



SAN MATEO  
HERITAGE ALLIANCE

GLAZENWOOD  
HISTORIC DISTRICT- RESIDENT SURVEY  
SAN MATEO, CALIFORNIA

June 2024 with Thanks to Chris Eckert

## PURPOSE OF THE STUDY

The Glazenwood Historic District is a small neighborhood of single-family homes in the Hayward Park area of San Mateo , California. The homes were built in the 1920s and 1930s and are primarily Spanish Colonial Revival architecture.

The District is one of three historic districts in San Mateo. The Downtown Historic District and Glazenwood were identified in the 1989 *Historic Building Survey* commissioned by the City of San Mateo. The Yoshiko Yamanouchi House Historic District was listed on the National Register of Historic Places in 2023.

The Baywood Historic District was nominated in 2023 to be listed on the National Register of Historic Places. This nomination raised questions about what it means to live in a historic district.

This survey was designed to solicit the opinions of residents regarding their years of living in a historic district in the City of San Mateo to respond to these questions.

Due to its small size the survey has an 18% margin of error at a 95% confidence level.



## STUDY DESIGN

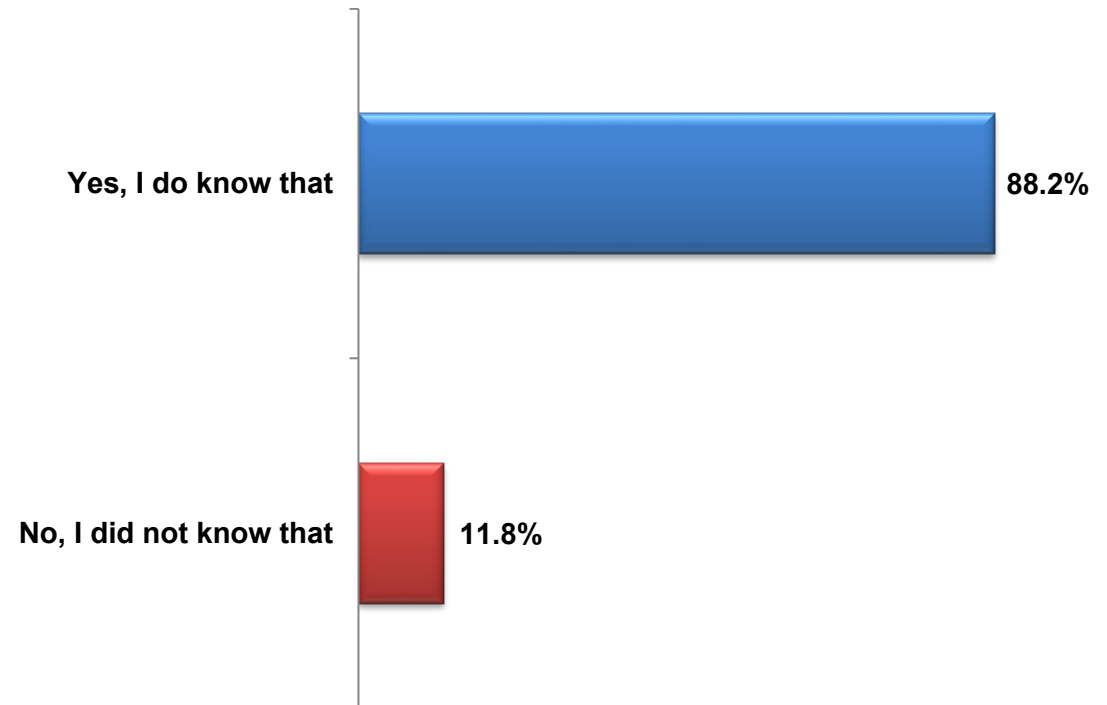
This resident survey was designed by Edna Luther & Associates, Inc., a national marketing research and consulting firm. (See appendix) This firm has conducted thousands of studies to measure consumer attitudes that inform major decisions.

The questions were developed to elicit unbiased opinions of residents. The questionnaire was hand delivered by Mr. Chris Eckert, a Glazenwood resident and local realtor who specializes in the Glazenwood area of San Mateo. Responses were mailed or hand delivered to Mr. Eckert. There are 37 homes in Glazenwood. The questionnaire was completed by 17 residents, or 46% of residents.



