



# PASADENA HERITAGE

PRESERVATION | ADVOCACY | EDUCATION

# 2018 ANNUAL REPORT

*As the second largest preservation non-profit in California, Pasadena Heritage is deeply engaged in activities that support, promote, and further the conservation of historic architecture and cultural resources in Pasadena. Our mission is to identify, preserve, and protect the historic, architectural, and cultural resources of the City of Pasadena through advocacy and education. The following are areas where we were actively engaged in 2018.*

## ADVOCACY

Pasadena Heritage's mission is focused on education and advocacy to preserve or protect historic resources, whether they are threatened with demolition or inappropriate change or are in need of recognition or restoration. Our advocacy efforts include working to strengthen the City of Pasadena's policies and ordinances to favor more preservation, nominating buildings and sites for historic designations, reviewing development proposals and making recommendations, seeking solutions to conflicts between preservation goals and other purposes, and informing the public about preservation-related issues to enlist their support.

During 2018, Pasadena Heritage staff, Board members and Advocacy Committee members engaged in all of these activities. Among the many projects with which we were involved were the following:

- Caltrans properties and the 710 corridor – continued to participate in the complex evaluation of the tunnel option and were thrilled with the announcement in November that the tunnel option had been taken off

the table by Caltrans. We consulted with other parties, wrote extensive comment letters, and provided walking tours along the route.

- Former YWCA Building and Civic Center – when the Kimpton Hotel project failed to win final City Council approval, a Civic Center Task Force was appointed, on which we had a representative. Its recommendations were given to the City Council who then raised more questions. The future of the historic YWCA and improvements in the Civic Center were still pending at year-end.

- Colorado Street Bridge – after an increase in suicides caused the city to install temporary fencing all along the Bridge, Pasadena Heritage helped with community outreach and joined the working group that developed ideas for a more effective and aesthetically pleasing solution. Proposals were being received at year-end and we will continue to be active in this process.

- South Fair Oaks Apartments – this major project continued to be a subject of concern. A completely re-designed project emerged that is much sensitive to the adjacent historic buildings (Castle Green and Green Hotel Apartments). The Advocacy Committee reviewed and commented on the new approach and was generally pleased with the progress.

- Avon Property – Home Depot site – attended meetings hosted by Councilman Masuda to learn about plans to convert the Avon property at 2940 E. Foothill Blvd. into a Home Depot. Advocated for the retention of the first building, designed by Neptune and Thomas, to be landmarked and re-used and suggested that the large warehouse

structure might house the future retail store. Both recommendations are being considered by the developers.

- Space Bank Property – we worked with the development team to finalize appropriate mitigation for the unique Cold War history of this site as plans moved forward for a new housing project on E. Foothill Blvd.

- Pasadena Heritage met several times with Education First (EF) after their acquisition of the former William Carey University site on E. Howard St. to provide advice and input on the future of the campus and especially the historic McGavran Hall as the campus centerpiece. Plans were evolving in a positive way as the year progressed.

- Specific Plan initial workshops were held by the City for all 8 Specific Plan areas. Pasadena Heritage staff, Board members and volunteers attended all eight workshops to provide input and speak for historic resources to be considered in all of the plans.

- We continued to advocate for stronger single family guidelines to prevent mansionization in Pasadena's historic neighborhoods that are not landmark districts. Progress was made but then halted when the Planning Commission rejected draft revisions and guidelines that we found very promising.

- Pinney House – our efforts to keep this unique historic house in place on S. Euclid Ave. were not successful, and it will be moved to another location in Pasadena. The new housing project on the site is now a subject of concern, and we reviewed and provided extensive comments on the design.

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- Caltech Bungalow Court – after urging Caltech to retain and relocate a seven-building bungalow court on the Caltech campus, we monitored the process and the move during the year. The project continues under construction.

- Arroyo Seco – a task force appointed by the City Manager completed its work and provided recommendations on the future care, management and funding for the Arroyo. Pasadena Heritage served the Arroyo Advisory Group and supports the recommendations.

### **Historic Designations**

Pasadena Heritage supported the nomination and designation of seven new Landmarks and one Landmark District during the year.

