



*Photo Credit: Scott Piotrowski*

# ARROYO SECO PARKWAY

## Inventory of Interpretive Assets

Developed as part of the  
*Arroyo Seco Parkway National Scenic Byway Visitor Interpretation and Marketing Plan*



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## Introduction

The Arroyo Seco Parkway received a National Scenic Byway grant to “develop a comprehensive visitor interpretation and marketing plan to share the numerous and diverse resources of the Arroyo Seco Parkway National Scenic Byway with byway travelers based on recommendations contained in the Corridor Marketing Plan.” One component of this planning effort includes the development of this inventory of interpretive assets. Local stakeholders provided an initial list of 45 prioritized sites for consideration as part of the inventory, including a diverse collection of museums, historic districts, restaurants, retail businesses, transportation hubs, accommodations and other attractions. The consultant team visited all sites on this initial list of assets within or adjacent to the Arroyo Seco Parkway National Scenic Byway, and also identified other potential sites in the course of the team’s research. While the National Scenic Byway grant application outlined the asset inventory as including “the completion of site assessment for between 25 and 30 key interpretive sites, including an overview of current interpretive efforts and specific interpretive recommendations for each site,” and this completed asset inventory includes assessments for 37 interpretive sites.

A team of consultants led by the National Trust for Historic Preservation’s Heritage Tourism Program completed initial site assessments for key interpretive sites along the Arroyo Seco Parkway in May 2010. A list of potential interpretive sites was provided to the team by Nicole Possert to help guide this initial research visit. The consultant team included Amy Webb, Heritage Tourism Director for the National Trust for Historic Preservation, Max Van Balgooy, Director of Interpretation and Education for the Historic Sites Department of the National Trust for Historic Preservation and Josh Bloom, a principal in the Community Land Use and Economics Group, LLC (also known as the CLUE group). Also, outside of the initial site visit, John Arroyo in conjunction with partners from the Audubon Center at Debs Park, LA State Historic Park and Arroyo Seco Foundation provided input regarding the parks, nature and recreational areas identified in this corridor.

One team member, Amy Webb, participated in the on May 16, 2010 “Museums of the Arroyo Day” festival. Amy Webb was joined by other team members, including Josh Bloom of The Community Land Use and Economics Group, LLC and Max van Balgooy of Engaging Places, LLC to tour sites along the Arroyo Seco Parkway from May 17-19, 2010. For this initial visit the team toured the byway on our own to provide a “true” visitor experience as much as possible as the goal of this visit was to get an overview of the byway from the perspective of heritage travelers. This Preliminary Assessment Report includes observations from these initial site visits as well as informed thoughts regarding recommendations after the study period. To supplement the observations captured by the consultant team in the profiles in this assessment, an intern compiled an Access database with additional information about 45 sites along the corridor. (see appendix) This database includes information such as:

- Address
- Website
- Hours of operation
- Admission charge (Y/N)
- Each of access by car/Gold Line/bicycle
- Visitor services available on site
- Online marketing/Other marketing
- Site type/theme

Although this National Scenic Byway is only 9.4 miles long, the team quickly discovered that four days was not enough time to fully experience all potential interpretive sites along the Arroyo Seco. Based on the initial group of key interpretive sites experienced during this first visit, the team has developed criteria to help guide the addition of other interpretive sites. The team also drafted a preliminary interpretive framework that outlines four interpretive themes for this corridor as well as potential interpretive sites that support each of the themes and subthemes. Within this initial framework, eleven topics were identified to begin to categorize assets. These categories included:

- Arts & Crafts
- Contemporary Art & Architecture
- Architecture
- Route 66
- Modern Public Transit
- Railroads
- Native American
- Early White Settlers
- Asian Heritage
- Latino/Hispanic
- Natural/Arroyo Seco Watershed

The preliminary interpretive framework was reviewed by byway stakeholders and was refined based on stakeholder feedback. The final interpretive framework is included as part of the Arroyo Seco Parkway National Scenic Byway Interpretive Plan. Several key sites within this region such as the Broadway Theater District, the Rose Bowl and Dodger Stadium do not fit into the interpretive themes identified for the byway, but are prominent popular destinations. These sites and other attractions such as the Los Angeles Police Museum in Highland Park and the Pasadena Museum of History (two of the five museums featured in the annual Museums of the Arroyo Day along with the Gamble House, Heritage Square and the Lummis House), are additional attractions that may not be directly related to the byway's interpretive themes, but which draw visitors to the region and may be useful partners for marketing efforts.

During a follow-up visits November 30-December 2, 2010 and March 8-10, 2011 the team met with key stakeholders representing many of these sites. This asset inventory, along with an audience research study, will become part of an overall interpretive and marketing plan for the Arroyo Seco Parkway National Scenic Byway and will help to inform future interpretive and marketing efforts. This asset inventory includes site specific recommendations as appropriate as well as identifying potential partnership opportunities for individual sites. The consultant team preparing this inventory also identified overall recommendations to link key sites along the Arroyo Seco into a cohesive visitor experience. Those recommendations informed the final interpretive and marketing recommendations that appear in the *Arroyo Seco Parkway National Scenic Byway Interpretive and Marking Plan*.

While this inventory of assets includes profiles for sites that were identified by local stakeholders as being important to the byway as well as additional sites identified by the consultant team as contributing to the interpretive themes, it is anticipated that this inventory will be a dynamic document that may expand as new thematically related attractions are identified or developed within the byway corridor.

## Angeles National Forest

### Observations

#### Significance

The Angeles National Forest covers over 655,387 acres along the San Gabriel Mountains. Established in 1908, the Angeles incorporates parts of the San Bernardino, Santa Barbara, and San Gabriel National Forests, with a small section extending into San Bernardino County to the east and Ventura County to the west. Forest headquarters are located in the City of Arcadia, within Los Angeles County.

The landscape of the Angeles National Forest is varied and provides year-round recreational opportunities. The Angeles boasts elevations as high as 10,000 feet and much of the forest is covered with chaparral ranging from pine to fir. Among its many hiking trails and wilderness areas, prominent features include a segment of the Pacific Crest Trail, Mount Wilson and its Observatory, and Mount Lowe. Other features include campgrounds, scenery, picnic areas, swimming, fishing, skiing, and trails for equestrians, bicyclists, and off-road vehicles.

#### Visitor Experience

*Individual Travelers:* The Angeles National Forest contains over 80,000 acres in three nationally-designated wilderness areas: the Cucamonga Wilderness, the San Gabriel Wilderness, and the Sheep Mountain Wilderness. The Forest also includes 10 lakes and reservoirs (including Pyramid Lake, Castaic Lake, and Elizabeth Lake), over 20 mountain peaks (including Mount San Antonio, Mount Wilson, and Mount Lowe), and over 240 miles of rivers and streams (including the source of the Los Angeles River and the San Gabriel River). There are four visitor and information centers, 36 picnic areas, 53 trailheads for a total of 697 miles of trails, 66 campgrounds, two ski areas, and two entrance stations. While many areas and activities are free, some require an Adventure Pass or other recreation fees to help maintain the forest. Visitors should consult the Recreation Fee Areas map or contact their local Forest Service Office.

*Group Travelers:* Group travelers can learn about ranger-led group hikes or other group activities by checking the Angeles' main recreational activities page or by calling their local Forest Service Office.

#### *Recent Online Reviews from Travelers:*

- "Amazing beauty can be found in the canyons and mountains of Angeles National Forest, which can be reached in 30 minutes from Downtown LA. Angeles Crest Highway rises to 8000', with walks up to 10,000-foot mountains nearby. Mt. Wilson offers fantastic views of the L.A. region, and on a clear day out to Catalina Island."

*Visitor Readiness:* A National Forest Adventure Pass (\$30) is required for parking in the majority of the Angeles for periods longer than a day. Other areas require a day pass (\$5), which can be purchased at a majority of sporting goods stores across southern California. Passes are not required on County-maintained roads or several other marked areas. On some days permits are not required. The dry brush and chaparral of the Angeles also make it susceptible to forest fires. Newcomers to the Angeles should consult with the Forest Service Office, especially since some areas are only accessible by traveling

through others. While inclement weather is not a characteristic of southern California, altitudes along the Angeles do make it a cold and icy place during the winter. Apart from official maps, many local hiking guides include the Angeles' trails. Food (several cafes) and lodging (apart from the campgrounds) is also available in the Angeles.

*Interpretation:* The Angeles National Forest Learning Center focuses on nature, science, history, culture, safety, and conservation-based programs. While programs are geared for families/children, individual travelers can also learn about the Angeles' natural resources and ecosystems. Many of the programs are based on the Southern California Consortium, which focuses on outreach and recruitment from kindergarten through employment. Other interpretive opportunities in the Angeles include the Haramokngna American Indian Cultural Center (near the Red Box area), a community center that interprets the historic and contemporary traditions of southern California's Gabrielino/Tongva Indians. The Forest Service Offices also provides extensive maps of the Angeles.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Angeles National Forest Fire Lookout Association, Angeles Volunteer Association, Fisheries Resource Volunteer Association, Gabrielino/Tongva Tribal Council / Haramokngna American Indian Cultural Center, Penny Pines Program, and San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy.

## Arroyo Craftsman Neighborhood

West California Boulevard  
and Arroyo Boulevard,  
Pasadena

### Observations

#### Site Significance

This is a strong cluster of houses in the Craftsman style that were built by artists and advocates of the Arts and Crafts movement in southern California. The



neighborhood also borders the Arroyo Seco with two nature trails leading down into the canyon. This is one of the best neighborhoods that can physically link itself to the Arroyo Seco and thus strongly combines nature, history, and design.

“The lower Arroyo Seco was settled around 1910 by artists and other bohemians who were drawn to this lovely oak glen and wished to avoid the high-society types along South Orange Grove Avenue, just up the hill to the east. Many who built here were advocates of the Craftsman esthetic movement and its veneration of nature and simplicity. Most of their houses were built rugged and woody, often with foundations of cobblestones brought up from the Arroyo. One artist was painter Jean Mannheim whose 1909 studio is still intact at 500 S. Arroyo. . . .The architect-carpenter Louis Easton built one of his finest redwood house at 620 S. Grand. At 626 S. Arroyo [pictured], the tilemaker and teacher Ernest Batchelder and his wife, Alice Coleman Batchelder constructed their home and first production kilns.” From the brochure, “Pasadena: Explore Pasadena Architecture” (City of Pasadena, [2009])

#### Visitor Experience

*Individual Travelers:* Visitors will find a quiet shady safe neighborhood with lots of free parking on the street. The walking tour brochure provides a pleasant loop on well-maintained sidewalks that would take about 1-2 hours. Those who are more adventurous can also include hike into the canyon and walk less than a half mile to reach Lower Arroyo Park; this would require sturdy shoes since the path is unpaved and uneven. Some people could find the return hike out of the canyon too steep and difficult.

*Group Travelers:* A group of ten or more people would need to be divided in order to avoid damaging plants or interfere with traffic, but this can easily be accommodated by parking at Arroyo and California and sending groups into different directions (probably 30-45 people maximum). Bus parking is possible on the street, but sufficient length may difficult at times. Buses may need to drop people off and then park elsewhere to await pickup.

*Visitor Readiness:* Although the streets are marked, this neighborhood is not designated or signed. Visitors should be able to find it easily with the aid of a brochure or map since it is on California Boulevard (a major east-west street) and adjacent to Grand Avenue (a major north-south highway in Pasadena). Trailheads are visible but not marked (except for memorial stone) and but no map or indication of destination or distance. There are no restrooms or benches, and no interior access as these are private homes. Access to this neighborhood requires travel by car or bike but probably serviced nearby by bus.

*Interpretation:* Although some people will enjoy walking through this neighborhood because of the attractive houses and gardens, others who are particularly interested in the Craftsman movement will need some interpretive materials. The “Explore Pasadena Architecture” brochure contains very limited information on five houses in a neighborhood of about 40 significant sites. Most likely, the City or Pasadena Heritage has much more information that could easily be gathered into a brochure or placed online.

## **Preliminary Recommendations**

### **Partnership Opportunities**

City of Pasadena, Pasadena Heritage, Gamble House, Judson Studios, Lummis House, Audubon Nature Center (neighborhood inspired by nature), Huntington Library, art galleries (neighborhood consists of early artists’ homes and studios)

## Arroyo Seco Parkway

### Observations

#### Significance

The Arroyo Seco Parkway is a landmark accomplishment in American transportation history, blending the concept of the east coast parkways with California's emerging car culture. The 8.2-mile long Parkway was constructed in three phases between 1938 and 1953. As noted



in the 2004 Draft Arroyo Seco Parkway Corridor Management Plan, “the Arroyo Seco Parkway was the first grade-separated, limited-access, high-speed divided road in the urban western United States and the initial stretch of road for what would become the world-renowned Los Angeles metropolitan freeway system.” The Parkway has been listed on the National Register of Historic Places and has been designated as a National Engineering Landmark by the American Society of Civil Engineers. The parkway retains many original features that contribute to its significance, like the Figueroa Street tunnels, bridges and roadway alignment.

#### Visitor Experience

The transportation engineering and road design that were considered state-of-the-art for the Arroyo Seco Parkway in the 1940s are now problematic due to higher speeds and much heavier usage of this transportation corridor. When the parkway opened in 1940 it was designed to accommodate up to 27,000 cars a day traveling at up to 45 miles per hour. Today, the parkway actually serves 130,000 cars a day traveling at a much higher rate of speed. Not surprisingly, the increased traffic and speed have created safety issues for the Parkway. Many of the on and off ramps between downtown and Pasadena have tight turns and short acceleration or deceleration lanes which force drivers to focus intently on the traffic rather than on the experience of driving the Parkway. The narrowness of the roadway and the lack of breakdown lanes in some areas make it more difficult for road cleanup crews to safely access the landscaped areas adjacent to the roadway, leading to a growing amount of litter that is difficult to remove. In short, the current visitor experience driving the Arroyo Seco Parkway is compromised because of the heavy volume of fast-moving urban traffic which is squeezed onto this roadway each day. While historic road elements are still intact and visible, the vast majority of travelers may miss these elements as they are trying to safely navigate their way to their final destination. The Arroyo Seco Parkway is not appropriate or safe for large tour buses, though smaller tour vans could include the Parkway as part of their route.

## **Preliminary Recommendations**

### **Site Specific**

The Draft 2004 Corridor Management Plan includes a number of well-researched recommendations to improve safety as well as the visitor experience by working to return the Arroyo Seco Parkway to its original more pleasurable parkway experience. These recommendations are critical as the Arroyo Seco Parkway is the connector that links all of the interpretive sites associated with the Arroyo Seco National Scenic Byway corridor. Due to the safety issues associated with some of the parkways on and off ramps, as partnership efforts are developed that include recommended travel routes, visitors should be directed to use the on and off ramps that present the least safety risk. A travel itinerary might also include alternate routes or recommend alternate modes of transportation such as the Gold Line. For example, a suggested itinerary might include travel along the parkway in one direction with alternate routes (such as some of the original segments of Route 66) as an alternative travel route in the other direction. Generally speaking, the on and off ramps at the Pasadena and downtown end of the parkway are the easiest to navigate.

One positive first step has occurred with the 2010 Caltrans project to change the signs to read “Arroyo Seco Parkway” from the former “Pasadena Freeway” and changed all on and offramp signs to state “Parkway” not “Freeway” This change will provide tremendous help in creating an awareness of the Arroyo Seco and reinforcing the byway’s identity.

Public transportation alternatives such as the Gold Line offer an opportunity to relieve traffic pressures on the parkway, and historically appropriate road enhancements have the potential to make the travel experience along the parkway safer and more enjoyable.

### **Partnership Opportunities**

The California Department of Transportation is a critical partner for all interpretive and marketing efforts which include the Arroyo Seco Parkway itself.

## Arroyo Seco River

### Observations

#### Significance

The Arroyo Seco is the largest tributary of the Los Angeles River, beginning in the north in near Mount Wilson in the Angeles National Forest and draining the southwestern section of the San Gabriel Valley. As the largest tributary of the Los Angeles River, the Arroyo Seco comprises an 11-mile flow past the Verdugo Mountains and San Raphael Hills and through the communities of La Cañada-Flintridge, Altadena, Pasadena, South Pasadena, Hermon, Highland Park, Montecito Heights, and Cypress Park. The stream is divided by the Upper Arroyo (mountains area) and the Lower Arroyo (urban area). The Arroyo Seco ends at the historical confluence near Lincoln Heights, below San Fernando Road and Avenue 19, near Elysian Park. The Arroyo's intermittent stream and fertile plain has served as home of the Gabrielino/Tongva tribes as well as an infrastructural and cultural conduit between the Pasadena, the greater San Gabriel Valley, and downtown Los Angeles. The area is also a nationally and locally acclaimed recreation and cultural area with a landscape that once drew acclaim from President Theodore Roosevelt in 1911. The historic Arroyo Seco Parkway parallels the channelized Arroyo Seco from South Pasadena to the Los Angeles River.

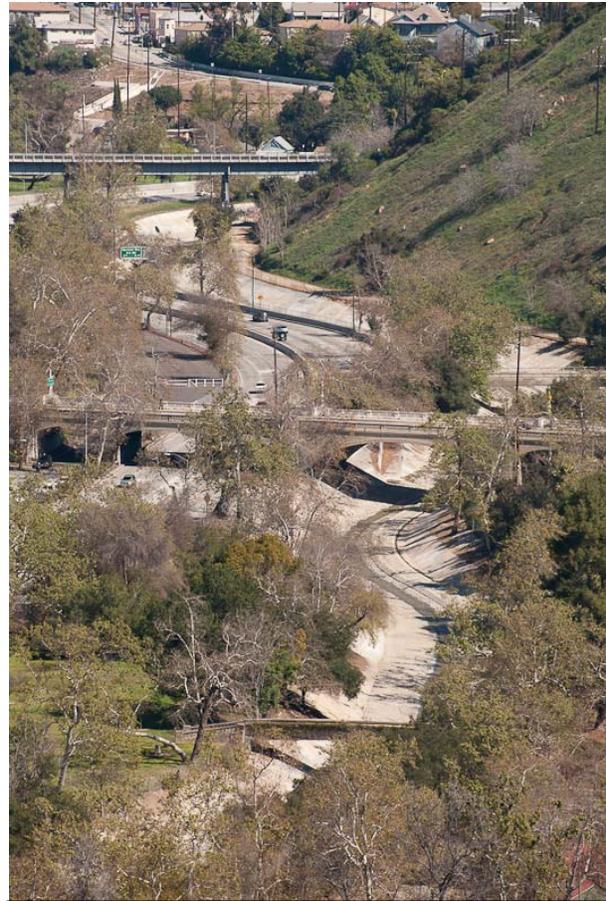


Photo Credit: Martha Benedict

The area is primarily a trickling stream/creek lined with river stone at its bottom and concrete levees on its sides but carries great water flows seasonally. It was named by Gaspar de Portola after his 1770 expedition (during the dry season) as the stream that had the least amount of water. Rainstorms during the winter months often caused seasonally dry creeks running down from the surrounding mountains to develop into raging flood paths. As a result of inevitable climate, topography, and safety concerns, the Works Progress Administration(WPA) of the federal government took over the project in July 1935 and designated the City of Los Angeles as its flood control sponsor. Today citizen groups, neighborhood groups, public officials, and other activists are collaborating to manage the Arroyo's riparian watershed and conduct a series of studies and programs to restore the Arroyo Seco's natural habitat.

