

Rossmoyne Historic Resources Survey

City of Glendale, California

Prepared for:

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EXECUTIVE SUMMARY

LSA Associates, Inc. (LSA) is under contract to the City of Glendale to conduct a historic resources survey of a portion of the Rossmoyne neighborhood that has been nominated by the community for designation as a Glendale Historic District. The Study Area comprises 505 assessor's parcels in an area northeast of downtown Glendale, north of Verdugo Road, generally between Cordova Street and Royal Boulevard.

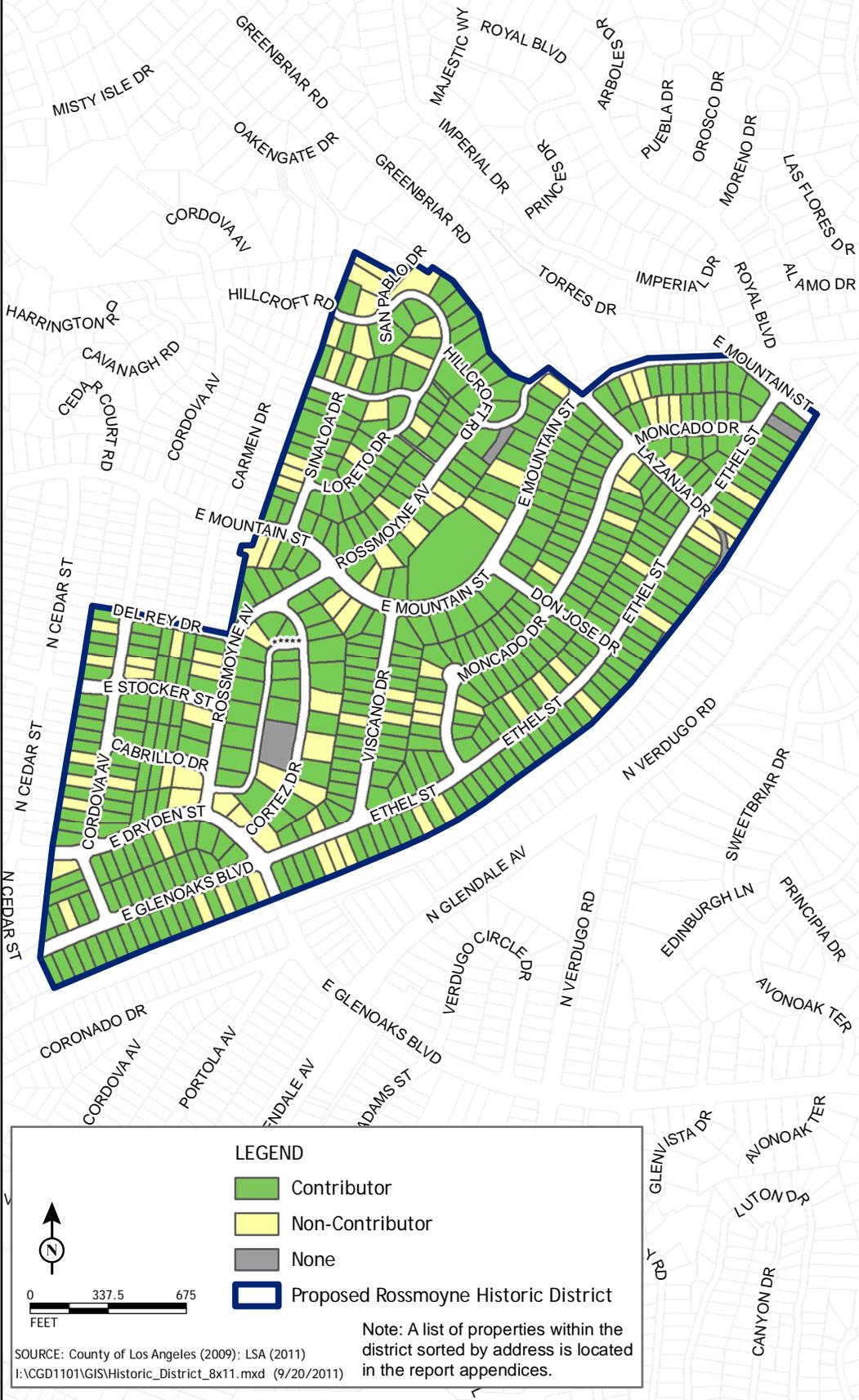
The purpose of the survey was to identify, document, and evaluate the proposed Rossmoyne Historic District for eligibility for listing in the National Register of Historic Places (National Register), California Register of Historical Resources (California Register), and/or for designation as a City of Glendale Historic District. This project has been funded in part by a grant from the Los Angeles County Preservation Fund of the National Trust for Historic Preservation.

In February 2011, LSA conducted background and archival research into the history and development of the Rossmoyne Neighborhood in order to develop a Historic Context Statement that was specific to the Rossmoyne neighborhood. In March 2011, LSA Architectural Historian Tanya Sorrell conducted a reconnaissance-level survey that included documentation and description of all 505 properties within the proposed district boundaries. Survey data and photographs were recorded in the Historic Architecture Inventory (HAI), a field application and database developed by LSA for field data collection. The HAI provided the team with the ability to create architectural descriptions in the field and to print Department of Parks and Recreation (DPR 523) forms.

Based on the historic context statement and survey results, LSA concluded that the Rossmoyne Historic District appears eligible for the National Register under Criteria A and C at the local level because it is an excellent example of an early automobile suburb and contains a significant concentration of exceptional examples of Period Revival residences. As an early automobile suburb, the Rossmoyne Historic District significantly represents a broad pattern of development that radically transformed the Southern California landscape in the 20th century with a period of significance from 1923-1950. It is highly intact, with about 82 percent of properties in the district qualifying as contributors. For these same reasons, the Rossmoyne Historic District appears eligible for the California Register under Criteria 1 and 3, and for designation as a City of Glendale Historic District under Criteria A, B, C, F, G, and H.

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Figure 2: General Location



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I. PROJECT DESCRIPTION AND METHODOLOGY

LSA Associates, Inc is under contract to the City of Glendale (City) to survey and evaluate a residential area in northeast Glendale known generally as Rossmoyne (Study Area) in order to determine its potential eligibility for listing in the National Register of Historic Places (National Register) the California Register of Historical Resources (California Register), and for the Glendale Register as a historic district.

This historic resources survey was prepared pursuant to standard methodology and practices developed by the California State Office of Historic Preservation (OHP) and the National Parks Service (NPS), as well as standards established by the City's own Historic Preservation Program. LSA performed the following tasks as part of the survey methodology:

- Reviewed previously developed historic context statements and historic resources surveys for background information and relevant context narrative.
- Developed a historic context statement for the Study Area through building upon previously prepared context statements.
- Reviewed additional archival information and applicable contexts related to the Study Area.
- Conducted a windshield survey of the Study Area and surrounding area to understand its immediate setting, layout, streetscape, architectural styles, and general integrity relative to adjacent neighborhoods.
- Surveyed every residence in the Study Area boundaries, preparing architectural descriptions, noting alterations, and documenting with digital photographs.
- Evaluated the Study Area for eligibility as a historic district under federal, state, and local criteria.

ROSSMOYNE STUDY AREA

As defined by the City of Glendale, the Study Area comprises the majority of the original Rossmoyne subdivision as recorded in 1923-1924, generally bordered by Cordova and Sinaloa Streets on the west, Hillcroft Road on the north, Mountain Street to the east, and Ethel Street/Glenoaks Boulevard on the south.

Five hundred and four (504) single-family residences and one public park make up the parcels surveyed within the Study Area. A map of the Study Area is shown in Figure 2.

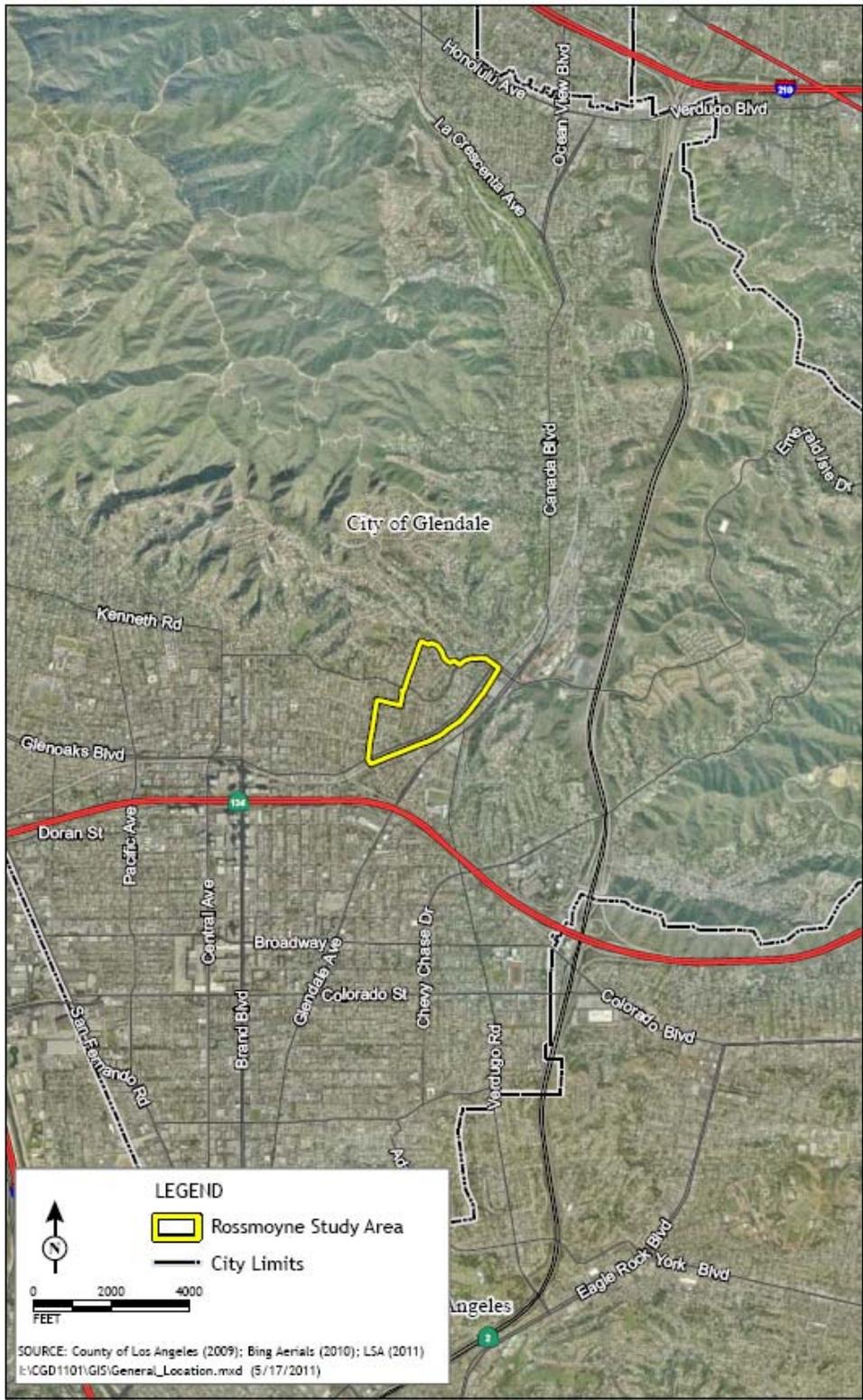


Figure 2. General Location of the Study Area

MAPS

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

CRITERIA FOR EVALUATION

LSA's main objective for this survey was to determine whether the Proposed Rossmoyne Historic District appeared eligible as a historic district at the federal, state, and/or local levels.

