



Planning & Community Development Department

# 2940 E. Foothill Boulevard Application for Landmark Designation

City Council Meeting  
November 18, 2019





# 2940 E. Foothill Boulevard

Planning & Community Development Department





# Vicinity Map

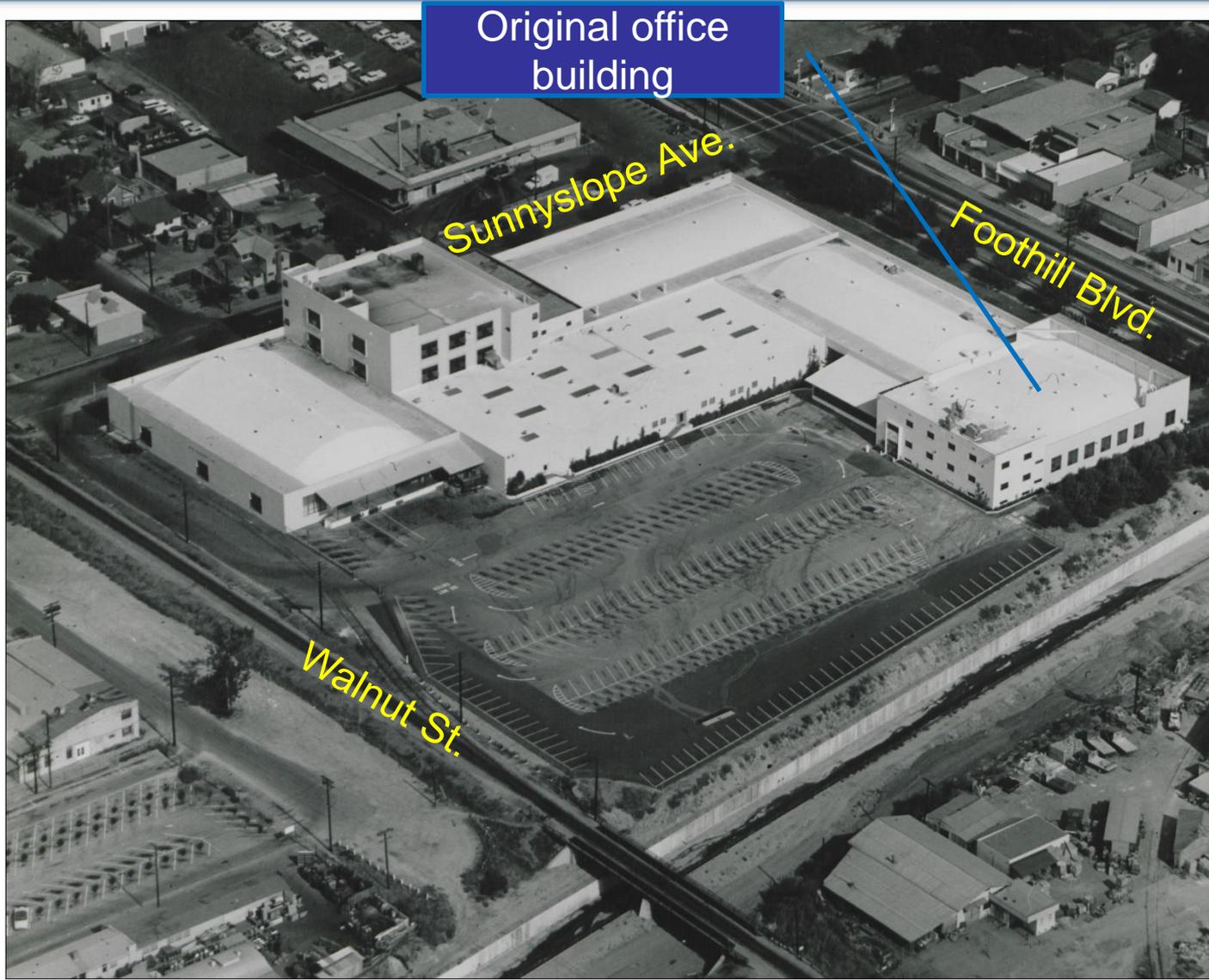
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# Historical Aerial Photograph (1961)

