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July 27, 2021

Job No. 5-420-1168

Mr. Dave Jordaen  
**First Element Fuel**  
5281 California Avenue, Suite 220  
Irvine, CA 92617

**Subject:**      **REVISED CULTURAL RESOURCES ASSESSMENT**  
Proposed Hydrogen Fueling Station  
510 East Santa Clara Street  
San Jose, California

Dear Mr. Jordaen:

At your request and authorization, a Cultural Resources Assessment for the above-referenced project (Santa Clara County Assessor Parcel Number [APN] 467-26-109) located at 510 East Santa Clara Street in San Jose, California has been conducted and is therefore submitted for review. The Cultural Resources Survey was conducted to identify potential significant cultural resources located within the subject property boundaries, and to provide the City of San José (lead agency) with necessary information and analysis to determine whether the proposed project would cause substantial changes to historical or archaeological resources that may exist in the subject property. The Cultural Resources Survey was prepared in accordance with California Environmental Quality Act (CEQA). The Cultural Resources Survey report was revised to address and incorporate comments received from lead agency.

Please refer to the complete report for detailed information. We appreciate the opportunity to assist you with this project. If you have any questions, or if we may be of further assistance, please do not hesitate to contact our office at (408) 577-1090.

Respectfully submitted,

**SALEM Engineering Group, Inc.**

A handwritten signature in dark ink, appearing to read 'Maria G. Ruvalcaba', with a stylized flourish at the end.

Maria G. Ruvalcaba, EP  
Project Manager



# CULTURAL RESOURCES ASSESSMENT FOR 510 EAST SANTA CLARA STREET (FILE NO. PRE20-142) SAN JOSE, SANTA CLARA COUNTY, CALIFORNIA

Chandra Miller, M.A.



LEADING  
WITH  
TECHNOLOGY

**CULTURAL RESOURCES ASSESSMENT FOR  
510 EAST SANTA CLARA STREET (FILE NO. PRE20-142)  
SAN JOSE, SANTA CLARA COUNTY, CA**

**Prepared by:**  
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**Prepared for:**  
Maria Ruvalcaba  
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**Technical Report No. 21-0137**

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July 27, 2021

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# 1. MANAGEMENT SUMMARY

The proposed project involves installation of two hydrogen refueling dispensers within the existing concrete gas pump islands and adding an approximately 363-square-foot equipment and electrical storage structure on the northeast side of the existing 1967-constructed service station building at 510 East Santa Clara Street, San Jose, Santa Clara County, California with excavations required for equipment installation (project). The proposed maximum depth of disturbance for excavations is 8 feet.

The building at 510 East Santa Clara Street is in the Naglee Park City Conservation Area and is listed as the “Associated Oil Service Station” as a Structure of Merit (SM) on the City of San Jose Historic Resources Inventory, which is a “structure determined to be a resource through evaluation by the City of San Jose Historic Landmarks Commission’s historic evaluation criteria and which preservation should be a high priority,” (Basin Research Associates, Inc. 2009:10). However, Structures of Merit are not considered significant historical resources for the purposes of the California Environmental Quality Act (CEQA) (Basin Research Associates, Inc. 2009: 31-32). The property at 510 East Santa Clara Street was previously determined eligible for listing in the National Register of Historic Places (NRHP) and the California Register of Historical Resources (CRHR) under criterion C/3 at the local level as “a particularly exceptional or rare example of modern expressionist design for roadside architecture popular in the early 1950s. The station is certainly one of the best examples of its style and type in San Jose,” however, the built date of the property is incorrect based on erroneous previous recordation of the property in 2002 (Basin Research Associates, Inc. 2002) (CRHR) (OHP 2020).

This cultural resource report provides background research, recordation, and evaluation of the property at 510 East Santa Clara Street to determine if it meets the criteria as a historical resource under the CEQA and provides an impacts assessment if the proposed Project would result in a substantial adverse change to historical resources. PaleoWest was contracted by Salem Engineering Group to complete a cultural resource report and impacts assessment for the Project in compliance with CEQA. The City of San Jose is the CEQA lead agency.

A literature review and records search conducted at the Northwest Information Center (NWIC), identified 24 cultural resource investigations within the project area, and the subject property was the only previously recorded cultural resource in the project area. Within the 0.25-mile search radius, 21 cultural resource investigations were previously conducted, and 21 historic-age buildings were within the 0.25-mile search radius. The NWIC search did not identify any archaeological sites within the project area.

An intensive pedestrian survey of the project area was conducted by PaleoWest on February 18 and March 4, 2021. During the field survey, the Project area was walked and the buildings and structures on the property were digitally photographed and recorded on a Department of Parks and Recreation (DPR) 523 series forms. The 1967-constructed service station was evaluated for historical significance by applying the criteria of the CRHR and the City of San Jose Historic Landmark criteria.

