



Staff Report

City of Pomona Historic Preservation Commission

June 3, 2026

FILE NO: DHS-000071-2026

A request for a Determination of Historic Significance for the property located at 1735 Indian Hill Boulevard located in the Urban Neighbor District 1 (UND1) of the Pomona Zoning and Development Code.

ADDRESS: 1735 Indian Hill Boulevard

APPLICANT: Rodd Golshan

PROJECT PLANNER: Carlos Molina, Associate Planner

ENVIRONMENTAL REVIEW: This project is exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15060 of the California CEQA Guidelines.

RECOMMENDATION: Staff recommends that the Historic Preservation Commission determine the structure at 1735 Indian Hill Boulevard is historic and adopt HPC Resolution No. 26-023.

Project Information:

GENERAL PLAN DISTRICT: Urban Neighborhood

ZONING DISTRICT: Urban Neighborhood District 1

TRANSECT: T4-A

SPECIFIC PLAN DISTRICT: NA

GENERAL PLAN DENSITY: 70 DU/AC

Application Background:

On February 17, 2026, the property owner applied for a Determination of Historic Significance (DHS-000071-2026) for the purpose of determining any potential historic significance of the existing structures located at 1735 Indian Hill Boulevard.

Architectural Style:

The structure is built in the Googie architectural style (Attachment No. 2). Googie has been described as Modernism for the masses. With its swooping lines and organic shapes, the style attempted to capture the playful exuberance of postwar America. Named for the John Lautner-designed Googie's Restaurant in Los Angeles, the style was widely employed in roadside commercial architecture of the 1950s, including coffee shops, bowling alleys, and car washes.

Architectural Description:

The existing structure (Attachment No. 3) retains the original form and material expressions common with the designated style and use of the building. The building is a one-story structure measuring approximately 16'x32' with parabolic cantilevered eaves, large expanses of glass extending from the ceiling to the brick-base façade along the building frontage.

RELEVANT ALTERATIONS:

- NA

Character-Defining Features:

1. Expressive sloped roof with cantilever
2. Organic, abstract, and parabolic shapes
3. Clear expression of materials, including concrete, steel, asbestos, cement, glass block, plastic, and plywood
4. Large expanses of plate glass
5. Primacy of signage, including the pervasive use of neon
6. Original tile work

HISTORY:

The site is located on Indian Hill Boulevard nearest to the San Bernardino Avenue and Indian Hill Boulevard intersection.

According to available building permits (Attachment No. 4) held by the City of Pomona Building and Safety Division, the site was issued a building permit for the existing building on March 3, 1955. The building permit describes the structure as a 16'x32' stick-frame, stucco-clad building with a gravel roof. The permit also listed its occupancy type as an "ice-cream stand" owned by the Tastee Freez company.

Research into the Tastee Freez company details that the company was founded by Leo S. Maranz and Harry Axene (formerly of Dairy Queen) who had partnered and invented a soft-serve pump that became the backbone of Tastee Freez ice cream vending operations. The first Tastee Freez location was established in 1952 in Keithsburg, Illinois and quickly expanded nationally. By 1957, there were a total of 1,800 locations nationwide, primarily located along key vehicular corridors and designed in the "roadside" style of architecture which employed exuberant geometric shapes to grab the attention of passing motorists.

The “roadside” style of architecture is commonly referred to as Googie architecture that was born and shaped by a burgeoning southern California amidst the post-war boom following the end of WWII. As detailed in the City of Pomona Citywide Historic Context Statement, Pomona itself was rapidly developing suburban residential neighborhoods with commercial development following closely behind. Much of the commercial development seen through Pomona was along its major transportation corridors, primarily Garey Avenue, Mission Boulevard, Arrow Highway, and Indian Hill Boulevard. At the time that the subject site was developed in 1955, tract-style residential neighborhoods were nearing completion east of the site (Attachment No. 5), whereas land west of the site was amidst the beginning of multi-family developments and single-family tract-style residential neighborhoods. By 1972, the surrounding area was composed of residential neighborhoods with commercial needs of those neighborhoods served by businesses located along Indian Hill Boulevard.

