

# Agenda Report

August 31, 2015

**TO:** Honorable Mayor and City Council  
**FROM:** Planning & Community Development Department  
**SUBJECT: DESIGNATION OF 880 SOUTH MADISON AVENUE AS A LANDMARK**

## **RECOMMENDATION:**

Staff recommends that the City Council:

1. Find that the designation of a historic resource is categorically exempt from the California Environmental Quality Act (CEQA Guidelines §15308: Class 8 - Actions by Regulatory Agencies for Protection of the Environment);
2. Find that the property at 880 S. Madison Avenue meets Criterion "B" for designation as a landmark (P.M.C. §17.62.040) because the building is locally significant as the residence of Daniel M. Linnard, a hotelier who was significant in the development of the hospitality industry in Pasadena and California, having originated the hotel bungalow concept at the Maryland Hotel in Pasadena, and retains its integrity;
3. Adopt the attached resolution approving a Declaration of Landmark Designation for 880 S. Madison Avenue, Pasadena, California;
4. Authorize the Mayor to execute the attached Declaration of Landmark Designation for 880 S. Madison Avenue, Pasadena, California; and
5. Direct the City Clerk to record the declaration with the Los Angeles County Recorder.

## **HISTORIC PRESERVATION COMMISSION RECOMMENDATION:**

At its regular meeting of June 16, 2015, the Historic Preservation Commission recommended that the City Council approve the designation of 880 S. Madison Avenue as a landmark under Criterion B of PMC §17.62.040.

## **EXECUTIVE SUMMARY:**

The Daniel M. Linnard House is significant for its association with the life of Daniel M. Linnard, who was significant in the development of the hospitality industry in Pasadena and California, and it retains integrity. Therefore, the property at 880 S. Madison Avenue qualifies for designation as a landmark under Criterion “B” for its association with Daniel M. Linnard.

## **BACKGROUND:**

On April 10, 2015, Heidi C. Bender, the property owner, submitted an application for landmark designation of the property. The staff evaluated the property according to the landmark criteria in Title 17 of the P.M.C. and determined that the structure qualifies for landmark designation. Concurrent with this application, the applicant also submitted an application for Historic Property Contract (Mills Act).

### Property Data

- Historical Name: Daniel M. Linnard House
- Address: 880 S. Madison Avenue, Pasadena, CA 91106
- Location: East side of Madison Avenue, between Fillmore and Alpine Streets
- Date of Construction: 1914 (documented by building permit)
- Original Architect: Louis DuPuget Millar
- Original Contractor: Grable & Austin
- Original / Present Use: Single family residence
- Original / Present Owner: Austin & Williams / Lon E. & Heidi C. Bender
- Lot size: 13,633 square feet
- Building size: 3,608 square feet

### Setting & Site Description

The site is a rectangular 13,633 square foot lot in a residential neighborhood. The lot slopes downward toward the rear, and is 70 feet in width and 195 feet in depth. The house is set back approximately 50 feet from the front property line, 10 feet from the north property line, and 20 feet from the south property line. A driveway runs along the south side of the property, terminating in a two-car garage. Behind the garage, separated from the rest of the back yard by a fence and trellis, is a swimming pool.

### Building Features

The house is a 2-1/2 story Arts & Crafts-period house with an additional full height basement story in the rear. It has a side gabled roof with composition shingles, shingle siding (with a stucco wainscot at the first story in the front), groupings of double hung and transomed casement windows, a shed-roofed front porch with square posts that terminates in a side-gabled porte-cochere at the south side of the house, gabled and

shed-roofed projections at the sides and the rear, a corner window with transoms on the north side, and a stuccoed chimney at the south side. Large portions of the rear elevation have the appearance of screened porches that were later enclosed by glass, but the Sanborn map and early City Assessor's records indicate that the spaces were considered part of the house.

### Accessory Structures & Site Features

An original 30 foot width by 20 foot depth two-car garage has a side gabled roof, two individual garage doors, a small horizontal six-light window facing the front of the property, and groupings of transomed casement windows facing the swimming pool at the very rear of the property. A wood fence runs between the garage and the north property line to fence off the pool from the rest of the property. A freestanding trellis, adjacent to the garage and fence, shelters the area between the garage and the pool. Also in the back yard, a raised deck, at the level of the first floor, is attached to a stairway exiting the rear of the house.

### Documented Changes to the Property

Building permit records indicate that the swimming pool was built in 1956, and that the basement level was expanded in 1993. Photographic evidence (1987 photo) indicates that the original round columns at the front porch and porte-cochere were replaced with the current square posts. The garage doors are non-original roll-up doors.

