

Royal Boulevard Historic Resources Survey

City of Glendale, California

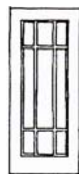


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March 2008

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EXECUTIVE SUMMARY

This report presents the results of an historic resources survey of the Royal Boulevard Survey Area conducted in the City of Glendale, California. The research, field work, and analysis was conducted between December 2007 and February 2008 by Historic Resources Group of Hollywood, California. Participants included Christy McAvoy, Managing Principal; Kari Fowler, Senior Preservation Planner; and Paul Travis, Preservation Planner; all of whom meet the Secretary of the Interior's qualifications for professionals in historic preservation.¹ Additional assistance was provided by researcher Rosie Klein. Project coordination on behalf of the City of Glendale was managed by Jay Platt, Preservation Planner.

This survey evaluated the Royal Boulevard Survey Area in order to determine its eligibility for designation as an historic district. Surveyed properties were evaluated using established historic preservation principles and concepts, based in cultural resources law at the federal, state, and local levels.

The Royal Boulevard Survey Area appears to meet criteria for a Historic District Overlay Zone as specified in the Glendale Municipal Code. The Survey Area appears to be significant under Criterion G as a "distinctive example of community planning," and Criterion E, as "a unique location... representing an established and familiar visual feature of a neighborhood community." The geographic boundaries of the Royal Boulevard Survey Area contain thirty (30) properties in total. Of these, twenty-two (22) are considered to be contributors to the potential historic district. As such, seventy-three percent (73%) of the total number of properties are contributors. The district boundary also contains the parkway separating the street from the sidewalk along both sides of Royal Boulevard. Planted with iconic palm trees, this landscape feature is also considered a contributing element of the Royal Boulevard Historic District.

The period of significance for the Royal Boulevard Survey Area extends from 1926 to 1948. This timeframe includes the initial subdivision and development of Royal Boulevard in the late 1920s, and the continued marketing and development of the area as a distinctive community throughout the 1930s and 40s. Homes within the Survey Area that were built between 1926 and 1948 were determined to be contributing properties to the Royal Boulevard Historic District. Homes built after 1948 are considered non-contributing. Contributing and non-contributing properties are listed in Table 1 on page 39 of this report. A map of the Historic District is shown in Figure 1 on page 3 and repeated on 44.

The Royal Boulevard Historic District may also be significant under California Register Criterion 1 for its association with the development of suburban residential communities in Southern California during the 1920s and '30s. Research indicates, however, that the Royal Boulevard Survey

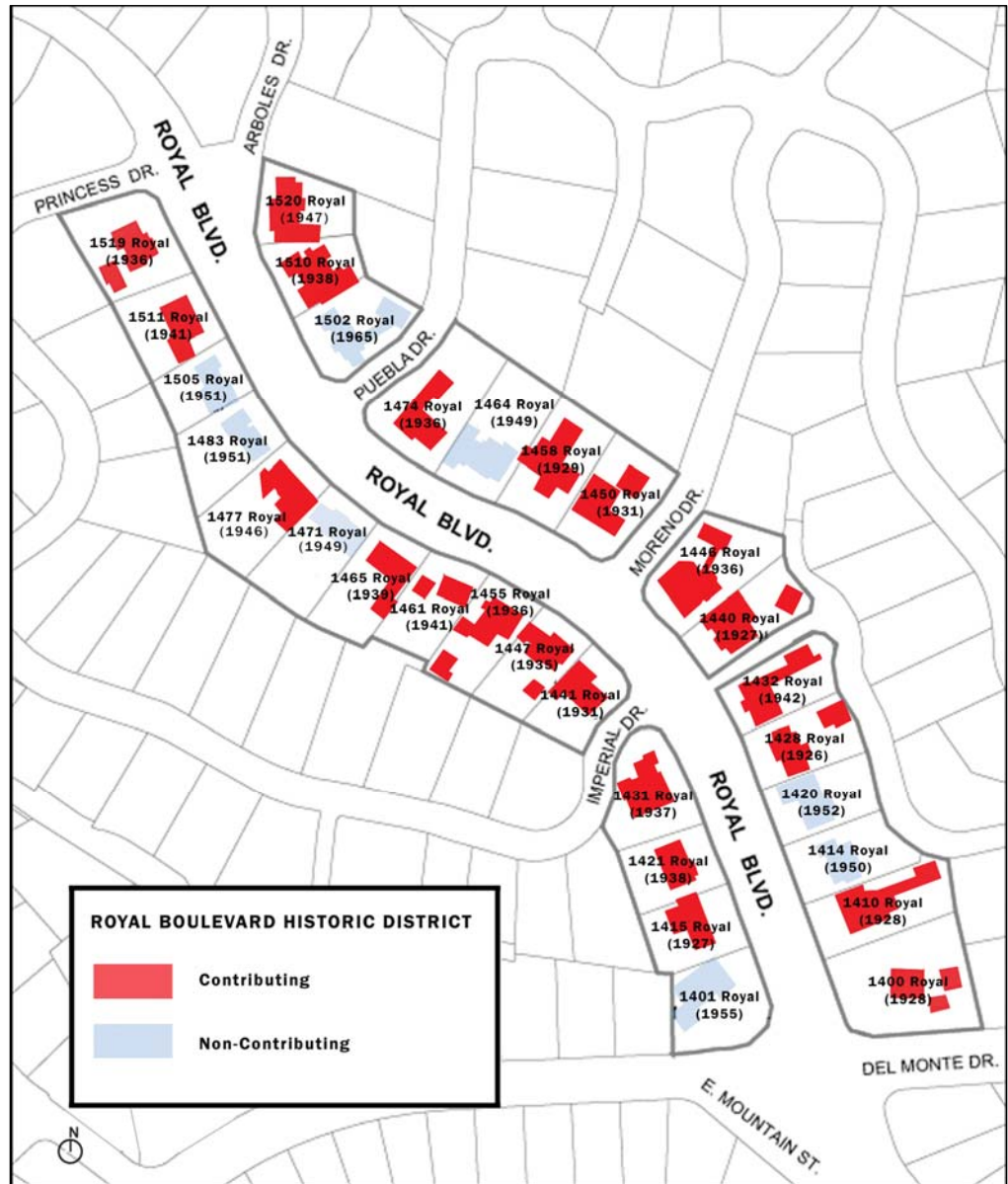
¹ Federal Register, Vol. 48, No. 190, pp. 44738-44739, September 29, 1983.

Area represents only a portion of a much larger residential subdivision that has historic significance as an example of community planning and design from the first half of the 20th century. This suggests that the proposed district boundaries may not represent the totality of extant associated resources. Questions regarding the proposed boundary prevent a definitive evaluation regarding the California Register from being made.

As currently defined, the Royal Boulevard Survey Area does not appear to be eligible for listing on the National Register of Historic Places.

Figure 1
 Proposed Royal Boulevard
 Historic District including
 dates of construction.

*Base map provided by the
 City of Glendale*



I. PROJECT DESCRIPTION & METHODOLOGY

The purpose of this project is to develop a historic context statement and complete a historic resources survey of the Royal Boulevard Survey Area in order to determine its potential eligibility for designation as an historic district at the local, state, and national levels. For the purposes of this project, the Royal Boulevard Survey Area has been defined by the City of Glendale as the section of Royal Boulevard between Mountain Street and Del Monte Drive to the southeast, and Princess Drive and Arboles Drive to the northwest (Figure 3). Thirty (30) single-family residential properties are located within the survey area.

The Royal Boulevard survey project serves to accomplish the following:

- Development of an historic context statement for Royal Boulevard Survey Area.
- Field survey of properties within the Survey Area.
- Photo documentation of each surveyed property (digital format).
- Evaluation of proposed district surveyed, including the identification of contributing and non-contributing resources.
- Documentation of surveyed properties using California State Department of Parks and Recreation recordation forms (DPR 523A and 523D where appropriate).

The results of this survey project are detailed in the pages of this report.

SURVEY PROCESS

This survey was conducted using a 4-step approach. This approach is based upon current professional methodology standards and procedures developed by the National Park Service, the California Office of Historic Preservation, and preservation professionals over the past three decades.²

1. **Historical Research:** Background research was conducted on the history of the City of Glendale. Sources of research included local newspapers; historic photographs; Sanborn fire insurance maps; subdivision and county tax assessor's maps; published histories; Historic Resources Group archives, and previous historic evaluations. Material from the Special Collections of the Glendale Public Library and Los Angeles Public Library archives and collections were also used. This research formed the basis of the historic context statement in the next section.

² See, for example: *National Register Bulletin 24. Guidelines for Local Surveys: A Basis for Preservation Planning*. Washington, D.C.: National Park Service, U.S. Department of the Interior, 1985.



Figure 2
Royal Boulevard Survey Area.

Map provided by the City of
Glendale

2. **Fieldwork:** A field survey of all buildings within the Survey Area was conducted in December 2007. Surveyed properties were observed and photographed from the public right-of-way by Historic Resources Group. These images were used to assess material and architectural integrity, as well as to corroborate other property-specific data.
3. **Analysis:** Analysis of the surveyed properties was conducted, informed by the development of the historic context statement, which was developed concurrently. Factors of the analysis included historic integrity, architectural style, neighborhood cohesion, and relationships to larger development patterns in the area. A

preliminary evaluation was made for each surveyed property based upon all of the data collected.

4. **Evaluations and Recommended Designations:** Surveyed properties were evaluated using established historic preservation principles and concepts, based in cultural resources law at the federal, state, and local levels. These principles and concepts are based on guidelines and standards developed by the California Office of Historic Preservation, the National Park Service, the Department of the Interior, and professional practitioners, including historians, architects, archeologists, and urban planners. Informed by all of the previous steps, each property was assigned an evaluation of *Contributor*, or *Non-contributor* to a potential historic district. California Historical Resource Status Codes were assigned where appropriate.

DATES OF CONSTRUCTION

In most cases, the date used to evaluate each property was taken from original building permits provided by the City. In those cases where the permit date was either illegible or unavailable, Los Angeles County Tax Assessor dates were used.

MAPS

Unless otherwise noted, the maps of the Survey Area contained in this report are based on maps provided by the City of Glendale Planning Department.

CRITERIA FOR EVALUATION

The purpose of this survey is to determine if the grouping of properties within the Royal Boulevard Survey Area qualify as a *historic district* at the local, state and/or national levels. Standard preservation practice evaluates a collection of buildings associated by time period and historic context as an historic district. The National Park Service defines an historic district as "a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development."³

An historic district derives its significance as a single unified entity. The National Park Service guidelines continue:

The identity of a district results from the interrelationship of its resources, which can convey a visual sense of the overall historic environment or be an arrangement of historically or functionally related properties.

³ *National Register Bulletin 15. How to Apply the National Register Criteria for Evaluation.* Washington D.C.: National Park Service, U. S. Department of the Interior, 1997. (5)

*A district must be significant, as well as being an identifiable entity. It must be important for historical, architectural, archeological, engineering or cultural values.*⁴

*A district must be a definable geographic area that can be distinguished from surrounding properties... It is seldom defined, however, by the limits of current parcels of ownership, management, or planning boundaries. The boundaries must be based upon a shared relationship among the properties constituting the district.*⁵

Resources that have been found to contribute to the historic identity of a district are referred to as *district contributors*. Properties located within the district boundaries that do not contribute to its significance are identified as *non-contributors*.

A district may be designated as historic by national, state, and/or local authorities. In order for a district to be considered historic, it must meet one or more identified criteria for an evaluation of significance. An argument for historic significance must be based upon legally established criteria such as those required for listing in the National Register of Historic Places, the California Register of Historical Resources, or for local designation. Evaluation of the Royal Boulevard Survey Area as a historic district is based upon eligibility criteria for the National Register, the California Register, and the Glendale Municipal Code. A detailed review of these criteria is contained in Appendix A.

PREVIOUSLY IDENTIFIED HISTORIC RESOURCES WITHIN THE SURVEY AREA

According to the California Historic Resources Inventory (HRI) dated September 4, 2007, no historic districts have been previously identified or designated within the Survey Area. In addition, no properties within the Survey Area have been previously listed on, formally determined eligible for, or evaluated as appearing eligible for the National Register or California Register.⁶ Two properties within the Survey Area, the houses at 1410 and 1415 Royal Boulevard, have been listed on the Glendale Register.

⁴ Ibid.

