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National Register of Historic Places Multiple Property Documentation Form

This form is used for documenting multiple property groups relating to one or several historic contexts. See instructions in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Complete each item by entering the requested information. For additional space, use continuation sheets (Form 10-900-a). Use a typewriter, word processor, or computer to complete all items.

X New Submission ___ Amended Submission

A. Name of Multiple Property Listing

Early Auto-Related Properties in Pasadena, California

B. Associated Historic Contexts

(Name each associated historic context, identifying theme, geographical area, and chronological period for each.)

Early Auto-Related Properties in Pasadena, California, 1897-1944
Automobile Manufacturing, 1901-1937
Marketing and Servicing the Automobile, 1902-1944
Influences of the Automobile on Other Businesses, 1924-1944
Roadways and Bridges, 1899-1944

C. Form Prepared by

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D. Certification

As the designated authority under the National Historic Preservation Act of 1966, as amended, I hereby certify that this documentation form meets the National Register documentation standards and sets forth requirements for the listing of related properties consistent with the National Register criteria. This submission meets the procedural and professional requirements set forth in 36 CFR Part 60 and the Secretary of the Interior's Standards and Guidelines for Archeology and Historic Preservation. (☐ See continuation sheet for additional comments.)

Signature and title of certifying official — Date 3/15/96

California Office of Historic Preservation
State or Federal agency and bureau

I hereby certify that this multiple property documentation form has been approved by the National Register as a basis for evaluating related properties for listing in the National Register.

Signature of the Keeper — Date of Action 4/16/96

Table of Contents for Written Narrative

Provide the following information on continuation sheets. Cite the letter and the title before each section of the narrative. Assign page numbers according to the instructions for continuation sheets in *How to Complete the Multiple Property Documentation Form* (National Register Bulletin 16B). Fill in page numbers for each section in the space below.

		Page Numbers
E.	**Statement of Historic Contexts** (If more than one historic context is documented, present them in sequential order.)	3
F.	**Associated Property Types** (Provide description, significance, and registration requirements.)	18
G.	**Geographical Data**	25
H.	**Summary of Identification and Evaluation Methods** (Discuss the methods used in developing the multiple property listing.)	26
I.	**Major Bibliographical References** (List major written works and primary location of additional documentation: State Historic Preservation Office, other State agency, Federal agency, local government, university, or other, specifying repository.)	35

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 the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reductions Project (1024-0018), Washington, DC 20503.

E. Statement of Historic Contexts

Introduction

The automobile had a profound impact on the American culture and the spatial organization of its cities. The automobile required major changes in the infrastructure such as the improvement of roads, the construction of bridges, and the development of the highway network. This new, improved, and automobile-oriented infrastructure transformed the landscape and facilitated the decentralization of cities. Mass automobile ownership also reshaped the built environment by requiring modifications to existing structures and necessitating the development of new building types such as gas stations and automobile showrooms.

Pasadena quickly and enthusiastically accepted the automobile as the primary mode of transportation. The wealthy population could easily afford the early automobiles, but it was Henry Ford's Model T that popularized the automobile in Pasadena. By 1915, Pasadena had the world's highest rate of automobile ownership.[1] As home to the Walter Murphy Motor Company, the exclusive designer and builder of Duesenberg bodies on the West Coast, Pasadena played a key role in the luxury automobile industry. Colorado Boulevard, Pasadena's main street, was one of the largest and earliest "Auto Rows" in Southern California with dealerships intermittently spaced along one hundred blocks. As Pasadena residents and visitors took to the roads, numerous businesses such as markets, restaurants, and laundries were established to attract customers driving in.

The proliferation of the automobile from 1897 through World War II had a major impact on Pasadena's built environment. The automobile-related resources remaining from this period, which vary from commercial vernacular garages to high-style automobile showrooms, serve as evidence of the important role the automobile played in the historical and architectural development of Pasadena. Associated historic contexts which support this evidence are: 1) Automobile Manufacturing; 2) Marketing and Servicing the Automobile; 3) Influences of the Automobile on other Businesses; and 4) Roadways and Bridges.

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1 Ann Scheid, Pasadena: Crown of the Valley, p. 117.

The automobile first appeared in Los Angeles in 1897; the trial run of the Erie automobile, financed by J. Philip Erie, was reported in the Los Angeles Times as "a gratifying success in every way."[2] In July of that same year, Erie drove his automobile over Orange Grove Avenue (now Boulevard) with ten people aboard, making it the first horseless carriage ever to appear in Pasadena. Robert Gaylord became the first in Pasadena to own an automobile when he purchased a Stanhope in 1900. Automobiles first appeared in the Rose Parade in 1901. The five motorized floats entered that year were forced to appear at the end of the parade so they would not scare the horses.

In the early years, automobiles were quite expensive and were, for the most part, playthings for the wealthy. The Ford Model T, costing approximately $890 when it was first introduced in 1908, is credited with making automobile ownership accessible to even lower income groups. Mass production techniques innovated between 1912 and 1913 allowed the company to reduce the price to $360 in 1916. The Model T was first sold in Pasadena by the Ford Motor Car Company, which established a dealership at 87-89 North Marengo Avenue in 1913. This dealership was succeeded by the Pasadena Ford Agency in 1919 which was located at 707-709 East Colorado Boulevard. Both buildings have since been demolished.

Automobiles became quickly entrenched in Southern California. In 1915, Pasadena boasted more automobiles per capita than any city in the world with one automobile for every eight residents, while the national mean was one for every forty-three citizens.[3] By 1923, fifty percent of American households owned an automobile.

In many parts of the United States, the rise of the automobile brought about the demise of other forms of transportation. After purchasing an auto, most people sold or gave away their horse and buggy. Streetcar systems, first constructed in the 1890s, were also negatively impacted by the automobile beginning in the 1920s. Privately owned streetcar

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2 Los Angeles Times, 5/30/77, Part II, p. 1.

