

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code

Other
Review Code

Reviewer

Date

Listings

Page 1 of 8 *Resource Name or #: (Assigned by recorder) The Bixler Vapor Dry Cleaning Company Building

P1. Other Identifier: _____

*P2. Location: ☐ Not for Publication ☐ Unrestricted

*a. County Fresno and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad Fresno South, CA Date _____ T ____; R ____; ____ of ____ of Sec ____; ____ B.M.

c. Address 2049 Broadway City Fresno Zip 93721

d. UTM: (Give more than one for large and/or linear resources) Zone __, __ mE/ __ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)

APN 459-296-03

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The property located at 2049 Broadway, originally known as the Bixler Vapor Dry Cleaning Company Building, is located within a trapezoidal parcel on the southwest corner of Broadway and E Voorman Avenue. The subject property consists of a three-story commercial/industrial building, which takes up the whole of its parcel, with its primary elevation facing east towards Broadway; it sits at street level. This building was constructed in 1920 of brick. The brick is clad with stucco. It has a trapezoidal plan. The roof is flat with a surrounding parapet. Original multi-paned steel windows remain on the third story of the primary (east) elevation and on the second and third stories of the side (north) elevation. The remaining windows are non-original and consist of large metal-framed fixed windows or small metal sliding and single-hung windows. (See Continuation Sheet)

*P3b. Resource Attributes: (List attributes and codes) HP6 1-3 story commercial building; HP8 Industrial building

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)



*P4. Resources Present: ☒ Building
☐ Structure ☐ Object ☐ Site ☐ District ☐
Element of District ☐ Other (Isolates, etc.)

P5b. Description of Photo: (view, date, accession #) March 20, 2019

*P6. Date Constructed/Age and Source: ☒ Historic ☐ Prehistoric
☐ Both

1920, Original Building Permit Record

*P7. Owner and Address: Steven Michael & Kelly R. Hardison
P.O. Box 11503
Fresno, CA 93773

*P8. Recorded by: (Name, affiliation, and address) Laura Groves van Onna
Historic Preservation Specialist
City of Fresno

*P9. Date Recorded: May 7, 2019

*P10. Survey Type: (Describe)
Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.")

Evaluation of 2049 Broadway for the City of Fresno Local Register of Historic Resources

*Attachments: ☐ NONE ☐ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (List): _____

BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # (Assigned by recorder) The Bixler Vapor Dry Cleaning Company Building *NRHP Status Code 5S3

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B1. Historic Name: The Bixler Vapor Dry Cleaning Company

B2. Common Name: _____

B3. Original Use: Commercial/Industrial

B4. Present Use: Commercial/Industrial/Residential

*B5. Architectural Style: None

*B6. Construction History: (Construction date, alterations, and date of alterations)

According to the original building permit record, this industrial building was constructed in 1920. A one-story caretaker's studio was constructed within the rear portion of the rooftop of the building in 1940.

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: _____

Original Location: _____

*B8. Related Features:

B9a. Architect: Unknown

b. Builder: Unknown

*B10. Significance: Theme Early 20th Century Commercial and Industrial Development Area Lowell Neighborhood

Period of Significance 1920-1956 Property Type Industrial – Industrial Loft Applicable Criteria Local Register

Criteria i and iii (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope.

Also address integrity.)

The Bixler Vapor Dry Cleaning Company Building is located on Block 2 in the Central Addition, which was surveyed and platted in 1887. It is located in what is now known as the Lowell Neighborhood. According to the original building permit record, this commercial/industrial building was constructed in 1920. A one-story caretaker's studio was constructed within the rear portion of the rooftop of the building in 1940.