#### Visitor Experience

*Individual Travelers:* The Arroyo Seco includes a series of bike/walking trails from its confluence of the Los Angeles River in Cypress Park/Lincoln Heights (near Elysian Park) to the southern portion of Lower

Arroyo Park near South Pasadena. Walking along the Arroyo's path leads to Ernest E. Debs Regional Park (Audubon Center at Debs Park), Lower Arroyo Park, Sycamore Grove Park, Mt. Washington. Elysian Park and the Los Angeles River Center and Gardens are also in close proximity.

*Group Travelers:* Group travelers can participate in group bicycle rides organized by local bicycle advocate groups or in urban nature hikes led by the Audubon Center at Debs Park. Special events such as Lummi Day and ArroyoFest have also hosted programs along the Arroyo.

*Visitor Readiness:* Despite Arroyo Seco's bicycle path and walking paths, visitor concerns exist about safety. The subterranean design of the channel makes it difficult to see from the surrounding neighborhood or street view. Furthermore, fear of drowning and flooding are concerns during the winter/rain months. The Arroyo Seco is also a very hard-scaped feature that can be very warm during the summer months. Apart from safety, parking in the area poses a problem. Small streets characterize many of the Arroyo's adjacent neighborhoods. As a result, visitors may be concerned with parking too far from the Arroyo Seco or in an inappropriate parking zone. Another critical issue noted by visitors to the Arroyo Seco is the lack of wayfinding to surrounding historic sites via pedestrian ramps and bridges. Although these connecting features physically exist, visitors have no signs leading them off the main Arroyo Seco trail. This leads to visitors missing important sites like Heritage Square, Lummi House, Audubon Center at Debs Park – all within walking distance of the Arroyo Seco.

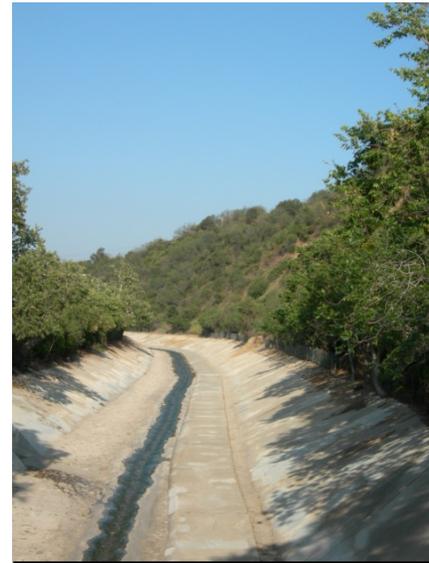


Photo Credit: Nicole Possert

*Interpretation:* There is no formal interpretive program or plan for the Arroyo Seco. Any interpretation is conducted by programs and events sponsored by organizations and centers dedicated to improving the Arroyo.

## Preliminary Recommendations

### Partnership Opportunities

Angeles National Forest, Los Angeles County Watershed Protection Division, Arroyo Arts Collective, Arroyo Seco Foundation, Audubon Center at Debs Park, City of Los Angeles, City of Los Angeles Neighborhood Councils (Arroyo Seco, Highland Park), City of Pasadena, City of South Pasadena, Friends of the Los Angeles River, Highland Part Heritage Trust, North East Trees, and San Gabriel and Lower Los Angeles Rivers and Mountains Conservancy.

## Audubon Nature Center at Debs Park

### Observations

#### Significance

The Audubon Center at Debs Park opened in 2003 as an environmental, conservational, and educational center for northeast Los Angeles. Located in Ernest E. Debs Regional Park, the Center is surrounded by over 280 acres of natural walnut-oak woodlands, coastal sage scrub, and over 140 species of birds that inhabit the area along the historic Arroyo Seco and the Arroyo Seco Parkway.



When opened in 2003, the Center was certified as the nation's first LEED Platinum building by the U.S. Green Building Council – the highest possible award from the agency. The Center is a model of sustainable design. The building incorporates renewable energy, water conservation, native landscaping, and was built using recycled materials. It is the first building in the City of Los Angeles to function completely “off-the-grid” and stresses the use of locally manufactured materials.

#### Visitor Experience

*Individual Travelers:* Debs Park is open seven days a week from dawn to dusk. Audubon Center at Debs Park is open Tues – Saturday from 9-5 pm. Individual travelers can participate in the nature-based education and community programs designed for families and children. Others can hike on the trails or visit the man-made lake at the peak of the hills of the larger Debs Park. Current programs at the Audubon include: Nature's Classroom, Summer Day Camp, Audubon Film Fridays, Family Nature Walks & Night Hikes, *A Pajarer en Familiar* (bird-watching conducted in Spanish), Nature Together/*Juntos en la Naturaleza*, and Art and Nature. The Audubon Center is available to the public for free with the Children's Garden providing a wonderful amenity to travelers with children on a budget. Apart from educational programs, hiking trails, a small man-made lake, and 100 picnic tables and 20 barbecue pits are available on a first come first serve basis throughout Debs Park.

*Group Travelers:* During the week, the Audubon's programs cater to visits from school groups in the Los Angeles area. Advance reservations are necessary. Nighttime and weekend programs are geared to families (families with young children and bi-lingual families – many of the Audubon's programs are conducted in both English and Spanish to allow access for to the area's large Latino population).

#### *Recent Online Reviews from Travelers:*

- “If you want to experience a slice of the true California landscape and get a little closer to nature in the middle of the city, visit the Audubon Center at Debs. Located in Montecito Heights and next to Highland Park, it's a hidden gem.”
- “One of the hidden treasures of Highland Park. This is a bird sanctuary where you can hike amongst walnut trees, grasslands, and beautiful oaks in the midst of Angeleno urban sprawl.”

*Visitor Readiness:* Main access to the Center is provided by a gate on Griffin Avenue. The Audubon provides a central welcome spot for any visitor to begin their exploration of Ernest E. Debs Regional Park. Apart from the Audubon, the rest of Debs Park remains unstaffed. Access to information is available to visitors by calling Regional Headquarters Office. While there are three unofficial entry points, the Griffin Avenue Gate is not the only entrance to the Debs Park. These entrances are difficult to find and do not provide the adequate wayfinding for the visitor. Furthermore, many passengers on the Arroyo Seco or its Parkway may never realize the Audubon exists given the lack of amenity signage off the Arroyo Seco Parkway.

*Interpretation:* The Audubon's nature-based programs are often conducted on the trails and in and around the park. Travelers wishing to visit the Audubon or Debs Park without participating in scheduled programs may have a difficult time navigating the trails and sites for the park's other offering.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Audubon California, National Audubon Society, Arroyo Seco Foundation, California Department of Education, Los Angeles Unified School District, Arroyo Seco Museum Science Magnet, Theodore Payne Foundation, Highland Park Neighborhood Council, Arroyo Seco Neighborhood Council, Los Angeles River Center & Gardens, Montecito Heights Recreation Center, and Santa Monica Mountains Conservancy.

## Avenue 50 Studio

### Observations

#### Site Significance

Avenue 50 Studio is a grassroots, non-profit art gallery housed in a storefront space on Avenue 50 at the west end of Highland Park's commercial district and neighborhoods. Founded in 2003, the gallery actively involves the Latino and Chicano communities and mounts monthly shows promoting art exchange among Los Angeles' communities of color. The gallery's principle mission is to build cross-cultural exchanges around art.



#### Visitor Experience

Avenue 50 Studio differs from a traditional art gallery in that it is a community-based organization and gathering spot. The Studio hosts monthly openings to which it invites its supporters and members of the neighboring communities. The Studio's hours are limited 10-4 pm Tues-Sun.

On the outside wall of the Studio are murals and cut-out yellow human silhouettes facing the Gold Line tracks. These provide a glimpse of the Studio's work for people passing by on the train. (On occasion, a few riders have been inspired by the outdoor art to make a special trip back to the Studio.)

*Visitor Readiness:* Avenue 50 Studio already hosts a series of events, particularly around the openings of its monthly shows. If these shows were promoted more broadly, the Studio has the potential to attract more residents from across the region. There may be a micro segment of "urban art tourists" who would seek out Avenue 50 Studio for exactly the kind of experience the gallery offers.

*Access:* The Studio is accessible primarily by car, although it is only about 0.7 miles (12 minute walk) from the Metro Gold Line station in Highland Park.

*Interpretation:* The art in the Studio may or may not need interpretation, depending on the show. The gallery director, Kathy Gallegos, provides animated tours when she is in the Studio.

### Preliminary Recommendations

#### Partnership Opportunities

Downtown Highland Park; Metro Gold Line; Chicken Boy.

## Chinatown (Downtown Los Angeles)

### Observations

#### Site Significance

Downtown Los Angeles has been home to a significant Chinese community since the 19<sup>th</sup> century, and the current Chinatown replaces an earlier Chinatown that existed near the present day site of Union Station. The “New Chinatown” – the one known to visitors and Angelinos today – opened in 1938 as a planned district, a deliberately fantastical interpretation of a historic Chinese city. From the start, its founders wanted to build an idealized Chinatown, both to draw tourists and to serve as a symbolic center for the local Chinese community.



The New Chinatown of the 1930s is now a historic place. It retains cultural elements of Los Angeles’ living Chinese community (e.g., in family restaurants and family benevolent association) and it attracts visitors to enjoy its neon signs and its many gift shops and restaurants. The New Chinatown of 1938 is now at the center of a real, living Chinatown that has grown up on the streets around it. In addition, Chung King Road has a number of galleries, and has become a hot spot for art openings.

#### Visitor Experience

Visitors to Chinatown’s “Central Plaza” – the main square around which the 1930s buildings and alleys are organized – might or might not recognize the deliberately “Hollywood-ized” development they are experiencing. It is full of tourist-oriented gift shops and restaurants, but feels like a stage set. It is full of vibrant, fun buildings, but the space is only activated during parades and festivals. Outside of the Plaza lies the Chinatown of daily commerce. Nearby streets are filled with Chinese restaurants, professional offices, specialty grocery and retail stores. The “living” Chinatown of today has grown up organically around the perimeter of the 1930s “New Chinatown.” However, the living Chinatown is comprised of primarily unremarkable commercial strip architecture.

*Visitor Readiness:* Retail businesses on Central Plaza orient themselves primarily toward tourists. Some larger restaurants along adjoining streets (esp. North Broadway and North Hill Street) are also oriented toward a tourist trade, but these tend to be the less authentic of the many offerings. Wayfinding signs direct visitors to key sites and institutions, however a typical visitor needs more tools to navigate, especially particularly around finding restaurants that fit their tastes and preferences.

*Interpretation:* The 1930s Chinatown’s history is interpreted on a series of small plaques mounted on buildings around Central Plaza. A curious visitor will likely find them and gain insight into the history of the place. Outside Central Plaza, Chinatown is a significant commercial district within downtown Los

Angeles, making interpretation a different kind of challenge than a traditional, single-site historic resource. For visitors, more tools for navigating Chinatown's commercial offerings would be particularly useful.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Casa de Adobe, Metro Gold Line, Union Station, Phillippe's, Chung King Road and Chinatown Neon, Little Tokyo.

## El Pueblo de los Angeles Historical Monument & Olvera Street

### Observations

#### Site Significance

El Pueblo is the birthplace of the modern City of Los Angeles. It was established by the Spanish in 1781 as a colonial outpost along with missions and forts along the frontier of their global empire. These settlers may have been Spanish citizens but they comprised a diversity of ethnicities, including African and Native American. The pueblo was laid out in a grid of streets with an open plaza at the center surrounded by the church, houses, and businesses and connected to the Los Angeles River by an open ditch to provide water. The plaza, church, and many of the streets still survive along with successive generations of buildings representing nearly every period of the city's history. When the downtown shifted south to follow commercial growth at the turn of the twentieth century, development in the plaza area slowed until the 1920s.



An effort to celebrate Los Angeles' Hispanic past and beautify its appearance prompted the City of Los Angeles to close Olvera Street to traffic and allow the Plaza de Los Angeles, Inc. (led by Christine Sterling) to convert it into a Spanish-themed pedestrian shopping mall in 1930. It immediately became a popular tourist destination, especially after the completion of Union Station in 1939. Less well known is that it also became a focal point for the growing political and social influence of the Mexican community, best illustrated by the completion of the controversial mural *America Tropical* by David Alfaro Siqueiros in 1932 and the first national convention of the Congress of Spanish-Speaking Peoples in 1939.

El Pueblo is designated a historic landmark by the City of Los Angeles and the State of California and is listed in the National Register of Historic Places. El Pueblo is managed by the El Pueblo de Los Angeles Historical Monument Authority, a department of the City of Los Angeles.

#### Visitor Experience

Today, El Pueblo is primarily a tourist destination focused on Olvera Street, a one-block long commercial district on the north end of the Plaza consisting of about 75 shops selling inexpensive food, jewelry, candles, souvenirs, clothing, and leather goods. With the *puestos* and their merchandise filling the middle of the street creating narrow lanes for pedestrians, some visitors will enjoy the energy of the street, others may find it claustrophobic. The two museums--the 1818 Avila Adobe (the oldest surviving house in the City of Los Angeles) and the 1887 Sepulveda House (which serves as the Visitor Center)—

are located in the middle of the block and may be difficult to find. At the end of the street is a memorial to the Zanja Madre, the brick-lined ditch that brought water from the Los Angeles River to the pueblo, although its significance may not be apparent to most visitors. Events and activities, such as mariachi bands and ballet folklórico, are offered throughout the year, especially on cultural holidays, such as Cinco de Mayo and Las Posadas. The History Division provides guided tours and school programs at El Pueblo throughout the year, although it is easier to obtain that information online than in person.

The south end of the Plaza contains several historically significant buildings (such as the Pico House and Merced Theater) and three museums (Chinese American Museum, Italian American Museum, and Plaza Firehouse Museum). This area is less active because many of the buildings are closed to the public and museums focus on specialized topics. To the north stands the original Plaza Church, however, it also attracts few visitors, mostly likely due to its location across a wide and busy Main Street. The completion of the adjacent Los Angeles County Plaza de Cultura y Arte may prompt more activity, however, it is struggling with fundraising and operating at a low level.

*Individual Travelers:* Visitors will find a busy but safe experience at El Pueblo, although they will have to cross a busy street from one of the surrounding parking lots or from Union Station. Initially, it is unclear where to go because Olvera Street itself is an interior street and difficult to see from the surrounding highways but once on the Plaza, its colorful shops and activity will attract visitors to the Street. Tours are available daily on an hourly schedule and depart from the Firehouse Museum.

*Group Travelers:* Adjacent to the Plaza are several places where busses can park. Group tours are available by reservation. Most groups will want to arrange a guided tour to provide orientation, then allow visitors to explore on their own for 2-3 hours.

#### *Recent Reviews*

“I am Mexican and I really love going to the Placita Olvera. I have been there several times, since I was born and raised in Los Angeles, CA. You see many people from different cultures. It is amazing and they have good places to eat. It looks really fancy and extravagant. At least, I love it! Even the janitor from the bathroom, was very nice to me.”

“We thought that we would come in a Hispanic area. It was just one little street with mostly bad restaurants and a little Made in China market! Would not recommend to visit.”

“I was so positively surprised by this part of the city. It felt very authentic, like there was a lot of history in the place. I felt like I was in Mexico. The food was great, the atmosphere as well. It is also very close to the [Union] Station that is a very nice building as well.”

## Recommendations

### Site Specific

#### *Visitor Readiness*

El Pueblo attracts about two million people annually (many internationally), is easily reached by the adjacent Hollywood Freeway and Union Station (which is served by Amtrak, bus, and Metro), and surrounded by five paid parking lots. Although all of the public buildings are accessible to persons with limited mobility, most of the site will be challenging due to steps, uneven surfaces, and narrow passages. Although a few stores and restaurants have restrooms, most people use the public restrooms located along the Street.

Open everyday, including holidays, although hours for individual stores vary. Website is basic and sections are incomplete and difficult to navigate because it equally provides information for merchants, tourists, renters, and teachers.

Wayfinding is sporadic and inconsistent, hence most visitors confine themselves to Olvera Street and simply walk from one end to the other, turn around, and walk back.

### *Interpretation*

Onsite interpretation is primarily passive and unfortunately, much of it is dated and inaccurate. The more recent plaques on the exterior of the buildings provide the best interpretation, but the Avila Adobe with its stanchioned period rooms is among the weakest. The Sepulveda House has an exhibit and staff at the reception desk can answer most questions. Guided tours are offered by volunteers and the quality is inconsistent. Much of the historical significance of the site is overwhelmed by the shopping and dining experiences, and most visitors will have difficulty sorting out the different layers of history without additional guidance (e.g., distinguishing the Plaza's Catholic and Methodist churches, which are designed in the same architectural style but built at different times by different groups).

### **Partnership Opportunities**

Little Tokyo, Chinatown, Heritage Square, Highland Park, Los Angeles State Historic Park, Southwest Museum?

## Elysian Park

### Observations

#### Significance

Elysian Park is the oldest park in the City of Los Angeles as well as the city's second largest (after Griffith Park). Originally known as Rock Quarry Hills, the land was set aside for future public use with a Royal Grant by Spanish California Governor Felipe de Neve in 1769, after Gaspar de Portola and Father Juan Crespi camped on the river bank near present-day North Broadway and the historic site of the Yang-Na Indian village. Through the foresight of the Mayor and City Council of Los Angeles, Elysian Park was proclaimed a city park in perpetuity by the Elysian Park Enabling Ordinance in 1886.