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# Project Summary

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- Built in 1947
- Designed by regionally significant architect Stiles O. Clements
- Original use as offices for Avon Products Company; currently vacant
- Nomination submitted by Pasadena Heritage; owner's attorney has verbally indicated that owner is in support
- Qualifies for Landmark under criterion C
  - > Embodies the distinctive characteristics of a locally significant Corporate Modern architectural style
  - > Additionally, the property is a significant work of Stiles O. Clements
- Historic Preservation Commission recommended approval of the designation at its September 17, 2019 meeting.



# Office Building North (Front) Elevation

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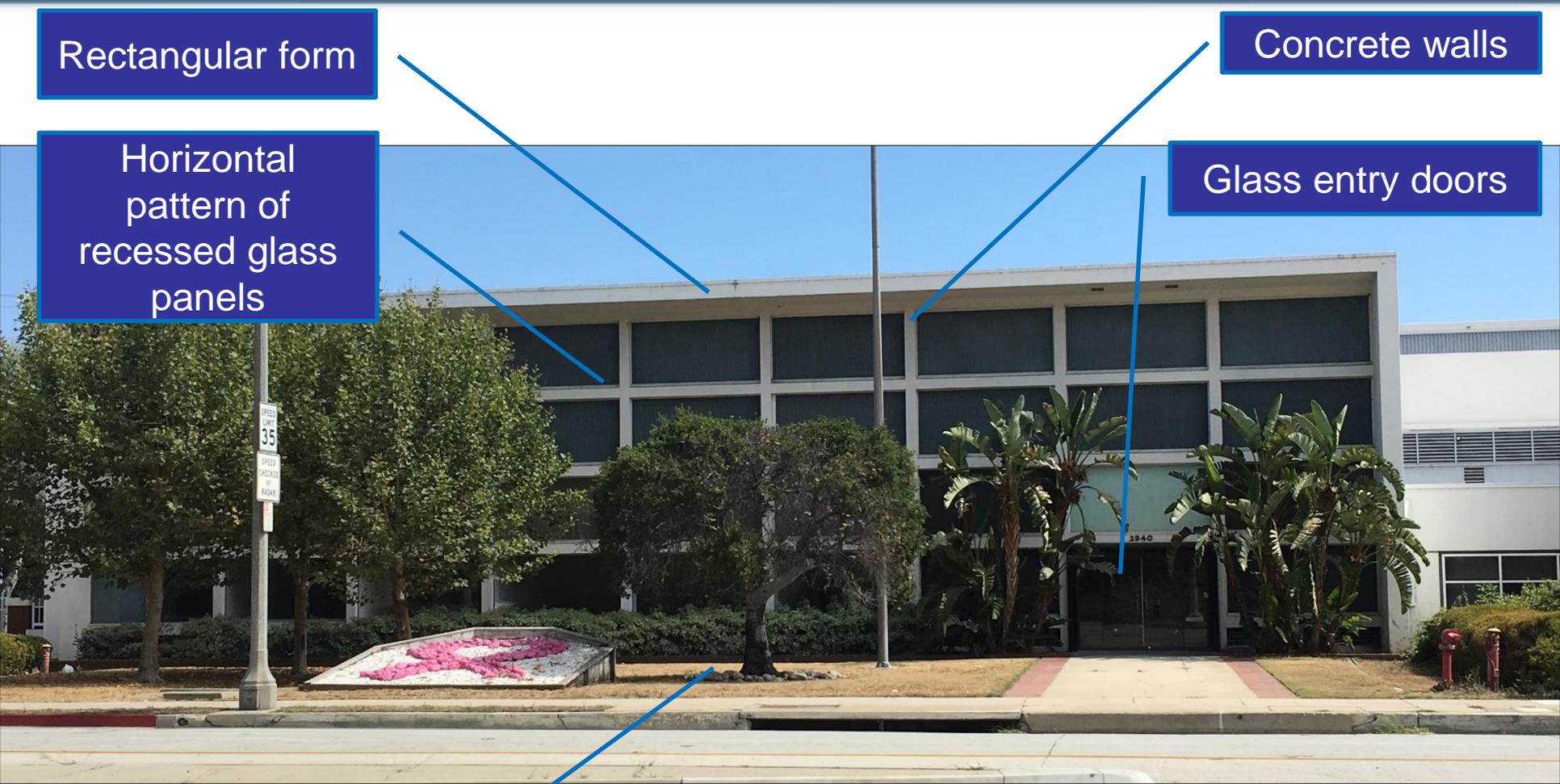
Rectangular form