The National Park Service defines a historic district as "a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development."¹

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 federal, 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, the California Register, or for local designation. Furthermore, the district must retain integrity, which is generally defined as the ability to convey its historic appearance and/or the character-defining elements that illustrate its historical significance.

Evaluation of the Study 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.

FIELDWORK

LSA Architectural Historian Tanya Sorrell conducted a reconnaissance-level survey of all residences within the boundaries of the Study Area in order to determine the current architectural character and integrity of each resource. This included surveying the neighborhood on foot over the course of five days in March 2011. All survey photographs were taken from the public right-of-way and had a recorded pixel resolution of 2,560 × 1,920.

¹ *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.

To assess the impact of alterations on the architectural integrity of the properties, LSA noted additions or alterations to each property as seen from the public right-of-way. Building permits on file with the City of Glendale were also consulted in selected cases where alterations were suspected but not obvious from visual inspection.

Historic Architecture Inventory

To conduct the survey quickly and efficiently, LSA used the Historic Architecture Inventory (HAI) custom-built field application and survey database. LSA developed the HAI in 2008 to increase staff efficiency in conducting large-scale historic resources surveys. The HAI is a Microsoft Visual Basic field application and Access/ArcReader database that organizes records based on the Assessor's Parcel Number (APN). The HAI enables surveyors to select each property in the field, create a physical description using pre-programmed descriptors, incorporate property-specific research/evaluation criteria, and link photographs. The survey data entered into the HAI allow the survey team to create Department of Parks and Recreation (DPR 523) Primary records efficiently and to use the data gathered for secondary analysis.

PREVIOUSLY IDENTIFIED HISTORIC RESOURCES

The Rossmoyne Study Area has never before been comprehensively surveyed. Nine properties within the Study Area have been listed in the Glendale Register under their own individual merit. The listed properties are all residences that possess significant architectural character and include:

- 1206 East Mountain Street (#49);
- 1114 Rossmoyne Avenue (#53);
- 943 East Mountain Street (#56);
- 1230 Rossmoyne Avenue (#57);
- 955 Rosemount Road (#73);
- 1117 Rossmoyne Avenue (#74);
- 1344 Rossmoyne Avenue (#78);
- 1020 Hillcroft Road (#80); and
- 1220 Cortez (#81).

II. HISTORIC CONTEXT

INTRODUCTION

Purpose

In order to understand the significance of historic resources, it is necessary to examine those resources within one or more historic 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 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.

Acknowledgements

This historic context statement is intended to supplement past efforts by the City and its project consultants to develop an increasingly comprehensive historic context statement for Glendale. The most relevant of these past efforts include the Citywide Historic Context Statement developed by Teresa Grimes and Leslie Heuman & Associates in 1993 for the Historic Preservation Element of the City's General Plan and the Historic Resources Survey prepared for the Royal Boulevard Historic District by Historic Resources Group in 2008. Because they are essentially two phases of the same development, the context developed for Royal Boulevard is also largely applicable to Rossmoyne. In the interest of maintaining continuity and avoiding duplicative effort, LSA has incorporated much of the historic context from the Royal Boulevard Survey, condensing and/or eliminating less relevant sections, making revisions where new information was found and providing additional historical context as necessary to tailor the discussion to the initial Rossmoyne tract.

This context has also benefitted significantly from the Residential Development Context, Suburbanization Theme developed by Becky Nicolaides, Jenna Kachour, Holly Kane, and Tanya Sorrell for SurveyLA, the City of Los Angeles comprehensive citywide survey. Relevant portions of the context narrative developed for streetcar and early automotive suburbs are included in Rossmoyne's historical context. The Rossmoyne/Mountain Homeowners Association also provided key information and research material in its nomination package, which was used in the context. Lastly, the *National Register Bulletin Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places* by David Ames and Linda Flint McClelland provided the necessary evaluative framework for the

National Register. This project has been funded in part by a grant from the Los Angeles County Preservation Fund of the National Trust for Historic Preservation.

DEVELOPMENT HISTORY

Before Rossmoyne

Spanish occupation of present-day California began in 1769, when explorer Gaspar de Portola 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. Two missions were developed in Los Angeles County: Mission San Gabriel Archangel in 1771 and San Fernando Mission in 1797. The pueblo in Los Angeles was established in 1781.

The area that eventually became Rossmoyne was part of the 36,403-acre Rancho San Rafael, which was awarded to Jose Maria Verdugo by the Spanish Crown in 1784. Verdugo had been one of the many soldiers to accompany Portola on the 1769 overland expedition of Alta California. The Rancho spanned a large part of the western San Gabriel Valley, from the confluence of the Los Angeles and Arroyo Seco rivers to the San Gabriel Mountains. 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 fruit.

After a long illness, Jose Maria Verdugo died in 1831, leaving Rancho San Rafael to his son Julio and daughter Catalina. The Verdugo siblings continued in joint ownership until 1861 when the U.S. Federal Government, after confirming their claim to the rancho, divided it into two parts with Julio receiving title to the southern portion and Catalina receiving the northern portion.

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, and filed a lawsuit against the Verdugos and other claimants to clarify the issue. The result of this was a landmark court ruling known as the "Great Partition of 1871." In the end, the court determined the legal ownership of both Rancho San Rafael and Rancho La Cañada to the northeast, partitioning the Ranchos into 31 parts and conferring title to 28 persons.

It was in 1870, just before the "Great Partition," when Captain Cameron Esrkine 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. Judge Ross planted an extensive grove of citrus, olives, and deciduous fruit on the property, and his operations included a packing house fronting on Verdugo Avenue.

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 boom that lasted 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 Drive on the east and Central Avenue 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 1902, the Glendale Improvement Association 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. 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 in the early 20th century 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 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.

Between 1920 and 1930, almost one and a half million people relocated to the greater Los Angeles area to take part in several burgeoning industries, including petroleum, manufacturing, aviation, garments and textiles, construction, entertainment, and tourism. This huge influx of people and capital resulted in an unparalleled building boom. The prosperity of the era combined with investment in good roads also led to exceptional levels of automobile ownership, a force that came to dictate the location and form of suburban growth for the remainder of the 20th century. Vast land areas were subdivided for residential development in the 1920s, particularly in hillside areas accessible chiefly by automobile.

The City took full advantage of the regional boom, promoting Glendale's proximity to Los Angeles while boasting a sense of peace and natural beauty that no longer existed in the urban core. Glendale's population more than quadrupled 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. The citrus orchards, vineyards, and country estates that had once characterized the foothill and valley lands of northwest Glendale gave way to planned residential suburbs.

Rossmoyne: Establishment and Early Development (1923-1931)

In 1923, the Haddock-Nibley Company of Los Angeles purchased 800 acres of the Rossmoyne Ranch from Judge Erskine Mayo Ross for a reported \$2 million. The purchased land as described in the *Los Angeles Times* was:

"... at the mouth of Verdugo Canyon and radiates for a mile in either direction from the Verdugo Road, has over one mile of frontage on Glendale Boulevard, and practically the same amount fronting on Verdugo Road. From here it extends to the top of the ridge, connecting with the Verdugo Woodland property. Several hundred acres of this land are now in full bearing oranges, lemon and grapefruit trees. A natural canyon extends for nearly a mile in a westerly direction in to the heart of the Verdugo Mountains. Groves

of live oak and sycamore trees are also located on the property. Surmounting the whole is a high mesa, rising 1000 feet into the air, with a level surface containing some fifty acres."²

Retaining the "Rossmoyne" name for the development, Haddock-Nibley announced its plans to subdivide the property, which involved a \$1 million expenditure for capital improvements including curving concrete streets and lighting. Haddock-Nibley planned to keep many of the fruit trees planted by Ross, as well as the native sycamores and oak. The announcement garnered immediate attention from interested buyers. A month after the sale was reported, Haddock Nibley told the *Los Angeles Times* that it had already received \$200,000 in reservations for lots.³ Capitalizing on the contemporary enthusiasm over the discovery of King Tut's Tomb, Haddock Nibley constructed an Egyptian Revival style sales office at 1300 Verdugo Road (demolished).

Figure 3.
Rossmoyne Sales
office as depicted
in the *Glendale
Evening News*,
January 1, 1927.
Courtesy Glendale
Public Library
Special
Collections.



The initial Rossmoyne tract was subdivided in 1923 and 1924. The very first unit, which was recorded on June 5, 1923, included a portion of Ethel Street west of Rossmoyne Avenue and the section south of Verdugo Wash to Doran Street. This unit was reported to have sold out within 60 days.⁴ The second unit was recorded September 19, 1923, and included the lots north of Ethel Street to Del Rey Drive and Mountain Street, east to Don Jose. These sections are depicted on the 1925 edition of the Sanborn Fire Insurance Maps as almost entirely built-out, whereas later sections of Rossmoyne are not depicted at all. A third unit, bounded by Mountain Street, Don Jose Drive, and Verdugo Wash, was recorded on February 5, 1924.⁵

² *Los Angeles Times*. "Open Ross Estate at Glendale" 4/01/1923.

³ *Glendale Evening News* 4/26/1923.

⁴ *Glendale Evening News* "Opportunity to Glendale First." 10/27/1923.

⁵ Los Angeles County Tract Maps, MB 70/23-24, MB 76/92, MB 85/70.

The following year, on February 16, 1925, Haddock-Nibley recorded a fourth and final unit for the original Rossmoyne neighborhood. This section included all of the hillside lots north of Mountain Street along Rossmoyne Avenue, Hillcroft Road, Rosemount Road, and Loreto and Sinaloa Drives.⁶ This unit's opening garnered considerable attention from the press because it included a lot given by the company to the City of Glendale for a park (named Nibley Park) and many lots commanded vast views and exceptionally lavish homesites.⁷ Edward M. Lynch, the engineer who surveyed several Glendale subdivisions in the 1920s (including the entire Rossmoyne tract), selected a large lot up the hill to build his Mediterranean villa at 1230 Rossmoyne Avenue. Photographs of Lynch's estate, along with the elaborate Tudor Revival built by builder Fred W. Pigg at 1114 Rossmoyne Avenue, served to illustrate Rossmoyne's lavish character to the public in several newspaper articles and advertisements. In October 1926, the Nibley Investment Company (successor to the Haddock-Nibley Company) developed even more high-style hillside lots with the opening of Tract No. 7013 along Royal Boulevard next to the Rossmoyne tract.⁸



Figure 4. Nibley Park in 1928.⁹
Courtesy Glendale Public Library Special Collections.