Its near 600 acres comprise a significant portion of the Santa Monica Mountains System that borders the Los Angeles River, and the historic and diverse communities of the Elysian Valley, Cypress Park, Chinatown, and Echo Park. The Arroyo Seco Parkway is a critical feature in its design. As the host for the shooting events, the Elysian Park played an important role in the 1932 Summer Olympic Games in Los Angeles. Prior to the construction of Dodger Stadium in 1959, Elysian Park included the historic communities of Palo Verde, La Loma, and Bishop – a community known as Chavez Ravine. Soon after in 1964, the Citizens Committee to Save Elysian Park was founded to prevent the construction of a Municipal Convention Center. Today Elysian Park remains a popular, picturesque, and pastoral park that includes natural chaparral such as palm trees, fruit trees, hiking trails, a small man-made lake, barbecue pits, children's play areas, and various other historic, cultural and recreational sites.

#### Visitor Experience

*Individual Travelers:* A regional park, Elysian Park offers a multitude of gathering spaces, hiking trails, and cultural sites. Areas like the Avenue of the Palms are popular for family gatherings, especially among Latino families. Other points of interest such as the Angel's Point, Bishop Canyon (Picnic Area/Baseball Fields), Buena Vista Meadow Picnic Area, Buena Vista Point, Carob Tree Grove Picnic Area, Chavez Ravine Arboretum, Elysian Maintenance Office, Elysian Therapeutic Center, Ficus Tree Grove Picnic Area, Grace E. Simons Lodge, Grace E. Simons Memorial Sculpture, Jones Memorial, Monticello De Leo Politti Picnic Area/Lodge, Palm Hill, Point Grand View, Police Academy, Portola Trail Historical Monument, Radio Hill, Solano Canyon (Picnic Area/Community Garden), and Victory Memorial Grove (WWI Memorial). Other facilities include the Los Angeles Police Academy (including a popular rock garden used for special events), Dodger Stadium, and the historic Barlow Respiratory Hospital. Elysian Park contains several historic landmarks including the Portola Trail (California Historic Landmark #655) and the Chavez Ravine Arboretum (City of Los Angeles Historic-Cultural Monument #48).

*Group Travelers:* While the City of Los Angeles does not offer formal group tours of Elysian Park, the Echo Park Historical Society hosts monthly weekend tours of Elysian Park. Advance reservations are required. Groups are limited to 20 people. Facilities such as the Grace E. Simons Lodge or Monticello Old Lodge are available for rental for community groups. Reservations for picnic areas are handled by the Metro Picnic Office.

### *Recent Online Reviews from Travelers:*

- “Most visitors, even many Angelenos, are not aware of this gem in the middle of the urban jungle of LA. Maybe they are aware, but never bother to discover this green oasis. And what an oasis it is, about 570 acres of serenity and open space. A perfect place for playing, picnicking, hiking, walking the dog, relaxing and just enjoying the outdoors. The park also has fantastic views of the city from the top. It’s a great way to spend a lazy afternoon!”
- “I came out here for a birthday party and was reminded of the beautiful views as I was driving up towards the lodge. The views are breathtakingly beautiful. The next time I came up, it was with one of my dogs. We had a great walk up the hill to a nice resting point.”

*Visitor Readiness:* Due to the vast nature and topography of Elysian Park, it can be difficult to locate specific sites or landscapes/trails. While the park is unstaffed, most visitors congregate in the main areas of the park. Walking trails or visits to sites such as the Los Angeles Police Academy or the Grace E. Simons Lodge may prove difficult for visitors to find. The perception of crime is also an issue for new visitors.

While some signage exists, visitors are often resistant to explore unfamiliar areas, allowing them to miss the full extent of Elysian Park’s offerings. Furthermore, there is no central calendar or convening space where visitors can learn more about the park or its programs. As a result, most of the sites conduct their marketing and outreach independently.

Parking in Elysian Park is often a challenge, especially during the weekend (given the popularity of the Park’s picnic areas) or during a Dodger’s baseball game season. Elysian Park does not have a parking structure and parking in the adjacent neighborhoods is disruptive, prohibited, or challenging given the many one-way streets or poor lighting at night.

*Interpretation:* Apart from the Echo Park Historical Society’s monthly tour of Elysian Park, there currently exists a lack of interpretive materials. Sporadic didactic signage briefly explains the architectural or landscape history of certain sites such as the Portola Trail or Chavez Ravine Arboretum. Access to clearly-marked maps is a challenge.

## **Preliminary Recommendations**

### **Partnership Opportunities**

City of Los Angeles Department of Recreation and Parks, Santa Monica Mountains Conservancy, Citizens Committee to Save Elysian Park,, Friends of Elysian Park, and the Los Angeles Horticulture Society.

## Galco's Soda Pop Stop

### Observations

#### Site Significance

According to the company's history, Galco's began as a family-run Italian grocery store in Los Angeles over 100 years ago. The soda specialization emerged in 1995 out of owner John Nese's long-time passion for soda pop, and the business has been a destination for both Angelinos and tourists ever since.



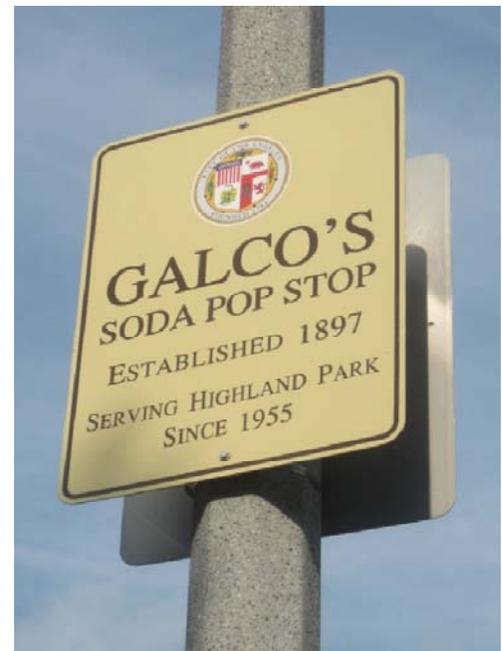
Galco's carries over 450 sodas, mostly from small producers, and a selection of nostalgic ("half forgotten," in the words of Galco's) candies. Galco's retains a deli counter in the back of the store where it still offers fresh sandwiches daily. While the Galco's store is a destination, shipping of sodas ordered through its website now accounts for more than 50% of its business. In addition to sodas, the store carries an international selection of 500 beers (not available for shipping).

Galco's is an example of a small, family-owned business that has remained competitive in a changing industry by changing its business model and its product mix. In the process, it has become an attraction in its own right.

#### Visitor Experience

There is something for everyone at Galco's – from "communist" sodas to, um, salty (read: lewd) sodas; from all-natural ingredients to very unnatural colors. Shopping at Galco's is like walking down the aisles of an old-time grocery store: the fixtures are the same, but every aisle is... soda! Galco's is a rewarding stop for anyone visiting Arroyo Seco sites, and one can also pick up an Italian sandwich for lunch along the way. We noted that customer service is very friendly.

Getting to Galco's is best done by vehicle and there is plenty of parking. It is *possible* to walk from the Metro Gold Line Station at Highland Park – and it is only 0.7 miles – however, it involves a hill and walking through a residential neighborhood which may discourage visitors.



*Visitor Readiness:* Because it is a store, Galco's is a non-traditional attraction. Nevertheless, it functions in some respects as a museum – of soda. We recommend that Galco's be included in a future list of *historic businesses* in the Arroyo Seco.

*Getting there:* Directions on the website are hard to find at first (they are under "Contact Us") and do not include public transportation access.

*Shipping:* Visitors who may ultimately be traveling by air will need their soda shipped. Our observation was that Galco's clerks asked in-store customers to place any orders for shipment through the store's website. Ideally, there should be a convenient way to place orders while visiting the store.

*Interpretation:* Aside from a few photos and articles, we did not see the history of the store interpreted for a visitor onsite. We think there is an opportunity to present more of the Galco's story.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Downtown Highland Park; all Route 66 sites (e.g., Saga Motor Inn and others); all historic businesses (e.g., Fair Oaks Pharmacy in South Pasadena; Philippe's in downtown L.A.); Metro Gold Line.

## Gamble House

### Observations

#### Site Significance

This is one of the best examples of Arts and Crafts style architecture in the nation that combines architecture, furnishings, and landscape and considered a masterpiece of architects Greene and Greene.

#### Visitor Experience

*Individual Travelers:* Guided tours depart on a regular schedule and include the exterior and several floors of the interior. Some rooms are closed off by stanchions, however, visitors can easily see most of the interior. Afterwards, visitors can explore the grounds and neighborhood on their own. Tours on special topics or closed areas are offered on a regular basis at an additional cost. Site is well maintained and has a good Web site for travel planning.



*Recent Online Reviews from Travelers:* "The Gamble House displays a seamless and rather brilliant juxtaposition of the Arts & Crafts and delightfully surprising Japanese architectural styles. As others have alluded to though, be sure to prepare yourself for docents who really do seem to go out of their way to be positively unpleasant. I have encountered angry hornets with less attitude." "The House is OUTSTANDING !!! and a masterpiece of time with attention to detail. Is a must see!!!! The docents on the other hand are some of the rudest people I have ever met at something like this, yes they are knowledgeable but you get the since you are not welcome, and that you are also pushed in and out through the back door as soon as possible!" "We went here on a whim and caught the first tour of the day. The guides were very knowledgeable and friendly. They gave us a great description of the house. The house itself is amazing and has so much intricate detail."

Based on reviews posted on TripAdvisor, Yelp, and other websites, most visitors have an excellent experience at the Gamble House. A few have complained about the policy of no interior photography, feeling rushed during tours, or how they were treated by the guides/docents ("prepare yourself for docents who really do seem to go out of their way to be positively unpleasant"). These are infrequent comments but worth monitoring.

*Group Travelers:* Groups of 10 more must make reservations at least one month in advance. No discount for groups.

*Visitor Readiness:* Site is easily seen from the street and offers limited parking on the street for cars or busses (indeed, busses probably have very limited access and can just drop-off/pick-up visitors on an

adjacent street). The garage has been rehabilitated into an important bookstore for architecture and design, an attractive gift shop and tour ticket sales area with restrooms. Tickets are limited and sold on a first-come, first-served basis; early arrival is recommended (tickets for only the 2 pm tour may be purchased in advance). Much of the site is not accessible to persons with limited mobility (several steps and uneven surfaces).

Interpretation: Guides are generally knowledgeable and skilled, and interpretation is based on scholarly research. A printed guide to other Pasadena neighborhoods with Craftsman architecture is available for purchase, although it is just a few photocopied pages of hand-drawn maps with no interpretation.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Huntington Library (existing partnership), Lummis House, Judson Studios, neighborhood associations.

## Grand Avenue Museums and Sites

### Observations

#### Site Significance

Grand Avenue in downtown Los Angeles (Temple Street to 4<sup>th</sup> Street) has several nationally significant



museums and architectural works, including the Museum of Contemporary Art, Dorothy Chandler Pavilion, the Cathedral of our Lady of the Angels, and Disney Concert Hall (see separate profile). Other nearby attractions are the LA Department of Water and Power, Angels Flight, Biltmore Hotel, Los Angeles Public Library, Pershing Square, and Grand Central Market. This area sits atop Bunker Hill, which was once the home to the wealthy residents of Los Angeles during the turn of the century and poorer residents in the mid-twentieth century, and transformed by commercial redevelopment starting in the 1960s. Some of these homes were preserved through relocation, including Heritage Square (see separate profile), and the only original remnant of Victorian Bunker Hill is Angels Flight, a short funicular railway to aid pedestrians up and down the steep hill.

#### Visitor Experience

*Individual Travelers:* Driving this section of downtown Los Angeles can be especially frustrating for tourists because of the one-way and underground streets in addition to the usual challenges of traffic and parking. Fortunately, walking is safe and convenient with wide sidewalks, ample shade, helpful wayfinding signs, and many pedestrian courtyards.

*Group Traveler:* Groups travel by bus can be easily accommodated both on the street walking between locations as well as within most attractions. Restrooms and seating is widely available and can accommodate large groups. Several restaurants at different price points are available within the district.

*Visitor Readiness:* Wayfinding for cars and pedestrians exists, however, tourists may be overwhelmed by the experience or have a negative perception of downtown Los Angeles. Encouraging out-of-town visitors (which includes residents along the Arroyo Seco) will require a brochure or other material to provide clear directions for travel, parking, and attractions.

*Interpretation:* Other than being located on the same street, there is no interpretation to connect these places. Each attracts its own market but does have the potential to build on mutual audiences, although operating and programming hours may not coincide. One major market is persons interested in contemporary arts and culture, which is presented on Grand Avenue through visual arts, music, and

theater. The major interpretive connection between these places are their national (even international) significance in architectural design from 1950 to 2000, however, this may only appeal to a small audience.

## **Preliminary Recommendations**

### **Partnership Opportunities**

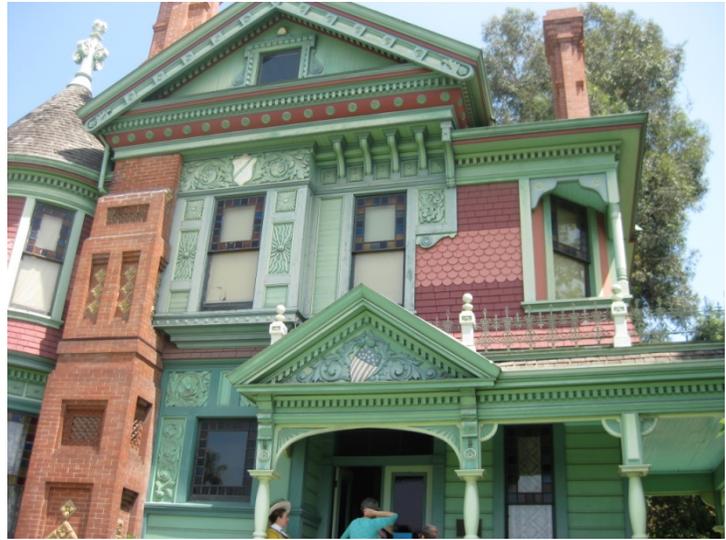
Strongest among those institutions along Grand Avenue, however, possible connections with major places in Pasadena through mutual programming and markets and slight potential for Heritage Square. Connection with the Arroyo Seco Parkway is weak. The opportunity to package with other contemporary architecturally driven attractions in the corridor is key to the Art and Architecture interpretive theme.

## Heritage Square

### Observations

#### Site Significance

This museum has a “collection” of eight historic buildings (mostly houses) from the late 19<sup>th</sup> century and early 20<sup>th</sup> century that were moved here to protect them from demolition and arranged on a “street”. The first buildings were relocated from Bunker Hill in downtown Los Angeles to Heritage Square in 1969, representing historic preservation during the redevelopment period and before the founding of the Los Angeles Conservancy.



#### Visitor Experience

*Individual Traveler:* Many of the buildings are large “Victorian” mansions and will be attractive to most general visitors. Some of the buildings are open to the public and feature period rooms or exhibits, whereas others are closed while under rehabilitation or for other purposes such as offices. On weekends and evenings, the museum offers a variety of special events including costumed docents, classic car shows, scavenger hunts, presentations, readings, performances, movies, and living history. When no events occur on site, it can feel abandoned and empty. Most of the site is not accessible to visitors with disabilities. Restrooms and a museum store is on site, however, visitors will need to travel to nearby Highland Park for food.

*Group Traveler:* Groups can be accommodated, however, it is easier with advance reservations to ensure there is adequate staffing.

*Recent Online Reviews from Travelers:* “Visited here for the “Halloween Mourning Tours”, held every year the weekend before Halloween. For the adults, the tours of the homes focused on death in Victorian times (hence the title) and had actual docents weeping at a funeral, getting a reading done and celebrating the Dia de Los Muertos. Our kids were able to make crafts, go trick or treating between the homes and pick a pumpkin from a pumpkin patch. It was a great time and I'm glad we went. Of course, the docents also talked about the eight structures there, which have an interesting history all their own.”

“Los Angeles Heritage Square is an indoor/outdoor museum adjacent to the Pasadena Freeway at Avenue 43. Here, the museum is relocating and slowly restoring historic houses and other buildings. The highlights are a couple of Victorian homes and the Palms train station which was used as the “Pottsville Station” in Laurel & Hardy’s 1929 short, “Birth Marks.” For the \$10 admission charge, Heritage Square might be disappointing to some; however, due to the low attendance, you would likely get a very

personalized escorted tour. I recommend it, if you are interested in architecture or Los Angeles history. You can combine your visit here with a trip to the nearby Charles Lummis Home and the Southwest Museum.”

“The houses are restored impeccably. The details are such that you don't see in homes today. The tours are very informative and fun. They have several special events throughout the year making it more fun and interesting. For instance their Christmas program, they have volunteers in period costume and do period activities. It's a great way to go back in history.”

*Visitor Readiness:* First-time visitors may find it difficult to locate the museum because its entrance is at the end of a narrow residential street. While you see it prominently from the Arroyo Seco Parkway, there is no signage off the Parkway to direct a visitor to this destination. Even more challenging travel from the Gold Line, whose Heritage Square station is far from the museum’s current entrance and requires walking along unshaded and busy streets (the bus that connected the station to the museum was rerouted a few years ago). Public hours are limited to Friday, Saturday, and Sunday afternoons with tours departing on the hour, which can accommodate most local residents but probably will not be convenient for most tourists. Its location next to the Parkway provides high visibility, however, it also makes the site feel much more industrial and unwelcoming when no events are present. The lack of a restaurant will discourage visitors from staying more than a couple of hours. While it is unclear if the typical visitor experience justified the \$10 admission fee (especially when so many nearby attractions are free), Heritage Square depends heavily on admission income because they are a non-profit with no city or state funding. Heritage Square launched a new website in 2011 which includes more details about the visitor experience, including images and descriptions of the buildings.

*Interpretation:* The museum focuses on southern California history from 1850 to 1950, however, it mostly operates at a descriptive and factual level that pursues nostalgia and entertainment with the buildings become a backdrop for its activities. The museum has operated at a very low capacity for decades, with initial efforts focused on preservation to protect the buildings and current efforts on programming to buoy attendance. Given its size and visibility, it has the opportunity to be a major attraction for Highland Park, however, it will require major capital investment and a new strategy for engaging visitors and building support.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Heritage Square collaborates with other sites including the Lummis House during Museums of the Arroyo (MOTA) Day, and started LA Heritage Day with other preservation groups. Heritage Square also did a public relations/marketing push with the Los Angeles Conservancy.

