

Appendix C: Cultural Resources Supporting Information

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C-1: South Bascom Avenue Historic Evaluation Report Update Memo

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Memo

Date: June 3, 2019

To: Krinjal Mathur, City Planner, City of San José

From: Dr. Dana DePietro, Director of Cultural Resources, FirstCarbon Solutions

Subject: South Bascom Avenue Historic Evaluation Report Update

This memo serves to memorialize minor updates to findings made following the “Historical Evaluation Report” (HRE) for the 1350-142S Bascom Avenue project prepared by Brunzell Historical on February 15, 2019.

On April 18, 2019, Juliet M. Arroyo, Historic Preservation Officer for the City of San José, reviewed the HRE for the project and concurred with the findings of the Evaluation and found it complete, with the exception of addressing the gas station as a ‘Structure of Merit’.

In her April 18, 2019, letter to the San José Planning Office (Attachment A) the Historic Preservation Officer noted that the report found that the Moderne Style Gas Station at 1410-1420 South Bascom Avenue does not qualify as a local city landmark, or other State or national register programs. She concurred with this finding, noting however that the report does not provide a finding about ‘Structure of Merit’ status, pursuant to the criteria set forth by the City of San José.

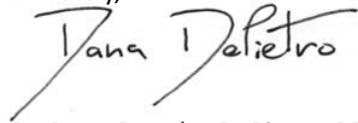
Based on the information and analysis in the report, which included Department of Parks and Recreation (DPR) recordation and evaluation forms, as well as a visit to the site, she concluded that the building would indeed meet the definition of ‘Structure of Merit’ due to its style, integrity, and development patterns in history.

However, because there is no remaining setting and context for this structure and it would not contribute to some other resource, she noted that she would not recommend that the adaptive reuse and other preservation policies in the General Plan be followed. Additionally, she concluded that this ‘Structure of Merit’ would not qualify as a CEQA ‘historical resource’.

FirstCarbon Solutions (FCS) fully concur with the City of San Jose’s Historic Officer’s assessment, and have updated the resource DPR Forms (Attachment B) to reflect this minor change in the structure’s determination of historic significance.

Krinjal Mathur
June 3, 2019
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Sincerely,

A handwritten signature in black ink that reads "Dana DePietro". The signature is written in a cursive style with a large, stylized 'D' at the beginning.

Dr. Dana Douglas DePietro, RPA
Director of Cultural Resources
FirstCarbon Solutions
1350 Treat Boulevard, Suite 380
Walnut Creek, CA 94597

Enc: Attachment A: Correspondence with City of San José Historic Officer, Juliet M. Arroyo
Attachment B: Updated Structure DPR Forms

Krinjal Mathur
June 3, 2019

**Attachment A:
Correspondence with SJHPO Juliet M. Arroyo**

Mathur, Krinjal

From: Arroyo, Juliet
Sent: Thursday, April 18, 2019 4:34 PM
To: Mathur, Krinjal
Subject: Historic report for S Bascom Ave

Hello Krinjal

I reviewed the updated "Historical Evaluation Report" February 15, 2019 for the 1350-1420 S Bascom Avenue project (Dick's Center) and find it complete with the exception of addressing the gas station as a Structure of Merit, explained below. Additionally, I concur with the findings and determinations about historic resources on site and surrounding the project site. I would suggest that an analysis of the gas station against/for Structure of Merit be included similar to what was done for the neon sign.

The only resource identified is the "Dick's Center" freestanding pole sign which was found to be meet the definition of a "Structure of Merit", a local identifier, as explained on page 27 of the report. I concur with the analysis and the finding. For this project site within this location, this Structure of Merit would not be considered a CEQA "historical resource", but would be subject to our local goals, policies and actions for such properties as identified in the General Plan.

The report found that the Moderne Gas Station at 1410-1420 S Bascom Ave does not qualify as a local City Landmark, or other State or National register programs. I concur with this finding. The report does not provide a finding about "Structure of Merit" status, but based on the information and analysis in the report (including a 1999 DPR form on the structure) and my site visit, I find that it would meet the definition of "Structure of Merit" due to its style, integrity, and development patterns in history. However, because there is no remaining setting and context for this structure and it would not contribute to some other resource, I would not recommend that the adaptive reuse and other preservation policies in the General Plan be followed. Additionally, I find that this Structure of Merit would not qualify as a CEQA "historical resource". I do recommend that we apply our standard condition for photo documentation and salvage before demolition. I would be happy work on this condition.

Let me know if this helps complete the review.

Thanks JULIET

Juliet M. Arroyo

Principal Planner (Historic Preservation Officer)

City of San Jose | Planning, Building, and Code Enforcement
200 E Santa Clara Street, 3rd Floor Tower | San Jose, CA 95113
Office: 408.535.7847 | Email: Juliet.Arroyo@sanjoseca.gov

Krinjal Mathur
June 3, 2019

**Attachment B:
Updated Structure DPR 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 _____

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*Resource Name or # (Assigned by recorder) Dick's Center

P1. Other Identifier: 1390 – 1412 S. Bascom Avenue

***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 1390 – 1412 S. Bascom Avenue **City** San José **Zip** 95128

d. UTM: (give more than one for large and/or linear resources) **Zone** 10; 594753 mE/ 4128646 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)

The supermarket building is located on a commercial block in a primarily residential neighborhood near Campbell. The triangular parcel is bounded by residential and commercial properties to the north, S. Bascom Avenue to the west, and the light rail tracks which cross the street grid on a southwest-northeast axis. A large triangular parking lot occupies the northwest part of the parcel. The supermarket/strip mall building has an irregular plan formed by five connected rectangular volumes aligned to the railroad tracks rather than the street grid. The building is constructed of concrete masonry units, with various types of decorative cladding on the primary (northwest) façade. Most of the building is one story, with a small two-story area at the rear along the railroad tracks. Roof forms are a combination of flat and arched. There is a projecting soffit clad in corrugated metal forms raised parapet on the elevations facing the parking-lot (northwest and southwest), and also shelters the storefront entryways. The supermarket is located in the center; its main volume features a curved roof and appears to be a repurposed Quonset hut. A volume with a lower flat roof projects about 20 feet in front of the Quonset hut. There is a large sign for the home furnishings store centered on the soffit. Most of the façade is large storefront window panels separated by aluminum frames. There are three entryways; the one centered on the northwest façade is fitted with double wood doors and the two side entryways have double aluminum-frame glazed doors. Corners are clad in irregular manufactured stone (Continued p. 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: Northwest (main) elevation, camera facing southeast across parking lot, photograph taken August 14, 2018.

***P6. Date Constructed/Age and Sources:**
 Historic Prehistoric Both
c1950s

***P7. Owner and Address:**

Dick Yee Inc.
1410 S. Bascom Avenue
San José, California

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

Kara Brunzell
Brunzell Historical
1613 B St
Napa, CA 94559

***P9. Date Recorded:** August 14, 2018

***P10. Survey Type:** (Describe) Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Historic Resource Evaluation of Dick's Center, San Jose, California

***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) Dick's Center

- B1. Historic Name: Dick's Super Market
B2. Common Name: Eclectic Home Furnishings
B3. Original Use: Commercial B4. Present Use: Commercial

***B5. Architectural Style:**

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

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

***B8. Related Features:** _____

B9. Architect: Unknown b. Builder: Unknown

***B10. Significance: Theme** Postwar commercial development **Area** San José, California

Period of Significance 1953-1977 **Property Type** Grocery Store **Applicable Criteria** A/1

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

Dick's Center on S. Bascom Avenue is not recommended eligible for listing on the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) or for local listing. Although the Dick's Super Markets chain was significant in the postwar commercial development of San José, the building lacks the integrity required for historic listing (see continuation sheet).

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

***B12. References:**

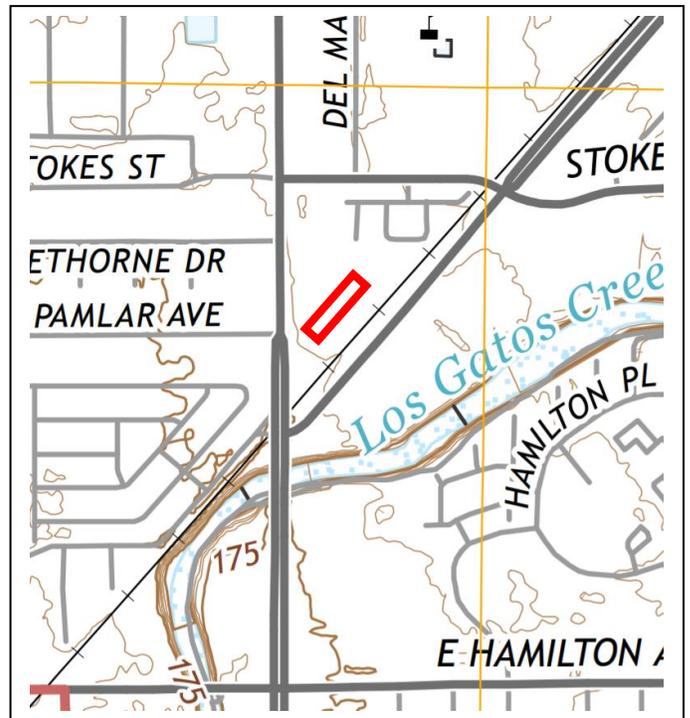
(See Footnotes)

B13. Remarks:

***B14. Evaluator:** Kara Brunzell

***Date of Evaluation:** August 14, 2018

(This space reserved for official comments.)



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*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update

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

Rectangular volumes recessed on either side of the grocery store building hold smaller retail spaces. They house small retail businesses and feature double doors separated by large storefront windows. Exterior walls are clad in rough-textured concrete masonry units. 1372-1392 S. Bascom are north of the store, while 1400-1412 are to the south. Most of the storefronts are large window panes separated by aluminum frames with aluminum-frame glazed doors at the center.

1372 S. Bascom has storefront windows are covered is wood with grooves in a diamond-shaped patterns which have small diamond-shaped windows cut into them (reflecting previous use as bar). Windows, including a transom, are covered with wrought-iron bars. The double wood paneled doors have tiny windows also fitted with scrolled iron bars. Side and rear elevations of the strip mall sections of the building lack the parapet and storefront windows. Walls are plain concrete masonry units or vertical-grove plywood and there are several employee entrances.

The two rectangular volumes behind the grocery store/strip mall building are constructed of concrete masonry units and have arched primary roofs. They appear to have been originally intended for storage and lack retail-oriented features like large windows. There is the loading dock at the south end, which leads to a small projecting shed-roofed volume clad in corrugated metal. A two-story volume behind it has a flat roof and steel casement windows on the upper story, which may have originally been used for worker housing.



Photograph 2: Northwest elevation, camera facing east, August 14, 2018.



Photograph 3: Northwest elevation, camera facing south, August 14, 2018.



Photograph 4: Northwest elevation, camera facing southeast, August 14, 2018.



Photograph 5: Northwest elevation, camera facing southeast, August 14, 2018.

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*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update



Photograph 6: Northwest elevation, camera facing southeast, August 14, 2018.



Photograph 7: Northwest and northeast elevations, camera facing south, August 14, 2018.



Photograph 8: Northwest and northeast elevations, camera facing south, August 14, 2018.



Photograph 9: Southeast elevation, camera facing northeast, August 14, 2018.



Photograph 10: Southeast and southwest elevations, camera facing northeast, August 14, 2018.



Photograph 11: Southeast and southwest elevations, camera facing north, August 14, 2018.

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*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update



Photograph 12: Southwest and northwest elevations, camera facing northwest, August 14 2018.



Photograph 13: Detail, sign, southwest elevation, August 14, 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 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

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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

³ "Cultural Resources," 20-21; City of San José, Gateway Tower Mixed Use Development, Draft Supplemental EIR, August 2016, 24.

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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. 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

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁶

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁷

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the

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

⁵ "Economic History."

⁶ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

⁷ Hawkins; Yee.

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*Recorded by Kara Brunzell *Date: August 14, 2018 Continuation Update

Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.⁸

Gene Yee

Gene Yee, Dick's oldest son, married Peggy Kim Fong in a Sacramento Presbyterian Church in 1948, after which the couple moved to San José. Gene managed his father's grocery stores and became a naturalized US citizen in 1963. Gene was the general manager and president of the family business by the late 1960s, and took on more responsibility after his father's 1976 death. Gene served as vice president of the Bay Area Grocers Association in 1966, president of the California Grocers Association in 1974, and was inducted into the Grocers Hall of Fame in 1997.⁹

Dick's Super Market Expansion

Gene Yee purchased the land on Bascom Avenue in 1951 as part of the expansion of the supermarket enterprise. In addition to needing economy of scale to stay competitive, the Yee family business needed to grow to provide management jobs for Dick and Betty's five sons as they started their own families. Dick's Super Markets advertisements from the mid-1950s emphasized quality, freshness, low prices, and of course abundant free parking. As the chain expanded, the Yees began hiring non-Chinese workers. At one point, the Dick's Super Market chain was the largest in the South Bay with 15 stores and several shopping centers. By 1968, when the Yees opened their 15th store in Fremont, the company had 400 employees, and the company was emphasizing its top-quality products and facilities, quick service, and competitive prices. The size of the individual Dick's stores had grown along with the number. The Fremont store was 25,000 square feet, in contrast to the first store, which had only been 7,000 square feet. As the Dick's Super Market chain continued to grow in the 1960s, however, national chains also expanded into Santa Clara County. The purchasing power of the large chains meant they could offer lower prices than a local chain, and Dick's Super Markets began struggling. Gene Yee declared bankruptcy in 1977, but had the business running again within the year.¹⁰

Dick's Center, South Bascom Avenue

The Yee family constructed the Dick's Center supermarket/strip mall on S. Bascom and the gas station to the south in 1953. The land was planted with prune orchards at the time the Yees purchased it, and most of the surrounding neighborhood was still agricultural. The grocery store was the third in the Dick's Super Market chain. Research did not reveal original building permits, but the Yee family appears to have used a repurposed Quonset hut as the nucleus for the grocery store (and may have also incorporated Quonset huts into the storage buildings at the rear). In the years following World War II, military surplus Quonset huts were widely available and commonly used for a range of low-cost buildings. The flat-roofed volumes were also built at this time as demonstrated by historic aerial photographs, and concrete masonry unit walls appear to be original as well. In the early 1950s, South Bascom (then known as San José-Los Gatos Road) was rather remote and was not included in City directories, so early information about the property is scant. By 1956, there were several subdivisions south of Fruitdale, but orchards remained immediately west and south of Dick's Center through the 1960s. Research did not reveal historic photographs of the grocery store/strip mall. The soffit/parapet, cultured stone cladding, aluminum-frame windows, and all the doors in the building all appear to be replacements, based on style and materials.¹¹

Dick's Super Market's first address at this location was 700 San José-Los Gatos Road, which by 1961 had been changed to 1400 San Jose-Los Gatos Road and finally became 1400 S. Bascom by 1963 (its current address). The strip mall was constructed at the same time as the connected grocery store, but research has not revealed any details about its first decade of use. In 1963, the following business were operating in the small storefronts north and south of the grocery store:

- 1372 S. Bascom, DelMonaco Pizza Restaurant
- 1374 S. Bascom, Brothers Interiors rugs
- 1378 S. Bascom, vacant
- 1380 S. Bascom, Vila's Fashion Salon beauty shop

⁸ Yee.

⁹ Westminster Presbyterian Church Register, Sacramento, California, 1872-1956; Yee; Lillian Gong-Guy and Gerrye Wong, Chinese in San José and the Santa Clara Valley (Charleston: Arcadia Publishing, 2007), 44.

¹⁰ Yee; *Fremont Arcus*, 23 October 1968, 25.

¹¹ Kara Brunzell, personal interview with Dick Yee Inc. staff, 14 September 2018; Historic aerial photographs, 1948, 1956, 1968, Nationwide Environmental Title Research, LLC, 1999 - 2018.

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- 1402 S. Bascom, Coin-O-Wash self-serve laundry
- 1404 S. Bascom, Grant's Liquor
- 1408 S. Bascom, Atomic Vacuum Shop
- 1410 S. Bascom, Classic Barber Shop
- 1412 S. Bascom, City of Paris No 2 cleaners

The locally-owned small businesses in the strip mall turned over frequently, although the grocery store was a constant for 25 years. 1372, for example, changed from DelMonaco Pizza to Guido's Pizza in the early 1960s. Operated by Italian immigrant Guido Polverino, Guido's remained open in the Bascom center through at least 1981 before eventually relocating. Polverino made \$6,200 in alterations in 1979, likely bringing the façade to its current appearance. Some of these small businesses were without a doubt operated by the Yee family, such as Dick's U-Save-Liquors, which had opened by the late 1960s.¹²

By the late 1960s, Dick's Super Market's offices were at 1388 S. Bascom, likely in one of the buildings at the rear of the stores along the railroad tracks. Gene Yee, was heavily involved in the family businesses, and by the 1960s appears to have been running day-to-day operations. The Yees undertook \$50,000 worth of remodeling beginning in June 1966. The permit for the project is not detailed, but it mentions footings for columns and steel for a wall. This likely references the addition of the corrugated metal soffit/parapet. The manufactured stone and current windows may have also been installed at that time. They spent another \$20,000 working on the grocery store in 1967, apparently remodeling former warehouse space at the rear into offices.¹³

Over two dozen permits were issued by the City of San José over the years (in addition to those discussed above). None appear to have been associated with major remodels; they are for electrical work, plumbing, new signs and other minor alterations performed as uses and owners shifted over the years. The Yees closed the Bascom grocery store about 1977. One of the center's rare long-term tenants was Beverly Fabrics, a crafts store that moved into the central grocery store space about 1978 (when the Dick's Super Market chain was having financial trouble.) The fabric store moved out about 2008, after which the current furniture store moved in. Dick Yee Inc. has kept an office at its Bascom center over the decades.¹⁴

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: Dick's Center on Bascom Avenue is associated with events that have made a significant contribution to the broad patterns of our history. Dick's Center was constructed within the context of San José's explosive growth in the 1950s. Constructed in a primarily rural area outside city limits, further residential and commercial development followed the shopping center to the neighborhood, which was one of the areas annexed to San José during that period. Dick's Super Market chain was developed within the context of the transformation of neighborhood grocery stores to large modern supermarkets and the concurrent growth of grocery chains in the postwar era. Dick's Super Markets chain is an example of a regional family-run grocery business that helped to spur this transformation. Dick's Super Markets was able to compete with more established stores because they bought in bulk, employed other cost-saving strategies, devised innovative promotions, and worked together as a family to make the endeavor a success. Dick's stores grew larger in size with the development of the car-oriented culture of the 1950s and 1960s, when it became common to drive to the store and purchase big quantities rather than shopping daily. Although Dick's was initially one of several Chinese-owned grocery stores in San José, it grew to have more stores than chains with similar roots. Only the third store in the Yee family's Santa Clara County chain of stores, Dick's Center on S. Bascom Avenue opened just five years after the Yee family moved into the San José grocery market. Much larger and more modern than the older Dick's stores, the store signaled the family's intent to grow their brand and evolve with the grocery industry. It embodied the transformation from neighborhood market to supermarket that characterized the grocery business during this period, with new elements of 1950s retail development including an attached strip mall and an enormous parking lot situated between the store buildings and the road. Dick's Super Markets became a well-known player in the regional grocery market and its stores were ubiquitous in the San José area, as Dick's was the largest local chain for a time during the 1960s. Therefore, the property is recommended eligible to the NRHP or CRHR under Criterion A/1.

¹² San José City Directory, 1963, 1968; Obituary: Guido Polverino, *San Jose Mercury News*, 2 December 2010; Building Permits, City of San José, 20 January 1981, 16 January 1979.

¹³ Building Permits, City of San Jose, 27 January 1967, 22 June 1967.

¹⁴ *San José Mercury News*, 4 February 2008; San José City Directory, 1979.

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*Recorded by Kara Brunzell *Date: August 14, 2018 Continuation Update

Criterion B/2: Dick's Center is not significantly associated with the life of a person important to our history. Dick Yee was a prominent member of San José's Chinese American business community. He ran an extraordinarily successful local business which he and his family built into a regional chain, utilizing innovative promotions and creatively cutting costs to compete in the difficult grocery business. However, the original Dick's Market on Fourth Street is extant, and would appear to be more significantly associated with Dick Yee's professional accomplishments. Therefore, the Dick's Center grocery store/strip mall is recommended not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: Dick's Center is not significant for its architecture. It is a quotidian example of a grocery store building without architectural or design distinction. Although research did not reveal original photographs or architectural drawings, its five connected volumes with their various roof heights and forms strongly suggest a building that was pieced together from a combination of reused buildings and new construction. Even if the entire building was newly built, it was primarily utilitarian, constructed from concrete masonry units and other inexpensive materials. For these reasons, the property is recommended not 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. Dick's Center 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 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 represent a significant architectural innovation or which are unique.

The City of San José's criteria apply to Dick's Center as follows:

1. The property is 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, Dick's Super Markets is significantly associated with any the postwar evolution of the grocery business regionally.
2. Dick's Center is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, Dick's Center is not significantly associated with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. Dick's Center exemplifies the cultural, economic, social or historic heritage of the City of San José as an important example of a Chinese-American family-run enterprise of the post-war era.
5. Dick's Center does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.

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6. Dick's Center does not embody distinguishing characteristics of an architectural type or specimen, as discussed above under the Criterion C/3 evaluation.

7. Dick's Center is not the work of an architect or master builder whose individual work has influenced the development of the City of San José, as discussed above under the Criterion C/3 evaluation.

8. Dick's Center does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Integrity

Historic eligibility rests on integrity (the ability of a property to convey its historic character) as well as significance. Dick's Center has not been moved and therefore retains integrity of location. Although research has not revealed full details of its original form, its current appearance is not consistent with a 1953 grocery store. A 1956 advertisement (Figure 2) features a simple rendering of the building. The three drawings of grocery stores featured in the ad are distinct from one another, and the rendering at the center is consistent with the basic features of the original Dick's Market, which is extant on Fourth Street. (The second store on Almaden Road has been demolished.) The drawing at the right, which shows a larger and more modern store than the older outlets, is also likely to have been based on the S. Bascom Avenue store's original form. It demonstrates that the original would have had a simple awning out front behind which the arched roof of its main volume was visible, rather than the soffit/parapet on the current building. It shows that the center doorway and manufactured stone trim are later additions, and that there appears to have been a concrete screen wall at the front of the building similar to that on the adjacent Dick's Dragon restaurant building. The original store's signage has been lost, and original storefront windows and bulkhead also appear to have been replaced. The building therefore lacks integrity of Design, Materials and Workmanship. Incursion of development into the rural setting of the original store has partially compromised integrity of Setting. It is no longer a grocery store and therefore lacks integrity of Association. Loss of these and other aspects of integrity in combination compromise its Integrity of Feeling. Therefore, the property does not retain sufficient integrity to convey its historic character.

The property is therefore recommended ineligible for historic listing at any level because of a loss of integrity.



Figure 2: Dick's Super Market newspaper advertisement, c1956.

P1. Other Identifier: Dick's Center 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 1390 – 1412 S. Bascom Avenue City San José Zip 95128

d. UTM: (give more than one for large and/or linear resources) Zone 10; 594753 mE/ 4128646 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)

The sign located on a commercial block surrounded by residential developments and bounded to the south by the railroad tracks. The free-standing sign is adjacent to the sidewalk, across the parking lot at from the commercial buildings it advertises. It is composed of sheet metal panels which form a tall rectangular base with rectangular cut-out. The base supports the portion of the sign nearest the parking lot, the other half of the horizontally oriented rectangle is unsupported. Separate panels which hold the words are stepped to form a serrated outer edge to the rectangular form. The base is painted a mustard yellow, while the top is light brown with original red paint showing through. "Dick's Center" is spelled out in block letters. The word "Dick's" at the top of sign is painted the same mustard yellow as the base and outlined in red neon. "Center" is white with white neon outline and smaller letters. A red arrow pointing to the shopping center is covered in bulb lights and affixed to a pole below the word "Center." Lowest on the sign is a more recently added rectangular metal sign reading "Eclectic Home Furnishings" in script.

***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: Sign and parking lot, camera facing north, photograph taken August 14, 2018.

***P6. Date Constructed/Age and Sources:**

Historic Prehistoric Both

c1953

***P7. Owner and Address:**

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

Kara Brunzell

Brunzell Historical

1613 B St

Napa, CA 94559

***P9. Date Recorded:** August 14, 2018

***P10. Survey Type:** (Describe) Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Evaluation of Dick's Center, San José, California

***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) Dick's Center Sign

- B1. Historic Name: Dick's Center Sign
B2. Common Name: Dick's Center Sign
B3. Original Use: Commercial B4. Present Use: Commercial

*B5. Architectural Style:

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

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Unknown

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

Period of Significance 1953-1977 Property Type sign Applicable Criteria C/1

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

The Dick's Center Sign is recommended eligible for listing on the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion C/3 and as a local landmark under Factor 6 (see continuation sheet).

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

*B12. References:

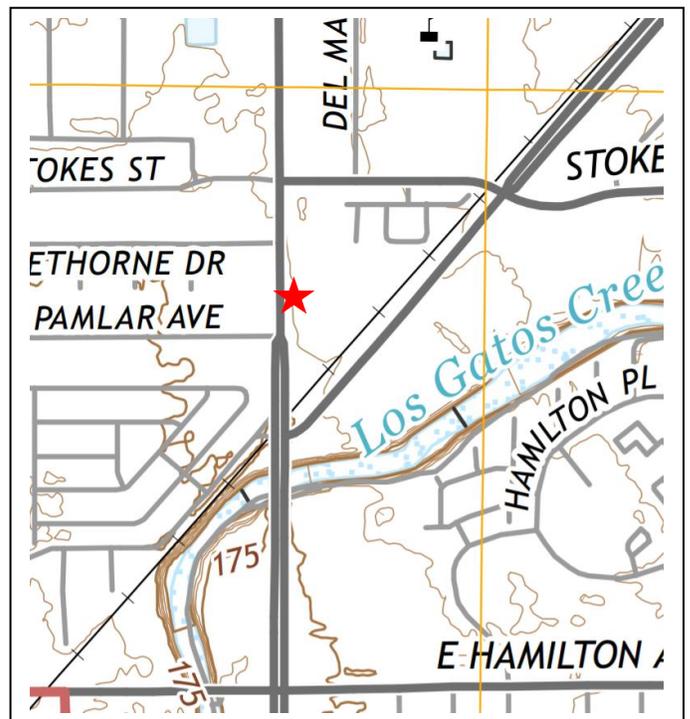
(See Footnotes)

B13. Remarks:

*B14. Evaluator: Kara Brunzell

*Date of Evaluation: August 14, 2018

(This space reserved for official comments.)



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



Photograph 3: Dick's Center sign, camera facing northeast, August 14, 2018.



Photograph 4: Dick's Center sign, camera facing south, August 14, 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 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

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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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. 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

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁶

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his

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

³ "Cultural Resources," 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, p. 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), p. 46; "San José Japantown Historic Context and Survey Phase II," Carey & Co Inc., p. 11-15.

⁵ "Economic History."

⁶ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

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night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁷

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.⁸

Gene Yee

Gene Yee, Dick's oldest son, married Peggy Kim Fong in a Sacramento Presbyterian Church in 1948, after which the couple moved to San José. Gene managed his father's grocery stores and became a naturalized US citizen in 1963. Gene was the general manager and president of the family business by the late 1960s, and took on more responsibility after his father's 1976 death. Gene served as vice president of the Bay Area Grocers Association in 1966, president of the California Grocers Association in 1974, and was inducted into the Grocers Hall of Fame in 1997.⁹

Dick's Super Market Expansion

Gene Yee purchased the land on Bascom Avenue in 1951 as part of the expansion of the supermarket enterprise. In addition to needing economy of scale to stay competitive, the Yee family business needed to grow to provide management jobs for Dick and Betty's five sons as they started their own families. Dick's Super Markets advertisements from the mid-1950s emphasized quality, freshness, low prices, and of course abundant free parking. As the chain expanded, the Yees began hiring non-Chinese workers. At one point, the Dick's Super Market chain was the largest in the South Bay with 15 stores and several shopping centers. By 1968, when the Yees opened their 15th store in Fremont, the company had 400 employees. By the late 1960s, the company was emphasizing its top-quality products and facilities, quick service, and competitive prices. The size of the individual Dick's stores had grown along with the number. The Fremont store was 25,000 square feet in contrast to the first store, which had only been 7,000 square feet. As the Dick's Super Market chain continued to grow in the 1960s, however, national chains also expanded into Santa Clara County. The purchasing power of the large chains meant they could offer lower prices than a local chain, and Dick's Super Markets began struggling. Gene Yee declared bankruptcy in 1977, but had the business running again within the year.¹⁰

Dick's Center, South Bascom Avenue

The Yee family constructed the Dick's Center supermarket/strip mall on S. Bascom and the gas station to the south in 1953. The land was planted with prune orchards at the time the Yees purchased it, and most of the surrounding neighborhood was still agricultural. The grocery store was the third in the Dick's Super Market chain. Research did not reveal original building permits, but the Yee family appears to have used a repurposed Quonset hut as the nucleus for the grocery store (and may have also incorporated Quonset huts into the storage buildings at the rear). In the years following World War II, military surplus Quonset huts were widely available and commonly used for a range of low-cost buildings. The flat-roofed volumes were also built at this time as demonstrated by historic aerial photographs, and concrete masonry unit walls appear to be original as well. In the early 1950s, South Bascom (then known as San José-Los Gatos Road) was rather remote and was not included in City directories, so early information about the property is scant. By 1956, there were several subdivisions south of Fruitdale, but orchards remained immediately west and south of Dick's Center through the 1960s.

⁷ Hawkins; Yee.

⁸ Yee.

⁹ Westminster Presbyterian Church Register, Sacramento, California, 1872-1956; Yee; Lillian Gong-Guy and Gerrye Wong, *Chinese in San José and the Santa Clara Valley* (Charleston: Arcadia Publishing, 2007), 44.

¹⁰ Yee; *Fremont Argus*, 23 October 1968, 25.

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Research did not reveal historic photographs of the grocery store/strip mall. The soffit/parapet, cultured stone cladding, aluminum-frame windows, and all the doors in the building all appear to be replacements, based on style and materials.¹¹

Dick's Super Market's first address at this location was 700 San José-Los Gatos Road, which by 1961 had been changed to 1400 San Jose-Los Gatos Road and finally became 1400 S. Bascom by 1963 (its current address). The strip mall was constructed at the same time as the connected grocery store, but research has not revealed any details about its first decade of use. In 1963, the following business were operating in the small storefronts north and south of the grocery store:

- 1372 S. Bascom, DelMonaco Pizza Restaurant
- 1374 S. Bascom, Brothers Interiors rugs
- 1378 S. Bascom, vacant
- 1380 S. Bascom, Vila's Fashion Salon beauty shop
- 1402 S. Bascom, Coin-O-Wash self-serve laundry
- 1404 S. Bascom, Grant's Liquor
- 1408 S. Bascom, Atomic Vacuum Shop
- 1410 S. Bascom, Classic Barber Shop
- 1412 S. Bascom, City of Paris No 2 cleaners

The locally-owned small businesses in the strip mall turned over frequently, although the grocery store was a constant for 25 years. 1372, for example, changed from DelMonaco Pizza to Guido's Pizza in the early 1960s. Operated by Italian immigrant Guido Polverino, Guido's remained open in the Bascom center through at least 1981 before eventually relocating. Polverino made \$6,200 in alterations in 1979, likely bringing the façade to its current appearance. Some of these small businesses were without a doubt operated by the Yee family, such as Dick's U-Save-Liquors, which had opened by the late 1960s.¹²

By the late 1960s, Dick's Super Market's offices were at 1388 S. Bascom, likely in one of the buildings at the rear of the stores along the railroad tracks. Gene Yee, was heavily involved in the family businesses, and by the 1960s appears to have been running day-to-day operations. The Yees undertook \$50,000 worth of remodeling beginning in June 1966. The permit for the project is not detailed, but it mentions footings for columns and steel for a wall. This likely references the addition of the corrugated metal soffit/parapet. The manufactured stone and current windows may have also been installed at that time. They spent another \$20,000 working on the grocery store in 1967, apparently remodeling former warehouse space at the rear into offices.¹³

Over two dozen permits were issued by the City of San José over the years (in addition to those discussed above). None appear to have been associated with major remodels; they are for electrical work, plumbing, new signs and other minor alterations performed as uses and owners shifted over the years. The Yees closed the Bascom grocery store about 1977. One of the center's rare long-term tenants was Beverly Fabrics, a crafts store that moved into the central grocery store space about 1978 (when the Dick's Super Market chain was having financial trouble.) The fabric store moved out about 2008, after which the current furniture store moved in. Dick Yee Inc. has kept an office at its Bascom center over the decades.¹⁴

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. The methods and materials associated with neon sign production have remained relatively consistent over the century they have been in use. In the 1950s and 60s, Googie-inspired architecture became popular for San José's commercial buildings, along with the distinctive and prominent signage (frequently incorporating neon) that was a hallmark of the style. 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. They were specifically designed 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"),

¹¹ Kara Brunzell, personal interview with Dick Yee Inc. staff, 14 September 2018; Historic aerial photographs, 1948, 1956, 1968, Nationwide Environmental Title Research, LLC, 1999 - 2018.

¹² San José City Directory, 1963, 1968; Obituary: Guido Polverino, *San Jose Mercury News*, 2 December 2010; Building Permits, City of San José, 20 January 1981, 16 January 1979.

¹³ Building Permits, City of San Jose, 27 January 1967, 22 June 1967.

¹⁴ *San José Mercury News*, 4 February 2008; San José City Directory, 1979.

