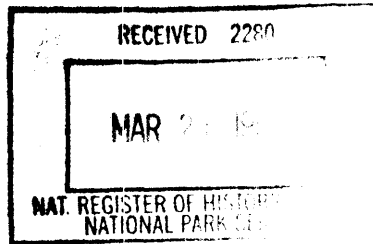


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United States Department of the Interior
National Park Service

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street & number 1285 E. Colorado Boulevard not for publication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] 3/15/96
Signature of certifying official/Title Date

California Office of Historic Preservation
State or 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] 4/19/96
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 Automobile-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).

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National Park ServiceNational Register of Historic Places
Continuation SheetSection number 7 Page 1 of 2

DESCRIPTION

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 impost. 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

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National Park Service

National Register of Historic Places
Continuation Sheet

Section number 7 Page 2 of 2

DESCRIPTION

Howard Motor Company Building
Pasadena, Los Angeles County, CA

mezzanine level, a flight of stairs to the mezzanine level with ceramic tile risers, mezzanine railings with cast stone fish-scale screens, wrought iron railings and grillwork, and two large elaborate chandeliers with gilding and metal tin work suspended from the ceiling. Portions of the rear of the mezzanine level, originally open, have been infilled with private offices and the entry between the showroom and the garage has been narrowed.

Service Garage

The attached two-story service garage is L-shaped in plan and fronts on a side street, North Chester 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. Banks of fixed, multi-pane metal windows with operable awning sections and plain concrete sills divide the service garage elevations into bays. Metal security bars have been added to the lower-level windows. 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 to open parking and storage. The upper-level is supported by squat concrete columns with simple flared capitals and open to a steel truss and wood roof. The roof of the building is screened from view by the parapet.

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)

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)

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.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 1 of 2

STATEMENT OF SIGNIFICANCE

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 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 Howard Motor Company Building was built in 1927 for the Howard Motor Company (later called the Howard

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**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 2 of 2

STATEMENT OF SIGNIFICANCE

**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.

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Continuation Sheet

Section number 9 Page 1 of 1

MAJOR BIBLIOGRAPHICAL REFERENCES

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)." National Register of Historic Places Multiple Property Submission, prepared by Historic Resources Group and the 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.

10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional UTM references on a continuation sheet.)

UTM grid 1: Zone 111, Easting 3964710, Northing 37787610

UTM grid 3: 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 rev. 12/96

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.).

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.

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National Register of Historic Places Continuation Sheet

Section number 10 Page 1 of 1

GEOGRAPHICAL DATA

**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.

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National Park Service**

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Continuation Sheet**

Section number _____ Page ^{1 of 1} _____

PHOTOGRAPHS

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 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.

Howard Motor Company Building
 Pasadena, Los Angeles County, CA