### Current Conditions, Use, and Proposed Plans

The property, used as a single family residence, is generally in good condition. An application for Historic Property Contract, which includes a work program of rehabilitation and maintenance projects proposed to be undertaken over a ten-year period, has been submitted concurrently with this application to designate the property as a landmark.

## **Historical Overview**

### Seasonal Resorts in Pasadena, 1886–1929

Travel books and news articles describing the horticultural riches of the San Gabriel Valley popularized Pasadena's charms to the rest of the nation. Already renowned for its agricultural successes, by the turn of the twentieth century Pasadena was poised for expansion. Boosters, land speculators, health experts, and tourism promoters took the lead in forging a vision of Pasadena as an Arcadian paradise by producing images of lush and exotic plantings that embodied the message of Pasadena as an inviting land of leisure and opportunity.

Boston's Raymond & Whitcomb travel company established Pasadena's first large resort hotel, offering Easterners the chance to escape harsh winters and enjoy the unspoiled Southern California landscape. With the objective to "to build deluxe lodgings in remote and exotic places," tour operator Walter Raymond opened the Hotel Raymond in 1886, a key event that inaugurated the tradition of lavish seasonal resorts in the city and brought considerable renown to the city. Visitors alighting at the Raymond's own Santa Fe station were met by carriages that transported them up a picturesque flower-bordered road to the 200-room hotel sited atop a massive hill. The Raymond soon became a local tourist attraction and the nexus of an active cultural life of concerts and society balls for well-to-do Easterners during the winter months.

The Mission Revival-style Webster Hotel, established by E.C. Webster in 1887 and later owned by patent medicine businessman Colonel George G. Green, was another prominent Pasadena-area social center during the 1890s. Located in downtown Pasadena on Raymond Avenue adjacent to Pasadena's main Santa Fe station, the Hotel Green would eventually expand to a tourist resort complex composed of three buildings.

Pasadena's rapid population expansion and influx of tourists during this period necessitated the construction of various civic improvements, such as paved streets, the installation of street lights, and a sewerage system.

Tourism would remain a prominent local industry in Pasadena well into the twentieth century. With a "season" extending from November to mid-April, seasonal resorts served as centers of Pasadena's social and civic life, offering their guests varied recreational opportunities that included golf, badminton, tennis, swimming, riding on local trails, and excursions to mountains and beaches. Pasadena resorts had a reputation for their outstanding gardens. In 1903, Pasadena hotelman Daniel Moore Linnard opened the Maryland Hotel. A pioneer in the use of the bungalow as a hotel accommodation, Linnard sited guest bungalows in the Maryland Hotel's park-like grounds. The Maryland Hotel's symbol was a massive vine-covered pergola located along Colorado Street next to the hotel's sunken garden, both designed by prominent architect Myron Hunt. A public amenity independent from the hotel, the pergola became a tourist attraction in itself and sparked a trend for pergolas throughout the town as garden features on hotel grounds and residential properties.

In 1911, Henry Huntington purchased the Wentworth Hotel, a massive unfinished concrete building in the Oak Knoll neighborhood, which had failed for lack of investment a few years earlier. Huntington hired Myron Hunt to complete the building. Reopened in 1914 and renamed the Huntington Hotel, horticulturalist William Hertrich was responsible for the plantings. In 1926, 250 members of the Garden Club of America held their 13th annual meeting at "the wisteria-draped and rose-twined reaches of the grounds of the Huntington Hotel." The group's activities included visiting garden estates in Pasadena and Santa Barbara. Known today as the Langham Huntington, the hotel was completely rebuilt in 1991, and its original Horseshoe Garden and covered Picture

Bridge were rehabilitated. The Vista del Arroyo Hotel (now the Ninth Circuit Court of Appeals) began as a boarding house situated picturesquely on the banks of the Arroyo. Under the stewardship of Linnard, it became a full-fledged resort in the 1920s, with adjacent bungalows situated in its landscaped grounds, and including a swimming pool, tennis courts, multiple staircases and paths extending down the slope into the Arroyo below, where a riding stable provided horses for guests (these features on the slope still remain). In 1926, the Huntington, Vista del Arroyo, and Green hotels remained open year-round for the first time. The Green Hotel also had a famous garden, part of which became the city's Central Park. After the 1929 stock market crash, American travel and tourism patterns shifted considerably and the heyday of lavish resorts in the city effectively ended.

