

MONTROSE-VERDUGO CITY City Guide

2018 Edition



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Montrose-Verdugo City Chamber of Commerce

2424 Honolulu Ave
Montrose, CA 91020
(818) 249-7171
www.montrorechamber.org

2017-2018 Board of Directors

Officers:

President

Julie Ann Martin

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George Pondella

Past President

Eric Hamilton

Internal Affairs

Dave Fink

Treasurer

Mark McNelis

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Director

Eric Bettelli

Director

Chris Charles

Director

Rick Dinger

Director

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Director

Stephanie Van Sickle

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Executive Director

Melinda Clarke

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Victoria Marie Malone

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Your source for all things local!



**2424 Honolulu Ave
Montrose, CA 91020**

Phone: (818) 249-7171
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mvcc@montrosechamber.org
www.montrosechamber.org

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Welcome to the Montrose area!

Our Chamber is *YOUR* Source for all things Local.

by Julie Ann Martin, President Montrose-Verdugo City Chamber of Commerce

My name is Julie Ann Martin. I am honored to have been your 2017 Chamber of Commerce President.

I have lived in the Montrose area for the over 50 years! Can you tell I love this town? I'm so excited to lead the Board of Directors and to play such a big part in this community. I am a full time Realtor with Dilbeck Real Estate, a full time mom to a teenage son and I love spending time with my family and friends. I feel lucky to be in this quaint town surrounded by these beautiful Foothill and Verdugo mountains. Living here so long I have experience and see myself as an authority with the real estate market here in Montrose.

My vision for the year is Presence. I am a believer that a strong presence is essential when joining together in a small community. We as a chamber work together as a team to bring in new ideas, fun events, networking and business to our local shops and restaurants.

Social media is one of our newest ways to engage with the community and to bring additional value to our chamber members. Providing unique events, business mixers and introducing new

trends is just the beginning of what we can do in our Chamber of Commerce. Participation on all parts will bring everyone closer and the ability to help one another.

I want to bring value to you as a member. Your thoughts and ideas are always welcome. We have an open door policy here. Questions or concerns can come up anytime and we are here to help. Promoting businesses is just one way we are able to help others succeed, highlight what you have to offer and bring you more business.

Please feel free to stop by the Chamber offices to visit if you are in the neighborhood. You can also e-mail me at julieannrealestate@gmail.com.

*Sincerely,
Julie Ann Martin,
President
Montrose-Verdugo City
Chamber of Commerce*

Call Julie Ann Martin, Montrose-Verdugo City Chamber, President at (818) 249-7171 to inquire about your new business in the Montrose-Verdugo City area.❖



Montrose-Verdugo City Chamber of Commerce... Helping Your Business Flourish Since 1923

Since 1923, the Montrose-Verdugo City Chamber of Commerce's first goal has always been the same... to join the businesses and the community together to create a vital economy and climate for all. Members of the Montrose-Verdugo City Chamber of Commerce enjoy benefits and services unique to Chamber membership.

MISSION STATEMENT

Montrose-Verdugo City Chamber of Commerce: *Your source for all things local!* Our mission is to actively support and enrich the community, vitality and pride of Montrose, to help preserve the historic district and small town atmosphere, to promote economic stability and positive, productive relationships within Montrose and the surrounding communities.

ADVOCATE FOR BUSINESSES

- Business and Community Representation within Glendale City Hall
- Support business interests within Glendale/Montrose and the Foothills Area
- Frequent communications with City of Glendale Officials

- Assistance with city permit issues
- City updates concerning businesses
- Express concerns to Council members

PROMOTION OPPORTUNITIES FOR YOUR BUSINESS

- Event Sponsorships (starting at \$250*)
- Publicized grand openings/ribbon cutting for new members
- Business Referrals
- Free Web & Directory Text Listings for members
- Discounted ad space in printed directory for members
- Community Credibility
- Networking Opportunities at monthly mixers hosted at local businesses
- Hosting mixers to showcase your business to businesses and residents
- Advertising in the chamber's electronic newsletter for a nominal fee

GIVING BACK TO THE COMMUNITY THAT SUPPORTS YOUR BUSINESS

*We Strive To Enrich The Local
Community & Surrounding Areas*

- Annual MVCCC Scholarships to local graduating seniors
- Support & participation to nearly a dozen local charities & organizations
- Generous annual food donations to The Salvation Army, CVHS & Prom Plus

- City of Glendale candidate forums during elections
- Memorial Day Ceremony
- "Oktoberfest! (LARGEST event in the city of Glendale & the Foothills)
- Support for the local art community
- Volunteer opportunities for teens & seniors
- Resource for businesses, residents and students
- Community Mixers hosted at local businesses
- Relevant email updates
- Community Resource
- Business Referrals

RESIDENTIAL MEMBERSHIPS

- Stay on top of local issues, events and specials offers from businesses
- Invites to community mixers, community award dinner, & other events
- Notification of volunteer opportunities for high school students
- Liaison to the City of Glendale to express your neighborhood concerns
- Community Resource

*The Office hours are
Monday- Friday, 9 a.m. – 3 p.m.*

*For information on Chamber
Membership, call (818) 249-7171.❖*

Past Presidents

2017 Julie Ann Martin
2016 George Pondella
2015 Eric Hamilton
2014 Pat Longo
2013 Pat Longo
2012 Scott Trulik
2011 Scott Trulik
2010 Mike Perry
2009 Jane Kane
2008 Stuart Perlitsh
2007 Bea Blessley
2006 Laurie Jo Phillips
2005 Michael Shaar
2004 Mercy Velazquez
2003 James Bates
2002 Stephanie Mines
2001 Kate Bernier
2000 Chris Waldheim
1999 Rick Dinger
1998 Ken Grayson
1997 Charles B. Andrew
1996 Jodie Kendall
1995 Barry Shanley
1994 Barry Shanley
1993 Hal Jewell
1992 Myrna Grijalva
1991 Bob Torres
1990 Don Ruygrok
1989 Bill Phillips
1988 Marta Laughlin
1987 Corey Hill

1986 Chuck Reever
1985 Mary Heberle
1984 Frank Roberts
1983 Sue Potter Shanley
1982 Phil Cole
1981 Jeanne Howard
1980 Evelyn Riggins
1979 Faye Snow
1978 Gordon Kemble
1977 James A. Larson
1976 Arthur G. McGreal
1975 Frank Trask
1974 Rodney DeCristofaro
1973 John Hennessey
1972 Doug Clark
1971 Hal Newman
1970 Eugene Potter
1969 Byrdie Compton
1968 Norm Avril
1967 Robert Cooke
1966 Russ Ranzona
1965 John Gregory
1964 James McClain
1963 Hal Covert
1962 Zachary Campos
1961 Edmund Flowers
1960 James Stottlemeyer
1959 Raiford Dorsey
1958 Raiford Dorsey
1957 Paul Coffman
1956 Leonard Wurtz