By comparing information pulled from available building permits, business license records, and City directories, staff was able to identify the site’s use history from the site’s date of construction into the present time. From 1955 – 1972, the site operated as a Tastee Freeze, from 1973 – 1974, the site operated as an ice cream stand known as “Jim’s Freeze” in 1973 and as “Tony Jr. Ice Cream” in 1974, and in 1975, the business likely changed operations into a market and was named “Hobo Joes Super”. By 1976, City directory records began to identify the business in operation as “Juanita’s Drive-In” and continued to be named as such well into the latest available city directory from 1989. According to business license records and first-person testimony, the restaurant has operated on the subject site for the past 49 years. Supplemental context was provided by David Allen, columnist for the Inland Valley Daily Bulletin who authored *Pomona A to Z* that highlighted the existing business. According to Allen, Maria Tucker had taken ownership of the site by 1976. Following the death of Tucker’s adopted daughter, the business was renamed to Juanita’s in honor of her passing. In 1977, Tucker sold the business to her niece, Theresa Cerna. Since then, the business has been operated by the same family, with family members regularly working at the Pomona location to this day.

Citywide & Latina/o Historic Context Statement:

The property falls under the Commercial Development Theme of Chapter X. Postwar Growth, Diversification, and Redevelopment (1946-1980) (Attachment No. 6). The subject site was developed in 1955 (Attachment No. 4), at a time where the end of World War II had already begun to usher in a time of prosperity and optimism in American life. For Southern California, it was also a time of great population growth. Many veterans came through Southern California during the war on their way to the Pacific theater – experiencing the mild climate and broad vistas firsthand. Others learned of the promise of California through national magazines that focused on ideas about postwar lifestyles rooted Southern California’s gentle climate and ample opportunity.

In Pomona specifically, the population rose to 50.4% between 1940 and 1950 to 35,405 residents; between 1950 and 1960 it rose 89.7% to 67,157 residents. The decade between 1960 and 1970 saw another 30.1% increase, with residents numbering 87,384 at the end of the decade.

In Pomona, commercial growth was seen along Route 66 (present-day Arrow Highway), Garey Avenue, Mission Boulevard, Holt Avenue, Valley Boulevard, and Indian Hill Avenue. Many of the commercial structures built after the war responded to both the growing middle class and suburban leisure culture, and the automobile: coffee shops, fast food establishes and restaurants, supermarkets, department stores, and specialty retailers all designed to appeal to the passing motorist and conveniently located away from downtown. Commercial development along Route 66

picked up after World War II with the development of properties commonly associated with a tourist corridor: gas stations, motels, and restaurants.

A more exuberant, expressive Modernism emerged in commercial design after the war, capturing both the zeitgeist and playful exuberance of the moment and appealing to the modern, automobile-oriented consumer. The style became known as Googie, after Googie's Diner in Los Angeles designed by John Lautner in 1949. The style has been described as Modernism for the masses. It was widely employed in roadside commercial architecture of the 1950s, including coffee shops, bowling alleys, and car washes. Henry's Restaurant and Drive-in (not extant) was one of the premiere examples of the Googie architectural style. It was located along Route 66, at Garey Avenue and Foothill Boulevard.

Because of its suburban development and auto-oriented road system, Pomona enjoys a wealth of roadside architecture that extended beyond Route 66. These expressive modern buildings, some more elaborately Googie than others, relied on structure expression, large expanses of glass, neon and kinetic signs both to display their goods and services and to lure in motorists. Pole signs often remain at some of Pomona's roadside buildings that have been altered.

To support its postwar population, greater Pomona was dotted with several fast-food restaurants and coffee shops. Early examples of iconic fast-food restaurants located in Pomona from the postwar period include Der Wienerschnitzel (794 E. Mission Blvd) which was originally a Tastee Freez, two original Arby's (2250 N. Garey Avenue and 1175 E. Holt Avenue), Donahoo's Fried Chicken (1074 N. Garey Avenue), and a diner located at 1280 E. Holt Avenue originally built as a Breakfast at Carl's. Keeping in line with the Googie style, key similarities across these buildings include their expressive building forms, expansive façade windows, and prominent, easy-to-find signage.

