Avenue for its eligibility as a City of Long Beach Historical Landmark.

City of Long Beach, Criterion A (Associated with events that have made a significant contribution to the broad patterns of the City's history) – Research did not demonstrate that this property is closely associated with events significant to the broad patterns of the history of the City of Long Beach. The hotel at 335 Pacific Avenue was constructed between 1929 and 1930 as part of the general pattern of development related to Long Beach tourism, recreation, and leisure of the time. The hotel is associated to this history; however, it is one of many built to host long-term and short-term tourists and is not known to have made a significant contribution to the pattern of hotel development of the era. It is a modest example of this hotel type built to supply the demand of the then-booming tourist industry. It was not the first, nor is it the last example of this type of building still extant in the downtown area; multiple commercial hotel buildings have been designated City of Long Beach Historical Landmarks. The hotel itself is not known to have made a significant contribution to other broad patterns of local, regional, state, or national culture and history at the time of its original construction, or during the ownership of Leland F. Dolley through his death in 1935. After the onset of the Great Depression, and through to its renovation in the 2000s, the hotel primarily served as one of many budget hotel and working-class apartment buildings.

Page 14 of 16

*Resource Name or # 335 Pacific Avenue

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Date: June 2023 ☒ Continuation

It was not one of the first or pioneering Art Deco buildings in Long Beach or Southern California. Therefore, the hotel building is recommended not eligible for listing as a City of Long Beach Landmark under Criterion A.

Unlike the hotel, the rooftop neon sign, has become an iconic artifact of Long Beach's tourism, recreation, and leisure history during the era of the 1930s, after it was installed, until the present. Sometimes signs can come to be the most "dominant, unifying, or symbolically expressive features of a building" (Gudis 2016:3). Neighborhoods change, communities change, yet a sign can provide a touchstone to the past. The Dolly Varden rooftop sign promises the passersby going either direction down Pacific a bath in every room. This immediately takes the viewer back in time to an era when Long Beach's entrepreneurs were attempting to draw in visitors with a promise of the new luxury of a private bathroom. At night, when the neon sign lights up this promise, it evokes the era of the 1930s when this was new technology and hoteliers were vying for business. As the National Park Service outlines, "signs give continuity to spaces, becoming part of the community memory. They sometimes become landmarks in themselves, almost without regard for the building to which they are attached, or the property on which they stand" (Auer 1991:1). The Dolly Varden rooftop sign has become such an icon to community memory in Long Beach. Therefore, the Dolly Varden Hotel rooftop sign is recommended as still eligible for listing as a City of Long Beach Landmark under Criterion A with a period of significance from the time of its installation circa 1934, to the present.

City of Long Beach, Criterion B (Is associated with the lives of persons significant in the City's past) – Research did not demonstrate that the property is associated with any persons significant in the City's past. Leland F. Dolley, the original owner/developer of the property, was a moderately successful businessman who also resided in Long Beach, research did not indicate that Dolley made any contributions within the context of commerce or the hotel industry, or community activities that would warrant inclusion. Despite mythology regarding the involvement of other historical figures such as the performer Dolly Varden, or the Bixby family of Long Beach, no demonstrable evidence was located that any other or subsequent owners or occupants made significant contributions to the history of Long Beach. Therefore, the property is recommended not eligible for listing as a City of Long Beach Landmark under Criterion B.

City of Long Beach, Criterion C (It embodies the distinctive characteristics of a type, period, or method of construction, or it represents the work of a master, or it possesses high artistic values) – The hotel at 335 Pacific Avenue reflects a modest interaction of an Art Deco inspired building. The Art Deco style was popular in Long Beach during the 1920s and 1930s. However, neither the design nor the materials of this single hotel possess high artistic value. It is not a rare or innovative example of this building type. This building is not individually exceptional for its design or method of construction. While a private bathroom in every room was considered an upscale hotel amenity in this era, it was not a new or novel construction form. Although the builder, the Barton Bros. was identified during research, this building is unlikely to qualify as an important work of any master. Therefore, based on all of this evidence, the property is recommended not eligible for listing as a City of Long Beach Landmark under Criterion C.

City of Long Beach, Criterion D (It has yielded, or may be likely to yield, information important in prehistory or history) – The built environment of the subject property is not likely to yield valuable information which will contribute to our understanding of human history because the property is not and never was the principal source of important information pertaining to significant events, people, or architectural style. Therefore, the property is recommended not eligible for listing as a City of Long Beach Landmark under Criterion D.

Conclusion – Lacking significance, 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.

Integrity

This discussion addresses whether the subject rooftop sign at 335 Pacific Avenue retains sufficient integrity to convey its historical significance as a City of Long Beach Historical Landmark under Criterion A. This analysis applies the seven aspects of integrity described by the National Park Service (2002): location, setting, association, materials, workmanship, design, and feeling.

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, the 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.

Conclusion – The subject rooftop sign at 335 Pacific Avenue retains sufficient integrity to convey its significance under City of Long Beach Landmark Criterion A with a period of significance from the time of construction circa 1934 through the current time. The subject sign is recommended eligible for listing as a City of Long Beach Landmark.

Page 15 of 16

*Resource Name or # 335 Pacific Avenue

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Date: June 2023 ☒ Continuation

Character-Defining Features

The character defining features of the Dolly Varden Hotel rooftop sign at 335 Pacific Avenue are listed separately below. They include, but are not limited to the following:

- Period design, message, and materials.
- Visual prominence in downtown Long Beach.
- Example of roadside vernacular sign.

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Page 16 of 16

*Resource Name or # 335 Pacific Avenue

*Recorded by: City of Long Beach, Development Services, Planning Bureau

*Date: June 2023 ☒ Continuation

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