

# POMONA

# Heritage

May 2006

www.pomonaheritage.org

Vol. 22, No. 2

## Join Pomona Heritage for Cruising Pomona Valley



Come join us on Saturday, May 13 (yes, it's Mother's Day weekend, but bring mom along), for a fun morning / afternoon as we cruise Pomona Valley and surrounding foothill areas on a car rally that will test your knowledge of local history, as we tour historic sites along the way, ending

at a lovely vintage restaurant somewhere in the Pomona/San Gabriel valley, for lunch.

For those who have not been involved in a car rally before, it'll be a chance to experience a southern California tradition. You don't need a classic car (although if you have one, please bring it!). All you need is a good sense of direction, an able navigator who can read instructions and maps, a driver who can take instruction (husbands with good attitudes?), and a fun sense of ad-

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## Workshop / Home Tour Committees Being Formed

There is still time to get on board to help Pomona Heritage in its annual programs. Both Restoration Workshop chairman Mitch Elias, and Home Tour chair Deborah Clifford are looking for stalwart individuals with who can commit some time to assisting with the planning of these important events.

The Restoration Workshop committee will be concentrating on finding speakers for this year's workshops and with planning the ever popular silent auction. If you have a knack for publicity, know of good speakers, are a speaker on restoration, or just want to help, all the



Pomona Heritage voice mail at (866) 833-4086 and leave

Mitch a message. As we get closer to the event he'll

also be looking for strong, muscular, folks who can help with setup, cleanup, and operation of the workshop.

While we're still 5 months away from the annual Home Tour, preparations are currently underway. Some tour homes have been identified, but the committee still needs help in identifying and choosing which sites will be this year's featured homes. In addition, they also need help with taking postcards to local businesses, selling ads in the tour program, help plan the gala, be a docent, research the homes on the tour, to put together lawn signs,

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# It's Spring and Heritage Events are Coming

by Michael Schowalter

**M**erry May Day and Happy Spring Time! I know you're all probably busy in your yards clearing away winter debris and cranking up the lawn mower when you get a rainless moment, but I just wanted to mention a couple of items going on that you may find of interest!

**Big news for the Heritage Grant Program.** The Board has voted to significantly raise money for the awards. The final details have yet to be worked out but it looks like First Place will carry an Award of \$2500!! Whether you are undoing a previous owner's work, or fixing your foundation, or doing a historically accurate paint job, this year you can apply for the grant program. The goal of the program is to support the preservation and restoration of our neighborhoods and with that in mind priority will be given to exterior projects that increase curb appeal! Interior projects are welcome to apply, as always, but we hope this way the entire community could share the results! Details to follow.

Deb Clifford and committee are working hard on the 2006 Home Tour, and Mitch Elias will be heading up the team putting together this year's Restoration Workshop. If you can help out with either project or have suggestions for classes you would like to see at the workshop give us a call.

Also coming up this month is our Pomona Heritage Road Rally brought to us by Roxanne and Ben Miller. This should be a fun day of running about and visiting historic sites with a SECRET destination chosen for lunch. So load up the

Model T, vintage cars especially welcome, and lets hit the road!

Finally it's important to remember that sometimes the key to success of historic preservation is patience. Happy 75th Birthday Pomona Fox, and a big Thank You to all of you who have worked on this project over the years! It has been a long battle but I am sure we can win this one.

## Palomares Adobe to Get New Roof

**A**fter waiting over a year to clear up environmental issues, funding approved by the city council in its last budget rounds is finally to be released to our sister organization, Historical Society of the Pomona Valley, to re-roof the Palomares Adobe. Fortunately, the rains of this past winter did not cause any additional damage. According to Historical Society president Mickey Gallivan, this is despite the fact that you can see sky from within some rooms of the Adobe.

We applaud the city council for recognizing the importance of maintaining our most important historic resources and look forward to the improvements at the Adobe.

## Writers / Ideas Sought

**G**ot an idea for a newsletter article? Got an opinion on what we should be covering that we aren't? Interested in writing newsletter articles? We're looking for your input! Please email John Clifford at newsletter@pomonaheritage.org



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**Pomona Heritage Newsletter** is published periodically by Pomona Heritage, Inc. for its membership. Membership information can be found on the back cover of this issue. Pomona Heritage is a non-profit 501(c)3 California corporation dedicated to the preservation of Pomona's rich cultural heritage and the education of Pomona's citizenry of that heritage. Donations and membership are tax deductible to the fullest extent of the law, please consult your tax advisor.

