
Appendix F

Historical Resources Report

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HISTORIC-PERIOD BUILT ENVIRONMENT ASSESSMENT
8 E REED STREET AND 618 S FIRST STREET
CITY OF SAN JOSÉ, SANTA CLARA COUNTY, CALIFORNIA

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BRUNZELL
HISTORICAL

October 29, 2018

Brunzell Historical

San José, California: Historical Evaluation Addendum

8 E Reed Street and 618 S First Street

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MANAGEMENT SUMMARY

Brunzell Historical is under contract to Pacific Legacy, Inc. to complete a Historical Evaluation addendum for an apartment building (8 E. Reed Street), commercial building (618 S. First Street), and the City Center Motel neon sign (located in the parking lot at the corner of E. Reed and S. First streets) in the City of San José, Santa Clara County, California. Brunzell Historical personnel performed additional archival and online research pursuant to requirements outlined by Planner Juliet Arroyo. This investigation recommends that the Pallesen Apartments (8 E. Reed Street) and the City Center Motel Sign be considered eligible for listing in the National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) under Criterion C/3. They are also eligible for listing as local City of San José landmarks. This investigation recommends that the Pallesen Building (618 S. First Street) does not meet any of the published criteria for listing at the national, state, or local level. However, it has been treated as a Structure of Merit by the City of San José, a classification for historic-period buildings that do not meet NRHP/CRHR criteria or the criteria outlined in the City of San José municipal code.

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INTRODUCTION

Brunzell Historical is under contract to Pacific Legacy, Inc. to complete a Historical Evaluation addendum for the commercial buildings at 8 E. Reed Street and 618 S. First Street, as well as the neon sign at the corner of E. Reed and S. First streets, San José, Santa Clara County, California. Brunzell Historical personnel performed archival and online research pursuant to the requirements outlined by City of San José Planner Juliet Arroyo. The Project Area is located in unsectioned Township 7 South, Range 4 East, Mt. Diablo Baseline and Meridian. The Project Area is depicted on the United States Geological Survey (USGS) *San José West, California* (1915) 7.5-minute topographic quadrangle (Figure 1).



Figure 1: Project Area (USGS Quad: San José, California, 1915).

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REGULATORY CONTEXT

Federal and state regulations recognize the public's interest in historical resources and the public benefit of preserving such resources. These regulations include federal and state historical resource registration programs designed to assist in the identification and evaluation of resources and to determine whether these resources should be considered historical resources under the California Environmental Quality Act (CEQA).

Properties eligible for the National Register of Historic Places (NRHP) and/or California Register of Historical Resources (CRHR) are subject to California laws that require consideration of potential impacts of proposed projects on historical resources. These properties should also receive special consideration in the planning processes, or merit consideration as candidates for individual protection.

Federal

National Register of Historic Places

The criteria for significance for the NRHP are defined by the U.S. Department of the Interior under the National Park Service and published in the National Register Bulletin, listed below.

The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or
- B. That are associated with the lives of significant persons in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. That have yielded or may be likely to yield, information important in history or prehistory.

Ordinarily cemeteries, birthplaces, graves of historical figures, properties owned by religious institutions or used for religious purposes, structures that have been moved from their original locations, reconstructed historic buildings, properties primarily commemorative in nature, and properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register.¹

¹ National Park Service, National Register Bulletin: How to Apply the National Register Criteria for Evaluation, National Register Publications.

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State of California

California Register of Historical Resources

The State Historical Resources Commission has designed this program for use by state and local agencies, private groups and citizens to identify, evaluate, register and protect California's historical resources. The CRHR is the authoritative guide to the state's significant historical and archeological resources.

The California Register program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for state historic preservation grant funding and affords certain protections under CEQA.

Criteria for Designation:

1. Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
2. Associated with the lives of persons important to local, California or national history.
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.²

California Environmental Quality Act

CEQA was established in 1970, and requires state and local government agencies to determine whether proposed actions are subject to CEQA and if so, to analyze and publically disclose potentially significant environment impacts of proposed actions. Moreover, it requires the development and adoption of mitigation measures to lessen significant impacts. Actions that require CEQA review are known as projects under CEQA.

CEQA includes historical resources as category of analysis, defining a historical resource as any object, building, structure, site, area, place, record, or manuscript that is historically or archaeologically significant, or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural history of California.

At § 21060.5, the State CEQA Guidelines define the environment to include "objects of historic significance." The definition of "historical resources" is provided by § 15064.5(a) of the State CEQA Guidelines. The following is an abbreviated and excerpted summary of this definition:

1. *A resource listed in, or determined eligible by the State Historical Resources Commission, for listing in, the CRHR.*
2. *A resource included in a local register of historical resources or identified as significant in an historical resource survey shall be presumed historically significant. Public agencies must treat any such resource as*

² California State Parks Office of Historic Preservation, California Register of Historical Resources, 2017, State of California.

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significant unless the preponderance of evidence demonstrates that it is not historically or culturally significant.

- 3. Any object, building, structure, site, area, place, record, or manuscript that a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the CRHR.*

City of San José

San José Municipal Code Section 13.48.110

The City of San José's municipal code sets forth factors that may be considered in order to determine whether a property qualifies as a local landmark under section 13.48.110 (H):

Prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
2. Its location as a site of a significant historic event;
3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;
5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

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Historic Context

Sir Frances Drake, who claimed the San Francisco Bay Area for England in 1579, was the first European to visit the area. In the late 18th century, the Spanish began to expand into the region in response to increasing Russian presence. In 1777, Father Junípero Serra consecrated the Mission Santa Clara de Asís, which later gave the county its name. Later that year, Spain founded the Pueblo de San José de Guadalupe, the first Spanish civilian town in California. In the 1820s, the Mexican government began secularizing, and sold the Mission land. By 1846, when the United States captured San José during the Mexican-American war, the town had a small population of Spanish, Mexicans, Peruvians, Chileans, and Native Californians. The Gold Rush began to alter the area in 1848, and the process accelerated after California statehood in 1850. In 1851, Jesuits set up Santa Clara University on the Mission site. In 1849, San José became the first state Capital. As railroads were built in California, the Santa Clara Valley became a major agricultural center, exporting produce and seeds worldwide. Oil wells were also a major source of trade beginning in the 1860s, and at one point Santa Clara County produced virtually all of the oil used in California. Lumber and winemaking were also sources of income. In the 1890s, the Leland Stanford Junior University was founded by Senator Leland Stanford in Palo Alto where research into radio, telegraph, and telephone technology began, laying the early foundation of the tech industry that would come to dominate in the area.³

As the nineteenth century progressed, San José's commerce, financial services, and agricultural processing sectors expanded as the regional agriculture economy prospered. First focused on cattle ranching and then wheat, Santa Clara County shifted to intensive horticulture after 1875, and orchards came to dominate the region. Fruit cultivation meant fruit processing, and the region was a locus for innovations in drying, canning, and shipping fruit. As the most important town in the area, San José reaped the economic benefits of this market. Many canneries and packing houses were in San José, and by the turn of the century the local population was 21,500, and diversity was increasing as Japanese and Chinese immigrants and African-Americans joined long-established groups.⁴

The 1906 earthquake spurred growth in San José as local property owners took the opportunity to expand as they rebuilt, and as displaced San Franciscans relocated. Regional agriculture was still the source of local prosperity during the early twentieth century, and San José consolidated its position as the region's dominant city as farmers acquired cars and could drive longer distances. The city began to expand its footprint during this era, a harbinger of more rapid expansions in the postwar era. Downtown expanded south along First Street, and auto-related businesses including service establishments and showrooms located around South First and

³ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service.

⁴ Envision San José General Plan, Cultural Resources: Existing Setting, Prepared by Basin Research Associates, Inc., July 2009, 17 – 19; Curt Fukuda, "History," Japantown San José, <http://www.jtown.org/cat/history-san-josé-japantown>, Accessed 5 December 2016.

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South Market Streets. Dependence on autos began to cause congestion in San José as well as the decline of the public transit system by the 1930s.⁵

The United States' entry into World War II in the waning days of 1941 set in motion a series of changes that would transform Santa Clara County from an agricultural to an industrial powerhouse and allow San José to become Northern California's largest population center. Proximity to war training and embarkation centers in San Francisco and at Fort Ord to the south brought huge numbers of people through Santa Clara County. People from all over the country relocated to Santa Clara County to work in local defense industry plants, and many stayed after the war ended. In some cases, these new residents appropriated property owned by Japanese internees. Wartime contracts also led to the growth of early technology companies, laying the foundation for what would become Silicon Valley. After the war ended, federal policies encouraged the construction of new highways and suburban neighborhoods, and veterans had access to attractive lending terms. Rapid residential development had already begun when City Manager A.P. Hamann took over in 1950. Hamann presided over San José's expansion from 17 to 137 square miles over the next two decades.⁶

The tech industry in Santa Clara County began developing further during and after the war, spurred in part by increased defense spending. President Eisenhower created the Advance Research Projects Agency in 1958, which began focusing on computer development after launching the United States' first successful satellite. Longstanding relationships between Stanford University and surrounding industries were also a factor as they strengthened in this era. In the fifties, Professor Fred Terman leased parts of the campus to tech companies in an attempt to address financial difficulties, a decision that is widely seen as having started the computer revolution. Over the following decades, these businesses were drawn to the area, and Santa Clara County became a site for numerous innovations in computer tech. The term "Silicon Valley" was coined in 1971, and the importance of tech in the area has only grown since then. Today, the region is still at the forefront of the tech industry, with thousands of tech companies headquartered there.⁷

Wolfe & Mackenzie. Frank Delos Wolfe was one of San José's leading early twentieth century architects, and has been credited with bringing the Prairie Style to Santa Clara County. Born in Ohio in 1862, he established himself as a San José contractor and architect in 1895. Wolfe was self-taught. He hired Charles McKenzie, an architect several years his junior. McKenzie, who was born in Boston in 1874, was even more prolific than his mentor Wolfe and nearly as influential. The two architects began an extraordinarily productive partnership in 1899, which

⁵ Envision San José General Plan, 20-21; City of San José, Gateway Tower Mixed Use Development, Draft Supplemental EIR, August 2016, 24.

⁶ Preservation Action Council of San José, "San José Mid-Century Modern Context," Prepared by PAST Consultants, LLC, June 2009, 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), 46; "San José Japantown Historic Context and Survey Phase II," Carey & Co Inc., 11-15.

⁷ "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service.

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lasted until 1910. They worked in a wide range of styles, and published an influential pattern book in 1907. Naglee Park and Hatchett Park subdivisions were strongly shaped by Wolfe & McKenzie. Wolfe & McKenzie's best-known collaborative works in San José demonstrate the broadness of their design idiom: the Foursquare/Prairie George Herbert house, the Craftsman Bogan-Bonetti House, Jopson/Bufington House (a hybrid of Victorian-period styles), and the Chicago-style commercial/apartment building at 40-50 South Second Street. They also designed the unique and eclectic Gilroy City Hall, which is that city's most famous historic landmark, as well as many other buildings in Campbell, Palo Alto, and other parts of Santa Clara County. The Mission-style Pallesen Apartments building was one of the last projects they designed before dissolving their partnership. Both continued to design distinguished buildings in and around San José as solo practitioners and in other partnerships. The Pallesen Apartments appears to have been a precedent for Wolfe's late-career transition to the Spanish-inspired design idiom displayed in Campbell's Curry Building (1913), 831 University Ave (1911), Palo Alto, and much of his work after 1918.⁸

Peter T. Jorgenson. Building contractor Peter T. Jorgenson constructed the Pallesen Apartments. Born in Denmark in 1859, he came to the United States in the early 1880s. He married a fellow Dane named Annie, and their four children were born in California. By the 1890s, Jorgenson had established himself as a San José building contractor. Jorgenson was one of dozens of local building contractors in early twentieth century San José, and research has revealed no special connection between Jorgenson and Wolfe & McKenzie. It is more likely that Jorgenson had a connection to the property owners. Pallesen and Jorgenson may have known each other as both were Danish immigrants and were about the same age.⁹

8 E. Reed Street. The building was constructed about 1910 for owners Chris and Lillie Pallesen. Lillie M. McAbee was born in 1871 and in 1903 married Danish immigrant Christian Pallesen, who was 11 years older. The couple did not have children. Pallesen worked in a lumber mill, and was superintendent when the couple purchased the property at the corner of Reed and S. First streets about 1909. The Pallesens lived in one unit of the building. Chris Pallesen died in 1919. In 1920, Lillie Pallesen was living at 10 E. Reed and gave her occupation as apartment landlady. In 1930, Maja Pallesen, a niece from Denmark who was then 29, lived in the unit with her. Maja eventually began working as a stenographer, and lived in the apartment with her aunt until the older woman's death in 1940.¹⁰

The Pallesens rented the other units of their building to working- and middle-class people. Gladys and George Fessler were the first renters known to have lived in the building. In 1912 and 1913 both were working as clerks. In 1930, two units of the building (census records do not

⁸ "Frank Delos Wolfe, San José's most Enduring Architect," <http://www.frankdeloswolfe.com/fdw.html>, copyright 2011-2014, accessed 18 November 2017; Susan Dinkelspiel Cerny, *An Architectural Guidebook to San Francisco and the Bay Area* (Salt Lake City: Gibbs Smith, 2007), 8,108, 120, 116-117, 153; Palo Alto Stanford Heritage, "Frank Delos Wolfe," <http://www.pastheritage.org/Wolfe.html>, accessed 13 November 2017.

⁹ US Census Records, San José, 1900, 1910; San José City Directories, 1898, 1915.

¹⁰ US Census Records, San José, 1910, 1920, 1930.

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record which) were rented. Italian immigrants Frank and Frances Provenzano rented one unit, where they lived with their three children, who were between the ages of 15 and 24. Frank was a farm laborer, as were sons Sam and Frank, Jr. Their 22-year-old daughter Lena also lived in the building with her husband Carmelo Perrone, a barber. The Perrones may have had their own unit or may have shared with Lena's family.¹¹

As in most apartment buildings, the average tenants stayed only a couple of years, but one family is known to have lived there for decades. John and Agnes Reding lived in #14 from 1941 through the mid-1970s. John and Agnes were about 40 when they moved in and children James, Patrick, and Marjorie were between the ages of 5 and 13. Agnes was a housewife. John first worked as a salesman for a roofing company and later as a mechanic and a maintenance man for Greyhound before finally retiring about 1970.¹²

Over the decades, the building continued to serve as housing for regular working people. In 1960, (in addition to the Redings) Mrs. Victoria Janeski, a waitress at Napoli's Café, lived in #8, Gerald P. Doyle was a printer at the Mercury newspaper, and lived in #10. Mrs. Hilda B Ferreira in #12 was a clerk. City of San José may have granted the property to Carmine E. Filice and June Barci about this time (when they granted the other parcel). In 1980, Carmine Filice and June Barci granted it to Mak-Mor. Mak-Mor owned it until 1996, when it was granted to James and Suzanne Salata.¹³

Streamline Moderne. Streamline Moderne, sometimes called Art Moderne or Depression Moderne, developed in the 1930s. It emerged out of the latest stages of Art Deco, an architectural style that began in the 1920s; the styles are closely related and often seen in combination. Streamline Moderne distinguished itself from the earlier Art Deco aesthetic (which utilized heavy surface ornamentation and decorative natural forms) with a much more minimal and functional aesthetic. Streamline Moderne was also heavily influenced by the International Style, the Bauhaus, and other European architectural movements. Henri van de Velde and Eric Mendelsohn, in particular, designed buildings in the 1910s and 1920s using curved forms that were a precedent for Streamline Moderne. With the Great Depression, the decorative exuberance of older Art Deco styles became less fashionable; the more austere and industrial Streamline Moderne style gained in appeal. This was the first "modern" style to be widely accepted in American culture. The style peaked around 1940.¹⁴

¹¹ San José City Directories, 1912, 1913; US Census Records, San José, 1930.

¹² San José City Directories, 1941, 1951, 1966, 1971; US Census Records, San José, 1940.

¹³ San José City Directories, 1960, Deeds on file with the Santa Clara County Recorder's office.

¹⁴ Hänsel Hernández-Navarro, "Art Deco + Art Moderne (Streamline Moderne): 1920 – 1945" *Circa*, 8 January 2016; Mary Brown, "San Francisco Modern Architecture and Landscape Design, 1935 – 1970: Historic Context Statement," San Francisco City and County Planning Department, 30 September 2010, 112, 157; Marcus Whiffen and Frederick Koeper, *American Architecture: 1860 – 1976*, Vol. 2 (Cambridge: The MIT Press, 1981, 1983), 332.

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Streamline Moderne architecture is characterized visually by asymmetrical facades and one-story, horizontally-oriented buildings, anchored to the ground. Its modernist massing and the style's avoidance of applied ornament are the most notable ways in which Streamline Moderne departs from the vertically-oriented, more historicist Art Deco style. Roofs are flat, edges are rounded, and walls are smooth. Fenestration generally consists primarily of metal double-hung or casement windows, and may also include ribbon bands of windows and porthole or other round windows. White is usually the predominant color, and light blue touches are common as well; aluminum, chrome, or steel details are generally present. Mirrored panels, glass block windows, curved canopies, and string courses are frequently present along the coping.¹⁵

Many of Streamline Moderne's most recognizable characteristics were drawn not from architecture, but from consumer design; the style mimicked design trends that shaped the appearance of everyday consumer objects, appliances, ships, airplanes, trains, and automobiles. Curved and teardrop shapes were used in vehicle design because they were aerodynamic. In the 1930s and 40s, curved corners, smooth surfaces, and horizontal orientations inspired by such vehicles became popular in the design of other objects through their association with speed, technology, and modernity. Streamline Moderne adopted these ideals into architecture. Unlike Art Deco, the construction process for which relied heavily on custom handicraft, Streamline Moderne was designed with mass duplication in mind.¹⁶

Most modern architecture was applied to only one or two kinds of property – a style might be used for houses, while another might be for skyscrapers. Elements of Streamline Moderne, on the other hand, were adapted to a wide range of buildings, appearing not just on residences but on commercial buildings, factories, schools, and more. Additionally, a number of older buildings, especially storefronts, were updated with Streamline Moderne details; the Federal Housing Administration launched Storefront Modernization campaigns in 1934 and promoted the use of Streamline Moderne. The construction of new Streamline Moderne buildings was curtailed in large part by the Great Depression as new construction declined in general during this era.¹⁷

After World War II, a related style, called Late Moderne, emerged out of Streamline Moderne. Late Moderne moved away from Streamline Moderne's focus on curves; buildings in this style are boxier, more angular, and more vertical than their predecessors. Streamline Moderne's brief two-decade era of relative popularity was over by 1950.¹⁸

As in most other locales, Streamline Moderne never became a major component of San José's built environment. This can be attributed at least in part to the fact that nearly the entire period of its popularity was an era of depression and war, and little construction in any style could be funded. Many local examples were remodels of older buildings, which resulted in a hybrid

¹⁵ Hernández-Navarro; City of San José, "San José Modernism," prepared by Past Consultants, LLC, June 2009, 65.

¹⁶ Hernández-Navarro; Whiffen and Koeper, 331; City of Riverside, "Modernism Context Statement," 3 November 2009, 13.

¹⁷ Brown, 112 – 114; Hernández-Navarro; Whiffen and Koeper, 331; City of Riverside, 13.

¹⁸ City of Riverside, 13.