3 Ann Scheid, Pasadena: Crown of the Valley, p. 117.

companies sought ways to lower costs and maximize income; consequently they tended to build lines only where they might prove profitable and run as few cars as possible. The crowded cars, high fares, and slow service frustrated riders. As the automobile became more affordable, streetcar companies were unable to compete. They attempted to expand their service areas by supplementing the streetcars with buses, but the system still had more limitations than the automobile which afforded complete freedom of mobility. Most streetcar companies were liquidated during the Great Depression. Those that remained eventually made a full conversion to buses because they could not attract the investment capital needed to finance major infrastructure improvements.

The emergence and decline of the streetcar systems on the national level were typical of Pasadena, where in 1894 the Pasadena and Los Angeles Electric Railroad was incorporated. The first car ran along Fair Oaks Avenue from Columbia Street at the city limits to the Throop Institute at Chestnut Street in the downtown area. Through the purchase and consolidation of various streetcar systems, Henry Huntington created the Pacific Electric, which became the largest interurban streetcar system in the United States. By 1902, the Pacific Electric operated all of the streetcar lines in Pasadena. In his continuous effort to squelch competition, Huntington purchased the independent motor bus companies which began operation in Pasadena in 1922. For a short period of time, the integration of buses into the streetcar system increased ridership which peaked in 1927. When ridership declined in the 1930s, the Pacific Electric sold its Pasadena lines to the Pasadena City Lines, Inc. which abandoned the streetcar system in 1941.[4]

Automobile Manufacturing 1901-1937

The first automobiles in the United States were individually crafted by blacksmiths, toolmakers and machinists and powered either by gasoline, steam, or electricity. Enterprising businessmen teamed up with these amateur inventors to create the American automobile industry. In 1910 approximately three hundred companies were producing automobiles in the United States. Within a few short years, most companies went out of business or were bought out by larger competitors. Of these, two giants eventually emerged: Ford and General Motors. In 1911, also its first full year of operation at its

4 W.L. Blair, Pasadena Community Book, p. 134.

Highland Park complex, Ford held twenty percent of the American car market. The dramatic production innovations -- namely the moving assembly line -- of the next few years boosted Ford's share of the market to forty-eight percent. Mobilization for World War I interrupted this expansion, but Ford entered the 1920s as America's premier automaker with over fifty-five percent of the industry's out-put in 1921.[5]

In Pasadena, the early automobile industry was represented by machine shops and custom coach builders. Waldemar Hansen, proprietor of the Pasadena Machine Shop at 37 South Broadway (now Arroyo Parkway), played a key role in early automobile industry. In 1901 he began manufacturing the Hansen gasoline engine which could be installed in automobiles as well as boats. In 1902, the Los Angeles-based Auto Vehicle Company (AVC) purchased Hansen's shop and the rights to manufacture his engine. The engine was installed in a two-cylinder four-passenger model called the "Tourist", making it the first automobile completely designed and built in Los Angeles. It was soon being sold by dealers throughout the State. In 1904, Hansen sold his interest in AVC and opened another shop at 540 South Lake. In 1907, he began making and selling the H. and W. Runabout, a four passenger car which sold for six hundred dollars. Both buildings associated with Hansen are no longer standing.

American companies (which came to be concentrated in southern Michigan) along with their European counterparts would often ship their high performance chassis to New York and Los Angeles were there was a strong market for luxury cars.[6] Local custom coach builders would then complete the automobile according to the individual taste of the patron. One such company was the Walter M. Murphy Motor Company of Pasadena.

Walter M. Murphy came from a Detroit family that had made its fortune in lumbering. An uncle, William H. Murphy was a stockholder in Henry M. Leland's Cadillac as well as a backer of Henry Ford's early automotive ventures. Before entering the custom body

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5 Peter Ling, America and the Automobile: Technology, Reform and Social Change, p. 127.

6 Duesenberg, Lincoln, and Cadillac were the first American made luxury cars able to compete with the European imports such as Mercedes and Rolls Royce.

business, Murphy sold Simplex and Locomobile cars. In 1920, he moved into new facilities at 275-85 West Colorado Boulevard and became the California distributor for the new Lincoln luxury car. He expanded into the body business as a result of the Lincoln's poor engineering and conservative styling.

After Lincoln was acquired by Ford in 1922, Murphy turned to building custom bodies for a variety of luxury car chassis at his Pasadena plant at 37-55 North Vernon Avenue (now St. John Street); however, Murphy built more bodies on Duesenberg chassis than any other coach builder in the United States. Murphy's forte was in designing convertibles and roadsters. He innovated the convertible top which folded down into a well behind the driver's seat. Upon his retirement in 1932, he became associated with the Shell Oil Company of California. Murphy's business was carried on by two of his associates until the Duesenberg Company went out of business in 1937.[7]

Marketing and Servicing the Automobile: 1902-1944

At first, automobile sales and services were often incorporated into existing businesses such as horse liveries, blacksmith shops and machine shops. Likewise, in Pasadena existing businesses like the Wilson and Tanner Stables, founded in 1881, began servicing and renting automobiles in 1906. By the mid-1920s, they had changed their name to Tanner Motor Livery. The building still stands at 144 West Colorado Boulevard. Edgar R. Braley added Thomas motorcycles and Waverly electric cars to his bicycle shop at 35 Raymond Avenue. Later he quit the bicycle business altogether, and in the same shop became an agent for the Waverly Electric Automobile Company. The Braley building, constructed in 1906, still survives.

Early-day service garages supplied many needs, as well as acted as agents for new and used cars. The first commercial garage in Pasadena was built for Mrs. Estelle G. Jennings in 1902. Located on the corner of Union and Delacey, the ground floor was occupied by the Hodge Brothers Machine Shops and Automobile Department. Following hard on its heels, the Pasadena Garage Company was built in 1903 at 151-53 West Colorado

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7 James Flink, "The Ultimate Status Symbol: The Custom Coachbuilt Car in the Interwar Period," The Car in the City, p. 160-61.

Boulevard. Both buildings have since been demolished.

As the automobile grew in popularity, related businesses became more specialized. Although many automobile dealers continued to service the cars they sold, the functions of shipping, storing and repairing cars were increasingly performed by other businesses specifically created to meet these needs. It was at this point that the automobile show and sales room came into its own. To keep pace with the public's demand for automobiles a relatively large number of showrooms were constructed in Pasadena. The 1924 Pasadena City Directory listed thirty-eight automobile dealers. Most were located on Colorado Boulevard in two clusters -- one east and one west of Downtown -- while a few others were located on Union Street, Lake Avenue and Fair Oaks Avenue.