PaleoWest recommends the property at 510 East Santa Clara Street is eligible for listing as a San Jose City Landmark under Criteria 6 and 8 as a local example of the Phillips 66 “New Look” service stations that utilized elements of Googie roadside architecture and that retains a high level of historic integrity to its original construction and period of significance (1967). The



property has been evaluated in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code and is a historical resource for the purposes of CEQA.

The proposed project to add two hydrogen refueling dispensers within the existing concrete gas pump islands and add an approximately 363-square-foot equipment and electrical storage building on the northeast side of the existing 1967-constructed service station building would not result in a *substantial adverse change* to the historical resource because it would not result in the physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of the historical resource would be materially impaired.

No archaeological resources were encountered during the pedestrian survey or revealed to be within the Project site based on background research. Standard procedures for unexpected archaeological find and human remains are proposed.

## 2. INTRODUCTION

PaleoWest, LLC (PaleoWest) prepared this cultural resource assessment for the service station at 510 East Santa Clara Street, San Jose, California (Assessor Parcel Number [APN]: 467-26-109) in response to a proposed project on the property. The service station, built in 1967, is over 50 years of age and requires evaluation to determine if it meets the qualifications for listing as a Historic Landmark for the City of San Jose and to determine if it is a historical resource for the purpose of the California Environmental Quality Act (CEQA). This report was prepared by PaleoWest Senior Architectural Historian Chandra Miller, who is qualified as Architectural Historian and Historian under the Secretary of the Interior's Professional Qualifications Standards (36 CFR Part 61).

### 2.1 PROJECT LOCATION AND DESCRIPTION

The project is within the city of San Jose, Santa Clara County, California (Figure 1). The project is at 510 East Santa Clara Street, San Jose, California on APN 467-26-109 within the San Jose, West, 1980 7.5-minute, Geological Survey quadrangle, Township 7 South, Range 1 East, unsectioned, Mount Diablo Base Meridian (Figure 2). The Project site parcel is 19,166-square-feet (approximately 0.44-acres) at the northwestern corner of East Santa Clara Street and South 11<sup>th</sup> Street and contained a service station building and free-standing sign constructed in 1967 (Figure 3).

The project proposes to add two hydrogen refueling dispensers within the existing concrete gas pump islands and add an approximately 363-square-foot equipment and electrical storage structure on the northeast side of the existing building with excavations required for equipment installation. The maximum depth of disturbance for excavation activities is 8 feet.



