



Planning Memorandum

DATE: 5 May 2023
TO: Historic Preservation Commission
FROM: Alex Lerma, Planning Division
SUBJECT: Heart of Glendale Recognition Plaques

Attached is the draft language for the three (3) plaques in the Heart of Glendale neighborhood. Staff is anticipating the first meeting with Bobby Cazares, who produces the draft language, to review the staff's modifications. Staff will then conduct a follow-up neighborhood meeting and conclude with staff presenting the finalized language for the plaques to the Historic Preservation Commission.

Handout with markup on plaque provided for consideration.

Heart Of Glendale

Barrio Park Military Plaque

Glendale's Hispanic community has served in the United States military with honor and courage. We have served in every modern American war, fighting bravely in global conflicts and making countless sacrifices for freedom.

In World War II, we served in the Army, Navy, Air Force, Marine Corps, and Coast Guard, answering the call of duty to defend freedom. During the Vietnam War, we were disproportionately affected by the draft yet served with pride, bravery, and dedication.

We continue serving today in such campaigns as Operation Desert Storm and the War on Terror, including Operation Iraqi Freedom. We have been recognized with numerous decorations, such as the Purple Heart, Bronze Star, and Silver Star.

With deep respect and appreciation, we honor the Hispanic Veterans of Glendale for courage, commitment, and sacrifices made for our great nation and those who have made the ultimate sacrifice...ADELANTE.

Heart Of Glendale

Cerretas Plaque

Bienvenidos al Barrio Corazón y Alma

We lovingly dedicate this plaque to our ancestors who laid the foundation for our faith, family values, and community involvement.

El Barrio de Guangoche (The Gunny Sack), or The Barrio as affectionately known early on, has been the home of many proud, strong, and resourceful individuals in downtown Glendale since the 1880s. Arizona Canal Water created work in nearby ranches, orchards, farms, the Sugar Beet Factory, and Webster's Dairy. These workers and their families were some of Glendale's first residents.

In 1931, the first Fiestas Patras, founded by Bruno Lopez, Joe Macias, Jose Anaya and family, were held in Murphy Park. The celebrations included music, food, and dancing. Flatbed trucks provided by Rodriguez Trucking featured floats and musicians. These fiestas drew people from Phoenix, Peoria, Avondale, and neighboring towns. It was one of the most significant event in Glendale and one of the first to bring the Hispanic community together. The event was eventually moved to Rose Lane Park so larger crowds could attend.

Hispanic owned businesses were prevalent in early Glendale: Antonio Maldonado's welding shop, Joe Ibarra's gas station and garage, and Gamboa's Bakery where the wonderful smell of fresh Mexican bread, pastries and cochitos (little pigs) drifted from the beehive oven in the family's backyard. Joe's Market was the first full service grocery store with fresh meats, vegetables, and household supplies. El Ranchito was owned by Juanita Ortiz for many years and later became known as Josie's. Josie's made the best chorizo burritos and other Mexican dishes. The Anaya's food store had "the coldest beer in town." To some residents, the area is known as El Barrio De Corazon (Heart) Y Alma (Soul) which demonstrates our faith in the Capilla of Our Lady of Guadalupe which has been a presence in our community from the beginning.

Heart Of Glendale

Our Lady of Guadalupe Plaque

The Chapel of Our Lady of Guadalupe (Capilla of Guadalupe)

The Chapel of Our Lady of Guadalupe began as a small mission under the auspices of the Franciscan Fathers from Saint Mary Parish in Phoenix. The Claretian Fathers of Immaculate Heart Parish in Phoenix took over the mission about 1928. Masses were held in a small adobe church named in honor of Saint Joseph. The adobe church was completed in 1933 and destroyed by fire in 1936. Under the Rev. Francisco Aguirre, the church was rebuilt in 1938 and named Our Lady of Perpetual Help.

On the feast day of St. Joseph, March 19, 1948, it became a formal parish, and in 1949 Father James McFadden was appointed the first pastor. The school was built in 1950 under the direction of the sisters of Norte Dame de Namur.

In 1968 our little rock church was declared unsafe and condemned by safety inspectors. In 1971, after many fundraising events, a multipurpose building was completed.

In the 1970s, the adobe church became a center for religious education classes and social activities. The old church has been restored and is now known as Our Lady of Guadalupe Chapel.

Information provided by the Diocese of Phoenix, Office of the Archives