

Shoppers Market Building Recommended for Monument

by CHARLES J. FISHER

The former Shopper's Market Building, now operated as Superior Market, has been recommended for Historic Cultural Monument status by the Los Angeles Cultural Heritage Commission in a unanimous vote at a hearing on August 1, 2013, based on nomination submitted by the HPHT. The vote followed testimony by architect and author Alan Hess, as well as HPHT President, Antonio Castillo and board member Charlie Fisher, who prepared the nomination.

The nomination will now proceed to the full City Council which must confirm the Commission's action. The HPHT is asking that letters, emails and phone calls be sent to Councilmember Gilbert Cedillo, asking him to support the designation of this historic building.

Flora Chou spoke for the Los Angeles Conservancy, noting that the building was a showcase of the Googie style, Mt. Washington Resident Cheryl Dudley Roberts spoke of the significance of the building to Figueroa and Jim Childs from the West Adams Historical Association (WAHA), a former resident of Highland Park and customer of the store, endorsed the nomination, as did Past HPHT President Carmela Gomes, who noted that Superior has an opportunity as the steward of the historic building to utilize that history to create good will with the community

and advertise their business. Mitzi Mogal, former director of the Heritage Square Museum noted that Superior should recognize the preservation of the historic facade as a marketing tool.

Nicole Waldeman for the law firm of Armbruster, Goldsmith and Delvac spoke for the owners and argued that the building had too many alterations and that there was even a question as to what style is, Midcentury Modern or Googie. Ramon Galvez Delgado, the architect for the replacement design stated that they were working with the HPOZ and the community to make the design more acceptable and had both the HPOZ Board and the Land Use Committee Historic Highland Park Neighborhood review the plans (both of which are in support of retaining the existing historic facade) and then went on to discuss his design until informed by Commission Chair Richard Barron that the Cultural Heritage Commission was there to determine if the existing building was historic and not to review possible changes.

William Delvac, then spoke on the more broad concepts of preservation as well as the fact that the building was not in the Citywide Survey and had not been listed as a contributor to the HPOZ. These comments were addressed by Ken Bernstein, the director of the Office of Historic Resources for the City Planning Department, who noted that the City

wide survey has not yet arrived in Northeast Los Angeles, but that two other Googie market buildings elsewhere had been surveyed. He noted that they are very rare, which also raises the significance. Alan Hess was also asked to explain the correlation between Mid-Century Modern and Googie Style. Hess noted that Googie is one of several subsets within the Mid-Century Modern genre. The staff report had

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Membership in Action

Member, Robin Smith, sent a message to Annie Mar, Asst. College Archivist & Metadata Specialist at Occidental College, in response to the Ebell Club article in the summer edition *Our Cornerstone*.

Robin wrote, "I was reading your interesting article on the Ebell Club in the *Our Cornerstone* newsletter and believe my great-grandmother—Louise Doxie Beach (pictured right)—was a member and/or past President of the club years ago. I think I may also have some photos and other materials relating to the club, which I will try to find." He went on to say, "You also might be interested in my family's connection to the Garvanza-Highland Park-Eagle Rock areas. It dates back to the founding of Garvanza by my great-grandfather—Edward Rogers and his brother Ralph Rogers. (Charles Fisher penned a great book on Garvanza and included many photos and articles about my family)."



Robin was also inspired to comment on the archiving project with Occidental Library and how "in the early 1900's, my great-grandfather and his brother Ralph formed a partnership with others living in the area, to help bring schools, churches and other groups to Garvanza. They felt that once those groups were in place, people would want to buy land, settle and build. So Ralph donated some land to a college called Occidental College to build their new campus. He felt that once the college was in place, it would bring other organizations to the area—which it did."

He went on to write, "Ralph and his family liked the area so much he built a large home on a corner lot, across the street from the new college. He built the house in 1910 and lived there until his death in 1924. (I remember my Grandmother telling me many stories about the house and how much fun it was to host family gatherings there).

Upon his death, the house was given to the college and was used by the Fiji Fraternity as their frat house. They remodeled it many times between 1924 and 1958—when they gave it back to the college. The college used it as the Alumni Center and remodeled it several more times, before vacating it in 2008. The building was finally torn down in 2010 and a new Alumni Center was built on the site, which just opened. So, another chapter begins."