### **City Policy**

Pasadena Heritage participated in the first round of community workshops on all 8 Specific Plan areas. Staff also worked with the Planning Department and various commissions during the year and offered analysis and comments on policy matters including mansionization and the State mandates for affordable housing construction.

### **Easement Program**

Pasadena Heritage holds 85 Historic Preservation Easements. Easements must be monitored and inspections conducted every year. One new easement was accepted in 2018 for Kozy Court, a five-building bungalow court on Brooks St., and a donation was received for the Easement Fund. Several owners of easement properties requested review for projects, including two buildings on S. Marengo and two in Old Pasadena. Projects are carefully evaluated to assure compliance with the easement requirements and application of proper preservation practices.

## **PARTICIPATE PASADENA**

Pasadena Heritage held its second Participate Pasadena community meeting in March with attendance of more than 120 people. The topics highlighted were Mansionization and an introduction to the City's Specific Plan process. If funding and support can be identified, Participate Pasadena meetings will continue in 2019.

### **EDUCATION & PROGRAMS**

Educating the public about the outstanding variety and quality of Pasadena's history and architecture is a principal tenet of our mission. Tours, events, and other programs during 2018 were as follows:

#### **Spring Home Tour and Lecture**

On March 8th nearly 100 people attended Pasadena Heritage's spring lecture which featured author Kelly Comras who spoke on the career and accomplishments of distinguished mid-century landscape architect Ruth Shellhorn. The evening included a screening of the documentary film about Ms. Shellhorn and a book-signing hosted at the beautiful Pasadena Shakespeare Club.

On Sunday, March 25th more than 800 people enjoyed "Better Homes and Gardens," a tour inspired by the legendary magazine that has epitomized American living since 1922.

Included on the tour were two homes in Altadena; the famed Queen Anne-style McNally Mansion, designed by Frederick L. Roehrig in 1887, and the Lampe House, a charming 1922 Spanish Colonial Revival bungalow with landscape by the design-conscious owner.

Guests got to see the gardens and nursery of Haynes Landscape Design on the property of the 1902 Berman farmhouse as well as the Keyes Bungalows, two delightful, one bedroom, one bath, 1925 and 1926 Pacific Ready Cut homes.

The 1925 Spanish Revival Boehm House, designed by architect Merle Ramsey, and the W. Parker Lyon

House designed in 1948 by Thornton Ladd when he was just 24 years old were also great highlights of the tour.

Guests also visited the 1949 Mid-Century Mulvihill House designed by award winning architect and professor Harwell Hamilton Harris. Owner John Tillman Lyle of the Lyle Center for Regenerative Studies at Cal Poly Pomona designed the current landscape and studio.

#### **Colorado Street Bridge Party**

Over 5,000 people joined in the festivities this year. There were several new surprises including Bubblemania, large Jenga, and a Rock Wall in the Children's area. Upstream and Art Deco kept the crowd dancing at the Park Stage, while others cooled down with a Craftsman Brewing beer as they strolled along the Bridge.

Thanks to our generous Corporate and Individual sponsors and the generous donation of wine from the Wine of the Month Club, Pasadena Heritage was able to raise \$100,000. The funds will be used to support our preservation and education activities during the year.

#### **Craftsman Weekend**

The 2018 Pasadena Heritage Craftsman Weekend was an enormous success with hundreds of visitors engaged in over 20 different events! This year included an Asian theme woven throughout the weekend. It also included an exceptional variety of neighborhood walking tours, sold-out bus tours, lectures, a reception and presentation at the Women's City Club by master artisan and Craftsman Weekend exhibitor Theodore Ellison, and a Saturday evening reception at the beautiful Storrier Sterns Japanese Garden. The signature event of the weekend was an all-day drive-yourself (or passenger shuttle) home tour of five extraordinary Craftsman-era homes. This popular tour provided the opportunity to experience the rich variety of Craftsman architecture that makes Pasadena a destination for Arts and Crafts enthusiasts.

#### **Seminars & Workshops**

Pasadena Heritage hosted a public workshop on the Mills Act property tax program and Landmark District designations. The meeting was well attended, and several Mills Act applications were facilitated. There is a strong interest in Landmark District designation in several neighborhoods, especially where new larger homes or out-of-scale additions have become a problem. A presentation on energy efficiency and energy audit assistance was presented during Craftsman Weekend and was well attended.

