

Attachment A:

Vicinity Map

ATTACHMENT A: VICINITY MAP



Attachment B:

Application & applicant description



PASADENA PERMIT CENTER
 www.cityofpasadena.net/permitcenter

Supplemental Application for
HISTORIC DESIGNATION

Note: In addition to this application, a completed **Planning Division Master Application Form** is also required.

PROPERTY PROPOSED FOR DESIGNATION

1. Name of Property:	Avon Products Building
2. Property Address:	2940 E Foothill Blvd.
3. Date of Original Construction	1946
4. Original Owner	Avon Products
5. Architect / Builder:	Stiles O. Clements (original); Neptune & Thomas (later additions)

DESIGNATION CATEGORY

(CHECK APPROPRIATE BOX—SEE CRITERIA ON PAGES 2 & 3 FOR MORE INFORMATION):

HISTORIC MONUMENT

LANDMARK

HISTORIC SIGN

LANDMARK TREE

BRIEF DESCRIPTION OF PROPERTY

Briefly describe the property proposed for designation, indicating whether the entire site or a portion of the site is the subject of the nomination (e.g., how many buildings or objects on the site are included in the nomination) or if the nomination is for an object, sign or tree. A map may be used for the description. Please also submit recent and, if available, historical photographs. Use additional sheets if necessary.

See attached description of property

SUPPLEMENTAL INFORMATION ON SIGNIFICANCE OF PROPERTY

With this application, please attach information that will assist staff with the preparation of a designation report. Books, photographs, articles, and other archival information will all be useful to document the significance of the nominated resource.

Refer to bibliography, historical photographs, chronology, and other supporting information.



CRITERIA FOR DESIGNATING A HISTORIC SIGN	
<input type="checkbox"/>	A. It is exemplary of technology, craftsmanship or design of the period when it was constructed, uses historic sign materials and means of illumination, and is not significantly altered from its historic period. Historic sign materials shall include metal or wood facings, or paint directly on the façade of a building. Historic means of illumination shall include incandescent light fixtures or neon tubing on the exterior of the sign. If the sign has been altered, it must be restorable to its historic function and appearance.
<input type="checkbox"/>	B. It is integrated with the architecture of the building.
<input type="checkbox"/>	C. It demonstrates extraordinary aesthetic quality, creativity, or innovation.

CRITERIA FOR DESIGNATING A LANDMARK TREE	
<input type="checkbox"/>	A. It is one of the largest or oldest trees of the species located in the City.
<input type="checkbox"/>	B. It has historical significance due to an association with a historic event, person, site, street, or structure.
<input type="checkbox"/>	C. It is a defining landmark or significant outstanding feature of a neighborhood.

DESIGNATION PROCESS (INFORMATION ONLY; NO ACTION REQUIRED)
§17.62.050 Pasadena Municipal Code:

1. A preliminary evaluation by staff to determine if the nominated property meets the applicable criteria and is eligible for designation.
2. If staff determines that the nominated property is eligible for designation, the nomination is scheduled for a public hearing before the Historic Preservation Commission. If not, the applicant may appeal the determination of ineligibility to the Historic Preservation Commission or it may be called for review by the Historic Preservation Commission or City Council.
3. If the Historic Preservation Commission finds that the nominated resource qualifies for designation, it forwards a recommendation on the designation to the City Council.
4. At a noticed public hearing, the Council then determines whether to approve or disapprove the application.

Avon Products Building

Description of Property

The Avon Products Building, designed by noted Los Angeles based architect Stiles O. Clements, is a premier example of International Style modernism in East Pasadena. Clements, who was educated at Drexel, MIT and the École des Beaux Arts, began his career at in New York City before moving to California in 1911. There is one documented example of his work in this early period, the 1915 English Arts and Crafts home at 1201 S Grand Avenue, a contributor to the South Grand-Covington Place Landmark District. In 1922, he joined the prolific architectural firm Morgan, Walls, and Morgan as a designer. A year later, in 1923, he was made partner and the firm was renamed Morgan, Walls, and Clements. The firm was a leading architectural presence in the Los Angeles area, specializing in Art Deco and Streamline Moderne styles. Notable projects include the Mayan Theater, the El Capitan Theatre, Chapman Plaza, and The Wiltern & Pellissier Building, all of which are in the City of Los Angeles and all of which are designated Los Angeles Historic-Cultural Monuments by the Cultural Heritage Commission.

In 1937, Clements started his own firm known as Stiles O. Clements and Associates, and subsequently adopted a more modernist style. The firm designed the 1941 "ultramodern" Arthur Murray Office and Studio and the now demolished 1955 Mid-century Modern Lou Ehlers Cadillac building. The 1946 Avon Products building, one of several new locations built at the time for a rapidly expanding Avon, fits squarely between these two projects, and demonstrates the Clements' transition from Late Modernism to Mid-century. Common design elements can be seen among all these buildings.

The Avon Products Building has had several renovations and additions in 1954, 1957, and 1967, several of which were designed by the Pasadena architectural firm of Neptune & Thomas. Pasadena's California Historical Resources Inventory Database (CHRID) falsely attributes the original design to Neptune & Thomas, though this would have been impossible given the fact that the firm was not established until 1953. The building has a further design pedigree in that landscape architect Edward Huntsman-Trout, designed its gardens although it appears that the landscaping may have been modified. According to the 1946 article in *Southwest Builder and Contractor*, the setting of the building was important to Avon, and generous landscaped setbacks were planned.

In terms of architectural integrity, the Clements original building façades are largely intact. This simple box of rectangular glass bays sits directly adjacent to the 210 Freeway. It is recommended that this portion be preserved. Julius Shulman's 1948 photo documentation of the building shows that there has been little change over the course of over 70 years.

Supplemental images and materials are attached with this application, found at the Permit Center and online.