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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. Neon signs are associated with the postwar growth and suburbanization of the San José area. 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.¹⁵

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 Dick's Center Sign is not associated with events that have made a significant contribution to the broad patterns of our history. It was constructed at the same time as Dick's Center on S. Bascom Ave, which is historically significant within the context of the postwar commercial development of San José. The sign, however, is not in itself important enough to the history of Dick's Super Markets or of San José to be considered historically significant. Therefore, the sign is recommended not eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: The Dick's Center 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 not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: The Dick's Center Sign is significant for its architecture. Like other recognized local landmarks of the style, the sign is idiosyncratic, overtly commercial, and designed to capture the attention of passing motorists. Such signs, once ubiquitous in the region, are increasingly rare as San José's postwar built environment is replaced by redevelopment. The Dick's Center Sign is more restrained than exuberant local examples featuring characters or purely decorative elements executed in neon (such as Western Appliance and Stephen's Meat). This minimalist design, heavy block lettering, bold color scheme, and bulb-lit arrow are all elements intended to attract motorists to Dick's Center. Located on an undeveloped stretch of highway when it was constructed, this sign would have needed to be readable at higher speeds than signs in urbanized locations, where traffic would move more slowly and signs would compete with one another for attention. It is an excellent example of the idiosyncratic and site-specific nature of neon sign design. For these reasons, the sign 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. The Dick's Center 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 that may be considered in order to determine whether a property qualifies as a local landmark under section 13.48.110 (H):

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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;

¹⁵ 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.; 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.

Page 8 of 8 *Resource Name or # (Assigned by recorder) Dick's Center Sign

*Recorded by Kara Brunzell *Date: August 14, 2018 Continuation Update

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 represent a significant architectural innovation or which are unique.

The City of San José's factors for consideration as a local landmark apply to the Dick's Center 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 Dick's Center Sign is not associated with any important historic contexts.
2. The Dick's Center Sign is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, the Dick's Center Sign is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. The Dick's Center Sign does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. The Dick's Center 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 Dick's Center 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. Research has not revealed the sign's designer. Therefore, the Dick's Center Sign is 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 Roadside Vernacular architecture, the Dick's Center Sign does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Integrity

Historic significance rests on integrity (the ability of a property to convey its historic character) as well as significance. The Dick's Center Sign has not been moved and therefore retains integrity of location. The features of the sign's original roadside vernacular design remain, so it retains integrity of Design. Incremental changes to the neighborhood since 1960 have compromised integrity of Setting. The addition to the base of the Eclectic Furniture sign has slightly compromised integrity of Materials and Workmanship. However, this change is minor and other original elements remain, therefore the sign retains overall integrity of Materials and Workmanship. It remains in use as a sign for the shopping center 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, despite a loss of integrity of setting.

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

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 8

*Resource Name or # (Assigned by recorder) Dick's Dragon

P1. Other Identifier: Zorba's Restaurant

*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 1350 S. Bascom Avenue City San José Zip 95128

d. UTM: (give more than one for large and/or linear resources) Zone 10; 594836 mE/ 4128724 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)

The building is located on a commercial block surrounded by residential developments and bounded to the south by the railroad tracks. The restaurant is located north of the grocery store/strip mall at 1372-1412 S. Bascom with which it shares a parking lot. It is set farther back from Bascom Avenue than the other structures on the triangular property, and like them is oriented toward the railroad tracks rather than the road. The building is one-story with a rectangular plan and a flat roof. It is clad in stucco. Last used as a Greek restaurant, the façade features three decorative pedimented gables with decorative dentil molding and supported by Corinthian columns. The two on the first story form a porte cochere over the driveway which runs adjacent to the main elevation, while the third, on the second story, is centered between them above the main entrance. There is a decorative concrete masonry unit screen wall at the south end of the driveway. The main entryway is centered and is fitted with double paneled wood doors. The building lacks fenestration except for aluminum frame picture windows on the northeast elevation. A narrow planter separates the driveway from a small parking area, which includes a round concrete planter (probably originally a fountain) in front of the building's main entryway. There is a walled area northeast of the building which features the remnants of a garden including mature trees.

*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: Northwest (main) and southwest elevations, camera facing east, photograph taken August 14, 2018.

*P6. Date Constructed/Age and Sources:
 Historic Prehistoric Both
1963

*P7. Owner and Address:

Dick Yee Inc.
1410 S. Bascom Avenue
San José, California

*P8. Recorded by: (Name, affiliation, address)
Kara Brunzell
Brunzell Historical
1613 B St
Napa, CA 94559

*P9. Date Recorded: August 14, 2018

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Evaluation of Dick's Center, San Jose, California

*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) Dick's Dragon

- B1. Historic Name: Dick's Dragon, Zorba's Restaurant
B2. Common Name: Zorba's
B3. Original Use: restaurant B4. Present Use: storage/vacant

*B5. Architectural Style:

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

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Dick Yee

*B10. Significance: Theme n/a 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.)

Dick's Dragon is recommended not eligible for listing on the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), or as a local landmark (see continuation sheet).

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

*B12. References:

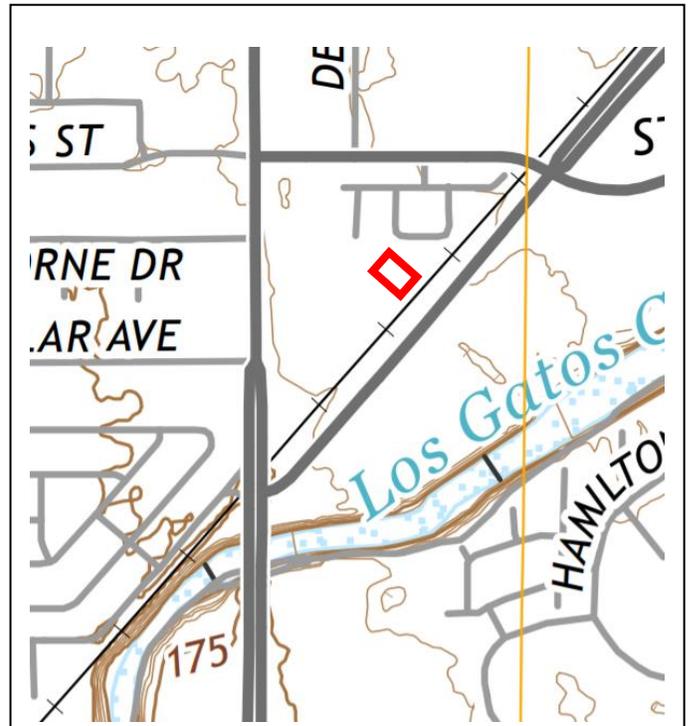
(See Footnotes)

B13. Remarks:

*B14. Evaluator: Kara Brunzell

*Date of Evaluation: August 14, 2018

(This space reserved for official comments.)



Page 3 of 8 *Resource Name or # (Assigned by recorder) Dick's Dragon

*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update

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



Photograph 2: Northwest (main) elevation, camera facing southeast, August 14, 2018.



Photograph 3: Sign near Bascom Avenue, camera facing north, August 14, 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 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

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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

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*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update

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. 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

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁶

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores

³ "Cultural Resources," 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, p. 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), p. 46; "San José Japantown Historic Context and Survey Phase II," Carey & Co Inc., p. 11-15.

⁵ "Economic History."

⁶ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

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through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁷

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.⁸

Dick's Dragon

Dick Yee opened Dick's Dragon in 1962 or 1963, a decade after opening his third grocery store on the same parcel as the restaurant. Described in the *San Francisco Examiner* as "a dream come true for grocery magnate Dick Yee," the restaurant went far beyond a typical Chinese restaurant to offer a themed experience rather than simply Chinese cuisine. The low-slung building with its flat roof and aluminum sash windows was fairly typical of the era - except for the ornate pagoda with clay tile roof rising from its center. The *Examiner* reported that it cost \$1,000,000 to build, that it had seating for 1,000, and that Yee had brought a chef from Hong Kong. (The same paper reported weeks later that Yee intended to build a 10-story hotel nearby). Some of these claims were certainly hyperbole: a building permit for a restaurant with pagoda was filed at the very end of 1961 estimating its value at \$150,000. A postcard apparently produced as a marketing touted it as "The Largest and Most Magnificent Chinese Restaurant in the World," and listed amenities including a sunken bar with organ music, elegant gift shop, magnificent Chinese garden, and fountain.⁹

The Dick's Dragon dream was short-lived. The restaurant was purchased by cousins Pete and Nick Kouretas in 1966, who converted it to a Greek restaurant called Zorba's. Pete Kouretas was born in 1930 in Greece and initially made a living as a traveling salesman, selling fabric and clothes. In 1956, he married Bessie Theoharis before leaving for the U.S. with his cousin and uncle. In San Jose, he worked as a dishwasher in a cafe for two and a half years until he had saved enough to bring his wife and son there from Greece. He and Nick went into business together, and within a decade, they owned nine bars and restaurants. In 1966, they sold off these properties to finance their purchase of the restaurant on Bascom Avenue. The Kouretases hired Spiro T. Pizanis to perform \$15,000 in improvements in 1967, which included columns, exterior plywood, and a soffit (probably the gabled second story roof enclosing the pagoda). It is likely that the current appearance dates from this remodel. Only the decorative screen walls were retained from the original design (though the pagoda is extant and visible on aerial photographs.) They ran Zorba's there until 1997. Pete Kouretas died in Saratoga in 1998. The building has been used as storage since Zorba's closed.¹⁰



Figure 2: Dick's Dragon menu, c1963.

⁷ Hawkins; Yee.

⁸ Yee.

⁹ *San Francisco Examiner*, 13 April 1963, 14, 27 April 1963, 14; Building Permit, City of San José, 12 December 1961; Dick's Dragon postcard, published by M.L. Scoggin, Los Gatos, California, c1966.

¹⁰ Yee; Building Permit, City of San José, 14 April 1967; "Patriarch of Zorba's Restaurant Dies - Pete Kouretas: 1930 - 1998," *San José Mercury-News*, 7 January 1998.

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*Recorded by Kara Brunzell

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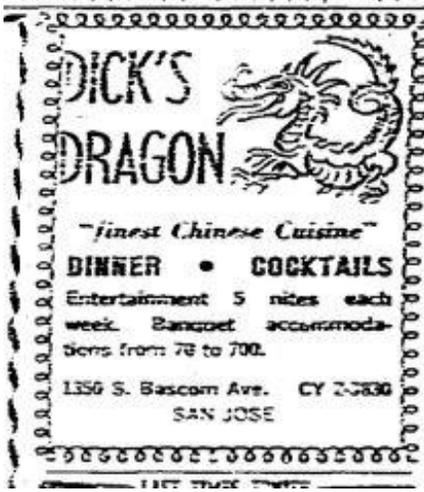


Figure 3: Dick's Dragon advertisement, San Francisco Chronicle, 30 March 1963.



Figure 4: Dick's Dragon, postcard, c1966.

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*Recorded by Kara Brunzell

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Figure 5: Zorba advertisement, San José City Directory, 1986.

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: Dick's Dragon is not associated with events that have made a significant contribution to the broad patterns of our history. The original restaurant lasted in the space for only about three years and was apparently not financially successful. The second restaurant remained in the location for about 20 years, but research has not revealed associations between it and any significant historic context. Therefore, the property is not recommended eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: Dick's Dragon is not associated with the life of a person important to our history. Research did not reveal that Pete or Tim Kouretas were important to their professions or to local history. Dick Yee was an important local figure, but is not significantly associated with the property. Therefore, it is not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: Dick's Dragon is not significant for its architecture. Its current appearance dates to 1967, when a change of use prompted new owners to construct a Greek-style veneer over the original Chinese-themed building. Its odd proportions (outsized dentil ornamentation, very slender Corinthian columns, multiple pedimented gables) and lack main-façade of fenestration are evidence of an attempt to convey a theme as cheaply as possible and (perhaps more importantly) obscure the theme associated with the previous concept. The building lacks aesthetic or design distinction. For these reasons, the property is recommended not 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. Dick's Dragon 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):

Page 8 of 8 *Resource Name or # (Assigned by recorder) Dick's Dragon

*Recorded by Kara Brunzell

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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 represent a significant architectural innovation or which are unique.

The City of San José's criteria apply to Dick's Dragon 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. Dick's Dragon is not associated with any important historic contexts, as discussed above under the Criterion A/1 evaluation.
2. Dick's Dragon is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, Dick's Dragon is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. Dick's Dragon does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. Dick's Dragon does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. Dick's Dragon does not embody distinguishing characteristics of an architectural type or specimen.
7. Dick's Dragon is not the work of an architect or master builder whose individual work has influenced the development of the City of San José, as discussed above under the Criterion C/3 evaluation.
8. Dick's Dragon does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique, as discussed above under the Criterion C/3 evaluation.

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

Primary # P-43-001175
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3

Resource Name or #: (assigned by recorder) 1410-1420 S. Bascom Avenue

- P1. Other Identifier: Smog Plus Ref. No. 50
P2. Location: Not for Publication Unrestricted and (P2b and P2c or P2d. Attach a Location Map as necessary)
a. County Santa Clara
b. USGS 7.5' Quad San Jose West Date 1980 T 7S R 1E; - 1/4 of - 1/4 of Sec. unsectioned; Mount Diablo B.M.
c. Address 1410-1420 S. Bascom Avenue City San Jose Zip 95128-4500
d. UTM: Zone 10; ___ mE / ___ mN (594810mE, 4128360mN)
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc.) APN 282-26-001

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

This simply detailed, rectangular plan, Art Moderne gas station is a light steel frame structure covered with enamel covered steel plates bolted to the frame. The building's surrounding lot is covered with asphalt paving. The front (west) of the gas station has two service bays on the right and a glazed office/retail area on the left. A flat, cantilevered roof projects above the office/retail half of the west and north facades. The building has two industrial sash windows on the south. A molded stringcourse runs above the service bays and glazed areas on the front and side facades.

P3b. Resource Attributes: HP6—1-3 story commercial building

P4. Resources present: Building Structure Object Site District Element of District Other

P5a. Photo or Drawing

(see continuation sheet)

P5b. Description of Photo:

P6. Date Constructed/Age and Sources:
 Historic Prehistoric Both
early 1950s

P7. Owner and Address

Dick Yee Inc
1410 S. Bascom Avenue
San Jose, CA 95128-4500

P8. Recorded by:

(Name, affiliation, and address)
Ward Hill and Glory Anne Laffey,
Archives and Architecture,
353 Surber Drive,
San Jose, CA 95123

P9. Date Recorded February 1999

P10. Survey Type: (Describe)
Intensive for Light Rail Corridor

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

Historic Properties Survey Report - Santa Clara Valley Transportation Authority Vasona Light Rail Corridor by Basin Research Associates, Archives and Architecture and W. Hill

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) _____

State of California – The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
BUILDING, STRUCTURE AND OBJECT RECORD

Primary # _____

HRI # _____

NRHP Status Code _____

Page 2 of 3

Resource Name or #: (assigned by recorder) 1410-1420 S. Bascom Avenue

B1. Historic Name: Dick's Supermarkets B2. Common Name: Smog Plus

B3. Original Use: Supermarket/Gas Station B4. Present Use Auto Repair

B5. Architectural Style: Art Moderne

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

1410-1420 S. Bascom Avenue, constructed in the early 1950s, appears to be unaltered.

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

B8. Related Features: _____

B9a. Architect Unknown B9b. Builder: Unknown

B10. Significance: Theme Commercial Architecture Area San Jose

Period of Significance early 1950s-1970s Property Type Commercial Applicable Criteria _____

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

By 1950, this parcel had been purchased by Dick Yee, owner of the Dick's Super Market chain of Northern California. This chain eventually included eight stores in Santa Clara County and went out of business in the late 1970s after Dick Yee's death. His first San Jose store, built in 1948, was located at 1020 N. Fourth Street. Dick built a supermarket and a gas station on the Bascom Avenue property in the early 1950s. Other tenants on the site included a barber shop and a vacuum cleaner sales shop. In the mid-1960s, the Zorba the Greek restaurant was added to the complex. Dick Yee Inc. has maintained ownership of the property, and Melvin Yee, Dick's son, manages the shopping center on Bascom Avenue.

1410-1420 South Bascom Avenue appears to retain a good level of historic integrity from its original construction in the 1950s. This simply detailed gas station, however, is not a distinguished example of its type in San Jose. Thus the building does not appear to be individually eligible for the National Register under Criterion C. The various businesses that have occupied the building do not appear to be of sufficient historic significance for the building to be eligible under Criterion A. The Yee household do not appear to be historically significant in the area, thus the building does not appear to be eligible under Criterion B. In conclusion, 1410-1420 South Bascom Avenue does not appear to be individually eligible for the National Register because it does not appear to be significant under Criteria A, B or C. The building also does not appear to be a contributing structure to a potentially National Register eligible historic district.

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

B12. References:

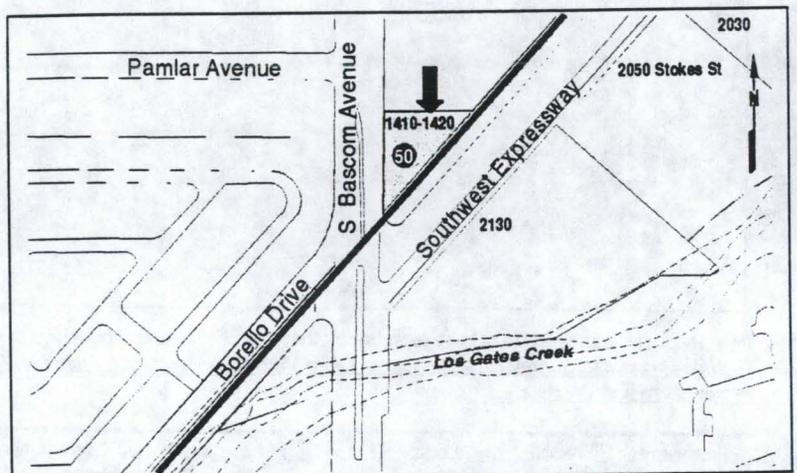
Hawkins, Ben 1972 Founder of Dick's Supermarkets, Prophecy True for S.J. Merchant. San Jose Mercury News. January 16.
 Yee, Melvin 1999 Personal communication with C. Duval.
 San Jose City Directories, 1950-1979.

B13. Remarks:

B14. Evaluator Ward Hill, Architectural Historian and Glory Anne Laffey, Historian

Date of Evaluation: February 1999

(This space reserved for official comments)



State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary # P-43-001175
HRI # _____
Trinomial _____

Page 3 of 3

Resource Name or #: (assigned by recorder) 1410-1420 S. Bascom Avenue

Recorded by Ward Hill and Glory Anne Laffey

Date: February 1999

Continuation Update

Item P5a. Photo. continued



Historic Resource Name: 1410 S. Bascom Avenue

Note: Complete all blanks. Use spaces to justify ratings. For example, a rating of "E" on No. 9, Age, would be justified by "Built in 1850".

A. VISUAL QUALITY/DESIGN

- 1. EXTERIOR Moderne E VG G FP
- 2. STYLE Moderne E VG G FP
- 3. DESIGNER not known E VG G FP
- 4. CONSTRUCTION Steel plates E VG G FP
- 5. SUPPORTIVE ELEMENTS none E VG G FP

B. HISTORY/ASSOCIATION

- 6. PERSON/ORGANIZATION _____ E VG G FP
- 7. EVENT _____ E VG G FP
- 8. PATTERNS automobile transportation E VG G FP
- 9. AGE 1950 E VG G FP

C. ENVIRONMENTAL/CONTEXT

- 10. CONTINUITY not important area E VG ~~G~~ FP
- 11. SETTING retail commercial E VG G FP
- 12. FAMILIARITY _____ E VG G FP

D. INTEGRITY

- 13. CONDITION _____ E VG G FP
- 14. EXTERIOR ALTERATIONS _____ E VG G FP
- 15. STRUCTURAL REMOVALS _____ E VG G FP
- 16. SITE _____ E VG G FP

E. REVERSIBILITY

- 17. EXTERIOR _____ E VG G FP

F. ADDITIONAL CONSIDERATIONS/BONUS POINTS

- 18. INTERIOR/VISUAL QUALITY _____ E VG G FP
- 19. HISTORY/ASSOCIATION OF INTERIOR _____ E VG G FP
- 20. INTERIOR ALTERATIONS _____ E VG G FP
- 21. REVERSIBILITY/INTERIOR _____ E VG G FP
- 22. NATIONAL OR CALIFORNIA REGISTER _____ E VG G FP

REVIEWED BY: Ward Hill

DATE: 9/3/99

EVALUATION TALLY SHEET (Part I)

		<u>VALUE</u>				
<u>A.</u>	<u>VISUAL QUALITY/DESIGN</u>	<u>E</u>	<u>VG</u>	<u>G</u>	<u>FP</u>	
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
<u>SUBTOTAL:</u>						<u>10</u>

<u>B.</u>	<u>HISTORY/ASSOCIATION</u>	<u>E</u>	<u>VG</u>	<u>G</u>	<u>FP</u>	
6.	PERSON/ORGANIZATION	20	15	7	0	0
7.	EVENT	20	15	7	0	0
8.	PATTERNS	12	9	5	0	5
9.	AGE	8	6	3	0	0
<u>SUBTOTAL:</u>						<u>5</u>

<u>C.</u>	<u>ENVIRONMENTAL/CONTEXT</u>	<u>E</u>	<u>VG</u>	<u>G</u>	<u>FP</u>	
10.	CONTINUITY	8	6	3	0	0
11.	SETTING	6	4	2	0	2
12.	FAMILIARITY	10	8	4	0	0
<u>SUBTOTAL:</u>						<u>2</u>

<u>"A" & "C" SUBTOTAL:</u>	<u>12</u>
<u>"B" SUBTOTAL:</u>	<u>5</u>
<u>PRELIMINARY TOTAL:</u> (Sum of A,B & C)	<u>17</u>

D. <u>INTEGRITY</u>	E	VALUE		FP	
		VG	G		
13. CONDITION	--	.03	.05	.10	<u>0</u> x * = <u>0</u>
14. EXTERIOR ALTERATIONS	--	.05	.10	.20	<u>0</u> x * = <u>0</u>
	-	.03	.05	.10	<u>0</u> x * = <u>0</u>
15. STRUCTURAL REMOVALS	--	.20	.30	.40	<u>0</u> x * = <u>0</u>
	--	.10	.20	.40	<u>0</u> x * = <u>0</u>
16. SITE	--	.10	.20	.40	<u>0</u> x * = <u>0</u>

INTEGRITY DEDUCTIONS SUBTOTAL: 0

ADJUSTED SUBTOTAL: 17 - 0 = 17
 (Preliminary Total minus Integrity Deductions)

E. <u>REVERSIBILITY</u>	E	VALUE		FP	
		VG	G		
17. EXTERIOR	<u>3</u>	3	2	2	<u>3</u>
TOTAL:					<u>3</u>

F. <u>ADDITIONAL CONSIDERATIONS/ BONUS POINTS</u>	E	VALUE		FP	
		VG	G		
18. INTERIOR/VISUAL QUALITY	3	3	1	<u>0</u>	<u>0</u>
19. HISTORY/ASSOCIATION OF INTERIOR	3	3	1	<u>0</u>	<u>0</u>
20. INTERIOR ALTERATIONS	4	<u>4</u>	2	0	<u>4</u>
21. REVERSIBILITY/INTERIOR	4	<u>4</u>	2	0	<u>4</u>
22. NATIONAL OR CALIFORNIA REGISTER	20	15	10	<u>0</u>	<u>0</u>

BONUS POINTS SUBTOTAL: 8

ADJUSTED TOTAL (Plus Bonus Points): 28

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) 1420 S. Bascom Avenue

P1. Other Identifier: Smog Plus

*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 1420 S. Bascom Avenue City San José Zip 95128

d. UTM: (give more than one for large and/or linear resources) Zone 10; 594718 mE/ 4128557 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)

The gas station building is located on a commercial block in a primarily residential neighborhood near Campbell. The triangular parcel is bounded by residential and commercial properties to the north, S. Bascom Avenue to the west, and the light rail tracks which cross the street grid on a southwest-northeast axis. A large triangular parking lot occupies the northwest part of the parcel. The gas station is south of the grocery store/strip mall near the southern end of the lot. It is a simple box-type gas station with Streamline Moderne decorative features. The building is rectangular in plan with a flat roof. It is constructed of sheet metal and has a decorative grooved stringcourse at the cornice. A small office in the northwest corner has large aluminum frame windows and an entrance on the west elevation, sheltered under a flat awning that wraps around the corner. It features rounded corners and a decorative grooved edge. There are also two metal roll-up doors on the west elevation that lead into the service bays. There are two steel industrial-sash windows on the south elevation. While gas pumps have been removed, the pump island remains in front of the building. Directly behind it to the east is a smaller, square garage building. It has a hipped, composition shingle roof and is clad in stucco, with a wooden garage door on the north elevation.

*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: North and west (main) elevations, camera facing southeast, photograph taken August 14, 2018.

*P6. Date Constructed/Age and Sources: Historic Prehistoric Both
c1953

*P7. Owner and Address:

Dick Yee Inc.
1410 S. Bascom Avenue
San José, California

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

Kara Brunzell
Brunzell Historical
1613 B St
Napa, CA 94559

*P9. Date Recorded: August 14, 2018

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Evaluation of Dick's Center, San Jose, California

*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) 1420 S. Bascom Avenue

- B1. Historic Name: 1420 S. Bascom Avenue
B2. Common Name: Smog Plus
B3. Original Use: Gas Station B4. Present Use: Smog Test

***B5. Architectural Style:**

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

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

***B8. Related Features:** _____

B9. Architect: Unknown b. Builder: Unknown

***B10. Significance:** Theme n/a 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.)

1420 S. Bascom Avenue is not recommended eligible for listing on the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) or for local listing (see continuation sheet).

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

***B12. References:**

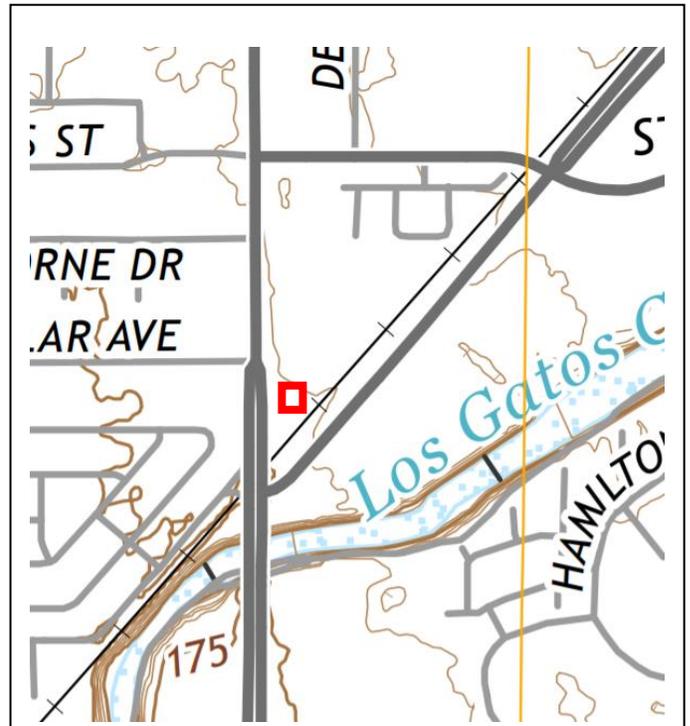
(See Footnotes)

B13. Remarks:

***B14. Evaluator:** Kara Brunzell

***Date of Evaluation:** August 14, 2018

(This space reserved for official comments.)



Page 3 of 7 *Resource Name or # (Assigned by recorder) 1420 S. Bascom Avenue
*Recorded by Kara Brunzell *Date: August 14, 2018 Continuation Update

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



Photograph 2: West and south elevations, camera facing northeast, August 14, 2018.



Photograph 3: West and south elevations, camera facing northeast, August 14, 2018.



Photograph 4: West elevation and gas pump platforms with supermarket building visible in background, camera facing northeast, August 14, 2018.



Photograph 5: Garage with gas station visible in background, east and north elevations, camera facing southwest, August 14, 2018.



Photograph 6: Garage, north and west elevations, camera facing southeast, August 14, 2018.



Photograph 7: Smog Plus sign, camera facing south, August 14, 2018.

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*Recorded by Kara Brunzell *Date: August 14, 2018 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. 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, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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

³ "Cultural Resources," 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, p. 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), p. 46; "San José Japantown Historic Context and Survey Phase II," Carey & Co Inc., p. 11-15.

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*Recorded by Kara Brunzell *Date: August 14, 2018 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

Gas Station Context

For owners of the first private automobiles, refueling vehicles was inconvenient and even dangerous: gasoline was transferred from storage tanks to smaller containers and then poured by hand into vehicles. The invention of the gas pump in 1905 was a vast improvement for consumers, and soon all types of retail establishments had installed pumps in front of their businesses, allowing cars to fill up on city streets. By the 1910s, purpose-built gas stations (also called filling stations or gasoline stations) were proliferating to serve the increasing numbers of cars on the roads. Early stations were simple utilitarian sheds to shelter attendants with adjacent pumps and were located in urban areas. Meanwhile, multiple-use stations were being appended to existing restaurants and inns in rural areas. Drive-through canopy shelters for cars became common on these rural stations.⁶

In the late teens and early 1920s, gas station development expanded beyond the initial downtown and rural locations and began proliferating in residential neighborhoods. Complaints about the intrusion of gas stations into communities led to more sophisticated designs. Oil companies and entrepreneurs began designing house-type stations, sometimes in period-revival architectural styles popular for residential construction. Colonial Revival, Tudor, and Spanish-inspired styles were utilized, with windows and decorative features closely patterned after domestic architecture. As competition increased, owners also enlarged stations and offered amenities such as bathrooms and service bays. In the 1920s and 1930s, gas station design became even more elaborate with the arrival of programmatic architecture. Prefiguring the whimsical and eye-catching commercial architecture of the post-war era, programmatic gas stations assumed a host of shapes including tepees, castles, and airplanes.⁷

The Box-type or Oblong Box arrived in the early 1930s with the Great Depression. These buildings had simple rectangular plans, flat roofs, and smooth exterior surfaces. Inspired by the modernism of Streamline Moderne and International Style architecture, box-type stations evoked futuristic efficiency and responded to difficult economic conditions with affordability. The Depression also spurred owners to seek new revenue streams, and they added service bays and expanded sales areas and display windows. After World War II the economy improved and automobile ownership skyrocketed. The basic rectangular form and service bays of the Box-type station was retained, but with Googie-inspired features evoking the space age. Gas stations designed in the 1950s and 1960s often featured canted windows evoking tail fins, canopies with raking profiles, and bold folded-plate roofs. Albert Frey's Enco Station (1965) in Palm Springs is an iconic example of an architecturally significant postwar gas station.

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁸

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his

⁵ "Economic History."

⁶ Chad Randl, "Preservation Brief 46: The Preservation and Reuse of Historic Gas Stations," National Park Service, September 2008.

⁷ Randl, 2008, NRHP Registration form, Cucamonga Service Station, prepared by David Dunlap, c2016.

⁸ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

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*Recorded by Kara Brunzell *Date: August 14, 2018 Continuation Update

night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁹

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.¹⁰

Gene Yee

Gene Yee, Dick's oldest son, married Peggy Kim Fong in a Sacramento Presbyterian Church in 1948, after which the couple moved to San José. Gene managed his father's grocery stores and became a naturalized US citizen in 1963. Gene was the general manager and president of the family business by the late 1960s, and took on more responsibility after his father's 1976 death. Gene served as vice president of the Bay Area Grocers Association in 1966, president of the California Grocers Association in 1974, and was inducted into the Grocers Hall of Fame in 1997.¹¹

1420 S. Bascom Avenue

The gas station building at 1420 S. Bascom Avenue was built in the early 1950s, either by the Yees or their tenants soon after Gene Yee purchased the property. The building was owned by the Yee family and then Dick Yee Inc. for decades, and they rented it out to a number of automotive businesses. It was Agrillo's Texaco gas station in 1963, owned by Joseph and Hazel Agrillo. In addition to gas, the station offered tune-ups and repairs. The Agrillos also owned a Shell gas station across the street. In 1966, 1420 S. Bascom was vacant. By 1968, it had become Paragon Imports Automotive Repair. Operated by Giuseppe Chimienti, the business offered only repairs and no longer had a filling station. It was a tune-up and smog check shop by the 1990s. In 1994, the Yees spent over \$14,000 to repair the building after a fire, rewiring and replacing its exterior metal panels.¹²

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: 1420 S. Bascom Avenue is not associated with events that have made a significant contribution to the broad patterns of our history. Its original use was as a gas and service station. It was constructed in c1953, an era when automobile ownership was expanding and the region was growing. Many new gas stations were constructed in the region during this period. Research has revealed no specific important associations between this particular gas station and the context of postwar growth in the region or other important historic contexts. Therefore, the property is recommended not eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: 1420 S. Bascom Avenue is not associated with the life of a person important to our history. It was not significantly associated with Dick Yee or the Yee family, who owned the property but did not run the businesses at this address. Research did not reveal any significant contributions to local history by the Agrillos or Giuseppe Chimienti, who were early operators of the business. Therefore, it is recommended not eligible to the NRHP or CRHR under Criterion B/2.

⁹ Hawkins; Yee.

¹⁰ Yee.

¹¹ Westminster Presbyterian Church Register, Sacramento, California, 1872-1956; Yee; Lillian Gong-Guy and Gerrye Wong, *Chinese in San José and the Santa Clara Valley* (Charleston: Arcadia Publishing, 2007), 44.

¹² Historic aerial photographs; San José City Directories, 1962, 1963, 1966, 1968, 1971.

