



# HERITAGE FRESNO

Enriching the future by preserving the past.

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November 2010 • Volume VII, Number 3

*You are Invited To ~*

## *A Sunday Afternoon of Nostalgia*

*Step back in time to the Golden Era of Organ Concerts and Movies*

*Surround yourself in the splendor and beauty of the historical Pantages Theater*

***November 21, 2010 2:00 ~ 4:00 pm***

***Warnors Center For The Performing Arts***

*Fulton and Tuolumne Streets, Downtown Fresno*

*\*\$40 per person / \$75 couple \**

*An Event to Benefit The Pop Laval Foundation*

*to assist in the restoration and preservation of the*

***Pop Laval Photographic Collection***

*Co-Hosted by:*

*Heritage Fresno and*

*Warnors Center For The Performing Arts*

*Tours of the Theater will be available ~ \*No metered parking on Sunday \**

*ACT I ~ Historic Robert Morton Organ Concert masterfully played by Richard Ceneibaugh*

*"10 minute intermission"*

*ACT II ~ Laurel & Hardy Comedy Movie*

*ACT III ~ Reception Featuring The Mide Trio ~ Chocolate Delights & Port Wine*

*Ticket information ~ (559) 243-5848*

*\*Tickets will NOT be mailed ~ Please mail in your reservations & your tickets will be waiting for you at Will Call*

**See Reservation Form Page 3**

# HERITAGE FRESNO

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~

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## **Heritage Fresno Mission Statement**

Heritage Fresno is dedicated to preserving historic sites, districts, buildings and objects. We encourage research and education in the field of historic preservation. We help insure that preservation law is upheld.

## **Ways to accomplish this goal are by**

Research and publication of educational material on history and architecture of historic buildings, historic districts and sites.

Upholding Preservation Law to protect the public's interest in preservation of historic buildings, sites, districts and objects.

**Heritage Fresno**

**2930 N. West Ave.**

**Fresno, CA 93705**

**(559) 243-5848**

**FAX (559) 243-0100**

**www.heritagefresno.org**

## Upcoming Community Events . . .

**Sunday, October 31, 2010, 3:00 pm** - Paul Roberts, World Renowned Pipe Organist, presents "A Halloween Concert", Warnors Center for the Performing Arts, \$10. Fulton & Tuolumne Streets in Downtown Fresno. Warnors.org (online fees)

**October 27—November 4, 2010** - Silent Auction, view & bid on a replica of the Fresno Water Tower at All Things Fresno. Bids can be made October 27th through November 4, 2010. The winner will be announced at 8 pm at Art Hop on Thursday, November 4, 2010. This 1999 limited edition replica of the Water Tower was produced by the Downtown Rotary to raise money for the Water Tower restoration project. All Things Fresno is located at 1424 Fulton Street in the Warnors Theatre building in Downtown Fresno. (559) 485-1100 Hours: Tuesday-Sunday, 12-4 pm; Art Hop Thursday, 12-8 pm.

**Thursday, November 4, 2010, 4-8 pm**, "Not For to Marry" a book signing by Fresno author, Sue Fung at All Things Fresno, located in the Warnors Theatre building at 1424 Fulton Street.

**November 16, December 3 & 17, 2010**—The Meux Home, decked out in its Christmas splendor, will be open the evenings of November 16, December 3 & 17 from 6-8 pm. Meux Home Museum, 1007 R Street, Fresno (559) 233-8007

**Saturday, December 11th, Noon to 6 pm** - Melodies & Memories—Home for the Holidays at the Meux Home Museum. The Meux Home will be open for tours from noon-6 pm. Admission: Adults-\$5, Juniors-\$4, Children-\$3. Meux Home Museum, 1007 R Street, Fresno (559) 233-8007

## **New Hope for Downtown and the Fulton Mall**

The Fulton Corridor Specific Plan meetings, held at the renovated Holiday Inn in downtown Fresno, brought renewed hope for Fresnoans interested in resurrecting downtown. "Kicking off the Week's Work" on Saturday, September 25, 2010, the topic was "Downtown Fresno: What is a Vibrant and Prosperous Downtown?" The week concluded on Saturday, October 2nd with "After the Week's Work: What Our Specific Plan Will Do".

Nine alternative options focusing on the Fulton Mall were presented at the September 27th evening meeting. The options varied from "Do Nothing Different" (leave the Fulton Mall as is) to "Reconnect the Grid" (variations of returning vehicular traffic to the Mall), plus the opportunity to create an original design. The community was asked to submit their ideas and comments to the City—over 1,300 were received.

The Fulton Corridor Specific Plan Community Advisory Committee met on October 19th at Fresno Pacific Towers to hear comments from the public, to prioritize, and to select by vote a recommendation to the City Council for further study. From the expanded menu of nine options for Fulton Street, the committee gave the largest number of votes to the option removing all six blocks of the Fulton Mall and opening it to vehicular traffic. Second place went to the option opening the six blocks of the mall to vehicle traffic while retaining portions of the historic mall, also restoring the artwork and adding new lighting. The committee voted third place for the option which retained the pedestrian only mall with a "facelift" - all original features repaired and upgraded with new lighting and restrooms.

