

# **ATTACHMENT A**



## PASADENA PERMIT CENTER

[www.cityofpasadena.net/permitcenter](http://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:	
2. Property Address:	
3. Date of Original Construction	
4. Original Owner	
5. Architect / Builder:	

#### **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.

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#### **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.



### **LEGAL DESCRIPTION**

Attach a copy of the most recently recorded legal description for the property (usually in the deed for the property or other documents when the property was purchased—also available from a title company).

### **CRITERIA FOR DESIGNATION**

Check the box under the category checked on first page that corresponds to the criterion under which you are nominating the property, object, sign or tree for designation. Multiple boxes may be checked if applicable.

<b>CRITERIA FOR DESIGNATING AN HISTORIC MONUMENT</b> <b>(May include significant public or semi-public interior spaces and features)</b>	
<input type="checkbox"/>	A. It is associated with events that have made a significant contribution to the broad patterns of the history of the region, state or nation.
<input type="checkbox"/>	B. It is associated with the lives of persons who are significant in the history of the region, state or nation.
<input type="checkbox"/>	C. It is exceptional in the embodiment of the distinctive characteristics of a historic resource property type, period, architectural style or method of construction, or that is an exceptional representation of the work of an architect, designer, engineer, or builder whose work is significant to the region, state or nation, or that possesses high artistic values that are of regional, state-wide or national significance.
<input type="checkbox"/>	D. It has yielded, or may be likely to yield, information important in prehistory or history of the region, state or nation.

<b>CRITERIA FOR DESIGNATING A LANDMARK</b>	
<input type="checkbox"/>	A. It is associated with events that have made a significant contribution to the broad patterns of the history of the City, region, or State.
<input type="checkbox"/>	B. It is associated with the lives of persons who are significant in the history of the City, region, or State.
<input type="checkbox"/>	C. It embodies the distinctive characteristics of a type, architectural style, period, or method of construction, or represents the work of an architect, designer, engineer, or builder whose work is of significance to the City or, to the region or possesses artistic values of significance to the City or to the region.
<input type="checkbox"/>	D. It has yielded, or may be likely to yield, information important locally in prehistory or history.

## **I. MAGNIN & COMPANY STORE**

### **HISTORIC LANDMARK NOMINATION CONTINUATION SHEET**

#### **DESCRIPTION OF PROPERTY**

##### **Legal Description**

APN: 5734-031-004

The former Pasadena I. Magnin & Company (I Magnin) property comprises portions of lots 24, 25, and 26 of Samuel Stratton's Subdivision in the City of Pasadena, County of Los Angeles, State of California, as per maps recorded in Book 98, page 8 of Maps in the Office of the County Recorder of Los Angeles County (Attachment A).

#### **PHYSICAL DESCRIPTION**

##### **General Setting**

The former I. Magnin building is located on the west side of South Lake Avenue south of Del Mar Boulevard and north of California Boulevard in the city of Pasadena. It is located in a developed commercial area surrounded by small- and large-scale retail properties. To the north are the Shops of Lake Avenue and parking structure with first-story retail spaces. To the south is a retail building originally built as parking in 1957 and remodeled in 1977. The I. Magnin building occupies the front of the parcel, with the large parking structure shared with Macy's located at the rear. This provides an additional entrance from the top story of the parking structure directly into the second story of the store. The store is set back slightly from the sidewalk with a small section of lawn and landscaping flanking the Lake Avenue entrance (Attachment B).

##### **Architectural Description**

The property at 475 South Lake Avenue is a two-story retail store designed in a Late Moderne style by architect Harold C. Chambers. It was constructed in 1948 and opened for business in 1949. The commercial building has a simple, rectangular plan constructed of concrete on a concrete foundation. It has a flat roof and concrete walls. Due to the proximity of the property to the south and the adjacent parking structure to the west, the majority of the building's architectural features are centered on the east and north façades.

The primary (east) façade has a symmetrical arrangement, with the main entrance centrally located and flanked by two windows to the north and two to the south (Figure 1). On the second story, the façade is punctuated by six windows slightly shorter than those on the first story. Each of the wood-framed windows consists of paired vertical panes of glass with no cas-

ings or ornamentation. The entrance has a pair of aluminum-framed glass doors flanked by glazed surrounds and a glazed upper section of three large panes of glass (Figure 2). There is currently a cantilevered, rounded awning over the entrance that is not original. The entrance is accessed by a low, wide set of concrete steps with a metal balustrade that spans both sides of the façade. An entrance ramp was added on the north side and an additional set of stairs was added to the south leading to a solid door which was part of the original design (Figure 3). Characteristic of the Moderne style, the north and south corners of the building are rounded (Figure 4). Lighting sconces are spaced between the first story windows; the sconces are not original.

The north façade has a less symmetrical fenestration pattern, with a section of solid wall to the east of the off-center entrance (Figure 5). On the second story, three windows the same size and configuration as those on the primary façade are spaced above the solid wall and entrance. This secondary entrance is a smaller version of the primary one, with a pair of glass doors flanked by plate-glass surrounds and a large, glazed transom (Figure 6). To the west of the entrance is another section of solid wall on the first story with two windows evenly spaced above it on the second story. These windows have the same configuration as those to the east, but are slightly smaller. Farther west, the first story façade is punctuated by four evenly spaced windows smaller than the others but with the same paired vertical configuration (Figure 7). The windows on the second story are aligned above these. As on the primary façade, light sconces were added between the windows at some later date. A cantilevered awning was also added to the secondary entrance.

The west façade abuts the parking structure with all the fenestration located on the second story (Figure 8). The façade appears to have been more symmetrical at the time the second-story entrance was added flanked by windows when the parking garage was constructed; some alterations have occurred since 1957. Historic photos of this façade were not located, so it is not certain if the variation in window size is original. A portion of the roofline to the south is higher, possibly to hide utility equipment located on the roof (Figure 9). The entrance is centered on this façade and set within a slightly projected bay with rounded corners. Although it consists of glazed doors as on the other façades, there is a portion of solid wall to the north where it was most likely originally glazed (Figure 10). The cantilevered awning was added over this door as well. To the south of the second-story entrance are two windows with the same configuration as all the other windows on the store with a section of solid wall to their south, but to the north the two large windows project slightly with casings suggestive of a storefront display (Figure 11). The south façade has no fenestration (Figure 12).

The original interior finishes were removed when the store was purchased by Borders, and it does not appear that any features associated with the I. Magnin store are extant (Figure 13). The basement retains some original partitions and doors, but the upper stories have no walls or fixtures (Figure 14). There is a central staircase to access the second story, but at this time it is unknown whether the configuration was changed when it became the Borders store (Figure 15).

## Alterations

The former I. Magnin store has experienced some exterior alterations since its original construction in 1948.<sup>1</sup> The second-story entrance was added when the parking structure was constructed in 1957. An addition to the basement was made at that time as well. Changes were possibly made to the fenestration on the west façade when the parking structure was added, but as plans or permits did not indicate these changes, this cannot be confirmed at this time. A concrete ramp was added to the north end of the building's primary façade in 2002. The interior was completely remodeled in 2005, and a portion of the glazed entry on the second story was filled in at an unknown date.

## STATEMENT OF SIGNIFICANCE

### Previous Evaluations

The former I. Magnin building was previously recommended eligible for City designation as a local landmark.<sup>2</sup> In a 2000 recording by Leslie Heumann of PCR, it was assigned the California Resource Status Code 5S2 (individual property that is eligible for local listing or designation).<sup>3</sup> The California Built Environment Resource Directory lists the property with the status code 7R (identified in reconnaissance-level survey: not evaluated); this listing is presumed to be out of date (or pre-date the 2000 recommendation).

### Summary of Significance

The former I. Magnin building at 475 South Lake Avenue meets the following aspects of Criterion C for designation as a Pasadena Landmark:

*It embodies the distinctive characteristics of a type, architectural style, period, or method of construction, or represents the work of an architect, designer, engineer, or builder whose work is of significance to the City or to the region, or possesses artistic values of significance to the City or to the region (Criterion C).*

The property satisfies Criterion C as an excellent example of the mid-century department store property type as it transitioned from downtown, urban locations to more residential suburban neighborhoods focused on automobile access. It also embodies distinctive characteristics of the Late Moderne style, particularly as expressed by the I. Magnin brand as part of its retail identity. Its designer, Harold C. Chambers, was a master architect responsible for several significant buildings in Pasadena, both during his time partnered with Myron Hunt and later with his own firm.

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<sup>1</sup> Alterations have been determined to the extent possible based upon available documentation, including building permits, Sanborn maps, newspaper articles and historic photographs, as well as visual observation.

<sup>2</sup> City of Pasadena, "California Historical Resources Inventory Database: Resource Summary," <http://pasadena.cfwebtools.com/search.cfm?res id=5876&clisplay=resource>, accessed January 9, 2022.

<sup>3</sup> Leslie Heumann, DPR523 update form for 475 South Lake Avenue (prepared by PCR for the City of Pasadena, August 30, 2000).

## **Commercial Retail Development in Pasadena<sup>4</sup>**

There are a small number of examples of commercial architecture from the period immediately preceding World War II remaining in Pasadena, primarily located adjacent to Colorado Boulevard and the original downtown area of Old Pasadena. Commercial properties from this period are typically Moderne or Streamline Moderne, and the influence of the automobile is seen in early examples of drive-through architecture. An example is the Drive-Up Building that was added to the Royal Laundry at 443 South Raymond Avenue in 1939. This building was designed by George Whyte in the Streamline Moderne style, and was meant to create a place for the public to directly interact with the plant when bringing in laundry and dry cleaning. The Streamline Moderne design of the building communicates smooth motion and speed, emphasizing the efficiency and ease with which drivers could approach the building, drop off or pick up their laundry or dry cleaning, and drive away with little interruption to their path of travel (Historic Resources Group 2007).

Other extant examples include the Pasadena Winter Garden, a Streamline Moderne ice-skating rink designed in 1940 by renowned local architect Cyril Bennett, and the 1938 Bryan's Cleaners. Both are located on South Arroyo Parkway. It was in the postwar era that dramatic shifts in commercial development occurred, largely due to the impact of the automobile. Historic downtown centers were abandoned for new regional shopping centers that were developed to serve the sprawling suburbs, and also in response to the automobile culture that enjoyed the freedom of new freeways and improved roads. The automobile changed the form and design of commercial architecture as well, with the introduction of drive-ins to service the new fast-paced postwar lifestyle, roadside architecture that sprang up along the new auto routes, and the large-scale department store placed in the center of a sea of parking spaces. New architectural forms were developed as well, with the creation of the California Coffee Shop style (commonly known as "Googie") rooted in the organic formal principles of Frank Lloyd Wright but adapted to the scale and site of the car-oriented commercial strip.