The subject property was originally constructed for the Bixler Vapor Dry Cleaning Company, founded by W.L. Bixler and his son L.B. Bixler in 1914. William Lincoln Bixler was born on February 23, 1865 in Pennsylvania, married, and arrived in California in 1893. His wife Grace H. Bixler was born c. 1875 in Ohio, where their son L.B. was born as well c. 1889. W.L. passed away at the age of 68 on April 11, 1933. At the time of his death, L.B. was serving as president of the Fresno Cleaners' and Dyers' Association and continued to manage the business they had established. He continued to advertise for the business which operated until at least 1956, marketing to Fresno residents as well as those of communities such as Del Ray, Parlier, and Reedley. (See Continuation Sheet)

B11. Additional Resource Attributes: (List attributes and codes) _____

*B12. References:

Building Permit Records

City and County Directories

The Fresno Bee

Fresno County Assessor

Fresno County Recorder

Sanborn Fire Insurance Maps

Survey Forms for 2049 Broadway Prepared February 2008 by

Andrea Galvin & Jennifer Krintz

SurveyLA, "Industrial Development, 1850-1980," 2011, rev. 2018

U.S. Census Records

B13. Remarks:

*B14. Evaluator: Laura Groves van Onna

Historic Preservation Specialist, City of Fresno

*Date of Evaluation: May 7, 2019

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



CONTINUATION SHEET

Property Name: The Bixler Vapor Dry Cleaning Company Building

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***P3a. Description Continued:** The primary (east) elevation is organized symmetrically. The façade has three bays divided by pilasters, with a storefront entry on the first story for each bay. The pilasters are clad with ceramic tile along the first story. The storefronts are enclosed and obscured by stucco, wood paneling, and metal security bars; each storefront entry is covered by a metal security door. The second and third stories within the central bay each consist of two sets of paired windows. The second and third stories within each side bay consist of a group of three windows.

The rear portion of the third floor has a sheltered, but open-air patio; it is partially covered by a wood-framed awning. A one-story caretaker's studio was constructed within the rear portion of the rooftop of the building in 1940. It was constructed of wood frame, is clad with vertical wood paneling, has a low-pitched roof, and consists of large fixed windows along its facades. A sliding glass door centrally located along its north façade provides access to the roof. A portion of the third floor is open to this rooftop addition, thereby creating a double-height ceiling for natural light to filter down. In addition to the windows along the elevations of the building, another source of natural light is a pitched, steel-framed skylight with chicken wire glass.

Apparent alterations include replacement windows, painted and stuccoed brick, and a small rooftop addition.

***B10. Significance Continued:** Following a period of vacancy, the building located at 2049 Broadway was adaptively reused for the Broadway Fair Appliance and Furniture Company by 1969. John Garofoli and Vic Antonino, the owners of the company leased the space at 2049 Broadway from property owner Ewell Peden. Peden was a licensed general building contractor in Fresno, primarily for residential properties; by 1970, he had placed himself in the running for political office in the 32nd Assembly District but ultimately withdrew. Photos of Garofoli and Antonino were frequently featured in a plethora of advertisements promoting Broadway Fair, in addition to a rendering of the building located at 2049 Broadway with its recognizable three-story, three-bay facade.

City and county directories reveal that Roy Maxwell (Max) and Vivian Hardison were operating their printing and publishing business, Mid-Cal Publishers, at 2049 Broadway no later than 1979. That same year, Hardison applied for a change of occupancy at the building from Commercial to R-3 (Residential). The Hardison family began living on the third floor of the building and operating their business out of the storefront on north end of the primary (east) elevation on the first floor. Mid-Cal Publishers was periodically noted for their reprinting of historically significant works that had gone out of print such as the 1891 Atlas of Fresno County, the Historical Atlas Map of Sonoma County, "Pioneer Days in California" by John Carr, and "The Years Between" by Brooks D. Gist. Steve Hardison, son of Max and Vivian Hardison, currently operates the printing and publishing business. Prior to taking over the family business, he was a National Pole Vault Champion in the early to mid-1970s and qualified for the 1976 U.S.A. Olympic Trials.

Most of the commercial development within the Lowell Neighborhood is located along or adjacent to E Divisadero Street. And, most of these properties were constructed between 1930 and 1960 – making the subject property, constructed in 1920, one of the earliest commercial buildings constructed in what was and still remains a predominantly residential neighborhood. The Bixler Vapor Dry Cleaning Company Building located at 2049 Broadway provided a service to this surrounding neighborhood, city, and region – offering pick-up and delivery as well. The building consisted of commercial and industrial uses, as it facilitated interaction with customers and cleaning operations.

