

United States Department of the Interior
National Park Service

National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

New Submission Amended Submission

A. Name of Multiple Property Listing

Early Auto-Related Properties in Pasadena, California

B. Associated Historic Contexts

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

Early Auto-Related Properties in Pasadena, California, 1897-1944
Automobile Manufacturing, 1901-1937
Marketing and Servicing the Automobile, 1902-1944
Influences of the Automobile on Other Businesses, 1924-1944
Roadways and Bridges, 1899-1944

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36.CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (See continuation sheet for additional comments.)

Signature and title of certifying official _____

Date _____

State or Federal agency and bureau _____

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper _____

Date of Action _____

Table of Contents for Written Narrative

Provide the following information on continuation sheets. Cite the letter and the title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 168). Fill in page numbers for each section in the space below.

| | Page Numbers |
|---|--------------|
| E. Statement of Historic Contexts (If more than one historic context is documented, present them in sequential order.) | 3 |
| F. Associated Property Types (Provide description, significance, and registration requirements.) | 18 |
| G. Geographical Data | 25 |
| H. Summary of Identification and Evaluation Methods (Discuss the methods used in developing the multiple property listing.) | 26 |
| I. Major Bibliographical References (List major written works and primary location of additional documentation: State Historic Preservation Office, other State agency, Federal agency, local government, university, or other, specifying repository.) | 35 |

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

National Register of Historic Places Continuation Sheet

Section number E Page 3

E. Statement of Historic Contexts

Introduction

The automobile had a profound impact on the American culture and the spatial organization of its cities. The automobile required major changes in the infrastructure such as the improvement of roads, the construction of bridges, and the development of the highway network. This new, improved, and automobile-oriented infrastructure transformed the landscape and facilitated the decentralization of cities. Mass automobile ownership also reshaped the built environment by requiring modifications to existing structures and necessitating the development of new building types such as gas stations and automobile showrooms.

Pasadena quickly and enthusiastically accepted the automobile as the primary mode of transportation. The wealthy population could easily afford the early automobiles, but it was Henry Ford's Model T that popularized the automobile in Pasadena. By 1915, Pasadena had the world's highest rate of automobile ownership.¹ As home to the Walter Murphy Motor Company, the exclusive designer and builder of Duesenberg bodies on the West Coast, Pasadena played a key role in the luxury automobile industry. Colorado Boulevard, Pasadena's main street, was one of the largest and earliest "Auto Rows" in Southern California with dealerships intermittently spaced along one hundred blocks. As Pasadena residents and visitors took to the roads, numerous businesses such as markets, restaurants, and laundries were established to attract customers driving in.

The proliferation of the automobile from 1897 through World War II had a major impact on Pasadena's built environment. The automobile-related resources remaining from this period, which vary from commercial vernacular garages to high-style automobile showrooms, serve as evidence of the important role the automobile played in the historical and architectural development of Pasadena. Associated historic contexts which support this evidence are: 1) Automobile Manufacturing; 2) Marketing and Servicing the Automobile; 3) Influences of the Automobile on other Businesses; and 4) Roadways and Bridges.

¹ Ann Scheid, Pasadena: Crown of the Valley, p. 117.

National Register of Historic Places Continuation Sheet

Section number E Page 4

The automobile first appeared in Los Angeles in 1897; the trial run of the Erie automobile, financed by J. Philip Erie, was reported in the Los Angeles Times as "a gratifying success in every way."² In July of that same year, Erie drove his automobile over Orange Grove Avenue (now Boulevard) with ten people aboard, making it the first horseless carriage ever to appear in Pasadena. Robert Gaylord became the first in Pasadena to own an automobile when he purchased a Stanhope in 1900. Automobiles first appeared in the Rose Parade in 1901. The five motorized floats entered that year were forced to appear at the end of the parade so they would not scare the horses,

In the early years, automobiles were quite expensive and were, for the most part, playthings for the wealthy. The Ford Model T, costing approximately \$890 when it was first introduced in 1908, is credited with making automobile ownership accessible to even lower income groups. Mass production techniques innovated between 1912 and 1913 allowed the company to reduce the price to \$360 in 1916. The Model T was first sold in Pasadena by the Ford Motor Car Company, which established a dealership at 87-89 North Marengo Avenue in 1913. This dealership was succeeded by the Pasadena Ford Agency in 1919 which was located at 707-709 East Colorado Boulevard. Both buildings have since been demolished.

Automobiles became quickly entrenched in Southern California. In 1915, Pasadena boasted more automobiles per capita than any city in the world with one automobile for every eight residents, while the national mean was one for every forty-three citizens.³ By 1923, fifty percent of American households owned an automobile.

In many parts of the United States, the rise of the automobile brought about the demise of other forms of transportation. After purchasing an auto, most people sold or gave away their horse and buggy. Streetcar systems, first constructed in the 1890s, were also negatively impacted by the automobile beginning in the 1920s. Privately owned streetcar

² Los Angeles Times, 5/30/77, Part II, p. 1.

³ Ann Scheid, Pasadena: Crown of the Valley, p. 117.

National Register of Historic Places Continuation Sheet

Section number E Page 5

companies sought ways to lower costs and maximize income; consequently they tended to build lines only where they might prove profitable and run as few cars as possible. The crowded cars, high fares, and slow service frustrated riders. As the automobile became more affordable, streetcar companies were unable to compete. They attempted to expand their service areas by supplementing the streetcars with buses, but the system still had more limitations than the automobile which afforded complete freedom of mobility. Most streetcar companies were liquidated during the Great Depression. Those that remained eventually made a full conversion to buses because they could not attract the investment capital needed to finance major infrastructure improvements.

The emergence and decline of the streetcar systems on the national level were typical of Pasadena, where in 1894 the Pasadena and Los Angeles Electric Railroad was incorporated. The first car ran along Fair Oaks Avenue from Columbia Street at the city limits to the Throop Institute at Chestnut Street in the downtown area. Through the purchase and consolidation of various streetcar systems, Henry Huntington created the Pacific Electric, which became the largest interurban streetcar system in the United States. By 1902, the Pacific Electric operated all of the streetcar lines in Pasadena. In his continuous effort to squelch competition, Huntington purchased the independent motor bus companies which began operation in Pasadena in 1922. For a short period of time, the integration of buses into the streetcar system increased ridership which peaked in 1927. When ridership declined in the 1930s, the Pacific Electric sold its Pasadena lines to the Pasadena City Lines, Inc. which abandoned the streetcar system in 1941.⁴

Automobile Manufacturing 1901-1937

The first automobiles in the United States were individually crafted by blacksmiths, toolmakers and machinists and powered either by gasoline, steam, or electricity. Enterprising businessmen teamed up with these amateur inventors to create the American automobile industry. In 1910 approximately three hundred companies were producing automobiles in the United States. Within a few short years, most companies went out of business or were bought out by larger competitors. Of these, two giants eventually emerged: Ford and General Motors. In 1911, also its first full year of operation at its

⁴ W.L. Blair, Pasadena Community Book, p. 134.

National Register of Historic Places Continuation Sheet

Section number E Page 6

Highland Park complex, Ford held twenty percent of the American car market. The dramatic production innovations – namely the moving assembly line – of the next few years boosted Ford's share of the market to forty-eight percent. Mobilization for World War I interrupted this expansion, but Ford entered the 1920s as America's premier automaker with over fifty-five percent of the industry's out-put in 1921.⁵

In Pasadena, the early automobile industry was represented by machine shops and custom coach builders. Waldemar Hansen, proprietor of the Pasadena Machine Shop at 37 South Broadway (now Arroyo Parkway), played a key role in early automobile industry. In 1901 he began manufacturing the Hansen gasoline engine which could be installed in automobiles as well as boats. In 1902, the Los Angeles-based Auto Vehicle Company (AVC) purchased Hansen's shop and the rights to manufacture his engine. The engine was installed in a two-cylinder four-passenger model called the "Tourist", making it the first automobile completely designed and built in Los Angeles. It was soon being sold by dealers throughout the State. In 1904, Hansen sold his interest in AVC and opened another shop at 540 South Lake. In 1907, he began making and selling the H. and W. Runabout, a four passenger car which sold for six hundred dollars. Both buildings associated with Hansen are no longer standing.

American companies (which came to be concentrated in southern Michigan) along with their European counterparts would often ship their high performance chassis to New York and Los Angeles where there was a strong market for luxury cars.⁶ Local custom coach builders would then complete the automobile according to the individual taste of the patron. One such company was the Walter M. Murphy Motor Company of Pasadena.

Walter M. Murphy came from a Detroit family that had made its fortune in lumbering. An uncle, William H. Murphy was a stockholder in Henry M. Leland's Cadillac as well as a backer of Henry Ford's early automotive ventures. Before entering the custom body

5 Peter Ling, America and the Automobile: Technology, Reform and Social Change, p. 127.

6 Duesenberg, Lincoln, and Cadillac were the first American made luxury cars able to compete with the European imports such as Mercedes and Rolls Royce.

National Register of Historic Places Continuation Sheet

Section number E Page 7

business, Murphy sold Simplex and Locomobile cars. In 1920, he moved into new facilities at 275-85 West Colorado Boulevard and became the California distributor for the new Lincoln luxury car. He expanded into the body business as a result of the Lincoln's poor engineering and conservative styling.

After Lincoln was acquired by Ford in 1922, Murphy turned to building custom bodies for a variety of luxury car chassis at his Pasadena plant at 37-55 North Vernon Avenue (now St. John Street); however, Murphy built more bodies on Duesenberg chassis than any other coach builder in the United States. Murphy's forte was in designing convertibles and roadsters. He innovated the convertible top which folded down into a well behind the driver's seat. Upon his retirement in 1932, he became associated with the Shell Oil Company of California. Murphy's business was carried on by two of his associates until the Duesenberg Company went out of business in 1937.⁷

Marketing and Servicing the Automobile: 1902-1944

At first, automobile sales and services were often incorporated into existing businesses such as horse livery, blacksmith shops and machine shops. Likewise, in Pasadena existing businesses like the Wilson and Tanner Stables, founded in 1881, began servicing and renting automobiles in 1906. By the mid-1920s, they had changed their name to Tanner Motor Livery. The building still stands at 144 West Colorado Boulevard. Edgar R. Braley added Thomas motorcycles and Waverly electric cars to his bicycle shop at 35 Raymond Avenue. Later he quit the bicycle business altogether, and in the same shop became an agent for the Waverly Electric Automobile Company. The Braley building, constructed in 1906, still survives.

Early-day service garages supplied many needs, as well as acted as agents for new and used cars. The first commercial garage in Pasadena was built for Mrs. Estelle G. Jennings in 1902. Located on the corner of Union and Delacey, the ground floor was occupied by the Hodge Brothers Machine Shops and Automobile Department. Following hard on its heels, the Pasadena Garage Company was built in 1903 at 151-53 West Colorado

⁷ James Flink, "The Ultimate Status Symbol: The Custom Coachbuilt Car in the Interwar Period," The Car in the City, p. 160-61.

National Register of Historic Places Continuation Sheet

Section number E Page 8

Boulevard. Both buildings have since been demolished.

As the automobile grew in popularity, related businesses became more specialized. Although many automobile dealers continued to service the cars they sold, the functions of shipping, storing and repairing cars were increasingly performed by other businesses specifically created to meet these needs. It was at this point that the automobile show and sales room came into its own. To keep pace with the public's demand for automobiles a relatively large number of showrooms were constructed in Pasadena. The 1924 Pasadena City Directory listed thirty-eight automobile dealers. Most were located on Colorado Boulevard in two clusters -- one east and one west of Downtown -- while a few others were located on Union Street, Lake Avenue and Fair Oaks Avenue.

While automobile sales remained strong nationally through the end of the 1920s, the number of dealerships began to decline as automobile companies consolidated or were forced out of business by fierce competition. The 1929 Pasadena City Directory listed twenty-three automobile dealers. As sales sagged during the Depression, automobile dealers refocused their businesses on service to make up for the loss in revenues. During World War II the production of automobiles came to a halt.

American automobile owners first purchased gasoline either at the local livery, garage, dry goods store, or fuel and feed store. Gasoline was also home delivered by the barrel or purchased from vendors who sold door-to-door from push carts. Until the invention of the gasoline pump in 1898, the standard method of fuel transfer was with a bucket and funnel. By the 1910s, the widespread use of pumps at various retail locations allowed for the safe distribution of gasoline. Slayden Brothers Company at 237 West Colorado Boulevard was originally a fuel and feed store that successfully converted to a gasoline station. They claim to have installed the first gasoline pump in Pasadena.

Eventually oil companies developed their own network of retail outlets for the distribution of gasoline. The 1909-10 City Directory was the first issue to include Oil and Gasoline as a category. Three of the four businesses listed were major oil companies and included: Penn Oil Company, Standard Oil Company, and Union Oil Company of California. Competition for motorists' patronage led to the development of recognizable corporate images that could be repeated throughout the country. Oil companies began to standardize the designs of their stations in order to attract and hold the loyalty of motorists, many of

National Register of Historic Places Continuation Sheet

Section number E Page 9

whom were venturing further and further from home. Texaco adopted the Spanish and Mission Revival styles for its corporate image and developed several gas station prototypes based upon those styles. One such Texaco station was constructed in 1930 at 166 West Colorado Boulevard and is a contributing building in the Old Pasadena Historic District. During the 1930s Texaco enlisted the services of industrial designer Walter Dorwin Teague to update their standard stations. He developed a more functional looking station with horizontal banding, white wall treatment, and a parapet punctuated with bright red stars.

During the early part of the twentieth century, primitive roads either generated dust or mud, depending on the weather. As a result, cars required frequent washing. The more affluent Pasadenans had their cars picked up every night by one of the local garages which would return them the next morning freshly washed. This service was obviously a luxury not everyone could afford. Commercial car washes developed during the 1920s along with mass automobile ownership and as garages began to specialize in automobile maintenance and repair. In Pasadena, the first automobile "laundries" appeared in the 1924 City Directory: one at 63 West Union and the other at 1052 South Fair Oaks. The City's oldest extant car wash is the Pasadena Auto Laundry, constructed in 1927 at 1364 East Green Street. These early car washes were not the mechanized variety which were developed later, but simply open structures with garage doors where crews of men would wash and dry cars by hand.

Influences of the Automobile on Other Businesses: 1924-1944

The introduction of the automobile influenced the general layout of the city by changing existing and creating new businesses. The automobile enabled people to move farther from the city core and thus forced businesses to accommodate their customer's new needs. The emergence of the "drive-in" as used to describe not only early laundries, but also restaurants, markets, and auto camps during the late 1920s and throughout the 1930s reveals the quick adaption Americans made to the automobile. The service sector rapidly transformed from a more formal delivery system to one of a "cash and carry" system. Along with this was the consolidation of businesses [especially applicable to markets] to provide customers with one-stop shopping.

As the automobile became a more common means of transportation, touring became a

National Register of Historic Places Continuation Sheet

Section number E Page 10

popular leisure past time, especially for the affluent. Accordingly, Pasadena's resort hotels took actions to accommodate their patrons' automobiles by building port cocheres, parking garages, and lodging for chauffeurs. "The Huntington Hotel's two-story garage provided space for one hundred and fifty autos with forty sleeping rooms for chauffeurs above. In one month alone, they reported that eighteen railroad cars loaded with fifty-four tourists autos had arrived in town."⁸ Visitors who did not ship their automobiles to Pasadena for the winter could make arrangements to rent one. The Fair Oaks Garage was one of several businesses advertising automobile rentals in the 1907-08 Pasadena City Directory. The building at 101 South Fair Oaks Avenue has since been demolished.

