

FULLERTON HERITAGE

Fall, 1998 * Volume 5 * Number 1

Project to Save the Historic Fox Theatre: Persistence Will Pay

As we complete the first half of the second year with Project:Fox, I'd like to reflect on all that has been accomplished since the last newsletter. We made considerable progress in the last 6 months, and though considerable- it has been less visible than that which was accomplished in the previous 6

months.

Since the beginning our efforts have broken down something like this: In our first 6 months we attempted to define the problem. Why had it been so long? What was the owner planning to do? What legal issues were involved? What were the city's plans?

Was the building protected in the mean time? Could it be saved? How

(continued on page 4)

Fullerton Heritage 1999 Calendar On Sale Now!

Fullerton Heritage has produced a wonderful 1999 calendar full of vintage photos and facts about Fullerton. Proceeds from the sale of the calendar will help defray FH costs for its many projects. The calendars will be on sale for \$ 7.50 at the Fullerton Market on Oct. 15 and 22; and at the Nov. 9 public meeting (see item at left). Calendars will also be on sale (at slightly higher prices) at the Muckenthaler Cultural Arts Center and the Fullerton Museum Center. Get yours soon. They make wonderful Christmas presents, and when they're gone, they're gone! If you need to order calendars, call the FH Hotline at 740-3051.



Special Event Notice:

Meyer & Holler—A Little Hollywood Glamour In Fullerton

A lecture and slide presentation with guest speaker: Alfred Willis, architectural historian, head of Special Collections at UCLA's Arts Library

7 p.m., Monday,
November 9, 1998

Spaghetti Factory
banquet room

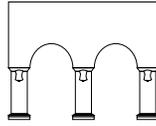
110 E. Santa Fe (at
Harbor), Fullerton

free admission More info:
(714) 740-3051

We like to say that the Fox Fullerton Theatre has a pedigree—it was built by the firm of Meyer and Holler during the peak of their popularity. They were well known for their lavish designs, prestigious clients and clever innovations, such as the “court theatre” concept, of which the Fox is one.

Although they built hundreds of structures, it was primarily their 1920's Hollywood buildings that established their fame, such as Grauman's Egyptian Theatre, Grauman's (now Mann's) Chinese Theatre, the Hollywood Athletic Club, and the Café Monmartre. Having also built several movie studios, it can be said that Meyer and Holler may have been the firm most responsible for giving architectural form to the early entertainment industry in southern California.

Come learn about the building legacy that made this firm so highly sought after.



Significant Properties Issue Advances With City

As reported in the last Fullerton Heritage Newsletter, we have been working for the past two years to update the 1979 Historical Building Survey and revise the Zoning Ordinance pertaining to landmark properties and districts. Our requests were considered and approved by the Planning Commission on November 19, 1997. Since that time this important issue was heard by Fullerton City Council in March, 1998 at a public hearing. During the hearing, the City Council approved our requests for an update to the Historical Building Survey after approving additions and deletions to the list of "significant properties" and "landmark districts" in the city. They also approved

revision to the Landmark Zoning Ordinance. We are pleased with their actions and proud of these accomplishments.

We requested action on two additional issues at the public hearing. Unfortunately, the Council rejected applications of the Mills Act (a property tax incentive for historic properties) at this time, but we hope to reintroduce this in the future. In their final action of the evening, Council gave conceptual approval directing City staff to work with Fullerton Heritage to educate property owners in potential landmark (preservation) districts on the implementation of and procedures for changing their neighborhoods to

"preservation zones." Council directed Fullerton Heritage and City staff to draft the specific wording of such a proposal and resubmit the issue for final consideration. The draft proposal is now complete and acceptable to both Fullerton Heritage and the City Planning Department staff. The issue will be presented to City Council in October and, it is hoped, for its final approval. In the meantime, 29 owners of "significant properties" applied for "local landmark status" which was granted in a ceremony on Sept. 23, thus ensuring the preservation of these historic homes and buildings.

—Katie Dalton

President's Corner

The past year has been another very productive one for Fullerton Heritage. Thanks to the dedication and hard work of the board of directors and volunteers, we have been able to accomplish the vast majority of the goals we established for the year. Obviously, our number one goal was to raise the community awareness of and gather support for the Fox Fullerton Theatre. Through the efforts of the Project Fox Committee, co-chaired by Dave Temple and Katie Dalton, we have been able to amass over 8,000 signatures of people throughout the state who support our goal of saving the Fox. This has not gone unnoticed by the press or our city government. This committee is still very active and many irons are in the fire. Stay tuned.