1955 Don Carpenter
1954 Walt Avril
1953 Hugo Ebmyer
1952 Gordon Kurtz
1951 Donald E. Heller
1950 Roy Bowman
1949 Glen Asquith
1948 Lester Schwaiger
1947 Wm. Crippin, Sr.
1946 Don Paget
1945 Errol Gray
1944 Floyd Peet
1943 George Gilbert
1942 J. William Slater
1941 Tom Jeffers
1940 Tom Jeffers
1939 Haken Berg
1938 Haken Berg
1937 Haken Berg
1936 Haken Berg
1935 Haken Berg
1934 George Thomas
1933 J. William Slater
1932 Dr. Johns
1931 J. William Slater
1930 Judge C. Dyer
1929 Dr. Johns
1928 Albert Sullivan
1927 C. J. Reinhard
1926 C. L. Mead
1925 A. W. Clark



What We Do

The Chamber sponsors events throughout the year to bring the businesses and the community together in an effort to increase the visibility of the area and your business. The Chamber sponsors the Montrose Food and Brewfest, the annual Oktoberfest, and co-sponsors the annual Christmas Parade with the City of Glendale and the Montrose Shopping Park Association. These events offer members the opportunity to sponsor programs for local youth groups and promote their businesses through cooperative advertising. Chamber programs are designed to help your business become more effective in the use of time and money.

Networking Opportunities & Referral Services

The Chamber office functions as a public relations firm and referral service for its members. The Brochure Wall displays members' business cards, catalogs, and promotional material for the public. Our Mixers offer opportunities for members to showcase their place of business. Through legislative meetings, educational sponsorships and community forums members can make business as well as political contacts allowing them to become part of an ongoing network where information and ideas are exchanged.

Advertising & Business Promotion

New business members are presented a wall plaque at our Mixers and complementary membership mailing labels. New members are also encouraged to hold Ribbon Cuttings and Grand Openings which are featured in the local newspapers. Other advertising opportunities include our newsletter, Business Connection, our Business Directory and Shoppers Guide, and the Tri-Chamber Foothills Community Business Expo.

Special Benefits

Montrose-Verdugo City Chamber of Commerce is a member of the California Chamber of Commerce. This assures a constant source of information regarding promotional ideas, and legislative guides all available through the Chamber office.

Invest in Your Future

Could you in your business provide a wide variety of socio-economic services for yourself, for the community and your fellow business people? Probably not. But as a member of the Montrose-Verdugo City Chamber of Commerce you can! Your Chamber dues are NOT just another donation. Your Chamber of Commerce IS a return on your investment. Your Chamber of Commerce membership is A Sound Business Investment! Join the Chamber Team today and become involved.

Call our office for more information on how to become a chamber member or visit us online at www.montrosechamber.org.

Montrose-Verdugo City Chamber of Commerce

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Phone: (818) 249-7171

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www.montrosechamber.org

**Scan the QR code to take you
directly to our membership page!**



History of Montrose, California



The tranquil community of Montrose is located in the beautiful Crescenta Valley, which is nestled in the foot Mountains, San Rafael Hills and the majestic San Gabriel Mountains. For decades, there have been stories told about the origins of Montrose that have turned out not to be true! When Robert Newcombe, our Local Historian, was researching his photo history book on Montrose, he discovered that he had been duped by these stories along with everyone else.

Some of the myths included: "Developers Holmes and Walton" built Montrose. Reality: Holmes sold his share of the company to Walton five years before Montrose opened. Robert Walton teamed up with an investor named J. Frank Walters to buy and grade the land.

Myth: Montrose was named after Montrose, Pennsylvania. **Reality:** Walton and Walters held a contest in late 1912 to name their new community. Eight people submitted the name Montrose, which was picked the winner by a panel of judges, one of whom was Lt. Governor Wallace, who was building a Scottish style castle nearby. From the eight submitters, one person was arbitrarily selected the winner. He happened to be from Pennsylvania (150 miles away from Montrose, PA), but Walton and Walters never publicly said why they chose Montrose. Since Wallace was of Scottish descent, it's most likely that the community was named after Montrose, Scotland. But no one knows for certain.

Myth: Montrose was laid out in the pattern of a "mountain rose." **Reality:** While the streets look remarkably like a flower, especially from the air, the truth is the streets were planned and laid out in that pattern months before the name was selected. None of Walton's marketing material mentioned a floral pattern, but they do say that the "circular pattern of boulevards give it a park-like effect." It's certainly possible that the pattern of the streets inspired people to submit the name Montrose; and it's possible that the judges made the same connection. (Related to this, Montrose means "pink mountain" in French, not "mountain rose." In Scottish, it's simply a family name.) In late 1910, real estate agent Robert A. Walton teamed up with capitalist J. Frank Walters to buy almost 300 acres of undeveloped scrub brush in the southeastern corner of La Crescenta. They built a water system and graded the land in an unusual pattern with curved streets. In December 1912 they held a contest to name their new town site and selected Montrose, though they never publicly explained the name choice. On February 22, 1913, Walton and Walters hosted a large barbecue and started selling lots in Montrose. The first commercial building was a one story retail space at the southwestern corner of Honolulu Avenue and Verdugo Road that opened in early 1914. (Today that building is home to the Benitoite Restaurant.)

(Continued on next page)

Walton and Walters also bought the Eagle Rock Trolley, renamed it the Glendale and Montrose Railway, and extended the line through Montrose to La Crescenta. Most of the people who moved to the Crescenta Valley in the early days came here for the clean, dry air, which made asthma sufferers breathe easier. Health sanitariums dotted the valley. Early growth in Montrose was slow going, but in the 1920s, Montrose expanded rapidly, with the opening of a pharmacy, a hotel, a theater, a bank, and many retail stores.

Many of the buildings in present day Montrose were constructed during the roaring 20s. The area just south of Montrose was mostly orchards and vineyards owned by William Sparr. When he saw what was happening north of Honolulu Avenue in the 1920s, he decided to rip out his fruit trees and grapevines and divide his land into residential lots. He named the new area "Sparr Heights." The Great Depression put the brakes on this growth and contributed to the demise of the Glendale and Montrose Railway, which closed in 1930. Montrose remained a quiet town for the next decade and a half, though a few large buildings were built on the south side of Honolulu Avenue, replacing the decaying lumber barns that had supplied house-framing materials during the 1920s. In the late 1940s, many men who had been stationed in southern California during World War II decided to stay, and the Crescenta Valley boomed once again.