Automobile camps, later called tourist camps, were the forerunner to today's motels and trailer parks. In contrast to Pasadena's resort hotels where tourists would often stay all winter long, automobile camps were suited to the practice of touring from one place to another over a one or two week period. The accommodations offered at automobile camps are best described as primitive, with often little more than a place to park one's car and pitch a tent. Running water was usually the only amenity. According to the Pasadena City Directory, the earliest automobile camp appears to have been established in 1924 on Daisy Avenue, near Foothill Boulevard. By the next year, three camps had opened along Eaton Canyon Wash. Cabins were built in the early thirties, making the transition from an automobile camp to tourist camp. Typically, tourist camps provided one-room cabins with a community kitchen and sometimes a grocery store on site. The number of tourist camps in Pasadena had risen from five in the late 1920s to a total of fifteen by the end of the 1930s.

In Pasadena, most of the tourist camps and trailer parks were "Ma and Pa" establishments, with a majority located on the undeveloped eastern part of the City. The later development of freeways greatly influenced the demise of many of the tourist camps. Some of the oldest, like Oak Park Auto Camp, Clark's Cottage Camp, Gypsy Trail Motor Court were reinvented to meet the changing needs of tourists. Unfortunately, none of the original tourist camps exist in Pasadena today.

Arthur Heineman, a Pasadena architect, was the first to transform the separate cabins

⁸ Ann Scheid, Pasadena: Crown of the Valley, p. 117.

National Register of Historic Places Continuation Sheet

Section number E Page 11

characteristic of the bungalow court into a one building structure, creating what today is commonly referred to as a motel. He registered the name "Mo-tel" with the Library of Congress, and in 1926 he built his first motel in San Luis Obispo, which is still in operation today. The Grand Motel, constructed in 1939 at 3321 East Colorado Boulevard, was the first of several motels constructed in Pasadena. The Grand Motel was demolished in 1985. The oldest existing motels in Pasadena are from the post-War period, and many have been acquired by major chains.

The influence of the automobile can be seen in the sprawl of commercial buildings and homes away from downtown. Since many customers were no longer within walking distance of the main shopping area, the design and function of the retail establishments began to change. The major shift in design was the creation of on-site parking, predominantly occurring at markets, as opposed to merely along the street. In Pasadena, the emergence of the drive-in was evident in not only markets but a host of businesses, though unfortunately many of these structures have been demolished.

Some of the earliest markets in Pasadena were built in the late 1920s and early 1930s. Of these buildings only the Hen's Teeth Square (originally Woestman's Drive-In), located at 2053-2057 Los Robles, is still standing. Designed by architect Theodore Pletsch in 1930, the Hen's Teeth Market was built some distance from downtown Pasadena, thereby hoping to catch customers traveling along a main thoroughfare either going to or from home. It also included a gas station, which has since been demolished. The drive-in markets were often L-shaped buildings, rather long and narrow with large arched openings, a forerunner to today's strip malls. The Dutch Drive-In was built in 1927 at the corner of Colorado and Bonnie and featured a number of businesses, most notably Van de Kamp's with its signature windmill. A Ralph's supermarket was built in 1929 on North Lake Street, designed with the parking lot to the side and back, and consolidating several businesses into one.

The economic and time saving benefits of drive-ins appealed to many Pasadena residents. The spread of the drive-in theme into other businesses reflects the popularity of the automobile. Laundry and food service businesses were especially revolutionized by the automobile. The first drive-in laundry was built in Atlanta, Georgia in 1930, and the idea quickly spread. In Pasadena, the Royal Laundry at 433 South Raymond Avenue added a drive-in structure to its plant to facilitate service to its customers, since laundry had

National Register of Historic Places Continuation Sheet

Section number E Page 12

traditionally been delivered. The popularity of the drive-in laundry also extended to vacationers in Pasadena, especially the large percentage who stayed in the tourist camps who both owned a car and desired the convenience of picking up one's laundry.

The informal relationship between automobile-related businesses and their customers spawned an equally informal "roadside" architecture. While drive-ins and similar establishments were often designed in the popular styles of the period, such buildings shared characteristics in their orientation, location, form, and signage. Signage was an important element of roadside architecture. Proprietors used all surface areas for signage, including rooftops, to attract passing motorists. In some cases, buildings took the form of the product or service they were selling. In Pasadena, the integration of architecture and signage was epitomized by the Mother Goose Pantry which was designed to look like an old shoe. Constructed in 1929 at 1929 East Colorado Boulevard, the building has since been demolished.

Roadways and Bridges: 1899-1944

Accompanying the rise of the automobile were improvements in roads, the construction of bridges, and the evolution of the highway system. At the turn of the century most streets were unpaved and narrow. Depending on the weather they were either dusty or muddy, and sometimes impassable. Early automobile travel was more of a sport than a means of transportation. While the automobile was an entirely private instrument, a massive expenditure of public funds on infrastructure improvements was required to accommodate it. Special interest groups such as automobile clubs, dealers, manufacturers, oil companies, and land developers lobbied heavily to see that the government opened its coffers to ease the way of the automobile. Together these groups are often referred to as the Good Roads Movement.

The Pasadena Better Road Society, founded in 1899, advocated the grading and paving of streets even before the automobile arrived on the scene. They were joined in their efforts by the Pasadena Automobile Club which formed in 1903.

Elliott Evans was President, and his organization started auto runs to Santa Ana, Santa Monica and Riverside. Triweekly tours to Pomona were opened to the public, with the proceeds being placed in a good roads fund.

National Register of Historic Places Continuation Sheet

Section number E Page 13

Members of this auto group had to be hardy drivers as no paved roads of as much as a mile in length existed in the entire state.⁹

At the urging of these private organizations of car enthusiasts, the City government began improving the quality of streets. By 1909, Pasadena boasted of an excellent street system:

The main thoroughfares in the business center of the city, and one residence street 2 1/2 miles long, are paved with asphaltum; many miles of residence streets are thoroughly surfaced and treated to a coating of crude petroleum, which makes an ideal driving surface, perfectly smooth and no dust...while a large number of other streets have been graded, graveled, and put in condition for paving.¹⁰

Along with these improvements, Pasadena tried to accommodate the large number of automobiles in other ways. Vehicular traffic was facilitated by widening streets and instituting improved traffic regulations. In 1902, the Pasadena City Council established a maximum speed limit of eight miles per hour within the City limits and six miles per hour in the downtown area. In 1919, the City Council approved the expenditure of \$2,000,000 to widen Colorado Boulevard between Orange Grove Boulevard and Delacy Avenue. The project took ten years to complete and was soon followed by the widening of another three blocks from Delacy to Broadway (now Arroyo Parkway). When the project was completed in 1930, the City's main thoroughfare was 100 feet wide. As the project chopped off thirteen feet from the north building line, a large number of structures were partially or totally demolished and reconstructed.

Also a part of the effort to improve roadways was the marking of roads. The Bancroft Road Marker at 1304 East Colorado Boulevard in what remains of a road improvement project undertaken by the Highway Commission of Los Angeles County between 1902 and 1908. The marker is part of a system called the "Ten Block System for Numbering Country Houses" designed by Albert L. Bancroft and first used in Contra Costa County

9 Harold Carew, History of Pasadena and the San Gabriel Valley. Vol. II, p. 6.

10 Arrowhead Magazine, 1909, p. 7.

National Register of Historic Places Continuation Sheet

Section number E Page 14

in 1892 and later in Los Angeles County. While the system was primarily designed as a standardized means of addressing properties in rural areas, it was also used by motorists to calculate mileage and gasoline consumption.

At the national level, rural and urban interests joined forces to lobby for a national highway program. The Federal Road Act of 1916 offered funds to states that organized highway departments. The Federal Highway Act of 1921 designated 200,000 miles of road as "primary" and thus eligible for federal funds on a fifty-fifty matching basis. More importantly, the 1921 legislation also created a Bureau of Public Roads to plan a highway network to connect all cities of 50,000 or more inhabitants.

The National Old Trails Route was conceived and implemented by the Automobile Club of Southern California. The project involved the posting of signs along 3,000 miles of roadway directing travelers to Los Angeles or New York. The first sign was posted in front of the Automobile Club's property on South Figueroa Street in Los Angeles. The second sign was posted in Pasadena on August 20, 1914, at the southeast corner of Colorado Boulevard and Fair Oaks Avenue.¹¹

In 1926, the National Old Trails Route became part of Route 66, the first national interstate highway. Starting at the corner of Jackson Boulevard and Michigan Avenue in Chicago, it ran 2,200 miles to the corner of Santa Monica Boulevard and Ocean Avenue in Santa Monica. The original Route 66 entered Pasadena from the east on Foothill Boulevard, traveled west to Hill Street, turned south on Hill to Colorado Boulevard, west on Colorado Boulevard to Fair Oaks Avenue, and then proceeded south on Fair Oaks Avenue into South Pasadena. During the Depression, Route 66 was the path of flight for Okies escaping the Dust Bowl.

The roadway most closely associated with Pasadena is the Arroyo Seco Parkway, also known as the Pasadena Freeway. Completed in 1940 with funding from the WPA, it is California's earliest freeway, the first roadway to provide a direct route, virtually free of intersections and grade crossings.

¹¹ Ann Scheid, p. 119.

National Register of Historic Places Continuation Sheet

Section number E Page 15

The Arroyo Seco Parkway was considered not only an important transportation project because it linked the business districts of Pasadena and Los Angeles, but also an impetus to the area's development. The two terminals of the nine mile roadway are Glenarm Street and Arroyo Parkway in Pasadena and the Figueroa tunnel in Los Angeles. A unique aspect of the design was to avoid local traffic by depressing and bridging the roadway. "It also set two important precedents for future California freeways: its banks were landscaped and billboards were banned."¹² When the parkway was completed in 1940, Route 66 was changed to enter Pasadena on the east at Colorado Boulevard, proceeded west on Colorado to Arroyo Parkway and then south on Arroyo Seco Parkway.

The creation of bridges in and around Pasadena appears to have begun in the late 1800s, with construction and alterations continuing to the present day. The physical location of Pasadena at the base of the San Gabriel Mountains and bordered by the Arroyo Seco on the west, has made the use of bridges a necessity for travel to and from certain areas of the city.

There have been two waves of bridge construction in Pasadena's history. The land boom of the late 1800s turned Pasadena from a valley of orchards into a bustling town. The Arroyo Seco presented a difficulty for bringing building and other supplies coming from Los Angeles, especially during the rainy season. Designed to facilitate the development of residential tracts, the first bridges were for horse-drawn carriages and trains. During the early part of the twentieth century, the advent of the automobile and the expanding population created an increasing need for bridges to both transport cars and to provide an easy and scenic passageway in and out of the city.

For horse-drawn carriages, the only way to cross the Arroyo Seco was to descend into the base of the gorge, cross the stream, and climb back up through a passage known as Eagle's Rock. In the late 1880s by the Scoville family built the Scoville Bridge, a trestle bridge spanning the stream at the base of the Arroyo Seco, approximately where the Colorado Street Bridge stands today. In 1886, the horse-drawn trolley car lines expanded across the Arroyo into Linda Vista on what appears to be the first bridge in Pasadena to span the gorge. Built by the West Pasadena Street Railway, the Linda Vista Bridge was

12 Ann Scheid, Pasadena: Crown of the Valley, p. 161.

National Register of Historic Places Continuation Sheet

Section number E Page 16

torn down in 1892. In 1898, Campbell-Johnston, a land holder in the area, built a toll road to and across his San Rafael ranch. It was replaced in the early 1900s with the La Loma Bridge, which has since been demolished and replaced by a reinforced concrete span.

Bridge construction in the early 1900s shifted away from merely transporting of goods towards facilitating tourism to Pasadena. New technology allowed more sophisticated thoroughfares across the Arroyo Seco, connecting areas that before had been impassable. By the 1910s, use of reinforced concrete construction made bridges more permanent fixtures on the landscape.

The Colorado Street Bridge, constructed in 1913, has been described as a "feat in American engineering" due to the topography of the Arroyo. Designed by Kansas City engineer, J. A. L. Waddell, the unstable terrain forced the engineers to design the bridge on a curve thereby giving it proper footing and also contributing to its breathtaking stance. The bridge took eighteen months to complete, with work performed by more than one hundred workers. Due to the huge growth of Pasadena, by 1934 it was considered obsolete. It was saved from demolition in 1951, and recent efforts resulted in its restoration.

Increasing automobile traffic necessitated the construction of numerous bridges during the 1920s. The San Rafael Bridge, Holly Street Bridge, San Pasqual Bridge, Oak Knoll Drive Bridge, Foothill Boulevard Bridge, and the Columbia Street Bridge were all constructed during the 1920s and are still standing. Physical deterioration has forced the demolition of other bridges from the twenties, including the La Canada-Verdugo and the Prospect Boulevard Bridge.

Conclusion

The automobile was introduced to the American public at the turn of the century and by the mid-1920s it was virtually a national institution. The fiercely self-reliant American public fell in love with this new means of transportation which offered complete and independent mobility. The widespread adoption of the automobile had a profound impact on the culture and built environment. It all but drove out of existence one of the world's largest streetcar systems and created in its place the automobile industry which makes up a major segment of the American economy. The transformation of the infrastructure,

National Register of Historic Places Continuation Sheet

Section number E Page 17

including the development and improvement of roads, bridges, and highways, coincided with the rise of the automobile. The automobile also brought about new forms of settlement patterns and generated new building types. The emergence of a drive-in culture, as manifested in theaters, restaurants, markets, gas stations, etc., is a direct reflection of how the automobile changed the American lifestyle.

After World War II, cheap fuel, mass-produced automobiles, and urban expressways contributed to increasingly decentralized cities. Of equal importance in this trend were federal housing programs which subsidized the development of suburban housing tracts. Consequently, Americans became entirely auto-dependent. The post-War boom in Southern California along with the ultimate acceptance of Modern architecture led to the demolition of many of Pasadena's early auto-related buildings, but also brought about new cultural and architectural trends which have yet to be evaluated.

National Register of Historic Places Continuation Sheet

Section number F Page 18

F. Associated Property Types

Following are analyses of three of the most prevalent property types associated with the early history of automobiles in the City of Pasadena. While other related resources exist, there are too few which are extant to warrant the development of property type analysis. These property types include: car washes, commercial garages, parking structures, drive-in businesses such as markets, restaurants and laundries, and auto-related signage such as road markers, street signs, and commercial signage.

Automobile Showrooms

Description

Automobile showrooms which remain from the pre-World War II era are located in two clearly defined areas: one clustered on West Colorado Boulevard in the 200 and 300 blocks, while another group is concentrated between the 1000 and 1300 blocks of East Colorado Boulevard. Most of these buildings are still occupied by automobile dealerships or related businesses, although the nucleus of current automobile trade is located further east on Colorado Boulevard. One exception to the preponderance of pre-War showrooms on Colorado Boulevard is the Don Lee Cadillac dealership constructed in 1925 on East Green Street. It is a contributing building in the Pasadena Playhouse National Register District.

The precursor to the automobile showroom was the commercial garage. These buildings were typically one or two stories in height and constructed of masonry or wood frame. In either case, the simplest of commercial designs was employed. Storefronts were one or more bays wide, depending on the size of the business, with doorways for pedestrians and larger openings for vehicles. In other cases, pedestrian entryways were located on the primary street facades, while vehicular access was relegated to side streets and alleys.

