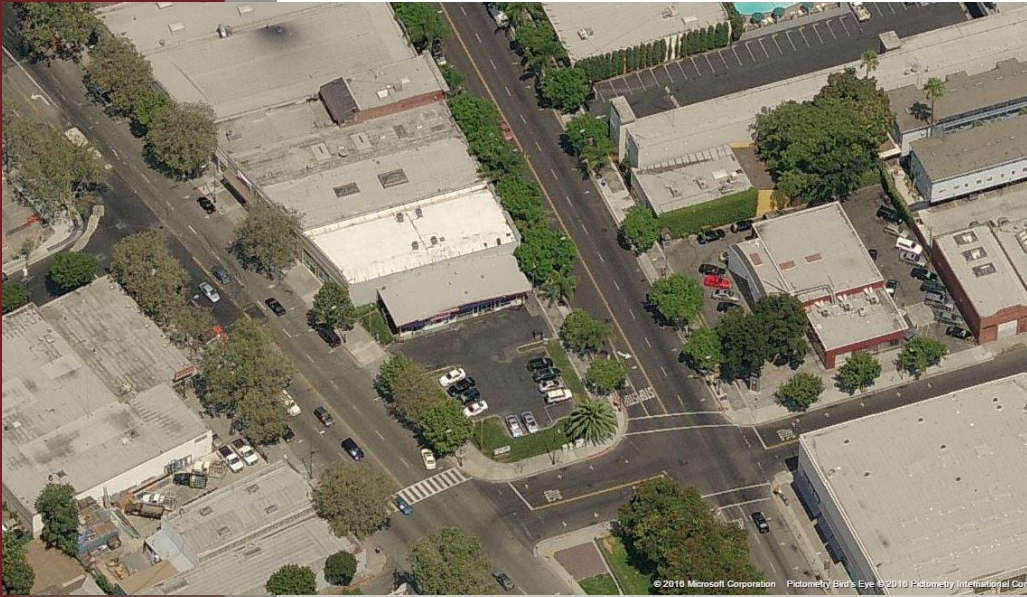


**APPENDIX B**  
**HISTORIC PROJECT ASSESSMENT**

# HISTORIC PROJECT ASSESSMENT

Gateway Tower  
470 South Market Street  
San José, Santa Clara County, California  
(APNs #264-30-089, -090, and -144)



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05.03.2016 (revised 08.17.2016)



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(Cover image, Bing © Microsoft Corp.)

## Introduction

A three-parcel site located in Downtown San José between South First and Market Streets north of William Street, within the Market Gateway Redevelopment Project area, is being proposed for a high-rise mixed use project. The project, filed with the City of San José under Site Development Permit application H15-052, Tentative Map application T15-052, and Historic Preservation Permit application HP15-003, includes a proposed partial demolition of the San José City Landmark Herrold College building (HL92-74) at 465 South First Street; the partial demolition of 455 South First Street, a San José Structure of Merit known as the Hegerich & Kemling Auto Sales building (the historic Faultless Bakery building); and the full demolition of a 1963 gasoline and auto service station that has since been adaptively reused. The properties are presently owned as individual properties by either the David and Anne Neale Trusts, or Core Gateway II, LLC. The applicant for the project is The Core Companies.



*Elevation - 1st at William Streets (excerpt) Kwan Henmi Architecture/Planning, July 5, 2016*





The two brick buildings, the City Landmark Herrold College and the Structure of Merit Hegerich & Kemling Auto Sales building will be demolished except for the façades along South First and Market Streets. Visible historic building elements from the retained façades would be rehabilitated (repaired and treated) as part of the proposed project. Space within the ground floor of the new building will include a window exhibit area to memorialize the early use of the building at 465 South First Street as Herrold College of Engineering and Radio.

## **Purpose and Methodology of this Study**

This document is presented in a report format and addresses the three extant buildings on the project site. It also discusses nearby structures within 200 feet of the project perimeter. The Impacts section considers the current proposed project and how it will affect the existing historic resources as well as nearby structures that have been identified as historic resources. The report has been prepared to be consistent with the intent of the City of San José Revised Guidelines for Historic Reports, published on February 26, 2010.

Attached to this report are updated DPR523 recordings of 455 South First Street and 465 South First Street. The building at 493 South First Street is also recorded on DPR523 forms and evaluated for potential historical significance, as this building is over 50 years in age. The recording for 465 South First Street does not include an evaluation for historical significance, as it is currently a designated San José City Landmark. The recording, however, addresses the issue of the remaining historic integrity of this building in order to determine if the property has lost significance since being designated a City Landmark in 1992.

The DPR523 series recording forms provide property data, a detailed description, a summary of historical and architectural context, integrity, and statement of significance, as well as an abridged bibliography containing sources of information (a full listing of applicable sources of information consulted in preparing this report can be found at the end of this document).

The Evaluation Rating Sheets attached to the DPR523 forms tally the two structures at 455 and 493 South First Street according to a numerical rating system developed by staff of the Planning Division. The ratings help place buildings and structures in context of other historic properties identified in San José. The Rating Sheets provide a quantified means of understanding historical significance. The numerical rating itself, however, is not used to determine thresholds for historical significance under either the California Environmental Quality Act or under the City's Historic Preservation Ordinance.

This historic project assessment report summarizes the findings within the DPR523 forms, and includes a section on regulatory context. The report also contains a more detailed narrative of the historic context of the site's primary historic resource, Herrold College. The report concludes with a discussion of potential impacts to historic

resources, and suggested mitigations to those potential impacts, as well as other recommendations.

The site and nearby properties were examined in April 2016 by Franklin Maggi and Leslie Dill as well as Historical Architect John Tabuena-Frolli and engineer Steven Duquette, C.E. Digital photographs of the interior and exterior of the onsite brick structures, and views of the adjacent and nearby buildings were taken at that time by Tabuena-Frolli and Steven Duquette. Photographic documentation is included within the DPR523 forms, the attached appendix, and within the main body of this report.

Historical research was conducted by the staff of Archives & Architecture, and consisted of a review of both primary and secondary sources of historical information. The research and historical investigation was prepared utilizing the methodology recommended by the National Park Service, as outlined in *Preservation Brief #17 - Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character* (1988), and #35 -*Understanding Old Buildings: The Process of Architectural Investigation* (1994). Additionally, *National Register Bulletin No. 32* related to historic personages was consulted to inform the review of impacts of the project on the City Landmark Herrold College building at 465 South First Street.

This report includes a review of buildings on nearby properties to both consider their historical status as well as to help assess the potential for offsite impacts. Although a number of these buildings are listed as Structures of Merit on the San José Historic Resources Inventory, none are currently designated nor have been determined eligible as City Landmarks. The property to the immediate north of the project site containing the 1885 Schroder Building however, appears eligible as a City Landmark, based on a cursory review conducted as a part of this study.

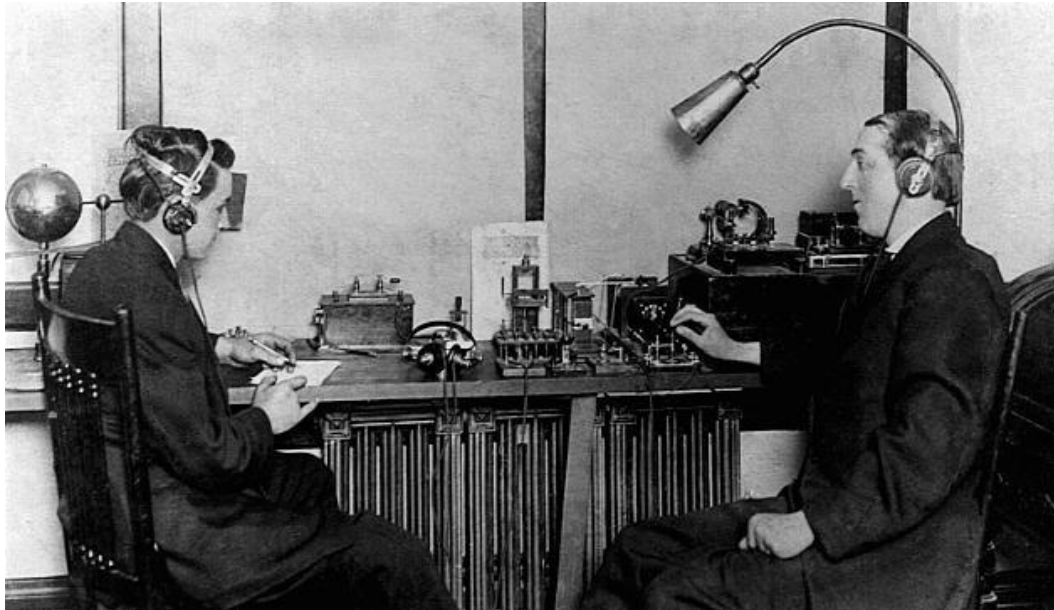
The report also includes a structural feasibility study by engineer Steven Duquette C.E. of Duquette Engineering (Homesafe, L.P.). The feasibility study pertains to the sub-grade parking design as it might affect the exterior walls of the existing brick buildings. The study is included within the appendix, and summarized later in this report.

The report concludes with an impacts analysis on historical resources, and provides recommendations based on the City's General Plan policies pertaining to historic resources as well as other related City of San José policies stemming from adopted plans addressing historic resources within the context of community development. The recommendations include language for consideration as mitigations that may reduce the environmental effects of the proposed project as they relate to historic resources.

## **Previous Surveys and Historical Status**

The contributions of Charles David Herrold (1875-1948) to the origins of radio broadcasting were identified in the 1960s as a part of the County of Santa Clara's *Preliminary Inventory of Historical Landmarks*. That survey recognized the then American Trust Building (formerly the Garden City Bank building) at South First and San

Fernando Streets as the site of what is considered to be the first regular radio broadcasting station in the world. The station first went live in 1909 under the direction of Charles Herrold (County Inventory Ref. #107).



*Charles Herrold and Ray Newby, 1909, from bayarearadio.org*

By the mid-1970s, the bank building had been demolished as a part of the San Antonio Plaza Redevelopment Project. California's first Inventory of Historic Resources identified the site, but by the time the State of California published its first statewide listing of Landmarks and Points of Historical Interest, the site had dropped from the listing. Consequently, The Federal Telegraph Company building site in Palo Alto, where Dr. Lee de Forest conducted his pioneering work in electronics, became the sole identified site in Santa Clara County associated with the modern communication, television, and the electronics age. In the late 1970s, the City of San José supported an application to the State of California to designate the site of the first broadcast a California Landmark site. The site was subsequently listed after a concerted effort by the local community and San José City Council as California State Landmark #952: "On this corner stood the Garden City Bank Building, where Charles D. Herrold established Station FN, the first radio broadcasting station in the world. As a pioneer in wireless telephony (radio), Herrold established the first station in 1909 to transmit radio programs of music and news to a listening audience on a regular basis."

During the nation's Bicentennial in 1976 (and The City of San Jose's Bicentennial celebrations in 1977), the important contributions of Charles Herrold were promoted by City Historian Clyde Arbuckle, and became the subject of intensive research by faculty at San José State University. During this period, he was celebrated as one of San Jose's most important personages in the City's history. Many of Herrold's remaining artifacts had been curated within to the Perham Collection, housed at the New Almaden Mining



Museum, and some had been donated to the San José Historical Museum by Herrold prior to his death. The artifacts were later transferred to major archives in the region, including that of History San José.

During an update to the San José Historic Resources Inventory conducted by historian Glory Anne Laffey in 1991-1992 for the San José Planning Department, Laffey identified and recorded the building at 465-467 South First Street as the Herrold Laboratories / Herrold College of Engineering and Radio. The update served to inventory commercially-used unreinforced masonry buildings in the city, and included survey forms and significance evaluations for historic brick buildings that were subject to the City's URM efforts following the Loma Prieta Earthquake of 1989.

Glory Anne Laffey also recorded 455 South First Street at that time, and the building was later listed on the San José Historic Resources Inventory as the "Hegerich & Kemling Auto Sales" building, based on its *ca.* 1918 construction date and later use as an auto sales showroom. Unknown at that time was that the building was designed by architect William Binder and constructed in 1916 by developer T.S. Montgomery for the Faultless Bakery. Faultless remained in the building, however, for only a few years before relocating to Auzerais Avenue.

At the conclusion of the Laffey survey, the San José City Council designated the Herrold College building at 465 South First Street a City Landmark (HL92-72) along with many other commercial, industrial, and institutional buildings found to be landmark-eligible. Those found eligible for the Inventory as "Structures of Merit" (SM), after review by the San José Historic Landmarks Commission, were added to the City's listing, including the Hegerich & Kemling Auto Sales building.

In 1999, Robert Cartier of Archaeological Resource Management updated the recording form for the Herrold College building and reevaluated it for eligibility for the National Register of Historic Places and the California Register of Historical Resources. The report was prepared for the Redevelopment Agency of the City of San José. Cartier found the "Herrold Lab Building" eligible for both registers as well as continuing to meet the criteria for designation as a San José City Landmark. A project had been proposed that included a URM retrofit and façade improvements.

By April the following year, the property title had been transferred to CORE Development, Inc. Later that year in September, the project analysis conducted by Cartier underwent peer-review by the San Francisco firm of Architectural Resources Group, who found the project in conformance with the Secretary of the Interior's Standards for Rehabilitation. The project obtained a Historic Preservation Permit for the retrofit and façade modifications in December of 2000 under HP00-010.

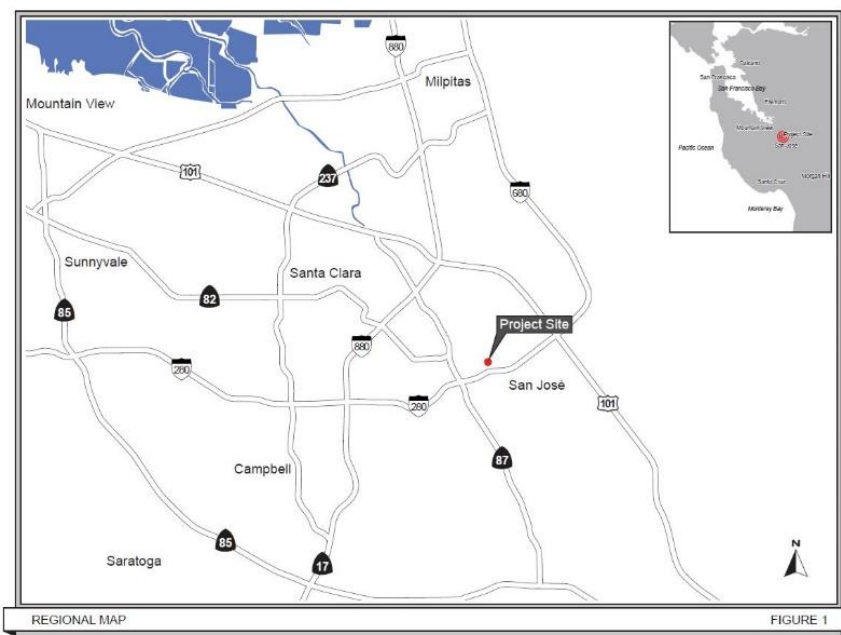
Also in 2000, Dill Design Group completed a survey of Downtown San José buildings for the San José Planning Department, limited to properties that had not been previously surveyed or identified as historic resources. As a part of the consideration of potential

new historic districts, the South First Street Auto district was identified as having the potential for historic district designation.

The potential historic district in this area had previously been identified as a part of a survey of potential historic and archaeological resources in the downtown, prepared by Basin Research Associates, Inc. (Findlay & Garaventa 1983). They identified the district as the “Auto Row Historic District.” The 1983 report and its findings were not reviewed in preparation of the current report. The project site, however, lies within the boundaries of this potential district as graphically described in the 2000 report by Dill Design Group; the map is included in a subsequent section.

A number of other surveys of historic resources have been conducted within the immediate area since 1983. Nine cultural resource investigations have been identified by the project archaeologists as having included the subject properties or addresses nearby (Jordan and Posta 2015). Additional studies include those of Glory Anne Laffey in 1992, which included detailed recordings of 455 and 465 South First Street, and other early surveys of Downtown San José such as the 1985 Page, Anderson, and Turnbull report for the San José Redevelopment Agency involving the Market Gateway Redevelopment Project area. The architecture/planning firm of Field Pioli appear to have conducted a windshield survey for the South First Area Strategic Development Plan in 2002. The SoFA advisory committee recommended in that Plan that “a new historic inventory be conducted to create a comprehensive evaluation of historic resources defined as a Structure of Merit or greater significance.”

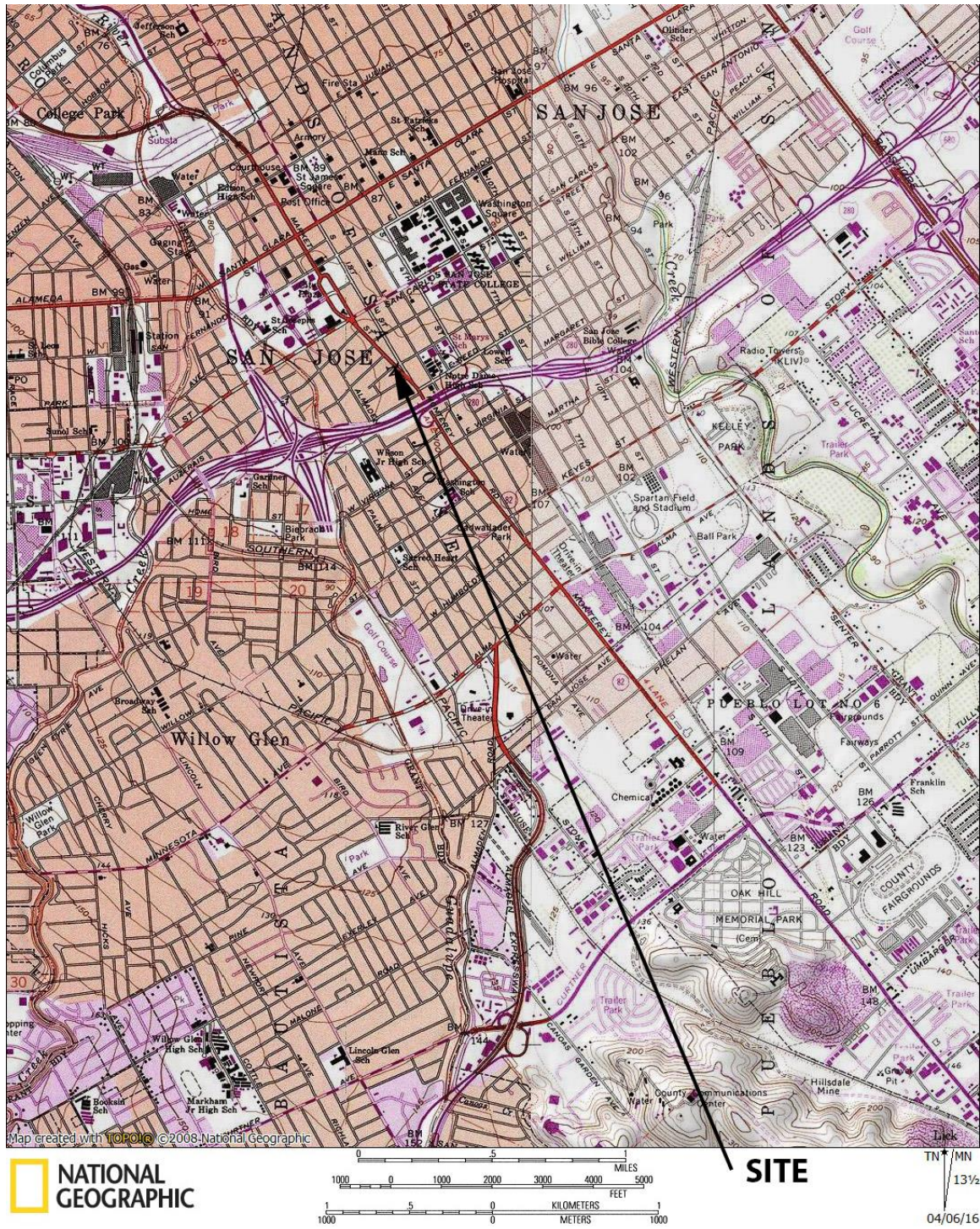
## Regional Map



*Regional map / from City of San José project NOP*



# Location Map







## Background and Historic Context

Charles Herrold is considered to be the father of radio broadcasting. Radio broadcasting is a one-way wireless transmission over radio waves intended for consumption by multiple unconnected persons that constitute an audience.

The development of the tools and methods of audio communications during the late nineteenth and early twentieth centuries involve many innovations in technology by a large number of inventors, and a multitude of means of establishing communication.

Prior to the advent of Herrold's wireless radio broadcasting in 1909, audio was transmitted via wire, or wireless signals were transmitted without audio through radiotelegraphy systems. The difficulty in creating a broadcasting system was related to the needed development of effective transmitters, amplifiers, as well as matching receivers. The technological problems were also accompanied by the lack of understanding of the market potential of this new form of human mass communication.

Charles Herrold, born in 1875 in Fulton, Illinois, came to California in 1888 with his father William Morris Herrold and mother Mary Elizabeth, after spending five years in Sloan, Iowa. The family first settled in Stockton, but quickly moved to San José to seek out farming opportunities. Charles' father approached farming with an inventive mind, and created in San José an automatic prune dipper and the jumbo wagon with short turnaround capability for local orchards. Charles became interested in science and built a laboratory in the basement of the house his father built at 415 North Fifth Street.<sup>1</sup>

In 1895, after attending San José High School, Charles began studies at Stanford in astronomy, but soon changed his major to physics and electricity. At Stanford, he learned that Guglielmo Marconi and Oliver Lodge had performed and validated the pre-wireless electrical work of Hertz and Maxwell, and with others during this period began to experiment with the concept of alternatives to wired telegraph. Prior to 1900, he was experimenting in his basement with wireless, while the nation rapidly focused on the growth of wired communications that enable voice communications across distance.

Unable to complete his education due to health problems, Charles briefly moved to San Francisco where he invented over 50 different electrical devices for dentistry and surgery, and perfected an electrical deep-sea diving illumination as well as other nautical electrical devices. Following the 1906 Earthquake however, he moved to Stockton, taking a position as head of the technical department of Heald's College. His work during this time included a high-speed turbine and electric generator, as well as laying the foundation of subsequent developments in underwater wireless.

---

<sup>1</sup> This large Victorian house is located within San Jose's Hensley Historic District, but has not been recognized for its association with the childhood of Charles Herrold.

In Stockton, he had a prophetic revelation about broadcasting. At a later interview, he remembered:

*"If I can only find a system of wireless telephony that will produce clear speech and music and broadcast to the whole world, using the earth as a conductor, what a boon it will be to humanity."*

During his three years in Stockton, Charles saw himself as a man with dual visions, one as a teacher, and the other as a wireless experimenter. With a growing national interest in wireless, in late 1908, Charles resigned his position at Heald's, and began planning his own wireless school in San José. He opened his trade and technical school on January 1, 1909, calling it the Herrold College of Wireless and Engineering. Charles moved into a vacant floor at the new Garden City Bank building at South First and San Fernando Streets, and with the help of his father, set up classrooms and laboratories for the school, which was dedicated to training students to serve the rapidly growing wireless industry. The college was popular with young men. The students nicknamed him "Doc" and "Prof."

It was in 1909 that Charles, with his assistant Ray Newby, worked to invent a better spark-based radiotelephone system. Failing to do that, later in the year he began to develop a transmitter using the Poulsen arc. With his first successful broadcast in 1909, over the next three years he and his assistants continued to experiment with this new emerging technology while he began to hold daily experimental broadcasts from his school in the downtown.

By 1912, Charles had begun regular programming from his broadcasting station. He was now not just a technical practitioner in a highly technical field, but an exponent of public radio broadcasting leading up to the outbreak of World War I in 1917.

Following the end of World War I, which had resulted in the closing of his station by the federal government, Charles reopened his College of Engineering at 467 South First Street.

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Our new course, completely revised up to the minute, is given under the *personal* instruction of the best instructors. Regular school work is not interfered with. We require no outside study.

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### **HERROLD**

**COLLEGE OF ENGINEERING**  
Courses in Engineering and Wireless.  
467 S. First St. Phone S. J. 3816

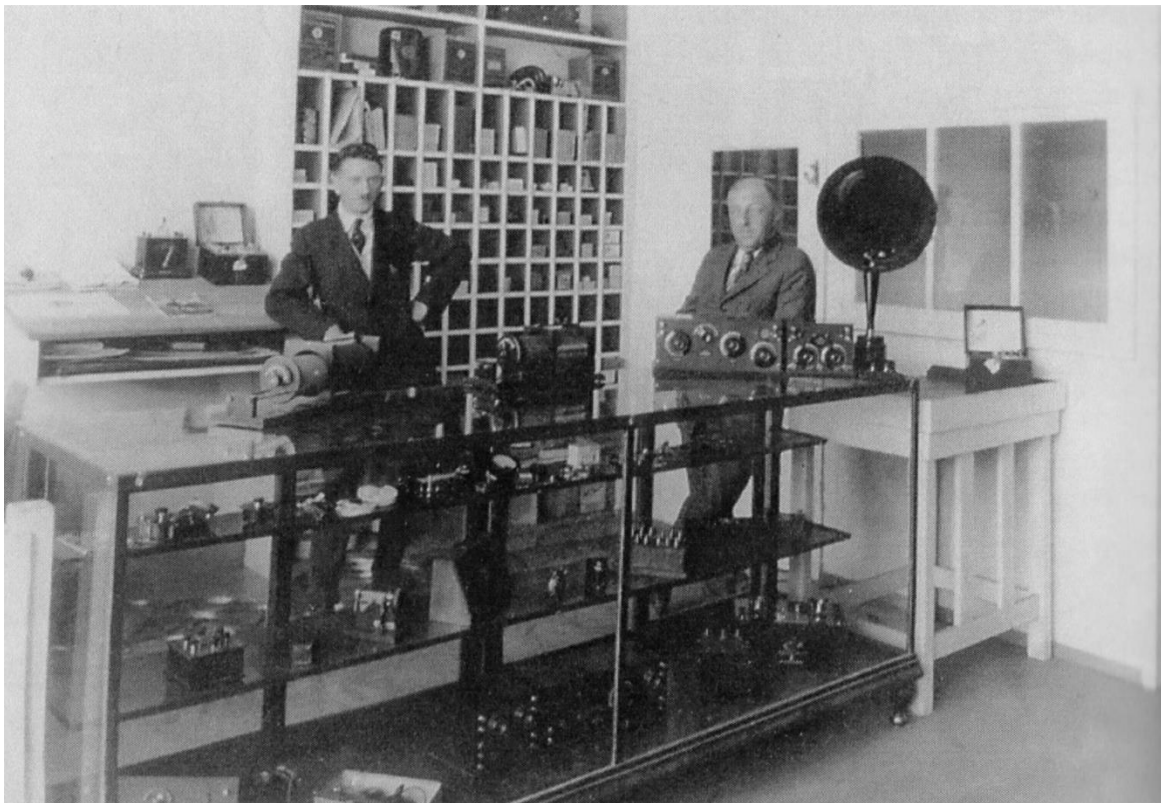


Charles Herrold at 467 S. First St. From the book *Charles Herrold, Inventory of Radio Broadcasting* (photo from Stephen True Collection)



During the war, a large contingent of the over 1,200 men that Charles is said to have trained in radio served as communications specialists. Not knowing for sure in what direction the evolving demand in the growing wireless industry was heading after the war, he branched out into manufacturing and selling radio receivers of his own design, which became known as "Spider Webs." The front section of the College on South First Street was used for the display of receivers, parts, and supplies made by a variety of manufacturers. He was reissued his licenses, and was back on the air, while teaching his new students the fundamentals of radio.

The building interior at 465-467 South First Street was rearranged, with the retail store remaining in the small storefront addressed as 467, and with the help of former student Robert Stull, Herrold populated the building with a classroom for teaching wireless and a separate room for the radio station and laboratory. Joseph D. Cappa, another former student recalled later that "his school was two rooms partitioned from the garage. The front room had a long table at which the students received code instruction and theory. The second room had a work table and lathe equipment. I built a receiver using four Audiotron tubes in his shop..." Cappa went on to say in his 1971 recollection to Gordon Greb that "Until Newby moved out (the primary lessee) and gave the Herrold laboratories more space, the back room was also where they located the transmitter."



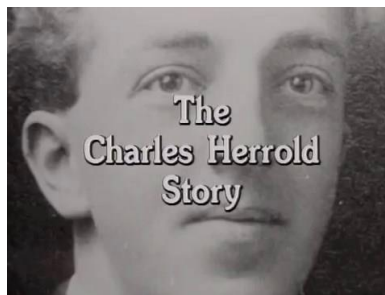
*Herrold's store at 467 S. First St. (Same source as previous image.)*

Facing many new competitors, the school and station lasted until 1925 when Charles sold his license to KCBS. During the late 1920s and into the 1930s, Herrold continued to be involved in radio broadcasting, and was a celebrated speaker on the history of radio broadcasting and the development of mass communications.

His ability to be a success within this evolving business sector was less so than his early years. He is said to have died penniless in 1948, with only a few associates remembering his pioneering efforts during the first two decades of the twentieth century. Two years before his death, he gave the equipment he used for the world's first radio broadcasting for scheduled programs to the San José Landmarks Commission for display in a City museum.

In 1959, with KCBS's celebration of 50 years of broadcasting, Herrold's contribution began to receive a wide audience of appreciation. At that time San José State College faculty members and students began to research and document the origins of wireless communications in the Bay Area, and Charles Herrold's role in its founding. During the nation's Bicentennial, renewed interest again in the contributions of Charles Herrold to the beginnings of radio broadcasting led to public commemorations of this technical achievement as it related to the history of San José. Later, in 1995, PBS aired a one-hour documentary *Broadcastings Forgotten Father: The Charles Herrold Story*, funded by KTEH, the SJSU Foundation, and the Perham Foundation. The one-hour video, now on YouTube, can be accessed by following the link (control + click)

[https://youtu.be/5nIVv\\_2cGaQ?list=UU96X8TBv9xfEH4v5HOGWo-w](https://youtu.be/5nIVv_2cGaQ?list=UU96X8TBv9xfEH4v5HOGWo-w)



In 2003, Gordon Greb and Mike Adams, published *Charles Herrold, Inventor of Radio Broadcasting* (McFarland & Company, Inc.). Greb had been instrumental in identifying Charles Herrold and his work in 1959 at the time of the 50<sup>th</sup> anniversary of KCBS. The 2003 book contains a wealth of information in addition to photographs from the collection of Steven True, the grandson of Charles Herrold. The book's biography and the historic context around the 1909 event now forms the context and basis of historical information about Charles Herrold, and Greb has created an online source at <http://www.charlesherrold.org>

The book is the primary source for information found on the previous three pages, and the full bibliography of information utilized by these researchers is attached in the appendix.



