

FULLERTON HERITAGE

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May 2009

Community Recognition

Fullerton Named “Preserve America Community”

The City of Fullerton has been named a Preserve America Community by the Preserve America Program, a federal initiative developed in cooperation with the Advisory Council on Historic Preservation and the U.S. Departments of the Interior, Agriculture and other agencies to highlight efforts to preserve our national heritage.

The effort was spearheaded by a committee of Fullerton Heritage board directors.

Begun in 2003 under the honorary leadership of then-First Lady Laura Bush, the program “encourages and supports community efforts to preserve and enjoy our priceless cultural and natural heritage. The goals of the program include a greater shared knowledge about the nation’s past, strengthened regional identities and local pride, increased local participation in preserving the country’s cultural and natural heritage assets, and support for the economic vitality of our communities.”

“Sustainable historic preservation is a wise investment in the future, not a cost for maintaining the past. Communities and the nation receive



significant economic, educational, and cultural benefits, including heritage tourism, in return for their preservation efforts,” said John L. Nau, III, chairman of the Advisory Council on Historic Preservation, which administers Preserve America programs for the White House in cooperation with the Department of the Interior.

Fullerton joins the ranks of other California cities including Santa Barbara, Sacramento, Monterey, and Santa Monica that have been recognized by the program.

More than 700 cities and towns nationwide have received Preserve America status.

The application for Fullerton’s Preserve America designation was led by Fullerton Heritage board members Katie Dalton, Debora Richey, Cathy Thomas, Noelle Rossi, Nick Derr and Jim Powell. The application was approved and submitted by Mayor Sharon Quirk.

The selection process is based on a community’s ability to meet the following general criteria:

- 1) The community has recently supported a historic or cultural preservation project that has promoted and/or is promoting heritage tourism or otherwise fostering economic vitality, and involved a public-private partnership between government entities and at least one civic association, non-profit, and/or business enterprise.
- 2) The governing body of the community has adopted a resolution indicating its commitment to the preservation of its heritage assets.
- 3) The community meets at least five criteria specified in three broad categories: discovering heritage

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REMINDER: The next downtown trolley tour is Saturday, June 27. Tours depart from the Fullerton Museum Center at 10 a.m. and cost just \$5 (free for Fullerton Heritage members). Reservations are required for the trolley tour. To reserve your spot, call (714) 740-3051.

SAVE THE DATE: Fullerton Heritage Annual Meeting, June 28, 2-4 p.m.

Advocacy Issues

by Katie Dalton

Redevelopment Design Review Committee

Perhaps because of the economic downturn, there have been fewer new projects involving historic properties during the past several months. Two projects in the Jacaranda/Malvern/Brookdale Preservation Zone were reviewed and approved by the committee. The owners of 215 W. Malvern Avenue requested approval of an addition to the original home that was an exemplary project in terms of design and use of sensitive, high quality materials. The committee complimented the owner for his careful application of the Design Guidelines in planning his project. The new owners of this property are Marcel and Lauren Kooiman who have twice received Fullerton Heritage's Golden Hammer Award for residential preservation of homes that they have previously owned.

The second project located at 400 W. Jacaranda Place was a bit more controversial. The owners started an addition to their home without the proper RDRC review or necessary permits, prompting a code enforcement issue. They subsequently submitted plans for review that were inconsistent with the Design Guidelines. The most striking concern was the request to replace all of the original windows in the home, despite the fact that they were not irreparable. In presenting at the RDRC meeting, Fullerton Heritage emphatically focused on the primary underlying intent of the Design Guidelines that all original features and materials of the residence be "retained, repaired or restored rather than replaced." The RDRC agreed with all of Fullerton Heritage's recommendations and approved the project with significant additional conditions that will preserve the original home and ensure that the addition is of high quality and compatible with the historic neighborhood. Fullerton Heritage further requested that as the construction proceeds, building inspections made by city staff include careful compliance with design elements and materials agreed to on the final plans.