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appearance. Local landmark Streamline Moderne buildings (Fire Station No. 1 and Garden City Theater) are also hybrids which feature strong elements of the International Style. Other documented local examples have been demolished, or are extraordinarily modest buildings with minimal references to the style.¹⁹

618 S. First Street. Lillian Pallesen constructed the commercial building at what was then 618 S. First Street in 1938. She had owned the parcel since about 1909, when she and her husband Chris Pallesen bought several lots and constructed an apartment building around the corner on Reed Street. The architect is unknown. Megna & Newell were the building contractors. The partnership between Antone Megna and John S. Newell was active by the early 1920s. They typically worked on many types of projects, most of which were small: commercial remodels and single-story frame dwellings, sometimes with an associates architect and at other times using standard plans. They constructed a meat-packing warehouse at 4th and Virginia Streets in 1930. Megna died suddenly in the same year, but the business appears to have operated under his name for several more years. They do not appear to have been important builders in San José.²⁰

George Miho and F.A. Boomer started the first business in the building. It serviced automobile electric systems, and dealt in Willard-brand automobile batteries. (Willard Storage Battery, an early developer of automobile batteries, was based in Cleveland.) They opened in the mid-1930s and moved into the building by 1939. Frederick A. Boomer and his wife Helen were Illinois natives both born in 1906. Their son Frederick was born in 1939. George Miho was an immigrant from Hungary/Yugoslavia born in 1896. Before starting the business in San José, he had lived in San Francisco and Cleveland, where he worked as a gardener. His wife Julia, who was from Illinois, worked at the Electric Battery Station as a bookkeeper. The partners operated the business in the building until at least 1943. By 1947, Boomer was working as an insurance agent.²¹

In 1951, Trinchero and Arntzen moved into 618 S. First Street. Robert Trinchero was born in California about 1919, the son of Italian immigrants. He grew up in rural Alameda County and moved with his family to San José in the 1930s. He attended San José State and worked as a clerk in a macaroni plant in his youth. He married a woman named Adele in the early 1940s and began working as a welder and then a foreman for Pacific Compressed Steel before moving to auto repair in the late 1940s. About 1949 he opened his own auto repair shop with a partner, before moving into the S. First Street building two years later. By 1954, Trinchero was sole owner, and the business, named Trinchero's Auto Parts and C & D Auto Service, specialized in

¹⁹ City of San José, 2009.

²⁰ F. Maggi and C. Duval, DPR 523 form, 618 S. First Street, 23 August 2000; *Building & Engineering News*, San Francisco, 7 February 1922, 33; *Oakland Tribune*, 27 July 1930, 81, 26 August 1930, 5; San José City Directories, 1924.

²¹ Draft Registration, George Miho, 25 April 1942; Case Western University, "Willard Storage Battery Co," accessed 1 November 2017, <https://case.edu/ech/articles/w/willard-storage-battery-co/>; US Census Records, Cuyahoga County, Ohio, 1930, San José, 1940.

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machining and selling auto parts. Adele Trincherio also worked in the shop. They sold the business at the end of the 1950s, and Robert Trincherio became an insurance underwriter.²²

By 1960, Lowe Paint Co Inc. was operating from the storefront building. The business specialized in home and industrial paints, and also featured an automotive warehouse. Theron Lowe was born in Iowa in 1892, and was in the paint business in San José by 1942. His wife's name was Elsie, and their children were Jack and Lois. In 1960, Theron G. Lowe was company President, Jack's wife Mary Lowe was Vice President, and Jack Lowe was Secretary-Treasurer. By 1964, Jack had been promoted to Vice President and Lois Dinbrow was Secretary-Treasurer. When Theron died in 1968, his son Jack and daughter Lois continued to run the business at 618 S. First Street. About 1973, they moved the business to a nearby location, and the building was left vacant.²³

In 1973, The Brothers Motorcycle Shop had moved in. Jim Filice owned the property and business, and filed permits for electrical work and installation of vents. Gary A. Compaso and Robert S. Baker were listed as the shop's owners in 1976.²⁴

The City of San José, Sourisseau Academy, California Room at the San José Library, and the current property owner were all contacted in an attempt to discover photographs of the building. However, research did not revealed early photographs or original drawings of the building, so the details of its architectural history are obscure. Main façade glass block in all likelihood replaced original storefront windows, which would have been typical for a commercial building of this nature. However, glass blocks were in use by the late 1930s so this cannot be definitively determined. The main entrance is unlikely to be original, since an automobile-oriented business would have had a large door or pair of doors fitted into the center opening to allow vehicles inside to be worked on. The flush storefront with the entry door off to one side is likely to have been installed about 1960, when the building became a paint store. City building permits from 1973 and the early 1990s lack detail except regarding the seismic work performed in 1992. The newer appearance of a portion of the rear brickwork indicates that it has been replaced, probably in the early 1990s to infill a second large vehicle opening.

San José Neon and Roadside Vernacular Signs. The first neon lamp was created by Georges Claude in 1910, and neon signs increased in popularity over the following decade. Diving ladies began to spring up on motel signs as more people began to travel by automobile; car travel reduced the need for travelers to book lodging in advance and the importance of signs to draw in customers increased correspondingly. Pools appealed to tourists and the diving lady signs emphasized their presence to passing travelers. Traditionally, these signs featured women in one-

²² US Census Records, San José, 1940; San José City Directories, 1943, 1945, 1947, 1951, 1954.

²³ San José City Directories, 1960, 1961, 1964, 1970, 73; US World War II Draft Registration, Theron Lowe, 26 April 1942; Find A Grave, Theron George Lowe, accessed 27 October 2017, <https://findagrave.com/cgi-bin/fg.cgi/http%252522/fg.cgi?page=gr&GRid=76403431>.

²⁴ Building Permits on file with the City of San José; San José City Directories, 1976.

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piece bathing suits and bathing caps. The methods and materials associated with neon sign production have remained relatively consistent over the century they have been in use.²⁵

In the 1950s and 60s, Googie-inspired architecture became popular for San José's commercial buildings, along with the distinctive and prominent signage that was a hallmark of the style. San José and surrounding communities. The post-war tradition of expressive and idiosyncratic programmatic architecture left a strong mark on the local built environment. Buildings, signs, and structures built in Googie or Roadside Vernacular style were overtly commercial, intended to command the attention of passing motorists and persuade them to stop and patronize the businesses with which they were associated. Individual examples of Roadside Vernacular architecture tend to be idiosyncratic, but most share certain features: utilization of bright colors, exaggerated scale, and kitschy panache to seize attention. Examples of the style that are San José or Santa Clara County historic landmarks include Mark's Hot Dogs ("The Orange"), Babe's Mufflers, the Cambrian Carousel, and the Futurama Bowl sign. Today, San José is known for its high proliferation of historic signs, including a large number of neon signs, although neon is increasingly considered threatened. The local Preservation Action Council has been working to call attention to local signs worthy of preservation in recent years. Devotees of San José's historic signs also include the organizers of the San José Signs Project, who publish a guide to 25 classic San José signs, and Suhita Shirodkar, who illustrates San José's signs in ink and watercolor for her Vintage Signs San José series.²⁶

City Center Motel Sign. Construction on the City Center Motel on E. Reed Street began in 1957. The swimming pool was installed in 1960 and the sign was likely put up around that time. It may have been produced by Federal Sign/Epcoc. The Electrical Products Corporation was established in 1912 in Los Angeles and expanded to Oakland, San Francisco, Denver, Portland and Seattle by 1927, later also adding offices in Stockton, Sacramento, San José, and Phoenix. From the 1920s onward, Epcoc dominated the electric sign industry on the West Coast, and by the 1960s, there were thousands of Epcoc signs in the San Francisco Bay Area. In 1962, Epcoc merged with the Chicago-based company Federal Sign. At some point between 1990 and 2009, Kevin Chong of Silica Valley Glass made some modifications to the sign, including giving the north side diver her bikini. The background colors were changed from red to green at an unknown date. Today, the City Center Motel sign is said to be one of a very few original diver motel signs remaining in California. In 2009, the City Center Motel Sign was recognized as a

²⁵ Gayle Frank, "San José Sign Project Celebrates!" *Continuity* 28, no. 2 (Preservation Action Council of San José, 2017); "Historical Resource Evaluations for the Fairfield at West San Carlos Project, 800 West San Carlos Street, San José, Santa Clara County, California," LSA Associates, Inc.

²⁶ 2014; Suhita Shirodkar, "The Diving Lady at City Center Motel," *Vintage Signs: San José, California*, 27 December 2016, accessed 2 May 2018, <http://www.vintagesignsanjose.com/diving-lady-city-center-motel/>; Gary Singh, "San José Signs Project Honors Colorful Contributions of Neon," *MetroActive* (San José), 19 April 2017; City of San Jose, Landmark Registry, <https://www.sanjoseca.gov/index.aspx?NID=2173>, accessed 2 May 2018.

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noteworthy example of local Googie roadside architecture in the San José Modernism Historic Context.²⁷

HISTORIC RESOURCES AND HISTORIC DISTRICTS

South Downtown Area Automobile District

In 2000, Dill Design Group prepared a Historic Resources Survey for Downtown San José and identified several potential historic districts. Dill designated the potential South Downtown Area Automobile District as the areas of South First and Market streets around William Street. Dill’s brief discussion of the history and architecture of the approximately two-block area does not clearly identify a period of significance or architectural characteristics that contributing resources would exhibit. The potential district was based on a concentration of automobile showrooms, garages, and other automobile service businesses present by the 1920s. Buildings within the district were defined as one- and two-story brick and concrete commercial buildings, and the neighborhood exhibited a continuity of this building type in 2000, with few modern encroachments. The boundary of the automobile district was across E. Reed Street from the subject property, roughly a half block north of the Project Area. Dill prepared a Department of Parks and Recreation (DPR) 523 form for 618 S. First Street as part of the same study, noting that its limited history of auto-related uses constituted a secondary relationship to the automobile district and that it was also disconnected physically from the district and therefore not a potential contributor. Dill’s evaluation of 8 E. Reed Street did not discuss its relationship to the potential district, presumably because the building has no automobile-related historic context.²⁸

Historic-period Resources

The following table summarized the buildings that have been previously recorded within 0.25 miles of the Project Area. (The table includes both buildings that have been recommended eligible and buildings that have been recommended ineligible and therefore do not qualify as historical resources under CEQA.)

Resource Designation	Resource Type	Recording Author	Date Recorded	Address	Intersects Project Area
Resources Within the Project Area					
P-43-002987 Pallesen Apartments	Building	F. Maggi and C. Duval	2000a	8-14 E Reed Street San Jose (APN 472-26-090)	Yes

²⁷ Building Permits, San José Planning, Building, & Code Enforcement; Heather David, “Electrical Products Corp. (EPCO): Album Description,” *Flickr.com*, accessed 2 May 2018, <https://www.flickr.com/photos/14696209@N02/sets/72157670356971793/>; Singh; Preservation Action Council of San José, San José Modernism Historic Context, Prepared by PAST Consultants, LLC, June 2009.

²⁸ City of San José, Historic Resources Survey, Downtown San José, Prepared by Dill Design Group, 2000.

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Resource Designation	Resource Type	Recording Author	Date Recorded	Address	Intersects Project Area
P-43-002903 Pallesen Building	Building	F. Maggi and C. Duval	2000b	618 S First Street San Jose (APN 472-26-089)	Yes
Resources Outside the Project Area But Within a 0.25-Mile Radius					
P-43-000476 CA-SCL-475H	Building		1977	655 Almaden Ave San Jose	No
P-43-000477 CA-SCL-476H	Building		1977		No
P-43-001180	Building	Ward Hill	1997	505 South Market Street San Jose (APN 264-30-109, 110)	No
P-43-001181	Building	Ward Hill	1997	76 West William Street San Jose (APN 264-30-108)	No
P-43-001182	Building	Ward Hill	1997	84 West William Street San Jose (APN 264-30-107)	No
P-43-001183	Building	Ward Hill	1997	98 West William Street San Jose (APN 264-30-106)	No
P-43-001184	Building	Ward Hill	1997	102 West William Street San Jose (APN 264-30-105)	No
P-43-001185	Building	Ward Hill	1997	108 West William Street San Jose (APN 264-30-104)	No
P-43-001186	Building	Ward Hill	1997	60 Pierce Avenue San Jose (APN 264-032-007)	No
P-43-001187	Building	Ward Hill	1997	68 Pierce Avenue San Jose (APN 264-32-39)	No
P-43-001188	Building	Ward Hill	1997	74-76 Pierce Avenue San Jose (APN 264-32-38)	No
P-43-001189	Building	Ward Hill	1997	82 Pierce Avenue San Jose (APN 264-32-37)	No
P-43-001190	Building	Ward Hill	1997	86 Pierce Avenue San Jose (APN 264-032-036)	No
P-43-001191	Building	Ward Hill	1997	89 Pierce Avenue San Jose (APN 264-030-097)	No
P-43-001192	Building	Ward Hill	1997	90 Pierce Avenue San Jose (APN 264-032-035)	No
P-43-001216	Building	Ward Hill	1997	64 Pierce Avenue San Jose (APN 264-32-40)	No
P-43-001434	Building	F. Maggi and C. Duval	2000	573-575 S. First St San Jose (APN 264-30-086)	No
P-43-001917	Building, Element of district	F. Maggi and C. Duval	2007	684 South 2nd St. San Jose (APN 472-026-087); 684 S. 2nd St	No

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P-43-001918	Building, Element of district	F. Maggi and J. Kusz	2007	693 South 2nd St. San Jose (APN 472-026-082); 691-693 South Second St.; 10 Margaret St.; 350 Provost Street; 316 Auzerais Avenue	No
P-43-001919	Building, Element of district	F. Maggi and C. Duval	2007	694 South 2nd St. San Jose (APN 472-026-088)	No
P-43-001920	Building, Element of district	F. Maggi and C. Duval	2007	706 South 2nd St. San Jose (APN 472-017-064); 706 S 2nd St.	No
P-43-001921	Site, Element of district	F. Maggi	2007	707 South 2nd St. San Jose (APN 472-17-092)	No
P-43-001922	Building, Element of district	F. Maggi and C. Duval	2007	712 South 2nd St. San Jose (APN 472-17-063)	No
P-43-001923	Building, Element of district	F. Maggi	2007	718 South 2nd St. San Jose (APN 472-17-062)	No
P-43-001924	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	720 South 2nd St. San Jose (APN 472-17-061)	No
P-43-001925	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	721 South 2nd St. San Jose (APN 472-17-022)	No
P-43-001926	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	727 South 2nd St. San Jose (APN 472-17-023)	No
P-43-001927	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	726 - 730 South 2nd St. San Jose (APN 472-17-060)	No
P-43-001928	Element of district, Other	F. Maggi	2007	735 South 2nd St. San Jose (APN 472-17-024)	No
P-43-001929	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	738 South 2nd St. San Jose (APN 472-17-059)	No
P-43-001930	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	743 South 2nd St. San Jose (APN 472-17-025)	No
P-43-001931	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	744 South 2nd St. San Jose (APN 472-17-058)	No
P-43-001932	Building, Element of district	F. Maggi and J. Kusz	2007	751 South 2nd St. San Jose (APN 472-17-026)	No
P-43-001933	Building, Element of district	F. Maggi and C. Duval	2007	752 South 2nd St. San Jose (APN 472-17-057)	No
P-43-001934	Building, Element of district	F. Maggi and C. Duval	2007	766 South 2nd St. San Jose (APN 472-17-056)	No
P-43-001935	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	767 - 771 South 2nd St. San Jose (APN 472-17-027)	No
P-43-001936	Building, Element of district	F. Maggi and C. Duval	2007	772 - 776 South 2nd St. San Jose (APN 472-17-055)	No

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P-43-001937	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	775 South 2nd St. San Jose (APN 472-17-028)	No
P-43-001938	Building	F. Maggi and J. Kusz	2007	777 South 2nd St. San Jose (APN 472-17-029)	No
P-43-001939	Building, Element of district	F. Maggi and C. Duval	2007	785 -795 South 2nd St. San Jose (APN 472-17-093)	No
P-43-001940	Building, Element of district	F. Maggi and C. Duval	2007	798 South 2nd St. San Jose (APN 472-17-054)	No
P-43-001941	Element of district, Other	F. Maggi	2007	802 - 822 South 2nd St. San Jose (APN 472-17-052); (APN 472-17-053)	No
P-43-001942	Building, Element of district	F. Maggi and J. Kusz	2007	831 - 833 South 2nd St. San Jose (APN 472-17-095)	No
P-43-001943	Building, Element of district	F. Maggi and J. Kusz	2007	832 South 2nd St. San Jose (APN 472-17-051)	No
P-43-001960	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	695 South 3rd St. San Jose (APN 472-026-055); 85 Margaret Street	No
P-43-001961	Building, Element of district	F. Maggi and C. Duval	2007	710 South 3rd St. San Jose (APN 472-027-095); 710 S 3rd St.	No
P-43-001962	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	703 South 3rd St. San Jose (APN 472-017-065); 60 Margaret Street	No
P-43-001963	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	711 South 3rd St. San Jose (APN 472-17-066)	No
P-43-001964	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	719 South 3rd St. San Jose (APN 472-17-067)	No
P-43-001965	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	720 South 3rd St. San Jose (APN 472-27-094)	No
P-43-001966	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	728 South 3rd St. San Jose (APN 472-27-093)	No
P-43-001967	Building, Element of district	F. Maggi and C. Duval	2007	731 South 3rd St. San Jose (APN 472-17-068)	No
P-43-001968	Building, Element of district	F. Maggi and J. Kusz	2007	732 South 3rd St. San Jose (APN 472-27-092)	No
P-43-001969	Building, Element of district	F. Maggi and C. Duval	2007	740 South 3rd St. San Jose (APN 472-27-091)	No
P-43-001970	Building, Element of district	F. Maggi, J. Kusz, and C. Duval	2007	741 South 3rd St. San Jose (APN 472-17-069)	No
P-43-001971	Building, Element of district	F. Maggi and J. Kusz	2007	751 South 3rd St. San Jose (APN 472-17-070)	No

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P-43-001972	Building, Element of district	F. Maggi and C. Duval	2007	754 South 3rd St. San Jose 95112 (APN 472-18-006)	No
P-43-001973	Building, Element of district	F. Maggi and C. Duval	2007	755 South 3rd St. San Jose (APN 471-17-071)	No
P-43-001974	Building, Element of district	F. Maggi and C. Duval	2007	756 South 3rd St. San Jose 95112 (APN 472-18-005)	No
P-43-001975	Building, Element of district	F. Maggi and C. Duval	2007	757 South 3rd St. San Jose (APN 472-17-073)	No
P-43-001976	Building, Element of district	F. Maggi and C. Duval	2007	758 South 3rd St. San Jose (APN 472-18-004)	No
P-43-001977	Building, Element of district	F. Maggi and J. Kusz	2007	759 South 3rd St. San Jose (APN 472-17-074)	No
P-43-001978	Building, Element of district	F. Maggi and C. Duval	2007	760 South 3rd St. San Jose (APN 472-18-003)	No
P-43-001979	Building, Element of district	F. Maggi and C. Duval	2007	787 South 3rd St. San Jose (APN 472-17-075)	No
P-43-001980	Building, Element of district	F. Maggi and C. Duval	2007	792 South 3rd St. San Jose (APN 472-18-002)	No
P-43-001981	Building, Element of district	F. Maggi and C. Duval	2007	796 South 3rd St. San Jose (APN 472-18-001)	No
P-43-001982	Building, Element of district	F. Maggi and C. Duval	2007	801 South 3rd St. San Jose (APN 472-17-077)	No
P-43-001983	Building, Element of district	F. Maggi and C. Duval	2007	802 South 3rd St. San Jose (APN 472-18-023)	No
P-43-001984	Building, Element of district	F. Maggi and C. Duval	2007	815 South 3rd St. San Jose (APN 472-17-078)	No
P-43-001985	Building, Element of district	F. Maggi and C. Duval	2007	817 South 3rd St. San Jose (APN 472-17-079)	No
P-43-002006	Building, Element of district	F. Maggi and J. Kusz	2007	91 East Virginia St. San Jose (APN 472-17-076)	No
P-43-002011	District	F. Maggi	2009	San Jose	No
P-43-002278	Building, District	F. Maggi	2008		No
P-43-002279	Building	F. Maggi	2008	684 Almaden Ave. San Jose (APN 264-33-019)	No
P-43-002281	Building	F. Maggi	2008	732 Almaden Ave. San Jose (APN 264-33-072)	No
P-43-002282	Building	F. Maggi	2008	736 Almaden Ave. San Jose (APN 264-33-071)	No
P-43-002283	Building	F. Maggi	2008	748 - 750 Almaden Ave. San Jose (APN 264-33-070)	No
P-43-002297	Building	F. Maggi	2008	75 Duane Street San Jose (APN 264-33-008)	No
P-43-002298	Building, Element of district	F. Maggi	2008	151 - 155 Duane St. San Jose (APN 264-33-016)	No
P-43-002305	Building, Element of district	F. Maggi	2008	728 State St. San Jose (APN 264-33-055)	No