These trends are also seen in Pasadena's commercial development in the postwar era. Most significant was the continued downturn of the original downtown center in Old Pasadena, and the local shift from the mono-centric, or single downtown commercial district, to the polycentric approach with multiple regional shopping centers. Scattered examples of non-residential properties from the period can be seen along all of Pasadena's major commercial corridors, including Orange Grove Boulevard, Washington Boulevard, Fair Oaks Avenue, Colorado Boulevard, and Lake Avenue. In the 1930s, to coincide with the completion of the Arroyo Seco Parkway, Pasadena's Chamber of Commerce started a campaign called "Pasadena Preferred," promoting Pasadena as a regional shopping center; the program gained momentum with the completion of Bullock's Pasadena in 1947 (Scheid 1986:168). Anchored by the Bullock's store, the stretch of Lake Avenue south of Colorado Boulevard contains the city's highest concentration of intact commercial properties from the period. Several major buildings were constructed in and around Old Pas-

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<sup>4</sup> Excerpted from Cultural Resources of the Recent Past Context Report, prepared by Historic Resources Group and Pasadena Heritage, October 2007.

adena during the 1950s and 1960s, most prominently the Robinson's Department Store at 777 East Colorado Boulevard, designed by Pereira and Luckman in 1957; and the Mutual Savings and Loan at 301 East Colorado Boulevard, designed by Welton Becket with landscape architect Ruth Shellhorn in 1964. However, most of the commercial development during this period occurs farther east. Commercial architecture from the period is seen throughout the area between Colorado Boulevard and the 210 Freeway, from Lake Avenue to the eastern edge of the City. Some remnants of Colorado Boulevard as Route 66 remain, including the Saga Motor Hotel at 1633 East Colorado, designed in 1957 by Harold Zook; and the Googie-style Astro Motel at 2818 East Colorado. Smaller clusters of non-residential period development occur south of the 210 Freeway between Marengo Avenue and the 710 Freeway, and along Washington Boulevard near Allen Avenue.

A significant shopping center was also developed to serve the residents of Hastings Ranch. Recognizing the substantial retail market created by Hastings Ranch, as well as the rapidly growing population of Pasadena and Arcadia, Fritz Burns and his partners built a new shopping center at the junction of Foothill Boulevard and Rosemead Boulevard, at the foot of the Sierra Madre Mountains. The Foothill-Rosemead Shopping Center, now known as Hastings Ranch, grew to become a highly profitable complex including movie theaters, supermarkets, and a wide array of restaurants in addition to its retail base (Keane 2001:217). The shopping center is anchored by the Sears & Roebuck's Department Store, which was built in 1956. The center originally included a drive-in theater, which was eventually replaced by the Hastings Theater, one of the first multiscreen theaters to be built in Pasadena. The Hastings Theater is now a part of the Pacific Theater chain.

The most significant new postwar shopping district in Pasadena developed along South Lake Avenue. In 1945, P. G. Winnett, the Chairman of the Board of Bullock's Department Store, commissioned the architectural firm of Wurdeman & Becket to design a new department store at 401 South Lake Avenue in Pasadena, six blocks removed from any pre-existing retail stores. Bullock's Pasadena was built on an 8.3-acre site with an unprecedented amount of space devoted to parking. The main entrances to the store were off of the upper and lower motor courts, and there was only one pedestrian entrance set above Lake Avenue. Even the shape of the building was designed to appeal to people from the view in their passing cars.

Bullock's Pasadena was California's first postwar suburban department store and was an important step in post-World War II suburbanization. Alan Hess writes in the National Register of Historic Places nomination for the building that "in a broader sense it helped to establish the architectural concepts that made the broad social trend to suburban living appealing, successful and viable at a crucial stage in its development" (Hess et al. 1996). Hess writes:

*In the context of post-war department stores adapting to new suburban districts, Bullock's Pasadena stands out for its contribution to commercial and suburban design. Its car oriented, suburban concepts were thoroughly conceptualized and carefully applied in a cohesive, complex, innovative design. At a time when the planning and architectural conventions for suburbia were still in development, when the design of parking lots and the relation of public buildings in these areas had not yet been determined, it was the most sophisticated and most advanced of the period in California.*



Walter Wurdeman and Welton Becket were classmates at the University of Washington before establishing a partnership in Los Angeles in 1933. Prior to their commission for the Bullock's Pasadena store, their firm's reputation was based on their designs for expansive "West Coast casual" residences for the Hollywood film community. Because of their involvement with Bullock's Pasadena, Wurdeman and Becket, and particularly Welton Becket after Wurdeman's death in 1948, would go on to design numerous department stores and shopping centers throughout California. Although they had a successful practice prior to the Bullock's Pasadena commission, it established their national reputation for design excellence.

Bullock's Pasadena is an example of the Late Moderne style, which is an adaptation of the earlier Moderne and Streamline styles. The architectural significance of Bullock's Pasadena was immediately recognized by the American Institute of Architects (AIA) who presented the building with an Award of Merit in 1950, and in 1952 by the Pasadena & Foothill Chapter of the AIA who declared it one of the "outstanding examples of architecture constructed over the last half century." The landscape architecture was also a key component to the design of Bullock's Pasadena. It was designed by local landscape architect Ruth Shellhorn and architect Carl McElvy. The landscaping helped to underscore the indoor/outdoor connection that is so important to Southern California architecture, and it also served to create a complete environment that would appeal to the suburban shopper. The grounds surrounding the store were lushly landscaped, but there was also a great attention to the landscaping of the parking areas as well.

## **History of I. Magnin & Company**

The story of I. Magnin & Company represents the arc of American retail trade of its era, as it rose from a simple notions store of modest investment to a multi-million-dollar Pacific Coast luxury goods chain, followed by its financial decline in its final decades. For more than 100 years, even as the I. Magnin empire eventually extended to Seattle and Phoenix, the store grew to represent the utmost in California style. Known for its exclusive selection of clothing and merchandise, the company's larger stores were also notable for their architecture. Designed by some of the best-known architects of the era, the elegant stores were finished with high-end materials including rare marbles and decorated with touches such as original artwork.

The chain was founded in 1876 by Mary Ann Magnin. She established the company and was responsible for the fine quality of the products; however, she named the company after her husband, Isaac, as women rarely were acknowledged for operating their own businesses during that era. Born Mary Ann Cohen on April 7, 1848, in a small Dutch town, she was the only child of a rabbi father and a seamstress mother. She married Isaac when she was 16 years old (Frick 2000:6). The couple, motivated by the economic opportunities presented by the discovery of gold in California, joined a wave of immigrants heading to the West Coast. They settled in Oakland, California, across the Bay from San Francisco, in 1875. To help support the family, Mary Ann began to produce baby clothes and lingerie in a small home workshop. She quickly became known for her exquisitely tailored pieces, which she made by hand using the finest European textiles and lace (Frick 2000:7). Although it appears that Mary Ann was the primary driver of the business, the 1880 U.S. Census showed 30-year-old Mary Ann's occupation as housekeeper. Her husband, Isaac, 34, kept a "fancy bazaar" (U.S. Census Bureau 1880).

The success of I. Magnin is attributable not only to the incomparable quality of the goods, but also to the scrupulous direction of Mary Ann. She was described as strong-willed, controlling, calculating, and, to some, harsh (Frick 2000:10). She trained her sons in all aspects of the family business. The eldest and the youngest boys, E. John and Grover, were groomed as managers. Samuel was assigned to bookkeeping, and Joseph was relegated to deliveries. Three daughters were excluded from the family business (OAC 2021). Joseph split from the family in 1913, after being denied control of I. Magnin, and bought a rival store that he named Joseph Magnin for himself. But Joseph could not truly compete with I. Magnin until he put his son, Cyril, in charge many years later, in 1937 (Stein 1988).

### *Early Development*

The business soon outgrew the original home shop, leading to a series of expansions in rapid succession. Mary Ann and Isaac opened a small store at 14<sup>th</sup> Street and San Pablo Avenue in Oakland in 1876. They sought out a busier location in San Francisco on Fifth Street shortly after. As word quickly spread of Mary Ann's impeccably tailored baby clothes, as well as hand-stitched women's petticoats, lingerie, and bridal wear, the company moved to an even larger Third Street location in the Westchester Hotel a year later. With business continuing to grow, the company expanded to a three-story building on Market Street in 1888 (Frick 2000:8).<sup>5</sup>

In 1900, the company began construction on a six-story building at Post and Grant streets in San Francisco. Fire resulting from the 1906 earthquake destroyed the never-occupied building, and temporary quarters were established at the Magnin home at Mason and Haight streets, and later in a large packing room at Van Ness Avenue and Bush Street (Frick 2000:8). In 1909, a new downtown store at Grant and Geary streets was completed (OAC 2021).

### *I. Magnin Stores*

Over the years, I. Magnin established various configurations of stores throughout its West Coast empire. Arguably more than any other high-end chain, these property types represented the trajectory of changing modes in retail shopping. Over time, the company operated seven large metropolitan stores, following the tradition of retail emporiums centrally located in the downtowns of large cities. These were San Francisco at Geary and Grant (1909, remodeled in 1928-1947; Figure 16), Santa Barbara (1923-1947), Los Angeles Mid-Wilshire (1939), Santa Barbara (1947), San Francisco Union Square (1948), Seattle Pine and Sixth (1954), and Chicago (1971). Between 1947 and 1967, under the leadership of Grover Magnin, the company embarked on an aggressive expansion program, replacing older stores with newer, more modern buildings and moving into locations in new areas. The company replaced and opened 20 new stores during this period. During this time, I. Magnin developed close relationships with high-end European de-

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<sup>5</sup> The locations and dates of the many I. Magnin stores are drawn from several sources, sometimes with conflicting information. The main sources are Devin Frick's *I. Magnin & Co.: A California Legacy* (2000), Richard Longstreth's compendium of "Department Store Branches, 1910-1960" (2009), Longstreth's *The American Department Store Transformed 1920-1960* (2010), and historical/biographical information for the I. Magnin & Co. Records, 1893-1998 at the Online Archive of California. Although an attempt was made to compare and merge these various sources, it is beyond the scope of this study to confirm the information for each individual store.

signers including Christian Dior and showcased his iconic ultra-feminine “New Look” (introduced in 1947), featuring rounded shoulders, a cinched waist, and a full skirt. During the 1960s, I. Magnin operated a European couture program with offices in Paris, Barcelona, Madrid, Rome, Florence, and London (Frick 2000:35-36).