Finally, Robin states, "Even though I live in Seattle, WA, now, I hope to continue working with the HPHT to "help preserve and promote the rich cultural and architectural heritage of the Arroyo Seco Communities... Plus I would also like to learn more about my family's historic contribution to the development of the Garvanza area. Thank you again for your outstanding work with all the historical archives."



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Feature Film on Antonio Corsi Uncovers More Surprises

by TINA GULOTTA-MILLER

The Highland Park Heritage Trust continues to track progress on an important film project currently in production about one of our most prominent world renown residents, Antonio Corsi, who made his mark on the art world as the leading artist's model of his time.

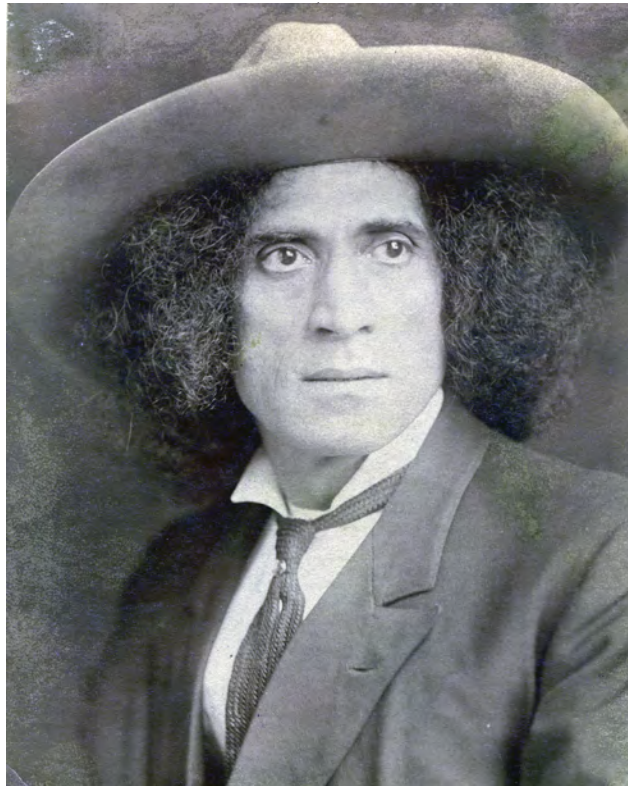
Jake Gorst (Director) and Tracey Rennie Gorst (Producer/Researcher) have made great progress on the Corsi film through their diligent research and travels. They visited and interviewed surviving Corsi family members on both the East and West coasts. These sessions have brought a deeper and more personal look into Antonio Corsi's life, while in the U.S. and his time living here in Garvanza. We are excited to see the relatives of Corsi describing their memories and admiration for a man that left an indelible impression on his children and extended family.

The Gorst's research also took them to Alexandria, Virginia to interview Lucinda Hawksley from London, England about Corsi. Ms. Hawksley is presently completing a book on Princess Louise, daughter of Queen Victoria, who employed Corsi as a subject in her sculpture work. Since Ms. Hawksley is renowned as an expert in Pre-Raphaelite art, her interview has proved invaluable to the Corsi film project.

Jake and Tracey have

discovered additional artifacts in the 19th and 20th century world of art associated with Corsi. Their travels over the past few months to the Smithsonian Museums and the Library of Congress in Washington D.C. resulted in obtaining film footage of Corsi in several silent movies that have not been viewed for decades. These recent discoveries continue to develop a rich story of a man that will deepen the understanding of both art and film at the cusp of the last century.

Members Tina and Charles Miller (who are serving as the Executive Producers of Corsi) gave a presentation to the Highland Park Heritage Trust of our latest Corsi film footage. We are enthusiastic about the local organizations that help support our film project. HPHT Board Member, Charlie Fisher (historian) and HPHT member, Troy Evans (actor) and David Judson (Judson Studios) are participants in the film. Many pieces of local history and locale from Garvanza, Highland Park, Pasadena and Los Angeles will also be prominently featured. A link has been posted on the Blog of the Highland Park Heritage Trust website so that HPHT members can view the film footage in development and a recent article in *The New York Times* which highlights this upcoming film on Northeast Los Angeles' place in art history.