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*Recorded by Kara Brunzell *Date: August 14, 2018 Continuation Update

Criterion C/3: 1420 S. Bascom Avenue is not significant for its architecture. It is an example of a prefabricated oblong-box type service station. Research has not revealed any association with important designers of prefabricated gas stations such as Walter Dorwin Teague, who was responsible for iconic gas station designs for the Texaco Company. Nor has research revealed that the design was associated with a particular gas company. The building's siding is painted and unpainted steel panels rather than the enamel steel typically associated with architecturally significant examples of prefabricated gas stations. It was installed on the site c1953, a period which prefabricated gas stations tended to be larger and to have postwar architectural features like dramatic canopies or large rooftop pylon signs. 1420 S. Bascom is a modest example of a Streamline Moderne gas station with two service bays and a corner office, and without a canopy. This building type is associated with the Great Depression rather than the 1950s. For these reasons, the property is recommended not 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. 1420 S. Bascom Avenue 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 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 represent a significant architectural innovation or which are unique.

The City of San José's criteria apply to 1420 S. Bascom 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 under Criterion A/1 above, 1420 S. Bascom Avenue is not associated with any important historic contexts.
2. 1420 S. Bascom Avenue is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, 1420 S. Bascom Avenue is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. 1420 S. Bascom Avenue does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. 1420 S. Bascom Avenue does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described under Criterion C/3 above, 1420 S. Bascom Avenue does not embody distinguishing characteristics of an architectural type or specimen.
7. 1420 S. Bascom Avenue is not the work of an architect or master builder whose individual work has influenced the development of the City of San José.
8. 1420 S. Bascom Avenue does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Page 1 of 1 *Resource Name or # (Assigned by recorder) 1420 S. Bascom Avenue

*Recorded by Dana DePietro

*Date: August 14, 2018 Continuation Update

UPDATE: On April 18, 2019, Juliet M. Arroyo, Historic Preservation Officer for the City of San Jose, reviewed the Historical Evaluation Report for the 1350-1420 S Bascom Avenue project prepared by Brunzell Historical on February 15, 2019. SJHPO Arroyo concurred with the findings of the Evaluation and found it complete, with the exception of addressing the gas station as a 'Structure of Merit'

In her April 18, 2019 letter to Senior Planner Krinjal Mathur (ATTACHED) SJHPO Arroyo noted that the report found that the Moderne Style Gas Station at 1410-1420 S Bascom Ave does not qualify as a local City Landmark, or other State or National register programs. She concurred with this finding, noting however that the report does not provide a finding about 'Structure of Merit' status, pursuant to the criteria set forth by the City of San Jose. Based on the information and analysis in the report (including the DPR forms above on the structure) and a visit to the site, she concluded that the building would indeed meet the definition of 'Structure of Merit' due to its style, integrity, and development patterns in history. However, because there is no remaining setting and context for this structure and it would not contribute to some other resource, She notes that she would not recommend that the adaptive reuse and other preservation policies in the General Plan be followed. Additionally, she concluded that this 'Structure of Merit' would not qualify as a CEQA 'historical resource'.

Mathur, Krinjal

From: Arroyo, Juliet
Sent: Thursday, April 18, 2019 4:34 PM
To: Mathur, Krinjal
Subject: Historic report for S Bascom Ave

Hello Krinjal

I reviewed the updated "Historical Evaluation Report" February 15, 2019 for the 1350-1420 S Bascom Avenue project (Dick's Center) and find it complete with the exception of addressing the gas station as a Structure of Merit, explained below. Additionally, I concur with the findings and determinations about historic resources on site and surrounding the project site. I would suggest that an analysis of the gas station against/for Structure of Merit be included similar to what was done for the neon sign.

The only resource identified is the "Dick's Center" freestanding pole sign which was found to be meet the definition of a "Structure of Merit", a local identifier, as explained on page 27 of the report. I concur with the analysis and the finding. For this project site within this location, this Structure of Merit would not be considered a CEQA "historical resource", but would be subject to our local goals, policies and actions for such properties as identified in the General Plan.

The report found that the Moderne Gas Station at 1410-1420 S Bascom Ave does not qualify as a local City Landmark, or other State or National register programs. I concur with this finding. The report does not provide a finding about "Structure of Merit" status, but based on the information and analysis in the report (including a 1999 DPR form on the structure) and my site visit, I find that it would meet the definition of "Structure of Merit" due to its style, integrity, and development patterns in history. However, because there is no remaining setting and context for this structure and it would not contribute to some other resource, I would not recommend that the adaptive reuse and other preservation policies in the General Plan be followed. Additionally, I find that this Structure of Merit would not qualify as a CEQA "historical resource". I do recommend that we apply our standard condition for photo documentation and salvage before demolition. I would be happy work on this condition.

Let me know if this helps complete the review.

Thanks JULIET

Juliet M. Arroyo

Principal Planner (Historic Preservation Officer)

City of San Jose | Planning, Building, and Code Enforcement
200 E Santa Clara Street, 3rd Floor Tower | San Jose, CA 95113
Office: 408.535.7847 | Email: Juliet.Arroyo@sanjoseca.gov

C-2: Historical Evaluation Report

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HISTORICAL EVALUATION REPORT

1350-1420 S BASCOM AVENUE

CITY OF SAN JOSÉ, SANTA CLARA COUNTY, CALIFORNIA

Prepared for:

FCS International, Inc.

Prepared by:

Kara Brunzell, M.A.

Brunzell Historical

1613 B Street

Napa, California 94559



BRUNZELL
HISTORICAL

February 15, 2019

Brunzell Historical

San José, California: Historical Evaluation

1350-1420 S Bascom Avenue

AUGUST 15, 2018

MANAGEMENT SUMMARY

Brunzell Historical is under contract to FCS International, Inc. to complete a Historical Evaluation for historic-period built-environment resources at 1350-1420 S Bascom Avenue. This investigation studied a gas station building, a supermarket/strip mall building, a restaurant building, and a neon sign located on the block of S. Bascom Avenue north of Southwest Expressway in the City of San José, Santa Clara County, California. Brunzell Historical personnel performed archival and online research and conducted a field survey. This investigation recommends that the three buildings and the sign do not meet the published criteria for historical listing at the national, state, or local level. This investigation recommends that the neon sign is eligible for planning consideration as a City of San José Structure of Merit.

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INTRODUCTION

Brunzell Historical is under contract to FCS International, Inc. to complete a Historical Evaluation of a gas station building, a supermarket building, a restaurant building, and a neon sign located on the block of S Bascom Avenue north of Southwest Expressway in the City of San José, Santa Clara County, California. Brunzell Historical personnel performed archival and online research and conducted a field survey pursuant to this investigation. The Project area is located in unsectioned Township 7 South, Range 1 West, 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).

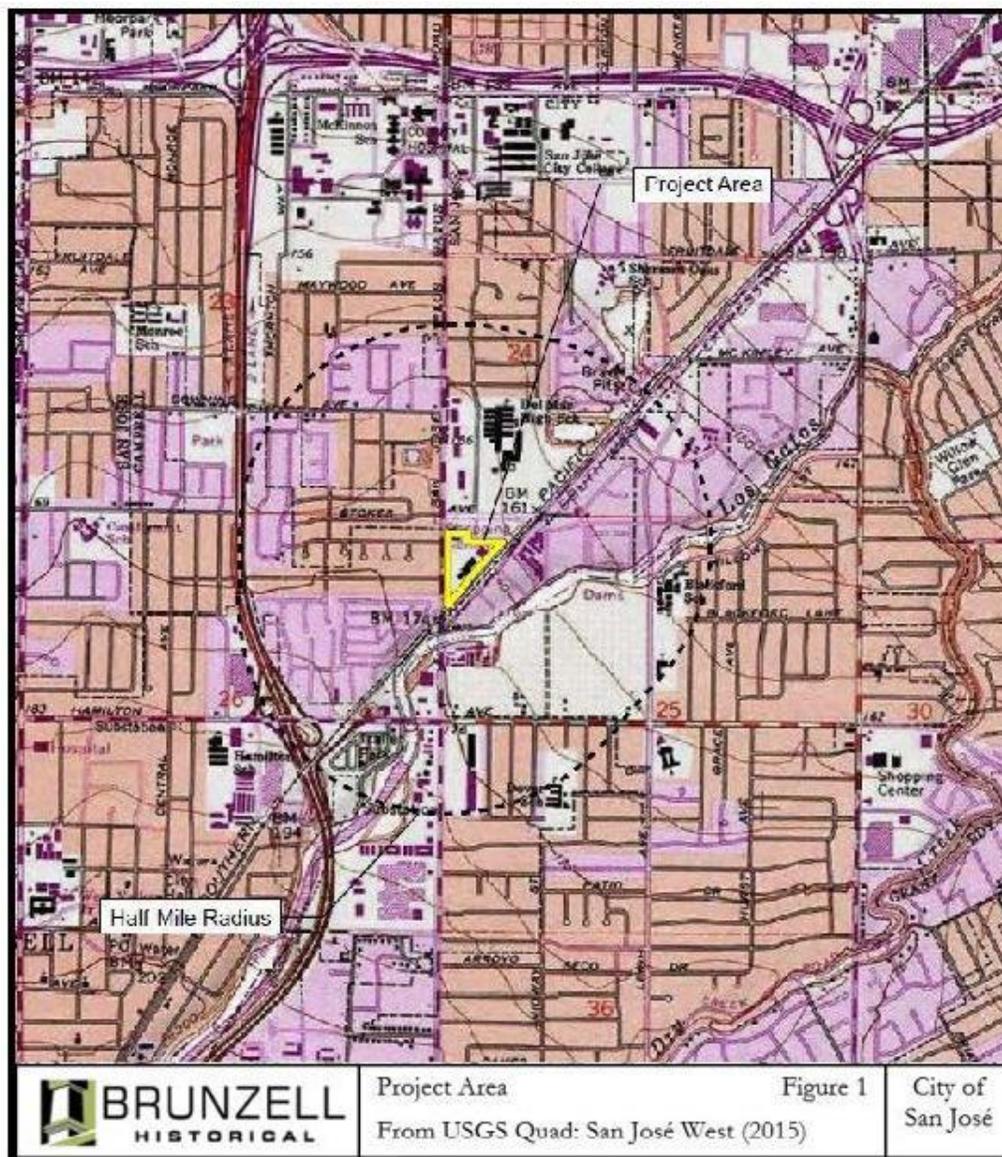


Figure 1: Project Area (USGS Quad: San José, California, 2015).

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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 Preservation

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Historic sites and structures provide an educational link to San José's past and foster a sense of place and community identity for San José. The preservation of appropriate remnants of a city's past provides multiple benefits important to the health and progress of the city. Historical resources:

- Are instructive, telling the story of a community's past;
- Provide a sense of civic identity and unique character;
- Are typically an interesting and pleasing aesthetic in the urban environment;
- Can generate economic advantage for a property or neighborhood;
- Give a community a sense of permanency. A place with a clear past can expect to also have a definite future;
- Once lost, cannot be recovered.

For purposes of this section in the Envision San José 2040 General Plan, the following definitions are applicable:

- "Landmark" means City Landmark structure, Contributing Structure in a City Landmark Historic District, structure listed on the National Register of Historic Places and/or the California Register of Historical Resources, a Contributing Structure in a National Register Historic District, or a structure that qualifies for any of the above (candidate), based on the applicable City, State, or National qualification criteria.
- A "Historic District" is a City Landmark or National Register Historic District.
- A "candidate" historic landmark or district is an area in which formal proceedings have begun to designate a structure or area as such or an area which has been surveyed by a qualified consultant and determined to be eligible as a historic landmark or district.
- A "Conservation Area" is a geographically definable area of urban or rural character with identifiable attributes embodied by: (1) architecture, urban design, development patterns, setting, or geography; and (2) history. Conservation Areas are identified by the City Council based upon criteria in the City's Historic Preservation Ordinance.

Goal LU-13 – Landmarks and Districts

Preserve and enhance historic landmarks and districts in order to promote a greater sense of historic awareness and community identity and contribute toward a sense of place.

Policies – Landmarks and Districts

LU-13.1 Preserve the integrity and fabric of candidate or designated Historic Districts.

LU-13.2 Preserve candidate or designated landmark buildings, structures and historic objects, with first priority given to preserving and rehabilitating them for their historic use, second to preserving and rehabilitating them for a new use, or third to rehabilitation and relocation on-site. If the City concurs that no other option is feasible, candidate or designated landmark structures should be rehabilitated and relocated to a new site in an appropriate setting.

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LU-13.3 For landmark structures located within new development areas, incorporate the landmark structures within the new development as a means to create a sense of place, contribute to a vibrant economy, provide a connection to the past, and make more attractive employment, shopping, and residential areas.

LU-13.4 Require public and private development projects to conform to the adopted City Council Policy on the Preservation of Historic Landmarks.

LU-13.5 Evaluate areas with a concentration of historically and/or architecturally significant buildings, structures, or sites and, if qualified, preserve them through the creation of Historic Districts.

LU-13.6 Ensure modifications to candidate or designated landmark buildings or structures conform to the Secretary of the Interior's Standards for Treatment of Historic Properties and/or appropriate State of California requirements regarding historic buildings and/or structures, including the California Historical Building Code.

LU-13.7 Design new development, alterations, and rehabilitation/remodels within a designated or candidate Historic District to be compatible with the character of the Historic District and conform to the Secretary of the Interior's Standards for the Treatment of Historic Properties, appropriate State of California requirements regarding historic buildings and/or structures (including the California Historic Building Code) and to applicable historic design guidelines adopted by the City Council.

LU-13.8 Require that new development, alterations, and rehabilitation/remodels adjacent to a designated or candidate landmark or Historic District be designed to be sensitive to its character.

LU-13.9 Promote the preservation, conservation, rehabilitation, restoration, reuse, and/ or reconstruction, as appropriate, of contextual elements (e.g., structures, landscapes, street lamps, street trees, sidewalk design, signs) related to candidate and/or landmark buildings, structures, districts, or areas.

LU-13.10 Ensure City public works projects (street lights, street tree plantings, sidewalk design, etc.) promote, preserve, or enhance the historic character of Historic Districts.

LU-13.11 Maintain and update an Historic Resources Inventory in order to promote awareness of these community resources and as a tool to further their preservation. Give priority to identifying and establishing Historic Districts.

LU-13.12 Develop and encourage public/public and public/private partnerships as a means to support, expand, and promote historic preservation.

LU-13.13 Foster the rehabilitation of buildings, structures, areas, places, and districts of historic significance. Utilize incentives permitting flexibility as to their uses; transfer of development rights; tax relief for designated landmarks and districts; easements; alternative building code provisions for the reuse of historic structures; and financial incentives.

LU-13.14 Advocate for the continuation and appropriate expansion of Federal and State tax and/or other incentives for the rehabilitation and/or restoration of historically or architecturally significant buildings, structures, areas, and/or places.

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LU-13.15 Implement City, State, and Federal historic preservation laws, regulations, and codes to ensure the adequate protection of historic resources.

LU-13.16 Alert property owners, land developers, and the building industry to historic preservation goals and policies and their implications early in the development process.

Actions – Landmarks and Districts

LU-13.17 Amend the City’s Historic Preservation Ordinance to specify that a Contributing Structure to a City Historic District is eligible for consideration of a Mills Act contract and to require Historic Preservation Permits and/or Adjustments for modifications to buildings, structures, and/or sites in a National Register Historic District.

LU-13.18 Explore establishing a grant program for historic preservation, potentially partnering with Preservation Action Council San José, History San José, or other organizations.

LU-13.19 Continue to identify landmarks, landmark districts and Conservation Areas on the Land Use/Transportation Diagram as Areas of Historic Sensitivity.

LU-13.20 Explore funding options and techniques to proactively conduct additional historic surveys and to maintain and update the City’s Historic Resources Inventory. As funding allows, undertake comprehensive area-wide surveys of the City to identify potential Historic Districts, Cultural Landscapes at the City’s edge, and significant buildings and/or structures, including Traditional Cultural Properties.

LU-13.21 Implement strategic General Plan and zoning changes as indicated by federal, state or municipal “Historic” or “Conservation Area” designations, in order to maintain neighborhood vitality and character and to preserve the integrity of historic structures located within those neighborhoods. To preserve predominantly single-family historic neighborhoods, rezone residential structures located in these areas to a single-family zoning designation.

LU-13.22 Require the submittal of historic reports and surveys prepared as part of the environmental review process. Materials shall be provided to the City in electronic form once they are considered complete and acceptable.

LU-13.23 Maintain a file of historic survey reports by location by the City of San Jose to make the information retrievable for research purposes.

LU-13.24 For vacant lands at the edge of the Urban Growth Boundary in the Almaden, Alviso, and Coyote Planning Areas, require investigation during the development review process to determine whether significant Cultural Landscapes or Traditional Cultural Properties eligible for the National Register of Historic Places may be affected by the project and then require, if needed, that appropriate mitigation measures be incorporated into the project design.

Goal LU-14 – Historic Structures of Lesser Significance

Preserve and enhance historic structures of lesser significance (i.e., Structures of Merit, Identified Structures, and particularly Historic Conservation Areas) as appropriate, so that they remain as a representation of San José’s past and contribute to a positive identity for the City’s future.

Policies – Historic Structures of Lesser Significance

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LU-14.1 Preserve the integrity and enhance the fabric of areas or neighborhoods with a cohesive historic character as a means to maintain a connection between the various structures in the area.

LU-14.2 Give high priority to the preservation of historic structures that contribute to an informal cluster or a Conservation Area; have a special value in the community; are a good fit for preservation within a new project; have a compelling design and/or an important designer; etc.

LU-14.3 Design new development, alterations, and rehabilitation/remodels in Conservation Areas to be compatible with the character of the Conservation Area. In particular, projects should respect character defining elements of the area that give the area its identity. These defining characteristics could vary from area to area and could include density, scale, architectural consistency, architectural variety, landscape, etc.

LU-14.4 Discourage demolition of any building or structure listed on or eligible for the Historic Resources Inventory as a Structure of Merit by pursuing the alternatives of rehabilitation, re-use on the subject site, and/or relocation of the resource.

LU-14.5 Continue and strengthen enforcement programs, such as those addressing vacant buildings, to promote the maintenance and survival of all classes of the city's historic and cultural resources.

LU-14.6 Consider preservation of Structures of Merit and Contributing Structures in Conservation Areas as a key consideration in the development review process. As development proposals are submitted, evaluate the significance of structures, complete non-Historic American Building Survey level of documentation, list qualifying structures on the Historic Resources Inventory, and consider the feasibility of incorporating structures into the development proposal, particularly those structures that contribute to the fabric of Conservation Areas.

LU-14.7 Ensure City public works projects (street lights, street tree planting, sidewalk design, etc.) promote, preserve, or enhance the historic character of Conservation Areas.

LU-14.8 Perform modifications to the exterior of any building or structure located in a Conservation Area in a manner consistent with any and all design guidelines approved or accepted by the City Council for the preservation of historic buildings or structures.

Actions – Historic Structures of Lesser Significance

LU-14.9 Amend applicable design guidelines and City policies to add flexibility in the development review process (for example, with regulations related to parking, independently accessible private open spaces, requirement for units to be attached, etc.) to encourage the preservation, conservation, rehabilitation, reuse, or relocation of historic resources consistent with the character and needs of the surrounding properties and uses.

Goal LU-15 – Public Awareness

Increase public awareness and understanding of the history of San José, historic preservation, and its importance to the economic and cultural vitality of the City.

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Policies – Public Awareness

LU-15.1 Encourage widespread public participation in the identification and designation of historically or culturally significant buildings, structures, sites, areas, and/or places to update and maintain the City's Historic Resources Inventory.

LU-15.2 Foster a community sense of stewardship and personal responsibility for all historic and cultural resources.

LU-15.3 Encourage public accessibility and/or use of City Landmark, California Register, and National Register buildings, structures, areas, places, and sites, even if only for temporary or special events.

LU-15.4 Educate/inform the public of the importance of San José's strong historic connections to past industry. To serve as a link between San José's present and past, preserve historical resources from agriculture to high-tech whenever possible, feasible, and appropriate.

Actions – Public Awareness

LU-15.5 Work with neighborhood groups and historic preservation advocacy groups on events, materials, and efforts to educate the public on the positive benefits of historic preservation generally and in specific neighborhoods.

LU-15.6 Expand resources such as historic maps, historic markers, or self-guided walking tours as a means to promote and celebrate historic preservation in San José.

Goal LU-16 – Sustainable Practices

Preserve, conserve, and/or rehabilitate historic structures as a means to achieve the City of San José's environmental, economic, and fiscal sustainability goals.

Policies – Sustainable Practices

LU-16.1 Integrate historic preservation practices into development decisions based upon fiscal, economic, and environmental sustainability.

LU-16.2 Evaluate the materials and energy resource consumption implications of new construction to encourage preservation of historic resources.

LU-16.3 Encourage sustainable energy, water, and material choices that are historically compatible as part of the preservation, conservation, rehabilitation, and/or reuse of historical resources.

LU-16.4 Require development approvals that include demolition of a structure eligible for or listed on the Historic Resources Inventory to salvage the resource's building materials and architectural elements to allow re-use of those elements and materials and avoid the energy costs of producing new and disposing of old building materials.

LU-16.5 Utilize the aesthetic and cultural qualities of historic resources of all types as means of promoting San José as a place to live, work and visit consistent with the City's economic development goals.

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NEIGHBORHOOD SETTING

1350-1420 S. Bascom Avenue is located along a busy six-lane commercial corridor that runs north-south in a suburban San José neighborhood just northeast of the town of Campbell. The light rail system's tracks cross through the neighborhood from southwest to northeast. Los Gatos Creek meanders through the neighborhood southeast of the railroad tracks. A rural area until the middle of the twentieth century, commercial and residential development began in the late 1940s and progressed only gradually. S. Bascom Avenue is characterized by one- and two-story commercial buildings constructed during every decade since the 1950s. Some are set back behind parking lots, while others are adjacent to the sidewalk. Commercial building styles vary, but are generally utilitarian and lack architectural distinction. Materials are typically concrete masonry units or stucco with aluminum windows and doors, with occasional wood or brick trim. Landscaping is minimal, typically small areas near the street planted with shrubs.

Residential neighborhoods surround and occasionally reach S. Bascom Ave, and Del Mar High School is between S. Bascom Ave. and the railroad tracks to the southeast. Like the commercial corridor, the residential areas were also developed gradually over many decades, and feature single-family residences, two- and three-story multi-family buildings, and a trailer park. Historic-period residential styles include Ranch and Minimal Traditional constructed in repetitive tracts, with occasional surviving houses from the neighborhood's agricultural era. Residential buildings are typically stucco with wood trim, vinyl replacement windows, and metal replacement garage doors. Occasional examples retain original aluminum sliding sash windows. Residential parcels have lawns, shrubs, and mature street trees. The neighborhood lacks a cohesive visual identity, and exhibits characteristics of an area developed over many decades by many different builders (See Appendix B, Photographs 23-30).

HISTORIC CONTEXT

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

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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 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. 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

³ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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

⁵ "Cultural Resources," 20-21; City of San José, Gateway Tower Mixed Use Development, Draft Supplemental EIR, August 2016, 24.

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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

South Bascom Neighborhood By the last quarter of the nineteenth century, the land around Los Gatos Creek was divided into 40-160 acre parcels, most of which were being cultivated as vineyards or orchards. Santa Cruz Road (S. Bascom Avenue), which led south from the town of Santa Clara, was one of the few roads in the rural area. Most of the family-operated farms in the vicinity had a house and one or two barns or sheds, but there was little non-agricultural development. The County Infirmary was on Santa Clara Road north of where the thoroughfare would later intersect Fruitvale Avenue. A small San Jose Water Company reservoir and the Hamilton School were located adjacent to one another on the east side of Santa Clara Road about 1500 feet north of the creek. After the Southern Pacific Railroad built a line between Los Gatos and San José, the village of Campbell formed along the tracks, and became a center for processing and shipping fruit.⁸

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

⁷ "Economic History."

⁸ Thompson & West, Historical Atlas Map, Santa Clara County, 1976; McMillan & McMillan, Street and Road Map of the City of San Jose and Vicinity, 1921.

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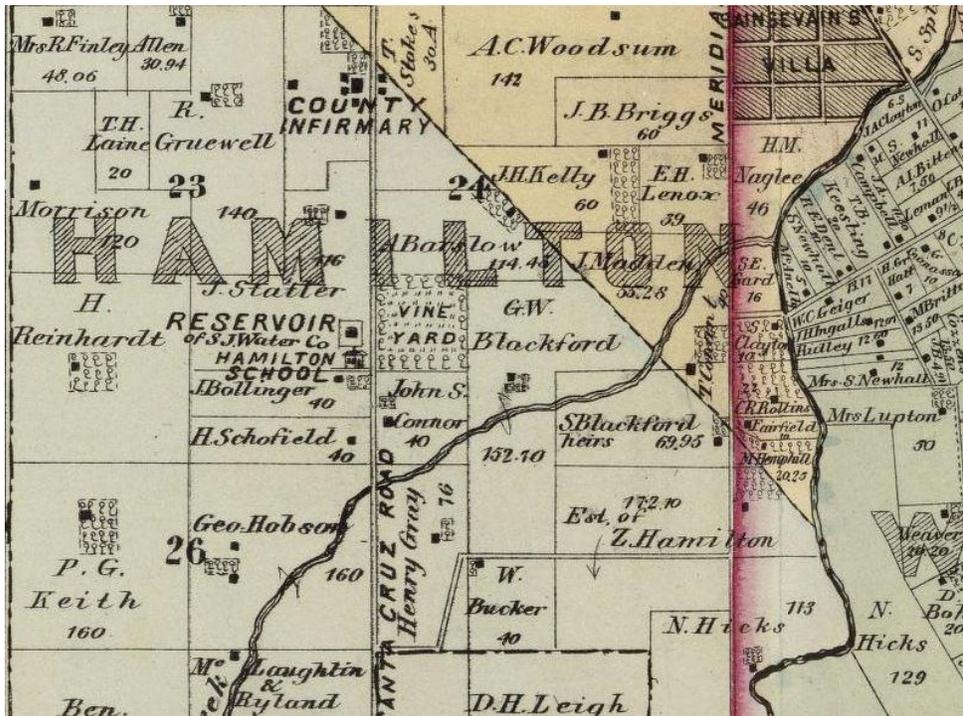


Figure 2: Thompson & West Historical Atlas of Santa Clara County, 1876.

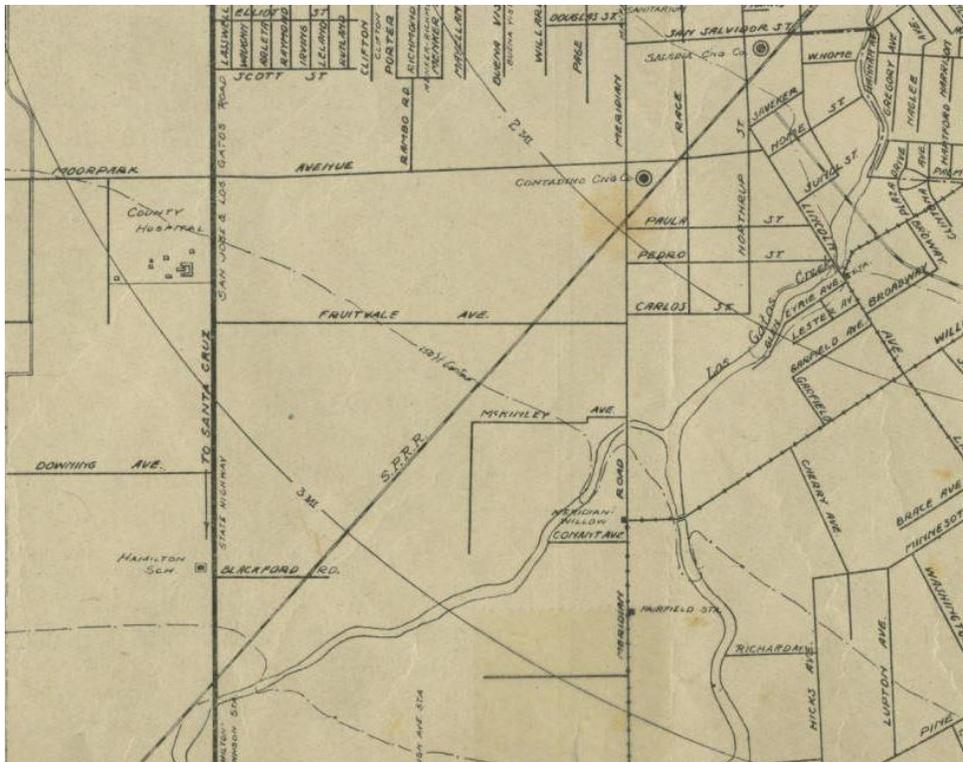


Figure 3: McMillan & McMillan, Street and Road Map of the City of San Jose and Vicinity, 1921.

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As San José gradually grew into a regionally important town during the twentieth century, the area around the intersection of S. Bascom Avenue and the SPRR tracks saw little change. In the 1940s, the vicinity was still dominated by vineyards and orchards punctuated by scattered farm houses. San José's postwar transformation to a major city and the growth throughout Santa Clara County were slow to affect the agricultural land around Los Gatos Creek and the SPRR tracks. A small subdivision was developed south of the old site of the Hamilton School in the late 1940s, and in 1953 the Yee family began developing Dick's Center on the triangular parcel bounded by the railroad tracks and S. Bascom Ave (at that time known as San José-Los Gatos Road). The village of Campbell had become a town by the mid-1950s, and San José was expanding far beyond its original boundaries, but the corridor along the railroad tracks between the towns remained unincorporated and mostly undeveloped. By the middle of the 1950s, San José was beginning to annex neighborhoods around San José-Los Gatos Road. In 1957, the Dick's Center property and several acres surrounding it were annexed by San José. Perhaps because of the proximity of both the railroad tracks and the creek, development in the neighborhood continued at a gradual pace. By 1968, there were several subdivisions in the area, but large expanses of orchards remained. Orchards in the neighborhood were not completely replaced by development until the 1980s. In 2019, the neighborhood is at the one of the borders between incorporated San José and unincorporated Santa Clara County.⁹

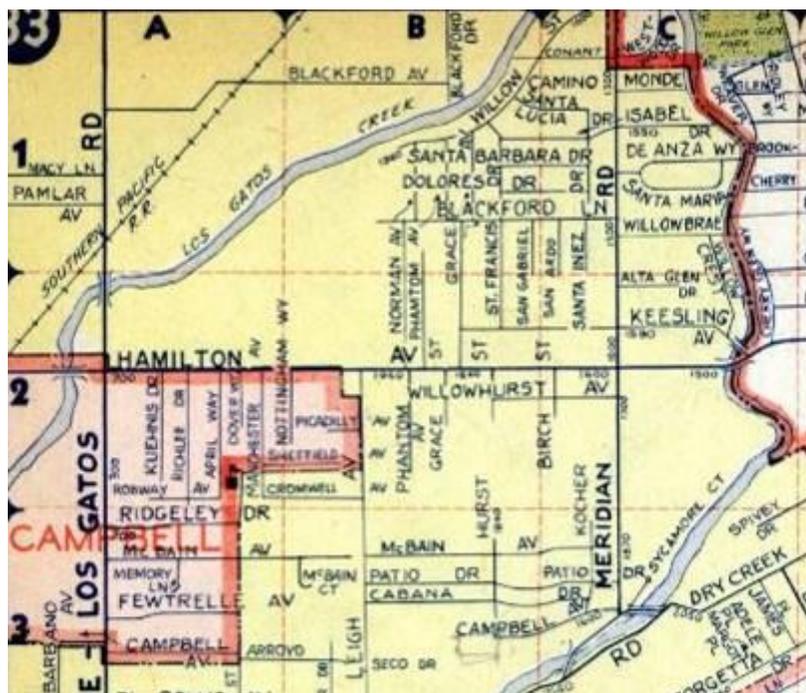


Figure 4: Thomas Bros. Street Atlas of Santa Clara County, 1956.

⁹ USGS Map, San Jose West Quadrangle, 1897, 1913, 1939; Historic aerial photographs, 1948-1960; Thomas Bros., Street Atlas, Santa Clara County, 1956.

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Figure 5: Historic aerial photograph, 1948.

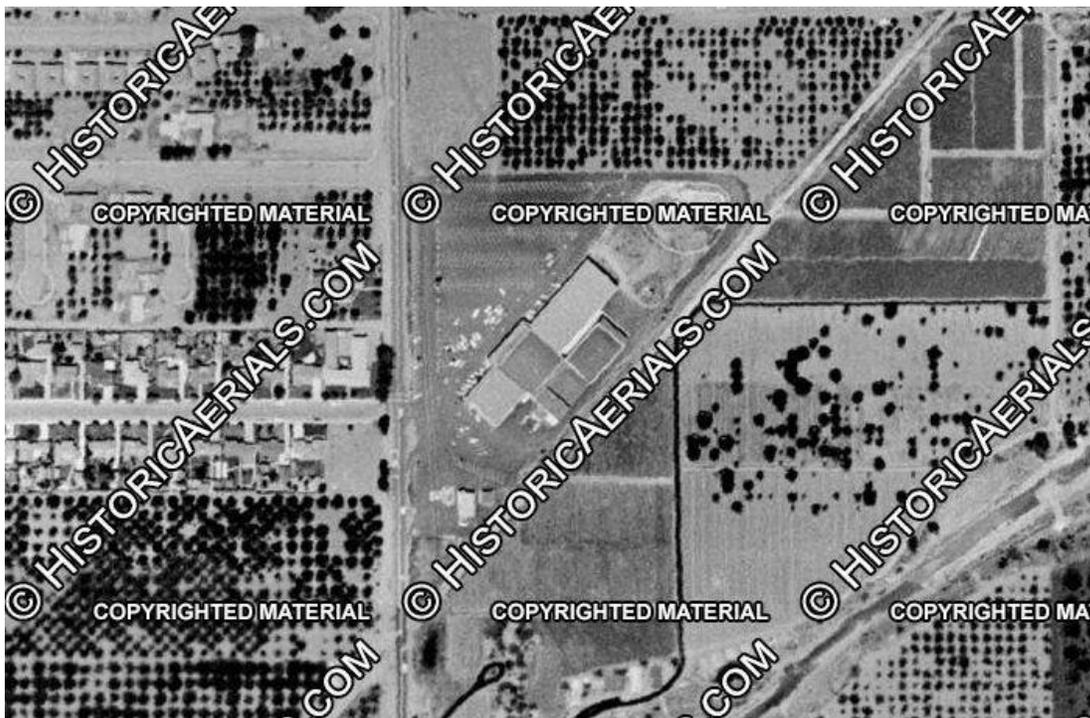


Figure 6: Historic aerial photograph, 1956.