The local mountains, however, could not supply enough water for the increasing population, and water rationing became a regular occurrence. Glendale, which had access to water from other sources, offered non-rationed water as an enticement to annex all of La Crescenta. When that measure was soundly defeated at the polls, Glendale offered annexation on a neighborhood by neighborhood basis, and parts of Montrose (including most, but not all, of the shopping park) were annexed by Glendale between 1951 and 1955. Glendale's enthusiasm was short-lived, however, as the popularity of suburban shopping malls devastated traditional business districts, including Montrose. Local politicians considered turning Honolulu Avenue into a truck route to alleviate traffic on Foothill. The local merchants, led in part by Frank "Mr. Montrose" Roberts, were determined to save Montrose, and, inspired by what was done in Grand Junction, Colorado, turned the business district into a "shopping park" in 1967 by adding curbouts, benches, decorative walls, and extensive landscaping. To make up for the loss of parking spaces, the city of Glendale bought properties behind the main buildings on Honolulu and created large parking lots.

Since then the Montrose Shopping Park Association and the Montrose Chamber of Commerce have sponsored regular events that draw thousands of visitors from all over southern California, such as the Arts and Crafts Fair, the Montrose Christmas Parade, and Oktoberfest, and the weekly Farmers Market. While Montrose has come a long way from its scrub brush start 100 years ago, its early buildings remind visitors of Main Street USA while the 1960s makeover comforts them with its park-like setting. ❖

Source: Montrose-Verdugo City Chamber of Commerce

Important Phone Numbers

CITY DIRECTORY

Animal Services	(818) 240-9100
Arts & Cultural Commission	(818) 548-2042
Beeline and Dial-A-Ride	(818) 247-0691
Building & Safety (Permits)	(818) 548-3200
Bulky Item Pickup	(818) 548-3916
City Clerk	(818) 548-2090
City Hall (General)	(818) 548-4000
Community Development.....	(818) 548-2140
Community Services & Parks.....	(818) 548-2000
Engineering	(818) 548-3921
Fire Department (Non-Emergency) ...	(818) 548-4814
Graffiti Removal Hotline	(818) 548-3726
Indigenous Tree Protection.....	(818) 548-3950
Management Services	(818) 548-4844
Neighborhood Services.....	(818) 548-3700
Police Department (Non-Emergency)	(818) 548-4840
Public Works Department.....	(818) 548-3900
Senior Services.....	(818) 548-3775
Street and Sidewalk Repair.....	(818) 548-3950
Traffic Signal Repair	(818) 548-3945
Trash Pickup.....	(818) 548-3916
Tree Trimming.....	(818) 548-4861

SENIOR INFORMATION

Glendale Parks & Recreation Senior Center	(818) 548-3775
Greater Glendale Council on Aging	(818) 548-3775
Honolulu Manor	(818) 541-1440
Kirkwood Assisted Living - Glendale .	(818) 291-9220
Mountview Retirement Center	(818) 248-6737
Sparr Heights Community Center	(818) 548-2187
Twin Oaks Apartments	(818) 957-7637
USC Verdugo Hills Hospital – Senior Health Center	(818) 952-3500

POST OFFICES

USPS.....	(800) 275-8777
Glendale Main Post Office.....	(818) 265-9214
313 E Broadway, Glendale, CA	
Montrose Post Office	(818) 249-9463
2100 Montrose Ave, Montrose, CA	
Verdugo City Post Office	(818) 249-1541
2816 Honolulu Ave, Verdugo City, CA	

PARKS

Crescenta Valley Park.....	(818) 249-5940
3901 Dunsmore Ave, La Crescenta, CA	
Deukmejian Wilderness Park	(818) 548-2184
3429 Markridge Rd, Glendale, CA	
Dunsmore Park	(818) 548-2184
4700 Dunsmore Ave, La Crescenta, CA	
Glorietta Park.....	(818) 548-6420
2801 N Verdugo Rd, Glendale, CA	
L A County Dept of Parks & Rec.....	(877) 601-4850
Montrose Park.....	(818) 548-6420
3529 Clifton Place, Glendale, CA	
Two Strike Park	(818) 249-5940
5107 Rosemont Ave, La Crescenta, CA	
Verdugo Park	(818) 548-2184
1621 Canada Blvd, Glendale, CA	

MEDIA/NEWSPAPERS

CRESCENTA VALLEY WEEKLY	(818) 248-2740
3800 La Crescenta Ave #101, La Crescenta, CA	
GLENDALE NEWS-PRESS.....	(818) 637-3200
727 Foothill Blvd, La Cañada, CA	
LA CAÑADA OUTLOOK	(818) 790-7500
800 Foothill Blvd # B, La Cañada Flintridge, CA	
LA CAÑADA VALLEY SUN	(818) 790-8774
727 Foothill Blvd, La Cañada, CA	
MONTROSE.PATCH.COM	
Montrose-La Crescenta	

OTHER LOCAL CHAMBERS OF COMMERCE

Crescenta Valley	
Chamber of Commerce	(818) 249-4957
www.crescentavalleychamber.org	
Glendale Chamber of Commerce	(818) 240-7870
www.glendalechamber.com	
La Cañada Flintridge	
Chamber of Commerce	(818) 790-4289
www.lacanadaflintridge.com	
Sunland-Tujunga	
Chamber of Commerce	(818) 352-4433
www.stchamber.com	

CONSUMER INFORMATION

Better Business Bureau	(703) 276-0100
3033 Wilson Blvd, Suite 600, Arlington, VA	
www.bbb.org	

CONSUMER INFORMATION (CONT.)

California Consumer Complaint
Department of Consumer Affairs(800) 952-5210
State Contractors Board.....(800) 321-2752
1625 N Market Blvd, Suite N 112, Sacramento, CA
www.dca.ca.gov

HALLS FOR RENT

American Legion Auxiliary 288(818) 541-1336
Post288@aol.com
Angeles National Golf Course(818) 951-8771
Knights of Columbus(818) 249-4539
La Cañada Country Club.....(818) 790-0611
La Crescenta Women's Club(818) 957-9806
Oakmont Country Club(818) 542-4292
Sparr Heights Community Center(818) 548-2187

UTILITIES

Glendale Water & Power(818) 548-3300
141 N Glendale Ave, 2nd Level, Glendale, CA
Southern California
Edison Company.....(800) 655-4555
Gas Company(800) 427-2200

TRANSPORTATION

Glendale Beeline.....(818) 548-3960
Beeline Shuttle Bus Info(818) 548-3960
MTA Info(323) 466-3876

CITY OF GLENDALE

City Hall Information(818) 548-4000
www.glendaleca.gov
Water, Light & Power.....(818) 548-3300
City Clerk/Licenses.....(818) 548-2090
Permits.....(818) 548-3200
www.ci.glendale.ca.us/permits.aspx