Concrete walls

Horizontal  
pattern of  
recessed glass  
panels

Glass entry doors

Landscaped front  
plaza



PASADENA



# Office Building Front Elevation Details

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# Office Building North & East Elevations

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# Office Building North & West Elevations

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# 1961 Historical Photograph

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# Remainder of North Elevation (1970's Construction)

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# Historical Rendering (1947)

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# 1961 Historical Photographs

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# 1963-69 Historical Photograph

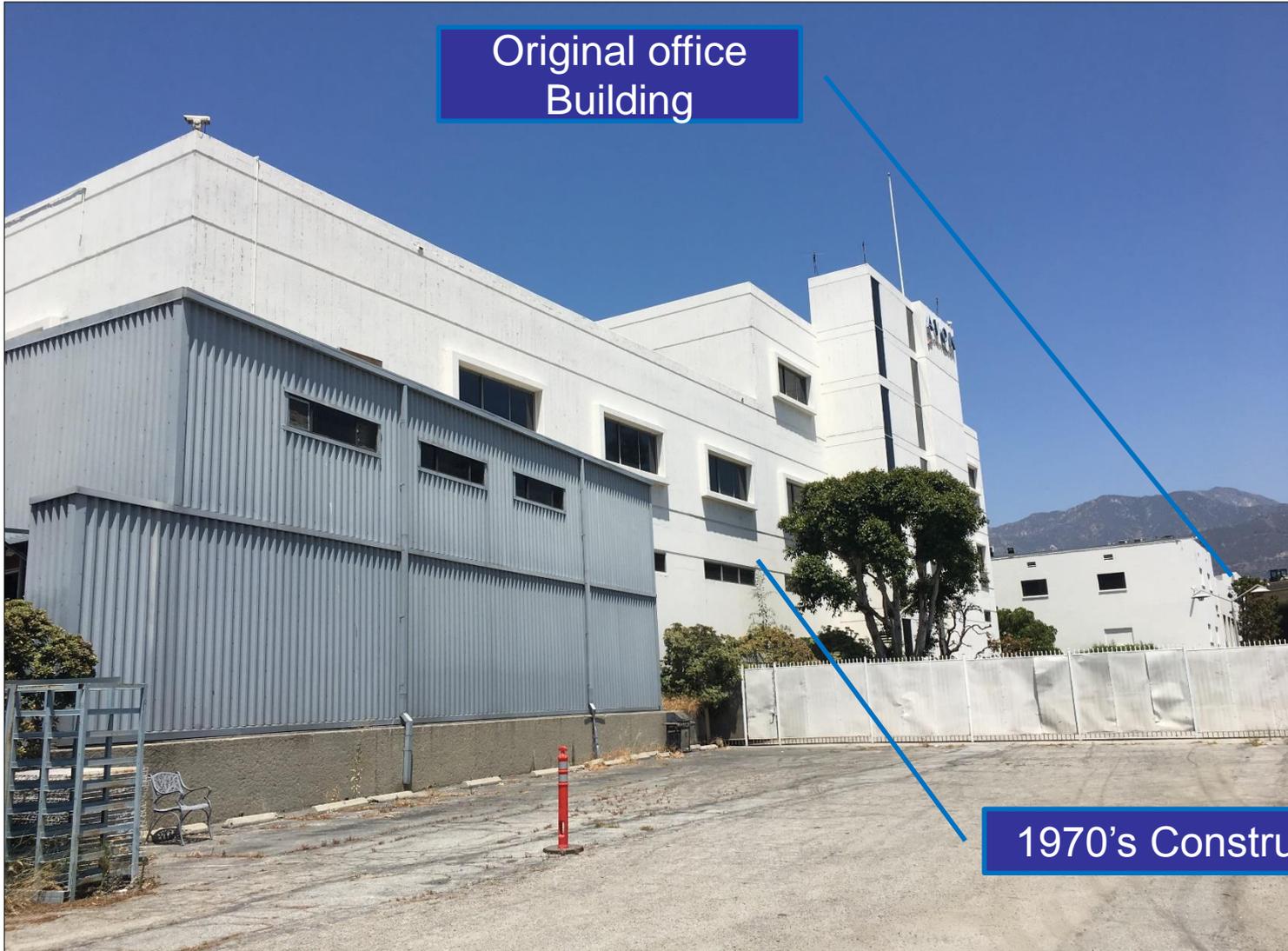
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# East Elevation (from south)