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P-43-002306	Building, Element of district	F. Maggi	2008	733 State St. San Jose (APN 264-33-060)	No
P-43-002307	Building, Element of district	F. Maggi	2008	734 - 736 State St. San Jose (APN 264-33-053)	No
P-43-002308	Building, Element of district	F. Maggi	2008	735 State St. San Jose (APN 264-33-061)	No
P-43-002309	Building, Element of district	F. Maggi	2008	738 State St. San Jose (APN 264-33-052)	No
P-43-002310	Building, Element of district	F. Maggi	2008	742 State St. San Jose (APN 264-33-051)	No
P-43-002311	Building, Element of district	F. Maggi	2008	743 State St. San Jose (APN 264-33-063)	No
P-43-002312	Building, Element of district	F. Maggi	2008	747 State St. San Jose (APN 264-33-064)	No
P-43-002313	Building, Element of district	F. Maggi	2008	749 State St. San Jose (APN 264-33-065)	No
P-43-002314	Building, Element of district	F. Maggi	2008	785 State St. San Jose (APN 264-36-004)	No
P-43-002315	Building, Element of district	F. Maggi	2008	787 State St. San Jose (APN 264-36-151)	No
P-43-002316	Building, Element of district	F. Maggi	2008	810 State St. San Jose (APN 264-36-094)	No
P-43-002330	Building	F. Maggi	2008	42 Union St. San Jose (APN 264-36-120)	No
P-43-002331	Building	F. Maggi	2008	64 Union St. San Jose (APN 264-36-118)	No
P-43-002332	Building	F. Maggi	2008	84 Union St. San Jose (APN 264-36-116)	No
P-43-002333	Building	F. Maggi	2008	96-98 Union St. San Jose (APN 264-36-115)	No
P-43-002334	Building	F. Maggi	2008	158 Union St. San Jose (APN 264-36-020)	No
P-43-002346	Building	F. Maggi	2008	60 West Virginia St. San Jose (APN 264-36-096)	No
P-43-002347	Building	F. Maggi	2008	75 West Virginia St. San Jose (APN 264-36-134)	No
P-43-002896	Building	F. Maggi	2000	400 S 1st Street San Jose (APN 467-47-090)	No
P-43-002897	Building	F. Maggi	2000	431 S 1st Street San Jose (APN 264-30-085)	No
P-43-002898	Building	F. Maggi	2000	439 S 1st Street San Jose (APN 264-30-086)	No
P-43-002899	Building	F. Maggi	2000	500 S 1st Street San Jose (APN 472-26-037)	No
P-43-002900	Building	F. Maggi	2000	520 S 1st Street San Jose (APN 472-26-036); 520 South 1st Street (APN 472-26-0361)	No
P-43-002901	Building	F. Maggi	2000	581-585 S 1st Street San Jose (APN 264-32-086)	No

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P-43-002902*	Building	F. Maggi	2000	601 S 1st Street San Jose (APN 264-32-080)	No
P-43-002904*	Building	F. Maggi	2000	630 S 1st Street San Jose (APN 472-26-027)	No
P-43-002907	Building	F. Maggi	2000	409 S 2nd Street San Jose (APN 467-47-097)	No
P-43-002908	Building	F. Maggi	2000	446-448 S 2nd Street San Jose (APN 467-47-039)	No
P-43-002909	Building	F. Maggi	2000	476 S 2nd Street San Jose (APN 467-47-036)	No
P-43-002910	Building	F. Maggi	2000	482 S 2nd Street San Jose (APN 467-47-035)	No
P-43-002911	Building	F. Maggi	2000	505 S 2nd Street San Jose (APN 472-26-003)	No
P-43-002912	Building	F. Maggi	2000	569 S 2nd Street San Jose (APN 472-26-074)	No
P-43-002913	Building	F. Maggi	2000	600 S 2nd Street San Jose (APN 472-26-064)	No
P-43-002914*	Building	F. Maggi	2000	623 S 2nd Street San Jose (APN 472-26-013)	No
P-43-002916	Building	F. Maggi	2000	640 S 2nd Street San Jose (APN 472-26-062)	No
P-43-002933	Building	F. Maggi	2000	427 S 3rd Street San Jose (APN 467-47-025)	No
P-43-002934	Building	F. Maggi	2000	467 S 3rd Street San Jose (APN 467-47-029)	No
P-43-002935	Building	F. Maggi	2000	469 S 3rd Street San Jose (APN 467-47-030)	No
P-43-002936	Building	F. Maggi	2000	470 S 3rd Street San Jose (APN 467-47-050)	No
P-43-002937	Building	F. Maggi	2000	477 S 3rd Street San Jose (APN 467-47-031)	No
P-43-002938	Building	F. Maggi	2000	502 S 3rd Street San Jose (APN 472-27-001)	No
P-43-002939	Building	F. Maggi	2000	520 S 3rd Street San Jose (APN 472-27-003)	No
P-43-002940	Building	F. Maggi	2000	526 S 3rd Street San Jose (APN 472-27-004)	No
P-43-002941	Building	F. Maggi	2000	540 S 3rd Street San Jose (APN 472-27-005)	No
P-43-002942	Building	F. Maggi	2000	546 S 3rd Street San Jose (APN 472-27-006)	No
P-43-002943	Building	F. Maggi	1997	620 S 3rd Street San Jose (APN 472-27-054)	No
P-43-002944	Building	F. Maggi	2000	627 S 3rd Street San Jose (APN 472-26-047)	No
P-43-002945	Building	F. Maggi	2000	635 S 3rd Street San Jose (APN 472-26-048)	No
P-43-002948	Building	F. Maggi	2000	451 S 4th Street San Jose (APN 467-47-058)	No

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P-43-002949	Building	F. Maggi	2000	459 S 4th Street San Jose 95113 (APN 467-47-057)	No
P-43-002950	Building	F. Maggi	2000	529 S 4th Street San Jose (APN 472-27-013)	No
P-43-002951	Building	F. Maggi	2000	555 S 4th Street San Jose (APN 472-27-012)	No
P-43-002956	Building	F. Maggi	2000	500-508 S Almaden Avenue San Jose (APN 264-30-066)	No
P-43-002957	Building	F. Maggi	2000	516 S Almaden Avenue San Jose (APN 264-30-065)	No
P-43-002958	Building	F. Maggi	2000	518 S Almaden Avenue San Jose (APN 264-30-064)	No
P-43-002959	Building	F. Maggi	2000	520 S Almaden Avenue San Jose (APN 264-30-063)	No
P-43-002960	Building	F. Maggi	2000	522 S Almaden Avenue San Jose (APN 264-30-062)	No
P-43-002961	Building	F. Maggi	2000	524 S Almaden Avenue San Jose (APN 264-30-061)	No
P-43-002962	Building	F. Maggi	2000	565 S Almaden Avenue San Jose (APN 264-31-015)	No
P-43-002963	Building	F. Maggi	2000	582 S Almaden Avenue San Jose (APN 264-32-020)	No
P-43-002964	Building	F. Maggi	2000	586 S Almaden Avenue San Jose (APN 264-32-019)	No
P-43-002965	Building	F. Maggi	2000	589 S Almaden Avenue San Jose (APN 264-31-100)	No
P-43-002966	Building	F. Maggi	2000	598 S Almaden Avenue San Jose (APN 264-32-018)	No
P-43-002967	Building	F. Maggi	2000	145 Balbach Street San Jose (APN 264-30-011 & -010)	No
P-43-002968	Building	F. Maggi	2000	160 Balbach Street San Jose (APN 264-30-069)	No
P-43-002969	Building	F. Maggi	2000	137 Colton Place San Jose (APN 264-30-052)	No
P-43-002972	Building	F. Maggi	2000	418 S Market Street San Jose (APN 264-30-080)	No
P-43-002973	Building	F. Maggi	2000	493 S Market Street San Jose (APN 264-30-035, -036)	No

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P-43-002974	Building	F. Maggi	2000	499 S Market Street San Jose (APN 264-30-037)	No
P-43-002979	Building	F. Maggi	2000	93 Pierce Ave San Jose (APN 264-30-098)	No
P-43-002980	Building	F. Maggi	2000	105 Pierce Ave San Jose (APN 264-30-099)	No
P-43-002981	Building	F. Maggi	2000	107 Pierce Ave San Jose (APN 264-30-100)	No
P-43-002982	Building	F. Maggi	2000	109 Pierce Ave San Jose (APN 264-30-101)	No
P-43-002983	Building	F. Maggi	2000	128 Pierce Ave San Jose (APN 264-32-031)	No
P-43-002984	Building	F. Maggi	2000	132 Pierce Ave San Jose (APN 264-32-030)	No
P-43-002985	Building	F. Maggi	2000	135 Pierce Ave San Jose (APN 264-30-054)	No
P-43-002986	Building	F. Maggi	2000	140 Pierce Avenue San Jose	No
P-43-002988	Building	F. Maggi	2000	133 E Reed Street San Jose (APN 472-27-008)	No
P-43-002989	Building	F. Maggi	2000	26-34 W Reed Street San Jose (APN 264-32-079)	No
P-43-002990	Building	F. Maggi	2000	44 W Reed Street San Jose (APN 264-32-077)	No
P-43-002991	Building	F. Maggi	2000	86 W Reed Street San Jose (APN 264-32-063)	No
P-43-003008	Building	F. Maggi	2000	126 Viola Ave San Jose (APN 264-30-027)	No
P-43-003009	Building	F. Maggi	2000	132 Viola Ave San Jose (APN 264-3-026)	No
P-43-003011	Building	F. Maggi	2000	77 West William Street San Jose (APN 264-30-039)	No
P-43-003012	Building	F. Maggi	2000	119 West William Street San Jose (APN 264-30-043)	No
P-43-003013	Building	F. Maggi	2000	120 West William Street San Jose (APN 264-30-103)	No
P-43-003014	Building	F. Maggi	2000	124 West William Street San Jose (APN 264-30-102)	No
P-43-003015	Building	F. Maggi	2000	125 West William Street San Jose (APN 264-30-045)	No
P-43-003016	Building	F. Maggi	2000	129 west William Street San Jose (APN 264-30-047)	No
P-43-003017	Building	F. Maggi	2000	131 West William Street San Jose (APN 264-30-048)	No

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Resource Designation	Resource Type	Recording Author	Date Recorded	Address	Intersects Project Area
P-43-003018	Building	F. Maggi	2000	133 West William Street San Jose (APN 264-30-112)	No
P-43-003019	Building	F. Maggi	2000	135 West William Street San Jose (APN 264-30-050)	No
P-43-003020	Building	F. Maggi	2000	136 West William Street San Jose (APN 264-30-051)	No
P-43-003190	Building	.R. Cartier and R. Goodwin	1999	466 S. Market Street San Jose (APN 264-30-090); 465-467 S. 1st Street San Jose (APN 264-30-090)	No
P-43-003191	Building, Element of district	B. Bamburg	1981	693 South Second Street San Jose; 693 S. Second Street; 693 South 2nd Street; 693 S 2nd Street	No
P-43-003195	Building, Element of district	F. Maggi	2008	125 Duane St San Jose 95110 (APN 264-33-013)	No
P-43-003200	Building, Element of district	F. Maggi	2008	149 Union St San Jose 95110 (APN 264-33-066)	No
P-43-003201	Building, Element of district	F. Maggi	2008	150 Union St San Jose 95110 (APN 264-36-021)	No
P-43-003202	Building, Element of district	F. Maggi	2008	160 Union St San Jose 95110 (APN 264-36-019)	No
P-43-003208	Building, Element of district	F. Maggi	2008	36 Union St San Jose 95110 (APN 264-36-121)	No
P-43-003209	Building, Element of district	F. Maggi	2008	39 West Virginia St San Jose 95110 (APN 264-36-130)	No
P-43-003210	Building, Element of district	F. Maggi	2008	40 West Virginia St San Jose 95110 (APN 264-36-099)	No
P-43-003211	Building, Element of district	F. Maggi	2008	42 West Virginia St San Jose 95110 (APN 264-36-098)	No
P-43-003213	Building, Element of district	F. Maggi	2008	49 West Virginia St San Jose 95110 (APN 264-36-131)	No
P-43-003214	Building, Element of district	F. Maggi	2008	54-56 Union St San Jose 95110 (APN 264-36-119)	No
P-43-003215	Building, Element of district	F. Maggi	2008	55 Union St San Jose 95110 (APN 264-33-046)	No
P-43-003216	Building, Element of district	F. Maggi	2008	58 West Virginia St San Jose 95110 (APN 264-36-097)	No
P-43-003218	Building, Element of district	F. Maggi	2008	65 Union St San Jose 95110 (APN 264-33-047)	No
P-43-003219	Building, Element of district	F. Maggi	2008	656 Almaden Ave San Jose 95110 (APN 264-33-094)	No

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Resource Designation	Resource Type	Recording Author	Date Recorded	Address	Intersects Project Area
P-43-003222	Building, Element of district	F. Maggi	2008	675 Almaden Ave San Jose 95110 (APN 264-34-026)	No
P-43-003223	Building, Element of district	F. Maggi	2008	680 Almaden Ave San Jose 95110 (APN 264-33-020)	No
P-43-003225	Building, Element of district	F. Maggi	2008	70 West Virginia St San Jose 95110 (APN 264-36-095)	No
P-43-003227	Building, Element of district	F. Maggi	2008	725 Almaden Ave San Jose 95110 (APN 264-34-031)	No
P-43-003228	Building, Element of district	F. Maggi	2008	725 State St San Jose 95110 (APN 264-33-058)	No
P-43-003231	Building, Element of district	F. Maggi	2008	739 State St San Jose 95110 (APN 264-33-062)	No
P-43-003232	Building, Element of district	F. Maggi	2008	748 State St San Jose 95110 (APN 264-33-050)	No
P-43-003239	Building, Element of district	F. Maggi	2008	775 State St San Jose 95110 (APN 264-36-002)	No
P-43-003240	Building, Element of district	F. Maggi	2008	776 State St San Jose 95110 (APN 264-36-114)	No
P-43-003241	Building, Element of district	F. Maggi	2008	777 State St San Jose 95110 (APN 264-36-003)	No
P-43-003242	Building, Element of district	F. Maggi	2008	786 State St San Jose 95110 (APN 264-36-112)	No
P-43-003244	Building, Element of district	F. Maggi	2008	812 State St San Jose 95110 (APN 264-36-093)	No
P-43-003252	Building, Element of district	F. Maggi	2008	85 West Virginia St San Jose 95110 (APN 264-36-135)	No
P-43-003532	Building	G. Laffey	1991	161 Pierce Ave San Jose 95125 (APN 264-30-056)	No

Historic Resources Adjacent to Project Area

Three historic-period buildings are located within 100 feet of the Project Area. They were evaluated as part of Dill Design Group’s Downtown San José Historic Resources Survey in 2000, but DPR 523 forms were not provided with the record search materials from the Northwest Information Center (NWIC) in October 2017, nor were they appended to the City’s copy of the report. All three buildings are listed on City of San José’s Historic Resource Inventory (HRI): 601 and 630 South First Street as Structures of Merit and 623 S. Second Street as NRHP/CRHR eligible. Information about eligibility criteria and integrity assessments for the three buildings is unknown since DPRs are unavailable.

601 S. First Street (P-43-002902), the Rothermel Block, is located directly across the street from the Project Area.

- It is a modest storefront commercial building with some Spanish Revival details.

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- Its build date is given on the HRI as 1888, although Spanish Revival did not begin to gain popularity as an architectural style until about 1915, so it may be a remodel of an older building.
- It is listed as a Structure of Merit on the HRI.
- Upper-story windows have been replaced and tile bulkheads and other features may also have been altered. Dates of alterations are unknown but integrity may have been compromised since 2000.

623 S. Second Street (P-43-002914), Verdie Rental, is located across the alley from the Project Area.

- It is a turn-of-the century wood-frame duplex with classically-inspired decorative details on its façade.
- Its scale, massing and some decorative details are remarkably similar to those of the Pallesen Apartments
- Its build date on the HRI is given as c1907, and its architecture classified as Greek Revival (a style generally understood to have fallen out of use by about 1860).
- It is listed as NRHP and CRHR eligible, and is also a Structure of Merit on the HRI.
- Its integrity appears good, although it has suffered some physical deterioration.

630 South First Street (P-43-002904), Levin & Son Plumber Supply is located across a small parking lot to the south of the Project Area.

- It is an early twentieth century commercial building which exhibits a hybrid of Mission and classically-inspired architectural motifs.
- Its build date is given as 1920 on the HRI and it is classified as Mission Revival.
- It is listed as a Structure of Merit on the HRI.
- It is in good condition and may retain integrity despite modern doors and windows and the enclosure of half the storefront.

PERSONNEL

Kara Brunzell, M.A., acted as the Project Manager and Principal Investigator for the current study. Ms. Brunzell also completed additional research through various archives and repositories, and compiled the DPR 523 forms and this technical report. Ynez Barber and Kai Morgan acted as research assistants.

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METHODS

Research

Records Search. In October 2017, a records search was conducted by the NWIC. This search reviewed the status of all recorded historic and prehistoric cultural resources and survey and excavation reports completed within one mile of the Project Area. Additional resources reviewed included the NRHP, the CRHR, and documents and inventories published by the California Office of Historic Preservation (OHP). These include the lists of California Historical Landmarks, California Points of Historical Interest, an NRHP listing of historic properties and an Inventory of Historic Structures.

Additional Research. Brunzell Historical performed additional research through the City of San José's Planning Division, the Sourisseau Academy for State and Local History at San José State University, the California Room Local History Collection at the San José Public Library, and through various Internet resources, including Ancestry.com.

Field Survey

A field survey of the historic-period resources within the Project Area was conducted on October 12, 2017. Personnel revisited the site on April 26 and April 29, 2018, in order to photograph the City Center Motel sign during daylight and after dark. Personnel took digital photographs at various points within the Project Area. These included overviews as well as detail photographs of all elevations of the two buildings and the motel sign. Historic-period resources were recorded per the California OHP *Instructions for Recording Historical Resources* in the field.

SIGNIFICANCE EVALUATIONS

8 E Reed Street

Criterion A/1: 8 E. Reed Street is not associated with events that have made a significant contribution to the broad patterns of our history. It is generally associated with San José's population and building boom after the 1906 earthquake. All properties are constructed within specific historic contexts, however not every property is significantly associated with such contexts. Research has not revealed an important association between 8 Reed Street and San José's early-twentieth century growth, or with any other historic context. Therefore the property is not recommended eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: 8 E. Reed Street is not associated with the life of a person important to our history. Research did not reveal any significant associations to any important historic persons. The Pallesens and the known tenants of the building were not important to local, state, or national history. Therefore 8 E. Reed Street is recommended not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: 8 E. Reed Street is significant for its architecture. It was designed by an important regional architectural firm, Wolfe & McKenzie. It was one of the partnership's last executed projects before Frank Delos Wolfe and Charles McKenzie went on to achieve

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distinction in solo practices. Its façade exemplifies Mission architecture, which was popular in California from about 1890 through 1920. It is one of Wolfe's first documented experiments with Spanish-inspired architecture. (He later designed landmark examples of Mission and Spanish Revival buildings throughout Santa Clara County.) It exhibits character-defining features of the style including shaped parapet, stucco cladding, decorative rafter tails, clay tile roof, arched openings and blind arches as a decorative motif. For these reasons, the property is recommended eligible for listing in the NRHP and CRHR under Criterion C/3.

