



THE GLENDALE HISTORICAL SOCIETY

CELEBRATING OUR HISTORY AND CONSERVING OUR HERITAGE

FALL 2013



Photo: Glendale News Press, November 19, 1930

TGHS Fights to Save 3901 San Fernando Road

On October 14, The Glendale Historical Society submitted comments on the Draft Environmental Impact Report (DEIR) for the Glendale Link Project, which proposes to demolish a 1930 Mediterranean Revival commercial building located at 3901 San Fernando Road to make way for 142 multi-family residential units and 10,000 square feet of retail and office space.

Believing the structure to be architecturally and historically significant, TGHS retained the services of Historic Resources Group (HRG) to conduct an independent assessment and review the analysis in the DEIR, as reported in the last newsletter. HRG, a well-respected local historic preservation consultant, determined that the building, contrary to the findings in the DEIR, is eligible for historic designation on both the California and Glendale Registers under multiple criteria due to its rare and distinctive architectural style and for its association with L.H. Wilson, a leading figure in the early industrial development of Glendale. In light of HRG's findings, TGHS strongly believes that demolition of the building would constitute a significant adverse impact on the environment under the California Environmental Quality Act (CEQA).

The DEIR inaccurately argues that 3901 San Fernando Road is not associated with any events that contribute to the patterns of local history. However, HRG's assessment clearly demonstrates that the property is closely associated with the development of San Fernando Road as an industrial corridor, having been constructed and occupied by L.H. Wilson, who is credited as the leading figure in that development and was

personally responsible for bringing more than 70 businesses to the area in the 1920s alone. As stated in an article in the Glendale Evening News dated January 1, 1924, "the name of L.H. Wilson has become synonymous with the remarkable development along the San Fernando road. When you say San Fernando road you think of Wilson. When you say Wilson you think of San Fernando road."

The San Fernando Road industrial corridor was a significant factor in the economic development and growth of Glendale during the 1920s and 1930s. In addition, 3901 San Fernando Road represents the type of attractive, well-designed industrial building that L.H. Wilson constructed along the corridor in order to solicit tenants. As many buildings along the corridor dating to this period have been lost, 3901 San Fernando Road is important as a rare example of this period in the city's development.

As further evidence that the DEIR is flawed, it erroneously concludes that the building's

one-story wing with its distinctive arched windows was a 1937 addition. As indicated in HRG's report and noted in the TGHS comment letter, however, a photograph of the building in the Glendale News Press dated November 19, 1930 (pictured above) conclusively demonstrates that the one-story wing was an original and integral part of the building.

During the environmental review scoping process earlier this year, TGHS requested that the DEIR identify at least one preservation alternative that incorporates the building into the proposed project. TGHS is pleased to see that such an alternative has been identified in the DEIR. Known as "Alternative 2 - Reduced Density/Reuse," the alternative meets most of the project goals while retaining the existing structure. TGHS supports Alternative 2, viewing it as a "win-win" solution for both the developer and the community.

HRG's historic assessment of 3901 San Fernando Road, as well as links to the DEIR and copies of the comment letters submitted by TGHS and the LA Conservancy, are available on the Preservation Alerts page of our website at www.GlendaleHistorical.org.

TGHS would like to thank the many individuals who wrote in to oppose the demolition of this building. Extensive feedback from the community is crucial to saving it. Stay tuned for more information on how you can help.

PRESIDENT'S MESSAGE



Photo: Elizabeth Cohen

One of my favorite buildings in Glendale, the Municipal Services Building, is poised to be the city's 100th historic landmark, pending City Council approval, and I could not be more thrilled. I have long been a fan of this iconic and innovative civic building, a mid-20th century masterpiece and engineering feat designed by Glendale's own Merrill W. Baird in association with A.C. Martin Architects. Over the years, TGHS has strongly supported the addition of this important building to the Glendale Register of Historic Resources, and we are extremely pleased that the city has taken the steps to make it happen.

When it was completed in 1966, this "Building on Stilts" marked Glendale's transformation from a bedroom community to a fully realized, modern city. And now, nearly 50 years later, the building's recognition as Glendale's 100th property on the Glendale Register represents yet another transformation - from a city with very little regard for historic preservation to one that is making great strides in understanding and appreciating the value in conserving its architectural heritage. In the last 10 years alone, the number of properties on the Register has more than doubled and five historic districts encompassing more than 700 homes have been established.

