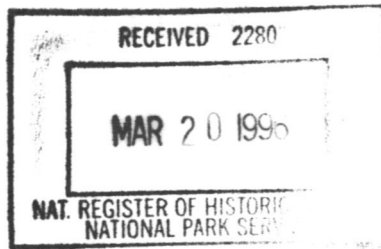


422

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 Motor Company Building

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

2. Location

street & number 1285 E. Colorado Boulevard not for publication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] 3/15/96
Signature of certifying official/Title 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] 4/19/96
Signature of the Keeper Date of Action

Kindel 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
Italian Renaissance 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

Kindel Building
Pasadena, Los Angeles County, CA

DESCRIPTION

The James H. Kindel Building is a two-story, reinforced concrete, Italian Renaissance Revival-style commercial building with a high-style automobile showroom at the street and an attached utilitarian service garage behind. The showroom interior, richly ornamented, is visible from the street through expansive plate glass windows and entry doors. The building was constructed in 1927-28 by architects Bennett and Haskell and contractor William C. Crowell for auto dealer James H. Kindel. The building remains largely unaltered from its 1927-28 appearance, both on the exterior and in the significant interior spaces.

Automobile Showroom

The double-height showroom fronts directly on East Colorado Boulevard (at the corner with North Wilson Avenue) and has an arcaded facade with a smooth cement plaster finish exterior, a dropped entablature, and a series of five round-headed arches springing from Corinthian columns. The arches are completely glazed, infilled with showroom windows and, in the central arch, entry doors. The west elevation of the showroom, facing the side street, continues the arcaded facade with two more arched showroom windows.

The entry doors are marked by decorative cast iron piers and a transom with wrought iron grillwork; original grillwork over the doors has been removed. Each arch is divided by an transom bar, with a fixed, multi-pane, metal transom window above and storefront windows below. The transom windows are covered by bullnose fabric awnings. The showroom windows have low concrete bulkheads and thin metal mullions. Each spandrel has a blank medallion centered on the column below. The entablature has a blank frieze and a dentillated cornice with an egg and dart bed molding below the corona. A blank parapet wall extends above the entablature and is capped with a small cornice. The roof is screened from view by the parapet.

Showroom Interior

The showroom interior is a rectangular-plan two-story space with a scored and polished colored-concrete floor and an exposed wood truss roof of elaborately carved heavy timber trusses with decorative brackets. The upper half of the showroom walls has a smooth cement plaster finish, while the lower half is divided by a belt course and scored to look like rusticated stone. The rear wall of the showroom has a symmetrical two-story elevation with a central monumental arch flanked by alcoves and balconets connecting to offices on the ground floor and mezzanine levels, and the service garage beyond. A theatrical central staircase within the arch leads to the mezzanine level with cast panel railings with geometric designs. Each balconet has an arched opening with a cast stone dividing column infilled with coupled, round-headed, openings and a rondel piercing; balconets have cast panel railings like the mezzanine railings and supported by three corbels. Portions of the mezzanine level, originally open, have been infilled with private offices and a freestanding structure enclosing private offices has been added within a portion of the showroom.

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

DESCRIPTION

Kindel Building
Pasadena, Los Angeles County, CA*Service Garage*

The attached two-story service garage is rectangular in plan and has entrances along the side street, North Wilson 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. Simple piers and banks of fixed, multi-pane metal windows with operable awning sections divide the service garage elevations into bays. A simple molding caps the piers on the street elevation. A few of the windows have been infilled, but the dimensions of the original openings are readily apparent. 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 parking and storage. The upper-level is supported by steel columns and open to a steel truss roof. The truss roof is screened from view by the parapet.

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.