⁵ *National Register Bulletin 15. How to Apply the National Register Criteria for Evaluation.* Washington D.C.: National Park Service, U. S. Department of the Interior, 1997. (6)

⁶ State Historic Resources Inventory, update December, 2007.

II. HISTORIC CONTEXT

PURPOSE

In order to understand the significance of historic resources, it is necessary to examine those resources within a series of contexts. By placing built resources in the appropriate historic, social, and architectural context, the relationship between an area's physical environment and its broader history can be established.

A historic context statement analyzes the historical development of a community according to guidelines written by the National Park Service and specified in *National Register Bulletin 16A*. The Bulletin describes an historic context as follows:

Historic context is information about historic trends and properties grouped by an important theme in pre-history or history of a community, state, or the nation during a particular period of time. Because historic contexts are organized by theme, place, and time, they link historic properties to important historic trends. In this way, they provide a framework for determining the significance of a property.

An historic context statement is linked with tangible built resources through the concept of "property type," a grouping of individual properties based on shared physical or associative characteristics. It should identify the various historical factors that shaped the development of the area. It may include, but need not be limited to:

- Historical activities or events
- Historic personages
- Building types, architectural styles, and materials
- Patterns of physical development

An historic context statement is not a comprehensive history of an area. Rather, it is intended to highlight trends and patterns critical to the understanding of the built environment. It provides a framework for the continuing process of identifying historic, architectural, and cultural resources. It may also serve as a guide to enable citizens, planners, and decision-makers to evaluate the relative significance and integrity of individual properties.

INTRODUCTION

The information in this neighborhood context statement is a supplement to city-wide context developed for the City of Glendale in 1993.⁷ Portions of that statement have been summarized here for continuity. However, the emphasis of this supplement is on development patterns which pertain to the Rossmoyne neighborhood and Royal Boulevard. Important research on both Rossmoyne and Royal Boulevard was provided by Paul R. Ayers, Elaine Wilkerson, individual home owners within the survey area, and the Glendale Historical Society. Invaluable help was also provided by George Ellison of the Glendale Public Library Special Collections.

The Royal Boulevard Survey Area is indicative of development patterns and property types associated with the development of single-family residential subdivisions of the 1920s and 1930s, particularly planned communities for the middle and upper-middle classes made possible by the use of regional interurban rail lines and the automobile.

DEVELOPMENT HISTORY AND ASSOCIATED PROPERTIES

Spanish occupation of present-day California began in 1769, when explorer Gaspar de Portolá set out on an overland expedition from San Diego to establish permanent settlements throughout Alta (upper) California. The Spanish system of colonial development established military installations (presidios), religious institutions (missions), and townships (pueblos). The first of the missions was founded in San Diego in 1769. Closer to what is today the City of Glendale, Mission San Gabriel Archangel and San Fernando Mission were established in 1771 and 1797, respectively. The pueblo in Los Angeles was established in 1781.

Rancho San Rafael and the Verdugo Family (1784-1850)

The site currently occupied by Royal Boulevard Survey Area was formerly part of the Rancho San Rafael. It was common practice for officers in the Spanish army to receive grants of land as compensation for their service to the Spanish Crown. These land grants, often consisting of several square miles, formed the basis of California's early land ownership patterns. In 1784, Jose Maria Verdugo was granted the 36,403-acre Rancho San Rafael. Bounded by two rivers, the Arroyo Seco in Pasadena and the Los Angeles River, and extending from the mountains to the confluence of the two rivers, the Rancho San Rafael was the second grant made in Alta California and was one of the largest issued during Spanish occupation. The Rancho included not only present day Glendale, but also Burbank, Eagle Rock, Highland Park, Garvanza, and part of Pasadena.

Verdugo had been one of the many soldiers to accompany Portolá on the 1769 overland expedition of Alta California. In 1772, he was dispatched to

⁷ Grimes, Teresa in association with Leslie Heuman and Associates, *Historic Context Statement: City of Glendale*. City of Glendale, Historic Preservation Element, August 1993.

the newly founded Mission San Gabriel Archangel, where he witnessed the expansion of the San Gabriel Mission into a place of prominence in the mission chain. Stipulations of the San Rafael grant required that Verdugo raise 2,000 head of livestock, build a permanent dwelling, and provide grain for the community. Verdugo sent his brother to tend to the rancho and meet these obligations while he remained with the Spanish Army. In 1794, Verdugo retired from military life and commenced his new role as a rancher. By 1817, he possessed 1,900 head of cattle, 670 horses, 70 mules, and cultivated a variety of crops including grain, vegetables and fruits.

After a long illness, Jose Maria Verdugo died in 1831, leaving Rancho San Rafael to his son Julio and daughter Catalina. Julio Verdugo assumed the mantle of his father as patriarch of the Verdugo family, and set about building homes for his large family. Catalina, who was unmarried, lived with her various nephews.

Anglo-American Settlement (1851-1871)

In 1851, following California's admittance into the Union as the 31st state, Julio and Catalina filed a petition to confirm their ownership of the Rancho San Rafael with the Board of Land Commissioners, which had been created to legitimize ownership of the Spanish and Mexican land grants and delineate boundaries. Confirmation was finally received in 1855. In 1861, Rancho San Rafael, which to that point had been owned jointly by the brother and sister, was divided with Julio receiving the southern portion and Catalina receiving the northern portion.

Several divisions of Rancho San Rafael took place in the mid-19th century as more Americans were attracted to Southern California. In 1855, 671 acres near the Los Angeles River in the southern portion of the rancho were sold to General J. L. Brent and became known as the Santa Eulalia Ranch. A 4,600-acre parcel on the west side of the rancho in the northwestern portion of present-day Glendale was traded to Jonathan R. Scott and was known as Rancho Providencia before its subdivision as the Scott Tract at the turn of the 20th century. At other times Julio and Catalina Verdugo sold off other sections of the rancho in settlement of their debts. In 1855, for example, the Verdugos sold 2,700 acres of land along the Los Angeles River to Lewis Grainger, reportedly to raise money to pay taxes.

In 1861, Julio Verdugo mortgaged a substantial portion of the Rancho to Jacob Elias under terms that he could not afford. Foreclosure on the land soon followed. However, due to the often informal nature of the Verdugos' many real estate transactions through the 1850s and 1860s using land as currency, many of their creditors were unable to determine clear title to the property involved. The result of this was a landmark court ruling known as the "Great Partition of 1871."⁸ The case consisted of a lawsuit brought by Andrew Glassell, Alfred B. Chapman, Prudent Beaudry, and O. W. Childs against thirty-six defendants, many of them members of the Verdugo

⁸ Chapman et.al. v. Fernando Sepulveda.

family. In the end, the court determined the legal ownership of both Rancho San Rafael and Rancho La Canada to the northeast, partitioning the Ranchos into thirty-one parts and conferring title to twenty-eight persons.

It was in 1870, just before the "Great Partition", when Captain Cameron Erskine Thom purchased 2,700 acres from Catalina Verdugo in what is today the northeast section of Glendale. His nephew, Judge Erskine Mayo Ross, purchased 1,100 acres of this land from his uncle soon after. He built a house and named it "Rossmoyne," which soon referred to the entire ranch. The area now containing Royal Boulevard Survey Area was originally part of the Rossmoyne Ranch.⁹

City of Glendale Founding (1876-1905)

The completion of the transcontinental railroad, its connection to Los Angeles by the Southern Pacific in 1876, and the subsequent link to the Santa Fe system in 1881 opened up large areas of previously inaccessible land in Southern California and stimulated a real estate frenzy that would last throughout the 1880s. Subdivision activity gained momentum in the Glendale area, as was true elsewhere in Southern California. In 1883, Glendale City fathers E. T. Byram, B. F. Patterson and C. E. Thom purchased 126 acres of the Childs Tract, on the east side of Glendale Avenue between First (Lexington) and Ninth (Windsor) Streets. This tract eventually formed the nucleus of the present-day City of Glendale.

Glendale was one of hundreds of new towns founded in Southern California during the 1880s real estate boom. It was at this time that C.E. Thom, his nephew Judge Ross, Harry J. Crow, Patterson, and Byram together commissioned the survey of a new township, which they decided to call "Glendale," a name already in use on the former rancho. The township was recorded at the County Recorder on March 11, 1887, with the boundaries established at First Street (now Lexington) on the north, Fifth (now Harvard) and south of Sixth (now Colorado) Streets on the south, Central Avenue on the west, and the Childs Tract (part of which is now Chevy Chase Drive) on the east. These boundaries consisted of six blocks north to south and seventeen blocks east to west (with consecutive letters of the alphabet assigned to the streets bounded by Chevy Chase on the east and Central on the west). This neatly executed street grid set the stage for Glendale's subsequent growth and development. The grid pattern was applied in a haphazard manner with various annexations to the original township.

In the economic and immigrant boom of the 1880s, trainloads of tourists and new residents arrived from the eastern and mid-western states. A newspaper — *The Glendale Encinal* — was established¹⁰ and some farms were subdivided into residential sized lots. Subdivision activity during the

⁹ Yamada, et. al. *Glendale A Pictorial History*, Centennial edition, The Donning Company Publishers, 2006. (15)

¹⁰ Sherer, John C. *History of Glendale and Vicinity*, The Glendale History Company, 1922. (184)

nineteenth century remained to the west and south of present day Rossmoyne and the Royal Boulevard Survey Area.

In 1902, the Glendale Improvement Society launched a publicity campaign to raise Glendale's profile and attract new residents and investment. As the population grew in the early years of the 20th century, residents of Glendale became frustrated with the inability of the County of Los Angeles to provide the necessary services for the continued development of the area. An effort to incorporate as a city began in 1904 led by the Glendale Improvement Association.

Incorporation and Early 20th Century Growth (1906-1920)

Local control was made official when the township of Glendale was incorporated as a City in 1906. The primary catalyst for the growth of the city was the establishment of an interurban railroad line connecting Glendale to Los Angeles in 1904. Leslie Brand, Glendale's main proponent of the railway, brought the streetcar lines to Glendale using land he owned to the west of Glendale Avenue, what was then the community's main street. Originating in Los Angeles, the tracks were built up the center of Brand Boulevard and then turned west continuing into the San Fernando Valley to the City of San Fernando. The streetcar line caused Glendale's business center to shift from Glendale Avenue west to Brand Boulevard, and engendered tremendous population growth and significant commercial and residential development in the areas adjacent to it. By 1910, the City's population had risen to 2,700, and "The Fastest Growing City in America" became Glendale's official slogan. By the 1920s, Southern California in general, and the greater Los Angeles area in particular, had become a destination for many people seeking economic opportunity and a new life in a temperate climate.

Economic and Population Boom (1920-1930)

Between 1920 and 1930, almost one and a half million people had relocated to the greater Los Angeles area. The economy sustaining this population boom was based on oil, maritime trade and shipping, industrial manufacture, agriculture, tourism, and the film industry. This huge influx of people and capital resulted in an unparalleled building boom. Demand was created for housing, and vast land areas were subdivided for residential development.

The City of Glendale was directly affected by the regional population boom. Promoted as convenient to Los Angeles while boasting its own commercial, civic and cultural institutions, Glendale's population increased from 13,756 in 1920 to 62,736 in 1930. This dramatic population increase and rapid growth spurred the development of many new residential neighborhoods on the outskirts of town. Real estate entrepreneurs capitalized on the desire for home ownership and the citrus orchards, vineyards, and country estates that had once characterized the foothill and valley lands of northwest Glendale were subdivided for residential development.

Residential Development Trends of the 1920s

More extensive transportation lines, coupled with the increasing use of private automobiles, enabled suburban development further removed from city centers. Real estate developers, eager to entice the aspiring middle classes, distinguished their offerings beyond the basic housing subdivision and offered distinctive communities using the very best in planning and design. Such communities promised an idyllic lifestyle near enough to urban opportunities and pleasures, but removed from urban congestion and hubbub. Ballyhooed as the perfect locations to raise a family in a safe and wholesome environment, the planned suburban community became the preferred choice for a burgeoning professional class.

The idea of a comprehensively planned and designed community was not a new one. Rather, its implementation represented an evolution of late 19th century and early 20th century planning ideals.¹¹ One such ideal was the “Garden City” concept conceived by Englishman Ebenezer Howard. The Garden City incorporated strict building, landscape, density, and growth requirements into an economically self-sufficient city surrounded by a greenbelt. Inspired by Howard, American businessmen soon began planning garden suburbs, one of the most notable being Forest Hills, New York, designed by eminent landscape architect Frederick Law Olmstead, Jr. Olmstead and others promoted respect for natural topography while incorporating parks and extensive landscaping into their residential subdivisions, towns, and cities. As “Garden City” ideas became incorporated into American planning, the “economic self-sufficiency” aspect promoted by Howard was largely dropped. Despite incorporating amenities such as parks and neighborhood businesses, American garden suburbs were largely bedroom communities, dependant on nearby cities for their economic viability.

