



The Glendale Historical Society

NEWSLETTER VOL. 3, NO. 2, 1982

NEW DIRECTIONS FOR BRAND BOULEVARD?

In April the Glendale Redevelopment Agency hired ELS Design Group of Berkeley to conduct a series of five work sessions with the Agency in order to explore a series of three possible scenarios for the downtown redevelopment area. The discussions are addressing the aesthetic issues, economic viability and traffic patterns involved in developing 3½ million square feet of space over a period of ten years. The area includes three structures which are of concern to The Glendale Historical Society: the Jensen Building/Egyptian Village Cafe, the Alex Theatre, and the Masonic Temple.

In May, two of these work sessions were conducted with all members of the GRA, Deputy Redevelopment Director Susan Shick, and consultants from ELS and Keyser Marston Associates of San Francisco and Los Angeles. Agency members voiced their ideas and concerns about the redevelopment of Brand Boulevard, particularly the central section.

Agency member Robert Garcin expressed displeasure with the "hodgepodge" approach to redevelopment, and the lack of visual harmony. He was concerned that the Agency was simply reacting to development proposals rather than giving direction to the developers. Carroll Parcher felt that mixed use development was necessary in order to ensure a lively downtown, one which does not close down at 5:00. He suggested that residential and retail buildings be included in redevelopment projects.

Ginger Bremberg was concerned about the impact of intense development on the City's resources, particularly solid waste management and energy demands. She also favored miniparks, open spaces, and rehabilitation of some existing buildings. Carl Meseck believed that early consideration for mass transit was important in order to reduce future traffic congestion. Jack Day was of the opinion that economic factors may be the chief forces determining the character of redevelopment projects. Consultant Frank Fuller agreed that this would be true in the absence of an Agency policy on redevelopment. Mr. Day was also against formulating a general plan that might be "cast in concrete."

During a discussion of transfer of development rights, City Attorney Frank Manzano pointed out that such transfers could help make low density projects economically feasible, and they are legal. However, he felt that the application of such a policy could pose practical problems.

(Detail from the Glendale Amtrak Station. R.M. Newcomb)

The consultants presented three possible scenarios for the development of downtown. All were based on the same number of square feet of developable space and an optimum density as determined by a ratio derived from studies of other cities. All three options maintained the high-rise character of northern Brand Boulevard and the retail character of the southern area. Major differences in approach were centered on the middle section of Brand.

One approach included residential structures at the corners of an open space area near the Alex Theatre, which could become a cultural center. This plan included a hotel adjoining the center. This concept would provide a "streetscape" feel, give a different image to the central core area and provide a link to the multi-unit residential structures on either side of the redevelopment area.

Another concept featured stepped-back high-rise buildings along mid-Brand, with two stories of retail businesses served by elevated pedestrian walkways. Above the retail space would be office space. The third scenario maintained a profile similar to the existing one, with rehabilitated or new low-rise retail buildings. Although Agency members Garcin and Meseck were intrigued by the "Embarcadero" stepped-back high-rise idea, the Agency consensus favored the mixed use, open space scenario.

Although the redevelopment scenario favored by the Glendale Redevelopment Agency is flexible, whether it passes the final test is dependent upon economic feasibility studies to be presented at the next session. Also to be presented will be studies on traffic and parking, including the feasibility and impact of park and ride schemes, mini-bus and jitney service.

The Glendale Historical Society will continue to follow the discussions about the future of Brand Boulevard, and to encourage the preservation of the Jensen Building/Egyptian Village Cafe, the Masonic Temple, and the Alex Theatre, all of which are recognized in the Historic Preservation Element adopted by the City of Glendale Planning Division in 1977.

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CURRENT STATUS OF THE EGYPTIAN VILLAGE CAFE

The fate of the Egyptian Village Cafe remains uncertain. While both the Glendale Redevelopment Agency and the potential developer have expressed concern for the preservation of the Jensen Building, which houses the exotic abandoned cafe on its second floor, neither will commit themselves to integrating restoration of the building into the redevelopment project as the Glendale Historical Society has requested at several public hearings.