While automobile sales remained strong nationally through the end of the 1920s, the number of dealerships began to decline as automobile companies consolidated or were forced out of business by fierce competition. The 1929 Pasadena City Directory listed twenty-three automobile dealers. As sales sagged during the Depression, automobile dealers refocused their businesses on service to make up for the loss in revenues. During World War II the production of automobiles came to a halt.

American automobile owners first purchased gasoline either at the local livery, garage, dry goods store, or fuel and feed store. Gasoline was also home delivered by the barrel or purchased from vendors who sold door-to-door from push carts. Until the invention of the gasoline pump in 1898, the standard method of fuel transfer was with a bucket and funnel. By the 1910s, the widespread use of pumps at various retail locations allowed for the safe distribution of gasoline. Slayden Brothers Company at 237 West Colorado Boulevard was originally a fuel and feed store that successfully converted to a gasoline station. They claim to have installed the first gasoline pump in Pasadena.

Eventually oil companies developed their own network of retail outlets for the distribution of gasoline. The 1909-10 City Directory was the first issue to include Oil and Gasoline as a category. Three of the four businesses listed were major oil companies and included: Penn Oil Company, Standard Oil Company, and Union Oil Company of California. Competition for motorists' patronage led to the development of recognizable corporate images that could be repeated throughout the country. Oil companies began to standardize the designs of their stations in order to attract and hold the loyalty of motorists, many of

whom were venturing further and further from home. Texaco adopted the Spanish and Mission Revival styles for its corporate image and developed several gas station prototypes based upon those styles. One such Texaco station was constructed in 1930 at 166 West Colorado Boulevard and is a contributing building in the Old Pasadena Historic District. During the 1930s Texaco enlisted the services of industrial designer Walter Dorwin Teague to update their standard stations. He developed a more functional looking station with horizontal banding, white wall treatment, and a parapet punctuated with bright red stars.

During the early part of the twentieth century, primitive roads either generated dust or mud, depending on the weather. As a result, cars required frequent washing. The more affluent Pasadenans had their cars picked up every night by one of the local garages which would return them the next morning freshly washed. This service was obviously a luxury not everyone could afford. Commercial car washes developed during the 1920s along with mass automobile ownership and as garages began to specialize in automobile maintenance and repair. In Pasadena, the first automobile "laundries" appeared in the 1924 City Directory: one at 63 West Union and the other at 1052 South Fair Oaks. The City's oldest extant car wash is the Pasadena Auto Laundry, constructed in 1927 at 1364 East Green Street. These early car washes were not the mechanized variety which were developed later, but simply open structures with garage doors where crews of men would wash and dry cars by hand.

Influences of the Automobile on Other Businesses: 1924-1944

The introduction of the automobile influenced the general layout of the city by changing existing and creating new businesses. The automobile enabled people to move farther from the city core and thus forced businesses to accommodate their customer's new needs. The emergence of the "drive-in" as used to describe not only early laundries, but also restaurants, markets, and auto camps during the late 1920s and throughout the 1930s reveals the quick adaption Americans made to the automobile. The service sector rapidly transformed from a more formal delivery system to one of a "cash and carry" system. Along with this was the consolidation of businesses [especially applicable to markets] to provide customers with one-stop shopping.

As the automobile became a more common means of transportation, touring became a

popular leisure past time, especially for the affluent. Accordingly, Pasadena's resort hotels took actions to accommodate their patrons' automobiles by building port cocheres, parking garages, and lodging for chauffeurs. "The Huntington Hotel's two-story garage provided space for one hundred and fifty autos with forty sleeping rooms for chauffeurs above. In one month alone, they reported that eighteen railroad cars loaded with fifty-four tourists autos had arrived in town."[8] Visitors who did not ship their automobiles to Pasadena for the winter could make arrangements to rent one. The Fair Oaks Garage was one of several businesses advertising automobile rentals in the 1907-08 Pasadena City Directory. The building at 101 South Fair Oaks Avenue has since been demolished.

Automobile camps, later called tourist camps, were the forerunner to today's motels and trailer parks. In contrast to Pasadena's resort hotels where tourists would often stay all winter long, automobile camps were suited to the practice of touring from one place to another over a one or two week period. The accommodations offered at automobile camps are best described as primitive, with often little more than a place to park one's car and pitch a tent. Running water was usually the only amenity. According to the Pasadena City Directory, the earliest automobile camp appears to have been established in 1924 on Daisy Avenue, near Foothill Boulevard. By the next year, three camps had opened along Eaton Canyon Wash. Cabins were built in the early thirties, making the transition from an automobile camp to tourist camp. Typically, tourist camps provided one-room cabins with a community kitchen and sometimes a grocery store on site. The number of tourist camps in Pasadena had risen from five in the late 1920s to a total of fifteen by the end of the 1930s.

In Pasadena, most of the tourist camps and trailer parks were "Ma and Pa" establishments, with a majority located on the undeveloped eastern part of the City. The later development of freeways greatly influenced the demise of many of the tourist camps. Some of the oldest, like Oak Park Auto Camp, Clark's Cottage Camp, Gypsy Trail Motor Court were reinvented to meet the changing needs of tourists. Unfortunately, none of the original tourist camps exist in Pasadena today.

Arthur Heineman, a Pasadena architect, was the first to transform the separate cabins

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8 Ann Scheid, Pasadena: Crown of the Valley, p. 117.

characteristic of the bungalow court into a one building structure, creating what today is commonly referred to as a motel. He registered the name "Mo-tel" with the Library of Congress, and in 1926 he built his first motel in San Luis Obispo, which is still in operation today. The Grand Motel. constructed in 1939 at 3321 East Colorado Boulevard, was the first of several motels constructed in Pasadena. The Grand Motel was demolished in 1985. The oldest existing motels in Pasadena are from the post-War period, and many have been acquired by major chains.