# Preserving Under the Worst Circumstances— Documenting Properties to be Demolished

by John Clifford

A subject that has been coming up more and more often at the Pomona Historic Preservation Commission has been dealing with demolition of pre-1945 structures. According to our historic ordinance, any application for demolition of a structure built prior to 1945 must be reviewed by the Historic Preservation Commission. The purpose of the review is to determine if the structure is of significant historic value and whether it should be pre-

Often, there are conflicting needs which cause developers, city staff, and historic preservationists to disagree on the significance of a structure or site. We in the preservation community often feel that we need to save everything from our past, as it is only through such preservation that our history can be fully realized and appreciated. Once something is gone, it's gone and cannot be replaced. However, there are times when historic preservation must take a back seat to development so that

the city can expand and grow economically. The city may need schools, shopping, civic buildings, fire stations, and other utilities.

Recognizing that we can't save every building makes for some hard choices for Pomona Heritage. There are certain

historic structures which we will "take to the wall" to save because they are very significant, while others we have to give up on. However, Pomona Heritage does not give up on a structure easily. In the past, one of the things that we've fought for has been asking that, when a site is truly needed and a significant historic structure is threatened, that the developer look at adaptive re-use or moving the structure to another location.

The first choice is always adaptive reuse. Is there some way in which

the structure can be incorporated into the new project so that the new can co-exist with the old. A recent example of this is the adaptive reuse of the Old Winery on Garey Avenue. This historic winery is being restored and used as the entrance/lobby for a new Comfort Suites hotel which is being built with a design that reflects the historic building. Another adaptive reuse is the two-story craftsman home on Garey Avenue that is now home to The Garden. Dawn and Fred Van Allen have converted this significant home, with its location on a heavily traveled street that is less attractive for housing, and made it economically viable. Reuse can often be beneficial as historic structures have an appeal to a large number of people who see such projects as honoring our past while moving forward. Examples of using historic properties as economic engines are everywhere from Old Town Pasadena, to the Packing House project in Claremont, to our own downtown Pomona artists lofts.

The second choice, when a structure is just "in the way" of a project and can't be incorporated into it, is to move the structure to a new location. Unfortunately, this has not been a very viable option in most cases. Finding a location, within the city, to move historic structures to has been daunting. Even when lots are identified, often regulations on size, setbacks, and other requirements make it unfeasible to locate the building on the site. Then there is the cost of moving a building. Pomona Heritage has been vocal in asking that before a pre-1945 structure is demolished that it be made available to be moved, a requirement that the city has taken on many such properties, with little success.

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*Bungalows such as this have been demolished in recent months to make room for various re-development and school district projects. While not saving the structures, a historic building survey would at least preserve the information regarding the home's history and architecture for future researchers into Pomona's past*

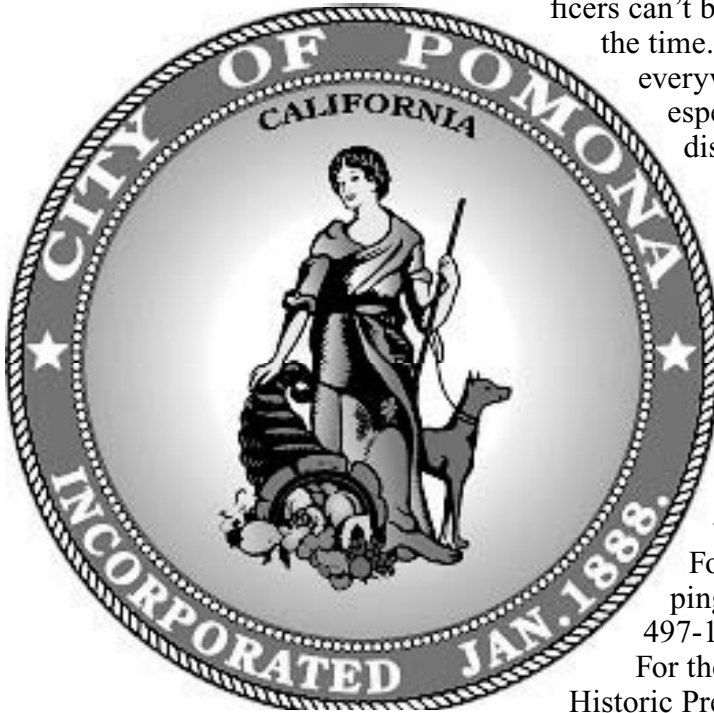
served rather than demolished.