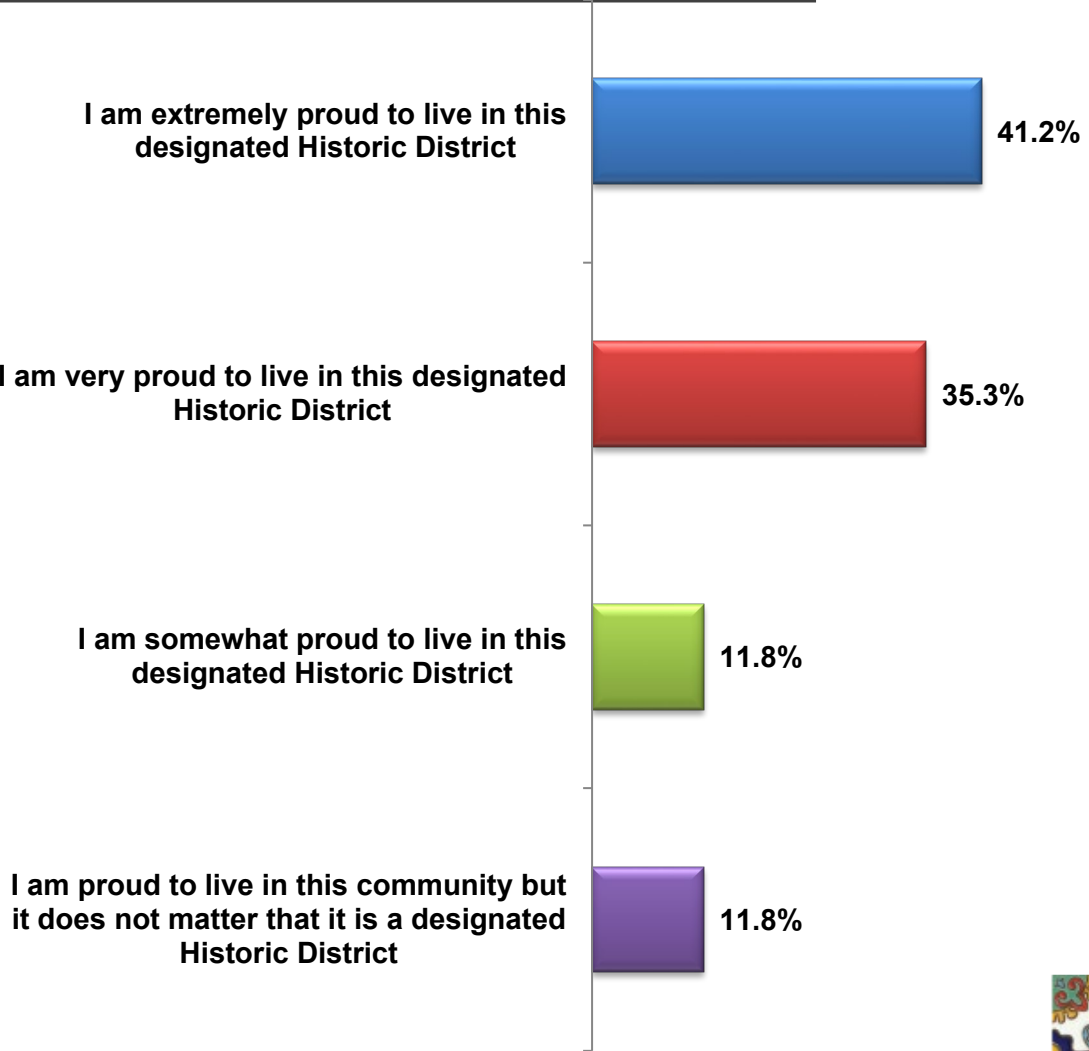
# Q: ARE YOU AWARE THAT GLAZENWOOD IS A DESIGNATED HISTORIC DISTRICT?

A significant majority of homeowners are aware of the Historic District.



**Q: WHAT IMPACT, IF ANY, DOES THE FACT THAT GLAZENWOOD IS A DESIGNATED HISTORIC DISTRICT HAVE ON YOUR PRIDE OF OWNERSHIP?**

88.3 % of owners are proud to live in a Designated Historic district to a varying degree.



Q: WHEN YOU PURCHASED YOUR HOME, HOW MUCH DID THE FACT THAT GLAZENWOOD IS A DESIGNATED HISTORIC DISTRICT IMPACT YOUR DECISION?