Currently a Supplemental Environmental Impact Report is being prepared by Donald Cotton Associates of South Pasadena. The report will address two scenarios for Brand between Broadway and Wilson: a low-rise rehab and new specialty retail shops approach, which has already been labeled a risky financial venture by Keyser Marston Associates; and a twin towers approach, the towers being located at the extreme north and south ends of the block and connected by low-rise retail. This latter approach may or may not accept the Jensen Building, depending on the size of the base of the northern building and effect on the underground parking configuration.

Presently, the Jensen Building is threatened by the possibility of condemnation. The owner, John Alpeza, wishes to participate in the redevelopment of the 100 block of North Brand Boulevard by restoring his building and bringing a fine restaurant to the Egyptian Village Cafe. He has hired the firm of Tagawa and Smith to do a feasibility study of this. Engineers have found the building to be extremely sturdily built, having I-beams periodically spaced through its interior walls. The study concludes that restoration of the building is economically feasible.

The Glendale Redevelopment Agency and Deputy Executive Redevelopment Director Susan Shick will continue to monitor the progress of redevelopment on Brand. Restoration of the Jensen Building does not seem to be a very high priority at this time.

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H.U.D. GRANT FOR THE DOCTORS' HOUSE

On May 25 the Glendale City Council allocated \$93,000.00 in Community Development Block Grant federal funds to complete the interior restoration of The Doctors' House. As has been the case with the nearly completed exterior restoration, these funds will supplement volunteer labor, donations, and Historical Society contributions. They will ensure that the house will be open for public use and educational exhibits.

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VISITORS' GUIDE

In conjunction with their newly established Visitors' Bureau, the Glendale Chamber of Commerce will be publishing a Visitors' Guide describing restaurants, accommodations, and points of interest in and around Glendale. The Glendale Historical Society has made recommendations for points of historic interest to be included on a map and has suggested that a scenic drive through Glendale be included in the booklet. The Visitors' Bureau committee meets the second Tuesday of the month at 8:00 am in the Chamber conference room at 200 South Louise, and anyone interested in participating is invited to attend.

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SOCIETY SHOWCASES STONE CASTLES AND COTTAGES

Over 350 visitors enjoyed our June 13 bus tour of the Foothills north of Glendale, featuring the multitude of stone structures in the area. They were able to enter and explore "The Pink Castle" designed by Arthur B. Benton; Bolton Hall, constructed as a clubhouse for the Utopian Little Landers Colony; the stone home of California poet laureate John Steven McGroarty; and the Hagan residence, built of quarried granite in 1913. This tour covered the largest number of sites of any of our tours, and was enhanced by a detailed brochure produced by Joni Atkinson and illustrated by Mimi McIntosh. Tour chairwoman Joni Atkinson expressed pleasure at the success of the tour, which introduced so many people to the unique use of stone in the architecture of Sunland, Tujunga, La Crescenta and La Cañada.

TROPICO TOUR REPORT

Our "Trip to Tropico" tour on April 25 was enthusiastically received by the participants, and financially successful for the Society. Many of the people taking the tour expressed their surprise and pleasure on discovering the charm of the Tropico area. The tour shed considerable light on some little-known aspects of Glendale's history, and netted about \$900.00. The success of the tour was due to all the help and efforts of the many people who volunteered their time and talents. Special thanks go to John Richardson, Ellen Perry, Beverly Place, Suzanne McKay, and Carole Dougherty. It was a great experience chairing the tour and working with all the kind and generous people involved.

Margaret Hammond, Chairwoman

JAYCEES AUXILIARY RESEARCH ON THE DOCTORS' HOUSE

In a fervent display of support for The Doctors' House restoration project, the Glendale Jaycees Auxiliary has during the past year devoted over 700 hours to research on Queen Anne-Eastlake style architecture, Victorian interiors, and the original state of the residence itself. Designed and organized as one of their three annual projects serving the community, the research was done to help create an accurate historical representation which, being stylistically true in every detail, will serve as a genuine reflection of Glendale's past. Examples of the types of research, both complete and continuing, are the following:

1. Compiling a body of published authority on the Queen Anne style and the period 1885 to 1915, including a bibliography of over 50 authors; acquiring six new books on the subject and donating them to the Brand Library.
2. Visiting other preservation sites and discussing them with the curators and project supervisors.
3. Studying local newspaper items and interviewing people to learn about the house and its occupants.
4. Examining minute structural and decorative details of the house to determine their original appearance and use.
5. Locating and, when possible, acquiring authentic fixtures.