While reaching 100 on the Glendale Register is an important milestone that deserves to be celebrated (and celebrate, we will!), it also serves as a reminder on how far we have to go and the need to continually remind our city officials to more thoughtfully incorporate our built environment, especially historic buildings, into Glendale's growth strategy. Many of these older structures can be brought back to life through adaptive reuse and used to revitalize our neighborhoods and downtown areas.

When I look at the properties listed on the Register, I cannot help but think of all the eligible homes and buildings that are worthy of recognition and protection, but sadly are not on the list. These are the properties that we all know and love and pass by on our daily travels around town - the grand Period Revivals, the Modern gems (some of them "hidden" and many by notable architects), the exceptional Craftsman and remaining turn-of-the-twentieth century homes, as well as several magnificent apartment buildings, commercial structures, churches and civic buildings - that help define and distinguish our community.

Unfortunately, many of these structures remain vulnerable to demolition or significant alteration, which is why TGHS will continue to call for a citywide historic resources survey to identify these properties. A survey will help ensure that, while they may not be officially designated, the properties will be treated as potential historic resources when an owner or developer proposes to demolish or change them beyond recognition.

TGHS will also continue to conduct educational workshops and reach out to owners of eligible properties to explain the many benefits of historic designation and encourage them to follow through with the application process. If you own a property that may be eligible for listing on the Glendale Register, please consider submitting a historic designation application. With your help, perhaps it won't be long until there are 200 properties on the Register and we're celebrating another milestone!

Regards,

Greg Grammer

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THE GLENDALE HISTORICAL SOCIETY

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TGHS Board Elects 2013-14 Officers

The Glendale Historical Society will be led for another year by Greg Grammer, who has served as President since 2011.

“The coming year promises to be another exciting and demanding one with the launch of a new and improved website and a big fundraising gala,” stated Grammer. “I also look forward to sharpening our preservation and outreach efforts and expanding our already growing membership.”

Joining Grammer as officers for 2013-14 are: Ammar Kharouf, who has been elected to serve as Vice President; Brian Haworth, who will continue to serve as Secretary; and Vrej Mardian, who has stepped into the role of Treasurer. The other members of the Board of Directors are Jamie Anderson, Marcia Hanford, Margaret Hammond and Catherine Jurca.

Sean Bersell, serving as Executor Director, will assist the Board in achieving its goals and has taken on responsibility for the day-to-day management of the organization

Give the Gift of Membership or Make a Donation!

Looking for that ideal holiday present for the person who has everything? Think about giving your friends or loved ones the gift of membership in The Glendale Historical Society so they too can share in the benefits that membership offers throughout the year. See the membership form on page 7 of this newsletter or sign up online at www.GlendaleHistorical.org.

You may also want to consider making an end-of-the-year donation to the TGHS Preservation Fund or the TGHS Endowment at the Community Foundation of the Verdugos.

The TGHS Preservation Fund is used exclusively for projects directly related to the Society's preservation efforts, such as supporting the creation of historic districts and preparing historic resource assessments on noteworthy properties. Donations to the Preservation Fund can be sent to TGHS at PO Box 4173, Glendale, CA 91202. (Please note "Preservation Fund" on your check.)

The Community Foundation of the Verdugos maintains an endowment for TGHS. The annual earnings from the endowment are used exclusively to support TGHS's activities. TGHS encourages donations and bequests to the endowment fund to provide a permanent source of income to the Society. You can mail a donation to CFV, 111 East Broadway, Suite 200, Glendale 91205. (Please note on the check that the donation is for the TGHS endowment.)

Membership dues and donations are tax-deductible to the extent permitted by law.



Glenn Luft, Marie Luft, Sonia Montejano, Greg Grammer, Peter Rusch

Doctors House Report

This has been another year of fun, education and building bonds with our community during the weekly Sunday tours and several exciting events at the Doctors House Museum.

During the August 2012-July 2013 year, the Victorian house museum hosted 2,411 visitors.

At the end of the summer, the Doctors house presented its first ice cream social. Held in the gazebo, guests sampled six ice cream flavors from vintage recipes that were recreated by Valerie Campbell. The event was well attended and even got a surprise visit by the first TGHS President, Marie Luft, and her husband Glenn.