Figure 1. Project Vicinity Map



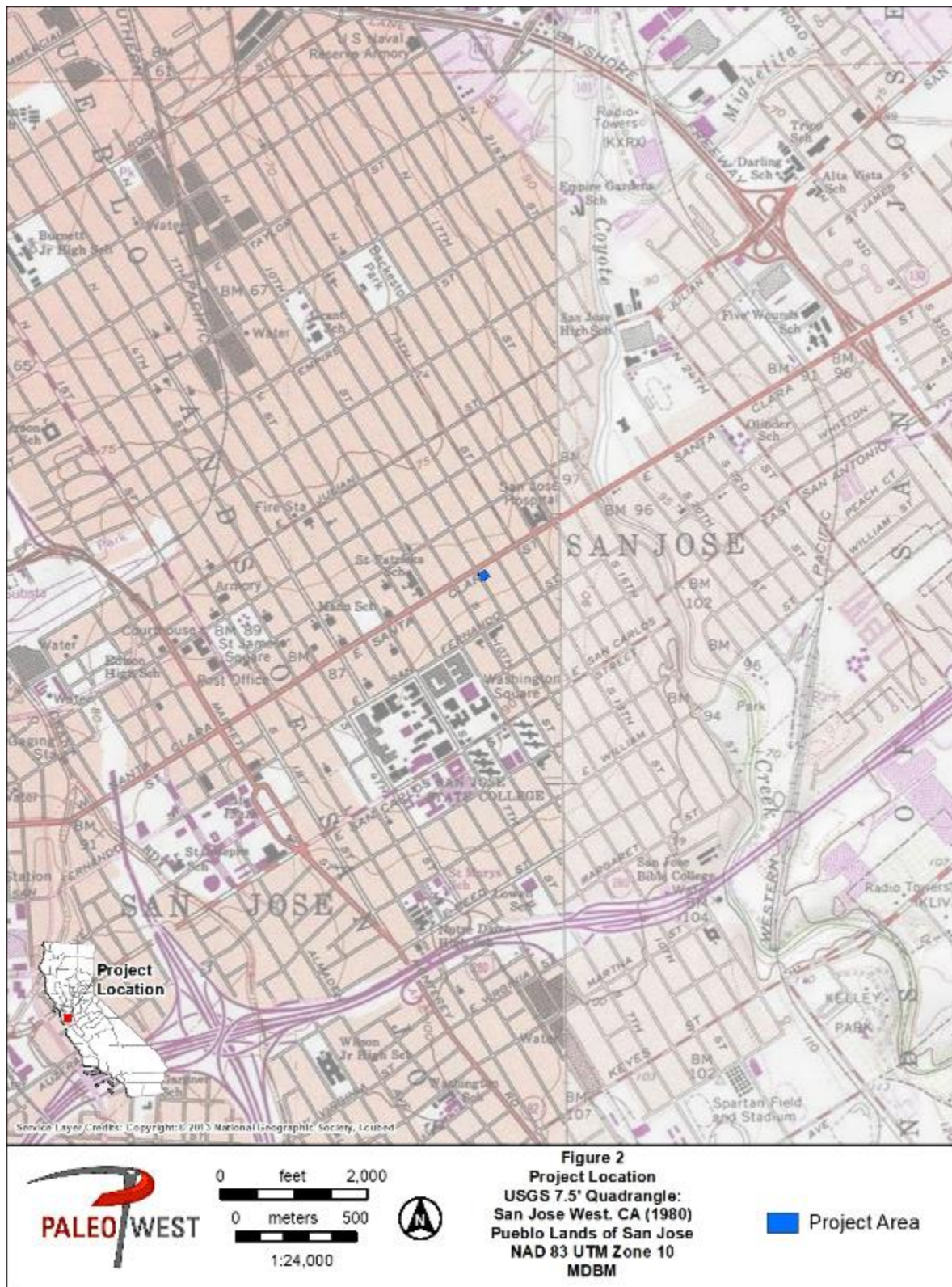


Figure 2. Project Location Map





Figure 3. Project Area Map

### 3. REGULATORY CONTEXT

#### CALIFORNIA ENVIRONMENTAL QUALITY ACT

The proposed project is subject to compliance with the CEQA, as amended. Compliance with CEQA statutes and guidelines requires both public and private projects with financing or approval from a public agency to assess a project's impact on cultural resources (Public Resources Code Section 21082, 21083.2 and 21084 and California Code of Regulations 10564.5). The first step in the process is to identify cultural resources that may be impacted by the Project and then determine whether the resources are "historically significant" resources.

CEQA defines historically significant resources as "resources listed or eligible for listing in the California Register of Historical Resources [CRHR]" (Public Resources Code Section 5024.1). Eligibility for listing buildings, structures, objects, sites, and districts (i.e., resources) in the CRHR rests on twin factors of historic significance and integrity. A resource must have both significance and integrity to be considered eligible. Loss of integrity, if sufficiently great, will overwhelm the historic significance a resource may possess and render it ineligible. Likewise, a resource can have complete integrity, but if it lacks significance, it must also be considered ineligible. Historic significance is judged by applying the CRHR criteria, identified as Criteria 1 through 4. The CRHR criteria are as follows:

**Criterion 1:** associated with events that have made a significant contribution to the broad patterns of local or regional history of the cultural heritage of California or the United States

**Criterion 2:** associated with the lives of persons important to local, California or national history;

**Criterion 3:** embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values;

**Criterion 4:** has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation.

The guidelines state that historical resources eligible for listing on the CRHR must meet one of the criteria of significance and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance, but historical resources that have been rehabilitated or restored may be evaluated for listing. 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. It is possible that historical resources may not retain sufficient integrity to meet the criteria for listing in the National Register of Historic Places (NRHP), but they may still be eligible for listing on the CRHR. A resource that has lost its historic character or appearance may still have sufficient integrity for the CRHR if it maintains the potential to yield significant scientific or historical information or specific data.

## California Environmental Quality Act Impacts Criteria

### 15064.5. Determining the Significance of Impacts to Archeological and Historical Resources

- a) For purposes of this section, the term "historical resources" shall include the following:
  - 1) A resource listed in or determined to be eligible by the State Historical Resources Commission, for listing in the California Register of Historical Resources (Public Resources Code SS5024.1, Title 14 California Code of Regulations, Section 4850 et seq.).
  - 2) A resource included in a local register of historical resources, as defined in Section 5020.1(k) of the Public Resources Code or identified as significant in an historical resource survey meeting the requirements section 5024.1(g) of the Public Resources Code, shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of evidence demonstrates that it is not historically or culturally significant.
  - 3) Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered to be an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register Historical Resources (Public Resources Code SS5024.1, Title 14 California Code of Regulations, Section 4852) including the following:
    - A. Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
    - B. Is associated with the lives of persons important in our past;
    - C. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
    - D. Has yielded, or may be likely to yield, information important in prehistory or history.
  - 4) The fact that a resource is not listed in, or determined to be eligible for listing in the California Register of Historical Resources, not included in a local register of historical resources (pursuant to section 5020.1(k) of the Public Resources Code), or identified in an historical resources survey (meeting the criteria in section 5024.1(g) of the Public Resources Code) does not preclude a lead agency from determining that the resource may be an historical resource as defined in Public Resources Code sections 5020.1(j) or 5024.1.