The research has been documented and will be available to the public, in accordance with the goals of The Society to promote and provide assistance in preservation and restoration efforts. The final beauty and authenticity of The Doctors' House will be due in large part to the astute and creative work of the Auxiliary.

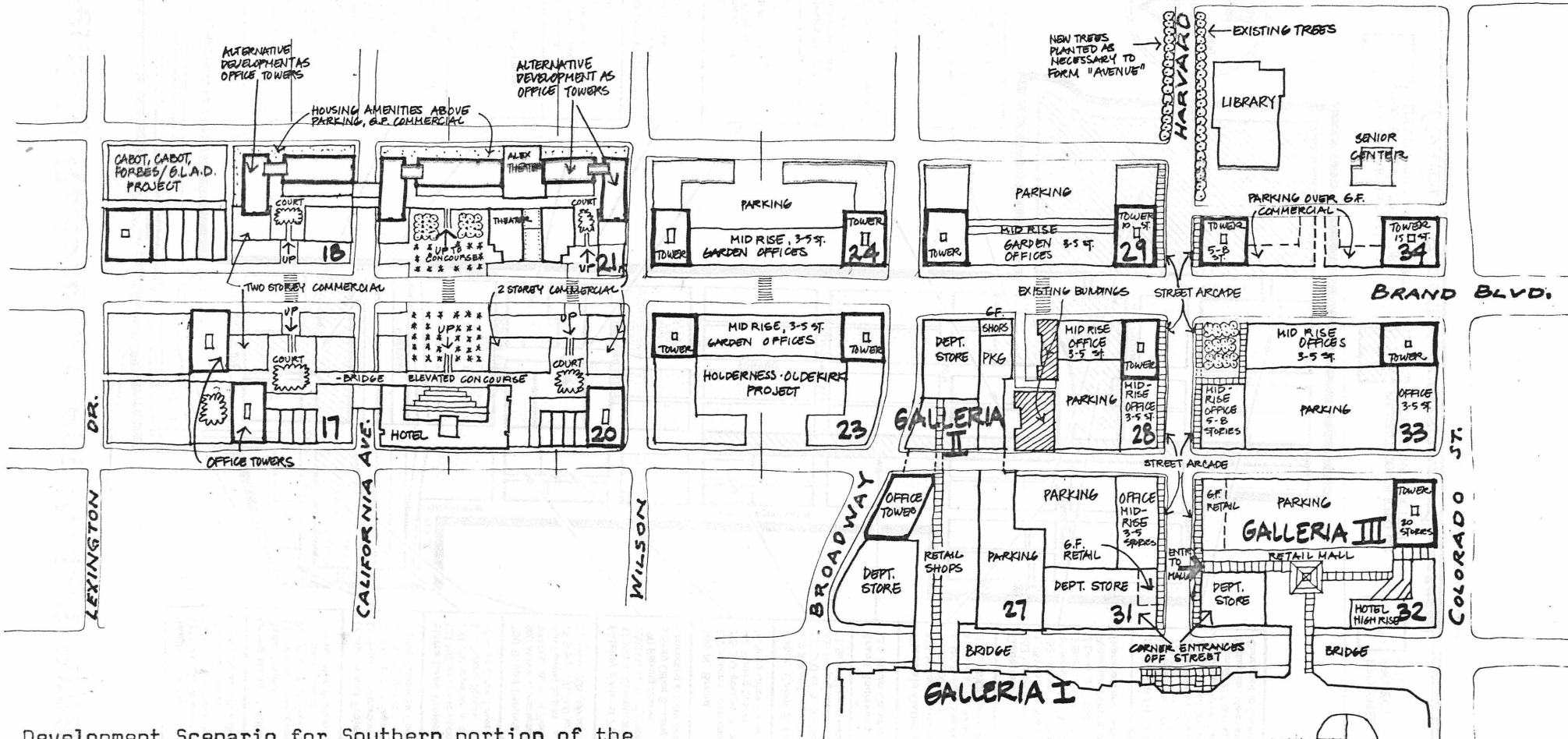
Based on a report by Sue Lazara

YARD SALE A SOLID SUCCESS

A record number of items donated, the attraction of homemade baked goods, and the unflagging dedication of all involved resulted in a highly successful yard sale on May 15-16 which brought in over \$2,700.00 for The Glendale Historical Society. The moving forces behind this weekend event were Audrey Hales, chairwoman, Frances Grigsby, assistant, and Margaret Hammond, bake sale organizer. The semi-annual yard sales have been consistently well attended and have proved a most reliable type of fundraiser, thanks to the expertise and energy of Audrey and all the other participants.