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Figure 7: Historic aerial photograph, 1960.



Figure 8: Historic aerial photograph, 1968.

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Dick Yee Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.¹⁰

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.¹¹

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in

¹⁰ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

¹¹ Hawkins; Yee.

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the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.¹²

Gene Yee Gene Yee, Dick's oldest son, married Peggy Kim Fong in a Sacramento Presbyterian Church in 1948, after which the couple moved to San José. Gene managed his father's grocery stores and became a naturalized US citizen in 1963. Gene was the general manager and president of the family business by the late 1960s, and took on more responsibility after his father's 1976 death. Gene served as vice president of the Bay Area Grocers Association in 1966, president of the California Grocers Association in 1974, and was inducted into the Grocers Hall of Fame in 1997.¹³

Dick's Super Market Expansion Gene Yee purchased the land on Bascom Avenue in 1951 as part of the expansion of the supermarket enterprise. In addition to needing economy of scale to stay competitive, the Yee family business needed to grow to provide management jobs for Dick and Betty's five sons as they started their own families. Dick's Super Markets advertisements from the mid-1950s emphasized quality, freshness, low prices, and of course abundant free parking. As the chain expanded, the Yees began hiring non-Chinese workers. At one point, the Dick's Super Market chain was the largest in the South Bay with 15 stores and several shopping centers. By 1968, when the Yees opened their 15th store in Fremont, the company had 400 employees, and the company was emphasizing its top-quality products and facilities, quick service, and competitive prices. The size of the individual Dick's stores had grown along with the number. The Fremont store was 25,000 square feet, in contrast to the first store, which had only been 7,000 square feet. As the Dick's Super Market chain continued to grow in the 1960s, however, national chains also expanded into Santa Clara County. The purchasing power of the large chains meant they could offer lower prices than a local chain, and Dick's Super Markets began struggling. Gene Yee declared bankruptcy in 1977, but had the business running again within the year.¹⁴

Dick's Center, South Bascom Avenue The Yee family constructed the Dick's Center supermarket/strip mall on S. Bascom and the gas station to the south in 1953. The land was planted with prune orchards at the time the Yees purchased it, and most of the surrounding neighborhood was still agricultural. The grocery store was the third in the Dick's Super Market chain. Research did not reveal original building permits, but the Yee family appears to have used a repurposed Quonset hut as the nucleus for the grocery store (and may have also incorporated Quonset huts into the storage buildings at the rear). In the years following World War II, military surplus Quonset huts were widely available and commonly used for a range of low-cost buildings. The flat-roofed volumes were also built at this time as demonstrated by historic aerial photographs, and concrete masonry unit walls appear to be original as well. In the early 1950s,

¹² Yee.

¹³ Westminster Presbyterian Church Register, Sacramento, California, 1872-1956; Yee; Lillian Gong-Guy and Gerry Wong, *Chinese in San José and the Santa Clara Valley* (Charleston: Arcadia Publishing, 2007), 44.

¹⁴ Yee; *Fremont Argus*, 23 October 1968, 25.

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South Bascom (then known as San José-Los Gatos Road) was rather remote and was not included in City directories, so early information about the property is scant. By 1956, there were several subdivisions south of Fruitdale, but orchards remained immediately west and south of Dick's Center through the 1960s. Research did not reveal historic photographs of the grocery store/strip mall. The soffit/parapet, cultured stone cladding, aluminum-frame windows, and all the doors in the building all appear to be replacements, based on style and materials.¹⁵

Dick's Super Market's first address at this location was 700 San José-Los Gatos Road, which by 1961 had been changed to 1400 San Jose-Los Gatos Road and finally became 1400 S. Bascom Avenue by 1963 (its current address). The strip mall was constructed at the same time as the connected grocery store, but research has not revealed any details about its first decade of use. In 1963, the following business were operating in the small storefronts north and south of the grocery store:

- 1372 S. Bascom, DelMonaco Pizza Restaurant
- 1374 S. Bascom, Brothers Interiors rugs
- 1378 S. Bascom, vacant
- 1380 S. Bascom, Vila's Fashion Salon beauty shop
- 1402 S. Bascom, Coin-O-Wash self-serve laundry
- 1404 S. Bascom, Grant's Liquor
- 1408 S. Bascom, Atomic Vacuum Shop
- 1410 S. Bascom, Classic Barber Shop
- 1412 S. Bascom, City of Paris No 2 cleaners

The locally-owned small businesses in the strip mall turned over frequently, although the grocery store was a constant for 25 years. 1372, for example, changed from DelMonaco Pizza to Guido's Pizza in the early 1960s. Operated by Italian immigrant Guido Polverino, Guido's remained open in the Bascom center through at least 1981 before eventually relocating. Polverino made \$6,200 in alterations in 1979, likely bringing the façade to its current appearance. Some of these small businesses were without a doubt operated by the Yee family, such as Dick's U-Save-Liquors, which had opened by the late 1960s.¹⁶

By the late 1960s, Dick's Super Market's offices were at 1388 S. Bascom, likely in one of the buildings at the rear of the stores along the railroad tracks. Gene Yee, was heavily involved in the family businesses, and by the 1960s appears to have been running day-to-day operations. The Yees undertook \$50,000 worth of remodeling beginning in June 1966. The permit for the project is not detailed, but it mentions footings for columns and steel for a wall. This likely references the addition of the corrugated metal soffit/parapet. The manufactured stone and current

¹⁵ Kara Brunzell, personal interview with Dick Yee Inc. staff, 14 September 2018; Historic aerial photographs, 1948, 1956, 1968, Nationwide Environmental Title Research, LLC, 1999 - 2018.

¹⁶ San José City Directory, 1963, 1968; Obituary: Guido Polverino, *San José Mercury-News*, 2 December 2010; Building Permits, City of San José, 20 January 1981, 16 January 1979.

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windows may have also been installed at that time. They spent another \$20,000 working on the grocery store in 1967, apparently remodeling former warehouse space at the rear into offices.¹⁷

Over two dozen permits were issued by the City of San José over the years (in addition to those discussed above). None appear to have been associated with major remodels; they are for electrical work, plumbing, new signs and other minor alterations performed as uses and owners shifted over the years. The Yees closed the Bascom grocery store about 1977. One of the center's rare long-term tenants was Beverly Fabrics, a crafts store that moved into the central grocery store space about 1978 (when the Dick's Super Market chain was having financial trouble.) The fabric store moved out about 2008, after which the current furniture store moved in. Dick Yee Inc. has kept an office at its Bascom center over the decades.¹⁸

Dick's Dragon/Zorba's Restaurant Dick Yee opened Dick's Dragon in 1962 or 1963, a decade after opening his third grocery store on the same parcel as the restaurant. Described in the San Francisco Examiner as "a dream come true for grocery magnate Dick Yee," the restaurant went far beyond a typical Chinese restaurant to offer a themed experience rather than simply Chinese cuisine. The low-slung building with its flat roof and aluminum sash windows was fairly typical of the era - except for the ornate pagoda with clay tile roof rising from its center. The Examiner reported that it cost \$1,000,000 to build, that it had seating for 1,000, and that Yee had brought a chef from Hong Kong. (The same paper reported weeks later that Yee intended to build a 10-story hotel nearby). Some of these claims were certainly hyperbole: a building permit for a restaurant with pagoda was filed at the very end of 1961 estimating its value at \$150,000. A postcard apparently produced as a marketing touted it as "The Largest and Most Magnificent Chinese Restaurant in the World," and listed amenities including a sunken bar with organ music, elegant gift shop, magnificent Chinese garden, and fountain.¹⁹

The Dick's Dragon dream was short-lived. The restaurant was purchased by cousins Pete and Nick Kouretas in 1966, who converted it to a Greek restaurant called Zorba's. Pete Kouretas was born in 1930 in Greece and initially made a living as a traveling salesman, selling fabric and clothes. In 1956, he married Bessie Theoharis before leaving for the U.S. with his cousin and uncle. In San Jose, he worked as a dishwasher in a cafe for two and a half years until he had saved enough to bring his wife and son there from Greece. He and Nick went into business together, and within a decade, they owned nine bars and restaurants. In 1966, they sold off these properties to finance their purchase of the restaurant on Bascom Avenue. The Kouretases hired Spiro T. Pizanis to perform \$15,000 in improvements in 1967, which included columns, exterior plywood, and a soffit (probably the gabled second story roof enclosing the pagoda). It is likely that the current appearance dates from this remodel. Only the decorative screen walls were retained from the original design (though the pagoda is extant and visible on aerial photographs.) They ran

¹⁷ Building Permits, City of San Jose, 27 January 1967, 22 June 1967.

¹⁸ *San José Mercury News*, 4 February 2008; San José City Directory, 1979.

¹⁹ *San Francisco Examiner*, 13 April 1963, 14, 27 April 1963, 14; Building Permit, City of San José, 12 December 1961; Dick's Dragon postcard, published by M.L. Scoggin, Los Gatos, California, c1966.

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Zorba's there until 1997. Pete Kouretas died in Saratoga in 1998. The building has been used as storage since Zorba's closed.²⁰

San José Neon and Roadside Vernacular Context The first neon lamp was created by Georges Claude in 1910, and neon signs increased in popularity over the following decade. The methods and materials associated with neon sign production have remained relatively consistent over the century they have been in use. In the 1950s and 60s, Googie-inspired architecture became popular for San José's commercial buildings, along with the distinctive and prominent signage (frequently incorporating neon) that was a hallmark of the style. 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. They were specifically designed 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. Neon signs are associated with the postwar growth and suburbanization of the San José area. 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.²¹

Gas Station Context For owners of the first private automobiles, refueling vehicles was inconvenient and even dangerous: gasoline was transferred from storage tanks to smaller containers and then poured by hand into vehicles. The invention of the gas pump in 1905 was a vast improvement for consumers, and soon all types of retail establishments had installed pumps in front of their businesses, allowing cars to fill up on city streets. By the 1910s, purpose-built gas stations (also called filling stations or gasoline stations) were proliferating to serve the increasing numbers of cars on the roads. Early stations were simple utilitarian sheds to shelter attendants with adjacent pumps and were located in urban areas. Meanwhile, multiple-use stations were

²⁰ Yee; Building Permit, City of San José, 14 April 1967; "Patriarch of Zorba's Restaurant Dies - Pete Kouretas: 1930 - 1998," *San José Mercury-News*, 7 January 1998.

²¹ 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.; 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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being appended to existing restaurants and inns in rural areas. Drive-through canopy shelters for cars became common on these rural stations.²²

In the late teens and early 1920s, gas station development expanded beyond the initial downtown and rural locations and began proliferating in residential neighborhoods. Complaints about the intrusion of gas stations into communities led to more sophisticated designs. Oil companies and entrepreneurs began designing house-type stations, sometimes in period-revival architectural styles popular for residential construction. Colonial Revival, Tudor, and Spanish-inspired styles were utilized, with windows and decorative features closely patterned after domestic architecture. As competition increased, owners also enlarged stations and offered amenities such as bathrooms and service bays. In the 1920s and 1930a, gas station design became even more elaborate with the arrival of programmatic architecture. Prefiguring the whimsical and eye-catching commercial architecture of the post-war era, programmatic gas stations assumed a host of shapes including tepees, castles, and airplanes.²³

The Box-type or Oblong Box arrived in the early 1930s with the Great Depression. These buildings had simple rectangular plans, flat roofs, and smooth exterior surfaces. Inspired by the modernism of Streamline Moderne and International Style architecture, box-type stations evoked futuristic efficiency and responded to difficult economic conditions with affordability. The Depression also spurred owners to seek new revenue streams, and they added service bays and expanded sales areas and display windows. After World War II the economy improved and automobile ownership skyrocketed. The basic rectangular form and service bays of the Box-type station was retained, but with Googie-inspired features evoking the space age. Gas stations designed in the 1950s and 1960s often featured canted windows evoking tail fins, canopies with raking profiles, and bold folded-plate roofs. Albert Frey's Enco Station (1965) in Palm Springs is an iconic example of an architecturally significant postwar gas station.

1420 S. Bascom Avenue The gas station building at 1420 S. Bascom Avenue was built in the early 1950s, either by the Yees or their tenants soon after Gene Yee purchased the property. The building was owned by the Yee family and then Dick Yee Inc. for decades, and they rented it out to a number of automotive businesses. It was Agrillo's Texaco gas station in 1963, owned by Joseph and Hazel Agrillo. In addition to gas, the station offered tune-ups and repairs. The Agrillos also owned a Shell gas station across the street. In 1966, 1420 S. Bascom was vacant. By 1968, it had become Paragon Imports Automotive Repair. Operated by Giuseppe Chimienti, the business offered only repairs and no longer had a filling station. It was a tune-up and smog check shop by the 1990s. In 1994, the Yees spent over \$14,000 to repair the building after a fire, rewiring and replacing its exterior metal panels.²⁴

²² Chad Randl, "Preservation Brief 46: The Preservation and Reuse of Historic Gas Stations," National Park Service, September 2008.

²³ Randl, 2008, NRHP Registration form, Cucamonga Service Station, prepared by David Dunlap, c2016.

²⁴ Historic aerial photographs; San José City Directories, 1962, 1963, 1966, 1968, 1971.

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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. Ms. Brunzell has practiced in the fields of history and architectural history, cultural resource management, and historic preservation since 2007. She holds a Bachelor's Degree in History from UCLA, and a Master's Degree in Public History from California State University, Sacramento. In addition to recent projects for Brunzell Historical, Ms. Brunzell's previous employment has provided her with broad experience in historic preservation. She has directed advocacy and education at a preservation non-profit, and worked as a Cultural Heritage Commission (CHC) liaison for the City of Napa. Ms. Brunzell also sub-contracts to other firms, which provides experience working outside of California and on large projects as a member of a team.

Ynez Barber acted as research assistant for the current study. Ms. Barber holds a Bachelor's Degree in the History of Art and Visual Culture from UC Santa Cruz and has worked for Brunzell Historical since June 2015. She is experienced in the recordation and inventory of historic resources using the National Register of Historic Places (NRHP) and the California Register of Historic Resources (CRHR) guidelines. She is an accomplished researcher, a proficient field surveyor, is familiar with all aspects of DPR 523 preparation, and has a working knowledge of the California Environmental Quality Act (CEQA). Ms. Barber has assisted in NRHP and local register landmark nominations and in the recordation of state-owned historic buildings and is familiar with Section 106. She is also responsible for website design and management.

METHODS

Research

Brunzell Historical personnel researched this property through the City of San José, the Sourisseau Academy, the San José Public Library's California Room, History San Jose, and the Chinese Historical and Cultural Project as well as various internet resources including the San José Building Department's permit history, ancestry.com, and digitized newspaper archives. Kara Brunzell performed research trips to the San José Public Library's California Room on August 18 and September 8, 2018. Resources consulted include the online catalogs for the above-listed institutions, Sanborn Maps, clippings files, microfiche clippings index, San Jose City Directories (hard copy and electronic), microfiche clippings index, and microfiche building permit index. In addition, Brunzell Historical personnel contacted individuals with first-hand knowledge of the property and of San Jose history including Dick Yee Inc., Charlene Duval and Heather David. Personnel also searched for members of the Yee family and attempted to contact them via phone and email.

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Field Survey

A field survey of the historic-period resources within the Project area was conducted on August 14, 2018. Personnel took digital photographs at various points within the Project area. These included overviews as well as detail photographs of all elevations of the three buildings and the signs on the property. Historic-period resources were recorded per the California OHP *Instructions for Recording Historical Resources* in the field.

SIGNIFICANCE EVALUATIONS

Dick's Center

Criterion A/1: Dick's Center on Bascom Avenue is associated with events that have made a significant contribution to the broad patterns of our history. Dick's Center was constructed within the context of San José's explosive growth in the 1950s. Constructed in a primarily rural area outside city limits, further residential and commercial development followed the shopping center to the neighborhood, which was one of the areas annexed to San José during that period. Dick's Super Market chain was developed within the context of the transformation of neighborhood grocery stores to large modern supermarkets and the concurrent growth of grocery chains in the postwar era. Dick's Super Markets chain is an example of a regional family-run grocery business that helped to spur this transformation. Dick's Super Markets was able to compete with more established stores because they bought in bulk, employed other cost-saving strategies, devised innovative promotions, and worked together as a family to make the endeavor a success. Dick's stores grew larger in size with the car-oriented culture of the 1950s and 1960s, when it became common to drive to the store and purchase big quantities rather than shopping daily. Although Dick's was initially one of several Chinese-owned grocery stores in San José, it grew to have more stores than chains with similar roots. Only the third store in the Yee family's Santa Clara County chain of stores, it opened just five years after the Yee family moved into the San José grocery market. Much larger and more modern than the older Dick's stores, the store signaled the family's intent to grow their brand and evolve with the grocery industry. It embodied the transformation from neighborhood market to supermarket that characterized the grocery business during this period, with new elements of 1950s retail development including an attached strip mall and an enormous parking lot between the buildings and the road. Dick's Super Markets was a well-known player in the local grocery market and its stores were ubiquitous in the San José area, as Dick's was the largest local chain for a time during the 1960s. Therefore, the property is recommended eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: Dick's Center is not significantly associated with the life of a person important to our history. Dick Yee was a prominent member of San José's Chinese American business community. He ran an extraordinarily successful local business which he and his family built into a regional chain, utilizing innovative promotions and creatively cutting costs to compete in the difficult grocery business. However, the original Dick's Market on Fourth Street is extant, and would appear to be more significantly associated with Dick Yee's professional accomplishments. Therefore, the Dick's Center grocery store/strip mall is recommended not eligible to the NRHP or CRHR under Criterion B/2.

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Criterion C/3: Dick's Center is not significant for its architecture. It is a quotidian example of a grocery store building without architectural or design distinction. Although research did not reveal original photographs or architectural drawings, its five connected volumes with their various roof heights and forms indicate a building pieced together from a combination of reused and new construction. It appears to have originally been a utilitarian building, constructed from concrete masonry units and other inexpensive materials. Light standards and other features of the site appear to date from its period of original construction, but they are quotidian examples and do not add design distinction to the site. For these reasons, the property is recommended not 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. Dick's Center does not appear to be a principal source of important information in this regard.

The City of San José's criteria apply to Dick's Center as follows:

1. The property is significant for its character, interest or value as part of the local, regional, state or national history, heritage or culture. As described above, Dick's Super Markets is significantly associated with any the postwar evolution of the grocery business regionally.
2. Dick's Center is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, Dick's Center is not significantly associated with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. Dick's Center exemplifies the cultural, economic, social or historic heritage of the City of San José as an important example of a Chinese-American family-run enterprise of the post-war era.
5. Dick's Center does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. Dick's Center does not embody distinguishing characteristics of an architectural type or specimen.
7. Dick's Center is not the work of an architect or master builder whose individual work has influenced the development of the City of San José.
8. Dick's Center does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Integrity

Historic eligibility rests on integrity (the ability of a property to convey its historic character) as well as significance. Dick's Center has not been moved and therefore retains integrity of location. Although research has not revealed specific details of its original form, its current appearance is not consistent with a 1953 grocery store. A 1956 advertisement (see DPR 523 form) features a simple rendering of the building. The three drawings of grocery stores featured in the ad are

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distinct from one another, and the rendering at the center is consistent with the basic features of the original Dick's Market, which is extant on Fourth Street. (The second store on Almaden Road has been demolished.) The drawing at the right, which shows a larger and more modern store than the older outlets, is also likely to have been based on the S. Bascom Avenue store's original form. It demonstrates that the original would have had a simple awning out front rather than the soffit/parapet on the current building. It shows that the center doorway and faux stone are later additions, and there appears to have been a concrete screen wall at the front of the building similar to those found on the adjacent Dick's Dragon restaurant building. The original signage has been lost, and original storefront windows and bulkhead also appear to have been replaced. The building therefore lacks integrity of Design, Materials and Workmanship. Incursion of development into the rural setting of the original store has partially compromised integrity of Setting. It is no longer a grocery store and therefore lacks integrity of Association. Loss of these and other aspects of integrity in combination compromise its Integrity of Feeling. Therefore, the property does not retain sufficient integrity to convey its historic character.

Eligibility

The property is recommended ineligible for historic listing at any level because of a loss of integrity.

Dick's Center Sign

Criterion A/1: The Dick's Center Sign is not associated with events that have made a significant contribution to the broad patterns of our history. It was constructed at the same time as Dick's Center on S. Bascom Ave, which is historically significant within the context of the postwar commercial development of San José. The sign, however, is not in itself important enough to the history of Dick's Super Markets or of San José to be considered historically significant. Therefore, the sign is recommended not eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: The Dick's Center 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 not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: The Dick's Center Sign is not significant for its design features. Like other recognized local landmarks of the style, the sign is idiosyncratic, overtly commercial, and designed to capture the attention of passing motorists. Such signs, once ubiquitous in the region, are increasingly rare as San José's postwar built environment is replaced by redevelopment. However, the Dick's Center Sign is more restrained and less eye-catching than exuberant local examples featuring characters or decorative elements executed in neon (such as Western Appliance and Stephen's Meat). It lacks the flair and aesthetic distinction of landmark local examples of neon signs and Roadside Vernacular architecture. For these reasons, the sign is recommended not 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. The Dick's Center Sign does not appear to be a principal source of important information in this regard.

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The City of San José's factors for consideration as a local landmark apply to the Dick's Center 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 Dick's Center Sign is not associated with any important historic contexts.
2. The Dick's Center Sign is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, the Dick's Center Sign is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. The Dick's Center Sign does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. The Dick's Center 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 Dick's Center Sign is a good example of Roadside Vernacular architecture, which is also often described as Googie, but not sufficiently distinguished to qualify for historic listing. It therefore does not embody the distinguishing characteristics of an architectural type.
7. Research has not revealed the sign's designer. Therefore, the Dick's Center Sign is 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 Roadside Vernacular architecture, the Dick's Center Sign does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Structure of Merit

"Structure of Merit" is a special category of historic designation in San José that applies to buildings and structures which are not eligible for NRHP, CRHR, or local listing but nevertheless contribute to the historic fabric of San José or a specific neighborhood. The Dick's Center Sign is recommended eligible as a Structure of Merit. Its minimalist design, heavy block lettering, bold color scheme, and bulb-lit arrow are all elements intended to attract motorists to Dick's Center. Located on an undeveloped stretch of highway when it was constructed, this sign would have needed to be readable at higher speeds than signs in urbanized locations, where traffic would move more slowly and signs would compete with one another for attention. It is a good example of the idiosyncratic and site-specific nature of neon sign design. Although it is not among the most distinguished examples of Roadside Vernacular architecture in San José, it is a property type that is once common and is becoming increasingly rare, and therefore merits consideration.

Integrity

Historic significance rests on integrity (the ability of a property to convey its historic character) as well as significance. The Dick's Center Sign has not been moved and therefore retains integrity of location. The features of the sign's original Roadside Vernacular design remain, so it retains

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integrity of Design. Incremental changes to the neighborhood since 1960 have compromised integrity of Setting. The addition to the base of the Eclectic Furniture sign has slightly compromised integrity of Materials and Workmanship. However, this change is minor and other original elements remain, therefore the sign retains overall integrity of Materials and Workmanship. It remains in use as a sign for the shopping center 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, despite a loss of integrity of setting.

The property is recommended ineligible for listing on the NRHP, CRHR, or as a local landmark.

Dick's Dragon

Criterion A/1: Dick's Dragon is not associated with events that have made a significant contribution to the broad patterns of our history. The original restaurant lasted in the space for only about three years and was apparently not financially successful. The second restaurant remained in the location for about 20 years, but research has not revealed associations between it and any significant historic context. Therefore, the property is not recommended eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: Dick's Dragon is not associated with the life of a person important to our history. Research did not reveal that Pete or Tim Kouretas were important to their professions or to local history. Dick Yee was an important local figure, but is not significantly associated with the property. Therefore, it is not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: Dick's Dragon is not significant for its architecture. Its current appearance dates to 1967, when a change of use prompted new owners to construct a Greek-style veneer over the original Chinese-themed building. Its odd proportions (outsized dentil ornamentation, very slender Corinthian columns) and lack of fenestration are evidence of an attempt to convey a theme as cheaply as possible, and the building lacks aesthetic or design distinction. Other features of the site, such as the fountain in front of the building, the Zorba's sign near the street and concrete masonry unit walls near the restaurant are quotidian examples of such structures and do not contribute to the design distinction of the site. For these reasons, the property is recommended not 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. Dick's Dragon does not appear to be a principal source of important information in this regard.

The City of San José's criteria apply to Dick's Dragon 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. Dick's Dragon is not associated with any important historic contexts, as discussed above under the Criterion A/1 evaluation.
2. Dick's Dragon is not the site of a significant historic event.

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3. As described above under the Criterion B/2 evaluation, Dick's Dragon is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. Dick's Dragon does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. Dick's Dragon does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. Dick's Dragon does not embody distinguishing characteristics of an architectural type or specimen.
7. Dick's Dragon is not the work of an architect or master builder whose individual work has influenced the development of the City of San José, as discussed above under the Criterion C/2 evaluation.
8. Dick's Dragon does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique, as discussed above under the Criterion C/2 evaluation.

Eligibility

Dick's Dragon is recommended not eligible for listing on the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), or as a local landmark.

1420 S. Bascom Avenue

Criterion A/1: 1420 S. Bascom Avenue is not associated with events that have made a significant contribution to the broad patterns of our history. Its original use was as a gas and service station. It was constructed in 1953, an era when automobile ownership was expanding and the region was growing. Many new gas stations were constructed during this period, including one across the street. Research has revealed no specific important associations between this particular gas station and the context of postwar growth in the region or other important historic contexts. Therefore, the property is recommended not eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: 1420 S. Bascom Avenue is not associated with the life of a person important to our history. It was not significantly associated with Dick Yee or the Yee family, who owned the property but did not run the businesses at this address. Research did not reveal any significant contributions to local history by the Agrillos or Giuseppe Chiminienti who were both operators of the business. Therefore, it is recommended not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: 1420 S. Bascom Avenue is not significant for its architecture. It is an example of a prefabricated oblong-box type service station. Research has not revealed any association with important designers of prefabricated gas stations such as Walter Dorwin Teague, who was responsible for iconic gas station designs for the Texaco Company. Nor has research revealed that the design was associated with a particular gas company. The building's siding is painted and unpainted steel panels rather than the enamel steel typically associated with architecturally

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significant examples of prefabricated gas stations. And it was installed on the site c1953, a period which prefabricated gas stations tended to be larger and to have postwar architectural features like dramatic canopies or large rooftop pylon signs. 1420 S. Bascom is a Streamline Moderne station with two service bays and a corner office and without a canopy, a building type associated with the Great Depression rather than the 1950s. For these reasons, the property is recommended not 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. 1420 S. Bascom Avenue does not appear to be a principal source of important information in this regard.

The City of San José's criteria apply to 1420 S. Bascom 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 under Criterion A/1 above, 1420 S. Bascom Avenue is not associated with any important historic contexts.
2. 1420 S. Bascom Avenue is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, 1420 S. Bascom Avenue is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. 1420 S. Bascom Avenue does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. 1420 S. Bascom Avenue does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described under Criterion C/3 above, 1420 S. Bascom Avenue does not embody distinguishing characteristics of an architectural type or specimen.
7. 1420 S. Bascom Avenue is not the work of an architect or master builder whose individual work has influenced the development of the City of San José.
8. 1420 S. Bascom Avenue does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Eligibility

1420 S. Bascom Avenue is recommended not eligible for listing on the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), or as a local landmark.

RECOMMENDATIONS

The Dick's Center, Dick's Dragon, and 1420 S. Bascom Avenue buildings as well as the the Dick's Center sign are not recommended to qualify for historic listing at any level. The current Project proposes to demolish the buildings and structures on the property. None of the buildings are

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recommended eligible for historic listing, therefore there demolition would not constitute a negative impact to a historical resource pursuant to CEQA.

The Dick's Center sign is recommended eligible as a Structure of Merit, which is not a historical resource pursuant to CEQA. A project involving demolition of the neon sign would therefore not be required under CEQA to mitigate for a negative impact to a historical resource.

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C-3: DPR Recordation Forms

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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 _____

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*Resource Name or # (Assigned by recorder) Dick's Center

P1. Other Identifier: 1390 – 1412 S. Bascom Avenue

***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 1390 – 1412 S. Bascom Avenue **City** San José **Zip** 95128

d. UTM: (give more than one for large and/or linear resources) **Zone** 10; 594753 mE/ 4128646 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)

The supermarket building is located on a commercial block in a primarily residential neighborhood near Campbell. The triangular parcel is bounded by residential and commercial properties to the north, S. Bascom Avenue to the west, and the light rail tracks which cross the street grid on a southwest-northeast axis. A large triangular parking lot occupies the northwest part of the parcel. The supermarket/strip mall building has an irregular plan formed by five connected rectangular volumes aligned to the railroad tracks rather than the street grid. The building is constructed of concrete masonry units, with various types of decorative cladding on the primary (northwest) façade. Most of the building is one story, with a small two-story area at the rear along the railroad tracks. Roof forms are a combination of flat and arched. There is a projecting soffit clad in corrugated metal forms raised parapet on the elevations facing the parking-lot (northwest and southwest), and also shelters the storefront entryways. The supermarket is located in the center; its main volume features a curved roof and appears to be a repurposed Quonset hut. A volume with a lower flat roof projects about 20 feet in front of the Quonset hut. There is a large sign for the home furnishings store centered on the soffit. Most of the façade is large storefront window panels separated by aluminum frames. There are three entryways; the one centered on the northwest façade is fitted with double wood doors and the two side entryways have double aluminum-frame glazed doors. Corners are clad in irregular manufactured stone (Continued p. 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: Northwest (main) elevation, camera facing southeast across parking lot, photograph taken August 14, 2018.

***P6. Date Constructed/Age and Sources:**
 Historic Prehistoric Both
c1950s

***P7. Owner and Address:**

Dick Yee Inc.
1410 S. Bascom Avenue
San José, California

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

Kara Brunzell
Brunzell Historical
1613 B St
Napa, CA 94559

***P9. Date Recorded:** August 14, 2018

***P10. Survey Type:** (Describe) Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Historic Resource Evaluation of Dick's Center, San Jose, California

***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) Dick's Center

- B1. Historic Name: Dick's Super Market
B2. Common Name: Eclectic Home Furnishings
B3. Original Use: Commercial B4. Present Use: Commercial

*B5. Architectural Style:

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

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme Postwar commercial development Area San José, California

Period of Significance 1953-1977 Property Type Grocery Store Applicable Criteria A/1

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

Dick's Center on S. Bascom Avenue is not recommended eligible for listing on the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) or for local listing. Although the Dick's Super Markets chain was significant in the postwar commercial development of San José, the building lacks the integrity required for historic listing (see continuation sheet).

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

*B12. References:

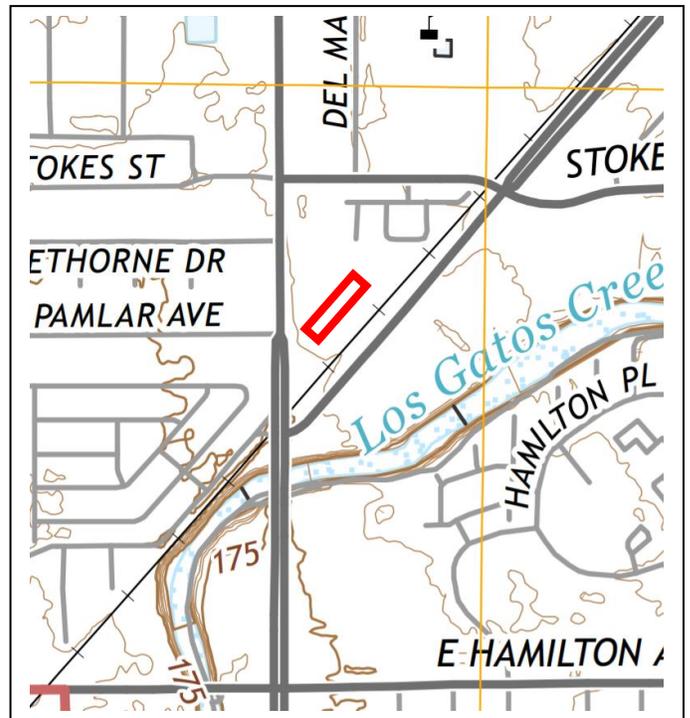
(See Footnotes)

B13. Remarks:

*B14. Evaluator: Kara Brunzell

*Date of Evaluation: August 14, 2018

(This space reserved for official comments.)



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

Rectangular volumes recessed on either side of the grocery store building hold smaller retail spaces. They house small retail businesses and feature double doors separated by large storefront windows. Exterior walls are clad in rough-textured concrete masonry units. 1372-1392 S. Bascom are north of the store, while 1400-1412 are to the south. Most of the storefronts are large window panes separated by aluminum frames with aluminum-frame glazed doors at the center.