MONTROSE ARTS & CRAFTS FESTIVAL

First weekend in June

Sponsored by MSP(818) 957-7186
Montrose Shopping Park Assoc(818) 249-2499
PO Box 782, Montrose, CA

BUSINESS INFORMATION

SS-4 Employer ID Numbers(800) 829-1040
Employment Development Dept.....(800) 300-5616
www.edd.ca.gov
Small Business Administration(818) 552-3210
330 N Brand Blvd, Ste 1200, Glendale, CA
FAX: 818-552-3260 • www.sba.gov
State Board of Equalization (800)-400-7115
15350 Sherman Way, #250, Van Nuys, CA
Hours: Mon – Fri, 8am – 5pm • www.boe.ca.gov
California Workers Comp
LA District Office(800) 736-7401
320 W 4th Street, 9th floor, Los Angeles, CA
www.dir.ca.gov/dwc
Social Security Office(818) 549-0403
225 W Broadway, Ste 600 Glendale, CA
www.socialsecurity.gov

POLICE & FIRE PROTECTION

EMERGENCIES: DIAL 911

CALIFORNIA HIGHWAY PATROL(626) 296-8100
2130 Windsor Ave, Altadena, CA
GLENDALE FIRE DEPARTMENT(818) 548-4029
Montrose Fire Station #29
2465 Honolulu Ave, Montrose, CA
GLENDALE POLICE DEPARTMENT(818) 548-4840
131 N Isabel Street, Glendale, CA
LA COUNTY FIRE STATION 19(818) 249-1562
1729 Foothill Blvd, La Cañada, CA
LA COUNTY FIRE STATION 63(818) 248-2741
4526 Ramsdell Ave, La Crescenta, CA
LA COUNTY SHERIFF(818) 248-3464
4554 Briggs Ave, La Crescenta, CA
MONTROSE POLICE SUBSTATION(818) 249-8173
3808 Ocean View Blvd, Montrose, CA

HOSPITALS

GLENDALE ADVENTIST MEDICAL CTR ..(818) 409-8000
1509 Wilson Terrace, Glendale, CA
GLENDALE MEMORIAL(818) 502-1900
Central & Los Feliz, Glendale, CA
HUNTINGTON MEMORIAL HOSPITAL ...(626) 397-5000
100 Congress St, Pasadena, CA
USC VERDUGO HILLS HOSPITAL(818) 790-7100
1812 Verdugo Blvd, Glendale, CA

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ALTRUSAGLENDALECA.COM
THARPRS@PACBELL.NET

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MAAMADO@ATT.NET

AMERICAN RED CROSS

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GLENDALE, CA 91204
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REDCROSSBLOOD.ORG
AUSANTA.NEBBITT@REDCROSS.ORG

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AMPLEPOWERGENERATORS.COM
JAMEYDUNFORD@GMAIL.COM

Geography

The unincorporated part of La Crescenta-Montrose encompasses those parts of the Crescenta Valley, northwestern San Rafael Hills, and northeastern Verdugo Mountains not within the cities of Glendale or La Cañada Flintridge.



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818.396.2603
B2BFIT.ORG
B2BFITNESSDANCE@YAHOO.COM

BELLIES, BABIES & BOSOMS

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818.541.1200
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INFO@BELLIES.BIZ

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RAYMONDBACHE@SBCGLOBAL.NET

Geography

La Crescenta-Montrose is bordered on the north by the San Gabriel Mountains and Angeles National Forest, on the east by La Cañada Flintridge, on the south by the Verdugo Mountains and central Glendale, and the northwest by the Sunland-Tujunga community of Los Angeles. The Foothill Freeway (I-210) runs through the southern portion of the area.

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CASPIAN SERVICES, INC.

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LA CRESCENTA, CA 91214
818.957.4488
CASPIANSERVICES.NET

History

La Crescenta got its name from early settler Benjamin B. Briggs who from his home "could see three crescent-shaped formations, which suggested to him the artificial name," accepted by the U.S. Post Office in 1888.

CECIL C. ARMSTRONG BAIL BONDS

BILL ARMSTRONG
520 E WILSON AVE • #125
GLENDALE, CA 91206
818.241.2171
ARMSTRONGBAILBONDS.NET
INFO@ARMSTRONGBAILBONDS.NET

CHATEAU SALON

MARIANNA BAYRAMIAN
3815 OCEAN VIEW BLVD
MONTROSE, CA 91020
818.957.8127
CHATEAUSALON.COM

History

Montrose was chosen as the result of a contest for the subdivision established in 1913 on part of the La Crescenta development.

CHURCH OF SCIENTOLOGY

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CITY OF GLENDALE

SCOTT OCHOA
613 E BROADWAY
GLENDALE, CA 91206
818.548.4844
GLENDALECA.GOV

COMBINED WORK SITE SOLUTIONS

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Trivia

La Crescenta does not mean "the crescent," which in Spanish would be la creciente.

COMFORCARE HOME CARE

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SANGABRIELVALLEY@COMFORCARE.COM

**COMMUNITY CENTER OF LA CAÑADA
FLINTRIDGE**

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818.790.4353
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COMMUNITY DIRECTORY

ALLAN HERBERT
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818.249.1504

CVAS.NET

SECRETARY@CVAS.NET

CRESCENTA VALLEY CHAMBER

3131 FOOTHILL BLVD • STE D

LA CRESCENTA, CA 91214

818.248.4957

CRESCENTAVALLEYCHAMBER.ORG

Demographics

In 2013, Glendale was named LA's Neighborhood of the Year by the readers and editors of Curbed.com.

CRESCENTA VALLEY INSURANCE

RICK DINGER

3156 FOOTHILL BLVD • STE A

LA CRESCENTA, CA 91214

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RICK@CVINS.COM

CRESCENTA VALLEY LITTLE LEAGUE

SHAWN HOWARD

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CVLITTLELEAGUE.COM

CRESCENTA VALLEY MINI STORAGE

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LA CRESCENTA, CA 91214
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**CRESCENTA VALLEY UNITED
METHODIST CHURCH**

REV STEVE POTEETE-MARSHALL
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MONTROSE, CA 91020
818.249.6173
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**CRESCENTA VALLEY WATER
DISTRICT**

CHRISTY SCOTT
2700 FOOTHILL BLVD
LA CRESCENTA, CA 91214
818.248.3925
CVWD.COM

CRESCENTA VALLEY WEEKLY

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**CROWN CITY ANTIQUES & ESTATE
SALES**

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CROWNCTY@AOL.COM

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LA CRESCENTA, CA 91214
818.681.7320
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DAWNA@CROWNJEWELHOMES.COM

CTS TAX AND BUSINESS SOLUTIONS

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GLENDALE, CA 91208
818.542.6902
CTSSOLUTIONS.COM

CUT & HUE HAIR SALON

LOURINE CHOULIJIAN
2027 N VERDUGO BLVD
MONTROSE, CA 91020
818.369.7440
CUEHAIRANDSKINCARE.COM
CUTANDHUE@GMAIL.COM

Glendale Public Safety Statistics

In 2014, Glendale was named the ninth-safest city in America in a report published by 24/7 Wall Street based on violent crime rates in cities with more than 100,000 people.