Criterion D/4: In rare instances, buildings themselves can serve as sources of important information about historic construction materials or technologies and be significant under Criterion D/4. 8 E. Reed Street does not appear to be a principal source of important information in this regard. The property is therefore recommended not eligible for listing in the NRHP and CRHR under Criterion D/4.

The City of San José's municipal code sets forth factors that may be considered in order to determine whether a property qualifies as a local landmark under section 13.48.110 (H):

Prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
2. Its location as a site of a significant historic event;
3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;
5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

The City of San José's criteria apply to 8 E. Reed Street as follows:

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1. The property is not significant for its character, interest or value as part of the local, regional, state or national history, heritage or culture. As described above under the Criterion A/1 evaluation, 8 E. Reed Street is not associated with any important historic contexts.
2. 8 E. Reed Street is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, 8 E. Reed Street is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. 8 E. Reed Street does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. 8 E. Reed Street does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described above under the Criterion C/3 evaluation, 8 E. Reed Street is a distinctive example of Mission architecture which exhibits the character-defining decorative features of the style, and therefore embodies the distinguishing characteristics of an architectural type.
7. 8 E. Reed Street is the work of Wolfe & McKenzie, master architects who strongly shaped San José's early-twentieth century built environment. Although it is a relatively minor example of their work, it is important within their oeuvre as one of their last joint projects and one of Wolfe's first experiments with the Mission style.
8. Although it is a good example of an important architectural style, 8 E. Reed Street does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

Integrity

Historic eligibility rests on integrity (the ability of a property to convey its historic character) as well as significance. 8 E. Reed Street has not been moved and therefore retains integrity of location. Almost all the decorative features of the building's original Mission architecture remain, as do simple non-decorative elements of the building such as double-hung wood sash windows, so it retains integrity of Design. Incursion of the freeway and parking lots onto the block has partially compromised integrity of Setting. Alterations such as the use of heavily-textured spray-on stucco cladding have slightly compromised integrity of Materials and Workmanship. However, this change is minor and other elements remain, therefore the property retains integrity of Materials and Workmanship. It remains in use as a dwelling, so retains integrity of Association. The presence of other aspects of integrity combine to form Integrity of Feeling. Therefore, the property retains sufficient integrity overall to convey its historic character.

Eligibility

The property is recommended eligible for listing in the NRHP and CRHR under Criterion C/3 and as a City of San José historic landmark listing under Factors 6 and 7.

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618 S First Street

Criterion A/1: 618 S. First Street is not associated with events that have made a significant contribution to the broad patterns of our history. It is generally associated with commercial expansion and the twentieth-century development of automobile-oriented businesses in San José, but extensive research did not reveal important associations with that or any other historic context that would render the property individually eligible for its historic significance. As discussed when it was initially evaluated in 2000, its relationship to the South Downtown Automobile District is secondary since it only briefly housed auto-related businesses. Because of the tenuous connection to this context and the fact that the building location is not contiguous with the district, the property was not then and is not now eligible as a district contributor. Therefore the property is recommended not eligible for listing in the NRHP or CRHR under Criterion 1/A.

Criterion B/2: 618 S. First Street is not associated with the life of a person important to our history. Research did not reveal any significant associations to any important historic persons. Therefore it recommended not eligible for listing in the NRHP or CRHR under Criterion B/2.

Criterion C/3: 618 S. First Street is not significant for its architecture. Although it is a reasonably attractive example of an early twentieth-century commercial building, it does not rise to the level of architectural distinction required for historic listing. It has some modest references to Streamline Moderne/Art Deco architecture, most notably the yellow-glazed bricks that form horizontal stripes at the parapet. Other features reference older historicist architectural styles: quoins, brick construction, symmetrical massing, and dentil molding. These classically-inspired features and traditional materials are discordant with the modernistic Streamline Moderne aesthetic. The building lacks the essential character-defining elements of the Streamline Moderne style: smooth solid-colored cladding, asymmetrical massing, rounded forms (such as round corners or circular windows), and overt references to speed. Although it features one decorative element potentially inspired by Streamline Moderne, analyzed as a whole 618 S. First Street is not an example of Streamline Moderne architecture. Nor do its quoins and brick construction make it an Italian Renaissance Revival building, or indeed a recognizable example of any other architectural style. It is a primarily utilitarian commercial structure onto which its builder added modest decorative elements borrowed from various styles and eras. It is not associated with an important architect or local builder. When it was originally evaluated in 2000, Dill Design Group recommended that its modest architecture was insufficiently distinguished for individual listing. As also discussed in 2000, it is disconnected from the automobile district to the north and therefore ineligible as a district contributor. The findings of the present study have confirmed Dill's recommendations. For these reasons, the property does not rise to the level of architectural significance required for historic listing and is recommended not eligible for listing in the NRHP or CRHR under Criterion C/3.

Criterion D/4: In rare instances, buildings themselves can serve as sources of important information about historic construction materials or technologies and be significant under Criterion D/4. 618 S. First Street does not appear to be a principal source of important information in this regard. The property is therefore recommended not eligible for listing in the NRHP and CRHR under Criterion D/4.

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1. The property is not significant for its character, interest or value as part of the local, regional, state or national history, heritage or culture. As described above under the Criterion A/1 evaluation, 618 S. First Street is not associated with any important historic contexts.
2. 618 S. First Street is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, 618 S. First Street is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. 618 S. First Street does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. 618 S. First Street does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described above under the Criterion C/3 evaluation, 618 S. First Street does not exhibit the distinguishing characteristics of an architectural type.
7. As described above under the Criterion C/3 evaluation, 618 S. First Street is not the work of an architect or master builder whose individual work has influenced the development of the City of San José;
8. 618 S. First Street does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

Integrity

Historic eligibility rests on integrity (the ability of a property to convey its historic character) as well as significance. 618 S. First Street does not qualify for historic listing based on significance, so its integrity does not need to be assessed.

Eligibility

The property is not recommended eligible for listing on the NRHP or CRHR under any of the eligibility criteria. Nor is it recommended eligible as a City of San José historic landmark under the eight factors that may be considered when determining local eligibility.

618 S. First Street has been treated as a City of San José Structure of Merit. According to the City of San José Planning Division's Historic Preservation Frequently Asked Questions web page, "A Structure of Merit is a special historic resource that does not merit City Landmark designation, but contributes to the historic fabric of the City or neighborhood. A Contributing Structure may be less significant individually than it is as an element located within a National Register Historic District, City Landmark Historic District, or Conservation Area." Section 13.48 of San José's Municipal Code does not set forth eligibility criteria for Structures of Merit. City staff have indicated that the City of San José has generally treated Structures of Merit as buildings that do not qualify as historical resources under CEQA. However, because Structures of Merit Contribute to neighborhood historic fabric, it is understood that the City may impose

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standard conditions to their alteration or demolition. 618 S. First Street is not a contributor to an existing district or conservation area. According to evaluation criteria it does not meet the eligibility requirements of a historical resource under CEQA. Because of its status as a City of San José Structure of Merit, it has been assigned a Historic Resource Status Code of 5S1 (for an individual property that is listed or designated locally). It is understood that standard conditions will be applied to its demolition.

City Center Motel Sign

Criterion A/1: The City Center Motel sign is not associated with events that have made a significant contribution to the broad patterns of our history. It is generally associated with post-war expansion and the late twentieth-century development of automobile-oriented businesses in San José, but research has not revealed significant associations with that historic context. Therefore the property is recommended not eligible for listing in the NRHP or CRHR under Criterion A/1.

Criterion B/2: The City Center Motel sign is not associated with the life of a person important to our history. Research did not reveal any significant associations to any important historic persons. Therefore it is recommended not eligible for listing in the NRHP or CRHR under Criterion B/2.

Criterion C/3: The City Center Motel sign is significant for its architecture. It embodies the distinctive characteristics of a type and period of construction. With its bright colors, bold mid-century style lettering, and large arrow pointing toward the related business, the sign is an eye-catching example of Googie or Roadside Vernacular architecture. Although its programmatic illustration of a diver is decorative, its primary purpose is as a graphic reminder of the motel pool it advertises. Like other recognized local landmarks of the style, the sign is idiosyncratic, overtly commercial, and designed to capture the attention of passing motorists. Although such signs were once ubiquitous in the region, they are increasingly rare as San José's postwar built environment is replaced by redevelopment. For these reasons, the sign is recommended eligible for listing in the NRHP and CRHR under Criterion C/3.

Criterion D/4: In rare instances, a structure can serve as sources of important information about historic construction materials or technologies and be significant under Criterion D/4. The City Center Motel sign does not appear to be a principal source of important information in this regard. It is therefore recommended not eligible for listing in the NRHP or CRHR under Criterion D/4.

The City of San José's factors for consideration as a local landmark apply to the City Center Motel Sign as follows:

1. The property is not significant for its character, interest or value as part of the local, regional, state or national history, heritage or culture. As described above under the Criterion A/1 evaluation, the City Center Motel sign is not associated with any important historic contexts.
2. The City Center Motel sign is not the site of a significant historic event.

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3. As described above under the Criterion B/2 evaluation, the City Center Motel sign is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. The City Center Motel sign does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. The City Center Motel sign does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described above under the Criterion C/3 evaluation, the City Center Motel sign is a good example of Roadside Vernacular architecture, which is also often described as Googie, and therefore embodies the distinguishing characteristics of an architectural type.
7. Although local individuals believe the sign to be the work of Federal Sign/Epcoc, research did not definitively reveal the identity of its designer. The City Center Motel sign is therefore not the work of an architect or master builder whose individual work has influenced the development of the City of San José;
8. Although it is a good example of an important Roadside Vernacular architecture, Federal Sign/Epcoc does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

Integrity

Historic significance rests on integrity (the ability of a property to convey its historic character) as well as significance. The City Center Motel sign has not been moved and therefore retains integrity of location. The decorative features of the sign's original roadside vernacular design remain, so it retains integrity of Design. Incremental changes to the neighborhood since 1960 have not compromised integrity of Setting. Alterations such as the alteration of the north side to include a two-piece bathing suit have slightly compromised integrity of Materials and Workmanship. However, this change is minor and other original elements remain, therefore the property retains integrity of Materials and Workmanship. It remains in use as a sign for the motel (which is extant in its original location around the corner), so retains integrity of Association. The presence of other aspects of integrity combine to form Integrity of Feeling. Therefore, the sign retains sufficient integrity overall to convey its historic character.

Eligibility

The property is recommended eligible for listing in the NRHP and CRHR under Criterion C/3 and for local landmark listing under Factor 6.

RECOMMENDATIONS

Brunzell Historical recommends that the Pallesen Apartments (8 E. Reed Street) and the City Center Motel sign are eligible for local, California, and National Register listing under the criteria and factors, and therefore qualify as historical resources under CEQA. The Pallesen Building (618 S. First Street) is not recommended to qualify for listing at any level, although it has been

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classified as a Structure of Merit. The current Project proposes to demolish the two buildings and move the neon sign.

A project involving demolition of the buildings would be required under CEQA to mitigate for a negative impact to a historical resource. The most desirable mitigation would be to redesign the project in order to avoid demolition. If avoidance of demolition is impossible, moving the buildings to a compatible location near Downtown San José would be an appropriate form of mitigation. Historic American Building Survey (HABS) type documentation of the buildings and creation of interpretive displays are among the appropriate forms of documentation that can also be undertaken as mitigation, although documentation cannot mitigate the impact of demolition to below the threshold of significance.

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1898.

1912.

1913.

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San José, California: Historical Evaluation Addendum

8 E Reed Street and 618 S First Street

OCTOBER 29, 2018

1915.

1924.

1941.

1943.

1945.

1947.

1951.

1954.

1960.

1961.

1964.

1966.

1970.

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1910.

1920.

1930.

1940.

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Brunzell Historical

San José, California: Historical Evaluation Addendum

8 E Reed Street and 618 S First Street

OCTOBER 29, 2018

APPENDIX A

DEPARTMENT OF PARK AND RECREATION 523 FORMS

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

Primary # _____

HRI # _____

Trinomial _____

NRHP Status Code _____

Other Listings _____

Review Code _____ Reviewer _____ Date _____

Page 1 of 7

*Resource Name or # (Assigned by recorder) 8 E Reed Street

P1. Other Identifier: 8 E. Reed Street

*P2. Location: Not for Publication Unrestricted

*a. County San Jose

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad San Jose West Date 2015 T; R _____; _____ ¼ of Sec _____; _____ B.M.

c. Address 8 E. Reed Street City San Jose Zip 95113

d. UTM: (give more than one for large and/or linear resources) Zone 10; 598940.87 mE/ 4131748.92 mN

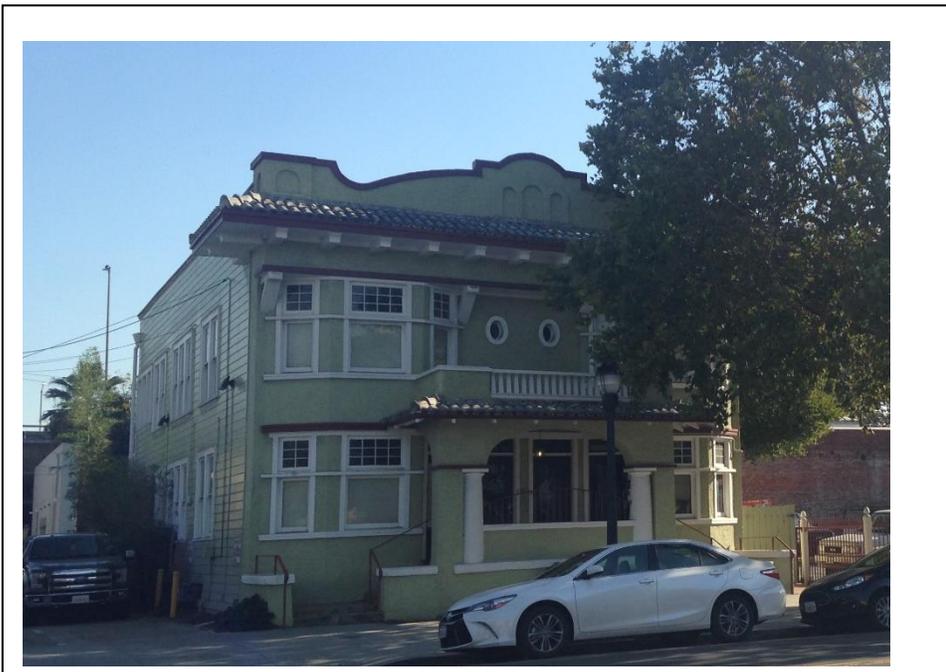
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

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

This property is located in the southern part of Downtown San José, just north of the California 280 Freeway. The block is a mixture of commercial and residential properties interspersed with surface parking lots. The northern part of the neighborhood exhibits the commercial character typical of central Downtown San José, and gives way to residential areas toward the south. The building is flanked by an alley to the east and parking lot to the west. The rectangular-plan building has a flat roof with two-story massing and four apartment units. The main (north) elevation has a highly ornamental Mission-style façade designed by influential regional architects Wolfe & McKenzie. A shaped parapet has decorative blind arches at both corners as well as its center. A decorative hipped roof with rounded clay tiles and shaped ornamental rafter tails projects from the lower parapet. Two shallow bay windows are recessed below the parapet, each flanked by a pair of triangular knee braces. The bays are fitted with a wide center window and narrower windows at the sides, and single lower lights are longer than multi-paned upper lights. There are two small oval windows between the bays, and an upper verandah below them has a balustrade with heavy battered wood balusters and a small decorative roof that echoes the shape and materials of the one at the parapet. The ground-floor porch beneath the upper verandah has arched openings and is supported by heavy square piers and fat Roman columns (continued page 3).

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple family property

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



P5b. Description of Photo: (View, date, accession #) Photograph 1: North (main) and east elevations, camera facing southwest, photograph taken October 12, 2017.

*P6. Date Constructed/Age and Sources:

Historic Prehistoric Both

1910, original DPR

*P7. Owner and Address:

James and Suzanne Salata

618 S. First Street

San José, California

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

Kara Brunzell

Brunzell Historical

1613 B St

Napa, CA 94559

*P9. Date Recorded: October 12, 2017

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.")

*Attachments: NONE Location Map Sketch

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) _____

*Resource Name or # (Assigned by recorder) 8 E Reed Street

B1. Historic Name: Pallesen Apartments
B2. Common Name: 8 E. Reed Street Street
B3. Original Use: Multi-family housing B4. Present Use: Multi-family housing

*B5. Architectural Style: Mission

*B6. Construction History: (Construction date, alteration, and date of alterations) 1910, Original Construction

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme Residential Development Area San Jose, California

Period of Significance 1910 - 1970 Property Type Multi-family housing Applicable Criteria C/1

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

8 E. Reed Street is recommended eligible for listing on the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) and as a local landmark for its architecture (see continuation sheet).

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

*B12. References:

(See Footnotes)

B13. Remarks:

*B14. Evaluator: Kara Brunzell

*Date of Evaluation: October 12, 2017

(This space reserved for official comments.)



Page 3 of 7 *Resource Name or # (Assigned by recorder) 8 E Reed Street

*Recorded by Kara Brunzell

*Date: October 12, 2017 Continuation Update

***P3a. Description: (continued):**

The most inward opening on each ground-floor window bay is fitted with an entry door rather than a window, and two more entry doors fill the space between the bays. The partially-glazed wood doors are sheltered by the porch and accessed via concrete steps to either side. The main façade is clad in heavily-textured stucco, (except for wooden elements such as rafter tails and Roman columns). Side and rear elevations lack decorative features or references to Mission architecture: they have simple one-over-one wood sash windows and horizontal wood siding.



Photograph 2: Detail, north (main) elevation, October 12, 2017.



Photograph 3: 8 E. Reed Street with 618 S First Street visible right of frame, camera facing south, October 12, 2017.



Photograph 4: South and east elevations, camera facing northwest, October 12, 2017.



Photograph 5: West and south elevations, camera facing northeast, October 12, 2017.

Page 4 of 7 *Resource Name or # (Assigned by recorder) 8 E Reed Street

*Recorded by Kara Brunzell

*Date: October 12, 2017 Continuation Update

B10. Significance (continued):

San José

The first known inhabitants of the Santa Clara Valley were Ohlone people, who settled there around 8000 BC. Sir Frances Drake, who claimed the San Francisco Bay Area for England in 1579, was the first European to visit the area. In the late 18th century, the Spanish began to expand into the region in response to increasing Russian presence. In 1777, Father Junípero Serra consecrated the Mission Santa Clara de Asis, which later gave the county its name. Later that year, Spain founded the Pueblo de San José de Guadalupe, the first Spanish civilian town in California. In the 1820s, the Mexican government began secularizing, and sold the Mission land. By 1846, when the United States captured San José during the Mexican-American war, the town had a small population of Spanish, Mexicans, Peruvians, Chileans, and Native Californians. The Gold Rush began to alter the area in 1848, and the process accelerated after California statehood in 1850. In 1851, Jesuits set up Santa Clara University on the Mission site. In 1849, San José became the first state Capital. As railroads were built in California, the Santa Clara Valley became a major agricultural center, exporting produce and seeds worldwide. Oil wells were also a major source of trade beginning in the 1860s, and at one point Santa Clara County produced virtually all of the oil used in California. Lumber and winemaking were also sources of income. In the 1890s, the Leland Stanford Junior University was founded by Senator Leland Stanford in Palo Alto, where research into radio, telegraph, and telephone technology began, laying the early foundation of the tech industry that would come to dominate in the area.¹

As the nineteenth century progressed, San José's commerce, financial services, and agricultural processing sectors expanded as the regional agriculture economy prospered. First focused on cattle ranching and then wheat, Santa Clara County shifted to intensive horticulture after 1875, and orchards came to dominate the region. Fruit cultivation meant fruit processing, and the region was a locus for innovations in drying, canning, and shipping fruit. As the most important town in the area, San José reaped the economic benefits of this market. Many canneries and packing houses were in San José, and by the turn of the century the local population was 21,500, and diversity was increasing as Japanese and Chinese immigrants and African-Americans joined long-established groups.²

The 1906 earthquake spurred growth in San José as local property owners took the opportunity to expand as they rebuilt, and as displaced San Franciscans relocated. Regional agriculture was still the source of local prosperity during the early twentieth century, and San José consolidated its position as the region's dominant city as farmers acquired cars and could drive longer distances. The city began to expand its footprint during this era, a harbinger of more rapid expansions in the postwar era. Downtown expanded south along First Street, and auto-related businesses including service establishments and showrooms located around South First and South Market Streets. Dependence on autos began to cause congestion in San José as well as the decline of the public transit system by the 1930s.³

The United States' entry into World War II in the waning days of 1941 set in motion a series of changes that would transform Santa Clara County from an agricultural to an industrial powerhouse and allow San José to become Northern California's largest population center. Proximity to war training and embarkation centers in San Francisco and at Fort Ord to the south brought huge numbers of people through Santa Clara County. People from all over the country relocated to Santa Clara County to work in local defense industry plants, and many stayed after the war ended. In some cases, these new residents appropriated property owned by Japanese internees. Wartime contracts also led to the growth of early technology companies, laying the foundation for what would become Silicon Valley. After the war ended, federal policies encouraged the construction of new highways and suburban neighborhoods, and veterans had access to attractive lending terms. Rapid residential development had already begun when City Manager A.P. Hamann took over in 1950. Hamann presided over San José's expansion from 17 to 137 square miles over the next two decades.⁴

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service.