The influence of the automobile can be seen in the sprawl of commercial buildings and homes away from downtown. Since many customers were no longer within walking distance of the main shopping area, the design and function of the retail establishments began to change. The major shift in design was the creation of on-site parking, predominantly occurring at markets, as opposed to merely along the street. In Pasadena, the emergence of the drive-in was evident in not only markets but a host of businesses, though unfortunately many of these structures have been demolished.

Some of the earliest markets in Pasadena were built in the late 1920s and early 1930s. Of these buildings only the Hen's Teeth Square (originally Woestman's Drive-In), located at 2053-2057 Los Robles, is still standing. Designed by architect Theodore Pletsch in 1930, the Hen's Teeth Market was built some distance from downtown Pasadena, thereby hoping to catch customers traveling along a main thoroughfare either going to or from home. It also included a gas station, which has since been demolished. The drive-in markets were often L-shaped buildings, rather long and narrow with large arched openings, a forerunner to today's strip malls. The Dutch Drive-In was built in 1927 at the corner of Colorado and Bonnie and featured a number of businesses, most notably Van de Kamp's with its signature windmill. A Ralph's supermarket was built in 1929 on North Lake Street, designed with the parking lot to the side and back, and consolidating several businesses into one.

The economic and time saving benefits of drive-ins appealed to many Pasadena residents. The spread of the drive-in theme into other businesses reflects the popularity of the automobile. Laundry and food service businesses were especially revolutionized by the automobile. The first drive-in laundry was built in Atlanta, Georgia in 1930, and the idea quickly spread. In Pasadena, the Royal Laundry at 433 South Raymond Avenue added a drive-in structure to its plant to facilitate service to its customers, since laundry had

traditionally been delivered. The popularity of the drive-in laundry also extended to vacationers in Pasadena, especially the large percentage who stayed in the tourist camps who both owned a car and desired the convenience of picking up one's laundry.

The informal relationship between automobile-related businesses and their customers spawned an equally informal "roadside" architecture. While drive-ins and similar establishments were often designed in the popular styles of the period, such buildings shared characteristics in their orientation, location, form, and signage. Signage was an important element of roadside architecture. Proprietors used all surface areas for signage, including rooftops, to attract passing motorists. In some cases, buildings took the form of the product or service they were selling. In Pasadena, the integration of architecture and signage was epitomized by the Mother Goose Pantry which was designed to look like an old shoe. Constructed in 1929 at 1929 East Colorado Boulevard, the building has since been demolished.

Roadways and Bridges: 1899-1944

Accompanying the rise of the automobile were improvements in roads, the construction of bridges, and the evolution of the highway system. At the turn of the century most streets were unpaved and narrow. Depending on the weather they were either dusty or muddy, and sometimes impassable. Early automobile travel was more of a sport than a means of transportation. While the automobile was an entirely private instrument, a massive expenditure of public funds on infrastructure improvements was required to accommodate it. Special interest groups such as automobile clubs, dealers, manufactures, oil companies, and land developers lobbied heavily to see that the government opened its coffers to ease the way of the automobile. Together these groups are often referred to as the Good Roads Movement.

The Pasadena Better Road Society, founded in 1899, advocated the grading and paving of streets even before the automobile arrived on the scene. They were joined in their efforts by the Pasadena Automobile Club which formed in 1903.

> Elliott Evans was President, and his organization started auto runs to Santa Ana, Santa Monica and Riverside. Triweekly tours to Pomona were opened to the public, with the proceeds being placed in a good roads fund.

> Members of this auto group had to be hardy drivers as no paved roads of as much as a mile in length existed in the entire state.[9]

At the urging of these private organizations of car enthusiasts, the City government began improving the quality of streets. By 1909, Pasadena boasted of an excellent street system:

> The main thoroughfares in the business center of the city, and one residence street 2 1/2 miles long, are paved with asphaltum; many miles of residence streets are thoroughly surfaced and treated to a coating of crude petroleum, which makes an ideal driving surface, perfectly smooth and no dust...while a large number of other streets have been graded, graveled, and put in condition for paving.[10]

Along with these improvements, Pasadena tried to accommodate the large number of automobiles in other ways. Vehicular traffic was facilitated by widening streets and instituting improved traffic regulations. In 1902, the Pasadena City Council established a maximum speed limit of eight miles per hour within the City limits and six miles per hour in the downtown area. In 1919, the City Council approved the expenditure of $2,000,000 to widen Colorado Boulevard between Orange Grove Boulevard and Delacy Avenue. The project took ten years to complete and was soon followed by the widening of another three blocks from Delacy to Broadway (now Arroyo Parkway). When the project was completed in 1930, the City's main thoroughfare was 100 feet wide. As the project chopped off thirteen feet from the north building line, a large number of structures were partially or totally demolished and reconstructed.

Also a part of the effort to improve roadways was the marking of roads. The Bancroft Road Marker at 1304 East Colorado Boulevard in what remains of a road improvement project undertaken by the Highway Commission of Los Angeles County between 1902 and 1908. The marker is part of a system called the "Ten Block System for Numbering Country Houses" designed by Albert L. Bancroft and first used in Contra Costa County

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9 Harold Carew, History of Pasadena and the San Gabriel Valley. Vol. II, p. 6.

10 Arrowhead Magazine, 1909, p. 7.

in 1892 and later in Los Angeles County. While the system was primarily designed as a standardized means of addressing properties in rural areas, it was also used by motorists to calculate mileage and gasoline consumption.

At the national level, rural and urban interests joined forces to lobby for a national highway program. The Federal Road Act of 1916 offered funds to states that organized highway departments. The Federal Highway Act of 1921 designated 200,000 miles of road as "primary" and thus eligible for federal funds on a fifty-fifty matching basis. More importantly, the 1921 legislation also created a Bureau of Public Roads to plan a highway network to connect all cities of 50,000 or more inhabitants.