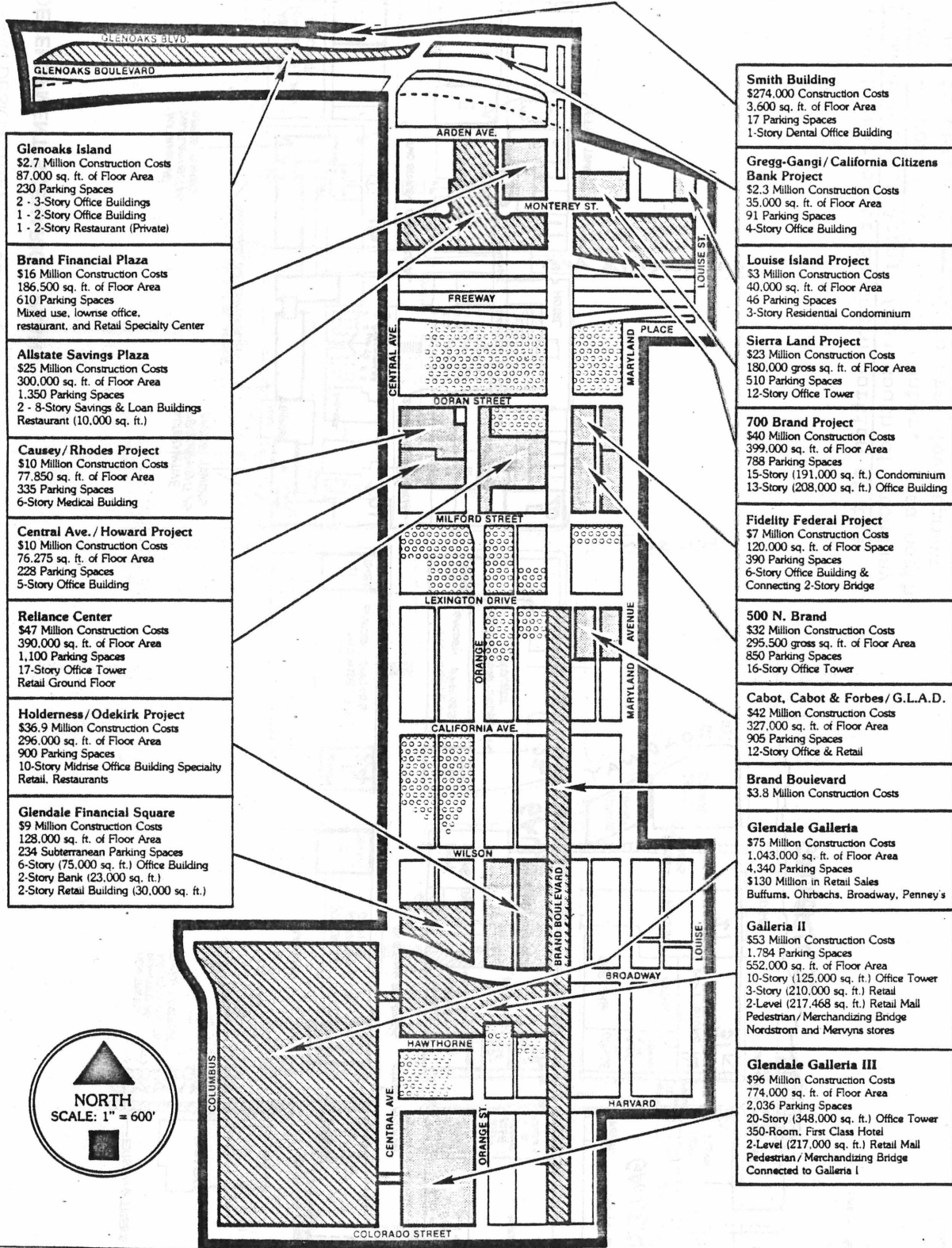
GLENDALE REDEVELOPMENT AREA
URBAN DESIGN STUDY JUNE 1982

DEVELOPMENT SCENARIO PLAN



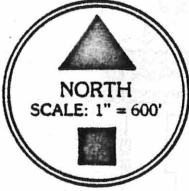
Development Scenario for Southern portion of the Redevelopment Project Area: Area south of Broadway to Colorado — commercial retail center. Area north of Broadway to Lexington — mixed area development including high & low rise office structures, hotel, possibly high & low rise housing, pedestrian plaza areas, theatre, cultural arts center & pedestrian concourse. Overall Scenario for Entire Project Area: North of Lexington — financial center. Central — Lexington to Broadway — mixed use. Southern portion — Broadway to Colorado — retail commercial.

Glendale Redevelopment Project Area

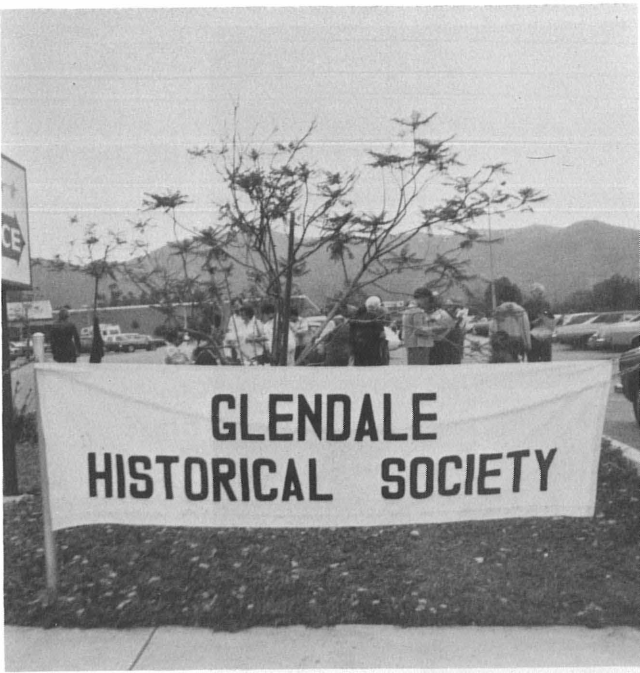


- Glenoaks Island**
\$2.7 Million Construction Costs
87,000 sq. ft. of Floor Area
230 Parking Spaces
2 - 3-Story Office Buildings
1 - 2-Story Office Building
1 - 2-Story Restaurant (Private)
- Brand Financial Plaza**
\$16 Million Construction Costs
186,500 sq. ft. of Floor Area