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 # _____

Areas of Significance

(Enter categories from instructions)

COMMERCE

ARCHITECTURE

Period of Significance

1928-1944

Significant Dates

1928

Significant Person

(Complete if Criterion B is marked above)

N/A

Cultural Affiliation

N/A

Architect/Builder

Bennett and Haskell (Architects)

William C. Crowell (Contractor)

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 Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 1 of 2

STATEMENT OF SIGNIFICANCE

Kindel Building
Pasadena, Los Angeles County, CA

SIGNIFICANCE

The James H. Kindel Building, constructed in 1927-28, 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 Italian Renaissance 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 Kindel Building has been in use as an automobile showroom for most of the time since its construction in 1927-28 for auto dealer James H. Kindel, and continues to be in an auto-related use today. 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 Kindel 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 Italian Renaissance Revival style, evident in its distinctive arcaded facade and richly ornamented showroom interior.

The Kindel Building was designed by the Pasadena architectural firm of Bennett and Haskell (1923-34). Bennett and Haskell designed many residences, commercial buildings, and public/institutional buildings in Pasadena, including the Pasadena Civic Auditorium (1931-32, in association with Edwin Bergstrom), the First Trust Building (1927-28), the Pasadena Masonic Temple (1926), several public school buildings, and many commercial building facades following the Colorado Boulevard street-widening in the late 1920s.

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

United States Department of the Interior
National Park Service

National Register of Historic Places
Continuation Sheet

Section number 8 Page 2 of 2

STATEMENT OF SIGNIFICANCE

Kindel Building
Pasadena, Los Angeles County, CA

Boulevard, between Lake and Hill Avenues, in the then-geographic center of the city and at the edge of the eastward-expanding downtown. The Kindel 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 Kindel Building was built in 1927-28 for auto dealer James H. Kindel, who owned a Dodge Brothers automobile and Graham truck dealership which had outgrown its facilities at 245 W. Colorado Boulevard (c.1910s, demolished for 710 freeway spur), where it had only been located for a few years since 1923. Again in 1932 James H. Kindel moved his dealership to 294 W. Colorado Boulevard (demolished), back to the city's other principal auto row; D. E. McDanel, Inc., a Packard dealership, moved into the Kindel Building from its own building, the McDanel Motor Company Building at 1021 E. Colorado Boulevard (built 1922), just a few blocks away. The McDanel dealership occupied the building for only two years, followed by the Bush-Morgan Motor Company in 1934 and the Howard Automotive Company in 1939, which continued to occupy the building through the 1940s. (The Howard Automotive Company had moved from the Howard Motor Company Building just a few blocks away at 1285 E. Colorado Boulevard, a building it had built in 1927.) The Kindel Building continues to be used in an auto-related use today for the Holmes Body Shop.

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

Kindel Building
Pasadena, Los Angeles County, CA

MAJOR BIBLIOGRAPHICAL REFERENCES

Building Permit #6585D, City of Pasadena, November 15, 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.

"Formal Opening for New Packard Home," in *Pasadena Star-News*, February 11, 1932.

"Handsome Building Will Rise at Northeast Corner of Colorado Street and Wilson Avenue as Home of Dodge Brothers," in *Pasadena Star-News*, November 24, 1927.

"Historic Auto Dealership Rehabilitated," in *The Bungalow Reader*, newsletter of the Urban Conservation Office, City of Pasadena, May 1986.

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

"Novelties in Large Plant Abound." "All Parts of Dodge Cars Available." "Dodge Growth in Pasadena Remarkable." "Dodge Designs Lead, Says Dealer," "Machinery is Latest Type Apparatus." and "Expect Great Crowds for Opening," all in *Pasadena Star-News*, May 18, 1928.

"Pasadena Cordially Invited to Attend Gala Opening of Gorgeous James H. Kindel Building Saturday Evening at 7 o'Clock, New Home of Dodge Brothers Motor Cars and Graham Trucks," in *Pasadena Star-News*, May 17, 1928.

10. Geographical Data

Acreage of Property less than an acre

UTM References

(Place additional UTM references on a continuation sheet.)