From 1912 to 1953, the organization’s property types included at least 12 “resort stores,” consisting of small boutique shops within high-end “palace” hotels, all located in Southern California except those at the Hotel del Monte in Pebble Beach and the Senator Hotel in Sacramento. Additionally, more than 20 branch stores, either free-standing or in malls, represented I. Magnin’s role in the suburbanization of retail space. A few of these branch locations established in the 1990s were formerly Bullock’s stores.<sup>6</sup>

### *Branch Stores and Resort Shops*

Over time, retailers such as I. Magnin had become convinced that building ever bigger department stores downtown was not the best way to grow. Department store executives simultaneously resisted challenging the problem of expanding suburban shopping centers by opening branches. No model existed for branch stores, and the perceived expense of establishing and managing several outlying stores made this approach to growth seem prohibitive. But the writing was on the wall, and the definition of what constituted a branch department store began to take shape, with I. Magnin among the innovators (Longstreth 2010:109-110). (See Attachment F for a list of I. Magnin branch stores from 1920 to 1960.)

Ultimately, branches were conceived to duplicate the products of the parent store rather than to serve as annexes that specialized in goods that were not carried in the main store. Branches of upscale stores such as I. Magnin were not aimed at mass-market appeal but rather took the form of small, intimately scaled shops at resorts, generally located in existing hotels. Rather than directly increasing revenues, these shops enhanced the image of the parent store and attracted a new, elite clientele (Longstreth 2010:110-111).

I. Magnin took the lead in establishing these hotel shops at two of the West Coast’s winter resorts, Santa Barbara and Pasadena, in 1912 and 1913, respectively. The first I. Magnin resort shop opened at the Potter Hotel in Santa Barbara in 1912. Over the next few years, I. Magnin established shops at the Hotel Del Monte at Pebble Beach (1914), the Hotel del Coronado in San Diego (1914), the Biltmore at Montecito (1927), and the Ambassador (1921) and the Biltmore (1927) in Los Angeles. Some of these locations soon called for expansion, motivating I. Magnin to relocate its Pasadena store in the Hotel Maryland to a three-story building at 555 East Colorado Boulevard in about 1927 (Longstreth 2010:111).

From the 1940s to the 1960s, I. Magnin stores proliferated. Stores were either established or expanded in Beverly Hills (1943), Santa Barbara (1947), Pasadena (1949), Sacramento (1953), Seattle (1954), La Jolla (1954), Fresno (1955), Palo Alto (1956), Santa Ana (1958), Carmel (1960), San Fernando Valley (1962), and Portland, Oregon (1962) (OAC 2021). The 1954 La Jolla store, which replaced the Hotel del Coronado resort shop, was small and domestic in scale, a departure from the typical I. Magnin branch design (Figure 17). The location did not succeed

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<sup>6</sup> Compiled by Devon Frick, 2000.

and was moved to a larger building across the street in 1964 (Frick 2000:97). The new location at 7661 Girard Avenue was designed by H. C. Chambers and Lester Hibbard (*Los Angeles Times* 1964).

### *Suburban Stores*

By the 1950s, a different model for the department store began to emerge that challenged the concept of a downtown location even further than earlier suburban stores. Set on a suburban site, the new type of store was flanked by smaller stores and was generally adjacent to acres of plentiful parking to serve customers arriving by car. It was low and horizontal, rather than compact and vertical like downtown stores. This property type was the forerunner of the massive malls of the 1970s and later (Hess et al. 1996:Sec. 8).

Successful suburban stores generally included two important features: plentiful parking and carefully considered landscaping. Bullock's Pasadena (1949) surrounded itself with 600 parking spaces to make it easily accessible to car-owning suburbanites (Hess et al. 1996:Sec. 8). Its suburban orientation was emphasized by extensive naturalistic plantings designed by landscape architect Ruth Shellhorn. The 1955 Fresno I. Magnin store was an example of a transitional suburban design at a location close to the fringes of downtown rather than in a far-flung suburban shopping center (Figure 18). At its opening, the store was described by Hector Escobosa, company president, as having "an appealing and inviting country club atmosphere," intensified by "extensive use of landscaping featuring lawns, shrubs, trees, and blooming flowers the year around" (*Fresno Bee* 1955). Designed by local architect Walter Wagner, the single-story-plus-mezzanine store with surface parking for 60 cars was intended to bring the best of suburbia to downtown. An unattributed but likely accurate comment in an online discussion group claims the Fresno store opened based on a misreading of customer demographics. Noting that a number of upscale shoppers at the Union Square branch had Fresno County addresses, the company decided to open a store that would bring I. Magnin closer to those customers. "The fatal flaw in planning was that those customers (mainly women who lunch) used Magnin's on Union Square in San Francisco as a destination in outings to The City," according to the writer (Lost Fresno 2021).

In the immediate post-war period, only Los Angeles produced suburban department stores, including May Co. Crenshaw, Broadway Crenshaw, Millirons, and Bullock's Pasadena. Elsewhere in California, the push to develop shopping centers in suburban areas lagged a few years behind Los Angeles. Downtowns in both San Francisco and Oakland continued as strong shopping districts into the 1950s. In Fresno, Gottschalk's department store (Walter Wagner and Martin Temple, ca. 1945) exhibited all the elements of the traditional downtown department store in a Streamline Moderne building (note that Wagner later designed the I. Magnin store in Fresno). All these buildings signified the continuing vitality of traditional pedestrian downtown shopping districts in some markets (Hess et al. 1996:Sec. 8).

### *I. Magnin Store Architecture*

Aiming to represent the luxury of its goods and shopping experiences through its buildings, I. Magnin hired some of the most celebrated architects of their respective eras. As a result, I. Magnin stores displayed outstanding representations of architectural styles from period Revival to Art Deco and Mid-Century Modern.

Unlike some of the company's other branches at the time, the I. Magnin store at 6340 Hollywood Boulevard did not occupy an existing building but was purpose-built. Designed by architect Myron Hunt, with later additions by Hunt & Chambers, the store opened in 1923, when Hollywood was becoming an upscale shopping district to rival downtown Los Angeles. The building did not resemble a typical retail space but displayed features of the Spanish Colonial Revival and Mediterranean Revival styles popular at the time (Figure 19). Its grand multi-level entrance set in a high arch beneath a front-gabled roof opened to a two-story foyer with a fireplace and rustic open beams. The *American Architect* called it "the high-water mark to date in store architecture in this country" (Longstreth 2010:112).

Within two years, I. Magnin announced plans for much larger stores in Seattle and Oakland. Like the Hollywood store, the 35,000-square-foot Seattle location (later called Department Store #1), opened in 1925. Although the architect was not identified in the research for this report, the building was notable for its extravagant architecture, incorporating elements of Italian Renaissance and English Georgian architecture, as well as a variety of other styles. The store's popularity necessitated a move to a larger four-story building at Sixth and Pine in 1954. The new store was modeled after the elegant Union Square store in San Francisco (Frick 2000:28).

In 1927, the company opened a store at 555 East Colorado Boulevard in Pasadena, again designed by architect Myron Hunt. The eye-catching three-story building displayed elements of Mediterranean and Gothic Revival styles. The façade featured twin entrances flanked by full-height pilasters, each capped with an elaborately articulated capital. The design comprised motifs of heraldry, including shields, along with checkerboard-patterned masonry, two-story windows in a grid pattern, and a parapet with a wave motif along the top (Frick 2000:28) (Figure 20).

A relatively small Oakland location was more accessible to upscale clients than the main San Francisco store. It was the first suburban I. Magnin store in the San Francisco Bay area, allowing East Bay shoppers to avoid traveling into the City, which was a major undertaking because the San Francisco/Oakland Bay Bridge was yet to be built. The store was replaced in 1931 by the company's largest branch to date, a four-story, 80,000-square-foot Art Deco building at 20<sup>th</sup> and Broadway (Longstreth 2010:113). At a cost of over \$1 million, the building was among the most expensive constructed during the period of the Great Depression. Designed by architectural firm Weeks and Day (Charles Weeks and William Day), the building has a black onyx marble ground floor with upper-floor façades of highly glazed articulated emerald-green terra cotta tiles produced by California's renowned Gladding McBean Ceramic Company (Figure 21). (Frick 2000:27-28). An extensive remodel of the interior in 1963 was overseen by Chambers and Hibbard, with an emphasis on a French look, including Louis XVI-style furnishings and artwork (*Oakland Tribune* 1963).

In 1939, the Los Angeles shops were consolidated into one store on Wilshire Boulevard. The five-story building at 3240 Wilshire Boulevard in the Mid-Wilshire area, constructed in 1939, was designed by the firm of Hunt & Chambers with Harold Chambers, Myron Hunt, and Timothy Pflueger as architects (1939) (PCAD 3917) (Figure 22). The store was designated Los Angeles Historic-Cultural Monument #534 in 1991. The store, located on heavily traveled Wilshire Boulevard, was intended to accommodate the automobile, following the model of the 1928 Bullock's Wilshire store (located about three blocks to the west). The I. Magnin store had a large porte-cochère at the back, adjacent to the parking area (Frick 2000:30). It is claimed that when John Magnin saw his brother Grover's plans for the store, he said, "You know, I would like to

see this building the finest store in the world. You better employ very fine decorators.” Grover replied, “John, I agree with you, but this is not a decorator’s job, this is an architectural job, and I will employ the finest architects.” To achieve these goals, Grover hired Southern California architects Myron Hunt and his partner, Harold Coulson Chambers, to design the building, with Timothy Pflueger brought in to develop the store’s interior (Frick 2000:41).

The flagship I. Magnin store at Union Square was initially constructed in 1905. In 1946, it was reclad in sleek white marble under the direction of designer and architect Timothy Pflueger (Figure 23). Regularly placed recessed windows at each floor contributed to the severe yet elegant appearance of the building, which became the iconic contemporary I. Magnin store. The design influenced the façades of the Seattle and Los Angeles I. Magnin branches, as well as the relatively small two-story store on South Lake Avenue in Pasadena (PCAD 2165). I. Magnin Department Store #2 in Seattle at Pine and Sixth, which replaced the original Seattle location, was designed by modernist firm Welton Becket and Associates in 1953-1954. Similar to the Union Square store, the building was faced in white Vermont marble and had minimal, regularly placed square windows. The white marble was trimmed by black Swedish granite around first-floor shop windows and doorways (PCAD 13289).

In addition to remodeling the Union Square store and contributing to the design of the Mid-Wilshire store, Pflueger designed a new building in the Regency style in downtown Santa Barbara (1946). In 1947, the three-story, 100,000-square-foot Beverly Hills store at 9634 Wilshire Boulevard, also designed by Pflueger, was clad in white marble, a material similar to that used on the Union Square store. However, the design incorporated French Revival historicist features wrought-iron Juliet balconies and pediments above the second-floor windows. These features might have been added later, when a mansard roof was built to create a “French chateau” look. Chambers was the architect responsible for the alterations (*Los Angeles Times* 1969). Multi-light windows on the second and third floors are recessed with minimal surrounds. The ground-floor display windows are framed in black marble (Figure 24) (Frick 2000:72). The new location in La Jolla at 7661 Girard Avenue (1964), designed by H. C. Chambers and Lester Hibbard, followed the I. Magnin look established by its Union Square location and modified by the store in Beverly Hills. The stark white two-story building had black contrasting features including wrought-iron Juliet balconies and ground-floor display windows set into black rectangular forms (*Los Angeles Times* 1964).

