

Jomsky, Mark

From: Loren Naiman
Sent: Tuesday, February 22, 2022 12:40 PM
To: Walker, Alison; Sanchez, David; Sinclair, David; Dyson, Darla; Reyes, David; Jomsky, Mark
Cc: Bell, Cushon; Porras, Susana; Sullivan, Noreen; Madison, Steve; Thyret, Pam; De La Cuba, Vannia; Stewart, Jana; Mellem, Araceli
Subject: Resent b/c not delivered...Opposition to Proposed Zoning Changes ECSP-M1
Attachments: Logo letter to Pasadena re zoning[30].pdf; The Howard Motor Company Building from "The Mentalist" – IAMNOTASTALKER[65].pdf; historic doc. HowardMotorCompanyBuilding_Pasadena_CA[83].pdf

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Dear Ms. Dyson Mr. Reyes, City Clerk, Mr. Sanchez, Mr. Jomsky and all other planners and city officials

I apologize if you are receiving this twice, but the first email came back to me as undeliverable. I am voicing my concern over the process behind the proposed East Colorado Specific Plan and elements of the proposed zoning changes in the plan. https://www.ourpasadena.org/managed_files/Document/919/Attachment%20B_Proposed_ECSP_092221.pdf

Email from Mr. Sanchez proved, exactly what I suspected, that our partnership was left completely out of the loop regarding the zoning changes in the ECSP. Neither my partners nor I ever received any of the notices, from the City regarding the proposed zoning changes. The email demonstrates the notices were never sent to any of the relevant addresses.

The address on Colorado is 1285 E. Colorado, not 1283 and I do not receive mail there. I am an owner not a user. Moreover, I moved out of the location on Atoll, where you sent mail, more than a decade ago. My new address is 13842 Davana Terrace, Sherman Oaks, CA, 91423. It has been that since January 2011.

The City is well aware of this! I have had numerous interactions with the city since 2011. The city has my email address They have my phone number. I have even spoken at Council. All of my taxes are sent to the Davana address as are my city licenses for each of my 3 properties. The utility bills all go to my home address on Davana. If this is your outreach, I am deeply concerned about the process.

I am also CC'ing these documents to the rest of the City Council members and the Mayor. I suggest that proceeding with the zoning changes at this stage is simply unfair. Your statement showing that I was never sent notice only proves the point. Moreover, I would also suggest that some of the bans on use are ill conceived and not in the best interest of the City. Please distribute the documents I am sending to the Council members so that they have them prior to the hearing on February 28. Also please send me what ever linkage is necessary to appear at the hearing.

Loren Naiman

02/28/2022
Item 1



From: Loren Naiman <

Date: Tuesday, February 22, 2022 at 11:12 AM

To: ddyson@cityofpasadena.net <ddyson@cityofpasadena.net>, dasanchez@cityofpasadena.net <dasanchez@cityofpasadena.net>

Subject: Re: Opposition to Proposed Zoning Changes ECSP-M1

Dear Ms. Dyson and Mr. Sanchez,

Your email to me only amplifies how ridiculous this is. The premise on Colorado is 1285 E. Colorado, not 1283. I do not receive mail there. Moreover, I moved out of the location on Atoll more than a decade ago. My new address is 13842 Davana Terrace. It has been that since January 2011. The City is well aware of this. I have had numerous contacts with the city since that time. The city has my email address and they have my phone number. I have even spoken at Council. The utility bills all go to my home address. If this is your outreach, I am deeply concerned about the process.

Loren Naiman

From: Sanchez, David <dasanchez@cityofpasadena.net>

Date: Tuesday, February 22, 2022 at 10:54 AM

To: Loren Naiman <lmnaiman.esq@gmail.com>

Subject: RE: Opposition to Proposed Zoning Changes ECSP-M1

Mr. Naiman,

Thank you for sharing your feedback with us. We will discuss this internally with our team.

FYI, I was able to confirm that we have been sending notices to the property address (1283 E. Colorado) as well as to the address listed for ownership with the LA County Assessor (Naiman Pasadena Partnership, 6050 Atoll Ave, Van Nuys, CA, 91401).

David Sanchez

Principal Planner | City of Pasadena

(626) 744-6707

175 N Garfield Ave

Pasadena, CA 91101

dasanchez@cityofpasadena.net

From: Loren Naiman

Sent: Monday, February 21, 2022 3:58 PM

To: Dyson, Darla <ddyson@cityofpasadena.net>; Sanchez, David <dasanchez@cityofpasadena.net>

Cc: Walker, Alison <awalker@cityofpasadena.net>; Zoning Questions

<Zoningquestions@cityofpasadena.net>; Sinclair, David <dsinclair@cityofpasadena.net>

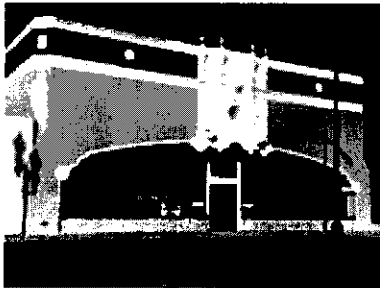
Subject: Opposition to Proposed Zoning Changes ECSP-M1

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Dear Ms. Dyson and members of the planning division.

Re: 1271, 1277 and 1285 E. Colorado Boulevard

(Charles Howard Motor Company)



Enclosed please find a copy of my letter to Councilmember Williams expressing my concern about the proposed zoning changes in the Mid City subarea on Colorado Boulevard. I am also enclosing a document detailing the historic designation of the property and one of the many articles about the premises.

The modification of the zoning rules, (Proposed East Colorado Specific Plan), took me by complete surprise. To the best of my knowledge, no one from the city has ever visited our property prior to issuing usage bans which are detrimental to our ownership interests and potentially to members of the community. None of precluded uses was ever discussed with the owners of our property and the changes are a complete reversal of the nearly one-hundred-year-old history of our building.

Please contact me regarding reconsideration before irreparable harm is done to the value of the property and to the group of senior citizens who have been the caretakers of these building for decades.

Loren Naiman



NAIMAN PASADENA PARTNERSHIP
13842 DAVANA TERRACE
SHERMAN OAKS, CA 91423
TEL: 818-371-4380
FAX: 818-902-1230

CITY OF PASADENA
100 N. Garfield Avenue, Room S228
P.O. Box 7115
Pasadena, CA 91109-7215
Attn.: FELICIA WILLIAMS
ddyson@cityofpasadena.net
626-744-4742

Dear Ms. Williams,

My name is Loren Naiman. I am a part owner of the property located at 1283-1285 East Colorado Boulevard. The property bears State, Local and Federal designation as the Howard Motor Company Building and it is known for its Churrigueresque architectural style, a standout in the community.¹ The structure was designed and developed by Charles Howard, the owner of the famous racehorse named Sea Biscuit. Mr. Howard was dubbed one of the most successful Buick salesmen of all time.

My family has owned residential and commercial real estate in Pasadena for over 100 years. My mother and grandparents were long-time residents of Pasadena. In 1924, my grandfather built a large building on Arroyo Parkway. Family members ran successful businesses there for about 50 years. We have owned residential income property in the community since 1958. My brother, one of the partners in the Howard building, resided in the Langham area for over 40 years. I was a Deputy District Attorney at the Pasadena Courthouse. My son will soon be a veterinary surgeon in the city. In other words, we have substantial ties to the community.

I am writing to express my disappointment in the East Pasadena Specific Plan and my greater disappointment in the Plan creation and implementation process.

During lease discussions with an exciting potential tenant for the property, I discovered a proposed, superseding, Specific Plan could block efforts to bring a new enterprise to the area.

¹ According to the nomination for the United States Department of the Interior, National Register of Historic Places, "The Howard Motor Company Building is significant under NR Criteria A and C (Commerce and Architecture) as a well-preserved local example of the automobile showroom property type, which emerged as a significant building form in Pasadena during the early growth and expansion years of the "automobile era." The handsome concrete and stucco Spanish Colonial Revival-style building features a theatrically decorated street elevation designed to both capture the attention of passing consumers and reflect the status and excitement of new automobile ownership."

I have now undertaken a thorough review of the document and would like to express my concerns as a property owner and a person with long and substantial ties to the community.

At the first glance I was smitten by the prominence our building was granted in the Specific Plan. Photographs of Howard properties adorn four pages in the document; pages 6, 21, 24, and 109. Two of the building's photographs take up full pages in the Plan. The buildings are mentioned by name three times. Perhaps this is not an accident since our partnership's property, (approximately 1 1/3 acre, one half block on Colorado Boulevard), constitute one of the largest contiguous parcels in the subarea. The Howard building, however, is treated as little more than a mercantile storefront with no consideration of the factory/industrial quality of the bulk of the property. There is also no consideration for the historic purpose behind building, its use and function during the last 95 years, or its future, intended, or best use.