1	1 1	3 9 6 1 1 0	3 7 7 8 7 4 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. 1/12/96

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 Thomas and Maureen Holmes, Holmes Body Shop

street & number 1095 E. Colorado Bl. telephone (818) 795-6447

city or town Pasadena state CA zip code 91106-1402

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 Reductions 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

Kindel Building
Pasadena, Los Angeles County, CA

VERBAL BOUNDARY DESCRIPTION

The nominated property is Parcel Number 5738-012-019.

BOUNDARY JUSTIFICATION

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

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

**National Register of Historic Places
Continuation Sheet**

Section number _____ Page 1 of 1

PHOTOGRAPHS

Kindel Building
Pasadena, Los Angeles County, CA

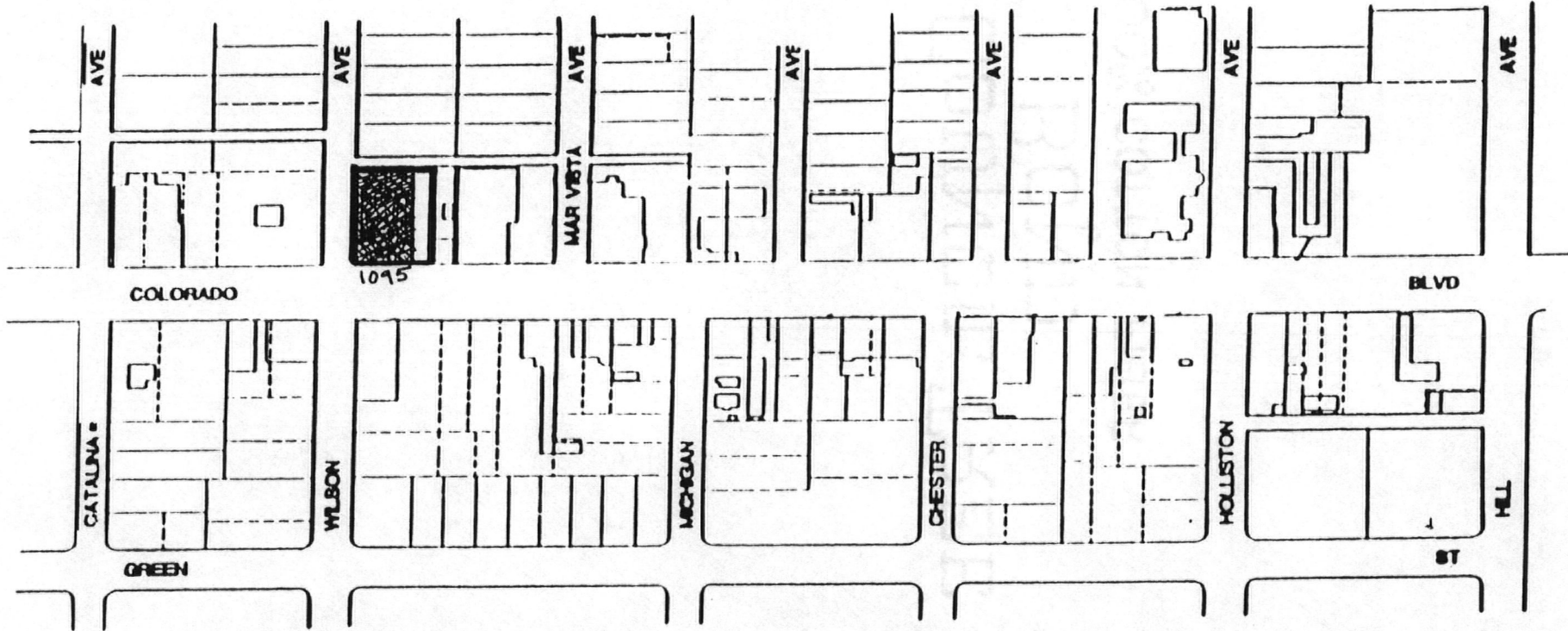
PHOTOGRAPHS

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 Wilson Avenue (west) elevations.
2. Automobile Showroom and Attached Service Garage: Colorado Boulevard (south) and side (east) elevation.
3. Automobile Showroom: Colorado Boulevard elevation (primary facade).
4. Automobile Showroom: detail of entry doors, Colorado Boulevard elevation.
5. Automobile Showroom: detail of cast concrete column and storefront windows, Colorado Boulevard elevation.
6. Automobile Showroom: detail of entablature.
7. Service Garage: rear (north) elevation.