Highland Park, Lummis House, Grand Avenue, historic neighborhoods (California Avenue, West Adams), Los Angeles Conservancy and other preservation groups, Gamble House.

## Highland Park

### Downtown: Figueroa & Route 66

#### Observations

##### Site Significance

Highland Park, a multi-ethnic neighborhood in northeast Los Angeles, has two main commercial corridors, Figueroa Street and York Boulevard. In Highland Park, Figueroa is a historic alignment of Route 66 and served as a link between Pasadena and downtown Los Angeles. (Route 66 was later realigned to the Arroyo Seco Parkway with Figueroa becoming the Route 66 Alternative alignment.) Figueroa and York each host about a mile of traditional storefronts within the neighborhood's boundaries.



*Photo Credit: Martha Benedict*

Businesses along Figueroa and York are predominantly low to mid-pricepoint, with a strong cluster of goods and services serving low-and-moderate income families. The commercial mix includes dollar stores, small grocers, hair and nail salons, taquerias and taco trucks, convenience stores, coin laundries, low-priced apparel, restaurants and juice bars. Most of the businesses along Highland Park's commercial corridors are "convenience-oriented," offering day-to-day goods and services to a primarily local population; many are oriented toward a Latino customer base.

Most buildings are traditional storefronts (built to the sidewalks), and a smaller portion of the commercial mix is in corner shopping centers of the type common throughout Los Angeles. York Blvd contains a greater concentration of light-industrial uses, particularly auto repair.

More recently, both Figueroa and York have attracted a handful of trendy new businesses which are trying to carve out a new market. These include restaurants like the Good Girl Dinette and The York (a gastropub), and boutiques, many of which have hand-made and local goods. These edgy new businesses, locating in presumably inexpensive space, have started to draw Angelinos from across the city looking for something new and "undiscovered."

Highland Park, is perceived by some as dangerous due to its urban complexities and a past issue with crime and gang activity. It has slowly earned a reputation as a neighborhood of high-quality, affordable, historic bungalow homes because of the adoption of the city's largest historic district. More recently, Highland Park is seen "neighborhood-on-the-rise" and locals say more young families from less affordable parts of the city are choosing to settle in its diverse neighborhoods, bringing with them rising real estate values. Additional attractions within Highland Park include murals which offer a public art element, guided walking tours offered on a regular basis by several different entities, local landmarks such as Chicken Boy (discussed in more detail in the Route 66 profile) as well as restored lighting on signs such as the Highland Theater sign and the neon Manning's Coffee Store sign.

## Visitor Experience

*Access:* Figueroa and, to a lesser extent, York, are important thoroughfares in the Los Angeles surface road system, and therefore should be relatively easy for any visitor to find by car. (Both connect – either as a direct or indirect exit – to the Arroyo Seco Parkway.) In Highland Park, the Gold Line parallels Figueroa, with Highland Park Station near the district’s center. The retail and entertainment core of York Blvd is a vigorous walk (including a hill) from Figueroa and not likely to be undertaken on foot, or at night. Figueroa and York both have regular bus service.

*Farmers’ Market:* A farmers’ market hosting a dozen or so vendors (fresh produce and baked goods) takes place on Tuesdays. The market functions as a community gathering venue, but also provides some goods that would be of interest to visitors.

*Language:* Many businesses are oriented toward their traditionally Spanish-speaking customers. As the neighborhood has started to “gentrify,” some of those businesses are starting to address an English-speaking clientele, too: For example, as we stood on the sidewalk and contemplated a tropical-fruit juice menu, the owner stepped out of his business to offer translation.

*Nightlife:* In addition to Highland Park’s growing retail offerings, it has increasingly become a destination for a certain kind of urban lounge experience that usually takes place hidden behind dark storefronts. This is especially true at a few nighttime or after-hours businesses on York Blvd, like The York and Highland Park Billiards – a pool hall offering Mexican food, and that seems also to attract its share of hipsters. On Figueroa Street, the Little Cave is a bar redone to attract a larger urban audience and uses neon and lights to give it street presence.

*Perceptions:* Seeing Highland Park as a destination depends on how a visitor sees herself: If she is an urban explorer, Highland Park offers a chance to discover the real L.A.

## Preliminary Recommendations

### Site Specific

Visitors to Arroyo Seco NSB cultural sites who have an interest in discovering “the real L.A.” will love Highland Park as a place for cheap eats and quirky shops. Unlike Old Pasadena, for example, Highland Park is not set up for tourism: there are few way-finding signs to help, little visitor information, no public restrooms, and language barriers. Its gritty appearance will be a barrier for some, opportunity for others.

To address this potential source of new visitors, Highland Park will need:

- *Way-finding signs and/or maps*
- *Restaurant and retail guides (printed; online)*
- *Language translations on menus*

*Interpretation:* The story of Route 66 in Los Angeles could be told in Highland Park, but could currently go unnoticed. “Future Studio Los Angeles,” home of “Chicken Boy,” might be the best place to tell the Route 66 story.

### **Partnership Opportunities**

Route 66-related sites and interpretation; Highland Park murals; Chicken Boy; Metro Gold Line; Sycamore Grove Park;

## Huntington Library, Art Collections, and Botanical Gardens

### Observations

#### Site Significance

This is the former estate of Isabella and Henry Huntington, who both made their fortunes in the railroad industry (including LA's Pacific Electric streetcar system) at the turn of the century. Designed in the 1910-20s by noted southern California architect Myron Hunt, the Huntingtons planned to open their home to the public upon their deaths in order to share their collections of art, library, and gardens. Today, it is one of the leading scholarly libraries in the world and is one of the most popular cultural attractions in southern California. In the last few decades, it has expanded its holdings to include American art and twentieth century art, most notably the work of Greene and Greene.



#### Visitor Experience

*Individual Travelers:* After parking, visitors enter through a gateway that includes ticket sales, restrooms, bookstore, and coffee cart. They receive a brochure with a map and are allowed to explore the estate at their own pace and in any order. Major destinations include the library, art gallery (former house), desert garden, Japanese garden, and American art gallery. New attractions include the greenhouse, children's garden, and Chinese garden. Food is available at a café with indoor and outdoor seating, a "tearoom" that serve traditional English tea in a buffet setting; and a Chinese teahouse that provides a small assortment of dim sum and drinks.

*Group Travelers:* The Huntington can easily accommodate large groups and busses.

*Recent online reviews from travelers:*

- "We had the "high tea" buffet at the rose garden. Pricey but delicious! The gardens are absolutely beautiful, and I just wish we'd had more time."
- "The new addition of the Chinese garden is beautiful. The cons of this place are: 1. go when it is in season or else there won't be many colorful flowers to see and a lot of messy weeds. 2. The admission price is kind of hefty considering that it doesn't open a lot of times."
- "Has something for everyone but a LOT of walking is involved, so take good walking shoes. Also, can get really hot in the summer so ladies should bring a sun umbrella and men a wide hat. Best time to visit is in Spring when the roses and most flowering plants are in full bloom. Lots of drinking fountains on trails and paths so bottled water is not needed. Also, I would bring your

*own lunch and eat it in one of the many shaded garden table/bench locations or the tea garden patio. The food sold at the tea garden cafe is not that good and is nose bleed prices! No waiters at the cafe, it is wait in line and pay a cashier.”*

*Visitor Readiness:* This museum is fully capable of accommodating the needs of most visitors. Persons with limited mobility can access most of the site and there are frequent places to rest. Access by public transportation is difficult, admission fees are high enough to dissuade some visitors, traditional European collections can appear to be elitist, and it lies outside the core of the Arroyo Seco Scenic Byway. The museum is attempting to reach families and younger audiences through a variety of programs and activities, however, they may find that the food choices are limited, expensive, and slow.

*Interpretation:* The museum lies primarily on identification labels, although some labels provide descriptions. Interpretation is uneven and scattered, with aesthetics the focus of the art galleries and gardens, and intellectual content for books. They are currently experimenting with audiotours of the gardens and interactive activities in the greenhouse. Very little interpretation on the history of the site or the Huntington family.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Gamble House, Judson Studios, Craftsman neighborhoods. Potential for contemporary artists.

## Japanese American National Museum & Little Tokyo

### Observations

#### Site Significance

The Japanese American National Museum is the first museum in the United States dedicated to sharing the experience of Americans of Japanese ancestry. The museum was originally located across the street in a 1920s Buddhist Temple that was used to store the belongings of Japanese Americans who were interred during World War II. Today, the temple is a historic landmark and the museum is in a modern facility completed in 1999.



#### Visitor Experience

*Individual Travelers:* Visitors can explore both permanent and changing exhibits about Japanese American history and culture. The permanent exhibit emphasizes the period of World War II, including both internment and military service. Changing exhibits often include contemporary art exhibits or popular culture. Guides and greeters are often Japanese Americans who are knowledgeable local residents and who experienced life in the United States during the 1940s. Restrooms and other visitor amenities are excellent. A gourmet tea room and retail store are within the museum and many restaurants and shops are within walking distance in the surrounding neighborhood. Other nearby attractions include the “Go For Broke” memorial to Japanese Americans veterans, Little Tokyo (the historic community of Japanese Americans), and the Temporary Contemporary (a branch of the Museum of Contemporary Art). The museum offers monthly guided tours of Little Tokyo as well as special events and programs throughout the year. The museum is accessible to persons with disabilities.

*Group Travelers:* Groups can be easily accommodated and both guided and self-guided experiences are available. A bus loading zone is directly in front of the museum and bus parking available in nearby paid lots.

#### *Recent Online Reviews from Travelers:*

“The museum is beautiful. The exhibit I saw was about the Japanese community and its American experience. It was immensely moving, particularly the portions related to the forced internments of the Second World War. While very much about the Japanese experience, I felt there was a deeply human feeling underlying the presentation. It speaks to everyone, Japanese or not. I also had tea in the garden, another lovely experience.”

“Went here as requirement for my Asian American Heritage class. The museum is mainly run by volunteers of Japanese American from different generations. I have to say that this is one of the most well organized museum I ever seen. The displays were just beautiful and neat. All the volunteers are super nice and you can run to them for information any time. I learned a lot about the struggle of early Japanese immigrants. Kudos to this museum! I would definitely recommend this place to my friends and family.”

“We visited this museum shortly after it opened and were very impressed. Although it's not huge, it's unique and really worth visiting. The building's architecture is also very attractive. The permanent exhibit was certainly a highlight and it's very thought-provoking, with the letters impressing me the most. A special aspect was the docents (volunteers), who were very friendly and approachable. The gift shop had lots of cute items (although they were very reminiscent of all the touristic stuff we saw in Japan) and also a good selection of books/etc.”

#### *Interpretation*

It may be challenging to link this museum to the Arroyo Seco Byway except that it is linked by the Gold Line or offers a diverse cultural experience.

#### **Partnership Opportunities**

Craftsman architecture (partially inspired by Japanese design), ethnic restaurants, contemporary art galleries and museums, sites focused on California or American history

## Judson Studios

### Observations

#### Site Significance

The Judson Studios in Highland Park is a working stained glass studio that has been owned and operated by five generations of the Judson family since the company was founded in 1897. The business was originally known as the Colonial Art Glass Company and in 1931 the name was changed to the W.H. Judson Art Glass Company. The company was first located downtown near Mott Alley and moved to the current location (a 1911 building constructed as the College of Fine Arts for USC and the headquarters for Arroyo Craftsmen, a group that made furniture and other home items) in 1920. William Lees Judson's home is located directly behind the studio. Notable stained glass commissions created by the Judson Studio include stained glass windows for Frank Lloyd Wright's Hollyhock and Ennis Houses and the Congressional Prayer Room in the U.S. Capitol. Judson Studios is a Los Angeles Historic-Cultural Landmark and is also listed on the National Register of Historic Places.



#### Visitor Experience

In addition to the stained glass studio, there is an upstairs art gallery that hosts two exhibits a year. When there is an exhibit on display, the gallery is open from 10-4 on days when the studio is open. The main office has a small gift shop with books and other items. The studio has a very limited number of parking spaces adjacent to the studio with additional parking available on the street. The studio can accommodate groups of 20 on each tour. When busloads of 40 visit the studio the group is split in half due to limited space in the studio rooms. The tour takes approximately an hour and walks through a sequence of studio rooms where each stage in the process of creating a stained glass window takes place. In addition to the staff, Judson Studios has three volunteer tour guides who assist with tours. The Judson Studio website does have a tour/event section which includes the hours and prices for tours. The tours include demonstrations and an opportunity to hear about the craft of stained glass from the artisans themselves. While the website does specify "Group Minimum 20" it also indicates that you can call for the tour schedule and provides hours of Monday through Friday between 9 and 3, which could imply that there might be some scheduled tours or other group tours that an individual traveler might be able to join.



In fact, Judson Studios only offers tours for groups of 20 or more by advance appointment during the week (Monday through Friday). The studios are closed on weekends and no tours are offered then.

While this is one of the Arroyo Seco Parkway's most authentic living Arts & Crafts experiences, the Judson Studios is not promoted as a tourism attraction for individual travelers. An intentional decision was made to restrict tours to group tours by advance arrangement to minimize disruptions for the stained glass artisans at work in the studio. There are no other wayfinding signs from major roads to indicate where Judson Studios is located, and as it is tucked away on a side street the studio would be easily overlooked if you didn't know it was there. The building is not ADA accessible and there are numerous level changes as you go from room to room through the studio. The studios were once featured as part of a television series about interesting places in southern California. In addition, there is a 1997 paperback publication titled *Painting with Light, a Centennial History of the Judson Studios* available in the gift shop (as well as the online gift shop on the Judson website). Judson Studios fits into the Arts & Crafts attractions that help to support the theme on Artistic Inspiration in the Arts & Architecture.

Judson Studios is accessible by car (or for groups that have made arrangements, by tour bus). The studio is located just a few blocks from the Arroyo Seco Parkway between exit 30A and exit 30. Driving from Pasadena, exit 30 heading to San Pascual Avenue off the Arroyo Seco Parkway is among the most difficult for drivers to navigate safely. The exit requires a sharp right hand turn without the benefit of a dedicated exit lane. The exit takes travelers on a small residential side street parallel to York. While this exit is not far from a key business intersection for Highland Park (the intersection of Figueroa and York), drivers need to make several unmarked turns to reach this intersection. The parkway entrance is equally challenging with a right hand turn and a stop sign immediately before reentering the parkway. Groups arriving by bus would be better off to drive to the Judson Studios through the neighborhood rather than coming on the Arroyo Seco Parkway itself. No large buses or trucks are allowed on the Arroyo Seco Parkway due to the exit turns being so tight, so any bus tours would have to find an alternative route to Judson Studios.

### **Preliminary Recommendations**

Although individual tours on a regular basis are not practical for Judson as they interfere with the primary focus of the studio, consider having a limited number of special times of the year when the Studio is open for a public tour. This might be done in conjunction with the Craftsmen Weekend, or alternatively in connection with an Open Studios event (either as part of a special Second Saturday Gallery Night or the annual Discovery Tour) which might attract a different audience. Judson Studios is part of the Northeast Los Angeles Arts website ([www.nelaart.com](http://www.nelaart.com)) so it is possible that this is already happening.

At other times of the year, the Judson Studio experience could be interpreted for individual travelers through a virtual experience either at Judson or in another appropriate nearby location. Huell Howser did do a segment on the Judson Studios, and it may be possible to secure the rights to make this available on demand in the gift shop or gallery at the Judson Studios. Alternatively, there may be another nearby space (such as the Stained Glass Supplied store in Eagle Rock) where the Judson Studio experience could be interpreted through exhibits or a brief film (either the Huell Howser clip or a new film segment produced especially for this purpose).

## Partnership Opportunities

Group tours are currently the best way to experience Judson Studios, and it would be interesting to find out more about where these tour groups come from and what else they include on their itineraries. It may be possible to package half-day or day trips for tour groups that would include a variety of Arts & Crafts attractions in Pasadena and Highland Park, possibly including Galco's as a refreshment and shopping stop or specially arranged tours of private Craftsmen era homes in Highland Park. Providing step-on guide service with local guides knowledgeable about the revitalization efforts in Highland Park would also provide an important opportunity to share a fresh and positive perspective on the revitalization efforts and changes in this neighborhood as the group moves from place to place on the tour.

While Judson studios does not offer stained glass classes, there are several art studios on the area (Stained Glass Supplies on Colorado Boulevard in Eagle Rock was mentioned) that do offer stained glass workshops on a regular basis and recently opened The Glass Studio further west on York Blvd in Highland Park does offer classes. Consider packaging a stained glass workshop with a class trip to the Judson Studios and a tour to see stained glass in residential and religious buildings in Highland Park, South Pasadena and Pasadena.

If an "Old House Doctor" workshop was offered in Highland Park, South Pasadena or Pasadena to help new homeowners understand how to restore their Craftsmen bungalows, this might provide another opportunity to organize a class trip for 20+ to visit the Judson Studios as part of this series. As the Judson Studios building was also once home to the Arroyo Craftsmen group, it might also be possible to tie into workshops on furniture restoration or furniture construction.

# Los Angeles City Hall

## Observations

### Site Significance

Los Angeles City Hall was designed by a team of three architectural firms that called themselves the Associated Architects. John Parkinson provided the concept and architectural design, Albert C. Martin provided the structural design and John C. Austin prepared the working drawings. This iconic 32-story building was completed in 1928 and has been designated as a Los Angeles Historic Cultural Monument. L.A. City Hall has been featured in numerous films and television shows including being featured as the Daily Planet headquarters for the 1950's television series the *Adventures of Superman*. The building currently serves as the center for city government in Los Angeles and houses the mayor's office.



### Visitor Experience

While L.A. City Hall functions primarily the home of city government, the building is open to the public during the week and is a popular destination for school tours learning about how city government works. There is no charge to enter City Hall, though security concerns require that all visitors pass through a metal detector and belonging must be scanned using X-ray machines. Once through security, visitors must sign in with a security guard and indicate where they are going in City Hall in order to receive a visitor pass. Once in City Hall, basic amenities including public restrooms and drinking fountains are available for visitors.