In Southern California, the evolution of city planning coincided with an appreciation of “old world” and exotic architectural styles, including idealized versions from the region’s Hispanic heritage. By the 1920s, it became common for new communities to incorporate aspects of the Garden City movement, such as winding streets, landscaped parkways, and open green areas, while at the same time appropriating the architectural traditions of England, France, Spain and Italy.

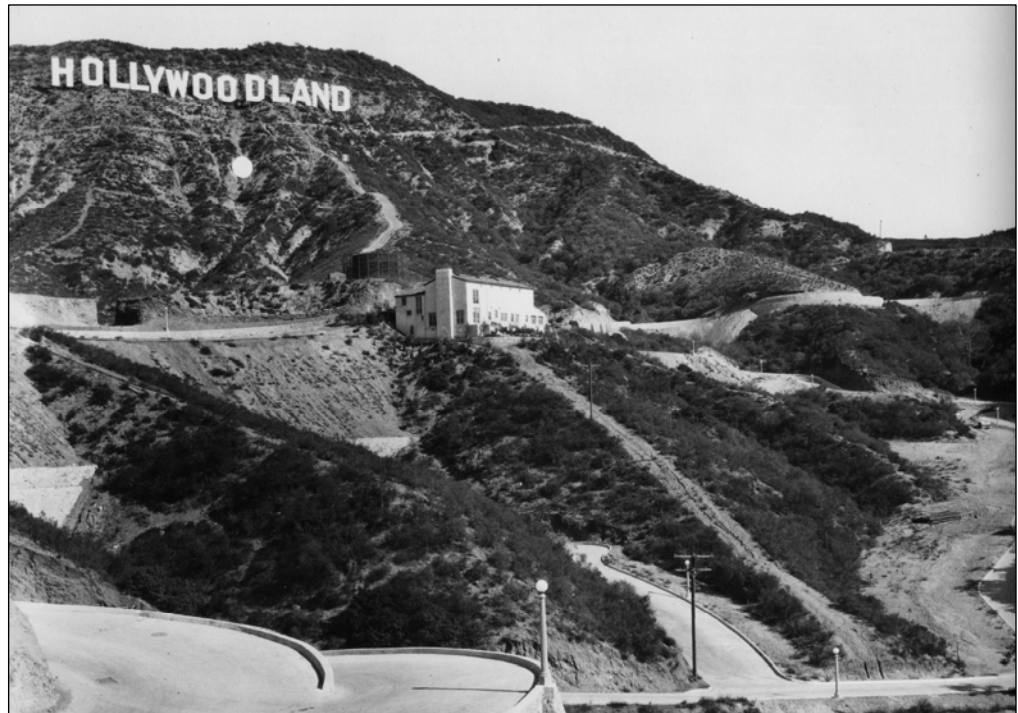
A prominent example is the “Hollywoodland” development in the Hollywood Hills which began construction in 1923. Conceived as a fairy tale European hillside village, Hollywoodland property owners were restricted by deed to adhere to European-influenced architectural styles. The result was an “only in California” mix of Spanish, Mediterranean, Tudor and Normandy styles resembling nothing that might actually be found in Europe. Hollywoodland also featured a neighborhood commercial center, tennis courts, and horse stables to take advantage of the many riding trails in the area. A large

¹¹ Historic Context Statement. Draft Final Survey Report, San Clemente Historic Resources Survey. Leslie Heumann & Associates, 1995.

hillside sign consisting of fifty-foot, individual letters spelling out the “Hollywoodland” name could be seen from miles away.¹² The sign would become one of Los Angeles’ most iconic landmarks.

Figure 3
Hollywoodland during its early development.

Photo from The Story of Hollywoodland, Papavasilopoulos Press, 1992



Suburban hillside developments such as Hollywoodland would become a distinctive feature in Southern California, given the region’s dramatic topography. While the initial boom in suburban subdivisions was made possible by the proliferation of streetcar lines, the private automobile made hillside areas not directly accessible by streetcar available for development. High above the flatlands, hillside developments offered not only picturesque views, but a level of exclusivity aimed squarely at the aspirations (and pretensions) of higher income families.

The City of Glendale developed its own, similar suburban subdivisions such as tracts within the Cumberland Heights area in the City’s northwest, Rossmoyne where the Royal Boulevard Survey Area is located, tracts of Sparr Heights north of Rossmoyne, the Oakmont Country Club and its surrounding neighborhood also located north of Rossmoyne, Adams Hill in southern Glendale, and neighborhoods in Chevy Chase canyon. All would incorporate aspects of the planned community typical of the 1920s.

The Southern California planned community of the 1920s would reach a new level of comprehensive planning with such developments as the Spanish-influenced coastal villages of San Clemente and Palos Verdes as well as the new University “town” of Westwood in Los Angeles’ Westside.

¹² Williams, Greg. *The Story of Hollywoodland*, Papavasilopoulos Press, 1993.

These communities moved beyond the typical bedroom suburb, with each aspect of the community meticulously planned and designed.

Rossmoyne: Initial Subdivision and Development (1923 - 1926)

In 1923, the Haddock-Nibley Company of Los Angeles purchased the Rossmoyne Ranch from Judge Erskine Mayo Ross for subdivision and residential development. The purchase is described as extending "approximately one mile on either side of Glendale Avenue and Verdugo Road," including "property east of Verdugo Road to a point where it intersects with Glendale Avenue."¹³ Retaining the "Rossmoyne" name for the development, Haddock-Nibley announced one million dollars in capital improvements including sewers, utility lines, grading, street pavement, and lighting.¹⁴

Judge Ross's original 1,100 acre estate was evidently sold in portions, including a large tract sold to L.C. Brand that was eventually marketed as the Brand Boulevard Tract.¹⁵ Contemporary newspaper reports describe the purchase of an 800-acre estate by the Haddock-Nibley Company. Verification of the exact boundaries and acreage of the Haddock-Nibley purchase was not discovered for this report.¹⁶ The portion of land originally subdivided under the name "Rossmoyne" included land east of present-day Cordova Avenue, west of Mountain Street, and north of Verdugo Road as well as smaller portions south of Verdugo Road and north of Mountain Street. Adjacent land to the east of the Rossmoyne tract was subdivided under the names Bellehurst Park and Bellehurst Hillslopes and developed by the Walter H. Leimert Company.¹⁷ (Figure 5) All three areas were subdivided at the same time in 1923 but any Haddock-Nibley connection to the Bellehurst subdivisions was not found.

The Haddock-Nibley Company was organized in 1921 by Lon J. Haddock in partnership with C.W. Nibley of Salt Lake City and his nephew Alex Nibley. Haddock had come to California in 1920 from Utah where he had organized the Utah Manufacturers Association and was affiliated with "one of Utah's largest real estate firms."¹⁸ His relationship with the Nibleys prior to the Haddock-Nibley partnership is unknown; although it is assumed they had some form of association in Utah. C.W. Nibley was identified by the *Los Angeles Times* as a "Salt Lake City capitalist" and "president of the Nibley Investment Company." His nephew Alex Nibley is identified as a vice-president of the same company.¹⁹ The younger Nibley apparently looked

¹³ "Haddock & Nibley Consummate Purchase for Subdivision", *Glendale Daily Press*, March 31, 1923.

¹⁴ "Open Ross Estate at Glendale", *Los Angeles Times*, April 1, 1923.

¹⁵ Yamada, Katherine, "Rossmoyne the Showplace of Southern California", *Glendale News Press*, November 15, 2003.

¹⁶ The W.F. Markham estate at 1405 Mountain Street, built on a portion of Ross land, is understood to be a separate entity from the surrounding subdivisions. Built in 1926, the seven-acre estate, named "Homeland," was much larger than any of the subdivided lots surrounding it. Hillside land directly adjacent to the Markham home was not subdivided until the early 1970s.

¹⁷ "Open Bellehurst Park", *Los Angeles Times*, March 18, 1923.

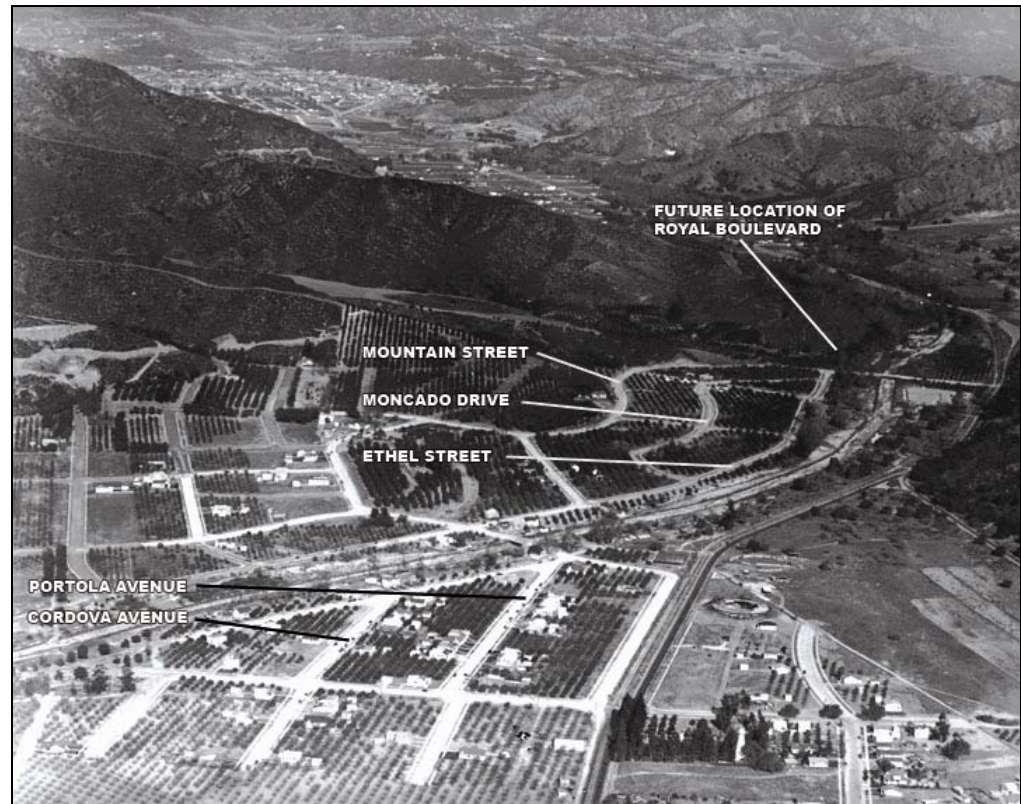
¹⁸ "Haddock Unites With Local Firm", *Los Angeles Times*, January 23, 1927.

¹⁹ "Accept Site for Park at Glendale", *Los Angeles Times*, June 16, 1925.

after interests in California while his uncle remained in Utah. The Haddock-Nibley Company had previously developed real estate in Culver City, Venice, Glendale²⁰, and other areas before the purchase and subdivision of Rossmoyne. Haddock sold out his interests in Rossmoyne to the Nibleys in 1925,²¹ after which activity in Rossmoyne is attributed to either the Nibley Investment Company (C.W. Nibley, President) or Rossmoyne Investments & Securities Company (Alex Nibley, President) for the remainder of the 1920s.

Figure 4
Aerial photograph of the initial Rossmoyne subdivision, around 1923.

Los Angeles Public Library Photo Collection



The initial Rossmoyne tract was subdivided and laid out in 1923 and 1924. A sales office, built in an exotic, Egyptian-themed architectural style at 1300 N. Verdugo Road, attracted considerable publicity. Like Hollywoodland, large scale letters spelling out "Rossmoyne" were placed on the hillside. Construction began immediately after subdivision and homes in Rossmoyne proved to be very popular. By 1927, most of the homes constructed within the initial subdivided areas had been built.²²

²⁰ "Haddock Unites With Local Firm", *Los Angeles Times*, January 23, 1927.

The subdivision of "Glendale Heights", is attributed to the Haddock-Nibley Company. The April 7, 1923 Real Estate section of the *Glendale Daily Press* includes a map locating "Glendale Heights" near the intersection of York Boulevard and Verdugo Road just south of the Glendale border.