CONTINUATION SHEET

Property Name: The Bixler Vapor Dry Cleaning Company Building

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***B10. Significance Continued:** Its commercial influence is illustrated in the building's design through its storefronts along the first story of the primary (east) elevation, and its industrial influence is illustrated by the brick construction and the fenestration of multi-paned steel windows along the upper stories. The building is also located one block east of H Street, historically known as an industrial corridor, and it may have contributed to the influence in design.

The Bixler Vapor Dry Cleaning Company Building identifies most with the Industrial – Industrial Loft property type. Character-defining features include brick construction, at least three stories in height with vertical emphasis, storefronts along the first story, multi-paned steel windows along the upper stories, and generally open floor plans on the upper stories. The intention of this property type design was to create a factory environment that would provide lighting, ventilation, and protection from fire and vibration within a limited amount of space. The Industrial – Industrial Loft property type was developed in the late 19th and early 20th centuries and was predominant in construction between 1900 and 1960.

The current property owners intend to rehabilitate the property while retaining and restoring the historic character of the commercial/industrial building, with the assistance of the California Historical Building Code and with the opportunity to receive potential relief from City of Fresno property development standards.

Eligibility

The subject property located at 2049 Broadway was previously evaluated in 2008 through the "North Park Area Historic Context and Property Survey" prepared by Galvin Preservation Associates Inc. for the City of Fresno. The property did not appear to be eligible for National, California, or Local Register listing through this survey evaluation.

Upon further research, the property located at 2049 Broadway, originally known as the Bixler Vapor Dry Cleaning Company Building, is eligible for listing in the City of Fresno's Local Register of Historic Resources. The property is greater than 50 years of age and possesses integrity of location, design, feeling, and association (FMC 12-1607). Additionally, it is significant under Local Register Criterion i because it is associated with early 20th century commercial and industrial development in the Lowell Neighborhood in Fresno and Criterion iii because it has distinction as an Industrial – Industrial Loft property type.

CONTINUATION SHEET

Property Name: The Bixler Vapor Dry Cleaning Company Building

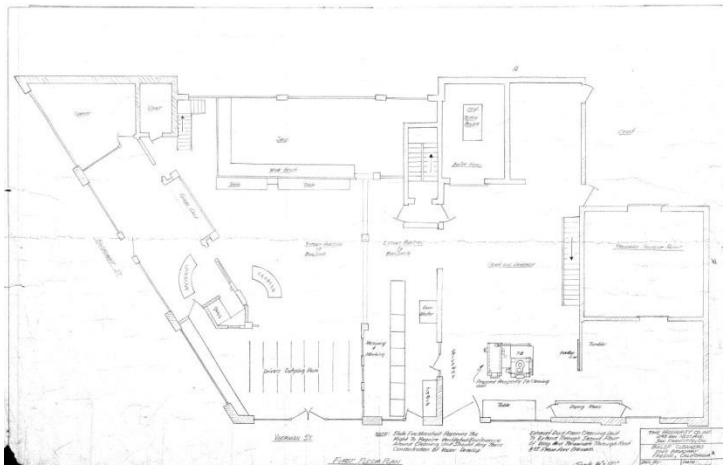
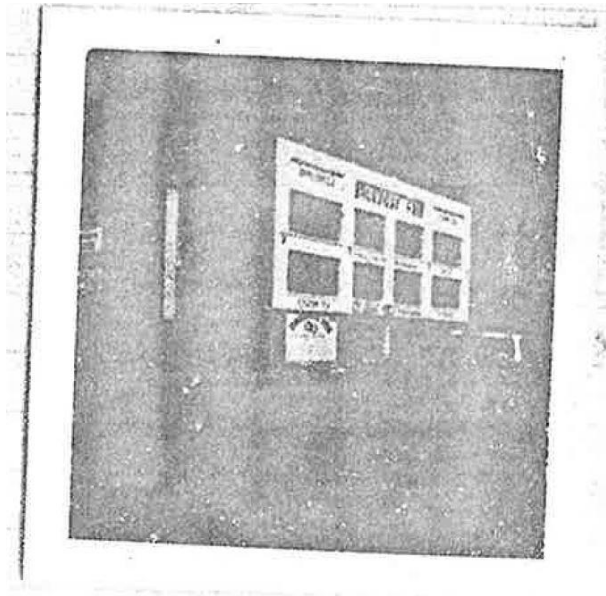
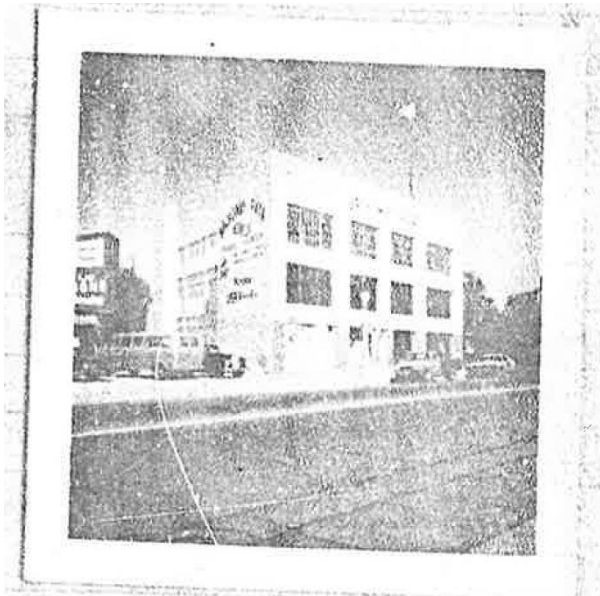
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CONTINUATION SHEET