As automobile sales mushroomed during the early 1910s, automobile agents and dealers spun-off into separate businesses housed in major new commercial buildings with showrooms and service facilities. These new buildings were designed in a variety of Period Revival styles and were intended to portray the stature of the respective automobile companies. In Pasadena, Mayan, Egyptian, Classical, Mission, Spanish Colonial and

National Register of Historic Places Continuation Sheet

Section number F Page 19

Italian Renaissance Revival styles are represented. Generally these buildings were one-story or two-story structures of masonry construction with wood or steel truss roofs. Automobile showroom areas invariably occupied the front portion of the buildings, while service facilities were located in the rear and accessed from alleys or side streets. Architectural styling and ornamentation was concentrated on the showroom portion, particularly around the formal entrances. Expansive plate glass windows were also a dominant feature of the primary facade. Exterior cladding such as concrete and stucco was often scored, carved or cast to create the appearance of stone. High ceilings, waiting rooms and decorative floors distinguished the interior showroom spaces. In some cases, fireplaces provided a place around which conversation was centered. The interior of the service facilities were characterized by bare concrete floors, exposed roof trusses and skylights.

Significance

Automobile showrooms are significant under National Register criterion A in the area of Commerce. This property type serves as evidence of the important role automobile sales businesses played in Pasadena's economy, especially during the interwar years. As outlets for new automobiles into the marketplace, showrooms were critical to the introduction of the automobile to the general public.

Automobile showrooms are significant under criterion B if they are associated with individuals who pioneered and/or innovated the automobile sales business in Pasadena. Walter Murphy, for example, was one of the most significant figures in the history of automobiles in the United States. He was a nationally recognized leader in the sale and manufacturing of luxury automobiles, including Lincolns and Duesenbergs.

In a few instances, automobile showrooms are excellent examples of architectural styles popular during the 1920s. In the case of the more exotic architectural styles such as Egyptian Revival and Mayan Revival, they are some of the few examples remaining in Pasadena. These automobile showrooms are significant under criterion C.

National Register of Historic Places Continuation Sheet

Section number F Page 20

Registration Requirements

To qualify for listing under criteria A, B, or C, the resource must retain a strong integrity of association and design. Like most commercial buildings, automobile showrooms undergo alterations as the product and ownership changes. However, these alterations should not significantly change the historic appearance or use of the building.

Under criterion A, the resource must have had a strong association with a particular dealership or automobile company. They may also be eligible under criterion A as contributors to districts if they are located in historic auto rows, clusters of showrooms. Resources must possess sufficient stylistic and structural integrity to be identified with the original use and period of significance.

For criterion B to be applied, the resource must be the only building remaining associated with the significant individual when he or she was active in the automobile sales business. To have a strong association, the resource must have been used by the individual for a significant period of time. Moreover, the individual must have played a leadership role in the automobile sales business in Pasadena. Once again, resources must possess sufficient architectural integrity to be identified with the original use and period of significance.

To be eligible under criterion C, the resource should be a good example of a particular style or architect's work with few or no alterations. In either case, it must possess the distinct characteristics of an automobile showroom from the period of significance. Chiefly among these are the location of the sales area in the front portion of the building with large display windows and pedestrian entryways along the primary street facade. The original exterior wall cladding should also be evident. The replacement of original windows is typical in many of the remaining automobile showrooms, but should not detract from the significance of the building as long as the original pattern of the fenestration remains largely intact. Interior features such as high ceilings, exterior, and spatial arrangements which are visible through expansive showroom windows are also important. The service facilities, typically located to the rear of the property, should retain their original openings (or if infilled should be apparent), wall finish, roof form, and skylights. Additions to the buildings are acceptable if they are clearly subsidiary to the original. Alterations on non-street facing elevations are acceptable.

National Register of Historic Places Continuation Sheet

Section number F Page 21

Bridges

Description

The first bridges in Pasadena were trestle and suspension bridges constructed of metal and wood and merely extended across creek beds at the bottom of the Arroyo. The introduction of reinforced concrete around the late 1880s was well received in California and became widely used in the construction of bridges. The Colorado Street Bridge, the San Rafael Street Bridge, and the Holly Street Bridge are all open spandrel arched bridges constructed of reinforced concrete. The graceful lines of the arched bridges which cross the Arroyo reflect the philosophy of the City Beautiful Movement. All of these bridges have sidewalks, balustrades, and some contain alcoves for pedestrians to rest. The Colorado Street Bridge's eleven arches are perhaps the most scenic, further complemented by the design of the bridge on a curve. Its Beaux Art detailing, indicated by the attention to detail on the brackets, railing, columns and posts, define it as a characteristically early twentieth century structure; the other bridges retain a hint of this detailing.

Significance

Bridges are significant under National Register criterion A because they represent the City's economic and physical need for facilitating automobile traffic across the Arroyo. During the early part of the twentieth century, the advent of the automobile and the increase in people created a new need for bridges to both transport cars and to provide an easy and scenic passageway in and out of the City.

The focus in building these bridges was not solely on transportation, but also on creating something picturesque for the community. With the development of reinforced concrete, bridges across the Arroyo became more permanent fixtures on the landscape and opportunities to express architectural beauty. Bridges that exhibit stylistic features of the period 1895 to 1944 or were designed or engineered by persons who significantly contributed to bridge construction during this period are significant under National Register criterion C.

National Register of Historic Places Continuation Sheet

Section number F Page 22

Registration Requirements

To qualify for listing under criteria A or C, the resource must retain a strong integrity of association, setting, location, workmanship, and design. The Colorado Street Bridge is already listed in the National Register of Historic Places. Several bridges are no longer eligible because they lack historic features. For example, the San Rafael, Prospect Street and La Canada-Verdugo Bridges were entirely demolished and rebuilt.

Under criterion A, the resource must have a strong association with the automobile. Resources must possess sufficient stylistic and structural integrity to be identified with the period of significance.

To be eligible under criterion C, the resource may be a good example of a method of construction or architect's or engineer's work. In either case, it must possess the distinct characteristics and authentic historic fabric from the period of significance. Chiefly among these original features are: brackets, railing, columns, posts, lighting standards, sidewalks, and alcoves.

Gas Stations

Description

The first gas stations, or filling stations as they were originally known, were located on the curbs of streets and consisted merely of pumps which may or may not have been sheltered. This method of refueling caused traffic problems so the distributors of gasoline were forced to purchase lots so that pumps could be set back from the street. These first drive-in gas stations also included small wood or masonry structures which served as offices for the attendant. Pumps were often sheltered by canopies which extended from the attendants office or by free standing structures.

Prefabricated gas stations appeared during the Teens and allowed oil companies and independent retailers to quickly establish themselves on roads which were quickly being developed. "Not only were these metal and glass structures portable but they could be erected and operational in a few days. Manufactured by several iron-works companies, these simple metal and glass buildings looked like a cross between an industrial shed and

National Register of Historic Places Continuation Sheet

Section number F Page 23

a greenhouse. Their steel structures offered all the advantages of fireproof masonry stations, at one-third the building cost."¹³ By one account, the Shell Oil Company erected one hundred of these structures between San Jose and Santa Barbara in six weeks during the early 1920s.

The design of gas stations changed again as oil companies introduced new services and products offered at their affiliates to gain a competitive advantage. First oils and lubricants and then TBAs (tires, batteries, and accessories) evolved into a standard part of the inventory of most stations. The function of the station building changed from a mere attendant's shelter to a store with windows in the front to display products.

The services provided at gas stations were then expanded to include car maintenance and repair. These full service gas stations or service stations became a roadside fixture by the end of the 1920s and an alternative to independently owned garages and repair shops. Service stations were either designed as one or a series of structures and parallel early garages which also sold gasoline. Restrooms for motorists also became an important amenity housed in the main station building.

Also during this period, oil companies began to standardize the design of their affiliate gas stations in order to convince motorists that their products were of a uniform quality and reduced the fear of the unknown often associated with long distance travel. Architectural styles associated with particularly geographic regions were also employed in these building campaigns. Spanish Colonial Revival, or some variation thereof, was commonly used in the Southwest and Florida. This regional approach was also useful in blending gas stations into residential neighborhoods. Art Deco and Streamline Moderne, or a combination of the two, were widely used in the design of stations during the late 1920s and 1930s by oil companies that wished to connote modernity. Also popular during the 1930s was the use of porcelain enameled steel panels for exterior cladding. In the 1940s stations evolved into cleaner, more efficient design statements with aluminum accents and all glass fronts.

13 Daniel I. Vieyra, "Fill'er Up" An Architectural History of America's Gas Stations, p. 7.

National Register of Historic Places Continuation Sheet

Section number F Page 24

Significance

Gas stations are significant under National Register criterion C for being early and important examples of roadside architecture. As gas stations added more and more services and amenities such as products, maintenance and repair shops, refreshments, and restrooms, they became the nucleus of drive-in culture. Gas stations were also early examples of architecture being used for marketing purposes. The design of affiliate gas stations became standardized as oil companies saw the buildings as a vehicle for advertising and method for developing product identification.

During the glory days of gas station design, 1920 through 1940, oil companies and independent retailers commissioned major architects to design individual buildings or prototypes. The likes of Morgan, Walls and Clements, Roland Coate, and Raymond Lowey include the design of gas stations in their portfolios.

Registration Requirements

To be eligible under criterion C, the resource may be a good example of a standardized gas station developed by a major oil company from the period, a good example of a particular architectural style, or a good example of the work of a master architect. The absences or replacement of original pumps is typical but should not detract from the eligibility of resources as long as they possess integrity of association and design from the period of significance.

**National Register of Historic Places
Continuation Sheet**

Section number G Page 25

G. Geographical Data

The corporate limits of the City of Pasadena, Los Angeles County, California.

National Register of Historic Places Continuation Sheet

Section number H Page 26

H. Summary of Identification and Evaluation Methods

On November 1, 1994 the Design and Historic Preservation Section of the City of Pasadena Planning Division issued a request for proposals "to complete a Multiple Property National Register of Historic Places Nomination for early automobile-related buildings constructed in Pasadena between 1902 and 1944..." This multiple property listing of early auto-related resources of Pasadena, California is based upon previous preservation planning efforts as well as new field and archival research.

Review of Prior Documentation

The topic of auto-related buildings was called out in the *City of Pasadena Historic Context Statement* prepared in 1993 by Pam O'Connor and the Urban Conservation Section of the City's Planning Division. Completed in 1984, an historic resources survey of the Green Street Corridor identified several auto-related resources including the oldest extant car wash, a gas station and automobile showroom. A State Historic Resource Inventory Form was prepared for the Automobile Showroom Thematic Grouping as a part of a 1987 survey of Colorado Boulevard. The Pasadena Playhouse National Register District includes several buildings in the Green Street Corridor as well as one of the City's oldest extant parking structures. By far the largest concentration of early auto-related buildings is located in the Old Pasadena National Register District. In addition to the Tanner Motor Livery and Braley Building which were occupied by two of the City's oldest automobile related businesses, the district includes numerous service and repair facilities on Green Street and Union Avenue.

General and Site Specific Research

In addition to consulting the *City of Pasadena Historic Context Statement*, general research was conducted at the Pasadena Public Library, Los Angeles Central Library and UCLA's University Research Library. Literature searches were conducted on the following topics: the automobile in the cultural and economic history of the United States, Southern California and Pasadena; the architectural history of automobile related property types; and the impact of the automobile on the physical development of the United States, Southern California and Pasadena. The following sources were used:

National Register of Historic Places Continuation Sheet

Section number H Page 27

Address Files. The address files of the City of Pasadena Planning Division provided background and information about how automobile-related properties have been altered.

Avery Index. The Avery Index was used to research the architectural history of automobile-related property types.

City Directories. Automobile-related property types were researched in City Directories to help identify previously undocumented buildings as well as document the impact of the automobile on the local economy.

Pasadena Building Permits. Permit research was conducted on several buildings to determine original construction dates; name of architect, builder and original owner; brief description of the structure; and alteration information.

Pasadena Star News. The Pasadena Star News included various articles over the period of significance about the automobile in the cultural, economic and physical development of the City as well as information about specific buildings and businesses.

Sanborn Maps. Sanborn Maps were used to help identify automobile-related buildings and their physical characteristics.

Subject Indices. The subject indices at the Los Angeles Central Library and the City of Pasadena Planning Division provided references to general histories as well as articles about automobile-related buildings.

Identification Methods and Field Survey

During the research process, those buildings which appeared to be significant were recorded and located through investigation of City Directories and Sanborn Maps. Several experts on local history and architecture were also interviewed regarding their knowledge of auto-related resources including William Ellinger a local preservation architect; Alan Hess, architect and author of many publications on modern and roadside architecture including *Googie: Fifties Coffee Shop Architecture*, and Robert Winter, architectural historian and author of *Architecture in Los Angeles: A Compleat Guide*. Other resources

National Register of Historic Places Continuation Sheet

Section number H Page 28

were identified by reviewing the State Inventory of Historic Resources for Pasadena.

A field survey was conducted to:

1. Verify the existence and integrity of previously identified buildings.
2. Verify the existence and integrity of buildings mentioned in primary and secondary archival materials such as City Directories, Sanborn Maps, and general histories.
3. Identify new buildings that appeared to be eligible for listing in the National Register. To this end, only major commercial corridors were driven with emphasis given to buildings which appeared to be over fifty years old and representative examples of architectural styles or property types.

While a wide range of property types were identified, the majority of those that appeared to be eligible had already been listed in the National Register either individually or as contributors to districts (See Appendix I.) The exception to this rule is a collection of automobile showrooms strung along Colorado Boulevard outside of the central business district.