Such a decision should be made following the criteria as set forth for designation of historic properties. Is the structure of significance because of its architecture, materials, the site of an important event or person, etc. Such details as the current condition of the structure, alterations (unless the main significance is architectural), and ultimate use are not to be considered. Again, the reason for such a review is to try and protect Pomona's historic resources so that they will be available to the future.

# Code Compliance Everyone's Business

While Pomona Heritage has a code compliance director in the very capable Dawn Van Allen, it is imperative if we want to ensure the future of our historic neighborhoods, that individuals be aware of what's going on around them. Pomona has city codes

that regulate, graffiti, tree trimming in historic districts, construction / renovation without the proper permits, vacant but open buildings, junk stored on residential property, properties with tall, dead, diseased or otherwise overgrown vegetation, illegal usages of home sites such as using a garage as living quarters, broken windows, illegal long-term parking of recreational vehicles (or parking of them in driveways without a city permit), and a wide variety of other issues. A list of code violations is available on the city's web site at: [http://pomona.vpi.net/city\\_departments/police/code\\_compliance.php/](http://pomona.vpi.net/city_departments/police/code_compliance.php/)



Each time a contributing property in our historic districts is modified / changed in a non-historic manner, we run the risk that the property will fall out of the "contributing" category. As properties become non-contributing, the district becomes less historic. As our history is lost, we all lose.

The city's code compliance officers can't be everywhere all the time. They need our help everywhere in the city, but especially in our historic districts.

If you see something that you're concerned about, we encourage you to call the city's Code Compliance department at 620-2374. For graffiti problems, call the city's graffiti clean up crew at 620-2265.

For abandoned shopping carts, call (800) 497-1984.

For the complete Pomona Historic Preservation code, please visit our web site at [http://www.pomonaheritage.org/resources/Gov\\_Docs/Historic\\_ord.html](http://www.pomonaheritage.org/resources/Gov_Docs/Historic_ord.html) or [http://www.pomonaheritage.org/resources/Gov\\_Docs/tree\\_ord.html](http://www.pomonaheritage.org/resources/Gov_Docs/tree_ord.html) for the tree ordinance.

## Committees *from page 1*

to do mailings, to distribute tickets, to write copy for the program, and a whole slew of other jobs. As Deb Clifford says, "With many hands, the tasks are light." So, if you have a couple of hours that you can spend on any of these jobs, the Home Tour Committee needs you.

You can contact Deb Clifford by calling evenings at (909) 623-8819 or by emailing her at: [mrsc@uclabruins.com](mailto:mrsc@uclabruins.com).

## Thanks To Our Special Sponsors

Pomona Heritage wishes to extend a special thank you to those who made our 2005 Sponsorship program such a success. We have grouped donors under a variety of headings based on their contribution levels.

Wish to become a Pomona Heritage Special Sponsor? Sponsorship by companies or individuals at all levels are greatly appreciated.

Benefits at the sponsorship levels include invitations to all Pomona Heritage events, tickets to the home tour, special discounts, listing in all Pomona Heritage publications—including the newsletter, and other special consideration for upcoming events. For more information on Sponsorship, please write to [membership@pomonaheritage.org](mailto:membership@pomonaheritage.org) or [president@pomonaheritage.org](mailto:president@pomonaheritage.org).

**Historic District Level: \$2500 +**  
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**Ranchero Level: \$500 +**  
Laura and Greg Estel/  
Greg's Refrigeration

**Pioneer Level: \$250 +**  
Jeved Management

## Welcome New Members

The following are new members to Pomona Heritage who have joined since the last newsletter. We are pleased to welcome them to the Pomona Heritage family.

Ed & Sharon Tomkins  
Linda Garner

## Preservation

from page 3

We've also asked that the developer put the amount of money that they would have used for demolition on the table to defray some of the costs of moving a structure. We feel that this is a fair request and will not cause an undue burden on the developer as they would have had to pay to demolish the structure anyway. Thirdly, we've asked the city to identify a location which can be set aside for structures such as this. The city could purchase the property and then sell it at the fair value to a homeowner who wished to move one of Pomona's historic properties onto the site. Again, we feel that this could be a win-win situation for the city, developers, and the preserva-

tion community.