Finally, at the March 26 RDRC meeting, the new owners of the commercial property at 101 North Harbor Boulevard (formerly Tiger Yang) in the historic down-

town, presented plans for a major renovation. Although the original historic building is long gone, the important downtown location makes this project crucial in terms of compatibility with the historic context of the original Fullerton town site. The design proposed, while more contemporary in appearance, incorporates many elements reminiscent of the 1920s and 1930s and should be an attractive addition to the historic downtown business district. The project includes an addition to the west and the flexibility for use by one large tenant or multiple tenants, depending on the market need. I think we can all agree that we have waited too long for the renovation of this unattractive, and yet highly visible building in our beautiful historic downtown.

Driving Tour of Fullerton Modernist Buildings

Included with this issue of the *Fullerton Heritage Newsletter* is a driving tour of mid-century modern Fullerton buildings. The driving tour was created by Fullerton Heritage members in conjunction with a new exhibit of Julius Shulman photographs—"Forever Fullerton: Julius Shulman"—at the Fullerton Museum Center April 5 through July 19. The driving tour highlights the buildings included in the exhibit. Copies of the driving tour are also available at the Museum Center and on the Fullerton Heritage website (<http://www.fullertonheritage.org>).

The quintessential Modernist photographer, Julius Shulman, now 98 years old, made several trips to Fullerton, documenting the new homes, schools, and businesses rapidly being constructed after World War II. During his lengthy career, Shulman was hired by hundreds of architects, developers, industrial designers and others to document their buildings and designs, and the exhibit captures only a small number of photographs that Shulman took while in Fullerton. Those wanting to see even more photographs of Fullerton by Shulman may want to visit the Launer Local History Room of the Fullerton Public Library. Shulman's vast photographic collection is now housed at the Getty Institute in Los Angeles.

President's Corner

by Tom Dalton

Thanks to the hard work and perseverance of Fullerton Heritage board members Katie Dalton, Debora Richey, Cathy Thomas, Noelle Rossi, Nick Derr and Jim Powell Fullerton is now a nationally recognized "Preserve America" city (see article by Jim Powell on page 1). This project involved many hours of research; coordination with Fullerton city staff; solicitation of letters of recommendation from city, county and state officials and elected representatives; filling out of numerous forms and months

of monitoring the process. Volunteer work like this is something we have come to expect from our members and all too often take for granted. It's hard to imagine what our city would be like if we didn't have people like these who are willing to give up so much of their discretionary time to work on projects like this that make our city what it is today.

Thank you to each of you for your dedication and willingness to fight for the preservation cause. We look forward to seeing our new "Welcome to Fullerton, a Preserve America Community" signs proudly posted around town soon.

Preserve America Recognition

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through historic places, protecting historic resources, and promoting historic assets.

The committee quickly realized that Fullerton's many already in-place preservation efforts and resources would qualify the city for the honor. The committee's work on the application focused on detailed documentation for the following areas:

1. A historic or cultural preservation project that has promoted . . . heritage tourism or otherwise fostering economic vitality:

- Development of the historic SOCO district

2. The governing body has recently adopted a resolution indicating its commitment to the preservation of its heritage assets:

- City Council Resolution 08-51

3. Meet at least five criteria below (with at least one from each specified category

Category 1. Discovering Heritage

through historic places:

- Historic building survey
- Fullerton Museum Center
- Launer Local History Room
- Dr. George Clark House and Office
- Muckenthaler Cultural Center
- Fullerton Heritage's efforts on behalf of the restoration, preservation and promotion of Fullerton's cultural and architectural resources
- Fullerton Heritage's docent-led downtown walking tours
- Local history education program for all of Fullerton's third-graders

Category 2: Protecting Historic Resources

- Establishment of the Landmarks Commission
- Adoption of historic preservation in the overall *Fullerton General Plan*