**National Register of Historic Places
Continuation Sheet**

Section number H Page 29

APPENDIX I - PRELIMINARY LIST OF ELIGIBLE PROPERTIES

| Name | Address | Date |
|---|-------------------------|-------------|
| Gas Station | 1079 N. Allen Ave | 1932 |
| Grocery Store | 1047 N. Allen Ave | 1932 |
| Pasadena Nissan D.E. McDanel Inc. | 1021 E. Colorado Blvd | 1922 |
| Holmes Body Shop James H. Kindel | 1095 E. Colorado Blvd | 1927 |
| Heritage Oldsmobile Wegge-Pelton Co. | 1253 E. Colorado Blvd | 1927 |
| Acura of Pasadena Howard Motor Co. | 1285 E. Colorado Blvd | 1927 |
| Service Garage | 1155 E. Colorado Blvd | 1939 |
| Discount Tire-Auto Kelly Brothers | 2301 E. Colorado Blvd | 1923 |
| Rusnak Rolls Royce Walter Murphy Co. | 275 W. Colorado Blvd | 1917 |
| Rusnak Rolls Royce Hewson Motor Co. | 297 W. Colorado Blvd | 1925 |
| Rusnak Rolls Jaguar | 325 W. Colorado Blvd | 1923 |
| Rusnak Audi-Porsche Lindly Motor Co. | 335-37 W. Colorado Blvd | 1925 |

National Register of Historic Places
Continuation Sheet

Section number H Page 30

| | | |
|-----------------------|-------------------------|------|
| Nishi Auto Parts | 512 S. Fair Oaks | 1922 |
| Gas Station | 933 S. Fair Oaks | Unk |
| Gerlach's Drive-In | 1075 S. Fair Oaks | 1930 |
| Gas Station | 1265 E. Green St | 1930 |
| Gas Station | 1273 E. Green St | 1929 |
| Pasadena Auto Laundry | 1364 E. Green St | 1927 |
| Garage | 150 W. Green St | Unk |
| Gas Station | 160 W. Green St | Unk |
| Livery Stable | 110 E. Holly St | 1904 |
| Arais Auto Service | 715 Orange Grove Blvd | Unk |
| Service Station | 745 Orange Grove Blvd | Unk |
| Service Station | 1070 E. Walnut Ave | 1936 |
| Service Station | 1071 E. Walnut Ave | 1935 |
| Service Station | 1160 E. Walnut Ave | Unk |
| Service Station | 1273 E. Walnut Ave | Unk |
| Acme Rents Neon Sign | 1870 E. Walnut Ave | Unk |
| Garage | 131 E. Washington Blvd | Unk |
| Drive-through Mart | 1750 E. Washington Blvd | Unk |

**National Register of Historic Places
Continuation Sheet**

Section number H Page 31

**APPENDIX II - AUTOMOBILE-RELATED PROPERTIES LISTED IN THE
NATIONAL REGISTER**

| Name | Address | Date |
|---------------------------|------------------------|-------------|
| Chandler Motor Car Agency | 85-89 W. Colorado Blvd | 1915 |
| Tanner Motor Livery | 144 W. Colorado Blvd | 1910 |
| Crown City Auto | 161 W. Colorado Blvd | 1903 |
| Texaco Gas Station | 166 W. Colorado Blvd | 1930 |
| Garage | 51 W. Dayton | 1921 |
| Burroughs Motor Works | 41 S. Delacy | 1921 |
| Doty Building | 103 S. Fair Oaks | 1897 |
| Union Garage | 300 S. Fair Oaks | 1907 |
| Sales & Service | 85 E. Green St | 1926/40 |
| Union Oil Co. | 650 E. Green St | 1930 |
| Don Lee Cadillac | 655 E. Green St | 1925 |
| Pasadena Auto Radiator | 30 W. Green St | 1925 |
| McCurdy's Body Works | 33 W. Green St | 1910 |
| Velvo Company | 40 W. Green St | 1923 |
| G.R. Anderson Garage | 44 W. Green St | 1909 |

National Register of Historic Places Continuation Sheet

Section number H Page 32

| | | |
|------------------------------------|--------------------|--------------|
| Service Garage | 52 W. Green St | 1912 |
| Garage | 60 W. Green St | 1912 |
| Pasadena Auto Products | 70 W. Green St | 1920 |
| Crown Service Auto | 80 W. Green St | 1920 |
| Automotive Service | 101 W. Green St | 1912 |
| Kenpo Karate | 111 W. Green St | 1924 |
| Garage | 136 W. Green St | 1926 |
| Garage | 139 W. Green St | 1928 |
| Garage | 34-44 N. Madison | 1927 |
| Texaco Gas Station | 195 N. Raymond | 1928 |
| Braley Building | 35 S. Raymond | 1906 |
| Stats | 120 S. Raymond | 1940 |
| Fishbeck's McLaren's Body Works | 150 S. Raymond | 1920 |
| Royal Laundry | 443 S. Raymond Ave | 1927; 39; 45 |
| Seward Building | 38 W. Union | 1904 |
| James Black Garage | 70 W. Union | 1920 |
| Detroit Battery & Supply Co. | 78 W. Union | 1919 |

**National Register of Historic Places
Continuation Sheet**

Section number H Page 33

| | | |
|---|--------------|------|
| Pennsylvania Oil & Tire Warehouse | 100 W. Union | 1930 |
| Charles Knight Building | 114 W. Union | 1924 |
| Chenworth Blacksmith Shop/Beede Auto | 130 W. Union | 1920 |
| Castle Press Building | 140 W. Union | 1923 |

National Register of Historic Places Continuation Sheet

Section number I Page 34

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Section number I Page 36

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National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Foothill Boulevard Milestone (Mile 11)

other names/site number Bancroft Road Marker

2. Location

street & number South side of (adjacent 1308) East Colorado Boulevard, just west of intersection with Holliston Avenue, in grass strip between road and sidewalk not for publication

city or town Pasadena vicinity

state California code CA county Los Angeles code 037 zip code 91106

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____

Date _____

State of Federal agency and bureau _____

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____

Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:

entered in the National Register.

See continuation sheet.

determined eligible for the National Register

See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain): _____

Signature of the Keeper _____

Date of Action _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 0 | 0 | buildings |
| 0 | 0 | sites |
| 0 | 0 | structures |
| 1 | 0 | objects |
| 1 | 0 | Total |

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

0

Early Auto-Related Properties in Pasadena (1897-1944)

6. Function or Use

Historic Functions
(Enter categories from instructions)

TRANSPORTATION/Road-Related (Vehicular)

Current Functions
(Enter categories from instructions)

VACANT/NOT IN USE

7. Description

Architectural Classification
(Enter categories from instructions)

OTHER: Road Marker

Materials
(Enter categories from instructions)

foundation N/A

walls N/A

roof N/A

other CONCRETE

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

See Continuation Sheet(s).

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

TRANSPORTATION

Period of Significance

c.1906-1908

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Dept.

10. Geographical DataAcreage of Property less than an acre**UTM References**

(Place additional UTM references on a continuation sheet.)

| | | | |
|---|----------------------|----------------------|----------------------|
| 1 | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | Zone | Easting | Northing |
| 2 | <input type="text"/> | <input type="text"/> | <input type="text"/> |

| | | | |
|---|----------------------|----------------------|----------------------|
| 3 | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | Zone | Easting | Northing |
| 4 | <input type="text"/> | <input type="text"/> | <input type="text"/> |

 See continuation sheet**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared Byname/title Brian Goeken, AICP, Planner, Design & Historic Preservation Section/Planning Divisionorganization CITY OF PASADENA/Planning & Permitting Dept. date 9/28/95street & number Hale Building, 175 N. Garfield Ave. telephone (818) 405-4228city or town Pasadena state CA zip code 91109-7215**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**Maps**

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name City of Pasadenastreet & number City Hall, 100 N. Garfield Ave. telephone (818) 405-4000city or town Pasadena state CA zip code 91109-7215

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

**Foothill Boulevard Milestone (Mile 11)
Pasadena, Los Angeles County, CA**

DESCRIPTION

The Foothill Boulevard Milestone (Mill 11) was part of a turn-of-the-century road-improvement project undertaken by the Highway Commission of Los Angeles County (1902-1908). The milestone is in the grass parkway strip between the curb and the sidewalk on the south side of Colorado Boulevard, just west of the intersection with Holliston Avenue.

The milestone is a concrete tablet with barbed wire reinforcement measuring approximately five feet long, twelve inches wide, and six inches thick, rounded off at the top and buried about eighteen inches into the ground. Chiseled lettering denotes the miles to the old Los Angeles County Courthouse (demolished) in downtown Los Angeles ("11" miles, in circle), the block numbers assigned under the County road-marking system (blocks "220/222"), and the initials of the route name ("F. B.," Foothill Boulevard). The "Foothill Boulevard" road left the Los Angeles city limits in South Pasadena, traveled north to Pasadena along Orange Grove Boulevard to Colorado Boulevard, and then eastward through Arcadia, Monrovia, and Azusa to Claremont.

In 1994, the milestone was displaced by a new driveway to accommodate adjacent commercial development. To preserve the milestone, it was relocated approximately twenty-five feet east within the grass parkway strip to its present location. The milestone is at the same depth below grade, tilt, and distance from the curb as with the original siting.

**Foothill Boulevard Milestone (Mile 11)
Pasadena, Los Angeles County, CA**

SIGNIFICANCE

The Foothill Boulevard Milestone (Mile 11) is locally significant for its associations with the historic context, "Roadways and Bridges (1899-1944)," under Criterion A in the area of Transportation as a locally significant example of an early road marker. Roadway improvements such as road-marking were advocated and initiated as part of the so-called "Good Roads" movement, a turn-of-the-century civic movement to modernize the road system. Pasadena groups like the Pasadena Better Road Society (founded in 1899) and the Pasadena Auto Club (founded in 1903) were local advocates for roadway improvements. An improved modern road system was touted as essential to the development of commerce and tourism in Pasadena and was integral to the region's growth and development; likewise, the advent of the automobile, and the surge in automobile ownership in Pasadena in the first two decades after its introduction, necessitated improvements to the local road system such as road markers and directional signs, paving, street widenings, street lights, and bridges.

The milestone was installed in c.1906 by the Highway Commission of Los Angeles and is the earliest and only remaining pre-war road marker in Pasadena. The marker is one of the property types identified in "Early Automobile-Related Properties in Pasadena (1897-1944)"; registration requirements were not developed since the milestone is the only remaining road marker of the three known examples in Pasadena. While relocated in 1994, the new location is of a similar setting, orientation, and general environment, just twenty-five feet east of the original location within the grass parkway strip. The relocated milestone maintains its integrity in terms of setting, environment, and historic associations.

Historical Background

The Highway Commission of Los Angeles County (1902-1908) measured and marked six routes within the county with concrete milestones. The Foothill Boulevard route, of which Pasadena was a part, was completed in c.1906. "Road marking," as it was called, was envisioned as a standardized means of addressing properties, providing an easy system to locate residences and businesses, describe property boundaries, provided postal service (particularly rural service), maintain voting records, and calculate mileage and automobile gasoline consumption. The Highway Commission was dissolved in 1908 and the system was abandoned; and, within a few years, the system was apparently all but forgotten.

The milestone is part of a road-marking system called the "Ten Block System for Numbering County Houses," developed by Albert L. Bancroft and first used in Contra Costa County in 1892 (and later abandoned). The method divided each mile of road into ten conceptual blocks and assigned variations of the block numbers as addresses (e.g., 220, 220a, 220b, 220c, etc.). Mileage could be calculated by dividing the block numbers by 2 (each side of the street had a separate number) and again by ten (ten blocks to a mile).

MAJOR BIBLIOGRAPHICAL REFERENCES

**Foothill Boulevard Milestone (Mile 11)
Pasadena, Los Angeles County, CA**

MAJOR BIBLIOGRAPHICAL REFERENCES

- "City of Pasadena Historic Context Statements," prepared by Pamela O'Connor for City of Pasadena, Design & Historic Preservation Section, draft 1992.
- "Early Automobile-Related Properties in Pasadena (1897-1944)," Multiple-Property National Register of Historic Places Nomination, prepared by Historic Resources Group for City of Pasadena, Design & Historic Preservation Section, 1995.
- Historical/Architectural Survey #31: Colorado Boulevard, City of Pasadena, Urban Conservation, 1987.*
- "Stone Road Marker," photo (c.1910?), Pasadena Historical Museum Archives.
- Sitton, Tom. "Albert L. Bancroft and the 'Ten Block System for Numbering Country Houses,'" *California History*, September 1986, pp. 172-181, 227-229.

**Foothill Boulevard Milestone (Mile 11)
Pasadena, Los Angeles County, CA**

VERBAL BOUNDARY DESCRIPTION

The nominated property is the 100-foot-wide, Colorado Boulevard, public right-of-way, in the grass parkway strip between the curb and the sidewalk adjacent 1308 East Colorado Boulevard, approximately fifty feet west of the intersection of Colorado Boulevard with Holliston Avenue. The boundary forms a circle with a radius of 7 feet centered on the milestone.

BOUNDARY JUSTIFICATION

The boundary includes the immediate portion of the grass parkway strip around the milestone.

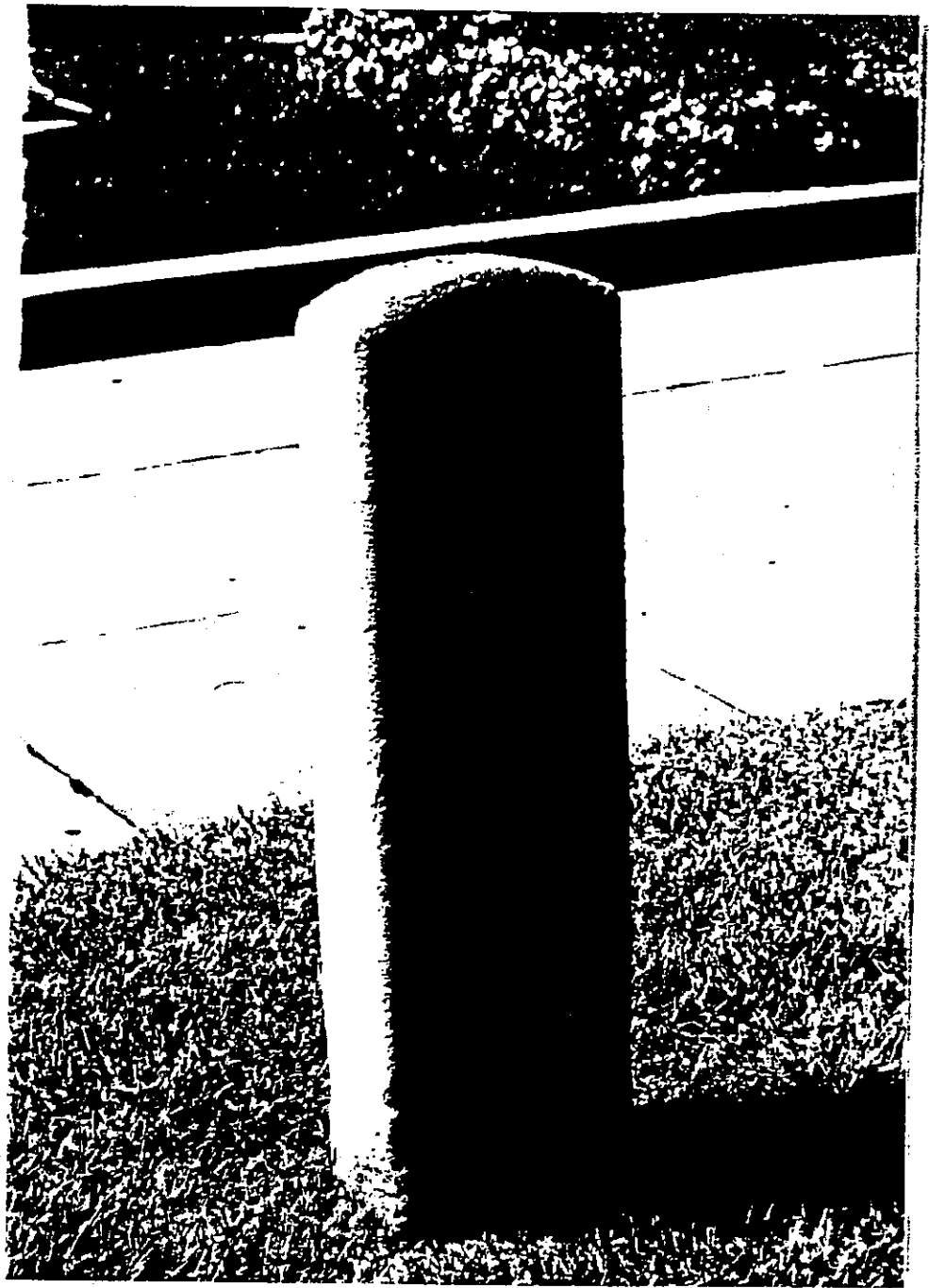
**Foothill Boulevard Milestone (Mile 11)
Pasadena, Los Angeles County, CA**

PHOTOGRAPHS

Photographer: City of Pasadena (Brian D. Goeken)
Date of Photographs: September 1995
Location of Original Negatives: Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Department

Description of Views:

1. Primary elevation, facing (north) Colorado Boulevard.
2. Rear elevation, facing (south) sidewalk.
3. Streetview, looking west along Colorado Boulevard.