In the Latina/o Historic Context Statement, This site is identified in Theme #3: Making a Living. And the Business and Commerce in Latino Communities subtheme. Juanita's is specifically mentioned as one of the older Latino owned businesses.

Survey Information:

At the time of the 1993 Citywide survey, the property had not been developed for more than 50 years, therefore the subject property was not included in the survey.

Sanborn Fire Insurance Maps:

The City keeps a 1928 Sanborn Map that was updated by the Building and Safety Division approximately up until 1958. The property in question was not included in the areas surveyed in the Sanborn Map.

Significance:

According to the City of Pomona Citywide Historic Context Statement, during the post-World War II era, economic activity in the city expanded to serve a growing population, noting potentially significant resources to include commercial properties such as coffee shops, fast-food restaurants, department stores, supermarkets, etc. as

examples of post-war commercial development and expansion, the site of significant events, or for an association with an ethnic or cultural group or a person important in local, state, or national history. Secondly, said properties may also be significant as examples of an architectural style or type of structure.

According to Section .4.3.1. "Subtheme, Business and Commerce in Latino Communities" of the Latina/o Historic Context Statement (Attachment No.7), Juanita's Mexican Food is identified as a potential historic resource due to its longstanding service to the City of Pomona. Buildings and properties under this theme are generally located in the predominantly Latina/o communities identified with the City and have historically been owned, operated, or patroned by Latina/os for many years. Eligible buildings and property types may include one to two-story commercial buildings, strip mall commercial spaces, standalone establishments, or stands.

Based on research findings, staff concludes that the site is eligible for historic designation on both architectural and cultural grounds (City of Pomona Landmark Designation Criterion 1 and 2). The building was constructed amidst a massive phase of residential development within the City's north-east quadrant along the San Bernardino Ave and Indian Hill Boulevard intersection in an architectural style that was in its early stage of its development as a style designed to complement the rise of the automobile that was having undeniable impacts on the fabric of American culture. The design of the building itself was using a specific design language utilized by the Tastee Freez company as evidenced through the examples of original Tastee Freez buildings provided in Attachment No. 8. Parallels to how the building design was being influenced by a shifting design language tailored to the automobile is evidenced not only in its architectural details, but by the overall use of the site. The building itself has a relatively small footprint, with an interior dedicated solely to business operations. Its placement is situated adjacent to the sidewalk, with a partial setback in the building form to accommodate an order window and seating for walk-up service. The remaining property is dedicated to vehicular access to the rear of the building that accommodates approximately 20 parking spaces. The building design includes protruding parabolic, rounded eaves acting as shading fixtures for patrons accessing the order window from the sidewalk. Beneath the eaves, are cantilevered windows that extend from the ceiling to the brick base that predominantly terminates at waist-level, with an east-façade window terminating at shin level. Please note, the large, cantilevered windows were specifically designed to alleviate the glare of vehicular headlights which is an important element for "roadside" architecture. The building is topped with a roof-mounted sign measuring approximately 30 square feet; the location of the sign is another critical component of the design language of roadside architecture that made it a point to include signage that allows the business to be easily identifiable for passerby motorists.

Significance relating to Criterion 2 is predominantly regarding its current longstanding establishment as Juanita's Mexican Food. As referenced in the City of Pomona Latina/o Context Statement, eligible businesses for historic resources would be small, independent businesses rather than large retail chain stores that must have strong connections to established and long-standing Latina/o ownership, operations and patronage, all the while retaining sufficient integrity for it to be recognizable to the community. Juanita's Mexican Food was established at 1735 Indian Hill Boulevard in 1976 (northeast quadrant) and has been in service at the same location for the past 49 years, constituting Juanita's its designation as a legacy business. By traditional metrics, businesses are typically considered as legacy businesses following 10-20 years in operation.