1372 S. Bascom has storefront windows are covered is wood with grooves in a diamond-shaped patterns which have small diamond-shaped windows cut into them (reflecting previous use as bar). Windows, including a transom, are covered with wrought-iron bars. The double wood paneled doors have tiny windows also fitted with scrolled iron bars. Side and rear elevations of the strip mall sections of the building lack the parapet and storefront windows. Walls are plain concrete masonry units or vertical-grove plywood and there are several employee entrances.

The two rectangular volumes behind the grocery store/strip mall building are constructed of concrete masonry units and have arched primary roofs. They appear to have been originally intended for storage and lack retail-oriented features like large windows. There is the loading dock at the south end, which leads to a small projecting shed-roofed volume clad in corrugated metal. A two-story volume behind it has a flat roof and steel casement windows on the upper story, which may have originally been used for worker housing.



Photograph 2: Northwest elevation, camera facing east, August 14, 2018.



Photograph 3: Northwest elevation, camera facing south, August 14, 2018.



Photograph 4: Northwest elevation, camera facing southeast, August 14, 2018.



Photograph 5: Northwest elevation, camera facing southeast, August 14, 2018.

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Photograph 6: Northwest elevation, camera facing southeast, August 14, 2018.



Photograph 7: Northwest and northeast elevations, camera facing south, August 14, 2018.



Photograph 8: Northwest and northeast elevations, camera facing south, August 14, 2018.



Photograph 9: Southeast elevation, camera facing northeast, August 14, 2018.



Photograph 10: Southeast and southwest elevations, camera facing northeast, August 14, 2018.



Photograph 11: Southeast and southwest elevations, camera facing north, August 14, 2018.

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Photograph 12: Southwest and northwest elevations, camera facing northwest, August 14 2018.



Photograph 13: Detail, sign, southwest elevation, August 14, 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 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

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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

³ "Cultural Resources," 20-21; City of San José, Gateway Tower Mixed Use Development, Draft Supplemental EIR, August 2016, 24.

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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. 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

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁶

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁷

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the

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

⁵ "Economic History."

⁶ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

⁷ Hawkins; Yee.

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Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.⁸

Gene Yee

Gene Yee, Dick's oldest son, married Peggy Kim Fong in a Sacramento Presbyterian Church in 1948, after which the couple moved to San José. Gene managed his father's grocery stores and became a naturalized US citizen in 1963. Gene was the general manager and president of the family business by the late 1960s, and took on more responsibility after his father's 1976 death. Gene served as vice president of the Bay Area Grocers Association in 1966, president of the California Grocers Association in 1974, and was inducted into the Grocers Hall of Fame in 1997.⁹

Dick's Super Market Expansion

Gene Yee purchased the land on Bascom Avenue in 1951 as part of the expansion of the supermarket enterprise. In addition to needing economy of scale to stay competitive, the Yee family business needed to grow to provide management jobs for Dick and Betty's five sons as they started their own families. Dick's Super Markets advertisements from the mid-1950s emphasized quality, freshness, low prices, and of course abundant free parking. As the chain expanded, the Yees began hiring non-Chinese workers. At one point, the Dick's Super Market chain was the largest in the South Bay with 15 stores and several shopping centers. By 1968, when the Yees opened their 15th store in Fremont, the company had 400 employees, and the company was emphasizing its top-quality products and facilities, quick service, and competitive prices. The size of the individual Dick's stores had grown along with the number. The Fremont store was 25,000 square feet, in contrast to the first store, which had only been 7,000 square feet. As the Dick's Super Market chain continued to grow in the 1960s, however, national chains also expanded into Santa Clara County. The purchasing power of the large chains meant they could offer lower prices than a local chain, and Dick's Super Markets began struggling. Gene Yee declared bankruptcy in 1977, but had the business running again within the year.¹⁰

Dick's Center, South Bascom Avenue

The Yee family constructed the Dick's Center supermarket/strip mall on S. Bascom and the gas station to the south in 1953. The land was planted with prune orchards at the time the Yees purchased it, and most of the surrounding neighborhood was still agricultural. The grocery store was the third in the Dick's Super Market chain. Research did not reveal original building permits, but the Yee family appears to have used a repurposed Quonset hut as the nucleus for the grocery store (and may have also incorporated Quonset huts into the storage buildings at the rear). In the years following World War II, military surplus Quonset huts were widely available and commonly used for a range of low-cost buildings. The flat-roofed volumes were also built at this time as demonstrated by historic aerial photographs, and concrete masonry unit walls appear to be original as well. In the early 1950s, South Bascom (then known as San José-Los Gatos Road) was rather remote and was not included in City directories, so early information about the property is scant. By 1956, there were several subdivisions south of Fruitdale, but orchards remained immediately west and south of Dick's Center through the 1960s. Research did not reveal historic photographs of the grocery store/strip mall. The soffit/parapet, cultured stone cladding, aluminum-frame windows, and all the doors in the building all appear to be replacements, based on style and materials.¹¹

Dick's Super Market's first address at this location was 700 San José-Los Gatos Road, which by 1961 had been changed to 1400 San Jose-Los Gatos Road and finally became 1400 S. Bascom by 1963 (its current address). The strip mall was constructed at the same time as the connected grocery store, but research has not revealed any details about its first decade of use. In 1963, the following business were operating in the small storefronts north and south of the grocery store:

- 1372 S. Bascom, DelMonaco Pizza Restaurant
- 1374 S. Bascom, Brothers Interiors rugs
- 1378 S. Bascom, vacant
- 1380 S. Bascom, Vila's Fashion Salon beauty shop

⁸ Yee.

⁹ Westminster Presbyterian Church Register, Sacramento, California, 1872-1956; Yee; Lillian Gong-Guy and Gerrye Wong, Chinese in San José and the Santa Clara Valley (Charleston: Arcadia Publishing, 2007), 44.

¹⁰ Yee; *Fremont Arcus*, 23 October 1968, 25.

¹¹ Kara Brunzell, personal interview with Dick Yee Inc. staff, 14 September 2018; Historic aerial photographs, 1948, 1956, 1968, Nationwide Environmental Title Research, LLC, 1999 - 2018.

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- 1402 S. Bascom, Coin-O-Wash self-serve laundry
- 1404 S. Bascom, Grant's Liquor
- 1408 S. Bascom, Atomic Vacuum Shop
- 1410 S. Bascom, Classic Barber Shop
- 1412 S. Bascom, City of Paris No 2 cleaners

The locally-owned small businesses in the strip mall turned over frequently, although the grocery store was a constant for 25 years. 1372, for example, changed from DelMonaco Pizza to Guido's Pizza in the early 1960s. Operated by Italian immigrant Guido Polverino, Guido's remained open in the Bascom center through at least 1981 before eventually relocating. Polverino made \$6,200 in alterations in 1979, likely bringing the façade to its current appearance. Some of these small businesses were without a doubt operated by the Yee family, such as Dick's U-Save-Liquors, which had opened by the late 1960s.¹²

By the late 1960s, Dick's Super Market's offices were at 1388 S. Bascom, likely in one of the buildings at the rear of the stores along the railroad tracks. Gene Yee, was heavily involved in the family businesses, and by the 1960s appears to have been running day-to-day operations. The Yees undertook \$50,000 worth of remodeling beginning in June 1966. The permit for the project is not detailed, but it mentions footings for columns and steel for a wall. This likely references the addition of the corrugated metal soffit/parapet. The manufactured stone and current windows may have also been installed at that time. They spent another \$20,000 working on the grocery store in 1967, apparently remodeling former warehouse space at the rear into offices.¹³

Over two dozen permits were issued by the City of San José over the years (in addition to those discussed above). None appear to have been associated with major remodels; they are for electrical work, plumbing, new signs and other minor alterations performed as uses and owners shifted over the years. The Yees closed the Bascom grocery store about 1977. One of the center's rare long-term tenants was Beverly Fabrics, a crafts store that moved into the central grocery store space about 1978 (when the Dick's Super Market chain was having financial trouble.) The fabric store moved out about 2008, after which the current furniture store moved in. Dick Yee Inc. has kept an office at its Bascom center over the decades.¹⁴

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: Dick's Center on Bascom Avenue is associated with events that have made a significant contribution to the broad patterns of our history. Dick's Center was constructed within the context of San José's explosive growth in the 1950s. Constructed in a primarily rural area outside city limits, further residential and commercial development followed the shopping center to the neighborhood, which was one of the areas annexed to San José during that period. Dick's Super Market chain was developed within the context of the transformation of neighborhood grocery stores to large modern supermarkets and the concurrent growth of grocery chains in the postwar era. Dick's Super Markets chain is an example of a regional family-run grocery business that helped to spur this transformation. Dick's Super Markets was able to compete with more established stores because they bought in bulk, employed other cost-saving strategies, devised innovative promotions, and worked together as a family to make the endeavor a success. Dick's stores grew larger in size with the development of the car-oriented culture of the 1950s and 1960s, when it became common to drive to the store and purchase big quantities rather than shopping daily. Although Dick's was initially one of several Chinese-owned grocery stores in San José, it grew to have more stores than chains with similar roots. Only the third store in the Yee family's Santa Clara County chain of stores, Dick's Center on S. Bascom Avenue opened just five years after the Yee family moved into the San José grocery market. Much larger and more modern than the older Dick's stores, the store signaled the family's intent to grow their brand and evolve with the grocery industry. It embodied the transformation from neighborhood market to supermarket that characterized the grocery business during this period, with new elements of 1950s retail development including an attached strip mall and an enormous parking lot situated between the store buildings and the road. Dick's Super Markets became a well-known player in the regional grocery market and its stores were ubiquitous in the San José area, as Dick's was the largest local chain for a time during the 1960s. Therefore, the property is recommended eligible to the NRHP or CRHR under Criterion A/1.

¹² San José City Directory, 1963, 1968; Obituary: Guido Polverino, *San Jose Mercury News*, 2 December 2010; Building Permits, City of San José, 20 January 1981, 16 January 1979.

¹³ Building Permits, City of San Jose, 27 January 1967, 22 June 1967.

¹⁴ *San José Mercury News*, 4 February 2008; San José City Directory, 1979.

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Criterion B/2: Dick's Center is not significantly associated with the life of a person important to our history. Dick Yee was a prominent member of San José's Chinese American business community. He ran an extraordinarily successful local business which he and his family built into a regional chain, utilizing innovative promotions and creatively cutting costs to compete in the difficult grocery business. However, the original Dick's Market on Fourth Street is extant, and would appear to be more significantly associated with Dick Yee's professional accomplishments. Therefore, the Dick's Center grocery store/strip mall is recommended not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: Dick's Center is not significant for its architecture. It is a quotidian example of a grocery store building without architectural or design distinction. Although research did not reveal original photographs or architectural drawings, its five connected volumes with their various roof heights and forms strongly suggest a building that was pieced together from a combination of reused buildings and new construction. Even if the entire building was newly built, it was primarily utilitarian, constructed from concrete masonry units and other inexpensive materials. For these reasons, the property is recommended not 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. Dick's Center 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 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 represent a significant architectural innovation or which are unique.

The City of San José's criteria apply to Dick's Center as follows:

1. The property is 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, Dick's Super Markets is significantly associated with any the postwar evolution of the grocery business regionally.
2. Dick's Center is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, Dick's Center is not significantly associated with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. Dick's Center exemplifies the cultural, economic, social or historic heritage of the City of San José as an important example of a Chinese-American family-run enterprise of the post-war era.
5. Dick's Center does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.

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6. Dick's Center does not embody distinguishing characteristics of an architectural type or specimen, as discussed above under the Criterion C/3 evaluation.

7. Dick's Center is not the work of an architect or master builder whose individual work has influenced the development of the City of San José, as discussed above under the Criterion C/3 evaluation.

8. Dick's Center does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Integrity

Historic eligibility rests on integrity (the ability of a property to convey its historic character) as well as significance. Dick's Center has not been moved and therefore retains integrity of location. Although research has not revealed full details of its original form, its current appearance is not consistent with a 1953 grocery store. A 1956 advertisement (Figure 2) features a simple rendering of the building. The three drawings of grocery stores featured in the ad are distinct from one another, and the rendering at the center is consistent with the basic features of the original Dick's Market, which is extant on Fourth Street. (The second store on Almaden Road has been demolished.) The drawing at the right, which shows a larger and more modern store than the older outlets, is also likely to have been based on the S. Bascom Avenue store's original form. It demonstrates that the original would have had a simple awning out front behind which the arched roof of its main volume was visible, rather than the soffit/parapet on the current building. It shows that the center doorway and manufactured stone trim are later additions, and that there appears to have been a concrete screen wall at the front of the building similar to that on the adjacent Dick's Dragon restaurant building. The original store's signage has been lost, and original storefront windows and bulkhead also appear to have been replaced. The building therefore lacks integrity of Design, Materials and Workmanship. Incursion of development into the rural setting of the original store has partially compromised integrity of Setting. It is no longer a grocery store and therefore lacks integrity of Association. Loss of these and other aspects of integrity in combination compromise its Integrity of Feeling. Therefore, the property does not retain sufficient integrity to convey its historic character.

The property is therefore recommended ineligible for historic listing at any level because of a loss of integrity.

Figure 2: Dick's Super Market newspaper advertisement, c1956.

P1. Other Identifier: Dick's Center 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 1390 – 1412 S. Bascom Avenue City San José Zip 95128

d. UTM: (give more than one for large and/or linear resources) Zone 10; 594753 mE/ 4128646 mN

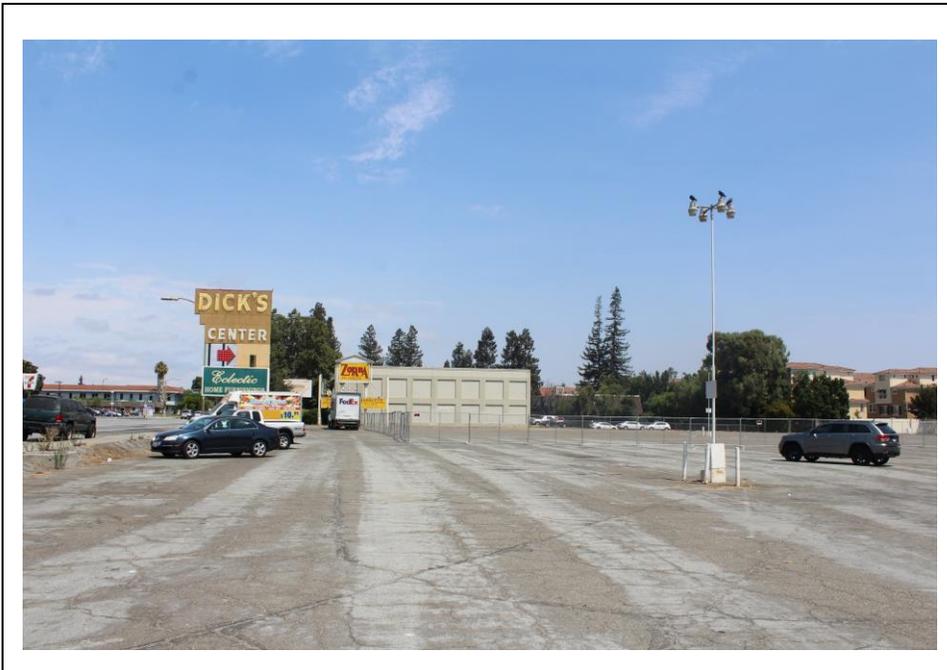
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

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

The sign located on a commercial block surrounded by residential developments and bounded to the south by the railroad tracks. The free-standing sign is adjacent to the sidewalk, across the parking lot at from the commercial buildings it advertises. It is composed of sheet metal panels which form a tall rectangular base with rectangular cut-out. The base supports the portion of the sign nearest the parking lot, the other half of the horizontally oriented rectangle is unsupported. Separate panels which hold the words are stepped to form a serrated outer edge to the rectangular form. The base is painted a mustard yellow, while the top is light brown with original red paint showing through. "Dick's Center" is spelled out in block letters. The word "Dick's" at the top of sign is painted the same mustard yellow as the base and outlined in red neon. "Center" is white with white neon outline and smaller letters. A red arrow pointing to the shopping center is covered in bulb lights and affixed to a pole below the word "Center." Lowest on the sign is a more recently added rectangular metal sign reading "Eclectic Home Furnishings" in script.

***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: Sign and parking lot, camera facing north, photograph taken August 14, 2018.

***P6. Date Constructed/Age and Sources:**

Historic Prehistoric Both

c1953

***P7. Owner and Address:**

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

Kara Brunzell

Brunzell Historical

1613 B St

Napa, CA 94559

***P9. Date Recorded:** August 14, 2018

***P10. Survey Type:** (Describe) Intensive

***P11. Report Citation:** (Cite survey report and other sources, or enter "none.") Evaluation of Dick's Center, San José, California

***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) Dick's Center Sign

- B1. Historic Name: Dick's Center Sign
B2. Common Name: Dick's Center Sign
B3. Original Use: Commercial B4. Present Use: Commercial

***B5. Architectural Style:**

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

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

***B8. Related Features:** _____

B9. Architect: Unknown b. Builder: Unknown

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

Period of Significance 1953-1977 Property Type sign Applicable Criteria C/1

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

The Dick's Center Sign is recommended eligible for listing on the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under Criterion C/3 and as a local landmark under Factor 6 (see continuation sheet).

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

***B12. References:**

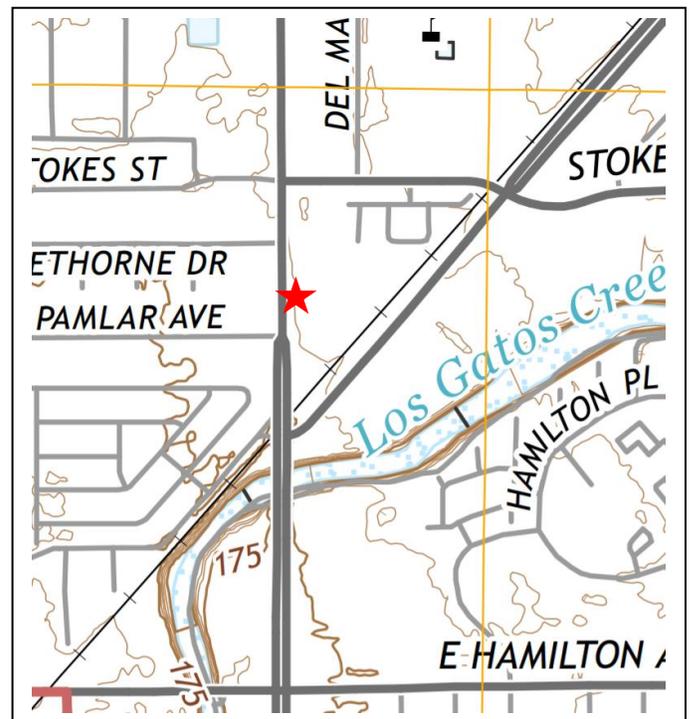
(See Footnotes)

B13. Remarks:

***B14. Evaluator:** Kara Brunzell

***Date of Evaluation:** August 14, 2018

(This space reserved for official comments.)



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



Photograph 3: Dick's Center sign, camera facing northeast, August 14, 2018.



Photograph 4: Dick's Center sign, camera facing south, August 14, 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 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

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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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. 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

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁶

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his

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

³ "Cultural Resources," 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, p. 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), p. 46; "San José Japantown Historic Context and Survey Phase II," Carey & Co Inc., p. 11-15.

⁵ "Economic History."

⁶ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

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*Recorded by Kara Brunzell

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night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁷

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.⁸

Gene Yee

Gene Yee, Dick's oldest son, married Peggy Kim Fong in a Sacramento Presbyterian Church in 1948, after which the couple moved to San José. Gene managed his father's grocery stores and became a naturalized US citizen in 1963. Gene was the general manager and president of the family business by the late 1960s, and took on more responsibility after his father's 1976 death. Gene served as vice president of the Bay Area Grocers Association in 1966, president of the California Grocers Association in 1974, and was inducted into the Grocers Hall of Fame in 1997.⁹

Dick's Super Market Expansion

Gene Yee purchased the land on Bascom Avenue in 1951 as part of the expansion of the supermarket enterprise. In addition to needing economy of scale to stay competitive, the Yee family business needed to grow to provide management jobs for Dick and Betty's five sons as they started their own families. Dick's Super Markets advertisements from the mid-1950s emphasized quality, freshness, low prices, and of course abundant free parking. As the chain expanded, the Yees began hiring non-Chinese workers. At one point, the Dick's Super Market chain was the largest in the South Bay with 15 stores and several shopping centers. By 1968, when the Yees opened their 15th store in Fremont, the company had 400 employees. By the late 1960s, the company was emphasizing its top-quality products and facilities, quick service, and competitive prices. The size of the individual Dick's stores had grown along with the number. The Fremont store was 25,000 square feet in contrast to the first store, which had only been 7,000 square feet. As the Dick's Super Market chain continued to grow in the 1960s, however, national chains also expanded into Santa Clara County. The purchasing power of the large chains meant they could offer lower prices than a local chain, and Dick's Super Markets began struggling. Gene Yee declared bankruptcy in 1977, but had the business running again within the year.¹⁰

Dick's Center, South Bascom Avenue

The Yee family constructed the Dick's Center supermarket/strip mall on S. Bascom and the gas station to the south in 1953. The land was planted with prune orchards at the time the Yees purchased it, and most of the surrounding neighborhood was still agricultural. The grocery store was the third in the Dick's Super Market chain. Research did not reveal original building permits, but the Yee family appears to have used a repurposed Quonset hut as the nucleus for the grocery store (and may have also incorporated Quonset huts into the storage buildings at the rear). In the years following World War II, military surplus Quonset huts were widely available and commonly used for a range of low-cost buildings. The flat-roofed volumes were also built at this time as demonstrated by historic aerial photographs, and concrete masonry unit walls appear to be original as well. In the early 1950s, South Bascom (then known as San José-Los Gatos Road) was rather remote and was not included in City directories, so early information about the property is scant. By 1956, there were several subdivisions south of Fruitdale, but orchards remained immediately west and south of Dick's Center through the 1960s.

⁷ Hawkins; Yee.

⁸ Yee.

⁹ Westminster Presbyterian Church Register, Sacramento, California, 1872-1956; Yee; Lillian Gong-Guy and Gerrye Wong, *Chinese in San José and the Santa Clara Valley* (Charleston: Arcadia Publishing, 2007), 44.

¹⁰ Yee; *Fremont Argus*, 23 October 1968, 25.

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Research did not reveal historic photographs of the grocery store/strip mall. The soffit/parapet, cultured stone cladding, aluminum-frame windows, and all the doors in the building all appear to be replacements, based on style and materials.¹¹

Dick's Super Market's first address at this location was 700 San José-Los Gatos Road, which by 1961 had been changed to 1400 San Jose-Los Gatos Road and finally became 1400 S. Bascom by 1963 (its current address). The strip mall was constructed at the same time as the connected grocery store, but research has not revealed any details about its first decade of use. In 1963, the following business were operating in the small storefronts north and south of the grocery store:

- 1372 S. Bascom, DelMonaco Pizza Restaurant
- 1374 S. Bascom, Brothers Interiors rugs
- 1378 S. Bascom, vacant
- 1380 S. Bascom, Vila's Fashion Salon beauty shop
- 1402 S. Bascom, Coin-O-Wash self-serve laundry
- 1404 S. Bascom, Grant's Liquor
- 1408 S. Bascom, Atomic Vacuum Shop
- 1410 S. Bascom, Classic Barber Shop
- 1412 S. Bascom, City of Paris No 2 cleaners

The locally-owned small businesses in the strip mall turned over frequently, although the grocery store was a constant for 25 years. 1372, for example, changed from DelMonaco Pizza to Guido's Pizza in the early 1960s. Operated by Italian immigrant Guido Polverino, Guido's remained open in the Bascom center through at least 1981 before eventually relocating. Polverino made \$6,200 in alterations in 1979, likely bringing the façade to its current appearance. Some of these small businesses were without a doubt operated by the Yee family, such as Dick's U-Save-Liquors, which had opened by the late 1960s.¹²

By the late 1960s, Dick's Super Market's offices were at 1388 S. Bascom, likely in one of the buildings at the rear of the stores along the railroad tracks. Gene Yee, was heavily involved in the family businesses, and by the 1960s appears to have been running day-to-day operations. The Yees undertook \$50,000 worth of remodeling beginning in June 1966. The permit for the project is not detailed, but it mentions footings for columns and steel for a wall. This likely references the addition of the corrugated metal soffit/parapet. The manufactured stone and current windows may have also been installed at that time. They spent another \$20,000 working on the grocery store in 1967, apparently remodeling former warehouse space at the rear into offices.¹³

Over two dozen permits were issued by the City of San José over the years (in addition to those discussed above). None appear to have been associated with major remodels; they are for electrical work, plumbing, new signs and other minor alterations performed as uses and owners shifted over the years. The Yees closed the Bascom grocery store about 1977. One of the center's rare long-term tenants was Beverly Fabrics, a crafts store that moved into the central grocery store space about 1978 (when the Dick's Super Market chain was having financial trouble.) The fabric store moved out about 2008, after which the current furniture store moved in. Dick Yee Inc. has kept an office at its Bascom center over the decades.¹⁴

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. The methods and materials associated with neon sign production have remained relatively consistent over the century they have been in use. In the 1950s and 60s, Googie-inspired architecture became popular for San José's commercial buildings, along with the distinctive and prominent signage (frequently incorporating neon) that was a hallmark of the style. 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. They were specifically designed 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"),

¹¹ Kara Brunzell, personal interview with Dick Yee Inc. staff, 14 September 2018; Historic aerial photographs, 1948, 1956, 1968, Nationwide Environmental Title Research, LLC, 1999 - 2018.

¹² San José City Directory, 1963, 1968; Obituary: Guido Polverino, *San Jose Mercury News*, 2 December 2010; Building Permits, City of San José, 20 January 1981, 16 January 1979.

¹³ Building Permits, City of San Jose, 27 January 1967, 22 June 1967.

¹⁴ *San José Mercury News*, 4 February 2008; San José City Directory, 1979.

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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. Neon signs are associated with the postwar growth and suburbanization of the San José area. 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.¹⁵

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 Dick's Center Sign is not associated with events that have made a significant contribution to the broad patterns of our history. It was constructed at the same time as Dick's Center on S. Bascom Ave, which is historically significant within the context of the postwar commercial development of San José. The sign, however, is not in itself important enough to the history of Dick's Super Markets or of San José to be considered historically significant. Therefore, the sign is recommended not eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: The Dick's Center 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 not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: The Dick's Center Sign is significant for its architecture. Like other recognized local landmarks of the style, the sign is idiosyncratic, overtly commercial, and designed to capture the attention of passing motorists. Such signs, once ubiquitous in the region, are increasingly rare as San José's postwar built environment is replaced by redevelopment. The Dick's Center Sign is more restrained than exuberant local examples featuring characters or purely decorative elements executed in neon (such as Western Appliance and Stephen's Meat). This minimalist design, heavy block lettering, bold color scheme, and bulb-lit arrow are all elements intended to attract motorists to Dick's Center. Located on an undeveloped stretch of highway when it was constructed, this sign would have needed to be readable at higher speeds than signs in urbanized locations, where traffic would move more slowly and signs would compete with one another for attention. It is an excellent example of the idiosyncratic and site-specific nature of neon sign design. For these reasons, the sign 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. The Dick's Center 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 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;

¹⁵ 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.; 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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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 represent a significant architectural innovation or which are unique.

The City of San José's factors for consideration as a local landmark apply to the Dick's Center 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 Dick's Center Sign is not associated with any important historic contexts.
2. The Dick's Center Sign is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, the Dick's Center Sign is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. The Dick's Center Sign does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. The Dick's Center 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 Dick's Center 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. Research has not revealed the sign's designer. Therefore, the Dick's Center Sign is 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 Roadside Vernacular architecture, the Dick's Center Sign does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

Integrity

Historic significance rests on integrity (the ability of a property to convey its historic character) as well as significance. The Dick's Center Sign has not been moved and therefore retains integrity of location. The features of the sign's original roadside vernacular design remain, so it retains integrity of Design. Incremental changes to the neighborhood since 1960 have compromised integrity of Setting. The addition to the base of the Eclectic Furniture sign has slightly compromised integrity of Materials and Workmanship. However, this change is minor and other original elements remain, therefore the sign retains overall integrity of Materials and Workmanship. It remains in use as a sign for the shopping center 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, despite a loss of integrity of setting.

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

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 _____

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*Resource Name or # (Assigned by recorder) Dick's Dragon

P1. Other Identifier: Zorba's Restaurant

*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 1350 S. Bascom Avenue City San José Zip 95128

d. UTM: (give more than one for large and/or linear resources) Zone 10; 594836 mE/ 4128724 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)

The building is located on a commercial block surrounded by residential developments and bounded to the south by the railroad tracks. The restaurant is located north of the grocery store/strip mall at 1372-1412 S. Bascom with which it shares a parking lot. It is set farther back from Bascom Avenue than the other structures on the triangular property, and like them is oriented toward the railroad tracks rather than the road. The building is one-story with a rectangular plan and a flat roof. It is clad in stucco. Last used as a Greek restaurant, the façade features three decorative pedimented gables with decorative dentil molding and supported by Corinthian columns. The two on the first story form a porte cochere over the driveway which runs adjacent to the main elevation, while the third, on the second story, is centered between them above the main entrance. There is a decorative concrete masonry unit screen wall at the south end of the driveway. The main entryway is centered and is fitted with double paneled wood doors. The building lacks fenestration except for aluminum frame picture windows on the northeast elevation. A narrow planter separates the driveway from a small parking area, which includes a round concrete planter (probably originally a fountain) in front of the building's main entryway. There is a walled area northeast of the building which features the remnants of a garden including mature trees.

*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: Northwest (main) and southwest elevations, camera facing east, photograph taken August 14, 2018.

*P6. Date Constructed/Age and Sources:

Historic Prehistoric Both
1963

*P7. Owner and Address:

Dick Yee Inc.
1410 S. Bascom Avenue
San José, California

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

Kara Brunzell
Brunzell Historical
1613 B St
Napa, CA 94559

*P9. Date Recorded: August 14, 2018

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Evaluation of Dick's Center, San Jose, California

*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) Dick's Dragon

- B1. Historic Name: Dick's Dragon, Zorba's Restaurant
B2. Common Name: Zorba's
B3. Original Use: restaurant B4. Present Use: storage/vacant

*B5. Architectural Style:

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

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Dick Yee

*B10. Significance: Theme n/a 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.)

Dick's Dragon is recommended not eligible for listing on the National Register of Historic Places (NRHP), the California Register of Historical Resources (CRHR), or 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: August 14, 2018

(This space reserved for official comments.)



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



Photograph 2: Northwest (main) elevation, camera facing southeast, August 14, 2018.



Photograph 3: Sign near Bascom Avenue, camera facing north, August 14, 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 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

¹ "Early History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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

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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. 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

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁶

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores

³ "Cultural Resources," 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, p. 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), p. 46; "San José Japantown Historic Context and Survey Phase II," Carey & Co Inc., p. 11-15.

⁵ "Economic History."

⁶ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

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through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁷

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.⁸

Dick's Dragon

Dick Yee opened Dick's Dragon in 1962 or 1963, a decade after opening his third grocery store on the same parcel as the restaurant. Described in the *San Francisco Examiner* as "a dream come true for grocery magnate Dick Yee," the restaurant went far beyond a typical Chinese restaurant to offer a themed experience rather than simply Chinese cuisine. The low-slung building with its flat roof and aluminum sash windows was fairly typical of the era - except for the ornate pagoda with clay tile roof rising from its center. The *Examiner* reported that it cost \$1,000,000 to build, that it had seating for 1,000, and that Yee had brought a chef from Hong Kong. (The same paper reported weeks later that Yee intended to build a 10-story hotel nearby). Some of these claims were certainly hyperbole: a building permit for a restaurant with pagoda was filed at the very end of 1961 estimating its value at \$150,000. A postcard apparently produced as a marketing touted it as "The Largest and Most Magnificent Chinese Restaurant in the World," and listed amenities including a sunken bar with organ music, elegant gift shop, magnificent Chinese garden, and fountain.⁹

The Dick's Dragon dream was short-lived. The restaurant was purchased by cousins Pete and Nick Kouretas in 1966, who converted it to a Greek restaurant called Zorba's. Pete Kouretas was born in 1930 in Greece and initially made a living as a traveling salesman, selling fabric and clothes. In 1956, he married Bessie Theoharis before leaving for the U.S. with his cousin and uncle. In San Jose, he worked as a dishwasher in a cafe for two and a half years until he had saved enough to bring his wife and son there from Greece. He and Nick went into business together, and within a decade, they owned nine bars and restaurants. In 1966, they sold off these properties to finance their purchase of the restaurant on Bascom Avenue. The Kouretases hired Spiro T. Pizanis to perform \$15,000 in improvements in 1967, which included columns, exterior plywood, and a soffit (probably the gabled second story roof enclosing the pagoda). It is likely that the current appearance dates from this remodel. Only the decorative screen walls were retained from the original design (though the pagoda is extant and visible on aerial photographs.) They ran Zorba's there until 1997. Pete Kouretas died in Saratoga in 1998. The building has been used as storage since Zorba's closed.¹⁰



Figure 2: Dick's Dragon menu, c1963.

⁷ Hawkins; Yee.

⁸ Yee.

⁹ *San Francisco Examiner*, 13 April 1963, 14, 27 April 1963, 14; Building Permit, City of San José, 12 December 1961; Dick's Dragon postcard, published by M.L. Scoggin, Los Gatos, California, c1966.