The National Old Trails Route was conceived and implemented by the Automobile Club of Southern California. The project involved the posting of signs along 3,000 miles of roadway directing travelers to Los Angeles or New York. The first sign was posted in front of the Automobile Club's property on South Figueroa Street in Los Angeles. The second sign was posted in Pasadena on August 20, 1914, at the southeast corner of Colorado Boulevard and Fair Oaks Avenue.[11]

In 1926, the National Old Trails Route became part of Route 66, the first national interstate highway. Starting at the corner of Jackson Boulevard and Michigan Avenue in Chicago, it ran 2,200 miles to the corner of Santa Monica Boulevard and Ocean Avenue in Santa Monica. The original Route 66 entered Pasadena from the east on Foothill Boulevard, traveled west to Hill Street, turned south on Hill to Colorado Boulevard, west on Colorado Boulevard to Fair Oaks Avenue, and then proceeded south on Fair Oaks Avenue into South Pasadena. During the Depression, Route 66 was the path of flight for Okies escaping the Dust Bowl.

The roadway most closely associated with Pasadena is the Arroyo Seco Parkway, also known as the Pasadena Freeway. Completed in 1940 with funding from the WPA, it is California's earliest freeway, the first roadway to provide a direct route, virtually free of intersections and grade crossings.

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11 Ann Scheid, p. 119.

The Arroyo Seco Parkway was considered not only an important transportation project because it linked the business districts of Pasadena and Los Angeles, but also an impetus to the area's development. The two terminals of the nine mile roadway are Glenarm Street and Arroyo Parkway in Pasadena and the Figueroa tunnel in Los Angeles. A unique aspect of the design was to avoid local traffic by depressing and bridging the roadway. "It also set two important precedents for future California freeways: its banks were landscaped and billboards were banned."[12] When the parkway was completed in 1940, Route 66 was changed to enter Pasadena on the east at Colorado Boulevard, proceeded west on Colorado to Arroyo Parkway and then south on Arroyo Seco Parkway.

The creation of bridges in and around Pasadena appears to have begun in the late 1800s, with construction and alterations continuing to the present day. The physical location of Pasadena at the base of the San Gabriel Mountains and bordered by the Arroyo Seco on the west, has made the use of bridges a necessity for travel to and from certain areas of the city.

There have been two waves of bridge construction in Pasadena's history. The land boom of the late 1800s turned Pasadena from a valley of orchards into a bustling town. The Arroyo Seco presented a difficulty for bringing building and other supplies coming from Los Angeles, especially during the rainy season. Designed to facilitate the development of residential tracts, the first bridges were for horse-drawn carriages and trains. During the early part of the twentieth century, the advent of the automobile and the expanding population created an increasing need for bridges to both transport cars and to provide an easy and scenic passageway in and out of the city.

For horse-drawn carriages, the only way to cross the Arroyo Seco was to descend into the base of the gorge, cross the stream, and climb back up through a passage known as Eagle's Rock. In the late 1880s by the Scoville family built the Scoville Bridge, a trestle bridge spanning the stream at the base of the Arroyo Seco, approximately where the Colorado Street Bridge stands today. In 1886, the horse-drawn trolley car lines expanded across the Arroyo into Linda Vista on what appears to be the first bridge in Pasadena to span the gorge. Built by the West Pasadena Street Railway, the Linda Vista Bridge was

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12 Ann Scheid, Pasadena: Crown of the Valley, p. 161.

torn down in 1892. In 1898, Campbell-Johnston, a land holder in the area, built a toll road to and across his San Rafael ranch. It was replaced in the early 1900s with the La Loma Bridge, which has since been demolished and replaced by a reinforced concrete span.

Bridge construction in the early 1900s shifted away from merely transporting of goods towards facilitating tourism to Pasadena. New technology allowed more sophisticated thoroughfares across the Arroyo Seco, connecting areas that before had been impassable. By the 1910s, use of reinforced concrete construction made bridges more permanent fixtures on the landscape.

The Colorado Street Bridge, constructed in 1913, has been described as a "feat in American engineering" due to the topography of the Arroyo. Designed by Kansas City engineer, J. A. L. Waddell, the unstable terrain forced the engineers to design the bridge on a curve thereby giving it proper footing and also contributing to its breathtaking stance. The bridge took eighteen months to complete, with work performed by more than one hundred workers. Due to the huge growth of Pasadena, by 1934 it was considered obsolete. It was saved from demolition in 1951, and recent efforts resulted in its restoration.

Increasing automobile traffic necessitated the construction of numerous bridges during the 1920s. The San Rafael Bridge, Holly Street Bridge, San Pasqual Bridge, Oak Knoll Drive Bridge, Foothill Boulevard Bridge, and the Columbia Street Bridge were all constructed during the 1920s and are still standing. Physical deterioration has forced the demolition of other bridges from the twenties, including the La Canada-Verdugo and the Prospect Boulevard Bridge.

Conclusion

The automobile was introduced to the American public at the turn of the century and by the mid-1920s it was virtually a national institution. The fiercely self-reliant American public fell in love with this new means of transpiration which offered complete and independent mobility. The widespread adoption of the automobile had a profound impact on the culture and built environment. It all but drove out of existence one of the world's largest streetcar systems and created in its place the automobile industry which makes up a major segment of the American economy. The transformation of the infrastructure,

including the development and improvement of roads, bridges, and highways, coincided with the rise of the automobile. The automobile also brought about new forms of settlement patterns and generated new building types. The emergence of a drive-in culture, as manifested in theaters, restaurants, markets, gas stations, etc., is a direct reflection of how the automobile changed the American lifestyle.

After World War II, cheap fuel, mass-produced automobiles, and urban expressways contributed to increasingly decentralized cities. Of equal importance in this trend were federal housing programs which subsidized the development of suburban housing tracts. Consequently, Americans became entirely auto-dependent. The post-War boom in Southern California along with the ultimate acceptance of Modern architecture led to the demolition of many of Pasadena's early auto-related buildings, but also brought about new cultural and architectural trends which have yet to be evaluated.

F. Associated Property Types

Following are analyses of three of the most prevalent property types associated with the early history of automobiles in the City of Pasadena. While other related resources exist, there are too few which are extant to warrant the development of property type analysis. These property types include: car washes, commercial garages, parking structures, drive-in businesses such as markets, restaurants and laundries, and auto-related signage such as road markers, street signs, and commercial signage.