Alex Nibley built his family home at 1016 Rossmoyne Avenue in 1926. In the same year, a second phase of Rossmoyne land, located in the hillside area of Rossmoyne's northeastern corner, was laid out as a series of narrow winding streets branching off a wide central spine named Royal Boulevard. 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

⁶ Los Angeles County Tract Maps, MB 109/ 6-7.

⁷ *Glendale Evening News*. "Rossmoyne the Superb!" Saturday section, 1/1/1927.

⁸ Los Angeles County Tract Maps, MB 131/ 55.

⁹ Glendale Merchants Association "Glendale - Your Home" Published 1928, On File Glendale Public Library Special Collections.

developed had been sold and the "Royal Boulevard unit is opening "just in time" to meet demand for new homes in Rossmoyne.¹⁰

Home construction in Rossmoyne increased every year, peaking at 91 and 99 homes built in 1926 and 1927, respectively. By the end of 1930, the number of residences in the original Rossmoyne tract totaled 375 or nearly three-quarters of the total lots.¹¹ Throughout the latter half of the 1920s, the real estate section of the *Los Angeles Times* and special editions of the *Glendale Evening News* frequently featured news about Rossmoyne and pictures of new homes in the tract. Local builders featured Rossmoyne houses they designed and built in their advertisements, and real estate agents ran display advertisements of new homes that came up for sale.

Rossmoyne Developers: The Haddock-Nibley Company

The Haddock-Nibley Company was organized in 1921 by Lon J. Haddock in partnership with C.W. Nibley of Salt Lake City and his son Alex Nibley. Originally from England, Haddock came to California in 1919 by way of Utah, where he had organized the Utah Manufacturers Association and was affiliated with "one of Utah's largest real estate firms."¹² In addition to being a partner in the Haddock-Nibley Company, Haddock was known as a published author.¹³ A search of his works yielded a short polemic on the state of family life in the October 1921 edition of *The Young Woman's Journal*, published by the Young Ladies Mutual Improvement Association of Salt Lake City. He also appears to have written the book *Be a Prize Winner: A Call to Radiant and Zestful Living*, which was published in 1928 by Deseret Press, a major Latter Day Saints publishing house. His relationship with the Nibley family prior to the Haddock-Nibley partnership is unclear; though it appears that they had some connections in Utah, likely through the Mormon Church.

Charles W. Nibley was identified by the *Los Angeles Times* as a "Salt Lake City capitalist" and "president of the Nibley Investment Company. In fact, Charles Nibley was a multimillionaire capitalist who donated Salt Lake City's first public golf course in 1922, served as the Fifth Presiding Bishop of the Mormon Church from 1907-1925, and created the company town of Nibley, Oregon for sugar beet processing.¹⁴

His son, Alex Nibley, is identified as the vice president of the Nibley Investment Company. The younger Nibley apparently looked after interests in California while his father remained in Utah, making

¹⁰ *Glendale Evening News*. "Rossmoyne Will Offer New Unit." 8/7/1926.

¹¹ Tabulation from survey data, using dates of construction from the Los Angeles County Assessor.

¹² *Los Angeles Times*. "Haddock Unites with Local Firm." 1/23/1927.

¹³ *Los Angeles Times* "Rites Conducted for Lon Haddock." 10/21/1931.

¹⁴ Godfrey, Matthew C. (2007). *Religion, politics, and sugar: the Mormon Church, the federal government, and the Utah-Idaho Sugar Company, 1907-1921*. Lehi, Utah: Utah State University Press. pp. 188-190; Nibley, Charles W. *From Til We Get to Adam*. Autobiography digitized by Richard Thompson, available online, http://tillwegettoadam.net/wiki/index.php?title=Reminiscences_Charles_W._Nibley. Accessed April 28, 2011.

periodic visits in the winter.¹⁵ The Haddock-Nibley Company had previously developed real estate in Culver City, Venice, Glendale, and other areas before the purchase and subdivision of Rossmoyne.¹⁶ Haddock sold out his interests in Rossmoyne to the Nibleys in 1925, after which activity in Rossmoyne was 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. Alex Nibley's son Hugh Nibley was a longtime professor at Brigham Young University and a well-known writer on the Mormon Church.¹⁷

A *Los Angeles Times* article erroneously called Alex Nibley the nephew of Charles W. Nibley.¹⁸ While it is possible that Nibley had a son and a nephew bearing the same name, Charles Nibley's grandson Hugh Nibley was the son of Alex Nibley, spent part of his childhood in Los Angeles and graduated from the University of California, Los Angeles. Given this connection between generations of notable Nibleys, it seems more than likely that Alex Nibley was Charles Nibley's son, and not his nephew.¹⁹ Relationships may have been difficult to discern due to the fact that Charles W. Nibley was a well-known polygamist who was arrested in Utah in 1885 for having multiple wives.²⁰ It appears that Nibley involved several of his sons (and sons-in-law) from three marriages in his enterprises, including Haddock Nibley. Preston Cannon, another Nibley relative (possibly a son-in-law), acted as general manager for the Haddock Nibley Company and also lived in the neighborhood at 1306 Mountain Avenue.²¹

Marketing Rossmoyne

It was common for residential developers to promote their subdivisions through newspaper advertisements and make concerted efforts to stay in the news. The developers of Rossmoyne led a particularly aggressive campaign to keep Rossmoyne in the real estate section for years through various means, including publicizing each new phase of development, saturating their advertisements with imagery of Rossmoyne homes, and donating Nibley Park to the City. Beyond sheer publicity, the developers, builders, and real estate agents associated with Rossmoyne worked in concert to cultivate a superlative image for the subdivision. In their words, Rossmoyne was more than a new upper middle class neighborhood; it represented a wholly different way of life for a savvy class of moneyed buyers. One advertisement exhorted the reader, "A visit to Rossmoyne makes for a delightful trip. Why not choose it for your week-end drive?"²² Another asked, "Are these your

¹⁵ *Los Angeles Times* "Basketball Star Hurt" 12/10/1930.

¹⁶ *Los Angeles Times*, "New Tract Opened Near Culver City" 3/19/1922, "Advertisement for Glendale Heights" 3/19/1922.

¹⁷ Hugh Nibley, *Approaching Zion* (The Collected Works of Hugh Nibley, Vol. 9), p. 469.

¹⁸ *Los Angeles Times*. "Accept Site for Park at Glendale" 7/16/1925.

¹⁹ *Los Angeles Times* "Prominent Churchman Succumbs." 12/12/1931.

²⁰ Nibley, Autobiography.

²¹ Nibley Autobiography; *Glendale Evening News*, 1/1/1927. Photograph indicating Canon's home in Advertising section. On file, Glendale Public Library Special Collections.

²² *Los Angeles Times*. Advertisement for Rossmoyne. 4/14/1928.

kind of people?" The advertisement went on to describe the people of Rossmoyne "Their taste for distinctive home design ... the quiet charm of their family and social life ... their fondness for wholesome outdoor activity ... the appreciation they show for surroundings that are naturally beautiful ... throughout all their preferences is manifest an adherence to the highest standards."²³

Figure 5. Typical Rossmoyne advertisement from the *Glendale Daily Press* October 31, 1923. Similar ads ran in several area newspapers throughout the 1920s. Courtesy Glendale Public Library Special Collections.

The Nibley Investment Company prepared a pamphlet called "The Jacksons Decide on Rossmoyne," which follows the experience of a married couple who is looking for a new home and become sold on Rossmoyne.²⁴ The story opens with Mrs. Jackson complaining to her husband about how many service stations had moved onto their street. In the beginning of the story Mr. Jackson is skeptical that an affordable site could be found near his office, but he humors his wife in taking a drive to Glendale. He is sure they are not going to find anything up on the hillside, but as they happen upon Rossmoyne twenty-two minutes into their trip, both marvel at the beautiful neighborhood. The salesman who approaches is surprisingly low key, acknowledging that there isn't much he can say that they don't already see, offering a price far below Mr. Jackson's expectations, and suggests "Why don't you study it over when you go home? We'd like to have you here in Rossmoyne ... you're the Rossmoyne sort." The Jacksons return with their children, and while Tommy Jackson runs around exclaiming "Hot diggety! lookut th' tennis courts!" the couple decides to purchase in Rossmoyne, concluding that, "Rossmoyne won't change ... the trees won't die out ... and, certainly those hills will stand forever."

²³ *Los Angeles Times*. Advertisement.

²⁴ "The Jacksons Decide on Rossmoyne" Pamphlet created by the Nibley Investment company, ca 1928.



QUICK DRIVING TIME To Social Activities

TO a play in Hollywood, fifteen minutes.... a reception at the Biltmore, twenty minutes.... an Ambassador dinner-dance, not more than twenty-five....

It is this easy accessibility to social and business activity in Los Angeles that gives Rossmoyne—Glendale's de luxe residential property—one of its pronounced advantages.

Rossmoyne has the beauty of a superb hillside setting, just overlooking the approach to famous Verdugo Canyon. It has the charm created by more than four hundred distinctive homes. And it has the up-to-dateness manifested in the finest type of public improvements.

But, of even deeper significance, is the *stability* of Rossmoyne—a solid, underlying character that appeals directly and powerfully to your business judgment. In fact, Rossmoyne has been developed with all the care and foresight of a great commercial or financial institution that keeps building for the future.

Every Rossmoyne homesite has been invested not only with a beautiful environment, but with every safeguard to deeply rooted, permanent values.

Motor through Rossmoyne and see at first hand its possibilities as a delightful place for your home. Or, let us send you some interesting detailed information.

ROSSMOYNE

1300 North Verdugo Road, Glendale

Phone Glendale 6188

Figure 6. Advertisement in the *Los Angeles Times* from May 26, 1928.

Homes in Rossmoyne were clearly aimed at middle to upper-middle class buyers, or those of “independent means and comfortable circumstances.” Press reports stressed that Rossmoyne would not be a typical subdivision, but a “distinctive homing community that is the result of forethought and planning.” 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 protection and preserving the requirements of the representative home lovers.” These included architectural covenants mandating Period Revival styles, minimum construction costs for various classes of lots, and protection of the foothills to preserve 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.” 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.

The “exclusive Mount Royal division” of Rossmoyne was advertised in local newspapers. 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. It appears that the name “Mount Royal was a promotional invention of the developers and not the established name of a local topographic feature.