## Historical Development of the Study Area

The site for this mixed-use project is within the southerly portions of what was once the Pueblo de San José de Guadalupe. San José's pueblo was originally established in November of 1777, when Spanish colonists from *España Nueva* (New Spain) settled north of present day Downtown San José in the vicinity of what is now Hobson and San Pedro Streets. The location of the pueblo was moved in the late 1780s or early 1790s about one-mile south, centered at what is now the intersection of Santa Clara and Market streets.

South Market Street from about West San Fernando Street to West San Carlos Street constituted the pueblo's plaza, which came to be known as Market Plaza, and today is mostly Plaza Park. Situated on both sides of the Plaza were rows of adobe houses on the *solare* lots that belonged to the pueblo *Pobladores* (townspeople).

The colonist's homes, small adobe structures, were clustered in proximity to the course of the *acequia*, around the market square and at the crossing of the roads to Monterey, Santa Clara Mission and the embarcadero at Alviso. The major transportation routes during this period were little more than trails. They included the El Camino Real that connected the pueblo and the mission with the presidios at Monterey and Yerba Buena. This road closely followed the route of Monterey Road and the El Camino Real today. A later road from the pueblo led to Mission San José and points north.

Dynamic, Late-Baroque forms of town and regional planning, rather than solely static, orthogonal forms were being adopted in both new and old Spain by the late Eighteenth Century. These "organic" town designs were intended to fit into the natural environment, both for aesthetic and utilitarian reasons, and were particularly oriented around the water supply. They commonly also had a trivium system, three roads converging at a focal urban point where there existed a variety of open spaces for different kinds of public uses instead of the typically sixteenth-century central plaza (Muntanola-Thornberg 1988).

The southern entry to the pueblo would have been in the vicinity of the subject properties of this report. At this "gateway," visitors and returning residents would have disembarked their horses and boarded them, while requesting permission to enter the pueblo. The southern entry and the "Road to Monterey" was for many years the primary gateway to the pueblo, with connection to Presidio of Monterey, the nearby missions of San Juan Bautista and Carmel, as well as the large California mission system extending to San Diego and Mexico itself. The houses of some of the primary military officials such as Commissioner José Macario Castro and local *alcalde* Joseph Teodosio Flores have been identified with house locations nearby.

At the beginning of the American period in 1846, it is likely that there existed an adobe building at or near the subject site on the block that would later become B.4R.1S. (Block 4 Range 1 South) bounded by South Market Street, South First Street, and William Street. The ownership and occupation of this adobe is associated with the name James (Santiago) Tarra. Tarra (also "Tara" or "Tavara") has yet to be identified. By 1854, a large

two-story stone (or adobe) building was constructed on the site by Morgan Schroder. The 1854 building may have been a modification of the earlier adobe.

Morgan Schroder was born in England, and after traveling to Mexico, came to California during the Gold Rush with his wife Ygnacia Rodriguez and their children, settling in Santa Clara Valley in 1850. He worked at the New Almaden mines during its formative years, and took charge of transportation of the quicksilver from the mines to Alviso for shipment. The subject property was the intermediary point in this transport route where the wagons stopped and mule teams boarded overnight at what is now the gore at South First and Market Streets. Schroder's house and a large barn were on his property.

During the first 40 years of the San Jose's Early American period, the site saw little new development. The Schroder building still existed at the time of the survey for the 1884 Sanborn Fire Insurance map but had been converted to a boarding house. In 1889, a two-story brick building, named the Taylor Building, was constructed to house apartments and stores, filling the southerly parcel on the subject site. The Schroder structure had been demolished by this time, and the remaining parcels on the subject property remained vacant until purchased by T.S. Montgomery & Son in 1913, along with all the properties along the west side of South First Street 300 feet north of William Street. In early 1915 Montgomery obtained a permit to construct the building at 455 South First Street, but soon sold the property to W. J. Temple to construct a bakery. By mid-year, Temple had his Faultless Bakery building, designed by architect William Binder, under construction. The bakery operation remained at this site until 1919. Construction on the adjacent building to the south, 465-467 South First Street, was likely begun shortly after the Faultless Bakery, as T.S. Montgomery had obtained a second building permit in the vicinity in early 1916, and the future site of the Herrold College was the only remaining undeveloped parcel within Montgomery's 1913 acquisition. The exact date and architect have not been confirmed in news accounts or building permit files.

Charles Herrold moved to the Taylor Building in 1917 after vacating the Garden City Bank Building. At the end of the war he moved into the adjacent building to the north, to 467 South First Street, where he raised his radio antenna and relicensed his broadcasting station.

By the 1930s the Taylor Building had been demolished and was replaced by a gasoline service station, a brick auto repair building, and a furniture store. Those buildings were demolished by 1963 to make way for a new Standard Oil service station.

A detailed history of the extant buildings can be found in the attached DPR523 forms within this report's appendix.

A technical narrative history with graphic illustrations of the period prior to construction of the extant buildings on the project site has been developed in an intensive-level historic-period archaeology report prepared by the authors for use by the project archaeologists. That stand-alone report is not included with this document.

## Development of Nearby Properties

The following discussion identifies nearby properties that are located within 200 feet of the project boundaries (discussion on the City park to the south is omitted). The date and use is identified for each of these properties, and their potential historical significance is explained as well as can be determined within the scope of this report. The diagram below graphically identifies these nearby properties:



	Building Name	Address	Resource Name	Yr. Built
1	Vacant	410 S. First	Garden City Paint	ca. 1920
2	Whipsaw Industrial Design	434 S. First	Bonner Stables	ca. 1895
3	Downtown Yoga Shala	450 S. First	Not determined	1900
4	Ramada Inn	455 S. First	Great Western Inn	1963
5	Decca Design	476 S. First	Not determined	ca. 1900
6	San José Stage Company	490 S. First	B.F. Goodrich Tires	1969
7	MACLA Center for Latino Arts	500 S. First	Sloan Building	1921
8	BCA Architects	505 S. Market	Eagle Body Manufacturing	1921
9	Higher Fire Clayspace	499 S. Market	Bowden Building	1922
10	Brazilian Blowout Bar	493 & 489 S. Market	Penniman & Richards	1925
11	Tate Family Auto	477 S. Market	Rose Murty Tire	1958
12	South Hall SJ Convention Ctr.	435 S. Market	South Hall	2005
13	Back Bar	418 S. Market	Prindeville Building	1927
14	Miami Beach Club	417 S. First	Not determined	1927
15	Market Auto Repair & Body	438 S. Market	Conrotto Garage	1923
16	Future brewery	439 S. First	Wright-Curtner Building	1920
17	Liquid Agency	447 S. First /448 S. Market	L'Amour Shoppe	ca. 1899
18	Vacant	451 S. First	Garden City Glass	1915

**VACANT**

Historic Name	Garden City Paint
Property Address	410 S. First St.
Assessor’s Parcel	467-47-089
Date of Construction	ca. 1920s
Architect	Not known



This large building was likely built in the late 1910s or 1920s, but has not been surveyed for historic significance. During the late 1900s, it was an open site used for fuel and feed sale, possibly related to the Bonner Stables located on the site to the south. When the building was constructed as it exists now, it was used for a number of years by Sonnichsen Autos. There appears to have been some remaining brick walls associated with the early use, as it was subject to the City’s URM program in 1992. The storefront was altered in 1996 when the building was converted to entertainment use. The building is consistent with the automobile-oriented uses that predominated in the area during the twentieth century.

**Whipsaw Industrial Design**

Historic Name	Bonner Stables
Property Address	434 S. First St.
Assessor’s Parcel Number	467-47-003
Date of Construction	ca. 1895
Architect	Not known



Currently occupied by a design firm, this 121-year-old brick building was originally occupied by Bonner Stables. It was converted to an automobile-related use during the early twentieth century consist with other new auto uses that populated the district. Bonner Stables was first identified as a historic resource in the 1970s as a part of the County of Santa Clara Historical Heritage Resource Inventory, and was included in San Jose’s early surveys during the same period. The property is listed on the San José Historic Resources Inventory as Contributing Structure (CS). The façade was altered in the mid-1990s as a part of a URM retrofit.



### Downtown Yoga Shala

Historic Name	Not determined
Property Address	450 S. First St.
Assessor’s Parcel Number	467-47-004
Date of Construction	1900
Architect	Not known



This brick building was constructed around the end of the nineteenth or early twentieth century. Originally a sheet iron and wire works, it was used later as a cabinet shop until converted to retail use as a furniture store before World War II. This storefront building had a number of occupants over the years, including Goldeens Economy Furniture, and later, National Dollar Stores. Following a URM upgrade in 1995, it was converted to restaurant/ bar use, and the façade was remodeled in 1998. By 2009, the building was converted to the present Downtown Yoga Shala. The property has not been evaluated for historic significance.

### Ramada Inn

Historic Name	Great Western Inn
Property Address	455 S. Second St.
Assessor’s Parcel Number	467-47-095
Date of Construction	1963
Architect	Not known



Built as the 64-unit Great Western Inn, today this motel is operated by Ramada Inn. Although now 53 years old, it has not been evaluated for historic significance. The original motel has been the subject of both expansion and remodeling since its occupation by Great Western.

### Decca Design

Historic Name	Not determined
Property Address	476 S. First St.
Assessor's Parcel Number	467-47-007
Date of Construction	ca. 1900
Architect	Not known



This one-story brick building has had a number of retail commercial uses since it was built late in the nineteenth century or early in the twentieth. It underwent a URM retrofit in 1993, and was converted to offices around that time, with a façade remodel in both 1991 and 1998. It is not known if the property has been the subject of a historic survey for significance.

### San José Stage Company

Historic Name	B.F. Goodrich Tires
Property Address	490 S. First St.
Assessor's Parcel Number	467-47-098
Date of Construction	1969
Architect	Not known



Built as a tire store in the late 1960s, the building replaced a Shell Oil station on the site. During the 1990s, the San José Redevelopment Agency acquired the property and funded a conversion of the building into San José Stage. Little of the original building is evident within the current theater. It is not a historic resource due to its age and lack of integrity to its original design.



**MACLA Center for Latino Arts**

Historic Name	Sloan Building
Property Address	500 S. First St.
Assessor’s Parcel Number	472-26-037
Date of Construction	1921
Architect	S. F. Powers



This large two-story concrete building was designed to house an automobile dealership and is now used by a mix of commercial and arts uses. Modern in design and located on a corner lot, historic photos show that the building was originally Mission Revival in design and has been modernized in the recent past. The building has strong horizontal lines emphasized by banding at the top of the storefront, mid-floor level, and parapet. The storefronts have been modernized with aluminum-framed windows and canvas awnings protect the glazing areas on the western exposure. The original auto access and ramp to the second floor exists along East William Street at the northeast corner of the building, and the original recessed entry has been relocated to the south end of the building. The building is listed as a Structure of Merit on the San José Historic Resources Inventory.

**BCA Architects**

Historic Name	Eagle Body Mfg.
Property Address	505 S. Market St.
Assessor’s Parcel Number	164-30-139
Date of Construction	1921
Architect	Not known



This 1921 automobile-manufacturing building has been used for a variety of commercial uses over the years. Most recently, it was the site of S&G Carpets. Identified and listed on the San José Historic Resources Inventory in 2000, it was remodeled from its Spanish Colonial Revival style and repurposed as an office building in 2009. The building has not been re-evaluated to determine if it maintains adequate integrity to remain on the Inventory.

### Higher Fire Clayspace & Gallery

Historic Name	Bowden Building
Property Address	499 S. Market St.
Assessor's Parcel Number	264-30-037
Date of Construction	1922
Architect	J. H. Powers



A concrete building constructed for Nicholas Bowden in 1922, it originally had two storefronts. It was the site of various vehicle-related uses over the years, including a battery store, auto repair shop, auto electric shop, and a farm equipment store. The integrity to its original design has not been determined, but it was listed on the San José Historic Resources Inventory in 2000 as a Structure of Merit.

### Brazilian Blowout Bar

Historic Name	Penniman & Richards
Property Address	493 S. Market St.
Assessor's Parcel Number	264-30-035/-036
Date of Construction	1925
Architect	Not known



A one-story Beaux Arts styled concrete building, it features classical ornamentation along its front parapet. It was occupied for many years by the local auto supplies and machine shop Penniman and Richards. The building has had other uses, including a water filtration shop and restaurant; more recently, it was a glass shop. The integrity to its original design is fairly original, and it was listed on the San José Historic Resources Inventory in 2000 as a Structure of Merit.

### Tate Family Complete Auto Care

Historic Name	Rose Murty Tire
Property Address	477 S. Market
Assessor's Parcel Number	264-30-034
Date of Construction	1958
Architect	Not known



Only 42 years old at the time of the Downtown Historic Resources Survey Year 2000, this building is now 58 years old. Built as a post-World War II automobile sales showroom and service facility, it was one of the last of this genre until north Stevens Creek Blvd. and Capitol Avenue became the primary auto row districts in San José. Later converted to Rose Murty Tire Service, the building has continued in use as an auto repair facility to the present. The building has not been surveyed for historical significance.

### South Hall San José Convention Center

Historic Name	South Hall
Property Address	435 S. Market St.
Assessor's Parcel Number	434-08-081
Date of Construction	ca. 2005
Architect	Not known



Constructed to temporarily expand the capacity of the San José McEnery Convention Center for five years, this tent-like structure continues to serve the facility today. It is not a historic resource due to its young age.

## Back Bar

Historic Name	Prindeville Building
Property Address	418 S. Market St.
Assessor's Parcel Number	264-30-137
Date of Construction	1927
Architect	Wolfe & Higgins



A narrow Mission Revival commercial building, this concrete building was originally a tire store, but was later used for many years as a glass and paint store. The façade has been altered over time, and has not been the subject of an integrity survey. The property was recorded in 2000 and listed on the San José Historic Resources Inventory as a Structure of Merit.

## Miami Beach Club

Historic Name	Not determined
Property Address	417 S. First St.
Assessor's Parcel Number	264-30-137
Date of Construction	1927
Architect	Wolfe & Higgins



This brick building has had a variety of uses since built. Originally an auto repair shop, it has also served as a liquor store and barber shop. One of the first SoFA buildings to be converted into the nightclub in the 1980s after the destruction of the 5-Star Bar at the corner to the north, the Cactus Club was the prime leader in bringing entertainment to the area. The building is presently not listed on the San José Historic Resources Inventory.



### Market Auto Repair & Body

Historic Name	Conrotto Garage
Property Address	428 S. Market St.
Assessor's Parcel Number	264-30-085
Date of Construction	1923
Architect	Not known



This one-story building was designed as an auto showroom built by John A. Conrotto in 1923. Conrotto was the owner and builder of several auto garage-type structures located along the south of San Carlos Auto Row in the 1920s and 1930s. The first occupants of the building were Star Car dealers Cameron & McDonald. By the early 1930s, the building was still owned by Conrotto, but was leased to the San Jose Motor Company. Subsequent tenants included G. W. Clanton, furniture dealer and auctioneer, and A. R. Klein, auto parts. The building, however, has been remodeled and it cannot be determined if the original façade remains intact under the current design. It was listed on the San José Historic Resources Inventory in 2000 as a Structure of Merit.

### Zero One Garage

Historic Name	Wright-Curtner Bldg.
Property Address	439 S. First St.
Assessor's Parcel Number	264-30-086
Date of Construction	1920
Architect	Wolfe & Higgins



This single-story concrete building was designed as an automobile dealership as part of San José's early auto row, and is currently used as a gallery space. W. J. Curtner, treasurer of the Home Union, a general merchandise market at Market and Post Streets, and R. M. Wright, an attorney, constructed the building at 429 South First Street in 1920. The firm of Wolfe & Higgins designed the building. E. L. Wolfe was the contractor. By 1921, this was the location of the Auto Electric Service, operated by W. J. Shenk and J. O. Mudgett. The building has recently been remodeled and maintains a good level of integrity to its original design. It is listed as a Structure of Merit on the San José Historic Resources Inventory.

### Liquid Agency

Historic Name	L'Amour Shoppe
Property Address	447 S. First St.
Assessor's Parcel Number	264-30-087
Date of Construction	ca. 1899-1915
Architect	Not known



This property is made up of a two story building addressed as 447 South First St. and a rear addition addressed as 448 South Market St. The current office's storefront is located at 448 South Market Street. 447 South First is a two-story brick building that was originally constructed by Albert Schroder and pre-dates the post-1906 commercial development of the area. It is one of the few brick Victorian commercial structures remaining in downtown San José. By 1915, the rear addition to the west had been constructed and housed a plumbing and sheet metal works, with the plumbing store on South First Street. In 2014, the building was converted to its current use as office space for an advertising agency. The ground-floor storefronts have been extensively altered. The property is listed as CS on the Historic Resources Inventory.

### Vacant

Historic Name	Garden City Glass
Property Address	451 S. First St.
Assessor's Parcel Number	264-30-088
Date of Construction	ca. 1915
Architect	Not known



This property is presently vacant and has storefronts on both South First and South Markets Streets. It was constructed about 1915, and housed the Garden City Glass Company through the 1930s. After World War II, it became the office of the Veteran's Administration. This one-story brick commercial structure has a flat roof, and a rectangular brick panel located over a single transom storefront. The property is listed as a Structure of Merit on the Historic Resources Inventory.



## Physical Context

The introduction of the automobile into the San José metropolitan area during the first half of the twentieth century had a profound effect on the physical development of the downtown core which continues to the present time. The first automobiles appeared in Santa Clara Valley in the late 1890s, where several pioneering automobile factories - the first in California - established in San José shortly after 1900. Clarence Letcher is well known as a leader in promoting the automobile, opening the first “garage” in the West in 1900, and in 1902 opening the first gasoline service station. A limited number of dealerships/garages were first developed in the North First Street area where Letcher pioneered this new building type.

The Santa Clara County Auto Club had 45 members by 1902, and San Jose’s first auto show took place in 1909. By 1918, San José had 36.7 miles of paved streets, which increased to 180 miles by 1928, reflecting a large increase in automobile usage during the 1920s. By 1930, San José had the greatest weekday auto traffic count in the state and was the only California city whose weekday traffic count exceeded that of holidays. With increased automobile competition, streetcar lines were abandoned during the 1920s and 1930s and were replaced by private bus lines.

Early automobile uses were not geographically concentrated, but by the 1920s, a large number of showrooms, garages and service businesses began to appear within the South First and South Market Street area. During this time, San Jose’s downtown expanded south along First Street, primarily through the efforts of developer T. S. Montgomery. The block directly south of San Carlos Street became the distinctive edge of the dense urban core of construction, with the building of the St. Claire Hotel, the St. Claire Building, the California Theatre (Fox), the Dormann Building, the Prussia Building and other related infill buildings on this block. South of this urban edge, new lower density development occurred rapidly that served to accommodate the expanding automobile industry after World War I, and a district was created at that time of one- and two-story concrete and brick structures framing the area around Gore Park (now Parque de Pobladores).

## Architectural Context

Both of the buildings of which the facades are to be incorporated into the proposed project, 455 and 465 South First Street, are modest commercial designs with classical influences. 455 South First Street was designed by architect William Binder, San Jose’s most prominent and influential commercial architect from the first half of the twentieth century. Although the architect of 465 South First Street has not been identified, given the ownership and timing, it is likely that Binder designed this building as well.

## William Binder, Architect

Having begun his training as an apprentice in San José with architect George W. Page in 1890, San Francisco native William Binder (1871-1953) first worked in partnership with architect J. Fairly Weiland, and subsequently established his own architectural business in San José about 1897. By the early twentieth century Binder had established himself as a commercial and institutional architect with a number of important local commissions such as San José's New Century Block (1901), Carnegie Library (1903), Alcantara Building (1903), Unique Theater (1903), and the José Theater (1904). He was selected in 1904 to design the County's exhibition building at the St. Louis World Fair and in 1905 the Santa Clara County Hall of Justice. These projects launched a career that spanned 60 years, and established his firm as the most prominent commercial architectural firm in the South Bay area during the first half of the twentieth century. During his years as an architect, he designed many of San José's significant commercial buildings, many for T. S. Montgomery, the downtown's most prolific developer. He partnered with Everett Schumacher in the Garden City Bank building in 1906 - one of San José's first "tall" buildings - and then again with the Art Nouveau Douglas apartment building in 1908.

Binder named Ernest Curtis, who as a draftsman had first worked for Binder in 1911 when he designed the Montgomery Hotel, as a partner in 1918. With Curtis, they designed the YMCA (1913), the Twohy Building (1917), the Hippodrome Theater (1919), Christian Assembly Church (1923), and the Commercial Building (1926). Other substantial buildings now demolished included the Music & Arts Building at Notre Dame (1899), State Capitol Replica (1900), Palo Alto's First Baptist Church (1900) Santa Clara High School (1905), Lowell School (1907), Elks Club Building (1913), Burrell Building (1913), the DeLuxe Theater (1913), and Sunsweet Office Building (1917). During the 1930s and into the early 1950s, William Binder went into partial retirement, with Curtis heading the firm until the mid-1950s, culminating in the firm's management of the North First Street Civic Center project.

## Context for Project Design Related to Historic Resources

The project proposed to demolish the two buildings at 455 and 465 South First Street leaving the façades intact along South First and South Market Streets. This project design methodology is referred to in the context of architectural design and historic buildings as "façadism" and sometimes "façadectomy."

The above terms are often used in a pejorative sense, but describe new, larger buildings that incorporate only the thin exterior façades of historic buildings, and which do not preserve either the exterior massing of the historic buildings or the original three-dimensional interior space.

As the burgeoning historic preservation movement expanded its focus from house museums into commercial construction projects in the late 1970s and early 1980s, the creative reuse of historic façades as exterior shells was part of an experimental

preservation/rehabilitation design approach. One early example of this was the ZCMI store in downtown Salt Lake City, completed in the mid-1970s. It was designed so that the historic cast-iron façade was structurally preserved as a free-standing screen, separated from the glass-curtain-wall façade and front entrance plane of the new shopping mall behind it. Facing St. James Square in San José (152 N 3rd St.), an early local example of a façade project is represented by the classical 1909 Eagles Hall portico that was disconnected from its historic building and now acts as a façade for a multi-story tower.

Soon after the practice began, criticism followed. One significant early reference to “façadism” was by Paul Goldberger, the Pulitzer-Prize-winning architectural critic at *The New York Times*. In 1985, he generally panned the practice, saying, “But while façadism pretends to a certain earnestness, it is at bottom rather pernicious. For the compromise it represents is not really preservation at all. To save only the façade of a building is not to save its essence; it is to turn the building into a stage set, into a cute toy intended to make a skyscraper more palatable...” He continued, with some vehemence, “To turn an older building of distinction into a fancy front door for a new tower is to respect neither the integrity of the new [nor] that of the old, but to render both buildings, in a sense, ridiculous.” In publication after publication, slightly before and continually after Goldberger’s article, other journalists and preservationists condemned the approach. Rarely was a project involving façadism considered either “good” preservation or “good” new design. Rather, the projects forced together “good” economics and “not-so-good” design solutions.

The practical acceptability of a project perceived as a “façadectomy” has always been couched in the terms of “compromise.” A compromise is found between the value of an older building to its community as a landmark and the economic and societal changes that are valued by the same community. A recent Columbia University Preservation thesis project asserts that understanding might come from “...[moving] away from opinions and notions that façadism is “bad” preservation and instead look at its evolution and relation to the politics and tensions between preservation, development, and government.” While a British architectural critic writes, “But if less stress is placed on the holy grail of architectural integrity, if buildings are seen partly as theatre and sculpture – and some of the severest mid-20th century architecture is best appreciated as sculpture – then façadism may make more sense.” Even Paul Goldberger notes, after roundly condemning the practice, “This is not to say that there are not cases in which old and new construction cannot be combined successfully.”

Authenticity and development can be combined (not compromised) in the reuse of historic properties. An historic building combined with a much larger new building is compatible when the outcome, viewed as a fully realized architectural composition, is integrated and balanced according to accepted architectural design principles. The general terms “unity and harmony” are often used as the greater architectural (not only historic preservation) goals. Specific principles that are addressed in a unified design

include: compatible form, shape, massing, scale, proportion, and visual balance, composed spatial relationships, compatible lines and flow, as well as compatible materials, textures, and colors.

## Policy and Regulatory Context

A number of guidelines pertaining to regulatory context were used in the preparation of this report and project assessment. For an understanding of historic significance under the California Environmental Quality Act, the California State Historic Resources Commission's requirements for listing on the California Register of Historical Resources, and the City of San Jose's Historic Preservation Ordinance (Chapter 13.48 of the Municipal Code) were considered in evaluating or re-evaluating two of the properties within the project site. An analysis of the properties under the City of San Jose's Evaluation Rating System was included as required by the City to determine the relative historic importance of those buildings.

Additionally, the San José Envision 2040 General Plan Goals and Policies, as well as other policies and plans related specifically to the project are addressed in the following section. Policies and regulations in the City's General Plan and the Historic Preservation Ordinance have been adopted for the purpose of avoiding or mitigating cultural resource impacts resulting from planned development.

### General Plan Goals and Policies

As outlined in the Envision 2040 General Plan Update, historic sites and structures provide an educational link to San Jose's past; they foster a sense of place and community identity for San José. The preservation of appropriate remnants provides multiple benefits important to the health and progress of the city.

The proposed project would be subject to the following General Plan Policies:

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

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-13.13 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-13.15 Implement City, State, and Federal historic preservation laws, regulations, and codes to ensure the adequate protection of historic resources.

EC-2.3 Require new development to minimize vibration impacts to adjacent uses during demolition and construction. For sensitive historic structures, a vibration limit of 0.08 in/sec PPV (peak particle velocity) will be used to minimize the potential for cosmetic damage to a building. A vibration limit of 0.20 in/sec PPV will be used to minimize the potential for cosmetic damage at buildings of normal conventional construction.

## **San José Municipal Ordinance Requirements**

Under the City of San José Historic Preservation Ordinance (Chapter 13.48 of the Municipal Code), preservation of old historic or architecturally worthy structures and neighborhoods which impart a distinct aspect to the City of San José and which serve as visible reminders of the historical and cultural heritage of the City of San José, the state, and the nation, is promoted in order to stabilize neighborhoods and areas of the city; to enhance, preserve and increase property values; carry out the goals and policies of the city's general plan; increase cultural, economic, and aesthetic benefits to the city and its residents; preserve, continue, and encourage the development of the city to reflect its historical, architectural, cultural, and aesthetic value or traditions; protect and enhance

the city's cultural and aesthetic heritage; and to promote and encourage continued private ownership and utilization of such structures.

The landmark designation process itself requires that findings be made that proposed landmarks have special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that designation as a landmark conforms to the goals and policies of the General Plan. The following factors can be considered to make those findings among other relevant factors:

1. Its character, interest or value as a 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;
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

### **City Council Policy on Preservation of City Landmarks**

On December 8, 1998, the San José City Council adopted a policy on the preservation of historic landmarks. The policy was amended on May 23, 2006. The purpose/intent of the policy is:

*Historically and architecturally significant structures, sites, and districts provide an irreplaceable link to the City's past, enrich the present and future with their rich tradition and diversity, and add inestimable character and interest to the City's image. Preservation of structures, sites, and districts is a part of the San José General Plan Urban Conservation/Preservation Major Strategy. At a strategic level, preservation activities contribute visual evidence to a sense of community identity that grows out of the historical roots of San Jose's past.*

*It is the policy of the City of San José that candidate or designated landmark structures, sites, or districts be preserved wherever possible. Proposals to alter such structures, sites, or*

*districts must include a thorough and comprehensive evaluation of the historic and architectural significance of the structure, site, or district and the economic and structural feasibility of preservation and/or adaptive reuse. Every effort should be made to incorporate candidate or designated landmark structures into the future plans for their site and the surrounding area and to preserve the integrity of landmark districts.*

The policy is applicable to this project, and the “Early Public Notification of Proposals to Alter or Demolish a Candidate or Designated Landmark Structure, or to Impact the Integrity of a Historic District” has been met with the inclusion of this topic to the agenda and the ensuing discussion of this project at the December 2, 2015 meeting of the San José Historic Landmarks Commission. Other requirements such as public input and City Council review, preparation of complete information regarding opportunities for preservation, and making findings justifying alteration or demolition of a landmark structure must be met to be consistent with the policy purpose and intent.

### City of San José Evaluation Rating System

The Evaluation Rating Sheets attached to the DPR523 forms tally the two structures at 455 and 493 South First Street according to a numerical rating system developed by staff of the Planning Division.

Based upon the criteria of the City of San José Historic Preservation Ordinance, the San José Historic Landmarks Commission has established a quantitative process, based on the work of Harold Kalman (1980), by which historical resources are evaluated for varying levels of significance. This historic evaluation criterion, and the related Evaluation Rating Sheets, is utilized within the Guidelines for Historic Reports published by the City’s Department of Planning, Building and Code Enforcement, as last revised on February 26, 2010.

Although the criteria listed within the Historic Preservation Ordinance are the most relevant determinants when evaluating the significance of historic resources in San José, the numerical tally system is used as a general guide for the identification of potential historic resources. The “Historic Evaluation Sheet” reflects the historic evaluation criteria for the Registers as well as the City’s Historic Preservation Ordinance, and analyzes resources according to the following criteria:

- Visual quality/design
- History/association
- Environment/context
- Integrity
- Reversibility

A rating with numerical “points” is assigned by a qualified evaluator according to the extent to which each building meets the criteria listed above.

33- points	Structure of Merit (SM)
1-32 points	Evaluated and found to be non-significant

The numerical rating system is not used to determine eligibility of a property for City Landmark designation.