² Envision San José General Plan, Cultural Resources: Existing Setting, Prepared by Basin Research Associates, Inc., July 2009, 17 – 19; Curt Fukuda, "History," Japantown San José, <http://www.jtown.org/cat/history-san-josé-japantown>, Accessed 5 December 2016.

³ Envision San José General Plan, Cultural Resources: Existing Setting, Prepared by Basin Research Associates, Inc., July 2009, 20-21; City of San José, Gateway Tower Mixed Use Development, Draft Supplemental EIR, August 2016, 24.

⁴ Preservation Action Council of San José, "San José Mid-Century Modern Context," Prepared by PAST Consultants, LLC, June 2009, 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), 46. ; "San José Japantown Historic Context and Survey Phase II", Carey & Co Inc., 11-15.

Page 5 of 7 *Resource Name or # (Assigned by recorder) 8 E Reed Street

*Recorded by Kara Brunzell *Date: October 12, 2017 Continuation Update

The tech industry in Santa Clara County began developing further during and after the war, spurred in part by increased defense spending. President Eisenhower created the Advance Research Projects Agency in 1958, which began focusing on computer development after launching the United States' first successful satellite. Longstanding relationships between Stanford University and surrounding industries were also a factor as they strengthened in this era. In the fifties, Professor Fred Terman leased parts of the campus to tech companies in an attempt to address financial difficulties, a decision that is widely seen as having started the computer revolution. Over the following decades, these businesses were drawn to the area, and Santa Clara County became a site for numerous innovations in computer tech. The term "Silicon Valley" was coined in 1971, and the importance of tech in the area has only grown since then. Today, the region is still at the forefront of the tech industry, with thousands of tech companies headquartered there.⁵

8 E. Reed St

The building was constructed about 1910 for owners Chris and Lillie Pallesen. Lillie M. McAbee was born in 1871, and in 1903 married Danish immigrant Christian Pallesen, who was 11 years older. The couple did not have children. Pallesen worked in a lumber mill, and was superintendent when the couple purchased the property at the corner of Reed and S. First streets about 1909. The Pallesens lived in one unit of the building. Chris Pallesen died in 1919. In 1920, Lillie Pallesen was living at 10 E. Reed and gave her occupation as apartment landlady. In 1930, Maja Pallesen, a niece from Denmark who was then 29, lived in the unit with her. Maja eventually began working as a stenographer, and lived in the apartment with her aunt until the older woman's death in 1940.⁶

The Pallesens rented the other units of their building to working- and middle-class people. Gladys and George Fessler were the first renters known to have lived in the building. In 1912 and 1913 both were working as clerks. In 1930, two units of the building (census records do not record which) were rented. Italian immigrants Frank and Frances Provenzano rented one unit, where they lived with their three children, who were between the ages of 15 and 24. Frank was a farm laborer, as were sons Sam and Frank, Jr. Their 22-year-old daughter Lena also lived in the building with her husband Carmelo Perrone, a barber. The Perrones may have had their own unit or may have shared with Lena's family.⁷

As in most apartment buildings, the average tenants stayed only a couple of years, but one family is known to have lived there for decades. John and Agnes Reding lived in #14 from 1941 through the mid-1970s. John and Agnes were about 40 when they moved in and children James, Patrick, and Marjorie were between the ages of 5 and 13. Agnes was a housewife. John first worked as a salesman for a roofing company and later as a mechanic and a maintenance man for Greyhound before finally retiring about 1970.⁸

Over the decades, the building continued to serve as housing for regular working people. In 1960, (in addition to the Redings) Mrs. Victoria Janeski, a waitress at Napoli's Café, lived in #8, Gerald P Doyle was a printer at the Mercury newspaper, and lived in in #10. Mrs. Hilda B Ferreira in #12 was a clerk. City of San Jose may have granted the property to Carmine E. Filice and June Barci about this time (when they granted the other parcel). In 1980, Carmine Filice and June Barci granted it to Mak-Mor. Mak-Mor owned it until 1996, when the entity sold the property to James and Suzanne Salata.⁹

Architectural Context

Wolfe & McKenzie

Frank Delos Wolfe was one of San Jose's leading early twentieth century architects, and has been credited with bringing the Prairie Style to Santa Clara County. Born in Ohio in 1862, he established himself as a San José contractor and architect in 1895. Wolfe was self-taught. He hired Charles McKenzie, an architect several years his junior. McKenzie, who was born in Boston in 1874, was even more prolific than his mentor Wolfe and nearly as influential. The two architects began an extraordinarily productive partnership in 1899, which lasted until 1910. They worked in a wide range of styles, and published an influential pattern book in 1907. Naglee Park and Hatchett Park subdivisions were strongly shaped by Wolfe & McKenzie. Wolfe & McKenzie's best-known collaborative works in San José demonstrate the broadness of their design idiom: the Foursquare/Prairie George Herbert house, the Craftsman Bogan-Bonetti House, Jopson/Bufington House (a hybrid of Victorian-period styles), and the Chicago-style commercial/apartment building at 40-50 South

⁵ "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service.

⁶ US Census Records, San José, 1910, 1920, 1930.

⁷ San José City Directories, 1912, 1913; US Census Records, San José, 1930.

⁸ San José City Directories, 1941, 1951, 1966, 1971; US Census Records, San José, 1940.

⁹ San José City Directories, 1960, Deeds on file with the Santa Clara County Recorder's office.

Page 6 of 7 *Resource Name or # (Assigned by recorder) 8 E Reed Street

*Recorded by Kara Brunzell *Date: October 12, 2017 Continuation Update

Second Street. They designed the unique and eclectic Gilroy City Hall, which is that city's most famous historic landmark, as well as many other buildings in Campbell, Palo Alto, and other parts of Santa Clara County. The Mission-style Pallesen Apartments building was one of the last projects they designed before dissolving their partnership. Both continued to build distinguished buildings in and around San Jose as solo practitioners and in other partnerships. The Pallesen Apartments appears to have been a precedent for Wolfe's late-career transition to the Spanish-inspired design idiom displayed in Campbell's Curry Building (1913), 831 University Ave (1911), Palo Alto, and much of his work after 1918.¹⁰

Peter T. Jorgenson

Building contractor Peter T. Jorgenson constructed the Pallesen Apartments. Born in Denmark in 1859, he came to the United States in the early 1880s. He married a fellow Dane named Annie, and their four children were born in California. By the 1890s, Jorgenson had established himself as a San Jose building contractor. Jorgenson was one of dozens of local building contractors in early twentieth century San Jose, and research has revealed no special connection between Jorgenson and Wolfe & McKenzie. It is more likely that Jorgenson had a connection to the property owners. Pallesen and Jorgenson may have known each other as both were Danish immigrants and were about the same age.¹¹

Evaluation:

The National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) require that a significance criterion from A-D or 1-4 (respectively) be met for a resource to be eligible.

Criterion A/1: 8 E. Reed Street is not associated with events that have made a significant contribution to the broad patterns of our history. It is generally associated with San José's population and building boom after the 1906 earthquake. All properties are constructed within specific historic contexts, however, not every property is significantly associated with such contexts. Research has not revealed an important association between 8 Reed Street and San José's early-twentieth century growth, or with any other historic context. Therefore the property is recommended not eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: 8 E. Reed Street is not associated with the life of a person important to our history. Research did not reveal any significant associations to any important historic persons. The Pallesens and the known tenants of the building were not important to local, state, or national history. Therefore it is not recommended eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: 8 E. Reed Street is significant for its architecture. It was designed by an important regional architectural firm, Wolfe & McKenzie. It was one of the partnership's last executed projects before Frank Delos Wolfe and Charles McKenzie went on to achieve distinction in solo practices. Its façade exemplifies Mission architecture, which was popular in California from about 1890 through 1920. It is one of Wolfe's first documented experiments with Spanish-inspired architecture. (He later designed landmark examples of Mission and Spanish Revival buildings throughout Santa Clara County.) It exhibits character-defining features of the style including shaped parapet, stucco cladding, decorative rafter tails, clay tile roof, arched openings, and blind arches as a decorative motif. For these reasons, the property is recommended eligible to the NRHP and CRHR under Criterion C/3.

Criterion D/4: In rare instances, buildings themselves can serve as sources of important information about historic construction materials or technologies and be significant under Criterion D/4. 8 E. Reed Street does not appear to be a principal source of important information in this regard.

The City of San José's municipal code sets forth factors that may be considered in order to determine whether a property qualifies as a local landmark under section 13.48.110 (H):

Prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation

¹⁰ "Frank Delos Wolfe, San José's most Enduring Architect," <http://www.frankdeloswolfe.com/fdw.html>, copyright 2011-2014, accessed 18 November 2017; Susan Dinkelspiel Cerny, *An Architectural Guidebook to San Francisco and the Bay Area*, Gibbs Smith, Publisher Salt Lake City, 2007, 8 108, 120, 116-117, 153; Palo Alto Stanford Heritage, "Frank Delos Wolfe," <http://www.pastheritage.org/Wolfe.html>, accessed 13 November 2017.

¹¹ US Census Records, San José, 1900, 1910; San José City Directories, 1898, 1915.

Page 7 of 7 *Resource Name or # (Assigned by recorder) 8 E Reed Street

*Recorded by Kara Brunzell *Date: October 12, 2017 Continuation Update

as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
2. Its location as a site of a significant historic event;
3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;
5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

The City of San José's criteria apply to 8 E. Reed Street as follows:

1. The property is not significant for its character, interest or value as part of the local, regional, state or national history, heritage or culture. As described above under the Criterion A/1 evaluation, 8 E. Reed Street is not associated with any important historic contexts.
2. 8 E. Reed Street is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, 8 E. Reed Street is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. 8 E. Reed Street does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. 8 E. Reed Street does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described above under the Criterion C/3 evaluation, 8 E. Reed Street is a distinctive example of Mission architecture which exhibits the character-defining decorative features of the style, and therefore embodies the distinguishing characteristics of an architectural type.
7. 8 E. Reed Street is the work of Wolfe & McKenzie, master architects who strongly shaped San José's early-twentieth century built environment. Although it is a relatively minor example of their work, it is important within their oeuvre as one of their last joint projects and one of Wolfe's first experiments with the Mission style.
8. Although it is a good example of an important architectural style, 8 E. Reed Street does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

Integrity

Historic eligibility rests on integrity (the ability of a property to convey its historic character) as well as significance. 8 E. Reed Street has not been moved and therefore retains integrity of location. Almost all the decorative features of the building's original Mission architecture remain, as do simple non-decorative elements of the building such as double-hung wood sash windows, so it retains integrity of Design. IncurSION of the freeway and parking lots onto the block have partially compromised integrity of Setting. Alterations such as the use of heavily-textured spray-on stucco cladding have slightly compromised integrity of Materials and Workmanship. However, this change is a minor alteration and other elements remain, therefore the property retains integrity of Materials and Workmanship. It remains in use as a dwelling so retains integrity of Association. Presence of other aspects of integrity combine to form Integrity of Feeling. Therefore, the property retains sufficient integrity overall to convey its historic character.

The property is recommended eligible for listing on the NRHP and CRHR under Criterion C/3 and for local landmark listing under Factors 6 and 7.

PRIMARY RECORD

Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 2

*Resource Name or # (Assigned by Recorder): SJCDHS114

P1. Other Identifier: None

*P2. Location: Not for Publication Unrestricted *a. County Santa Clara
and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad San Jose West Date 1980 Photorevised T. 7S.; R. 1E.; Mt Diablo B.M.

c. Address: 8-14 E Reed St. City San Jose ZIP: 95113

d. UTM: (Give more than one for large/or linear resources) 10S 599929mE 4131740mN

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

Assessor's Parcel Number: 472-26-090

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

On East Reed Street adjacent an alley, this Mission Revival style apartment building is located on a larger parcel that includes the vacant lot at the corner of East Reed and South First Streets. Filling most of what had been an earlier smaller parcel, it is two stories in height and topped by a flat roof surrounded by a parapet.

The building is covered with v-groove wood siding except for the front façade, which is coated with thick textured stucco. The façade is symmetrical, and contains a covered front porch that abuts the sidewalk. Prominent above the porch is a projecting tile-covered mansard roof that appears cantilevered over what are false horizontal beams under the soffit. Above the mansard is sculpted parapet in a motif common to the Mission Revival style.

Steps are located on both sides of the porch that lead to four apartment doors. The doors appear original, and are glass with wood stiles. Above the doors are glass transoms. The porch openings are elliptical arches; the front arched opening rests on Tuscan styled pilasters. The porch is crowned with a wrapping tile mansard that is located below a false balcony that has a partially open balustrade. On both sides of the porch area are angled bays at both the first and second floors: The windows in these bays are single pane and are topped by multi-lite transoms. Flanking the top of the bays are large wood braces, and set in the wall between the bays are two porthole windows. The remaining windows at the side and rear of the building are double hung set in groupings of two and three.

*P3b. Resource Attributes: (List attributes and codes) HP3. Multiple family property

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



*P5b. Description of Photo:

(View, date, accession #)

5/2000

View from north

*P6. Date Constructed/Age Sources:

1910

Block books/directories

*P7. Owner and Address:

James A. & Suzanne Salata
1505 Lincoln Ave
Capitola CA 95010

*P8. Recorded by:

F.Maggi/C.Duval
Dill Design Group
110 North Santa Cruz Ave
Los Gatos CA 95030

*P9. Date Recorded: Aug. 23, 2000

*P10. Survey Type: (Describe)

Survey Update

*P11. Report Citation: (City survey report and other sources, or enter "none".)

Dill Design Group, San Jose Downtown Historic Survey, for the City of San Jose, August 2000

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure and Object Record Archaeological Record
District Record Linear Feature Record Milling State Record Rock Art Record Artifact Record Photograph Record Other (List)

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 2

*NRHP Status Code: None

*Resource Name or # (Assigned by recorder): SJCDHS114

B1. Historic Name: Palleson Apartments

B2. Common Name: Palleson

B3. Original Use: Residential

B4. Present Use: Residential

*B5. Architectural Style: Mission Revival

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

Built 1910

*B7. Moved? no

Date: n/a

Original Location: n/a

*B8. Related Features: none

B9. Architect: Wolfe & McKenzie

b. Builder: P. Jorgenson

*B10. Significance: Theme Architecture & Shelter

Area Downtown San Jose

Period of Significance 1910-1945

Property Type Apartments

Applicable Criteria C

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

In 1910, the building located at 8-14 East Reed Street was constructed by owner Chris Palleson. The two-story, sixteen-room building was projected to cost about \$5,446. The contractor was P. Jorgenson and the architect was the well-known local firm of Wolfe & McKenzie. Pallenson was the superintendent of the Hubbard & Carmichael lumber mill. One unit of the building was lived in by Pallenson and his wife Lillian, and the other three units were rented. Mrs. Pallenson was still living in the building as late as 1950 and was the builder of the commercial building at 618 South First Street in 1936. The building is an early apartment building and designed in a unique implementation of Mission Revival by the important local architectural firm of Wolfe & McKenzie. It appears to qualify for the National Register under Criterion C, as a significant work with artistic merit.

B11. Additional Resource Attributes: (List attributes and codes) None

*B12. References

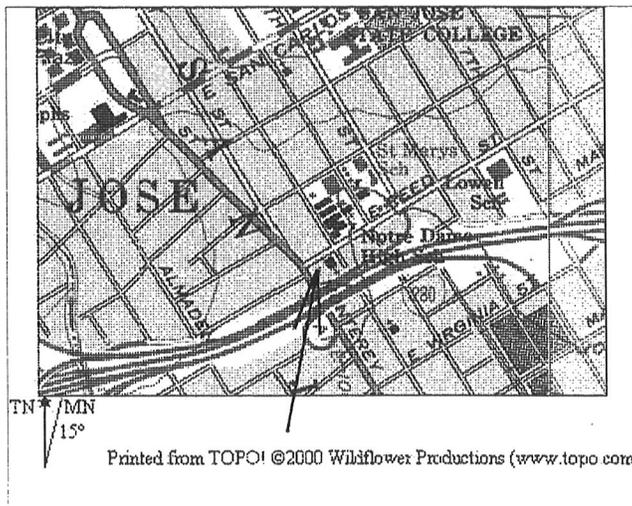
- F. G. Harriman, Block-Book of the City of San Jose, 1909.
- San Jose Building Permit #913, 3/23/1910.
- San Jose City Directories, 1910-1963.
- San Jose Sanborn Fire Insurance Maps, 1901-1961.
- School District Maps, 1930s.
- Thomas Bros., Block Book, 1924.

B13. Remarks: None

*B14. Evaluator: Franklin Maggi

*Date of Evaluation: Aug. 23, 2000

(This space reserved for official comments)



P-43-002987

HISTORIC EVALUATION SHEET

Historic Resource Name: 8-14 E Reed St

A. VISUAL QUALITY / DESIGN

Justification

- 1. EXTERIOR
- 2. STYLE Mission Revival
- 3. DESIGNER Wolfe and McKenzie
- 4. CONSTRUCTION
- 5. SUPPORTIVE ELEMENTS

E	VG	G	FP
x			
x			
x			
			x
			x

B. HISTORY / ASSOCIATION

- 6. PERSON / ORGANIZATION Palleson
- 7. EVENT
- 8. PATTERNS
- 9. AGE 1910

E	VG	G	FP
			x
			x
			x
		x	

C. ENVIRONMENTAL / CONTEXT

- 10. CONTINUITY
- 11. SETTING
- 12. FAMILIARITY

E	VG	G	FP
			x
			x
		x	

D. INTEGRITY

- 13. CONDITION
- 14. EXTERIOR ALTERATIONS
- 15. STRUCTURAL REMOVALS
- 16. SITE

E	VG	G	FP
x			
x			
x			
x			

E. REVERSIBILITY

- 17. EXTERIOR

E	VG	G	FP
x			

F. ADDITIONAL CONSIDERATIONS / BONUS POINTS

- 18. INTERIOR / VISUAL
- 19. INTERIOR / HISTORY
- 20. INTERIOR ALTERATIONS
- 21. REVERSIBILITY / INTER.
- 22. NATIONAL OR CALIF. REG.