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Shoppers Market

continued from page 1

called it the latter because it had significance to that genre as a rare representative of the term, which loosely covers buildings constructed between 1940 and 1970.

The HCM nomination was in response to plans announced by Superior to remodel the facade into a "Neo-Craftsman" design. Their representatives appeared before both the Highland Park Historic Preservation Overlay Zone Board and the Land Use Committee of the Historic Highland Park Neighborhood Council and were informed by both bodies that it was not a good idea to replace a historic facade with a pseudo historic facade. The Los Angeles City Council voted unanimously to take the Googie style market building under consideration for Los Angeles Historic Cultural Monument on May 24, 2013.

The market, which originally opened as Shoppers Market and became Lucky's Market 5 years later, was designed by shopping center architect Ronald M. Cleveland of the firm Leach, Cleveland and Associates in what was at the time referred to as "Space Age" design. The building quickly became a local landmark with its multi-diamond-shaped front canopy and neon roof sign.

HPHT board member Ann Walnum recalls the original opening day festivities, which included a carnival atmosphere and free hot dogs. The market was the first and still only supermarket to be built in the Sycamore Grove section of Highland Park. It has also been cited as a contributing structure to the Route 66 National Register Corridor that was certified on November 26, 2011.

The building is located in the Highland Park

Historic Preservation Overlay Zone and had been brought before that board 4 times for potential remodeling, first in 1996 by Lucky's, when it was proposed to be converted to a modern box design, a second time in 1999, when Lucky's was bought out by Albertson's, and the first of three "Neo-Craftsman redos was submitted (the iconic roof sign was removed at that time, grudgingly approved by the HPHT Board) and then twice in 2006 by Superior, the first with a Craftsman design and the second time with a redesign of the Googie facade which could have compromised the building's eligibility for landmark designation. Each time, the HPOZ Board stuck its neck out and nixed the remodeling proposals, even though the building was technically a non-contributor to the HPOZ due to its having been built 19 years after the period of significance ended.

The HPOZ subsequently adopted a Preservation Plan that specifically excluded non-contributing structures from most review. Subsequently, the HPOZ planner was forced to sign off on the building permit for the redesign on May 14, 2013. The HPHT contacted Councilman Reyes Office and asked for a Council motion to bring the property under consideration, as there was not enough time before the next Cultural Heritage Meeting, on June 6th.

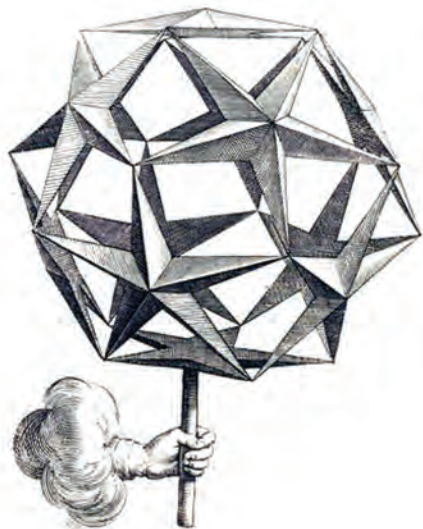
A preliminary motion was drafted and passed by the council the following day and it was passed with a full public hearing on May 22nd. The owners were aware of the hearing and sent attorney William Delvac of Armbruster, Goldsmith and Delvac to argue against the motion, which called for the city to utilize the HPHT nomination, which had been turned in the Office of Historic Resources prior to the HPOZ sign off.

In Memoriam

Jim Leong will be remembered for his uncompromising community service for Northeast Los Angeles. He supported the Friends of the Southwest Museum unequivocally, advocating for the Museum to remain a vital and important institution in our neighborhood. He fought for a quieter, safer Gold Line. Jim valued our quality of life in the Arroyo and worked everyday to keep it that way. For in the words of Margaret Mead, "Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."