## Historic Preservation Permits

Any work to be performed on a city landmark must be undertaken with a Historic Preservation Permit, obtained from the Director of Planning, Building and Code Enforcement. Work includes construction, reconstruction, alteration, basic color change, repair, rehabilitation, restoration, remodeling, or any other change to the exterior, and includes installation of new or additional pavement or sidewalks or the erection of new or additional structures, and demolition, removal, or relocation of any structure or portion. The director or city council on appeal must base their action on Municipal Code Section 13.48.240 as enumerated below:

*A. In taking action on an application for an HP permit, the director or the council on appeal shall consider the comments and recommendations of the historic landmarks commission as well as hear and consider all evidence presented to him or it at the public hearings. The director or the council on appeal shall also consider, among other things, the purposes of this chapter, the historic architectural value and significance of the landmark or of the district, the texture and material of the building or structure in question or its appurtenant fixtures, including signs, fences, parking, site plan, landscaping, and the relationship of such features to similar features of other buildings within an historic district, and the position of such buildings within an historic district, and the position of such building or structure in relation to the street or public way and other buildings or structures.*

*B. If the director or the council on appeal finds that, subject to such conditions as they may impose, the work will not be detrimental to an historic district or to a structure or feature of significant architectural, cultural, historical, aesthetic, or engineering interest or value and is consistent with the spirit and purposes of this chapter, the director or the council on appeal shall issue such HP permit subject to such conditions as they deem reasonably necessary to secure the purposes of this chapter.*

*C. If the director or the council on appeal finds that the work will be detrimental to an historic district or to a structure or feature of significant architectural, cultural, historical, aesthetic or engineering interest or value or is inconsistent with the purposes of this chapter, despite any conditions that the director or the council on appeal may impose, the director or the council on appeal shall deny such HP permit, except as provided in Section 13.48.260.*

## California Environmental Quality Act (CEQA)

The California Environmental Quality Act (CEQA) requires regulatory compliance in regard to projects involving historic resources throughout the state. Under CEQA,



public agencies must consider the effects of their actions on historic resources—a project that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment (Public Resources Code, Section 21084.1).

The CEQA Guidelines define a significant resource as any resource listed in or determined to be eligible for listing in the California Register of Historical Resources (California Register) (see Public Resources Code, Section 21084.1 and CEQA Guidelines Section 15064.5 (a) and (b)).

The California Register of Historical Resources was created to identify resources deemed worthy of preservation and was modeled closely after the National Register of Historic Places. The criteria are nearly identical to those of the National Register, which includes resources of local, state, and regional and/or national levels of significance.

Under California Code of Regulation Section 4852(b) and Public Resources Code Section 5024.1, an historical resource generally must be greater than 50 years old and must be significant at the local, state, or national level under one or more of the following four criteria:

1. It is 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. It is associated with the lives of persons important to local, California, or national history.
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master or important creative individual, or possesses high artistic values.
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation.

Properties of local significance that have been designated under a local preservation ordinance (local landmarks register or landmark districts) or that have been identified in a local historical resources inventory may be eligible for listing in the California Register and are presumed to be historical resources for the purposes of CEQA unless a preponderance of evidence indicates otherwise (Public Resources Code, Section 5024.1g; California Code of Regulations, Title 14, Section 4850).

### Integrity

California Code of Regulations Section 4852(c) addresses the issue of “integrity” which is necessary for eligibility for the California Register. Integrity is defined as “the authenticity of an historical resource’s physical identity evidenced by the survival of characteristics that existed during the resource’s period of significance.” Section 4852(c) provides that historical resources eligible for listing in the California Register must meet one of the criteria for significance defined by 4852(b) (1 through 4), and retain enough of

their historic character of appearance to be recognizable as historical resources and to convey the reasons for their significance. Integrity is evaluated with regard to the retention of location, design, setting, materials, workmanship, feeling, and association. It must also be judged with reference to the particular criteria under which a resource is proposed for eligibility. Alterations over time to a resource or historic changes in its use may themselves have historical, cultural, or architectural significance.

## **Policies Involving Design Review of Historic Properties**

These principles are embedded in the *Secretary of the Interior's Standards for the Rehabilitation of Historic Properties*, primarily in Standard 9, and also in Standards 1 and 2, and, to some extent, Standard 10. These principles are also noted in the draft *2004 Draft Downtown San José Historic Guidelines*. To avoid appearing compromised, a new building, added to a historic building and/or historic façade, must be fully integrated in design. The alteration of a significant historic landmark in San José is expected to create an authentic presentation of, and compatible blending of, these design principles.

### **Secretary of the Interior's Standards**

A project that meets the *Secretary of the Interior's Standards for the Treatment of Historic Properties* (Standards) is considered to have a "less than significant" impact on the environment. The Standards include language about additions and alterations to a property.

### **City of San José Draft Downtown Historic Resources Design Guidelines**

The *2004 Draft San José Downtown Historic Design Guidelines* (Guidelines) provide relevant criteria for addressing new construction added to and adjacent to historic landmarks, as well as providing specific guidelines for the rehabilitation of historic properties. The Draft Guidelines are applicable to this property, as it is within the downtown core area. The Draft Guidelines have been used to inform the Secretary of the Interior's Standards Review, and are attached as an appendix to this report.

## **Evaluation for Historic Significance**

The building at 455 South First Street was listed on the San José Historic Resources Inventory in 1992 as a Structure of Merit. In 1999 the building underwent repairs to its unreinforced masonry walls and at least a portion of the roof, and in 2004 the interior walls were removed and replaced as a part of tenant improvements. In 2005 new windows and doors were permitted and installed at the façades. During the site visit, it was observed that the changes have not caused the building to lose eligibility as a Structure of Merit, as the integrity of the original building and the significant character-defining features appear to generally remain intact.

The building at 465 South First Street was designated a San José City Landmark in 1992. In 2000 a rehabilitation design was prepared by Jerome King Architect, and reviewed for

consistency with *the Secretary of the Interior's Standards* by Architectural Resources Group. ARG found the project consistent with the Standards. Because of this analysis and consistent with the site visit observations, changes to the building have preserved the integrity of the building so that it would continue to qualify as a City Landmark. Note that Building Permit 00-056510 confirms that the roof was replaced in 2000.

The building at 493 South First Street was evaluated as a part of this study, and not found to qualify for the San José Historic Resources Inventory, or as a candidate City Landmark. As such, it does not qualify for listing on the California Register of Historical Resources.

### Period of Significance

The Period of Significance for the Herrold College City Landmark structure is 1918-1925, the years in which Charles Herrold operated his school and laboratory at 465-467 South First Street.

The Period of Significance for the Hegerich & Kemling Auto Sales building (Faultless Bakery) is 1915, the period when William Binder designed the building and when it was constructed.

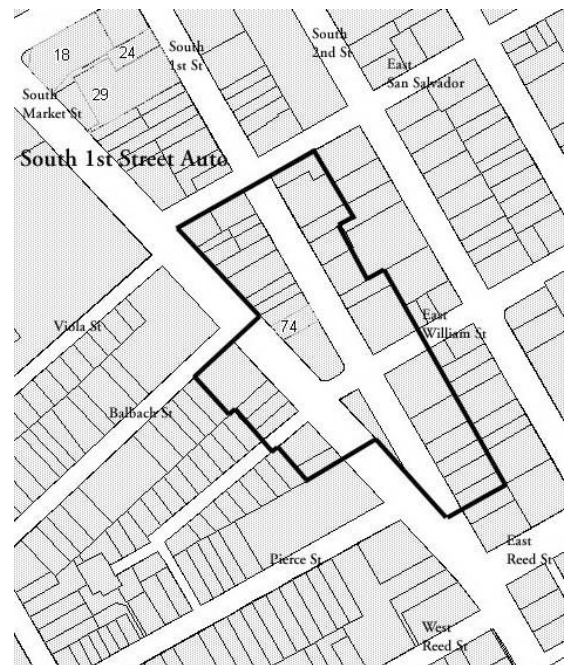
### Analysis of Potential Historic District

While automobile businesses later permeated the downtown frame, this area has remained an intact physical representation of this era in the development history of San José.

This area has maintained a continuity of building type. The Market Gateway project at South Market Street and Pierce Street on the site of the St. Claire Motors building and the demolition of the Piccetti Auto Dealership building at South Market and Viola Streets where South Hall exists today were the only encroachments into the area. Both demolitions occurred prior to preparation of the potential district boundaries in 2000.

Most of the buildings lack individual levels of architectural distinction that would qualify them for listing on the San José Historic Resource Inventory or as City Landmark structures; however, as a group, they convey a sense of place with a recognized level of historical significance.

The potential historic district was identified within the Downtown San José Year 2000 Historic Resources Survey, and its character previously noted in prior surveys as a part of the establishment of the Market Gateway Redevelopment Area.



The South First Area Strategic Development Plan, prepared by Field Paoli and the 29-member SoFA Committee for the San José Redevelopment Agency in 2002, looked at the larger 15-20 block area that is SoFA that had previously been identified in “Strategy 2000: San José Greater Downtown Strategy for Development.” The primary aim of the SoFA Plan was to realize SoFA as a unique and distinct place within San José.

The SoFA Plan found the area rich in a cultural history that can be found in a number of remaining historic buildings:

*The historic character of SoFA can be maintained with the new development, establishing in the process an identity that will not be similar to any new development in the country. Historic character is related to the scale of existing parcels and buildings, as well as the relationships of buildings and their uses to the streets. Larger new building projects can coexist and be compatible in design with quite small historical structures...*

*At present, one of the unique qualities of SoFA is the assemblage of buildings with small footprints concentrated in its core. Small floor plates ensure a streetscape with numerous building frontages, a streetscape with a street façade of great visual variation. Such buildings incorporate qualities that should continue to be a part of the identity of SoFA. Add an eclectic mix of architectural styles to distinct streets with small shops and establishments with relatively transparent façades, and SoFA has rich visual interest at the street level and at the first levels above the street.*

Among Urban Design Concepts adopted in the SoFA Plan, the Plan encourages:

*Create a sense of historic continuity by preserving older structures and adding new buildings: The historic landmarks of the SoFA district must be maintained to provide a sense of historical continuity. Historic buildings form a distinct part of a community’s collective memory, act as landmarks and help identify a district. In SoFA, the buildings along First Street, with old and renovated façades display a distinct “storefront” character that gives the place a certain uniqueness and intransience.*

## Project Assessment

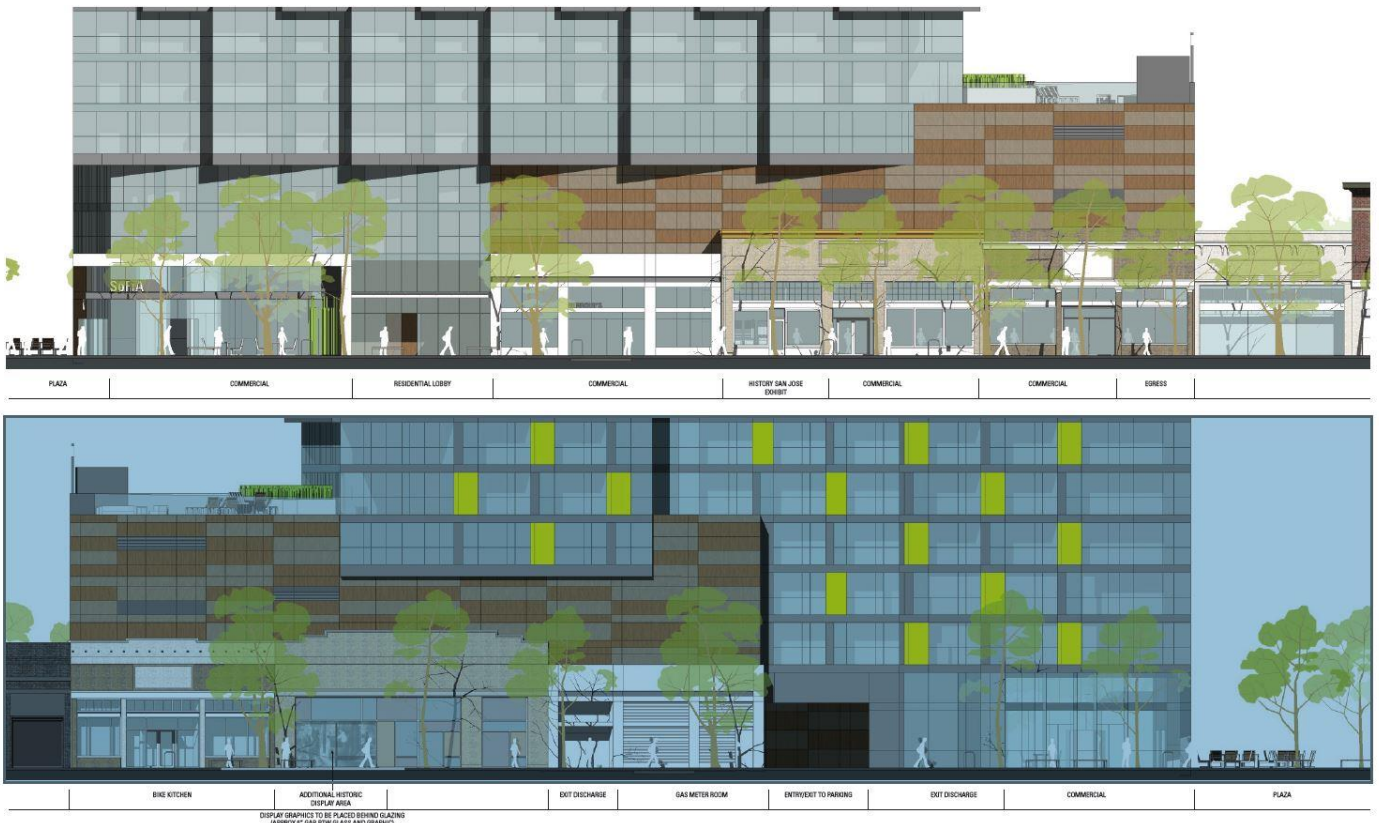
The reviews in this report are based on: Gateway Tower Site Development Permit Submittal – Full Set, dated July 6 2016, by Kwan Henmi Architecture/Planning, 456 Montgomery Street, Suite 200, San Francisco, CA 94104 for The CORE Companies, 470 South Market Street, San José, CA 95113.

The project site was not specifically addressed as a redevelopment site in the Downtown Strategy 2000 FPEIR, which anticipated that future redevelopment within the Downtown would rehabilitate historic resources to meet the Secretary of Interior’s Standards for the Rehabilitation of Historic Resources.

The subsequent assessment analyzes specific environmental impacts of the partial demolition of the Herrold College City Landmark building and construction of a residential tower above the retained building facades.



The proposed design is analyzed for architectural design principles related to adaptive reuse, in the *Secretary of the Interior's Standards* review and *Draft Downtown Historic Resources Design Guidelines*. The following sections discuss the compatibility of the historic and proposed buildings with respect to massing, materials, detailing, scale, size, proportion, and more. In those analyses, the proposed design is shown to be overwhelming in size and massing with respect to the historic buildings, include no similar materials as the landmark or surrounding historic fabric, have no trim or materials in a related scale, and create irreversible damage to the historic fabric of the buildings on the site.



*Conceptual street elevations, Kwan Henmi Architecture/Planning, July 5, 2016*

The historic façades are proposed to be stripped into their physical planes and stabilized with gunite, with none of the larger three-dimensional historic building forms (floor, roof, side walls) remaining. The face materials of the proposed high-rise elevations will generally align with and infill the historic exteriors, with proportionally shallow offsets at the historic parapets to provide spatial understanding of the historic building and the depth of its masonry construction. Large-scale, faux wood paneling is proposed at the edges of the brick, to create a sense of differentiation. The new design is proposed to make the historic buildings appear as flat as possible within the remainder of the new façades, including installing smooth, white, metal-paneled walls to the side of the brick and a checkerboard of wood-grain phenolic paneling above.

The proposed interiors of the building emphasize the flatness of the reuse of the historic façades. Not all of the symmetrical exterior opening pattern and the large display windows are not proposed to be used as they were historically. Specifically, not all the proposed interior spaces are aligned on the South First Street side of the building at 455 South First St. On the South Market Street side of the building, the façade of the landmark Harrold College building will be extant but boarded up, in essence, to accommodate the parking garage ramps on the interior. In section, the floor heights have little to do with the historic exterior dimensions, and large structural columns are placed within feet of the display windows.

The project does not physically separate or enhance the historic buildings by using all the building entrances or other significant design elements. The associations and meaning of the historic buildings would be lost in this project. The proposed balance of historic form and material is not harmonious as a composition within the larger proposed project. The flatness and disutility of the proposed overall façadism is inconsistent with both the *Secretary of the Interior's Standards for the Treatment of Historic Properties*, and the *Downtown Historic Resources Design Guidelines*.

## Secretary of the Interior's Standards Review

The Secretary of the Interior's Standards for Rehabilitation (Standards), originally published in 1977 and revised in 1990, include ten standards that present a recommended approach to repair, while preserving those portions or features that convey a resource's historical, cultural, or architectural values. Accordingly, Standards states that, "Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values." Following is a summary of the review with a list of the Standards and associated analysis for this project and its potential impact on the listed historic landmark and the potentially eligible landmark historic district:

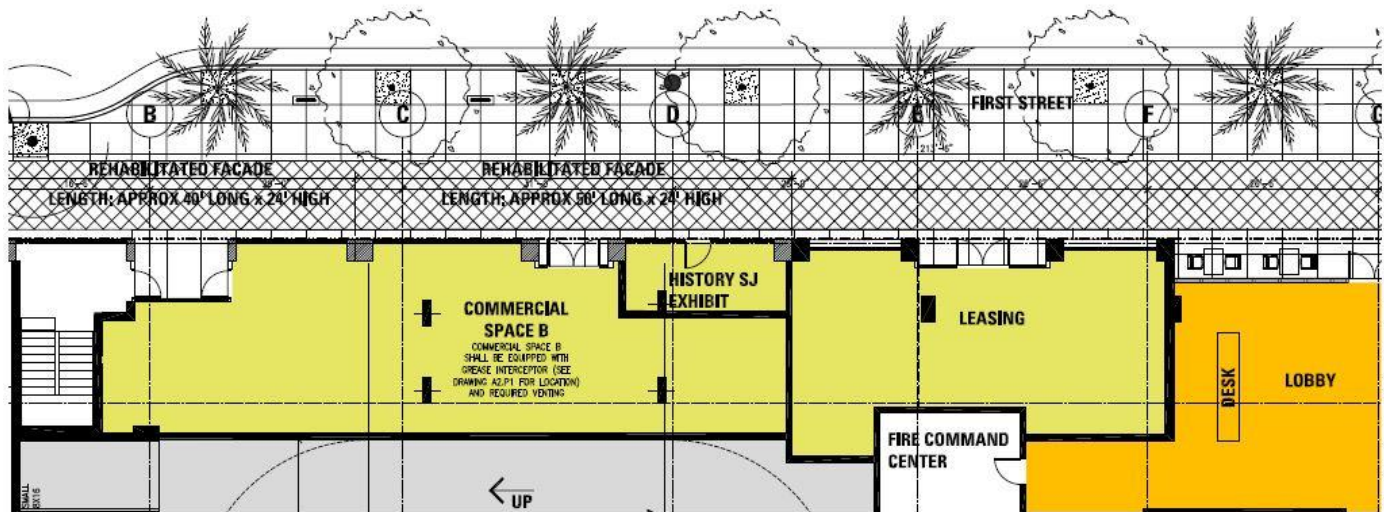
### STANDARD 1

*"A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships."*

**Analysis:** In general, a project that meets the subsequent nine Standards can be considered to meet this Standard as well. A proposed project that preserves significant historic fabric, provides a compatible new design, and is potentially reversible in the future can be considered to have a compatible use. In this case, the use of the site will be changed substantially, and Standard 1 can be analyzed independently, as well as with regard to the other standards.

In the proposed project, not all the interiors of the historic buildings will be used as adjacent, discrete commercial spaces. Instead, the paired façades of the landmark Herrold College Building, as well as the paired façades of the neighboring structure of

merit, the Hegerich & Kemling Auto Sales building, will become exterior elements of a much larger building that offers limited correlation between the interior and exterior designs. The original buildings' footprint, between the historic façades, will include: a multi-story parking garage and its circular ramp; a wide, shallow retail space on the east; exit stairs in the northeast corner; a shallow bike kitchen space on the west, and other modern uses, along with a small, shallow, historic exhibit space. The upper floors on the same footprint include parking garage area, and there will be a swimming pool and open space on the roof. The proposed interior wall placement is not associated with the historic building widths. The proposed depths of the proposed perimeter spaces do not correspond with the (full-block) depth of the historic buildings.



*Ground floor plan showing exhibit area, Kwan Henmi Architecture/Planning, July 5, 2016*

These changes will be perceptible from the exterior because of the interaction of the interior space and the historic exterior openings:

- A proposed shallow commercial space “B” will span across the former party wall of the adjacent historic buildings and use half of each of the former historic entrance doors for its entry. The width of the retail space will be perceptible from the exterior, based on the use of the display windows and signage at the doorways.
- A proposed exit stair and exit door will take up half of the east façade of the Structure of Merit Hegerich & Kemling Auto Sales Building. A recessed back wall and a pair of side doors will be installed where the symmetrical historic entrance once was.
- The entire west façade of the Herrold College Building will need to be closed literally and visually, as the parking garage ramp will be located behind it.

- The west façade of the Hegerich & Kemling Auto Sales Building is shown as being a full-width cooperative bicycle space that is, however, wedge-shaped in plan and less than 8' deep at one end, a non-historic spatial design element.

The perimeter retail space is consistent with the neighborhood. The use of the property for a multi-story development that includes many floors of housing, a number of levels of parking garage floors and circulation, and the perimeter service areas, is not consistent with the historic automobile-oriented neighborhood identified as an eligible historic landmark district in the Historic Resources Survey Downtown San José Year 2000 and in the South First Area (SoFA) Strategic Development Plan of 2002. Part of the "Vision" of the SoFA plan says:

*"At present, one of the unique qualities of SoFA is the assemblage of buildings with small footprints concentrated in its core. Small floor plates ensure a streetscape with numerous building frontages, a streetscape with a street façade of great visual variation. Such buildings incorporate qualities that should continue to be a part of the identity of SoFA. Add an eclectic mix of architectural styles to distinct streets with small shops and establishments with relatively transparent façades, and SoFA has rich visual interest at the street level and at the first levels above the street."*

Proposed in the current design is a unified and enlarged footprint, with increased, expanded, and reconfigured uses. This arrangement of uses is not fully consistent with the goal of great visual variation, nor is the proposed project, on South Market Street, compatible with the concept of "small shops and establishments with relatively transparent façades." The uses proposed are not fully compatible in size and rhythm with the massing, size, and pedestrian scale historically and recently evident within the area.

The proposed project is not fully compatible with Standard 1.

## STANDARD 2

*"The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided."*

**Analysis:** The spatial relationships and spaces embodied in the historic design are impacted by the proposed interior demolition and new construction. The historic landmark building is an unusual through-block (double-sided) commercial parcel, with an historic brick façade at each streetscape and a rectangular commercial space that spans the block between them. The alteration of the interior spaces of the building, the alteration of the three-dimensional exterior elements, and the insertion of large-scale interior spaces, would separate the two façades literally, physically, and figuratively, so that they no longer embody the spatial relationship that spans the block.

The succession of through-block buildings from San Salvador Street to William Street is an historic characteristic of the wedge-shaped block between Market and First Streets.



This array of smaller retail spaces is a pattern of the SoFA area and is at the core of the identified potential South Downtown Area Automobile District. The demolition of the interior walls and the alteration of the interior alignments at the two historic buildings in this project would create an interruption in this rhythm.

The proposed project is not consistent with Standard 2.

### STANDARD 3

*“Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other historic properties, will not be undertaken.”*

**Analysis:** There are no changes proposed that might be mistaken for original features. The proposed new construction materials are shown to be “wood-grain phenolic paneling”, “white metal paneling”, “clear glazing”, and “glazed-panel window walls”, “glazed spandrels”, and “dark grey metal panels”. These modern materials are shown with a modernist vocabulary and scale.

The project is consistent with this Standard.

### STANDARD 4

*“Changes to a property that have acquired historic significance in their own right will be retained and preserved.”*

**Analysis:** For this report, it is understood that no existing changes to the buildings have acquired historic significance in their own right. At the Landmark Herrold College Building, specifically, the listed character-defining features are part of the original design and the later alterations are considerably more recent.

The potential automobile historic district has not been analyzed to the extent that a Period of Significance has been identified. Therefore, elements associated with historic significance over time cannot be identified or analyzed in this report.

The project is consistent with this Standard.

### STANDARD 5

*“Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.”*

**Analysis:** The primary features, finishes, and construction techniques or examples of craftsmanship that characterize the Herrold College Building façades are generally shown to be preserved in this proposal; therefore, the project is generally consistent with this standard. Specifically illustrated on the application plans (but not called out specifically) are: the glazed-brick façade walls, piers, and cornice band, the upper cornice facing South First Street, the decorative basket-weave brick upper wall panel, the east-facing ribbed-glass transom windows. None of the elements are shown altered or noted to be replacements, so it can be assumed that the building permit application will

show all original fabric and craftsmanship (such as brick laying and wood window trim).

The project is in compliance with Standard 5 at a planning design level. With the incorporation of recommended clarifications and specific rehabilitation details in the future permit submittals as noted in the proposed mitigations, the project would be expected to remain consistent with this standard.

## STANDARD 6

*“Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.”*

**Analysis:** At this Site Development Permit level of design, the project plans do not specifically address the replacement of deteriorated features at the historic building, nor do they include a general language that addresses this aspect of the project as a historic preservation project. Note that the buildings are not in a condition of disrepair in general, so the identification of deteriorated elements must be undertaken as a part of the permitting process, and should be reviewed prior to the building permit phase.

With the incorporation of recommended general notes and detail clarifications in the future permit submittal drawings, the project is expected to be consistent with this standard.

## STANDARD 7

*“Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.”*

**Analysis:** At this Site Development Permit level of design, no chemical treatments are shown as proposed in this project. It is recommended that all proposed preservation treatments (e.g., brick cleaning, epoxy wood consolidant and paint preparation techniques), be identified and reviewed for compliance with preservation principles, prior to approval of the building permit submittal set.

The backs of the brick façades are shown to be stabilized with shotcrete. This physical treatment is not damaging to the exterior of the historic walls; however, the treatment will not be reversible (see also Standard 10).

The project is in compliance with Standard 7 at a planning design level.

## STANDARD 8

*“Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.”*

**Analysis:** Mitigation measures if any for potential archeological resources are outlined in a separate report by others.

Assuming any necessary mitigation measures are incorporated into the project, the proposed project would be consistent with this Standard.

## STANDARD 9

*“New additions, exterior alterations or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.”*



2 Perspective showing relationship of tower to existing building facades, Kwan Henmi Architecture/Planning, July 5, 2016

**Analysis:** Although the project drawings illustrate the preservation of the bulk of the historic façades, per this standard, the proposed new addition will destroy historic materials and spatial relationships that characterize the property. Specifically, the size and configuration of the addition will require the removal of the majority of the three-dimensional components of the historic buildings. The side walls, floors, and the bulk of the historic roof areas, will be removed and the façades will be stabilized and incorporated into the larger high-rise façade design. The spatial correlation of the paired façades will be lost when the historic interiors no longer physically connect the outer walls together. It is understood that some of the historic structural components have been replaced over time, but the roof, party walls, and roofs are the main outer components of the historic massing and significant spatial relationships that will be lost in this project.

The proposed construction is differentiated to an extent from the historic resources in size, massing, materials, scale, and design, that the proposed building is not also compatible.

The new construction is proposed to be a multi-level high-rise building, with a footprint that covers the southern third of the wedge-shaped block between South First and South Market Streets, at William Street. The footprint of the new building will replace three current building footprints (of two historic buildings and one more recent one) and extend across a parking area to the south. The massing of the proposed project will replace the interiors of the historic buildings on the site and tower above the surrounding historic neighborhood buildings. The proposed tall building is differentiated from the historic one-story historic resources on the site, and is not visually balanced with the remainder of the consistent one-and-two-story building mass on the block and surrounding potential historic district. The proposed angled wall surfaces at the upper South First Street residential façade are compatible in size and overall scale with the individual surrounding building façades. The inclusion of these three-dimensional square elements and their shadow lines breaks down the scale of the east tower wall. The massing of the west façade is not articulated with smaller wall planes, and is more differentiated than compatible with the historic façades.

The proposed construction materials consist of glass curtain walls, a checkerboard of wood-grain phenolic paneling, and other modern, thin and flat materials; these contrast with the historic textured and glazed brick walls that have a physical heaviness and structural purpose. The scale of the proposed new materials also contrasts with the metal and wood detailed trim pieces, multi-lite transoms, wood-framed display windows, and small-scale ornamentation of the historic façades. The new construction materials and scale are differentiated but not compatible with the historic construction materials in scale.

The historic buildings are examples of early-twentieth-century commercial design with classical details; the addition/new construction is an example of neo-modernism with large-scale detailing. The design vocabularies are very different and are not fully integrated in this proposed project. The wood-grain garage wall, for example, that rises above the historic building façades has elements that are compatible with the historic building, but the form and location of the parking garage visually separates the historic façades from the glazed modern tower. The wood-grain panels are shown with color variation and joint lines that create blocks of color similar in size and scale to the major historic elements (similar in size with the storefront piers, for example), no feature of the new construction has a scale that relates to the scale of individual bricks, egg-and-dart trim, or multi-lite transoms. The wood-grain material is brought into the façade of the tower, as soffits, but the contrast between the glazed walls, the brick walls, and the paneled walls do not create a synthesis, but a separation of the design.

The proposed white-framed storefront areas in the center of each side elevation provide a façade response to the rhythm of the district and the historic structures width;



however, the heights of the white-framed parapets do not reference the heights of the historic buildings that are incorporated into the project. The white panels at the street level are contrasting with the texture and color palette of the surrounding historic area. The current design proposal does not include any other white paneling on the high-rise building walls, calling attention to its differentiation. Only the framed area on South First Street has an associated interior commercial space; the framed area facing South Market Street conceals a service area with a blank, paneled wall, not used for retail. Therefore, the two white-framed storefronts are a contrasting height, a contrasting material, a contrasting color, and have a contrasting use on the South Market Street elevation. It is recommended that the panels be changed to provide more compatibility to the historic storefronts, to match or provide a relationship to adjacent storefront height, utilize a more muted coloration than the white such as colors found on the existing or proposed structures, and/or use of textures that are found on other elements within the overall design.

The proposed project is not compatible with Standard 9.

### STANDARD 10

*“New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.”*

**Analysis:** The essential form and functional integrity of the landmark building and the adjacent structure of merit would not be maintained in this project. The structural removals, the alterations of the interior spaces and roof massing, as well as the alterations to the structural systems supporting the façades themselves, would impair the form, authenticity, and integrity of these historic buildings if reversed in the future. The reversal of this project in the future, as Standard 10 hypothesizes, would leave an altered neighborhood and a physical void in the center of a neighborhood of buildings that has been identified as a potential historic district.

The proposed project is not feasibly in keeping with Standard 10.