14 Foothill Blvd. Mil. Park
Pasadena Los Angeles Calif.

SPRING

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Kindel Building

other names/site number Holmes Body Shop

2. Location

street & number 1095 E. Colorado Boulevard not for publication

city or town Pasadena vicinity

state California code CA county Los Angeles code 037 zip code 91106

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

- entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:)

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 1 | 0 | buildings |
| 0 | 0 | sites |
| 0 | 0 | structures |
| 0 | 0 | objects |
| 1 | 0 | Total |

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

0

Early Auto-Related Properties in Pasadena (1897-1944)

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS
Italian Renaissance Revival

Materials
(Enter categories from instructions)

foundation CONCRETE
walls STUCCO
CONCRETE
roof ASPHALT
other CONCRETE/Cast Stone

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

See Continuation Sheet(s).

8. Statement of Significance**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____

Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1928-1944

Significant Dates

1928

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Bennett and Haskell (Architects)

William C. Crowell (Contractor)

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Design & Historic Preservation Archives

CITY OF PASADENA/Planning & Permitting Dept.

10. Geographical DataAcreage of Property less than an acre**UTM References**

(Place additional UTM references on a continuation sheet.)

| | | | |
|---|----------------------|----------------------|----------------------|
| 1 | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | Zone | Easting | Northing |
| 2 | <input type="text"/> | <input type="text"/> | <input type="text"/> |

| | | | |
|---|----------------------|----------------------|----------------------|
| 3 | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | Zone | Easting | Northing |
| 4 | <input type="text"/> | <input type="text"/> | <input type="text"/> |

 See continuation sheet**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared Byname/title Brian Goeken, AICP, Planner, Design & Historic Preservation Section/Planning Divisionorganization CITY OF PASADENA/Planning & Permitting Dept. date 9/28/95street & number Hale Building, 175 N. Garfield Ave. telephone (818) 405-4228city or town Pasadena state CA zip code 91109-7215**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**Maps**

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Thomas and Maureen Holmes, Holmes Body Shopstreet & number 1095 E. Colorado Bl. telephone (818) 795-6447city or town Pasadena state CA zip code 91106-1402

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

Kindel Building**Pasadena, Los Angeles County, CA****DESCRIPTION**

The James H. Kindel Building is a two-story, reinforced concrete, Italian Renaissance Revival-style commercial building with a high-style automobile showroom at the street and an attached utilitarian service garage behind. The showroom interior, richly ornamented, is visible from the street through expansive plate glass windows and entry doors. The building was constructed in 1927-28 by architects Bennett and Haskell and contractor William C. Crowell for auto dealer James H. Kindel. The building remains largely unaltered from its 1927-28 appearance, both on the exterior and in the significant interior spaces.

Automobile Showroom

The double-height showroom fronts directly on East Colorado Boulevard (at the corner with North Wilson Avenue) and has an arcaded facade with a smooth cement plaster finish exterior, a dropped entablature, and a series of five round-headed arches springing from Corinthian columns. The arches are completely glazed, infilled with showroom windows and, in the central arch, entry doors. The west elevation of the showroom, facing the side street, continues the arcaded facade with two more arched showroom windows.

The entry doors are marked by decorative cast iron piers and a transom with wrought iron grillwork; original grillwork over the doors has been removed. Each arch is divided by an transom bar, with a fixed, multi-pane, metal transom window above and storefront windows below. The transom windows are covered by bullnose fabric awnings. The showroom windows have low concrete bulkheads and thin metal mullions. Each spandrel has a blank medallion centered on the column below. The entablature has a blank frieze and a dentillated cornice with an egg and dart bed molding below the corona. A blank parapet wall extends above the entablature and is capped with a small cornice. The roof is screened from view by the parapet.

Showroom Interior

The showroom interior is a rectangular-plan two-story space with a scored and polished colored-concrete floor and an exposed wood truss roof of elaborately carved heavy timber trusses with decorative brackets. The upper half of the showroom walls has a smooth cement plaster finish, while the lower half is divided by a belt course and scored to look like rusticated stone. The rear wall of the showroom has a symmetrical two-story elevation with a central monumental arch flanked by alcoves and balconets connecting to offices on the ground floor and mezzanine levels, and the service garage beyond. A theatrical central staircase within the arch leads to the mezzanine level with cast panel railings with geometric designs. Each balconet has an arched opening with a cast stone dividing column infilled with coupled, round-headed, openings and a rondel piercing; balconets have cast panel railings like the mezzanine railings and supported by three corbels. Portions of the mezzanine level, originally open, have been infilled with private offices and a freestanding structure enclosing private offices has been added within a portion of the showroom.

Kindel Building
Pasadena, Los Angeles County, CA

Service Garage

The attached two-story service garage is rectangular in plan and has entrances along the side street, North Wilson Avenue. The street elevation of the service garage has a smooth cement plaster finish exterior, while the secondary elevations have a painted unfinished concrete exterior. Simple piers and banks of fixed, multi-pane metal windows with operable awning sections divide the service garage elevations into bays. A simple molding caps the piers on the street elevation. A few of the windows have been infilled, but the dimensions of the original opening are readily apparent. Entrances to both levels of the service garage are directly off the side street, with the lower level devoted to open service bays and the upper level parking and storage. The upper-level is supported by steel columns and open to a steel truss roof. The truss roofs are not visible over the parapet from the exterior of the building.

**Kindel Building
Pasadena, Los Angeles County, CA**

SIGNIFICANCE

The James H. Kindel Building, constructed in 1927-28, is locally significant for its associations with the historic context, "Marketing and Servicing the Automobile (1902-1944)," under Criterion A in the area of Commerce and under Criterion C in the area of Architecture as a locally significant example of the automobile showroom and the Italian Renaissance Revival style. The automobile industry in Pasadena, including the manufacturing as well as the marketing and servicing of the automobile, was an important segment of the local economy in the interwar years and had a profound impact on everyday life. The automobile showroom is important in the introduction and surge in automobile ownership in Pasadena for its role in promoting and servicing the early automobile. The Kindel Building has been in use as an automobile showroom for most of the time since its construction in 1927-28 for auto dealer James H. Kindel, and continues to be in an auto-related use today.

The building remains virtually unaltered from its historic appearance, both on the exterior and in the significant interior spaces, and is one of the best and most intact examples of the automobile showroom in Pasadena. The building meets the registration requirements identified for automobile showrooms for "Early Automobile-Related Properties in Pasadena (1897-1944)." Distinct characteristics of the building, typical of its property type, include: a Period Revival, high-style showroom exterior and interior, with a theatrical use of design and ornamentation, for increased commercial identification and to establish an attractive setting for the automobile models on display; an expansive use of plate glass windows and entry doors extending across the entire Colorado Boulevard facade, permitting complete visibility and access to the showroom directly from the street; and a large, attached, utilitarian service garage at the rear of the building, with direct access to the side street, for servicing and support of automobile sales. The building is an accomplished example of the Italian Renaissance Revival style, evident in its distinctive arcaded facade and richly ornamented showroom interior.

Historical Background

In the interwar years, most of the automobile dealerships in Pasadena were located on Colorado Boulevard (then Colorado Street), and primarily in one of two groupings or so-called "auto rows": a two block stretch of West Colorado Boulevard, between Orange Grove Boulevard and the downtown; and several blocks of East Colorado Boulevard, between Lake and Hill Avenues, in the then-geographic center of the city and at the edge of the eastward-expanding downtown. The Kindel Building was one of the several automobile dealerships and auto-related buildings located within a few blocks of each other along this stretch of East Colorado Boulevard.

With the considerable growth in the automobile industry in Pasadena and the need for larger and "more modern" facilities, automobile dealerships were typically at a particular location for only a few years before moving to other facilities; consequently, the individual auto showrooms were used by several different dealerships. The Kindel Building was built in 1927-28 for auto dealer James H. Kindel, who owned a Dodge Brothers automobile and Graham truck dealership which had outgrown its facilities at 245 W. Colorado Boulevard (c.1910s,

Kindel Building
Pasadena, Los Angeles County, CA

demolished for 710 freeway spur), where it had only been located for a few years since 1923. Again in 1932 James H. Kindel moved his dealership to 294 W. Colorado Boulevard (demolished), back to the city's other principal auto row; D. E. McDanel, Inc., a Packard dealership, moved into the Kindel Building from its own building, the McDanel Motor Company Building at 1021 E. Colorado Boulevard (built 1922), just a few blocks away. The McDanel dealership occupied the building for only two years, followed by the Bush-Morgan Motor Company in 1934 and the Howard Automotive Company in 1939, which continued to occupy the building through the 1940s. (The Howard Automotive Company had moved from the Howard Motor Company Building just a few blocks away at 1285 E. Colorado Boulevard, a building it had built in 1927.) The Kindel Building continues to be used in an auto-related use today for the Holmes Body Shop.

Kindel Building
Pasadena, Los Angeles County, CA

MAJOR BIBLIOGRAPHICAL REFERENCES

Building Permit #6585D, City of Pasadena, November 15, 1927.

"City of Pasadena Historic Context Statements," prepared by Pamela O'Connor for City of Pasadena, Design & Historic Preservation Section, draft 1992.

"Early Automobile-Related Properties in Pasadena (1897-1944)," Multiple-Property National Register of Historic Places Nomination, prepared by Historic Resources Group for City of Pasadena, Design & Historic Preservation Section, 1995.

"Formal Opening for New Packard Home," in *Pasadena Star-News*, February 11, 1932.

"Handsome Building Will Rise at Northeast Corner of Colorado Street and Wilson Avenue as Home of Dodge Brothers," in *Pasadena Star-News*, November 24, 1927.

"Historic Auto Dealership Rehabilitated," in *The Bungalow Reader*, newsletter of the Urban Conservation Office, City of Pasadena, May 1986.

Historical/Architectural Survey #31: Colorado Boulevard, City of Pasadena, Urban Conservation, 1987.

"Novelties in Large Plant Abound," "All Parts of Dodge Cars Available," "Dodge Growth in Pasadena Remarkable," "Dodge Designs Lead, Says Dealer," "Machinery is Latest Type Apparatus," and "Expect Great Crowds for Opening," all in *Pasadena Star-News*, May 18, 1928.

"Pasadena Cordially Invited to Attend Gala Opening of Gorgeous James H. Kindel Building Saturday Evening at 7 o'Clock, New Home of Dodge Brothers Motor Cars and Graham Trucks," in *Pasadena Star-News*, May 17, 1928.

GEOGRAPHICAL DATA

Kindel Building
Pasadena, Los Angeles County, CA

VERBAL BOUNDARY DESCRIPTION

The nominated property is Parcel Number 5738-012-019.

BOUNDARY JUSTIFICATION

The boundary includes the entire city parcel that historically has been associated with the property.

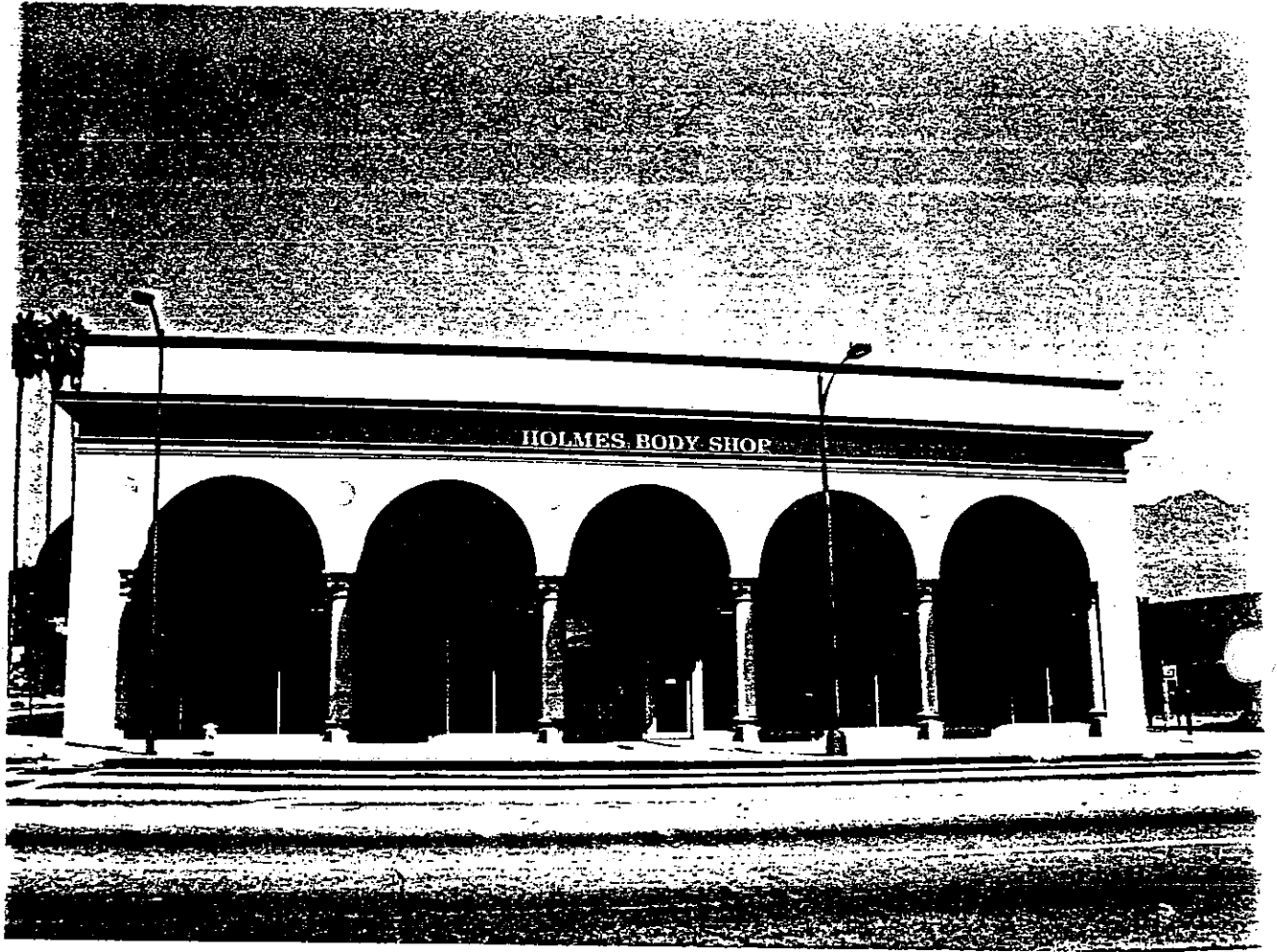
**Kindel Building
Pasadena, Los Angeles County, CA**

PHOTOGRAPHS

Photographer: City of Pasadena (Brian D. Goeken)
Date of Photographs: September 1995
Location of Original Negatives: Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Department

Description of Views:

1. Automobile Showroom and Attached Service Garage: Colorado Boulevard (south) and Wilson Avenue (west) elevations.
2. Automobile Showroom and Attached Service Garage: Colorado Boulevard (south) and side (east) elevation.
3. Automobile Showroom: Colorado Boulevard elevation (primary facade).
4. Automobile Showroom: detail of entry doors, Colorado Boulevard elevation.
5. Automobile Showroom: detail of cast concrete column and storefront windows, Colorado Boulevard elevation.
6. Automobile Showroom: detail of entablature.
7. Service Garage: rear (north) elevation.