This may be an oversight on the part of the City planners, or it may indicate a much deeper lack of proper outreach to our property owners and their tenants in the area. Under the title of OUTREACH..., the planners state, "The Specific Plan represents the outcome of a robust outreach process and technical planning and design effort." How robust was this outreach if the property owners were never contacted?

Even if property owners were sent drafts of the proposed changes, which I assert they were not, the modifications were placed in charts and hidden by acronyms that failed to spell out the intent to remove otherwise viable uses for the properties in the subarea. Maps are segregated by colors not by the acronyms for the areas. The subarea is called "Mid City", but the zoning ban is listed under ECSP-MU1. The only area linkage in the document is found in footnotes on page 70 and 96. Was something being hidden?

Page 13 states "the City solicited input from residents, property owners, businesses...". Transitory students were contacted but were the taxpayers? As one of the owners of this property I am prepared to state unequivocally that I was never advised of the proposed changes or personally invited to any meetings. Nor were any of the other owners of our property, including my brother who was a Pasadena resident. When I contacted our current tenant in the property, regarding the changes, I was told that he was never consulted.

The plan (Pages 14-16) discuss email, mailers, an online-survey and other outreach efforts, but no such survey was ever sent to me or any of the other owners. Those pages mention workshops, pop up events, and walking tours, however no one associated with these properties was ever invited to these events or contacted with the specifics of the zoning changes. As indicated in the plan, it appears transitory students were well informed, while long term, stake-holding property owners were left out of the outreach efforts. The plan proposal references the outreach efforts and on-line survey. I have requested information about the parties surveyed but received a notice from the city that a response to my questions would be delayed.²

² On February 16, 2022 I received a response to my request for information that stated: "With City staff and resources currently focused on the provision of essential services to protect the public health, safety and welfare, in light of the COVID-19 pandemic, the City's response to your Public Records Act request will be delayed."

The chart associated with the “Preliminary Specific Plan Standards” lacks any indication that property owners were ever contacted and/or provided notice of the changes that would affect the allowed uses of their properties. Failure to contact the parties, most affected by the changes, is deficient notice or misleading to the parties involved.

On Page 40, the Specific Plan states its intent to provide “A mix of new and existing neighborhood commercial uses..., but then goes on to ban any use associated with: Alternative Fuel/Recharging Facilities.³ Vehicle Services, Sales/Leasing. Vehicle Services, Vehicle Equipment Repair, Animal Services, Hospitals, Micro Breweries and tasting rooms, Industry restricted, Wholesaling, Distribution and Storage, Small-Scale, Laboratories. Exactly what did the planners have in mind for thousands of square feet of industrial space?

The one size fits all approach does not fit with this structure and it may not fit with other buildings in the subarea. Nor is the approach of the planners terribly forward looking. While at the beginning of the creation of this document Alternative Fuel/Recharging stations may have been an anomaly, Electric Vehicles will soon be the norm. These vehicles will need access to energy and charging facilities and what could be a better use than within the confines of an industrial structure already standing in the area. Electric Vehicle users are looking to buy. Why shouldn't they be able to purchase on Route 66.

As it pertains to the Howard Motor Company Building, the plan completely ignores the edifice it desires to regulate. Unlike other buildings in the mid city area, the Howard Building was constructed with a single purpose in mind. While almost any structure can be re-purposed, the planners have failed to consider repurposing some buildings could be extremely awkward. The Howard building was poured in place. Its walls are constructed of steel and concrete which are at least two and one half feet thick. Internal walls, of the same thickness, cannot be moved because they support over 15,000 square feet of wide-open space with thirteen-inch thick concrete floors on the second level.⁴ The building is constructed with a large and very ornate showroom with a thirty-foot tall oak-beamed ceiling. Offices stand behind structural walls in the showroom but the bulk of the property is industrial space. Structural modifications may be precluded due to required compliance with historical standards.

To the best of my knowledge, none of the unnamed planners has ever inspected the property to see if it conforms to their concept of what the neighborhood needs. The Specific Plan casts a wide net without any thought that a whale could be contained within the perimeter. My fear is that the one size fits all zoning rules which are being proposed are a poor fit for a historic property that cannot be easily modified.

³ The plan states as one of its purposes the reduction of greenhouse gas emissions and further states that it wants to make the most efficient use of urban land and transportation infrastructure, but it cuts the city off from alternative energy vehicles and charging. This is an affront to logic and flies in the face of the current push for transition from internal combustion engines to less polluting means of transportation. It is also antithetical to the principals espousing future economic development as stated in Section 12 on page 139 of the Specific Plan. Pasadena may want to encourage walking and bicycle riding, but it should also understand that not all of the people in the community are ready to give up motor vehicles as a viable means of transportation. There are lessons to be learned from other cities that have attempted to impose “Road Diets”.

⁴ The second floor is capable of bearing the weight of approximately 70 cars.

The planners appear to completely ignore the historic nature of the property. The City expresses that it will be “HONORING HISTORIC SIGNIFICANCE” in a document that completely denies the historic background of the property. While proclaiming the value of “historic landmarks” and extolling the history of the automobile culture, it seeks to ban historic uses. It does this without cause, without stated justification and without thought about the effects the zoning bans have on potential leasing opportunities. In so doing, the plan denies owners the ability to use the value of their assets and denies the public access to necessary and desired services.

The document states “The Specific Plan includes standards to **protect historic resources and existing elements** of the area”. While proclaiming the value of “historic landmarks”, it bans historic uses without cause and without thought about the effects of the bans on potential entrepreneurial opportunities. The plan states, “The East Colorado Specific Plan area is a commercially focused area of the City that includes **historic properties**, churches, motels popular for Rose Parade viewing, and a few pockets of residential homes. Mid-century signage, **car dealerships, auto service shops, and re-purposed auto showrooms** **reflect the corridor’s historic Route 66 character.**”⁵

Page 23 specifically acknowledges the historic nature of our property, specifically citing the “Howard Motor Company Building at 1283 Colorado Boulevard (1927)” and memorializing the connection to the automotive industry. The plan’s description of the area clearly specifies that the area includes vehicle related uses. The continued connection to churches is memorialized, but the future connection to automobiles has been banned. This automotive zoning ban is being imposed without any stated justification or compensation to the residents and property owners who depend on that industry. Nowhere in the plan is there a discussion of why this historical use should be obliterated, other than the by the whim of the planners. This variance from historic use, made without consultation with the impacted property owners, deserves additional review.

The Mid-City Subarea Concept, (Page 52), does not justify the taking away of any of the stated banned uses. In fact, the plan states that it provides for “changing market demand by allowing use flexibility that is aligned with overall vision of the Subarea⁶. Did anyone consider that the new residents might need to buy or repair their cars or charge their newly purchased electric vehicles? Or that they might enjoy visiting a micro-brewery and sampling locally produced wares. Why should the thousands of square feet of currently used storage space behind the Howard building be rendered inappropriate for the area? Why should the thousands of pet owners in the city be denied access to “Animal Services, Hospital”?

The Howard building houses approximately 15,000 square feet of industrial space above ground level. Was this overlooked in this proposal which also restricts what can be done on the second floor. The only guidance for these changes appears on Page 69, but the desire to promote mixed use development and support the stated projects, does not justify

⁵ Emphasis added.

⁶ Exactly whose vision is this?

the draconian abolishment of otherwise beneficial uses. Finally, did anyone consider the financial impact on the owners of the properties in the area? Is this why these changes were penned without consulting the taxpayers.

Pasadena Municipal Code Section 17.31.020, enforces the concept that the purpose of the proposed plan "is to implement the East Colorado Specific plan by balancing and optimizing economic development, historic preservation and the maintenance of local community culture...". Where is the balance? The plan ignores historic preservation by failing to maintain the local community culture revolving around the automobile. The plan also fails to adhere to the edict of subsection G of that code section that aims to "Protect historic resources and honor the past of Colorado Boulevard ...through subarea identification and remembrance of Colorado Boulevard as Route 66. Ignoring language of intent demonstrates total disdain for merchants, businesses, and commercial property owners in the mid city zoning area. This fact is underscored by the wording of language affecting adjacent subareas where it is stated that the purpose of the code is to "Ensure the future development of East Pasadena that balances the community needs of residents with the needs of businesses and commercial property owners;"

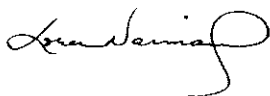
Section 7.1 of the Plan, (Implementation Actions), acknowledges the need for phased implementation, but the plan itself requires that the zoning bans on uses, is immediate. The chart on Page 131 commands that the zoning changes will be implemented immediately. Such action unleashes abrupt requirements that diminish the value of the real estate without providing owners time sequencing that would allow for gradual withdrawal from currently valid uses. In addition, the operation of these zoning bans is contrary to the language on Page 9 which states that the plan "will not mandate or accelerate any ...immediate changes to the built environment."