Automobile Showrooms

Description

Automobile showrooms which remain from the pre-World War II era are located in two clearly defined areas: one clustered on West Colorado Boulevard in the 200 and 300 blocks, while another group is concentrated between the 1000 and 1300 blocks of East Colorado Boulevard. Most of these buildings are still occupied by automobile dealerships or related businesses, although the nucleus of current automobile trade is located further east on Colorado Boulevard. One exception to the preponderance of pre-War showrooms on Colorado Boulevard is the Don Lee Cadillac dealership constructed in 1925 on East Green Street. It is a contributing building in the Pasadena Playhouse National Register District.

The precursor to the automobile showroom was the commercial garage. These buildings were typically one or two stories in height and constructed of masonry or wood frame. In either case, the simplest of commercial designs was employed. Storefronts were one or more bays wide, depending on the size of the business, with doorways for pedestrians and larger openings for vehicles. In other cases, pedestrian entryways were located on the primary street facades, while vehicular access was relegated to side streets and alleys.

As automobile sales mushroomed during the early 1910s, automobile agents and dealers spun-off into separate businesses housed in major new commercial buildings with showrooms and service facilities. These new buildings were designed in a variety of Period Revival styles and were intended to portray the stature of the respective automobile companies. In Pasadena, Mayan, Egyptian, Classical, Mission, Spanish Colonial and

Italian Renaissance Revival styles are represented. Generally these buildings were one-story or two-story structures of masonry construction with wood or steel truss roofs. Automobile showroom areas invariably occupied the front portion of the buildings, while service facilities were located in the rear and accessed from alleys or side streets. Architectural styling and ornamentation was concentrated on the showroom portion, particularly around the formal entrances. Expansive plate glass windows were also a dominant feature of the primary facade. Exterior cladding such as concrete and stucco was often scored, carved or cast to create the appearance of stone. High ceilings, waiting rooms and decorative floors distinguished the interior showroom spaces. In some cases, fireplaces provided a place around which conversation was centered. The interior of the service facilities were characterized by bare concrete floors, exposed roof trusses and skylights.

Significance

Automobile showrooms are significant under National Register criterion A in the area of Commerce. This property type serves as evidence of the important role automobile sales businesses played in Pasadena's economy, especially during the interwar years. As outlets for new automobiles into the marketplace, showrooms were critical to the introduction of the automobile to the general public.

Automobile showrooms are significant under criterion B if they are associated with individuals who pioneered and/or innovated the automobile sales business in Pasadena. Walter Murphy, for example, was one of the most significant figures in the history of automobiles in the United States. He was a nationally recognized leader in the sale and manufacturing of luxury automobiles, including Lincolns and Duesenbergs.

In a few instances, automobile showrooms are excellent examples of architectural styles popular during the 1920s. In the case of the more exotic architectural styles such as Egyptian Revival and Mayan Revival, they are some of the few examples remaining in Pasadena. These automobile showrooms are significant under criterion C.

Registration Requirements

To qualify for listing under criteria A, B, or C, the resource must retain a strong integrity of association and design. Like most commercial buildings, automobile showrooms undergo alterations as the product and ownership changes. However, these alterations should not significantly change the historic appearance or use of the building.

Under criterion A, the resource must have had a strong association with a particular dealership or automobile company. They may also be eligible under criterion A as contributors to districts if they are located in historic auto rows, clusters of showrooms. Resources must possess sufficient stylistic and structural integrity to be identified with the original use and period of significance.

For criterion B to be applied, the resource must be the only building remaining associated with the significant individual when he or she was active in the automobile sales business. To have a strong association, the resource must have been used by the individual for a significant period of time. Moreover, the individual must have played a leadership role in the automobile sales business in Pasadena. Once again, resources must possess sufficient architectural integrity to be identified with the original use and period of significance.

To be eligible under criterion C, the resource should be a good example of a particular style or architect's work with few or no alterations. In either case, it must possess the distinct characteristics of an automobile showroom from the period of significance. Chiefly among these are the location of the sales area in the front portion of the building with large display windows and pedestrian entryways along the primary street facade. The original exterior wall cladding should also be evident. The replacement of original windows is typical in many of the remaining automobile showrooms, but should not detract from the significance of the building as long as the original pattern of the fenestration remains largely intact. Interior features such as high ceilings, exterior, and spatial arrangements which are visible through expansive showroom windows are also important. The service facilities, typically located to the rear of the property, should retain their original openings (or if infilled should be apparent), wall finish, roof form, and skylights. Additions to the buildings are acceptable if they are clearly subsidiary to the original. Alterations on non-street facing elevations are acceptable.

Bridges

Description

The first bridges in Pasadena were trestle and suspension bridges constructed of metal and wood and merely extended across creek beds at the bottom of the Arroyo. The introduction of reinforced concrete around the late 1880s was well received in California and became widely used in the construction of bridges. The Colorado Street Bridge, the San Rafael Street Bridge, and the Holly Street Bridge are all open spandrel arched bridges constructed of reinforced concrete. The graceful lines of the arched bridges which cross the Arroyo reflect the philosophy of the City Beautiful Movement. All of these bridges have sidewalks, balustrades, and some contain alcoves for pedestrians to rest. The Colorado Street Bridge's eleven arches are perhaps the most scenic, further complemented by the design of the bridge on a curve. Its Beaux Art detailing, indicated by the attention to detail on the brackets, railing, columns and posts, define it as a characteristically early twentieth century structure; the other bridges retain a hint of this detailing.

Significance

Bridges are significant under National Register criterion A because they represent the City's economic and physical need for facilitating automobile traffic across the Arroyo. During the early part of the twentieth century, the advent of the automobile and the increase in people created a new need for bridges to both transport cars and to provide an easy and scenic passageway in and out of the City.

The focus in building these bridges was not solely on transportation, but also on creating something picturesque for the community. With the development of reinforced concrete, bridges across the Arroyo became more permanent fixtures on the landscape and opportunities to express architectural beauty. Bridges that exhibit stylistic features of the period 1895 to 1944 or were designed or engineered by persons who significantly contributed to bridge construction during this period are significant under National Register criterion C.