### Summary of Standards Review

The project is found to be consistent with the following standards:

- Standard 3—the project does not promote a false sense of historicism.
- Standard 4—the project does not propose to alter newer parts of the building that have attained historic significance in their own right (because no elements have been so identified).
- Standard 5—with recommended clarifications in the building permit drawing set, the project will preserve the historic façades and their main wall materials, trim elements, windows, and craftsmanship.

- Standard 6—if mitigated according to this report, the project would meet the requirements for a Site Development Permit review, and prior to building permit approvals, deteriorated elements would be identified and appropriate and safe treatments would be specified
- Standard 7 (chemical treatments only)—if mitigated according to this report, all chemical treatments (including, cleaning, paint, and wood consolidant treatments) would be specified prior to building permit approvals, and the project would meet this standard
- Standard 8—if mitigated according to this report, the project would proceed with archeological safeguards.

The project is not fully consistent with the following standards:

- Standard 1—the project does not propose uses that are consistent with the rehabilitation of the historic landmark building, the structure of merit building, or consistent with the pattern of use within the identified South Downtown Area Automobile District.
- Standard 2—the project proposes significant removal of historic materials, including the three-dimensional interior space and the majority of the exterior massing of a landmark structure, and does not propose to preserve the historic spatial characteristics of the two commercial properties. Additionally, the proposed project alters the historic rhythm and pattern of automobile-oriented structures in the SoFA neighborhood and potential historic district.
- Standard 7 (physical treatments only)—the project proposes structural treatments that would affect the entire interior fabric of the historic exterior walls; these treatments are not reversible.
- Standard 9—although differentiated, the new addition and associated proposed alterations are not generally compatible with the massing, materials, scale or features of the historic building. The proposed project will destroy the internal spatial relationships of the historic buildings and adversely impact the scale, massing, and spatial relationships within the potential historic district.
- Standard 10—the project is not feasibly reversible with regard to historic resources at a building or neighborhood level.

## Findings Justifying Alteration or Demolition of a Landmark Structure

Although much of the exterior façade material is proposed for preservation in the project, the proposed design is not compatible with the *Secretary of the Interior's Standards for Rehabilitation*. The proposed design does not appear to be in keeping with the goals of *Envision 2040 General Plan* pertaining to the preservation of existing City landmarks, or the *South First Area Strategic Development Plan* as it pertains to historic resources and

would have a substantial effect on the character and continued viability of the identified historic South Downtown Area Automobile District.

In order to make findings according to the City Council Policy on the Preservation of Historic Landmarks (as amended May 23, 2006) justifying the proposed alteration and partial demolition of the building at 465 South First Street (Herrold College City Landmark), one of the following two actions must take place:

*1) document that it is not reasonably feasible for any interested party to retain the candidate or designated landmark structure or the integrity of the district, or*

*2) make findings which record the overriding considerations which warrant the loss of the candidate or designated landmark structure or district integrity. The financial profile and/or preferences of a particular developer should not, by themselves, be considered a sufficient rationale for making irreversible decisions regarding the survival of the City's historic resources.*

## Project Impacts

Major revisions to the project design, size, and use would be required for the project to meet the Standards as well as other City goals and policies. Because the project does not meet the Standards, the proposed project design does not mitigate the potential impacts to “less than significant” and the project will have an adverse impact on the environment under CEQA.

## Proposed Mitigations and Other Recommendations

To reduce impacts associated with the project on the existing landmark Herrold College building, as well as on nearby historic properties, the project sponsor can implement Mitigation Measures 1 through 8 as well as comply with other recommendations pertaining to preservation of historic resources as identified by the City's Historic Preservation Officer.

Mitigation Measures 1 – 4 shall be completed or overseen by a qualified Historic Architect who meets the *Secretary of Interior's Professional Qualifications Standards*, and be overseen by the City's Historic Preservation Officer or Building Official. Mitigation Measures 6 – 8 shall be completed or overseen by a qualified Historic Architect or Architectural Historian (where appropriate) who meets the *Secretary of Interior's Professional Qualifications Standards*, and be subject to review by the City's Historic Preservation Officer.

With the incorporation of these mitigation measures, potential impacts to historic resources would be reduced, but not mitigated to a level of less than a significant.

### Mitigation Measure 1

Comply as much as feasible with the *Secretary of the Interior's Standards for the Treatment of Historic Properties* to preserve the significant character-defining features and frame the historic façades in a more compatible design. Revisions to the project should include, but not be limited to:

Prior to issuance of the Building Permit, a qualified Historic Architect shall review the rehabilitation specifications for physical and chemical treatments that would affect the historic fabric of the preserved façades. All specific original materials potentially impacted or utilized in the design that characterize the Herrold College Building (City Landmark) façade and the façade of the adjacent Red Front Surplus Building (Structure of Merit) be identified and documented as part of the building permit drawing set. The documentation should include the façades of buildings on both First Street and Market Street. Documentation shall include, but is not limited to: material, form, and dimensions of the brick, window trim, cornices, and other pertinent character-defining features. Detailed photographs shall also be included in the building permits submittal. The final building permit set with documentation of original materials shall be submitted to the Building Division and approve prior to the issuance of a Building permit. The review and implementation of compatible physical and chemical treatments, as well as compatible repairs, of the historic materials would bring the project into compliance with Standards 6 and 7.

### Mitigation Measure 2

Prior to construction, a qualified Historic Architect shall undertake an existing visual conditions study of the nearby historic resources. The purpose of the study would be to establish the baseline condition of those buildings prior to construction. The documentation shall take the form of detailed written descriptions and visual illustrations and/or photos, including those physical characteristics of the resources that convey their historic significance. The documentation shall be reviewed and approved by the City of San José's Historic Preservation Officer.

### Mitigation Measure 3

Prepare and implement a Historical Resources Protection Plan (HRPP) to protect the building fabric to remain of the City Landmark Herrold College building and the adjacent property containing the California Register eligible Schroder Building at 445-447 South First Street from direct or indirect impacts during construction activities (i.e., due to damage from operation of construction equipment, staging, and material storage). The project sponsor shall, prior to issuance of Public Works clearance, including any ground-disturbing work, prepare a plan establishing procedures to protect these resources.

The project sponsor shall ensure the contractor follows this plan while working near these historic resources.



The plan shall be prepared by a qualified Historic Architect, and is subject to review by the City's Historic Preservation Officer. At a minimum, the plan shall include:

- guidelines for operation of construction equipment adjacent to historical resources;
- requirements for monitoring and documenting compliance with the plan; and
- education/training of construction workers about the significance of the historical resources around which they would be working.

#### Mitigation Measure 4

A qualified team ("Monitoring Team") of at least one qualified Historic Architect and one structural engineer shall be established for the monitoring process. During the demolition and construction phases, the MT (or a qualified member of MT) shall make periodic site visits to monitor the condition of the property, including monitoring of any instruments such as crack gauges, if necessary. The monitoring period shall be a minimum of one site visit every month. The City of San José Historic Preservation Officer (HPO) may request for an increase in the number of site visits at his/her discretion.

If, in the opinion of the Monitoring Team (MT), substantial adverse impacts related to construction activities are found during construction, a representative of the Monitoring Team shall inform the project sponsor (or the sponsor's designated representative responsible for construction activities), the City's Supervising Environmental Planner, and HPO of the potential impacts. The project applicant shall implement the MT's recommendations for corrective measures, including halting construction in situations where construction activities would imminently endanger historic resources.

The project sponsor shall ensure that if repairs occur, in the event of damage to historic resource during construction, repair work shall comply with the *Secretary of the Interior's Standards for the Treatment of Historic Properties* and shall restore the character-defining features in a manner that does not affect their historic status.

The MT shall prepare a report documenting the site visits. The reporting period shall be a minimum of once every three months. The MT, or representative, shall submit the site visit reports to the City of San José HPO no later than one week after each reporting period. The report shall also include, but is not limited to, the following:

- A summary of the demolition and construction progress;
- If substantial adverse impacts related to the construction activities are identified during the site visits;
- The problem and potential impact to the historical resources and adjacent building during demolition and construction activities;
- Recommendations made by the MT to avoid the impact;
- Actions taken by the project applicant in response to the problem; and

- Progress on the level of success in meeting the applicable Secretary of the Interior's Standards for the Treatment of Historic Properties for the project as noted above for the character-defining features, and in preserving the character-defining features of nearby historic properties.
- If applicable, photographs shall be included in reports to better explain and illustrate progress.

In addition, the MT shall submit a final document associated with monitoring and repairs after completion of the construction activities to the Historic Preservation Officer prior to the issuance of an Occupancy Permit. The document (e.g., with photographs and other appropriate means) shall summarize the level of success in meeting the applicable *Secretary of the Interior's Standards for the Treatment of Historic Properties* for the project as noted above for the character-defining features, and in preserving the character-defining features of nearby historic properties.

### Mitigation Measure 5

Historic American Buildings Survey (HABS) level documentation of the exterior and interior of the Herrold College building at 465-467 South First Street and its setting shall be prepared prior to demolition by a Historic Architect and Architectural Historian who meets the Secretary of Interior's Professional Qualifications Standards. Following the HABS guidelines, this documentation shall include full measured drawings, large-format photography, and report according to HABS written format guidelines. The report shall include finding aids on written information and artifacts associated with Charles Herrold and Herrold College that are located in multiple archives and collection repositories, as well as project related information. The report shall be deposited with History San José and a copy provided to the City's Planning Division as well as filed with the Northwest Information Center, Sonoma State University as appropriate.

### Mitigation Measure 6

The project shall include permanent commemoration of the contributions of Charles Herrold and the founding of radio broadcasting. Commemoration shall take into consideration the potential South Downtown Area Automobile District and the early years of automobile usage. The size and scope of this permanent exhibit shall be developed to insure the preservation and management/maintenance of this exhibit in perpetuity. An oversight committee of interested parties selected by the City of San José shall consider all feasible means of preserving this legacy, including digital media, curation and exhibition of artifacts at appropriate off-site repositories such as History San José, and/or replication of the building at another site. The recommendations of the committee and implementation of commemorative actions shall be subject to review and approval by the City's Historic Preservation Officer. The scope of this commemoration and commitments for implementation shall be finalized prior to issuance of building

permits so that the measures are tied to construction of the proposed project and the permanent exhibit shall be completed prior to the issuance of Occupancy permit.

### Recommendation 1

Prepare photo documentation of the building at 455 South First Street to an archival level utilizing 35-millimeter photography and preparation of black and white prints.

### Recommendation 2

Prior to issuance of an Historic Preservation Permit, funding for a full historic context statement should be identified for the potential historic district centered on South First Street, south of San Salvador Street, and a field survey including an evaluation and recording (including updates) of individual properties within the greater SoFA area to be conducted under direction of the City's Historic Preservation Officer. The scope and extent of this focused survey to be determined and implemented under the authority of the Historic Preservation Officer, and could include other context or survey studies related to both the subject landmark building and the legacy of Charles Herrold, radio broadcasting, and the evolution of the electronics industry in San José. The results of the survey and property recordings should be made available to the public via the Planning Division and a copy placed at the California Room of the Martin Luther King, Jr. Main Library.

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## Qualifications of the Consultants

The principal author of this report was Franklin Maggi, Architectural Historian, who consults in the field of historic architecture and urban development. Mr. Maggi has a professional degree in architecture with an area of concentration in architectural history from the University of California, Berkeley.

Leslie A.G. Dill (California Architect #C22758), Historic Architect, provided the technical architectural description for this report, and collaborated on assessing the project impacts and preparation of the recommendations. Ms. Dill has a Master of Architecture with a Historic Preservation Program Certificate from the University of Virginia, Charlottesville.

Charlene Duval, Public Historian, conducted early property research. Ms. Duval has a Master of Arts in Social Science with an emphasis in History, Archaeology, and Geography from San José State University.

Steven P. Duquette (California Structural Engineer #S3019) of Duquette Engineering provided the façade walls feasibility analysis. The firm was founded by Steven Duquette in 1990 and provides engineering services for a variety projects including rehabilitation, seismic retrofit, and adaptive reuse.

Franklin Maggi, Leslie Dill, and Charlene Duval meet the Secretary of the Interior's qualifications to perform identification, evaluation, registration, and treatment activities within the field of Architectural History, Historic Architecture, and History respectively, in compliance with state and federal environmental laws. CHRIS utilizes the criteria of the National Park Service outlined in 36 CFR Part 61.

### Disclaimers

This report addresses the project and its plans in terms of historically compatible design of the exterior design only. In this report, Archives & Architecture, LLC and its sub-consultant have addressed structural conditions for potential project feasibility solely for the purposes of assessing the project under the Guidelines of the California Environmental Quality Act, but have not been contracted for or otherwise is responsible for investigating any site conditions or structural design or any other related safety hazards that might or might not exist at the site and building for the purposes of permit entitlements or construction contract documents. Archives & Architecture, LLC has provided archival information regarding historic era site usage for use by the project archaeologist, but has not undertaken nor is responsible for any analysis of the site to evaluate the potential for subsurface resources.



## Appendix

Draft Downtown Historic Resources Design Guidelines (Technical Review – by Archives & Architecture, LLC)

DPR523 forms (updated recording) and Evaluation Rating Sheets for 455 South First Street (Archives & Architecture 2016)

Historic Resources Inventory form for 455 South First Street (Laffey 1992)

DPR523 forms (updated recording) for 465 South First Street (Archives & Architecture 2016)

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July 26, 2016

## Draft Downtown Historic Resources Design Guidelines

(Technical Review – by Archives & Architecture, LLC)

The *Draft Downtown Historic Resources Design Guidelines* were used to help inform the review of the Secretary of the Interior's Standards Review that was conducted for the Gateway Tower Project, and that can be found within the body of the main report, entitled *Historic Project Assessment, Gateway Tower*, dated 07.26.2016.

The project intent, as currently presented, falls across three of the categories discussed in the *Draft San José Downtown Historic Resources Design Guidelines*. The project includes "rehabilitation" components as described in Chapter 3 of the Guidelines; the project could also be considered to include an "addition" as noted in Chapter 4, and because of the location and extent of the proposed high-rise tower, the "infill" Guidelines of Chapter 5 also can be applied. The streetscape is not shown to be affected in this phase of the application process, so Chapter 6 is not reviewed here.

### Chapter 3 – Rehabilitation Guidelines

The Chapter 3 Guidelines are extensive and specific. They are too detailed for this application, which is currently presented at a more general level of design. According to the chapter introduction, the guidelines in Chapter 3 were "...based on the Secretary of the Interior's Standards for the Treatment of Historic Properties, the main idea is to preserve as much of the building and by extension the neighborhood's character as possible, while accommodating owner's needs." For the purposes of this report, therefore, the rehabilitation approach of the project is reviewed utilizing the federal standards only, as they can be applied more generally. This analysis is located in a separate section in this report.

### Chapter 4 – Additions

In Chapter 4, the Guidelines identify four principles for historic building additions. The guideline principles (*in italics*) are numbered herein for reference only; they are not numbered in the 2004 Guideline report. The introduction to Chapter 4 explains the principles:

*When considering the design for an exterior addition, it is critical to... add new construction that is 1) the least invasive so that character-defining features are not obscured, damaged or destroyed; 2) compatible with the character-defining features of the existing building and setting in terms of size, scale, proportion, color, craftsmanship and materials; 3) differentiated from the historic building fabric;*

and 4) reversible in terms of construction and design impacts. Most new construction is not truly reversible, because at least some of the existing structure will be impacted by the location of and connections to the new work. This principle should, therefore, be used conservatively, for the addition of discreet elements such as signage and light fixtures.

#### LEAST INVASIVE (1)

*Design and construct additions where the new work avoids irreversible alteration of, or damage to, historic building fabric. In those cases, where building exteriors become enclosed as new interior walls and spaces, preserve details of the historic building exterior on the new interior wall. Limit the number and size of openings that connect the addition with the historic building in order to avoid irreparable alteration to the historic fabric. At connection points, floor and ceiling levels of the addition should align with or transition to existing floor and ceiling levels of the historic building. Avoid carving out a portion of an existing façade at any level for use as a new exterior patio or deck, or enclosing existing entries or balconies as such additions destroy historic building fabric.*

**Analysis:** The project proposes to permanently alter both the landmark building's and the structure of merit's three-dimensional forms through the demolition of the roof structure (trusses and skylights) and two of the three brick party-walls. The excavation/removal of the original floor and of the land beneath the historic buildings for parking and high-rise foundations will also irreversibly alter the properties. Finally, the treatment of the backs of the brick façades with shotcrete and alteration of the entry patterns at the façades also represent invasive and irreversible changes to the building fabric. With respect to this Guideline, the proposed new project approach would not be considered "Least Invasive" and the proposed project would not be considered compatible with the historic landmark building. (See also "Reversible (4), below.)

#### COMPATIBLE (2)

*The design of the new addition should be compatible with the historic building in terms of shape, height, scale, massing, materials, proportions, details and color. Additions should not exceed the height of the existing building. Additions should be sited in an unobtrusive manner and be visually subordinated in scale to the original building and compatible with the historic height and development patterns of the block. Additions or new building components should be located in a manner that does not dominate or compete with a historic building's primary façade, and that does not conceal or obscure other character-defining features of a historic building. Additions that introduce a prominent new feature that alters the shape of the historic building would not be considered compatible.*

*Windows in a new addition should be compatible in terms of scale, proportion, materials, details and color, but not mimic those of the historic building. Additions should be located so that natural light, ventilation and interior circulation of the historic building are not adversely impacted.*

**Analysis:** The addition exceeds the height of the existing building. The addition is sited prominently. The addition is not visually subordinated in scale or development patterns on the block. The high-rise overshadows the historic building's primary façade, as well as overshadowing the local low-rise neighborhood, a potential historic landmark district. The addition introduces a prominent new massing and form that alters the historic consistent and

low massing of the building and its surroundings. According to this guideline, the proposed project is not compatible with the historic landmark building.

### *DIFFERENTIATED (3)*

*Additions should be visually differentiated from historic buildings. Recessed connectors or reveals (sometimes called hyphens), setbacks, applied trim, dimensional changes in materials, and/or changes in color should be used to distinguish new construction from historic. Historicizing a building with the use of new elements of features that are commonly associated with a historic period or architectural style detracts from the original design of the building. [This guideline includes definitions and guidance for three types of additions: “side additions” “rooftop additions” and “rear additions” which are not applicable to the proposed Market Tower Project due to its size and configuration.]*

**Analysis:** The proposed additional massing and exterior design character are visually differentiated from the historic buildings on the property and in the area, and the proposed new materials (glass curtain wall, enameled metal paneling, faux-wood paneling, etc.) are not part of the construction palette of the historic buildings. According to the intent of this guideline, the proposed project is adequately differentiated from the historic landmark building.

### *REVERSIBLE (4)*

There are no published specific guidelines associated with this goal. The introduction to the Guidelines includes the following language:

*[The project is recommended to be...] “reversible in terms of construction and design impacts. Most new construction is not truly reversible, because at least some of the existing structure will be impacted by the location of and connections to the new work. This principle should, therefore, be used conservatively, for the addition of discreet elements such as signage and light fixtures.*

**Analysis:** As noted in the analysis of “Least Intrusive” (above, item 1), the historic buildings will be considerably impacted by the substantial demolition and alterations proposed in the current project. Although the introduction to this guideline indicates that this principle should be used conservatively, it is understood that the proposed project will have an irreversible impact on the historic fabric, beyond the removal of a single historic element and beyond the attachment of an addition to a preserved historic building. The proposed project is not in keeping with the underlying intent of this guideline.

## **Chapter 5 – Infill Construction**

The draft Guidelines includes eight contextual design constraints for new construction adjacent to historic resources. These elements are: lot patterns; massing; façades; corner elements; rear façades; entries; exterior materials, and vehicular and pedestrian access. Of these principles, the concern with rear façades (5) is not applicable, so is not analyzed. The introduction to Chapter 5 of the Guidelines outlines the general approach to infill construction in San José:

*The success of new construction adjacent to historic resources in the Downtown Core does not depend on direct duplication of existing building forms, features, materials, and details. Rather, it relies on understanding the distinctive architectural character of the surrounding historic structures. Infill architecture should consider the historic context of each block and/or sub-area to ensure that projects’ height and bulk do not negatively impact the character-defining features of the area’s historic structures.*



*The building heights, lot patterns, massing, façades and site setbacks should be compatible with those features. Contemporary designs that respect the size, scale, proportion, color and materials of the historic fabric meet the intent of compatibility without creating false historicism and can enrich the architectural continuity and richness of the downtown.*

Following is the text of the pertinent Guidelines with associated analysis for this proposed project. As above, the Guidelines (*in italics*) are numbered in this report for reference only; they are not numbered in the 2004 Guideline report. As analyzed below, the proposed Gateway Tower Project is not fully compatible with the Guidelines:

#### *LOT PATTERNS (1)*

***Retain and Respect*** historic lot patterns on the street. ***Add*** larger new buildings that are divided into smaller articulated building widths with multiple entrances that are similar in size and proportion to those seen traditionally.

**Analysis:** This Guideline addresses the building design at a site-plan level. How does the placement of the practical elements of a new building fit within the historic rhythm and pattern of the city block upon which it will rest, and how do the placement of the building elements fit within the rhythm and pattern of nearby historic buildings?

The building pattern on this block consists of a roughly regular succession from San Salvador Street to William Street of historic through-block buildings, spanning from South Market to South First Streets. These buildings are divided on the property lines with masonry party walls. This array of rectangular, relatively deep and narrow, retail spaces is a pattern of the SoFA area and is at the core of the identified potential South Downtown Area Automobile District.

The current project proposed to demolish the interior walls of the historic buildings, including the brick party walls, and the project proposes to alter the interior alignments of the retail uses and high-rise circulation at the two historic buildings in this project. This reuse proposal would create an interruption in the established lot-pattern rhythm. The proposed design is not compatible with this Guideline.

#### *MASSING (2)*

***Retain and respect*** the massing of historic buildings on a street. *Respect the overall heights of historic buildings, street walls, districts and areas. Add significantly higher new buildings, where appropriate, that are carefully sited in relationship to historic structures and predominant street "walls." Building masses should not dwarf immediately adjacent historic buildings. Add new infill construction that respects the massing and detailing of historic buildings on the street. New building masses adjacent to lower historic resources should step down in height and street façades should turn the corner to provide articulated visible side façades in order to reduce the impact on historic buildings. Visible side façades should be set back from side property lines to allow for window openings. Add massing of new buildings that takes its cue from that of the existing historic buildings on the block. Larger buildings should be broken down into smaller masses that fit into the streetscape without overwhelming historic structures. Spatial relationships such as floor to floor heights, basement to ground floor relationships and the proportion of building widths to heights are important considerations.*

**Analysis:** Massing is the three-dimensional size and form of buildings if all the cladding, windows and trim pieces were stripped away, and only the blocky forms were left. The historic

building fabric consists of a pair of one-story masonry boxes that span from street-to-street across the block, visually they are masonry shoeboxes. With party walls and continuous exterior façade planes, the massing of the two subject historic buildings are joined into a visually unified low mass with the buildings on the remainder of the block to the north, and is consistent with the one-story massing of the buildings on all sides of the flat-iron block. The proposed high-rise will tower over the immediately adjacent historic buildings. The proposed tall building mass diverges from the historic one-and-two-story historic resources on the site, and is not visually balanced with the remainder of the consistent building massing on the block. The proposed building is not compatible with the historic massing guideline.

### FAÇADES (3)

*Retain and respect the historic patterns and proportions of historic façades on a street. Add new façades that include features that are compatible in scale, material, detail and massing with other façades on the street. For example, if the street façades of most nearby buildings are vertical in proportion, taller than they are wide, then maintaining the vertical orientation of the building façade will result in a more compatible design. It is not appropriate to design new façades to create a false historical appearance.*

**Analysis:** The rhythm and pattern of low, individual retail storefronts is partly maintained in the proposal. The outer faces of the two historic buildings are incorporated into the new design on both side of the block. The pattern of their openings and the extent of their parapet materials will remain consistent with the historic pattern of the area; however, the height of the streetscape at these façades will be increased by the addition of a parking garage wall above, creating inconsistency in the historic façade pattern. The proposed interior uses also will not correlate to the exterior design pattern, interrupting the retail façade rhythm. A third storefront area (Leasing Office) of similar size and scale is proposed on the South First Street façade. This new storefront has materials that repeat the width and height of the historic storefront patterns in the area, and incorporates display windows within a framed wall design. A two-story glazed residential lobby entrance is proposed facing South First Street, also. This storefront area is similar in width to the historic rhythm of widths of storefronts along the street and in the neighborhood, but it has no external expression of a tripartite frame, so does not “read” as a separate storefront from the high-rise, and is not compatible in material or detailing with other façades on the street.

The closure of the historic Herrold College façade on the South Market Street streetscape (because of the garage ramps immediately behind the brick wall) interrupts the rhythm of retail use along this side of the block, and the blocked-up windows are not compatible in material or spatial relationship as the other historic storefronts to the west. Taking the place of a storefront on the South Market Street façade is a tripartite service bay with no actual fenestration. This has a metal-panel frame that somewhat echoes the width and height of the historic storefronts along Market Street; however, it does not include any glazing or display area. To the side of the service bay is the driveway entrance to the parking garage. The large-scale garage door is flush with the high-rise curtain wall, but is surrounded by some paneling that has some similarity in size with the façade pattern.

At the south end of the block, a through-block, three-sided, new and modern retail storefront is proposed. This retail area has a modern design palette, and is in keeping with the scale and size

of the proposed high rise building elements. It does not continue the pattern of low, individual framed storefronts; rather, it is a glass-curtain wall structure that extends visually into the high-rise curtain wall materials.

The proposed façade design is neo-modern, represented by a relatively large scale of materials (large surfaces of curtain-wall glass, wide segments of metal paneling, etc.), so the scale of the proposed building will not be compatible with the much smaller scale of materials, texture, and detailing of the historic buildings on the site and in the area. This differentiation of materials, in addition to the size and massing of the proposed building, will not create a false sense of historicism.

Although compatible with this Guideline with regard to false historicism, the proposed building is not fully compatible with the historic façade design guideline with regard to patterns of size and materials in the area.

#### *CORNER ELEMENTS (4)*

***Retain** historic scale and relationships of Corner buildings on the block and in the urban Downtown Core. **Add** new corner development that is compatible with and respectful of historic corner development and relationships, in terms of scale, massing, materials, texture and color.*

**Analysis:** The patterns of historic retail development on the site and in the area do not include significant corner elements. The proposed building does include a three-side glazed, recessed main commercial space at the south end of the development. This commercial space is a continuous feature of the curtain wall that clads the high-rise apartments above it. The multi-story glass corner is not compatible in scale or massing with the nearby historic design elements of the identified potential South Downtown Area Automobile District. With regard to the understood intent of the Guideline, to encourage neighborhood compatibility in massing, scale and detailing, the new design is compatible. With regard to the specifics of the Guideline, recommending that a proposed building emulate patterns in the neighborhood, the proposed Market Tower is compatible (because there is no established historic pattern of corner elements).

#### *REAR FAÇADES (5)*

***Retain and Respect** features of existing historic rear façades and sites, taking into consideration pedestrian and loading access from secondary streets, parking lots and alleys. **Add** new features that are compatible with historic rear façade features and circulation patterns within existing sites and blocks.*

**Analysis:** The historic landmark and structure of merit buildings on this property have no rear façades or secondary access patterns. Each building has a pair of major street façades that are treated as such.

#### *ENTRIES (6)*

***Retain and respect** the scale of Historic entries that connect the buildings to the street. **Add** new entries that address the historic pedestrian orientation and scale of the Downtown Core.*

**Analysis:** As with the historic façades analysis, above (item 3), many of the new entries have some correlation with the pedestrian orientation and scale of the Downtown Core. The entrances do not fully follow the entrance patterns of the historic buildings or the surrounding

area, but there are entrances proposed at historic entrance openings, and a relatively consistent rhythm of door openings along South First Street. Along South Market Street, there will be one retail opening, and then a wall with historic entrance features, but no real opening. The proposed building is somewhat compatible with the historic entries guideline.

#### *EXTERIOR MATERIALS (7)*

*Add new building materials that match the historic materials of masonry, terra cotta, limestone, stucco, glass mosaic, cast stone, concrete, metal, glass and wood (trim, finishes and ornament only) where possible. New materials should be compatible with historic materials in scale, proportion, design, color, finish, texture and durability. The indiscriminate use of non-compatible materials such as GFRC (glass fiber reinforced concrete), EIFS (exterior insulating finish surface/synthetic stucco), foam trim or contemporary non-contextual materials that do not have a proven durability is inappropriate.*

**Analysis:** The scale, finish, texture, and design of the proposed new exterior building materials do not match the historic materials in the subject buildings or surrounding potential historic district. The nearby historic building materials include brick, metal and wood trim, wood windows, ribbed glazing, some concrete and stucco walls, etc. New building materials include large-scale contemporary glass curtain walls, painted metal panels, faux-wood-grain panels, and similar large-scale, smooth materials. The proposed building cannot be considered compatible with the historic exterior materials guideline.

#### *VEHICULAR AND PEDESTRIAN ACCESS (8)*

*Retain significant historic vehicular and pedestrian access patterns of historic buildings, sites and streets. Add new access patterns where necessary that are compatible with historic structures, sites, and streets.*

**Analysis:** The historic vehicular and pedestrian access patterns are respected in the proposed design. Main vehicular access will continue to be on the perimeter of the block, with parking access at mid-block on Market Street. Pedestrian access also continues to be along the sidewalks that ring the block. The proposed building can be considered compatible with the historic vehicular and pedestrian access guideline.



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) Hegerrich & Kemling Auto Sales

**P1. Other Identifier:** Faultless Bakery / Red Front Surplus

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

\*b. USGS 7.5' Quad San José West Date 1980 photorevised T.7S.;R.1E.; Mount Diablo B.M.

c. Address 455 South First Street City San José Zip 95113

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 598724mE/ 4131953mN

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

Assessor's Parcel Number: 464-30-089

West side of South First Street north of William Street.

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

This slightly altered, one-story commercial building is a distinctive through-block (double-sided) parcel that has a façade on both South 1st and South Market Streets. Built circa 1915, the building includes materials and details from an era when classical detailing added style and proportion to otherwise utilitarian brick retail structures. The design and materials of the building continue today to serve as an example of an early-twentieth-century commercial building in the downtown core.

The setting of the Hegerich & Kemling Auto Sales Building has been identified as a potential historic district of mostly early-twentieth-century retail and light-industrial buildings associated with the early rise of automobile uses in San José. This neighborhood consists of low-rise, masonry, party-wall buildings that surround the "V"-shaped intersection of South Market and South 1st Streets.  
*(Continued on next page, DPR523L)*

\*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 #)

View facing west, April 2016.