Unfortunately, the modifications of use, specifically and immediately, change the built environment. Because there is no zoning phase in period, the plan provides no process by which a property owner or tenant can prepare for the changes and transition, over time, into the proposed required modifications. Nor does there appear to be any built-in request for variance procedure.

Where is the equity in this process? Section 7.2 discusses "Citywide Implementation" and extolls the virtue of "Equitable Implementation". The City should acknowledge that equity, is withheld when immediate modification of what could be the highest and best use of a property is ripped from the fabric of property ownership. Springing challenges like this without phase in is simply not equitable or fair.

At the very least, this plan should be reconsidered in light of the information I have provided before it is implemented. Property owners should be given a voice. Further consideration of the value of some of the banned uses should take place.

Yours truly,

A handwritten signature in black ink, appearing to read "Loren Naiman". The signature is fluid and cursive, with a large loop at the end.

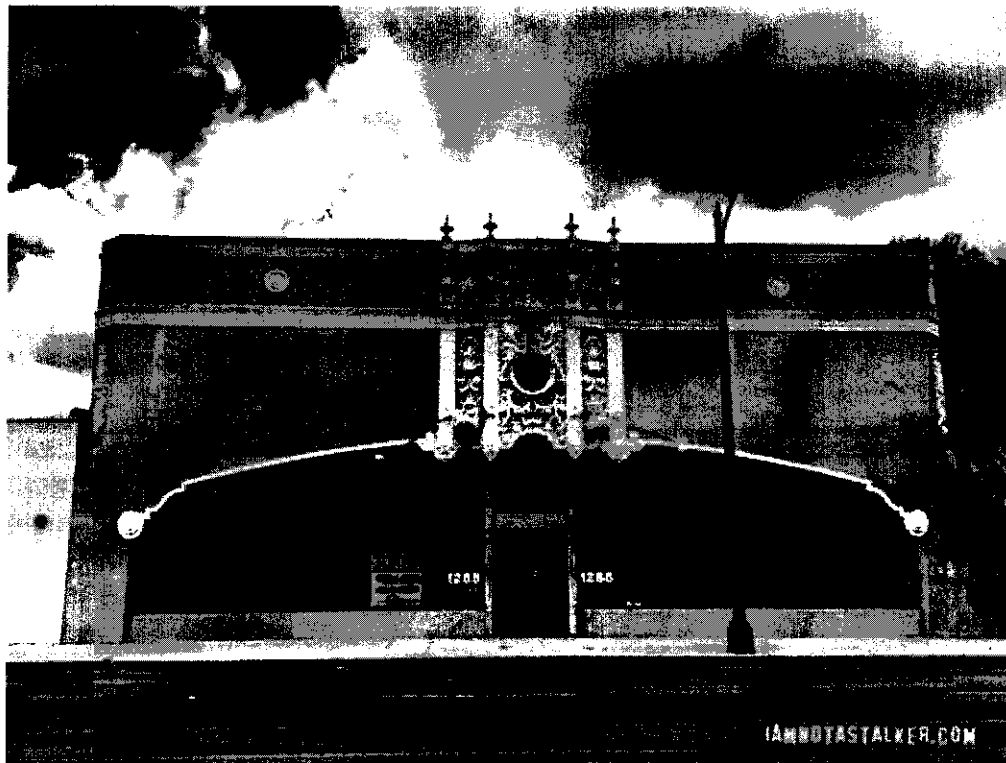
LOREN NAIMAN, Property Manager

IAMNOTASTALKER

Your definitive source to filming locations and all things Hollywood!

JUNE 15, 2020 BY LINDSAY

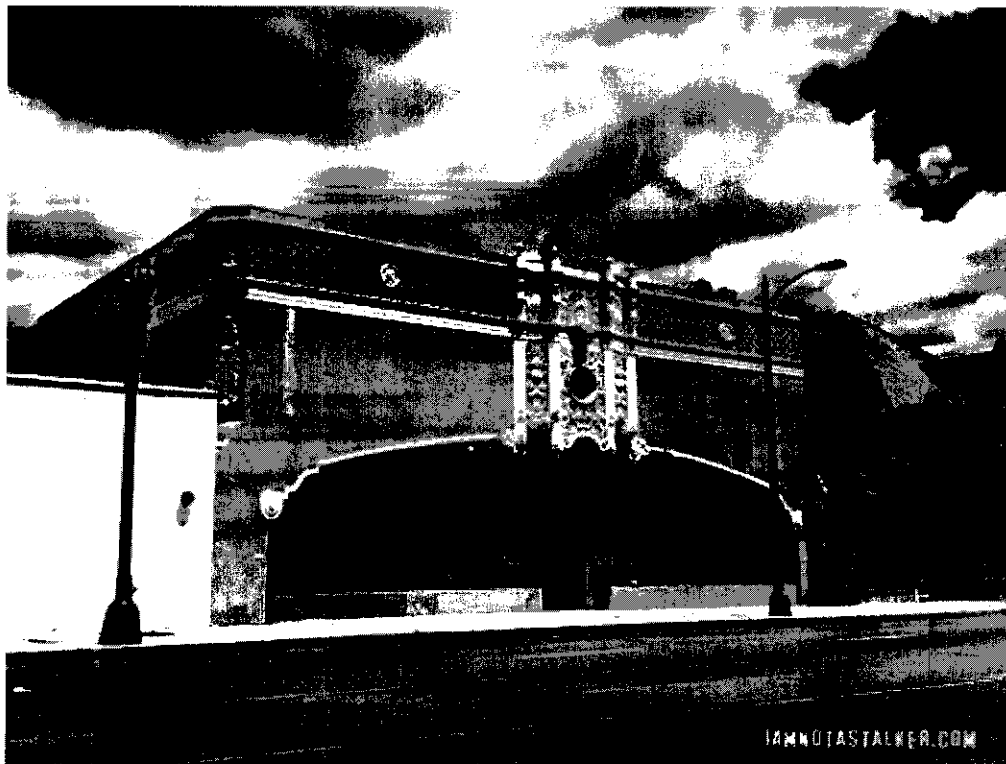
The Howard Motor Company Building from "The Mentalist"



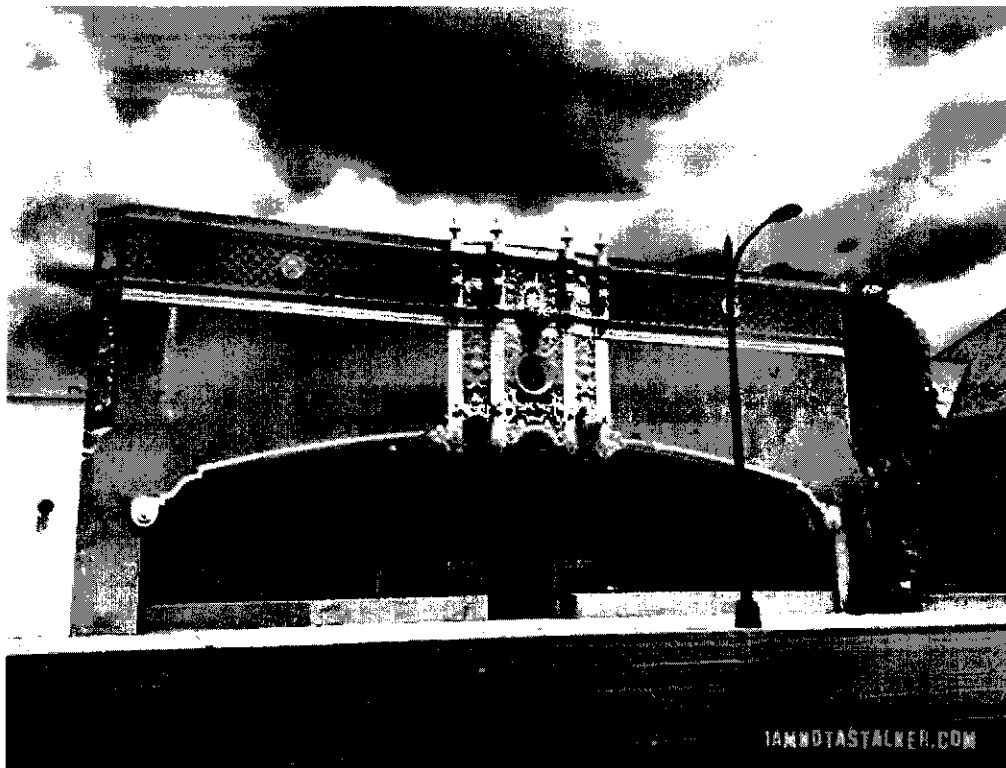
I always play tourist in my own town. Never was that more the case then when I resided in Pasadena. The area is so chock-full of notable locales, though, that sometimes it takes a newcomer to point them out. My friend Kim recently embarked upon her first visit to Crown City (it was socially-distanced, of course!) and in poring through the Facebook photos she posted that day, I was pleasantly surprised to see pics of the Howard Motor Company Building! Though Kim took note of the gorgeous structure immediately upon passing it, I drove by daily while living in Pasadena and even once witnessed *The Mentalist* filming on the premises, but somehow never dedicated a post to the place! So to the top of my To-Stalk List it went and I headed over there shortly thereafter.