As a working office building many rooms in City Hall are not open to the public, however there are several impressive lobby spaces which would be of interest to architecture buffs. There is also an outdoor observation deck around the 27<sup>th</sup> floor of the building which provides a birds-eye view of Los Angeles in every direction. Interpretive panels on each side of the observation deck identify key landmarks. Signage within City Hall is primarily for city government use, thus tourists interested in the building's architecture and history need to rely on their own guidebooks rather than on interpretive information available at City Hall. Guided tours that include L.A. City Hall have been offered by the L.A. Conservancy with advance reservation as part of their walking tour offerings. L.A. City Hall can easily accommodate both individual travelers as well as groups of different sizes.

## Preliminary Recommendations

### Site Specific Recommendations

L.A. City Hall's observation deck on the 27<sup>th</sup> floor provides an ideal starting point for a self-guided or guided tour experience in Los Angeles as visitors are able to get a birds-eye view of the city, though the security measures required to enter City Hall may discourage some visitors. As the building functions primarily as the home of city government, not as a tourist attraction, the focus is understandably not on catering to the needs of visitors. For visitors arriving without a guidebook or other interpretive information, a simple brochure about the history of L.A. City Hall and the areas open to the public would be a useful addition. While the interpretive panels on the observation deck were useful, they are quite weathered and are becoming outdated and do not show some of Los Angeles' newer landmarks such as the Disney Concert Hall.

### Partnership Opportunities

A partnership with the Arroyo Seco National Scenic Byway could potentially open up opportunities to replace the interpretive panels on City Hall's observation deck as part of a larger interpretive signage project for the byway corridor, providing an updated version of the low-profile panels that are currently in place. These interpretive panels should include information about the buildings and other landmarks viewable from each side of the building as well as appropriate information about the Arroyo Seco National Scenic Byway (possibly including this on the north or east facing views towards Pasadena). Additionally, there may be ways to provide visitor information about L.A. City Hall as part of other itineraries or packages created by the Arroyo Seco National Scenic Byway.



*Interpretive panels identifying key downtown Los Angeles landmarks are becoming weathered and do not include more recent buildings such as the Disney Concert Hall.*

## Los Angeles River Center and Gardens

### Observations

#### Significance

The Los Angeles River Center and Gardens is Mission Revival-style complex located on the former site of the Lawry's California Center, near the confluence of the Los Angeles River and the Arroyo Seco in Cypress Park. Just minutes from downtown Los Angeles, the Center and its affiliated organizations are dedicated to the renewal of the Los Angeles River. It is also an important location for community gatherings, conferences, educational and special events and serves as the headquarters for many of the Los Angeles River's advocates and agencies, including the Friends of the Los Angeles River, North East Trees, the Arroyo Seco Foundation, and a regional office of the Santa Monica Mountains Conservancy. Major features of the Center include the Los Angeles River Visitor Center, the River Garden Park, and the Los Angeles River Center Bicycle Staging Area.



#### Visitor Experience

*Individual Travelers:* The focal point of the Los Angeles River Center and Gardens is the Los Angeles River Visitor Center. The Visitor Center is located in the California Building and includes an exhibit hall that displays a permanent exhibition on the 11 miles of natural River known as the "Glendale Narrows." The exhibit is self-guided and describes the history of the River, its current state, and on-going and future revitalization plans. The exhibition is open during business hours, but may be closed during private events. The River Garden Park reflects the native flora and fauna of the River. Amenities include a running water fountain, park benches, a picnic table, a lawn area, and some didactic materials. The Park



is open daily from sunrise to sunset. The Los Angeles River Center Bicycle Staging Area is another important feature of the complex. One of first self-service bicycle staging areas in the City of Los Angeles, the Center is a central meeting point for many bicycle groups and organizations. The facility provides bicyclists a drinking fountain, a repair station, tire pump, and a restroom. The existence of the Staging Area also accounts for the areas growing bicycle culture and the importance of its location as the convergence of a number of main bicycle trails near downtown Los Angeles.

*Group Travelers:* Apart from site rentals or scheduled public/educational programs, the Center does not host group-specific events. Groups wishing to convene at the Center can explore the self-guided permanent exhibition at the Visitor's Center or have a picnic on

the grounds of the River Garden Park.

*Recent Online Reviews from Travelers:*

- “Wow, I was pleasantly surprised! Once you enter the main gate, you are taken away to a breathtaking sanctuary. I attended a wedding on Saturday and immediately like the vibe and location. I forgot I was in L.A. and had images of being on a hacienda deep down south of the border....The River Center is incredibly beautiful and has all that you need for an outdoor event. The parking is easy and convenient for guests. I heard from many that the bridal suite is nice. Overall, the whole property gives off an intimate and romantic feeling.”

*Visitor Readiness:* The Los Angeles River Center and Gardens is easily accessible via a variety of multi-modal options: Golden State Freeway (5 Freeway), Arroyo Seco Parkway, the Metro Gold Line, and several main bicycle trails near downtown Los Angeles. The Center includes a large surface-level parking lot and is easily viewable from its only/main entrance at Avenue 26. Signage pointing to associated environmental, historic, and cultural sites in the greater northeast Los Angeles region may ensure that visitors to the Center can learn about other significant sites in the region.

*Interpretation:* The Center boasts a comprehensive, self-guided, and permanent exhibition focused on the Glendale Narrows section of the Los Angeles River.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Many of the nonprofit organizations concerned with revitalizing the Los Angeles River and the adjacent Arroyo Seco maintain offices at the Los Angeles River Center and Gardens. Naturally, these organizations would make ideal partners. These organizations include the Friends of the Los Angeles River, the Arroyo Seco Foundation, Northeast Trees, the Los Angeles Conservation Corps, the National Parks Service Rivers, and the Trails and Conservation Assistance Program. Other potential and external partners include Occidental College’s Urban and Environmental Policy Institute, Arroyo Arts Collective, Highland Park Heritage Trust,

# Los Angeles State Historic Park

## Observations

### Site Significance

The site was a railroad yard from the late nineteenth to the mid-twentieth century. The interpretive mission of the Park is to “communicate to residents and visitors the cultural and natural history of Los Angeles from prehistoric times to the present.” The intent is to be a new type of state historic park, which interprets nature, ceremony, agriculture, industry, culture, and recreation through a welcome station, a café, performance spaces, eco-center, native habitat, gardens, bridges, fountains, plazas, and lawns. The park is under development but open to the public.



### Visitor Experience

**Individual Travelers:** For most visitors, the park will be a bit of a puzzle since it is under development. Half of the park is landscaped with grass lawns, paths, and interpretive markers but there are no picnic areas, playgrounds, or permanent toilets (only portables). The remainder appears natural and undeveloped. A small café in an historic building at the entrance provides a limited menu of drinks and food. Nevertheless, it is the largest green space near downtown (otherwise, Pershing Square—which is mostly paved and attracts homeless people—and MacArthur Park--which has the reputation of being unsafe).

**Group Travelers:** Groups can easily be accommodated, and a guided experience may be available by advance appointment.

### Recent Online Reviews from Travelers:

- *“Dang. Well, it is a GREAT PARK. So peaceful and so clean for LA standards. It’s a block away from Chinatown but worlds apart from the hustle and bustle of downtown.”*
- *“I went on a run here a few days ago and loved the soft dirt paths. My only complaint is that there is not enough shade! I know that will be history once the trees grow out, but to those of you who burn easily, wear sunscreen or a hat!”*

**Visitor Readiness:** The site is open, offers extensive off-site parking, and has the reputation of being safe (enclosed by a fence, landscape is open with extensive visibility, closed at night). No toilets, restaurant, or regular programs to attract tourists or encourage a long visit. Not listed in Google Maps.

*Interpretation:* Includes wayside interpretive panels and ghosts of historic buildings, but the historical significance of the site is not apparent to most visitors. It is probably most attractive to nearby residents who are seeking a safe green space to relax or jog. The interpretive themes are so broad that it is unclear what programming (nature? art? history?) can be expected in the future.

## **Preliminary Recommendations**

### **Partnership Opportunities**

LA River Center, Audubon Nature Center, Chinatown, FarmLab

## Lummis Home & Gardens/El Alisal

200 East Avenue 43, Los Angeles, CA  
90031

<http://www.socalhistory.org/>  
323-460-5632

Owned by the City of Los Angeles and  
operated by the Historical Society of  
Southern California (HSSC)



### Site Significance

Built between 1898 and 1910, the Lummis Home & Gardens (aka El Alisal) was built by Charles Fletcher Lummis, a booster for the Southwest region of the nation, Native American rights activist, writer, City Librarian, translator, and ethnographer. The south-facing facade of the home is comprised of intricately-placed stones acquired from the nearby Arroyo Seco stream-bed, built largely by the energy and discipline of Charles Lummis. The house represents Lummis' love of nature, hand-crafted materials, and native American cultures, but it also was a salon for writers, artists, and philosophers. His interests also prompted him to found the Landmarks Club of Southern California (one of the earliest preservation organizations in the nation) and the Southwest Museum (the first public museum in Los Angeles). The Lummis Home is associated with the beginnings of the Arts & Crafts movement in southern California, which will result in such Arroyo Seco –style neighborhoods throughout the Arroyo and masterpieces such as Greene and Greene's *Gamble House*.

### Visitor Experience

The Lummis Home is adjacent to the Arroyo Seco Parkway, surrounded by a residential neighborhood on two sides, and a major street and the Avenue 43 exit. The initial appearance is not very welcoming. A tall chain link fence and plantings obscure views of the house from the street, trash collects along the sidewalks and fence, and the primary entrance to the site is not visible from Avenue 43. Identification and directional signs are difficult to read because of their small size or placement behind fences or vegetation. The house has limited hours of operation (open for tours on Fridays, Saturdays and Sundays from noon to 4 pm).

The visitor entrance is on a side street and visitors enter a garden of native plants with occasional signs identifying plants or interpreting the garden, however, it has not been well maintained and appears neglected. Garden furniture



and amenities, such as benches, trashcans, and restrooms, are utilitarian and industrial, which detracts from the site's significance. Again, the house is not visible until the visitor has walked well into the site, thus this initial experience can be a major obstacle to visitors unfamiliar with the site or are concerned about the potential "unknown" or safety.

Upon entering the house, a staff member greets visitors and invites them to explore the house on their own. Identification labels are placed in the rooms or visitor can trace a route using a brochure. The house is clean, safe, and acceptably maintained. Most rooms display historic furniture and modern exhibits and a few rooms are used as offices—all the rooms are open so this can be slightly confusing. Most of the interpretation is very site specific and local, so it will have little connection to most visitors, and will spend at most one hour on site.

Rated 3-4 out of 5 in online reviews: "great historical resource is unfortunately not readily accessible to the public", "seemingly reclusive appearance. It is hidden behind a chained fence with foliage growing on it", "Off the usual museum track, the charming house and surrounding gardens are rarely crowded."

*Americans with Disability Act Access:* Some of the site is not accessible to persons with limited mobility due to unpaved paths, steps, and narrow passages.

*Access from Gold Line:* The closest station is Southwest Museum, which is a half mile walk through a commercial district and residential neighborhood, and along busy highways with little shade or protection from traffic and some sections are missing sidewalks and without wayfinding signage.

*Access for bicyclists:* Did not see any bicycle racks although bikes could be left locked to a tree or column in the garden.

*Access for drivers:* Although ideally located at a comfortable Arroyo Seco freeway exit and a major street, directional signage to the site and parking is poor. There is a sign on the freeway as well as an additional sign at the top of the freeway exit. There is a small on-site parking area reserved for staff, visitors need to use on-street parking.

*Access for large groups:* Bus parking on street but requires exiting through residential neighborhood with narrow street. Guided tours require advance reservations and would need to be divided into smaller groups (limited space), however, groups could easily visit on a self-guided basis.

## Preliminary Recommendations

*Potential audiences:* Individuals interested in architecture, art, history, Arts & Crafts or gardens would be interested in this site.

*Interpretive and marketing opportunities:* The web site emphasizes the Historical Society (e.g., publication, programs) and the Lummis Home is a secondary priority. The website should include directions and map.

Appearance from the street and initial experience should be more welcoming and hospitable.

The exhibit labels and self-guided tour brochure should be revised to place the site in a larger historical context to provide connections to persons unfamiliar with Lummis or Arroyo culture. This has the potential to be an ideal starting place for an Arts and Crafts itinerary.

The brochures and information about other local sites in the lobby could be much more expansive and comprehensive, especially for those places with strong historical or thematic ties. There's no sense of what to do next after you've visited or if you should visit again. Special events may be the best strategy for attracting visitors, but very little information available about events on line or on site.

*Links to other sites and places:* Southwest Museum, Gamble House, Judson Studio, Casa de Adobe, Arroyo Seco, Abbey San Encino, El Pueblo, Audubon Center at Debs Park, and Heritage Square.

*Opportunities for partnerships:* Heritage Square, Southwest Museum, Gamble House and the Audubon Center at Debs Park

## Metro Gold Line

### Observations

#### Significance

The Metro Gold Line opened in 2003 as a new addition to the growing Los Angeles Metro light rail transportation system. The Gold Line links a number of stops in Pasadena with downtown Los Angeles, traveling along much of the Arroyo Seco corridor. A later addition to the Gold Line, opened in 2009, extends this line beyond Union Station in downtown Los Angeles through Little Tokyo, Boyle Heights and East Los Angeles.



A “Destination Guide” to the Metro Gold Line lists attractions, shopping and nearby dining for every stop. Each stop also features a piece of public art commissioned for that metro station.

#### Visitor Experience

The Gold Line is one of the most recent additions to Los Angeles’ expanding Metro system, linking Pasadena, downtown Los Angeles and East Los Angeles. The Gold Line stops are connected to many of the Arroyo Seco’s key interpretive sites including a number of stops in Pasadena, a stop at the Mission District in South Pasadena, Highland Park, the Southwest Museum, Heritage Square, a stop not far from the LA River Center and stops at Chinatown, Union Station and Little Tokyo.

The Metro stops in Pasadena and downtown take visitors right to the heart of key visitor destinations. Stops in between are not always as conveniently located for tourists.

- *The Lincoln Heights/Cypress Park station is relatively close to attractions such as the LA River Center and Gardens, though getting there requires a 15 minute walk in a congested area lacking some pedestrian amenities.*
- *The Heritage Square stop is actually on the other side of the Arroyo Seco Parkway from Heritage Square. While visitors could walk to Heritage Square from this stop, it requires walking up to the East Avenue 43 overpass and then back along the other side of the parkway to the museum’s entrance. At least one Los Angeles guidebook included a warning about this stop, noting that the guidebook’s authors set off in the wrong direction and never found Heritage Square.*
- *While the Southwest Museum stop is at the base of the hill on which the Southwest Museum is located, the museum is currently closed to visitors. Once the museum reopens, visitors would either walk a short distance to a*

*tunnel and elevator system on the museum grounds or up a steep path along the Ethnobotanical garden to the museum entrance.*

- *The Highland Park stop is right in the center of downtown Highland Park just off Figueroa Street, and the Highland Park Farmers Market takes place right next to the Metro stop. While this stop is physically convenient to Highland Park's downtown commercial district, another barrier preventing travelers from exploring sites near this stop is the regional perception that the area is not safe. In seeking travel information from several visitor information centers in Pasadena and downtown LA, team members were advised not to get off at the Highland Park stop.*

Traveling on the Gold Line offers a safe, clean and relaxing experience for visitors. The metro stations are conveniently located all along the Arroyo Seco between downtown Los Angeles and Pasadena, and the Gold Line runs very frequently which makes schedules almost unnecessary. Some of the stations offer free or pay parking, and all stations include maps of the immediate area as well as maps for the entire Los Angeles metro system. A \$5 Metro day pass is available which is an affordable alternative for travelers wanting to visit several sites along the Arroyo Seco, and there are user-friendly step-by-step



instructions about how to purchase your pass or ticket at each of the automated kiosks at each metro station.

The four-color Gold Line Destination Guide is a useful piece to show travelers how to access sites along the Arroyo Seco via public transportation, although it does have its limitations. The brochure is not readily available at most of the metro stations (including Union Station), thus many travelers may not know of this brochure's existence.

There is an online version of this brochure,

however it is difficult to read when printed out because it is shrunk down to fit on an 8 ½" x 11" piece of paper. There is no indication about how far attractions are from each metro station, thus visitors who might have been to Little Tokyo or Chinatown and found that the Gold Line stations were right next to these attractions might be taken by surprise to find that attractions at other stops might require more lengthy walks in areas that currently lack directional signage. For example, Galco's Soda Pop Stop is listed under "Shopping" for the Highland Park station, though getting to Galco's from this stop would require a mile-long walk through a residential neighborhood. It is also unclear how shopping or dining venues were selected for inclusion in this brochure as selections range from locally owned businesses to chains such as McDonalds (for dining) or Home Depot (for shopping). Other listings do include sites that are connected to the story of the area. For example, La Grande Orange Café (an Arizona based chain) is housed in the historic Del Mar train station at the Del Mar Metro stop. The restaurant has retained

many original features of the train station, including the ticket office which now serves as part of the restaurant's kitchen.

The Gold Line can accommodate both individual travelers as well as group. Groups (or individual travelers) with mobility issues may need to consider the distance from the Metro stop to their desired destination in choosing this method of transportation.

## Preliminary Recommendations

### Site Specific

Individual historic sites such as the Del Mar train station (which currently houses a La Grande Orange Café) could be interpreted through something as simple as a brief history of the train station on the back of the restaurant menu.

Work with the Los Angeles Metro to find ways to update and expand the current Gold Line Destination Guide. For example, reformat the current online version of this brochure to one that is more printer-friendly, and explore the possibility of cell phone apps with mapping tools to help visitors locate attractions from each metro station. Focusing on updating the online version should be more cost effective as well as being easier to update (for example, to add the Southwest Museum as an attraction once this site reopens to the public, or adding other attractions, shopping or dining opportunities to the list).

Explore the possibility of working with the Los Angeles Metro to develop additional interpretive signage at each metro stop to explain more about *what* the attractions in the area are to complement the current Metro mapping to show *where* they are. Investigate the possibility of adding directional signage (much as is found in the downtown Los Angeles area but not consistently through the corridor) to assist travelers in locating attractions from each metro station, especially for the Heritage Square, Highland Park, Southwest Museum and Lincoln/Cypress stops. Consider including exact mileage as well as phone numbers for key attractions such as Heritage Square so that visitors are aware of exactly how far they will need to walk, and will have a number to call to ensure that the attraction is open before walking to the attraction from metro station.