Highland Park Heritage Trust



Sukman et Cms. etching, 1812

..... Our Mission

The mission of the Highland Park Heritage Trust is to preserve the heritage of Los Angeles' Arroyo Seco communities through education, advocacy and preservation projects for the benefit of present and future generations.

www.hpht.org

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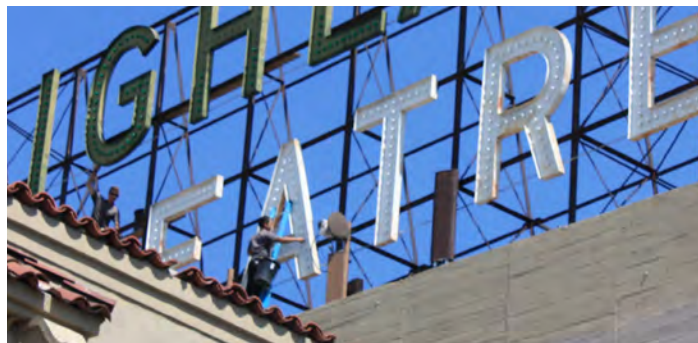
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Thank you to BRENDON DAVIS of BD Electric, ably assisted by Ives, who recently replaced all the bulbs in the sign, so it's all shiny and bright again! Brendon is a Northeast LA resident who is very professional and a terrific resource—we are really happy he's a NELA booster and interested in supporting our community (you can find him as BD Electric on Yelp). Thank you Brendon! Happy Rest of Summer and Autumn Highland Park!!



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Being a member gives you the pleasure of inviting other like-minded individuals to help with the mission of preservation through advocacy and education, and the recognition of those who make a special effort in those areas, as well as helping the board of directors make cogent decisions that are pertinent to our mission.

Plan to renew your 2014 membership for HPHT by January 1.

HIGHLAND PARK HERITAGE TRUST—MEMBERSHIP REGISTRATION/RENEWAL

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Time Moves So Fast

by MARTA SOLIGO

Although a lot of things have changed since I came here for the first time, more than two years ago, my "new life" after graduation keeps being rooted in Highland Park, the neighborhood that I consider my "second home" outside Italy. As many of you know, I wrote my master's thesis about the relationship between entertainment, creative performance and tourism in Los Angeles and my case study was based on the "edutainment" and "culturtainment" activities offered by the attractions located along the Arroyo Seco Parkway. During my studies, I also found several other types of entertainment-related phenomena in the tourist/leisure field. Once I went back to Italy, I realized that I really wanted to return to LA to go on with my academic research.

Following this "impulse," I decided to focus the first months of 2013 on that, and from there incredible things happened. Everything began in February, when I won a scholarship from my University and my city, Bergamo, for a 6-month internship abroad (I chose NELAart and its Short Film Festival for that) and a few weeks later I had a chance to find a contact at UCLA, Alessandro Marianantoni, project director at REMAP, the Center for Research in Engineering, Media and Performance in the UCLA's School of Theater, Film and Television, who became the person I would work for and collaborate with on several projects.

On March 20th of this year I came back to LA and started to collaborate as a researcher with

REMAP. The purpose of my research is to investigate how entertainment creates spaces and phenomena and my case study is, of course, the city of LA. Last year I was analyzing edutainment, but this year my research evolved into what experts dubbed "thrillertainment." Taking as a starting point the Hollywood horror industry and other "dark-heritage" related examples, I'm writing a paper using the same anthropological-sociological point of view I used for Highland Park Heritage Trust's cases, with a critical approach. The paper that I'm writing is going to be published for academic purposes and the idea is also to write articles for academic/scientific reviews and participate in conferences as a speaker, talking about the results of my studies.

I really like the fact that I initiated a dialogue relating to what I see as two different "environments." On one side I have focused on entertainment connected to the Hollywood industry and that research and investigation has created an interesting result centering on phenomena. And on the other side I have Highland Park with its cultural activities that are starting to affirm itself as a real cultural destination.

A lot of new things are going on in my life, but I feel like a part of me will always be "the Highland Park Heritage Trust first intern," and I'm so happy to see that the neighborhood that I like to call "a hidden treasure in LA" is becoming less hidden and more known and appreciated.

Ciao, Marta



The Arroyo Seco Foundation presents **Arroyo Seco Via** Saturday, September 28, 2013

Ride the Arroyo from the San Gabriel Mountains to downtown Los Angeles! Arroyo Seco Via will take riders on a scenic trip by some of the Arroyo Seco's cultural and natural gems, with exciting activities at each end.

Proceeds will fund a professional alignment feasibility study for a dedicated bikeway along the Arroyo Seco, creating a much-needed link between the San Gabriel Valley and downtown Los Angeles for commuters, recreational riders, and walkers.