### ***The End of Family Ownership and Closing of I. Magnin***

Soon after Mary Ann Magnin died on December 15, 1943, her sons sought a buyer for the company who they hoped would continue its standards and traditions. Almost immediately, P. G. Winnett, president of Bullock’s, stepped up to offer a friendly merger. The agreement was to continue to operate the I. Magnin stores independently from the Bullock’s stores. For a time, Bullock’s continued to operate the two chains separately, but eventually stores were paired as different but complementary in suburban settings. The objective of the pairing was to offer suburban women with disposable income the full service of Bullock’s with the quality and specialty of I. Magnin immediately next to each other in a tranquil garden setting. The first such pairing was at 401 and 475 South Lake Avenue in Pasadena, in 1947 and 1949, respectively. Echoing the elegance of the Union Square store in a modest white primary façade, the I. Magnin store

included landscaping of olive trees and other Mediterranean plantings that fit in with the area's suburban feel (Frick 2000:95-96).

The acquisition of I. Magnin by Bullock's began a series of mergers and sell-offs that ultimately signified the end of retail as a regional entity and the emergence of an international structure. The combined I. Magnin and Bullock's stores became part of Federated Department Stores, Inc., through a merger in 1964 (Frick 2000:34-35). Under Federated, nine I. Magnin stores were added and a number of older shops extensively remodeled and enlarged (OAC 2021). In 1988, Federated was acquired by Campeau, a Canadian-based developer, in a \$6.6 billion agreement. I. Magnin and Bullock's Wilshire were then sold to R. H. Macy & Company. In January 1992, R. H. Macy filed for Chapter 11 bankruptcy protection from creditors and began closing I. Magnin stores as part of its strategy to focus on I. Magnin's more profitable stores in San Diego, Phoenix, Beverly Hills, and San Francisco. Despite an offer by Jerry Magnin, a grandson of Mary Ann Magnin, to buy the remaining I. Magnin stores, Macy's went ahead with plans to discontinue the I. Magnin stores (White & Gendel 1994). In July 1994, Macy's announced its agreement to merge with Federated. It was decided that the continued operation of a high-end specialty store chain would not be profitable to the merger. Four I. Magnin stores were converted to Macy's or Bullock's formats. Federated retained the I. Magnin name in continuance of its mail order catalog business. All other I. Magnin operations were discontinued in January 1995 (OAC 2021).

### **Pasadena I. Magnin at 475 South Lake Avenue**

Prior to becoming a suburban shopping destination, South Lake Avenue was a residential street, initially consisting of large to mid-size single-family residences. The 1910 Sanborn map shows the subject parcels as vacant, with the surrounding parcels occupied by single-family homes on large lots (Attachment D). By 1931, the subject parcels were developed with two four-flats with similar footprints. Other parcels were subdivided with smaller single-family residences on smaller lots, but the area was still exclusively residential. The 1951 Sanborn map shows the area in transition, with the anchor of the Bullock's store on the four parcels north of the subject property, and service stations located across the street.

I. Magnin had long wanted to replace Pasadena's older location at 550 East Colorado Boulevard. When Bullock's opened its large three-level building in 1947, away from Pasadena's main shopping district along Colorado Boulevard, the company saw the potential of opening a new I. Magnin adjacent to the South Lake Avenue property (I. Magnin had recently been purchased by Bullock's). As Hunt and Chambers had been responsible for most of the I. Magnin designs, the firm was an obvious choice for the Pasadena store, but as Myron Hunt had recently retired, the plans for the building would become one of Harold Chambers first independent projects. Planning for the store began in 1946, even prior to the opening of the Bullock's store. A parking variance was requested to accommodate the additional off-street parking required by the future store (*Pasadena Independent* 1946). Excavation of the lot began prior to the permits being issued in July of 1948 (*Pasadena Independent* 1948a). Some of the 10,000 yards of topsoil were purchased for the construction of a new nine-hole golf course at Brookside Park (*Pasadena Independent* 1948b). Permits for the construction of the foundation and building were issued on August 26, 1948 (Attachment E). The foundation permit notes the purpose was for storage and a salesroom. The building permit for the store lists the architect as H. C. Chambers and contractor

as William Simpson Construction Company. The Simpson company was responsible for many buildings in Pasadena and Los Angeles which have since become landmarks, such as the Avon Products Company Building (1947) and the Commercial Exchange Building (1924) (*Southwest Builder and Contractor* 1946; City of Los Angeles 2017).

The store opened quietly in August of 1949, as advertisements noted the change from the Colorado Boulevard location (Figures 25 and 26). Other than electrical and plumbing changes, building permits indicate the building did not change considerably until 1957, when Bullock's planned a large three-story parking structure between the two stores (Figure 27). Welton Becket was responsible for the design of the structure intended to accommodate 800 cars and an emphasis was placed on incorporating the landscape around the "motor court" to create elegant transitions between the parking lots and stores. A "Court Entrance" was added to the north entrance of I. Magnin and advertised prior to the opening of the structure in October of 1957 (Figure 28). The landscape was designed by Ruth Shellhorn, a frequent collaborator with Becket in other commercial projects. As the new parking structure abutted the west façade of the I. Magnin building, alterations were required to create a second-story entrance directly from the parking. Also, the basement level was extended to include a loading and receiving area (*Independent Star-News* 1957).

The sprinkler system was updated in 1971 and the roof was replaced in 1988, but otherwise the store was not changed significantly until the 1990s. At one point, awnings were added to the windows, but they have since been removed (Figure 29). In November of 1994, the owner of the I. Magnin brand, R. H. Macy and Company, closed the Lake Avenue store along with several other I. Magnin locations, and the contents of the store were liquidated before the end of the year (*The Record* 1994). The building was vacant until purchased by Borders bookstore in 1998 (Figure 30). Borders added the accessibility ramp in 2002 and altered the interior in 2005 (per the building permits). Although building permits were not located, the company also added the awnings over each of the three entrances and most likely filled in the glass on the second-story entrance. Borders closed in 2011, and the building has been mostly vacant since that time.

## DESIGN AND CONSTRUCTION

### Late Moderne<sup>7</sup>

The Late Moderne style incorporates elements of both the Streamline Moderne and the International styles. While the earliest examples appeared in the late 1930s, the style achieved its greatest popularity in large-scale commercial and civic buildings of the late 1940s and 1950s. The Late Moderne style is most easily identified by the use of the beveled window, where horizontal groupings of windows are outlined in a protruding, bezel-like flange, often in a material and color that contrasts with the exterior wall. Local architects working in the style included A. C. Martin, Welton Becket, and Stiles O. Clements. Bullock's Pasadena (now Macy's) at 401 South Lake Avenue (1947), designed by Wurdeman & Becket, is one of the region's finest examples of the

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<sup>7</sup> Excerpted from Cultural Resources of the Recent Past Context Report, prepared by Historic Resources Group and Pasadena Heritage, October 2007.



style. Robinson's Pasadena (now Target) at 777 East Colorado Boulevard (1957), designed by Pereira & Luckman, is another good local example.

Late Moderne was influenced by forms and compositional motifs of modern art to convey a sense of the progressive age. Geometric shapes, tall pylons, soffits, and canopies in biomorphic shapes often punctuated with cut-out circles typify the style. The expression of the style as applied to I. Magnin stores had some Classical influences, with an emphasis on symmetry and simplicity.

### **Character-Defining Features**

Character-defining features are those visual aspects and physical features or elements constructed during the property's period of significance that give the building its character. In general, a property that retains its character-defining features continues to convey its significance, and therefore retains integrity as a historic resource. Character-defining features can include setting and site; form and massing; roof and related features, such as chimney or skylights; projections, such as balconies or porches; recesses or voids, such as galleries or arcades; windows and doors and their openings; materials, with their distinguishing textures, finishes, colors, and craftsmanship; and interior features, materials, finishes, spaces, and spatial relationships. Removal or alteration of one character-defining feature does *not necessarily* result in the loss of integrity of an historic resource. Impacts to historic integrity can result from a single major change or from many incremental changes over time.

The former I. Magnin store retains significant character-defining features of its original Late Moderne architectural design with some classical and commercial variations:

- Horizontal emphasis
- Symmetrical façade
- Concrete construction
- Exposed concrete cladding
- Unadorned surfaces
- Flat roofline
- Horizontal bands of fenestration
- Large, glazed entrances with glass surrounds and transoms
- Steel sash windows
- Rounded corners

### **Architect Harold C. Chambers**

Harold Coulson Chambers was born in Nebraska in 1885 (Figure 31). His father emigrated from England and worked as a pharmacist in Indiana before moving the family to Los Angeles sometime prior to 1910 (U.S. Census Bureau 1900). Census records indicate Chambers attended college for three years, and he began working as a draftsman for Myron Hunt and Elmer Grey in 1907. In 1910 he was still living with his parents and working as head draftsman for Myron Hunt (U.S. Census Bureau 1910). He married Nora Groftholdt in 1917 and his son Harold Chambers, Jr. was born in 1918 (*Los Angeles Evening Express* 1917; U.S. Census Bureau 1920). While working for Hunt he contributed to some significant projects including the San Marcos Hotel in Chandler, Arizona (1912-1913), the San Marcos Building in Santa Barbara, California (1913),

and the Huntington Library in San Marino, California (1919). In 1920, he and Hunt partnered to form Hunt and Chambers, a prominent and prolific Los Angeles firm that continued until Hunt's retirement in 1947. The firm was recognized with AIA awards for their work on large-scale projects such as the Pasadena Public Library (1925-1927), Flintridge Biltmore Hotel (1927), and Thomas Jackson Library (1939). Their projects ranged from affordable housing designs for modular bricks to 15-room mansions for clients such as W. K. Kellogg (*Los Angeles Times* 1932; *Pasadena Evening Post* 1925). They had several institutional commissions for hospitals, libraries and universities, as well as commercial projects including multiple I. Magnin stores throughout California. Chambers served as president of the Southern California Chapter of the AIA between 1930 and 1931 and was a fellow in 1943 (*Los Angeles Times* 1930).