**CV ARMENIAN CULTURAL
FOUNDATION**

2633 HONOLULU AVE
MONTROSE, CA 91020
ARMENIANCULTURALFOUNDATION.ORG

DESI GEESTMAN FOUNDATION

ILEANA GEESTMAN
2708 FOOTHILL BLVD • STE 133
LA CRESCENTA, CA 91214
818.249.1105

Demographics

Glendale has one of the largest communities of Armenian descent in the United States.

DESIGN ON THE SQUARE

BRIAN VIEHLAND
2100 MONTROSE AVE • #526
MONTROSE, CA 91021
818.797.5526
DESIGNONTHE SQUARE.COM
BRIAN@DESIGNONTHE SQUARE.COM

DIGGS

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3819 OCEAN VIEW BLVD
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GLENDALEDIGGS.COM
KENDYL@GLENDALEDIGGS.COM

DILBECK

JULIE ANN MARTIN
600 N BRAND BLVD
GLENDALE, CA 91203
818.613.1993
DILBECK.COM
MJULIE6811@GMAIL.COM

DILBECK REALTORS

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LA CRESCENTA, CA 91214
818.957.0845
DMFARR.COM
EMILY@DMFARR.COM

EL CHARRO

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MONTROSE, CA 91020
818.249.2405

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2629 FOOTHILL BLVD • #142
LA CRESCENTA, CA 91214
818.527.9370
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ESCROWS FOR YOU, INC.

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3547 OCEAN VIEW BLVD
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818.957.7100
ESCROWSFORYOU.COM
DONNA@ESCROWSFORYOU.COM

ESQUIRE LAW FIRM INC

VICTOR HAIRAPETIAN
3500 N VERDUGO RD
GLENDALE, CA 91208
818.500.9881
ESQLAWFIRM.COM
MAIL@ESQLAWFIRM.COM

Geography

According to the United States Census Bureau, Glendale has a total area of 30.6 square miles; 30.5 square miles of it is land and 0.13 square miles of it (0.43%) is covered by water.



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EXECUTIVE JEWELERS

GARO & MARAL ANSERLIAN
2289 HONOLULU AVE
MONTROSE, CA 91020
818.249.3027
EXECUTIVEJEWELERS.COM
GAROMARS@YAHOO.COM

EVENT POWER ASSOCIATES

BILL GEIST
3585 EMANUEL DR
GLENDALE, CA 91208
818.249.7629
BILLGEIST@WORLDNET.ATT.NET

FAST FRAME

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Demographics

Glendale is a city in Los Angeles County, California, United States. Its estimated 2014 population was 200,167, making it the third largest city in Los Angeles County.

FLINTRIDGE DENTAL GROUP

AZAN REZAEI
1035 FOOTHILL BLVD
LA CAÑADA, CA 91011
818.962.6000
FLINTRIDGEDENTALGROUP.COM
AZINDDS@FDG2.COM

FOOTHILL COMMUNITY CHURCH

PO BOX 784
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818.248.5425
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GARY DEUKMEDJIAN, DDS

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21010 BROADVIEW DR
GLENDALE, CA 91208
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DEUKDENTISTRY@YAHOO.COM

Geography

Only a small portion of La Crescenta-Montrose is unincorporated, while the vast majority of it is within Glendale.

GAS COMPANY

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818.248.1718
STEPHENGIOVANISCIDDS.COM
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GIUSEPPE'S

2428 HONOLULU AVE
MONTROSE, CA 91208
818.957.1313
MONTROSEPIZZA.COM
MCAPINC@GMAIL.COM

Geography

Glendale is located at the junction of two large valleys, the San Fernando and the San Gabriel.

**GLENDALÉ ADVENTIST MEDICAL
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818.409.8071
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History

The area of La Crescenta-Montrose was originally part of the homelands of the Tongva people (or "People of the Earth").

GLENDALÉ AREA SCHOOL F.C.U.

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STUARTCU@AOL.CA

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**GLENDALÉ ECONOMIC
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**GLENDALÉ EDUCATIONAL
FOUNDATION**

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GLENDALÉ HEALTHY KIDS

PO BOX 201
GLENDALÉ, CA 91209
818.548.7931
GLENDALÉHEALTHYKIDS.ORG
INFO@GLENALÉHEALTHYKIDS.ORG

Climate

Glendale has a Mediterranean climate. The highest recorded temperature in Glendale was 110 °F on several occasions. The lowest recorded temperature was 17 °F in February 2003. The warmest month is August and the coolest month is January. The rainfall is highest in February and lowest in July. The hills and mountains of northern Glendale very rarely have snow.

Main Street is like a slice of Hometown Americana: It takes you back to the days when you met at the counter of the local soda shop, walked your mail down to the post office and shopped at the general store for all of your needs. It speaks to an era when life was less hectic and moved at a friendlier pace. This is what you will find when you “Come Home To Montrose.” The Montrose Shopping Park is beautiful tree-lined street on Honolulu Avenue that is a delight to stroll down. This main shopping district in Montrose is comprised of a variety of restaurants, service shops, boutiques, clothing stores, and fitness studios catering to the needs of the local community. At the Montrose Shopping Park the shops are friendly and the merchandise is different.

Our shops aren't chain stores, they are “mom-and-pop” shops where the storeowners know customers on a first-name basis and customers get to know the local merchants, receiving personal help in finding that “special item.” The Montrose Shopping Park is a special district within the City of Glendale who designated Montrose as Glendale's official “Old Town.” Montrose continues to be one the premier gems in Glendale's crown. Remember, when you come to Montrose to shop you are doing

so much more than picking up the items you want and need. You are helping to sustain our area and our local economy. That is why we encourage you to “Shop Local First”. Why shop at a locally owned business first?

The following 10 reasons show how more money spent at local businesses is reinvested in your community creating diversity and helping the community maintain and create its unique appeal. So please remember to support your local businesses.

Top Ten reasons to Think Local – Buy Local – Be Local

1. Supports Yourself and Keeps Dollars in the Local Economy:

Your dollars spent in locally-owned businesses have three times the impact on your community as dollars spent at national chains. When shopping locally, you simultaneously create jobs, fund more city services through sales tax, invest in neighborhood improvement and promote community development.