Part of the impact that was brought on by the post-war boom was the social and cultural diversification of the City. Nationally, the Latina/o population in the United States grew substantially from the end of WWII through the 1970s, with 6% of the total population being of Spanish surnames in 1940 to 19.2% in 1980. Pomona experienced a similar pattern of growth and development in the years following World War II. During the 1960 Census, the government began tracking Spanish surname populations (domestic and foreign born). The majority of Pomona's enumeration tracts contained residents with Spanish surnames, although six tracts contained the vast majority of these groups,

which were in the area west of Garey Avenue, both north and south of the railroad tracts; the areas roughly correlated to the redlined neighborhoods from 1939. By 1970, Pomona's Latina/o community had represented 16.3% of the City's total population and was more widespread as the City's housing stock had greatly increased. As identified by the Latina/o context statement, following WWII, the most popular industries for Pomona's Latina/o community were the restaurant industry and small neighborhood markets, many of which were located nearest to the downtown core. Juanita's, which took over the original ice-cream shop at the subject site is the furthest distance from the prominent Latino/a serving businesses located near the downtown core as the Latina/o population had expanded further into the developing city boundaries. The shift in the business operations alludes to the shifting neighborhood dynamics of the mid 1970s that lasted into the present time. Between 1980 and 2020, the City saw a demographic shift that increased the number of Latina/o residents to 70%, reflecting the current demographics of the city. With Juanita's Mexican Food establishment in 1977, its ongoing operations as a small, family-owned and operated establishment catering to the local community for the past 49 years, and the building's ability to convey sufficient architectural integrity, staff has been able to determine that the business is eligible to be identified as a legacy business under the requirements of City of Pomona Landmark Designation Criteria #1 and #2.

Designation Criteria:

Staff reviewed the local designation criteria to determine whether the property is historic.

CITY OF POMONA LANDMARK DESIGNATION CRITERIA

Architecture / Physical Features

- i. It embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship;*

The subject site and structure embody distinctive characteristics of the Googie or "roadside" architectural style. The identified characteristics include its building placement along the site's frontage with an integrated walk-up and covered outdoor seating, dual-faced internally lit signage affixed to the structure's roof facing north & south, cantilevered windows to reduce glare from oncoming traffic, and generous space to the rear of the site for approximately 20 parking spaces.

- ii. It is the work of a notable builder, designer, landscape designer or architect;*

No details were found regarding the building's original architect nor any information found regarding the builder's potential significance to the history of Pomona. Therefore, the site is not eligible for designation under this criterion.

- iii. It embodies elements of architectural design, detail, materials, or craftsmanship that represent a significant structural or architectural achievement or innovation;*

The structure on the site embodies architectural design, details, and materials of the Googie or "roadside" architectural style. Identified architectural elements include the building's form, horizontal expression, facade materials (glass, brick, stucco, composition shingle roof), and playful, simple geometric forms seen in the rounded, protruded eaves, signage, and slanted cantilevered windows.

During the time of the site's development, the identified style was being heavily employed for commercial development across the nation; the style was vastly popular due to the use of relatively affordable building materials and a visual language that demanded attention from passing pedestrians and motorists.

iv. *It is similar to other distinctive properties, sites, areas, or objects based on an historic, cultural, or architectural motif;*

The site is similar to other distinctive sites based on cultural/architectural motif relating to the use of small, purpose-built structures along major transit corridors both locally and nationally. While less visually striking in comparison to grander examples of the Googie or "roadside" style (ex. McDonald's arches, Der Wienerschnitzel a-frame roof, Norm's Diner signage, Mid-Century Modern bowling alleys, etc.), the subject site is an example of the design language used for small, conveniently located food stands that often tend to serve ice-cream, hot-dogs, root beer, etc.

v. *It has a unique location or singular physical characteristics or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city of Pomona;*

The site's applicable singular physical characteristics related to the site's design overabundance of hardscaping which were often time intentional design choices for developing corridors intended primarily for commercial development accessed by automobiles.

vi. *It reflects significant geographical patterns, including those associated with different eras of settlement and growth, particular transportation modes, or distinctive examples of park or community planning;*