Kindel Building
Pasadena, Los Angeles County, CA



UNITED STATES DEPARTMENT OF THE INTERIOR
NATIONAL PARK SERVICE

NATIONAL REGISTER OF HISTORIC PLACES
EVALUATION/RETURN SHEET

REQUESTED ACTION: NOMINATION

PROPERTY Kindel Building
NAME:

MULTIPLE Early Automobile-Related Properties in Pasadena MPS
NAME:

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: 96000423

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 Kindel 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."

RECOM./CRITERIA Accept A+C

REVIEWER PAUL LUSIGNAN DISCIPLINE HISTORIAN

TELEPHONE _____ DATE 4/18/96

DOCUMENTATION see attached comments Y/N see attached SLR Y/N





HOLTES BODY SHOP

← Cottick

OPEN SATURDAYS
10:00AM - 3:00PM

HOLMES BODY SHOP

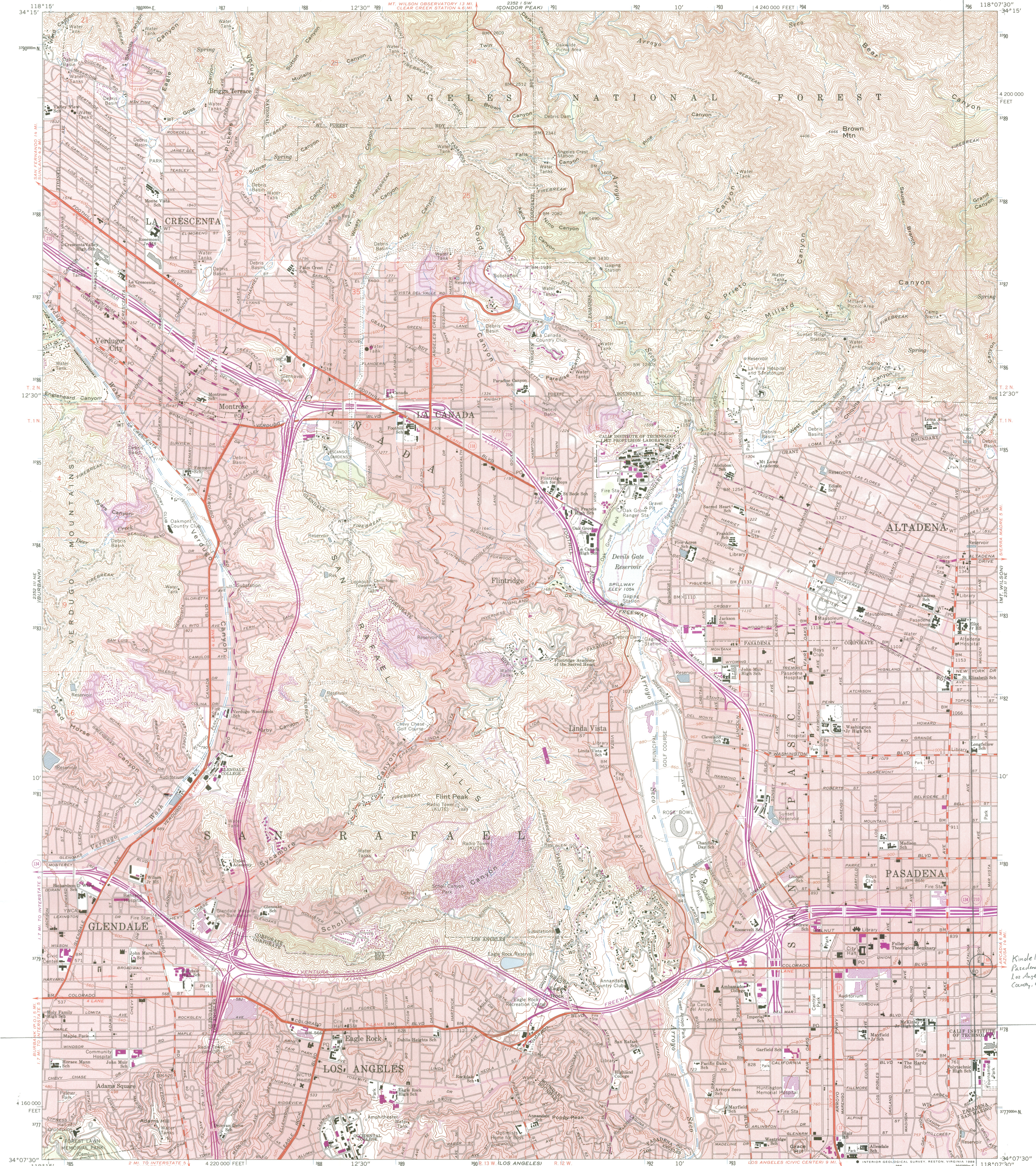












Mapped, edited, and published by the Geological Survey

Control by USGS, NOS/NOAA and Los Angeles Co

Topography by photogrammetric methods from aerial photographs taken 1964. Field checked 1966. Supersedes map surveyed 1924-34, revised 1953

Polygonic projection. 1927 North American Datum. 10,000-foot grid based on California coordinate system, zone 7. 1000-meter Universal Transverse Mercator grid ticks, zone 11, shown in blue.

Red tint indicates areas in which only landmark buildings are shown.