Other accomplishments for which we should be proud include designa-

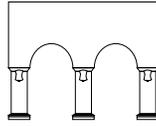
tion by the city of the Jacaranda/Malvern area as a preservation zone, coordinated by Karen Haluza; the update of the Significant Properties List, coordinated by Cathy Thomas; the institution of the Preservation Zone Guidelines, written by Katie Dalton; the informative Payton Hall program on theatre restoration, arranged by Melinda Guinaldo; our website, created by Karen Haluza; walking tours of Historic Downtown Fullerton, conducted by Warren Bowen; the Fullerton Heritage Brochure and Newsletters created by Jim Powell; and the National Register Plaquing of the Hetebrink House, thanks to the generous donations from the Rotary of Fullerton.

I would like to take this opportunity to thank Michele Powell for her help as vice president, for keeping membership records and for all her hard work on the many committees

on which she serves. Also, Ann Gread for her continued excellent support as our treasurer, Deb Richey for doing such a great job as secretary and for the many hours she has spent researching the history of the Fox theatre, Jane Reifer for monitoring Fullerfone and for her many contributions to Project Fox, Dave Temple and Katie Dalton for serving on just about every committee we have, Jim Powell for representing us on the Hillcrest Park taskforce, Warren Bowen and Melinda Guinaldo for the great job they did coordinating the annual meeting, and the many Fullerton Heritage volunteers who helped make this year such a rewarding one.

In closing, I'd like to thank Judith Kaluzny for her many contributions as a board member over the years. We are really going to miss her.

—Tom Dalton



News & Notes

Annual Meeting Report

Combining its annual meeting business session and the dedication of a new plaque to mark another historic site in Fullerton, Fullerton Heritage met at the Fullerton Arboretum on Flag Day, June 14th. The business session including a treasurer's report, summary of the year's activities by Pres. Tom Dalton, and election of board members was held in the attractive wisteria arbor. At the conclusion of the meeting, members reconvened on the front lawn of the Heritage House. Refreshments were served while members mingled with Arboretum representatives and City officials before the uncovering of the newly laid National Register Plaque at the front steps of the historic house. The building was the combined home and office of Dr. Geo. Clark, early Fullerton Physician and civic leader and his wife, Edith Johnston Clark. It was built in 1894. Friends of the Fullerton Arboretum maintain the house for school and public tours.

Boy Scout troop 97, assisted by Mayor Don Bankhead, lead the group in a brief flag day ceremony. Pres. Dalton then introduces Cheri Hansen and Karen Haluza, the group's nominated "Preservationists of the Year." Haluza led the effort to establish the Jacaranda/Malvern Historic District while Hansen coordinated the restoration of a depression era mural, one of three WPA art works in Fullerton. The fresco is located on the exterior West wall of Plummer Auditorium on the Fullerton High School campus.

The arrangements for the day were co-chaired by Melinda Guinaldo and Warren Bowen and included cooperation by the Arboretum, GG Masonry, and the Fullerton Rotary Club. The plaque is the most recent in an

ongoing series of such markers being placed on National Register Buildings in the city.

—Warren Bowen

FH Identifies Key Goals

The Fullerton Heritage Board of directors have established the goals for the 1998-99 year. Garnering the most votes were: 1) Continue Fox Fullerton efforts; 2) Place National Register Plaques on two buildings; 3) Rewrite Significant Properties survey; 4) Develop homeowner/renter education program; and 5) Produce a resources directory.

7th Annual Craftsman Event

This year's Craftsman Weekend will be held in Pasadena, November 13-15. There will be lectures, workshops, and tours of Craftsman-style homes, as well as many special events. This is a wonderful event and a great way to see sensitive restorations firsthand. To learn more, call for a brochure at (626) 441-6333.

—Jane Reifer

Unique Tour Features Fullerton Murals

Fullerton is proud to be chosen as one of the key sites for the Mural Conservancy of Los Angeles' "Murals of Orange County" tour. The tours will be a combination of walking and motorcoaches, and will be led by Orange County muralist Emigdio Vasquez. Fullerton stops will include the newly restored Kassler mural at Plummer Auditorium, the Lundberg mural at the Fullerton Police Station, the Julian mural at the main post office, and Vasquez' own work near Lemon Park. Tickets are \$25 and \$20 for students, low-income, and groups. Information is available by calling (310) 470-8864.

—Jane Reifer

FH Joins the World Wide Web

Fullerton Heritage now has its own official website. This site is located in the on-line community known as GeoCities (www.geocities.com) and contains a growing collection of information about our organization's current projects, breaking news, and resources. It includes e-mail links, as well as more conventional contact information and membership registration. We are always looking for ideas to improve the site and will happily include additional information. So, if you have a particular interest that would be appropriate for our site, let us know. Our home on the web is http://www.geocities.com/~full_heritage. Visit us soon.