[ad]

The Howard Motor Company Building was designed in 1927 by the Austin Company of California architecture firm.



The Spanish Colonial Revival-style structure served as an automobile showroom for the dealership through 1938, at which time the Busch-Morgan Motor Company moved in.



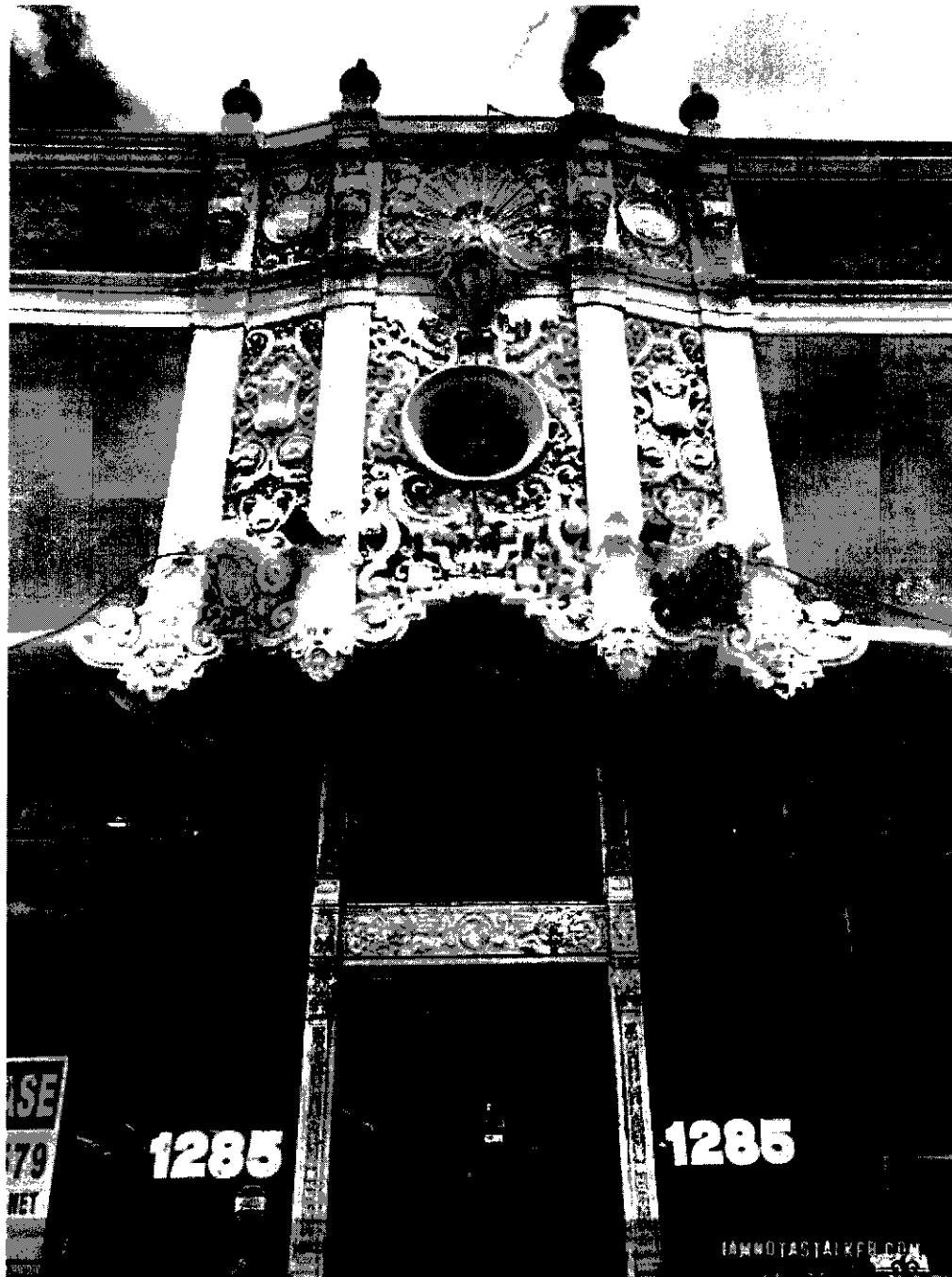
The stunning building continued to operate as a car gallery through at least 1996.



The ornate edifice, with its spectacular California Churrigueresque detailing, was intended to attract passersby traveling along the popular Route 66, get them to stop, and hopefully buy a new car. The concept certainly worked on my friend Kim who immediately pulled over to get a better look at the place.



The Howard Motor Company Building is easily one of Pasadena's most beautiful structures.



The interior is just as incredible as the exterior!



Sadly, the property, which is on the National Register of Historic Places, has been tenantless for pretty much as long as I remember, though it sometimes houses a Spirit Halloween store in the Fall.



The long-term vacancy left it open for the filming of *The Mentalist* in November 2009. My dad and I happened to be driving by when the shoot was being set up and, of course, stopped to watch.



Though I don't have any photos from that day, we were invited inside to take a peek at the space with all of its glorious set dressing and, let me tell you, the Howard Motor Company Building was definitely ready for its close-up!

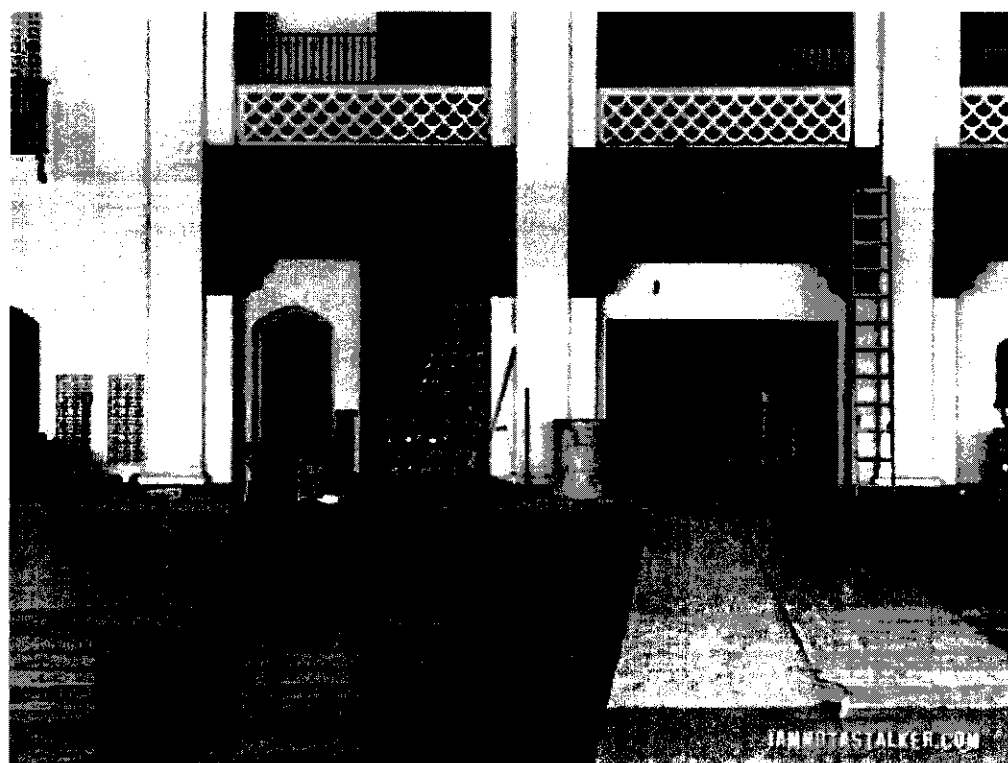
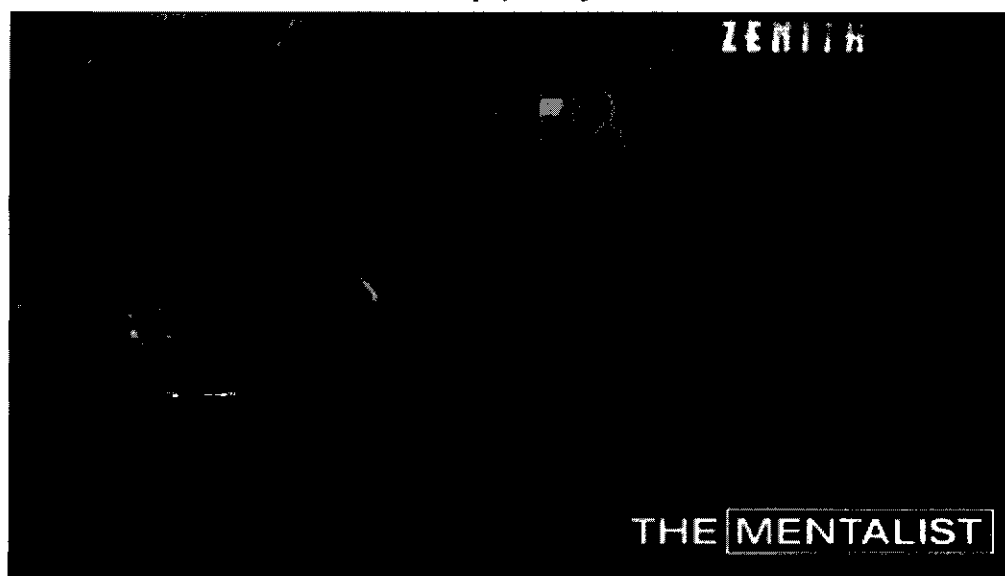