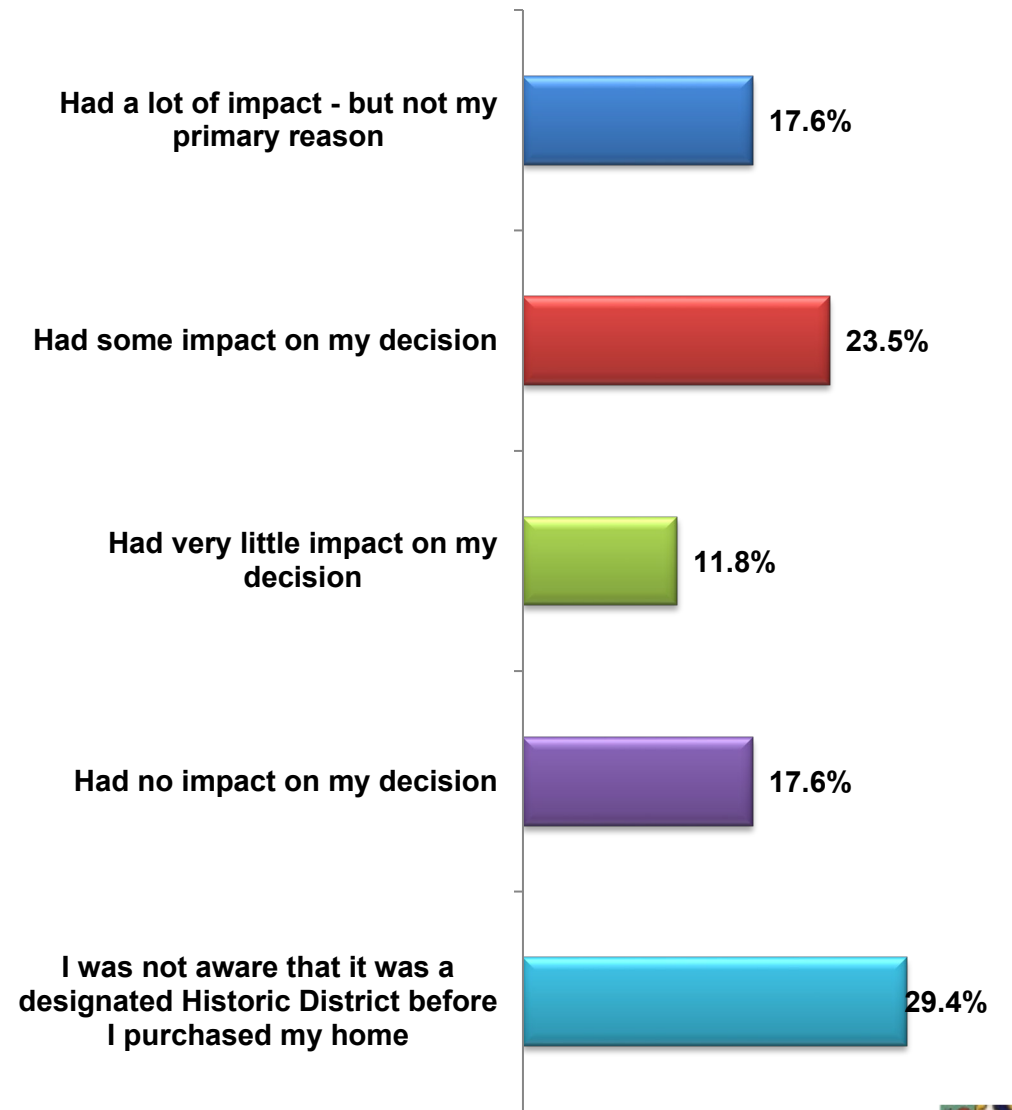
41.1% of owners said it favorably impacted their decision to buy but 29.5% of people were not aware at the time

