



# Altadena Historical Society

From our Files

Lost Altadena: The Rose Bowl Motel

December 11, 2011



Before the **Rose Bowl Motel** fell victim to vandalism and criminal activity, Tournament of Roses parade fans booked rooms here well in advance of the January first festivities.

Situated a mile north of the Rose Bowl on a precipice just above Devil's Gate dam, near the northwest corner of Windsor and Woodbury Road, the motel was the place to stay for thousands of Rose Bowl football fans.

The mid-century motel adjoined the La Canada-Flintridge, Pasadena and Altadena communities. Conveniently located less than a mile south of Jet Propulsion Lab, it also served as temporary housing for numerous scientists visiting both JPL and Caltech.

According to text on the back of the post card (above left), the motel featured fully carpeted units with tubs and showers, free TV, room phones and kitchenettes, along with a picture window sky lounge and coffee shop that looked out over the magnificent San Gabriel Mountains.

Blighted from years of neglect and gang activities, the building eventually fell into disrepair. The photo below left (courtesy of Rod Holcomb) features the motel in July, 2003, shortly before it was demolished.



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