\*P6. Date Constructed/Age & Sources:  
 Historic  Prehistoric  Both

1915, 101 years old, newspaper notice.

\*P7. Owner and Address:

CORE GATEWAY II LLC  
 470 S 1<sup>st</sup> St.  
 San José, CA 95113

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

F. Maggi and L. Dill  
 Archives & Architecture, LLC  
 PO Box 1332  
 San José CA 95109-1332

\*P9. Date Recorded: April 20, 2016

\*P10. Survey Type: (Describe)  
 Intensive

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

Archives & Architecture, LLC: Historical Assessment, Gateway Towers Project, 470 South Market St., San José, Santa Clara County, California, 2016.

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

*(Continued from previous page, DPR523A)*

By the 1920s, a large number of showrooms, garages and service businesses began to appear in the area, and over the years it has remained an intact representation of this era in the development history of San José. The buildings are not individually distinctive, but, as a related group, they convey meaning that establishes a level of historical significance. The Hegerich & Kemling Auto Sales Building was listed as a potential contributor to the district.

The Hegerich & Kemling Auto Sales Building is a tall-one-story three-bay commercial composition with two façades. Both façades are faced with textured tan brick and embody clear design associations with the early twentieth century. The structure consists of traditional brick party-wall construction with timber roof trusses and a concrete floor; the building was seismically retrofitted in 2005 with steel moment frames and interior supports. Both façades feature the brick laid in a Flemish bond, tall upper walls that rise into stepped parapets, and slender brick piers.

The façade facing South 1st Street is symmetrically composed of two display windows flanking an entry bay. All three storefront openings are topped by tripartite transoms. The transoms above the display windows include operable sashes, and the horizontal dividers once served as recesses for awnings. The storefront casings at the display windows are original; however, the glass and vertical mullions are not. This façade features Classical detailing, including: a decorative brick sign panel in the center of the upper wall, a full-width parapet trim band that features egg-and-dart frieze, egg-and-dart pilaster capitals, and a full-width storefront cornice. The display windows feature brick bulkheads below the wood framing.

Original design features of the South Market Street façade include the Flemish brick pattern, with an upper trim band of header brick in a stacked bond and a decorative brick sign panel in the center of the upper wall. The storefronts include historic transoms with smaller lites and no operable sash. The storefront windows are tripartite. The bulkheads of this storefront are also matching brick. The façades have been altered in the recent past with the installation of new entrance doors at each: at South 1st Street there is a frameless glass door; at South Market Street there is an aluminum commercial door.

This building serves vehicular and pedestrian traffic in the SoFA area to related downtown urban uses. The parcel is a rectangle that spans the block, with a slightly angled west façade. The footprint of the building covers the property. The historic elements of the building appear in good condition, and the alterations are minimal.

**Integrity:** The property retains most of its historical integrity over time as per the National Register's seven aspects of integrity. The Hegerich & Kemling Auto Sales Building has integrity of location and setting in Downtown San José and in the potential Automobile Historic District. With its one-story façades and masonry party walls, it has integrity of early-twentieth-century commercial design composition and structure. Although the two building entrance doors have been altered, it has integrity of much of its original materials and workmanship, including the brick wall elements, the decorative trim, and the transom windows. The building conveys visual associations with commercial San José commercial design from the 1910s. It continues to be identifiable as an historic building within the greater downtown core.

*(Continued on next page)*

(Continued from previous page, DPR523L)

Character-defining features include:

Building Features:

- Tall one-story, three-bay commercial composition both façades; pair of wide display storefronts flanking a narrower central entrance bay
- Brick party-wall construction with timber roof trusses; continuity with neighbors
- Textured tan-brick walls, laid in Flemish bond
- Tall upper brick spandrel wall that conceals the sloping side roof forms; stepped parapet walls
- Slender brick piers
- Recessed awning boxes at each storefront serving as the horizontal spandrel beams
- Wood-frame display windows with brick storefront bulkheads at all window storefronts

S. 1st Street Features:

- Symmetrical tall, one-story commercial composition
- Stepped parapet (raised two brick courses) with slightly projecting full-width brick course as coping band
- Full-width applied metal building cornice set below the brick parapet wall, featuring a boxed top band, a central egg-and-dart trim band and a wide frieze band at the bottom
- Brick central sign panel framed with shaped brick band, including dropped base for emphasis
- Full-width wood storefront cornice
- Brick piers topped by egg-and-dart capitals
- Original tripartite transom windows with operable central windows above the display windows

S. Market Street Features:

- Quasi-symmetrical, tall, one-story commercial composition; pair of similar display storefronts flanking a wide central entrance bay/storefront. Display storefront to north is narrower than the one to the south.
- Stepped parapet (raised two brick courses) with slightly projecting full-width brick course as coping band, painted
- Tall upper brick spandrel wall, partially false-front at the concealed side-roof slopes
- Full-width brick building band, vertical brick ends laid in stacked-bond, below the parapet wall
- Brick central sign panel framed with shaped brick band, rectangular
- Full-width built-up wood storefront cornice atop brick piers; the central piers have been painted
- Multi-lite storefront transoms facing S. Market Street (center and south have seven lites; north has five)

Altered Features:

- Vertical mullions dividing S. 1st Street display windows
- Aluminum entrance storefront at Market Street
- Frameless entrance doors at 1st Street (replacing "central drive-in bay" noted in 1992)

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

Primary #  
 HRI #

Page 4 of 8

\*NRHP Status Code 5S1

\*Resource Name or # (Assigned by recorder) Hegerrich & Kemling Auto Sales

B1. Historic Name: Faultless Bakery  
 B2. Common Name: Swedish Design Center / Heroes Martial Arts  
 B3. Original use: Bakery B4. Present Use: Commercial

\*B5. Architectural Style: Classical influences

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

Constructed 1915. URM retrofit in 1992 and façade remodeled in 2005.

\*B7. Moved?  No  Yes  Unknown Date: n/a Original Location: n/a

\*B8. Related Features:

None

B9a Architect: William Binder b. Builder: R. O. Summers

\*B10. Significance: Theme Commerce Area Market Gateway Redevelopment Area

Period of Significance 1915 Property Type Commercial Applicable Criteria None

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

A long narrow parcel that extends from South First Street through to South Market Street, the existing property is a portion of Lot 4 of Block 4, Range 1 South of San Jose's Original City. This property remained vacant through the nineteenth century. In 1913, T.S. Montgomery, a prolific developer of downtown San José during the early decades of the twentieth century, purchased the south portion of this block (the 300 feet north of William Street), and developed this land as a part of the expansion southward from the main commercial core of the city.

In early 1915, Montgomery applied for and was issued a building permit to construct a building on the subject parcel, valued at \$2945 (SJEN 1/23/1915). He then sold the property with its entitlement, as by May of 1915 W. J. Temple had contracted with R. O. Summers to build a brick building on the site (SJEN 5/19/1915). That same day, the *San Jose Mercury News* featured a large article about W.J. Temple's plans to establish a "Faultless Bread Bakery" in San José, with bakeries already established in Los Angeles, San Bernardino, and Redlands. San José was to become his permanent home and business center. William Binder was identified as the architect in that article.

(Continued on next page, DPR523L)

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

\*B12. References:

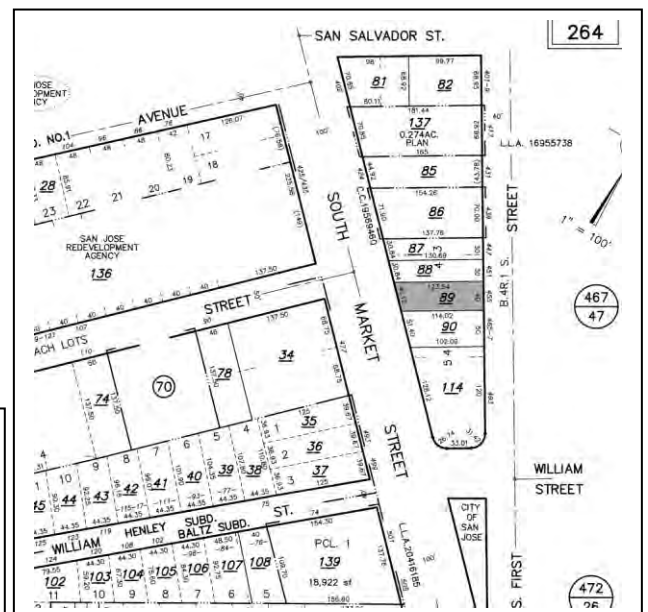
- Laffey, G.A. Historic Resources Inventory form and rating sheet for 455 S. 1<sup>st</sup> St. (Survey Ref. No. 133).
- Polk Company, city directories, 1913-1978.
- San Jose Evening News*, misc. citations.
- Sanborn Company, Fire Insurance maps, 1915-1965.
- Thomas Bros Block books, 1924 & 1924-1943.

B13. Remarks: Proposed partial demolition

\*B14. Evaluator: Franklin Maggi

\*Date of Evaluation: April 20, 2016

(This space reserved for official comments.)



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

Primary #  
HRI #  
Trinomial

Page 5 of 8 \*Resource Name or # (Assigned by recorder) Hegerrich & Kemling Auto Sales

\*Recorded by Franklin Maggi and Leslie Dill \*Date 4/20/2016  Continuation  Update

(Continued from previous page, DPR523B, B10 Significance)

As of May 1915, Temple had already placed his order for machinery and equipment. The article mentions that the fronts would be finished in gray and pressed brick, but the greater part of the fronts would be plate glass so that a "clear view can be had from one street to the other. Temple was noted as being enthusiastic over the opportunities offered by a city now of some 50,000 residents, and sought to compete in what he saw as a vast territory outside the San José city limits.

By the next year, the *San Jose Evening News* was reporting on the thousands of loaves of bread baked daily at the factory. The mixer at the Faultless plant was said to hold dough enough to make 350 two-pound loaves (700 pounds of wheat flour), with flour and salt brought to San José in carload lots from Kansas. Milk was California produced, and malt syrup was from Cincinnati. The plant was producing about 3000 loaves a day at this point with only three bakers.

Temple's ownership and management was short-lived however. By late 1919, new owners J. Gatter Jr. and George W. Golds had taken over operations, and within a short time had moved operations to Auzerais Street.

By the early 1920s, the building had been converted to an auto sales use by Hegerich & Kemling. Automobile sales and service facilities were rapidly expanding into the neighborhood south of San Salvador Street during the 1920s, and a number of businesses were founded during this period to exploit this growing market for personal automobiles. Charles Kemling and George Harold Hegerich were both salesman who entered the field in the early 1920s, but their proprietorship was short-lived. By 1928 Hegerich was working for Olsen Motor Sales next door at 465 South First St., and the subject building had been adapted for use as the Electric Battery Station. That use only lasted a few years, replaced in the early 1930s by Motor Rim and Wheel Service. The building was soon used again for auto sales when the Nash dealership partnership of Edward Molitor and T. J. Ross (later his widow Marie J. Ross) were utilizing the building for sales at the South First Street front while service was accessed off the South Market Street side of the building. The partners were also known to have sold Pontiac and Humpmobiles.

Following World War II, Nash ultimately acquired Hudson Motor Car Company and American Motors Corporation was formed. By this time, the subject building had been reduced to an automobile service facility run by Gagliardo and Briggs. By the 1960s the building was converted to retail use by Red Front Surplus. Following an upgrade to the brick wall structure as a part of the URM program in the early 1990s, the interior was reconfigured in 2004-2005 for retail commercial use.

The property was previously recorded by Glory Anne Laffey in 1992 as a part of the URM historic resources survey and Inventory update, and the property was listed on the San José Historic Resources Inventory in 1992 as a Structure of Merit. The context for the recording is Commerce, with a period of significance of 1918-1945. Laffey stated "It is a good example of a recurring architectural type prevalent in this neighborhood, and is important as a unifier of a row of similarly scaled and aged commercial structures."

Laffey had scored the property a 43 points using the newly created evaluation rating system. The rating methodology has since been modified, but evaluating the property under the current system it now scores 52.84 points. Given this rating, the property continues to qualify for listing on the San José Historic Resources Inventory as a Structure of Merit.

The property is architect designed, but is not a distinctive example of the work of architect William Binder. It is not associated with any significant personages from San Jose's past, although contributes to the neighborhood, which could potentially be established as a historic district. The property does not appear to qualify individually as a Candidate City Landmark or for eligibility for the California Register of Historical Resources.



## NEW BUSINESS TO BE ESTABLISHED ON SOUTH FIRST STREET.



### W. J. TEMPLE WILL CONDUCT BAKERY

R. O. Summers Will Erect Brick Bakery Building—Has  
Frontage of 40 Feet on First Street, Extending  
Through to Market Street.

**A** CONTRACT was filed yesterday by the terms of which R. O. Summers agrees to build a brick bakery building on South First street,

ready placed his orders for machinery and equipment of the most modern type, and the same man who has successfully built his ovens in the southern part of the state will come to San

Page 7 of 8

\*Resource Name or # (Assigned by recorder) Hegerrich & Kemling Auto Sales

\*Recorded by Franklin Maggi and Leslie Dill

\*Date 4/20/2016

Continuation  Update



455 S First Street, viewed facing southwest.



460 S Market Street, viewed facing east.





Detail view at South First Street, viewed facing west.



Detail view at South First Street, viewed facing west.

## HISTORIC EVALUATION SHEET

**Historic Resource Name:** 455 South First St. (update)

**A. VISUAL QUALITY / DESIGN**

**Justification**

		E	VG	G	FP
1. EXTERIOR	Good form and composition			X	
2. STYLE	Good example of Classical storefront			X	
3. DESIGNER	William Binder	X			
4. CONSTRUCTION	Of no particular interest				X
5. SUPPORTIVE ELEMENTS	None				X

**B. HISTORY / ASSOCIATION**

		E	VG	G	FP
6. PERSON / ORGANIZATION	Faultless Bakery			X	
7. EVENT	None				X
8. PATTERNS	Secondary importance intimately connected		X		
9. AGE	1915		X		

**C. ENVIRONMENTAL / CONTEXT**

		E	VG	G	FP
10. CONTINUITY	Maintains character		X		
11. SETTING	Of importance		X		
12. FAMILIARITY	Neighborhood only			X	

**D. INTEGRITY**

		E	VG	G	FP
13. CONDITION	No visible surface wear	X			
14. EXTERIOR ALTERATIONS	Minor changes		X		
15. STRUCTURAL REMOVALS	None	X			
16. SITE	Not moved	X			

**E. REVERSIBILITY**

		E	VG	G	FP
17. EXTERIOR	2/3s or more original exists.		X		


**REVIEWED BY:** Franklin Maggi

**DATE:** 04/20/16

## EVALUATION TALLY SHEET

**Historic Resource Name:** 455 South First St. (update)

<u>A. VISUAL QUALITY / DESIGN</u>	<b>E</b>	<b>VG</b>	<b>G</b>	<b>FP</b>	<b>Value</b>	<b>Value</b>	<b>Sub- total</b>	<b>Cumulative sub-total</b>
1. EXTERIOR	16	12	6	0	6			
2. STYLE	10	8	4	0	4			
3. DESIGNER	6	4	2	0	6			
4. CONSTRUCTION	10	8	4	0	0			
5. SUPPORTIVE ELEMENTS	8	6	3	0	0		16	
<b><u>B. HISTORY / ASSOCIATION</u></b>								
	<b>E</b>	<b>VG</b>	<b>G</b>	<b>FP</b>				
6. PERSON / ORGANIZATION	20	15	7	0	7			
7. EVENT	20	15	7	0	0			
8. PATTERNS	12	9	5	0	9			
9. AGE	8	6	3	0	6		22	
<b><u>C. ENVIRONMENTAL / CONTEXT</u></b>								
	<b>E</b>	<b>VG</b>	<b>G</b>	<b>FP</b>				
10. CONTINUITY	8	6	3	0	6			
11. SETTING	6	4	2	0	4			
12. FAMILIARITY	10	8	4	0	4		14	52
	(SUM OF A+C) =				30			
<b><u>D. INTEGRITY</u></b>								
	<b>E</b>	<b>VG</b>	<b>G</b>	<b>FP</b>				
13. CONDITION	.00	.03	.05	.10	0	x	52	0.0
14. EXTERIOR ALTERATIONS	.00	.05	.10	.20	0.05	x	30	1.5
	.00	.03	.05	.10	0.03	x	22	0.7
15. STRUCTURAL REMOVALS	.00	.20	.30	.40	0	x	30	0.0
	.00	.10	.20	.40	0	x	22	0.0
16. SITE	.00	.10	.20	.40	0	x	22	0.0
								2.2
<b>ADJUSTED SUB-TOTAL:</b> (Preliminary total minus Integrity Deductions)								49.84
<b><u>E. REVERSIBILITY</u></b>								
	<b>E</b>	<b>VG</b>	<b>G</b>	<b>FP</b>				
17. EXTERIOR	3	3	2	2	3			52.84
<b>EVALUATION TOTAL:</b> (Adjusted subtotal)								52.84





**Historical Information**

- \*14. Construction date(s) 1918A Original location same Date moved \_\_\_\_\_
- 15. Alterations & date \_\_\_\_\_
- 16. Architect Unknown Builder Unknown
- 17. Historic attributes (with number from list) 06--auto sales/service

**Significance and Evaluation**

- 18. Context for evaluation: Theme Commerce Area San Jose  
 Period 1918-1945 Property Type retail Context formally developed? yes

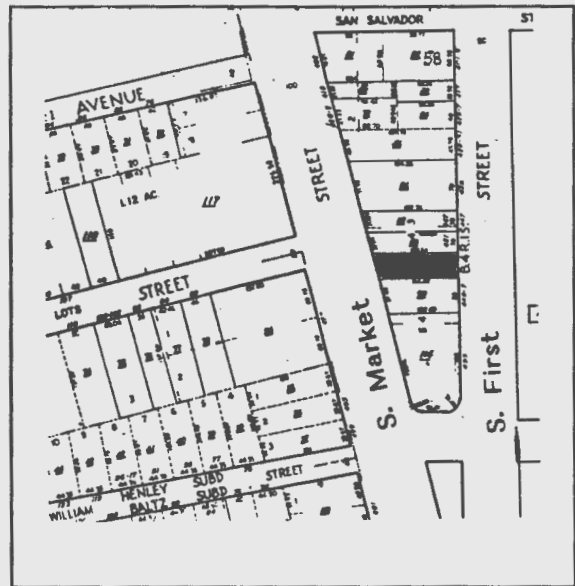
\*19. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

This property was originally owned by Morgan Schroder, a native of England who commanded a ship running between Mazatlan and San Francisco during the 1840s. Upon the discovery of gold 1849, he was unable to secure a crew and sold his vessel in San Francisco. Settling in San Jose in 1850, he transported quick-silver from New Almaden to Alviso until 1862, when he bought a hardware store. By 1870, he had purchased most of this block, building a home at 427 S. First Street that was occupied by family members into the mid-1920s. The business district did not extend this far south on First Street until after 1910 when development was promoted by T. S. Montgomery. Automobile sales and service facilities were typically located on the fringes of the commercial downtown core, developing particularly on S. Market and S. First streets after World War I when the population's love affair with the automobile burgeoned. Constructed about 1918, this structure was Hegerich & Kemling automobile salesroom in the early 1920s. It later functioned as an auto repair shop, and for at least 30 years has been the Red Front Surplus store. It is a good example of a recurring architectural type prevalent in this neighborhood, and is important as a unifier of a row of similarly scaled and aged commercial structures.

20. Sources:

Visual Survey, 12/1/91; City Directories, 1870-1975; Thomas Brothers, Assessor's Block Books, 1890-1926; Sanborn Fire Insurance Maps, 1889-1929; SJHM, Street Assessment Map A16, 1875; Building permits; Foote, H. S., Pen Pictures from the Garden of the World, 1888; Page, Anderson, and Turnbull, Inc., Historic and Architectural Resources Report for Century Center and Market Gateway Redevelopment Areas, 1985.

- 21. Applicable National Register criteria N/A
- 22. Other recognition \_\_\_\_\_  
 State Landmark No. (if applicable) \_\_\_\_\_
- 23. Evaluator Glory Anne Laffey  
 Date of evaluation 12/13/91
- 24. Survey type Project Related
- 25. Survey name URM Survey
- 26. Year Form Prepared 1991  
 By (name) Glory Anne Laffey  
 Organization Archives & Architecture  
 Address 353 Surber Drive  
 City & Zip San Jose 95123  
 Phone (408) 227-2657



EVALUATION SHEET

HISTORIC RESOURCE NAME Hegerich & Kemling Auto Sales

SURVEY REF. NO. 133

ADDRESS 455 S. First Street

A. VISUAL QUALITY/DESIGN

- |                        |                      |   |    |     |      |
|------------------------|----------------------|---|----|-----|------|
| 1. EXTERIOR            | _____                | E | VG | G x | FP   |
| 2. STYLE               | _____                | E | VG | G x | FP   |
| 3. DESIGNER            | _____                | E | VG | G   | FP x |
| 4. CONSTRUCTION        | <u>metal cornice</u> | E | VG | G x | FP   |
| 5. SUPPORTIVE ELEMENTS | _____                | E | VG | G   | FP x |

B. HISTORY/ASSOCIATION

- |                        |  |   |      |     |      |
|------------------------|--|---|------|-----|------|
| 6. PERSON/ORGANIZATION | _____                                  | E | VG   | G   | FP x |
| 7. EVENT               | _____                                  | E | VG   | G   | FP x |
| 8. PATTERNS            | <u>Downtown commercial development</u> | E | VG x | G   | FP   |
| 9. AGE                 | <u>c1918</u>                           | E | VG   | G x | FP   |

C. ENVIRONMENTAL/CONTEXT

- |                 |       |   |      |     |    |
|-----------------|-------|---|------|-----|----|
| 10. CONTINUITY  | _____ | E | VG x | G   | FP |
| 11. SETTING     | _____ | E | VG x | G   | FP |
| 12. FAMILIARITY | _____ | E | VG   | G x | FP |

D. INTEGRITY

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

E. REVERSIBILITY

- |              |       |     |    |   |    |
|--------------|-------|-----|----|---|----|
| 17. EXTERIOR | _____ | E x | VG | G | FP |
|--------------|-------|-----|----|---|----|

F. ADDITIONAL CONSIDERATIONS/BONUS POINTS

- |                            |       |   |    |   |    |
|----------------------------|-------|---|----|---|----|
| 18. INTERIOR/VISUAL        | _____ | E | VG | G | FP |
| 19. INTERIOR/HISTORY       | _____ | E | VG | G | FP |
| 20. INTERIOR ALTERATIONS   | _____ | E | VG | G | FP |
| 21. REVERSIBILITY/INTERIOR | _____ | E | VG | G | FP |

REVIEWED BY Glory Anne Laffey

DATE: 12/13/91



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 9

\*Resource Name or #: (Assigned by recorder) Herrold College

P1. Other Identifier: 465 South First St. / 470 South Market St.

\*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 photorevised T.7S.; R.1E.; Mount Diablo B.M.

c. Address 465-467 South First Street City San Jose Zip 95113

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 598732mE/ 4131942mN

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

Assessor's Parcel Number: 464-30-090

West side of South First Street north of William Street.

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

This slightly altered, one-story Commercial building is a distinctive through-block (double-sided) parcel that has a façade on both South 1st and South Market Streets. Built circa 1918, the building includes materials and details from an era when classical detailing added style and proportion to otherwise utilitarian brick retail structures. The design and materials of the building continue today to serve as an example of an early-twentieth-century commercial building in the downtown core.

The setting of the Herrold College Building has been identified as a potential historic district of mostly early-twentieth-century retail and light-industrial buildings associated with the early rise of automobile uses in San José. This neighborhood consists of low-rise, masonry, party-wall buildings that surround the "V"-shaped intersection of South Market and South 1st Streets.  
*(Continued on next page, DPR523L)*

\*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 #)

View facing west, April 2016.

\*P6. Date Constructed/Age & Sources:

Historic  Prehistoric  Both

Ca. 1918, 98 years old, city directories.

\*P7. Owner and Address:

David & Anne Neale IND/TR  
470 S. First St.  
San Jose, CA 95113

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

F. Maggi and L. Dill  
Archives & Architecture, LLC  
PO Box 1332  
San Jose CA 95109-1332

\*P9. Date Recorded: April 29, 2016

\*P10. Survey Type: (Describe)

Intensive

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

Archives & Architecture, LLC: Historical Assessment, Gateway Towers Project, 470 South Market St., San Jose, Santa Clara County, California, 2016.

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



Page 2 of 9 \*Resource Name or # (Assigned by recorder) Herrold College

\*Recorded by Franklin Maggi and Leslie Dill

\*Date 4/29/2016

Continuation  Update

*(Continued from previous page, DPR523A)*

By the 1920s, a large number of showrooms, garages and service businesses began to appear in the area, and over the years it has remained an intact representation of this era in the development history of San José. The buildings are not individually distinctive, but, as a related group, they convey meaning that establishes a level of historical significance. Herrold College was listed as a potential contributor to the district.

The Herrold College building is a tall-one-story three-bay commercial composition with two façades. Both façades are faced with white glazed brick and embody clear design associations with the early twentieth century. The structure consists of traditional brick party-wall construction with timber roof trusses and a concrete floor; the building has been seismically retrofitted with steel moment frames and interior supports. Both façades feature the brick laid in a common bond with full headers, tall upper walls that rise into stepped parapets, and wide piers.

The original main façade, facing South 1st Street, is symmetrically composed of two display windows flanking an entry bay. All three storefront openings are topped by multi-lite transoms featuring ribbed glass. The transoms above the display windows include operable sash. The storefront casings at the display windows are not original. The central opening was once an automobile entrance; it is now a double door, also with recent framing. This façade features Classical detailing, including: a decorative brick basket-weave panel in the center of the upper wall, tan square accent tiles, a full-width building cornice that features a Greek-key frieze band, and a brick soldier-course as a storefront cornice band. Original design features of the asymmetrical South Market Street façade include the glazed brick, with an upper trim band of header brick in a stacked bond, the parapet wall, and the proportions of the original streetscape openings. The southern storefront includes an historic transom with an operable center sash. The bulkheads of this storefront are matching brick. The façade has been altered with the installation of an extra-wide colored-glass storefront in the style of Mondrian. This window wall and a full-width cast-stone storefront cornice were added in the early part of this century. Of interest, at the southwest corner of the building, bordering the property addressed 493 South 1st Street, there are remnants of the former adjacent building, including: a narrow strip of heavy-dash stucco wall, a partial pilaster capital, and minor structural elements (bolts and steel bars) protruding from the structural brick party wall.

This building serves vehicular and pedestrian traffic in the SoFA area to related downtown urban uses. The parcel is a rectangle that spans the block, with a slightly angled west façade. The footprint of the building covers the property. The historic elements of the building appear in good condition, and the year-2000 rehabilitation design was reviewed for consistency with historic design guidelines prior to alteration.

**Integrity:** The property retains most of its historical integrity over time as per the National Register's seven aspects of integrity. The Herrold College Building has integrity of location and setting in Downtown San José and in the potential Automobile Historic District. With its one-story façades and masonry party walls, it has integrity of early-twentieth-century commercial design composition and structure. Although the display window areas have been altered, it has integrity of much of its original materials and workmanship, including the brick wall elements, the decorative trim, and the transom windows. The building conveys visual associations with commercial San José commercial design from the 1910s-20s. It continues to be identifiable as an historic building within the greater downtown core.

*(Continued on next page)*

Page 3 of 9 \*Resource Name or # (Assigned by recorder) Herrold College

\*Recorded by Franklin Maggi and Leslie Dill

\*Date 4/29/2016

Continuation  Update

(Continued from previous page, DPR523L)

Character-defining features include:

Building Features:

- Tall-one-story three-bay commercial composition both façades; pair of wide display storefronts flanking a narrower central entrance bay
- Brick party-wall construction with timber roof trusses; continuity with neighbors
- Off-white, glazed-brick walls, laid in common bond with full headers
- Tall upper brick spandrel wall that conceals the sloping side roof forms; stepped parapet walls
- Wide brick piers with concealed steel beams supporting the upper brick wall

S 1st Street Features:

- Symmetrical tall-one-story three-bay commercial composition.
- Full-width building cornice at the top of the parapet, featuring a built-up top band above a simplified Greek-key frieze band
- Rectangular brick decorative central panel consisting of a central basket-weave double framed by a header band and a soldier course, with square, tan accent tiles at each outer corner
- Full-width brick soldier-course as a storefront cornice band
- Original multi-lite transom windows with operable central windows above the display windows and the recessed awning box as the horizontal spandrel beam. Ribbed original glazing (Central transom is 8x3 fixed; outer transoms are 16x3, including the 2x3 operable center sash)

S Market Street Features:

- Asymmetrical tall-one-story commercial composition; a narrower south entrance bay and an extra-wide (altered) storefront bay
- Full-width brick stacked-header band at the middle of the parapet wall
- Original vertical-lite transom band above the south entrance storefront. Seven lites with the center one an operable sash
- The sidelights at the main office entry include glazed brick at the bulkheads.

Altered Features:

- Wood storefronts, including wood bulkhead, and center entrance storefront at S 1st Street façade
- Cast-stone full-width lintel at Market Street façade
- Mondrian-design storefront at 470 S Market entrance
- Doorway at 480 S Market (sidelights include original materials)

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

**Primary #  
HRI #**

Page 4 of 9

**\*NRHP Status Code** 3S/3CS/5S1

**\*Resource Name or #** (Assigned by recorder) Herrold College

B1. Historic Name: Herrold College

B2. Common Name: CORE Companies

B3. Original use: Broadcasting station / school / retail commercial

B4. Present Use: offices

**\*B5. Architectural Style:** Classical influences

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

Constructed circa 1918. Numerous records of internal remodelings as early as 1921. Façade and URB remodeling 2000.

**\*B7. Moved?**  No  Yes  Unknown **Date:** n/a **Original Location:** n/a

**\*B8. Related Features:**

None

B9a Architect: William Binder (probable) b. Builder: Not known

**\*B10. Significance:** **Theme** Communications **Area** Market Gateway Redevelopment Area

**Period of Significance** 1918-1925 **Property Type** Commercial **Applicable Criteria** A (1) and B (2)

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

A long narrow parcel that extends from South First Street through to South Market Street, the existing property is a portion of Lot 4 of Block 4, Range 1 South of San Jose's Original City. This property remained vacant through the nineteenth century. In 1913, T.S. Montgomery, a prolific developer of downtown San Jose during the early decades of the twentieth century, purchased the south portion of this block (the 300 feet north of William Street), and developed this land as a part of the expansion southward from the main commercial core of the city.