A third option has recently been asked for by Pomona Heritage in the cases where a structure is of minimal significance, there is no way to adaptively reuse it for the proposed project, and the options of moving the structure have been exhausted. This is to require the developer to document what was there and to deposit that documentation with the special collections section of the Pomona Public Library and the Ebell Museum of Pomona History. A committee has been formed by Pomona Heritage to create standards for such historic documentation. The committee, whose members are; myself for Pomona Heritage, Mickey Gallivan of the Historical Society of the Pomona Valley, and other members pending, will be using the US Department of the Interior National Parks Service Historic American Buildings Survey (HABS) requirements as a basis for such standards. We recognize that a full-blown HABS report is a costly process and will endeavor to modify those standards to make them in line with the historic significance of the structure to be studied. We are looking at requiring a full-blown HABS study only for the most significant structures. Past structures that would have fallen into that category would have been the First Baptist Church sanctuary, the Old City Hall, the Carnegie Library, and other buildings which played a significant role in Pomona's history. Lesser structures will be required to only meet a certain level of study. All studies will require photographic documentation of the structures, written descriptions of the site where the structures sat, and a historic report depending on the available information. Such a report will ensure that while the structures are no longer there, that the information about what they were, the role they played in the community, and their significance as a part of the fabric that makes Pomona, will be preserved.



## Did you Know?

The name Ganesha refers to a Hindu deity. The son of Shiva and Parvati, Ganesha has an elephantine head with a curved trunk and big ears, and a huge pot-bellied body of a human being. He is the Lord of success and destroyer of evils and obstacles. He is also worshipped as the god of education, knowledge, wisdom and wealth. In fact, Ganesha is one of the five prime Hindu deities—Brahma, Vishnu, Shiva and Durga being the other four.



Second District councilman Marco Robles presents Pomona Historic Preservation Commissioner the city's highest honor, the goddess award.

photo courtesy of the city of Pomona

## Commissioner Cerda Receives Goddess

Due to the limited amount of time that city commissioners may serve, after a nine-year tenure on the Pomona Historic Preservation Commission, Tony Cerda leaves the commission and Pomona's preservation efforts in good shape. A commissioner at the beginning of the adoption of the city's historic ordinance, Tony helped shape the face of historic preservation for the city. A strong advocate for preservation of native American history and archeology in the area, he will be sorely missed.

In a ceremony at the April xx, 2006 city council meeting, Tony was honored by the city of Pomona with the highest honor that it gives to citizens who have given outstanding service to the community, the Pomona Goddess award. He also received a certificate from State Assemblyman Baca.

Pomona Heritage wishes Tony the best as he moves forward.

# Fox Passes $\frac{3}{4}$ Century Mark



Pomona's Fox Theater dressed up with bunting for its grand opening on April 24, 1931 on a wet spring day.

photo provided by Pomona Fox Corp.

by John Clifford

April 24, 1931, it was a day that Rogers Hornsby, player/manager of the Chicago Cubs, hits 3 consecutive HRs to beat the Pirates at Forbes Field 10-6 and the Brooklyn Dodgers would defeat the Boston Braves 6-1 at Ebbets Field. It was also the day that Animator U.B. Iwerks introduced Flip the Frog in the cartoon *Fiddlesticks*. Iwerks had opened his own studio, after leaving Walt Disney's organization where he was key in the creation of Mickey Mouse.

And it was the day that the Pomona Fox Theater opened to the

public. While the official grand opening celebration would take place at 7:00 pm that evening, the theater actually opened for business at a noon matinee. The opening day program was *Six Cylinder Love* starring Spencer Tracy double-billed with a documentary travelogue, *Land of Evangeline* as well as the Laurel and Hardy comedy short, *Laughing Gravy*, the name of the duo's pet dog in the film, plus a newsreel, other short subjects and overtures on the pipe organ.

All shows that day were "sold out" and the theater began a successful run as the premiere theater

in Pomona and all of the surrounding area. In addition, the Fox served as an important theater to the movie studios who often used it to preview their films before live audiences. It was so identified as a preview theater that films would put in little references so that the locals would give their films a good review on their preview cards. The most famous of these is when William Holden, as Joe Gillis in William Wilder's *Sunset Boulevard*, after reading her script, tells Gloria Swanson's Norma Desmond, "They'll love it in Pomona."

Over the ensuing years the theater served also as a civic asset, housing displaced families after natural disasters and serving as one of the few places of entertainment for troops moving through town during World War II.

However, the building's lustre began to fade as did the downtown areas, here and in most of the country, were displaced by a movement of shopping, dining, and movie going moved to the burgeoning suburban areas. After years of neglect, where the once glamorous "movie palace" became home to wrestling matches

and rave parties, the theater was purchased by the city of Pomona, who is in the process of determining how it wants to utilize it.

In 2004, a non-profit corporation was organized, originally by the city, to plan and implement restoration and operations of the Fox. After two years, unfortunately, city politics and a move to try and lure a private developer to take it over, the once grand Fox sits empty. However, the non-profit is working with the city and recently donated a sign, required as part of a grant for the theater's cleanup, to the city that is being displayed in the theater courtyard.