²¹ "Haddock Unites With Local Firm", *Los Angeles Times*, January 23, 1927.

²² Arroyo, Juliet M. *Images of America: Early Glendale*. San Francisco, CA: Arcadia Publishing 2005. (89)

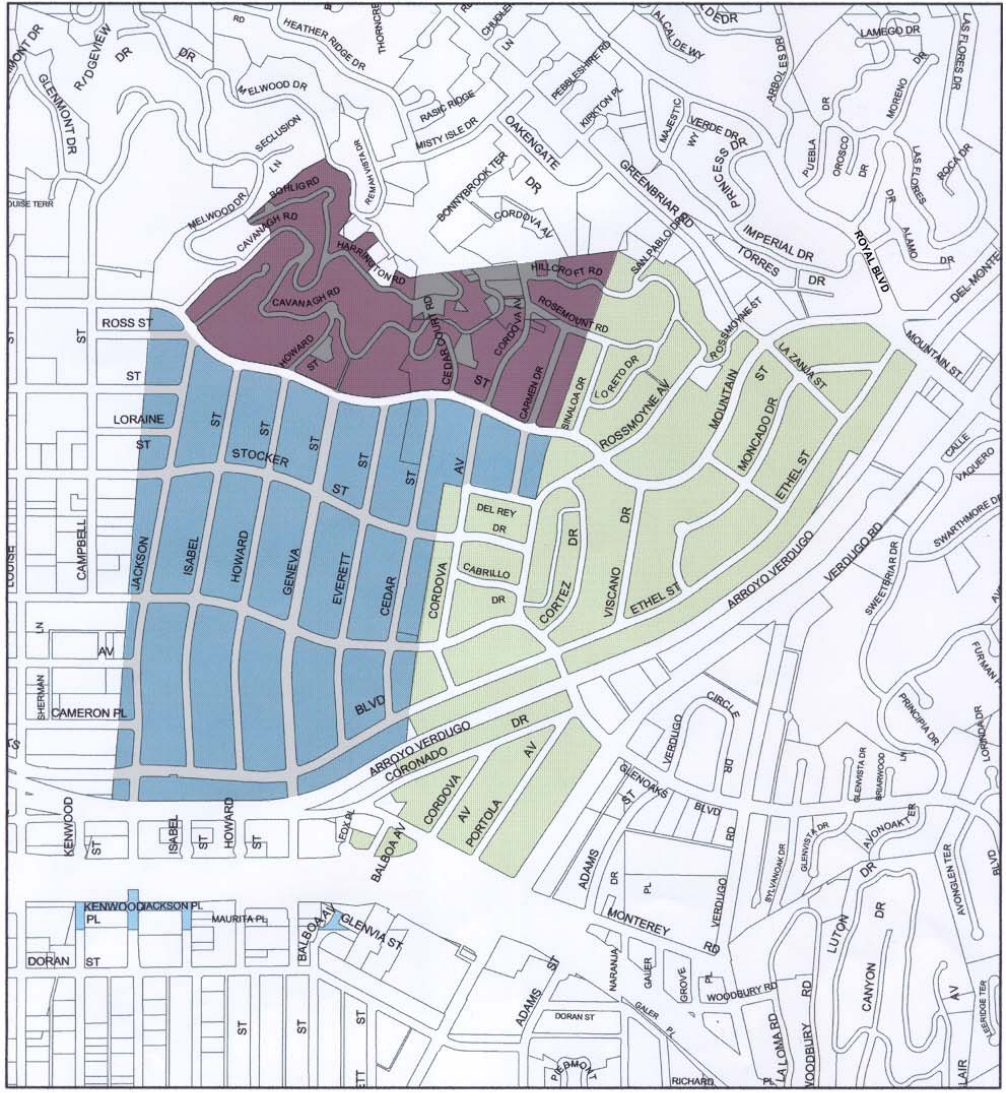
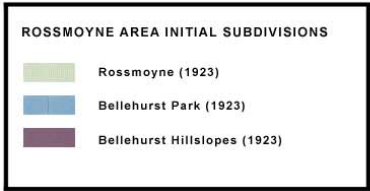


Figure 5
The initial Rossmoyne subdivision and neighboring subdivisions from 1923.

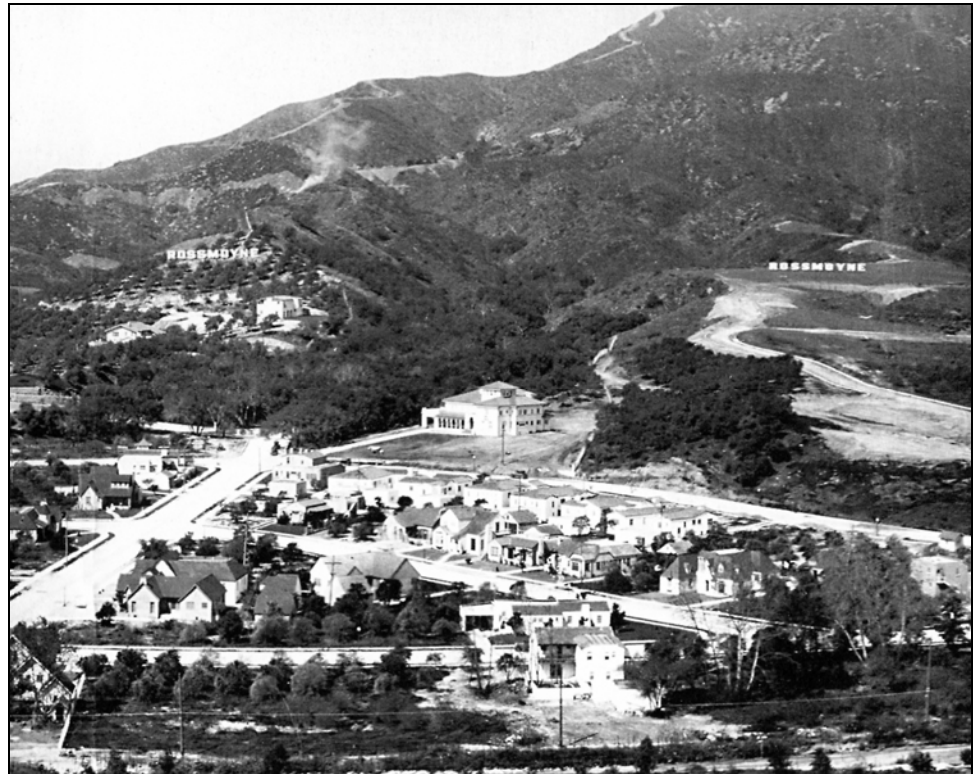
Map provided by the City of Glendale



Homes in Rossmoyne were clearly aimed at middle to upper-middle class clientele, or those of “independent means and comfortable circumstances.”²³ Press reports stressed that Rossmoyne would not be a typical subdivision, but a “distinctive homing community that is the result of forethought and planning.”²⁴ Gently curving streets were laid out and through-streets were minimized to reduce traffic and improve safety. In addition, “suitable restrictions have been placed on the residential plots with the view of protecting and preserving the requirements of the representative home lovers.”²⁵ These included architectural covenants mandating Period Revival styles and protection of the foothills to preserve

Figure 6
1927 view of Rossmoyne with the W.F. Markham home at center. Note the large-scale promotional signs on the hillsides.

Glendale Historical Society



the natural setting. Indeed, the scenic and romantic aspects of Rossmoyne – the beauty of the location, the wooded canyons, and the surrounding mountains and views – were heavily promoted. It was also made clear that “racial...and other necessary clauses are in the purchasing contract for the owner’s protection.”²⁶ While such “protections” make for disturbing reading today, they reflect commonly held beliefs regarding safety, security, exclusivity, and the preservation of property values during the 1920s.

²³ *Glendale Evening News*, January 16, 1926.

²⁴ “Rossmoyne has Characteristic”, *Los Angeles Times*, October 5, 1924.

²⁵ *Glendale Evening News*, January 16, 1926.

²⁶ “Rossmoyne has Characteristic”, *Los Angeles Times*, October 5, 1924.

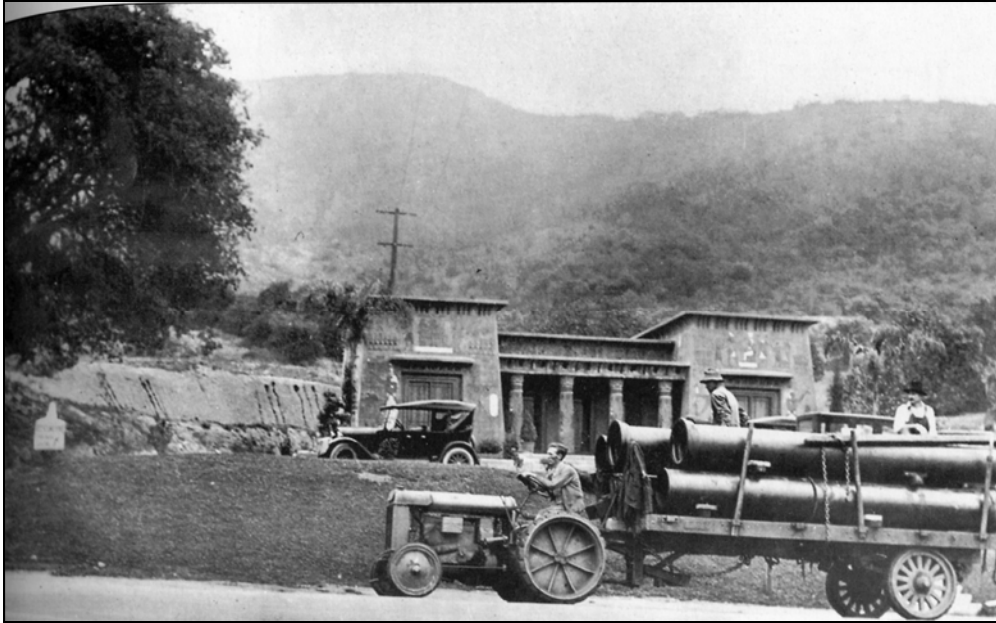


Figure 7
The “Egyptian Temple” sales office located at 1300 N. Verdugo Road.

*Glendale Public Library
Special Collections*

In 1925, a two and one-half acre site on the north side of Mountain Street near Viscano Drive was deeded to the City of Glendale by the Nibley Investment Company as a public park.²⁷ The self-named Nibley Park was planted with oak trees and outfitted with tennis courts. Nibley Park appears to be the only non-residential amenity built in Rossmoyne during the Nibley period of development and it is unclear if additional recreational, cultural, or commercial features were integral parts of the original plan. A *Los Angeles Times* article from 1924 mentions a planned business district featuring “Elizabethan, Belgian, or Flemish” architecture²⁸ although it is not clear if this was actually realized. A few long-term Glendale residents remember a handful of 1920s-era commercial buildings on Verdugo Road suggesting that a small portion of the commercial area may have been built. Additional features, including a neighborhood shopping area at the intersection of Verdugo Road and Mountain Street, were realized in the late 1930s, several years after Nibley had ceded control of the development.

Royal Boulevard Division (1926 - 1931)

Alex Nibley built his family home at 1016 Rossmoyne Avenue in 1926.²⁹ In the same year, a second phase of Rossmoyne land, located in the hillside area of Rossmoyne’s northeastern corner, was subdivided and laid out as a series of narrow winding streets branching off a wide central spine named Royal Boulevard.³⁰ (See Appendix B) A 1926 article in the *Glendale Evening News* announcing the opening of the “Royal Boulevard unit” quoted Alex Nibley in saying that “practically every available inch of ground already

²⁷ “Accept Site for Park at Glendale”, *Los Angeles Times*, June 16, 1925.

²⁸ “Rossmoyne has Characteristic”, *Los Angeles Times*, October 5, 1924.

²⁹ *Los Angeles Times*, Obituaries, January 2, 1933.

³⁰ Tract Map No. 7013.

developed" had been sold and the "Royal Boulevard unit is opening just in time" to meet demand for new homes in Rossmoyne. The same article goes on to announce the "beautiful Spanish village which is to be part of Rossmoyne. Every home within the Spanish village is to be of pure Spanish type... the entire arrangement will be reminiscent of Old Spain."³¹

Figure 8

Looking northeast from the intersection of Royal Boulevard and Mountain Street around 1927. Note the low height of the palm trees in the parkway.