Valerie Campbell

It would be impossible to operate the Doctors House Museum without the efforts of the volunteer docents. The museum is pleased to announce that the following individuals have joined the docent team: Valerie Campbell; Laura Crook; Guy DeConte; Peggy Dionne; and Joemy Wilson.



Laura Crook; Guy DeConte; Peggy Dionne; Joemy Wilson

Make sure to stop by and visit the Doctors House Museum, either on a Sunday or at any of our upcoming special events: Candlelight Tours on December 14 and 21; Victorian Easter Egg Hunt in April; or the Victorian Mourning Exhibit in October. And the Doctors House Facebook page provides regular updates of the museum activities and events.



Photo: Victoria Lasken

“Classic Casa Verdugo” Tour Celebrates Neighborhood

The TGHS 2013 Home Tour, “Classic Casa Verdugo,” introduced almost 500 people to the little-known but charming Casa Verdugo neighborhood. Tour-goers were able to visit five homes within a two-block stretch and take a walking tour of the neighborhood.

The keystone of the tour was the 1907 Mission Revival home that housed the famous Casa Verdugo restaurant from 1910-1921. Guests were regaled with the story of Piedad Yorba Sowl, proprietress of Casa Verdugo, and the six restaurants she operated under the Casa Verdugo name from 1905 to the late 1930s. Inside the house, which retains most of its original architecture, tour-goers viewed posters of each of the rooms as they existed during the restaurant’s heyday in the early twentieth century.

Recreating the ambience of the restaurant, guests dined on gourmet tacos from the Border Grill Truck on the front patio and in the verdant backyard, where they were entertained with live Spanish music.

Emphasizing that the Casa Verdugo neighborhood is one of the oldest and most architecturally diverse surviving developments in what is now Glendale, the tour included four other outstanding pre-1920 homes:

- The Brown/Cleophas House, a two-story Craftsman-style house originally constructed in 1917 on North Central Avenue by Dr. Harry V. Brown, a prominent local physician. In the early 1920s, Dr. Brown sold the house to the Cleophas family, who relocated it in 1923 to a lot that had been subdivided from the Casa Verdugo property.
- The charming “Wedding Cake” house (circa 1906-1911), distinguished by its combination of elements from various architectural styles, including Folk Victorian, Craftsman, Mission Revival and Neo-Classical.

2013 HOME TOUR



Photo: Victoria Lasken



Photo: Victoria Lasken

- An unusual English Cottage-style Craftsman (circa 1911-1917) that recalls the British roots of the late-19th century Arts and Crafts movement.
- The Elliott House (1915), an exceptional Craftsman-style home that is on the Glendale Register and has been lovingly restored by its current owners.

The week before the Home Tour, TGHS presented a lecture on the neighborhood, the Casa Verdugo restaurants and the Pacific Electric Railway Company's Red Car line that spurred development of the area. Presented by historic preservation architect and TGHS Past President John LoCascio and archivist Paul Ayers, the lecture provided the historical context for the Home Tour. The lecture, which was attended by approximately 150 people, was held at the First Church of Christ, Scientist, which is located in the Casa Verdugo neighborhood.

The Home Tour and associated lecture raised community awareness about the Casa Verdugo restaurant and the surrounding area. TGHS hopes to build on this appreciation of the neighborhood's history and significance with the establishment of a Casa Verdugo Historic District to ensure that these homes are preserved for future generations.

Many thanks to this year's sponsors, G&C Properties, The Spot Gourmet and The Walt Disney Company, and the local businesses who placed advertisements in the tour program, as well as the numerous volunteers and generous homeowners who helped make the 2013 Home Tour such an overwhelming success.



Photo: Elaine Wilkerson



Photo: Peggy Dionne



Photo: Peggy Dionne



Photo: Elaine Wilkerson



Photo: Peggy Dionne



Andersen Windows— Not TGHS Approved

As you may be aware, representatives of Andersen Windows have been circulating a flyer throughout Glendale claiming that their company is “Historic Society Approved.” Of course, TGHS has never endorsed Andersen Windows and, in fact, considers window replacement to be a last resort only when window repair and restoration is no longer an option.

Earlier this year, TGHS sent a letter to Andersen Windows asking the company and its agents to immediately cease and desist making such false and misleading representations. Andersen responded in writing, indicating that their retailer, Renewal by Andersen, had circulated the flyer but would stop canvassing and receive additional training. Furthermore, Andersen indicated that they considered the matter resolved.