United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name West Colorado Street Historic Auto Row

other names/site number Rusnak-Pasadena Automobile Dealerships

2. Location

street & number 275-337 W. Colorado Boulevard not for publication

city or town Pasadena vicinity

state California code CA county Los Angeles code 037 zip code 91105

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

entered in the National Register.
 See continuation sheet.

determined eligible for the National Register.
 See continuation sheet.

determined not eligible for the National Register.

removed from the National Register.

other, (explain): _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 4 | 0 | buildings |
| 0 | 0 | sites |
| 0 | 0 | structures |
| 0 | 0 | objects |
| 4 | 0 | Total |

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

0

Early Auto-Related Properties in Pasadena (1897-1944)

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS

Mission/Spanish Colonial Revival

Beaux Arts Revival

Egyptian Revival

Mayan Revival

Materials
(Enter categories from instructions)

foundation CONCRETE

walls STUCCO

CONCRETE

roof ASPHALT

other CERAMIC TILE

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

See Continuation Sheet(s).

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- Criteria A, B, C, and D with checkboxes and descriptions.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- Criteria A through G with checkboxes and descriptions.

Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1917-1944

Significant Dates

N/A

Significant Person

(Complete if Criterion B is marked above)

Walter M. Murphy

Cultural Affiliation

N/A

Architect/Builder

Listed under "Contributing Buildings" in Section 7

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- Documentation checkboxes: preliminary determination, previously listed, designated landmark, recorded by Historic American Buildings Survey, recorded by Historic American Engineering.

Primary location of additional data:

- Location checkboxes: State Historic Preservation Office, Other State agency, Federal agency, Local government, University, Other.

Name of repository:

Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Dept.

10. Geographical DataAcreage of Property ?**UTM References**

(Place additional UTM references on a continuation sheet.)

| | | | |
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| 1 | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | Zone | Easting | Northing |
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| | Zone | Easting | Northing |
| 4 | <input type="text"/> | <input type="text"/> | <input type="text"/> |

 See continuation sheet**Verbal Boundary Description**

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared Byname/title Brian Goeken, AICP, Planner, Design & Historic Preservation Section/Planning Divisionorganization CITY OF PASADENA/Planning & Permitting Dept. date 9/28/95street & number Hale Building, 175 N. Garfield Ave. telephone (818) 405-4228city or town Pasadena state CA zip code 91109-7215**Additional Documentation**

Submit the following items with the completed form:

Continuation Sheets**Maps**

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Norton Simon, Inc., Museum of Art (Walter Timoshuk, Executive Vice President)street & number 411 W. Colorado Bl. telephone (213) 681-2484city or town Pasadena state CA zip code 91105**Paperwork Reduction Act Statement:** This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).**Estimated Burden Statement:** Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

DESCRIPTION

The West Colorado Street Historic Auto Row includes four buildings on the north side of West Colorado Boulevard just west of the downtown area and the 710 Freeway spur. The four buildings in the district are all automobile showrooms constructed in the late 1910s and 1920s and are all contributing resources. Each showroom is constructed in a Period Revival style with high-style automobile showrooms at the street and attached utilitarian service garages behind. The showroom interiors, continuing the high-style architectural treatment, are visible from the street through expansive plate glass windows and entry doors. The four, side by side, one-story buildings front directly on the street and present a uniform row of showrooms. Three of the four buildings are the work of one architect, Frederick Kennedy, Jr., and the other the work of architect Louis du Puget Millar. While some of the buildings have been altered from their historic appearance, including the loss of some architectural ornamentation, the majority of character-defining features of the automobile showroom are evident in each building; and the row of auto showrooms, taken as a whole, retains the appearance of the period of significance, 1917-1944.

Automobile Showrooms

Each showroom fronts directly on West Colorado Boulevard, with large plate glass windows and entry doors permitting complete visibility and access to the showrooms directly from the street. The entry doors are emphasized through facade articulation (such as a pylon element), central placement, and/or architectural ornamentation (such as a canopy or portico). Showroom windows have large uninterrupted expanses of glass with low bulkheads and transom windows above. Decorative exterior features include cast stone and concrete textile blocks, scored cement plaster and pressed brick walls, ceramic tile, and stained glass. The roofs of the buildings are not visible over the parapets. While some of the windows have new glazing and metal storefront framing and some of the transom windows have been infilled or covered over, the original fenestration pattern remains evident.

Showroom Interiors

Each showroom interior has a rectangular plan and high plaster ceilings. The rear walls have a series of entrances connecting to offices and the service garage beyond; some of the showrooms have rear walls with two-story elevations with balconies and staircases connecting to a mezzanine level. Decorative features include fireplaces, fountains, cast stone ornamentation, decorative floor tile and ceramic tile (including Batchelder tile), paneled and carved wood doors, plaster molding, and scored cement plaster walls. Some of the original interior surfaces were elaborately adorned or painted, but have been since painted over.

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

Service Garages

Each showroom has an attached one-story service garage, rectangular in plan with entrances either on the street or a private service drive. The service garage elevations are plain and industrial in appearance. Banks of windows and garage entrances divide the service garage elevations into bays. Originally the windows were fixed, multi-pane, metal windows with operable awning portions; some of the original windows have new glazing and metal storefront framing. Some of the windows and entrances have been infilled; the dimensions and fenestration pattern remain evident. The buildings have truss roofs which are not visible over the parapets.

Contributing Buildings

The following list gives the address, year built, architect/contractor, and a brief architectural description for each contributing building. Photographs depict each building, both showroom and service garages, as well as the auto row as a whole. The primary source used to document the contributing buildings was the City of Pasadena Architectural and Historical Inventory forms, prepared as part of Survey #31: Colorado Boulevard (1987). The forms are located in the Design & Historic Preservation archives of the City of Pasadena's Planning Division in the Planning & Permitting Department.

- | | | |
|----|--|--|
| 1. | Walter M. Murphy Motor Sales Company Building (now Rusnak Rolls Royce-Bentley-Pasadena) 275-285 W. Colorado Boulevard | Year built: 1917 Architect: Louis du Puget Millar Contractor: Wopschall Brothers |
|----|--|--|

The earliest of the four showrooms in the district, this building is a one-story, brick masonry, Mission Revival-style commercial building with a high-style automobile showroom with expansive showroom windows and entry doors at the street and an attached utilitarian service garage behind. The showroom is built to the front and side lot lines (as are the buildings to each side) and fronts directly on West Colorado Boulevard. The rear elevation of the garage fronts on a private service alley and has banks of fixed, multi-pane metal windows with operable awnings sections and service entrances which divide the elevation into bays.

The Colorado Boulevard facade is symmetrical, with a smooth cement plaster finish exterior and a series of five bays with flat, flat-arch, and rounded-arch openings. Each bay has a transom bar with a divided-light transom window above a storefront window; the center bay has entry doors and the eastern-most bay an entrance to the service garage. The storefront windows have low concrete bulkheads. Inset Batchelder tile accentuates the facade and trims a central sign panel. The original entry doors have been replaced. The original stepped and curvilinear parapet has been removed. However, the loss of the Mission-style parapet does not compromise the significance of the building; the showroom exterior retains the majority of its character-defining features of its 1917 appearance.

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

The showroom interior is a rectangular space with high ceilings, smooth cement plaster walls, and a hexagonal tile floor with a decorative square tile border. The rear wall of the showroom has a symmetrical two story elevation with a series of entrances, windows, and alcoves connecting to offices, and the service garage beyond. A central theatrical staircase and landing connect to the mezzanine level. Decorative features include a fireplace with a Batchelder tile fireback, a small fountain with Batchelder tile at the base of the stair. Portions of the mezzanine level, originally open, have been infilled with private offices and most of the original wood balustrade has been removed. Despite these changes, the showroom retains the majority of its character-defining features.

**2. Hewson Motor Company Building
(now Rusnak-Pasadena)
297 W. Colorado Boulevard**

Year built: 1925
Architect: Frederick Kennedy, Jr.
Contractor: William T. Loesch

The Hewson Motor Company Building is a one-story, concrete and brick, Beaux Arts Revival-style commercial building with a high-style automobile showroom with expansive showroom windows and entry door at the street and an attached utilitarian service garage behind. The showroom is built to the front and side lot lines (as is the showroom to the east) and fronts directly on West Colorado Boulevard. The service garage fronts on a side service drive, Studebaker Lane, and a rear service alley; and has banks of fixed, multi-pane metal windows with operable awning sections and service entrances which divide the elevation into bays.

The street facade has a smooth cement plaster finish with a single showroom window stretching across the facade and rusticated piers marking the corners of the building and the corner entrance. The west elevation of the showroom continues the architectural treatment of the street facade with rusticated piers marking the corners of the building and a large display window facing the service drive. The street entry is further marked by a portico with two cast stone columns supporting corbels and a triangular pediment with a recessed tympanum. The showroom windows have low concrete bulkheads and triangular stained glass transoms divided by a transom bar. Decorative features included cast stone garlands, medallions, a cornice molding with blank parapet, and two wall sconces on either side of the entry. The storefront windows have new glazing and window framing and the original entry doors and glass transom have been removed.

The showroom interior is a rectangular space with high ceilings, smooth cement plaster walls, and tile floor with black and white mosaic tiles. The rear wall of the showroom has a symmetrical double-height elevation with a central monumental arch with paneled wood doors flanked by two smaller arched openings with cusping, also with paneled doors. Each opening is framed by heavy cast stone pilasters supporting a transom panel with a decorative shield ornament. Decorative features include cast stone screen railings, corner piers, cove molding, and a small diamond-pane window.

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

3. **Keller Brothers Building**
(now Rusnak Mercedes-Benz-Pasadena)
325 W. Colorado Boulevard
- Year built: 1923
Architect: Frederick Kennedy, Jr.
Contractor: William C. Crowell

The Keller Brothers Building is a one-story, concrete, Egyptian Revival-style commercial building with a high-style automobile showroom with expansive showroom windows and entry doors at the street and an attached utilitarian service garage behind. The showroom is built to the front and side lot lines (as is the showroom to the west) and fronts directly on West Colorado Boulevard. The service garage fronts on a side service drive, Studebaker Lane, and a rear service alley; and has banks of windows and service entrances which divide the elevation into bays. Some of the original windows have new glazing and metal storefront framing. The building also has a porte cochere on the side service drive.

The street facade has a scored, smooth, cement plaster finish with corner piers and a central Egyptian-style pylon marking the entry. The two expansive showroom windows extend from pier to pier. The east elevation of the showroom continues the architectural treatment of the street facade with corner piers and an expansive showroom window. The showroom windows have low tile bulkheads and new glazing and metal framing. Transom windows have been covered over. Cast stone plaques mark the top of the central pylon. Much of the original ornamentation, including the entablature and cap stones on the pylon and corner piers, the cast iron columns with fan-shaped capitals, and light fixtures have been removed. Despite these alterations, the building retains the majority of its character-defining features.

The showroom interior is a rectangular space with high ceilings, scored smooth cement plaster walls with a chair rail molding, and a painted concrete floor (now carpeted). The rear wall of the showroom has one large central entry framed by floor-to-ceiling, cast stone, paneled surround and connects to offices and the service garage beyond. Decorative features include a fireplace with a similar cast stone surround and wood mantle, bulbous columns with tulip capitals, exposed ceiling beams, a cove molding with fascia, and a cast stone ceiling screen. The ceiling and capitals originally had richly painted ornamentation, but have since been painted over.

4. **Lindley Motor Company Building**
(now Rusnak Audi-Porsche-Pasadena)
335-337 W. Colorado Boulevard
- Year built: 1925
Architect: Frederick Kennedy, Jr.
Contractor: William C. Crowell

The Lindley Motor Company Building is a one-story, concrete and brick, Mayan Revival-style commercial building with a high-style automobile showroom with expansive showroom windows and entry doors at the street and an attached utilitarian service garage behind. The showroom is built to the front and side lot lines (as is the showroom to the east) and fronts directly on West Colorado Boulevard. The service garage fronts on a side service drive, originally a public street, and a rear service alley; and has banks of windows and service entrances which divide the elevation into bays. Some of the original

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

windows have new glazing and metal storefront framing. A porte cochere has been added to the service garage off the service drive.

The street facade is symmetrical and has a pressed brick and cast stone exterior with two elaborate pylons flanking an expansive showroom window divided by a narrow cast stone pier. The west elevation of the showroom continues the architectural treatment of the street facade with two pylons flanking a single showroom window. The showroom windows have low brick and concrete bulkheads and new glazing and metal window framing; the transoms have been infilled with stucco. Each pylon has a projecting decorative cast block canopy, cast block quoining, and a vertical strip of inset black ceramic tile. A cast stone belt course along the parapet and a cast stone string course above the transoms wrap around the building. Both pylons on the street frontage originally had entry doors; the eastern-most entry has been infilled with black tile and the doors in the western-most entry have been replaced. A metal plaque remains over the western-most entry from the original dealership. The cast block ornament has a Mayan motif and is similar to Frank Lloyd Wright's then-contemporary use of "textile block" construction and ornamentation in Los Angeles and Pasadena. The showroom window on the street elevation, now separated by a narrow cast stone pier (an early alteration, c.1930s), was originally divided into three sections by cast stone piers. Despite the infill of the transom windows and other alterations, the building retains the majority of its exterior character-defining features.

The showroom interior is rectangular in plan with high ceilings and on the rear wall openings connecting to offices, alcoves, and the service garage beyond. Decorative features in the interior include a fireplace with a cast stone mantel with Mayan figures and a decorative ceramic tile frontispiece, a tile floor with decorative tile plaques (now carpeted), ceiling, cove, and chair rail molding, and a large central wood paneled doors.

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

SIGNIFICANCE

The West Colorado Street Historic Auto Row (1917-1944) is locally significant as a district for its associations with the historic context, "Marketing and Servicing the Automobile (1902-1944)," under Criterion A in the area of Commerce and under Criterion C in the area of Architecture as a locally significant grouping of automobile showrooms in a historic auto row. The automobile industry in Pasadena, including the manufacturing as well as the marketing and servicing of the automobile, was an important segment of the local economy in the interwar years and had a profound impact on everyday life. The automobile showroom is important in the introduction and surge in automobile ownership in Pasadena for its role in promoting and servicing the early automobile.

In the interwar years, most of the automobile dealerships in Pasadena were located on Colorado Boulevard (then Colorado Street), and primarily in one of two groupings or so-called "auto rows": a two block stretch of West Colorado Boulevard, between Orange Grove Boulevard and the downtown; and several blocks of East Colorado Boulevard, between Lake and Hill Avenues, in the then-geographic center of the city and at the edge of the eastward-expanding downtown. The West Colorado Street Historic Auto Row is the best and most intact remaining grouping (and the only side-by-side example) of these two auto rows that developed in Pasadena in the late 1910s and 1920s. The buildings included many popular automobile dealerships since their construction through the late 1940s, and today remain in use as auto showrooms.

The district meets the registration requirements identified for auto rows for "Early Automobile-Related Properties in Pasadena (1897-1944)," as a contemporary grouping of side-by-side auto-related buildings, all automobile showrooms. In addition, each building has the distinct characteristics of the automobile showroom, as exemplified by: a Period Revival, high-style showroom exterior and interior, with a theatrical use of design and ornamentation, for increased commercial identification and to establish an attractive setting for the automobile models on display; an expansive use of plate glass windows and entry doors extending across the entire Colorado Boulevard facade, permitting complete visibility and access to the showroom directly from the street; and a large, attached, utilitarian service garage at the rear of the building, with direct access to a side street or service lane, for servicing and support of automobile sales. Taken as a whole, the buildings are accomplished examples of Period Revival styles; the Mayan Revival and Egyptian Revival buildings are the only such examples in Pasadena. Despite several alterations to the individual showrooms, the district retains sufficient integrity and the majority of character-defining features to be identified with the property type, period of significance, and setting.

