

State of California The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code 3CS/5S3

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3 *Resource Name or #: (Assigned by recorder) Sears

P1. Other Identifier: _____

*P2. Location: Not for Publication Unrestricted

*a. County Riverside and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad _____ Date _____ T _____; R _____; _____ of _____ of Sec _____; _____ B.M.

c. Address 5261 Arlington Avenue City Riverside Zip 92504

d. UTM: (Give more than one for large and/or linear resources) Zone _____, _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

Sears is a Mid-Century Modern department store building. It is rectangular in plan, covered by a flat roof, and two to three stories in height. The main (south) facade is characterized by asymmetrical massing, horizontal planes, and a framed rectangular roof overhang. Stone and tile are used in the walls. Palm trees are incorporated into the corners and within the canopy overhang that slings around the building. The north facade features a folded plate entrance. Attached to the west elevation, the Tire and Auto Center has a rectangular plan with a flat roof, and features a row of garage doors. The western wall is made of rock and extends to form a parapet. Next to the wall are some small palms. All around the property are palm trees and within the parking lot are landscaped medians.

*P3b. Resource Attributes: (List attributes and codes) HP6-Commercial Building, 3 stories and under

*P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)

P5b. Description of Photo: (view, date, accession #)

January 28, 2009

*P6. Date Constructed/Age and

Source: Historic Prehistoric

Both

1963, Building Permit

*P7. Owner and Address:

*P8. Recorded by: (Name, affiliation, and address) Teresa Grimes and

Christina Chiang; CAJA

523 W. 6th Street, Suite 1134

Los Angeles, CA 90014

*P9. Date Recorded: _____

April 15, 2009

*P10. Survey Type: (Describe)

Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Modernism Context Statement for the City of Riverside, Certified Local Government Grant

*Attachments: NONE Location Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (List): _____

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code 3CS/5S3

Page 1 of 3 *Resource Name or # (Assigned by recorder) Sears

B1. Historic Name: Sears, Roebuck & Company

B2. Common Name: Sears

B3. Original Use: Department Store B4. Present Use: Department Store

*B5. Architectural Style: Mid-century Modern

*B6. Construction History: (Construction date, alterations, and date of alterations)

1963 constructed

*B7. Moved? No Yes Unknown Date: _____ Original Location: _____

*B8. Related Features:

B9a. Architect: Charles Luckman Associates b. Builder: Lingrerot S M. C.

*B10. Significance: Theme Architecture Area Riverside

Period of Significance 1963 Property Type Store Applicable Criteria 3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The Sears department store is eligible for listing in the California Register under Criterion 3. It is significant at the local level in the context of modern architecture in Riverside as a good example of the Mid-Century Modern style. It opened in 1964 and is still being used as a Sears today. The noteworthy features are the asymmetrical massing, the materials, and the landscaping. It is the only example of a Mid-Century Modern department store in Riverside. The building is typical of the post-war Sears stores: a large, windowless, free-standing, single-story building surrounded by parking on all sides. Sears began eliminating windows in their stores above the ground floor in the 1930s to improve the lighting and display of merchandise, as well as the efficiency of the mechanical systems. In other words, the functional requirements of the store became the driving forces of the design. The concept gained popularity after World War II and is now a hallmark of department store design. In contrast to the big box designs of today,

B11. Additional Resource Attributes: (List attributes and codes) _____

*B12. References:

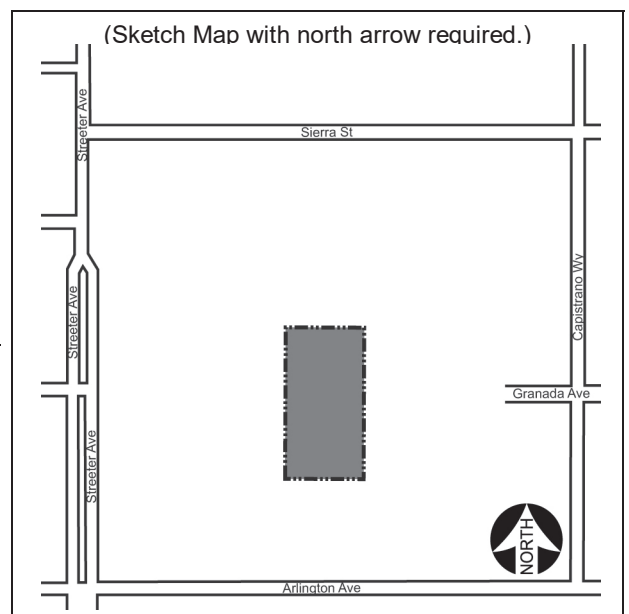
Building Permits; Richard Longstreth, City Center to Regional Mall, Cambridge: The MIT Press, 1997.

B13. Remarks:

*B14. Evaluator: Christina Chiang and Teresa Grimes

*Date of Evaluation: 4/15/09

(This space reserved for official comments.)



Page 1 of 3 *Resource Name or # (Assigned by recorder) Sears
*Recorded by: Teresa Grimes and *Date _____
 Continuation Update

Significance continued:

mid-century architects softened the blank walls by making them back drops for landscaping and signage. Decorative elements were concentrated near entrances and often took the form of contrasting materials such as stone and shading devices such as canopies.

The building was designed by Charles Luckman Associates, one of the leading corporate architecture firms in the United States. Born in 1909, Luckman achieved success as a businessman as well as an architect. He trained at the University of Illinois, but went into sales after graduating during the depths of the Great Depression. He was dubbed the "Boy Wonder of American Business" when he was named president of the Pepsodent toothpaste company in 1939. Through acquisition, he later became president of Lever Brothers, and helped plan their New York skyscraper, Lever House. Reminded of his architectural roots, Luckman resigned the presidency of Lever Brothers, moved to Los Angeles and began practicing architecture with fellow University of Illinois graduate William Pereira in 1950. Their partnership led to works such as CBS Television City, but the two went separate ways in 1958. The firm was reorganized as Charles Luckman Associates, and soon had offices in Boston, Chicago, and Phoenix. The firm went on to design the Prudential Center in Boston, the new Madison Square Garden in New York City, and the NASA Manned Spacecraft Center in Houston. In 1977, Luckman retired and the firm became known as the Luckman Partnership.

The only other 1960s department store building in Riverside is the Broadway at Tyler Mall (1969), which is also by Charles Luckman Associates. In contrast, the Broadway department store is three stories in height and is composed of interlocking boxes for staggered massing. The Sears department store retains a high level of integrity as there are no apparent exterior alterations.