After Hunt's retirement, Chambers continued his practice briefly on his own and then as a partner with Lester Hibbard. The Pasadena Lake Avenue I. Magnin was one of his first independent commissions without Hunt and prior to his partnership with Hibbard. Also in 1947, he was working on plans for a large hospital in Tulare and for alterations to Huntington Memorial Hospital in San Marino (*Tulare Advance Register* 1947; *Pasadena Independent* 1948c). His work on hospitals and universities continued during his partnership with Hibbard. He designed the general plan for the campuses of University of California, Riverside and Valley College 1950 (*Los Angeles Times* 1950a; *Van Nuys News* 1950). That same year he completed plans for a children's hospital in the San Fernando Valley and Hoag Memorial Presbyterian Hospital in Newport Beach (*Van Nuys News and Valley Green Sheet* 1950; *Los Angeles Times* 1950b). He also continued to receive commissions for commercial projects, particularly with I. Magnin as the store expanded into more suburban areas. Although other architects designed the shopping center itself, the I. Magnin at Fashion Square in the San Fernando Valley was designed by Chambers (*Van Nuys News and Valley Green Sheet* 1962). He and Hibbard also planned the interior of the I. Magnin in San Mateo and the remodeling of the interior of the store in Oakland (*San Francisco Examiner* 1963; *Oakland Tribune* 1963). In the late 1960s he planned the store in La Jolla and for the Desert Inn Shopping Center I. Magnin near Palm Springs (*Los Angeles Times* 1964; *Desert Sun* 1967). Just before his death he planned an expansion of the Hunt and Chambers I. Magnin store in Beverly Hills which involved the addition of a mansard roof (*Los Angeles Times* 1969). Harold Coulson Chambers died in 1971 at the age of 85 (*Los Angeles Times* 1971).

### **Landscape Architect Ruth Shellhorn**

Landscape architect Ruth Patricia Shellhorn was born September 21, 1909, in Los Angeles (Figure 32). When she was two years old, her family moved to South Pasadena, where she and her family enjoyed outdoor activities such as gardening, hiking, and camping (Johnson 2002). Inspired by a neighbor, accomplished landscape architect Florence Yoch, Shellhorn decided at age 15 to pursue a career in landscape design (TCLF 2022).

Shellhorn was educated at Oregon State College, School of Landscape Architecture (1927–1930), and Cornell University (1930–1933) (Sapphos 2012). Unable to afford her final year at Cornell, she left without a degree and returned to the Pasadena area, entering a workforce that was in the midst of the Great Depression. Although struggling to find clients, she was able to work independently as a landscape architect, which was a newly recognized profession (TCLF 2022). Shellhorn's persistence eventually led to a highly successful career that would span some

57 years until she retired in 1990, as she became one of the best-known and most highly respected twentieth-century landscape architects in Southern California (Johnson 2002).

A highlight of her career was serving as consulting landscape architect for the Pasadena Bullock's store on South Lake Avenue, where she worked with modernist architects Wurdeman and Becket. After planning the original landscaping of the store in 1947, she returned in 1956-1957 to contribute to the landscaping associated with a new multi-level parking garage for Bullock's and I. Magnin. She continued the relationship with Bullock's until 1978, designing and managing the landscaping and site plans at several of the chain's stores, including those at the Fashion Square shopping malls. Shellhorn claimed that she especially enjoyed working on Bullock's projects because, beyond the initial design, the company retained her to ensure that maintenance of the vegetation was carried out properly over time (Johnson 2002:76).

Notably, Becket recommended her to work on the new Disneyland theme park in Anaheim as someone who could pull the separate "Lands" of the park together. She became a member of the design team responsible for the central pedestrian circulation. As the engineer raced to complete the project within a year and a half, Shellhorn pitched in, even directing the tractor operator in soil placement around the Castle and working with the head carpenter to lay out the walks. The visibility of this work led to recognition as Woman of the Year by the *Los Angeles Times* in 1955, the year Disneyland opened. During her long career, she designed hundreds of private gardens, with celebrity clients who included Spencer Tracy, Gene Autry, and Barbara Stanwyck, as well as many large commercial and institutional projects. Her landscape projects were reviewed by *Sunset Magazine* and by professional journals (Johnson 2002).

In 2005, Cornell University retroactively granted Shellhorn a Bachelor of Landscape Architecture degree and a Bachelor of Architecture degree (TCLF 2022). She died the following year.

### **Period of Significance**

The period of significance is 1948, the date of initial construction, and 1957, the date of construction for the garage was added. The adjacent parking structure was substantially altered in 1977, as was the landscape designed by Ruth Shellhorn. As such, neither the landscaping nor the garage conveys the significance of the building, and both are excluded from the boundaries of the property. However, because the addition of the second-story entrance represents the importance of the automobile to this property type, that feature is related to the significance of the building.

### **Integrity**

Integrity is the ability of a property to convey its significance and is defined by the National Park Service (NPS) as the "authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's prehistoric or historic period" (National Park Service 1997). The NPS identifies seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association.

Despite some alterations to the former I. Magnin store, the property retains all seven aspects of historic integrity. It retains its ability to convey its significance as an excellent example of Late Moderne commercial department store architecture and as an exceptional expression of the work

of H. C. Chambers, a significant Southern California architect who designed numerous institutional and commercial buildings throughout the region.

- *Location:* The building remains on its original site and therefore retains integrity of location.
- *Design:* The original form, plan, massing, and configuration of the building remain intact. The second-story entrance was added to the rear façade in 1957, but it was congruent with the existing plan and massing of the building and related to the significance of the property type. The building retains character-defining features of the Late Moderne style, including a flat roof, rounded corners, horizontal bands of fenestration, and steel sash windows. The building's design intent is still clearly discernible, and for this reason, it retains integrity of design.
- *Setting:* In 1948, the I. Magnin store was a freestanding building with a driveway to the north leading to a small rear parking lot. There were still residences to the west and south of the store at that time. In 1957, the store was enclosed by a parking structure to the north and west. Although the surrounding area has transitioned completely to a commercial setting since the time of its initial construction, the I. Magnin building still resembles its 1957 period of significance when the automobile took precedence. Landscaping features and the Court Entrance have been lost, but overall, it retains fair integrity of setting.
- *Materials:* The property retains nearly all of its original exterior materials, including the unadorned concrete cladding, steel sash windows, and most of the glazed entrance doors with large surrounds. The second-story entrance has been filled in and the windows may have been altered, but overall, the exterior has good integrity of materials. All original interior materials have been removed.
- *Workmanship:* The I. Magnin retains the majority of its exterior features, which reflect the refined craftsmanship of the commercial Late Moderne. Distinguishing characteristics like the rounded corners and clean lines help provide the building with its architectural character and express the skill underpinning its design and construction. As a result, the building retains integrity of workmanship.
- *Feeling:* The subject property retains integrity of location, design, materials, and workmanship. As it retains its essential character-defining features and appearance from its historic period, it continues to express its Late Moderne commercial design aesthetic. Therefore, the building retains integrity of feeling.
- *Association:* The subject property retains integrity of location, design, materials, workmanship, and feeling. As a result, it continues to convey its association with early 1950s commercial design and with historic patterns of development in Pasadena during this time. As it retains the distinctive look, feel, and appearance of Late Moderne retail stores from its era, and remains clearly identifiable as such, it retains integrity of association.

## Conclusion

In summary, the former I. Magnin store at 475 South Lake Avenue is recommended eligible as a Pasadena Landmark under Criterion C as an excellent example of a mid-century department

store property type as it transitioned from downtown, urban locations to more residential suburban neighborhoods focused on automobile access. It also embodies distinctive characteristics of the Late Moderne style, particularly as expressed by the I. Magnin brand as part of its retail identity. Its designer, Harold C. Chambers, was a master architect responsible for several significant buildings in Pasadena, both during his time partnered with Myron Hunt and later with his own firm. Its period of significance is 1948, representing the year in which it was completed, and 1957, related to the construction of the parking structure, which required the addition of the second-story entrance. The building retains sufficient integrity to convey its significant architectural qualities.

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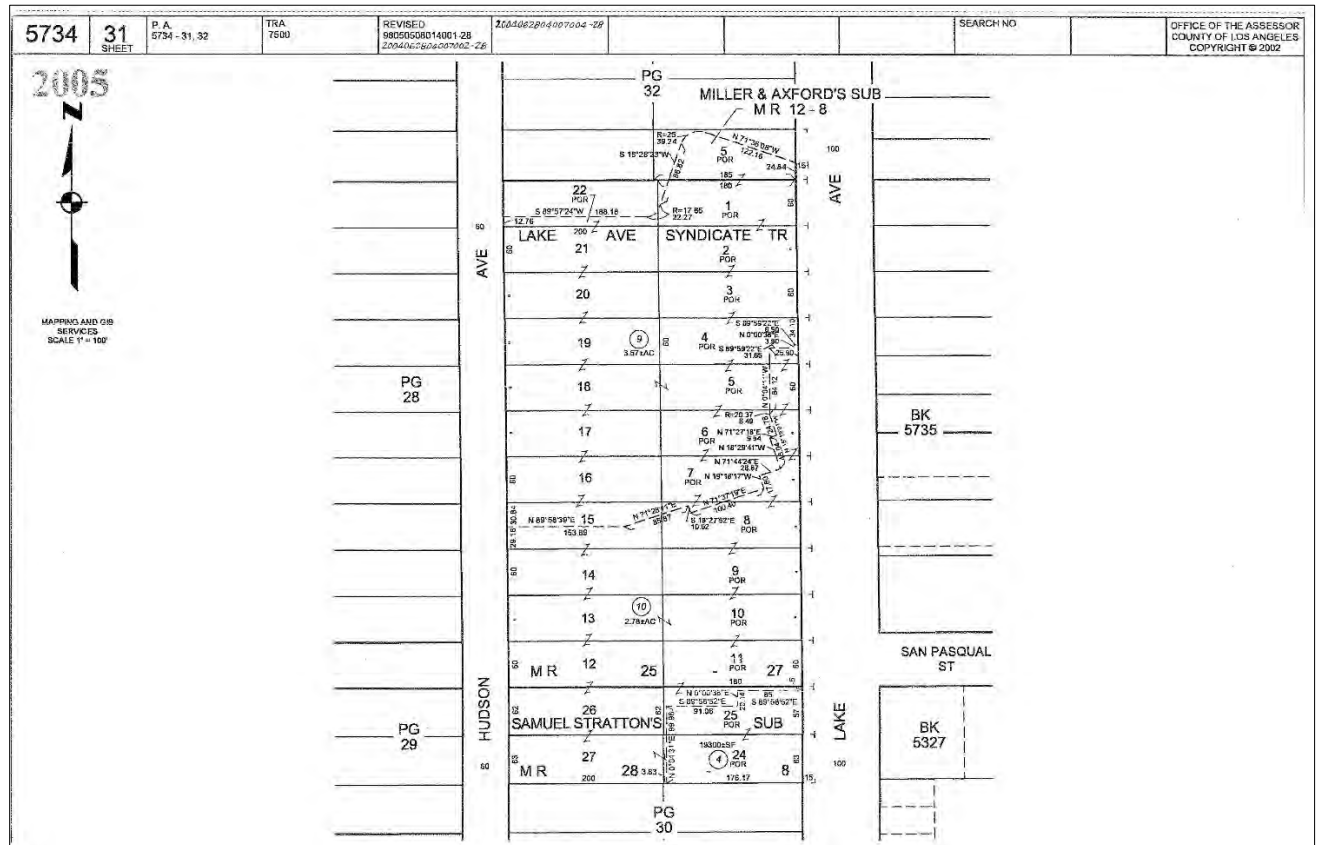
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**Attachments**

- A. Parcel Map
- B. Location Map
- C. Figures
- D. Sanborn Maps
- E. Building Permits
- F. Partial List of I. Magnin Stores



# Attachment A



Parcel Map showing lots 24 and 25 of Samuel Stratton's Subdivision

## Attachment B: Location Map



Map showing the location of the former I. Magnin store at 475 South Lake Avenue.

