

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 5S2

Other Listings
Review Code _____ Reviewer _____ Date _____

Resource Name or #: (Assigned by recorder) 396-400 South Lake Avenue

P1. Other Identifier:

P2. Location: Not for Publication Unrestricted
and (P2b and P2c or P2d. Attach a Location Map as necessary.)

a. County Los Angeles

b. USGS 7.5' Quad _____ Date _____ T _____ ; R _____ ; 1/4 of _____ 1/4 of Sec _____ ; _____ E

c. Address: ? S Lake _____ City Pasadena Zip 91101

d. UTM: (Give more than one for large and/linear resources) _____ ; _____ mE/ _____ mN

e. Other Locational Data (Enter Parcel #, legal description, directions to resource, elevation, etc., as appropriate)
Lake Avenue Tract, Lot 4

Parcel No. 5735-031-004

P3. Description (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

This two-story modern commercial building incorporates International Style influences into its design. Symmetrical in composition, the building is capped with a parapeted flat roof and contains two glass storefronts. The second floor is clad in large travertine panels that extend below the floor-level, making the first floor appear low and streamlined. Both store entrances are recessed under the second floor extension. The storefront on the south end has several independent glass "floating" display boxes mounted on posts along its southern wall. Large, double glazed doors provide entry into the store. The storefront on the north end of the building also has large, glazed double doors that lead directly into the building from the street. This storefront has one display windows that projects out from the northern wall.

P3b. Resource Attributes: (List attributes and codes)

HP6 – 1-3 story Commercial Building

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

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



P5b. Description of Photo: (View, date, accession #)
West elevation (View toward east).
Photo No: 3-9, 5/20/99

P6. Date Constructed/Age and Sources:
 Prehistoric Historic Both

1950—building permit 7812

P7. Owner and Address
Esther E. Henderson et al tr
Ester E. Henderson Trust
P.O. Box 80640
San Marino, CA 91108

P8. Recorded by: (Name, affiliation, and address)
Jan Ostashay
PCR Services Corp.,
233 Wilshire Blvd., Suite 130,
Santa Monica, CA 90401

P9. Date Recorded: 8/30/2000

P10. Survey Type: (Describe)
Intensive survey (update)—Pasadena Central
District Specific Plan Area

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

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

BUILDING, STRUCTURE, AND OBJECT RECORD

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Resource Name or #: (Assigned by recorder) 396-400 South Lake Avenue

- B1. Historic Name: *Huggins Shoe Store*
B2. Common Name:
B3. Original Use: *Retail store/Commercial* B4. Present Use: *Retail store/Commercial*
B5. Architectural Style: *Modern/late International Style*
B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed in 1950

B7. Moved? No Yes Unknown Date: Original Location:
B8. Related Features:

- B9a. Architect: *H. Roy Kelley* b. Builder: *Jo Henderson*
B10. Significance: Theme: *Commercial development* Area: *Pasadena Central District*
Period of Significance: *1950* Property Type: *Commercial* Applicable Criteria: *N/A*
(Discuss importance in terms of historical or architectural context as defined by theme, period and geographic scope. Also Address integrity).

Though this building appears ineligible for the National Register, it does appear eligible for local designation, due to its unaltered "late" International Style design and for its association with the post World War II commercialization of South Lake Avenue. The building was erected in 1950 as a retail store for Jo Henderson, who also acted as his own builder. The Henderson family still owns the building. Higgins Shoes was the first tenant of 400 South Lake Avenue and has remained there for almost 50 years. As of 1953, the tenant of 396 South Lake Avenue was The Carousel (now Draper's), a women's clothing store owned by Gene Burton (a well known Pasadena retail entrepreneur from the 1950s through the 1980s). According to the Pasadena Star-News, January 28, 1951, the architect, H. Roy Kelley, felt that the shopping experience began on the street and that a storefront should entice the shopper inside by creating a lobby-like effect that permitted browsing before one actually entered the store. Hence, the use of "floating" display cases in the front. Further, the surviving scripted font signage on the building, HUGGINS and Drapers, is characteristic of early 1950s commercial uses. The newspaper article also indicated that the exterior of the building has not changed since it was constructed.

B11. Additional Resource Attributes: (List attributes and codes)
B12. References:

City Directories
City building permit files
City Assessor BDB 3579
Pasadena Star-News, 1/28/51; 7/28/51

B13. Remarks:

B14. Evaluator: *Jan Ostashay*
Date of Evaluation: *8/30/2000*

(This space reserved for official comments.)

HP6 – 1-3 story Commercial