The site was one of the first properties to be developed along the Indian Hill Boulevard and San Bernardino Avenue intersection, predating the residential, commercial, and institutional development that followed shortly after the subject site was developed in 1955. Prior to the development of the subject site, the vast majority of development was located in or near the downtown core. As a result of the post-war boom, the primary corridors of the city that include Mission Boulevard, Holt Avenue, Garey Avenue, Foothill Boulevard, and Indian Hill Boulevard, commercial development took hold along these routes in order to cater to massive residential tract-style developments built adjacent to these major transportation corridors. Based on the site and building design, the property is an excellent example capable of reflecting the most significant era of settlement of growth in the City's history.

vii. *It is one of the few remaining examples in the city of Pomona, region, state, or nation possessing distinguishing characteristics of an architectural or historical type or specimen.*

Increasingly, a large number of Googie or "roadside" style properties have been demolished locally and nationally for a variety of reasons; most commonly as a result of neglect or, accommodate larger redevelopment projects, and the relatively young age of the subject structure as opposed to structures that are most associated as historic (pre-1945). As evidenced by the City's Citywide Historical Context Statement, several non-extant post-war buildings with the potential of historic significance have been

demolished. As an example of the early development of the neighborhood during a significant period of settlement of growth, and an example of "roadside" architecture, and its cultural significance established below, the site meets this criterion.

Person(s) and Events Important in Our History

i. It is identified with persons or events significant in local, state, or national history;

The City of Pomona Latina/o Historic Context Statement identifies the existing restaurant, Juanita's Mexican Food as a potentially culturally significant historic resource to the City of Pomona for its longstanding patronage to the Latina/o community of Pomona. Juanita's Mexican Food was established at 1735 Indian Hill Boulevard in 1977 (northeast quadrant) and has been in service at the same location for the past 49 years, constituting Juanita's its designation as a legacy business. By traditional metrics, businesses are typically considered as legacy businesses following 10-20 years in operation.

ii. It exemplifies or reflects special elements of the city of Pomona's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history;

Historically, prior to the post-war period, the vast majority of the Latina/o community in Pomona was relegated within and near redlined neighborhoods in the City's southwest quadrant. By 1970, Pomona's Latina/o community had represented 16.3% of the City's total population and was more widespread as the City's housing stock had greatly increased. As identified by the Latina/o context statement, following WWII, the most popular industries for Pomona's Latina/o community were the restaurant industry and small neighborhood markets, many of which were located nearest to the downtown core. Juanita's, which took over the original ice-cream shop at 1735 Indian Hill is the furthest distance from the prominent Latino/a serving businesses located near the downtown core. The shift in the business operations at the site alludes to the shifting neighborhood dynamics of the mid 1970s that lasted into the present time. Between 1980 and 2020, the City saw a demographic shift that increased the number of Latina/o residents to 70%, reflecting the current demographics of the City.

Archaeology

1. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

This criterion relates to archaeological resources and there is no information that this site could have been important to Native American tribes in the area. Therefore, the property is not likely to yield any information and does not meet this criterion.

CITY OF POMONA HISTORIC DISTRICT DESIGNATION CRITERIA

1. It is a contiguous area possessing a concentration of eligible historic resources or thematically related grouping of structures which contribute to each other and are unified by plan, style, or physical development; and (b) embodies the distinctive characteristics of a type, period, region, or method of construction; represents the work of a master; or possesses high artistic values (Criterion 4 in previous ordinance);

The surrounding neighborhood does not possess a concentration of eligible historic resources which would make the neighborhood eligible for designation as a historic district. Therefore, the property does not meet this criterion.

2. **It reflects significant geographical patterns, including those associated with different eras of settlement and growth, particular transportation modes, or distinctive examples of a park landscape, site design, or community planning (*Criterion 9 in previous ordinance*); and**

The overall site design significantly reflects the pattern of settlement as the site was developed amid a massive population boom which brought with it sudden shifts in architecture, prominent modes of transportation, and community planning efforts which began to be tailored to accommodate the automobile. Therefore, the property meets this criterion.

3. **Meets at least one of the following:**

- i. **Architecture / Physical Features**
 - a) It embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship.
 - b) It is the work of a notable builder, designer, landscape designer or architect.
 - c) It embodies elements of architectural design, detail, materials, or craftsmanship that represent a significant structure or architectural achievement or innovation.
 - d) It is similar to other distinctive properties, sites, areas, or objects based on an historic, cultural, or architectural motif.
- ii. **Person(s) and Events Important in Our History**
 - i. It is identified with persons or events significant in local, state, or national history.
 - ii. It exemplifies or reflects special elements of the city of Pomona's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history.