These three remaining options should form the basis for an Environmental Impact Report (EIR) to be prepared by a team of consultants. The impacts (costs and benefits) of each of the three should be studied, in our view, with an open-minded and evidence based approach which will respect the default position of preservation of our historic resources. A gem like our Fulton Mall should not be altered because of temporary changes in fashion, or because of general frustration with the stubborn economic lethargy of Downtown Fresno. Change it only if it is demonstrated that the general public good requires that change – and then, only to the extent required.

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Sources: Charles Barrett, Co-Chair Heritage Fresno and Fulton Corridor Specific Plan and Downtown Neighborhoods Community Plan website.

# *A Sunday Afternoon of Nostalgia*

Sunday, November 21, 2010

Enclosed is my check for \$\_\_\_\_\_

\$40 per person / \$75 per couple

Please make checks payable to *Heritage Fresno*.

All proceeds benefit **The Pop Laval Foundation**.

\* We are not able to attend but wish to help with the enclosed check \*

**RSVP by November 10<sup>th</sup>**

Please mail in the enclosed envelope to:

Heritage Fresno, 2930 N. West Avenue, Fresno, CA 93705-3901

*Tickets will NOT be mailed - your tickets will be waiting for you at Will Call*

## *The Historic Pantages Theatre*

The Warnors Theatre opened as the Pantages Theatre in 1928. The Pantages Theatre, constructed by Alexander Pantages, a Greek immigrant, was one of the most prominent managers of vaudeville entertainment and a renowned theater magnate. In 1929 the theater was purchased by Warner Brothers, and its name changed to "Warner's Theatre." Thus, Fresno became the second West Coast city to have a Warner Brother's motion picture theater.

With its Italian Renaissance style, the theatre is one of the most ornate buildings of its kind in Fresno. A significant feature of the theater is its unique pipe organ. It was built by the Robert Morton Organ Company of Van Nuys, California and was installed in 1929. Only a few of its kind were made, and it is the only one with its particular specifications and voicings in existence today. The Warnors almost met the wrecking ball in 1973, but was saved and lovingly restored to its original splendor by Frank Caglia.

Frank Caglia, born in 1912 in the humble village of Muschito, Italy, migrated with his parents and younger siblings through Ellis Island and settled in Fresno. As a young man, Frank began working at the downtown Fresno Electric Motor Shop. Frank began buying ownership interests in the business and in 1947 purchased the Electric Motor Shop, still in business today. Mr. Caglia remained community-minded throughout his life. When the old Van Ness Avenue sign "Welcome to Fresno" fell into disrepair, he refurbished the sign. He added "The Best Little City in the USA" and then assumed responsibility for the maintenance of the sign. Mr. Caglia, a respected Fresno businessman and civic leader, died at the age of 95 in 2007.

The Warnors Theatre received National, State and Local Historic designation in 1973. In 2006 the Warnors Theatre was donated to the citizens of the San Joaquin Valley and is now governed by a Board of Directors as the Warnors Center for the Performing Arts Foundation. The Foundation became a 501(c) 3 public non-profit corporation in March 2007. Over \$2.3 million in private funding has gone into maintaining and restoring the Theatre's originality and integrity.

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Source: Websites: Cedar Avenue Recycling & Transfer Station (C.A.R.T.S.), Warnors Center for the Performing Arts, and the National Register of Historic Places in Fresno, CA



*From the Pop Laval Collection*



2930 N. West Avenue  
Fresno, CA 93705-3901

**Non-Profit**  
**U.S. Postage**  
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**Fresno, CA**  
**Permit No. 174**

ADDRESS SERVICE REQUESTED

Visit ~ HERITAGE FRESNO'S Updated Website [www.heritagefresno.org](http://www.heritagefresno.org)

**What we are about—Heritage Fresno is dedicated to preserving historic sites, districts, buildings and objects. We encourage research and education in the field of historic preservation. We help insure that preservation law is upheld.**

**If you agree with our goals, we would appreciate your active interest and financial support. If you have already contributed in 2010, we thank-you for your generosity and assistance to the cause of preservation in Fresno!**

**HERITAGE FRESNO**  
**Membership Form**

**Name** (Please print name as you wish it to appear in the newsletter.) \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **Zip Code** \_\_\_\_\_

**Phone** ( \_\_\_\_\_ ) \_\_\_\_\_

\_\_\_\_\_ **\$35.00 Individual Membership**

\_\_\_\_\_ **\$50.00 Family Membership**

\_\_\_\_\_ **\$100.00 Sponsor**

\_\_\_\_\_ **\$200.00 Benefactor**

\_\_\_\_\_ **\$500.00 Conservator**

\_\_\_\_\_ **Other**

Please make check payable to: **Heritage Fresno**

Mail to: **Heritage Fresno**  
**2930 N. West Avenue**  
**Fresno, CA 93705-3901**

Thank-you for your contribution to  
**Heritage Fresno**

§  
Heritage Fresno is a non-profit,  
501(c)(3) organization.  
All donations are tax-deductible.  
§

**Membership Information:**  
**(559) 243-5848**