Historical Background

With the considerable growth in the automobile industry in Pasadena and the need for larger and "more modern" facilities, automobile dealerships were typically at a particular location for only a few years before moving to other facilities; consequently, the individual auto showrooms were used by several different dealerships.

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

The Walter M. Murphy Motor Sales Company Building was built in 1917 for auto dealer and manufacturer Walter M. Murphy, who sold Packard, Dodge, and Crane-Simplex automobiles. Murphy moved to adjacent 267 E. Colorado Boulevard (built 1917, significantly altered 1946) in 1928. Harry G. Golden Company occupied the building from 1929-31, followed by auto dealers A. R. Ahrens from 1931-37, Keller Brothers and Marcy from 1937-38, A. W. Marcy from 1938-41, and Uptown Chevrolet from 1941 through the early 1940s.

The Hewson Motor Company Building was built in 1925 for the Hewson Motor Company, a Pierce Arrow dealership, and followed by auto dealers Keller Brothers and Marcy from 1931-33, Earl Lindley Motor Company from 1934 through the 1940s. The Kellers Brothers Building was built in 1923 for the Keller Brothers (later Keller Brothers and Marcy), a Studebaker dealership, followed by auto dealerships A. R. Ahrens from 1937-38 and Loesch & Hills, Inc., from 1938 through the early 1940s. The Lindley Motor Company Building was built in 1925 for the Earl Lindley Motor Company, a Nash dealership, followed by auto dealerships Earley-Bassett Company from 1934-43 (later Earley-Bassett Company and Pioneer Motor Company) and Earley Motor Company from 1943 through the 1940s.

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

MAJOR BIBLIOGRAPHICAL REFERENCES

(to be completed)

"City of Pasadena Historic Context Statements," prepared by Pamela O'Connor for City of Pasadena, Design & Historic Preservation Section, draft 1992.

"Early Automobile-Related Properties in Pasadena (1897-1944)," Multiple-Property National Register of Historic Places Nomination, prepared by Historic Resources Group for City of Pasadena, Design & Historic Preservation Section, 1995.

Historical/Architectural Survey #31: Colorado Boulevard, City of Pasadena, Urban Conservation, 1987.

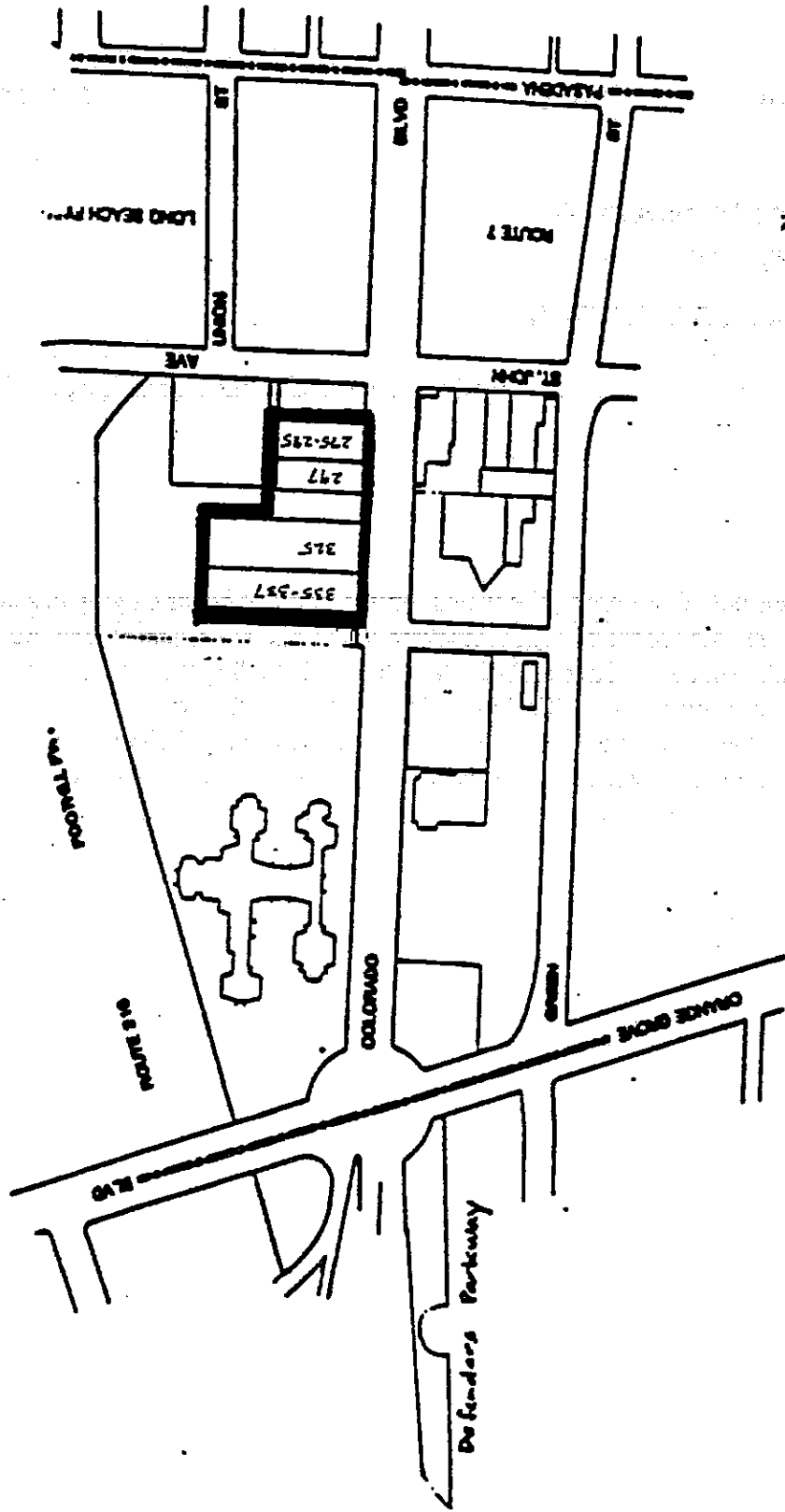
**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

VERBAL BOUNDARY DESCRIPTION

The district boundaries are indicated as the heavy line on the accompanying base map, entitled "West Colorado Street Historic Auto Row."

BOUNDARY JUSTIFICATION

The district encompasses only those properties which remain from the historic two-block auto row which developed along this stretch of West Colorado Boulevard during the 1910s and 1920s. Auto-related properties which existed on the adjacent blocks have all been demolished, including the manufacturing plant Walter M. Murphy built behind these showrooms off St. John's Avenue to manufacture Duesenbergs. Only one other auto showroom remains from the period, the original Howard Motor Company Building (built 1917), at 267 W. Colorado Boulevard adjacent the district at the corner with St. John's Avenue; the exterior and showroom interior were significantly altered as part of a 1946 remodeling and are no longer representative of the automobile showroom property type.



WEST COLORADO STREET HISTORIC AUTO ROW
 PASADENA - LOS ANGELES COUNTY

**West Colorado Street Historic Auto Row
Pasadena, Los Angeles County, CA**

PHOTOGRAPHS

Photographer: City of Pasadena (Brian D. Goeken)
Date of Photographs: September 1995
Location of Original Negatives: Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Department

Description of Views:

1. Auto Row: Colorado Boulevard (south) elevation, looking east toward 710 Freeway spur, Civic Center, and downtown Pasadena.
2. Auto Row: Colorado Boulevard (south) elevation, looking west toward Orange Grove Boulevard and Norton Simon Museum of Art.
3. Auto Row: Colorado Boulevard (south) elevation.
4. Walter M. Murphy Motor Sales Company Building, 275-285 W. Colorado Boulevard:
 - a. Auto Showroom: Colorado Boulevard (south) elevation.
 - b. Auto showroom: Colorado Boulevard (south) elevation, detail of showroom window and Batchelder tile.
 - c. Service Garage: Service Alley (north) elevation, including rear elevation of Hewson Motor Company Building and Keller Brothers Building beyond.
5. Hewson Motor Company Building, 297 W. Colorado Boulevard:
 - a. Auto showroom and Service Garage: Colorado Boulevard (south) and Studebaker Lane (west) elevations.
 - b. Auto showroom: Colorado Boulevard (south) elevation.
 - c. Auto showroom: Colorado Boulevard (south) elevation, detail of entry portico.
 - d. Auto showroom: Colorado Boulevard (south) elevation, detail of transom window and medallion.
6. Keller Brothers Building, 325 W. Colorado Boulevard:
 - a. Auto showroom and Service Garage: Colorado Boulevard (south) and Studebaker Lane (east) elevations.
 - b. Auto showroom: Colorado Boulevard (south) elevation.
 - c. Auto showroom: Colorado Boulevard (south) elevation, detail of central pylon and entry.
 - d. Service Garage: Studebaker Lane (east) elevation, with porte cochere.
7. Lindley Motor Company Building, 335-337 W. Colorado Boulevard:
 - a. Auto showroom: Colorado Boulevard (south) elevation and service drive (west) elevation.
 - b. Auto showroom: Colorado Boulevard (south) elevation.
 - c. Auto showroom: Colorado Boulevard (south) elevation and service drive (west) elevation, detail of corner pylon and entry.
 - d. Auto showroom: Colorado Boulevard (south) elevation, detail of pylon with cast stone ornament.
 - e. Service Garage: Service drive (west) elevation, with porte cochere.



National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Bekins Storage Company Roof-top Sign

other names/site number Standard Fireproof Storage Company Roof-top Sign

2. Location

street & number 511 S. Fair Oaks Avenue not for publication

city or town Pasadena vicinity

state California code CA county Los Angeles code 037 zip code 91105

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State of Federal agency and bureau

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

Signature of the Keeper

Date of Action

- entered in the National Register.
 See continuation sheet.
- determined eligible for the National Register.
 See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:) _____

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 0 | 0 | buildings |
| 0 | 0 | sites |
| 0 | 0 | structures |
| 1 | 0 | objects |
| 1 | 0 | Total |

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

0

Early Auto-Related Properties in Pasadena (1897-1944)

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/Warehouse

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/warehouse

7. Description

Architectural Classification
(Enter categories from instructions)

OTHER: Commercial

OTHER: Roof-top Sign

Materials
(Enter categories from instructions)

foundation N/A

walls N/A

roof N/A

other METAL/steel

OTHER: neon

Narrative Description
(Describe the historic and current condition of the property on one or more continuation sheets.)

See Continuation Sheet(s).

8. Statement of Significance**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey

- recorded by Historic American Engineering Record # _____

Areas of Significance

(Enter categories from instructions)

COMMERCE

Period of Significance

1925-1944

Significant Dates

1929

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Design & Historic Preservation Archives

CITY OF PASADENA/Planning & Permitting Dept.

County and State
10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional UTM references on a continuation sheet.)

| | | | |
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| 1 | <input type="text"/> | <input type="text"/> | <input type="text"/> |
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| 3 | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| | Zone | Easting | Northing |
| 4 | <input type="text"/> | <input type="text"/> | <input type="text"/> |

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Brian Goeken, AICP, Planner; Design & Historic Preservation Section/Planning Division

organization CITY OF PASADENA/Planning & Permitting Dept. date 9/28/95

street & number Hale Building, 175 N. Garfield Ave. telephone (818) 405-4228

city or town Pasadena state CA zip code 91109-7215

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

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A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name The Bekins Company

street & number 77 Flower Street telephone (818) 507-1200

city or town Glendale state CA zip code 91201

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 *et seq.*).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Projects (1024-0018), Washington, DC 20503.

**Bekins Storage Company Roof-top Sign
Pasadena, Los Angeles County, CA**

DESCRIPTION

The Bekins Storage Company Roof-top Sign is a large, two-faced, steel frame, metal roof sign atop the four-story Bekins Storage Company Building (1925-26). The sign is visible for several blocks along South Fair Oaks Avenue, originally part of historic Route 66. Each rectangular metal face includes open can letters with exposed neon tubes and the text, "BEKINS STORAGE COMPANY," all in caps. Neon tubes (without cans) with the text, "MOVING," alternatingly flash over the "STORAGE COMPANY" portion of the text.

The sign was originally installed with bulb lighting in 1926 by the Greenwood Advertising Company with the text, "STANDARD FIREPROOF STORAGE COMPANY." In 1929 the existing sign was converted by electricians J. E. Davies and J. F. Winn to neon; the text was apparently changed to "BEKINS STORAGE COMPANY," replacing the first two words of the sign in the same style letters as the original and retaining the second two words. The sign remains unaltered from its 1929 appearance.

STATEMENT OF SIGNIFICANCE

**Bekins Storage Company Roof-top Sign
Pasadena, Los Angeles County, CA****SIGNIFICANCE**

The Bekins Storage Company Roof-top Sign is locally significant for its associations with the historic context, "Influences of the Automobile on Other Businesses (1924-1944)," under Criterion A in the area of Commerce as a locally significant example of a sign primarily meant to be read from the passing automobile. With the advent of the automobile, commercial signs became larger, were placed in more prominent locations geared to the street (rather than the front sidewalk), and were designed to increase their visibility, both in terms of being legible from greater distances as well as incorporating features which could catch the eye and draw the attention of passers-by. The Bekins sign atop 511 S. Fair Oaks Avenue, installed in 1926 and converted to neon in 1929, was prominently located to be read for several blocks along South Fair Oaks Avenue, then part of Route 66, the primary automobile corridor to Los Angeles. The Bekins roof-top sign retains its 1929 appearance.

**Bekins Storage Company Roof-top Sign
Pasadena, Los Angeles County, CA**

MAJOR BIBLIOGRAPHICAL REFERENCES

Advertisement for Bekins Van & Storage Company, in *Pasadena Star-News*, October, 10, 1928.

Building Permit (1926), Electrical Permit #4212G (June 1, 1926), Electrical Permit (January 29, 1929), City of Pasadena.

"City of Pasadena Historic Context Statements," prepared by Pamela O'Connor for City of Pasadena, Design & Historic Preservation Section, draft 1992.

"Early Automobile-Related Properties in Pasadena (1897-1944)," Multiple-Property National Register of Historic Places Nomination, prepared by Historic Resources Group for City of Pasadena, Design & Historic Preservation Section, 1995.

Historical/Architectural Survey #15: Arroyo Parkway, City of Pasadena, Urban Conservation, 1989.

GEOGRAPHICAL DATA

**Bekins Storage Company Roof-top Sign
Pasadena, Los Angeles County, CA**

VERBAL BOUNDARY DESCRIPTION

The nominated property is Parcel Number 5713-041-014.

BOUNDARY JUSTIFICATION

The boundary includes the entire city parcel that historically has been associated with the property.

**Bekins Storage Company Roof-top Sign
Pasadena, Los Angeles County, CA**

PHOTOGRAPHS

Photographer: City of Pasadena (Brian D. Goeken)
Date of Photographs: September 1995
Location of Original Negatives: Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Department

Description of Views:

1. South side of sign, looking north along Fair Oaks Avenue toward downtown Pasadena.
2. South side of sign, looking north along Fair Oaks Avenue.
3. South side of sign and Colorado Street (east) elevation of building.
4. South side of sign, detail of steel frame and building parapet.
5. Side view of sign, detail of steel frame.
6. North side of sign.