## **Attachment C: Figures**





Figure 1. Overview of east façade of 475 South Lake Avenue, looking west.



Figure 2. Detail of entrance on east facade, looking northwest.



Figure 3. Detail of ramp added in 2002, looking southwest.



Figure 4. Detail of rounded corner and added light sconce on west façade, looking south.





Figure 5. Overview of north facade, looking west.



Figure 6. Detail of secondary entrance on north facade, looking southwest.



Figure 7. Overview of north façade windows, looking east.



Figure 8. Overview of west façade from parking structure, looking southeast.





Figure 9. Detail of roof structure added to hide equipment, looking southwest.



Figure 10. Detail of alterations to second-story entrance, looking east.





Figure 11. Detail of windows on north end of west facade, looking east.



Figure 12. Overview of south façade of parking structure and building, looking east.



Figure 13. Overview of interior, looking west.



Figure 14. Overview of basement interior, looking west.





Figure 15. Detail of interior stairs, looking northwest.



Figure 16. I. Magnin store at Geary and Grant (on right), ca. 1910.  
Source: San Francisco Historical Photograph Collection.



Figure 17. The first I. Magnin store in La Jolla, which opened on April 19, 1954. It was termed as "friendly and informal as a private home." Source: Los Angeles Public Library, Herald Examiner Collection.



Figure 18. Architect Walter Wagner's drawing of the I. Magnin in Fresno, October 1, 1954. Source: Los Angeles Public Library, Herald Examiner Collection.



Figure 19. I. Magnin store at 6340 Hollywood Blvd. at Ivar, 1927.  
Source: Los Angeles Public Library.



Figure 20. I. Magnin store on Colorado Boulevard in Pasadena, 1927.  
Source: Los Angeles Public Library, Security Pacific National Bank Photo Collection.





Figure 21. I. Magnin Building at 2001 Broadway in Oakland. Built in 1931.  
Source: Dreamyshade.



Figure 22. The six-story Magnin store in the Mid-Wilshire area of Los Angeles. April 4, 1939.  
Source: Los Angeles Public Library, Security Pacific National Bank Collection.



Figure 23. Flagship store at Union Square constructed 1905; exterior reclad by Pflueger in 1946. Source: San Francisco Chamber of Commerce, San Francisco Historical Photograph Collection.



Figure 24. I. Magnin store Beverly Hills, ca. 1978. Source: Los Angeles Public Library, Marlene & Anne Laskey Wilshire Boulevard Collection, Los Angeles Photographers Collection.



*I. Magnin & Co.  
Pasadena*

Today and tomorrow...last days of our  
**"moving"  
sale**

in Magnin's old Pasadena store\*  
550 East Colorado Street

**apparel and  
accessories**

**1/2 OFF and more**

\*The new Magnin's in Pasadena will open on or about  
August 17th at 475 South Lake Avenue

In the meantime, we will be able to serve our Pasadena  
customers in the Magnin shop at the Huntington Hotel

Figure 25. Advertisement noting location of new store.  
Source: *Los Angeles Times*, July 25, 1949.



Figure 26. Historic photograph of I. Magnin at 475 South Lake soon after opening in 1949.



*Come and see us from all directions*

...the first unit of our new 800-car Motor Port is now open for your convenience...parking space for over 300 cars! Drive in from all directions...South Lake, San Pasqual, Hudson or Del Mar...park on any of three Motor Port levels.

ENTER BULLOCK'S PASADENA through two "Motor Port" store entrances...one, the newly landscaped Court Entrance into our Home Store, adjoining the "A" (lower) level of the Motor Port...the other, our new South Terrace Entrance, from the "C" (top) level of the Motor Port and leading directly into our new Aisle of Fashions and Middle Level.

We invite you to come and enjoy these many innovations now completed. We look forward to announcing in September the completion of our 800-car Motor Port and all the other new facilities in operation. At this time we wish to thank you for your gracious cooperation in accepting the inconvenience caused by these alterations...your continued patronage has been appreciated by both of us...

ENTER I. MAGNIN'S by way of a beautifully landscaped Court Entrance adjoining the "A" (lower) level of the Motor Port. Conveniently located stairways lead to both I. Magnin and Bullock's Pasadena store entrances when you park on the "B" (middle) level of the Motor Port.

*Bullock's South Terrace Entrance*  
*I. Magnin*

**I. MAGNIN & CO.**  
*Bullock's*  
**PASADENA**

Figure 27. Advertisement with rendering parking structure.  
Source: *Pasadena Independent*, July 25, 1957.

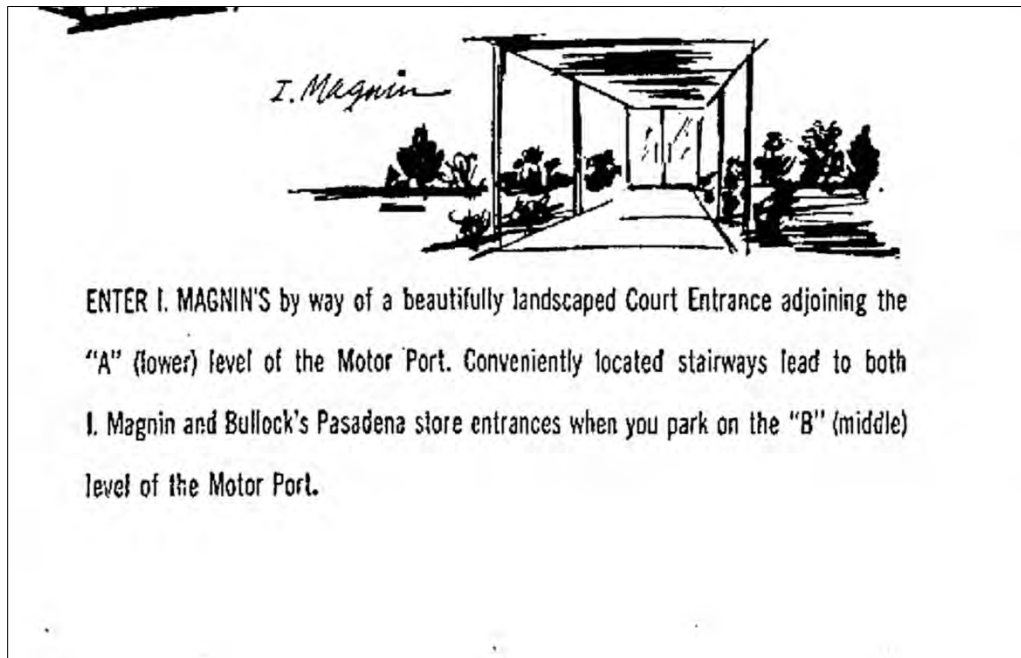


Figure 28. Detail of I. Magnin Court Entrance from advertisement.  
Source: *Pasadena Independent* July 25, 1957.



Figure 29. Undated view showing awnings added over windows.

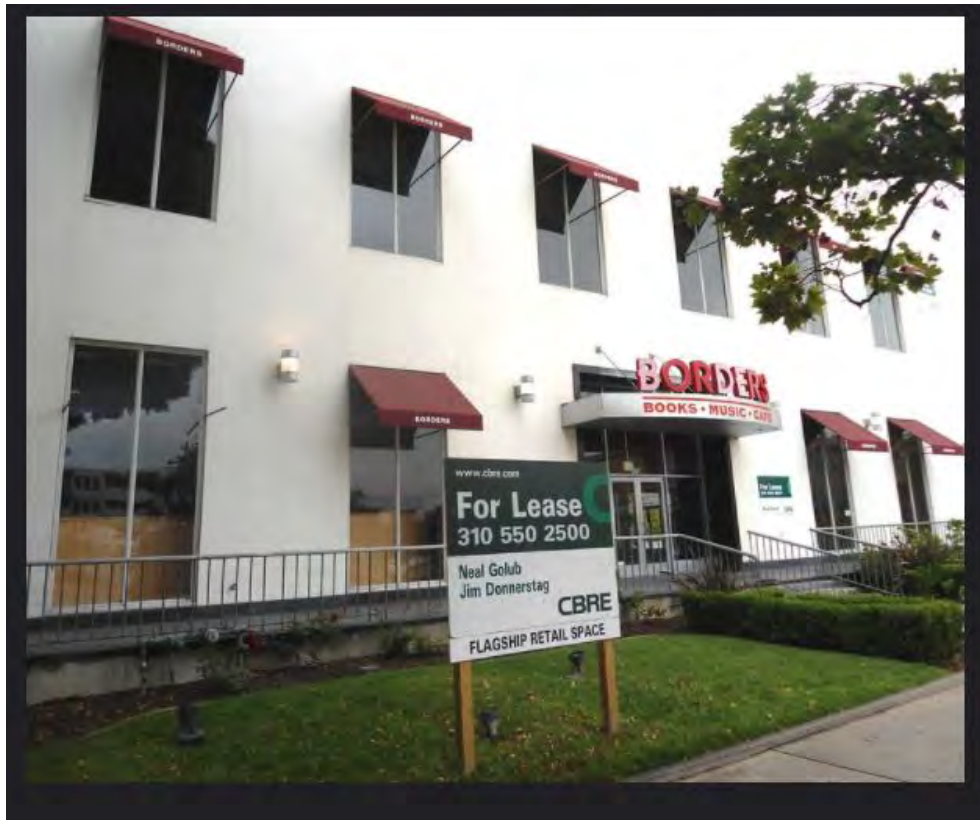


Figure 30. Undated view after Borders vacated.