**Pasadena’s Architectural Legacy Walking Tours**

On December 30th, Pasadena Heritage provided the opportunity for members, locals, and holiday visitors to participate in two different walking tours. A record number of 160 guests enjoyed the Civic Center and Fountains and the Hillcrest Neighborhood tours guided by our dedicated volunteers.

**Oral History Project**

We added our 35th Anniversary oral history interviews to our Pasadena Heritage YouTube channel. They continue to be a great resource, especially for our docent training classes. Marvin Schachter’s oral history is currently being edited. This lengthy project should be complete in 2019. Katy Nack’s oral history is complete and available as of the end of January 2019. Four individuals have been identified as possible oral history candidates for interviews in 2019.

**Private Tours and Presentations**

We provided private bus and walking tours for seven groups, including senior centers, individuals, and tour companies. We also provided presentations to five local organizations including the Shakespeare Club, Pasadena Village, Pasadena Senior Center, Valley Hunt Club, and Pasadena Rotary. We also assisted the Pasadena Museum of History with their fundraising event at the Freeman House.

**Docent Training**

We are pleased to have seventeen new docents who went through a year-long training to learn about architecture, tour procedures, the history of Pasadena and Pasadena Heritage in order to represent Pasadena Heritage during our home tours, bus tours, walking tours, and presentations. This very diverse group of individuals is one of our strongest classes yet, and we look forward to working with them in the coming year!

**Volunteers**

Pasadena Heritage relies heavily on volunteer time, talents, and efforts throughout the year in order to provide educational programming and its signature events (ie: the Bridge Party and Craftsman Weekend). Simply put, without the significant contributions of volunteers, Pasadena Heritage would not be able to achieve its mission.

Event	Volunteers	Hours
Spring Home Tour	147	492.5
Bridge Party	356	1,358
Craftsman Weekend	162	779.75
Walking Tours	15	127.5
Private Tours	3	20
TOTALS	683	2,777.75

In 2018 alone, Pasadena Heritage volunteers donated 2,777.75 hours. The estimated value of volunteer time set by the Independent Sector is \$24.69 an hour. The value of our volunteer force for 2018 was \$68,582.65!

On December 13th, volunteers joined Pasadena Heritage Board and Staff to celebrate and honor our wonderful volunteers, whose tremendous efforts and dedication allows Pasadena Heritage to fulfill its mission.

**FUNDRAISING, MEMBERSHIP & MARKETING**

**Business Partners**

This program allows Pasadena Heritage to connect and co-promote our educational programs with the products and services of our Partners throughout the year. 2018 Business Partners include: Platinum

Business Partner The Capital Group; Silver Business Partners Castle Green, Dolphin Event Services and Some Culture; and Bronze Business Partners: Architectural Resources Group, Inc., Hall Capital, Historic Resources Group, and Heritage Housing Partners.

**Donations**

Individual donations to the Preservation, Advocacy, Oral History, and Madison House Funds and the Annual Appeal help to support Pasadena Heritage’s work throughout the year. Pasadena Heritage is also enrolled in the Vroman’s Gives Back Program, Amazon Smile, and Ralphs Rewards.

The 40th Fund was created in honor of our 40 year anniversary in 2017. The Fund is used to support free and low-cost educational programming. \$8,445 in contributions were received in 2018.

A generous donation was made to Pasadena Heritage from the sale of the prints of Kenton Nelson’s newest painting of the Colorado Street Bridge. Every other year Kenton paints the Bridge and allows the organization to use the image for the Colorado Street Bridge Party. He donates a portion of the sale of the painting and subsequent prints to Pasadena Heritage.

**Grants**

Pasadena Heritage received several grants this year including one from: The Capital Group Companies for general operating support; the Tournament of Roses Foundation for creating neighborhood walking tour brochures; and The Getty Foundation for a paid summer intern. Jericho Road paired the organization with a marketing professional to create an online marketing plan for the organization.

**Event Sponsors**

Craftsman Weekend was supported by eight Corporate Sponsors for a total of \$12,725. The Silent Auction made a \$4,068 profit.

One sponsor supported the annual Spring Home Tour for a total of \$1,000.