**Of those who were aware, 75% said it had at least some some impact:**

A lot – 25%

Some – 34%

Very little – 16%



# Q: WHICH, IF ANY, OF THESE FACTORS MAKE GLAZENWOOD A STABLE COMMUNITY ?

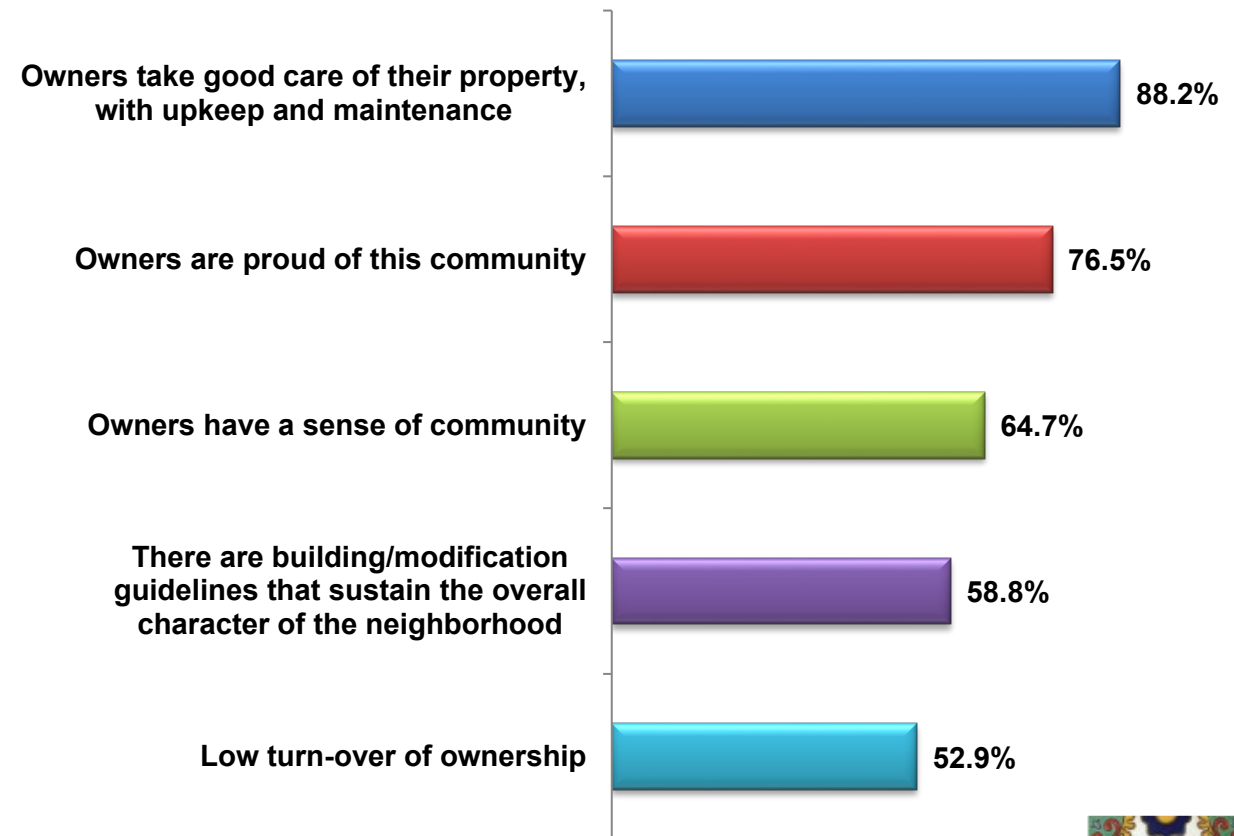
88.2% of residents say owner upkeep and maintenance contribute to the stability of the neighborhood.

76.5% of residents say pride in ownership contributes.

Two out of three say owners having a sense of community contributes.