610 Parking Spaces
Mixed use, lowrise office,
restaurant, and Retail Specialty Center
- Allstate Savings Plaza**
\$25 Million Construction Costs
300,000 sq. ft. of Floor Area
1,350 Parking Spaces
2 - 8-Story Savings & Loan Buildings
Restaurant (10,000 sq. ft.)
- Causey/Rhodes Project**
\$10 Million Construction Costs
77,850 sq. ft. of Floor Area
335 Parking Spaces
6-Story Medical Building
- Central Ave./Howard Project**
\$10 Million Construction Costs
76,275 sq. ft. of Floor Area
228 Parking Spaces
5-Story Office Building
- Reliance Center**
\$47 Million Construction Costs
390,000 sq. ft. of Floor Area
1,100 Parking Spaces
17-Story Office Tower
Retail Ground Floor
- Holderness/Odekirk Project**
\$36.9 Million Construction Costs
296,000 sq. ft. of Floor Area
900 Parking Spaces
10-Story Midrise Office Building Specialty
Retail, Restaurants
- Glendale Financial Square**
\$9 Million Construction Costs
128,000 sq. ft. of Floor Area
234 Subterranean Parking Spaces
6-Story (75,000 sq. ft.) Office Building
2-Story Bank (23,000 sq. ft.)
2-Story Retail Building (30,000 sq. ft.)