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# South Elevation (1970's Construction)

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# West Elevation (1970's Construction)

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# Historical Overview

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- Represents Context of Mid-Twentieth-Century Corporate/Institutional/Industrial Development in Pasadena
  - > Period of Significance: 1935-1965
  - > Numerous new corporate headquarters and factories were built outside of downtown Pasadena in the years immediately following World War II
  - > Often occupied by a single entity and most often associated with the Corporate Modern, Vernacular Modern, New Formalist and Brutalist architectural styles
- Corporate Modern Style
  - > Rectangular volumes
  - > Materials of concrete, steel, and glass
  - > Horizontal bands of windows or glass curtain walls
  - > Steel frame accentuated with protruding steel piers or I-beam mullions
  - > Projecting aluminum sunscreens, vertical fins or louvers
  - > Tower over a parking podium, often screened
  - > Articulated ground story, often set back behind slender columns or pilotis
  - > Exterior staircases with no risers
  - > Building set back on a plaza or formal garden



# Historical Overview

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- **Architect Stiles O. Clements (1883-1966):**
  - > Born in Centerville, MD
  - > Received a Bachelor's Degree in Architecture from Drexel Institute of Technology in Philadelphia, a Master's Degree in Architecture from Massachusetts Institute of Technology and also studied at L'Ecole des Beaux Arts in Paris
  - > Joined the firm of Morgan, Walls & Morgan where he later became a partner, resulting in the firm's name changing to Morgan, Walls & Clements
  - > Opened sole practice in 1937
  - > Well known for Art Deco and Streamline Modern styles
  - > In Pasadena also designed Allstate Insurance Building and, earlier in his career in 1915, an English Arts & Crafts Period house at 1201 S. Grand Avenue



# Eligibility Criteria

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- **Criterion C met:**
  - > Original office building embodies the distinctive characteristics of a locally significant property type, architectural styles and period and the work of an architect whose work is of significance to the City
    - Exhibits character-defining features of a Corporate Modern style office building
    - Significant work of architect Stiles O. Clements



# Recommendation & Effects

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- HPC and staff recommendation: Approve designation of Avon Products Office Building at 2940 E. Foothill Boulevard as a Landmark
- Effects of historic designation:
  - > Future protection of exterior features from inappropriate alteration or demolition
  - > Eligible to apply for Historic Property Contract (Mills Act)
  - > Eligible to use State Historical Building Code
  - > Potential variances from current Zoning requirements



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