Registration Requirements

To qualify for listing under criteria A or C, the resource must retain a strong integrity of association, setting, location, workmanship, and design. The Colorado Street Bridge is already listed in the National Register of Historic Places. Several bridges are no longer eligible because they lack historic features. For example, the San Rafael, Prospect Street and La Canada-Verdugo Bridges were entirely demolished and rebuilt.

Under criterion A, the resource must have a strong association with the automobile. Resources must possess sufficient stylistic and structural integrity to be identified with the period of significance.

To be eligible under criterion C, the resource may be a good example of a method of construction or architect's or engineer's work. In either case, it must possess the distinct characteristics and authentic historic fabric from the period of significance. Chiefly among these original features are: brackets, railing, columns, posts, lighting standards, sidewalks, and alcoves.

Gas Stations

Description

The first gas stations, or filling stations as they were originally known, were located on the curbs of streets and consisted merely of pumps which may or may not have been sheltered. This method of refueling caused traffic problems so the distributors of gasoline were forced to purchase lots so that pumps could be set back from the street. These first drive-in gas stations also included small wood or masonry structures which served as offices for the attendant. Pumps were often sheltered by canopies which extended from the attendants office or by free standing structures.

Prefabricated gas stations appeared during the Teens and allowed oil companies and independent retailers to quickly establish themselves on roads which were quickly being developed. "Not only were these metal and glass structures portable but they could be erected and operational in a few days. Manufactured by several iron-works companies, these simple metal and glass buildings looked like a cross between an industrial shed and

a greenhouse. Their steel structures offered all the advantages of fireproof masonry stations, at one-third the building cost."[13] By one account, the Shell Oil Company erected one hundred of these structures between San Jose and Santa Barbara in six weeks during the early 1920s.

The design of gas stations changed again as oil companies introduced new services and products offered at their affiliates to gain a competitive advantage. First oils and lubricants and then TBAs (tires, batteries, and assessories) evolved into a standard part of the inventory of most stations. The function of the station building changed from a mere attendant's shelter to a store with windows in the front to display products.

The services provided at gas stations were then expanded to include car maintenance and repair. These full service gas stations or service stations became a roadside fixture by the end of the 1920s and an alternative to independently owned garages and repair shops. Service stations were either designed as one or a series of structures and parallel early garages which also sold gasoline. Restrooms for motorists also became an important amenity housed in the main station building.

Also during this period, oil companies began to standardize the design of their affiliate gas stations in order to convince motorists that their products were of a uniform quality and reduced the fear of the unknown often associated with long distance travel. Architectural styles associated with particularly geographic regions were also employed in these building campaigns. Spanish Colonial Revival, or some variation there of, was commonly used in the Southwest and Florida. This regional approach was also useful in blending gas stations into residential neighborhoods. Art Deco and Streamline Moderne, or a combination of the two, were widely used in the design of stations during the late 1920s and 1930s by oil companies that wished to connote modernity. Also popular during the 1930s was the use of porcelain enameled steel panels for exterior cladding. In the 1940s stations evolved into cleaner, more efficient design statements with aluminum accents and all glass fronts.

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13 Daniel I. Vieyra, "Fill'er Up" An Architectural History of America's Gas Stations, p. 7.

Significance

Gas stations are significant under National Register criterion C for being early and important examples of roadside architecture. As gas stations added more and more services and amenities such as products, maintenance and repair shops, refreshments, and restrooms, they became the nucleus of drive-in culture. Gas stations were also early examples of architecture being used for marketing purposes. The design of affiliate gas stations became standardized as oil companies saw the buildings as a vehicle for advertising and method for developing product identification.

During the glory days of gas station design, 1920 through 1940, oil companies and independent retailers commissioned major architects to design individual buildings or prototypes. The likes of Morgan, Walls and Clements, Roland Coate, and Raymond Lowey include the design of gas stations in their portfolios.

Registration Requirements

To be eligible under criterion C, the resource may be a good example of a standardized gas station developed by a major oil company from the period, a good example of a particular architectural style, or a good example of the work of a master architect. The absences or replacement of original pumps is typical but should not detract from the eligibility of resources as long as they possess integrity of association and design from the period of significance.

G. Geographical Data

The corporate limits of the City of Pasadena, Los Angeles County, California.

H. Summary of Identification and Evaluation Methods

On November 1, 1994 the Design and Historic Preservation Section of the City of Pasadena Planning Division issued a request for proposals "to complete a Multiple Property National Register of Historic Places Nomination for early automobile-related buildings constructed in Pasadena between 1902 and 1944..." This multiple property listing of early auto-related resources of Pasadena, California is based upon previous preservation planning efforts as well as new field and archival research.

Review of Prior Documentation

The topic of auto-related buildings was called out in the *City of Pasadena Historic Context Statement* prepared in 1993 by Pam O'Connor and the Urban Conservation Section of the City's Planning Division. Completed in 1984, an historic resources survey of the Green Street Corridor identified several auto-related resources including the oldest extant car wash, a gas station and automobile showroom. A State Historic Resource Inventory Form was prepared for the Automobile Showroom Thematic Grouping as a part of a 1987 survey of Colorado Boulevard. The Pasadena Playhouse National Register District includes several buildings in the Green Street Corridor as well as one of the City's oldest extant parking structures. By far the largest concentration of early auto-related buildings is located in the Old Pasadena National Register District. In addition to the Tanner Motor Livery and Braley Building which were occupied by two of the City's oldest automobile related businesses, the district includes numerous service and repair facilities on Green Street and Union Avenue.

General and Site Specific Research

In addition to consulting the *City of Pasadena Historic Context Statement*, general research was conducted at the Pasadena Public Library, Los Angeles Central Library and UCLA's University Research Library. Literature searches were conducted on the following topics: the automobile in the cultural and economic history of the United States, Southern California and Pasadena; the architectural history of automobile related property types; and the impact of the automobile on the physical development of the United States, Southern California and Pasadena. The following sources were used:

Address Files. The address files of the City of Pasadena Planning Division provided background and information about how automobile-related properties have been altered.

Avery Index. The Avery Index was used to research the architectural history of automobile-related property types.