### Daniel M. Linnard

Daniel M. Linnard was a hotelier who was very influential in the development of California and Pasadena as a destination for travelers and future residents. Born in Cape May City, New Jersey in 1868, Linnard attended school in New Jersey and then moved west. He got his start in Pasadena by managing a large boarding house, moved to the La Casa Grande Hotel in 1902, and bought the Maryland Hotel in 1903. He originated the hotel bungalow concept at the Maryland Hotel, which subsequently spread throughout the United States. In 1914 he was hired to manage the Huntington Hotel from its grand opening. In 1917 he organized a company that bought the Huntington and Green hotels. Over the following years, his company acquired or managed an increasing number of hotels throughout California. At one point he owned or managed 18 hotels in California—plus one each in Tacoma WA, Atlantic City, NJ and New York, NY. He is credited with setting the standards of California hospitality. Linnard was also involved in “good roads” campaigns, early promotion of aviation, and deeply involved in the Pasadena Tournament of Roses, having served as president and credited with the tradition of holding the parade even in the worst of weather. He died in Pasadena in 1949.

### **ANALYSIS:**

The Daniel M. Linnard House at 880 S. Madison Avenue is eligible for designation under Criterion B, (PMC §17.62.040.C.2), which states:

[The property] is associated with the lives of persons who are significant in the history of the City, region, or State.

Under this criterion, the house is significant for its association with Daniel M. Linnard, who lived at the address between 1918 and 1924. During this time, he was expanding his company by acquiring, managing, and developing hotels throughout California and elsewhere in the United States.

More than one property may be eligible for association with a significant person, if each illustrates a different aspect of that person's productive life. Three properties in Pasadena are known to have a strong association with Linnard: The Maryland Hotel, where he lived during much of the early period of his career during which he developed the hotel bungalow concept and perfected his management methods; the house at 880 S. Madison Avenue, where he lived during the middle expansive period of his career; and the Huntington Hotel, where he lived from the mid-1920s through the mid-1930s at a later period of his career. Only two of these properties remain—the Maryland Hotel has been demolished. Furthermore, the Huntington Hotel no longer retains integrity due to reconstruction following fire damage which was inconsistent with the historic design of the building.

The house has a high level of integrity (its ability to demonstrate why it is significant) through its location, setting, design, materials, workmanship, association, and feeling, as follows:

- Location: The house is in its original location.
- Setting: The residential neighborhood is intact.
- Design: With the exception of the few minor alterations previously described, the house retains its appearance as it appeared when Daniel M. Linnard and his family lived there.
- Materials: The house retains the original materials used in its construction including the original windows, front door, and shingle siding.
- Workmanship: The house's workmanship is evident in the Arts & Crafts period design and details such as the front door and windows.
- Association: The house is associated with Daniel M. Linnard as his residence during the expansive period of his career in which he was acquiring, developing, and managing an increasing number of hotels.
- Feeling: The house expresses the characteristics of the residence of Daniel M. Linnard between 1918 and 1924.

The applicant had also nominated the property for designation under Criterion "C" for architectural significance, but staff determined that the house is not eligible under that criterion. The property is not a particularly notable example of a two-story Arts-and-Crafts period house. It was evaluated in the 1999 Historic Resources Survey of Pasadena's Arts and Crafts Period Residential Architecture as a contributor to an eligible landmark district, but not as individually significant. The architect, Luis DuPuget Millar, was not particularly notable, with only one property in Pasadena, at 460 California Terrace, identified as individually significant.

**COUNCIL POLICY CONSIDERATION:**

The General Plan – Objective 6: Promote preservation of historically and architecturally significant buildings and revitalization of traditional neighborhoods and commercial areas.

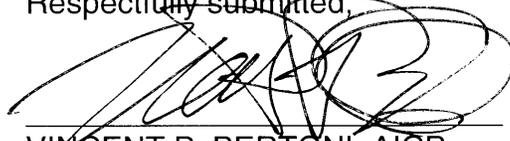
**ENVIRONMENTAL ANALYSIS:**

Class 8 exemptions consists of actions taken by regulatory agencies, as authorized by state or local ordinance, to assure the maintenance, restoration, enhancement, or protection of the environment where the regulatory process involves procedures for the protection of the environment.

**FISCAL IMPACT:**

In some instances, owners of designated historic properties may apply to the City for a Historic Property Contract (Mills Act), which allows an alternative and often lower property tax assessment. The City Council reviewed the projected loss of property tax revenue from this program in 2002 when it adopted the local Mills Act ordinance. As a result of this program, the reduced property tax amount which comes out of the City's local share amount from the State, is a small fraction of the City's overall property tax revenue.

Respectfully submitted,

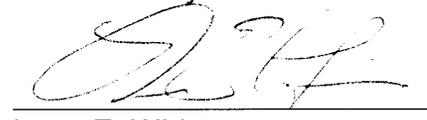


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Attachments: (4)

- Attachment A – Vicinity Map
- Attachment B – Application Materials
- Attachment C – Photographs
- Attachment D – Effects of Landmark Designation