The building permit was not located as a part of this recording, although T.S. Montgomery had obtained a permit for a building on South First Street near William Street on November 15, 1916. It is likely that he obtained the entitlements and sold the property, similar to his actions on the adjacent property to the north the year previous. Remodeling permits in the early 1920s obtained by a subsequent owner George Devault (local references to Davault were not found), were for minor changes at the time of the use of the building for Herrold College.

(Continued on next page, DPR523L)

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

**\*B12. References:**

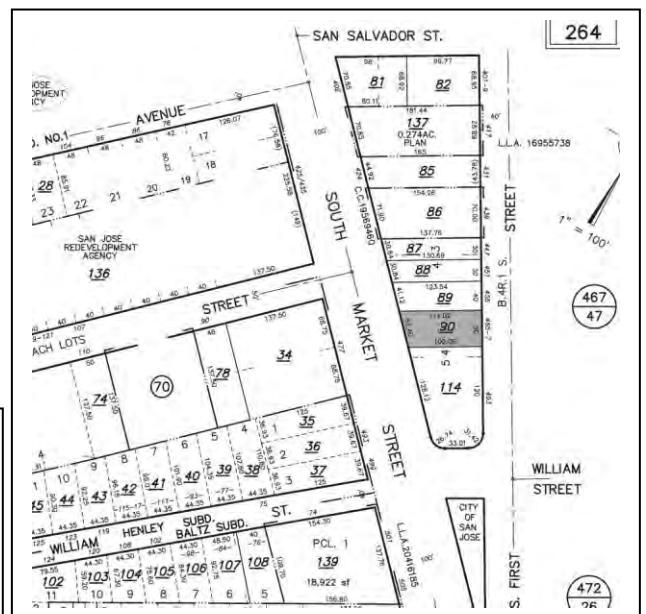
- Laffey, G.A. Historic Resources Inventory form and rating sheet for 465 S. 1<sup>st</sup> St. (Survey Ref. No. 134).
- Greb, G., M. Adams, Charles Herrold, Inventory of Radio Broadcasting, 2003.
- Polk Company, city directories, 1913-1978.
- San Jose Evening News, misc. citations.
- Sanborn Company, Fire Insurance maps, 1915-1965.

B13. Remarks: Proposed partial demolition

**\*B14. Evaluator:** Franklin Maggi

**\*Date of Evaluation:** April 29, 2016

(This space reserved for official comments.)



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

Primary #  
HRI #  
Trinomial

Page 5 of 9 \*Resource Name or # (Assigned by recorder) Herrold College

\*Recorded by Franklin Maggi and Leslie Dill

\*Date 4/29/2016

Continuation  Update

(Continued from previous page, DPR523B, B10 Significance)

During an update to the San José Historic Resources Inventory conducted by historian Glory Anne Laffey in 1991-19992 for the San José Planning Department, Laffey identified and recorded the building at 465-467 South First Street as the Herrold Laboratories / Herrold College of Engineering and Radio. The update served to inventory commercially-used unreinforced masonry buildings in the city, and included survey forms and significance evaluations for historic brick buildings that were subject to the City's URM efforts following the Loma Prieta Earthquake of 1989. At the conclusion of the Laffey survey, the San José City Council designated the Herrold College building at 465 South First Street a City Landmark (HL92-72).

Charles Herrold is considered to be the father of radio broadcasting. Radio broadcasting is a one-way wireless transmission over radio waves intended for consumption by multiple unconnected persons that constitute an audience. The development of the tools and methods of audio communications during the late nineteenth and early twentieth centuries involves many innovations in technology by a large number of inventors, and a multitude of means of establishing communication.

With a growing national interest in wireless, in late 1908, Charles Herrold resigned his position at Heald's in Stockton, and began planning his own wireless school in San José. He opened his trade and technical school on January 1, 1909, calling it the Herrold College of Wireless and Engineering. Charles moved into a vacant floor at the new Garden City Bank building at South First and San Fernando Streets, and with the help of his father, set up classrooms and laboratories for the school, which was dedicated to training students to serve the rapidly growing wireless industry.

It was in 1909 that Charles, with his assistant Ray Newby, worked to invent a better spark-based radiotelephone system. Failing to do that, later in the year he began to develop a transmitter using the Poulsen arc. With his first successful broadcast in 1909, over the next three years he and his assistants continued to experiment with this new emerging technology while he began to hold daily experimental broadcasts from his school in the downtown.

By 1912, Charles had begun regular programming from his broadcasting station. He was now not just a technical practitioner in a highly technical field, but an exponent of public radio broadcasting leading up to the outbreak of World War I in 1917. Following the end of World War I, which had resulted in the closing of his station by the federal government, Charles reopened his College of Engineering at 467 South First Street.

During the war, a large contingent of the over 1,200 men that Charles is said to have trained in radio served as communications specialists. Not knowing for sure in what direction the evolving demand in the growing wireless industry was heading after the war, he branched out into manufacturing and selling radio receivers of his own design, which became known as "Spider Webs." The front section of the College on South First Street was used for the display of receivers, parts, and supplies made by a variety of manufacturers, and he soon expanded into the building with a room for the school and another for his laboratory. He was reissued his licenses, and was back on the air, while teaching his new students the fundamentals of radio.

Facing many new competitors, the school and station lasted until 1926 when Charles sold his license to KCBS. During the late 1920s and into the 1930s, Herrold continued to be involved in radio broadcasting, and was a celebrated speaker on the history of radio broadcasting and the development of mass communications.

In 2003, Gorden Greb and Mike Adams, published *Charles Herrold, Inventor of Radio Broadcasting* (McFarland & Company, Inc.). Greb had been instrumental in identifying Charles Herrold and his work in 1959 at the time of the 50th anniversary of KCBS. The 2003 book contains a wealth of information in addition to photographs from the collection of Steven True, the grandson of Charles Herrold. The book's biography and the historic context around the 1909 event now forms the context and basis of historical information about Charles Herrold.

(Continued on next page)

*(Continued from previous page, DPR523B, B10 Significance)*

In early 1925, Charles Herrold's lease was terminated when the property owner, then Pierre J. E. Montmayeur, sold the property to Olga A. Deter (Deeds 133:78, 1/15/1925). The building was subsequently reused for automobile use with the small space at 467 used for retail. By the time of the beginning of World War II, the main space within the building had been converted to a cabinet making shop, and the small retail space housed a confectionary. In 1946 Deter sold the property to Frank and Lucy Arnerich who continued to own the property for about 30 years during which it was used for automotive repair. Under their ownership the building was repurposed for retail use, and housed Bi-Mor, a general merchandising store.

Integrity

The City Landmark Herrold College building underwent rehabilitation in 2000-2001. The plans were reviewed under the Secretary of the Interior's Standards and the project found to be in conformance. No other exterior changes are known to have occurred that would have changed the exterior in a way that affect its historical status.

EVALUATION

An evaluation was not conducted as a part of this recording, as the property is a designated City Landmark (HL92-74) under San Jose City Council Resolution #63848. In 1999, Robert Cartier, in preparation of an evaluation of the property for the San Jose Redevelopment Agency found the property eligible for the California Register of Historical Resources under Criteria 1 and 2, and the National Register of Historic Places under Criteria A and B.





465-467 South First Street, viewed facing south.



470-480 South Market Street, viewed facing east.





Detail view of 467 South First Street, viewed facing northwest.



Detail view at 480 South Market Street, viewed facing east.



Internal structural reinforcement at façade.



Internal structural reinforcements at internal wall and truss.



State of California - The Resources Agency  
 DEPARTMENT OF PARKS AND RECREATION  
 Office of Historic Preservation  
**Historic Resources Inventory**

Survey Ref. No. 134

**Identification and Location**

Ser. No. \_\_\_\_\_  
 National Register Status 3S  
 Local designation CCL

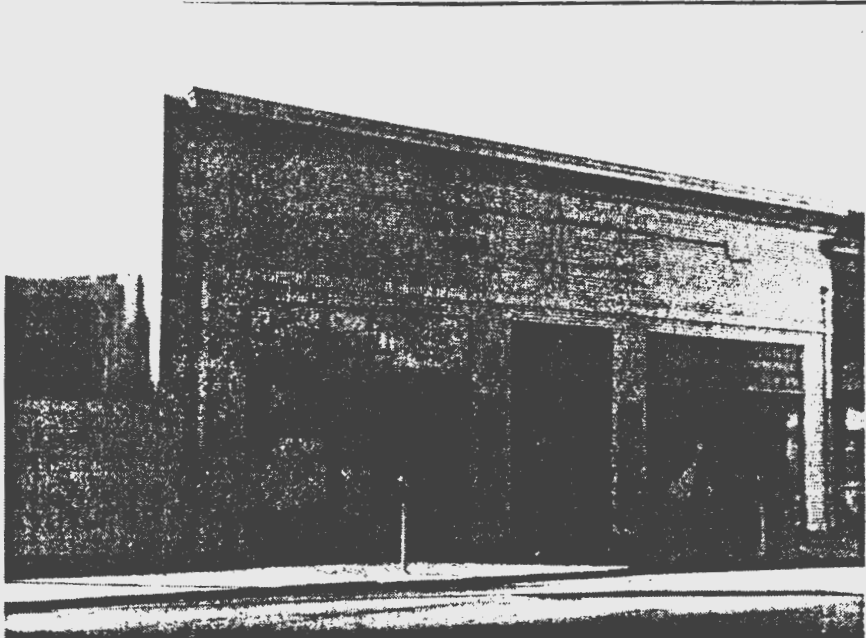
1. Historic name Herrold Laboratories, Herrold College of Engineering and Radio
- \*2. Common name or current name Buy-More
- \*3. Number & street 465-467 S. First St. Cross-corridor \_\_\_\_\_  
 City San Jose Vicinity only \_\_\_\_\_ Zip 95113 County Santa Clara
4. UTM Zone \_\_\_\_\_ A \_\_\_\_\_ B \_\_\_\_\_ C \_\_\_\_\_ D \_\_\_\_\_
5. Quad map No. \_\_\_\_\_ Parcel No. 264-30-090 Other \_\_\_\_\_

**Description**

6. Property Category Building If district, number of documented resources \_\_\_\_\_

\*7. Briefly describe the present physical appearance of the property, including condition, boundaries, related features, surroundings, and (if appropriate) architectural style.

Constructed about 1918, this one story commercial building is faced with white glazed brick. The street facade is symmetrically composed of two transomed display windows flanking a transomed entry. The upper portion of the storefront is simply ornamented with a central panel of flemish bond brick. A metal cornice with decorative band extends across the top of the parapet. The building is a competent, straight forward design, typical of its period, and contributes to the cohesion of a row of similarly scaled and aged buildings. Originally serving as a school of electrical engineering, the building was later used as an automobile show room and other retail uses. Although the building is vacant and in a state of disrepair, it has been minimally altered and retains its original architectural character.



8. Planning agency Planning Dept.
9. Owner Address E. & E. Van Brocklin  
465 S. First St.  
San Jose 95113
10. Type of Ownership Private
11. Present Use Commercial
12. Zoning C3
13. Threats URM

Section 106 (36 CFR 800).

**Historical Information**

- \*14. Construction date(s) 1918A Original location same Date moved \_\_\_\_\_
- 15. Alterations & date \_\_\_\_\_
- 16. Architect Unknown Builder Unknown
- 17. Historic attributes (with number from list) 15--Herrold College of Engineering, lab

**Significance and Evaluation**

- 18. Context for evaluation: Theme Communication Area San Jose  
 Period 1918-1945 Property Type School Context formally developed? yes

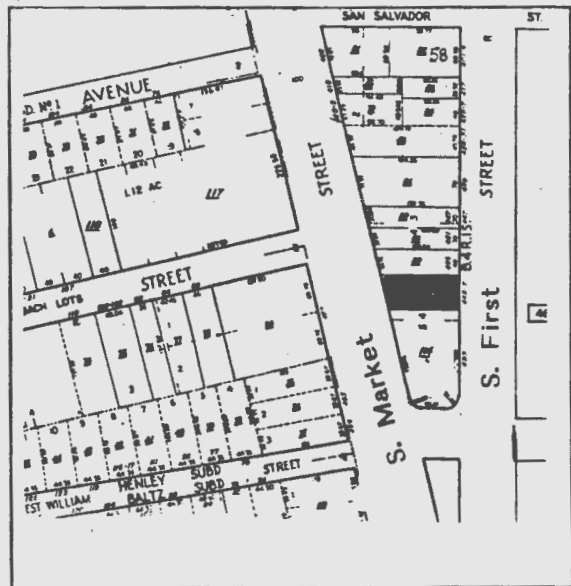
\*19. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

Dr. Charles Herrold pioneered California's first radio transmission in 1894, and in 1909 established the first American commercial radio station and the Herrold School of Wireless Telegraphy in the Garden City Bank Building. In 1917, all wireless plants, including Herrold's, were disassembled by government order as a war-time security precaution. In 1918, Herrold's laboratories and College of Engineering and Radio were relocated to 467 S. First Street. By 1922, the College of Engineering and Radio had qualified more than 1200 students as radio engineers, technicians, and operators. Many had been specially trained for government communications service during World War I. Historian Eugene Sawyer (1922) reported that "path-breaking work, following experimentation of a high order" was being accomplished daily, leading to "over 50 inventions and improvements involving the use of electricity." The site of Herrold's original radio facility at the Garden City Bank Building, San Jose's first skyscraper on the corner of S. First and San Fernando Street, is State Landmark 942. From 1918-1925 Herrold's laboratories and college occupied 467 S. First Street, and in 1921 the radio station was licensed as KQW. This building is significant as the only extant structure associated with Herrold's pioneering radio experiments and inventions, the genesis of San Jose's electronic industry.

20. Sources:

Visual Survey, 12/1/91; City Directories, 1870-1975; Thomas Brothers, Assessor's Block Books, 1890-1926; Sanborn Fire Insurance Maps, 1889-1929; SJHM, Street Assessment Map A16, 1875; Building permits; Arubuckle, C., Clyde Arubuckle's History of San Jose, 1985; Sawyer, E. History of Santa Clara County, 1922; Page, Anderson, and Turnbull, Inc., Historic and Architectural Resources Report for Century Center and Market Gateway Redevelopment Areas, 1985.

- 21. Applicable National Register criteria a, b
- 22. Other recognition \_\_\_\_\_  
 State Landmark No. (if applicable) \_\_\_\_\_
- 23. Evaluator Glory Anne Laffey  
 Date of evaluation 12/13/91
- 24. Survey type Project Related
- 25. Survey name URM Survey
- 26. Year Form Prepared 1991  
 By (name) Glory Anne Laffey  
 Organization Archives & Architecture  
 Address 353 Surber Drive  
 City & Zip San Jose 95123  
 Phone (408) 227-2657





## EVALUATION SHEET

HISTORIC RESOURCE NAME Herrold's College of Engineering and Radio  
 ADDRESS 465-467 S. First Street

SURVEY REF. NO. 134

**A. VISUAL QUALITY/DESIGN**

- |  |                                       |    |                                       |  |
|--|---------------------------------------|----|---------------------------------------|--|
| 1. EXTERIOR _____                                | E                                     | VG | G <input checked="" type="checkbox"/> | FP                                     |
| 2. STYLE _____                                   | E                                     | VG | G <input checked="" type="checkbox"/> | FP                                     |
| 3. DESIGNER _____                                | E                                     | VG | G                                     | FP <input checked="" type="checkbox"/> |
| 4. CONSTRUCTION <u>Metal cornice</u>             | E                                     | VG | G <input checked="" type="checkbox"/> | FP                                     |
| 5. SUPPORTIVE ELEMENTS <u>Significant tenant</u> | E <input checked="" type="checkbox"/> | VG | G                                     | FP                                     |

**B. HISTORY/ASSOCIATION**

- |   |                                       |    |                                       |  |
|---|---------------------------------------|----|---------------------------------------|--|
| 6. PERSON/ORGANIZATION <u>C. Herrold College of Engineering</u>     | E <input checked="" type="checkbox"/> | VG | G                                     | FP                                     |
| 7. EVENT _____  | E                                     | VG | G                                     | FP <input checked="" type="checkbox"/> |
| 8. PATTERNS <u>Development of radio communication and education</u> | E <input checked="" type="checkbox"/> | VG | G                                     | FP                                     |
| 9. AGE <u>c1918</u>   | E                                     | VG | G <input checked="" type="checkbox"/> | FP                                     |

**C. ENVIRONMENTAL/CONTEXT**

- |                       |   |  |                                       |    |
|-----------------------|---|--|---------------------------------------|----|
| 10. CONTINUITY _____  | E | VG <input checked="" type="checkbox"/> | G                                     | FP |
| 11. SETTING _____     | E | VG <input checked="" type="checkbox"/> | G                                     | FP |
| 12. FAMILIARITY _____ | E | VG                                     | G <input checked="" type="checkbox"/> | FP |

**D. INTEGRITY**

- |                                |                                       |    |   |    |
|--------------------------------|---------------------------------------|----|---|----|
| 13. CONDITION _____            | E <input checked="" type="checkbox"/> | VG | G | FP |
| 14. EXTERIOR ALTERATIONS _____ | E <input checked="" type="checkbox"/> | VG | G | FP |
| 15. STRUCTURAL REMOVALS _____  | E <input checked="" type="checkbox"/> | VG | G | FP |
| 16. SITE _____                 | E <input checked="" type="checkbox"/> | VG | G | FP |

**E. REVERSIBILITY**

- |                    |                                       |    |   |    |
|--------------------|---------------------------------------|----|---|----|
| 17. EXTERIOR _____ | E <input checked="" type="checkbox"/> | VG | G | FP |
|--------------------|---------------------------------------|----|---|----|

**F. ADDITIONAL CONSIDERATIONS/BONUS POINTS**

- |                                  |   |    |   |    |
|----------------------------------|---|----|---|----|
| 18. INTERIOR/VISUAL _____        | E | VG | G | FP |
| 19. INTERIOR/HISTORY _____       | E | VG | G | FP |
| 20. INTERIOR ALTERATIONS _____   | E | VG | G | FP |
| 21. REVERSIBILITY/INTERIOR _____ | E | VG | G | FP |

REVIEWED BY Glory Anne Laffey

DATE: 12/13/91

EVALUATION TALLY SHEET

SURVEY REF. NO. 134

	<u>Value</u>		
E	VG	G	FP
		6	
		4	
			0
		4	
8			
20			0
12		3	
	6		
	4		
		4	

A. VISUAL QUALITY/DESIGN	
1. Exterior	
2. Style	
3. Designer	
4. Construction	
5. Supportive Elements	
VISUAL QUALITY/DESIGN SUB-TOTAL	<u>22</u>
B. HISTORY/ASSOCIATION	
6. Person/Organization	
7. Event	
8. Patterns	
9. Age	
HISTORY/ASSOCIATION SUB-TOTAL	<u>35</u>
C. ENVIRONMENTAL/CONTEXT	
10. Continuity	
11. Setting	
12. Familiarity	
ENVIRONMENTAL/CONTEXT SUB-TOTAL	<u>14</u>
A & C SUB-TOTAL	<u>36</u>
B SUB-TOTAL	<u>35</u>
PRELIMINARY TOTAL (SUM of A, B, & C)	<u>71</u>

	<u>Value</u>		
E	VG	G	FP
0			
0			
0			
0			
0			
0			
0			
3			

D. INTEGRITY	
13. Alterations	
From A, B & C Sub-Totals	<u>71</u> X <u>0</u> = <u>0</u>
14. Exterior Alterations	
From A & C Sub-Totals	<u>36</u> X <u>0</u> = <u>0</u>
From B Sub-Total	<u>35</u> X <u>0</u> = <u>0</u>
15. Structural Removals	
From A & C Sub-Totals	<u>36</u> X <u>0</u> = <u>0</u>
From B Sub-Total	<u>35</u> X <u>0</u> = <u>0</u>
16. SITE	
From B Sub-Total	<u>35</u> X <u>0</u> = <u>0</u>
INTEGRITY DEDUCTIONS (SUB-TOTAL)	<u>0</u>
ADJUSTED SUB-TOTAL	<u>71</u> - <u>0</u> = <u>71</u>
	PRELIMINARY TOTAL
	INTEGRITY DEDUCTIONS

E. REVERSIBILITY	
17. Exterior	<u>3</u>
----- TOTAL	<u>74</u>

	<u>Value</u>		
E	VG	G	FP

F. ADDITIONAL CONSIDERATIONS/BONUS POINTS	
18. Interior Visual Quality	_____
19. History/Association of Interior	_____
20. Interior Alterations	_____
21. Reversibility/Interior	_____
BONUS POINTS SUB-TOTAL	_____
ADJUSTED TOTAL (With Bonus Points)	<u>74</u>

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 4

\*Resource Name or #: (Assigned by recorder) Standard Oil Station

P1. Other Identifier: Economy Imports / Poly Cleaners

\*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 photorevised T.7S.; R.1E.; Mount Diablo B.M.

c. Address 493 South First Street City San Jose Zip 95113

d. UTM: (Give more than one for large and/or linear resources) Zone 10S; 598740mE/ 4131937mN

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

Assessor's Parcel Number: 464-30-114

West side of South First Street north of William Street.

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

A one-story corporate-style modern building from the late-1960s, this contemporary building served as replacement office/store and service bays for a Standard Oil station. The renovation of this station in 1969-1970 was short-lived, as the use was decommissioned in the 1970s—the pump islands were removed and the corner of the lot paved for onsite parking for the replacement use as an automobile parts store.

The building is clad with vertical metal standing seam panels and includes metal-framed fenestration. Replacement windows fill the bays where the roll-up doors had existed in front of the service bays. The low-pitched roof is front gabled and a secondary false gable extends forward over and highlights the office/store portion of the original building.

The building appears in good condition, and the site has minimal landscaping.

\*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 #)

View facing north, April 2016.

\*P6. Date Constructed/Age & Sources:

Historic  Prehistoric  Both

1969, 47 years old, building permit.

\*P7. Owner and Address:

David & Anne Neale Trusts  
15081 Pepperland  
Saratoga, CA 95070

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

Franklin Maggi  
Archives & Architecture, LLC  
PO Box 1332  
San Jose CA 95109-1332

\*P9. Date Recorded: April 18, 2016

\*P10. Survey Type: (Describe)

Intensive

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

Archives & Architecture, LLC: Historical Assessment, Gateway Towers Project, 470 South Market St., San Jose, Santa Clara County, California, 2016.

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

\*Resource Name or # (Assigned by recorder) Standard Oil Station

- B1. Historic Name: Standard Oil Station  
 B2. Common Name: Economy Imports / Poly Cleaners  
 B3. Original use: Gasoline Service Station B4. Present Use: Cleaners  
 \*B5. Architectural Style: Modern / no style  
 \*B6. Construction History: (Construction date, alterations, and date of alterations)

Constructed 1969.

\*B7. Moved?  No  Yes  Unknown Date: n/a Original Location: n/a

\*B8. Related Features:

None

B9a Architect: Not known b. Builder: Not known

\*B10. Significance: Theme Commerce Area Market Gateway Redevelopment Area

Period of Significance N/a Property Type Commercial Applicable Criteria None

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

This property was first used as a gasoline service station in 1934 when Standard Oil established a corporate station at this location in the burgeoning auto row south of San Jose's downtown. The station was replaced with a modern corporate styled structure in 1969-1970. The new station included a structure with office and auto servicing bays. The new station was short-lived however, as the 1973 Oil Embargo resulting in allocation problems with stations that were less profitable.

The property was subsequently acquired by M. J. Jefferson. Jefferson remodeled the building and Economy Imports became the tenant who sold auto parts. The Blacklock Family Trust, who acquired the property in 1982, continued to own it until 2013 when it was acquired by the current owners.

The building is less than fifty years in age, and is not architecturally distinctive. The current building is not associated with any historic personages, and is not representative of any important historic patterns of development, and thus would not be eligible as a San José City Landmark or for listing on the California Register of Historical Resources.

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

\*B12. References:

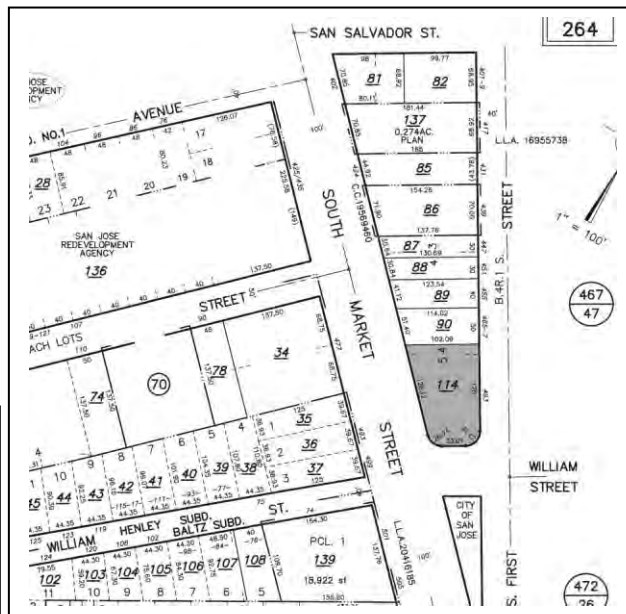
- San Jose building permits.
- Santa Clara County Clerk-Recorder, Official Records.

B13. Remarks: Proposed demolition

\*B14. Evaluator: Franklin Maggi

\*Date of Evaluation: April 20, 2016

(This space reserved for official comments.)





Page 3 of 4 \*Resource Name or # (Assigned by recorder) Standard Oil Station Cleaners

\*Recorded by Franklin Maggi

\*Date 4/20/2016

Continuation  Update



Main front elevation from South First Street, viewed facing northwest.



East side elevation, viewed facing west.





West side elevation, viewed facing east.

# HISTORIC EVALUATION SHEET

**Historic Resource Name:** 493 South First St.

**A. VISUAL QUALITY / DESIGN**

**Justification**

		E	VG	G	FP
1. EXTERIOR	Undistinguished				X
2. STYLE	Corporate Standard Oil building				X
3. DESIGNER	Unknown				X
4. CONSTRUCTION	Of no particular interest				X
5. SUPPORTIVE ELEMENTS	None				X

**B. HISTORY / ASSOCIATION**

		E	VG	G	FP
6. PERSON / ORGANIZATION	None				X
7. EVENT	None				X
8. PATTERNS					X
9. AGE	1969				X

**C. ENVIRONMENTAL / CONTEXT**

		E	VG	G	FP
10. CONTINUITY	Compatible			X	
11. SETTING	Compatible			X	
12. FAMILIARITY	Neighborhood only			X	

**D. INTEGRITY**

		E	VG	G	FP
13. CONDITION	Minor surface wear		X		
14. EXTERIOR ALTERATIONS	Minor changes to character		X		
15. STRUCTURAL REMOVALS	None	X			
16. SITE	Not moved	X			

**E. REVERSIBILITY**

		E	VG	G	FP
17. EXTERIOR	2/3s or more original exists.	X			


**REVIEWED BY:** Franklin Maggi

**DATE:** 04/18/16

## EVALUATION TALLY SHEET

**Historic Resource Name:** 493 South First St.

	<b>E</b>	<b>VG</b>	<b>G</b>	<b>FP</b>	<b>Value</b>	<b>Value</b>	<b>Sub- total</b>	<b>Cumulative sub-total</b>	
<b><u>A. VISUAL QUALITY / DESIGN</u></b>									
1. EXTERIOR	16	12	6	0	0				
2. STYLE	10	8	4	0	0				
3. DESIGNER	6	4	2	0	0				
4. CONSTRUCTION	10	8	4	0	0				
5. SUPPORTIVE ELEMENTS	8	6	3	0	0		0		
<b><u>B. HISTORY / ASSOCIATION</u></b>									
6. PERSON / ORGANIZATION	20	15	7	0	0				
7. EVENT	20	15	7	0	0				
8. PATTERNS	12	9	5	0	0				
9. AGE	8	6	3	0	0		0		
<b><u>C. ENVIRONMENTAL / CONTEXT</u></b>									
10. CONTINUITY	8	6	3	0	3				
11. SETTING	6	4	2	0	2				
12. FAMILIARITY	10	8	4	0	4		9	9	
	<i>(SUM OF A+C) =</i>				9				
<b><u>D. INTEGRITY</u></b>									
13. CONDITION	.00	.03	.05	.10	0.03	x 9	0.3		
14. EXTERIOR ALTERATIONS	.00	.05	.10	.20	0.05	x 9	0.5		
	.00	.03	.05	.10	0.03	x 0	0.0		
15. STRUCTURAL REMOVALS	.00	.20	.30	.40	0	x 9	0.0		
	.00	.10	.20	.40	0	x 0	0.0		
16. SITE	.00	.10	.20	.40	0	x 0	0.0		
							0.7		
	<b>ADJUSTED SUB-TOTAL:</b>				<i>(Preliminary total minus Integrity Deductions)</i>			8.28	
<b><u>E. REVERSIBILITY</u></b>									
17. EXTERIOR	3	3	2	2	3			11.28	
<b>EVALUATION TOTAL:</b>							<i>(Adjusted subtotal)</i>		11.28

Peer Review of  
Proposed Modifications to  
465-467 South First Street  
(The Herrold Lab Building)  
San Jose, California

**Purpose**

Architectural Resources Group (ARG) has been requested to review the proposed modifications to the Herrold Lab Building at 465-467 South First Street for consistency with the recommended treatments outlined in the *Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings*. ARG has reviewed the Historical Evaluation for prepared by Archaeological Resource Management (ARM), the City of San Jose Historic Resources Inventory, photographs of the existing building, and the drawings submitted by the Office of Jerome King, AIA - Architects & Planners.

**Historic Significance**

The building is currently listed as a City Landmark and as eligible for the National Register of Historic Places in the HR Inventory. The ARM Evaluation concluded that the structure "... appears to qualify as potentially eligible for the National Register under criteria A and B..."

Criterion A: Properties can be eligible for the National Register if they are associated with events that have made a significant contribution to the broad patterns of our history.

Criterion B: Properties may be eligible for the National Register if they are associated with the lives of persons significant in our past.

For this review, no attempt was made to verify the conclusions drawn by ARM or the listing in the San Jose HR Inventory. ARG assumed that this structure is a Historic Resource, and proceeded to evaluate the historic integrity of the material still extant within the structure, and the proposed modifications.