### Partnership Opportunities

Even armed with good directions, directional signage and access to current hours of operation, the distance to some sites (such as Galco's or Heritage Square) from the metro station could still be intimidating, especially as travelers are walking on their own through an unfamiliar neighborhood. In addition, the perceptions that some of areas around the metro stations are not safe act as an additional deterrent to keep Gold Line visitors from traveling to these attractions via the Gold Line. To overcome these physical and mental barriers, consider developing transportation alternatives to link these key attractions with the Gold Line. Based on the success of these offerings, transportation alternatives might be offered for special events, or on scheduled weekend days, or expanded to be offered at all times or on demand.

For example, tying in to the automobile heritage of the Arroyo Seco Parkway, a shuttle service in vintage cars could be offered to turn a long walk into a short and enjoyable added attraction. Think of the vintage car shuttle service as comparable to an L.A. style horse-and-carriage ride. The Highland Park station might be an ideal hub for this shuttle service, both because there is an area adjacent to the metro where vintage cars could be prominently displayed to Metro riders to advertise this service, and because Highland Park is one of the key metro stations in the Arroyo Seco corridor suffering from a negative image. Ideally shuttle drivers would be local residents who can serve as ambassadors for the Highland Park area, showcasing the area's historic neighborhoods, attractions, and current restoration and community efforts. The use of vintage cars (which could range from a 1940's era car from when the Arroyo Seco Parkway first opened to a more recent muscle car) would turn a liability—the long walk through unfamiliar territory—into a tremendous opportunity to show off the best aspects of the Highland Park area and work to change public perceptions about this neighborhood.

Union Station could offer tremendous interpretive and marketing opportunities for the Gold Line and the Arroyo Seco National Scenic Byway. Union Station is a key transportation hub in downtown Los Angeles that has a tremendous amount of visitor traffic. See the section on Union Station for more detailed information about the possibilities for Union Station.

## Old Pasadena (Downtown Pasadena)

### Observations

#### Site Significance

Old Pasadena is the historic downtown of Pasadena. After settlement in 1875, downtown Pasadena developed through several phases over the next fifty years. By the 1970s, the downtown district was in decline and threatened with demolition. The most recent wave of revitalization began in the 1990s. The district is now managed by the Old Pasadena Management District (a business improvement district), which markets Old Pasadena and provides information and resources to visitors. Old Pasadena is a designated local and national historic district.



#### Visitor Experience

Old Pasadena is a traditional downtown that, in many respects, functions as an integrated destination and visitor experience: way-finding systems, public rest rooms, outdoor spaces, and extensive retail and restaurants make it a destination used by locals, downtown workers, Angelinos, and tourists. Access by public transportation (Gold Line and buses) is very good and parking structures are plentiful. As noted in the Metro Gold Line, the La Grande Orange restaurant offers a dining experience for visitors in the restored train station at the Del Mar stop for the Gold Line in Pasadena.

Most of the retail stores in Old Pasadena are higher-end national brands, including common names like Banana Republic, Urban Outfitters, Barnes & Noble, Tiffany, Abercrombie & Fitch, Crate & Barrel, and many others. In this sense, Old Pasadena appeals to a visitor who appreciates a fully revitalized, gentrified downtown with traditional retail. While there are a number of independent restaurants and retailers in the mix, Old Town offers a clean, high-quality experience that even a visitor from abroad would view as a “known quantity.” The downside to this highly successful retail district is that it has not managed to retain the quirky aspects of Old Pasadena from its less refined years that made it unique. Old Pasadena is marketed as “The real downtown.” But while many of its buildings are historic, a visitor looking for an authentic experience – looking to find the “real” Pasadena – will need to wander further afield, to Pasadena’s smaller commercial districts.

*Visitor Readiness:* Old Pasadena is already a visitor destination and has well-designed amenities. Old Pasadena is ideal for visitors to nearby cultural attractions (e.g., Gamble House), or on a day trip from downtown Los Angeles, to stop for lunch. It also functions as a comprehensive retail district for visitors looking for brand-name apparel and other retail goods.

## **Preliminary Recommendations**

*Interpretation:* Old Pasadena's history – and Pasadena's evolution from an orange grove to a significant city – is not visibly interpreted for the public. Old Town's story is told on the Old Pasadena Management District's website ([oldpasadena.org](http://oldpasadena.org)), but could also appropriately be interpreted through a series of panels or markers in downtown.

## **Partnership Opportunities**

Downtown business districts of Highland Park and South Pasadena (Mission District), The Raymond Restaurant, Saga Motor Inn, Heritage Square, Huntington Gardens, Lummis House, Gamble House, and others.

## Pacific Asia Museum

### Observations

#### Site Significance

Established in 1971, the museum is one of only four U.S. institutions dedicated to the arts and culture of Asia and the Pacific Islands. The museum's historic building has served as a center for art, culture, and learning in Pasadena since its completion in the 1920s by pioneering collector and entrepreneur Grace Nicholson (1877-1948) as her residence and retail art gallery. Nicholson's championing of Asian and Native American art early in the century set the tone for much of the Pasadena community's arts-related activities during the ensuing decades. The building also served as the Pasadena Art Institute, renowned for its groundbreaking exhibitions of contemporary art in the 1950s and 1960s and now located on Colorado Boulevard and is now known as the Norton Simon Museum.

Marston, Maybury, and Van Pelt designed the Chinese style building, which received an award from the American Institute of Architects upon completion in 1925. It is designated a historic landmark by the City of Pasadena and the State of California and is listed in the National Register of Historic Places.

#### Visitor Experience

*Individual Travelers:* Most visitors will be impressed by the building with its exuberant Chinese details. Inside, they will find exhibits emphasizing historical objects from China, Japan, Korea, the Himalayas (Nepal, Tibet, Northern India), and the Pacific Islands. The museum also exhibits contemporary art from these cultures on a rotating basis. Children will enjoy the hands-on exhibit featuring costumes of various cultures. Collectors will enjoy a study room which includes videos, books, and cases filled with objects organized by type. After exploring the exhibits, visitors can rest in the courtyard or shop in the museum store.

*Group Travelers:* The museum can accommodate large groups, however, most rooms are small and groups may need to be divided to ensure comfort. Restrooms and seating may be inadequate. Ideally, a large group could be split among several nearby attractions and rotate among them.

#### *Recent Online Reviews from Travelers:*

"Very educational and fascinating artifacts. I could spend all day here, if I had the time. You can get transported into another world by just being there."



“This is a jewel of a museum in the converted Chinese style home of Grace Nicholson who lived in Pasadena in the early 20th c. The collections are esp. strong in Chinese ceramics, Jade, and Tibetan art. The galleries surround a traditional Chinese courtyard with a koi pool. Many education programs, docent tours available, gift shop with interesting items.”

“The most striking aspect of this museum is the building itself. Designed in the 1920s in Chinese Imperial Palace style, it's rivaled in flamboyance only by Grauman's Chinese Theatre in Hollywood. Rotating exhibits of 14,000 rare Asian and Pacific Islands art and artifacts span the centuries, from 100 B.C. to the current day. This manageable-size museum is worth a visit, particularly if you're an adherent of Buddhism.” [Frommer's]

*Visitor Readiness:* A large paid parking lot is adjacent to the museum and it can also be reached via bus route on Colorado Boulevard. Seating is available in some galleries as well as a pleasant outdoor courtyard. The museum's restrooms are satisfactory, however, they may be inadequate for large groups. A large museum store includes a wide range of merchandise in a variety of price points. No food or drink is available on site, however, many restaurants are located nearby. Most of the museum is accessible to persons in wheelchairs and some visitors may have difficulty with self-closing doors, high thresholds, and uneven surfaces. Front desk and store staff requires training in nearby attractions or activities to assist visitors and tourists.

*Interpretation:* Visitors explore the galleries on their own and most exhibits identify the objects and some provide interpretation through introductory labels or audio recordings via cell phone, following a traditional art museum model. Some visitors may find the objects and cultures so foreign that they will not relate to them. Connections to other related collections or sites will need to be provided.

## **Preliminary Recommendations**

### **Partnership Opportunities**

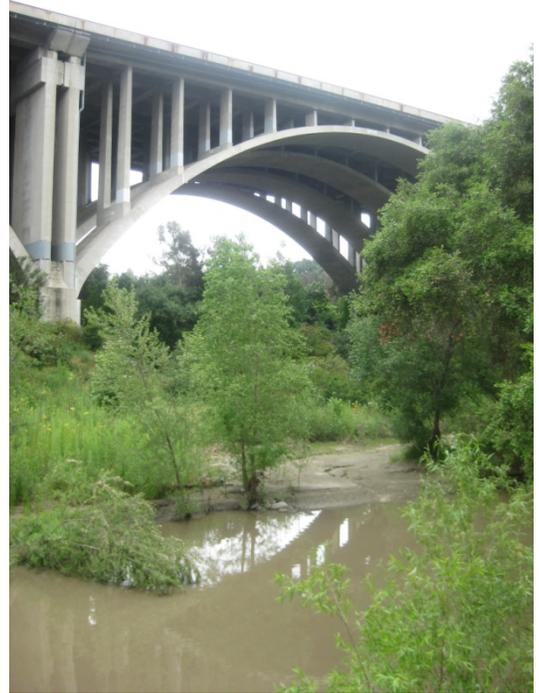
Little Tokyo, National Japanese American Museum, Chinatown, Norton Simon Museum, Pasadena Museum of California Art, contemporary art galleries, Huntington Library, Southwest Museum, Lummi Home, Gamble House

## Pasadena's Lower Arroyo Park

### Observations

#### Significance

Pasadena's Lower Arroyo Park is 150-acre natural preservation area and cultural landmark. Lower Arroyo Park is located at western edge of Pasadena, south of the Devil's Gate Dam and the 134 Freeway/Colorado Street Bridge at the border of the City of South Pasadena. It contains one of the last wild sections of the Arroyo Seco River and comprises the largest green space in the City of Pasadena. As a result, much of the region has undergone extensive environmental restoration. The resulting efforts have successfully connected a series of walking, recreational, and horse trails with local cultural and historical landmarks in the region.



#### Visitor Experience

*Individual Travelers:* The Lower Arroyo Park's series of trails are designed to be multi-use. These efforts have also supported the habitat for a variety of birds and insects. The majority of the trails are shaded with oak woodlands and coastal sage scrub. Lower Arroyo Park also includes a fishing pond, archery range, memorial grove, bird sanctuary, and access to the Rose Bowl, Rose Bowl Aquatics Center, and the Kidspace Museum. Individual travelers can take a hike along the sylvan region along the Arroyo Seco, visit the ruins of the Busch Gardens Park, attend programs at the Casita del Arroyo community center, or take-in views from the Park's promontory views. Lower Arroyo Park has adequate lighting and picnic areas, restrooms, and other recreational facilities. The main entrance to the Park is along Arroyo Drive.

*Group Travelers:* Although the park is unstaffed, groups can take a group hike or join group events produced by existing park organizations (Pasadena Roving Archers, Pasadena Casting Club, etc.).

*Visitor Readiness:* Lower Arroyo Park is well-maintained and situated. Hiking trails and paths are clearly marked by the stone walls constructed to retain the slopes. A large surface-level parking lot is available in near the Rose Bowl Aquatics Center and the Rose Bowl. The loose dirt path and gentle stream make Lower Arroyo Park a popular spot for joggers, dog walkers, and equestrians.

*Interpretation:* The City of Pasadena has included some interpretive signage highlighting various landscape and regenerative demonstration projects in the park. These include projects dealing with restoration of the Arroyo Seco to a storm water retention project in the parking lot. The City of Pasadena has also published a guide on Arroyo hikes that details the area's watershed connections, ecosystem and landmarks. Its name can be confusing because it is technically the central part of the Arroyo Seco watershed yet it is the southernmost part of the Arroyo in the City of Pasadena, hence "lower" and therefore creates a challenge for the interpretation of the entire Arroyo Seco corridor.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Potential partners include organizations currently committed to Lower Arroyo Park. These include the Arroyo Seco Foundation, City of South Pasadena, City of Pasadena, Kidspace Museum, Pasadena Casting Club, and Pasadena Roving Archers.

## Philippe's French Dip

### Observations

#### Site Significance

Philippe's is a Los Angeles institution and credited with being the originator of the "French dipped sandwich." The restaurant – which had several earlier incarnations – began in downtown Los Angeles in 1908 and moved to its present location in 1951. According to the restaurant's website, the French-dipped sandwich was created – accidentally – in 1918.



#### Visitor Experience

Philippe's is a self-service style restaurant: customers get in line and place their orders when they reach the counter. It's an efficient operation so, even at a busy lunch hour, the wait takes about ten minutes. Orders are served on paper plates, on a tray, and customers find a place to sit. Everyone eats at Philippe's: one gets the sense that the construction worker is eating at the table next to the politician or Hollywood mogul. Philippe's is real – and that holds real appeal for visitors, as well.

The atmosphere is authentically of its era (with limited modern changes) and sawdust on the floor only adds to its vintage feel. Prices are in keeping with the setting and decidedly less expensive than a sit-down restaurant.

Philippe's is already a visitor destination, though one is left to figure out the service system on one's own. (There are a few signs for guidance.) Most visitors would probably agree that figuring out the system is part of the experience. (If Philippe's installed "how-to" signs aimed at tourists, it could even diminish Philippe's authentic lunch-counter vibe.)

*Interpretation:* A wall of pictures and memorabilia provides a history of Philippes. The legend of the French dipped sandwich is also told on the restaurant's website.

### Preliminary Recommendations

#### Partnership Opportunities

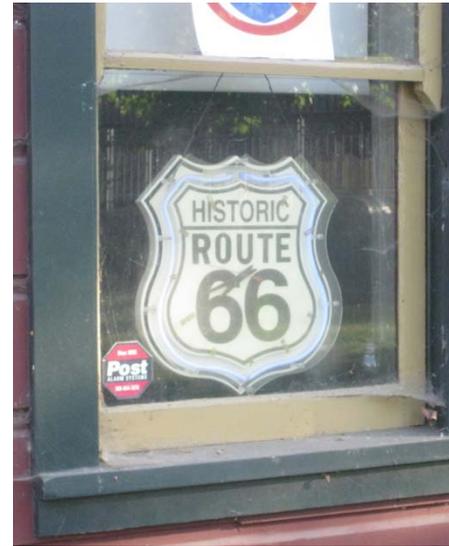
Metro Gold Line; Union Station; Los Angeles City Hall; El Pueblo; Chinatown.

## Route 66

### Observations

#### Significance

Route 66 or the “Mother Road” which runs from Chicago to Los Angeles, is one of the best known roads in America. While Route 66 was established in 1926 at the beginning of America’s automobile era, the alignments for Route 66 (especially in areas such as Los Angeles) changed many times over the years. Route 66 was removed from the U.S. Highway system in 1985 when it was decided that the Interstate system had effectively replaced this 2,500 mile long route across the western half of the U.S., but the mystique of Route 66 and the roadside car culture structures along this route has lived on.



In 1999, the National Route 66 Preservation Bill was created to provide matching grant funds to help preserve and restore historic features along the route, and in 2008 Route 66 was added to the World Monuments Fund list of 100 most endangered sites. A Historic Route 66 National Scenic Byway has been designated for portions of Route 66 from Illinois to Arizona. In Los Angeles, historic Route 66 road signs can be found along several of the original five alignments for the road through the byway corridor. When the Arroyo Seco Parkway opened in 1940, this stretch of road became an official segment of Route 66 as well. The Arroyo Seco Parkway National Scenic Byway has not yet been added to the Historic Route 66 byway listings but due to its association with Route 66 it is a significant part of the national Mother Road experience.

A number of original Route 66 sites still exist along the various alignments of the route in Los Angeles. A recently expanded National Register of Historic Places itinerary for Route 66 includes several National Register sites in the Arroyo Seco including the Colorado Street Bridge and Bekins Storage Company in Pasadena, the Rialto Theatre in South Pasadena and the Broadway Theater and Commercial District in downtown Los Angeles.

The 1913 Colorado Street Bridge in Pasadena spans the Arroyo Seco to link Colorado Street in Pasadena to Eagle Rock. This reinforced-concrete bridge is listed as a National Historic Engineering Landmark. This curved bridge provides a scenic experience as visitors travel across the bridge, and it is also a dramatic landmark when viewed from below from the Lower Arroyo Seco Park.

Other attractions range from other historic buildings still standing along the Route 66 alignments to roadside curiosities such as Chicken Boy. Chicken Boy is a 22’ high fiberglass figure of a man with the head of a chicken that once stood atop a chicken restaurant on Broadway in downtown Los Angeles,

now relocated to the top of a building in downtown Highland Park on Figueroa Street. Not far from Chicken Boy in Highland Park are two recently relit rooftop signs, one for the Highland Theater, and the other a restored neon sign for Manning's Coffee Store. Both the original and new locations were at one time part of Route 66. Additional Route 66 elements include the York Blvd Bridge and the Figueroa Street tunnels (notably the only tunnels on the entire national Route 66). North Figueroa Association, the local business improvement district for Highland Park uses the Route 66 shield in their logo and helps to bring attention to Route 66 in Los Angeles.

### **Visitor Experience**

Visitors traveling on some of the roads that parallel the Arroyo Seco Parkway can find an occasional "Historic Route 66" road sign in Pasadena and Los Angeles. The Mission District in South Pasadena has one of the most visible connections to Route 66 with a prominent "Route 66" sign displayed in the window of the Meridian Iron Works Museum facing the Gold Line Metro station.

Glen Duncan and the California Route 66 Preservation Foundation worked to create a *Route 66 in California* publication as part of the Arcadia Publishing *Images of America* series, and this publication can be purchased in a number of locations throughout the Arroyo Seco. Another guide book, currently out of print, provides the first-ever guide to Route 66 for Los Angeles County to bring awareness and attention to the hidden resources in greater Los Angeles.

While the majority of the roadside attractions associated with Route 66 in Los Angeles are places that visitors would simply drive by (or take a picture), there are a few places that offer a more in-depth experience. Visitors interested in Route 66 can stay at the 1957 Saga Inn Motor Lodge in Pasadena, enjoy ice cream from the old fashioned soda fountain at the Fair Oaks Pharmacy in South Pasadena, or during special events, have an opportunity to go shopping in the gift shop below "Chicken Boy" in Highland Park.

### **Preliminary Recommendations**

#### **Site Specific**

As there are only a limited number of Route 66 era sites left along the route through Los Angeles, it is of paramount importance that the remaining sites are preserved and restored to contribute to a Route 66 experience through Los Angeles. It may be possible to refresh or bring back more of the Historic Route 66 signs that can be found along the various alignments of the route as well as looking into opportunities to add interpretive signage at key locations or in certain museums to enhance the visitor experience.