*Glendale Public Library
Special Collections.*



The location and boundaries of the "Spanish Village," as well as its relationship to Royal Boulevard, is not made clear by the article, and no legal documentation of the Spanish Village was discovered. The evidence suggests that the entire 1926 subdivision, with its winding roads and steep hillside lots, had been designed to be reminiscent of a Spanish or Mediterranean hill town with the wide sweep of Royal Boulevard serving as its centerpiece and formal entrance. Landscaped parkways on both sides of Royal Boulevard were planted with palm trees, a popular ornamental tree that enhanced the area's "Spanish" qualities and had come to symbolize Southern California's exotic appeal. The claim that all homes would be "pure Spanish" is corroborated by the fact that every home built on Royal Boulevard between 1927 and 1931 is either Spanish or Mediterranean in style.

Spanish and Mediterranean architectural styles became enormously popular throughout the 1920s, emerging from a conscious effort by architects to emulate Spanish Colonial architectural traditions and support the regional myth of California as America's Mediterranean coast. Well suited to Southern California's warm dry climate, Spanish and Mediterranean Revival's exotic appearance also appealed to many Southern California residents, particularly those relocating from other locales across the

³¹ "Rossmoyne Will Offer New Unit", *Glendale Evening News*, August 7, 1926.

country.³² Many Spanish and Mediterranean style homes were built in the earlier developed sections of Rossmoyne but these were mixed with other architectural styles, such as Tudor and Normandy Revival. The Royal Boulevard area appears to be the first time a Spanish/Mediterranean theme was used exclusively in Rossmoyne.

The “exclusive Mount Royal division” of Rossmoyne (which included the Royal Boulevard Survey Area) was advertised in local newspapers.³³ The hillside location, large lots, and size of the homes eventually built, make it clear that this subdivision was aimed at a higher income level than other sections of Rossmoyne. To attract potential buyers, a small hilltop park, providing a commanding view of Glendale below and Los Angeles in the distance, was opened to the public. This view area was actually a prime residential lot graded for development. Advertisements highlighted “the magnificent view from Mount Royal in Rossmoyne, recently made accessible by an easy drive” and invited the public to bring a picnic lunch and spend a weekend afternoon.³⁴ It appears that the name “Mount Royal” was a promotional invention of the developers and not the established name of a local topographic feature.

The first house within the Survey Area was constructed in 1926, and by 1931, a total of eight houses had been built. The 1929 Stock Market crash and subsequent economic Depression had halted construction by 1932.

Properties associated with this period:

- 1428 Royal Boulevard (1926)
- 1415 Royal Boulevard (1927)
- 1440 Royal Boulevard (1927)
- 1400 Royal Boulevard (1928)
- 1410 Royal Boulevard (1928)
- 1458 Royal Boulevard (1929)
- 1441 Royal Boulevard (1931)
- 1450 Royal Boulevard (1931)


³² McAlister, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 2000. (417-418)

³³ Print advertisement, *Los Angeles Times*, April 14, 1928.

³⁴ Print advertisement, *Los Angeles Times*, March 10, 1928.

Figure 9
Print advertisement
promoting the "Mt. Royal
division" in Rossmoyne.

Los Angeles Times
April 14, 1928



Commanding the Gateway
—where beauty and prestige are high!

TWENTY-FIVE minutes drive from the center of Los Angeles.... and you swing off Verdugo Road into the entrance of Rossmoyne.

The last mile of driving has already given you a clear conception of the sweep and the grandeur of Rossmoyne... hundreds of distinctive, colorful homes... winding concrete highways... here and there a thickly wooded spot... and in the background the purple loveliness of the hills.

Now, just within the entrance, you have a close-up of Rossmoyne's finest... the exclusive Mount Royal division. These homes and homesites are within a minute's drive from Verdugo Road and the car line. They show landscape engineering of a high order and their improvements are strictly de luxe... ornamental street lighting, concrete paving, spacious park areas and conduit systems for lighting and telephone.

Highly restricted and strategically placed, these sites carry an outstanding prestige as the front line homes of Rossmoyne's choicest section. And their values are deep-rooted.... safeguarded by Rossmoyne's sound, conservative development.

*A visit to Rossmoyne makes a delightful trip.
Why not choose it for your week-end drive?*

ROSSMOYNE
1300 North Verdugo Road, Glendale Phone Glendale 6188

Economic Hardship and Change of Ownership (1931 - 1934)

In 1931, Alex Nibley announced that Standard Investments, Inc., an East Coast financial concern, had acquired over 450 acres of undeveloped land in Rossmoyne. According to the *Los Angeles Times*, the transaction called for Rossmoyne Investments & Securities to continue handling the sale of home sites.³⁵ The *Times* also noted that Ernest Payson Goodrich, a New York community development consultant, would come to Glendale to direct the future planning of Rossmoyne.

By the spring of 1931, it was clear that financial hard times had caught up with the Rossmoyne Investment & Security Company and Alex Nibley. A not yet completed house located at 1450 Royal Boulevard was taken over by Rossmoyne Investment & Security Company when the original buyers apparently could no longer meet the financial requirements necessary to complete the project.³⁶

What happens next for Alex Nibley, Standard Investments, and Rossmoyne is unclear. What is clear is that financial difficulties continued within the Royal Boulevard Survey Area where no new homes were built between 1931 and 1934. In 1933, the Wian family – Glendale furniture merchants – were forced to sell their house at 1410 Royal Boulevard, although their fortunes would be revived with the success of son Robert's *Bob's Bigboy* hamburger chain in 1936. In January of 1933, Alex Nibley's son Phillip, one of six children, died at the age of fifteen. No further mention of Alex Nibley in connection with Rossmoyne was found.

No properties are associated with this period.

Rossmoyne Village (1935 - 1947)

In 1935, a building permit was issued for the construction of a new home at 1447 Royal Boulevard, the first house to be constructed within the Royal Boulevard Survey Area in four years. In 1936, the opening of "Rossmoyne Village" was announced by Harry Welton, vice-president of a new real estate concern, Rossmoyne Properties, Inc.³⁷ Any relationship between this new development company and Standard Investments or Alex Nibley is not known, but the revamped marketing and sales efforts confirm that a new authority is firmly in control.

Rossmoyne Village is described as a new residential community immediately adjacent to the residential community "formerly known as Rossmoyne." Advertisements for the new community promote plans for a neighborhood swimming pool, playgrounds, a second park, a community center, shopping center, and a college, in addition to new homes.³⁸

³⁵ "Rossmoyne Brings Cash From East", *Los Angeles Times*, January 29, 1931.

³⁶ The house remained in limbo for over a year and was eventually sold to the Tupper family in 1932.

³⁷ "Home Tract Announced", *Los Angeles Times* June 28, 1936.

³⁸ Display advertisement, *Los Angeles Times*, August 9, 1936.

The developer's use of the "Rossmoyne Village" name is not always consistent. Clearly the "village" moniker refers to development activity within the northeastern corner of Rossmoyne that includes the Royal Boulevard Survey Area, as it is this area that contained the majority of undeveloped land. This is confirmed by 1936 tract maps which reveal new subdivisions along an extension of Royal Boulevard and adjacent side streets. (See Appendix B) In addition, land set aside for the swimming pool, community center, shopping center and college was located at the intersection of Mountain Street and Verdugo Road, just south of Royal Boulevard. The development of new home sites coupled with integrated recreational, educational and commercial amenities, reinforces the idea of Rossmoyne Village as a self-contained community, separate from the adjacent, earlier development.

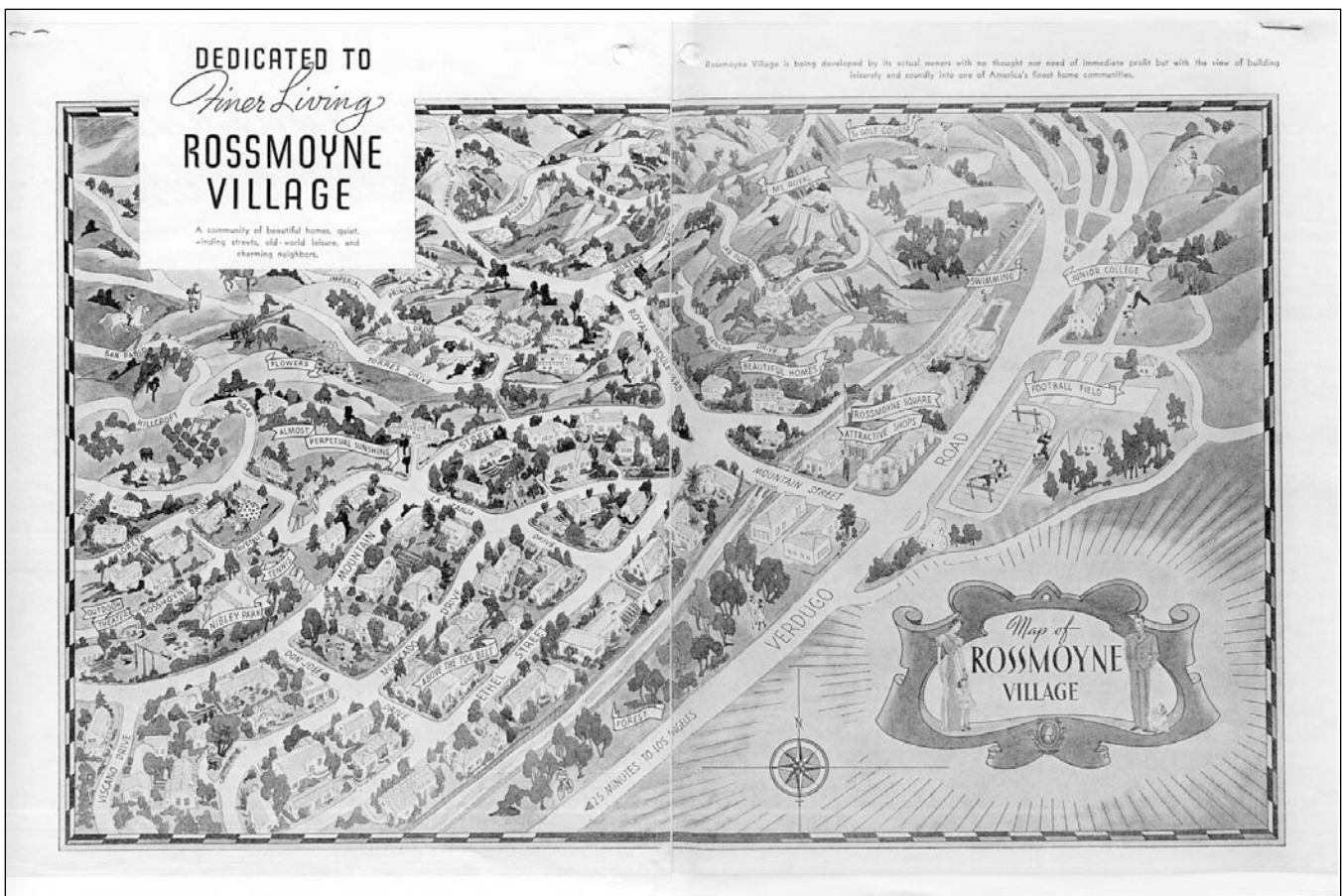


Figure 10
Illustration taken from a 1930s "Rossmoyne Village" promotional brochure.

*Glendale Public Library
Special Collections*

At the same time, print advertising and promotional brochures also use the Rossmoyne Village name to refer to the entire area previously developed as Rossmoyne. This inconsistency can be interpreted as savvy marketing on the part of the developer. Sales of existing homes and empty lots located in the older sections of Rossmoyne would also be invigorated by the new development activity concentrated in the northeast area. The introduction of "Rossmoyne Village" can be understood as a re-branding of the Rossmoyne development intended to re-assure potential homebuyers wary of expensive real estate investments during uncertain times.