Category 3: Promoting Historic Assets

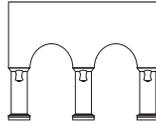
- "A Night in Fullerton" program
- "Railroad Days" program
- "Fullerton First Night" program
- "Winterfest" program

- Fullerton Heritage's "Preservationist of the Year" and "Golden Hammer" awards

Support for the application included letters from Congressman Edward R. Royce; Congresswoman Loretta Sanchez; Fullerton Downtown Business Association President Mike Ritto; Fullerton Museum Center Director Dannielle Mauk; Fullerton Chamber of Commerce Executive Director Theresa Harvey and Board Chair Jennifer Fitzgerald; Former Mayor Jan Flory; Fullerton Beautiful President Nancy Spencer; Fullerton Arboretum Director Gregory Dymont; Launer Local History Room Curator Cathy Thomas; and Fullerton Heritage President Tom Dalton.

Communities designated through the program receive national recognition for their efforts. Preserve America Communities are featured in National Register Travel Itineraries and in "Teaching With Historic Places" curricular materials created by the National Park Service. Other major benefits include the right to use the

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Preserve America

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Preserve America logo on signs and promotional materials; notification to state tourism offices; and listing in a Web-based directory that showcases Fullerton's preservation efforts and heritage tourism destinations; and eligibility for Preserve America Grants.

Nearly \$17 million in Preserve America Grants have been awarded since 2006 to support community efforts to demonstrate sustainable uses of their historic and cultural sites, focusing on the economic and educational opportunities related to heritage tourism. Grants for 44 recipients in 24 states totaling more than \$4.3 million were announced on September 29, 2008. The grants of \$20,000 to \$250,000 are awarded on a competitive, matching fund basis to help communities develop sustainable management strategies and sound business practices for the continued preservation and use of their heritage assets. The grants support research, planning, marketing, interpretation, and training efforts.

A copy of the Preserve America Community Application is on file at the Launer Local History Room in the main branch of the Fullerton Public Library. More information on the Preserve America program is available online at <http://www.preserveamerica.gov>.



Board of Directors 2008-2009

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Consider giving a friend a gift membership in Fullerton Heritage

Yes, I want to support Fullerton Heritage in preserving Fullerton's historic cultural and architectural resources.

Please check one:

- | | |
|--|--|
| <input type="checkbox"/> \$10 Student | <input type="checkbox"/> \$100 Friend |
| <input type="checkbox"/> \$15 Senior (65 & over) | <input type="checkbox"/> \$250 Corporate |
| <input type="checkbox"/> \$20 Individual | <input type="checkbox"/> \$500 Patron |
| <input type="checkbox"/> \$25 Non-profit | <input type="checkbox"/> \$1000 Benefactor |
| <input type="checkbox"/> \$30 Family | <input type="checkbox"/> \$_____ Additional Contribution |
| <input type="checkbox"/> \$50 Small Business | |

I would like to be active in Fullerton Heritage, and am interested in the following activities (circle one or more):

Fundraising – Develop and manage activities or events to raise money for projects such as the Fox Theatre restoration

Membership – Explore ways to increase membership and to involve members in activities

Down Town Walking Tour – Support the current team, learn about landmarks and history of Fullerton

Historic Trolley Tour – Support the current team, learn about landmarks and history of Fullerton

Programs / Education – Develop ideas and coordinate public programs

Historic Home Tours – Work on committee to explore viability of organizing a tour

Home Restoration Resources Guide – Update and research activities for this online resource

Newsletter, web and print publications– research and write articles

Other interests: _____

NAME: _____

ADDRESS: _____

CITY: _____ ZIP: _____

TELEPHONE (H): _____

(W): _____

E-MAIL/FAX: _____

DATE: _____

Renewal New Member Gift Membership

Send your check along with this form to:
Fullerton Heritage / P.O. Box 3356
Fullerton, California 92834-3356