¹⁰ Yee; Building Permit, City of San José, 14 April 1967; "Patriarch of Zorba's Restaurant Dies - Pete Kouretas: 1930 - 1998," *San José Mercury-News*, 7 January 1998.

Page 6 of 8 *Resource Name or # (Assigned by recorder) Dick's Dragon

*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update

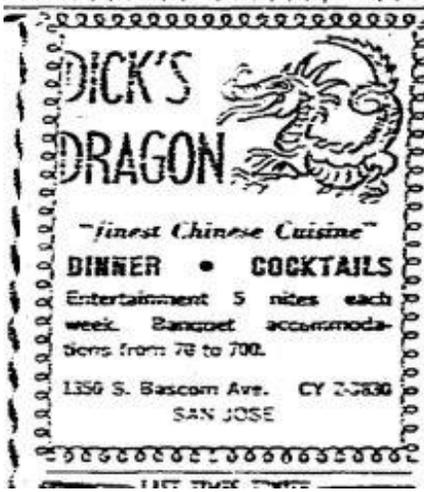


Figure 3: Dick's Dragon advertisement, San Francisco Chronicle, 30 March 1963.



Figure 4: Dick's Dragon, postcard, c1966.

Page 7 of 8 *Resource Name or # (Assigned by recorder) Dick's Dragon

*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update

Figure 5: Zorba advertisement, San José City Directory, 1986.

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: Dick's Dragon is not associated with events that have made a significant contribution to the broad patterns of our history. The original restaurant lasted in the space for only about three years and was apparently not financially successful. The second restaurant remained in the location for about 20 years, but research has not revealed associations between it and any significant historic context. Therefore, the property is not recommended eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: Dick's Dragon is not associated with the life of a person important to our history. Research did not reveal that Pete or Tim Kouretas were important to their professions or to local history. Dick Yee was an important local figure, but is not significantly associated with the property. Therefore, it is not eligible to the NRHP or CRHR under Criterion B/2.

Criterion C/3: Dick's Dragon is not significant for its architecture. Its current appearance dates to 1967, when a change of use prompted new owners to construct a Greek-style veneer over the original Chinese-themed building. Its odd proportions (outsized dentil ornamentation, very slender Corinthian columns, multiple pedimented gables) and lack main-façade of fenestration are evidence of an attempt to convey a theme as cheaply as possible and (perhaps more importantly) obscure the theme associated with the previous concept. The building lacks aesthetic or design distinction. For these reasons, the property is recommended not 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. Dick's Dragon 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):

Page 8 of 8 *Resource Name or # (Assigned by recorder) Dick's Dragon

*Recorded by Kara Brunzell

*Date: August 14, 2018 Continuation Update

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 represent a significant architectural innovation or which are unique.

The City of San José's criteria apply to Dick's Dragon 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. Dick's Dragon is not associated with any important historic contexts, as discussed above under the Criterion A/1 evaluation.
2. Dick's Dragon is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, Dick's Dragon is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. Dick's Dragon does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. Dick's Dragon does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. Dick's Dragon does not embody distinguishing characteristics of an architectural type or specimen.
7. Dick's Dragon is not the work of an architect or master builder whose individual work has influenced the development of the City of San José, as discussed above under the Criterion C/3 evaluation.
8. Dick's Dragon does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique, as discussed above under the Criterion C/3 evaluation.

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

Primary # P-43-001175
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

Page 1 of 3

Resource Name or #: (assigned by recorder) 1410-1420 S. Bascom Avenue

- P1. Other Identifier: Smog Plus Ref. No. 50
P2. Location: Not for Publication Unrestricted and (P2b and P2c or P2d. Attach a Location Map as necessary)
a. County Santa Clara
b. USGS 7.5' Quad San Jose West Date 1980 T 7S R 1E; - 1/4 of - 1/4 of Sec. unsectioned; Mount Diablo B.M.
c. Address 1410-1420 S. Bascom Avenue City San Jose Zip 95128-4500
d. UTM: Zone 10; ___ mE / ___ mN (594810mE, 4128360mN)
e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc.) APN 282-26-001

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

This simply detailed, rectangular plan, Art Moderne gas station is a light steel frame structure covered with enamel covered steel plates bolted to the frame. The building's surrounding lot is covered with asphalt paving. The front (west) of the gas station has two service bays on the right and a glazed office/retail area on the left. A flat, cantilevered roof projects above the office/retail half of the west and north facades. The building has two industrial sash windows on the south. A molded stringcourse runs above the service bays and glazed areas on the front and side facades.

P3b. Resource Attributes: HP6—1-3 story commercial building

P4. Resources present: Building Structure Object Site District Element of District Other

P5a. Photo or Drawing

(see continuation sheet)

P5b. Description of Photo:

P6. Date Constructed/Age and Sources:
 Historic Prehistoric Both
early 1950s

P7. Owner and Address

Dick Yee Inc
1410 S. Bascom Avenue
San Jose, CA 95128-4500

P8. Recorded by:

(Name, affiliation, and address)
Ward Hill and Glory Anne Laffey,
Archives and Architecture,
353 Surber Drive,
San Jose, CA 95123

P9. Date Recorded February 1999

P10. Survey Type: (Describe)
Intensive for Light Rail Corridor

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

Historic Properties Survey Report - Santa Clara Valley Transportation Authority Vasona Light Rail Corridor by Basin Research Associates, Archives and Architecture and W. Hill

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) _____

State of California – The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
BUILDING, STRUCTURE AND OBJECT RECORD

Primary # _____

HRI # _____

NRHP Status Code _____

Page 2 of 3

Resource Name or #: (assigned by recorder) 1410-1420 S. Bascom Avenue

B1. Historic Name: Dick's Supermarkets B2. Common Name: Smog Plus

B3. Original Use: Supermarket/Gas Station B4. Present Use: Auto Repair

B5. Architectural Style: Art Moderne

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

1410-1420 S. Bascom Avenue, constructed in the early 1950s, appears to be unaltered.

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

B8. Related Features: _____

B9a. Architect: Unknown B9b. Builder: Unknown

B10. Significance: Theme Commercial Architecture Area San Jose

Period of Significance early 1950s-1970s Property Type Commercial Applicable Criteria _____

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

By 1950, this parcel had been purchased by Dick Yee, owner of the Dick's Super Market chain of Northern California. This chain eventually included eight stores in Santa Clara County and went out of business in the late 1970s after Dick Yee's death. His first San Jose store, built in 1948, was located at 1020 N. Fourth Street. Dick built a supermarket and a gas station on the Bascom Avenue property in the early 1950s. Other tenants on the site included a barber shop and a vacuum cleaner sales shop. In the mid-1960s, the Zorba the Greek restaurant was added to the complex. Dick Yee Inc. has maintained ownership of the property, and Melvin Yee, Dick's son, manages the shopping center on Bascom Avenue.

1410-1420 South Bascom Avenue appears to retain a good level of historic integrity from its original construction in the 1950s. This simply detailed gas station, however, is not a distinguished example of its type in San Jose. Thus the building does not appear to be individually eligible for the National Register under Criterion C. The various businesses that have occupied the building do not appear to be of sufficient historic significance for the building to be eligible under Criterion A. The Yee household do not appear to be historically significant in the area, thus the building does not appear to be eligible under Criterion B. In conclusion, 1410-1420 South Bascom Avenue does not appear to be individually eligible for the National Register because it does not appear to be significant under Criteria A, B or C. The building also does not appear to be a contributing structure to a potentially National Register eligible historic district.

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

B12. References:

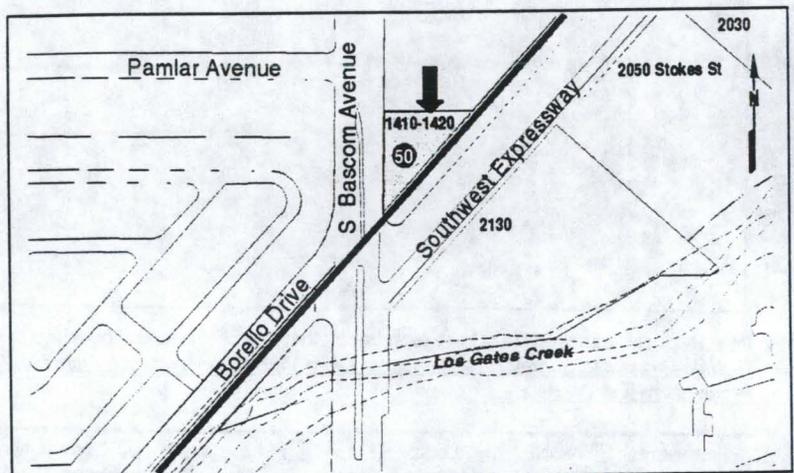
Hawkins, Ben 1972 Founder of Dick's Supermarkets, Prophecy True for S.J. Merchant. San Jose Mercury News. January 16.
 Yee, Melvin 1999 Personal communication with C. Duval.
 San Jose City Directories, 1950-1979.

B13. Remarks:

B14. Evaluator Ward Hill, Architectural Historian and Glory Anne Laffey, Historian

Date of Evaluation: February 1999

(This space reserved for official comments)



State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary # P-43-001175
HRI # _____
Trinomial _____

Page 3 of 3

Resource Name or #: (assigned by recorder) 1410-1420 S. Bascom Avenue

Recorded by Ward Hill and Glory Anne Laffey

Date: February 1999

Continuation Update

Item P5a. Photo. continued



Historic Resource Name: 1410 S. Bascom Avenue

Note: Complete all blanks. Use spaces to justify ratings. For example, a rating of "E" on No. 9, Age, would be justified by "Built in 1850".

A. VISUAL QUALITY/DESIGN

- 1. EXTERIOR Moderne E VG G FP
- 2. STYLE Moderne E VG G FP
- 3. DESIGNER not known E VG G FP
- 4. CONSTRUCTION steel plates E VG G FP
- 5. SUPPORTIVE ELEMENTS none E VG G FP

B. HISTORY/ASSOCIATION

- 6. PERSON/ORGANIZATION _____ E VG G FP
- 7. EVENT _____ E VG G FP
- 8. PATTERNS automobile transportation E VG G FP
- 9. AGE 1950 E VG G FP

C. ENVIRONMENTAL/CONTEXT

- 10. CONTINUITY not important area E VG ~~G~~ FP
- 11. SETTING retail commercial E VG G FP
- 12. FAMILIARITY _____ E VG G FP

D. INTEGRITY

- 13. CONDITION _____ E VG G FP
- 14. EXTERIOR ALTERATIONS _____ E VG G FP
- 15. STRUCTURAL REMOVALS _____ E VG G FP
- 16. SITE _____ E VG G FP

E. REVERSIBILITY

- 17. EXTERIOR _____ E VG G FP

F. ADDITIONAL CONSIDERATIONS/BONUS POINTS

- 18. INTERIOR/VISUAL QUALITY _____ E VG G FP
- 19. HISTORY/ASSOCIATION OF INTERIOR _____ E VG G FP
- 20. INTERIOR ALTERATIONS _____ E VG G FP
- 21. REVERSIBILITY/INTERIOR _____ E VG G FP
- 22. NATIONAL OR CALIFORNIA REGISTER _____ E VG G FP

REVIEWED BY: Ward Hill

DATE: 9/3/99

EVALUATION TALLY SHEET (Part I)

A. <u>VISUAL QUALITY/DESIGN</u>	E	VALUE			
		VG	G	FP	
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
SUBTOTAL:					<u>10</u>

B. <u>HISTORY/ASSOCIATION</u>	E	VG	VALUE		
			G	FP	
6. PERSON/ORGANIZATION	20	15	7	0	0
7. EVENT	20	15	7	0	0
8. PATTERNS	12	9	5	0	5
9. AGE	8	6	3	0	0
SUBTOTAL:					<u>5</u>

C. <u>ENVIRONMENTAL/CONTEXT</u>	E	VG	VALUE		
			G	FP	
10. CONTINUITY	8	6	3	0	0
11. SETTING	6	4	2	0	2
12. FAMILIARITY	10	8	4	0	0
SUBTOTAL:					<u>2</u>

"A" & "C" SUBTOTAL: 12
"B" SUBTOTAL: 5
PRELIMINARY TOTAL: 17
 (Sum of A,B & C)

D. <u>INTEGRITY</u>	E	VALUE		FP	
		VG	G		
13. CONDITION	--	.03	.05	.10	<u>0</u> x * = <u>0</u>
14. EXTERIOR ALTERATIONS	--	.05	.10	.20	<u>0</u> x * = <u>0</u>
	-	.03	.05	.10	<u>0</u> x * = <u>0</u>
15. STRUCTURAL REMOVALS	--	.20	.30	.40	<u>0</u> x * = <u>0</u>
	--	.10	.20	.40	<u>0</u> x * = <u>0</u>
16. SITE	--	.10	.20	.40	<u>0</u> x * = <u>0</u>

INTEGRITY DEDUCTIONS SUBTOTAL: 0

ADJUSTED SUBTOTAL: 17 - 0 = 17
 (Preliminary Total minus Integrity Deductions)

E. <u>REVERSIBILITY</u>	E	VALUE		FP	
		VG	G		
17. EXTERIOR	<u>3</u>	3	2	2	<u>3</u>
TOTAL:					<u>3</u>

F. <u>ADDITIONAL CONSIDERATIONS/ BONUS POINTS</u>	E	VALUE		FP	
		VG	G		
18. INTERIOR/VISUAL QUALITY	3	3	1	<u>0</u>	<u>0</u>
19. HISTORY/ASSOCIATION OF INTERIOR	3	3	1	<u>0</u>	<u>0</u>
20. INTERIOR ALTERATIONS	4	<u>4</u>	2	0	<u>4</u>
21. REVERSIBILITY/INTERIOR	4	<u>4</u>	2	0	<u>4</u>
22. NATIONAL OR CALIFORNIA REGISTER	20	15	10	<u>0</u>	<u>0</u>

BONUS POINTS SUBTOTAL: 8

ADJUSTED TOTAL (Plus Bonus Points): 28

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) 1420 S. Bascom Avenue

P1. Other Identifier: Smog Plus

*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 1420 S. Bascom Avenue City San José Zip 95128

d. UTM: (give more than one for large and/or linear resources) Zone 10; 594718 mE/ 4128557 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)

The gas station building is located on a commercial block in a primarily residential neighborhood near Campbell. The triangular parcel is bounded by residential and commercial properties to the north, S. Bascom Avenue to the west, and the light rail tracks which cross the street grid on a southwest-northeast axis. A large triangular parking lot occupies the northwest part of the parcel. The gas station is south of the grocery store/strip mall near the southern end of the lot. It is a simple box-type gas station with Streamline Moderne decorative features. The building is rectangular in plan with a flat roof. It is constructed of sheet metal and has a decorative grooved stringcourse at the cornice. A small office in the northwest corner has large aluminum frame windows and an entrance on the west elevation, sheltered under a flat awning that wraps around the corner. It features rounded corners and a decorative grooved edge. There are also two metal roll-up doors on the west elevation that lead into the service bays. There are two steel industrial-sash windows on the south elevation. While gas pumps have been removed, the pump island remains in front of the building. Directly behind it to the east is a smaller, square garage building. It has a hipped, composition shingle roof and is clad in stucco, with a wooden garage door on the north elevation.

*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: North and west (main) elevations, camera facing southeast, photograph taken August 14, 2018.

*P6. Date Constructed/Age and Sources: Historic Prehistoric Both
c1953

*P7. Owner and Address:

Dick Yee Inc.
1410 S. Bascom Avenue
San José, California

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

Kara Brunzell
Brunzell Historical
1613 B St
Napa, CA 94559

*P9. Date Recorded: August 14, 2018

*P10. Survey Type: (Describe) Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Evaluation of Dick's Center, San Jose, California

*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) 1420 S. Bascom Avenue

B1. Historic Name: 1420 S. Bascom Avenue

B2. Common Name: Smog Plus

B3. Original Use: Gas Station B4. Present Use: Smog Test

*B5. Architectural Style:

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

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

*B8. Related Features: _____

B9. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme n/a 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.)

1420 S. Bascom Avenue is not recommended eligible for listing on the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) or for local listing (see continuation sheet).

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

*B12. References:

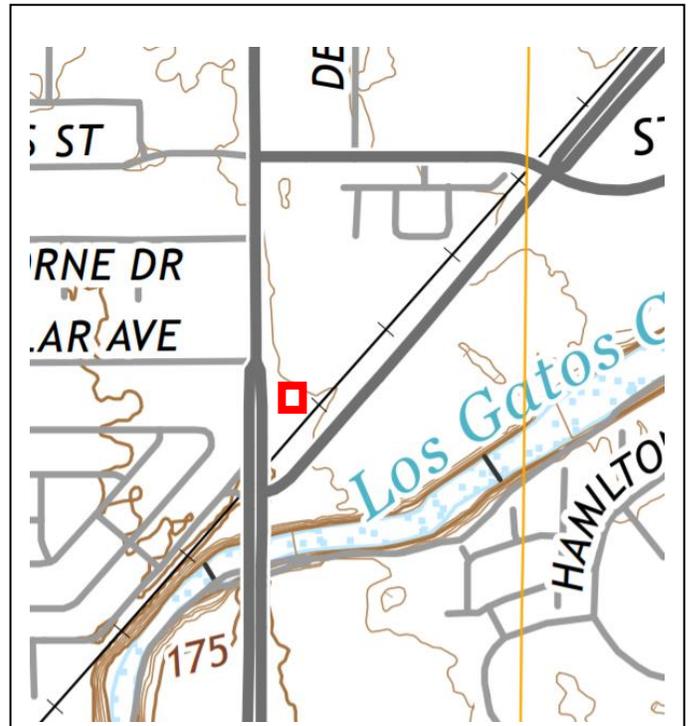
(See Footnotes)

B13. Remarks:

*B14. Evaluator: Kara Brunzell

*Date of Evaluation: August 14, 2018

(This space reserved for official comments.)



Page 3 of 7 *Resource Name or # (Assigned by recorder) 1420 S. Bascom Avenue
*Recorded by Kara Brunzell *Date: August 14, 2018 Continuation Update

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



Photograph 2: West and south elevations, camera facing northeast, August 14, 2018.



Photograph 3: West and south elevations, camera facing northeast, August 14, 2018.



Photograph 4: West elevation and gas pump platforms with supermarket building visible in background, camera facing northeast, August 14, 2018.



Photograph 5: Garage with gas station visible in background, east and north elevations, camera facing southwest, August 14, 2018.



Photograph 6: Garage, north and west elevations, camera facing southeast, August 14, 2018.



Photograph 7: Smog Plus sign, camera facing south, August 14, 2018.

Page 4 of 7 *Resource Name or # (Assigned by recorder) 1420 S. Bascom Avenue
*Recorded by Kara Brunzell *Date: August 14, 2018 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. 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, <https://www.nps.gov/nr/travel/santaclara/history.htm>, accessed 24 September 2018; "Economic History," Santa Clara County: California's Historic Silicon Valley, A National Register of Historic Places Travel Itinerary, National Park Service, <https://www.nps.gov/nr/travel/santaclara/economic.htm>, accessed 24 September 2018.

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

³ "Cultural Resources," 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, p. 24 – 27; County of Santa Clara, "County of Santa Clara Historic Context Statement," Prepared by Archives & Architecture, LLC, December 2004 (Revised 2012), p. 46; "San José Japantown Historic Context and Survey Phase II," Carey & Co Inc., p. 11-15.

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*Recorded by Kara Brunzell *Date: August 14, 2018 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

Gas Station Context

For owners of the first private automobiles, refueling vehicles was inconvenient and even dangerous: gasoline was transferred from storage tanks to smaller containers and then poured by hand into vehicles. The invention of the gas pump in 1905 was a vast improvement for consumers, and soon all types of retail establishments had installed pumps in front of their businesses, allowing cars to fill up on city streets. By the 1910s, purpose-built gas stations (also called filling stations or gasoline stations) were proliferating to serve the increasing numbers of cars on the roads. Early stations were simple utilitarian sheds to shelter attendants with adjacent pumps and were located in urban areas. Meanwhile, multiple-use stations were being appended to existing restaurants and inns in rural areas. Drive-through canopy shelters for cars became common on these rural stations.⁶

In the late teens and early 1920s, gas station development expanded beyond the initial downtown and rural locations and began proliferating in residential neighborhoods. Complaints about the intrusion of gas stations into communities led to more sophisticated designs. Oil companies and entrepreneurs began designing house-type stations, sometimes in period-revival architectural styles popular for residential construction. Colonial Revival, Tudor, and Spanish-inspired styles were utilized, with windows and decorative features closely patterned after domestic architecture. As competition increased, owners also enlarged stations and offered amenities such as bathrooms and service bays. In the 1920s and 1930s, gas station design became even more elaborate with the arrival of programmatic architecture. Prefiguring the whimsical and eye-catching commercial architecture of the post-war era, programmatic gas stations assumed a host of shapes including tepees, castles, and airplanes.⁷

The Box-type or Oblong Box arrived in the early 1930s with the Great Depression. These buildings had simple rectangular plans, flat roofs, and smooth exterior surfaces. Inspired by the modernism of Streamline Moderne and International Style architecture, box-type stations evoked futuristic efficiency and responded to difficult economic conditions with affordability. The Depression also spurred owners to seek new revenue streams, and they added service bays and expanded sales areas and display windows. After World War II the economy improved and automobile ownership skyrocketed. The basic rectangular form and service bays of the Box-type station was retained, but with Googie-inspired features evoking the space age. Gas stations designed in the 1950s and 1960s often featured canted windows evoking tail fins, canopies with raking profiles, and bold folded-plate roofs. Albert Frey's Enco Station (1965) in Palm Springs is an iconic example of an architecturally significant postwar gas station.

Dick Yee

Dick Tom Yee was born Hung Deuck Tom in China in 1907. His grandfather and father had both already immigrated to the U.S., and his father, Huey Tom Yee, ran a grocery store in Colusa. In 1920, Huey brought Dick and his mother to California. Dick, who was 12 when he arrived, worked for his father's store after school, taking orders and delivering them by bicycle. Huey died in 1922 and Dick and his mother returned to China. There, he married Toy Jung (who later went by Betty) in 1924 before leaving for San Francisco in 1926. He worked as a janitor in San Francisco, then for an uncle who owned a restaurant in Wyoming. In 1928, he bought a restaurant in Nevada. He ran the restaurant for just over a year before selling it for a profit and returning to his wife and child in China for several years. Dick and Betty Yee's oldest son Gene was born in China in 1927. Calvin followed three years later. Virginia Yee was born in 1934, after the family had moved to Woodland, California. Edwin, Melvin, and Don were also born in California during the 1930s and early 1940s.⁸

Dick Yee began his endeavors as a grocer upon returning to the U.S. in 1930, when he rented a Woodland car agency building and converted it to a grocery store. During the early years building the business, he worked almost around the clock, putting in long hours at the store before driving to pick up produce overnight; at one point he drove off the road after falling asleep at the wheel and spent his

⁵ "Economic History."

⁶ Chad Randl, "Preservation Brief 46: The Preservation and Reuse of Historic Gas Stations," National Park Service, September 2008.

⁷ Randl, 2008, NRHP Registration form, Cucamonga Service Station, prepared by David Dunlap, c2016.

⁸ United States Department of Justice, Petition for Naturalization, Hung Deuck Tom, 1960; Ben Hawkins, "Business Happenings: Founder of Dick's Supermarkets, Prophecy True For S.J. Merchant," *San José Mercury-News*, 16 January 1972; Dennis Yee, "Dick's Supermarket on Fourth Street," *Chinese America: History & Perspectives - The Journal of the Chinese Historical Society of America* (San Francisco: Chinese Historical Society of America with UCLA Asian American Studies Center, 2014), 11-14; US Census Records, Woodland, California, 1940; *Woodland Daily Democrat*, 25 January 1934, 1.

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night gathering scattered produce out of the street. In 1932, he brought his wife and family from China to Woodland. He went on to invest and partner in a number of other grocery stores nearby; while he was successful, he mistrusted his business partners, and was known for putting a gun on the table while counting cash with them. In 1946, he visited San José while on a trip to Gilroy. He returned within a week and purchased a grocery store building in cash, and the first Dick's Super Market in San José opened in 1948. Dick employed men from families to whom he owed in his hometown in China as a means of paying off his debts, and he also hired friends and family members as well as maintaining contact with a San Francisco Chinese association to find more labor. He housed employees in ten apartments above the market, profiting off rent as well as the low wages he paid his immigrant workers. Yee competed on price with other grocery stores through these practices as well as by purchasing canned goods in bulk and storing them at the back of the store. He also used promotions and contests to bring people into his market, for instance displaying a giant mince pie in November 1950.⁹

Yee did not pay overtime to his immigrant workers, who frequently worked longer than 8 hours a day. Eventually, he ran afoul of the grocery workers union and was required to pay back wages. The union also began enforcing rules about how the apartments above the Fourth Street store were managed, such as limiting the number of tenants per room. The union rules meant that Dick's Super Market could no longer undercut the competition on price, and so began to grow in order to stay competitive. Dick Yee and his sons began expanding to a supermarket chain in the 1950s, backed in part by a group of investors from his family under the name Dick Yee Stores Inc. as well as money he made by selling some of his Sacramento-area investments. Dick Yee died in 1976.¹⁰

Gene Yee

Gene Yee, Dick's oldest son, married Peggy Kim Fong in a Sacramento Presbyterian Church in 1948, after which the couple moved to San José. Gene managed his father's grocery stores and became a naturalized US citizen in 1963. Gene was the general manager and president of the family business by the late 1960s, and took on more responsibility after his father's 1976 death. Gene served as vice president of the Bay Area Grocers Association in 1966, president of the California Grocers Association in 1974, and was inducted into the Grocers Hall of Fame in 1997.¹¹

1420 S. Bascom Avenue

The gas station building at 1420 S. Bascom Avenue was built in the early 1950s, either by the Yees or their tenants soon after Gene Yee purchased the property. The building was owned by the Yee family and then Dick Yee Inc. for decades, and they rented it out to a number of automotive businesses. It was Agrillo's Texaco gas station in 1963, owned by Joseph and Hazel Agrillo. In addition to gas, the station offered tune-ups and repairs. The Agrillos also owned a Shell gas station across the street. In 1966, 1420 S. Bascom was vacant. By 1968, it had become Paragon Imports Automotive Repair. Operated by Giuseppe Chimienti, the business offered only repairs and no longer had a filling station. It was a tune-up and smog check shop by the 1990s. In 1994, the Yees spent over \$14,000 to repair the building after a fire, rewiring and replacing its exterior metal panels.¹²

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: 1420 S. Bascom Avenue is not associated with events that have made a significant contribution to the broad patterns of our history. Its original use was as a gas and service station. It was constructed in c1953, an era when automobile ownership was expanding and the region was growing. Many new gas stations were constructed in the region during this period. Research has revealed no specific important associations between this particular gas station and the context of postwar growth in the region or other important historic contexts. Therefore, the property is recommended not eligible to the NRHP or CRHR under Criterion A/1.

Criterion B/2: 1420 S. Bascom Avenue is not associated with the life of a person important to our history. It was not significantly associated with Dick Yee or the Yee family, who owned the property but did not run the businesses at this address. Research did not reveal any significant contributions to local history by the Agrillos or Giuseppe Chimienti, who were early operators of the business. Therefore, it is recommended not eligible to the NRHP or CRHR under Criterion B/2.

⁹ Hawkins; Yee.

¹⁰ Yee.

¹¹ Westminster Presbyterian Church Register, Sacramento, California, 1872-1956; Yee; Lillian Gong-Guy and Gerrye Wong, *Chinese in San José and the Santa Clara Valley* (Charleston: Arcadia Publishing, 2007), 44.

¹² Historic aerial photographs; San José City Directories, 1962, 1963, 1966, 1968, 1971.

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Criterion C/3: 1420 S. Bascom Avenue is not significant for its architecture. It is an example of a prefabricated oblong-box type service station. Research has not revealed any association with important designers of prefabricated gas stations such as Walter Dorwin Teague, who was responsible for iconic gas station designs for the Texaco Company. Nor has research revealed that the design was associated with a particular gas company. The building's siding is painted and unpainted steel panels rather than the enamel steel typically associated with architecturally significant examples of prefabricated gas stations. It was installed on the site c1953, a period which prefabricated gas stations tended to be larger and to have postwar architectural features like dramatic canopies or large rooftop pylon signs. 1420 S. Bascom is a modest example of a Streamline Moderne gas station with two service bays and a corner office, and without a canopy. This building type is associated with the Great Depression rather than the 1950s. For these reasons, the property is recommended not 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. 1420 S. Bascom Avenue 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 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 represent a significant architectural innovation or which are unique.

The City of San José's criteria apply to 1420 S. Bascom 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 under Criterion A/1 above, 1420 S. Bascom Avenue is not associated with any important historic contexts.
2. 1420 S. Bascom Avenue is not the site of a significant historic event.
3. As described above under the Criterion B/2 evaluation, 1420 S. Bascom Avenue is not identified with a person or persons who significantly contributed to the local, regional, state or national culture and history.
4. 1420 S. Bascom Avenue does not exemplify the cultural, economic, social or historic heritage of the City of San José.
5. 1420 S. Bascom Avenue does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style.
6. As described under Criterion C/3 above, 1420 S. Bascom Avenue does not embody distinguishing characteristics of an architectural type or specimen.
7. 1420 S. Bascom Avenue is not the work of an architect or master builder whose individual work has influenced the development of the City of San José.
8. 1420 S. Bascom Avenue does not embody elements of architectural or engineering design, detail, materials or craftsmanship which represent a significant architectural innovation or which are unique.

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*Recorded by Dana DePietro

*Date: August 14, 2018 Continuation Update

UPDATE: On April 18, 2019, Juliet M. Arroyo, Historic Preservation Officer for the City of San Jose, reviewed the Historical Evaluation Report for the 1350-1420 S Bascom Avenue project prepared by Brunzell Historical on February 15, 2019. SJHPO Arroyo concurred with the findings of the Evaluation and found it complete, with the exception of addressing the gas station as a 'Structure of Merit'

In her April 18, 2019 letter to Senior Planner Krinjal Mathur (ATTACHED) SJHPO Arroyo noted that the report found that the Moderne Style Gas Station at 1410-1420 S Bascom Ave does not qualify as a local City Landmark, or other State or National register programs. She concurred with this finding, noting however that the report does not provide a finding about 'Structure of Merit' status, pursuant to the criteria set forth by the City of San Jose. Based on the information and analysis in the report (including the DPR forms above on the structure) and a visit to the site, she concluded that the building would indeed meet the definition of 'Structure of Merit' due to its style, integrity, and development patterns in history. However, because there is no remaining setting and context for this structure and it would not contribute to some other resource, She notes that she would not recommend that the adaptive reuse and other preservation policies in the General Plan be followed. Additionally, she concluded that this 'Structure of Merit' would not qualify as a CEQA 'historical resource'.

Mathur, Krinjal

From: Arroyo, Juliet
Sent: Thursday, April 18, 2019 4:34 PM
To: Mathur, Krinjal
Subject: Historic report for S Bascom Ave

Hello Krinjal

I reviewed the updated "Historical Evaluation Report" February 15, 2019 for the 1350-1420 S Bascom Avenue project (Dick's Center) and find it complete with the exception of addressing the gas station as a Structure of Merit, explained below. Additionally, I concur with the findings and determinations about historic resources on site and surrounding the project site. I would suggest that an analysis of the gas station against/for Structure of Merit be included similar to what was done for the neon sign.

The only resource identified is the "Dick's Center" freestanding pole sign which was found to be meet the definition of a "Structure of Merit", a local identifier, as explained on page 27 of the report. I concur with the analysis and the finding. For this project site within this location, this Structure of Merit would not be considered a CEQA "historical resource", but would be subject to our local goals, policies and actions for such properties as identified in the General Plan.

The report found that the Moderne Gas Station at 1410-1420 S Bascom Ave does not qualify as a local City Landmark, or other State or National register programs. I concur with this finding. The report does not provide a finding about "Structure of Merit" status, but based on the information and analysis in the report (including a 1999 DPR form on the structure) and my site visit, I find that it would meet the definition of "Structure of Merit" due to its style, integrity, and development patterns in history. However, because there is no remaining setting and context for this structure and it would not contribute to some other resource, I would not recommend that the adaptive reuse and other preservation policies in the General Plan be followed. Additionally, I find that this Structure of Merit would not qualify as a CEQA "historical resource". I do recommend that we apply our standard condition for photo documentation and salvage before demolition. I would be happy work on this condition.

Let me know if this helps complete the review.