The Royal Boulevard Survey Area became a focal point for Rossmoyne Village marketing when a model home, located at 1455 Royal Boulevard, opened to the public in 1936. The home was sponsored as "Home of the Month" by Mc Call's Magazine³⁹ where each month, a new home was featured to promote the latest in design and furnishings. 1455 Royal featured the latest in heating and electrical systems and interior decoration by Barker Brothers, an upscale Los Angeles furniture store. Throughout 1936 it hosted thousands of visitors and provided a great deal of publicity for Rossmoyne Village. The French-inspired architecture of 1455 Royal, together with the earlier construction of a Tudor-Revival style home at 1447 Royal in 1935, made it clear that the Spanish/Mediterranean mandate on Royal Boulevard had ended and more current architectural trends were welcome. The model home as a public relations vehicle proved so successful that it was repeated at 1524 Royal Boulevard in 1939 (outside of the survey area) with a showcase of "authentic English Cotswold architecture."⁴⁰

Recreational facilities for the new community were actually provided by the public sector. The City of Glendale purchased forty-five acres of land on the east and west sides of Verdugo Road near the intersection of Mountain Street.⁴¹ Twenty-five acres were developed as a new campus for Glendale Junior College which opened in 1937.⁴² A Civic Auditorium, and Municipal Plunge (public swimming pool), both built under the auspices of the Works Progress Administration, were constructed across Verdugo from the College in 1938.⁴³ A new city park, Verdugo Park, was also constructed just north of the pool complex. Each of these projects attracted considerable public and media attention, enhancing the perception of Rossmoyne Village as an ideal community. They also brought additional people to the area once they were built, making commercial development feasible. In 1937, a neighborhood commercial center was built at the intersection of Verdugo Road and Mountain Street with buildings constructed in a Streamline Moderne style. The center would eventually include a market,⁴⁴ pharmacy, several small shops, offices, and a gas station.⁴⁵

Economic equilibrium appeared to return to the Royal Boulevard Survey Area under the control of Rossmoyne Village, Inc. Twelve houses were constructed within the survey area between 1935 and 1942. The advent of World War II again brought construction to a halt and no additional homes were built from 1943 to 1945. Two more homes were built between 1946 and 1947.

³⁹ "Model Home's Opening Set for Today", *Los Angeles Times*, September 27, 1937.

⁴⁰ "Master Model Home Opened Today", *Los Angeles Times*, March 19, 1939.

⁴¹ "Model Town Prospering", *Los Angeles Times*, February 10, 1938.

⁴² "Educational Institution's Opening Set for Tomorrow", *Los Angeles Times*, May 23, 1937.

⁴³ Arroyo, Juliet M. *Images of America: Early Glendale*, San Francisco, CA: Arcadia Publishing. (125)

⁴⁴ "Market Planned for Rossmoyne Village", *Los Angeles Times*, February 10, 1938.


⁴⁵ "Third Business Structure Rising in Rossmoyne Village", *Los Angeles Times*, December 5, 1937.

Figure 11
 Print advertisement
 promoting the model home
 at 1455 Royal Boulevard.

Los Angeles Times
 August 9, 1936

ROSSMOYNE VILLAGE

CALIFORNIA AT ITS BEST!



ROSSMOYNE VILLAGE HOME OF THE MONTH

Sponsored by McCall's Magazine

THIS is your last chance to inspect one of Southern California's loveliest demonstrations of the practical and beautiful in modern home design...the Rossmoyne Village Home-Of-The-Month, 1455 Royal Boulevard in Rossmoyne Village. During the period in which this home has been shown, more than 30,000 California people have seen it. Monday it will be withdrawn from public display.

Here is a home most families have always wanted some day to own...a friendly house, a hospitable house...a spot where friends like to gather...and, withal, a house built for comfortable living, small enough to be convenient yet large enough to be uncrowded.

The architecture comes from France where dignity and beauty are a part of family life. It has been adapted perfectly to fit into the charming California setting furnished by Rossmoyne Village. The Home-of-The-Month was completely furnished and decorated by Barker Bros.

See this Home-Of-The-Month—and learn how exactly a "dream house" can sometimes come true. See it now, Saturday or Sunday, before it becomes too late!

HOW TO REACH ROSSMOYNE VILLAGE HOME- OF-THE-MONTH

Drive north on Glendale Avenue in Glendale to Mount Wm. Street, turn left to Royal Boulevard, then right.



ROSSMOYNE VILLAGE

The SUNSHINE SUBURB

Properties associated with the Rossmoyne Village period:

- 1447 Royal Boulevard (1935)
- 1446 Royal Boulevard (1936)
- 1455 Royal Boulevard (1936)
- 1474 Royal Boulevard (1936)
- 1519 Royal Boulevard (1936)
- 1431 Royal Boulevard (1937)
- 1421 Royal Boulevard (1938)
- 1510 Royal Boulevard (1938)
- 1465 Royal Boulevard (1939)
- 1461 Royal Boulevard (1941)
- 1511 Royal Boulevard (1941)
- 1432 Royal Boulevard (1942)
- 1477 Royal Boulevard (1946)
- 1520 Royal Boulevard (1947)

Later Development (1948 -1977)

Residential development in Southern California and the United States was radically changed with the end of the War. Technological advances, the continued rise of automobile use, and the promise of home ownership for all Americans with new innovations in mortgage financing, transformed the scale and form of residential development in Southern California and throughout the United States. While pre-war developments like Rossmoyne might boast hundreds of homes, post-war suburban developments created vast new communities containing thousands of homes. In addition, these communities often housed the workforce for new industries no longer located within city centers. Cheap land, rather than proximity to economic centers, became a driving force in real estate development. Un-tethered from the traditional city-suburb framework, the landscape of urban America was transformed.

In 1948, Rossmoyne Village Inc. was purchased by a local investment syndicate. The deal included the “remaining 200 acres” in Rossmoyne.⁴⁶ Sales and marketing was taken over by the Rossmoyne Realty Co. The “Rossmoyne Village” name soon fell out of use and became associated with the retail center and pharmacy at Verdugo and Mountain.

Development in Rossmoyne and within the Royal Boulevard Survey Area continued after the purchase of Rossmoyne Village, Inc., much of it filling in undeveloped lots within previously subdivided areas. Following national trends, houses constructed in the post-war era largely abandoned period revival architectural styles in favor of new variations of the modern styles introduced in the pre-war years. Primary among these was the Minimal

⁴⁶ “Large Acreage at Rossmoyne Purchased by Glendale Firm”, *Los Angeles Times*, March 14, 1948.

Traditional style that first emerged in the late 1930s, and the Ranch style which was enormously popular from the early 1950s through the 1970s. Minimal Traditional homes combined simplified forms and modern construction techniques with a highly restrained use of traditional ornament and architectural detailing. Well-adapted to the needs of large-scale tract housing, the Minimal Traditional house became a dominant style during the post-war 1940s and early 1950s. The Ranch style, featuring low-pitched roofs and a rambling, single-story form, suggested the early ranch houses of the American West. The style's ubiquity came to epitomize 20th century American suburban life.

The Rossmoyne shopping area was demolished in the mid-1960s to build a parking lot for the Civic Auditorium.⁴⁷ The Municipal Plunge was also demolished around the same time to be replaced by a parking structure. Rossmoyne's 1923, Egyptian-themed real estate office at 1300 Verdugo Road, having been expanded and refurbished for various uses over the years, was razed in the mid-1970s and replaced by a two-story office building.⁴⁸ Large-scale residential development in Rossmoyne came to an end in the late 1970s. Some of the last residential subdivisions in Rossmoyne would occur in 1977 along Greenbrier Road north of the Markham estate.

Eight houses were built within the Survey Area between 1948 and 1977.

Properties associated with the later development period:

- 1464 Royal Boulevard (1949)
- 1471 Royal Boulevard (1949)
- 1414 Royal Boulevard (1950)
- 1505 Royal Boulevard (1951)
- 1420 Royal Boulevard (1952)
- 1483 Royal Boulevard (1951)
- 1401 Royal Boulevard (1955)
- 1502 Royal Boulevard (1965)

SELECTED DEVELOPMENT CHRONOLOGY

Initial Period of Development (1923-1931)

1923 Haddock-Nibley Company purchases the Rossmoyne Ranch from Judge Erskine Mayo Ross.

Initial subdivision of land in Rossmoyne.

Egyptian-themed sales office constructed at 1300 N. Verdugo Road.

⁴⁷ Paul R. Ayers, preliminary research for the proposed Royal Boulevard Historic District, 2007.

⁴⁸ "Rossmoyne Realty Returns", *Glendale News Press*, April 17, 1976.

- 1925 Nibley Park deeded to the City of Glendale.
- 1926 Alex Nibley built his family home at 1016 Rossmoyne Avenue.
Subdivision of land that includes Royal Boulevard Survey Area.
Lots within the "Royal Boulevard Unit" are announced for sale.
- 1926 The first home is permitted within the Royal Boulevard Survey Area.
- 1929 Additional land is subdivided east of Royal Boulevard.
- 1931 Standard Investments, Inc. acquires over 450 acres of undeveloped land in Rossmoyne.

Transitional Period (1932-1934)

- 1933 Wian family sell their house at 1410 Royal Boulevard due to financial hardship.

Rossmoyne Village Period of Development (1935-1948)

- 1935 Building permit pulled for 1447 Royal Boulevard, the first house to be constructed on Royal Boulevard in four years.
- 1936 Additional land is subdivided north and east of Royal Boulevard.

Opening of "Rossmoyne Village" is announced by Harry Welton, vice-president of Rossmoyne Properties, Inc.

Mc Call's Magazine "Home of the Month" opens to the public at 1455 Royal Boulevard.
- 1937 Glendale Junior College opens on former Rossmoyne acreage.

Rossmoyne Village shopping center constructed at intersection of Mountain and Verdugo.
- 1938 Civic Auditorium, and Municipal Plunge, built by the Works Progress Administration.

Verdugo Park constructed.
- 1942 Housing construction halts within the Royal Boulevard Survey Area due to United States entry into World War II.
- 1946 House at 1477 Royal Boulevard is constructed. The first to be constructed within the Royal Boulevard Survey Area since the declaration of war.
- 1948 Remaining undeveloped property sold by Rossmoyne Village Inc. to consortium of local investors.

Later Development (1949-1977)

- 1965 Last home within survey area constructed at 1502 Royal Boulevard.
- c. 1965 Rossmoyne Village shopping center demolished.
- Municipal Plunge demolished.
- 1973 Rossmoyne's 1923, Egyptian-themed real estate office at 1300 N. Verdugo Road is demolished to make way for a two-story office building.
- 1977 Greenbriar Road area subdivided.

IMPORTANT PERSONS

The following section identifies city pioneers, community leaders, and noted residents associated with the Royal Boulevard Survey Area. Note that this section is not a comprehensive listing of notable persons, but may serve as a basis for future research efforts.

Paul L. Buckhard - The Mayor of Glendale from 1951 - 1953, Buckhard built the house at 1471 Royal Boulevard.

Lon J. Haddock - Initial developer of the Rossmoyne tract in partnership with Alex Nibley.

Ed "Strangler" Lewis - Seven-time World Heavyweight Wrestling Champion who owned the house at 1415 Royal Boulevard from 1933-1943.

Alex Nibley - Initial developer of the Rossmoyne tract as partner in the Haddock-Nibley Company and later as president of the Nibley Investment Company.

Erskine Mayo Ross - Nephew of Cameron Erskine Thom who purchased a portion of the Catalina Verdugo land from his uncle. This land became the Rossmoyne ranch. Known locally as "Judge Ross", he was appointed justice of the California Supreme Court in 1879, to the U.S. District Court for Southern California in 1886, and to the circuit court in 1895 where he served for thirty years.

Sterling Silliphant - Television writer for such programs as *Alfred Hitchcock Presents*, *Perry Mason*, *Naked City*, and *Route 66*. He purchased the house at 1410 Royal Boulevard in 1955.

Captain Cameron Erskine Thom - Former city attorney, district attorney, and mayor of Los Angeles who was active in the development of Glendale. A native of Virginia, Thom came to California in 1849. He returned to Virginia to serve as an officer for the Confederacy during the Civil War, returning to

California after the war where he purchasing 2,700 acres from Catalina Verdugo in 1870.

Harry Welton - Vice President of Rossmoyne Properties, Inc., developers of "Rossmoyne Village" during the 1930s and 1940s.

Robert C. Wian - Lived at 1410 Royal Boulevard as a young man. He would later found the *Bob's Big Boy* restaurant chain.

III. PHYSICAL CHARACTER

ARCHITECTURE

The Royal Boulevard Survey Area contains a collection of single family residences developed between 1927 and 1965, with the majority of its building stock constructed by 1952. The diverse architectural character within the Survey Area reflects changes in popular taste over this period of time. Period Revival styles — such as Spanish Revival, Colonial Revival, Tudor Revival, and French-inspired — reflect the popular tastes of home buyers from the 1920s through the 1940s. Period Revival styles were easily adaptable to a wide range of locations and income levels, ensuring their proliferation. Modern, Minimal Traditional, and Ranch styles reflect post-World War II design trends of the late 1940s through the 1950s.