Economic Hardship and Change of Ownership (1931-1949)

In 1931, Alex Nibley announced that Standard Investments, Inc., an East Coast financial concern, had acquired over 450 acres of undeveloped land in Rossmoyne. Charles W. Nibley Sr. died in December of that same year, which may have been a contributing reason for the sale to Standard Investments. According to the *Los Angeles Times*, the transaction called for Rossmoyne Investments & Securities to continue handling the sale of home sites. 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 the company when the original buyers apparently could no

longer meet the financial requirements necessary to complete the project.

What happened next for Alex Nibley, Standard Investments, and Rossmoyne is unclear. What is clear is that financial difficulties continued in Rossmoyne, where few new homes were built between 1931 and 1934. In 1933, the Wian family, Glendale furniture merchants, was forced to sell its house at 1410 Royal Boulevard, although the family fortunes would be revived with the success of Robert Wian's Bob's Big Boy hamburger chain in 1936. In December 1932, Nibley's 15-year-old son Philip died.²⁵ No further mention of Alex Nibley in connection with Rossmoyne was found. Home construction slowed to a trickle in the early 1930s. During this time, 33 homes were built in the Study Area, most of them in 1931.

Rossmoyne Village (1935-1947)

In 1936, the opening of "Rossmoyne Village" was announced by Harry Welton, vice-president of a new real estate concern, Rossmoyne Properties, Inc. The 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 was firmly in control.

Rossmoyne Village was essentially a new residential community adjacent to the residential community "formerly known as Rossmoyne." Advertisements for the new community promoted plans for a neighborhood swimming pool, playgrounds, a second park, a community center, shopping center, and a college in addition to new homes. The small number of infill lots remaining in the original Rossmoyne tracts was included in the marketing as well.

At the same time as the development of this new community, promotional brochures used "Rossmoyne Village" 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 original Rossmoyne tracts were also invigorated by the new development activity concentrated in the northeast area. The introduction of "Rossmoyne Village" can be understood as a rebranding of the Rossmoyne development intended to reassure potential homebuyers wary of expensive real estate investments during uncertain times.

The community amenities envisioned for Rossmoyne Village did eventually develop, but through public rather than private investment. The City of Glendale purchased 45 acres on the east and west sides of Verdugo Road near the intersection of Mountain Street. Twenty-five acres were developed as a new campus for Glendale Junior College in 1937. With funding from the Works Progress Administration (WPA) a

²⁵ *Los Angeles Times* "Philip G. Nibley's funeral conducted" 1/4/1933, death notice 1/2/1933.

Civic Auditorium and Municipal Plunge were constructed across from the college in 1938. A new city park, Verdugo Park, was also constructed just north of the Plunge. 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 eventually included a market, pharmacy, several small shops, offices, and a gas station.

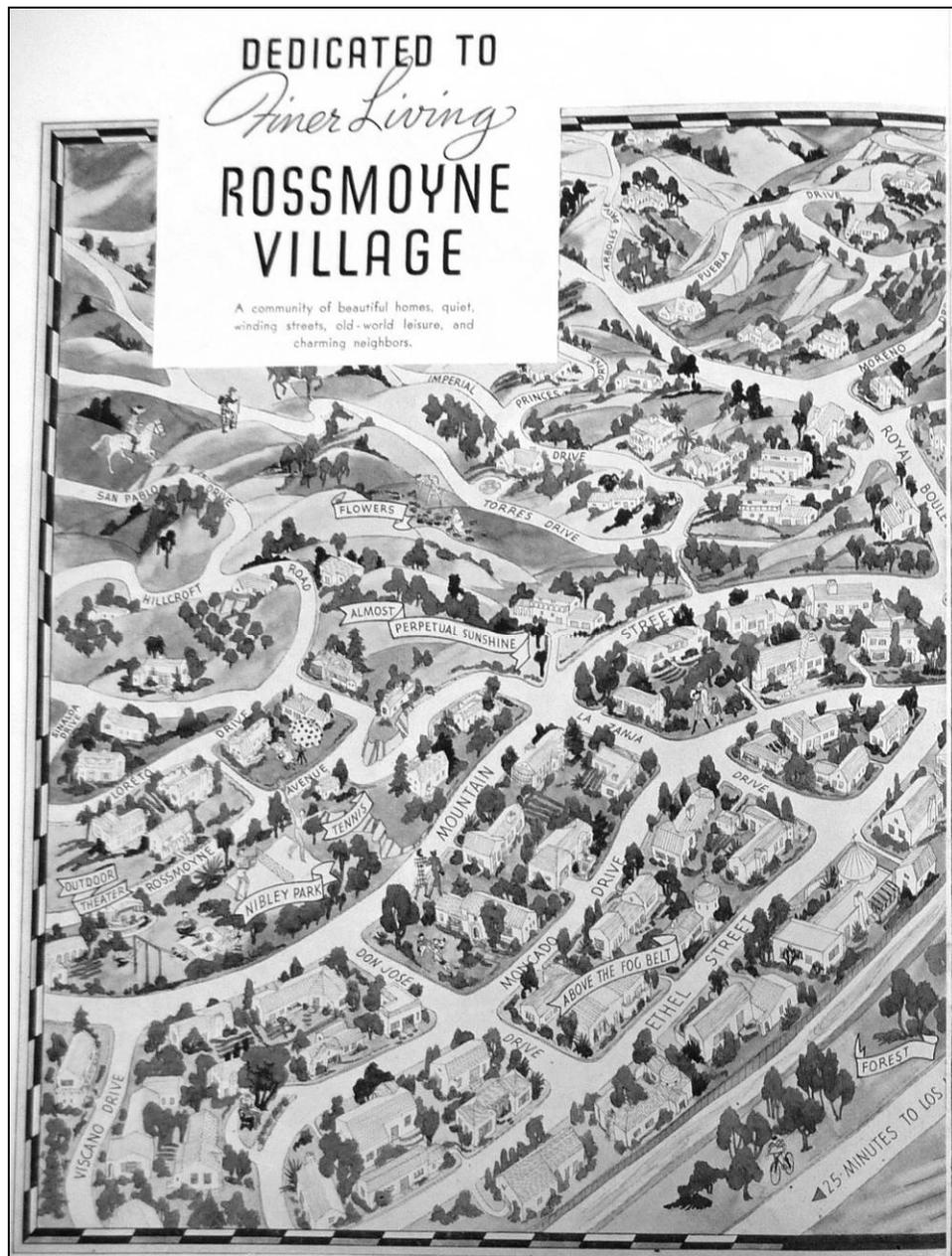


Figure 7. Artist's Conception of the older part of "Rossmoyne Village." Published in a circa 1937 sales brochure titled "Design for Living." Courtesy Glendale Public Library Special Collections

Economic equilibrium appeared to return to the Rossmoyne neighborhood (including the Study Area) under the control of Rossmoyne Village, Inc. Fifty-seven houses were constructed within the Study Area between 1935 and 1942. The advent of World War II again brought construction to a halt and only one house was built from 1943 to 1945. Another 8 houses were built in the late 1940s.

Later Development (1949-1977)

Residential development in Southern California and the United States was radically changed with the end of the Second World War. Technological advances, the continued rise of automobile use, and the promise of home ownership for all Americans with 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 that were no longer located within city centers. Cheap land, rather than proximity to economic centers, became a driving force in real estate development.

Unfettered 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. Sales and marketing was taken over by the Rossmoyne Realty Company. The “Rossmoyne Village” name soon fell out of use and became associated with the retail center and pharmacy at Verdugo Road and Mountain Street.

Following national trends, houses constructed in the post-World War II era adapted the decorative elements of period revival architectural styles to new variations of the modern styles introduced in the pre-World War II years. Primary among these was the Minimal 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-World War II era. The Ranch style, featuring low-pitched roofs and 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 and Municipal Plunge were demolished in the mid-1960s to make way for a parking lot and parking structure for the Civic Auditorium. Rossmoyne’s 1923 Egyptian-themed real estate office at 1300 Verdugo Road was replaced in 1976 by the Rossmoyne

Realty Company with a two-story office building.²⁶ Large-scale residential development in Rossmoyne came to an end in the late 1970s. Some of the last residential subdivisions in Rossmoyne occurred in 1977 along Greenbrier Road north of the Markham estate. Twenty homes were built in the original Rossmoyne tract after 1949, about 4 percent of the total number of lots.

RELEVANT HISTORIC CONTEXTS

Residential Development and Suburbanization, 1921-1931

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. 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. 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 (also called “residence parks”) were largely bedroom communities, dependent 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.

²⁶ “Rossmoyne Realty Returns” Untitled newspaper clipping from 4/17/1976. On file, Glendale Public Library Special Collections.

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

Suburban hillside developments such as Hollywoodland became 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.

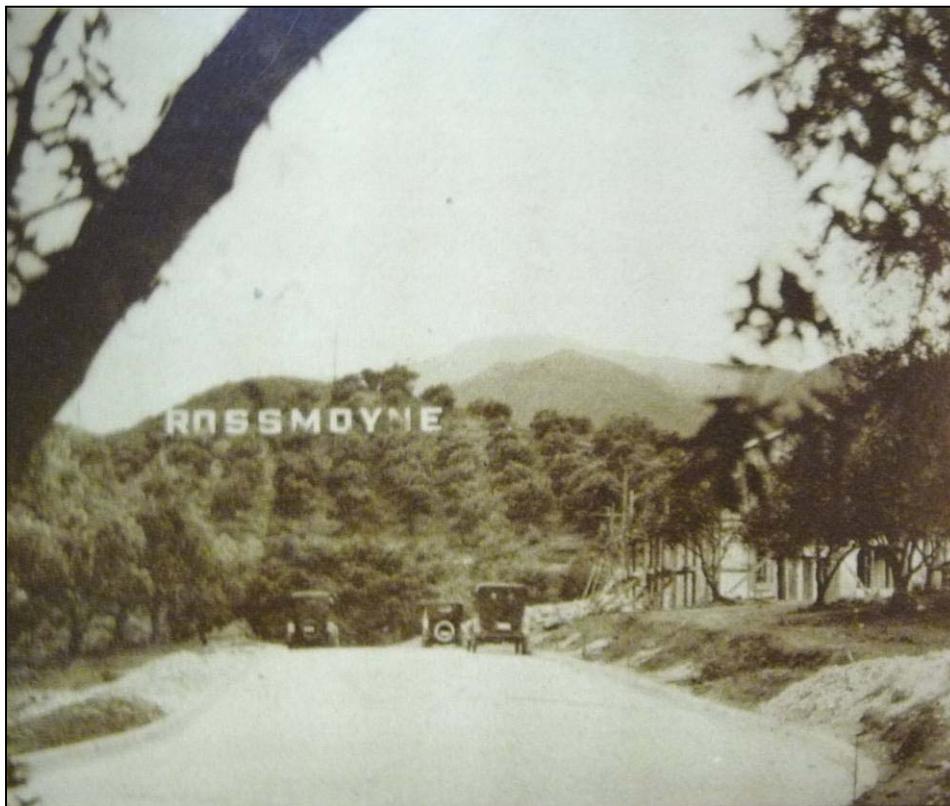


Figure 8. Picture of the main Rossmoyne sign above Hillcroft Road, as featured in the *Glendale Evening News*, January 1, 1927. Courtesy Glendale Public Library Special Collections.