Thanks JULIET

Juliet M. Arroyo

Principal Planner (Historic Preservation Officer)

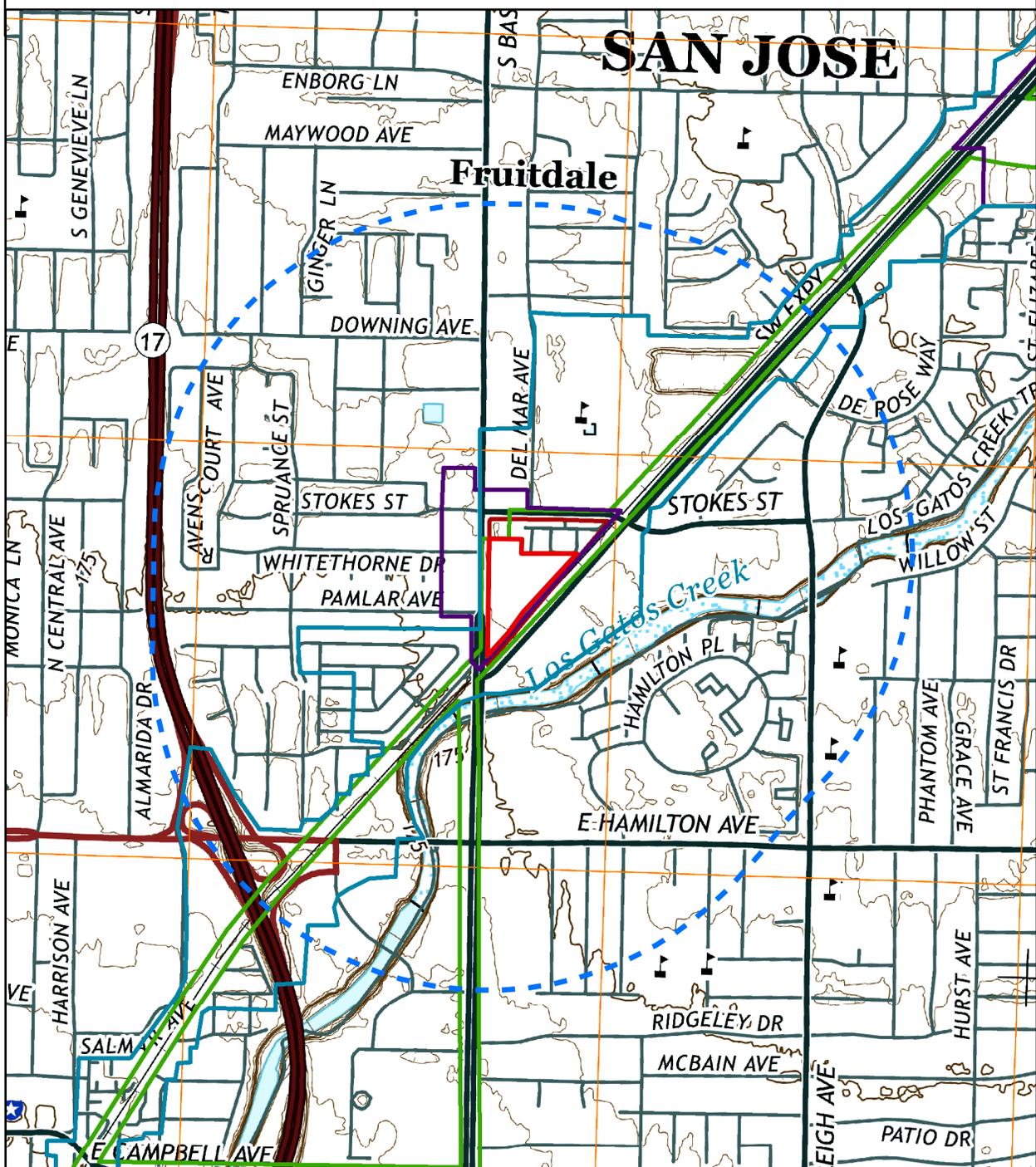
City of San Jose | Planning, Building, and Code Enforcement
200 E Santa Clara Street, 3rd Floor Tower | San Jose, CA 95113
Office: 408.535.7847 | Email: Juliet.Arroyo@sanjoseca.gov

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C-4: NWIC Records Search

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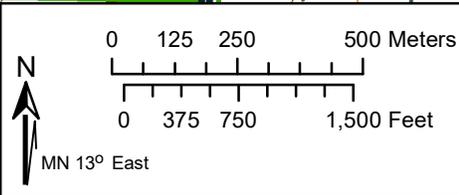
Bascom
Records Search Results Map: Reports



USGS 7.5' Maps:
San Jose West 2015

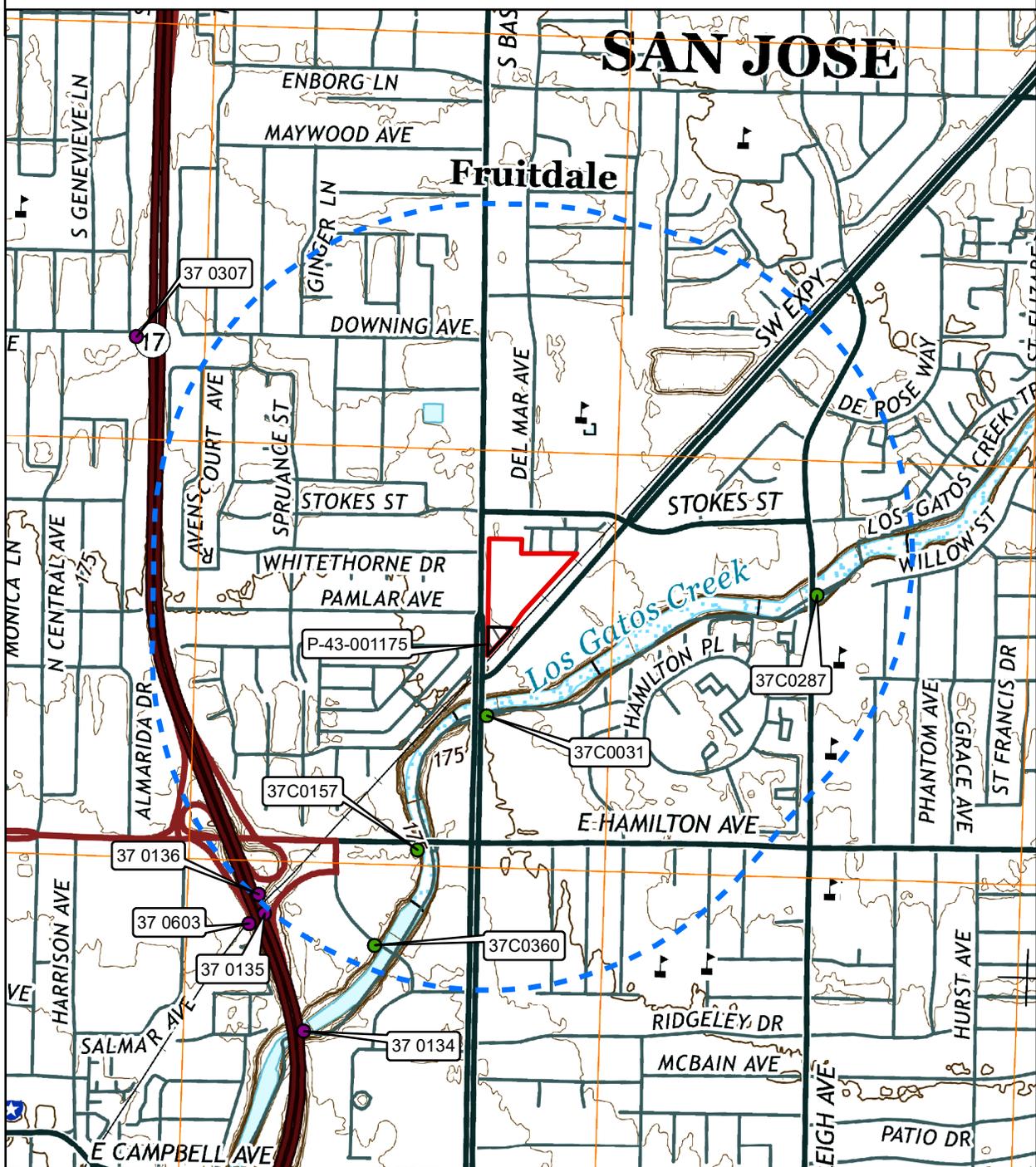
GLO: T7S, R1W MDBM

NAD 1983, Zone 10 N



- Project Location Boundary
- 1/2-mile Records Search Extent
- S-012437
- S-023102
- S-023558
- S-025680

Bascom Records Search Results Map: Resources



<p>USGS 7.5' Maps: San Jose West 2015 GLO: T7S, 01W MDBM NAD 1983, Zone 10 N</p>	<p style="text-align: center;">0 125 250 500 Meters</p> <p style="text-align: center;">0 375 750 1,500 Feet</p> <p style="text-align: center;">N ↑ MN 13° East</p>	<ul style="list-style-type: none"> Cultural Resources Caltrans Local Bridges Caltrans State Bridges Project Location Boundary 1/2-mile Records Search Extent
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Report List

Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
S-000848	Agency Nbr - Contract AA550-CT6- 52	1977	David A. Fredrickson	A Summary of Knowledge of the Central and Northern California Coastal Zone and Offshore Areas, Vol. III, Socioeconomic Conditions, Chapter 7: Historical & Archaeological Resources	The Anthropology Laboratory, Sonoma State College; Winzler & Kelly Consulting Engineers	
S-004428	Voided - E-300 SCL	1975		HUD Community Development Block Grant: Cultural Resources	Archaeological Consulting & Research Services, Inc.	43-000346, 43-001468
S-004754	Voided - E-643 SCL	1973	Thomas M. King and Linda King	Visual Inventory of Historic and Archaeological Sites, San Jose, California	Santa Clara County Archaeological Society	
S-005259	Voided - E-733 SCL	1979	Ann Hines, Pauline Pace, and Gail Woolley	Santa Clara County Heritage Resource Inventory	Santa Clara County Historical Heritage Commission	
S-005260	Voided - E-734 SCL	1978	Joseph C. Winter	Tamien - 6000 Years in an American City		43-000141
S-005272	Voided - E-747 SCL	1932	Jan Otto Marius Broek	The Santa Clara Valley, California: A Study in Landscape Changes		

Report List

Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
S-007483		1985	Albert B. Elsasser, R. L. Anastasio, J. C. Bard, C. I. Busby, D. M. Garaventa, S. A. Guedon, E. L. Moore, K. M. Nissen, and M. E. Tannam	Revised Data Recovery Plan, Part I: Review of the Prehistory of the Santa Clara Valley Region as Part of the Guadalupe Transportation Corridor Compliance with 36 CFR Part 800	Basin Research Associates, Inc.	35-000013, 35-000025, 35-000026, 35-000036, 41-000080, 43-000019, 43-000021, 43-000022, 43-000023, 43-000026, 43-000051, 43-000052, 43-000057, 43-000058, 43-000061, 43-000062, 43-000064, 43-000067, 43-000071, 43-000072, 43-000073, 43-000074, 43-000075, 43-000080, 43-000081, 43-000082, 43-000083, 43-000084, 43-000085, 43-000086, 43-000087, 43-000089, 43-000092, 43-000096, 43-000097, 43-000098, 43-000120, 43-000124, 43-000132, 43-000133, 43-000138, 43-000139, 43-000140, 43-000141, 43-000142, 43-000143, 43-000145, 43-000146, 43-000147, 43-000148, 43-000149, 43-000153, 43-000159, 43-000175, 43-000189, 43-000201, 43-000205, 43-000207, 43-000214, 43-000215, 43-000217, 43-000220, 43-000221, 43-000222, 43-000223, 43-000225, 43-000226, 43-000227, 43-000228, 43-000229, 43-000230, 43-000232, 43-000233, 43-000234, 43-000237, 43-000239, 43-000240, 43-000242, 43-000244, 43-000246, 43-000247, 43-000249, 43-000251, 43-000252, 43-000255, 43-000256, 43-000257, 43-000258, 43-000259, 43-000266, 43-000267, 43-000276, 43-000277, 43-000281, 43-000284, 43-000294, 43-000295, 43-000300, 43-000302, 43-000303, 43-000304, 43-000308, 43-000310, 43-000317, 43-000319, 43-000320, 43-000321, 43-000325, 43-000346, 43-000349, 43-000360, 43-000369, 43-000370, 43-000377, 43-000378, 43-000379, 43-000410, 43-000411, 43-000414, 43-000422, 43-000423, 43-000448, 43-000451, 43-000458, 43-000459, 43-000460, 43-000465, 43-000485, 43-000502, 43-000504, 43-000965, 43-001002, 43-001008, 43-001015

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Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
S-007850		1983	Gary S. Breschini, Trudy Haversat, R. Paul Hampson, MaryEllen Ryan, Charles R. Smith, Georgia Lee, and Laurence H. Shoup	A Cultural Resources Overview of the Coast and Coast-Valley Study Areas	Archaeological Consulting	
S-008585	Voided - E-1086 SCL	1974	Thomas King, Gary Berg, Patricia Hickman, Richard Hastings, Chester D. King, Katherine Flynn, and William Roop	Archaeological Element, Environmental Impact Report on the San Felipe Water Distribution System	Archaeological Resource Service	
S-009462		1977	Teresa Ann Miller	Identification and Recording of Prehistoric Petroglyphs in Marin and Related Bay Area Counties	San Francisco State University	07-000323, 21-000087, 21-000376, 21-000378, 21-000379, 21-000380, 21-000381, 21-000382, 21-000383, 21-000384, 21-000386, 21-000387, 21-000388, 21-000389, 21-000390, 21-000391, 21-000392, 21-000393, 21-000394, 21-000395, 21-000396, 21-000397, 21-000398, 21-000399, 21-000400, 21-000401, 21-000402, 21-000546, 23-000434, 23-000789, 23-000790, 49-000629, 49-000785, 49-000787
S-009583		1978	David W. Mayfield	Ecology of the Pre-Spanish San Francisco Bay Area	San Francisco State University	

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Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
S-013200		1991	Donna M. Garaventa, Colin I. Busby, Sondra A. Jarvis, and David G. Brittin	Cultural Resources Assessment for the Santa Clara County Transportation Plan -	Basin Research Associates, Inc.	43-000019, 43-000024, 43-000025, 43-000026, 43-000030, 43-000031, 43-000032, 43-000040, 43-000046, 43-000047, 43-000048, 43-000049, 43-000058, 43-000085, 43-000106, 43-000137, 43-000139, 43-000141, 43-000149, 43-000175, 43-000178, 43-000179, 43-000180, 43-000181, 43-000182, 43-000183, 43-000184, 43-000189, 43-000192, 43-000210, 43-000211, 43-000245, 43-000246, 43-000247, 43-000248, 43-000259, 43-000260, 43-000303, 43-000334, 43-000338, 43-000341, 43-000345, 43-000354, 43-000361, 43-000365, 43-000369, 43-000382, 43-000391, 43-000395, 43-000398, 43-000404, 43-000412, 43-000415, 43-000418, 43-000421, 43-000444, 43-000449, 43-000455, 43-000462, 43-000468, 43-000472, 43-000474, 43-000476, 43-000483, 43-000555, 43-000558, 43-000565, 43-000566, 43-000573, 43-000601, 43-000614, 43-000624, 43-000626, 43-001001, 43-001010, 43-001013, 43-001071, 43-001077, 43-001078, 43-001084
S-015228		1993	Donna M. Garaventa, Stuart A. Guedon, and Colin I. Busby	Cultural Resources Review for the City of San Jose 2020 General Plan Update, Santa Clara County, California	Basin Research Associates, Inc.	43-000022, 43-000077, 43-000078, 43-000079, 43-000086, 43-000090, 43-000120, 43-000141, 43-000147, 43-000150, 43-000151, 43-000153, 43-000154, 43-000155, 43-000156, 43-000157, 43-000158, 43-000164, 43-000165, 43-000166, 43-000185, 43-000186, 43-000187, 43-000188, 43-000189, 43-000208, 43-000211, 43-000220, 43-000221, 43-000222, 43-000223, 43-000225, 43-000249, 43-000303, 43-000324, 43-000354, 43-000362, 43-000416, 43-000424, 43-000459, 43-000479, 43-000566, 43-000568, 43-000569, 43-000623, 43-001022, 43-001058

Report List

Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
S-016394	Voided - S-18290; Voided - S-19068; Voided - S-21166	1994	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	Recorded Archaeological Resources in Santa Clara County, California (Plotted on the BARCLAY 1993 LoCaide Atlas)	Basin Research Associates, Inc.	43-000005, 43-000006, 43-000007, 43-000009, 43-000010, 43-000011, 43-000012, 43-000013, 43-000014, 43-000015, 43-000016, 43-000019, 43-000021, 43-000023, 43-000025, 43-000026, 43-000027, 43-000028, 43-000029, 43-000030, 43-000031, 43-000032, 43-000033, 43-000034, 43-000035, 43-000036, 43-000037, 43-000038, 43-000039, 43-000040, 43-000041, 43-000042, 43-000043, 43-000044, 43-000045, 43-000046, 43-000047, 43-000048, 43-000049, 43-000055, 43-000056, 43-000057, 43-000068, 43-000139, 43-000141, 43-000167, 43-000168, 43-000169, 43-000218, 43-000244, 43-000277, 43-000285, 43-000296, 43-000308, 43-000310, 43-000317, 43-000318, 43-000322, 43-000335, 43-000336, 43-000337, 43-000346, 43-000349, 43-000365, 43-000386, 43-000387, 43-000388, 43-000389, 43-000393, 43-000397, 43-000413, 43-000418, 43-000421, 43-000423, 43-000432, 43-000441, 43-000448, 43-000451, 43-000452, 43-000454, 43-000461, 43-000463, 43-000465, 43-000473, 43-000486, 43-000493, 43-000529, 43-000551, 43-000552, 43-000554, 43-000556, 43-000557, 43-000561, 43-000564, 43-000567, 43-000576, 43-000577, 43-000578, 43-000579, 43-000580, 43-000581, 43-000586, 43-000587, 43-000588, 43-000591, 43-000592, 43-000593, 43-000594, 43-000595, 43-000596, 43-000604, 43-000605, 43-000606, 43-000608, 43-000609, 43-000610, 43-000611, 43-000612, 43-000614, 43-000616, 43-000617, 43-000619, 43-000621, 43-000623, 43-000624, 43-000627, 43-000634, 43-000635, 43-000643, 43-000649, 43-000650, 43-000651, 43-000652, 43-000653, 43-000654, 43-000655, 43-000656, 43-000657,

Report List

Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
						43-000658, 43-000659, 43-000660, 43-000661, 43-000672, 43-000673, 43-000675, 43-000968, 43-000969, 43-001106
S-016394a		1995	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	First Supplement, Recorded Archaeological Resources in Santa Clara County, California	Basin Research Associates, Inc.	
S-016394b		1996	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	Second Supplement, Recorded Archaeological Resources in Santa Clara County, California	Basin Research Associates, Inc.	
S-016394c		1997	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	Third Supplement, Recorded Archaeological Resources in Santa Clara County, California	Basin Research Associates, Inc.	
S-017852		1995	Jacquelin Jensen Kehl and Linda Yamane	Ethnohistoric Genealogy Study, Tasman Corridor Light Rail Project, Santa Clara County, California	Woodward-Clyde Consultants	43-000032
S-018217		1996	Glenn Gmoser	Cultural Resource Evaluations for the Caltrans District 04 Phase 2 Seismic Retrofit Program, Status Report	California Department of Transportation	01-000014, 01-000023, 01-000227, 07-000108, 07-000119, 38-000002, 38-000004, 41-000273, 43-000106, 43-000297, 43-000624, 43-001078, 44-000010, 44-000201, 44-000300, 49-000195
S-018897		1996	Glory Anne Laffey	Historical Overview and Context Statements for the City of Campbell	Archives & Architecture	

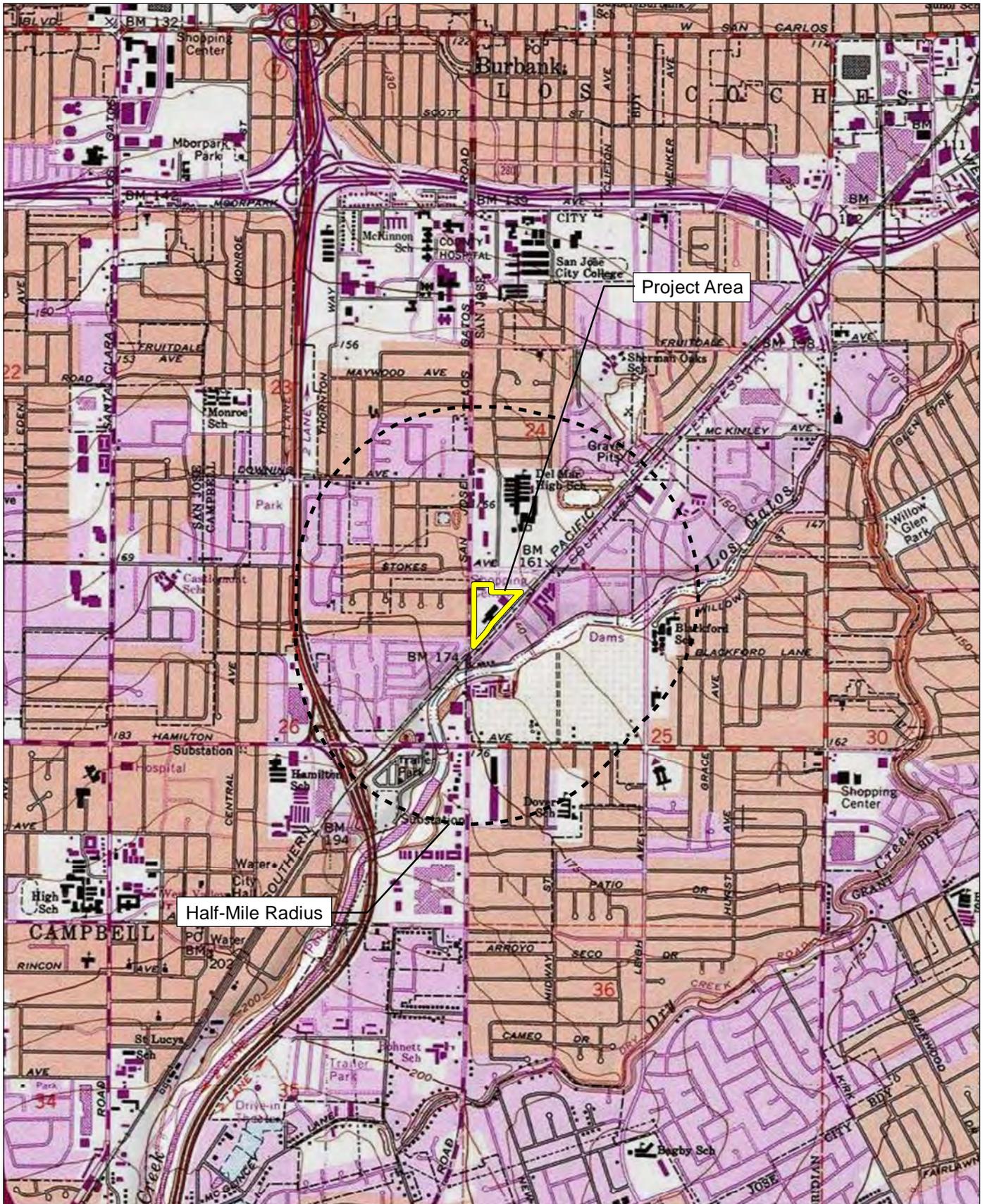
Report List

Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
S-020395		1998	Donna L. Gillette	PCNs of the Coast Ranges of California: Religious Expression or the Result of Quarrying?	California State University, Hayward	07-000094, 07-000323, 12-000050, 17-000071, 17-001315, 21-000087, 21-000376, 21-000378, 21-000379, 21-000381, 21-000382, 21-000383, 21-000384, 21-000386, 21-000387, 21-000388, 21-000389, 21-000390, 21-000391, 21-000392, 21-000393, 21-000394, 21-000395, 21-000396, 21-000397, 21-000398, 21-000399, 21-000400, 21-000401, 21-000402, 21-000419, 21-000433, 21-000546, 21-000620, 21-000621, 21-000624, 21-000661, 23-000434, 23-000809, 23-000810, 23-001698, 23-001725, 23-001792, 23-001798, 23-001799, 23-001803, 23-001804, 23-001930, 23-001942, 23-001950, 23-001963, 35-000013, 43-000067, 43-000080, 43-000287, 43-000289, 43-000504, 49-000046, 49-000240, 49-000533, 49-000550, 49-000629, 49-000785, 49-000787, 49-000868, 49-000960, 49-000975, 49-001004, 49-001087, 49-001239, 49-002121
S-030204		2003	Donna L. Gillette	The Distribution and Antiquity of the California Pecked Curvilinear Nucleated (PCN) Rock Art Tradition.	University of California, Berkeley	01-002148, 21-000384, 23-000810
S-032596	Caltrans - EA No. 447600; Other - Contract #04A2098	2006	Randall Milliken, Jerome King, and Patricia Mikkelsen	The Central California Ethnographic Community Distribution Model, Version 2.0, with Special Attention to the San Francisco Bay Area, Cultural Resources Inventory of Caltrans District 4 Rural Conventional Highways	Consulting in the Past; Far Western Anthropological Research Group, Inc.	

Report List

Report No.	Other IDs	Year	Author(s)	Title	Affiliation	Resources
S-033600	Agency Nbr - Contract No. 04A2098; Caltrans - EA No. 447600	2007	Jack Meyer and Jeff Rosenthal	Geoarchaeological Overview of the Nine Bay Area Counties in Caltrans District 4	Far Western Anthropological Research Group, Inc.	01-000001, 01-000002, 01-000014, 01-000063, 01-000064, 01-000067, 01-000080, 01-000124, 01-000139, 01-000140, 01-001795, 01-002110, 01-002160, 01-002162, 01-002245, 07-000019, 07-000024, 07-000037, 07-000047, 07-000075, 07-000079, 07-000088, 07-000089, 07-000108, 07-000182, 07-000185, 07-000186, 07-000217, 07-000239, 07-000401, 07-000721, 21-000010, 21-000048, 21-002615, 28-000009, 28-000028, 28-000301, 28-000967, 38-000006, 38-000028, 38-000101, 38-000102, 38-000119, 41-000080, 41-000284, 43-000016, 43-000189, 43-000296, 43-000308, 43-000310, 43-000423, 43-000424, 43-000448, 43-000451, 43-000485, 43-000561, 43-000604, 43-000608, 43-000614, 43-000623, 43-001015, 43-001058, 43-001080, 43-001163, 43-001194, 43-001576, 48-000007, 48-000157
S-034214		1995		Final Report: Archaeological Collections Project for the Redevelopment Agency of the City of San Jose	Basin Research Associates, Inc.	43-000058, 43-000141, 43-000383, 43-000467, 43-001202, 43-001911
S-046375		2012		County of Santa Clara Historic Context Statement	Archives and Architecture, LLC.	
S-048927		1997	Donald Scott Crull	The Economy and Archaeology of European- made Glass Beads and Manufactured Goods Used in First Contact Situations in Oregon, California and Washington	University of Sheffield, England	

C-5: NAHC and Tribal Correspondence



Source: USGS San Jose West 7.5' Quadrangle / T7S,R1W,sec25



NATIVE AMERICAN HERITAGE COMMISSION

Environmental and Cultural Department
1550 Harbor Blvd., Suite 100
West Sacramento, CA 95691
(916) 373-3710
(916) 373-5471 FAX



May 29, 2018

Dana DePietro
First Carbon Solutions

Sent by Email: ddepietro@fcs-intl.com

Re: 1410 S. Bascom Avenue Project, Santa Clara County

Dear Mr. DePietro,

Attached is a consultation list of tribes with traditional lands or cultural places located within the boundaries of the above referenced counties. Please note that the intent of the referenced codes is to avoid and or mitigate impacts to tribal cultural resources, as defined, in the California Environmental Quality Act (CEQA).

As of July 1, 2015, Public Resources Code Sections 21080.1, 21080.3.1 and 21080.3.2 require public agencies to consult with California Native American tribes identified by the Native American Heritage Commission (NAHC) for the purpose of avoiding or mitigating impacts to tribal cultural resources:

Within 14 days of determining that an application for a project is complete or a decision by a public agency to undertake a project, the lead agency shall provide formal notification to the designated contact of, or a tribal representative of, traditionally and culturally affiliated California Native American tribes that have requested notice, which shall be accomplished by means of at least one written notification that includes a brief description of the proposed project and its location, the lead agency contact information, and a notification that the California Native American tribe has 30 days to request consultation pursuant to this section. (Public Resources Code Section 21080.1(d))

The law does not preclude initiating consultation with the tribes that are culturally and traditionally affiliated within your jurisdiction. The NAHC believes that this is the best practice to ensure that tribes are consulted commensurate with the intent of the law.

In accordance with Public Resources Code Section 21080.1(d), formal notification must include a brief description of the proposed project and its location, the lead agency contact information, and a notification that the California Native American tribe has 30 days to request consultation. The NAHC also believes that agencies should also include with their notification letters, information regarding any cultural resources assessment that has been completed on the Area of Potential Effect (APE), such as:

1. The results of any record search that may have been conducted at an Information Center of the California Historical Resources Information System (CHRIS), including, but not limited to:
 - A listing of any and all known cultural resources that have already been recorded or are adjacent to the APE, such as known archaeological sites;
 - Copies of any and all cultural resource records and study reports that may have been provided by the Information Center as part of the records search response;

- Whether the records search indicates a low, moderate, or high probability that unrecorded cultural resources are located in the APE; and
 - If a survey is recommended by the Information Center to determine whether previously unrecorded cultural resources are present.
2. The results of any archaeological inventory survey that was conducted, including:
 - Any report that may contain site forms, site significance, and suggested mitigation measures.

All information regarding site locations, Native American human remains, and associated funerary objects should be in a separate confidential addendum, and not be made available for public disclosure in accordance with Government Code Section 6254.10.
 3. The results of the Sacred Lands File (SLF) check conducted through the Native American Heritage Commission with the USGS topographical information provided had negative results.
 4. Any ethnographic studies conducted for any area including all or part of the potential APE; and
 5. Any geotechnical reports regarding all or part of the potential APE.

Lead agencies should be aware that records maintained by the NAHC and CHRIS are not exhaustive. A negative response to these searches does not preclude the existence of a cultural place. A tribe may be the only source of information regarding the existence of a tribal cultural resource.

This information will aid tribes in determining whether to request formal consultation. In the case that they do, having the information beforehand will help to facilitate the consultation process.

If you receive notification of change of addresses and phone numbers from tribes, please notify me. With your assistance, we are able to assure that our consultation list remains current.

If you have any questions, please contact me at my email address: frank.lienert@nahc.ca.gov.

Sincerely,



Frank Lienert
Associate Government Program Analyst

**Native American Heritage Commission
Tribal Consultation List
5/29/2018**

Amah Mutsun Tribal Band
Valentin Lopez, Chairperson
P.O. Box 5272
Galt, CA 95632
vlopez@amahmutsun.org
(916) 743-5833

Ohlone/Costanoan
Northern Valley Yokuts

Indian Canyon Mutsun Band of Costanoan
Ann Marie Savers, Chairperson
P.O. Box 28
Hollister, CA 95024
ams@indiancanyon.org
(831) 637-4238

Ohlone/Costanoan

Amah Mutsun Tribal Band of Mission San Juan Bautista

Irene Zwielerlein, Chairperson
789 Canada Road
Woodside, CA 94062
amahmutsuntribal@gmail.com
(650) 851-7489 Cell
(650) 851-7747 Office

Ohlone/Costanoan

North Valley Yokuts Tribe

Katherine Erolinda Perez, Chairperson

P.O. Box 717
Linden, CA 95236
canutes@verizon.net
(209) 887-3415

Ohlone/Costanoan
Northern Valley Yokuts
Bay Miwok

Muwekma Ohlone Indian Tribe of the SF Bay Area

Rosemary Cambra, Chairperson

P.O. Box 360791
Milpitas, CA 95036
muwekma@muwekma.org
(408) 314-1898

Ohlone / Costanoan

The Ohlone Indian Tribe

Andrew Galvan

P.O. Box 3388
Fremont, CA 94539
chochenyo@AOL.com
(510) 882-0527 Cell

Ohlone/Costanoan
Bay Miwok
Plains Miwok
Patwin

This list is current only as of the date of this document and is based on the information available to the Commission on the date it was produced.

Distribution of this list does not relieve any person of statutory responsibility as defined in Section 7050.5 of the Health and Safety Code, Section 5097.94 of the Public Resources Code and Section 5097.98 of the Public Resources Code.

This list is applicable only for consultation with Native American tribes under Public Resources Code Sections 21080.1, 21080.3.1, and 21080.3.2 for
1410 S. Bascom Avenue Project, Santa Clara County

June 6, 2018

Amah Mutsun Tribal Band of Mission San Juan Bautista
Chairperson Irene Zwierlein
789 Canada Road
Woodside, CA 94062

Subject: Proposed 1410 S. Bascom Avenue Project

Dear Chairperson Zwierlein:

FirstCarbon Solutions (FCS) is preparing an Initial Study/Mitigated Negative Declaration for the proposed 1410 S. Bascom Avenue Project on the behalf of the City of San José. The 6.4-acre, triangular-shaped project site is bounded by South Bascom Avenue (west), commercial office and multi-family residential uses (north), and the Valley Transportation Authority Bascom Avenue Light Rail Station (east and south). As a part of the environmental review process, we are conducting a cultural resources assessment.

The project site consists of two parcels: Assessor's Parcel Numbers (APNs) 282-26-011 and 282-26-012. The project site contains several older commercial buildings totaling 77,800 square feet. The buildings are set against the hypotenuse boundary with the light rail line and face South Bascom Avenue. Several of the buildings are tenanted, while others are vacant and show signs of physical deterioration. The project applicant proposes to rezone the project site and develop a proposed office/residential mixed-use development on the project site. The proposed project would develop a combined 1,198,500 square feet of new uses on the project site. The net area proposed for development consists of approximately 6.77 acres. The project would dedicate approximately 0.21 acre for a 10-foot right of way along Bascom Avenue. Office uses would occupy the southern portion of the site. Residential uses would occupy the northern portion of the project site. The two buildings would be located along South Bascom Avenue and contain active uses at the ground level. The residential building would incorporate a pedestrian walkway to connect with surrounding uses. In addition, the project would be designed to interface with the neighboring Bascom Light Rail VTA Station.

A Records Search map with a 0.5-mile buffer around the site is enclosed for your reference. The surrounding area is characterized by a mix of residential and commercial uses.