- Smith Building**
\$274,000 Construction Costs
3,600 sq. ft. of Floor Area
17 Parking Spaces
1-Story Dental Office Building
- Gregg-Gangi/California Citizens Bank Project**
\$2.3 Million Construction Costs
35,000 sq. ft. of Floor Area
91 Parking Spaces
4-Story Office Building
- Louise Island Project**
\$3 Million Construction Costs
40,000 sq. ft. of Floor Area
46 Parking Spaces
3-Story Residential Condominium
- Sierra Land Project**
\$23 Million Construction Costs
180,000 gross sq. ft. of Floor Area
510 Parking Spaces
12-Story Office Tower
- 700 Brand Project**
\$40 Million Construction Costs
399,000 sq. ft. of Floor Area
788 Parking Spaces
15-Story (191,000 sq. ft.) Condominium
13-Story (208,000 sq. ft.) Office Building
- Fidelity Federal Project**
\$7 Million Construction Costs
120,000 sq. ft. of Floor Space
390 Parking Spaces
6-Story Office Building &
Connecting 2-Story Bridge
- 500 N. Brand**
\$32 Million Construction Costs
295,500 gross sq. ft. of Floor Area
850 Parking Spaces
16-Story Office Tower
- Cabot, Cabot & Forbes/G.L.A.D.**
\$42 Million Construction Costs
327,000 sq. ft. of Floor Area
905 Parking Spaces
12-Story Office & Retail
- Brand Boulevard**
\$3.8 Million Construction Costs
- Glendale Galleria**
\$75 Million Construction Costs
1,043,000 sq. ft. of Floor Area
4,340 Parking Spaces
\$130 Million in Retail Sales
Buffums, Ohrbachs, Broadway, Penney's
- Galleria II**
\$53 Million Construction Costs
1,784 Parking Spaces
552,000 sq. ft. of Floor Area
10-Story (125,000 sq. ft.) Office Tower
3-Story (210,000 sq. ft.) Retail
2-Level (217,468 sq. ft.) Retail Mall
Pedestrian/Merchandizing Bridge
Nordstrom and Mervyns stores
- Glendale Galleria III**
\$96 Million Construction Costs
774,000 sq. ft. of Floor Area
2,036 Parking Spaces
20-Story (348,000 sq. ft.) Office Tower
350-Room, First Class Hotel
2-Level (217,000 sq. ft.) Retail Mall
Pedestrian/Merchandizing Bridge
Connected to Galleria I



<p>GENERAL AREAS THAT MAY BE IMPRACTICAL FOR REDEVELOPMENT AT PRESENT</p>	<p>PROJECT COMPLETED OR UNDER CONSTRUCTION</p>	<p>PROPOSED PROJECT SITE</p>
<p><i>(Courtesy Glendale Redevelopment Agency)</i></p>		





1. The north side of the Verdugo Mountains provides a backdrop for the starting point of the tour "From Stone Castles to Cottages."
2. Tour participants pass through the stone entryway to a granite residence in Sunland.
3. The rugged walls of Bolton Hall, built in Tujunga in 1913, reflect the romantic ideals of the Little Landers Colony.
4. El Nido, "The Pink Castle," in La Cañada, attracts guests with
5. its variety of architectural styles.
6. The Doctors' House is nearly ready for the dedication ceremonies
7. on September 19. The exterior has been newly painted in shades of blue and white. (Photos by R. M. Newcomb.)