In the City of Glendale, similar suburban subdivisions developed including tracts within the Cumberland Heights area in the City’s northwest, Rossmoyne, Sparr Heights north of Rossmoyne, the Oakmont Country Club and its surrounding neighborhood located north of

Rossmoyne, Glendale Heights (also by the Haddock-Nibley Company) and Acacia Hills in southern Glendale, and neighborhoods in Chevy Chase Canyon. Just west of Rossmoyne, Walter Liemert created the Bellehurst Park and Bellehurst Hillslopes subdivisions in, which also developed in the 1920s with similar homes and infrastructure. All incorporated aspects of the planned community typical of the 1920s. Like the iconic Hollywoodland sign, a few of these subdivisions also incorporated hillside signs, including Acacia Hills and Rossmoyne.²⁷ Rossmoyne appears to have had two signs on the hillsides that encompass the tract, one above Hillcroft Road near San Pablo Drive, and one on the bluffs above the Markham Estate near the terminus of Royal Boulevard.²⁸ One of these signs appears to have lasted well into the 1930s; the sign was featured in marketing materials for Rossmoyne Village.²⁹

Figure 9. Overlay of 1928 Fairchild Aerial Photograph with probable location of the "Rossmoyne" sign. Street names from Google Earth.



²⁷ Circa 1922-1923 photographs of Acacia Hills, showing hillside signs. *Glendale Evening News*, "California's Choicest Subdivision" 1/1/1927. On file, Glendale Public Library Special Collections.

²⁸ 1926 photograph of Rossmoyne featuring signs. Glendale Public Library Special Collections. Featured in *Glendale News Press* "Verdugo Views," by Katherine Yamada, 11/24/2006. Available online, <http://www.flickr.com/photos/glendalepubliclibrary/3010082597/in/set-72157608537350806> Accessed May 2, 2011.

²⁹ Rossmoyne Village Pamphlet "Design for Living" created circa 1936. On file, Glendale Public Library Special Collections.

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

Transportation

The Rossmoyne Study Area reflects the role of changing transportation patterns in its location and form. The original tracts were established in 1923-1924, key years both in the history of streetcars and in the emerging dominance of the automobile. These transportation methods facilitated the widespread suburbanization of Southern California as they did in other parts of the United States.

Streetcar Suburbanization

The United States was unique among nations for allowing transit owners to sell real estate along the lines they operated, which fed the fortunes of speculators and created favorable conditions for suburbanization far from city centers. In Los Angeles County, Henry Huntington and his associates made their fortunes buying up cheap outlying land, subdividing it, and selling the lots as they built new yellow or red-line tracks nearby. Once the tracks were established, more suburbs and small-scale commercial development followed. The electric streetcar "fostered a tremendous expansion of suburban growth in cities of all sizes," it opened suburbia to a much wider range of people "from the working to upper-middle class," and it shaped the design of neighborhoods and homes.³⁰

This powerful pattern of suburban growth coincided with the early growth and development of Glendale, and "America's Fastest Growing City" boasted scores of new subdivisions along the streetcar lines that crisscrossed the city. In addition to the Pacific Electric lines, the Glendale & Montrose Electric Railway operated five cars and two lines of track between Glendale, La Cañada, and northeast Los Angeles. Ridership on the Pacific Electric peaked in 1924, around the same time that the Haddock-Nibley Company started marketing its streetcar-adjacent subdivisions "Glendale Heights" and "Rossmoyne." Streetcar access played a significant role for new residents of Rossmoyne, particularly in the southern part of the subdivision near the Glendale & Montrose route along Verdugo Road. However, the first buyers in Rossmoyne were building their homes just as streetcars began to decline in favor of the automobile. As early as 1924, the Pacific Electric began to discontinue some of its lines in favor of bus routes, as operating the vast network of lines became a losing proposition. Phase 3 of the Rossmoyne tract (north of Mountain Street mainly along

³⁰ Ames and McClelland, *Historic Residential Suburbs*, E4-E5.

Rossmoyne Avenue and Hillcroft Road) was opened in 1925, and between missing sidewalks, long blocks, hilly sections, and a preponderance of attached garages, its character is oriented much more toward the motorist than the streetcar passenger. The Glendale and Montrose line shut down in 1930, ending the streetcar accessibility of Rossmoyne and adjacent neighborhoods and further entrenching the automobile as the dominant transportation mode.

Early Automobile Suburbs in Southern California 1908-1945³¹

The automobile was adopted in Southern California earlier and with greater enthusiasm than anywhere in the world. In 1908, Henry Ford began to manufacture the Model T and, by 1910, there were 20,000 cars registered in Los Angeles County. This increased to 141,000 in 1919 and to 777,000 in 1929.³² In 1915, Los Angeles had one car for every eight residents, while nationally, it was one car per 43; by 1925, Los Angeles had one car per 1.8 residents, while nationally, it was only one car per 6.6.³³ By 1924, Los Angeles had the highest percentage of automobile ownership in the world.³⁴ The 1920s is considered the “watershed decade for Los Angeles adoption of the automobile,” as the rate of car ownership held relatively steady into subsequent decades. Even so, Los Angeles continued to outpace the national average in later years; by 1940, L.A. had one car per 1.4 residents, compared to one car per 4.8, nationally.³⁵

Multiple factors unique to Los Angeles led to this early and sustained dominance. The dry climate kept unpaved roads in operation most of the year, while making driving in open cars relatively comfortable. The street grid was flat and straight in the heavily populated Los Angeles basin. Tar to make asphalt paving was locally abundant. Lower-density, single-family neighborhoods provided ample space to store and maintain cars, in contrast to denser eastern cities.³⁶ The region’s abundant natural recreational spots encouraged pleasure driving.³⁷ The Automobile Club of Southern California was founded in 1900 (predating the formation of AAA by two years), promoting automobile ownership, hosting events, and encouraging road improvements and safety measures. Local newspapers devoted a Sunday section focused on new cars. Major local oil discoveries kept the fuel supply high and costs low. Jitneys (early taxis) were popular and offered an alternative to streetcars. The success of Ford’s Model T, 1909-1927, made automobiles

³¹ This section was largely adapted from the January 2010 draft Suburbanization Context developed by Becky Nicolaidis, Jenna Kachour, Holly Kane, and Tanya Sorrell for SurveyLA.
³² Robert M. Fogelson. *The Fragmented Metropolis: Los Angeles, 1850-1930*. 1967; rpt. Berkeley University of California Press, 1993) p. 92; and Richard Longstreth, “The Perils of a Parkless Town,” in Martin Wachs and Margaret Crawford, eds., *The Car and the City: The Automobile, the Building Environment, and Daily Urban Life*. (Ann Arbor: University of Michigan Press, 1992), p. 142.
³³ Scott L. Bottles. *Los Angeles and the Automobile: The Making of the Modern City*. Berkeley University of California Press, 1987, p. 92-93.
³⁴ Longstreth, 1992, “The Perils...” , op. cit., p. 142.
³⁵ Wachs, “Autos, Transit,” 304.
³⁶ Wachs, “Autos, Transit,” 301.
³⁷ Brodsky, L.A. Freeway, 82.

affordable to the masses, although L.A.'s characteristic middle-class resident was more likely to be able to afford a car.³⁸ The decentralization after World War I of Midwest automobile and rubber companies, resulted in a Ford Motor Assembly Plant in nearby Long Beach (1930) and General Motors plant in South Gate (1936), and Samson, Goodyear, Goodrich, and Firestone tire factories in metropolitan Los Angeles, provided not only cars but related services and products.³⁹

In the 1920s, developers and community builders picked up on the trend toward commuting by automobile and began subdividing areas that had previously been difficult to access. The space in between streetcar lines began to be filled in as roads improved, and by the mid-20th century much of the Los Angeles basin had become built-out with single-family suburbs and decentralized commercial corridors. Community builders such as Haddock-Nibley, Walter Leimert, and others selected previously inaccessible hillsides and canyons for subdivisions that catered to upper-middle class buyers who sought a more tranquil environment a short drive away. These community builders further differentiated their developments from the pack by providing an attractive and convenient subdivision plan, making (or promising) key investments in the infrastructure, and setting up an architectural committee to enforce restrictive covenants on home design within the neighborhood. Whereas some early auto suburbs were distinguishable only by their location (and perhaps the curvature of streets), these high-style auto suburbs adapted elements of the City Beautiful movement like their predecessors, the residence park/garden city suburb. In some cases, the homes themselves were adapted to accommodate the automobile, particularly with attached garages. The attached garage became more widely used in the 1940s when they were promoted in FHA design guidelines. In the Rossmoyne Study Area, at least 34 residences from the 1920s and 30s feature attached garages, which appears to be relatively rare for the era, though somewhat more common for hillside lots where placing a detached garage behind the house was not feasible.

Notable Residents and Designers in Rossmoyne

The study area became home to several notable individuals in local history, and several houses in the study area are known to be the work of local builders who designed and customized homes throughout Glendale. A list of these notable residents and designers is included below. Note that this is not an inclusive list, and many other notable individuals associated with Rossmoyne may be uncovered through additional research.

- **Preston Cannon:** General Manager of the Haddock Nibley Company and a relative of C.W. and Alex Nibley. Cannon lived in Rossmoyne at 1306 Mountain Avenue.

³⁸ Bottles, op. cit., p. 55; Brodsky, L.A. Freeway, 82.

³⁹ Fogelson, op. cit., p. 128-129.

- **Lon Haddock:** Partner in the Haddock-Nibley Company, developers of the initial phases of Rossmoyne.
- **Edward M. Lynch:** Los Angeles Civil Engineer who was responsible for surveying several new subdivisions in Glendale during the 1920s residential boom, including Rossmoyne. Lynch was a developer in his own right as well, marketing the Beaudry Hills development in 1927.
- **Martin Nelson:** President of Nelson Brothers Contractors. Nelson Brothers designed and built several residences in Rossmoyne, including 1121 Vizcano Drive, 1347 Rossmoyne Avenue, and residences in the 1200 block of Ethel Street.
- **Alex Nibley:** Son of Charles W. Nibley, the fifth presiding Bishop of the Church of Latter Day Saints (the Mormon Church). In partnership with Lon Haddock and his own father, Nibley developed the initial phases of Rossmoyne and oversaw real estate development in the development until 1931. Nibley lived in the Rossmoyne Study Area at 1016 Rossmoyne Avenue.
- **Joseph Pagliuso:** Former foreman for Judge Ross's estate, considered a Glendale pioneer who owned extensive property in the area. He lived at 1000 East Mountain Street.
- **Seth J. Rice:** Local Contractor who portrayed Rossmoyne homes he built in advertisements, including 1101 Ethel Street, 1325 and 1335 Moncado Drive
- **Erskine Mayo Ross:** 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 the circuit court in 1895 where he served for thirty years. Ross purchased a portion of the Verdugo Rancho from his uncle, Los Angeles politician Captain Cameron Erskine Thom, and made his home there, called Rossmoyne. Ross sold a portion of this land to Haddock-Nibley Company for the Rossmoyne development.