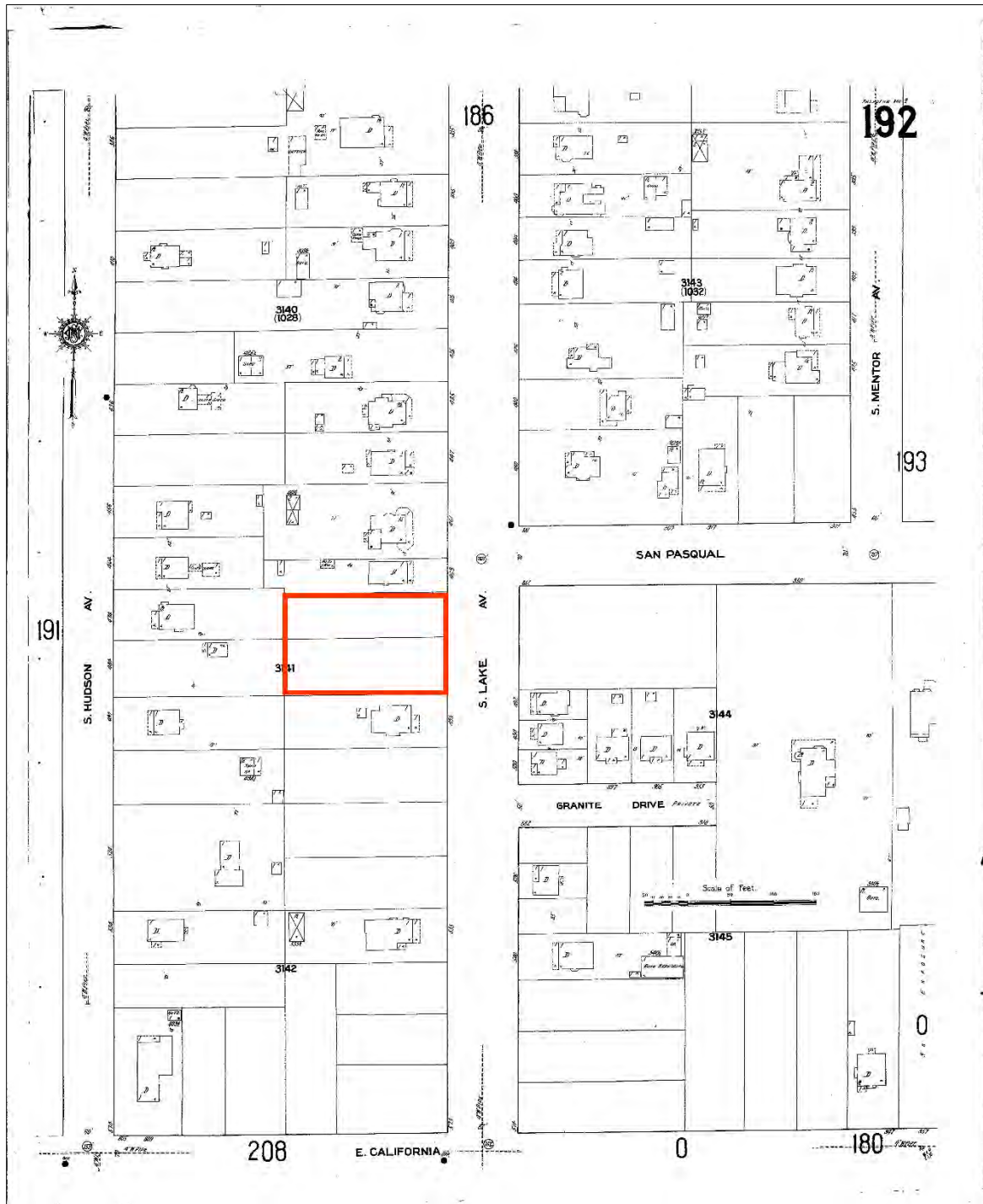
Figure 31. Photo of H.C. Chambers.  
Source: *Tulare Advance Register*, February 27, 1951.



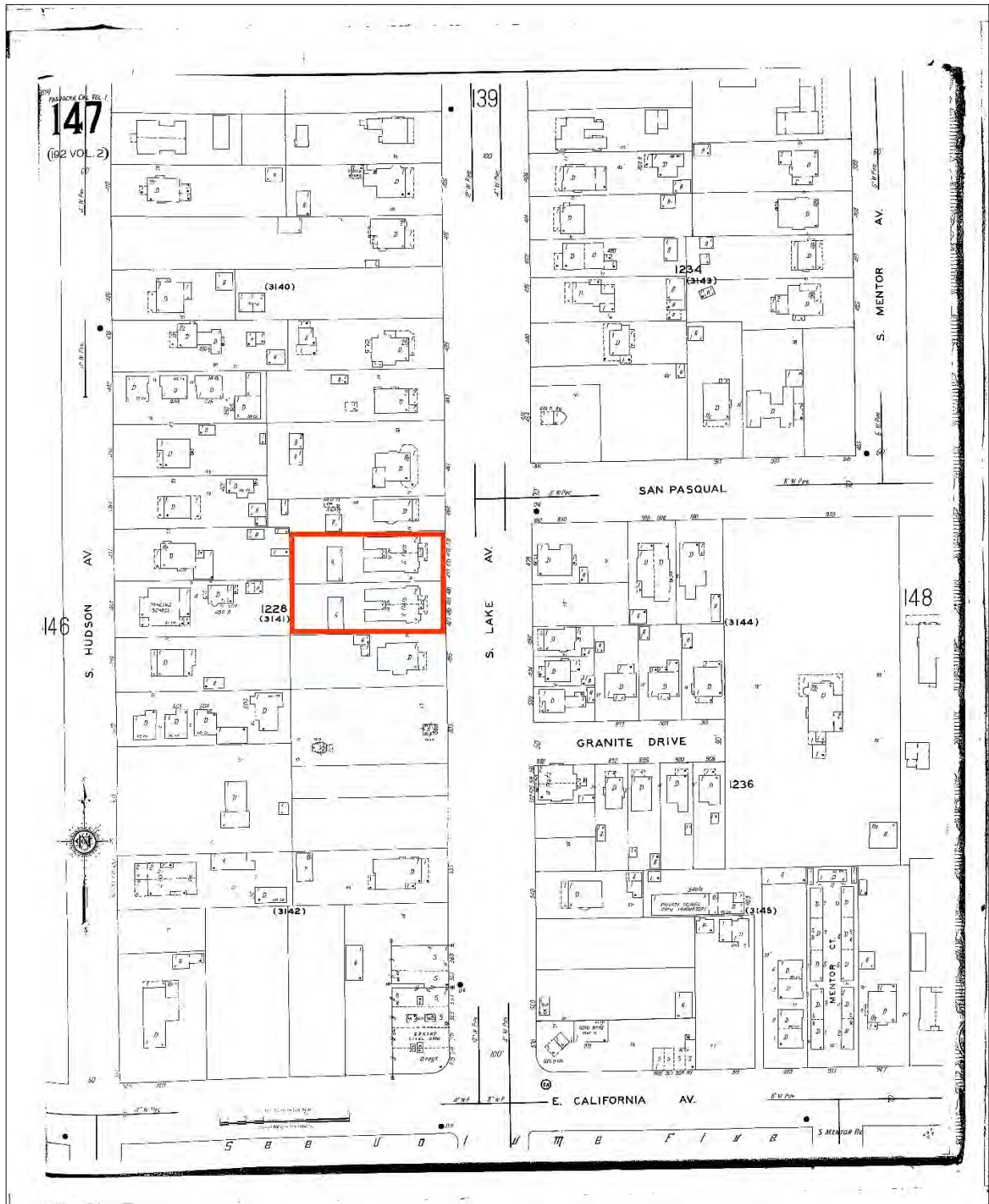


Figure 32. Ruth Shellhorn, working on plans for Disneyland, ca. 1955.  
Source: The Cultural Landscape Foundation.

## Attachment D: Sanborn Maps



1910 Sanborn Fire Insurance Map with subject property outlined.



1931 Sanborn Fire Insurance Map with subject property outlined.





# Attachment E: Building Permits

ORIGINAL LOCATION OF JOB  
 475 So. Lake Ave.  
 NUMBER  
 Permit No. 361311 Final Insp. 196  
**BUILDING**  
 Department of Building, Pasadena, Calif.  
**LEGAL DESCRIPTION**  
 DO NOT FILL IN—FOR USE OF ASSESSOR ONLY  
 1141180 13942 sq. ft. 826-48  
 Height, Feet 50' Stories 2 Type 1 Zone C  
 Map No.  
 Size of Lot 1141180 Size Bldg. 826-48  
 Height, Feet 50' Stories 2 Type 1 Zone C  
 Use Retail Store  
 Side 0 SET BACK Front 11-6" Side 22-2"  
 Owner Name I. Magnin  
 Address Los Angeles  
 Arch. Name H.C. Chambers  
 Address Architects Bldg. L.A.  
 Contractor Name W. Simpson Const. Co.  
 Address 816 W 5th St.  
 Contractor's License No. 32005  
 Special Permit No.  

	MATERIAL	SIZE
Foundation	Concrete	15" Depth
Exterior Walls	Concrete	9-12" Walls
Partitions	Concrete	
Joists	"	
Rafters	"	
Roof	"	
Chimney		
Fireplace		
Roof Structures		
Signs	Permanent Fee	
Fences		

 CHECKING FEE  
 Building Application Fee No. 46.70  
 Total Value 609,000  
 Including labor, material, wiring, heating, plumbing, etc. Fee 242.00

ORIGINAL LOCATION OF JOB  
 475 So. Lake Ave.  
 NUMBER  
 Permit No. 48537 Final Insp. 1957  
**BUILDING ALTERATION**  
 Department of Building, Pasadena, Calif.  
 DO NOT FILL IN—FOR USE OF ASSESSOR ONLY  
 Map No.  
 Size of Lot 1141180 Size Bldg. 826-48  
 Height, Feet 50' Stories 2 Type 1 Zone C  
 Use Selling + Stock area.  
 Side 0 SET BACK Front 11-6" Rear 22-2" Side 22-2"  
 Owner Name Bullock's Inc. Inc.  
 Address 401 So. Westernland  
 Magnin Bldg. L.A.  
 Arch. Name  
 Address  
 Contractor Name C. L. Peck  
 Address 816 W 5th L.A.  
 Contractor's License No. 148623  
 R. H. Sampson  
 SIGNATURE OF PERMITTEE  
 State Clearly All Alterations to Be Made  
 Convert rear portion of  
 2nd level for sales area.  
 Install new heating  
 system throughout  
 1st floor construction throughout  
 subject to Plan Check  
 SEP 13 1957  
 Special Permit No.  
 B. A. Fee No. 31118 Checking Fee 6,000  
 Value 100,000.00 Permit Fee 120.00  
 Including labor, material, wiring, heating, plumbing, etc. Approved 11/10/57

ORIGINAL LOCATION OF JOB  
475 So. Lake Ave.  
PERMIT No. 32851 Final Insp. AUG 12 1949

**BUILDING**  
Department of Building, Pasadena, Calif.

LEGAL DESCRIPTION  
DO NOT FILL IN FOR USE OF ASSESSOR ONLY  
Lots 24 + 25  
Samuel Williams  
L.A.