**Integrity of Historic Fabric and Proposed Treatment**

The ARM Evaluation stated that: "Although this structure lacks distinctive or unique architecture, it is in good condition." The building extends through the block with frontages on both South First Street and South Market Street. Our review indicates that the original brick façades are in good condition, while the storefronts have deteriorated or been modified to a varying degree. The existing paint will be stripped from both brick façades using a chemical stripper, and deteriorated mortar will be carefully removed and re-pointed.

**465-467 South First Street**

This brick façade is capped by a neo-classical cornice with a projecting single brick soldier course (string course) located just slightly above the storefronts. Between these two horizontal bands is a rectangular panel composed of a brick basket-weave pattern outlined by a brick rowlock course and then a brick soldier course.

The tri-partite composition of storefronts has transom windows over a sheet metal recess probably used as an awning recess. The transom windows, composed of three rows of multiple square glass panes, are in deteriorated but repairable condition. Beneath the recess in the center bay is a pair of, what appears to be original, glazed doors with glazed sidelights and

head. These are more seriously deteriorated, but will serve as the model for the replacement doors which will match in-kind.

The two adjacent bays have been modified and/or are deteriorated to such a degree that replacement in-kind is being proposed using the remaining elements to guide the reconstruction. The southern bay will contain a glazed door similar to what exists, while the northern bay will have windows to replace the current "boarded-up" fenestration.

#### 466 South Market Street

This brick façade, quite different from the South First Street façade, is capped with a single brick rowlock course on top of the stepped parapet. Immediately above the two storefront openings is a sheet metal band that runs the width of the building. Midway between these two horizontal elements is a projecting string course made up of three rows of stacked brick rowlock courses.

The southern of the two openings has a pair of modern flush doors flanked by, what appears to be original, sidelights sitting on short brick walls. The door jambs and head have been extensively modified and will be replaced with a frame and doors similar to the replacement doors on the South First Street façade. The sidelights will be repaired in place, to the extent feasible, or replaced in-kind. Transom windows sit above a sheet metal awning recess that is similar to those on the South First Street elevation. In keeping with the different approaches taken for the detailing of the two façades, the transom windows here are a single row of seven larger vertical panes that fill the width of the bay, rather than three rows of smaller square panes. Like the sidelights these too will be repaired in place, to the extent feasible, or replaced in-kind.

The northern opening is currently filled with a modern "roll-up" overhead garage door. No traces remain of what originally filled this opening. The proposal is to replace the garage door with a new contemporary aluminum storefront containing a single glass entry door.

#### Review of Modifications

Since there is no record of the original storefront, replication is not an option. Construction of a new wood storefront (matching what is proposed in the south bay) would be a matter of conjecture, possibly creating a false sense of historical development. The proposed modern store front, clearly a product of this time period, has been designed to relate to the historic precedent. By extending the horizontal lines of the original transom window, door head, and sidelight sill, the new framework reflects some of the proportion, scale, and pattern of the old, yet establishes a vocabulary of its own that is distinctly modern.

#### Conclusion

The modifications proposed for the Herrold Lab Building appear to meet the *Secretary of the Interior's Standards for Rehabilitation and Illustrated Guidelines for Rehabilitating Historic Buildings*. Existing distinctive features will not be removed unless the severity of the deterioration requires replacement, in which case they will be replaced in-kind. New elements will not destroy existing materials, will be compatible with existing materials, yet be differentiated from the adjoining historic fabric.



### 3.2.4 Historic Buildings and Core

The attached map (Fig 3-21) shows properties on which historic resources have been identified. Designations range from Contributing Structures (CS), to those buildings found Eligible for the National (ENR) or California Registers (ECR). These designations have been gleaned from historical and architectural surveys conducted in the SoFA area over the years. It is important to note that many of the determinations of historic significance are based on older surveys which did not take into account a structure's eligibility for either the California or National Registers. If future development is planned for these sites, additional research must be conducted to determine such eligibility. Once the significance of a structure has been determined, the level of impact of the proposed development to the historic resource can also be assessed. Projects which propose demolition or major alteration to an historic resource are discouraged by the City of San Jose.

The map (Fig 3-21) reflects existing historic designations based on previously completed historic surveys. The SoFA advisory committee recommends a new historic inventory to create a comprehensive evaluation of historic resources defined as a Structure of Merit or greater significance.



Fig 3-20 The Dohrman Building on First Street.

### Historic preservation:

The City of San Jose Council Policy (adopted December 8, 1998) established a plan for the protection of the City's historic resources.

*“Historically and architecturally significant buildings provide an irreplaceable link to the City’s past and enrich the present and future with their rich tradition and diversity.*

*It is the policy for the City of San Jose to strongly encourage preservation and adaptive reuse of designated landmark structures. Proposals to alter such structures must include a thorough and comprehensive evaluation of the historic and architectural significance of the structure and the economic and structural feasibility of preservation and/or adaptive reuse. Every effort should be made to incorporate existing landmark structures into the future plans for their site and surrounding area”.*

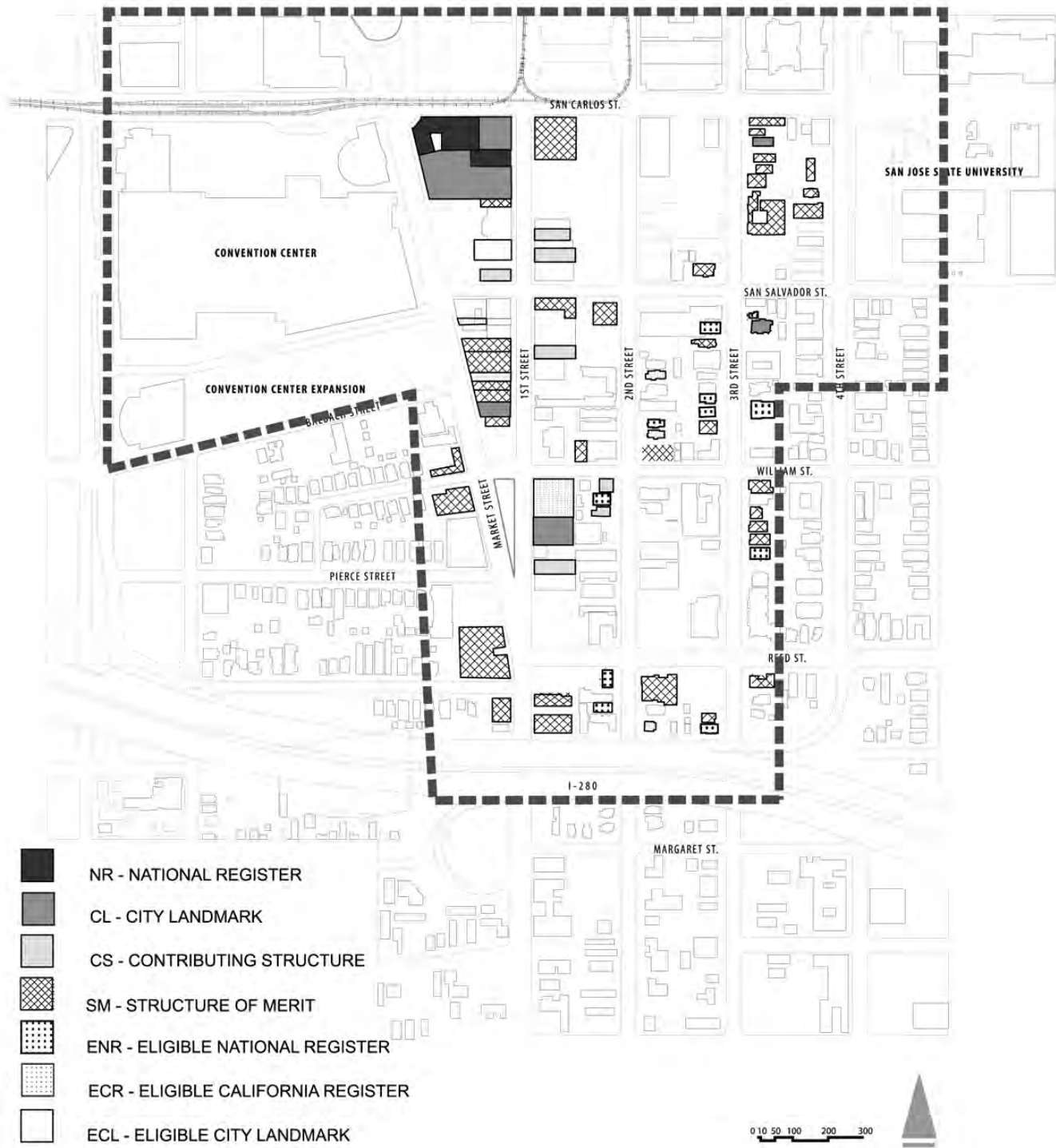


Fig 3-21 Historic designations map.

**NR** A structure, site or district listed on the National Register of Historic Places administered by the Secretary of the Interior, Washington, D.C.

**CL** City Landmark (a structure or site designated by the San Jose City Council in accordance with Municipal Code Chapter 13.48).

**CS** Contributing Structure/Site (a structure that contributes significantly to the historic fabric of the community and, in some cases, to a certain neighborhood).

**SM** Structure of Merit (a structure determined to be a resource through evaluation by the Historic Landmarks Commission's Historic Evaluation Criteria and which preservation should be a high priority).

**ENR** Eligible for National Register listing (appears to meet the NR criteria, but further historical research is necessary).

**ECR** Eligible for California Register listing (appears to meet the California Register criteria, but further historical research is necessary).

**ECL** Eligible for CL status, but further historical research is necessary.

SoFA enjoys a high concentration of historic resources. These resources are a valuable element of SoFA's identity—SoFA's "feel" is in part due to the architectural diversity in the area, a compilation of various architectural styles and uses.

Every effort should be made to preserve and enhance historic landmarks in their original locations. Preservation may be appropriate if distinctive materials, features, and spaces are essentially intact and convey the building's historical significance.

If the building requires more extensive repair and replacement, or if alterations or additions are necessary for a new use, then rehabilitation of the building is appropriate. There are many uses for historic resources, and adaptive reuse of historic buildings makes these structures viable even in a changing marketplace. Many historic buildings can be adapted for new uses without seriously damaging their historic character. The City encourages the rehabilitation of individual buildings and utilizes a variety of techniques and measures to serve as incentives toward achieving this end. They include permitting flexibility as to the uses allowed in structures of historic or architectural merit; tax relief for designated landmarks; alternative building code provisions for the reuse of historic structures. In addition, the San Jose Redevelopment Agency offers incentives to owners of commercial structures. They include the facade improvement program, grants to repair unreinforced masonry buildings and the commercial loan program.

New development in proximity to historic resources should be designed to be compatible with the character of the resource, and the SoFA area. New construction should also respect the scale and massing of existing historic resources, and the area.

When development threatens historic landmarks, every effort should be made to incorporate those buildings into new plans. When those existing structures cannot be included in new construction, relocation is a means of preservation. Relocation within the same neighborhood, or another compatible neighborhood, is encouraged. SoFA is rich in history, and the maintenance and preservation of its built environment is evidence of this rich history.



Fig 3-22 Historic buildings along South First Street.



Fig 3-23 Historic structure on San Carlos Street.



Fig 3-24 Historic building on South First Street.

# Bibliography

## Special Collections

The Herrold Papers are located as follows: Original photos, memorabilia and paper documents are with grandson Stephen True and author Gordon Greb; microfilmed copies of the papers are in the Library of Congress; photocopies and microfilm of many the papers and copies of the photograph collection are in the possession of the authors and at the Perham Foundation Electronics Museum in San Jose; original audio and video tape interviews are with the authors; a select number of audio tapes are in the Columbia University Oral History Collection.

Each source is letter-coded in the bibliography and endnotes as follows:

(A)	Mike Adams Radio Collection
(BMI)	BMI Imaging Systems (microfilm company)
(C)	Columbia University Oral History Collection, New York
(CRC)	Clark Radioana Collection (Smithsonian Institution)
(G)	Gordon Greb Radio Collection
(H)	Herrold Papers
(K)	Jim Kreuzer Collection, New York
(P)	Perham Foundation
(SJS)	San Jose State University
(S)	Smithsonian Institution
(T)	Stephen True Collection

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- Electrical Experimenter*
- Gazette*
- Journal of Broadcasting*
- Journal of Broadcasting and Electronic Media*
- KCBS: The Original Station* (booklet)
- Literary Digest*
- Modern Electrics*
- New England Wireless and Steam Museum*

May 12, 2016

Archives & Architecture, LLC  
PO Box 1332  
San Jose CA 95109

Attention: Franklin Maggi

Subject: Feasibility of Retention of Historic Brick Walls at  
470 S. Market St for New Gateway Tower Multistory Project, San Jose CA



**Duquette Engineering** made a site visit on April 19, 2016. The purpose of our visit was to observe the existing brick masonry facades on First Street and Market Street. These facades are intended to be incorporated into the proposed Gateway Towers Project.

4340 Stevens Creek Blvd.  
Suite 200  
San Jose, CA 95129

The facades are very typical one story brick facades. They are currently supported vertically on concrete or brick foundations and laterally by a typical warehouse wood rafter and wood truss frame roof.

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The current architectural plans show a new cast in place concrete basement garage which will have concrete walls that are placed below the existing brick walls to support them vertically. The new second floor concrete podium will provide the required lateral support.

Of course the concern is shoring and protecting these walls during construction. It is feasible to accomplish this. The specifics of the means and methods will vary with the individuals providing the design and will need to accommodate the following.

- Careful sequencing of shoring placement with the building demolition.
- Earth retention shoring for the excavation.
- Vertical shoring for the wall itself. This will most likely require vertical bearing directly below each of the vertical wall piers.
- Lateral bracing if the wall itself both in and out of plane. This will most likely require tiebacks at the base of the wall, strong backs to help resist out of plane buckling and wall braces in and out of plane.
- Coordination with the Architect and Engineer of record to dovetail the proposed shoring into the final building design. The shoring and building design will need to coordinate to provide accommodations for waterproofing and the cast in place basement wall construction.

Again, this process is feasible, however I want to make it clear that with any demolition or shoring project there is always the potential for some minor, repairable, damage during the process. I hope that this information is clear. If you have any questions or require additional information please call.

Sincerely,

A handwritten signature in blue ink, appearing to read "Steven P. Duquette", is written over a blue horizontal line.

Steven P. Duquette SE

# Supplemental Report

Study for Potential Historical Archaeology

Gateway Tower Project

470 South Market Street

San José, Santa Clara County, California

(APN #)

Prepared for:

David J. Powers & Associates, Inc.

1871 The Alameda, Suite 200

San José

*DRAFT 05.20.2016*



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## Introduction

This study constitutes an investigation into the potential for historical archaeology on a city block in downtown San José that is proposed for a mixed-use residential project.

The study area is the southern end of the block bounded by South First Street, William Street, South Market Street, and West San Salvador Street. identified by the County Assessor as APNs 264-30-089, -090, and -144. The lots on this block are within what is known as the Original Survey of San José, first platted in 1847.

The historical research for this study was conducted by Charlene Duval, Public Historian, with the assistance of Franklin Maggi, Architectural Historian. Ms. Duval has been conducting cultural resource work in Santa Clara County since 1978. She has an MA in Social Science with an emphasis in public history and archaeology from San José State University. Franklin Maggi has a professional degree in architecture from the University of California, Berkeley, and has been managing historic resource surveys and conducting property evaluations for sixteen years.

The study is provided as a supplemental report to the Historic Project Assessment prepared by Archives & Architecture, LLC for the Gateway Tower project. The supplementary report was requested by the City of San José Planning Division via their environmental consultant David J. Powers & Associates, Inc., for the project Draft Environmental Impact Report.

## Purpose and Methodology of this Study

The purpose of this study is to provide additional detailed information about the property to accompany a literature search prepared by Holman & Associates, Archaeological Consultants, dated December 11, 2015. That letter report was prepared by Leigh Jordan, M.A., and Sunshine Psota, M.A., RPA.

The study expands upon the historic context prepared for the Historic Project Assessment by Archives & Architecture.

Archival research was carried out at local repositories of historical records that included the offices of the Santa Clara County Recorder and County Surveyor, the History San José archives, the California Room of the Martin Luther King Jr. Library, the Sourisseau Academy at San José State University, and included use of the personal files of the consultant.



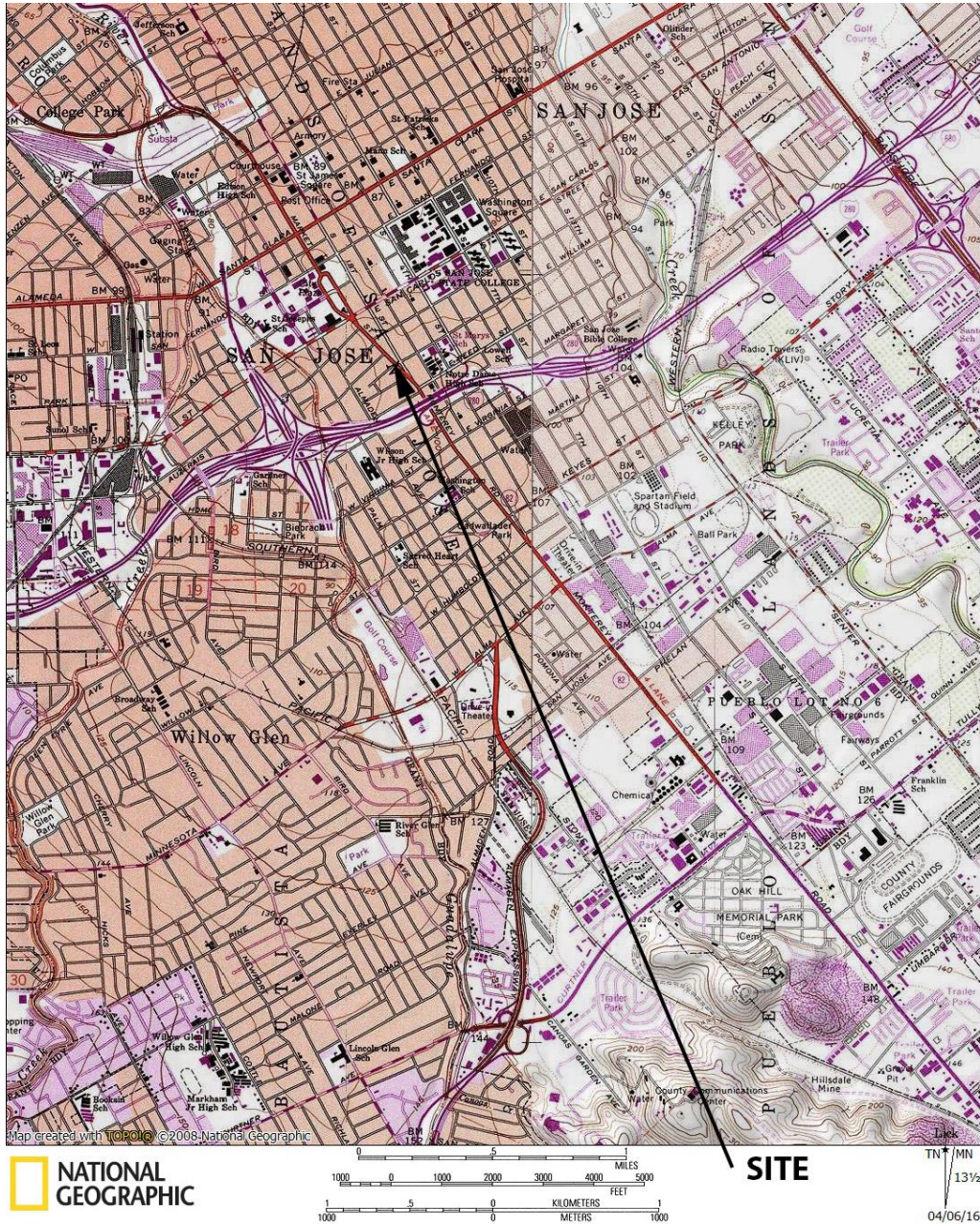
# Site Identification

455 – 493 South First Street, San José, Santa Clara County, California

USGS 7.5' Quad San José West, 1980 photorevised, T.7S.; R.1E.; Mt Diablo Base Meridian

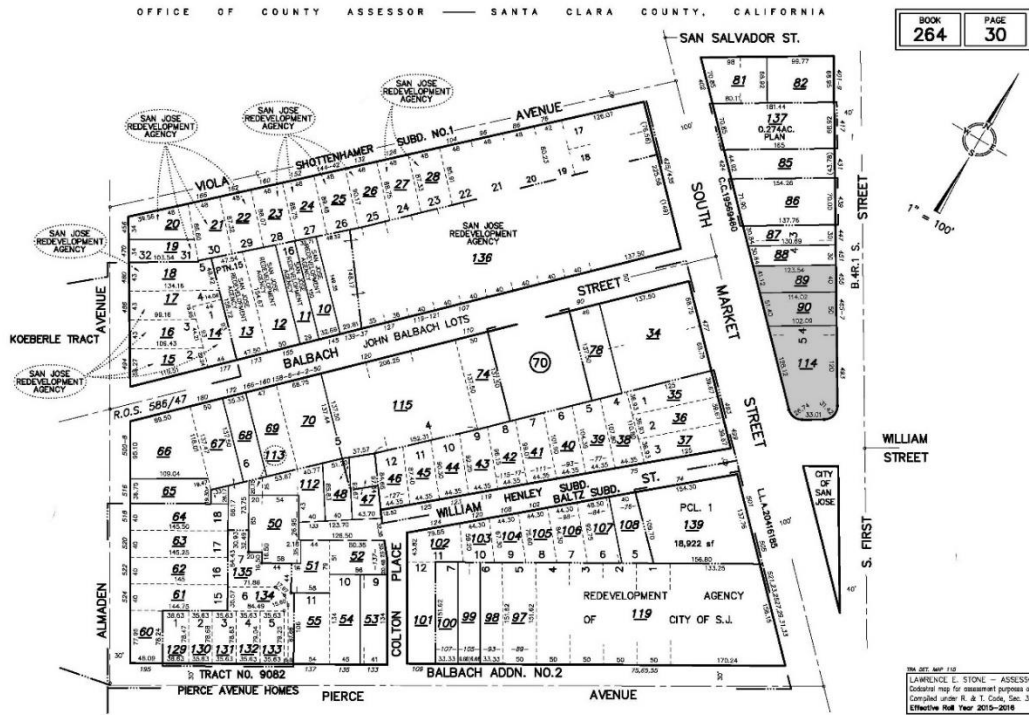
UTM Zone 10S: 598732mE/ 4131942mN

## Location Map





## Assessor's Map



## Historical Development of the Study Area

The Spanish government established the Pueblo of San José in November 1777 as the first civil settlement in California. Due to frequent flooding at the original site near present day Hobson Street, the pueblo was relocated about one mile south in the late 1790s. The town developed on the east side of the Guadalupe River around what was later known as Market Plaza.

The colonists' first activity was to provide water for the pueblo by building a dam on Canoas Creek above the settlement that diverted water into a ditch (*acequia*) to provide water for domestic use and irrigation. Dug to follow the natural contours of the land, the *Acequia Madre* (main ditch) flowed northward to the west of the subject site, and through the pueblo between present Market Street and Almaden Avenue, eventually emptying into the Guadalupe River near what is now Taylor Street. Water was diverted for irrigation through branches off the main ditch through streets and alleys (White 1850; Laffey 1982).

The subject site was located near the southern boundary of the pueblo along the road to Monterey. Early maps show this area containing a scattering of "free Indian" houses and some adobe structure associated with pueblo residents. Unallocated, outlying lands

around the pueblo were considered common lands or *ejidos*, utilized by the colonists for pasturing their livestock. *Suertes* were generally identified by the surname of the original grantee and, as pueblo lands could not be bought and sold by the settlers, the property passed from generation to generation within the families of permanent residents unless officially granted otherwise (Laffey 1982).

The 1840s were a significant period in California's history and in the development of the Santa Clara Valley. As American and European settlers began to drift into Mexican California during the 1830s and 1840s, many were attracted to the pueblo at San José. With a population of about 500, San José was the largest town in the northern parts of Alta California, situated in a fertile, undeveloped valley. In 1846, the United States declared war on Mexico, sent troops to California, and in 1848 acquired the Mexican province of Alta California in the Treaty of Guadalupe Hidalgo. Closely following the acquisition of California by the U.S., the discovery of gold in the Sierra foothills precipitated a sudden influx of population to the state, with settlers arriving from eastern United States, Mexico, and South America. This event served to accelerate statehood, which was achieved in 1850, with San José serving as the first State Capitol of California.

During the 1850s, San José was undergoing a period of rapid expansion. The area east of Market Street within and beyond the old pueblo had been surveyed in a typical American grid pattern by Willima Campbell and Chester Lyman in 1847, facilitating the identification of parcels for holding title and taxation. Because much of the old pueblo area west of the plaza was primarily owned by native Californians, it was not included in the early surveys of the city. Moreover, the property lines were vague and were undergoing confirmation by the Land Commission established in 1851 to prove the title to all Mexican-owned lands in California.

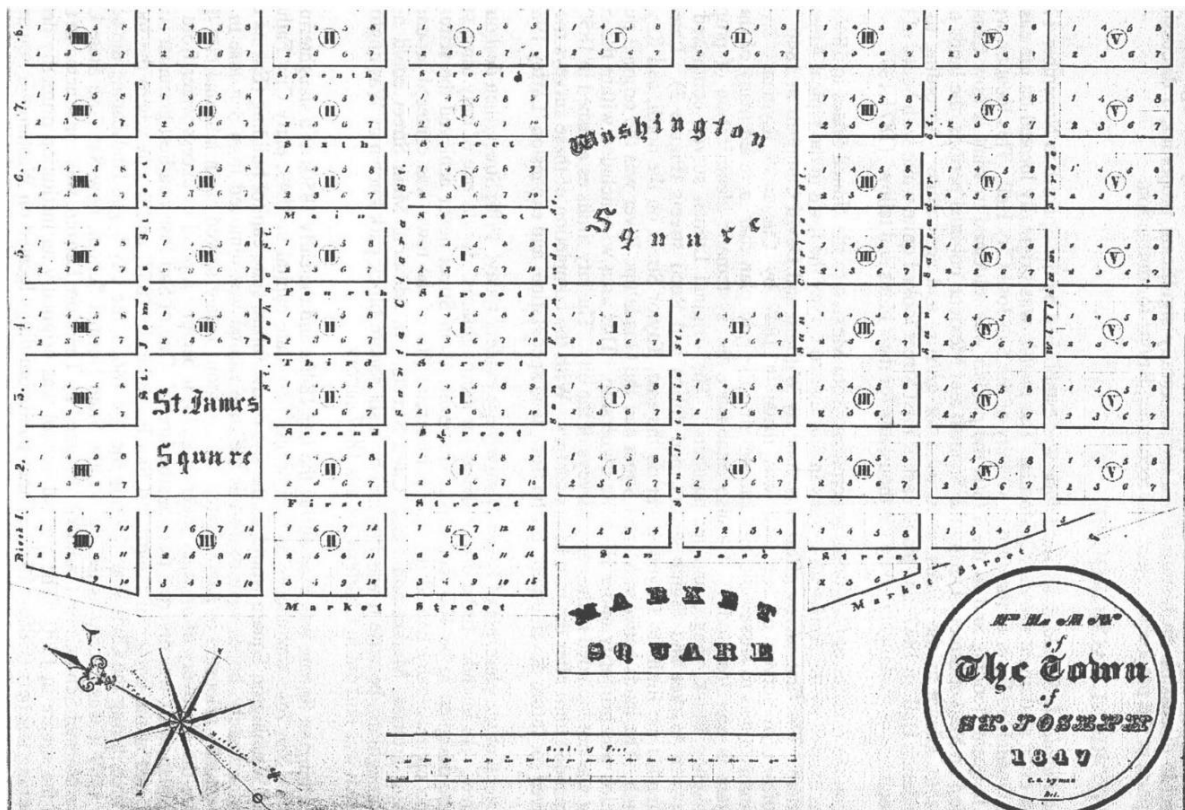
In the 1850s, San José was characterized by economic development as a service center for the expanding agricultural hinterland, increasing industrial and commercial activities, developing transportation services, increasing ethnic immigration, residential expansion, and the development of urban services and utilities (Laffey 1982).

From the days of the pueblo, Market Street and the Road to Monterey was one of the major streets in the town, intersecting with Santa Clara Street and The Alameda to its west and its route to Mission Santa Clara and Mission Dolores in San Francisco. The route to the east bay angled northward at the north end of the town leading to Mission San José and beyond. During the Early American Period, Market Street and Santa Clara Street became the major routes through the core of the new city.

The major transportation routes leading to the town during this period were little more than trails. They included the El Camino Real that connected the town of San José and the evolving communities up and down California. This road closely followed the route of Monterey Road and the El Camino Real today.

The southern entry and the "Road to Monterey" was for many years the primary gateway to the pueblo, with connection to Presidio of Monterey, the nearby missions of San Juan Bautista and Carmel, as well as the large California mission system extending to San Diego and Mexico itself. This southern entry to the early pueblo and the new town of San José was in the vicinity of the subject site. At this "gateway," visitors and returning residents would have disembarked their horses and boarded them. During the latter half of the nineteenth century, equestrian uses continued to exist in this area, including stables, blacksmith shops and corrals.

As title to the lands of the pueblo was perfected in the 1850s, the alignment of Monterey Road as it exited the town varied over time until development help establish the final street boundaries.



1847 map of Lyman's survey showing with location of subject property near lower right corner.

## Property Development

Shortly after the beginning of the American period and prior to statehood, it is likely that there existed an adobe building at or near the subject site on the block that would later become B.4R.1S. (Block 4 Range 1 South) bounded by South Market Street, South

First Street, and William Street. The earliest record of ownership was in 1850 when James (Santiago) Tara is listed as delinquent on property taxes; that year he is listed as owner of the south ½ of Lot 5 of B.4R.1S (this appears to be southerly portion of 493 South First Street) and was being taxed for a building on that site assessed at \$2,000.<sup>1</sup> A notation on the assessment ledger indicates “no bidder of prop.” perhaps indicating that the property was one of the first to go to sale at auction due to unpaid property taxes.

The block and lot pattern of the pueblo had been created in 1847-1848 when the first surveys established a grid pattern for the pueblo based on an east/west base line at San Fernando Street and a north/south baseline at Market Street. B.4R.1S was within Block 1 and Range 4 South and was the second block up from the southerly boundary of the town at the south end of the gore at Market and First Streets. Properties west of the grid were under ownership yet to be surveyed and confirmed, and ownership of properties east of Market Street that encroached into the grid were likely subject to some of the first disputes regarding title during the early years of the new municipal government.