E	VG	G	FP
			x
			x
			x
			x
		x	

REVIEWED BY: Franklin Maggi

DATE: 04/27/00

7-43-002987

EVALUATION TALLY SHEET

Historic Resource Name: 8-14 E Reed St

A. VISUAL QUALITY / DESIGN

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
1. EXTERIOR	16	12	6	0	16			
2. STYLE	10	8	4	0	10			
3. DESIGNER	6	4	2	0	6			
4. CONSTRUCTION	10	8	4	0	0			
5. SUPPORTIVE ELEMENTS	8	6	3	0	0		32	

B. HISTORY / ASSOCIATION

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
6. PERSON / ORGANIZATION	20	15	7	0	0			
7. EVENT	20	15	7	0	0			
8. PATTERNS	12	9	5	0	0			
9. AGE	8	6	3	0	3		3	

C. ENVIRONMENTAL / CONTEXT

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
10. CONTINUITY	8	6	3	0	0			
11. SETTING	6	4	2	0	0			
12. FAMILIARITY	10	8	4	0	4		4	39

(SUM OF A+C) = 36

D. INTEGRITY

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
13. CONDITION	.00	.03	.05	.10	0	x 39	0.0	
14. EXTERIOR ALTERATIONS	.00	.05	.10	.20	0	x 36	0.0	
	.00	.03	.05	.10	0	x 3	0.0	
15. STRUCTURAL REMOVALS	.00	.20	.30	.40	0	x 36	0.0	
	.00	.10	.20	.40	0	x 3	0.0	
16. SITE	.00	.10	.20	.40	0	x 3	0.0	
							0.0	

ADJUSTED SUB-TOTAL: (Preliminary total minus Integrity Deductions) 39

E. REVERSIBILITY

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
17. EXTERIOR	3	3	2	2	3			42

F. ADD'L CONSIDERATIONS/BONUS POINTS

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
18. INTERIOR / VISUAL	3	3	1	0	0			
19. INTERIOR / HISTORY	3	3	1	0	0			
20. INTERIOR ALTERATIONS	4	4	2	0	0			
21. REVERSIBILITY / INTERIOR	4	4	2	0	0			
22. NATIONAL / CALIFORNIA REGISTER	20	15	10	0	10		10	

EVALUATION TOTAL: (Adjusted subtotal plus Bonus Points)

52.00

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

Primary # _____

HRI # _____

Trinomial _____

NRHP Status Code _____

Other Listings _____

Review Code _____ Reviewer _____ Date _____

Page 1 of 10

*Resource Name or # (Assigned by recorder) 618 S First Street

P1. Other Identifier: 618 S. First Street

*P2. Location: Not for Publication Unrestricted

*a. County San José

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad San José West Date 2015 T; R _____; _____ ¼ of Sec _____; _____ B.M.

c. Address 618 S. First Street City San José Zip 95113

d. UTM: (give more than one for large and/or linear resources) Zone 10; 598939.87 mE/ 4131720.28 mN

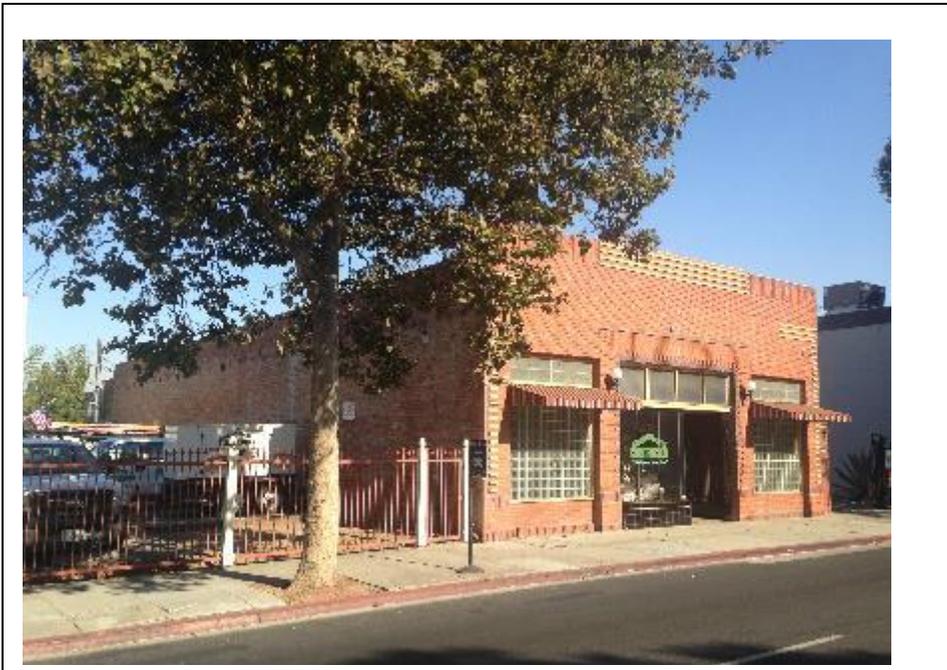
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

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

This property is located in the southern part of Downtown San José, just north of the California 280 Freeway. The block is a mixture of commercial and residential properties interspersed with surface parking lots. The northern part of the neighborhood exhibits the commercial character typical of central Downtown San José, and gives way to residential areas toward the south. The dominant feature of the block is the 280 Freeway, which is taller than its single-story buildings and crosses South First Street just 150' south of 618 S. First Street. The building has a driveway and narrow parking lot to the south and an alley to the east (rear). A larger parking lot to the north of the building extends to E. Reed Street and is enclosed by a wrought-iron fence which meets the building's north elevation. The late 1930s commercial building is rectangular in plan and occupies the entire area between the sidewalk and alley. Its roof is flat with a low parapet. The building is constructed of brick. The main façade is on the west, where its modest decorative features are concentrated (north and south elevations were originally immediately adjacent to neighboring buildings and so not visible) (continued page 3).

*P3b. Resource Attributes: (List attributes and codes) HP6. 1-3 Story Commercial Building

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



P5b. Description of Photo: (View, date, accession #) Photograph 1: West (main) and north elevations, camera facing southeast, photograph taken October 12, 2017.

*P6. Date Constructed/Age and Sources:

Historic Prehistoric Both

1938, F. Maggi & C. Duvall

*P7. Owner and Address:

James and Suzanne Salata

618 S. First Street

San José, California

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

Kara Brunzell

Brunzell Historical

1613 B St

Napa, CA 94559

*P9. Date Recorded: October 12, 2017

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and

other sources, or enter "none.")

*Attachments: NONE Location Map Sketch 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) _____

Page 2 of 10

*NRHP Status Code 5S1

*Resource Name or # (Assigned by recorder) 618 S First Street

B1. Historic Name: Pallesen Building

B2. Common Name: Garden City Construction

B3. Original Use: Commercial B4. Present Use: Office

*B5. Architectural Style: Streamline Moderne

*B6. Construction History: (Construction date, alteration, and date of alterations) 1938, Original Construction
c1960, likely enclosure of main façade vehicle opening when use was altered
1973, electrical work and installation of vents
1992, rebar installed for seismic stabilization
c1993-94, rear elevation brick installed

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Megna & Newell

*B10. Significance: Theme Commerce Area San José, California

Period of Significance n/a Property Type n/a Applicable Criteria n/a

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

618 S. First Street is recommended not eligible for listing on the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) or for listing as a local landmark. (see continuation sheet).

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

*B12. References:

(See Footnotes)

B13. Remarks:

*B14. Evaluator: Kara Brunzell

*Date of Evaluation: October 12, 2017

(This space reserved for official comments.)



Page 3 of 10 *Resource Name or # (Assigned by recorder) 618 S First St

*Recorded by Kara Brunzell

*Date: October 12, 2017 Continuation Update

***P3a. Description: (continued):**

The wide entry bay is centered on the main elevation, and features an asymmetrical composition with storefront at the left and entryway recessed at the right. The storefront occupies the northern roughly 2/3 of the opening, and has a bulkhead executed in black ceramic tile with yellow trim below a plate glass window. The doorway is recessed at the south end of the opening and fitted with glazed wood-frame door with transom and narrow sidelights. The upper portion of the entry bay is fitted with a four-light wood-frame transom fitted at the same plane as the storefront window. Large window openings which flanking the entryway have brick bulkheads. The areas which would typically have plate-glass display windows on a 1930s commercial building are fitted with glass blocks within narrow wood frames. There are metal awnings above the glass block, which in turn are topped with eight-light wood-frame transoms.

The building's ornamental features are executed in patterns of red, dark red, and glazed yellow brick. Red brick is laid in common bond: with a header course between every seven stretcher courses. Dark-red bricks are laid in soldier courses along the bottom of the wall and the top of the bulkhead. They form a decorative quoin pattern at building corners and around the entry bay. The dark-red bricks are utilized to form a dentil pattern at the cornice and form a slightly projecting rowlock course above the entry bay. The use of brick construction to create these classically-inspired decorative features is typically associated with Italian Renaissance Revival (1880-1930) commercial buildings. Other commercial buildings styles popularized in the late nineteenth century utilized similar historicist details, although none remained in wide use in the 1930s and the 618 S. First Street is not a good example of any of late nineteenth-early twentieth century building style.

The façade is further accented by a row of single slightly projecting yellow-glazed bricks at the building corners. The yellow bricks are also arranged in three sets of parallel lines at the upper building corners and four at the center of the parapet above the entry bay. The stripes may reference the grooved cornice treatments popularized by Art Deco and later Streamline Moderne architecture during the period the building was originally constructed.

Side and rear elevations lack these decorative brick treatments or any other ornamental features. Red bricks are laid common bond, but walls are not flush and excess mortar was not removed from brick facades and joints. The north elevation is blank, with steel caps from earthquake reinforcement at the roofline. The south elevation also has reinforcing rods at the roofline, as well as two small glass-block windows and a secondary entrance fitted with a metal door. The rear (east) elevation features a large glass-block window with wood transom similar to those on the storefront. There is an entryway fitted with a metal door at north end of the rear elevation. The brick around the rear entryway been replaced with newer brick which is also laid in common bond.



Photograph 2: West (main) elevation, camera facing east, October 12, 2017.



Photograph 3: Detail, west (main) and south elevations showing yellow brick corner detail, camera facing northeast, October 12, 2017.

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*Recorded by Kara Brunzell

*Date: October 12, 2017 Continuation Update



Photograph 4: Detail, west (main) elevation, sign on storefront window and bulkhead tile, October 12, 2017.



Photograph 5: Detail, west (main) elevation, entryway and window, October 12, 2017.



Photograph 6: West (main) and south elevations, camera facing northeast, October 12, 2017.



Photograph 7: East elevation, camera facing southwest, October 12, 2017.



Photograph 8: North elevation, camera facing south, October 12, 2017.



Photograph 9: East elevation, camera facing northwest, October 12, 2017.

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*Recorded by Kara Brunzell

*Date: October 12, 2017 Continuation Update

B10. Significance (continued):

San José

The first known inhabitants of the Santa Clara Valley were Ohlone people, who settled there around 8000 BC. Sir Frances Drake, who claimed the San Francisco Bay Area for England in 1579, was the first European to visit the area. In the late 18th century, the Spanish began to expand into the region in response to increasing Russian presence. In 1777, Father Junípero Serra consecrated the Mission Santa Clara de Asis, which later gave the county its name. Later that year, Spain founded the Pueblo de San José de Guadalupe, the first Spanish civilian town in California. In the 1820s, the Mexican government began secularizing, and sold the Mission land. By 1846, when the United States captured San José during the Mexican-American war, the town had a small population of Spanish, Mexicans, Peruvians, Chileans, and Native Californians. The Gold Rush began to alter the area in 1848, and the process accelerated after California statehood in 1850. In 1851, Jesuits set up Santa Clara University on the Mission site. In 1849, San José became the first state Capital. As railroads were built in California, the Santa Clara Valley became a major agricultural center, exporting produce and seeds worldwide. Oil wells were also a major source of trade beginning in the 1860s, and at one point Santa Clara County produced virtually all of the oil used in California. Lumber and winemaking were also sources of income. In the 1890s, the Leland Stanford Junior University was founded by Senator Leland Stanford in Palo Alto, where research into radio, telegraph, and telephone technology began, laying the early foundation of the tech industry that would come to dominate in the area.¹

As the nineteenth century progressed, San José's commerce, financial services, and agricultural processing sectors expanded as the regional agriculture economy prospered. First focused on cattle ranching and then wheat, Santa Clara County shifted to intensive horticulture after 1875, and orchards came to dominate the region. Fruit cultivation meant fruit processing, and the region was a locus for innovations in drying, canning, and shipping fruit. As the most important town in the area, San José reaped the economic benefits of this market. Many canneries and packing houses were in San José, and by the turn of the century the local population was 21,500, and diversity was increasing as Japanese and Chinese immigrants and African-Americans joined long-established groups.²

The 1906 earthquake spurred growth in San José as local property owners took the opportunity to expand as they rebuilt, and as displaced San Franciscans relocated. Regional agriculture was still the source of local prosperity during the early twentieth century, and San José consolidated its position as the region's dominant city as farmers acquired cars and could drive longer distances. The city began to expand its footprint during this era, a harbinger of more rapid expansions in the postwar era. Downtown expanded south along First Street, and auto-related businesses including service establishments and showrooms located around South First and South Market Streets. Dependence on autos began to cause congestion in San José as well as the decline of the public transit system by the 1930s.³

The United States' entry into World War II in the waning days of 1941 set in motion a series of changes that would transform Santa Clara County from an agricultural to an industrial powerhouse and allow San José to become Northern California's largest population center. Proximity to war training and embarkation centers in San Francisco and at Fort Ord to the south brought huge numbers of people through Santa Clara County. People from all over the country relocated to Santa Clara County to work in local defense industry plants, and many stayed after the war ended. In some cases, these new residents appropriated property owned by Japanese internees. Wartime contracts also led to the growth of early technology companies, laying the foundation for what would become Silicon Valley. After the war ended, federal policies encouraged the construction of new highways and suburban neighborhoods, and veterans had access to attractive lending terms. Rapid residential development had already begun when City Manager A.P. Hamann took over in 1950. Hamann presided over San José's expansion from 17 to 137 square miles over the next two decades.⁴

The tech industry in Santa Clara County began developing further during and after the war, spurred in part by increased defense spending. President Eisenhower created the Advance Research Projects Agency in 1958, which began focusing on computer development after launching the United States' first successful satellite. Longstanding relationships between Stanford University and surrounding

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service.

² Envision San José General Plan, Cultural Resources: Existing Setting, Prepared by Basin Research Associates, Inc., July 2009, 17 – 19; Curt Fukuda, "History," Japantown San José, <http://www.jtown.org/cat/history-san-José-japantown>, Accessed 5 December 2016.

³ Envision San José General Plan, Cultural Resources: Existing Setting, Prepared by Basin Research Associates, Inc., July 2009, 20-21; City of San José, Gateway Tower Mixed Use Development, Draft Supplemental EIR, August 2016, 24.

⁴ Preservation Action Council of San José, "San José Mid-Century Modern Context," Prepared by PAST Consultants, LLC, June 2009, 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), 46. ; "San José Japantown Historic Context and Survey Phase II", Carey & Co Inc., 11-15.

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*Recorded by Kara Brunzell *Date: October 12, 2017 Continuation Update

industries were also a factor as they strengthened in this era. In the fifties, Professor Fred Terman leased parts of the campus to tech companies in an attempt to address financial difficulties, a decision that is widely seen as having started the computer revolution. Over the following decades, these businesses were drawn to the area, and Santa Clara County became a site for numerous innovations in computer tech. The term “Silicon Valley” was coined in 1971, and the importance of tech in the area has only grown since then. Today, the region is still at the forefront of the tech industry, with thousands of tech companies headquartered there.⁵

618 S. First St

Lillian Pallesen constructed the commercial building at 618 S. First Street about 1938. She had owned the parcel since about 1909, when she and her husband Chris Pallesen bought several lots and constructed an apartment building around the corner on Reed Street. The architect is unknown. Megna & Newell were the building contractors. The partnership between Antone Megna and John S. Newell was active by the early 1920s. They typically worked on many types of projects, most of which were small: commercial remodels and single-story frame dwellings, sometimes with an associated architect and at other times using standard plans. For example, the partnership constructed a meat-packing warehouse at 4th and Virginia Streets in 1930. Megna died suddenly in the same year, but the business appears to have operated under his name for several more years. They do not appear to have been important builders in San José.⁶

George Miho and F.A. Boomer started the first business in the building by 1939 (see Figure 2). It serviced automobile electric systems, and dealt in Willard-brand automobile batteries. (Willard Storage Battery, an early developer of automobile batteries, was based in Cleveland.) They opened in the mid-1930s and moved into the building by 1939. Frederick A. Boomer and his wife Helen were Illinois natives both born in 1906. Their son Frederick was born in 1939. George Miho was an immigrant from Hungary/Yugoslavia born in 1896. Before starting the business in San José, he had lived in San Francisco and Cleveland, where he worked as a gardener. His wife Julia, who was from Illinois, worked at the Electric Battery Station as a bookkeeper. The partners operated the business in the building until at least 1943. By 1947, Boomer was working as an insurance agent. Research has not revealed what type of activities the building housed from 1944 – 1950.⁷

In 1951, Trincherro and Arntzen moved into 618 S. First Street. Robert Trincherro was born in California about 1919, the son of Italian immigrants. He grew up in rural Alameda County and moved with his family to San José in the 1930s. He attended San José State and worked as a clerk in a macaroni plant in his youth. He married a woman named Adele in the early 1940s and began working as a welder and then a foreman for Pacific Compressed Steel before moving to auto repair in the late 1940s. About 1949 he opened his own auto repair shop with a partner, before moving into the S. First Street building two years later. By 1954, Trincherro was sole owner, and the business, named Trincherro’s Auto Parts and C & D Auto Service, specialized in machining and selling auto parts. Adele Trincherro also worked in the shop. They sold the business at the end of the 1950s, and Robert Trincherro became an insurance underwriter.⁸

By 1960, Lowe Paint Co Inc. was operating from the storefront building. The business specialized in home and industrial paints, and also featured an automotive warehouse. Theron Lowe was born in Iowa in 1892, and was in the paint business in San José by 1942. His wife’s name was Elsie, and their children were Jack and Lois. In 1960, Theron G. Lowe was company President, Jack’s wife Mary Lowe was Vice President, and Jack Lowe was Secretary-Treasurer. By 1964, Jack had been promoted to Vice President and Lois Dinbrow was Secretary-Treasurer. When Theron died in 1968, his son Jack and daughter Lois continued to run the business at 618 S. First Street. About 1973, they moved the business to a nearby location, and the building was left vacant.⁹

⁵ “Economic History,” Santa Clara County: California’s Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service.

⁶ F. Maggi/C. Duval, DPR 523 form, 618 S. First Street, 23 August 2000; Building & Engineering News, San Francisco, California, 7 February 1922, 33; Oakland Tribune, 27 July 1930, 81, 26 August 1930, 5; San José City Directories, 1924.

⁷ San José City Directory, Willard Service Station Advertisement, front Cover, 1939. Draft Registration, George Miho, 25 April 1942; Case Western University, “Willard Storage Battery Co,” <https://case.edu/ech/articles/w/willard-storage-battery-co/>, accessed 1- November 2017; US Census Records, Cuyahoga County, Ohio, 1930, Santa Clara County, San José, 1940

⁸ US Census Records, Santa Clara County, San José, 1940; San José City Directories, 1943, 1945, 1947, 1951, 1954

⁹ San José City Directories, 1960, 1961, 1964, 1970, 73; US World War II Draft Registration, Theron Lowe, 26 April 1942; Find A Grave, Theron George Lowe, <https://findagrave.com/cgi-bin/fg.cgi/http%252522/fg.cgi?page=gr&GRid=76403431>, accessed 27 October 2017.