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III. PHYSICAL CHARACTER

INTRODUCTION

The Rossmoyne neighborhood contains a kaleidoscope of high-style and more modest examples of the Spanish Colonial Revival, Mediterranean Revival, Monterey Revival, French Inspired/French Provincial Revival, and Tudor Revival styles. As one advertisement breathlessly described Rossmoyne's architectural character, "Villa Sites, Manor Homes, Romantic Bungalows, where every home will be its owner's castle!"

The Rossmoyne Study Area is characterized by single-family residences that were developed between 1923 and 1950, with the vast majority developed in the 1920s. This compressed period of development has resulted in a cohesive neighborhood containing similarly styled Period-revival homes within an intact community design, street layout, lot configuration, and streetscape.

Of the 504 residences in the Study Area, 348 were constructed prior to 1930, and another 111 were constructed in the 1930s. These homes are largely characterized by the Period Revival styles that were popular in the 1920s and 30s. More than half these residences (259) are Spanish Colonial Revival in style, with another 19 that are Mediterranean style, and a few (8) that feature elements of Monterey. An additional 124 residences reference the English Tudor (99) or French (25) architectural traditions, while 21 have features of the American Colonial Revival style. In the late 1930s and 1940s, Minimal Traditional became popular throughout the country as federal financing guidelines had an increasing influence on home design. Of the 46 Minimal Traditional-style residences, many also have decorative elements from popular Period Revival styles. A few (17) California Ranch residences were also constructed in Rossmoyne. A notable minority of the California Ranch residences appears to be early examples of the style; embodying a mixture of Spanish eclecticism, traditional rancho character, and the influence of celebrities with pioneering ranch designs such as Will Rogers.⁴⁰

NEIGHBORHOOD CHARACTER

The Rossmoyne Study area represents on its own a cohesive unit of community planning initially subdivided during the height of the 1920s building boom from 1923-1925. The neighborhood has all the hallmarks of a "residence park" developed after World War I, and its layout and location demonstrate a transition from streetcar-oriented to automobile-centered neighborhoods. Its proximity to the historical alignment of the Glendale & Montrose streetcar represents a residual orientation toward streetcar riders and passenger rail, and the

⁴⁰ Numbers generated from querying the HAI database created for the Rossmoyne Study Area. Because some residences are an example of more than one architectural style, the total of these figures will not add up to 504.

southernmost streets of Rossmoyne such as Glenoaks Boulevard/Ethel Street and Moncado Drive contain a more compressed configuration of smaller lots that is more typical of streetcar suburbanization. These were also among the first areas recorded in the Rossmoyne tract. However, the later phases recorded in 1924 and 1925 include more irregularly-shaped hillside lots that are spaced farther apart and farther away from the streetcar line. Whereas earlier advertisements included directions to Rossmoyne by streetcar, within a few years directions were nearly always by road, noting the drive-time from downtown Los Angeles and Hollywood. This variety of lot sizes also suggests that the Rossmoyne developers intended to draw in residents from a broader middle class demographic than their advertising suggested. They showcased the big homes on the hill, but provided more modest lots for buyers who lacked upper-middle class budgets.

Rossmoyne Amenities

From its inception, Rossmoyne was modeled after the "garden suburb" ideal developed in the late 19th century; an aesthetic that involved a fully developed community plan and a park-like setting for carefully placed lots that were developed through the guidance of an architectural committee and restrictive covenants. The frenetic pace of development in Southern California during the 1920s often resulted in very basic new subdivisions, since there was money to be made in the simple act of selling recorded lots with the bare minimum of improvement.

In the 1920s, developers like Walter Leimert or Haddock-Nibley could set their subdivisions apart from the rest by designing and marketing them as "residential parks," exclusive neighborhoods that espoused garden suburb ideals. Haddock-Nibley provided several amenities to Rossmoyne in keeping with the residential park property type, including a park containing a playground, parkway landscaping, concrete streets and sidewalks, a walkway through a long stretch of Rossmoyne Avenue, and ornamental light standards.

Nibley Park was established in 1925 by the City of Glendale after the Nibley Investment Company donated a 2.5-acre lot fronting Mountain Street.⁴¹ The park retained several native sycamores and oaks and, under their shade, the City added tennis courts and a children's playground. To increase the size of the park, the City purchased two adjacent lots at the time it was donated. The park was featured prominently in news articles promoting the Rossmoyne neighborhood as well as articles commenting on Glendale's development.⁴²

⁴¹ *Los Angeles Times*. "Accept Site for Park at Glendale" 7/16/1925.

⁴² *Glendale Today*, Los Angeles: The Rondith Corporation, 1926. On file, Glendale Public Library Special Collections.

Figure 10. Nibley Park, in the heart of Rossmoyne. Photo taken by LSA.



In addition to the park, Rossmoyne's ornamental light standards were another major amenity and facet of the neighborhood's residential park character. Sometime between 1923 and 1925, Haddock-Nibley paid for the installation of single-globe cast iron ornamental streetlights throughout the neighborhood.⁴³ The specific design of streetlight was approved by the City and installed in residential areas throughout Glendale. The counter-clockwise "swastikas" or "Greek cross" running border at the base was originally meant to be a benign symbol and was a popular decorative motif at the time of installation.⁴⁴

Throughout its advertisements and press coverage, Haddock Nibley pointed out the neighborhood's concrete streets as a significant amenity for Rossmoyne. One advertisement exhorted the reader to marvel at "every wide road to be of solid CONCRETE, studded with ornamental electroliers!"⁴⁵ At the time, concrete streets were considered more durable and lower-maintenance than other paving methods. Their initial outlay was more expensive than asphalt (or macadam), so a developer who included concrete streets in his capital outlay was providing buyers with an uncommon long-term investment in the neighborhood infrastructure.⁴⁶ Buyers who were accustomed to traveling by automobile recognized concrete streets as an advantage over asphalt,

⁴³ *Glendale Evening News*. "New Lights" 3/20/1926.

⁴⁴ City of Glendale. Memorandum from the Glendale City Attorney to the Mayor and City Council regarding 1920s era Lampposts, submitted August 17, 1995. Available online, <http://www.ci.glendale.ca.us/lampposts.asp>. Accessed April 28, 2011.

⁴⁵ *Glendale Daily Press*. Advertisement for Rossmoyne 11/11/1923. On File, Glendale Public Library Special Collections.

⁴⁶ *Los Angeles Times*. "Pave with concrete in tracts" 7/9/1922.

which means that this amenity was particularly valuable to an automotive suburb.

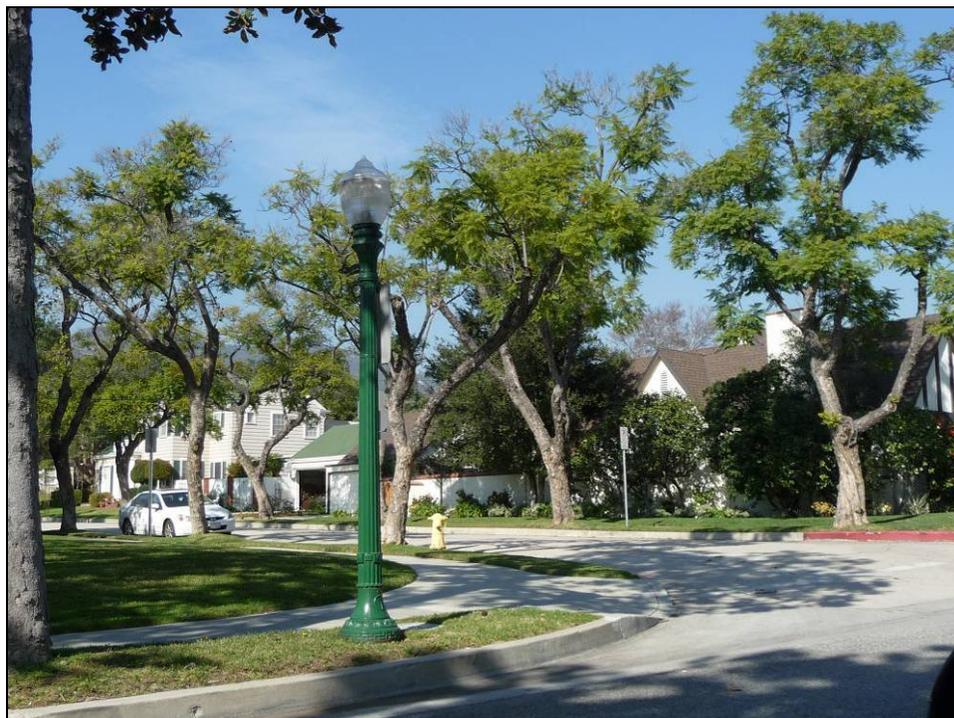


Figure 11. Typical Ornamental Streetlight in Rossmoyne. Photo taken by LSA.

Another somewhat unusual amenity catered to the pedestrians in the neighborhood. About halfway up Rossmoyne Avenue north of Mountain Street there is a small pedestrian walkway that leads to Loreto Drive. Another walkway was laid out in Tract 7013 (Royal Boulevard) linking Mountain Street with Torres Drive, but this walkway appears to have been absorbed by the adjacent lot.⁴⁷ This single walkway was not mentioned in Rossmoyne advertising, but over the years it has likely provided some convenient access between the hilly streets in that section. Similar walkways can be found in a contemporary of Rossmoyne, the "Hollywoodland" development in upper Beachwood Canyon in the Hollywood Hills.⁴⁸

Since one of the ideals of the garden suburb movement was the creation of self-contained neighborhoods with their own commercial and institutional amenities, many residence parks included an area for such activity within the overall plan. A *Los Angeles Times* article from 1924 reported that Rossmoyne was to have a planned business district featuring "Elizabethan, Belgian, or Flemish" architecture, although to what extent this plan was realized is not clear.⁴⁹ 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. A neighborhood shopping area at

⁴⁷ Los Angeles County Tract Maps, Mb 109/ 6-7; Mb 131/55.

⁴⁸ Los Angeles County Tract Maps 6450, MB 68/81-85.