Map No.  
Size of Lot Size Bldg. sq. ft. 1200  
Height, Feet Stories Type Zone  
Use Retail Store Bldg.  
SET BACK  
Side Front Side

Owner  
Name I. Magnin  
Address  
Arch.  
Name P. H. Warr  
Address  
Contractor  
Name Wm. Simpson Const. Co.  
Address 816 N. 5th St. L.A.  
Contractor's License No. 32005

Special Permit No.  
MATERIAL SIZE  
Foundation  
Exterior Walls  
Partitions  
Joists  
Rafters  
Roof  
Chimney  
Fireplace  
Roof Structure  
Signs  
Fences

Building Application Fee No.  
Total Value  
Including labor, material, wiring, heating, plumbing, etc. C.O.S. Fee



3515-A-A 3518-A

### BUILDING DESCRIPTION BLANK

No. 475 401 S LAKE AVE St. Ave.

Assessment No. 3515-A-A Map No. 101

Description  
Lake Avenue Subdivide Tract As per Pl. 21 P. 11 of 27  
Lots 12 thru 16 & Lots 7 to 11  
Lots 24 & 25, 26 & 27 - MAGNINS  
STRATTON'S SUB. as per Bk. 98, P. 8, of Maps.  
PORTION  
Records of L.A. Co.

PERMIT No. por 3010-N Cost \$ 1200000.00 2-11-57  
OWNER Bullock's MAGNIN DIVISION

Basement - FIRE SPRINKLERS	Bsm't.	1	2	3	4	5	Attic
<u>18</u> ft. x <u>195</u> ft.							
ft. deep <u>Included</u>							
cu. ft. @							
Sq. ft. in Drives, etc.							
<u>= OVER FOR FIGURES</u>							
<b>LIVING ROOM</b>							
<b>Bed "</b>							
<b>Bath "</b>							
<b>Kitchen</b>							
<b>Storage PARKING</b>		X	X	X			
<b>Offices</b>							
<b>Store</b>							
<b>Marble Floor</b>							
<b>Tile Floor</b>							
<b>Hardwood Floor</b>							
<b>Hardwood Fin.</b>							
<b>Cement Floor</b>		X	X	X	X		
<b>Unfinished</b>							
							<u>ASPHALT COVERED</u>

**PARKING & RECEIVING**  
SEE DRAWING  
ATTACHED TO BULLOCKS  
R.N.O. 3481-A

CLASS	TRIMMINGS	BUILT IN FEATURES
Single, Double	<u>Plain &amp; DETAIL</u>	<u>Plain</u>
California		<u>40" CONC. WALLS</u>
Bungalow		<u>AROUND EACH</u>
Residence		<u>LEVEL</u>
Flat, Apartment		
Factory		
Garage - <u>Portico</u>		
Shed, Barn		
Church		
School, Office		
Store, Storage		
FOUNDATION		
Stone, Brick		
Concrete, Wood		
Piers		
EXTERIOR		
Bay Windows		
<u>1 sty 2 sty 3 sty</u>		
Wall Covering:		
Plaster, Met Lath		
Hollow Tile		
Concrete Brick		
Reinforced Con-		
crete		
Shakes, T. & G.		
Siding, B & B		
Brick, P or C		
Corr. Iron		
Steel		
Terra Cotta		
HEATING		
Fire Place		
Gas Furnace		
PLUMBING		
No. of Fixtures		
LIGHTING		
Electric		
Good, Medium		
Cheap		

BUILDING VALUES	
NO. SQ. FT.	@ \$
<u>SEE OVER</u>	
BLDG. COST \$	<u>88042</u>
BSMT. COST \$	
HEAT COST \$	
PLMB. COST \$	
Out-Buildings	
Drives, Walks, etc.	<u>88042</u>

Report Dated 11-25-57 2m 6-13-57 B8

THIS SLIP FOR MAGNINS ONLY;  
SEE BAL. OF FIGURES ON  
BULLOCKS ASSESSMENT.

## **Attachment F: I. Magnin & Co. Resort Stores and Branches**

This compendium offers basic data on buildings used as branches—as more-or-less duplicative extensions of, and set apart from, their parent I. Magnin store in downtown San Francisco. The list includes resort shops and other small specialty outlets as well as facilities that encompassed a wider range of goods up to the full line of items carried by the parent store (as of closing of all Magnin stores in 1994; Longstreth 2009).

1. Resort store in Potter Hotel, Esplanade del Mar, Santa Barbara  
Opened 1912; replaced by store in new location, 1918  
Hotel burned 1921
2. Resort store in Maryland Hotel, Colorado Boulevard & Los Robles Avenue, Pasadena, California  
Opened 1913; replaced by store in new location 1932  
Hotel demolished by 1940
3. Resort store in Hotel del Coronado, 1701 Strand Way, Coronado, California  
Opened 1914; closed 1948  
Hotel extant
4. Resort store in Hotel Del Monte, Del Monte Avenue, Pebble Beach, California  
Opened 1914  
Hotel burned ca. 1924; replaced by new store in rebuilt hotel ca. 1927
5. Resort store in Ambassador Hotel, West Boulevard between Chapala & Castillo streets, Santa Barbara  
Opened ca. 1920  
Replaced earlier store; replaced by store in new location 1923  
Hotel no longer standing
6. Resort store in Ambassador Hotel, 3400 Wilshire Boulevard, Los Angeles  
Opened 1921; closed 1939  
Hotel demolished 2004-05
7. Resort store in Arlington Hotel complex, 1315 State Street, Santa Barbara  
Opened 1923; replaced earlier store (ca. 1920); replaced by larger store 1947  
Extant
8. 6340 Hollywood Boulevard, Los Angeles  
Opened 1923; Myron Hunt, architect (Los Angeles)  
One/two stories + basement, parking  
Additions announced November 15, 1927, opened March 27, 1928;  
Hunt & Chambers, architects

Additions announced June 16, 1934, opened November 19, 1934; Hunt & Chambers, architects  
Replaced by store in new location 1939  
Extant, altered

9. Fifth Avenue & Union Street, Seattle  
Opened 1926 in Skinner Building  
Two stories, 35,000 square feet  
Replaced by store at new location 1954
10. Resort store in Biltmore Hotel, Channel & Hill streets, Montecito, California  
Opened 1927; closed 1942  
Hotel extant
11. Resort store in Hotel Del Monte, Del Monte Avenue, Pebble Beach, California  
Opened ca. 1927; replaced store burned ca. 1924  
Hotel extant, altered
12. Resort store in Biltmore Hotel, Olive & Fifth streets, Los Angeles  
Opened 1927; closed 1939  
Hotel extant
13. 59 Grand Avenue, Oakland, California  
Opened ca. 1928  
Replaced by store at new location 1931
14. Broadway & Twentieth Street, Oakland, California  
Opened 1931; replaced earlier store (1928)  
Weeks & Day (San Francisco), architects  
Four stories + basement, 60,000 square feet, \$1,250,000 (total investment)  
Extant
15. Resource store in in El Miramar Hotel, Palm Springs  
Opened 1932; closed 1942
16. 550 E. Colorado Boulevard, Pasadena, California  
Opened 1933; Myron Hunt (Los Angeles), architect  
Three stories + basement, 10,000 square feet  
Replaced earlier store (1913); replaced by store in new location 1949  
No longer standing
17. Wilshire Boulevard & New Hampshire Avenue, Los Angeles  
Opened 1939; Hunt & Chambers, architects  
Five stories + basement, \$3,000,000 (total investment), parking  
Replaced earlier store (1923)  
Extant

18. Resort store in Arrowhead Springs Hotel, State Route 189, Lake Arrowhead, California  
Opened 1939; closed 1942  
Hotel no longer standing
19. Wilshire Boulevard & Bedford Drive, Beverly Hills  
Opened 1947; Timothy Pfleuger (San Francisco), architect  
Three stories + basement, 70,451 square feet, parking  
Altered, now part of Saks Fifth Avenue
20. In Huntington Hotel, Pasadena, California  
Operating in 1946
21. S. Lake Street, Pasadena, California  
Opened by August 19, 1949  
35,000 square feet, parking 32 cars + lot of Bullock's Pasadena  
Building extant
22. Resort hotel in Hotel Senator, 1125 L Street, Sacramento  
Opened 1953  
3,000 square feet  
Hotel extant
23. 7661 Girard Avenue, La Jolla, California  
Opened 1954; closed 1964  
6,000 square feet, in existing building  
Addition 1957  
Building extant
24. Sixth & Pine streets, Seattle  
Opened 1954; closed 1993  
Narmore, Baine, Brady & Johnson (Seattle) and Welton Becket & Associates (Los Angeles), associated architects; Raymond F. Dexter (I. Magnin), interior designer  
80,000 square feet  
Replaced earlier store  
Building extant
25. 1630-32 Van Ness Avenue, Fresno, California  
Opened 1955  
17,000 square feet  
No longer standing
26. In Stanford Shopping Center, El Camino Real & Quarry Road, Palo Alto, California  
Opened ca. 1956; Welton Becket & Associates (Los Angeles), architects  
54,000 square feet

27. N. Main Street & Roe Drive, Santa Ana, California (Los Angeles)  
opened 1958; H. C. Chambers & Lester Hibbard (Los Angeles), architects  
Two stories + basement, 30,000 square feet  
In Fashion Square shopping center (opened 1958)  
Pereira & Luckman, H. C. Chambers & Lester Hibbard, and Burke Kober & Nicolais,  
associated architects  
Shellhorn & Kueser (Pasadena), landscape architects  
Bullock's, Inc. (Los Angeles), developers  
560,000 square feet, \$15,000,000, 32 stores, 45 acres, parking 3000 cars  
no longer
28. Ocean Avenue & Juniper Street, Carmel, California  
Opened 1960  
10,000 square feet  
In Carmel Plaza shopping center
29. S.W. Sixth Avenue & Salmon Street, Portland, Oregon  
Opened 1962; H. C. Chambers and Lester Hibbard, associated architects  
Three stories, 33,000 square feet  
In Public Service Building  
No longer standing
30. Riverside Drive, Woodman & Hazeltine avenues, Sherman Oaks, California  
Opened 1964  
In San Fernando Valley Fashion Square shopping center (opened 1964)  
Welton Becket & Associates and Burke Kober & Nicolais, associated architects (Los Angeles)  
Ruth Shellhorn, landscape architect  
Bullock's Inc. (Los Angeles), developer  
extant, extensively altered