In the episode, Season 2's "Redline," which aired in February 2010, the site portrayed the supposed Marin County Zenith Motors showroom, where Patrick Jane (Simon Baker) and the CBI team investigated the murder of a woman found stuffed inside the trunk of a car.

The program showcased both the exterior ...



... and interior of the space to spectacular effect!



With the red carpeting, extensive foliage and up-lighting, the episode really gives us an idea of what the building must have looked like back in its heyday.



Big THANK YOU to my friend Kim for reminding me of this location! 😊

For more stalking fun, follow me on Facebook, Twitter, Instagram, Los Angeles magazine, and Discover Los Angeles.



Until next time, Happy Stalking! 😊

Stalk It: The Howard Motor Company Building, from the "Redline" episode of *The Mentalist*, is located at 1285 East Colorado Boulevard in Pasadena.

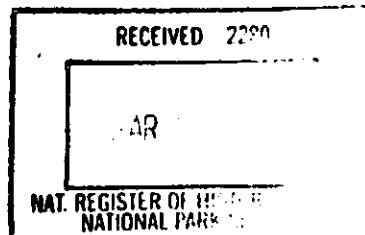
📌 TV LOCATIONS

FAMOUS BUILDINGS, PASADENA, SIMON BAKER, THE MENTALIST

(Oct. 1990)

United States Department of the Interior
National Park Service

National Register of Historic Places
Registration Form



This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-900a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

historic name Howard Moto Company Building

other names/site number Acura of Pasadena, California Custom Coach, Inc., Howard Automotive Company

2. Location

street & number 1285 E Cobanob Boulevard ☐ not for publication

city or town Pasadena ☐ vicinity

state California code CA county Los Angeles code 037 zip code 91106

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

[Signature]
Signature of certifying official/Title

3/15/96
Date

California Office of Historic Preservation
State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional comments.)

Signature of certifying official/Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is:

- ☒ entered in the National Register.
☐ See continuation sheet.
☐ determined eligible for the National Register.
☐ See continuation sheet.
☐ determined not eligible for the National Register.
☐ removed from the National Register.
☐ other, (explain): _____

[Signature]
Signature of the Keeper

4/19/96
Date of Action

Howard Motor Company Building
Name of Property

Los Angeles County, California
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property
(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing	
1	0	buildings
0	0	sites
0	0	structures
0	0	objects
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

**Number of contributing resources previously listed
in the National Register**

Early Automobile-Related Properties in Pasadena (1897-1944)

0

6. Function or Use

Historic Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

Current Functions
(Enter categories from instructions)

COMMERCE/TRADE/Specialty Store

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19TH AND 20TH CENTURY REVIVALS

Mission/Spanish Colonial Revival

Materials
(Enter categories from instructions)

foundation CONCRETE

walls STUCCO

CONCRETE

roof ASPHALT

other CONCRETE/Cast Stone

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

See Continuation Sheet(s).

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 7 Page 1 of 2

DESCRIPTION

Howard Motor Company Building
Pasadena, Los Angeles County, CA

DESCRIPTION

The Howard Motor Company Building is a two-story, concrete and brick, Spanish Colonial Revival-style commercial building with a high-style, richly ornamented automobile showroom at the street and an attached utilitarian service garage behind. The showroom interior, also richly ornamented, is visible from the street through expansive plate glass windows and entry doors. The building was constructed in 1927 by the Austin Company of California, architects and contractors, for the Howard Motor Company. The building remains virtually unaltered from its 1927 appearance, both on the exterior and in the significant interior spaces.

Automobile Showroom

The richly ornamented double-height showroom fronts directly on East Colorado Boulevard and has a smooth cement plaster finish exterior with a central and substantial cast stone Churrigueresque ornament, decorative chamfered corners, and a broad ornamental frieze. The showroom windows and entry doors are recessed in a single elliptical arch which spans the entire street facade. The arch has a grooved cast stone head mold that terminates in unusual scrolled imposts. The east elevation of the showroom also has an elliptical-arched window, but without the head mold. The central entry doors are marked by decorative cast iron piers and a dividing panel between the doors and transom; original wrought iron grillwork over the doors and transom has been removed. The showroom windows have high cement bulkheads with decorative metalwork along the flat sills. Some of the original dividing bars and copper windows stops have been replaced with a new metal framing system.

The theatrical Churrigueresque ornament, marking the entry, dominates the entire street facade, extending from the top of the elliptical arch to the parapet: the ornament has tripartite divisions and incorporates elaborate mythical figures and faces, shells, medallions, Arabesque ornament and scrollwork, four urn-shaped finials, and a central rondel window with a fish-scale screen, all in high relief. The ornamental frieze wraps around the remainder of the front and sides of the showroom, with two cast stone moldings separated by a gridded field of small rosettes with medallions and ornamental plaques. The flat portion of the chamfered corners also has ornamental plaques. The roof is screened from view by the parapet. A large projecting cabinet sign has been added to the western end of the street facade.

Showroom Interior

The showroom interior is a rectangular-plan two-story space with painted unfinished concrete walls, a red tile floor, and an exposed wood truss roof of elaborately carved heavy timber trusses with metal straps and exposed cross-bracing. The rear wall of the showroom has a symmetrical two-story elevation divided into five bays by floor-to-ceiling pilasters and three curvilinear arches, with a series of entrances, alcoves, and balconets connecting to offices on the ground floor and mezzanine levels, and the service garage beyond. Decorative features include a series of cast stone panels with coats of arms, piers with cast stone capitals supporting the

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Continuation Sheet**

Section number 7 Page 2 of 2

DESCRIPTION

**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

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

Service Garage

The attached two-story service garage is L-shaped in plan and fronts on a side street, North Chester Avenue. The street elevation of the service garage has a smooth cement plaster finish exterior, while the secondary elevations have a painted unfinished concrete exterior. Banks of fixed, multi-pane metal windows with operable awning sections and plain concrete sills divide the service garage elevations into bays. Metal security bars have been added to the lower-level windows. Entrances to both levels of the service garage are directly off the side street, with the lower level devoted to open service bays and the upper level to open parking and storage. The upper-level is supported by squat concrete columns with simple flared capitals and open to a steel truss and wood roof. The roof of the building is screened from view by the parapet.

Howard Motor Company Building
Name of Property

Los Angeles County, California
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history.
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☒ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or is likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years.

Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1927-1944

Significant Dates

1927

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Austin Company of California (Architect/Builder)

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey

- ☐ recorded by Historic American Engineering Record # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☒ Local government
- ☐ University
- ☐ Other

Name of repository:

Design & Historic Preservation Archives

CITY OF PASADENA/Planning & Permitting Dept.

United States Department of the Interior
National Park ServiceNational Register of Historic Places
Continuation SheetSection number 8 Page 1 of 2STATEMENT OF SIGNIFICANCE

Howard Motor Company Building
Pasadena, Los Angeles County, CA

SIGNIFICANCE

The Howard Motor Company Building, constructed in 1927, is locally significant for its associations with the historic context, "Marketing and Servicing the Automobile (1902-1944)," under Criterion A in the area of Commerce and under Criterion C in the area of Architecture as a locally significant example of the automobile showroom and the Spanish Colonial Revival style. The automobile industry in Pasadena, including the manufacturing as well as the marketing and servicing of the automobile, was an important segment of the local economy in the interwar years and had a profound impact on everyday life. The automobile showroom is important in the introduction and surge in automobile ownership in Pasadena for its role in promoting and servicing the early automobile. The Howard Motor Company Building has been in use as an automobile showroom since its construction in 1927 for the Howard Motor Company up to the present day.