City Directories. Automobile-related property types were researched in City Directories to help identify previously undocumented buildings as well as document the impact of the automobile on the local economy.

Pasadena Building Permits. Permit research was conducted on several buildings to determine original construction dates; name of architect, builder and original owner; brief description of the structure; and alteration information.

Pasadena Star News. The Pasadena Star News included various articles over the period of significance about the automobile in the cultural, economic and physical development of the City as well as information about specific buildings and businesses.

Sanborn Maps. Sanborn Maps were used to help identify automobile-related buildings and their physical characteristics.

Subject Indices. The subject indices at the Los Angeles Central Library and the City of Pasadena Planning Division provided references to general histories as well as articles about automobile-related buildings.

Identification Methods and Field Survey

During the research process, those buildings which appeared to be significant were recorded and located through investigation of City Directories and Sanborn Maps. Several experts on local history and architecture were also interviewed regarding their knowledge of auto-related resources including William Ellinger a local preservation architect; Alan Hess, architect and author of many publications on modern and roadside architecture including *Googie: Fifties Coffee Shop Architecture*, and Robert Winter, architectural historian and author of *Architecture in Los Angeles: A Compleat Guide*. Other resources

were identified by reviewing the State Inventory of Historic Resources for Pasadena.

A field survey was conducted to:

1. Verify the existence and integrity of previously identified buildings.

2. Verify the existence and integrity of buildings mentioned in primary and secondary archival materials such as City Directories, Sanborn Maps, and general histories.

3. Identify new buildings that appeared to be eligible for listing in the National Register. To this end, only major commercial corridors were driven with emphasis given to buildings which appeared to be over fifty years old and representative examples of architectural styles or property types.

While a wide range of property types were identified, the majority of those that appeared to be eligible had already been listed in the National Register either individually or as contributors to districts (See Appendix I.) The exception to this rule is a collection of automobile showrooms strung along Colorado Boulevard outside of the central business district.

APPENDIX I - PRELIMINARY LIST OF ELIGIBLE PROPERTIES

Name	Address	Date
Gas Station	1079 N. Allen Ave	1932
Grocery Store	1047 N. Allen Ave	1932
Pasadena Nissan D.E. McDaneld Inc.	1021 E. Colorado Blvd	1922
Holmes Body Shop James H. Kindel	1095 E. Colorado Blvd	1927
Heritage Oldsmobile Wegge-Pelton Co.	1253 E. Colorado Blvd	1927
Acura of Pasadena Howard Motor Co.	1285 E. Colorado Blvd	1927
Service Garage	1155 E. Colorado Blvd	1939
Discount Tire-Auto Kelly Brothers	2301 E. Colorado Blvd	1923
Rusnak Rolls Royce Walter Murphy Co.	275 W. Colorado Blvd	1917
Rusnak Rolls Royce Hewson Motor Co.	297 W. Colorado Blvd	1925
Rusnak Rolls Jaguar	325 W. Colorado Blvd	1923
Rusnak Audi-Porsche Lindly Motor Co.	335-37 W. Colorado Blvd	1925

Nishi Auto Parts	512 S. Fair Oaks	1922
Gas Station	933 S. Fair Oaks	Unk
Gerlach's Drive-In	1075 S. Fair Oaks	1930
Gas Station	1265 E. Green St	1930
Gas Station	1273 E. Green St	1929
Pasadena Auto Laundry	1364 E. Green St	1927
Garage	150 W. Green St	Unk
Gas Station	160 W. Green St	Unk
Livery Stable	110 E. Holly St	1904
Arais Auto Service	715 Orange Grove Blvd	Unk
Service Station	745 Orange Grove Blvd	Unk
Service Station	1070 E. Walnut Ave	1936
Service Station	1071 E. Walnut Ave	1935
Service Station	1160 E. Walnut Ave	Unk
Service Station	1273 E. Walnut Ave	Unk
Acme Rents Neon Sign	1870 E. Walnut Ave	Unk
Garage	131 E. Washington Blvd	Unk
Drive-through Mart	1750 E. Washington Blvd	Unk

APPENDIX II - AUTOMOBILE-RELATED PROPERTIES LISTED IN THE NATIONAL REGISTER

Name	Address	Date
Chandler Motor Car Agency	85-89 W. Colorado Blvd	1915
Tanner Motor Livery	144 W. Colorado Blvd	1910
Crown City Auto	161 W. Colorado Blvd	1903
Texaco Gas Station	166 W. Colorado Blvd	1930
Garage	51 W. Dayton	1921
Burroughs Motor Works	41 S. Delacy	1921
Doty Building	103 S. Fair Oaks	1897
Union Garage	300 S. Fair Oaks	1907
Sales & Service	85 E. Green St	1926/40
Union Oil Co.	650 E. Green St	1930
Don Lee Cadillac	655 E. Green St	1925
Pasadena Auto Radiator	30 W. Green St	1925
McCurdy's Body Works	33 W. Green St	1910
Velvo Company	40 W. Green St	1923
G.R. Anderson Garage	44 W. Green St	1909

Service Garage	52 W. Green St	1912
Garage	60 W. Green St	1912
Pasadena Auto Products	70 W. Green St	1920
Crown Service Auto	80 W. Green St	1920
Automotive Service	101 W. Green St	1912
Kenpo Karate	111 W. Green St	1924
Garage	136 W. Green St	1926
Garage	139 W. Green St	1928
Garage	34-44 N. Madison	1927
Texaco Gas Station	195 N. Raymond	1928
Braley Building	35 S. Raymond	1906
Stats	120 S. Raymond	1940
Fishbeck's McLaren's Body Works	150 S. Raymond	1920
Royal Laundry	443 S. Raymond Ave	1927; 39; 45
Seward Building	38 W. Union	1904
James Black Garage	70 W. Union	1920
Detroit Battery & Supply Co.	78 W. Union	1919

Pennsylvania Oil & Tire Warehouse	100 W. Union	1930
Charles Knight Building	114 W. Union	1924
Chenworth Blacksmith Shop/Beede Auto	130 W. Union	1920
Castle Press Building	140 W. Union	1923

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