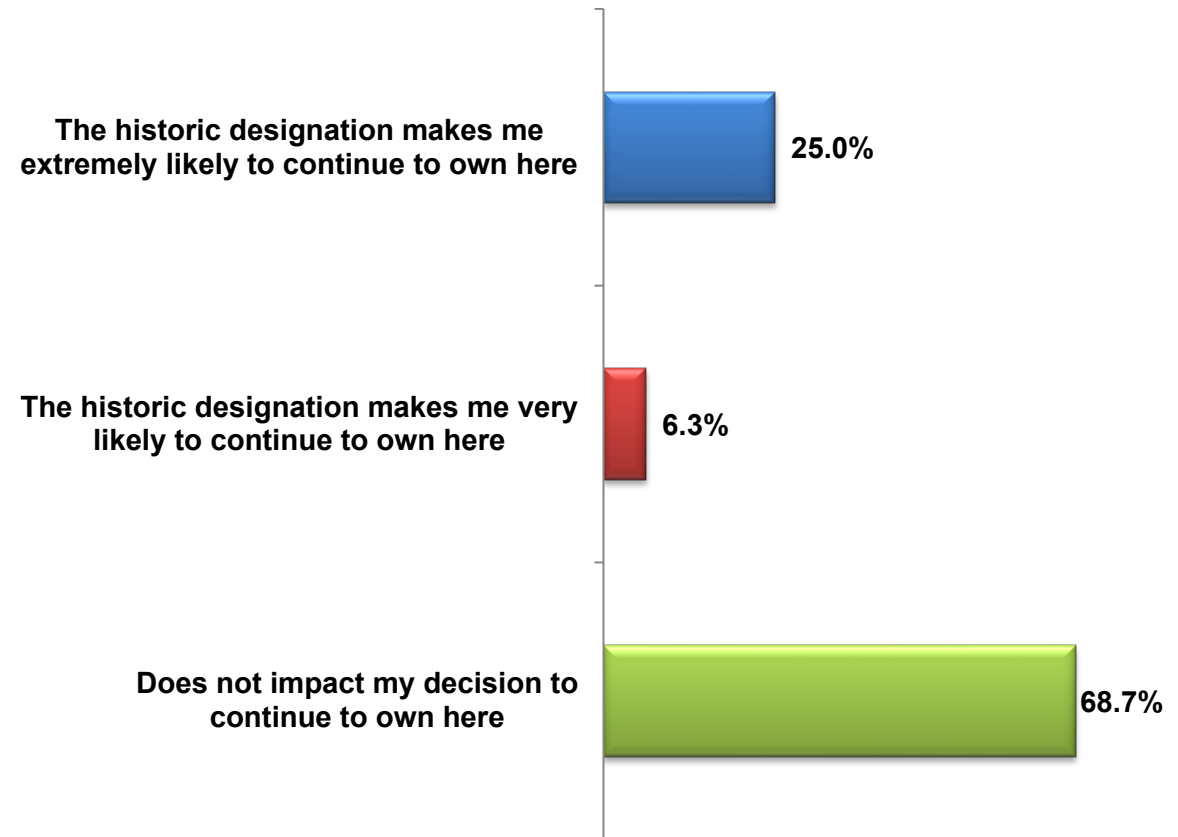
Six in ten agree design guidelines sustain the character of the neighborhood and contributes.

Just over half believe low turn-over of ownership sustains the character of the neighborhood and contributes to its stability.



**Q: HOW MUCH DOES THE FACT THAT GLAZENWOOD IS A DESIGNATED HISTORIC DISTRICT HAVE ON YOUR LIKELIHOOD TO CONTINUE TO OWN HERE OVER THE NEXT SEVERAL YEARS?**

Most owners did not rate historic designation as important to remaining in their homes.





## RESPONDENTS WERE ASKED TO READ “INFORMATION ON GLAZENWOOD HISTORY”

- *The City of San Mateo currently has two identified historic districts, the Downtown Historic District and the Glazenwood Historic District.*
- *Historic districts typically come with legal protections that ensure relevant buildings and homes remain visually intact with their surrounding structures, meaning the homes are much like they were when first built.*
- *The Glazenwood Historic District, a neighborhood of single-family homes within Hayward Park, was designated a local historic district by the City in the early 1990s and is eligible for the National Register of Historic Places. The District retains a high degree of integrity.*
- *Glazenwood now occupies the site of the original Hayward mansion which was converted to the luxury Peninsula Hotel after Hayward’s death. The Hotel burned down in 1920.*
- *Between 1922 and 1925, the S.A. Born Building Company developed the property into an upscale residential area of Spanish Colonial Revival homes. One distinguishing feature of the subdivision is its U-shaped design with the two curved streets of Laurel and Rosewood. Curved streets were popular at the time, derived from the country lanes of England.*
- *The District includes a majority of houses on the west side of Rosewood Drive, Laurel Avenue, the 100 block of Hayward Avenue and the east side of Palm Avenue between 9th and Hayward.*
- *The boundaries are based on the original subdivision map as well as the visual coherence and age of the houses.*
- *Perhaps the most striking visual feature of this neighborhood is the use of the Spanish Colonial Revival style architecture. Many architectural historians note that this style became the favored style for coastal California in the 1920s. In fact, if one architectural style were selected to characterize San Mateo’s historic building stock, the most likely choice would be the Spanish Colonial Revival.*
- *One historian described the neighborhood this way, “Glazenwood epitomizes San Mateo’s hopes during the 1920s, as it formed itself into a community of “beautiful homes””*



# OPINION - NOW THAT YOU READ THE DESCRIPTION, WHAT DO YOU THINK ABOUT THE FACT THAT GLAZENWOOD IS A DESIGNATED HISTORIC DISTRICT?