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*Recorded by Kara Brunzell *Date: October 12, 2017 Continuation Update

In 1973, The Brothers Motorcycle Shop had moved in. Jim Filice owned the property and business, and filed permits for electrical work and installation of vents. Gary A. Compaso and Robert S. Baker were listed as the shop's owners in 1976.¹⁰

Streamline Moderne Architectural Context

Streamline Moderne, sometimes called Art Moderne or Depression Moderne, developed in the 1930s. It emerged out of the latest stages of Art Deco, an architectural style that began in the 1920s; the styles are closely related and often seen in combination. Streamline Moderne distinguished itself from Art Deco (which utilized heavy surface ornamentation and decorative forms inspired by nature) with a much more minimal and functional aesthetic. Streamline Moderne was also heavily influenced by the International Style, the Bauhaus, and other European architectural movements. Henri van de Velde and Eric Mendelsohn, in particular, designed buildings in the 1910s and 1920s using curved forms that were a precedent for Streamline Moderne. With the Great Depression, the decorative exuberance of the older Art Deco style became less fashionable; the more austere and industrial Streamline Moderne style gained in appeal. This was the first "modern" style to be widely accepted in American culture. The style peaked around 1940.¹¹

Streamline Moderne architecture is characterized visually by asymmetrical facades and one-story, horizontally-oriented buildings, anchored to the ground. It modernist massing and the style's avoidance of applied ornament are the most notable ways in which Streamline Moderne departs from the vertically-oriented, more historicist Art Deco style. Roofs are flat, edges are rounded, and walls are smooth. Fenestration generally consists primarily of metal double-hung or casement windows, and may also include ribbon bands of windows and porthole or other round windows. White is usually the predominant color, and light blue touches are common as well; aluminum, chrome, or steel details are generally present. Mirrored panels, glass block windows, curved canopies, and string courses are frequently present along the coping.¹²

Many of Streamline Moderne's most recognizable characteristics were drawn not from architecture, but from consumer design; the style mimicked design trends that shaped the appearance of everyday consumer objects, appliances, ships, airplanes, trains, and automobiles. Curved and teardrop shapes were used in vehicle design because they were aerodynamic. In the 1930s and 40s, curved corners, smooth surfaces, and horizontal orientations inspired by such vehicles became popular in the design of other objects through their association with speed, technology, and modernity. Streamline Moderne adopted these ideals into architecture. Unlike Art Deco, the construction process for which relied heavily on custom handcraft, Streamline Moderne was designed with mass duplication in mind.¹³

Most modern architecture was applied to only one or two kinds of property – a style might be used for houses, while another might be for skyscrapers. Elements of Streamline Moderne, on the other hand, were adapted to a wide range of buildings, appearing not just on residences but on commercial buildings, factories, schools, and more. Additionally, a number of older buildings, especially storefronts, were updated with Streamline Moderne details; the Federal Housing Administration launched Storefront Modernization campaigns in 1934 and promoted the use of Streamline Moderne. The construction of new Streamline Moderne buildings was curtailed in large part by the Great Depression as new construction declined in general during this era.¹⁴

After World War II, a related style, called Late Moderne, emerged out of Streamline Moderne. Late Moderne moved away from Streamline Moderne's focus on curves; buildings in this style are boxier, more angular, and more vertical than their predecessors. Streamline Moderne's brief two-decade era of relative popularity was over by 1950.¹⁵

As in most other locales, Streamline Moderne never became a major component of San José's built environment. This can be attributed at least in part to the fact that nearly the entire period of its popularity was an era of depression and war, and relatively few construction

¹⁰ Building Permits on file with the City of San José, 6 December 1973, San José City Directories, 1976.

¹¹ Hänsel Hernández-Navarro, "Art Deco + Art Moderne (Streamline Moderne): 1920 – 1945" *Circa*, 8 January 2016; Mary Brown, "San Francisco Modern Architecture and Landscape Design, 1935 – 1970: Historic Context Statement," San Francisco City and County Planning Department, 30 September 2010, 112, 157; Marcus Whiffen and Frederick Koeper, *American Architecture: 1860 – 1976*, Vol. 2 (Cambridge: The MIT Press, 1981, 1983), 332.

¹² Hernández-Navarro; City of San José, "San José Modernism," prepared by Past Consultants, LLC, June 2009, 65.

¹³ Hernández-Navarro; Whiffen and Koeper, 331; City of Riverside, *Modernism Context Statement*, 3 November 2009, 13.

¹⁴ Brown, 112 – 114; Hernández-Navarro; Whiffen and Koeper, 331; City of Riverside, *Modernism Context Statement*, 3 November 2009, 13.

¹⁵ City of Riverside, 13.

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*Recorded by Kara Brunzell

*Date: October 12, 2017 Continuation Update

projects in any style could be funded. Many local examples were remodels of older buildings, which resulted in a hybrid appearance. Local landmark Streamline Moderne buildings (Fire Station No. 1 and Garden City Theater) tend to be such hybrids, and feature strong elements of the International Style. Other documented local examples have been demolished, or are extraordinarily modest buildings with minimal references to the style.¹⁶

South Downtown Area Automobile District

In 2000, Dill Design Group prepared a Historic Resources Survey for Downtown San José and identified several potential historic districts. Dill designated the potential South Downtown Area Automobile District as the areas of South First and Market streets around William Street. Dill's brief discussion of the history and architecture of the approximately two-block area does not clearly identify a period of significance or architectural characteristics that contributing resources would exhibit. The potential district was based on a concentration of automobile showrooms, garages, and other automobile service businesses present by the 1920s. Buildings were one- and two-story brick and concrete commercial buildings, and the neighborhood exhibited a continuity of this building type in 2000, with few modern encroachments. The boundary of the automobile district was across of E. Reed Street from the subject property, roughly a half block north of 618 S. First Street. Dill prepared a DPR 523 form for 618 S. First Street as part of the same study, noting that its limited history of auto-related uses constituted a secondary relationship to the automobile district, and that it was also disconnected physically from the district and therefore not a potential contributor.¹⁷

The City of San José, Sourisseau Academy, California Room at the San José Library, and the current property owner were all contacted in an attempt to discover photographs of the building. However, research did not reveal early photographs or original drawings of the building, so the details of its architectural history are obscure. Main façade glass block in all likelihood replaced original storefront windows, which would have been typical for a commercial building of this nature. However, glass blocks were in use by the late 1930s so this cannot be definitively determined. The main entrance is unlikely to be original, since an automobile-oriented business would have had a large door or pair of doors fitted into the center opening to allow vehicles inside to be worked on. The flush storefront with the entry door off to one side is likely to have been installed about 1960, when the building became a paint store. City building permits from 1973 and the early 1990s lack detail except regarding the seismic work performed in 1992. The newer appearance of a portion of the rear brickwork indicates that it has been replaced, probably in the early 1990s to infill a second large vehicle opening.

Evaluation:

The National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) require that a significance criterion from A-D or 1-4 (respectively) be met for a resource to be eligible.

Criterion A/1: 618 S. First Street is not associated with events that have made a significant contribution to the broad patterns of our history. It is generally associated with commercial expansion and the twentieth-century development of automobile-oriented businesses in San José, but extensive research did not reveal important associations with that or any other historic context that would render the property individually eligible for its historic significance. As discussed when it was initially evaluated in 2000, its relationship to the South Downtown Automobile District is secondary since it only briefly housed auto-related businesses. Because of the tenuous connection to this context and the fact that the building location is not contiguous with the district, the property was not then and is not now eligible as a district contributor. Therefore the property is recommended not eligible for listing in the NRHP or CRHR under Criterion 1/A.

Criterion B/2: 618 S. First Street is not associated with the life of a person important to our history. Research did not reveal any significant associations to any important historic persons. Therefore it is recommended not eligible for listing in the NRHP or CRHR under Criterion B/2.

Criterion C/3: 618 S. First Street is not significant for its architecture. Although it is a reasonably attractive example of an early twentieth-century commercial building, it does not rise to the level of architectural distinction required for historic listing. It has some modest references to Streamline Moderne/Art Deco architecture, most notably the yellow-glazed bricks that form horizontal stripes at the parapet. Other features reference older historicist architectural styles: quoins, brick construction, symmetrical massing, and dentil molding. These classically-inspired features and traditional materials are discordant with the modernistic Streamline Moderne aesthetic. The building lacks the essential character-defining elements of the Streamline Moderne style: smooth solid-colored cladding, asymmetrical massing,

¹⁶ City of San José, 2009.

¹⁷ City of San José, Historic Resources Survey, Downtown San José, Prepared by Dill Design Group, 2000.

Page 9 of 10 *Resource Name or # (Assigned by recorder) 618 S First St

*Recorded by Kara Brunzell *Date: October 12, 2017 Continuation Update

rounded forms (such as round corners or circular windows), and overt references to speed. Although it features one decorative element potentially inspired by Streamline Moderne, analyzed as a whole 618 S. First Street is not an example of Streamline Moderne architecture. Nor do its quoins and brick construction make it an Italian Renaissance Revival building, or indeed a recognizable example of any other architectural style. It is a primarily utilitarian commercial structure onto which its builder added modest decorative elements borrowed from various styles and eras. It is not associated with an important architect or local builder. When it was originally evaluated in 2000, Dill Design Group recommended that its modest architecture was insufficiently distinguished for individual listing. As also discussed in 2000, it is disconnected from the automobile district to the north and therefore ineligible as a district contributor. The findings of the present study have confirmed Dill's recommendations. For these reasons, the property does not rise to the level of architectural significance required for historic listing and is recommended not eligible for listing in the NRHP or CRHR under Criterion C/3.

In rare instances, buildings themselves can serve as sources of important information about historic construction materials or technologies and be significant under Criterion D/4. 618 S. First Street does not appear to be a principal source of important information in this regard. The property is therefore recommended not eligible for listing in the NRHP and CRHR under Criterion D/4.

The City of San José's municipal code sets forth factors that may be considered in order to determine whether a property qualifies as a local landmark under section 13.48.110 (H):

Prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
2. Its location as a site of a significant historic event;
3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;
5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

1. The property is not significant for its character, interest or value as part of the local, regional, state or national history, heritage or culture. As described above under the Criterion A/1 evaluation, 618 S. First Street is not associated with any important historic contexts.
2. 618 S. First Street is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, 618 S. First Street is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. 618 S. First Street does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. 618 S. First Street does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described above under the Criterion C/3 evaluation, 618 S. First Street does not exhibit the distinguishing characteristics of an architectural type.
7. As described above under the Criterion C/3 evaluation, 618 S. First Street is not the work of an architect or master builder whose individual work has influenced the development of the City of San José;

Page 10 of 10 *Resource Name or # (Assigned by recorder) 618 S First St

*Recorded by Kara Brunzell

*Date: October 12, 2017 Continuation Update

8. 618 S. First Street does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

The property is not recommended eligible for NRHP or CRHR listing under the criteria. Nor is it recommended eligible as a City of San José historic landmark under the eight factors which may be considered when determining local eligibility. The property has been treated as a City of San José "structure of merit," is a special category of resource that does not merit City Landmark designation, but contributes to the historic fabric of the City or neighborhood. Therefore it has been assigned a Historic Resource Status Code of 5S1 (for an individual property that is listed or designated locally) although according to evaluation criteria it is not otherwise recommended to meet the eligibility requirements of a historic resource under CEQA.

Figures:

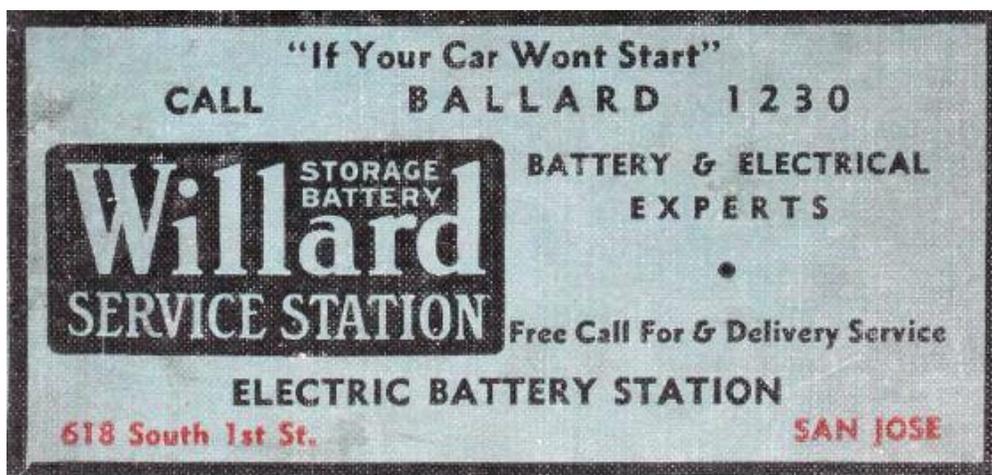


Figure 2: Electric Battery Station Advertisement, San José City Directory cover, 1939.



Figure 3: Lowe Paint Co. Advertisement, San José Telephone Directory, 1965.

PRIMARY RECORD

Primary # 243-002903
HRI # 5101-0805-0000
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

*Resource Name or # (Assigned by Recorder): SJCDHS023

P1. Other Identifier: None

*P2. Location: Not for Publication Unrestricted *a. County Santa Clara
and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad San Jose West Date 1980 Photorevised T. 7S.; R. 1E.; Mt Diablo B.M.

c. Address: 618 S 1st St. City San Jose ZIP: 95113

d. UTM: (Give more than one for large/or linear resources) 10S 598941mE 413723mN

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

Assessor's Parcel Number: 472-26-089

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

This single-story, symmetrical, commercial building features decorative bricks set into its smooth, red brick façade, including dark brick dentil patterns surrounding the central entryway and at the top of the parapet wall, yellow glazed brick stripes at the central parapet wall above the front door bay, and yellow glazed brick quoins topped by deco stripes matching the central stripes. The wide, centered entrance bay features a four-lite wooden spandrel transom above a recessed asymmetrical plate-glass entry. A pair of inset, wooden, single-lite doors is capped by smaller transom windows. The two storefront windows are set into square bays flanking the central entrance bay. The lower window area is glass block laid on a low brick wall. This material likely replaced a storefront window. A wooden spandrel beam separates the glass block from an eight-lite transom that appears to be original. The pilasters separating the storefront bays are accentuated with sloped, projecting brick bases. The upper building façade is almost as tall as the window areas are tall.

*P3b. Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial bldg.

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



P5b. Description of Photo:

(View, date, accession #)

6/2000

View from southwest

*P6. Date Constructed/Age Sources:

1938

SJBP

*P7. Owner and Address:

James Salata

618 S 1st St

San Jose CA 95113

*P8. Recorded by:

F.Maggi/C.Duval

Dill Design Group

110 North Santa Cruz Ave

Los Gatos CA 95030

*P9. Date Recorded: Aug. 23, 2000

*P10. Survey Type: (Describe)

Survey Update

*P11. Report Citation: (City survey report and other sources, or enter "none".)

Dill Design Group, San Jose Downtown Historic Survey, for the City of San Jose, August 2000

*Attachments: NONE Location Map Sketch Map Continuation Sheet Building, Structure and Object Record Archaeological Record
District Record Linear Feature Record Milling State Record Rock Art Record Artifact Record Photograph Record Other (List)

P-43-002903

HISTORIC EVALUATION SHEET

Historic Resource Name: 618 S 1st St

A. VISUAL QUALITY / DESIGN

Justification

- 1. EXTERIOR
- 2. STYLE
- 3. DESIGNER
- 4. CONSTRUCTION
- 5. SUPPORTIVE ELEMENTS

E	VG	G	FP
		x	
		x	
			x
			x
			x

B. HISTORY / ASSOCIATION

- 6. PERSON / ORGANIZATION ELECTRIC BATTERY STATION
- 7. EVENT
- 8. PATTERNS
- 9. AGE 1938

E	VG	G	FP
		x	
			x
	x		
		x	

C. ENVIRONMENTAL / CONTEXT

- 10. CONTINUITY
- 11. SETTING
- 12. FAMILIARITY

E	VG	G	FP
		x	
			x
		x	

D. INTEGRITY

- 13. CONDITION
- 14. EXTERIOR ALTERATIONS
- 15. STRUCTURAL REMOVALS
- 16. SITE

E	VG	G	FP
	x		
		x	
	x		
x			

E. REVERSIBILITY

- 17. EXTERIOR

E	VG	G	FP
		x	

F. ADDITIONAL CONSIDERATIONS / BONUS POINTS

- 18. INTERIOR / VISUAL
- 19. INTERIOR / HISTORY
- 20. INTERIOR ALTERATIONS
- 21. REVERSIBILITY / INTERIOR
- 22. NATIONAL OR CALIFORNIA REGISTER

E	VG	G	FP
		x	
			x
			x
			x
		x	

REVIEWED BY: Franklin Maggi

DATE: 04/27/00

EVALUATION TALLY SHEET

Historic Resource Name: 618 S 1st St

A. VISUAL QUALITY / DESIGN

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
1. EXTERIOR	16	12	6	0	6			
2. STYLE	10	8	4	0	4			
3. DESIGNER	6	4	2	0	0			
4. CONSTRUCTION	10	8	4	0	0			
5. SUPPORTIVE ELEMENTS	8	6	3	0	0		10	

B. HISTORY / ASSOCIATION

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
6. PERSON / ORGANIZATION	20	15	7	0	7			
7. EVENT	20	15	7	0	0			
8. PATTERNS	12	9	5	0	9			
9. AGE	8	6	3	0	3		19	

C. ENVIRONMENTAL / CONTEXT

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
10. CONTINUITY	8	6	3	0	3			
11. SETTING	6	4	2	0	0			
12. FAMILIARITY	10	8	4	0	4		7	36

(SUM OF A+C) = 17

D. INTEGRITY

	E	VG	G	FP	Value	Value	Value	Value
13. CONDITION	.00	.03	.05	.10	0.03	x	36	1.1
14. EXTERIOR ALTERATIONS	.00	.05	.10	.20	0.1	x	17	1.7
	.00	.03	.05	.10	0.05	x	19	1.0
15. STRUCTURAL REMOVALS	.00	.20	.30	.40	0.2	x	17	3.4
	.00	.10	.20	.40	0.1	x	19	1.9
16. SITE	.00	.10	.20	.40	0	x	19	0.0
								9.0

ADJUSTED SUB-TOTAL: (Preliminary total minus Integrity Deductions)

26.97

E. REVERSIBILITY

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
17. EXTERIOR	3	3	2	2	2			28.97

F. ADD'L CONSIDERATIONS/BONUS POINTS

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
18. INTERIOR / VISUAL	3	3	1	0	1			
19. INTERIOR / HISTORY	3	3	1	0	0			
20. INTERIOR ALTERATIONS	4	4	2	0	0			
21. REVERSIBILITY / INTERIOR	4	4	2	0	0			
22. NATIONAL / CALIFORNIA REGISTER	20	15	10	0	10		11	

EVALUATION TOTAL: (Adjusted subtotal plus Bonus Points)

39.97

P1. Other Identifier: City Center Motel Sign

*P2. Location: Not for Publication Unrestricted

*a. County San José

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad San José West Date 2015 T; R ; ¼ of Sec ; B.M.

c. Address N/A City San José Zip 95113

d. UTM: (give more than one for large and/or linear resources) Zone 10; 598907.42 mE/ 4131737.54 mN

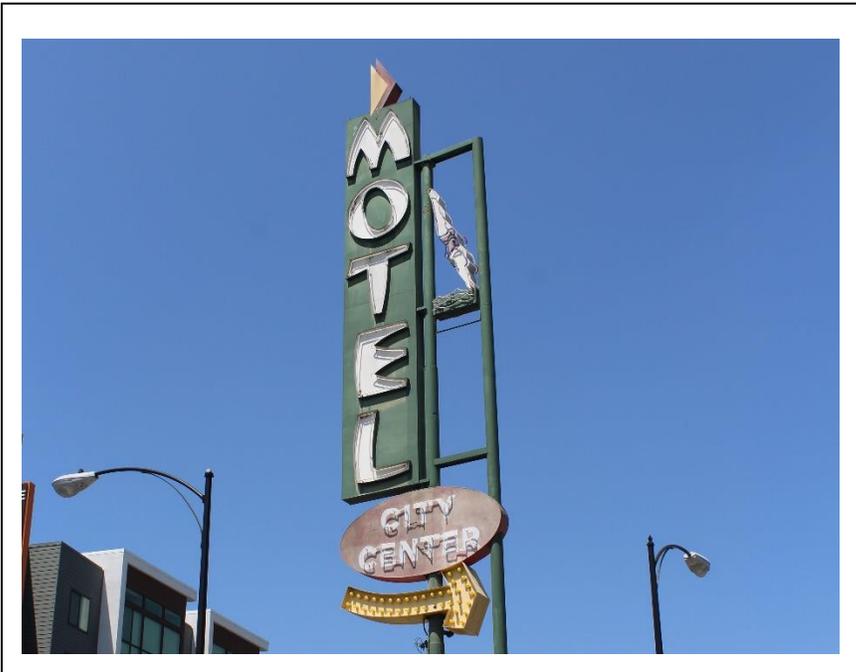
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

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

This property is located in the southern part of Downtown San José, just north of the California 280 Freeway. The block is a mixture of commercial and residential properties; the neighborhood is increasingly commercial toward the north and becomes more residential to the south. The sign is located on the southeast corner of the intersection of S First Street and E Reed Street. The corner lot it sits on is occupied by a parking lot; the City Center Motel advertised by the sign is located across E Reed Street and a half block to the east of the sign. The tall sign is designed to be attract attention from the north and south along S First Street and is also easily visible from the 280 Freeway. It has a metal frame and large vertically-arranged letters that spell out "MOTEL" in neon. Next to the "MOTEL" lettering, a neon image of a woman dives into blue waves. She wears a bikini on the north side of the sign and a one-piece bathing suit on the south. Underneath, a smaller oval is lettered with "CITY CENTER." A large yellow arrow with yellow light bulbs points towards the motel.