2. Keeps our Community Unique:

Where we shop, where we eat and have fun — all of it makes our community home. Our one-of-a-kind businesses are an integral part of the distinctive character of this place.

3. Fosters Local Decision Making:

Local businesses are owned by people who live in this community making them less likely to leave and are more invested in the community's future. Local ownership means that important decisions are made locally by people who live in the community and who will feel the impacts of their decisions. Local stores help to sustain vibrant, compact, walkable town centers-which in turn are essential to reducing sprawl, automobile use, habitat loss, and air and water pollution.

4. Encourages Local Prosperity:

Entrepreneurship fuels America's economic innovation and prosperity, and serves as a key means for families to move out of low-wage jobs and into the middle class.

5. Creates More Good Jobs:

Small local businesses are the largest employer nationally and in our community, provide the most jobs to residents.

6. Local Shops Value You More:

Evidence from numerous surveys show people receive better customer care and service locally. Local businesses survive by their reputation and repeat business. This means you get a higher standard of service and people with a better understanding of the products they are selling who take more time to get to know you.

7. Buy what you want, not what someone wants you to buy: A marketplace of tens of thousands of small businesses is the best way to ensure innovation and low prices over the long-term.

8. Puts Your Taxes to Good Use:

Local businesses in town centers require comparatively little infrastructure investment and make more efficient use of public services as compared to nationally owned stores entering the community.

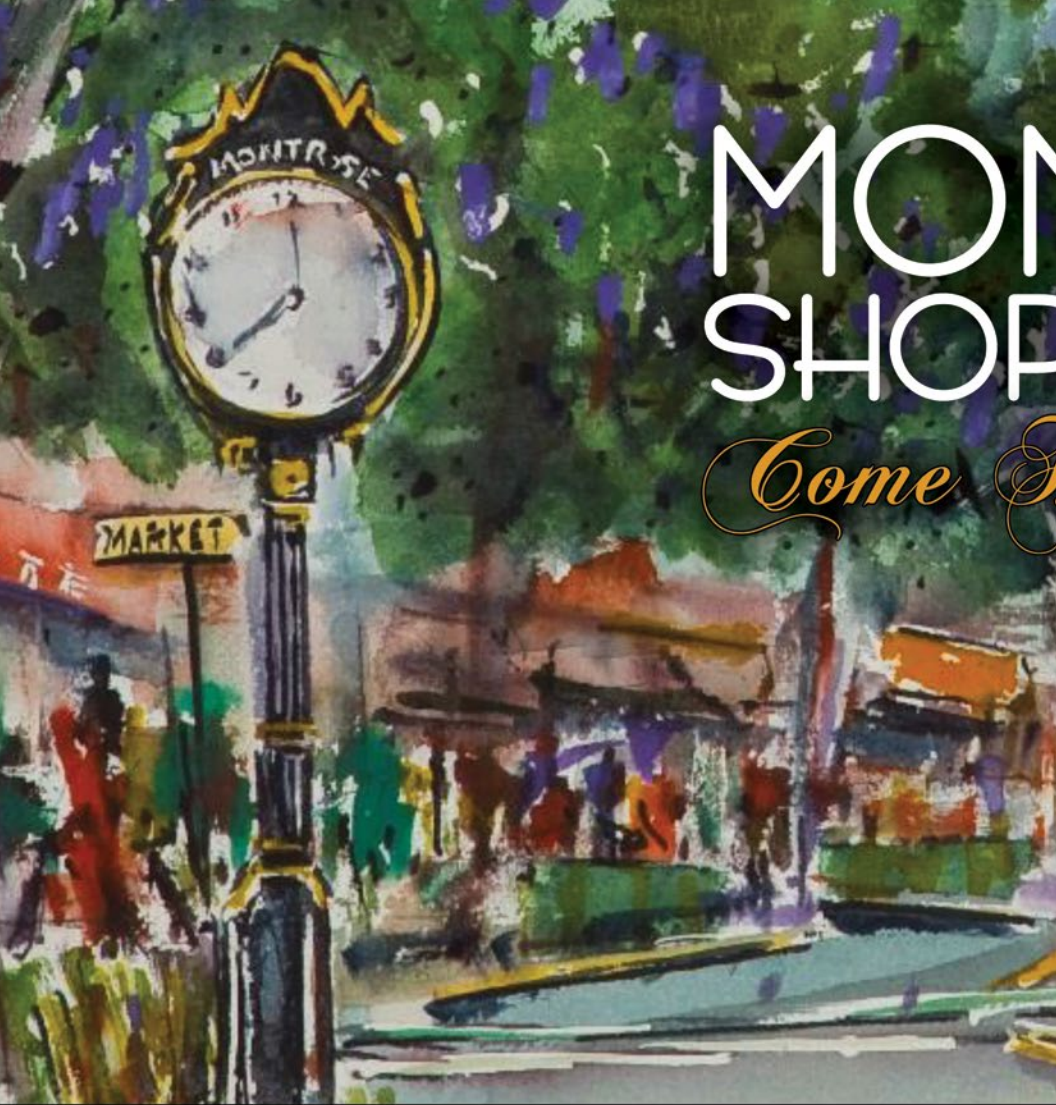
9. Supports Community Groups and Organizations:

Small business owners give, on average, 250% more support to local community groups than larger businesses give. This contribution gives more support to our local community.

10. Reduces Environmental Impact:

Locally owned businesses often stock a high percentage of local sourced goods requiring less transportation and generally set up shop in town or city centers as opposed to developing on the fringe.

Shopping locally is very important to our city, our merchants, and to you, our citizens. When you shop in Montrose, Verdugo City, parts of La Crescenta and Glendale, you save time and money; you also invest in our future and enable our business community to grow. Local Services such as Police, Fire, Parks, Libraries, Street Repairs and Water Services depend on sales tax dollars. The Chamber of Commerce urges you to shop locally and keep your tax dollars benefiting you. ❖



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- Arts & Crafts Festival
- Old Towne Christmas
- Wags & Whiskers
- Weekly Harvest Market & Marketplace