## Notable Responses:

- **Extremely proud and helps maintain these 100-year-old structures for the future generations.**
- **I absolutely love the history in our neighborhood. I've done extensive reading on the Alvinso Hayward and actually have handwritten postcards from the hotel! I also have a copy of the Glazenwood map that shows the handwritten names of the homeowners on each lot.**
- **I appreciate that Glazenwood is a historic district and that there are efforts being made to keep the visual style intact.**
- **I believe that it is very beneficial that Glazenwood is a historic district. This designation will help to preserve the character of the neighborhood.**
- **I like that Glazenwood is a very small subdivision and has a unique history. Most of my neighbors take pride in living in Glazenwood and are quick to point out that this is not Hayward Park! It seems like most of the owners (with some exceptions) have chosen to honor the history of their homes when updating their houses. I am extremely glad we have a level of protection against an owner scraping their house to plop down an ugly white modern block built right out to the set back limits. (This is very common in Los Angeles and in part of San Carlos and Redwood City).**
- **It is very important part of our culture here in San Mateo to retain our History. Glazenwood represents an important piece of San Mateo history.**
- **Love it and support this. We need to maintain this beautiful architecture. Need to prevent new homeowners buying and tearing down homes only to rebuild non-descriptive mini mansions. The duplex on We need to ensure new homeowners retain the Glazenwood beauty and not force their own cultural norms into our community and destroy our history.**
- **It is very important part of our culture here in San Mateo to retain our History. Glazenwood represents an important piece of San Mateo history.**
- **Support legal protections for visual consistency in the area.**
- **The neighborhood is unique. The pillars are an outstanding enhancement when we moved in, a high school classmate not a broker, told me "I've always wanted to live here"**



OPINION - NOW THAT YOU READ THE DESCRIPTION, WHAT DO YOU THINK ABOUT THE FACT THAT GLAZENWOOD IS A DESIGNATED HISTORIC DISTRICT? (CONTINUED)

**Notable Responses (cont.):**

- **I feel proud to live in this neighborhood**
- **I like to see some of the early history of San Mateo preserved.**
- **I feel the city should not have designated the district as historic without the residents' votes/inputs. (note: designation was done in 1993-1955(?))**
- **We think it is very interesting, it also provides even a greater sense of pride in owning the home.**

## Q: HOW IMPORTANT ARE EACH OF THESE CHARACTERISTICS OF YOUR NEIGHBORHOOD?

- 94% say Historic Designation is absolutely critical or important
- 88.3% say maintaining exteriors visible from the street is absolutely critical or very important
- 82% say authenticity of architecture is very important or critical
- 88% say the preservation ordinance protects that the character is critical or very important
- 82% say renovation being subject to a historic preservation ordinance is absolutely critical or very important.
- 82% support Street facing regulations
- 82% support legal protections for visual consistency in the area
- 88.3% say new construction should adhere to local style, rating this as critical or very important



## Q: HOW IMPORTANT ARE EACH OF THESE CHARACTERISTICS OF YOUR NEIGHBORHOOD? (CONT.)

- 82% rate property value stability or increasing as critical or very important. (note: Glazenwood enjoys higher than average price increases when compared to similar homes in the area - Eckert Study).
- 23.5% have some concern about onerous regulations while 47.5% are not concerned.
- 70% of homes had significant renovations – 30% were done after historic regulations were implemented.
- One person reported cost implications and added complexity from historic regulations. Two said the regulations made their project better. Most didn't know.
- 35% said city staff were competent, or capable with help from others
- Respondents were satisfied with renovation results in all cases



## SUMMARY

- 88.2% of residents were aware of the Historic District when asked.
- 88.3 % of owners are proud to live in a designated Historic District.
- 41.1% of owners said the Historic District designation favorably impacted their decision to buy, but 29.5% of people were not aware. (see slide 7)
- Glazenwood residents regard historic designation as extremely important to the character of the neighborhood.
- City ordinances are working to support Glazenwood.
- Only one party had something bad to say about the ordinance process.



## CONCLUSIONS

- Glazenwood residents regard Historic Designation as extremely important to the neighborhood.
- City ordinances are viewed as working well in support of Glazenwood.
- Only one party had something bad to say about the ordinance process.
- **There is no reason to assume new city rules would make Historic Designation less appealing citywide than it is in Glazenwood.**