Property Name: The Bixler Vapor Dry Cleaning Company Building

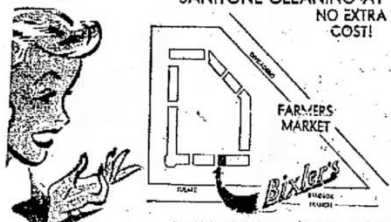
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CONTINUATION SHEET

Property Name: The Bixler Vapor Dry Cleaning Company Building
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EVERYONE GOES TO FARMERS MARKET
Handy for you to get BIXLER'S **PROVEN BETTER**
SANITONE CLEANING AT NO EXTRA COST!



On Aisle at Entrance No. 2 on Tulare

THERE'S A JOB FOR BIXLER'S!



SUMMER PERSPIRATION REMOVED IN DRY CLEANING PROCESS, TOO, WITH BIXLER'S SANITONE!

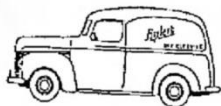
2049 Broadway
Fresno Market at Fresno
Aisle No. 3—on Tulare

REEDLEY RESIDENTS
YOU CAN DEPEND ON A PIONEER FOR THE BEST IN YOUR CHEAPEST NECESSITY—DRY CLEANING

Bixler's

Expenses increase but not dry cleaning costs to you! Remember when in need of Bixler's PROVEN better Sanitone cleaning — prices have not risen. Another outstanding value needed now is Heriot mothproofing—guaranteed 5 years.

Pick up and Delivery Service on Tuesdays and Fridays
Bixler's, 2049 Broadway
Fresno—Phone 2-7184



Special for KIDS!

In February bring in 25 hangers and dad's suit and get \$50 for the hangers. This is more than the new cost of the hangers. Start the new year with a bang! Clear up dad with our great Sanitone Cleaning and collect on the hangers. Bring good hangers tied in 25's (hooks all facing the same way).

Scout up your hangers today. Kids! Mom and Dad can play this game, too, on ladies' and men's suits only.

PHONE 2-7184
for Fresno and County Delivery

Bixler's

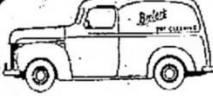
Plant Office
2049 Broadway

PARLIER RESIDENTS!
YOU CAN DEPEND ON A PIONEER FOR THE BEST IN YOUR CHEAPEST NECESSITY—DRY CLEANING

Expenses increase but not dry cleaning costs to you! Remember when in need of Bixler's PROVEN better Sanitone cleaning — prices have not risen. Another outstanding value needed now is Heriot mothproofing—guaranteed 5 years.