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## **Membership**

Pasadena Heritage remains the second largest preservation organization in California. In 2018, Pasadena Heritage surpassed 900 active member households, including 193 new memberships, bringing the total number of member households to 927. At the end of 2017, Pasadena Heritage maintained 891 member households. We had an overall net gain of 36 member households, triple the previous year's growth.

## **Heritage Associates**

Of Pasadena Heritage's 927 member households, 117 are Heritage Associates. In 2018, there were 10 new Heritage Associates memberships bringing in a total of \$7,750, five of whom upgraded from basic level membership. The total count of individual Heritage Associates members in 2018 was 207. In October, Pasadena Heritage Board and Staff thanked our Heritage Associate members at the historic Pacific Asia Museum. Pasadena Heritage would like to express our sincere thanks to all of our members for their support!

## **Legacy Associates**

Supporters who have let the organization know they are leaving a planned gift are known as Legacy Associates. There are currently 17 members, an increase of two households over last year. Legacy Associates gathered for a private curator tour of an architecture exhibit at the Huntington Library in the fall.

Pasadena Heritage received a bequest from the Estate of Paul Duchscherer.

## **Newsletters, Website, Social Media, & Advertising**

Pasadena Heritage published its tri-annual newsletter, with news, articles, and topics of interest to our members. Pasadena Heritage also continues to provide valuable and timely information through its monthly electronic newsletter.

We created a calendar of events booklet, and printed and distributed 4000 at the beginning of the year.

We also created a postcard halfway through the year with an updated list of events as well as other event announcements.

As part of the 2018 Marketing Plan, we improved our social media presence on Facebook, Instagram, and other social media outlets, keeping a consistent look for all of our products. Pasadena Heritage saw a 8% increase in "Followers" on Facebook this year, a 61% increase of followers on Instagram from 973 to 1571, and a 22% increase in followers on Twitter.

A total of 189,256 unique visitors, up from 108,010 in 2017, went to our website, and visited our site 1,267,571 times.

Throughout the year we offered the opportunity to advertise in our major event programs. We had a total of 19 advertisements in 2018, which raised \$9,730. We had 13 Media Sponsors this past year.

## **ORGANIZATIONAL HIGHLIGHTS**

### **Madison House Improvements**

With a grant from the Pasadena Community Foundation and donations from members, several improvements were accomplished at the 1893 Madison House which serves as the organization's headquarters. New decorative urns were installed in the front yard along with new landscaping along the northern lot line, a new palm tree was planted to replace the one lost in a wind storm some years ago, the front porch was repainted, and a sign was designed and approved to be constructed and suspended over the front porch.

### **Annual Meeting and Board of Directors**

In 2018, the Annual Meeting was held in the Gold Room at the Pasadena Civic Auditorium with special guest Evan LeGrande Wilson, the conservator who had restored the historic fire screen in the Auditorium. A summary of activities was presented by members of the Board and Staff. Retiring Board members were thanked for their service (Dale Brown, Daniel Estrada, Ethan Lipsig, Tom Seifert) and four

new members of the Board were elected (Tom Marble, Bob Ritter, Ben Saltsman, Mary Kate Spach) were elected to join the Board by the members present.

### **Advisory Council**

Members of the Advisory Council provide support and advice throughout the year. Advisory Council members joined the Board at its annual retreat to discuss the future and participate in a strategic planning exercise. Ethan Lipsig and Tom Seifert were elected by the Board to join the Advisory Council.

### **Staffing**

Pasadena Heritage continues to have a dedicated staff of six. In February a new Preservation Director was hired but unfortunately left the organization in December to accept a new position out of state. The Development Coordinator was promoted to the new position of Development Director.

### **Financial Information**

2018 was a successful year for Pasadena Heritage, resulting in a net revenue surplus at the end of the year of \$13,569. Of particular note was the success of the Colorado Street Bridge Party in July, several successful grant requests, an unexpected bequest, and the success of our walking tours throughout the year. In addition, expenses were carefully managed and held under budget overall. The Board elected not to take a draw of funds from the investment portfolio this year. The conservatively-invested portfolio had a loss of approximately 5.6% for the year which was not surprising given the performance of the overall stock market.