THE GLENDALE HISTORICAL SOCIETY PROPOSED OPERATING BUDGET

December 1, 1982 - November 30, 1983

INCOME

Membership		\$ 2,000
Fund Raising		
Tours (two)	\$ 3,000	
Garage sale	2,000	
Event	<u>1,000</u>	6,000
Corporate donations		<u>2,000</u>

TOTAL INCOME \$10,000

EXPENSES

Doctors' House expenses		
Compensation insurance	\$ 2,000	
Maintain flowerbeds	<u>120</u>	2,120
Operating expenses		
Membership meeting notices	160	
Telephone	120	
Supplies - stationery, etc.	150	
Awards	150	
Liability insurance	75	
Bulk mail permit	40	
PO Box rental	20	
Miscellaneous	<u>310</u>	1,025
Newsletter		1,000
Educational expenses		
Film and processing	200	
Preservation workshops	200	
Exhibit materials	<u>100</u>	500
Officer and chairman expenses		
President	100	
Secretary	50	
Treasurer	50	
Membership	50	250
Memberships		
National Trust for Historic Preservation	30	
Chamber of Commerce	<u>75</u>	<u>105</u>

TOTAL EXPENSES \$ 5,000

CONTINGENCY FUND 2,000

DEBT REPAYMENT 3,000

GRAND TOTAL COMMITMENTS, EXPENSES, CONTINGENCY \$10,000

NOMINATING COMMITTEE SELECTED

At the June general meeting members chose Ruth Dodson, Shannon Pedlow, and Sid Gordon to serve as the nominating committee to select nominees for the three Board of Directors positions which are up for election this fall. The three Board members whose terms expire at that time are Larry Meyer, Joni Atkinson, and Joan Mullins.

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THANKS FOR GENEROUS SERVICES

We wish to express our thanks to the following for their help and contributions, which are much appreciated:

To Gayson's Camera Supplies, for donating film processing for the Tropico tour.

To Tom O'Laughlin, RGV Insurance Agency, for paying our liability insurance premium.

To Forest Lawn Memorial Park, for lending negatives for our photograph exhibit during the Tropico Tour.

To Barbara Boyd and the Special Collections staff of the Glendale Public Library, for research and photographs for the Tropico tour.

To Bruce Boehner, for photography and processing, at reduced cost, of many pictures, including a special photograph of the Egyptian Village Cafe.

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MEMBERSHIP

Welcome to new members Gerrie Voorhies, Marionne M. Ramsey, Nancy and Paul Crossland, Gary and Cindy Cloppas, Julia Noyes, Melvin W. Nystrom, Caron Allen, Henrietta Goforth, William and Ruth Dodson, Terry Laughlin, Nancy La Bounty, Paul Currier, Wally Forstall, First Nationwide Savings, California Fast Food Service, Hibbs Henle Nelson Inc., Dr. Paul G. Schultz, Mildred Helene, Della Maupin, Harry W. Gorst Co. Inc., Richard C. Brouillard, Mrs. Ada Jones, Nida Solana Brown, Mr. and Mrs. S. E. Rector, Harry and Adele Koerner, and Greta Reed.

Thanks to all renewing members for your continuing support. Your renewal month appears in the upper right-hand corner of your mailing label. Annual dues are \$15 for single active, \$25 for family active, \$50 for sustaining, \$5 for student/senior/disabled, \$25 for nonprofit organization, and \$100 for corporate.

Name _____

Address _____ Zip _____

Phone _____ () New member () Renewing member

I would be willing to help on the following committee(s):

- | | | |
|-----------|---------------------|----------------|
| EDUCATION | PRESERVATION ACTION | MEMBERSHIP |
| RESEARCH | PROGRAM DEVELOPMENT | WAYS AND MEANS |

VOLUNTEERS HONORED

Several more people have received square nails from The Doctors' House in recognition of their time spent on Society projects. The nails, mounted on redwood plaques, each represent 100 hours of work. Volunteers receiving plaques or additional nails are Sue Lazara, Tess Clink, Bill Dodson, Craig Montgomery, Carole Dougherty, Dick Montgomery, Glenn Luft, Marie Luft, Audrey Hales, Graham Latta, Frances Grigsby, Ray West, Dorothy West, Wally Forstall, Jim Kieser, Dale Hales, Suzanne McKay, and Shannon Pedlow.