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MONTROSE SHOPPING PARK

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ELEMENTARY SCHOOLS

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Balboa Elementary School.....	Public · K-6, 1844 Bel Aire Dr, Glendale, CA 91201
Benjamin Franklin Elementary School.....	Public · K-6, 1610 Lake St, Glendale, CA 91201
Cerritos Child Development Center	Public · K-6, 120 E Cerritos Ave, Glendale, CA 91205
College View School	Public · K-12, 1700 E Mountain St, Glendale, CA 91207
Columbus Elementary School	Public · K-5, 425 W Milford St, Glendale, CA 91203
Dunsmore Elementary School.....	Public · K-6, 4717 Dunsmore Ave, La Crescenta, CA 91214
Glenoaks Elementary School	Public · K-6, 2015 E Glenoaks Blvd, Glendale, CA 91206
Horace Mann Elementary School	Public · K-5, 501 E Acacia Ave, Glendale, CA 91205
John C Fremont Elementary School.....	Public · K-6, 3320 Las Palmas Ave, Glendale, CA 91208
John Marshall Elementary School	Public · K-5, 1201 E Broadway, Glendale, CA 91205
John Muir Elementary School.....	Public · K-6, 912 S Chevy Chase Dr, Glendale, CA 91205
La Crescenta Elementary School	Public · K-6, 4343 La Crescenta Ave, La Crescenta, CA 91214
Mark Keppel Elementary School.....	Public · K-5, 730 Glenwood Rd, Glendale, CA 91202
Monte Vista Elementary School	Public · K-6, 2620 Orange Ave, La Crescenta, CA 91214
Mountain Ave Elementary School.....	Public · K-6, 2307 Mountain Ave, La Crescenta, CA 91214
R D White Elementary School	Public · K-5, 744 E Doran St, Glendale, CA 91206
Thomas Edison Elementary School	Public · K-6, 435 S Pacific Ave, Glendale, CA 91204
Thomas Jefferson Elementary School.....	Public · K-6, 1540 Fifth St, Glendale, CA 91201
Valley View Elementary School	Public · K-6, 4900 Maryland Ave, La Crescenta, CA 91214
Verdugo Academy.....	Public · K-12, 4700 Lauderdale Ave, La Crescenta, CA 91224
Verdugo Woodlands Elementary School	Public · K-6, 1751 N Verdugo Rd, Glendale, CA 91208

MIDDLE SCHOOLS

Eleanor J Toll Middle School.....	Public · 6-8, 700 Glenwood Rd, Glendale, CA 91202
Jewel City Community Day School	Public · 8-9, 440 W Lomita, Glendale, CA 91204
Rosemont Middle School	Public · 7-8, 4725 Rosemont Ave, La Crescenta, CA 91214
Theodore Roosevelt Middle School.....	Public · 6-8, 222 E Acacia Ave, Glendale, CA 91206
Woodrow Wilson Middle School.....	Public · 6-8, 1221 Monterey Rd, Glendale, CA 91206

HIGH SCHOOLS

Anderson W Clark Magnet High School....	Public · 9-12, 4747 New York Ave, La Crescenta, CA 91214
Crescenta Valley High School.....	Public · 9-12, 2900 Community Ave, La Crescenta, CA 91214
Daily (Allan F) High (Continuation) School	Public · 9-12, 220 N Kenwood, Glendale, CA 91206
Glendale High School	Public · 10-12, 1440 E Broadway, Glendale, CA 91205
Herbert Hoover High School.....	Public · 9-12, 651 Glenwood Rd, Glendale, CA 91202

COLLEGES & ADULT SCHOOLS

Glendale Community College	(818) 240-1000 1500 N Verdugo Rd, Glendale 91208
Glendale Community College – Adult Community Training Center	(818) 243-3184 1122 E Garfield Ave, Glendale 91205
Glendale Community College – Community Services Education	(818) 548-0864 1122 E Garfield Ave, Glendale 91205
Professional Development Center.....	(818) 957-0024 2340 Honolulu Ave, Montrose 91020

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BEGROUP(818) 638-4533 516 Burnett St, Glendale, CA 91203	
BOY SCOUTS OF AMERICAN VERDUGO HILLS COUNCIL(818) 243-6282 1325 Grandview Ave, Glendale, CA 91201 • Website: vhcbsa.org	
CAÑADA CRESCENTA DEMOCRATIC CLUB(818) 957-7976 2530 Orange Ave, La Cañada, CA 91011	
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PROMPLUSn/a info@promplus.org	
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SPARR HEIGHTS BUSINESS DISTRICT ASSOC.n/a PO Box 722, Montrose, CA 91021	
VOICE – GLENDALE/CRESCENTAn/a Attn: Marc Stirdivant, PO Box 273, Montrose, CA 91021	
VFW POST 1641(818) 249-9380 2937 Honolulu Ave, La Crescenta, CA 91214	
YMCA OF THE FOOTHILLS(818) 790-0123 1930 Foothill Blvd, La Cañada Flintridge, CA 91011	

Government Structure

In 1914, eight years after the City of Glendale was incorporated, a Council-Manager system government was established.

Under that system, Glendale residents elect five members of the City Council to enact laws and established city policies. Council members hold office for overlapping terms of four years, and each year they select one member to serve as Mayor.

The Members of the City Council also serve as the Glendale Redevelopment Agency. The elected council members appoint a City Manager to administer the enforcement of all policies and ordinances, to prepare and annual budget, to supervise long-range planning and to administer the various city decisions. Those divisions are headed by experienced, professional directors and staffed by personnel selected on the basis of merit and ability.

Following is a list of elected and appointed city officials.

COUNCIL MEMBERS

MAYOR Vartan Gharpetian

Paula Devine

Ara Najarian

Zareh Sinanyan

Vrej Agajanian

City Government

613 E. Broadway, Suite 200

Glendale, California 91206

(818) 548-4844, FAX (818) 547-6740

www.glendaleca.gov

At time of printing some additional information was unknown regarding addresses and phone numbers Please consult www.montrosechamber.org or your local directory.

Government Representatives

PRESIDENT

Donald Trump White House..... (202) 456-1111
1600 Pennsylvania Ave, NW, Washington, DC 20500
president@whitehouse.gov • whitehouse.gov

UNITED STATES SENATORS

Kamala Harris (D) District Office (213) 894 - 5000
312 No Spring St, #1748, LA 90012
senator@harris.senate.gov • harris.senate.gov

Diane Feinstein (D) District Office (310) 914-7300
11111 Santa Monica Blvd, Suite 915, Los Angeles, CA 90025
senator@feinstein.senate.gov • feinstein.senate.gov

REPRESENTATIVES IN CONGRESS

Adam Schiff (R) Local Office..... (818) 450-2900
(28th District) 245 E Olive Ave, Suite 200, Burbank, CA 91502
FAX (818) 450-2928 • mary.hovagimian@mailhouse.gov • schiff.house.gov

CALIFORNIA GOVERNOR

Jerry Brown (D) Local Office..... (213) 897-0322
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FAX (213) 897-0319

LIEUTENANT GOVERNOR

Gavin Newsom (916) 445-8994
State Capitol, Suite 1114, Sacramento, CA 95814
ltg.ca.gov

CALIFORNIA STATE SENATOR

Anthony J. Portantino (D) (818) 409-0400
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FAX (818) 409-1256 • sd25.senate.ca.gov

STATE ASSEMBLY

Laura Friedman (D) Local Office..... (818) 558-3043
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Glendale Historical Population

Census	Pop.	%±
1910	2,746	—
1930	62,736	363.5%
1950	95,702	15.9%
1970	132,664	11.1%
1990	180,038	29.5%
2010	191,719	-1.7%
Est. 2016	200,831	4.8%U.S.
Decennial Census		



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Culture

Forest Lawn Memorial Park Cemetery in Glendale contains the remains of many noted celebrities and local residents.