While several homes within the Survey Area are representative of a particular architectural style, others display recognizable elements of distinct styles, but cannot be said to be representative of any one style. This is typical of suburban development in Southern California, particularly after World War II.

Architectural styles found within the Survey Area are described below.⁴⁹

Spanish Colonial Revival

An important architectural style within the Survey Area is the Spanish Colonial Revival style, sometimes referred to as Spanish Eclectic. Enormously popular in Southern California from the late 1910s through the late 1930s, the Spanish Colonial Revival style emerged from a conscious effort by architects to emulate older Spanish architectural traditions. At the peak of its popularity, design features of other regions of the Mediterranean were often creatively incorporated, including those of Italy, France, and North Africa. The result was a pan-Mediterranean mélange of eclectic variations on Spanish Revival styles.

Character-defining Features:

- Two-story configuration
- Asymmetrical massing includes features such square and round towers, projecting planes defined by corbelling, and multiple rooflines
- Red clay tile medium or low-pitched hip or side-gable roof
- Smooth stucco wall cladding
- Wood casement, wood double-hung, or steel casement windows, typically with divided lights.
- Arched colonnades

⁴⁹ Efforts have been made to conform these architectural descriptions to Historic District Design Guidelines developed by the City.
http://www.ci.glendale.ca.us/planning/historic_district_design_guidelines.asp

- Arched and parabolic openings and windows
- Grilles of wood, wrought iron, or plaster
- Balconies and patios
- Decorative terra cotta and tile work

Spanish Colonial Revival style houses within the Survey Area:

- 1400 Royal Boulevard
- 1410 Royal Boulevard
- 1415 Royal Boulevard
- 1428 Royal Boulevard
- 1431 Royal Boulevard
- 1440 Royal Boulevard
- 1441 Royal Boulevard
- 1450 Royal Boulevard
- 1458 Royal Boulevard
- 1519 Royal Boulevard

Mediterranean Revival

The Mediterranean Revival style borrows liberally from Italian Renaissance architecture of the sixteenth century. It first became popular in Southern California during the first decades of the twentieth century. The formal, symmetrical facades and Classical or Beaux Arts details of Mediterranean Revival were often used for imposing civic buildings, institutional buildings, and banks. The same formality of design was also seen as particularly appropriate for the homes of well-to-do Californians.

The Mediterranean Revival style is distinguished by its symmetrical massing and balanced arrangements of entrances, windows and architectural details. These characteristics, however, were often creatively incorporated with Spanish influences, resulting in eclectic combinations and variations.

Character-defining Features:

- Two-story configuration
- Red clay tile low-pitched hip roof, sometimes flat roofs
- Smooth stucco wall cladding
- Wood divided-light casement or double-hung sash windows
- Fixed wood shutters
- Classical or Beaux Arts details

Mediterranean Revival style houses within the Survey Area:

- 1461 Royal Boulevard

Monterey

The Monterey style references the Anglo-influenced Spanish Colonial buildings of Northern California which combined Spanish construction and materials with New England forms. The style is characterized by a cantilevered, second-story balcony covered by the principal roof. Twentieth century versions were popular from the mid 1920s thru the 1950s and can vary in their emphasis of Spanish or New England traditions.

Character-defining Features:

- Two-story configuration
- Cantilevered second-story balcony with simple wood roof supports
- Low-pitched gabled roof with wood shingles or clay tiles
- Smooth stucco or wood wall cladding
- Wood divided-light casement or double-hung sash windows

Houses that display elements of the Monterey style within the Survey Area include:

- 1465 Royal Boulevard

English Tudor Revival

English Tudor Revival styles explored the medieval traditions of English architecture. These traditions were freely incorporated with an emphasis on steeply pitched, front-facing gables and ornamental, false half-timbering. The style became immensely popular during the 1920s and 1930s as veneering techniques advanced to allow for mimicry of brick and stone exteriors, although smooth stucco cladding was widely used in California.

Character-defining Features:

- Two-story configuration
- Steeply pitched roof with front and side gables
- Brick or stone veneer, often in combination with smooth stucco cladding
- False half-timbering
- Tall, narrow windows, grouped in multiples with multi-paned glazing
- Leaded glass windows
- Exaggerated, elaborate chimneys
- Arched front door surrounds with Renaissance detailing

English Tudor Revival style houses within the Survey Area:

- 1421 Royal Boulevard
- 1447 Royal Boulevard
- 1474 Royal Boulevard

American Colonial Revival

Several of the residences in the Royal Boulevard Survey Area were built in variations of the American Colonial Revival style, which proliferated throughout the country during the first half of the 20th century. This style incorporates traditions from the Georgian, Adam and early Classical Revival styles that were prevalent during the English colonial period. The rebirth of interest in America's colonial architectural heritage is credited with the Philadelphia Centennial of 1876. Early examples were rarely historically accurate copies but were instead free interpretations with details inspired by colonial precedents. The 20th century saw a shift to more historically correct proportions and details when new methods of printing allowed for wider distribution of illustrations and photographs in books and periodicals.

Character-defining Features:

- Single, or two-story configuration
- Side gable or hipped roofs
- Accentuated entry porch or front door with decorative pediment supported by pilasters or slender columns
- Doors with overhead fanlights and, or sidelights
- Wood double-hung sash windows with multi-pane glazing
- Fixed wooden shutters

American Colonial Revival style houses or houses that display elements of the American Colonial Revival style within the Survey Area include:

- 1432 Royal Boulevard
- 1446 Royal Boulevard
- 1465 Royal Boulevard
- 1483 Royal Boulevard
- 1502 Royal Boulevard
- 1511 Royal Boulevard

French-Inspired

French-inspired styles incorporate a great variety of forms and detailing based in many centuries of French domestic architecture. The defining feature is a tall, steeply pitched hipped roof, often with dormers. The style became popular during the 1920s and 1930s, a period when many Americans who had served in France during World War I began purchasing homes.

Character-defining Features:

- Two-story, configuration
- Steeply pitched, hipped roof, sometimes slate or shingle clad
- Brick or stone accents, in combination with smooth stucco cladding
- Arched doors, windows, or dormers

- Tall, narrow windows, grouped in multiples with multi-paned glazing
- Double-hung or casement sash windows, often with leaded panes
- Elaborate chimneys, often with multiple chimney pots

French-inspired houses or houses that display elements of the French-inspired style within the Survey Area include:

- 1455 Royal Boulevard
- 1510 Royal Boulevard
- 1520 Royal Boulevard

Modern

As used here, Modern refers to a broad range of twentieth-century architectural design influenced by the European Modernist movement that emerged in Western Europe in the 1920s. European Modernism advocated an architectural philosophy that stressed rationality, logic, and a break from past traditions. It embraced an industrial, machine aesthetic characterized by clean lines, pure geometric forms and materials such as metal, glass, and concrete.

In the years following World War II, Modern residential styles distinctive to the United States became popular in Glendale and throughout Southern California. Often referred to as “Mid-Century Modern,” these homes incorporated natural materials such as wood and stone and embraced the outdoors as an extension of the living space.

Character-defining Features:

- Single- or two-story configuration
- Rectilinear forms with a horizontal emphasis
- Flat or low pitched roofs
- Smooth stucco or wood exterior cladding sometimes with brick or stone accents.
- Steel casement or aluminum sliding windows set flush with the facade, often in horizontal bands
- Minimal decorative detailing

Houses within the Survey Area that display Modernist influences include:

- 1401 Royal Boulevard
- 1414 Royal Boulevard
- 1471 Royal Boulevard

Minimal Traditional

The Minimal Traditional style is defined by simple exterior forms and a restrained use of traditional architectural detailing. The style had its origins in the principles of the Modern movement and the requirements of the FHA and other federal programs of the 1930s, which promoted the fundamental characteristics and benefits of the “minimum house.” Houses based upon these principles were particularly popular during the postwar housing boom and proliferated in large housing tracts of the 1940s through the 1960s. Most represent scaled-down or minimal characteristics that are otherwise consistent with more traditional Period Revival styles.

Character-defining Features:

- One-story configuration
- Rectangular plan
- Medium or low-pitched hip or side-gable roof with shallow eaves
- Smooth stucco wall cladding, often with wood lap or stone veneer accents
- Wood multi-light windows (picture, double-hung sash, casement)
- Projecting three-sided oriel
- Shallow entry porch with slender wood supports
- Fixed wooden shutters
- Minimal decorative exterior detailing

Houses within the Survey Area that best display elements of the Minimal Traditional style include:

- 1477 Royal Boulevard
- 1505 Royal Boulevard

Ranch

The Ranch House enjoyed great popularity throughout the United States from the late 1950s thru 1960s. The style is most associated with post-World War II suburban tract housing, particularly in the western United States.

The Ranch style has its roots in 18th and 19th century Spanish colonial ranch architecture, and combines modernist ideas and construction methods with notions of the working ranches of the American West. The style is characterized by its one-story configuration, low horizontal massing, and sprawling plan. A garage is frequently integrated into the house, accentuating its wide primary façade. Stylistic sub-categories include the Western Ranch, California Ranch or California Rambler, and Modern Ranch architectural styles.

Character-defining Features:

- One-story configuration
- Asymmetrical, rectangular massing
- Low-pitched gable or hipped roof with wide eaves; wood shakes; exposed rafters
- Horizontal, rambling layout
- Wood multi-pane sash or casement windows, aluminum sliding windows, and large picture windows
- Attached garage
- Wood board-and-batten, wood lap, and shingle cladding, stucco cladding, decorative brick cladding
- Fixed wooden shutters
- Recessed entry porch with roof supports

Houses within the Survey Area that display elements of the Ranch style include:

- 1401 Royal Boulevard
- 1420 Royal Boulevard
- 1464 Royal Boulevard
- 1477 Royal Boulevard

CIRCULATION PATTERN

A defining characteristic of the Royal Boulevard Survey Area is the gently curving through-street of Royal Boulevard itself. This wide, two-block stretch serves as a central connector for the neighborhood, linking the narrow, twisting side streets designed to conform to the hillside topography of the subdivision. The adjacent side streets were purposely built with few connections in order to minimize traffic flow.

LANDSCAPE FEATURES

The Survey Area contains a landscaped parkway separating the street from the sidewalk along both sides of Royal Boulevard. The parkway, planted with iconic palm trees, is a distinctive feature specific to the Survey Area. The trees appear to have been planted around 1927.

Palm trees had become a popular ornamental tree by the end of the 19th century and would eventually become a defining symbol of Southern California. The palm tree's association with far-away tropical locations and the storied desert lands of the Middle East and North Africa enhanced Southern California's exotic appeal. Well-suited to the local climate, easily transplanted and blessed with discreet root systems that don't buckle adjacent paving and sidewalks, palm trees were a favorite of 1920s real estate developers searching for eye-catching, low-maintenance landscaping.



Figure 12
Looking southeast across
Royal Boulevard around 1936.
Note the increased height of
the palm trees.

*Glendale Public Library
Special Collections.*

IV. EVALUATION OF POTENTIAL HISTORIC DISTRICT

LOCAL EVALUATION

Historic Significance

The Royal Boulevard Survey Area appears to meet several criteria for historic districts as outlined in section 30.25.020 of the Glendale Municipal Code. The Survey Area appears to be significant under criterion G as a “distinctive example of community planning.” It contains a collection of intact buildings, landscape features, and street pattern closely associated with the growth and development of Glendale during the 1920s. The proposed historic district is representative of residential subdivision patterns in relationship to foothill geography, the role of automobiles as they affected middle-class suburban settlement, and the growth and expansion of Glendale as a city. Royal Boulevard’s Period Revival architecture and curving drive lined with palm trees also reflect community design elements distinctive to Southern California that were incorporated throughout the 1920s and 1930s to attract middle and upper-middle class families.

The Survey Area also appears to be significant under Criterion E as “a unique location... representing an established and familiar visual feature of a neighborhood community.” The proposed Royal Boulevard District, containing the wide, palm tree-lined expanse of Royal Boulevard, is a central feature of the historic subdivision, visually – though not historically – distinct from the surrounding development.