James Tarra (also “Tara,” “Tabara” or “Tavara in legal documents”) has yet to be identified. This name is not found in any primary or secondary literature from this Early American Period in San José or elsewhere other than documents associated with the subject property. The surname appears to be Peruvian, and may be associated with a person who came to California during the Gold Rush. The only property transaction with this person’s name recorded during this period was a mortgage between Santiago Tabara and Francisco Garcia (A:46, July 1, 1850), but is referenced only within the deed index of the Clerk-Recorder’s Office; the original document was not reviewed in the preparation of this study. Tabara continued to be assessed for properties on this block, but may have moved by 1851 to Lot 3 on this same block. The 1851 tax assessments show Issac Branham as owner of Lots 4 and 5, and the property no longer is associated with improvements.

A Francisco Garcia that may be associated with this mortgage during this period is the 1842 grantee of *Rancho San Benito*, located south of present-day King City. Garcia, who arrived in Alta California with the Mexican military sometime prior to 1836, was later in Santa Clara County, as in 1845 at the very end of the Mexican Period he was granted a tract of land west of Mission Santa Clara later known as the Enright Tract when patented in 1866. The San Benito rancho was later patented by James (Santiago) Watson,

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<sup>1</sup> The lot pattern on this block (B.4R.1S) varies according to which map it is shown on. The 1847 Lyman map shown previously identifies only four lots extending from San Salvador to Williams Streets, with a proposed “San Jose Street” clipping the northwest corner of the block as it exists today. The 1851 White map shows the same but without San Jose Street, and the 1888 Clayton map is similar. The 1876 Thompson and West Atlas identifies six lots, starting with No. 6 at William Street. This one is apparently incorrect.



a Monterey trader.<sup>2</sup> Watson's transaction with Francisco Garcia involving the San Benito rancho was around the same time as Garcia's mortgage with Santiago Tabara.<sup>3</sup>

It is possible that Tabara acquired the property from this Francisco Garcia, or another Francisco Garcia that had also been living in the pueblo during the preceding years. In 1850 a Francisco Garcia is listed in tax assessments within the northern portions of the town, but no other records are known to exist that would tie him to other properties. At a later date, there is a Francisco Garcia with property who is living on the west side of South Market Street southwest of the subject site.

The first recorded transaction found involving the subject site was a deed transfer from Issac and Amanda Branham to Morgan Schroder (Deeds G:275, March 22, 1854/recorded April 12, 1854).

Issac Branham was a prominent California pioneer during the Early American period. Born in 1803 in Scott County, Kentucky, he married Amanda Bailey, also of Kentucky, and the two with their children arrived in California in late 1846. During the late 1840s he was involved in a number of ventures to establish saw mills near the Santa Cruz Mountain Range, and by 1850 was living in a house on a three-acre site on the west side of Market Street near the subject site known at that time as "Cook's Place." Around this time, he purchased a large 2-story adobe building at the northwest corner of San Carlos and Guadalupe Streets (Guadalupe being the west leg of Market Street), and placed it in service of California's first session of the Legislature. Later moving to that house, in 1852 he acquired a portion of the Rancho San Juan Batista in south San José which he moved to in 1856, remaining until his death in 1887 (Foote 1888).

Other early deeds from this period related to block (B.4R.1S) identify Issac Branham as owner of the whole block. Sorting out ownership of properties in San José during this early period is problematic. It is possible that a dispute over final ownership of this block may have resulting in conflicting ownership documents. Many legal documents during this period have gone missing over the years (Arbuckle, 1985).

In 1854, a large two-story stone (or adobe) building was constructed on the site by Morgan Schroder (interview with Albert Schroder in when San José Was Young No. 250,

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<sup>2</sup> Watson, known mostly during this period as Santiago Watson, was a native of Scotland, his parents Tomas and Catarina Debeson (Davidson). In California he seems to have gone under a number of different names as noted by California historian Hubert Howe Bancroft (Bancroft's History of California Vol. V, 1886). He was an early non-Hispanic immigrant into Mexican California by 1828, married Maria Ana Buenaventura Escamilla in 1830, and was naturalized a Mexican citizen in 1836. Watson was in Monterey until around 1848. Watson may have been in San José at mid-century. Watson ultimately moved to the San Benito rancho where he died in 1863.

<sup>3</sup> In February of 1850 the *Ayuntamiento* (Town Council) had declared the pueblo lands granted by an earlier council forfeited, and on March 27 incorporated the city. If James Watson and Santiago Tabara are one and the same, then he had resettled in San José in 1848 and probably acquired property. Property titles at this time were in limbo, and he may have tried to maintain his Mexican identity which would have protected his property rights under the Treaty of Guadalupe Hildalgo.

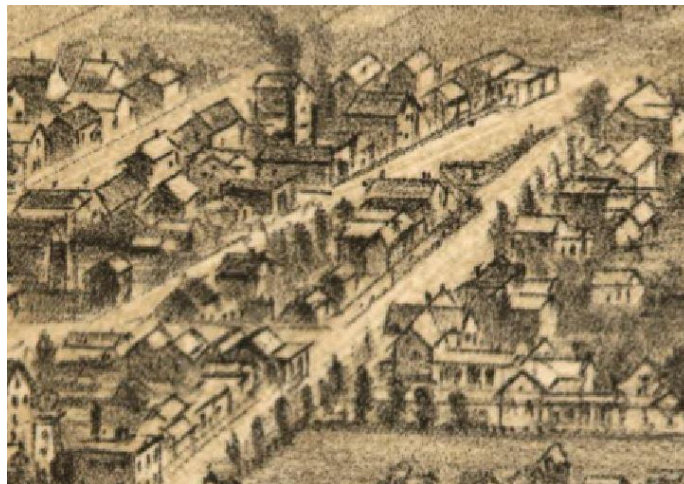
*San Jose Evening News* 8/15/1917). The 1854 building may have been a modification of the earlier adobe, although it sat on the north half of the property now at 493 South First Street. By the time that the 1871 assessment maps were prepared for the town, Schroder had acquired the lot to the north where he built a barn.

Morgan Schroder was born in England, and became a ship's mate running a route between China and Mexico. After arriving in Mazatlan, Mexico, he commanded a ship running between Mazatlan and San Francisco prior to the Gold Rush, and then settled in California with his wife Ygnacia Rodriguez and their children, settling in Santa Clara Valley in 1849-1850.

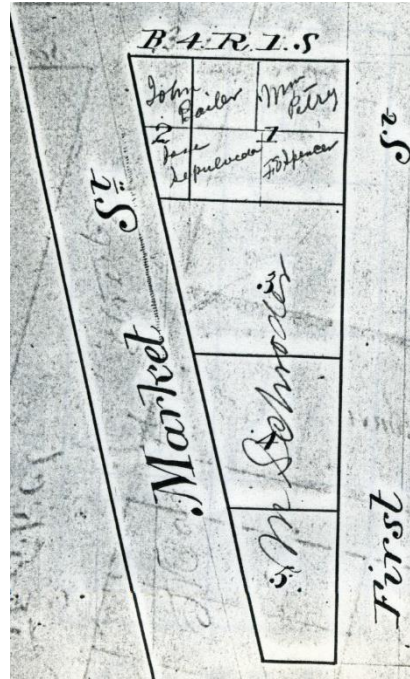
He worked at the New Almaden mines during its formative years, and took charge of transportation of the quicksilver from the mines to Alviso for shipment. The subject property or immediately nearby was the intermediary point in this transport route where the wagons stopped and mule teams boarded overnight at what is now the gore at South First and Market Streets.

This activity had begun around 1849 and lasted until 1862, the year of massive flooding in downtown San José, when Schroder gave up the business (*When San Jose Was Young* No. 274, *SJEN* 9/13/1917). It is not known if Schroder operated this business in the vicinity of the subject site prior to his acquisition of the property in 1854. In addition to Schroder's house, he had a large barn on his property to the north of his house situated across from the intersection of South Market and Balbach Streets.

After leaving the transport business, Schroder became a merchant of hardware and crockery for about six years (*Pacific Coast Directory*, 1867), returning to Mexico in 1868 with his wife where they remained until returning to San José just prior to his Morgan's death in 1881.

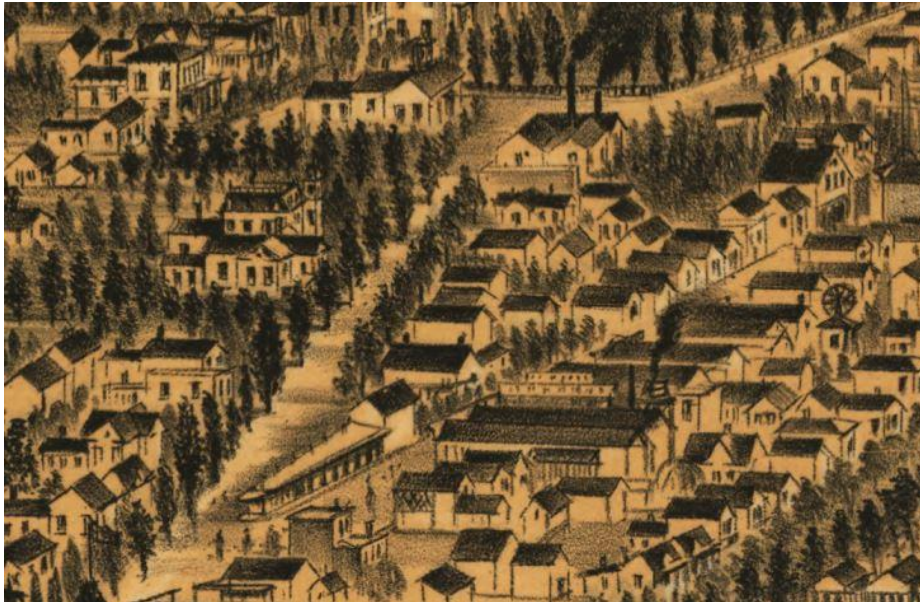


*1869 Birds Eye View excerpt - Geo H. Hare (view facing southeast). The large Schroder house is shown at William Street across from the gore, with another large structure to its north, likely the Schroder barn.*



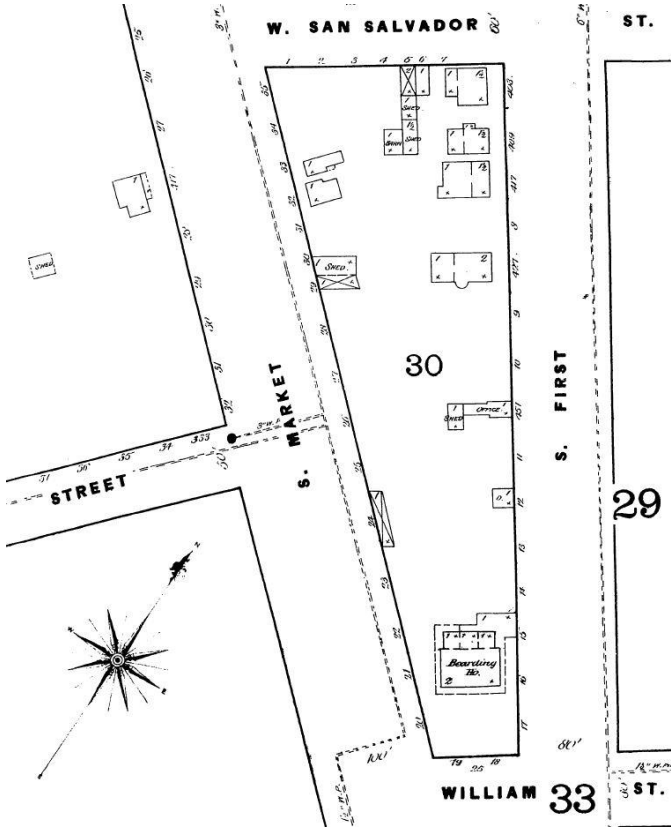
*1871 Block Book excerpt showing Schroder's ownership of lots 3, and 5 of B.4R.1S.*

The barn was destroyed by fire in 1880, and the following year Morgan Schroder died. By that time the family had moved from 295 William Street (the subject property) and was living in a house at 562 South First Street. The building on the subject property had by then become a boarding house.



*1875 Birds Eye View excerpt - W. C. Gifford (view facing northwest) the two-story Schroder house is shown north of the gore, with a smaller one-story building or wing at William Street.*

During the first 40 years of the San Jose’s Early American period, the site saw little new development. The Schroder building still existed at the time of the survey for the 1884 Sanborn Fire Insurance map but had been converted to a boarding house.



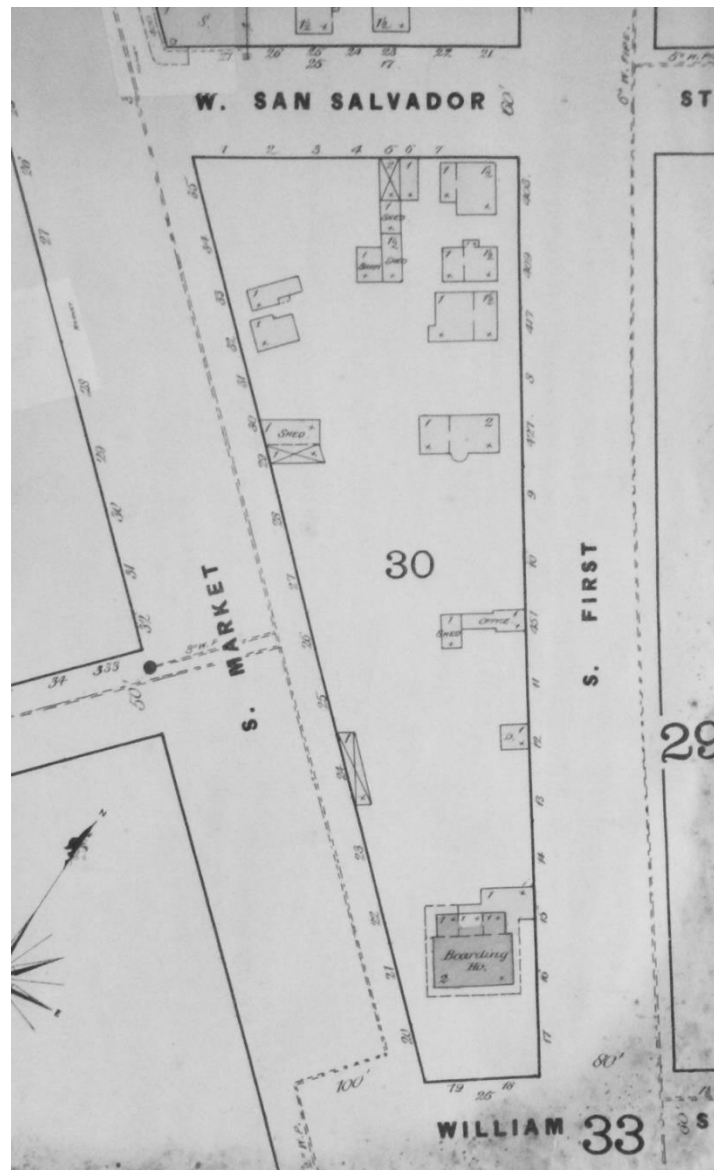
Excerpt from 1884 Sanborn Fire Insurance map



1885 Birds Eye View – W. W. Elliott, excerpt (view looking southeast. It appears that the Schroder house remains with the barn is gone.

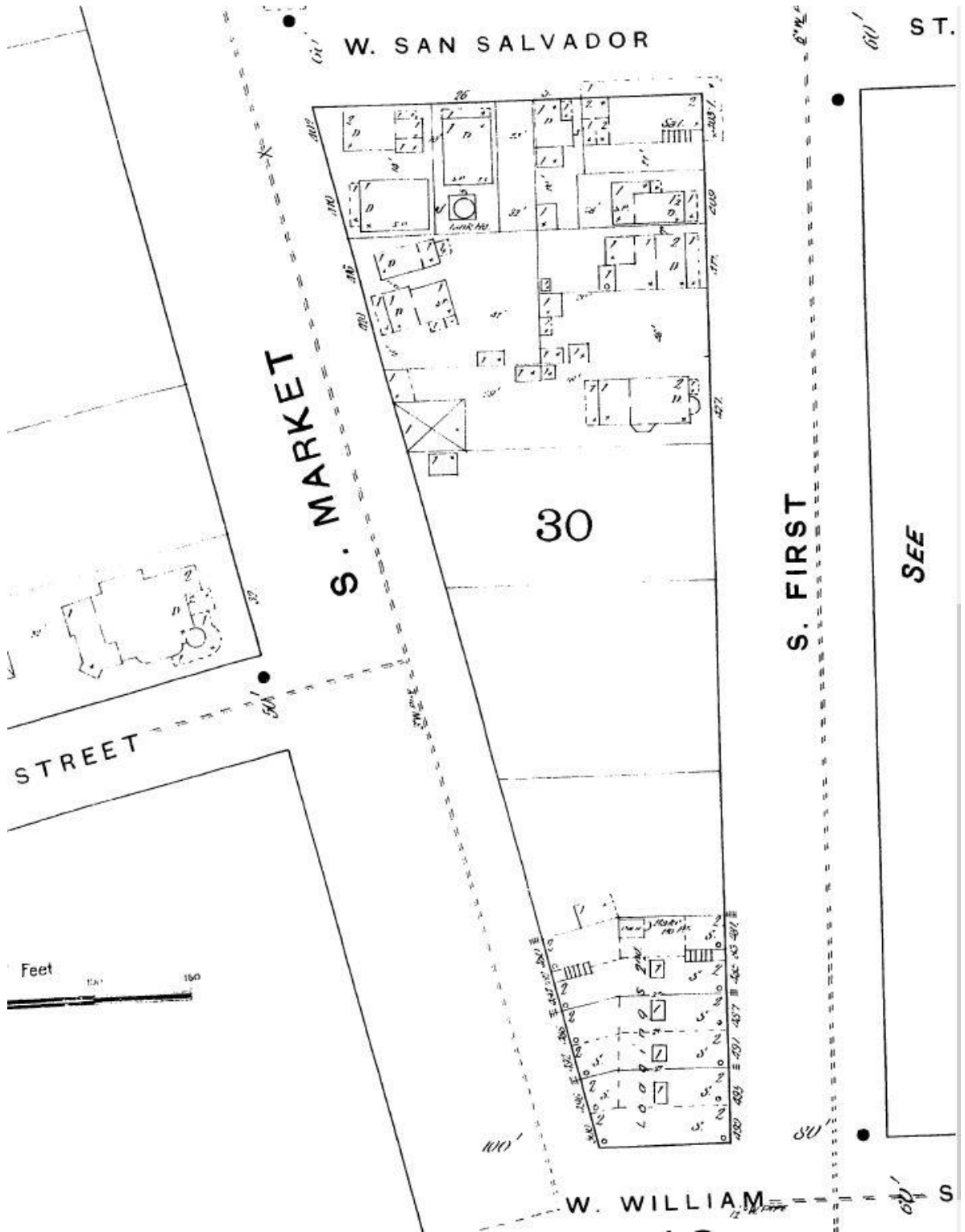


In 1889, a two-story brick building, named the Taylor Building, was constructed to house apartments and stores, filling the southerly parcel on the subject site (*San José Evening News*, April 1, 1889). Prior to this time, the Schrodgers had constructed the two-story building at 427 South First Street and had moved to that site, and during the 1890s built a second building at 447 South First Street. The original Schroder house on the subject property had been demolished by this time, and the remaining parcels on the subject property remained vacant until purchased by T.S. Montgomery & Son in 1913, along with the remaining properties along the west side of South First Street 300 feet north of William Street (most likely lots 4 and 5 of B.4R.1S.).

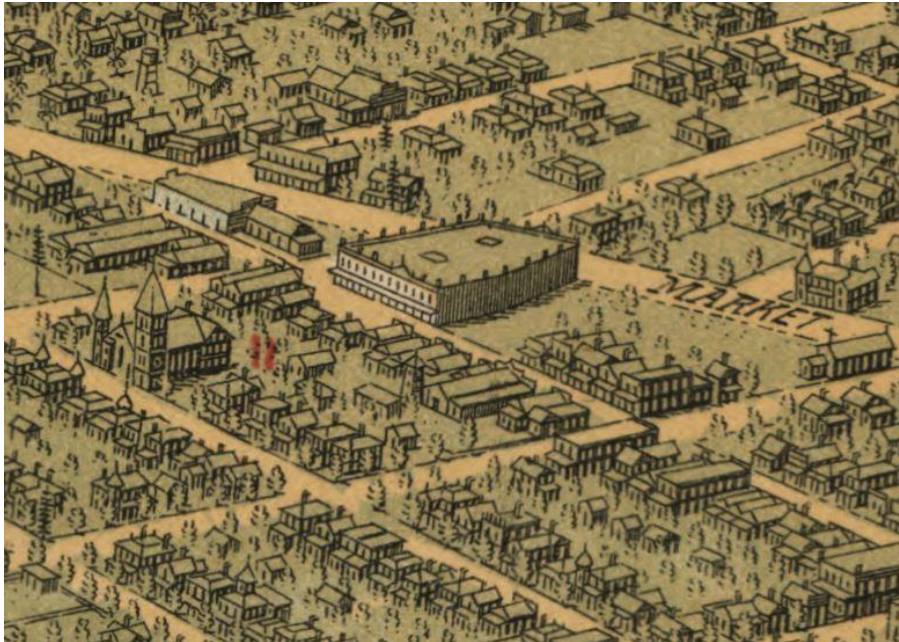


1887 Sanborn Fire Insurance map excerpt

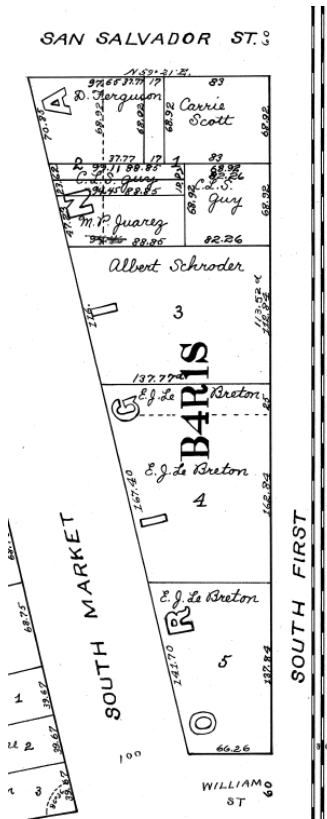




1891 Sanborn Fire Insurance map excerpt, showing the new Taylor Building at William Street.



1901 Birds Eye View excerpt – Britton & Rey (view looking southwest). The Schroder house is gone, replace by a hotel.



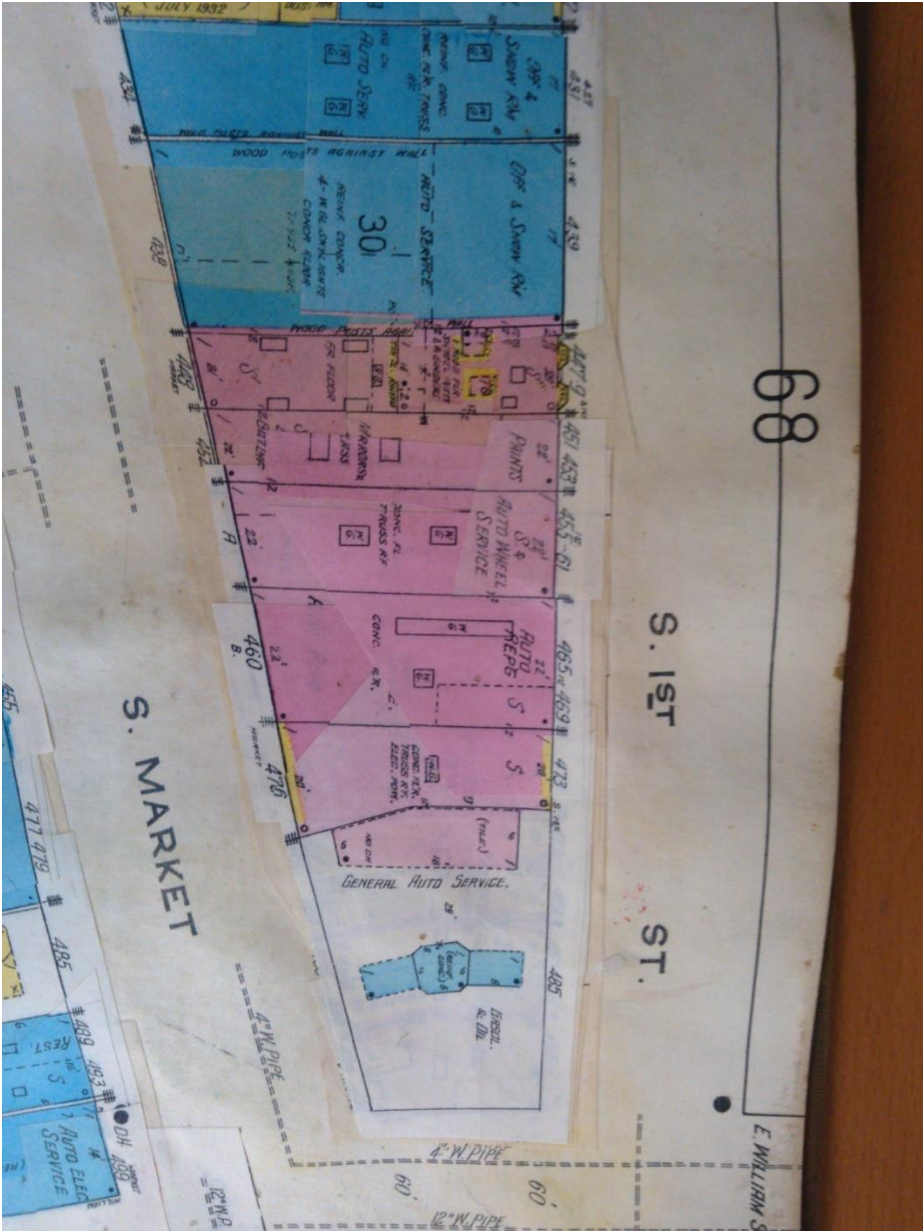
1909 Block Book excerpt



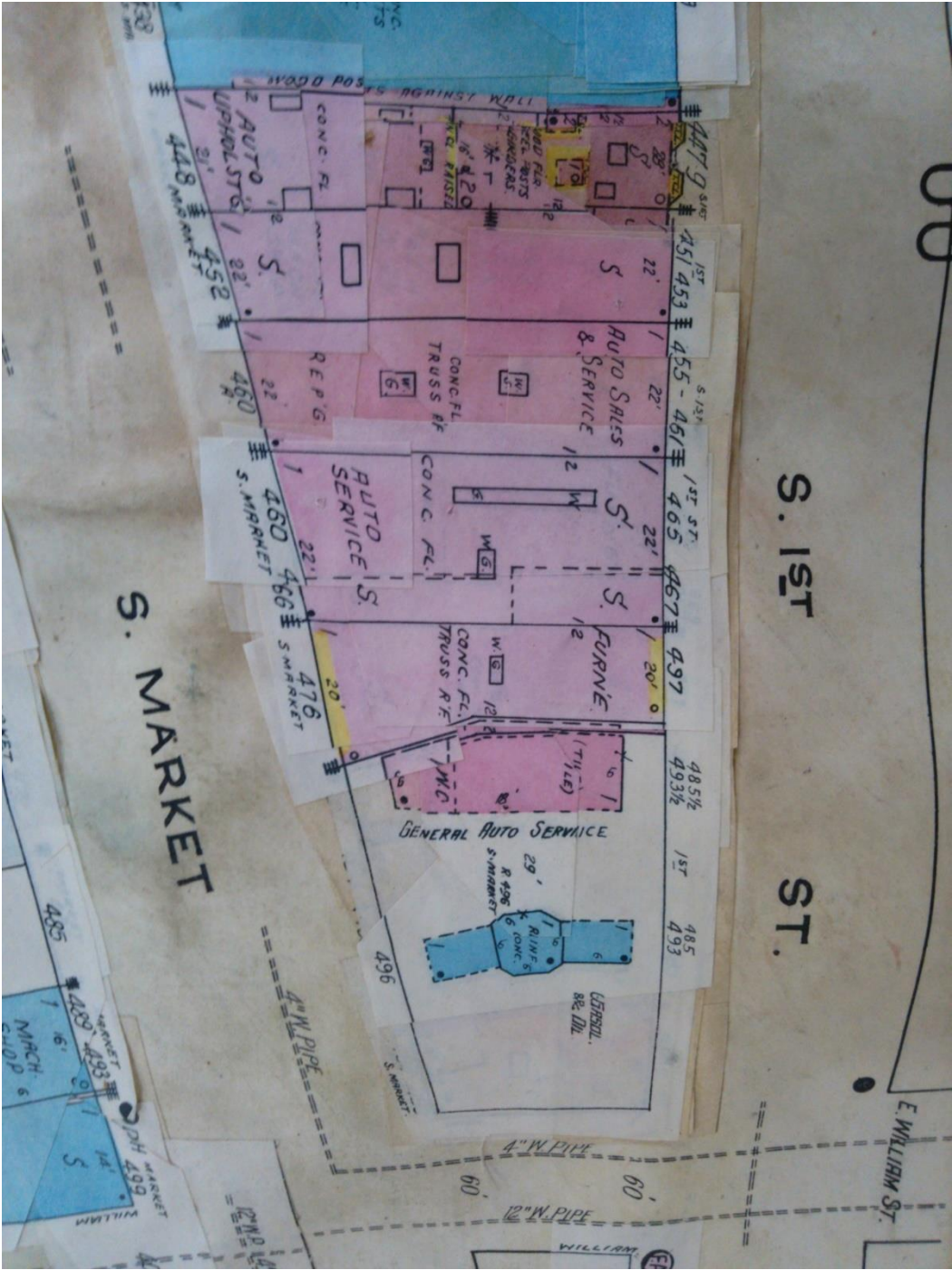


Construction on the adjacent building to the south, 465-467 South First Street, was likely begun shortly after the Faultless Bakery, as T.S. Montgomery had obtained a second building permit in the vicinity in early 1916, and the future site of the Herrold College was the only remaining undeveloped parcel within Montgomery's 1913 acquisition.

By the 1930s the Taylor Building had been demolished and was replaced by a gasoline service station, a brick auto repair building, and a furniture store. Those buildings were demolished by 1963 to make way for a new Standard Oil service station.



1932 Sanborn Fire Insurance map excerpt



1955 Sanborn Fire Insurance map excerpt

A detailed recording of the extant buildings on the subject project site is provided in the three related DPR523 forms for 455, 465, and 493 South First Street that are companion to this Supplementary Report.



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