As part of the cultural resources assessment, FCS conducted a Sacred Lands File search and a California Historical Resources Information System (CHRIS) search, neither of which produced results. FCS contacted the Native American Heritage Commission (NAHC), and they suggested you might be able to provide further information. If you have any additional information regarding potential historic or cultural resources in proximity or relation to the proposed project area, we would greatly appreciate your input.

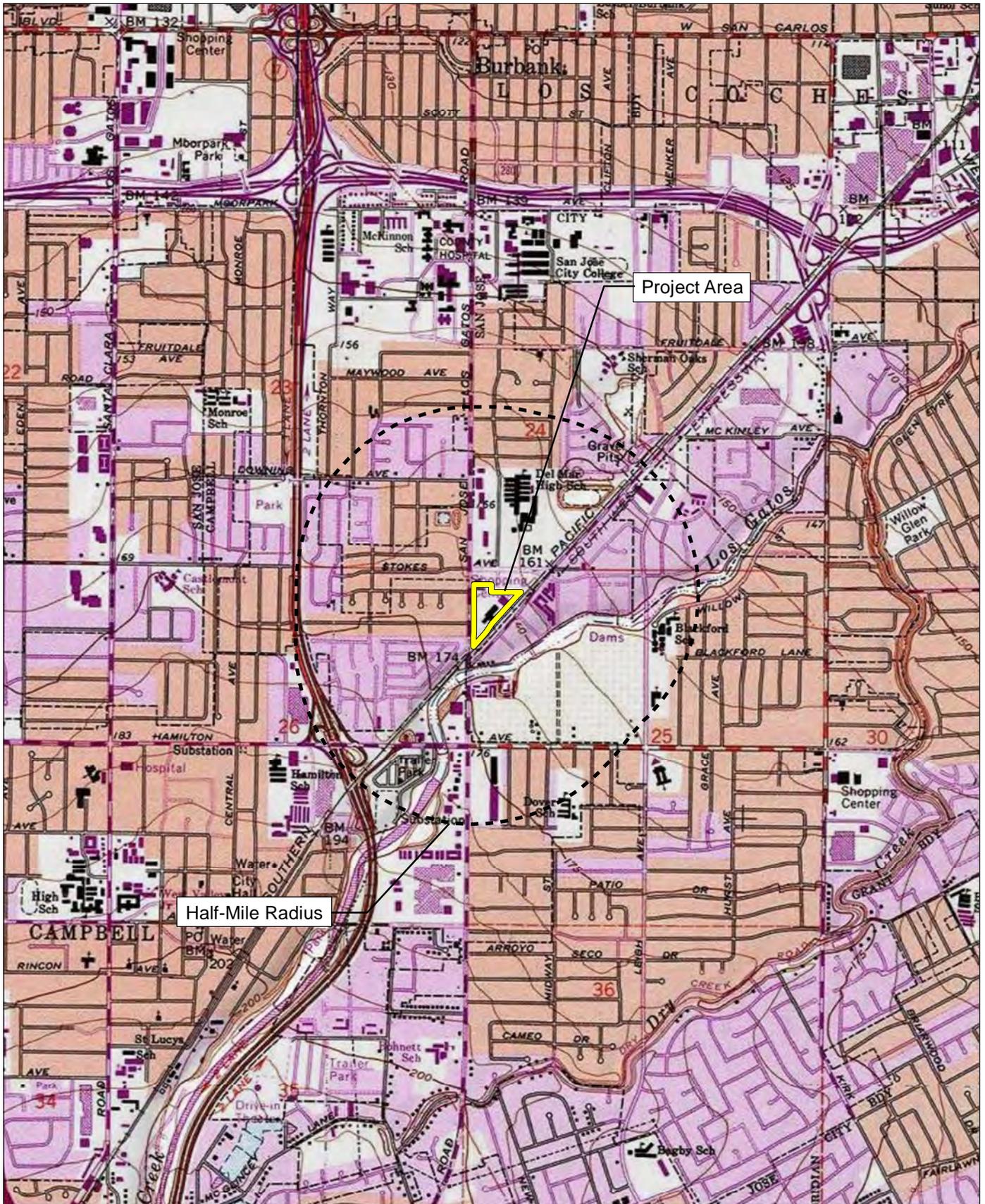
Please note that this letter is a request for information pertaining to a cultural resources assessment and is not notification of a project under Senate Bill (SB) 18, Assembly Bill (AB) 52 or Section 106 of the National Historic Preservation Act. Project notification and consultation requirements are being handled by designated lead agencies under CEQA and NEPA. Please feel free to contact me at 925.357.2562 or via email at ddepietro@fcs-intl.com and thank you for your valuable assistance.

Sincerely,



Dana Douglas DePietro, Ph.D.
Senior Scientist, Archaeology
FirstCarbon Solutions
1350 Treat Boulevard, Suite 380
Walnut Creek, CA 94597

Enc: Attachment A: Project location map for 1410 S. Bascom Avenue Project



Source: USGS San Jose West 7.5' Quadrangle / T7S,R1W,sec25



June 6, 2018

Muwekma Ohlone Indian Tribe of the SF Bay Area
Chairperson Rosemary Cambra
P.O. Box 360791
Milpitas, CA 95036

Subject: Proposed 1410 S. Bascom Avenue Project

Dear Chairperson Cambra:

FirstCarbon Solutions (FCS) is preparing an Initial Study/Mitigated Negative Declaration for the proposed 1410 S. Bascom Avenue Project on the behalf of the City of San José. The 6.4-acre, triangular-shaped project site is bounded by South Bascom Avenue (west), commercial office and multi-family residential uses (north), and the Valley Transportation Authority Bascom Avenue Light Rail Station (east and south). As a part of the environmental review process, we are conducting a cultural resources assessment.

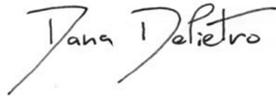
The project site consists of two parcels: Assessor's Parcel Numbers (APNs) 282-26-011 and 282-26-012. The project site contains several older commercial buildings totaling 77,800 square feet. The buildings are set against the hypotenuse boundary with the light rail line and face South Bascom Avenue. Several of the buildings are tenanted, while others are vacant and show signs of physical deterioration. The project applicant proposes to rezone the project site and develop a proposed office/residential mixed-use development on the project site. The proposed project would develop a combined 1,198,500 square feet of new uses on the project site. The net area proposed for development consists of approximately 6.77 acres. The project would dedicate approximately 0.21 acre for a 10-foot right of way along Bascom Avenue. Office uses would occupy the southern portion of the site. Residential uses would occupy the northern portion of the project site. The two buildings would be located along South Bascom Avenue and contain active uses at the ground level. The residential building would incorporate a pedestrian walkway to connect with surrounding uses. In addition, the project would be designed to interface with the neighboring Bascom Light Rail VTA Station.

A Records Search map with a 0.5-mile buffer around the site is enclosed for your reference. The surrounding area is characterized by a mix of residential and commercial uses.

As part of the cultural resources assessment, FCS conducted a Sacred Lands File search and a California Historical Resources Information System (CHRIS) search, neither of which produced results. FCS contacted the Native American Heritage Commission (NAHC), and they suggested you might be able to provide further information. If you have any additional information regarding potential historic or cultural resources in proximity or relation to the proposed project area, we would greatly appreciate your input.

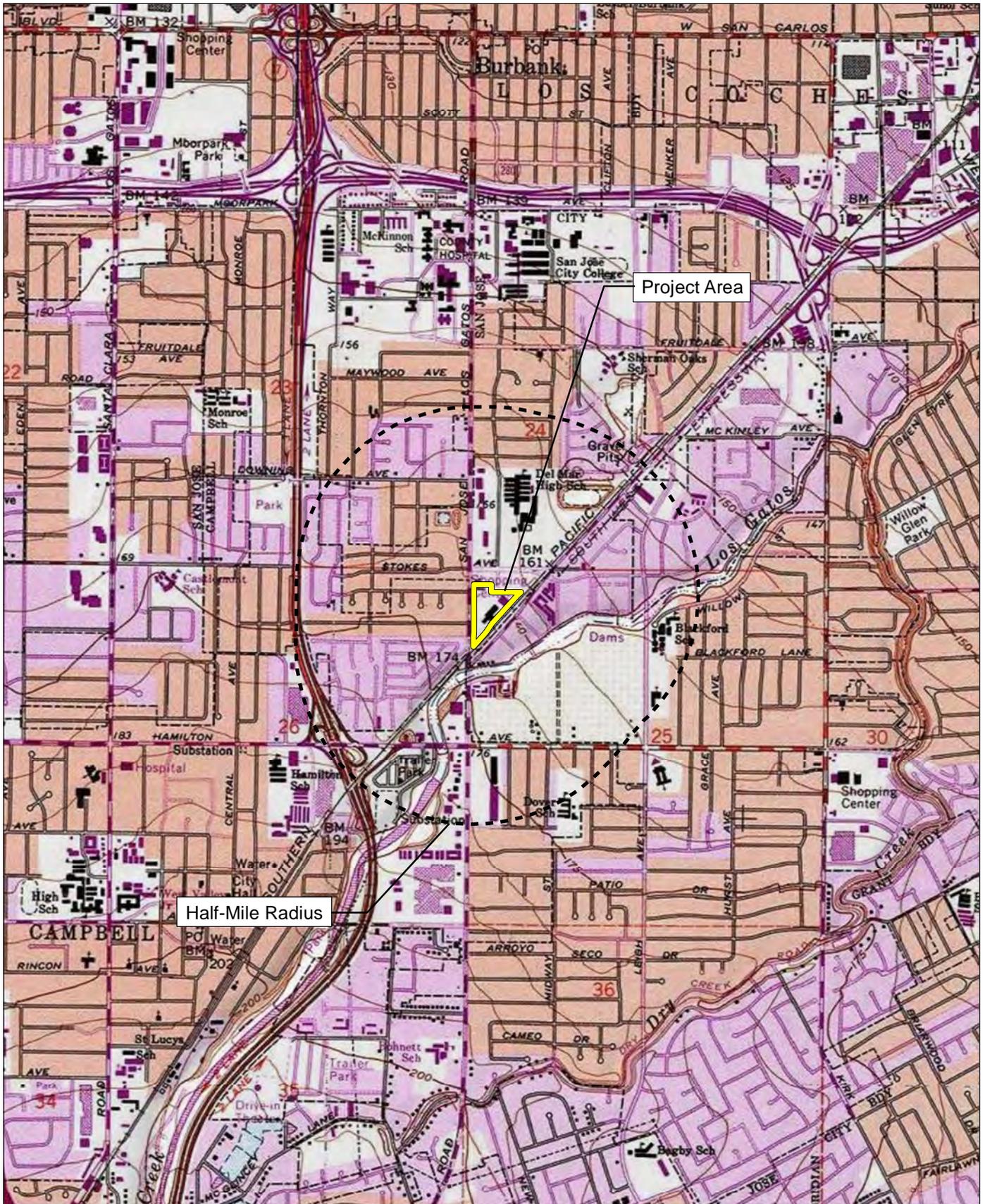
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Sincerely,



Dana Douglas DePietro, Ph.D.
Senior Scientist, Archaeology
FirstCarbon Solutions
1350 Treat Boulevard, Suite 380
Walnut Creek, CA 94597

Enc: Attachment A: Project location map for 1410 S. Bascom Avenue Project



Source: USGS San Jose West 7.5' Quadrangle / T7S,R1W,sec25



June 6, 2018

The Ohlone Indian Tribe
Andrew Galvan
P.O. Box 3388
Fremont, CA 94539

Subject: Proposed 1410 S. Bascom Avenue Project

Dear Andrew Galvan:

FirstCarbon Solutions (FCS) is preparing an Initial Study/Mitigated Negative Declaration for the proposed 1410 S. Bascom Avenue Project on the behalf of the City of San José. The 6.4-acre, triangular-shaped project site is bounded by South Bascom Avenue (west), commercial office and multi-family residential uses (north), and the Valley Transportation Authority Bascom Avenue Light Rail Station (east and south). As a part of the environmental review process, we are conducting a cultural resources assessment.

The project site consists of two parcels: Assessor's Parcel Numbers (APNs) 282-26-011 and 282-26-012. The project site contains several older commercial buildings totaling 77,800 square feet. The buildings are set against the hypotenuse boundary with the light rail line and face South Bascom Avenue. Several of the buildings are tenanted, while others are vacant and show signs of physical deterioration. The project applicant proposes to rezone the project site and develop a proposed office/residential mixed-use development on the project site. The proposed project would develop a combined 1,198,500 square feet of new uses on the project site. The net area proposed for development consists of approximately 6.77 acres. The project would dedicate approximately 0.21 acre for a 10-foot right of way along Bascom Avenue. Office uses would occupy the southern portion of the site. Residential uses would occupy the northern portion of the project site. The two buildings would be located along South Bascom Avenue and contain active uses at the ground level. The residential building would incorporate a pedestrian walkway to connect with surrounding uses. In addition, the project would be designed to interface with the neighboring Bascom Light Rail VTA Station.

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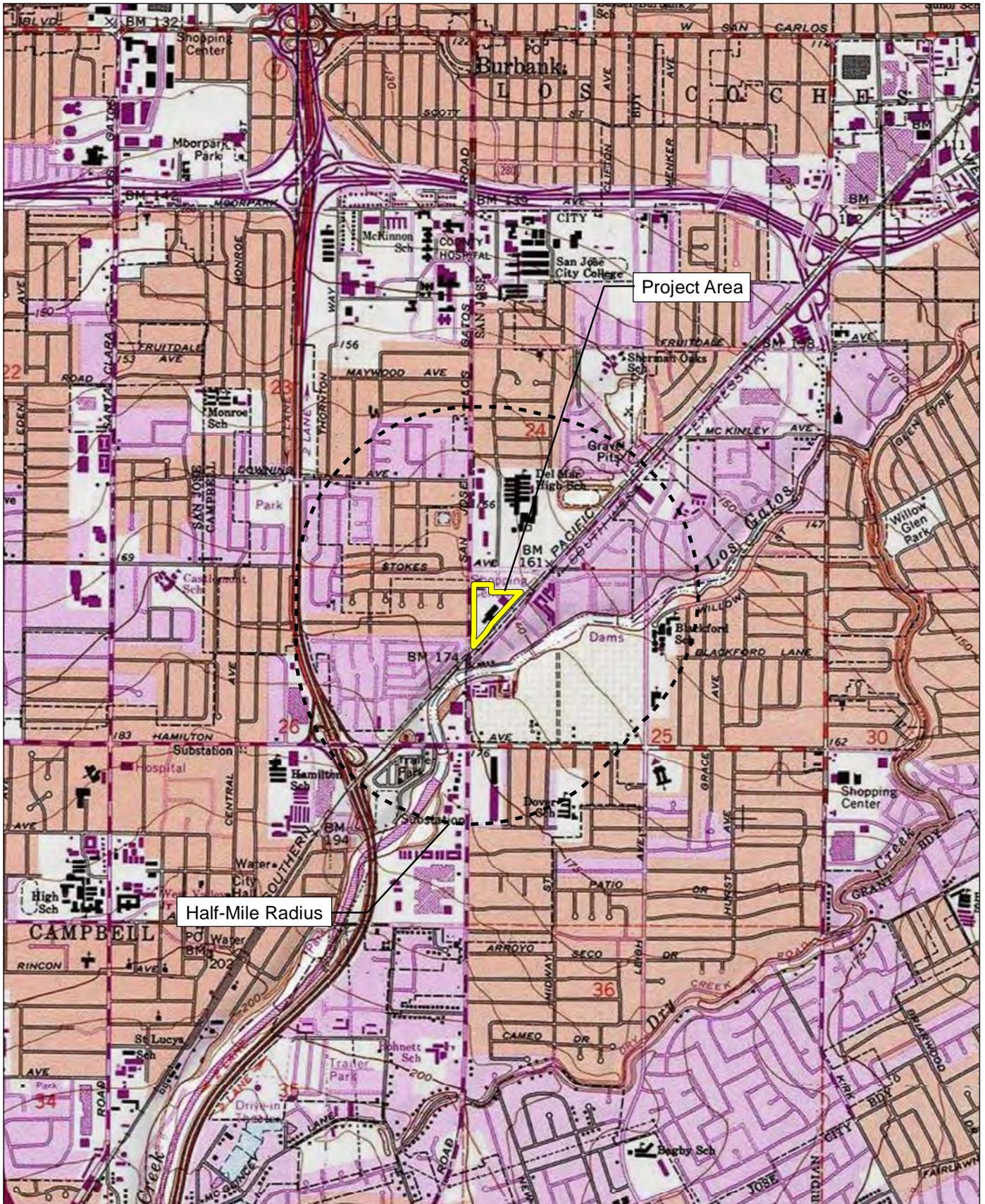
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Sincerely,



Dana Douglas DePietro, Ph.D.
Senior Scientist, Archaeology
FirstCarbon Solutions
1350 Treat Boulevard, Suite 380
Walnut Creek, CA 94597

Enc: Attachment A: Project location map for 1410 S. Bascom Avenue Project



Source: USGS San Jose West 7.5' Quadrangle / T7S,R1W,sec25



June 6, 2018

Indian Canyon Mutsun Band of Costanoan
Chairperson Ann Marie Sayers
P.O. Box 28
Hollister, CA 95024

Subject: Proposed 1410 S. Bascom Avenue Project

Dear Chairperson Sayers:

FirstCarbon Solutions (FCS) is preparing an Initial Study/Mitigated Negative Declaration for the proposed 1410 S. Bascom Avenue Project on the behalf of the City of San José. The 6.4-acre, triangular-shaped project site is bounded by South Bascom Avenue (west), commercial office and multi-family residential uses (north), and the Valley Transportation Authority Bascom Avenue Light Rail Station (east and south). As a part of the environmental review process, we are conducting a cultural resources assessment.

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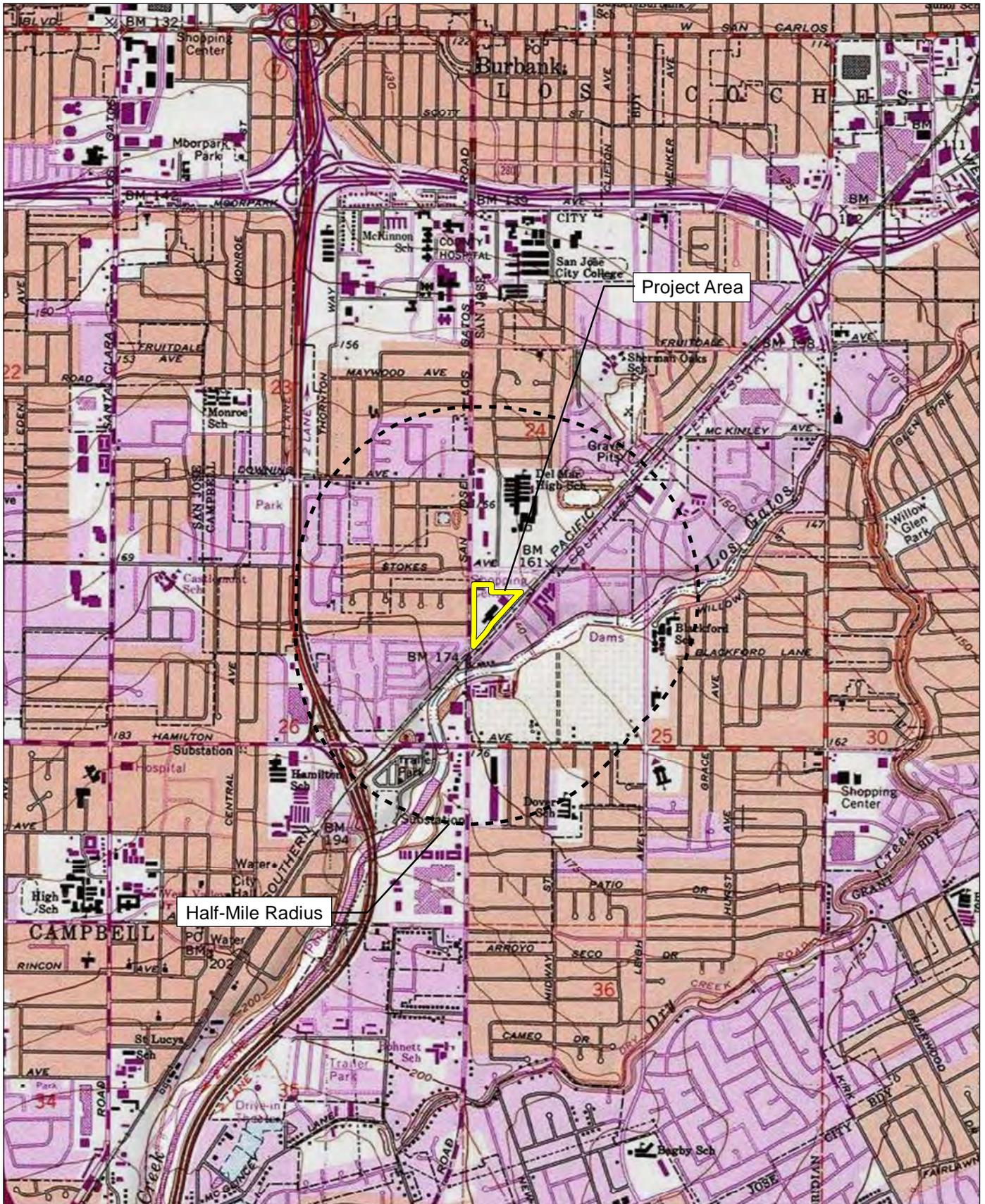
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Sincerely,



Dana Douglas DePietro, Ph.D.
Senior Scientist, Archaeology
FirstCarbon Solutions
1350 Treat Boulevard, Suite 380
Walnut Creek, CA 94597

Enc: Attachment A: Project location map for 1410 S. Bascom Avenue Project



Source: USGS San Jose West 7.5' Quadrangle / T7S,R1W,sec25



June 6, 2018

North Valley Yokuts Tribe
Chairperson Katherine Erolinda Perez
P.O. Box 717
Linden, CA 95236

Subject: Proposed 1410 S. Bascom Avenue Project

Dear Chairperson Perez:

FirstCarbon Solutions (FCS) is preparing an Initial Study/Mitigated Negative Declaration for the proposed 1410 S. Bascom Avenue Project on the behalf of the City of San José. The 6.4-acre, triangular-shaped project site is bounded by South Bascom Avenue (west), commercial office and multi-family residential uses (north), and the Valley Transportation Authority Bascom Avenue Light Rail Station (east and south). As a part of the environmental review process, we are conducting a cultural resources assessment.

The project site consists of two parcels: Assessor's Parcel Numbers (APNs) 282-26-011 and 282-26-012. The project site contains several older commercial buildings totaling 77,800 square feet. The buildings are set against the hypotenuse boundary with the light rail line and face South Bascom Avenue. Several of the buildings are tenanted, while others are vacant and show signs of physical deterioration. The project applicant proposes to rezone the project site and develop a proposed office/residential mixed-use development on the project site. The proposed project would develop a combined 1,198,500 square feet of new uses on the project site. The net area proposed for development consists of approximately 6.77 acres. The project would dedicate approximately 0.21 acre for a 10-foot right of way along Bascom Avenue. Office uses would occupy the southern portion of the site. Residential uses would occupy the northern portion of the project site. The two buildings would be located along South Bascom Avenue and contain active uses at the ground level. The residential building would incorporate a pedestrian walkway to connect with surrounding uses. In addition, the project would be designed to interface with the neighboring Bascom Light Rail VTA Station.

A Records Search map with a 0.5-mile buffer around the site is enclosed for your reference. The surrounding area is characterized by a mix of residential and commercial uses.

As part of the cultural resources assessment, FCS conducted a Sacred Lands File search and a California Historical Resources Information System (CHRIS) search, neither of which produced results. FCS contacted the Native American Heritage Commission (NAHC), and they suggested you might be able to provide further information. If you have any additional information regarding potential historic or cultural resources in proximity or relation to the proposed project area, we would greatly appreciate your input.

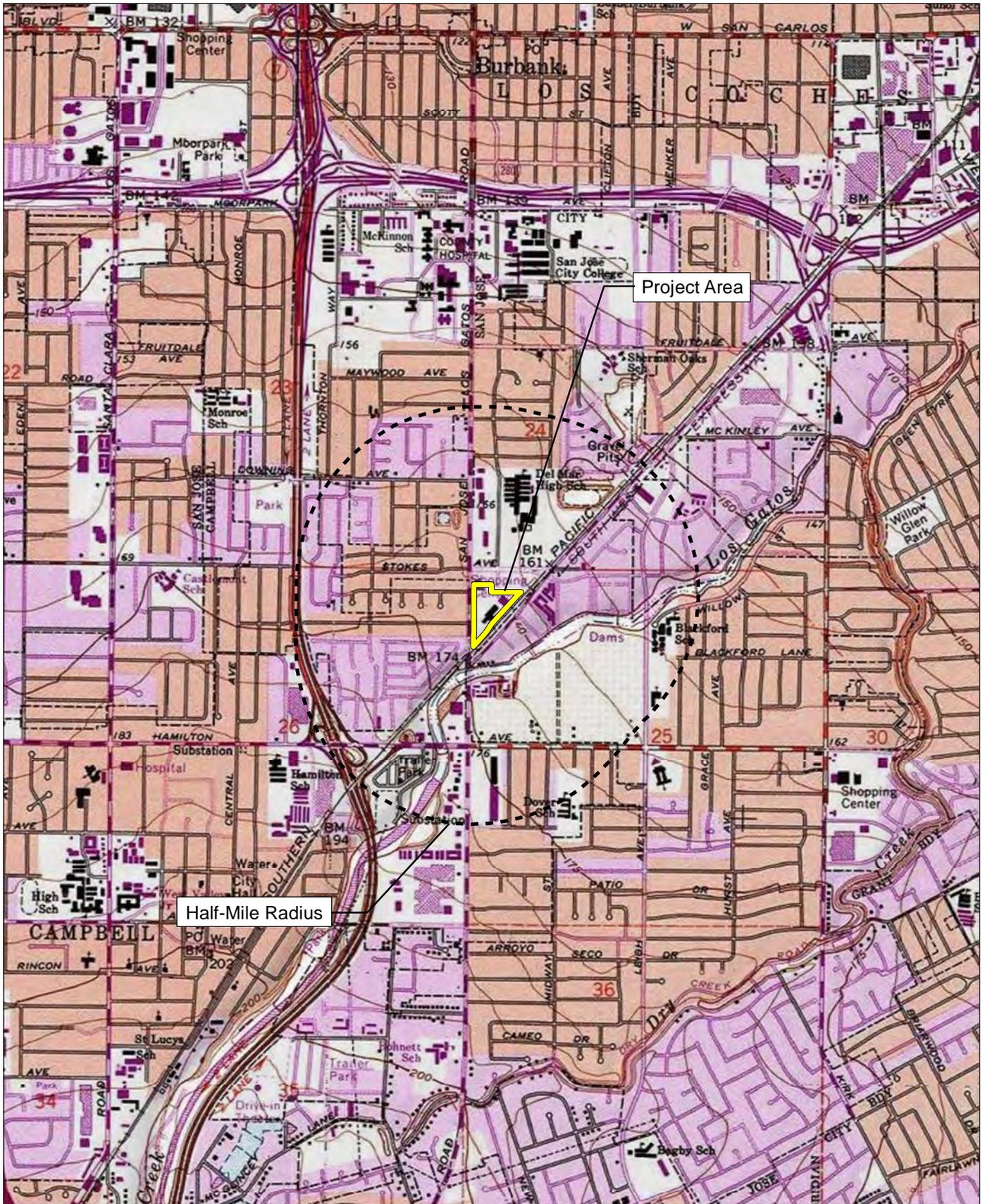
Please note that this letter is a request for information pertaining to a cultural resources assessment and is not notification of a project under Senate Bill (SB) 18, Assembly Bill (AB) 52 or Section 106 of the National Historic Preservation Act. Project notification and consultation requirements are being handled by designated lead agencies under CEQA and NEPA. Please feel free to contact me at 925.357.2562 or via email at ddepietro@fcs-intl.com and thank you for your valuable assistance.

Sincerely,



Dana Douglas DePietro, Ph.D.
Senior Scientist, Archaeology
FirstCarbon Solutions
1350 Treat Boulevard, Suite 380
Walnut Creek, CA 94597

Enc: Attachment A: Project location map for 1410 S. Bascom Avenue Project



Source: USGS San Jose West 7.5' Quadrangle / T7S,R1W,sec25



June 6, 2018

Amah Mutsun Tribal Band
Chairperson Valentin Lopez
P.O. Box 5272
Galt, CA 95632

Subject: Proposed 1410 S. Bascom Avenue Project

Dear Chairperson Lopez:

FirstCarbon Solutions (FCS) is preparing an Initial Study/Mitigated Negative Declaration for the proposed 1410 S. Bascom Avenue Project on the behalf of the City of San José. The 6.4-acre, triangular-shaped project site is bounded by South Bascom Avenue (west), commercial office and multi-family residential uses (north), and the Valley Transportation Authority Bascom Avenue Light Rail Station (east and south). As a part of the environmental review process, we are conducting a cultural resources assessment.

The project site consists of two parcels: Assessor's Parcel Numbers (APNs) 282-26-011 and 282-26-012. The project site contains several older commercial buildings totaling 77,800 square feet. The buildings are set against the hypotenuse boundary with the light rail line and face South Bascom Avenue. Several of the buildings are tenanted, while others are vacant and show signs of physical deterioration. The project applicant proposes to rezone the project site and develop a proposed office/residential mixed-use development on the project site. The proposed project would develop a combined 1,198,500 square feet of new uses on the project site. The net area proposed for development consists of approximately 6.77 acres. The project would dedicate approximately 0.21 acre for a 10-foot right of way along Bascom Avenue. Office uses would occupy the southern portion of the site. Residential uses would occupy the northern portion of the project site. The two buildings would be located along South Bascom Avenue and contain active uses at the ground level. The residential building would incorporate a pedestrian walkway to connect with surrounding uses. In addition, the project would be designed to interface with the neighboring Bascom Light Rail VTA Station.

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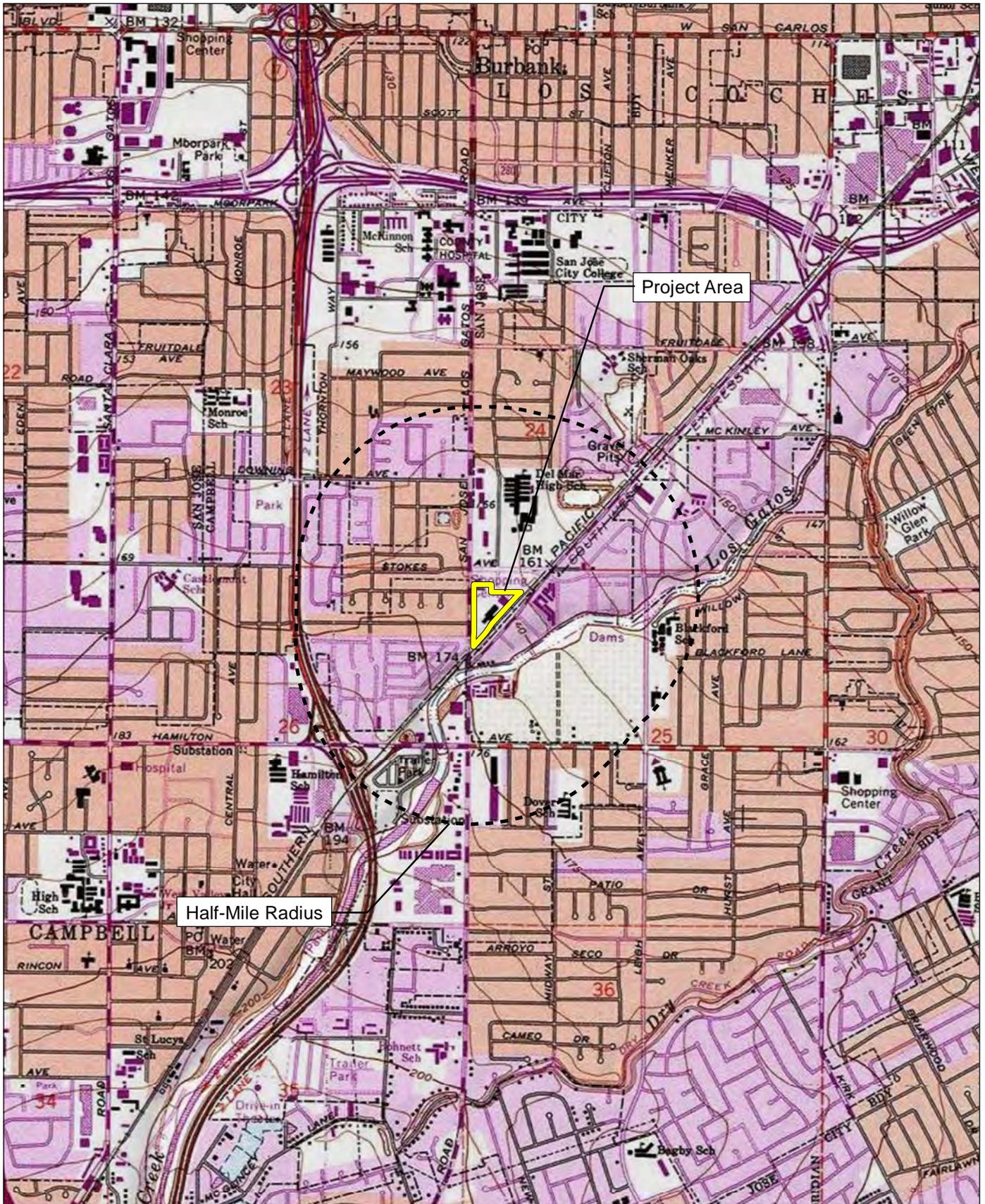
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