In appreciation of their painstaking and extensive research, the Historical Society has presented certificates to Jaycees Auxiliary members Tanya Bishop, Anne Simpson, Janice Hall, Greta Reed, Ursula Murphy, Valerie Butler, Theri Koehler, and Janet Collister.

Volunteers report their hours worked to Frances Grigsby, 246-3885.

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BENEFACTOR PROGRAM

To provide for the recognition of individuals and organizations who contribute financially to The Doctors' House restoration, The Glendale Historical Society has established a benefactors' program. Benefactors will have their names, or the names of persons they wish to honor, inscribed on plaques mounted on the fence surrounding The Doctors' House. There are four categories of benefactors:

Cultural Benefactor	\$1,000.00
Heritage Benefactor	\$2,500.00
Landmark Benefactor	\$5,000.00
Preservation Benefactor	\$10,000.00

Interested contributors should telephone Charles F. "Tye" Veden, 244-5043, for full details. In order to be ready for the dedication on September 19, the names of benefactors must be given to the foundry by August 1.

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MEMORIAL CONTRIBUTION

With sympathy and thanks the Glendale Historical Society wishes to acknowledge the donation by Gladys Landis in memory of her daughter Helen Landis Greenwald.

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Thanks to Trudy Sterner for typing this Newsletter.

**IMPORTANT ANNOUNCEMENT
TO ALL MEMBERS**

Two categories of volunteers will be permanently recognized at The Doctors' House: those who have contributed over 500 hours, and those who have contributed over 100 hours. Please turn in your volunteer time to Frances Grigsby, 246-3885, by July 25. Your hours must be on record to qualify. You may submit any time given since September, 1981.

THE GLENDALE HISTORICAL SOCIETY

Calendar of Events for Summer and Early Autumn, 1982

- JULY 6
Tuesday "Approaching Restoration", free workshop presented by Pasadena Heritage, 7:30-9:00 pm, Pasadena Main Library, 285 East Walnut Street. Speakers: Bill Ellinger and Stephanie Reeser. Telephone 793-0617 for full details.
- JULY 13
Tuesday "Victorian and Craftsman Interiors", free workshop presented by Pasadena Heritage, 7:30-9:00 pm, Pasadena Main Library. Speakers: Susie Clark and Stephanie Reeser.
- JULY 17
Saturday Walking tour of "Movie Palaces" including some of America's most ornate theatre interiors. Cost is \$7. Further information is available from Woodbury University, 482-8491.
- JULY 20
Tuesday "Stripping and Refinishing Wood", free workshop presented by Pasadena Heritage, 7:30-9:00 pm, Pasadena Main Library. Speaker: Bill Ellinger.
- JULY 29
Thursday Fourth Workshop presented by Pasadena Heritage, 7:30-9:00 pm, Pasadena Main Library.
- SEPTEMBER 1
Wednesday General meeting of TGHS. Les Thompson will present slides and commentary, "Glendale: Sagebrush to Cityhood, Part II."
- SEPTEMBER 19
Sunday Dedication of The Doctors' House, 2:00 pm in Brand Park.
- OCTOBER
Webb's Day, a weekday to be announced. Do your Christmas shopping and mention The Glendale Historical Society; Webb's will donate a percentage of your sale to us.
- OCTOBER 6
Wednesday ANNUAL GENERAL MEETING OF THE GLENDALE HISTORICAL SOCIETY. Election of Board members. President's Annual Report. Presentation of awards.
- NOVEMBER 3
Wednesday General meeting of TGHS. Jackie Wilson, Executive Director of the Historical Society of Southern California, will speak on "Aspects of Historic Preservation in Southern California."

General meetings are held monthly (except December, July and August) at 7:30 pm, on the first Wednesday of the month, in the Carillon Room, Glendale Federal Savings, 401 North Brand Boulevard. Telephone: 242-7447.

The Glendale Historical Society
P. O. Box 4173
Glendale, California 91202

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