⁴⁹ *Los Angeles Times*. "Rossmoyne Has Characteristic" 10/5/1924.

the intersection of Verdugo Road and Mountain Street was constructed in the late 1930s, several years after Nibley had ceded control of the Rossmoyne development.

ARCHITECTURAL STYLES

Spanish Colonial Revival

The predominant architectural style found within the Rossmoyne Study 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 (cantilevers) defined by corbelling, and multiple rooflines.
- Red clay tile medium or low-pitched hip or side-gable roof.
- Smooth or sand-finish stucco wall cladding. In Rossmoyne, finishes that were intended to imitate adobe were also used.
- Wood casement, wood double-hung, or steel casement windows, typically with divided lights. In Rossmoyne, leaded glass, stained glass designs, and “accidentals” were frequently observed during the survey.
- Arched colonnades.
- Arched and parabolic openings and windows.
- Grilles of wood, wrought iron, or plaster.
- Balconies and patios.
- Decorative terra cotta and tile work.

Mediterranean Revival

The Mediterranean Revival style borrows liberally from Italian Renaissance architecture of the 16th century. It first became popular in Southern California during the first decades of the 20th century. The formal, symmetrical façades 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.

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 through 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.

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. Extensions of the eaves over alcoves or side arches (called a “catslide”) are common in Rossmoyne.
- 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. In Rossmoyne, stained glass designs and “accidentals” are relatively common in Rossmoyne.
- Exaggerated, elaborate chimneys with decorative chimney pots.
- Arched front door surrounds with Renaissance detailing.

American Colonial Revival

A few of the residences within the Study 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.

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. In Rossmoyne, stained glass designs and “accidentals” were also frequently observed during the survey.
- Elaborate chimneys, often with multiple chimney pots.

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.

Ranch

The Ranch House enjoyed great popularity throughout the United States from the late 1950s through the 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. The Rossmoyne Study area features a few notable early examples of the Ranch style.

Character-defining Features:

- One-story configuration.
- Asymmetrical, rectangular massing.
- Low-pitched gable or hipped roof with wide eaves, wood shakes, and 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, and decorative brick cladding.
- Fixed wooden shutters.
- Recessed entry porch with roof supports.

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IV. EVALUATION AS A POTENTIAL HISTORIC DISTRICT

SUMMARY STATEMENT OF SIGNIFICANCE

The Rossmoyne Historic District encompasses most of the original Rossmoyne Tract as laid out between 1923 and 1924 by the Haddock-Nibley Company. Conceived of as an affluent "residence park" or "garden suburb" of the post-World War I era, Rossmoyne is significant in the areas of architecture, community planning, and social history. The period of significance for Rossmoyne spans from 1923 when the first phase of the subdivision was recorded through 1950, the point at which the neighborhood was largely built out and infill construction took on a different stylistic character.

Within the area of architecture, the Rossmoyne Historic District contains a rich concentration of both modest and high-style Period Revival architectural styles, including several excellent examples of the Spanish Colonial Revival, Tudor Revival, French Inspired/French Provincial Revival, Mediterranean Revival, American Colonial Revival, Monterey, Minimal Traditional, and early California Ranch styles. While the design imperatives at Rossmoyne favored a centralized approach from company-approved plans, several local builders are known to have designed homes in the neighborhood.

Within the area of community planning and development, Rossmoyne Historic District is a highly representative and intact example of an early automobile suburb and retains nearly all of the hallmarks of a designed residence park/garden suburb. In an era when streetcar suburbanization had reached its zenith and the Los Angeles area led the nation (perhaps the world) in automobile registration, Haddock-Nibley Company developed a fully planned neighborhood against a hillside with curvilinear concrete streets, long blocks punctuated with driveways for every home, and attached garages for a large number of the homes in the neighborhood. Many of the marketing materials for Rossmoyne included images of cars and referenced auto-commutes to major business centers. Their strict control over house design, willingness to invest in amenities such as lighting and a park, and inclusion of lots that catered to a wide range of the middle class demonstrates the comprehensive nature of Haddock-Nibley's plan for Rossmoyne.

Within the area of social history, Rossmoyne is significant for its ability to convey the values and interests of the home-buying public during the boom of the 1920s. The Rossmoyne advertisements and marketing materials contain within them a picture of the ideal neighborhood and the ideal people to reside there. Through deed restrictions, the Haddock-Nibley company attempted to enforce a certain kind of outcome for their development, and although deed restrictions were widely used in the 1920s to dictate (and unfairly discriminate) who could live on the property and what they could build, in Rossmoyne, the company actively enforced them throughout the design process.

Because the neighborhood has retained its original character and the majority of homes were constructed in a very narrow span of time, Rossmoyne elicits a sense of place that puts the historical development practices and buyer preferences into a tangible perspective.

While other neighborhoods exist in and around Glendale that are also significant in these areas, in Rossmoyne a perfect storm of excellent timing, location, planning, capital investment, marketing, and execution combined to create a rare example of the ideal neighborhood in the greater Los Angeles area during the 1920s. It is also highly intact, with about 80 percent of properties in the district qualifying as contributors. Furthermore, many contributors also appear individually eligible for their architectural merit.

A more detailed discussion of the Rossmoyne Historic District's eligibility under federal, state, and local criteria follows.

DISTRICT CONTRIBUTORS AND NON-CONTRIBUTORS

All properties that were constructed within the period of significance may be considered Historic District Contributors if they retain integrity. Integrity is generally defined as the ability to convey historic significance through the retention of the essential physical features that characterize the property. There are seven aspects of integrity (see Appendix A):

- Location;
- Setting;
- Design
- Materials
- Workmanship;
- Feeling; and
- Association.

To maintain consistency among contributors and non-contributors, LSA established a general framework for determining the integrity of properties in the district. Because much of the district's significance stems from its community design and architectural character, application of a high threshold for retaining integrity was appropriate. Properties were rated high, medium, or low in integrity based on the quantity and character of alterations sustained.

District Contributors

- Were constructed within the period of significance (1923-1950); and
- Retain High or Medium levels of integrity.

District Non-Contributors

- Were constructed outside the period of significance (1923-1950); and/or
- Retain a low level of integrity.

High Integrity properties built within the period of significance were identified as district contributors. To possess high integrity, a property needed to retain all seven aspects of integrity listed above. In a small minority of cases, some properties sustained small losses of material integrity (the replacement of some windows, application of less appropriate stucco) but retained high integrity due to the overall quality and detail in their design. About 69 percent of all properties in the Rossmoyne Historic District retain a high level of integrity.

Medium Integrity properties built within the period of significance were identified as district contributors. To possess medium integrity, a property needed to retain at least six of the seven aspects of integrity. Generally, the alterations sustained by medium-integrity properties involved losses of material integrity for one of the character-defining features of the property. For example, a property may have had its windows replaced with vinyl windows, provided the configuration and profile of the replacement windows did not disrupt the integrity of design or feeling of the house. Another common example was the application of rough-textured stucco over the historical texture. Such an application results in the loss of integrity of feeling, since the texture is so closely associated with modern-day construction. In a small minority of cases, some properties may have sustained more than one alteration (e.g., windows and stucco) but retain medium integrity due to the overall quality and detail in their design. About 20 percent of the properties within the district retain a medium level of integrity.

Low Integrity properties were identified as district non-contributors. These properties generally had more than one significant alteration that was visible from the sidewalk. Due to these alterations, low-integrity properties were determined to have lost integrity of materials and feeling and, in some cases, also design and workmanship. Common alterations for low-integrity properties include inappropriate window replacement, modern rough-textured stucco application, inappropriate door replacement, removal of historical decoration, incompatible additions, and alterations to the porches. For some more modest properties, integrity is more easily lost because there are fewer character-defining features that make up the building's historical appearance. For example, on some Minimal Traditional residences, windows are one of only a few character-defining features because lack of decoration and simplicity of design were part of the style's overall character. Replacement windows on a building such as this will have a much greater impact on its integrity than on a building where the style is characterized by many more intact decorative elements besides

windows. About 11 percent of properties within the district retain a low level of integrity.

Regardless of integrity, properties constructed outside the period of significance were considered district non-contributors.

LOCAL EVALUATION

The Rossmoyne Study Area appears to meet several criteria for a historic district overlay zone as outlined in the Glendale Municipal Code. The Survey Area appears to be significant under Criteria A, B, C, D, F, G, and H as a collection of intact buildings associated with the growth and development of Glendale in the 1920s through the 1940s. The Study Area 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. The period of significance for Rossmoyne spans from 1923 when the first phase of the subdivision was recorded through 1950, the point at which the neighborhood was largely built-out and infill construction took on a different stylistic character. A more detailed discussion of the Glendale criteria follows.

- A. *Exemplifies or reflects special elements of the city's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history. District Meets this Criterion.*

As an intact early Automobile Suburb from the 1920s, the Rossmoyne Historic District reflects special elements of the City's social, aesthetic, and architectural history. Through careful planning, lavish investment, and savvy marketing, Rossmoyne developed as one of Glendale's most desirable suburbs, and its success enhanced the desirability of Glendale as a whole throughout the 20th century.

- B. *Is identified with persons or events significant in local, state, or national history. District Meets this Criterion.*

The Rossmoyne Historic District was home to several notable individuals in Glendale History. Although the development was not directly associated with Judge Erskine Mayo Ross, his early booster efforts in Glendale are reflected by his sale of the Rossmoyne land to Haddock-Nibley, and the development bears the name of his former home. Alex Nibley, one of the chief developers of Rossmoyne, made his home in Rossmoyne. The district also contains the residences of other notable individuals in local history, including Edward Lynch and Joseph Pagliuso. Research on individual residents in Rossmoyne may lead to the discovery of other notable residents as well.

- C. *Embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of*

indigenous materials or craftsmanship. District Meets this Criterion.

The Rossmoyne Historic District showcases a delightful variety of Period Revival architectural styles from the height of their popularity. Both high-style and more modest examples of the Spanish Colonial Revival, Tudor Revival, French Inspired, Mediterranean Revival, American Colonial Revival, Minimal Traditional, and early California Ranch are found in Rossmoyne. These examples are overall highly intact and are set within a well-preserved setting.

D. Represents the work of notable builders, designers, or architects. District Does Not Meet this Criterion.

Many contributors do represent the talents of several local builders who worked with the Haddock-Nibley Company to provide pleasing designs in popular styles. Prolific local contractors such as the Nelson Brothers and Seth Rice portrayed their Rossmoyne handiwork in advertisements, indicating their pride in the homes they constructed there. However, the district as a whole does not represent the work of any particular notable builder, designer, or architect.

E. Has a unique location or is a view or vista representing an established and familiar visual feature of a neighborhood community or of the city. District Does Not Meet this Criterion.