The period of significance for the Royal Boulevard Survey Area extends from 1926, when the Royal Boulevard unit of Rossmoyne was first subdivided, to 1948, when the remaining undeveloped land in Rossmoyne was purchased by a local investment syndicate. This timeframe includes the initial conception of Royal Boulevard and its surrounding side streets as a Spanish/Mediterranean “village” during the late 1920s, and its rebirth as “Rossmoyne Village” during the 1930s. After 1948, the concept of the Royal Boulevard subdivision area as a separate neighborhood within Rossmoyne was no longer promoted. Subsequent homes built within the Survey Area no longer represented the realization of a distinctive community vision and therefore are considered to be outside the period of significance.

Integrity and Contributing Properties

Standard historic preservation practice uses the concept of “integrity” when evaluating the physical character of individual resources. *Integrity* is defined as the “authenticity of a property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s

historic period.”⁵⁰ Integrity is assessed by determining the extent to which a property’s historic materials and architectural features remain intact.

To assess the impact of alterations on the architectural integrity of the properties, field surveyors noted additions or alterations to architectural features and materials as seen from the public right-of-way. Building permits on file with the City of Glendale were also consulted to understand the officially recorded alterations to individual properties. In some cases building permits were not on file either because work was done without permits or permits were missing. In other cases building permits did not fully explain the scope or location of the alterations.

The level of impact to integrity was determined using a rating scale of “good”, “fair”, and “poor” taking into account the impact of alterations on the overall massing, materials, and architectural features of the homes. A “good” rating meant that there were few, minor, or no changes to the original architectural style and materials of the home, a “fair” rating meant that there were changes and alterations but that the home still retains its architectural integrity, and a “poor” rating meant that there were substantial changes and alterations and that the architectural integrity of the home has been compromised. Properties dating from the period of significance that were determined to have fair to good integrity were considered for evaluation as contributors to the potential historic district.

The geographic boundaries of the Royal Boulevard Survey Area contain thirty (30) properties in total. Of these, twenty-two (22) were constructed during the period of significance (1926-1948). All twenty-two (22) have been evaluated with good or fair integrity and are considered contributors to the potential historic district. As such, seventy-three percent (73%) of the total number of properties are considered contributors, well exceeding the minimum sixty percent (60%) required for historic districts as stipulated in the Glendale Municipal Code. The proposed boundary also contains the parkway separating the street from the sidewalk along both sides of Royal Boulevard. This landscape feature, planted with iconic palm trees, also dates from the period of significance and is considered a contributing feature of the potential historic district.

District Boundary

According to the National Park Service, the boundaries of an historic district “must be based upon a shared relationship among the properties constituting the district.” When determining the boundaries of a historic district, standard preservation practice typically begins with the total land area historically associated with the period of significance. This area is then investigated to determine the number of resources remaining from the period of significance, and the level of integrity of those remaining

⁵⁰ National Register Bulletin 16A. *How to Complete the National Register Registration Form*. Washington D.C.: National Park Service, U.S. Department of the Interior 1985, p. 4.

resources. The district boundary would be drawn to include the greatest concentration of intact remaining resources.

Research indicates that the Royal Boulevard Survey Area represents only a portion of a much larger residential subdivision that was historically developed and marketed as a distinct neighborhood within Rossmoyne. It is this larger area that has historic significance as an example of community planning and design from the first half of the 20th century. This suggests that a larger survey area would extend beyond the area currently defined.

Newspaper sources and historic photographs indicate that at the time the first homes were being constructed within the Royal Boulevard Survey Area, additional homes were simultaneously being built on neighboring streets within the subdivided area. The incremental build-out of the larger Royal Boulevard subdivision continued throughout the period of significance. Contemporaneous homes built outside the proposed district boundary would share the same historic context and potentially share the same level of significance as contributing properties within the proposed historic district. From this standpoint, the proposed district boundaries may not represent the totality of extant associated resources.

Survey of a larger area would be necessary to determine if additional concentrations of homes from the period of significance are extant and maintain sufficient integrity to contribute to a historic district. Evidence suggests that such homes do exist, potentially expanding the boundaries of the historic district. However, survey of a larger area was outside the scope of this project.

While further survey efforts may indicate a larger district boundary, it appears that the Royal Boulevard Survey Area as defined by the City, does meet criteria for a Historic District Overlay Zone as specified in the Glendale Municipal Code. It is significant under Criterion E as “a unique location... representing an established and familiar visual feature of a neighborhood community,” and Criterion G as a “distinctive example of community planning.”

A map of the proposed historic district, showing the location of contributing and non-contributing properties is shown in Figure 1.

CALIFORNIA REGISTER EVALUATION

The Royal Boulevard Survey Area appears to be significant under California Register Criterion 1 for its association with the development of suburban residential communities in Southern California during the 1920s and '30s.

As outlined above, research indicates that the Royal Boulevard Survey Area presently represents only a portion of a much larger residential subdivision, raising questions about justification of the current district boundary at the California Register level. Guidance for documenting historic districts provided by the California Office of Historic Preservation states that “precise boundaries” should be used to define historic districts, and that

“districts with unusual boundaries require a description of what lies outside the area, in order to define the edge of the district and to explain the exclusion of adjoining areas.”⁵¹ Because the adjoining areas have not been surveyed, explaining their exclusion would be difficult. This suggests that the Royal Boulevard Survey Area may not qualify for listing on the California Register under the proposed boundaries and absent additional survey work. Further consultation with the State Office will be necessary in order to make a final determination.

NATIONAL REGISTER EVALUATION

Research indicates that the Royal Boulevard Survey Area presently represents only a portion of a much larger residential subdivision, and further survey efforts may indicate a larger district boundary. A possible expanded district that includes the Royal Boulevard Survey Area may be significant under National Register Criterion A for its association with the development of suburban residential communities in Southern California during the 1920s and 1930s.

As currently defined, however, the Royal Boulevard Survey Area does not appear to be eligible for listing on the National Register as an historic district. Because the Survey Area represents only a piece of the subdivision from which it derives its significance, it would need to be shown that the Survey Area represents the greatest concentration of remaining significant resources in order to meet National Register criteria.

⁵¹ *Technical Assistance Series #7, How to Nominate a Resource to the California Register of Historical Resources*. California Office of Historic Preservation, revised September, 2001.

Table 1. Proposed Royal Boulevard Historic District Properties

Street Address	Build Date	Integrity	District Status	Status Code
1400	1928	Good	C	5D3
1401	1955	Good	NC	–
1410	1928	Fair	C	5B
1414	1950	Poor	NC	–
1415	1927	Good	C	5B
1420	1952	Poor	NC	–
1421	1938	Good	C	5D3
1428	1926	Fair	C	5D3
1431	1937	Good	C	5D3
1432	1942	Good	C	5D3
1440	1927	Fair	C	5D3
1441	1931	Good	C	5D3
1446	1936	Good	C	5D3
1447	1935	Good	C	5D3
1450	1931	Good	C	5D3
1455	1936	Good	C	5D3
1458	1929	Good	C	5D3
1461	1941	Fair	C	5D3
1464	1949	Fair	NC	–
1465	1939	Good	C	5D3
1471	1949	Good	NC	–
1474	1936	Good	C	5D3
1477	1946	Fair	C	5D3
1483	1951	Poor	NC	–
1502	1965	Good	NC	–
1505	1951	Poor	NC	–
1510	1938	Good	C	5D3
1511	1941	Good	C	5D3
1519	1936	Good	C	5D3
1520	1947	Good	C	5D3

C: District contributor

NC: District non-contributor

5B: Locally significant both individually (listed, eligible, appears eligible) and as a contributor to a district that is locally listed, designated, determined eligible, or appears eligible through survey evaluation.

5D3: Appears to be a contributor to a district that appears eligible for local listing or designation through survey evaluation.

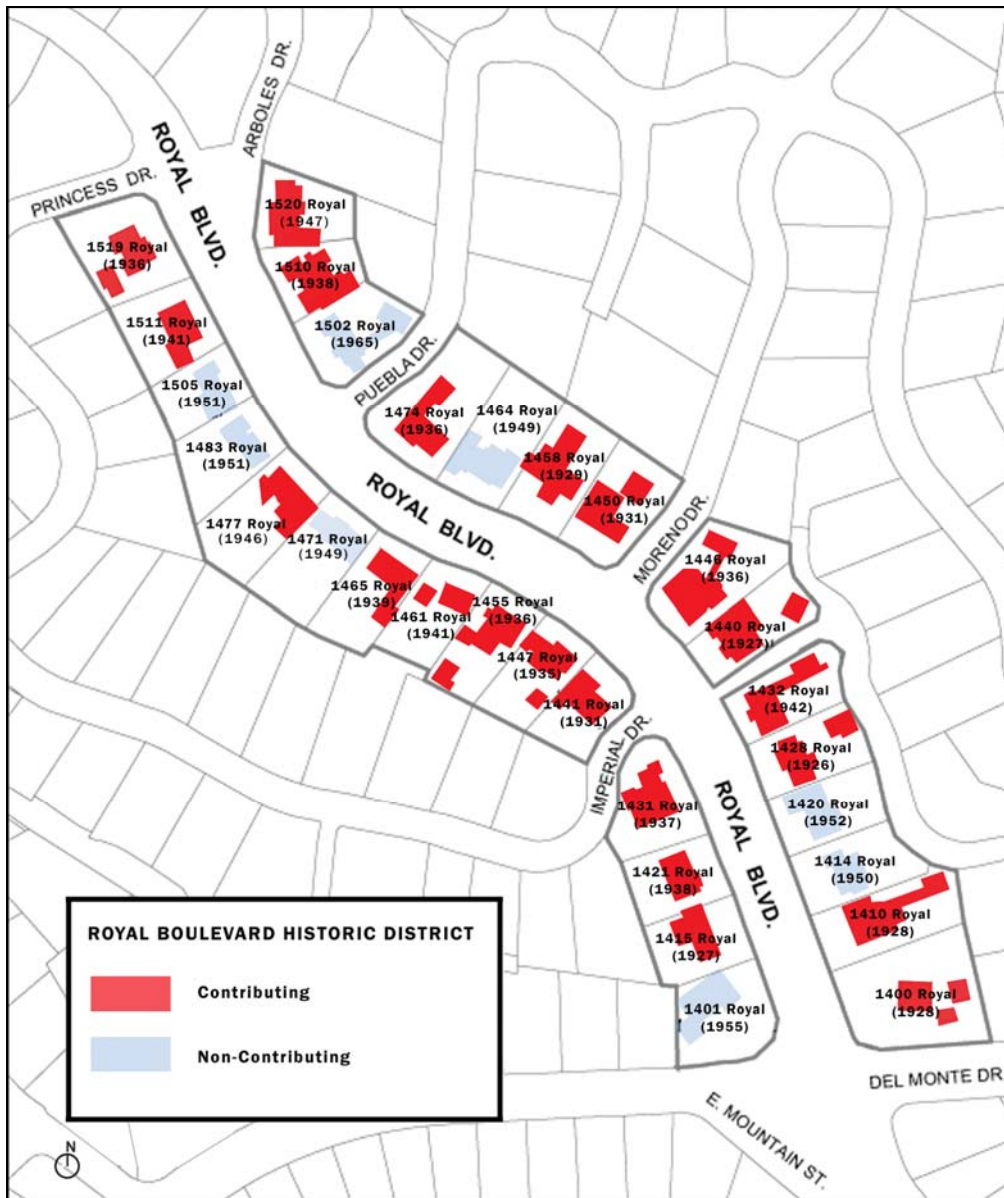


Figure 1 (see page 3)
 Proposed Royal Boulevard
 Historic District including
 dates of construction.

Base map provided by the
 City of Glendale

GLOSSARY

Designation: The act of recognizing, labeling, or listing a property as being historic, at the Federal, state, and/or local level.

District Contributor: A property within the boundaries of a designated historic district that contributes to the district's significance.

District Non-Contributor: A property within the boundaries of a designated historic district that does not contribute to the district's significance.

Historic Context: The pattern or trend in history by which a specific occurrence, property, or site is understood.

Historic District: A significant concentration, linkage, or continuity of properties united historically or aesthetically by plan or physical development. Locally, a historic district must meet the requirements outlined in section 24.455.120.1 of the Glendale Municipal Code.

Historic Significance: The importance of a property to the history, architecture, archaeology, engineering, or culture of a community, State, or the nation.

Integrity: The ability of a property to convey its significance.

Local Evaluation: Eligibility for designation at the local level.

Period of Significance: The length of time when a property was associated with the important events, activities, or persons, or attained the characteristics that qualify it for listing as an historic resource.

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