Unfortunately, Andersen is at it again and has been circulating flyers with a handwritten “Historic Society Approved” note, deceptively suggesting that TGHS approves their products. While TGHS will follow up with Andersen once again, this incident provides a great opportunity to remind everyone that vintage wood or steel casement windows rarely, if ever, need to be replaced. Repairing and properly maintaining old windows is preferable to replacement not only because it maintains a home’s character and integrity, but also because window restoration is far less expensive and can provide just as much energy-efficiency as new ones.

Look for TGHS to host another window restoration and repair workshop in 2014.

YMCA Project Moves Forward A Missed Opportunity for Adaptive Reuse

On October 15 the City Council voted unanimously to enter into an exclusive negotiating agreement with the developers of a proposed affordable housing artist complex on property owned by the Glendale YMCA. The 70-unit project would entail the demolition of two 1920s apartment buildings on North Kenwood Street that are identified in the city’s own Downtown Specific Plan survey as potentially eligible for listing on the Glendale Register of Historic Resources. The four-plex in particular represents an exemplary vernacular architectural style that has virtually disappeared from downtown.

Beyond the potential loss of these structures, TGHS is concerned about the process by which this project has moved forward. The City Housing Authority is a partner, and yet the Request for Proposals (RFP) explicitly discouraged preservation alternatives. It announced that the apartment buildings “would be demolished as part of any new proposal,” even though the plan for an artists’ campus offered opportunities for adaptive reuse. The RFP also ignored the City’s own downtown survey and denied that the apartment buildings appeared to qualify as historic resources. The RFP indicated that they failed to meet any of the criteria for designation, but no research was done to support that claim.

TGHS would like the City to make sure that full consideration is given to the possibility of preserving original buildings as part of new projects and that assessments of ineligibility for listing are based on research. The City should offer incentives for preservation, which do not limit options but rather encourage developers to think creatively about design. Moreover, such steps send a message that Glendale values its historic resources and considers their preservation a civic goal.

TGHS board members are currently meeting with individual City Council members and with planning department staff. We are trying to ensure that preservation considerations become a natural part of the development process and that the City pays attention to its own surveys of potentially eligible historic buildings.

The Historic Preservation Commission will eventually need to review the appropriateness of the design for the site to prevent adverse effects on the original 1926 YMCA building and the nearby Main Post Office (1934), both of which are on the National Register of Historic Places and the Glendale Register.

WELCOME

NEW & RENEWING MEMBERS: AUGUST-OCTOBER 2013

JEWEL CITY PATRON (\$500)

Guy DeConte &
Ammar Kharouf - R
Greg Grammer &
Simon Wright - R

VERDUGO PATRON (\$250)

Dr. Gary Gilbert - U
Arlene Vidor - U

TROPICO SUPPORTER (\$100)

Thomas McIntyre - R
Susan & Doug Rogers - N

SUSTAINING (\$50)

Vic Allen - N
Mary & Robert Bush - N
Brenda & Jay Butler - N
Chris Cragnotti/
G&C Properties - R
Gerri Cragnotti/
G&C Properties - R
Kathryn Engel - N
Patty Fallahee/
The Spot Gourmet - N
Leticia Gonzalez &
Ken Batchelor - U
Ellin & Frank Kortum - N
Joanna Linkhorst - U

Joan McCarthy/
The Walt Disney Co. - N
Natalie McKenna - U
Nancy Michael &
Michael Bain - N
DebAnn Orfalea - N
Louise & Byron Peebles - R
Annie & Dennis Reed - R
Leanne Reynolds/
G&C Properties - R

Desiree & Allan Shier - U
Beth Tapper &
Mitch Watson - R
Susan Wolfson - R
Days of the Verdugos
Heritage Assoc. - R

DUAL (\$40)

Chris Ard & Matteo Bitetti - N
Christie & Sean Crahan - U
Yeprem & Ninet Davoodian - R
Moiria Delaney & Julio Moline - R
Dorothy Eriksen - N
Douglas & Cathy Green - R
Kyle & Eric Grimes - U
Lynn Hobson & Matt Kelly - N
Yvonne & Vince Longo - N
Roy Luthringer - N
Karen & Ronald Millman - N