9:00 AM: Hahamongna Watershed Park Rededication Ceremony

9:45 AM: Depart on Arroyo Seco Via

10:30 AM: Midway meet-up in Arroyo Seco Park

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Our Annual Christmas Party is held in December. Last year, Antonio Castillo, HPHT Board President, was the host on the second Sunday. If you would like to host this year's event, please let us know.

ANNOUNCEMENTS

- **2nd and 4th Tuesday of the month**, Highland Park/Garvanza HPOZ, 6:00 PM, Arroyo Seco Library Community Room, 6145 N. Figueroa St, Highland Park
 - **Saturday, October 12**, Los Angeles Archive Bazaar, 9 AM to 5 PM, Doheny Memorial Library, USC University Park Campus, free registration and parking, www.laassubject.org HPHT will have a display and volunteers are needed
 - **Saturday, October 26 and December 21**, 10AM to 12:30 PM, Bi-Monthly, Docent led, Sycamore Grove Walking Tour, reservations by Thursday prior to tour, online www.hpht.org or (323) 908-4127
 - **Sunday, December 1**, 68th Annual Northeast LA Holiday Parade, 1PM to 3PM, N. Figueroa St, between Avenue 60 and Avenue 50, Highland Park
 - **Second Sunday in December**, HPHT Annual Christmas Party and Membership Recognition Time and Location to be announced by postcard
- Dan Koepfel will present his recent research on the original Pasadena Cyleway that will be included in a forthcoming book, Nov. 11 Annual Membership Meeting and Board Elections, Jan. 13, Ebell Club, 131 S. Avenue 57, Highland Park
- 2nd Monday, Monthly HPHT Board and Program meetings**, 7PM to 9PM, Sept. 9, Oct. 14, October 14th Presentation,

EVENTS



P.O. Box 30894
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**HIGHLAND PARK HERITAGE TRUST
COMMUNITY PRESERVATION AWARDS
2013-14**

Over the years, Highland Park Heritage Trust has recognized the preservation ethic of our Arroyo communities in many ways from buildings, to murals, to gardens, special neighborhood people, and efforts.

Our main goal is to recognize a range of actions taken by our residents to improve the historic heritage of the communities of the Arroyo Seco in a way that celebrates these actions, and give deserved recognition and honor to those that best match our mission.

All nominations need to be exterior based or have the ability to be experienced by the general public in some tangible manner (as in a website or actions of an individual.) This form is available online at www.hpht.org

Awards Ceremony in February 2014, date, location and time to be announced.

Deadline for Nominations, Wednesday, November 27, 2013.

Awards committee is made up of member volunteers who will be reviewing the nominations throughout the month of December, visiting locations and determining the award recipients. The Awards Committee will be meeting in September to plan. If you are someone who would like to be included please send a message via our info@hpht.org message center, drop a note to the post office box address, or call the info phone line.

Suggested Criteria

1. There is evidence of significant exterior improvement and preservation of this property in the last year (home, residence, commercial property, historic, non-historic).
2. There is evidence of continued/sustained maintenance and care of this property.
3. There has been preservation, improvement or maintenance of the garden or landscape.
4. There has been a significant contribution by an individual toward the preservation of our cultural heritage.

HPHT is an all-volunteer, nonprofit organization that is dedicated to the historic preservation of Los Angeles' Arroyo Seco communities of Highland Park, Garvanza, Mt. Washington, Hermon, Montecito Heights and Cypress Park. Our mission is to advocate and educate the community about our historic neighborhood by hosting walking tours and programs, and sponsoring events that feature our rich cultural and architectural heritage.

2013–2014 Community Preservation Awards Application

HPHT 2013-2014 Nomination Form

I would like to nominate this property or place or _____ for an HPHT
Community Preservation Award.

Contact information for nominee:

Name: _____ Phone: _____

Address: _____ Zip Code _____

Explain (2 or 3 sentences) why you are making this nomination? What has happened here that deserves recognition by HPHT? If the nomination is not an historic building but you feel there's some action/event that matches our mission of historic preservation, please elaborate specifics about the nomination so the judges best understand the context of the nomination.

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Submit via mail to P.O. Box 50894, Los Angeles, CA 90050-0894

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