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History

Grand Central Airport was the departure point for the first commercial west-to-east transcontinental flight flown by Charles Lindbergh.



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History

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Demographics

The 2010 United States Census reported that La Crescenta-Montrose had a population of 19,653.

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Culture

The historic 1946 La Crescenta Motel, formerly known as the May Lane Motel, has been used as a location for numerous feature films and television shows, such as Glee, Criminal Minds, Mad Men and True Blood.

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Culture

Rockhaven Sanitarium on Honolulu Avenue, built entirely of rock, opened in 1923. It became known as the "Screen Actors' Sanitarium," housing such patients as Billie Burke and Gladys Baker, mother of Marilyn Monroe. Closed in 2006, the property was purchased by the City of Glendale in 2008.

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Culture

Another, more notorious sanitarium existed in La Crescenta from the 1920s to the early 1960s was the Kimball Sanitarium, which was housed in a large, foreboding, converted Victorian mansion built in the 1880s.

STEAM

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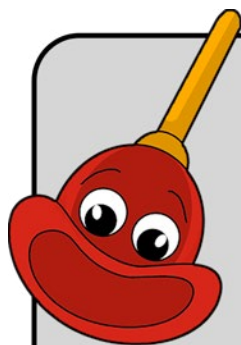
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History

On New Year's Eve, 1934, more than 400 homes were destroyed in La Cañada, La Crescenta, Montrose, and Tujunga as hillsides in several mountain locations collapsed sending mudslides into the valley below. Many people were killed, hundreds left homeless, and entire families wiped out.

TROPHY SHOPPE

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History

Among those killed in the 134 flood were silent-era identical-twin child actors Winston and Weston Doty, aged 19.

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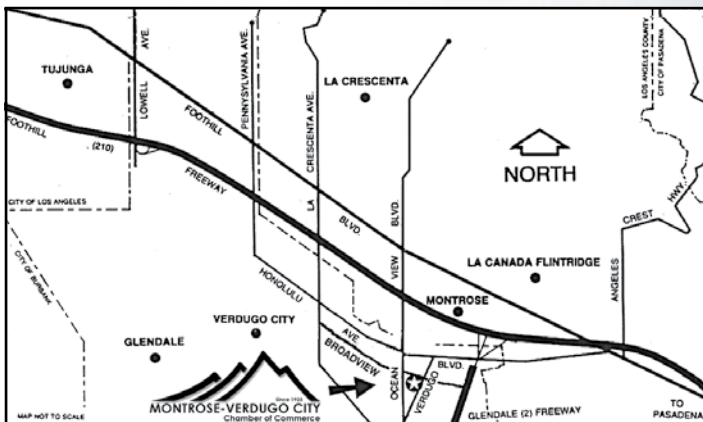
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- AREA & LOCATION:** Fifteen miles north of Los Angeles Civic Center and seven miles north of Downtown Glendale; eight miles west of Pasadena; six miles south of Angeles Crest National Forest.
- ALTITUDE:** Developed area has an altitude of 1100 feet to 2150 feet
- CLIMATE:** Temperatures range from 38 to 61 degrees during December and January, and from 69 to 95 degrees during July and August on an average.
Rainfall averages 23.8 inches per year.
- FREEWAY ACCESS:** Foothill/Pasadena 210 Fwy; Glendale State 2 Fwy; Golden State 5 Fwy.
- LOCAL ATTRACTIONS:** Montrose Shopping Park, Le Mesnager Barn, Descanso Gardens, Vietnam War Memorial, Angeles National Forest.
- MAJOR EVENTS:** Annual Art Walks, Oktoberfest, Glendale-Montrose Christmas Parade, Arts & Craft Festival, Car Show, Annual Golf Tournament & Scholarship Fundraiser, Old Towne Christmas, Weekly Harvest Market & Marketplace.
- POPULATION:** La Crescenta, Montrose and Verdugo City 45,303; La Cañada Flintridge 20,662.
- TRANSPORTATION:** **AIR:** Burbank-Glendale-Pasadena Airport, a municipally owned and operated facility; 20 miles. Los Angeles Airport, 1 hour away.
BUS: Metro Transit Authority (MTA)
- ZIP CODES:** Montrose 91020, Verdugo City 91046, Glendale 91208, La Crescenta 91214, La Cañada 91011

**The Montrose-Verdugo City Chamber of Commerce
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Contact the Chamber of Commerce Office at
(818) 249-7171 for information.
*Your Business is Our Business!***





BUSINESS MIXERS: Bi-monthly Business Mixers at various local businesses allowing for networking with other local business owners as well as community members.

JANUARY 25, 2018:

Annual Community "Walk the Red Carpet" Recognition Dinner
The Montrose-Verdugo City Chamber of Commerce's Annual Installation & Awards Dinner celebrates and recognizes local community members and organizations by highlighting their achievements, contributions and participation within the North Glendale/Foothills Area.

Oakmont Country Club
3100 Country Club Dr
Glendale, CA 91208

MARCH 18, 2018:

Annual Day at the Races

Held in March at the Santa Anita Race Track, Day at the Races is co-sponsored with the Crescenta Valley Sheriff's Support Group, the Crescenta Valley Chamber of Commerce and Volunteers. The package includes nine races, parking, official program, BBQ lunch, soft drinks and a silent auction. Funds help support the Crescenta Valley Sheriff's Support Group.

APRIL 8, 2018:

4th Annual Montrose Food and Brewfest

A craft microbrew tasting event paired with free food samples from local Montrose restaurants.

2200 Block of Honolulu Ave
Montrose, CA 91020



MAY 28, 2018

Memorial Day Service

Vietnam War Memorial
Corner of Ocean View and Honolulu
Montrose, CA 91020

AUGUST 25, 2018

1st Annual Glendale on Tap

A craft microbrew tasting event paired with free food samples from local Glendale restaurants.

Glendale, CA

SEPTEMBER 12, 2018

18th Annual Foothills Business Expo

USC Verdugo Hills Hospital
4th Floor Community Rooms
1812 Verdugo Blvd
Glendale, CA 91208



OCTOBER 6, 2018

41st Annual Oktoberfest

2200, 2300, 2400 Blocks of Honolulu Ave
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DECEMBER 1, 2018

42nd Annual Montrose Christmas Parade

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