

PRIMARY RECORD

Primary # _____

HRI # _____

Trinomial _____

NRHP Status Code 5S1

Other Listings
Review Code _____ Reviewer _____ Date _____

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Resource Name or #: 445 E. Orange Grove Blvd. - Signboard at Orange Grove Shopping Center (Orange Grove Boulevard/ No. Los Robles Avenue)

P1. Other Identifier:

P2. Location: Not for Publication Unrestricted

a. County Los Angeles

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

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

c. Address: Sign at shopping center at Orange Grove/Los Robles _____ City: Pasadena Zip: 91104

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)

Parcel No. _____

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

The two-tiered, double-faced signboard is the main identification for an L-shaped, one-story shopping plaza on the north-east corner of two major streets. Mounted on two pipe columns, it features a smaller, flat-surfaced horizontal cabinet—two polygons—with surface-mounted, open-channel letters and, above it, a larger rectangular-shaped cabinet with deep vertical channels and surface-mounted, open-channeled letters in a festive italicized script announcing "Orange Grove." Both signs have white exposed neon tubing inside the open-channel letters. The contrasting red-ochre field of the cabinets appears to have faded considerably because of its exposure to the sun.

The signboard is reminiscent of other eye-catching displays that appeared in abundance throughout the San Gabriel Valley (e.g., Garey Center in Pomona, 1960; recently demolished). Similar signboards were commonly associated in the 1950s and 1960s with coffee shops, bowling alleys, cocktail lounges, steak houses, and shopping plazas. New construction, inadequate maintenance, and the inevitable deterioration of exposed sheet-metal cabinets and neon have doomed many of these signs.

The original, unaltered condition of this sign and its double-tiered stacked design distinguish this sign among the inventory of local signs listed in the historic sign inventory. The sign was fabricated by the Wyper Sign & Neon Company of Pasadena(640 N. Fair Oaks Ave.) and installed in 1959. Local architect Arthur Lavagnino designed the Orange Grove Shopping Center, which opened in 1959.

P3b. Resource Attributes: (List attributes and codes)

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 #)
(View toward south elevation).

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

1959

P7. Owner and Address

P8. Recorded by: (Name, affiliation, and address)

P9. Date Recorded:

P10. Survey Type: (Describe)
Intensive survey – Fair-Oaks Orange Grove 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

State of California – The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

Primary #
HRI #

BUILDING, STRUCTURE, AND OBJECT RECORD

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NRHP Status Code 5S1

Resource Name or #: 445 East Orange Grove Blvd.- Sign at shopping center at Orange Grove/Los Robles

B1. Historic Name:

B2. Common Name:

B3. Original Use:

B4. Present Use:

B5. Architectural Style:

B6. Construction History: (Construction date, alterations, and date of alterations)

No evident alterations.

B7. Moved? No Yes Unknown

Date:

Original Location:

B8. Related Features:

B9a. Architect:

b. Builder:

B10. Significance: Theme:

Area:

Period of Significance: 1955-1965

Property Type: Illuminated signboard

Applicable Criteria:

(Discuss importance in terms of historical or architectural context as defined by theme, period and geographic scope. Also Address integrity).

The sign qualifies for designation under Chapter 2.75 of the Pasadena Municipal Code as an outstanding local example of the distinctive neon signboards identified with the expansion of shopping centers and automobile-related artifacts in Southern California during the years following the Second World War. The signboard is in original condition.

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

B12. References:

Building Permit # -727. 6-29-1959

B13. Remarks:

B14. Evaluator: Jeff Cronin

Date of Evaluation: 10/01

(This space reserved for official comments.)

(Sketch Map with north arrow required.)

Page () of () Resource Name or #:

Continuation Update

P2. Location:

B10. Significance:

P5b. Description/Date of Photo:



P8. Recorded by:

P9. Date Recorded: