PLANNING DIVISION MASTER APPLICATION FORM

Project Address: 2440 E Foothill Blvd
Project Name: Avon Products Building
Project Description: (Please describe demolitions, alterations and any new construction) Landmark designation for the Avon Products Building

Zoning Designation: EPSP-DA-IG General Plan Designation: 
Valuation (Cost of Project): N/A

APPLICANT / OWNER INFORMATION

APPLICANT NAME: Pasadena Heritage
Address: 651 S St. John Ave.
City: Pasadena State: CA Zip: 91105

CONTACT PERSON: Andrew Salimian
Address: 651 S St. John Ave.
City: Pasadena State: CA Zip: 91105

PROPERTY OWNER NAME: The Home Depot, Inc.
Address: 2455 Paces Ferry Rd. NW
City: Atlanta State: GA Zip: 30339

TYPE OF PLANNING REVIEW AND APPROVALS REQUIRED (Mark clearly the type of approval(s) required):

☐ ADJUSTMENT PERMIT ☐ HEIGHT AVERAGING ☐ PREDEVELOPMENT PLAN REVIEW
☐ AFFORDABLE HOUSING CONCESSION OR WAIVER ☐ HILLSIDE DEVELOPMENT PERMIT ☐ RELIEF FROM THE REPLACEMENT BUILDING PERMIT REQUIREMENT
☐ CERTIFICATE OF APPROPRIATENESS ☐ HISTORIC DESIGNATION (MONUMENT, LANDMARK, TREE OR SIGN) ☐ SIGN EXCEPTION
☐ CERTIFICATE OF EXCEPTION ☐ HISTORICAL RESEARCH/EVALUATION ☐ TENTATIVE PARCEL/TRACT MAP
☐ CHANGES TO APPROVED PROJECT ☐ LANDMARK TREE PRUNING ☐ TEMP. CONDITIONAL USE PERMIT
☐ CONDITIONAL USE PERMIT ☐ MASTER DEVELOPMENT PLAN ☐ TREE PROTECTION PLAN REVIEW
☐ DESIGN REVIEW ☐ MASTER SIGN PLAN ☐ TREE REMOVAL
☐ DEVELOPMENT AGREEMENT ☐ MINOR CONDITIONAL USE PERMIT ☐ VARIANCE
☐ EXPRESSIVE USE PERMIT ☐ MINOR VARIANCE ☐ VARIANCE FOR HISTORIC RESOURCES
☐ FLOOR AREA RATIO (FAR) INCREASE ☐ PLANNED DEVELOPMENT ZONE ☐ ZONE CHANGE (MAP AMENDMENT)
☐ GENERAL PLAN AMENDMENT ☐ PRELIMINARY PLAN CHECK ☐ OTHER:

Note: Space for signature is on reverse side

MAP -- Master Application REVISED.doc1/20/11
INDEMNIFICATION
Applicant agrees to defend, indemnify, and hold harmless the City and its officers, contractors, consultants, employees, and commission members (collectively, “City”) from any and all liability, loss, suits, claims, damages, costs, judgments and expenses (including attorney’s fees and costs of litigation), including any appeals thereto (collectively, “proceeding”) brought against the City with regard to any approvals issued in connection with the application(s) by the City, including any action taken pursuant to the California Environmental Quality Act. If Applicant is required to defend the City in connection with such proceeding, the City shall have and retain the right to approve counsel to do so defend the City; and all significant decisions concerning the manner in which the defense is conducted; and any and all settlements, which approval shall not be unreasonably withheld. The City shall also have and retain the right to not participate in the defense, except that the City agrees to reasonably cooperate with Applicant in the defense of the proceeding. If the City’s Attorney’s Office participates in the defense, all City Attorney fees and costs shall be paid by Applicant. Further, Applicant agrees to defend, indemnify and hold harmless the City from and for all costs and fees incurred in additional investigation or study of, or for supplementing, revising, or amending, any document if made necessary by said proceeding.

CERTIFICATION:
I hereby certify that I am the applicant or designated agent named herein and that I am familiar with the rules and regulations with respect to preparing and filing this petition for discretionary action, and that the statements and answers contained herein and the information attached are in all respects true and accurate to the best of my knowledge and belief.

SIGNATURE OF APPLICANT OR AGENT: ______________________ Date: 6/5/2019
Note: In addition to this application, a completed Planning Division Master Application Form is also required.

PROPERTY PROPOSED FOR DESIGNATION

1. Name of Property: Avon Products Building
2. Property Address: 2940 E Foothill Blvd.
3. Date of Original Construction: 1946
4. Original Owner: Avon Products
5. Architect / Builder: Stiles O. Clements (original); Neptune & Thomas (later additions)

DESIGNATION CATEGORY
(CHECK APPROPRIATE BOX—SEE CRITERIA ON PAGES 2 & 3 FOR MORE INFORMATION):

☐ HISTORIC MONUMENT

☑ LANDMARK

☐ HISTORIC SIGN

☐ LANDMARK TREE

BRIEF DESCRIPTION OF PROPERTY
Briefly describe the property proposed for designation, indicating whether the entire site or a portion of the site is the subject of the nomination (e.g., how many buildings or objects on the site are included in the nomination) or if the nomination is for an object, sign or tree. A map may be used for the description. Please also submit recent and, if available, historical photographs. Use additional sheets if necessary.
See attached description of property

SUPPLEMENTAL INFORMATION ON SIGNIFICANCE OF PROPERTY
With this application, please attach information that will assist staff with the preparation of a designation report. Books, photographs, articles, and other archival information will all be useful to document the significance of the nominated resource.

Refer to bibliography, historical photographs, chronology, and other supporting information.
**LEGAL DESCRIPTION**
Attach a copy of the most recently recorded legal description for the property (usually in the deed for the property or other documents when the property was purchased—also available from a title company).

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

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

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

A. It is exemplary of technology, craftsmanship or design of the period when it was constructed, uses historic sign materials and means of illumination, and is not significantly altered from its historic period. Historic sign materials shall include metal or wood facings, or paint directly on the façade of a building. Historic means of illumination shall include incandescent light fixtures or neon tubing on the exterior of the sign. If the sign has been altered, it must be restorable to its historic function and appearance.

☐  

B. It is integrated with the architecture of the building.

☐  

C. It demonstrates extraordinary aesthetic quality, creativity, or innovation.

☐

CRITERIA FOR DESIGNATING A LANDMARK TREE

☐ A. It is one of the largest or oldest trees of the species located in the City.

☐ B. It has historical significance due to an association with a historic event, person, site, street, or structure.

☐ C. It is a defining landmark or significant outstanding feature of a neighborhood.

☐

DESIGNATION PROCESS (INFORMATION ONLY; NO ACTION REQUIRED)

§17.62.050 Pasadena Municipal Code:

1. A preliminary evaluation by staff to determine if the nominated property meets the applicable criteria and is eligible for designation.
2. If staff determines that the nominated property is eligible for designation, the nomination is scheduled for a public hearing before the Historic Preservation Commission. If not, the applicant may appeal the determination of ineligibility to the Historic Preservation Commission or it may be called for review by the Historic Preservation Commission or City Council.
3. If the Historic Preservation Commission finds that the nominated resource qualifies for designation, it forwards a recommendation on the designation to the City Council.
4. At a noticed public hearing, the Council then determines whether to approve or disapprove the application.

Revised 4/2011
W:\Design-hp\Permit Center Applications & Handouts
Avon Products Building
Description of Property

The Avon Products Building, designed by noted Los Angeles based architect Stiles O. Clements, is a premier example of International Style modernism in East Pasadena. Clements, who was educated at Drexel, MIT and the École des Beaux Arts, began his career at in New York City before moving to California in 1911. There is one documented example of his work in this early period, the 1915 English Arts and Crafts home at 1201 S Grand Avenue, a contributor to the South Grand-Covington Place Landmark District. In 1922, he joined the prolific architectural firm Morgan, Walls, and Morgan as a designer. A year later, in 1923, he was made partner and the firm was renamed Morgan, Walls, and Clements. The firm was a leading architectural presence in the Los Angeles area, specializing in Art Deco and Streamline Moderne styles. Notable projects include the Mayan Theater, the El Capitan Theatre, Chapman Plaza, and The Wiltern & Pellissier Building, all of which are in the City of Los Angeles and all of which are designated Los Angeles Historic-Cultural Monuments by the Cultural Heritage Commission.

In 1937, Clements started his own firm known as Stiles O. Clements and Associates, and subsequently adopted a more modernist style. The firm designed the 1941 "ultramodern" Arthur Murray Office and Studio and the now demolished 1955 Mid-century Modern Lou Ehlers Cadillac building. The 1946 Avon Products building, one of several new locations built at the time for a rapidly expanding Avon, fits squarely between these two projects, and demonstrates the Clements' transition from Late Modernism to Mid-century. Common design elements can be seen among all these buildings.

The Avon Products Building has had several renovations and additions in 1954, 1957, and 1967, several of which were designed by the Pasadena architectural firm of Neptune & Thomas. Pasadena's California Historical Resources Inventory Database (CHRID) falsely attributes the original design to Neptune & Thomas, though this would have been impossible given the fact that the firm was not established until 1953. The building has a further design pedigree in that landscape architect Edward Huntsman-Trout, designed its gardens although it appears that the landscaping may have been modified. According to the 1946 article in Southwest Builder and Contractor, the setting of the building was important to Avon, and generous landscaped setbacks were planned.

In terms of architectural integrity, the Clements original building façades are largely intact. This simple box of rectangular glass bays sits directly adjacent to the 210 Freeway. It is recommended that this portion be preserved. Julius Shulman's 1948 photo documentation of the building shows that there has been little change over the course of over 70 years.

Supplemental images and materials are attached with this application, found at the Permit Center and online.
This aerial view of the Avon plant at 2940 Foothill Boulevard was taken in 1950, just three years after its opening. The facility was designed by Stiles Clements and built by the William Simpson Company specifically for Avon. The building contained three-story-tall manufacturing areas designed to utilize gravity in the blending of creams and other liquid cosmetics. (Photograph by J. Allen Hawkins.)

Avon’s bottling department is pictured here in 1964. The two-and-a-half-acre plant employed more than 300 people, and today it remains one of Pasadena’s largest employers. Manufacturing at the site ceased in the 1970s when Avon transitioned the Pasadena facility to strictly sales and distribution. The site served as the main distribution center for the western United States. (Photograph by J. Allen Hawkins.)
AVON PRODUCTS, INC.

Another fine home of Avon, the Pasadena Branch provides service to Avon customers over an area covering the seven West Coast States, plus Hawaii and Alaska.
Factory Building Being Constructed for Avon Products

The ultramodern factory building which Architect Stiles O. Clements designed for Avon Products, Inc., and now under construction at the corner of Foothill boulevard and Sunnyslope avenue, Pasadena, is 75 per cent completed and contractors' crews are erecting the truss roof, according to a report by J. C. Edwards, secretary and treasurer of Wm. Simpson Construction Company, general contractor. Estimated to cost half a million dollars, the building will house the Southern California manufacturing activities of the Avon (Allied) Products Company. A $9,000,000 cosmetic and toiletry manufacturing concern of Salford, N. Y., with headquarters in the Rockefeller Plaza, New York City, The Pasadena plant is one of several similar plants being constructed as part of the company's huge postwar expansion program. (In this connection it is interesting to note that in 1930 the company's net sales totaled over $15,000,000.)

Officers of the Los Angeles offices of Avon Products, Inc. (present location, 2221 East Pico boulevard) are: M. W. Taylor, manager, Paul Blattler, manager, Shipping Department; William Callahan, manager, Pacific Division; and William Cleverger, City division manager.

Selection of the Pasadena site for the Avon plant is in line with the policy of many progressive manufacturing companies in securing locations with natural scenic surroundings and close to desirable living areas. Situated on the bank of Eaton Wash, adjacent to the Los Angeles County Flood Control right-of-way and channel, the location affords a magnificent view of the mountains. The site will be served by a 500-foot spur track of the Atchison, Totopeka & Santa Fe Railway main line.

The plant consists of an L-shaped building having a frontage of 286 feet on Foothill boulevard by a depth of 100 feet, and a frontage of 460 feet on Sunnyslope avenue, also with a depth of 100 feet. A portion of the wing fronting on Sunnyslope avenue is three stories, 100 feet by 90 feet, and has been designed especially to house the manufacturing activities. The three-story portion of the building will have reinforced concrete walls, floors, and roof slab (Type I construction). The one-story portion will have concrete exterior walls with wood roof (Type III construction).

The first floor of the three-story part will contain the packaging department, the second the liquid and cream manufacturing department, and the third a loft storage area. It is planned eventually to locate the employees' clubs on the third floor. The raw storage room is located adjoining the three-story factory area and occupies the end of the Sunnyslope avenue wing.

Areas allotted to the other activities of the plant are: shipping, 160 by 100 feet; finish stock storage, 200 by 100 feet; and offices, 106 by 106 feet. The ground area occupied by the packaging and manufacturing departments is 140 by 100 feet.

The basement will contain a boiler room, 40 by 80 feet, to house the low-pressure steam heat heating system and other mechanical equipment, and the alcohol vats, 24 by 35 feet. The latter will contain two circular steel tanks, each 10 feet in diameter by 18 feet long. Basement construction is all reinforced concrete.

The exterior walls are of concrete with steel mesh. The Foothill boulevard front will be plastered Roman brick facing is being used below the steel mesh. Corrugated glass panels are being used on both the Foothill boulevard and the Sunnyslope avenue fronts. The entire office front is constructed of glass and consists of a series of rectangular glass panels, each 5 feet 7% inches high by 10 feet 10 inches long. Fourteen of the panels are of clear plate with Herculite doors. The front is 29 feet high from the floor to the top of the coping.

Other ceilings in the one-story portion of the plant average 17 feet in height. Ceilings in the three-story building are 17 feet on the first floor and 14 feet on each of the upper floors. The office ceilings are 14 feet 9 inches.

Summerbell arch type roof structures are used throughout except in the three-story building, which has a reinforced concrete slab roof. Composition roofing is used on all roofs.

The interior will have concrete floors throughout, but the office floor will be laid with asphalt tile. The office walls are to be plastered, and ceilings are to be treated with acoustical material.

The exterior loading yard will be paved with asphalt concrete and the areas immediately adjacent to the building will be landscaped.

The electric freight elevator will be installed to operate between the first and third floors of the manufacturing section. Steel stairways will also be constructed between the basement and the third story.

A list of the subcontracts awarded to date follows:

Earth fill — John J. Swigert Co.
Excavation — Frank F. Hickey
Piles — Frank Hunt
Concrete — Transit Mixed Concrete Co.
Cement finish — John Ezech
Metal forms — Steel Form Co.
Reinforcing steel — Caco Steel Products Co.
Architectural terra cotta — Gladding, McBean & Co.
Lumber and Lumber Co.
Millwork — Pacific Manufacturing

(Continued on Page 22)
Owner: AVON PRODUCTS, INC.  Permit No.: 18527-1  Map No.: 516
Address: 2940 E. FOOTHILL BLVD.  Cost: $600,000  6-25-46

All of Lots 3 & 4 Por of Lots 2 & 5

|--------------|----------------|------------|------------|----------|----------|

### Bnk 2: Basement

<table>
<thead>
<tr>
<th>Basement</th>
<th>Unit 1</th>
<th>Unit 2</th>
<th>Unit 3</th>
<th>Unit 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Living Room</td>
<td>50 ft. x 20 ft.</td>
<td>50 ft. x 20 ft.</td>
<td>50 ft. x 20 ft.</td>
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<tr>
<td>Bed Room</td>
<td>27 ft. x 14 ft.</td>
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<td>27 ft. x 14 ft.</td>
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<tr>
<td>Bath Room</td>
<td>10 ft. x 8 ft.</td>
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<tr>
<td>Kitchen</td>
<td>15 ft. x 12 ft.</td>
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<tr>
<td>Officers</td>
<td>16 ft. x 10 ft.</td>
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<tr>
<td>Marble Floor</td>
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<tr>
<td>Tile Floor</td>
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<tr>
<td>Hardwood Floor</td>
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<td>Hardwood Finish</td>
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<tr>
<td>Cement Floor</td>
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<tr>
<td>Unfinished</td>
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</table>

### TRIMMINGS & OFFICES

<table>
<thead>
<tr>
<th>Class</th>
<th>Exterior</th>
<th>Roof</th>
<th>Heating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single, Double</td>
<td>Slate, Siding, Brick</td>
<td>Flat, Roll-up</td>
<td>Central Heat</td>
</tr>
<tr>
<td>California</td>
<td>Hollow Tile, Concrete</td>
<td>Concrete Brick, Iron</td>
<td>Steel, Iron</td>
</tr>
<tr>
<td>Sunlight Residence</td>
<td>Concreted, Concrete</td>
<td>Corrugated</td>
<td>Wood, Iron</td>
</tr>
<tr>
<td>Flat, Apartment</td>
<td>Shingles</td>
<td>Metal, Copper</td>
<td>Wood, Iron</td>
</tr>
<tr>
<td>Factory</td>
<td>Stone, Brick</td>
<td>Tin, Steel</td>
<td>Wood, Iron</td>
</tr>
<tr>
<td>Garage</td>
<td>Wood, Iron</td>
<td>Aluminum</td>
<td>Wood, Iron</td>
</tr>
<tr>
<td>Church</td>
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<td>Wood, Iron</td>
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<tr>
<td>Service Station</td>
<td>Wood, Iron</td>
<td>Steel, Iron</td>
<td>Wood, Iron</td>
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### FOUNDATIONS

<table>
<thead>
<tr>
<th>Stone, Brick, Concrete, Wood Piers</th>
<th>120 x 120 x 120</th>
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</table>

### LIGHTING & PLUMBING

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<th>Electric, Gas, Medium</th>
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Report Date: 15-6-67