The Rossmoyne Historic District is located on a hillside among hundreds of other residences in the northern section of Glendale. It does not represent an established and familiar visual feature to any greater degree than neighboring developments.

F. Embodies a collection of elements of architectural design, detail, materials or craftsmanship that represent a significant structural or architectural achievement or innovation. District Meets this Criterion.

The preponderance of attached garages within the Rossmoyne Historic District represents an innovation in home design that was several years ahead of its time. The Los Angeles area adapted to the automobile earlier and with much more enthusiasm than anywhere else in the nation. Attached garages are a key element of that adaptation and in Rossmoyne there are at least 34 residences from the 1920s that feature them.

G. Reflects significant geographical patterns, including those associated with different eras of settlement and growth, transportation modes, or distinctive examples of park or community planning. District Meets this Criterion.

The Rossmoyne Historic District is an excellent example of an early Automobile Suburb, which emerged in the mid-20th century as the dominant pattern of residential growth throughout Southern California. Rossmoyne represents a distinctive example of community planning from the 1920s and bears several amenities from that time, including a community park, a curving street layout with ornamental lights, curb/gutter, and concrete streets, and pedestrian walkways.

H. Conveys a sense of historic and architectural cohesiveness through its design, setting, materials, workmanship or association. District Meets this Criterion.

Through its inherent quality of design, setting, materials, workmanship, and association as a planned suburb, the Rossmoyne Historic District conveys a distinctive sense of historic and architectural cohesiveness.

I. Has been designated a historic district in the National Register of Historic Places or the California Register of Historical Resources. District Does Not Meet this Criterion.

The Rossmoyne Historic District has not been designated a historic district in the National or California Registers, though it appears eligible as explained later in the evaluation for the district.

The geographic boundaries of the Study Area contain 505 properties consisting of 504 single-family residences and Nibley Park. Of these, 413 are considered contributors to a potential historic district. This means that 82 percent of the total number of properties are considered contributors, which exceeds the minimum 60 percent required for historic districts as stipulated in the Glendale Municipal Code.

NATIONAL AND CALIFORNIA REGISTER EVALUATION

The Rossmoyne Study Area comprises a complete tract that is differentiated from neighboring residential areas by plan and historic context, and thus it is appropriate to evaluate it as a historic district under National and California Register criteria (see Appendix A). However, it would also be appropriate to include the Royal Boulevard Historic District (defined as Tract 7012) in the evaluation, because it was developed immediately after the Rossmoyne Study Area by the same developers (Nibley Investment Company) and was marketed as a continuation of the Rossmoyne development. It shares nearly all of the same historic context as the Rossmoyne Study Area and also contains a significant concentration of Period Revival residences. The Royal Boulevard Historic District was designated a City of Glendale HPOZ in 2009. The supporting historic resources survey declined to evaluate the district under National and California Register criteria due to its potential to be thematically part of a larger district (Rossmoyne). Therefore, the following evaluation encompasses both the potential

Rossmoyne Historic District and the designated Royal Boulevard Historic District. This potential enlarged "Rossmoyne historic district," in this specific instance, applies to both districts as a single entity.

The Rossmoyne historic district appears eligible for the National and California Registers under Criterion A/1 at the local level for its significant association with the residential development patterns of the City of Glendale and the greater Los Angeles metro area. Under Criterion B/2, it does not appear to be significantly associated with any individual person or persons who were notable in local, state, or national history. Under Criterion C/3 (at the local level) Rossmoyne contains a significant concentration of excellent examples of multiple architectural styles, and as a whole the neighborhood possesses high artistic values. Furthermore, under Criterion C/3 the Rossmoyne Historic District is an excellent example of a post-World War I "residence park/garden suburb" development, as well as an early automobile suburb. Under Criterion D/4 (which applies mainly to archaeological resources), the district does not appear to have yielded or be likely to yield information important in history or prehistory. The Rossmoyne Historic District retains a very high degree of integrity and retains sufficient character-defining features to convey its historical significance.

Though it is beyond the scope of this survey, it is possible that the Rossmoyne historic district is also significant at the state or national level as an outstanding example of an early automobile suburb. As explained in the Historic Context Statement, Los Angeles County was unique on the national stage for its early and enthusiastic adoption of the automobile. Auto-centered suburbanization changed the character of community development profoundly across the country, and Southern California (especially Los Angeles County) was at the forefront of these changes. To understand the Rossmoyne Historic District's significance within the larger context of automobile suburbanization, it should be compared with other early automobile suburbs in the region and nationally to determine whether it "outstandingly" represents the early automobile suburb as a property type.

Master tables of all surveyed properties are included as Appendix C of this report, and DPR 523 forms (one District Record and 505 Primary Records) are also included as Appendix D.

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GLOSSARY

Accidentals: Small irregularly-shaped sections of stained glass set within a leaded glass window.

Catslide: An extension of the eaves of a front gable far beyond the roofline, usually to cover an alcove, wing wall, or entryway. Often used in Tudor Revival architecture.

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.

Oriel: A projecting bay window that is corbelled or cantilevered from the wall. Often used in Tudor Revival and French Inspired architecture.

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

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APPENDIX A: CRITERIA FOR EVALUATION OF HISTORIC RESOURCES

NATIONAL REGISTER OF HISTORIC PLACES

On the national level, a historic district can be designated for listing in the National Register of Historic Places. The National Register of Historic Places is “an authoritative guide to be used by federal, state, and local governments, private groups, and citizens to identify the nation’s cultural resources and to indicate what properties should be considered for protection from destruction or impairment.” The National Register program is administered by the National Park Service. Listing in the National Register assists in preservation of historic properties through recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally-assisted projects; eligibility for federal tax benefits; consideration in the decision to issue a surface coal mining permit; and qualification for federal assistance for historic preservation, when funds are available.

To be eligible for listing in the National Register, a resource must possess significance in America history and culture, architecture, or archaeology. The criteria for listing in the National Register follow the standards for determining the significance of properties. Sites, districts, structures, or landscapes of potential significance are eligible for nomination. In addition to meeting any or all of the criteria listed below, properties nominated must also possess integrity of location, design, setting, feeling, workmanship, association, and materials:

- A. Associated with events that have made a significant contribution to the broad patterns of our history;
- B. Associated with the lives of persons significant in our past;
- C. Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; and/or
- D. Yield, or may be likely to yield, information important in prehistory or history.

The evaluation of integrity is grounded in an understanding of a property’s physical features and how these features relate to its historic significance. It is through the retention of original character-defining features that the significance of a resource is conveyed. The National Register recognizes seven aspects or qualities that, in various combinations, define the integrity of a property. They include:

- 1. **Location** is the place where the historic property was constructed or the place where the historic event occurred.

2. **Design** is the combination of elements that create the form, plan, space, structure, and style of a property.
3. **Setting** is the physical environment of a historic property.
4. **Materials** are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
5. **Workmanship** is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
6. **Feeling** is a property's expression of the aesthetic or historic sense of a particular period of time.
7. **Association** is the direct link between an important historic event or person and a historic property.

Period of Significance

Historic resources are identified as being significant during a specified period of time, referred to as the *period of significance*. The National Park Service defines the period of significance as "the length of time when a property was associated with important events, activities or persons, or attained the characteristics which qualify it for listing" in National, State or Local registers. A period of significance can be "as brief as a single year or span many years." It is based on "specific events directly related to the significance of the property," for example the date of construction, years of ownership, or length of operation as a particular entity.¹

Historic Districts

Standard preservation practice evaluates collections of buildings from similar time periods and historic contexts as historic *districts*. The National Park Service defines a historic district as "a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development."²

A 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

Resources that have been found to contribute to the historic identity of a district are referred to as *district contributors*. Properties located

¹ *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. p. 42.

² *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. p. 5.

³ *Ibid.*

within the district boundaries that do not contribute to its significance are identified as *non-contributors*.

CALIFORNIA REGISTER OF HISTORICAL RESOURCES

On the state level, a historic district can be designated for listing in the California Register of Historical Resources. The California Register of Historical Resources is an authoritative guide in California used by State and local agencies, private groups, and citizens to identify the State's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.

The California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register automatically includes California properties listed in the National Register, those formally Determined Eligible for listing in the National Register, California Registered Historical Landmarks from No. 0770 onward, and those California Points of Historical Interest that have been evaluated by the Office of Historic Preservation (OHP) and have been recommended to the State Historical Resources Commission for inclusion in the California Register. Other resources which may be nominated for listing in the California Register include historical resources with a significance rating of Category 3 through 5 in the State Inventory, individual historical resources, historical resources contributing to historic districts, and historical resources designated or listed as local landmarks.⁴

The criteria for eligibility for listing in the California Register are based upon National Register criteria and may include any resource that:

- 1) Is associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
- 2) Is associated with the lives of persons important to local, California, or national history.
- 3) Embodies the distinctive characteristics of a type, period, region, or method of construction or represents the work of a master or possesses high artistic values.
- 4) Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

LOCAL DESIGNATION OF HISTORIC RESOURCES

The City of Glendale has established procedures for identifying, designating, and preserving historic resources locally. As stated in Chapter 15.20 of the Glendale Municipal Code:

⁴ *Technical Assistance Series #3. California Register of Historical Resources: Questions and Answers.* California Office of Historic Preservation, revised May 9, 2006.

... the recognition, preservation, protection and use of historic resources are required in the interest of the health, prosperity, social and cultural enrichment and general welfare of the people.

The City also specifically provides for the designation of historic districts:

Recognizing that historic resources are sometimes found in various geographical groupings, where individual resources when combined within their original historical context are worthy of preservation consideration, this code provides for the designation of historic districts ... through a change of zone that establishes a historic overlay zone.⁵

A historic district is defined in the Glendale Municipal Code as

A geographically definable area possessing a concentration, linkage or continuity, constituting more than sixty (60) percent of the total, of historic or scenic properties, or thematically-related grouping of properties. Properties must contribute to each other and be unified aesthetically by plan or historical physical development.

Criteria for a historic district overlay zone are stated as follows:

- A. Exemplifies or reflects special elements of the city's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history;
- B. Is identified with persons or events significant in local, state, or national history;
- C. Embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship;
- D. Represents the work of notable builders, designers, or architects;
- E. Has a unique location or is a view or vista representing an established and familiar visual feature of a neighborhood community or of the city;
- F. Embodies a collection of elements of architectural design, detail, materials or craftsmanship that represent a significant structural or architectural achievement or innovation;
- G. Reflects significant geographical patterns, including those associated with different eras of settlement and growth, transportation modes, or distinctive examples of park or community planning;

⁵ Glendale Municipal Code, 30.25

- H. Conveys a sense of historic and architectural cohesiveness through its design, setting, materials, workmanship or association; or
- I. Has been designated a historic district in the National Register of Historic Places or the California Register of Historical Resources.⁶

⁶ Glendale Municipal Code, Section 30.25.020

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