Bixler's

Pick Up and Delivery Every Tuesday and Friday
Bixler's, 2049 Broadway
Fresno—Phone 2-7184



DEL REY RESIDENTS!
YOU CAN DEPEND ON A PIONEER FOR THE BEST IN YOUR CHEAPEST NECESSITY—DRY CLEANING

Expenses increase but not dry cleaning costs to you! Remember when in need of Bixler's PROVEN better Sanitone cleaning — prices have not risen. Another outstanding value needed now is Heriot mothproofing—guaranteed 5 years.

Bixler's

Pick up and Delivery Service on Mondays and Thursdays
Bixler's, 2049 Broadway
Fresno—Phone 2-7184



Ewell Peden



LAST 4 DAYS
Thurs., Fri., Sat. & Sun., June 10, 20, 21, 22

BROADWAY FAIR

OUR 1st ANNUAL SCRATCH & DENT SALE

WE RECEIVED FOR OUR SCRAP OFFICE, CLOSING OF THE APPLIANCE, FURNITURE, CORNED OF BROADWAY & DIVISADERO

WE ARE NOW OFFERING YOU THIS MERCHANDISE, ALONG WITH ONE-OF-A-KIND MODELS AND DISPLAY DEMONSTRATIONS AT UNBELEAVABLE SAVINGS.

WESTINGHOUSE APPLIANCES

AUTO. WASHER	179	CHEST FREEZER	239
AUTO. WASHER	189	30" RANGE	159
AUTO. WASHER	265	30" RANGE	194
AUTO. DRYER	128	40" RANGE	129
30" APT. RANGE	116	STY LEVEL RANGE	196
REFRIG. FREEZER	89	REFRIG. FREEZER	248
REFRIG. FREEZER	333	REFRIG. FREEZER	272
REFRIG. FREEZER	374	REFRIG. FREEZER	319

REDUCED PRICES ON FURNITURE TOO!

NO CASH DOWN!	226	ONLY 3 LEFT	66
NO PAYMENT UNTIL AUG. 1969	217	RED DYAN & CHAIR	199
	97	RED DYAN & CHAIR	38
	126	RED DYAN & CHAIR	126

FRESNO IS OUR HOME—OUR REPUTATION IS IMPORTANT TO US

BROADWAY FAIR

APPLIANCE, FURNITURE

FREE DELIVERY MON. THRU FRI. 9 AM TO 9 PM
SATURDAY 9 AM TO 6 PM
SUNDAY 11 AM TO 5 PM

PH. 485-2544 AND 485-2545 CORNER BROADWAY & DIVISADERO

BROADWAY FAIR

OUR LOWEST PRICE EVER for giant 23" console ZENITH COLOR TV

\$478

Specialty designed! Full depth built-in quality!

BROADWAY FAIR

APPLIANCE, FURNITURE

BROADWAY FAIR

ONE DAY SALE

WASHER \$148
WASHER \$168
WASHER \$198
DRYER \$98
DRYER \$138
WASHER \$198
WASHER \$224

GAS RANGES

WESTINGHOUSE GIANT 315-LB. FREEZER \$148

COOL ROOMS WITH OR WITHOUT AIR CONDITIONING

5,000 BTU... \$98
12,000 BTU... \$228
24,000 BTU... \$368

BUY WITH CONFIDENCE

BUY FRIDAY! NO DOWN PAYMENT!

BROADWAY FAIR

485-2544

BROADWAY FAIR

APPLIANCE, FURNITURE

Westinghouse RCA

HUGE REDUCTIONS! BIG FURNITURE SALE NOW GOING ON

OPEN TOMORROW — SUN. 12 TO 5 PM

ZENITH

BROADWAY FAIR

APPLIANCE, FURNITURE

PH. 485-2544 AND 485-2545 CORNER BROADWAY & DIVISADERO

Property Name: The Bixler Vapor Dry Cleaning Company Building
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STEVE HARDISON of Fresno City College clears 14 feet en route to a meet record jump of 15.6. He is the defending state junior college vaulting champion.