—Karen Haluza

Who Do You Recommend?

Fullerton Heritage is feverishly working on its first-ever Restoration Resources Guide, which will include contact information for stores and services that can aid building and homeowners in restoring their older structures. It will be available free to members.

You can help by submitting the names of any services or stores that you've used and can recommend. We are looking for: carpenters, roofers, architects, realtors, housemovers, salvage yards, etc. that are sensitive to the needs of older buildings. They do not need to be located in Fullerton.

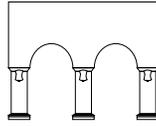
Recommendations can be called in to: (714) 740-3051, e-mailed to: full_heritage@geocities.com, or mailed to: PO Box 3356, Fullerton, CA 92834-3356.

—Jane Reifer

City Wins Award: Historic Preservation Plays Key Role

The City of Fullerton and the Fullerton Redevelopment Agency

(continued on page 4)



News & Notes

(continued from page 3)

recently received an Achievement Award from the California Downtown Association, a nonprofit advocacy organization committed to the long-term preservation and prosperity of business districts throughout California.

Fullerton was selected because of its innovative approach to downtown revitalization, as well as its "overall community image, economic impact, and achievement of vision and goals".

The city's application acknowledged the vital role historic preservation has played in the revitalization: "... above all, it took a community with the wisdom, patience, perseverance and foresight to preserve and build upon its rich collection of historic buildings. Fullerton's collection of turn-of-the-century buildings is now the centerpiece of the ... effort.



Board of Directors 1998-99

Warren Bowen
Tom Dalton
Katie Dalton
Karen Haluza
Ann Gread
Melinda Guinaldo
Jim Powell
Michele Powell
Debora Richey
Jane Reifer
Dave Temple
Cathy Thomas

Fullerton Heritage:

Voice Mail Hotline: 740-3051

WWW: http://www.geocities.com/~full_heritage

[~full_heritage](http://www.geocities.com/~full_heritage)

These buildings provide a unique identifying element to distinguish Fullerton from other communities, giving it a competitive advantage ... the City of Fullerton is confident that, with time, it will be singled out as a primary example for other downtowns to follow. The message that is being heard throughout Southern California is that Fullerton's downtown is alive and well, and that investing in historic preservation can build a bridge to a very prosperous future."

Couldn't have said it better ourselves!
—Jane Reifer

Historic Restoration & Renovation Trade Show

A trade show featuring companies

specializing in products and services for the restoration of historic residential and commercial buildings will be held December 2-3, 1998, at the LA Convention Center. It will be held in conjunction with the L.A. Buildings and Real Estate Show. The trade show is supported by such groups as the National Trust for Historic Preservation and the American Institute of Architects. Those expected to attend as showgoers are professional facilities managers, city planners, preservation groups and the building industry. For more information, contact EGI Exhibitions at (978) 664-8066, fax (978) 664-5822 or e-mail show@egiexhib.com, or visit their website at www.egiexhib.com. See you there!

—Jane Reifer

Update: Project Fox

(continued from page 1)

interested is the public in saving it?

Our second 6 months were spent presenting the problem. We spoke at city council meetings, held our petition drive, staffed a booth at the Farmer's Market each week, spoke to the Downtown Business Association, and met with known developers who had expressed an interest in the property. The last 6 months were spent seeking solutions to the problem. We placed advertisements spotlighting the development possibilities in national and international trade papers. We have begun the process to seek national register status eligibility for the building. We have continued fund raising for the project by developing the first in a series of reproduction postcards of the Fox and other Fullerton Landmarks. We have continued our public outreach through our programs and presence at the Farmer's Market. And we have insured that the issue and its potential solutions remain in front of

the City Council.

Each month brings us closer to our goal of seeing this treasure at the heart of our community saved. Sure, we've had setbacks and disappointments, but what worthy cause doesn't? We remain committed for "the long haul" and are excited by a future for the building which looks much brighter than it did even 6 months ago.

If you would like to be a part of the excitement please call the Hotline at 740-3051. We are looking for volunteers to staff the market, and insure local businesses are well stocked with petitions and posters. If you own a local business and would like to serve as an outlet for the sale of Fullerton Heritage/ Project: Fox fund raising memorabilia such as our postcards-please call!

On behalf of all of our volunteers, I would like to thank the public, whose interest in the Fox has been overwhelming, touching, and continues to motivate us to dedicate our time and resources to this effort.

Dave Temple