United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Howard Motor Company Building

other names/site number Acura of Pasadena, California Custom Coach, Inc., Howard Automotive Company

2. Location

street & number 1285 E. Colorado Boulevard not for publication

city or town Pasadena vicinity

state California code CA county Los Angeles code 037 zip code 91106

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property meets does not meet the National Register criteria. I recommend that this property be considered significant nationally statewide locally. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State of Federal agency and bureau _____

In my opinion, the property meets does not meet the National Register criteria. (See continuation sheet for additional comments.)

Signature of certifying official/Title _____ Date _____

State or Federal agency and bureau _____

4. National Park Service Certification

I hereby certify that the property is:

- entered in the National Register. See continuation sheet.
- determined eligible for the National Register See continuation sheet.
- determined not eligible for the National Register.
- removed from the National Register.
- other, (explain:) _____

Signature of the Keeper

Date of Action

5. Classification

Ownership of Property
(Check as many boxes as apply)

- private
- public-local
- public-State
- public-Federal

Category of Property
(Check only one box)

- building(s)
- district
- site
- structure
- object

Number of Resources within Property
(Do not include previously listed resources in the count.)

| Contributing | Noncontributing | |
|--------------|-----------------|------------|
| 1 | 0 | buildings |
| 0 | 0 | sites |
| 0 | 0 | structures |
| 0 | 0 | objects |
| 1 | 0 | Total |

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

Number of contributing resources previously listed in the National Register

Early Auto-Related Properties in Pasadena (1897-1944)

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS

Mission/Spanish Colonial Revival

Materials
(Enter categories from instructions)

foundation CONCRETE

walls STUCCO

CONCRETE

roof ASPHALT

other CONCRETE/Cast Stone

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

See Continuation Sheet(s).

8. Statement of Significance**Applicable National Register Criteria**

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B** Property is associated with the lives of persons significant in our past.
- C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A** owned by a religious institution or used for religious purposes.
- B** removed from its original location.
- C** a birthplace or grave.
- D** a cemetery.
- E** a reconstructed building, object, or structure.
- F** a commemorative property.
- G** less than 50 years of age or achieved significance within the past 50 years.

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References**Bibliography**

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey

- recorded by Historic American Engineering
Record # _____

Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1927-1944

Significant Dates

1927

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Austin Company of California (Architect/Builder)

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other

Name of repository:

Design & Historic Preservation Archives

CITY OF PASADENA/Planning & Permitting Dept.

County and State
10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional UTM references on a continuation sheet.)

1

| | | |
|------|---------|----------|
| Zone | Easting | Northing |
| | | |

2

| | | |
|------|---------|----------|
| Zone | Easting | Northing |
| | | |

3

| | | |
|------|---------|----------|
| Zone | Easting | Northing |
| | | |

4

| | | |
|------|---------|----------|
| Zone | Easting | Northing |
| | | |

See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

name/title Brian Goeken, AICP, Planner; Design & Historic Preservation Section/Planning Division

organization CITY OF PASADENA/Planning & Permitting Dept. date 9/28/95

street & number Hale Building, 175 N. Garfield Ave. telephone (818) 405-4228

city or town Pasadena state CA zip code 91109-7215

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Frank Naiman, et. al.; Naiman Pasadena Partnership

street & number 2012 N. Normandie Ave. telephone (213) 662-1350

city or town Los Angeles state CA zip code 90027

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

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**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

DESCRIPTION

The Howard Motor Company Building is a two-story, concrete and brick, Spanish Colonial Revival-style commercial building with a high-style, richly ornamented automobile showroom at the street and an attached utilitarian service garage behind. The showroom interior, also richly ornamented, is visible from the street through expansive plate glass windows and entry doors. The building was constructed in 1927 by the Austin Company of California, architects and contractors, for the Howard Motor Company. The building remains virtually unaltered from its 1927 appearance, both on the exterior and in the significant interior spaces.

Automobile Showroom

The richly ornamented double-height showroom fronts directly on East Colorado Boulevard and has a smooth cement plaster finish exterior with a central and substantial cast stone Churrigueresque ornament, decorative chamfered corners, and a broad ornamental frieze. The showroom windows and entry doors are recessed in a single elliptical arch which spans the entire street facade. The arch has a grooved cast stone head mold that terminates in unusual scrolled imposts. The east elevation of the showroom also has an elliptical-arched window, but without the head mold. The central entry doors are marked by decorative cast iron piers and a dividing panel between the doors and transom; original wrought iron grillwork over the doors and transom has been removed. The showroom windows have high cement bulkheads with decorative metalwork along the flat sills. Some of the original dividing bars and copper window stops have been replaced with a new metal framing system.

The theatrical Churrigueresque ornament, marking the entry, dominates the entire street facade, extending from the top of the elliptical arch to the parapet; the ornament has tripartite divisions and incorporates elaborate mythical figures and faces, shells, medallions, Arabesque ornament and scrollwork, four urn-shaped finials, and a central rondel window with a fish-scale screen, all in high relief. The ornamental frieze wraps around the remainder of the front and sides of the showroom, with two cast stone moldings separated by a gridded field of small rosettes with medallions and ornamental plaques. The flat portion of the chamfered corners also has ornamental plaques. The roof is screened from view by the parapet. A large projecting cabinet sign has been added to the western end of the street facade.

Showroom Interior

The showroom interior is a rectangular-plan two-story space with painted unfinished concrete walls, a red tile floor, and an exposed wood truss roof of elaborately carved heavy timber trusses with metal straps and exposed cross-bracing. The rear wall of the showroom has a symmetrical two-story elevation divided into five bays by floor-to-ceiling pilasters and three curvilinear arches, with a series of entrances, alcoves, and balconets connecting to offices on the ground floor and mezzanine levels, and the service garage beyond. Decorative features include a series of cast stone panels with coats of arms, piers with cast stone capitals supporting the

**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

SIGNIFICANCE

The Howard Motor Company Building, constructed in 1927, is locally significant for its associations with the historic context, "Marketing and Servicing the Automobile (1902-1944)," under Criterion A in the area of Commerce and under Criterion C in the area of Architecture as a locally significant example of the automobile showroom and the Spanish Colonial Revival style. The automobile industry in Pasadena, including the manufacturing as well as the marketing and servicing of the automobile, was an important segment of the local economy in the interwar years and had a profound impact on everyday life. The automobile showroom is important in the introduction and surge in automobile ownership in Pasadena for its role in promoting and servicing the early automobile. The Howard Motor Company Building has been in use as an automobile showroom since its construction in 1927 for the Howard Motor Company up to the present day.

The building remains virtually unaltered from its historic appearance, both on the exterior and in the significant interior spaces, and is one of the best and most intact examples of the automobile showroom in Pasadena. The building meets the registration requirements identified for automobile showrooms for "Early Automobile-Related Properties in Pasadena (1897-1944)." Distinct characteristics of the building, typical of its property type, include: a Period Revival, high-style showroom exterior and interior, with a theatrical use of design and ornamentation, for increased commercial identification and to establish an attractive setting for the automobile models on display; an expansive use of plate glass windows and entry doors extending across the entire Colorado Boulevard facade, permitting complete visibility and access to the showroom directly from the street; and a large, attached, utilitarian service garage at the rear of the building, with direct access to the side street, for servicing and support of automobile sales. The building is an accomplished example of the Spanish Colonial Revival style, evident in its distinctive Churrigueresque facade and richly ornamented showroom interior.

Historical Background

In the interwar years, most of the automobile dealerships in Pasadena were located on Colorado Boulevard (then Colorado Street), and primarily in one of two groupings or so-called "auto rows": a two block stretch of West Colorado Boulevard, between Orange Grove Boulevard and the downtown; and several blocks of East Colorado Boulevard, between Lake and Hill Avenues, in the then-geographic center of the city and at the edge of the eastward-expanding downtown. The Howard Motor Company Building was one of the several automobile dealerships and auto-related buildings located within a few blocks of each other along this stretch of Colorado Boulevard.

With the considerable growth in the automobile industry in Pasadena and the need for larger and "more modern" facilities, automobile dealerships were typically at a particular location for only a few years before moving to other facilities; consequently, the individual auto showrooms were used by several different dealerships. The Howard Motor Company Building was built in 1927 for the Howard Motor Company (later called the Howard

**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

Automotive Company), a Buick dealership which had outgrown its facilities at 267 W. Colorado Boulevard (built 1917, significantly altered 1946). In 1938, the Howard Automotive Company moved to the Kindel Building at 1095 East Colorado Boulevard, just a few blocks away; and the Bush-Morgan Motor Company, a Packard dealership, moved from the Kindel Building to the auto showroom the Howard Motor Company had built and was leaving. The Bush-Morgan Motor Company (later the Morgan Motor Company) continued to occupy the building well into the 1950s. The building is still used as an automobile showroom today.

**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

MAJOR BIBLIOGRAPHICAL REFERENCES

Advertisement for A. J. Bayer Company, "Ornamental Iron and Bronze Hollow Metal Doors," in *Pacific Coast Architect*, April 1928, p. 58.

Building Permit #4537D, City of Pasadena, March 5, 1927.

"City of Pasadena Historic Context Statements," prepared by Pamela O'Connor for City of Pasadena, Design & Historic Preservation Section, draft 1992.

"Early Automobile-Related Properties in Pasadena (1897-1944)," Multiple-Property National Register of Historic Places Nomination, prepared by Historic Resources Group for City of Pasadena, Design & Historic Preservation Section, 1995.

"Grant Permit on Garage Building," in *Pasadena Star-News*, March 8, 1927.

Historical/Architectural Survey #31: Colorado Boulevard, City of Pasadena, Urban Conservation, 1987.

"New Business Home for Automobile Agency Planned for Erection at Corner of Colorado and Chester," in *Pasadena Star-News*, March 26, 1927.

Pacific Coast Architect, September 1, 1928, p. 29.

"Wonderful Service Facilities Offered the Thousand of Buick Motor Car Owners in Pasadena at Extensive Plant of Howard Motor Company, One of Outstanding Enterprise," in *Pasadena Star-News*, March 8, 1928.

**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

VERBAL BOUNDARY DESCRIPTION

The nominated property is Parcel Number 5738-021-018.

BOUNDARY JUSTIFICATION

The boundary includes the entire city parcel that historically has been associated with the property.

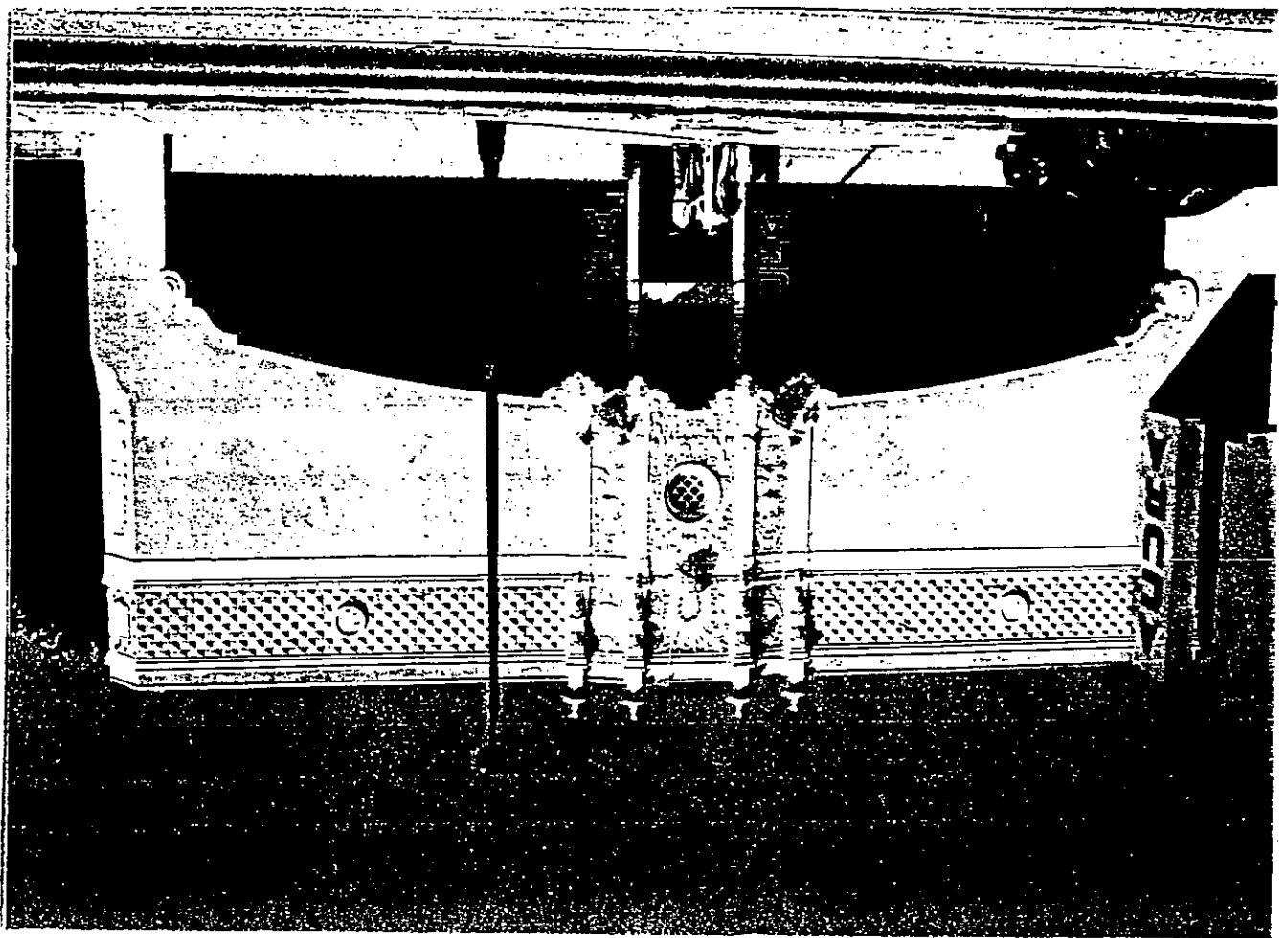
**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

PHOTOGRAPHS

Photographer: City of Pasadena (Brian D. Goeken)
Date of Photographs: September 1995
Location of Original Negatives: Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Department

Description of Views:

1. Automobile Showroom and Attached Service Garage: Colorado Boulevard (south) and side (east) elevations.
2. Automobile Showroom: Colorado Boulevard elevation (primary facade).
3. Automobile Showroom: detail of Churrigueresque ornament, Colorado Boulevard elevation.
4. Automobile Showroom: detail of entry doors, Colorado Boulevard elevation.
5. Automobile Showroom: detail of chamfered corner and ornamental frieze, Colorado Boulevard elevation.
6. Service Garage: Chester Street (west) elevation.
7. Service Garage: rear (north) elevation.



Kindel Building
Pasadena, Los Angeles County, CA

Service Garage

The attached two-story service garage is rectangular in plan and has entrances along the side street, North Wilson Avenue. The street elevation of the service garage has a smooth cement plaster finish exterior, while the secondary elevations have a painted unfinished concrete exterior. Simple piers and banks of fixed, multi-pane metal windows with operable awning sections divide the service garage elevations into bays. A simple molding caps the piers on the street elevation. A few of the windows have been infilled, but the dimensions of the original openings are readily apparent. Entrances to both levels of the service garage are directly off the side street, with the lower level devoted to open service bays and the upper level parking and storage. The upper-level is supported by steel columns and open to a steel truss roof. The truss roof is screened from view by the parapet.