*P3b. Resource Attributes: (List attributes and codes) HP39. Other

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



P5b. Description of Photo: (View, date, accession #) Photograph 1: South side of sign, camera facing north, photograph taken April 26, 2018.

*P6. Date Constructed/Age and Sources:

Historic Prehistoric Both

c1960, San José Planning, Building, & Code Enforcement

*P7. Owner and Address:

James and Suzanne Salata

618 S. First Street

San José, California

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

Kara Brunzell

Brunzell Historical

1613 B St

Napa, CA 94559

*P9. Date Recorded: April 26, 2018

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.")

*Attachments: NONE Location Map Sketch 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) _____

*Resource Name or # (Assigned by recorder) City Center Motel Sign

B1. Historic Name: City Center Motel Sign
B2. Common Name: City Center Motel Sign
B3. Original Use: motel sign B4. Present Use: motel sign

*B5. Architectural Style: N/A

*B6. Construction History: (Construction date, alteration, and date of alterations) c1960, Original Construction

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme Postwar Roadside Architecture Area San José, California

Period of Significance 1960 Property Type sign Applicable Criteria C/3

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

The City Center Motel Sign is recommended eligible for listing on the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) and as a local landmark under Criterion C/3 (see continuation sheet).

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

*B12. References:

(See Footnotes)

B13. Remarks:

*B14. Evaluator: Kara Brunzell

*Date of Evaluation: April 20, 2018

(This space reserved for official comments.)



Page 3 of 7 *Resource Name or # (Assigned by recorder) City Center Motel Sign

*Recorded by Kara Brunzell *Date: April 26, 2018 Continuation Update

***P3a. Description: (continued):**



Photograph 2: Neighborhood setting, City Center Motel, camera facing north, April 26, 2018.



Photograph 3: North side of sign, camera facing south, April 26, 2018.



Photograph 4: South side of sign, camera facing north, April 29, 2018.



Photograph 5: North side of sign, camera facing south, April 29, 2018.

B10. Significance (continued):

San José

The first known inhabitants of the Santa Clara Valley were Ohlone people, who settled there around 8000 BC. Sir Frances Drake, who claimed the San Francisco Bay Area for England in 1579, was the first European to visit the area. In the late 18th century, the Spanish began to expand into the region in response to increasing Russian presence. In 1777, Father Junípero Serra consecrated the Mission Santa Clara de Asis, which later gave the county its name. Later that year, Spain founded the Pueblo de San José de Guadalupe, the first Spanish civilian town in California. In the 1820s, the Mexican government began secularizing, and sold the Mission land. By 1846, when the United States captured San José during the Mexican-American war, the town had a small population of Spanish, Mexicans, Peruvians, Chileans, and Native Californians. The Gold Rush began to alter the area in 1848, and the process accelerated after California statehood in 1850. In 1851, Jesuits set up Santa Clara University on the Mission site. In 1849, San José became the first state Capital. As railroads were built in

Page 4 of 7 *Resource Name or # (Assigned by recorder) City Center Motel Sign

*Recorded by Kara Brunzell *Date: April 26, 2018 Continuation Update

California, the Santa Clara Valley became a major agricultural center, exporting produce and seeds worldwide. Oil wells were also a major source of trade beginning in the 1860s, and at one point Santa Clara County produced virtually all of the oil used in California. Lumber and winemaking were also sources of income. In the 1890s, the Leland Stanford Junior University was founded by Senator Leland Stanford in Palo Alto, where research into radio, telegraph, and telephone technology began, laying the early foundation of the tech industry that would come to dominate in the area.¹

As the nineteenth century progressed, San José's commerce, financial services, and agricultural processing sectors expanded as the regional agriculture economy prospered. First focused on cattle ranching and then wheat, Santa Clara County shifted to intensive horticulture after 1875, and orchards came to dominate the region. Fruit cultivation meant fruit processing, and the region was a locus for innovations in drying, canning, and shipping fruit. As the most important town in the area, San José reaped the economic benefits of this market. Many canneries and packing houses were in San José', and by the turn of the century the local population was 21,500, and diversity was increasing as Japanese and Chinese immigrants and African-Americans joined long-established groups.²

The 1906 earthquake spurred growth in San José as local property owners took the opportunity to expand as they rebuilt, and as displaced San Franciscans relocated. Regional agriculture was still the source of local prosperity during the early twentieth century, and San José consolidated its position as the region's dominant city as farmers acquired cars and could drive longer distances. The city began to expand its footprint during this era, a harbinger of more rapid expansions in the postwar era. Downtown expanded south along First Street, and auto-related businesses including service establishments and showrooms located around South First and South Market Streets. Dependence on autos began to cause congestion in San José as well as the decline of the public transit system by the 1930s.³

The United States' entry into World War II in the waning days of 1941 set in motion a series of changes that would transform Santa Clara County from an agricultural to an industrial powerhouse and allow San José to become Northern California's largest population center. Proximity to war training and embarkation centers in San Francisco and at Fort Ord to the south brought huge numbers of people through Santa Clara County. People from all over the country relocated to Santa Clara County to work in local defense industry plants, and many stayed after the war ended. In some cases, these new residents appropriated property owned by Japanese internees. Wartime contracts also led to the growth of early technology companies, laying the foundation for what would become Silicon Valley. After the war ended, federal policies encouraged the construction of new highways and suburban neighborhoods, and veterans had access to attractive lending terms. Rapid residential development had already begun when City Manager A.P. Hamann took over in 1950. Hamann presided over San José's expansion from 17 to 137 square miles over the next two decades.⁴

The tech industry in Santa Clara County began developing further during and after the war, spurred in part by increased defense spending. President Eisenhower created the Advance Research Projects Agency in 1958, which began focusing on computer development after launching the United States' first successful satellite. Longstanding relationships between Stanford University and surrounding industries were also a factor as they strengthened in this era. In the fifties, Professor Fred Terman leased parts of the campus to tech companies in an attempt to address financial difficulties, a decision that is widely seen as having started the computer revolution. Over the following decades, these businesses were drawn to the area, and Santa Clara County became a site for numerous innovations in computer tech. The term "Silicon Valley" was coined in 1971, and the importance of tech in the area has only grown since then. Today, the region is still at the forefront of the tech industry, with thousands of tech companies headquartered there.⁵

San José Neon and Roadside Vernacular Signs

The first neon lamp was created by Georges Claude in 1910, and neon signs increased in popularity over the following decade. Diving ladies began to spring up on motel signs as more people began to travel by automobile; car travel reduced the need for travelers to book

¹ "Early History," *Santa Clara County: California's Historic Silicon Valley*, A National Register of Historic Places Travel Itinerary, National Park Service, accessed 1 May 2018, <https://www.nps.gov/nr/travel/santaclara/history.htm>; "Economic History," *Santa Clara County: California's Historic Silicon Valley*, A National Register of Historic Places Travel Itinerary, National Park Service, accessed 1 May 2018, <https://www.nps.gov/nr/travel/santaclara/economic.htm>.

² Envision San José General Plan, Cultural Resources: Existing Setting, Prepared by Basin Research Associates, Inc., July 2009, 17 – 19; Curt Fukuda, "History," Japantown San José, accessed 5 December 2016, <http://www.jtown.org/cat/history-san-jose-japantown>.

³ Envision San José General Plan 20 – 21; City of San José, Gateway Tower Mixed Use Development, Draft Supplemental EIR, August 2016, 24.

⁴ Preservation Action Council of San José, "San José Mid-Century Modern Context," Prepared by PAST Consultants, LLC, June 2009, 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), 46; Carey and Co Inc., "San José Japantown Historic Context and Survey Phase II," 11 – 15.

⁵ "Economic History."

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*Recorded by Kara Brunzell *Date: April 26, 2018 Continuation Update

lodging in advance and the importance of signs to draw in customers increased correspondingly. Pools appealed to tourists and the diving lady signs emphasized their presence to passing travelers. Traditionally, these signs featured women in one-piece bathing suits and bathing caps. The methods and materials associated with neon sign production have remained relatively consistent over the century they have been in use.⁶

In the 1950s and 60s, Googie-inspired architecture became popular for San José's commercial buildings, along with the distinctive and prominent signage that was a hallmark of the style. San José and surrounding communities. The post-war tradition of expressive and idiosyncratic programmatic architecture left a strong mark on the local built environment. Buildings, signs, and structures built in Googie or Roadside Vernacular style were overtly commercial, intended to command the attention of passing motorists and persuade them to stop and patronize the businesses with which they were associated. Individual examples of Roadside Vernacular architecture tend to be idiosyncratic, but most share certain features: utilization of bright colors, exaggerated scale, and kitschy panache to seize attention. Examples of the style that are San José or Santa Clara County historic landmarks include Mark's Hot Dogs ("The Orange"), Babe's Mufflers, the Cambrian Carousel, and the Futurama Bowl sign. Today, San José is known for its high proliferation of historic signs, including a large number of neon signs, although neon is increasingly considered threatened. The local Preservation Action Council has been working to call attention to local signs worthy of preservation in recent years. Devotees of San José's historic signs also include the organizers of the San José Signs Project, who publish a guide to 25 classic San José signs, and Suhita Shirodkar, who illustrates San José's signs in ink and watercolor for her Vintage Signs San José series.⁷

City Center Motel Sign

Construction on the City Center Motel on E Reed Street began in 1957. The swimming pool was installed in 1960 and the sign was likely put up around that time. It may have been produced by Federal Sign/Epcoco. The Electrical Products Corporation was established in 1912 in Los Angeles and expanded to Oakland, San Francisco, Denver, Portland and Seattle by 1927, later also adding offices in Stockton, Sacramento, San José, and Phoenix. From the 1920s onward, Epcoco dominated the electric sign industry on the West Coast, and by the 1960s, there were thousands of Epcoco signs in the San Francisco Bay Area. In 1962, Epcoco merged with the Chicago-based company Federal Sign. At some point between 1990 and 2009, Kevin Chong of Silica Valley Glass made some modifications to the sign, including giving the north side diver her bikini. The background colors were changed from red to green at an unknown date. Today, the City Center Motel sign is said to be one of a very few original diver motel signs remaining in California. In 2009, the City Center Motel Sign was recognized as a noteworthy example of local Googie roadside architecture in the San José Modernism Historic Context.⁸

⁶ Gayle Frank, "San José Sign Project Celebrates!," *Continuity* 28, no. 2 (Preservation Action Council of San José, 2017); "Historical Resource Evaluations for the Fairfield at West San Carlos Project, 800 West San Carlos Street, San José, Santa Clara County, California," LSA Associates, Inc.

⁷ 2014; Suhita Shirodkar, "The Diving Lady at City Center Motel," *Vintage Signs: San José, California*, 27 December 2016, accessed 2 May 2018, <http://www.vintagesignsanjose.com/diving-lady-city-center-motel/>; Gary Singh, "San José Signs Project Honors Colorful Contributions of Neon," *MetroActive* (San José), 19 April 2017; City of San Jose, Landmark Registry, <https://www.sanjoseca.gov/index.aspx?NID=2173>, accessed 2 May 2018.

⁸ Building Permits, San José Planning, Building, & Code Enforcement; Heather David, "Electrical Products Corp. (EPCO): Album Description," *Flickr.com*, accessed 2 May 2018, <https://www.flickr.com/photos/14696209@N02/sets/72157670356971793/>; Singh; Preservation Action Council of San José, San José Modernism Historic Context, Prepared by PAST Consultants, LLC, June 2009.

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*Recorded by Kara Brunzell

*Date: April 26, 2018 Continuation Update

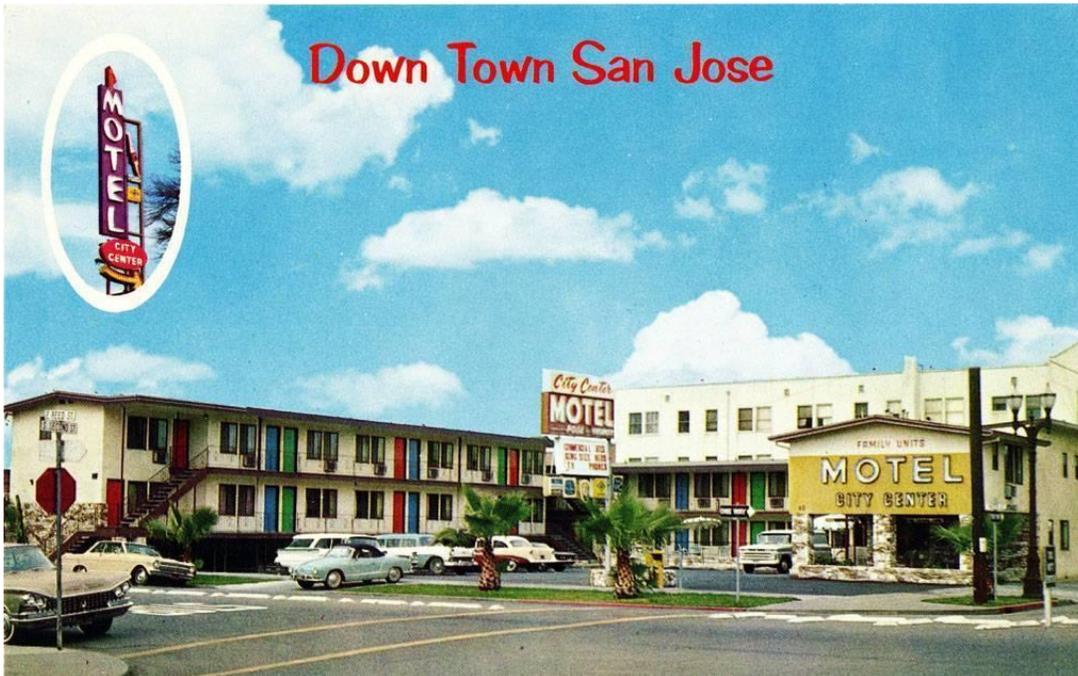


Figure 2: City Center Motel postcard showing sign, c1965.

Evaluation:

The National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) require that a significance criterion from A-D or 1-4 (respectively) be met for a resource to be eligible.

Criterion A/1: The City Center Motel sign is not associated with events that have made a significant contribution to the broad patterns of our history. It is generally associated with post-war expansion and the late twentieth-century development of automobile-oriented businesses in San José, but research has not revealed significant associations with that historic context. Therefore the property is recommended not eligible to the NRHP or CRHR under Criterion 1/A.

Criterion B/2: The City Center Motel sign is not associated with the life of a person important to our history. Research did not reveal any significant associations to any important historic persons. Therefore it is recommended not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: The City Center Motel sign is significant for its architecture. It embodies the distinctive characteristics of a type and period of construction. With its bright colors, bold mid-century style lettering, and large arrow pointing toward the related business, the sign is an eye-catching example of Googie or Roadside Vernacular architecture. Although its programmatic illustration of a diver is decorative, its primary purpose is as a graphic reminder of the motel pool it advertises. Like other recognized local landmarks of the style, the sign is idiosyncratic, overtly commercial, and designed to capture the attention of passing motorists. Although such signs were once ubiquitous in the region, they are increasingly rare as San José's postwar built environment is replaced by redevelopment. For these reasons, the sign is recommended eligible to the NRHP and CRHR under Criterion C/3.

Criterion D/4: In rare instances, a structure can serve as sources of important information about historic construction materials or technologies and be significant under Criterion D/4. The City Center Motel sign does not appear to be a principal source of important information in this regard.

The City of San José's municipal code sets forth factors which may be considered in order to determine whether a property qualifies as a local landmark under section 13.48.110 (H):

Prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation

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*Recorded by Kara Brunzell *Date: April 26, 2018 Continuation Update

as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
2. Its location as a site of a significant historic event;
3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;
5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

The City of San José's factors for consideration as a local landmark apply to the City Center Motel Sign as follows:

1. The property is not significant for its character, interest or value as part of the local, regional, state or national history, heritage or culture. As described above under the Criterion A/1 evaluation, the City Center Motel sign is not associated with any important historic contexts.
2. The City Center Motel sign is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, the City Center Motel sign is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history; 4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José.
4. The City Center Motel sign does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. The City Center Motel sign does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described above under the Criterion C/3 evaluation, the City Center Motel sign is a good example of Roadside Vernacular architecture, which is also often described as Googie, and therefore embodies the distinguishing characteristics of an architectural type.
7. Although local individuals believe the sign to be the work of Federal Sign/Epco, research did not definitively reveal the identity of its designer. The City Center Motel sign is therefore not the work of an architect or master builder whose individual work has influenced the development of the City of San José;
8. Although it is a good example of an important Roadside Vernacular architecture, Federal Sign/Epco does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

Integrity

Historic significance rests on integrity (the ability of a property to convey its historic character) as well as significance. The City Center Motel sign has not been moved and therefore retains integrity of location. The decorative features of the sign's original roadside vernacular design remain, so it retains integrity of Design. Incremental changes to the neighborhood since 1960 have not compromised integrity of Setting. Alterations such as the alteration of the north side to include a two-piece bathing suit have slightly compromised integrity of Materials and Workmanship. However, this change is minor and other original elements remain, therefore the property retains integrity of Materials and Workmanship. It remains in use as a sign for the motel (which is extant in its original location around the corner), so retains integrity of Association. The presence of other aspects of integrity combine to form Integrity of Feeling. Therefore, the sign retains sufficient integrity overall to convey its historic character.

The property is recommended eligible for listing on the NRHP and CRHR under Criterion C/3 and for local landmark listing under Factor 6.

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APPENDIX B

PHOTOGRAPHS



Photograph 1: Overview, E Reed Street, camera facing south, October 12, 2017.



Photograph 2: 8 E Reed Street, camera facing southwest, October 12, 2017.

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Photograph 3: 8 E Reed Street, main façade detail, October 12, 2017.



Photograph 4: 8 E Reed Street, west and south elevations, October 12, 2017.

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Photograph 5: 8 E Reed Street, south and east elevations, October 12, 2017.



Photograph 6: Overview, S. First Street, camera facing southeast, October 12, 2017.

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Photograph 7: 618 S. First Street, camera facing east, October 12, 2017.



Photograph 8: 618 S. First Street, camera facing northeast, October 12, 2017.

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Photograph 9: 618 S. First Street, camera facing north, October 12, 2017.



Photograph 10: 618 S. First Street, camera facing northwest, October 12, 2017.

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Photograph 11: Overview, City Center Motel sign with 618 S. First Street in background, camera facing south, April 26, 2018.

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Photograph 12: City Center Motel sign, camera facing north, April 26, 2018.

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Photograph 13: City Center Motel sign at night, camera facing south, April 29, 2018.

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