The building remains virtually unaltered from its historic appearance, both on the exterior and in the significant interior spaces, and is one of the best and most intact examples of the automobile showroom in Pasadena. The building meets the registration requirements identified for automobile showrooms for "Early Automobile-Related Properties in Pasadena (1897-1944)." Distinct characteristics of the building, typical of its property type, include: a Period Revival, high-style showroom exterior and interior, with a theatrical use of design and ornamentation, for increased commercial identification and to establish an attractive setting for the automobile models on display; an expansive use of plate glass windows and entry doors extending across the entire Colorado Boulevard facade, permitting complete visibility and access to the showroom directly from the street; and a large, attached, utilitarian service garage at the rear of the building, with direct access to the side street, for servicing and support of automobile sales. The building is an accomplished example of the Spanish Colonial Revival style, evident in its distinctive Churrigueresque facade and richly ornamented showroom interior.

Historical Background

In the interwar years, most of the automobile dealerships in Pasadena were located on Colorado Boulevard (then Colorado Street), and primarily in one of two groupings or so-called "auto rows": a two block stretch of West Colorado Boulevard, between Orange Grove Boulevard and the downtown; and several blocks of East Colorado Boulevard, between Lake and Hill Avenues, in the then-geographic center of the city and at the edge of the eastward-expanding downtown. The Howard Motor Company Building was one of the several automobile dealerships and auto-related buildings located within a few blocks of each other along this stretch of East Colorado Boulevard.

With the considerable growth in the automobile industry in Pasadena and the need for larger and "more modern" facilities, automobile dealerships were typically at a particular location for only a few years before moving to other facilities; consequently, the individual auto showrooms were used by several different dealerships. The Howard Motor Company Building was built in 1927 for the Howard Motor Company (later called the Howard

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National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number 8 Page 2 of 2

STATEMENT OF SIGNIFICANCE

**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

Automotive Company), a Buick dealership which had outgrown its facilities at 267 W. Colorado Boulevard (built 1917, significantly altered 1946). In 1938, the Howard Automotive Company moved to the Kindel Building at 1095 East Colorado Boulevard, just a few blocks away; and the Bush-Morgan Motor Company, a Packard dealership, moved from the Kindel Building to the auto showroom the Howard Motor Company had built and was leaving. The Bush-Morgan Motor Company (later the Morgan Motor Company) continued to occupy the building well into the 1950s. The building is still used as an automobile showroom today.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 1 of 1

MAJOR BIBLIOGRAPHICAL REFERENCES

Howard Motor Company Building
Pasadena, Los Angeles County, CA

MAJOR BIBLIOGRAPHICAL REFERENCES

Advertisement for A. J. Bayer Company. "Ornamental Iron and Bronze Hollow Metal Doors." in *Pacific Coast Architect*, April 1928, p. 58.

Building Permit #4537D, City of Pasadena, March 5, 1927.

"City of Pasadena Historic Context Statements," prepared by Pamela O'Connor for City of Pasadena, Design & Historic Preservation Section, draft 1992.

"Early Automobile-Related Properties in Pasadena (1897-1944)," National Register of Historic Places Multiple Property Submission, prepared by Historic Resources Group and the City of Pasadena, Design & Historic Preservation Section, 1995.

"Grant Permit on Garage Building," in *Pasadena Star-News*, March 8, 1927.

Historical/Architectural Survey #31: Colorado Boulevard, City of Pasadena, Urban Conservation, 1987.

"New Business Home for Automobile Agency Planned for Erection at Corner of Colorado and Chester," in *Pasadena Star-News*, March 26, 1927.

Pacific Coast Architect, September 1, 1928, p. 29.

"Wonderful Service Facilities Offered the Thousand of Buick Motor Car Owners in Pasadena at Extensive Plant of Howard Motor Company, One of Outstanding Enterprise," in *Pasadena Star-News*, March 8, 1928.

Howard Motor Company Building
Name of Property

Los Angeles County, California
County and State

10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional UTM references on a continuation sheet)

1	11	3	9	6	4	7	0	3	7	8	7	6	0
Zone	Easting			Northing									
2													

3													
Zone	Easting			Northing									
4													

() See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet)

11. Form Prepared By

name/title Brian Goeken, AICP, Planner; Design & Historic Preservation Section/Planning Division
organization CITY OF PASADENA/Planning & Permitting Dept. date 9/28/95 rev. 12/96
street & number Hale Building, 175 N. Garfield Ave. telephone (818) 405-4228
city or town Pasadena state CA zip code 91109-7215

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A Sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional Items

(Check with the SHPO or FPO for any additional items)

Property Owner

(Complete this item at the request of SHPO or FPO.)

name Frank Naiman, et. al.; Naiman Pasadena Partnership
street & number _____ telephone _____
city or town Los Angeles state CA zip code 90027

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects (1024-0018), Washington, DC 20503.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 1 of 1

GEOGRAPHICAL DATA

Howard Motor Company Building
Pasadena, Los Angeles County, CA

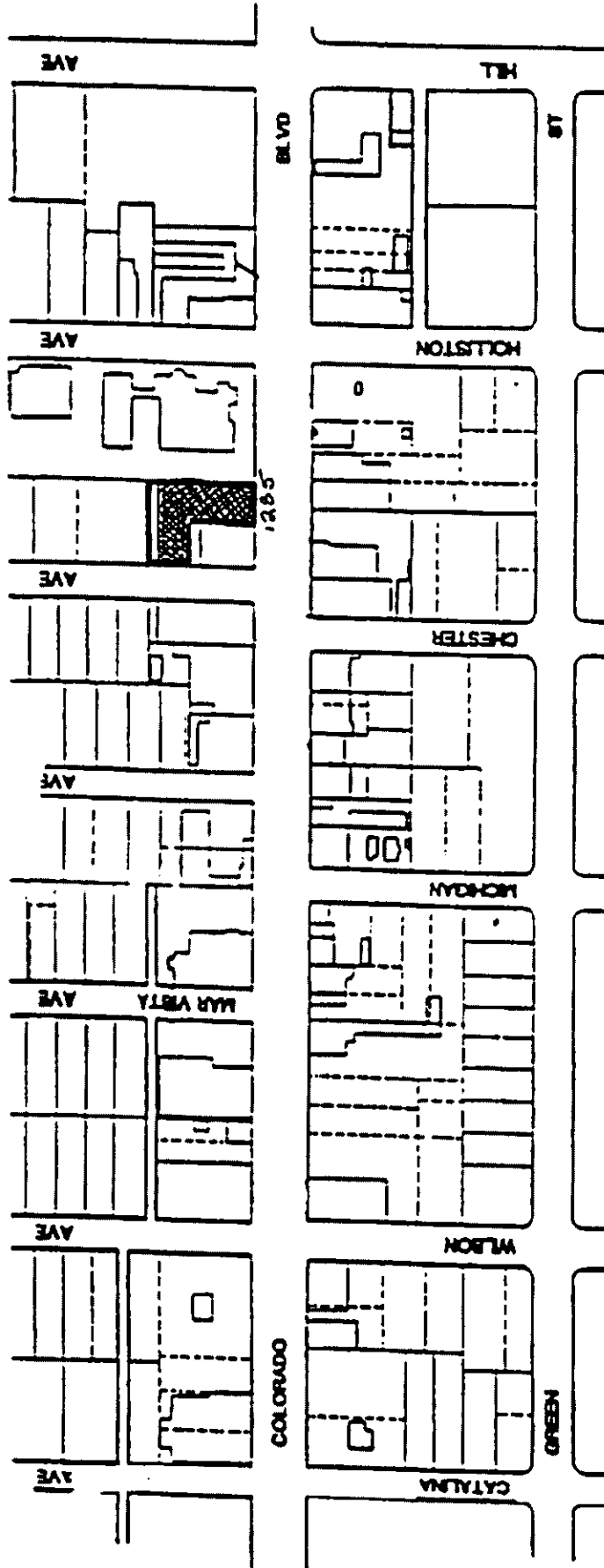
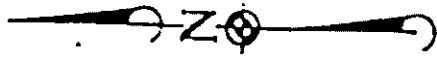
VERBAL BOUNDARY DESCRIPTION

The nominated property is Parcel Number 5738-021-018.

BOUNDARY JUSTIFICATION

The boundary includes the entire city parcel that historically has been associated with the property.