Mary Lou & Joseph Montagna - R
Carl & Gail Nelson - R
Cathy & Bob Nicksin - N
Christina Rizzo & Ely Lester - N
Gloria & Jerome Sander - N
Lee Ann Wiederkehr - N
Donna Wittlin - R

INDIVIDUAL (\$25)

Carol Attarian - R
Eric Borigini - R
Christopher Brown - N
Cindy Charles - R
James Cummings - N
Jackie Davis - R
Tony Francisco - N
Dr. Ray Galloway - U
Eric Hansen - N
Kay Heitzman - R
Agneta Hurst - N
Sandra Lopez - N
Jim Moore - N
Laurel Whitcomb Perlman - N
Jennifer Pinkerton - N
Jolene Taylor - R
Pete Vanderveen - R
Claudia Wade - N
Kristy Wallace - N

Sandra Weggeland - U
Carolyn West - R
Bittersweet "Bea" Wojtyla - R

SENIOR/STUDENT (\$15)

Minerva Astengo - R
Judy Barnes - R
Sharyn Bess - R
Lynda Burns - R
Jan Craig - R
Gabriella Doyle - R
William W. Ellinger III - N
Michael Gerald - N
Marilyn Greborunis - N
Jan Giacomini - R
Katherine Hagerott - R
John C. Hammell, Jr. - N
G. Hampton - R
Robin Lee Hansen - R
Jack Kandel - R
Dorothy Knisley - R
Diane Lewis - N
Michael Locke - R
Eileen Mendoza - R
Wendy Myers - R
Mary Ellen Naldjian - R
Madison Leigh Paine - R
Taylor Effie Paine - R

Carol Rossow - R
Diana Thomas - N
Margaret Anne Wollitz
Tomlinson - N
Denise Walker - N
Joemy Wilson - N
Pat Wright - R

PAST PRESIDENTS LIFE MEMBERSHIP

Deborah Dentler
Carole Dougherty
Andrea Humberger
John LoCascio
Marie Luft
Steve Preston
Bill Shepherd
David Smith
Arlene Vidor

N - New Member
R - Renewing Member
U - Upgrading Member

PLEASE CONSIDER A MEMBERSHIP UPGRADE THE NEXT TIME YOU RENEW.

Join The Glendale Historical Society and Support Historic Preservation in Our Community

THE SOCIETY IS A NON-PROFIT tax-exempt organization, and we encourage you to join and volunteer. Please complete this form and mail it with a check payable to:
The Glendale Historical Society, PO Box 4173, Glendale CA 91202-0173

Brand Patron (\$5,000)

Goode Patron (\$2,500)

San Rafael Patron (\$1,000)

Jewel City Patron (\$500)

Verdugo Patron (\$250)

Tropico Supporter (\$100)

Sustaining (\$50)

Dual (\$40)

Individual (\$25)

Individual Senior

or Student (\$15)

Nonprofit (\$35)

Nonprofit organizations are encouraged to join TGHS as Associate Members (No voting rights)

Name Phone

Street Address

City/Zip Code Email Address

WANT TO GET INVOLVED? WHAT ARE YOUR INTERESTS?

Preservation Advocacy

Historic Districting

Fundraising

Special Events/Tours

Outreach/Education

Doctors House Volunteers

Historic Research/Surveys

Archiving/Organizing

Membership/Outreach



2013-2014 EVENTS CALENDAR

DECEMBER 7, 4:00-6:00 PM

HOLIDAY PARTY
1627 Highland Avenue
Free/Reservation Required

DECEMBER 14 & DECEMBER 21, 6:30-8:30 PM

DOCTORS HOUSE CANDLELIGHT TOURS
Doctors House Museum, Brand Park
Self-Guided Tours and Live Holiday Music
\$5 Donation Requested

JANUARY 16, 2014, 7:00 PM

“GLENDALE UNZIPPED”
Presentation by TGHS Past President
Arlene Vidor
Glendale Central Library
Free

FOLLOW US

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AND
TWITTER



A great way to keep up on TGHS activities between newsletters is to “Like” us on Facebook or follow us on Twitter.

The TGHS Facebook page is at facebook.com/GlendaleHistoricalSociety.

The TGHS Twitter handle is @GlendaleHistSoc.

And if you do not currently receive emails from TGHS announcing events and providing preservation alerts

and would like to do so, email a request to tghs@glendalehistorical.org with the subject

“Add Me to Your Email List.”