Adding the Arroyo Seco Parkway to the Route 66 designated byways (linking at the [byways.org](http://byways.org) website) would assist in making the link to the national route and consistency in marketing of the byways brand and program.

#### **Partnership Opportunities**

There are a number of national and state organizations dedicated to Route 66 such as:

- The **National Historic Route 66 Federation**, a nonprofit organization dedicated to preserving Route 66 across the country;
- The **Route 66 Preservation Foundation**, a non-profit organization for the California Route 66 Preservation Foundation working to preserve Route 66 in all eight states;

National Scenic Byways program, each downtown business improvement district (Chinatown, Highland Park, South Pasadena , Old Pasadena)

## South Pasadena/Old Mission District

### Observations

#### Site Significance

Downtown South Pasadena’s Old Mission District is a vibrant “main street” full of retail businesses and restaurants, most in historic buildings. South Pasadena is often overlooked by those familiar with its better-known neighbor, Pasadena, to the north, but it is a destination in its own right and provides excellent amenities for those visiting other Arroyo Seco NSB sites.



South Pasadena was founded in 1888 and the architecture downtown reflects its late Victorian and early Craftsman style roots. The city lies along the Arroyo Seco river, and sits within the Scenic Byway corridor. For the purposes of this heritage tourism assessment, we highlight the Mission District as a whole, but there are actually a number of historically significant elements within the District, including a small museum and historic businesses, such as Buster’s Coffee Shop. South Pasadena’s other commercial corridor, Fair Oaks Blvd., has Gus’s Barbeque (1946) and Fair Oaks Pharmacy (1915 which is also an alignment of Route 66.

#### Visitor Experience

South Pasadena offers the small-scale, authentic downtown experience that many visitors to Arroyo Seco sites would actively seek out: with only a few exceptions, most of the businesses in the Old Mission District are independents: the mix is diverse, offering a range of retail options for strolling and window-shopping, and an array that appeals to a variety of interests – from mystery books to sewing, from fine apparel to antiques to art galleries. In addition, the District offers an active restaurant scene that includes casual lunch spots and fine-dining.

The historic buildings and setting of the Mission District provide an atmosphere that would appeal to Arroyo Seco historic sites visitors. In a reciprocal way, shoppers in the Mission District may present a significant future audience for the Arroyo Seco’s historic sites.

*Visitor Readiness:* The Old Mission District is easy to navigate, understand, and enjoy. It is not a “tourist-oriented” downtown, which makes it all the more real. But that also means it lacks public restroom facilities or extensive way-finding signage. Information is available at the Chamber of Commerce office, which can be found on Mission Street. Because most businesses are independents, retail hours may be limited in the evenings. However, the restaurant scene is active.

*Access:* The Metro Gold Line stops right in the center of the Old Mission District and provides a perfect entrance to explore downtown on foot. The district is also easily accessed by the Arroyo Seco Parkway.

*Interpretation:* The Chamber of Commerce office provides brochures and information when it is open. A small museum of South Pasadena history is located near the train station, but keeps limited hours. Fair Oaks Pharmacy provides interpretation of its own history in the store.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Business Districts of Chinatown, Highland Park and Old Pasadena; Gamble House; Arroyo Vista Inn; Raymond Restaurant and Route 66 organizations.

## South Pasadena Historical Museum (Meridian Iron Works)

### Observations

#### Site Significance

The South Pasadena Historical Museum features exhibits and programs on the history of South Pasadena in the 1880s Meridian Iron Works building. The building initially housed a hotel and grocery store and later became a blacksmith shop. It is now recognized as a city historic landmark and adjacent to another city landmark, the 1907 Watering Trough-Wayside Station, and close to historic Route 66.



#### Visitor Experience

*Individual Travelers:* Visitors will find an attractive historic building in a charming neighborhood. The museum exhibits inside are a traditional collection of artifacts and photographs displayed on the wall or in flat cases with descriptive labels (indeed, these are former exhibit cases used by natural history museums in the mid-twentieth century). A small store in one corner sells souvenirs and postcards.

*Group Travelers:* Large groups can be accommodated; however, they will need to be divided into smaller groups given the museum's limited capacity.

#### Recent Online Reviews from Travelers:

"I came across this small museum when I was at the Farmers Market. It is a museum located at the Meridian Iron Works building and tells the history of South Pasadena starting with the Native Americans. They are open limited hours so if you have a chance to go to the Farmers Market then you can pop in and take a look."

"The museum building is the old Meridian Iron Works building. Isn't it pretty? Inside, one will find Native American artifacts, old photographs of the town and its people and a big ol' ostrich (a carousel ride version of one) near the back of the first floor. Say hello to the museum staff here, if a member happens to not say it first, which would be out of the ordinary. A friendly middle-aged blond lady (oh, I should have gotten her name!) was a very gracious host who cheerfully gave me a truncated but informative history of how South Pasadena came to be."

*Visitor Readiness:* Admission free, but public hours are very limited. No public restroom, seating, or restaurant on site, but the museum is so small and close to historic downtown South Pasadena that this

isn't a detriment. On street parking is free and it is adjacent to the Mission Street station of the Gold Line, so very convenient for visitors.

## **Preliminary Recommendations**

*Interpretation:* Exhibits are locally focused and the building is small, so tourists won't spend much time here. Interpretation is descriptive and factual, rather than contextual so connections to the region or other sites are not presented. The building is well maintained and charming so visitors will find it attractive, but by itself, this is not a destination. It could be a part of a larger itinerary that included downtown South Pasadena or a foodie tour (the museum is open on Thursday evenings with the farmers market) or history tour via the Gold Line. Given its location, it could serve as an anchor for a tour of historic South Pasadena and attract an audience into the Arroyo Seco Byway that's bored by the over-commercialization of Old Pasadena but unwilling to navigate Highland Park.

## **Partnership Opportunities**

Heritage Square (turn of the century southern California), Arts and Crafts sites (Watering Trough), Gold Line, South Pasadena Chamber of Commerce

## Southwest Museum of the American Indian



### Observations

#### Site Significance

The first museum established in southern California to interpret the peoples and cultures of Southwestern United States. With one of the largest collections of Native American materials in the nation, and Mission Revival style of architecture, it is on an iconic hilltop location on the Arroyo Seco. “The Southwest Museum of the American Indian, the oldest museum in Los Angeles, was founded by Charles Fletcher Lummis. Mr. Lummis was the first city editor for the Los Angeles Times. He was also a photographer, amateur anthropologist, and prolific historian of the southwestern United States who helped popularize the idea of Los Angeles as a multicultural city. The Southwest Museum’s 238,000-piece collection of Native American art and artifacts is one of the most significant and representative of its kind in the United States, second only to the Smithsonian Institution National Museum of the American Indian. Comprised of 14,000 baskets, 10,000 ceramic items, 6,300 textiles and weavings, and more than 1,100 pieces of jewelry, the collection represents Indigenous peoples from Alaska to South America, with an emphasis on cultures from California and the Southwestern United States.”

This museum could be a major anchor for the Scenic Byway, especially with a Gold Line station named for the museum.> However, the 2003 merger with the Autry Museum may result in the entire collection and exhibits being moved out of the Arroyo Seco area and the Southwest Museum used for other purposes. Its future is currently undetermined by its current owners the Autry National Center.

#### Visitor Experience

*Individual Travelers:* exterior of the building (including the Mayan-Revival elevator entrance) is visible and offers good views of the Arroyo Seco. The museum store, the last part open to the public at the site, closed in December 2009. Pre-2007 reviews: “It’s a shame to see such a beautiful lot and building not being put to better use. They are only open on weekends, and very few people visit even on those days because there is honestly very little to see. They have a huge research building that is completely closed to visitors, but could be put to such better use.” “The building itself is interesting, looking more like a mission than a museum. Be sure to take a look around the grounds as well, as they are landscaped to reflect each of the different types of habitats common to the region. It is easy to get to by mass transit, the Gold Lines stops right across the street from it.” “The Southwest Museum is tucked away on a hillside in an older section of Los Angeles - Highland Park. It is a standard field trip destination for some of the local elementary schools, but it’s great for an afternoon’s stroll through the local history. They have an amazing collection of Native-American crafts, especially baskets. You’ll see anything from huge baskets a grown person could hide in to something the size of an infant’s hand. Some of the displays have seen better days, but they’re still delightful to experience.”

*Group Travelers:* closed.

*Visitor Readiness:* Closed to the public with no current plans for re-opening.

*Interpretation:* could not evaluate.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Lummis Home, Gamble House, Judson Studio, Huntington Library, Los Angeles County Museum of Natural History, Casa de Adobe (part of same site)

## Sycamore Grove Park

### Observations

#### Significance

Sycamore Grove Park is 15-acre urban park in Highland Park operated by the City of Los Angeles Department of Recreation and Parks. Bounded by Figueroa to the west and the Arroyo Seco Parkway/Arroyo Seco to the east, the City of Los Angeles bought a large portion of Sycamore Grove from developer George Morgan in 1905. During the 1800s, Sycamore Grove Park was a popular midway stop during for Midwest travelers hosting State Picnics since it was next to the Red Car trolley and had a station. The park was also the site of the annual celebration of the Wigwam Club. Features such as a Lutheran Church and German beer garden made Sycamore Grove Park a popular place for the growing German community. In the 1920s and 1930s, with the proximity of three important movie studios (Lubin Films, Signal Films, and Anchor Films), the park became a popular site for filming movies – especially silent films. At one point Sycamore Grove Park also had a wading pool, sunken garden, tennis courts, a bowling green, and a free municipal campground. Today the park's remaining historic features include the California Sycamores, a Mission Revival-style Recreation Building from the 1920s, and the Sousa-Hiner Historic Band Shell.



Photo credit: Max van Balgooy

#### Visitor Experience

*Individual Travelers:* There are three structures at the north end of the park. They include a 1920s Mission Revival-style recreation building that now houses restrooms, a modern snack stand constructed in the Craftsman-style, and a band shell where John Phillip Sousa played and practised, along with his friend Dr. Edwin Hiner (the Hiner House is located across the street from Sycamore Grove Park). In 2003 the Highland Park Heritage Trust and the Chamber of Commerce started a project to re-name the bandshell the “Sousa-Hiner Historic Band Shell” to raise awareness of the music heritage of the community with two national band leaders who played there.



Photo credit: Max van Balgooy

*Group Travelers:* Groups can make reservations to take the Highland Park Heritage Trust's bi-monthly walking tour of this neighborhood. Informal activities include picnics in the Park, the annual Lummis Day

Festival (June), or other gatherings produced by community groups or the City of Los Angeles Department of Recreation and Parks.

*Visitor Readiness:* The Park is easily visible from Figueroa Street and accessible via the Arroyo Seco Parkway or the Metro Gold Line (Southwest Museum Station). While the park provides an important recreational site for the area's families, there is poor lighting which doesn't allow for nighttime usage. Lack of formal parking options also creates a challenge for park visitors. The proximity of Ernest E. Debs Regional Park and smaller neighborhood parks in the area make the Arroyo Seco and the Parkway a logical unifier.

*Interpretation:* The Park does not contain any interpretive material on the historic structures or landscaping. This material is only available during the bi-monthly tour sponsored by the Highland Park Heritage Trust.

## **Preliminary Recommendations**

### **Partnership Opportunities**

Highland Park Heritage Trust, Arroyo Arts Collective, Arroyo Seco Museum Science Magnet, Audubon Center at Debs Park, City of Los Angeles Department of Recreation and Parks, Historical Society of Southern California, Lummis Home, , Ramona Hall, and Southwest Museum.

## The Raymond Restaurant

### Observations

#### Site Significance

The Raymond Restaurant is housed in the only extant building that was part of The Raymond Hotel, a destination hotel built in 1886 by Walter Raymond. The original hotel survived only 9 years, burning to the ground in 1895 after chimney sparks caught



the roof on fire. Walter Raymond then built a second hotel on the same site along with a caretaker's cottage. While the hotel itself was demolished in the 1930s, the caretaker's cottage (circa 1901) was subsequently taken over as The Raymond Restaurant and has become a Pasadena institution. The interior retains many of the original Craftsman details.

#### Visitor Experience

The Raymond Restaurant is known locally as a “special occasion” restaurant—a place to celebrate a special anniversary, birthday or other major event. Seating includes small tables in several cozy rooms inside the house or patio dining outside. There is a picture of the Raymond Hotel on the wall just as diners enter the restaurant and a brief history of the Raymond Hotel and the Caretaker's Cottage is available on the restaurant's website. When asked about the history of the building, the wait staff was very forthcoming and well informed about the history of the building.

*Groups:* Due to small dining rooms and limited seating, The Raymond Restaurant would only be able to accommodate small groups.

### Preliminary Recommendations

#### Site Specific

Interpretation available for diners at The Raymond Restaurant is very subtle and primarily only available to visitors who proactively seek out the story of the site. It could be possible to incorporate additional information about the history of the Restaurant into the menu, or alternatively into a keepsake brochure available for diners to take home with them. There may also be opportunities to include The Raymond Restaurant as part of upscale Craftsman architecture itineraries for small groups or individuals.

#### Partnership Opportunities

Gamble House, Craftsman neighborhoods in Pasadena, South Pasadena and Highland Park, Huntington.

## Union Station

### Observations

#### Significance

The Los Angeles Union Station opened in 1939 as the Los Angeles Union Passenger Terminal, and this facility still serves its original function as a major transportation hub for the Los Angeles region and beyond. Union Station is listed on the National Register of Historic Places and has been designated



as a Los Angeles Historic-Cultural Monument. The station originally served several railway lines including the Union Pacific Railroad, the Southern Pacific Railroad and the Atchison, Topeka and Santa Fe Railway. The right-of-way for the Atchison, Topeka and Santa Fe Railway was adaptively reused and currently serves as the Gold Line Metro rail line for the route north of Union Station through the Arroyo to Pasadena.

#### Visitor Experience

Union Station is a major transportation hub to connect rail passengers with the Metro as well as offering a “Metrolink” service to link the railroad station to the region and the FlyAway shuttle bus to Los Angeles International Airport (LAX). The elaborate lobby space provides an impressive welcome (or farewell) for travelers arriving or leaving Los Angeles, and the station also offers several restaurants.

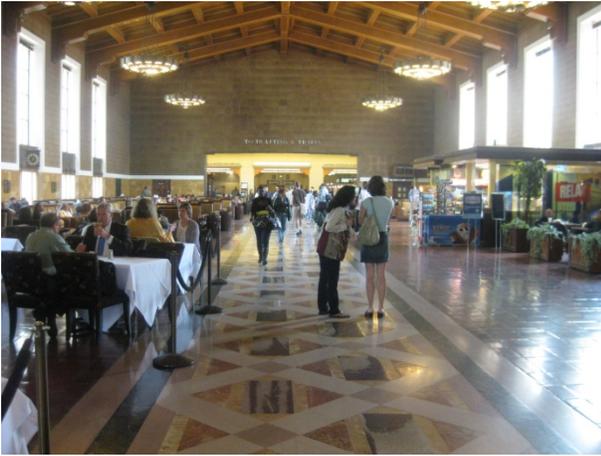
While Union Station does have a visitor information area near the front entrance, this booth is often not staffed. Even when this booth is staffed, as it was during our team’s visit, the information available is limited. The Metro Gold Line Destination Guide brochures were not available, although the staff person in the booth did have a single copy that we were able to look at before boarding the Metro. When our team asked for suggestions of things to see and do along the Gold Line, the first recommendation was to visit the Southwest Museum (which has been closed for renovations for several years) or Heritage Square (which is only open on Friday, Saturday and Sundays and we were traveling in the middle of the week).

## Preliminary Recommendations

### Site Specific Recommendations

While it is unrealistic to expect that the visitor information booth in Union Station would be staffed with individuals knowledgeable about all of the many things to see and do in Los Angeles, there could be a way to provide interpretation in Union Station about the history of transportation in Los Angeles, from the early railroad heritage to the ubiquitous L.A. car culture and then to the current movement to expand L.A.’s system of public transportation. The Arroyo Seco Parkway would be one piece of that

larger transportation story, opening up opportunities to let visitors know about Arroyo Seco experiences available along the Metro Gold Line.



Interpretation in Union Station could be as simple as a few interpretive panels illustrated with historic photographs to a more elaborate interactive piece of public art, such as sculptures representing trains, early cars and/or a metro car with brief on-demand videos to talk about different eras of transportation in Los Angeles.

### **Partnership Opportunities**

The Los Angeles County Metro Transportation Authority is a critical partner for any interpretive or marketing efforts focusing on the Metro Gold Line.

If a more elaborate interpretive approach is possible in Union Station, there may be opportunities to work collaboratively with El Pueblo de Los Angeles (major destination district across the street) or contemporary art institutions such as MOCA to identify an artist who could help with the development of an interactive piece of interpretive public art for this space.

## Walt Disney Concert Hall

### Observations

#### Site Significance

The home of the Los Angeles Philharmonic, the Walt Disney Concert Hall is among the most impressive buildings in downtown Los Angeles. The undulating stainless steel exterior continues to attract controversy due to its unconventional design by local architect Frank Gehry, however, many leading architects and art critics consider it to be one of the most important buildings of the 21<sup>st</sup> century.

#### Visitor Experience

*Individual Travelers:* The exterior of the building can be easily explored on all sides and the lobby, gardens, exhibit gallery, and store are open during business hours. Free audio tours and guided tours of Walt Disney Concert Hall are offered by the Music Center most days. All tours are an hour long and begin in the Grand Avenue Lobby of Walt Disney Concert Hall. Tours of Walt Disney Concert Hall do not include the auditorium due to a near constant rehearsal, performance and special event schedule. The gallery offers rotating exhibits drawn from the collections of the Library of Congress.

*Group Travelers:* Offers guided tours for groups on a much more flexible schedule from 10 am to 7 pm.