Dotted land lines established by private survey. Where omitted, land lines have not been established.

There may be private inholdings within the boundaries of the National or State reservations shown on this map.

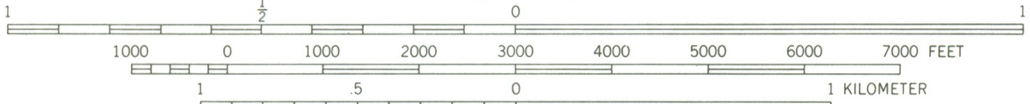
Areas covered by dashed light-blue pattern are subject to controlled inundation.



UTM GRID AND 1988 MAGNETIC NORTH DECLINATION AT CENTER OF SHEET

To place on the predicted North American Datum 1983 move the projection lines 3 meters north and 85 meters east as shown by dashed corner ticks.

Purple tint indicates areas of urban extensions.



SCALE 1:24,000

CONTOUR INTERVAL 40 FEET
DOTTED LINES REPRESENT 20-FOOT CONTOURS
NATIONAL GEODETIC VERTICAL DATUM OF 1929

THIS MAP COMPLIES WITH NATIONAL MAP ACCURACY STANDARDS FOR SALE BY U.S. GEOLOGICAL SURVEY DENVER, COLORADO 80225, OR RESTON, VIRGINIA 22092

A FOLDER DESCRIBING TOPOGRAPHIC MAPS AND SYMBOLS IS AVAILABLE ON REQUEST

UTM Zone 11
396110 13778740



QUADRANGLE LOCATION

ROAD CLASSIFICATION

Heavy-duty	Light-duty
Medium-duty	Unimproved dirt
U.S. Route	State Route
	Interstate Route

PASADENA, CALIF.
34118-B2-TF-024

1966
PHOTOREVISED 1988
DMA 2552 II NW-SERIES V985

Revisions shown in purple and woodland compiled from aerial photographs taken 1986 and other source data. Partial check by U.S. Forest Service. Map edited 1988