In mid April, the theater experienced an electrical fire in the basement which knocked out the power to the entire building. This not only affected the Fox Theater, but the El Merandero Bakery and Restaurant, tenants in the retail space outside the theater, were also left powerless. The city, El Merandero's landlords, quickly installed a generator in the forecourt of the theater to provide the necessary "juice" so El Merandero can operate.



The Fox as it looks today with a generator parked in its forecourt and a black smudge on the marquee due to generator exhaust

While things have looked bleak in the recent past. Pomona Heritage hopes that by next year's 76th anniversary that the theater will be on its way to becoming what it once was.

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## Cruise

*from page 1*

venture. The object of the rally is to find your way to the final destination by following clues along the way. You'll see some great sites and maybe discover some of the richness of our area that you might have been unaware of.

At the start of the rally you'll be given your instruction package with all of the clues and a questionnaire about the things you see along the way. Clues will be based on historic sites and a knowledge of the history of our local area. For those who have difficulty, there will be a "bail envelope" in your package which will have the location of the secret final destination. Opening the envelope will disqualify you for prizes, but we don't want to have anyone wandering lost and possibly miss lunch.

Starting festivities will begin at 9:00 a.m. in the Pomona Ebell Museum of History parking lot (585 E. Holt Ave.) for beverages & donuts and to hand out instructions. The first car will be starting out at 9:30.

Prizes will be awarded for best time, closest mileage, and oldest car (remember, vintage cars are encouraged!, but not required). We'll also have prizes for 1st, 2nd, and 3rd place winners with the highest scores on the questions.

Entrance fee is \$15 per car. Driver & navigator required (others may be in car, so bring a group and join in the family fun). The no-host lunch menu is varied and ranges from \$10 to \$25 per entrée.

Please RSVP no later than May 7th!! Call (909) 469-6677 & leave a message.

We hope to see you there!

## Ebell Museum

# Historical Shopping

Looking for the perfect gift for Mothers Day, a birthday, graduation, or other occasion for someone with a love of local history. A visit to the Ebell Museum of Pomona History's gift shop is just what the doctor ordered. The store not only features a large selection of books of local historic interest, but also has a number of unique Pomona items including throws, light catchers / Christmas ornaments, toys, and games.

Of course, while you're there, we hope that you'll visit the museum which has been expanding at a remarkable rate. If you've never been there, it's a wonderful experience. If you haven't been there in the past month or so, you'll be surprised at all the new things to see and explore.

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## Nominations for 2006 Tour Homes Still Open

Deborah Clifford, chair of the 2006 Pomona Heritage Home Tour has announced that she is still accepting nominations for homes to be included in this year's tour. "We're looking for homes of differing architectural styles, periods of significance, and from different areas of the city," stated Clifford.

The home tour is scheduled for Sunday, October 16, 2006, with a preview gala on Saturday October 15. To nominate a home, contact Deborah Clifford via email at [mrsc@uclabruins.com](mailto:mrsc@uclabruins.com) or leave a message at the Pomona Heritage number (866) 833-4086.



P.O. Box 2813  
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www.pomonaheritage.org

### Special Note Upcoming Events

- Tuesday, May 2:** Board meeting at the home of Ben and Roxanne Miller
- Saturday, May 13:** Cruising the Pomona Valley Car Rally. 9:00 am leaving from the Ebell Museum of Pomona History parking lot.
- Tuesday, June 6:** Board meeting
- Tuesday, July 3:** Board meeting.
- Saturday, July 22:** Picnic in the Park
- Tuesday, August 1:** Board meeting
- Saturday, August 12:** Restoration Workshop
- Sunday, October 15:** HOME TOUR

*Please note:* The anniversary date of your membership is located on the mailing label. This is the date when your membership renewal is due.

# JOIN POMONA HERITAGE MEMBERSHIP APPLICATION

Complete and return with membership dues to:  
Pomona Heritage  
P.O. Box 2813

Pomona, California 91769-2813 • (866) 833-4086

or use PayPal to renew from our web site at: [www.pomonaheritage.org](http://www.pomonaheritage.org)

Benefits: Newsletter • Merchant Discounts • Special Events • Guest Speakers • Grant Program

Membership / Sponsorship Levels: (choose one)

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Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone (optional) Daytime: \_\_\_\_\_ Evening: \_\_\_\_\_

eMail Address: \_\_\_\_\_

- Special Interests: I am interested in helping as:
- Docent    Guest Speaker    Misc. Volunteer
  - Committee Member    Having My Home on Tour    Membership