While the property itself is eligible, the surrounding neighborhood is not historic, and therefore the property would not be a contributor to a historic district.

CONSIDERATIONS IN EVALUATION PROPERTIES (INTEGRITY):

In addition to having significance, a resource must have integrity for the time period in which it is significant. The period of significance is the date or span of time within which significant events transpired, or significant individuals made their important contributions. Integrity is the authenticity of a Historical Resource's physical identity as evidenced by the survival of characteristics or historical fabric that existed during the resource's period of significance. Only after significance has been established, should the issue of integrity be addressed. The following should be considered when evaluating properties for integrity.

1. **Design.** Any alternations to the property should not have adversely affected the character-defining features of the property. Alterations to a resource or changes in its use over time may have historical, cultural, or architectural significance.

No alterations adversely impacting the character-defining features were identified. All primary elements significant to the building remain.

2. **Setting.** Changes in the immediate surroundings of the property (buildings, land use, topography, etc.) should not have adversely affected the character of the property.

There are no identifiable changes made to the surrounding property in regard to the site's building, land use, or topography.

3. **Materials and Workmanship.** Any original material should be retained, or if they have been removed or altered, the replacements have been made that are compatible with the original materials.

Materials associated with the building's construction type and style remain; replacements for original materials are also commonly available and are capable of being repaired in a like-for-like manner.

4. **Location.** The relationship between the property and its location is an important part of integrity. The place where the property was built and where historic events occurred is often important to understanding why the property was created or why something happened. The location of a historic property, complemented by its settings, is particularly important in recapturing the sense of historic events and persons. Except in a few cases, the relationship between a structure and its historic associations is destroyed if the structure is moved.

The building on the site remains in its original location, therefore location integrity remains.

5. **Feeling.** Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character.

When all elements of the property are reviewed as a whole, the feeling of the property's expression is able to adequately convey the property's historic character as a remnant of the early development period of the city's transformation into the urban environment that it is today.

6. **Association.** Association is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relation to an observer. Like feeling, association requires the presence of physical features that convey a property's historic character. For example, a Revolutionary War battlefield, the natural and manmade elements of which have remained intact since the 18th century retains its quality of association with the battle. Because feeling and association are subjective criteria, their retention alone is never sufficient to support eligibility. Historical Resources must retain enough of their historic character or appearance to be recognizable as Historical Resources and to convey the reasons for their significance. As evidenced in the description of the existing building and the intentional design choices to complement the auto-centric environment, association is maintained on the site.

Required Findings:

The findings required in *Section 800.C.2.a. Historic Landmark Designation Criteria* of the Pomona Zoning and Development Code for a Single Historic Landmark Designation are contained in the attached draft resolution (Attachment No. 1).

Conclusion:

Based on the designation criteria discussed above, Staff has determined that the property meets multiple local designation criteria as outlined in the attached draft HPC Resolution No. 26-023. Therefore, staff have determined that the site is eligible to be designated as a local historic landmark.

Environmental Review:

Pursuant to the CEQA Guidelines, this action is not a project. Section 15060 of the Guidelines exempts actions from CEQA that would not result in either an indirect or direct impact on the environment and that do not meet the Section 15378(a) definition of a project. Section 15378(a) defines a project as one that has the potential for resulting in a physical change to the environment. No physical change to the environment is anticipated with the single historic landmark designation

Conditions of Approval:

The Conditions of Approval are contained in the attached resolution (Attachment No. 1).

Attachments:

1. Draft HPC Resolution No. 26-023
2. Googie Architectural Description
3. Photographs – Existing Site Conditions
4. Selected Building Permits (1954-1999)
5. Aerial Photographs (1938 - 1972)
6. Historic Context Statement – Chapter 10 (1946-1980)
7. Latina/o Context Statement
8. Architectural Examples – Tastee Freez
9. Library Archive Findings