Howard Motor Company Building
Pasadena, Los Angeles County, CA



**United States Department of the Interior
National Park Service**

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page ^{1 of 1} _____

PHOTOGRAPHS

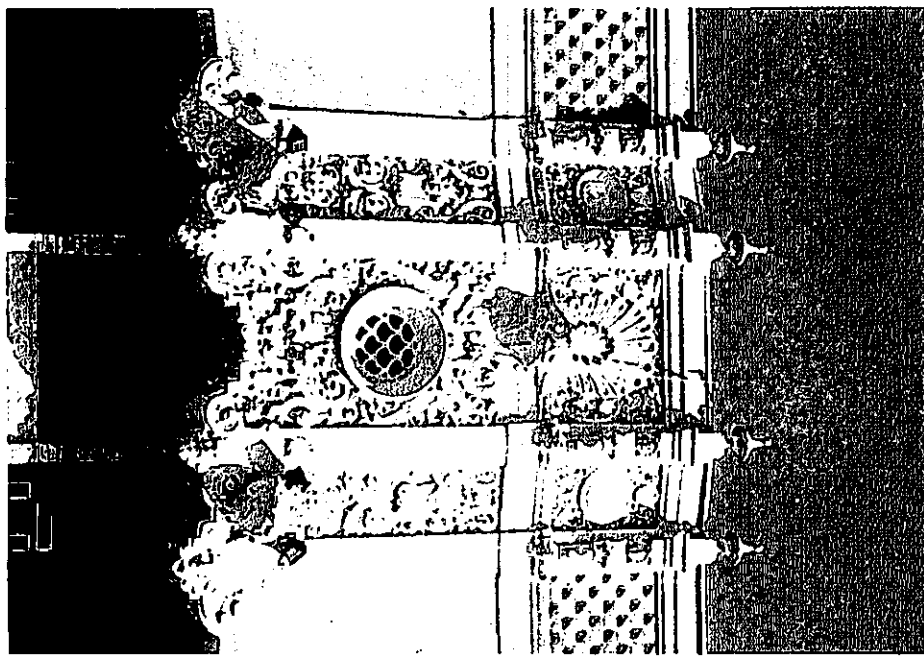
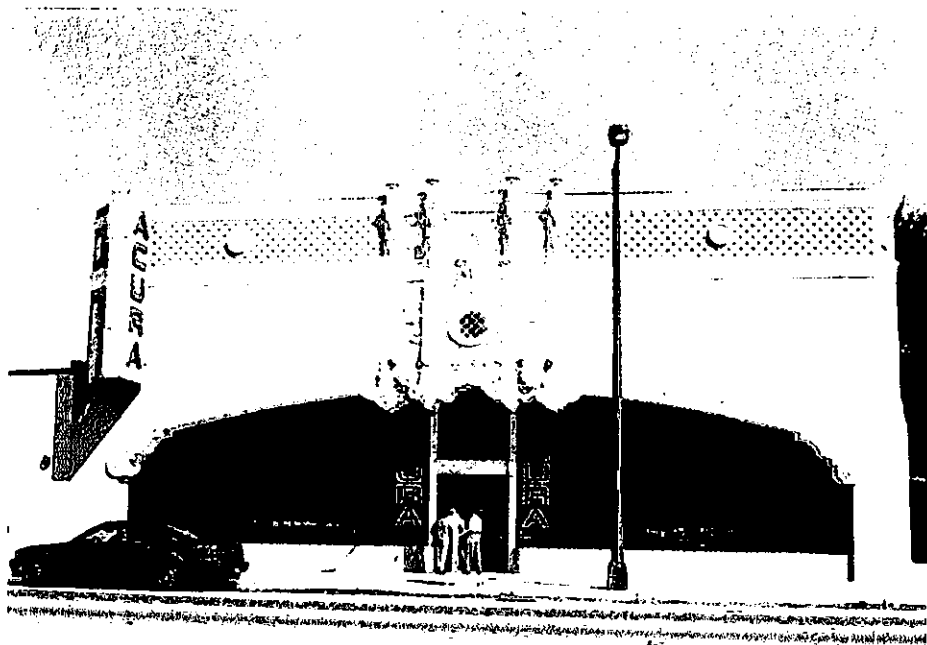
**Howard Motor Company Building
Pasadena, Los Angeles County, CA**

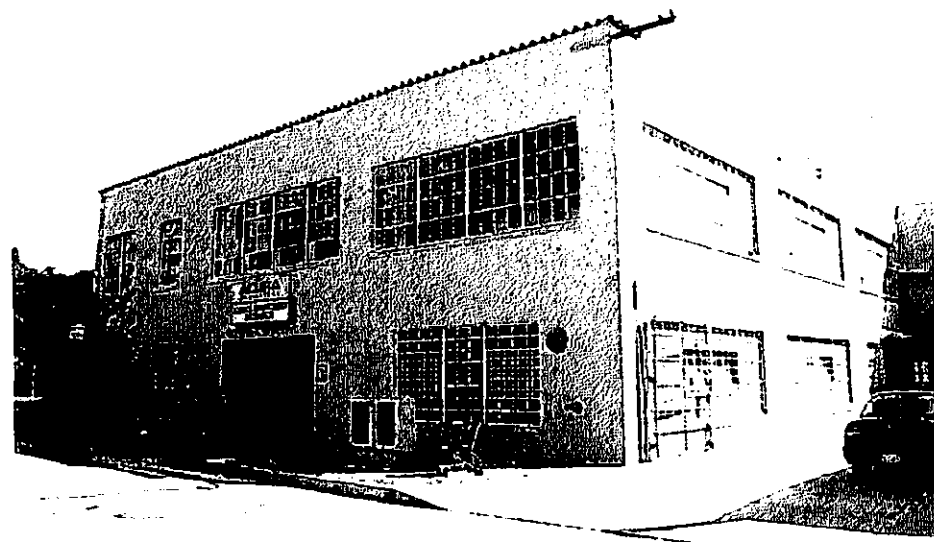
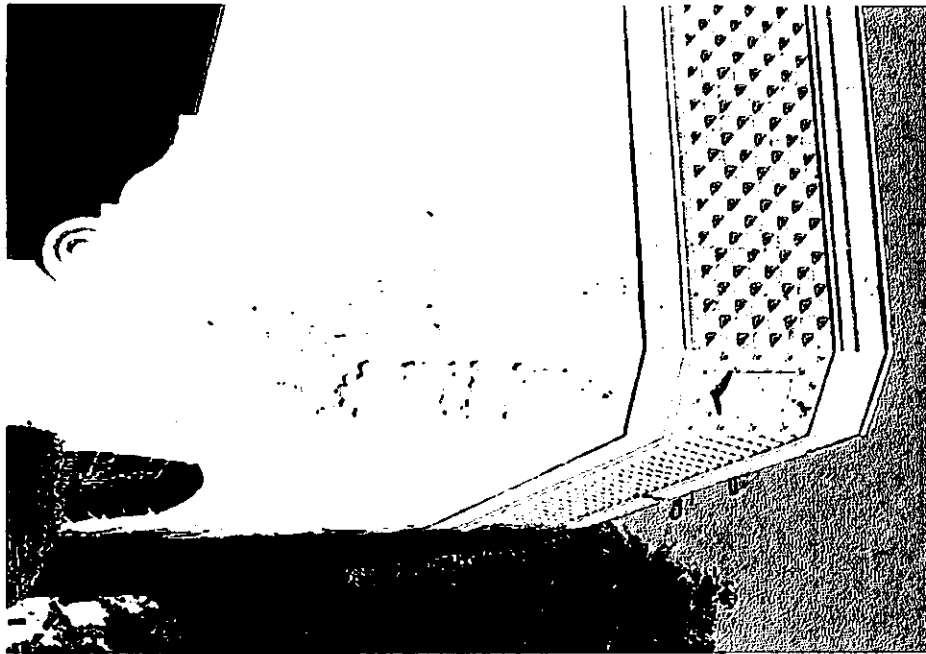
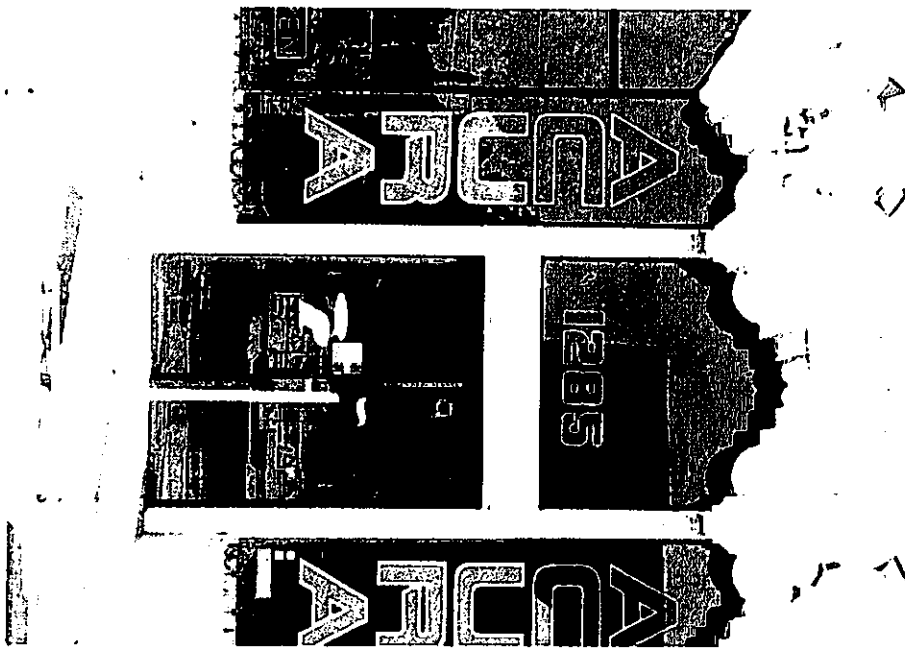
PHOTOGRAPHS