#### Recent Online Reviews from Travelers:

- *"I've been here a couple of times to watch the L.A. Philharmonic and each visit I encounter renewed reverence at its amazing architectural feat. Striking and dynamic steel curves that seamlessly flow beautifully."*
- *"While I've long decried the outward appearance of the newest addition to the Music Center (not being a fan of Frank Gehry's architecture), what they say is true: the acoustics are divine. Perhaps it's all the wood. But I was also pleased to discover that while I don't care for the odd angles on the outside, inside they make for a wonderful game of hide-and-seek! In fact, as I meandered through the space, carved out into strange little nooks and magnificent caverns and even the occasional dead-end."*
- *"The most unwelcoming and cold building I have ever walked into. Why do we continue to give Mr. Frank Gehry valuable real-estate to create monstrosities for all the public to view."*



*Visitor Readiness:* Finding parking and the building entrance can be confusing due to the surrounding one-way streets, underground parking areas, myriad exterior doors, and subtle signage. Tours are offered every day, however, they are limited to a few varying hours between 10 am and 2 pm. Entering the lobby, it can be a bit confusing what visitors may do—the staff at the audiotour desk provide little assistance or direction. This can make a visit very difficult except for the most dedicated and well-organized visitor. The site offers restrooms and two restaurants (a café and Patina’s flagship restaurant) to meet most visitor’s expectations.

*Interpretation:* Sixty to ninety minute tours are provided by audioguides and by staff and emphasize the architecture. Web site also provides a virtual video tour, although it very large and slow to load.

## Arroyo Seco Accommodations

### Observations

As the Arroyo Seco Parkway is located in the middle of urban Los Angeles, there is no shortage of lodging facilities available within the corridor or nearby this National Scenic Byway. Byway stakeholders have identified several historic lodging facilities near the Arroyo Seco Parkway which help to support the byway's themes and enhance the visitor experience along the byway including the Saga Motor Lodge, the Arroyo Vista Inn and the Biltmore Millennium.

### Significance

The Saga Inn Motor Lodge is a 1957 motel hotel located on Colorado Boulevard on the east side of Pasadena. This section of Colorado Boulevard once served as part of Route 66 and still serves as part of the parade route for the Tournament of Roses Parade. Many of the hotel's 1950's era features are still intact.



The Arroyo Vista Inn is a 1910 Craftsman home designed by architect Lester Moore. This South Pasadena residence served as a private home until 2007 when it was purchased and remodeled as a historic bed and breakfast.

The 11-story Biltmore Millennium Hotel (originally known as the Los Angeles Biltmore) was designed by the architectural firm of Schultze & Weaver, a well-known New York firm that designed a number of major hotels in the early part of the twentieth century. The hotel was one of the largest hotels west of Chicago, Illinois when it opened in 1923. The hotel was designated a Los Angeles Historic-Cultural Monument in 1969.

### Visitor Experience

These three lodging facilities offer very different experiences for Arroyo Seco Parkway travelers. The Saga Motor Lodge in Pasadena is on Colorado Boulevard just east of downtown Pasadena. Rates are affordable, and the 70+ rooms at the Saga are clustered around an outdoor pool. A complimentary continental breakfast is offered in the small front lobby area.

The Arroyo Vista Inn bed and breakfast in South Pasadena offers ten unique well appointed guest rooms that each feature a private bath, some with private spa tubs. Each room is furnished with a combination of antiques and complementary furnishings to provide a luxury guest experience. Gourmet breakfasts are served every morning, and wine and cheese are served for guests every afternoon.

The Biltmore Millennium is a luxury hotel in the heart of downtown Los Angeles with 683 well-appointed guest rooms and suites coupled with a full complement of restaurants and meeting spaces. The hotel

offers 70,000 square feet of conference and meeting facilities including five ballrooms, nine breakout rooms and an exhibition area along with a convention services staff available to help plan conferences and events.

Collectively, these historic properties offer a variety of lodging opportunities to accommodate leisure and business travelers at different price points. From a small bed and breakfast, to a motor inn, to a large luxury full-service hotel in the heart of downtown, these three properties each have the potential to enhance the Arroyo Seco visitor experience in different ways. Large groups including conventions can easily be accommodated at the Biltmore Millennium. Smaller groups could be housed at the Saga, and the Arroyo Vista Inn is better suited for very small groups or individual travelers.

### **Preliminary Recommendations**

Having the opportunity to spend the night in historic accommodations is a wonderful way to enhance a visitor experience along the Arroyo Seco. The three lodging facilities identified by byway stakeholders offer a range of experiences that connect to several of the byway's themes including Route 66 and the Arts and Crafts movement, offering opportunities to tie these and potentially other historic lodging facilities into suggested itineraries and travel packages featuring sites along the Arroyo Seco Parkway.

Site Name	Address	City	Zip Code	Website	Hours of Operation	Charges Admission	Zone	Access by Car Easy?	Access by Gold Line Easy?	Access by Bicycle Easy?	Visitor Services Available On-site	Online Marketing	Printed Guidebooks/Publications	Other Marketing
Arroyo Seco Parkway	Various	Various				no	Corridor	no	no	no	Directional Signage on Arroyo Seco Parkway, On-site signage , Other Directional signage to site	byways.org, cityofpasadena.net	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads	LA, Inc. Visitor Information Center, Downtown, Pasadena CVB Visitor Center
Arroyo Seco River	Various	Various				no	Corridor	no	no	no				
Arroyo Vista Inn	335 Monterey Road	South Pasadena	91030	<a href="http://www.arroyovistainn.com/">http://www.arroyovistainn.com/</a>		no	South Pasadena	no	no	no				Pasadena CVB Visitor Center
Audubon Nature Center at Debs Park	4700 North Griffin Ave.	Los Angeles	90031	<a href="http://ca.audubon.org/debs_park.php">http://ca.audubon.org/debs_park.php</a>	Tuesday - Saturday 9 am - 5 pm	no	Highland Park	yes	yes	yes	ADA Accessibility , Drinking fountains, Free on-site parking, Gift Shop/shopping, On-site signage , Public Restrooms, Visitor information	byways.org, cityofpasadena.net	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads	
Avenue 50 Studio	131 N. Avenue 50 Highland Park	Los Angeles		<a href="http://www.avenue50studio.com/">http://www.avenue50studio.com/</a>	Tu - Th 10 am - 6 pm; Sa - Su 10 am - 6 pm or by appt	no	Highland Park	no	no	no	On-site signage , Public Restrooms, Visitor info	experiencela.com, visitlosangeles.com		
Casa de Adobe	4603 N. Figueroa Street	Highland Park				no	Highland Park	no	no	no	On-site signage	byways.org, cityofpasadena.net		
Chicken Boy	558 Figueroa Street, Highland Park	Los Angeles	90042	<a href="http://www.chickenboy.com/">http://www.chickenboy.com/</a>		no	Highland Park	yes	yes	no	Free on-site parking, Gift Shop/shopping, Public Restrooms			
Chinatown	Area between Bernard, Spring, Ord and Yale Streets	Los Angeles		<a href="http://www.chinatownla.com/">http://www.chinatownla.com/</a>		no	Downtown	yes	yes	no	Food/snacks, Free on-site parking, Gift Shop/shopping, On-site signage , Other Directional signage to site, Pay parking on-site or nearby	cityofpasadena.net, experiencela.com, visitlosangeles.com	Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	LA, Inc. Visitor Information Center, Downtown
Chung King Road/Chinatown	933 Chung King Rd.	Los Angeles	90012			no	Downtown	yes	no	no		byways.org		
Colorado Street Bridge	West Colorado Blvd between Orange Grove Blvd and Linda Vista Ave.	Pasadena				no	Pasadena	yes	no	no		cityofpasadena.net, visitpasadena.com		
Dodger Stadium	1000 Elysian Park Ave	Los Angeles	90012	<a href="http://losangeles.dodgers.mlb.com/index.jsp?c_id=la">http://losangeles.dodgers.mlb.com/index.jsp?c_id=la</a>		yes (for events)	Pasadena	yes	no	no		byways.org, cityofpasadena.net, visitlosangeles.com		LA, Inc. Visitor Information Center, Downtown
Lummis Home & Gardens/EI Alisal	200 East Ave 43	Los Angeles	90031	<a href="http://socalhistory.org/historical-sites/lummis-home-2.html">http://socalhistory.org/historical-sites/lummis-home-2.html</a>	Friday - Sunday 12 pm - 4 pm	no	Highland Park	yes	no	no	Drinking fountains, Free on-site pkg, On-site signage , Public Restrooms, Visitor info	byways.org, cityofpasadena.net, experiencela.com, visitlosangeles.com	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads, Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	
El Pueblo de Los Angeles Historical Monument & Olvera Street	125 Paseo De La Plaza # 400	Los Angeles	90012	<a href="http://www.olvera-street.com/">http://www.olvera-street.com/</a>		no	Downtown	yes	yes	no	Food/snacks, Gift Shop/shopping, On-site signage , Other Directional signage to site, Pay parking on-site or nearby, Visitor information	byways.org, cityofpasadena.net, experiencela.com, visitlosangeles.com	Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	LA, Inc. Visitor Information Center, Downtown
Elysian Park	1880 Academy Dr	Los Angeles	90012	<a href="http://www.laparks.org/dos/parks/facility/elysianpk.htm">http://www.laparks.org/dos/parks/facility/elysianpk.htm</a>	Monday - Friday 5 am - 9 pm; Sa - Su 5 am - 9 pm	no	Downtown	no	no	no		byways.org	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads	

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Highland Park (Downtown: Figueroa & Route 66)	Figuerora Avenue	Highland Park				no	Highland Park	yes	yes	no	Food/snacks, Free on-site parking, On-site signage , Other Directional signage to site, Pay parking on-site or nearby			
Galco's Soda Pop Stop	5702 York Boulevard	Los Angeles	90042	<a href="http://www.sodapopstop.com/">http://www.sodapopstop.com/</a>	Monday - Saturday 9 pm - 6.30 pm; Sunday 9 am - 4 pm	no	Highland Park	yes	no	no	Food/snacks, Free on-site parking, On-site signage	experiencela.com, visitlosangeles.com		
Gamble House	4 Westmoreland Place	Pasadena	91103	<a href="http://www.gamblehouse.org/">http://www.gamblehouse.org/</a>	Tuesday - Saturday 10 – 5; Sunday 11:30 – 5	yes	Pasadena	yes	no	no	ADA Accessibility , Free on-site pkg, On-site signage , Public Restrooms, Visitor info	byways.org, cityofpasadena.net, experiencela.com, visitpasadena.com	Rough Guide to Los Angeles	Pasadena CVB Visitor Center
Heritage Square	3800 Homer Street	Los Angeles	90031	<a href="http://www.heritage-square.org/">http://www.heritage-square.org/</a>	Friday, Saturday, Sunday and most holiday Mondays from 12 p.m. to 5 p.m	yes	Highland Park	yes	no	no	Free on-site parking, Gift Shop/shopping, Public Restrooms	cityofpasadena.net, experiencela.com, visitpasadena.com	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads, Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	
Highland Park Bi-monthly Tour	Various locations in Highland Park	Highland Park		<a href="http://www.hphpark.org/">http://www.hphpark.org/</a>	Saturdays: June 25, Aug 27, Oct 22, and Dec 17, 2011 Start time: 10 am; Length: 2-1/4 hrs	yes	Highland Park	yes	no	no				
Highland Park Murals	Various locations in Highland Park	Highland Park				no	Highland Park	yes	no	no	Free on-site parking			
Huntington Library, Art Collections and Botanical Gardens	1151 Oxford Road	San Marino	91108	<a href="http://huntington.org">huntington.org</a>	Wednesday - Monday 10:30 a.m. to 4:30 p.m.; closed on Tuesday	yes	Pasadena	yes	no	yes	ADA Accessibility , Drinking fountains, Food/snacks, Free on-site pkg, Gift Shop/shopping, On-site signage , Other Directional signage to site, Public Restrooms, Visitor info	byways.org, cityofpasadena.net, experiencela.com		LA, Inc. Visitor Information Center, Downtown
Judson Studios and Gallery	200 South Ave 66	Los Angeles	90042	<a href="http://www.judsonstudios.com/">http://www.judsonstudios.com/</a>	Monday Friday: 9 am - 3 pm	yes	Highland Park	yes	no	no	Free on-site parking, Gift Shop/shopping, On-site signage , Public Restrooms, Visitor information	byways.org		
La Grande Orange Restaurant	260 South Raymond Avenue	Pasadena	91105	<a href="#">Breakfast: Monday- Friday 7 - 11 am, Lunch: Monday - Friday 11 am - 4 pm, Saturday and Sunday: 10:30 am - 3 pm</a>		yes	Pasadena	yes	yes	yes	Food/snacks, Public Restrooms	cityofpasadena.net, visitpasadena.com		
Little Tokyo	Area between First, Alameda, Third and Los Angeles Streets.	Los Angeles		<a href="http://www.visitlittletokyo.com/">http://www.visitlittletokyo.com/</a>		yes	Downtown	no	yes	no	Food/snacks, Gift Shop/shopping, On-site signage , Other Directional signage to site, Pay parking on-site or nearby	experiencela.com	Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	LA, Inc. Visitor Information Center, Downtown
Los Angeles State Historic Park	1245 N Spring St	Los Angeles	90012	<a href="http://www.parks.ca.gov/?page_id=22272">http://www.parks.ca.gov/?page_id=22272</a>	8 am - sunset	no	Downtown	no	yes	no	ADA Accessibility , Food/snacks, Free on-site parking, On-site signage , Pay parking on-site or nearby, Public Restrooms			
Lower Arroyo Park / Pasadena	Pasadena	Pasadena	91105			yes	Pasadena	no	no	yes		cityofpasadena.net, visitpasadena.com	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads	

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Metro Gold Line	Various	Various		<a href="http://www.metrogoldline.org/">http://www.metrogoldline.org/</a>		yes		no	no	yes	ADA Accessibility , Food/snacks, Free on-site parking, On-site signage , Other Directional signage to site, Pay parking on-site or nearby, Visitor information	visitpasadena.com		LA, Inc. Visitor Information Center, Downtown, Pasadena CVB Visitor Center
Millenium Biltmore Hotel	506 South Grand Avenue	Los Angeles	90071	<a href="http://www.millenniumhotels.com/millenniumlos">http://www.millenniumhotels.com/millenniumlos</a>		no	Downtown	no	no	no		experiencela.com		
MOCA Grand Avenue	250 South Grand Avenue	Los Angeles	90012	<a href="http://www.moca.org/museum/moca_grandave.php?">http://www.moca.org/museum/moca_grandave.php?</a>	M-F 11 am - 5 pm; Th 11 am - 8 pm; Sa & Su 11 am -6 pm; Tu & Wed closed	yes	Downtown	yes	no	no	ADA Accessibility , Drinking fountains, Food/snacks, Gift Shop/shopping, On-site signage , Other Directional signage to site, Pay parking on-site or nearby, Public Restrooms, Visitor information	experiencela.com, visitpasadena.com	Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	
Old Pasadena (Downtown Pasadena)	Area between Union, Arroyo, Green and Pasadena Streets	Pasadena	91105	<a href="http://www.oldpasadena.org/">http://www.oldpasadena.org/</a>		no	Pasadena	yes	no	no	ADA Accessibility , Food/snacks, Gift Shop/shopping, On-site signage , Other Directional signage to site, Pay parking on-site or nearby	byways.org, cityofpasadena.net, visitpasadena.com		LA, Inc. Visitor Information Center, Downtown, Pasadena CVB Visitor Center
Pacific Asia Museum	46 N Los Robles Ave	Los Angeles	91101	<a href="http://www.pacificasiamuseum.org/">http://www.pacificasiamuseum.org/</a>	Wed - Su 10 am - 6 pm	yes	Pasadena	no	no	yes	Gift Shop/shopping, Visitor information	cityofpasadena.net, experiencela.com, visitpasadena.com	Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	
Phillipe's French Dip	1001 North Alameda Street	Los Angeles	90012	<a href="http://www.philippes.com/">www.philippes.com/</a>	Monday - Sunday 6 am - 10 pm	no	Downtown	yes	no	no				LA, Inc. Visitor Information Center, Downtown
Rose Bowl	1001 Rose Bowl Drive 91103	Pasadena	91030	<a href="http://www.rosebowlstadium.com">www.rosebowlstadium.com</a>		yes	Pasadena	yes	no	yes	Food/snacks, On-site signage , Pay parking on-site or nearby	byways.org, cityofpasadena.net, experiencela.com, visitpasadena.com	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads, Rough Guide to Los Angeles	
Saga Motor Inn	1633 East Colorado Boulevard	Pasadena	91106	<a href="http://www.thesagamotorhotel.c">http://www.thesagamotorhotel.c</a>		no	Pasadena	no	no	no		cityofpasadena.net, visitpasadena.com	Lonely Planet Best of Los Angeles	
South Pasadena Historical Museum	913 Meridian St	South Pasadena		<a href="http://www.sppreservation.org/museum-">http://www.sppreservation.org/museum-</a>	Open Saturday 1 pm - 4 pm; Thursday 3 pm - 8 pm	no	South Pasadena	no	no	no			Rough Guide to Los Angeles	
Southwest Museum of the American Indian	234 Museum Drive	Los Angeles	90065	<a href="http://www.tfaoi.com/newsmu/mus47.htm">http://www.tfaoi.com/newsmu/mus47.htm</a>		NA (closed)	Highland Park	no	no	no		byways.org, cityofpasadena.net, experiencela.com, visitpasadena.com	Bicycling Los Angeles County: A Guide to the Great Road Bike Roads, Rough Guide to Los Angeles	
The Raymond Restaurant	1250 South Fair Oaks Avenue	Pasadena	91105	<a href="http://www.theraymond.com/">http://www.theraymond.com/</a>	Brunch: Fr 11:30 am - 2:30 pm; Sa & Su 9 am - 2:30 pm; Lunch: Fr 11:30 am - 2:30 pm; Dinner: Tu - Sa 5:30 pm - 9:30 pm; Su 5:00 pm - 9 pm; Bar 1886: Tuesday - Sunday 4:30 pm	no	Pasadena	no	no	no		visitpasadena.com		

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Union Station	800 N Alameda St	Los Angeles	90012			no	Downtown	no	yes	no	ADA Accessibility , Food/snacks, On-site signage , Other Directional signage to site, Public Restrooms, Visitor information	experiencela.com, visitpasadena.com	Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	
Walt Disney Concert Hall	135 North Grand Avenue	Los Angeles	90012	<a href="http://www.laphil.com/">http://www.laphil.com/</a>		no	Downtown	yes	no	no	Food/snacks, On-site signage , Other Directional signage to site, Pay parking on-site or nearby, Visitor information	experiencela.com	Lonely Planet Best of Los Angeles, Rough Guide to Los Angeles	LA, Inc. Visitor Information Center, Downtown