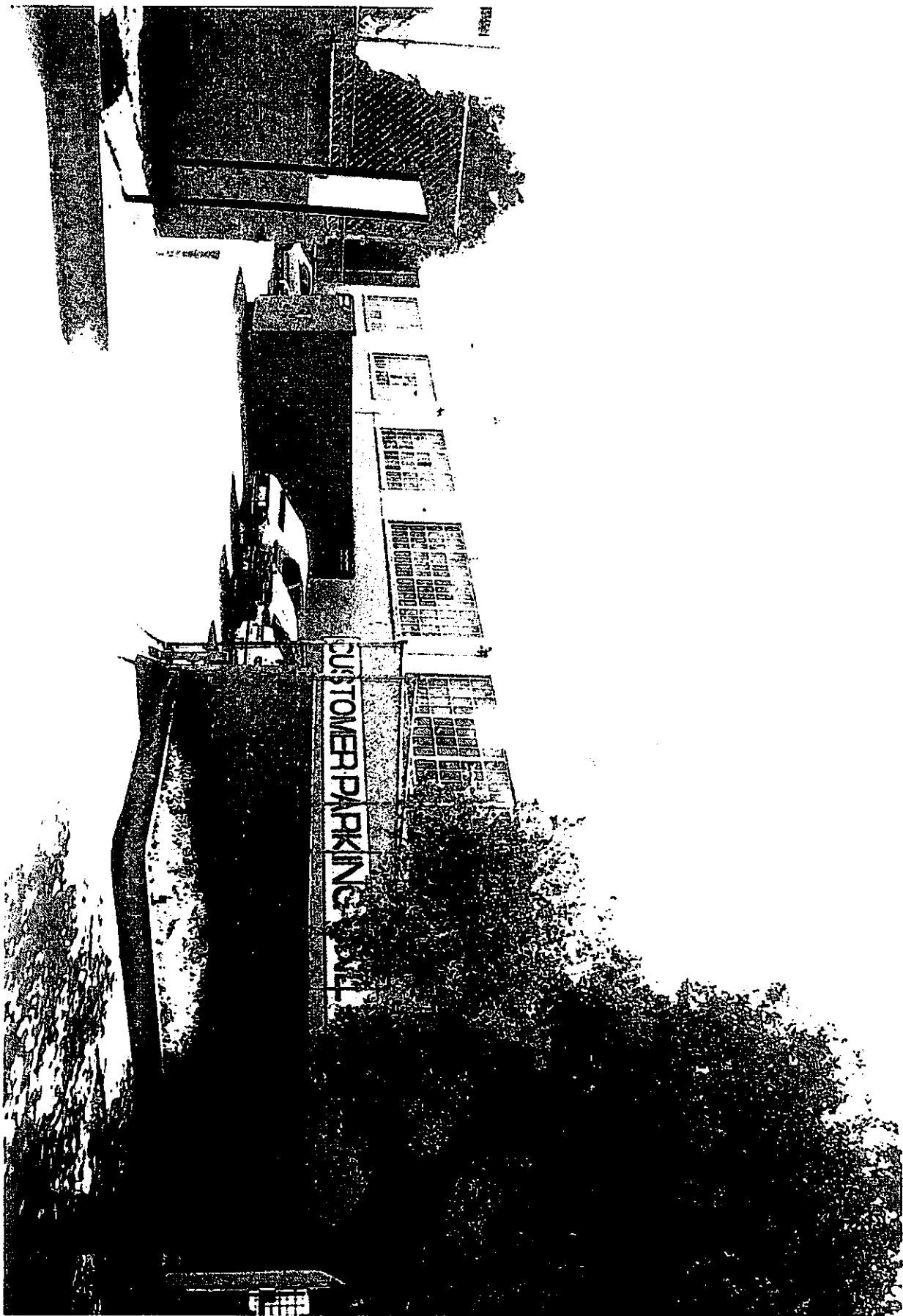
Photographer: City of Pasadena (Brian D. Goeken)
Date of Photographs: September 1995
Location of Original Negatives: Design & Historic Preservation Archives
CITY OF PASADENA/Planning & Permitting Department

Description of Views:

1. Automobile Showroom and Attached Service Garage: Colorado Boulevard (south) and east elevations.
2. Automobile Showroom: Colorado Boulevard elevation (primary facade).
3. Automobile Showroom: detail of Churrigueresque ornament. Colorado Boulevard elevation.
4. Automobile Showroom: detail of entry doors. Colorado Boulevard elevation.
5. Automobile Showroom: detail of chamfered corner and ornamental frieze. Colorado Boulevard elevation.
6. Service Garage: Chester Street (west) elevation.
7. Service Garage: rear (north) elevation.







✓

UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY NAME: Howard Motor Company Building

MULTIPLE NAME: Early Automobile-Related Properties in Pasadena MPS

STATE & COUNTY: CALIFORNIA, Los Angeles

DATE RECEIVED: 3/20/96 DATE OF PENDING LIST: 4/02/96
DATE OF 16TH DAY: 4/18/96 DATE OF 45TH DAY: 5/04/96
DATE OF WEEKLY LIST:

REFERENCE NUMBER: 96000422

NOMINATOR: STATE

REASONS FOR REVIEW:

APPEAL: N DATA PROBLEM: N LANDSCAPE: N LESS THAN 50 YEARS: N
OTHER: N PDIL: N PERIOD: N PROGRAM UNAPPROVED: N
REQUEST: N SAMPLE: N SLR DRAFT: N NATIONAL: N

COMMENT WAIVER: N

___ACCEPT ___RETURN ___REJECT _____DATE

ABSTRACT/SUMMARY COMMENTS:

The Howard Motor Company Building is significant under NR Criteria A and C (Commerce and Architecture) as a well-preserved local example of the automobile showroom property type, which emerged as a significant building form in Pasadena during the early growth and expansion years of the "automobile era." The handsome concrete and stucco Spanish Colonial Revival-style building features a theatrically decorated street elevation designed to both capture the attention of passing consumers and reflect the status and excitement of new automobile ownership.

RECOM./CRITERIA Accept A+C

REVIEWER Paul B. Lusignan DISCIPLINE HISTORIAN

TELEPHONE _____ DATE 4/10/96

DOCUMENTATION see attached comments Y(N) see attached SLR Y(N)

Jomsky, Mark

From: Loren Naiman <
Sent: Thursday, February 24, 2022 11:29 AM
To: Walker, Alison; Sanchez, David; Sinclair, David; Reyes, David; Jomsky, Mark; Dyson, Darla
Subject: Drone Photographs 1285 E. Colorado
Attachments: 99922E18-155C-4980-BFE0-A30F636C0716_1_105_c.jpeg; 3CD69009-5DF0-4D9E-BD5B-BA86D27DBC92_1_105_c.jpeg; BBC36DEE-136C-4D1E-8F2C-0FD377FEE0BC_1_105_c.jpeg; 2ED7A2AE-6A83-4743-89DC-68A69327F15C_1_105_c.jpeg; 3B17E5DA-BD53-47C1-B72E-A8FB5C0EA3DF_1_105_c.jpeg; 6A6B08FA-4CBF-475C-975D-3493400413BB_1_105_c.jpeg

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you **know** the content is safe. Report phish using the Phish Alert Button. [Learn more...](#)

Dear Ms. Dyson, Mr. Jomsky and Planners,

I am enclosing aerial photographs of the property at 1271 – 1277, 1285 E. Colorado, and 64 Chester with the hope that you will consider them along with other documents I have provided during the Council meeting on February 28, 2022. Please distribute them as you deem necessary. The photos show the structure behind the façade on Colorado Boulevard. This portion of the building should be more thoroughly considered if there are to be major zoning changes. The lot at 64 Chester, which is also part of the contiguous property should also be considered as a crucial part of our parcel.

I would also extend an invitation to each of you to examine the structure prior to the hearing so that you are more fully cognizant of the situation.

Loren Naiman