- b) A project with an effect 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.
  - 1) Substantial adverse change in the significance of an historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired.
  - 2) The significance of an historical resource is materially impaired when a project:
    - A. Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources; or
    - B. Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to section 5020.1(k) of the Public Resources Code or its identification in an historical resources survey meeting the requirements of section 5024.1(g) of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of evidence that the resource is not historically or culturally significant; or
    - C. Demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA.

## CITY OF SAN JOSE CITY HISTORIC LANDMARKS

Per City of San Jose Code of Ordinances Chapter 13.48 – Historic Preservation, Prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

- 1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
- 2. Its location as a site of a significant historic event;
- 3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
- 4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;

5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.

## 4. RESEARCH AND METHODOLOGY

The following is a summary of the records search, archival research, and additional sources of information reviewed for the project.

### NORTHWEST INFORMATION CENTER RECORDS SEARCH

On behalf of PaleoWest, the staff of the Northwest Information Center (NWIC) at Sonoma State University conducted a records search (File No. 20-1686) of the California Historical Resources Information System and provided the results on March 11, 2021. This records search included the Project area and a 0.25-mile search radius around the project area, collectively termed the study area. The objective of this records search was to identify prehistoric or historic-age cultural resources that have been recorded within the study area during prior cultural resource investigations.

The NWIC search included a review of all recorded sites and cultural resource reports on file for the specified area. The results from the NWIC indicated 24 cultural resource investigations were conducted within the project area, and the subject property was the only previously recorded cultural resource in the project area. Within the 0.25-mile search radius, 21 cultural resource investigations were previously conducted, and 21 historic-age buildings were within the 0.25-mile search radius. The NWIC search did not identify any archaeological sites within the Project area. See Table 1 and Table 2 for a summary of previous investigations and recorded cultural resources. A copy of the records search results confirmation is included in Appendix A.

Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
<b>In Project Area</b>					
S-000848	David A. Fredrickson	1976	A Summary of Knowledge of the Central and Northern California Coastal Zone and Offshore Areas, Vol. III, Socioeconomic Conditions, Chapter 7: Historical & Archaeological Resources	The Anthropology Laboratory, Sonoma State College; Winzler & Kelly Consulting Engineers	Not for publication
S-004428	Archaeological Consulting & Research Services, Inc.	1975	HUD Community Development Block Grant: Cultural Resources	Archaeological Consulting & Research Services, Inc.	Not for publication

Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
S-004754	Thomas M. King and Linda King	1973	Visual Inventory of Historic and Archaeological Sites, San Jose, California	Santa Clara County Archaeological Society	Not for publication
S-005195	Donna M. Garaventa and Colin I. Busby	1982	A Cultural Resources Assessment of Capital Improvements Known as Prevost Street, Delmas Avenue, Downtown Supplement and Central Interceptor Projects, San Jose, California	Basin Research Associates, Inc.	Not for publication
S-005259	Ann Hines, Pauline Pace, and Gail Woolley	1979	Santa Clara County Heritage Resource Inventory	Santa Clara County Historical Heritage Commission	Not for publication
S-005260	Joseph C. Winter	1978	Tamien - 6000 Years in an American City		Not for publication
S-005272	Jan Otto Marius Broek	1932	The Santa Clara Valley, California: A Study in Landscape Changes		Not for publication
S-007483	Albert B. Elsasser, R. L. Anastasio, J. C. Bard, C. I. Busby, D. M. Garaventa, S. A. Guedon, E. L. Moore, K. M. Nissen, and M. E. Tannam	1985	Revised Data Recovery Plan, Part I: Review of the Prehistory of the Santa Clara Valley Region as Part of the Guadalupe Transportation Corridor Compliance with 36 CFR Part 800	Basin Research Associates, Inc.	Not for publication
S-008585	Thomas King, Gary Berg, Patricia Hickman, Richard Hastings, Chester D. King, Katherine Flynn, and William Roop	1974	Archaeological Element, Environmental Impact Report on the San Felipe Water Distribution System	Archaeological Resource Service	Not for publication
S-009462	Teresa Ann Miller	1977	Identification and Recording of Prehistoric Petroglyphs in Marin and Related Bay Area Counties	San Francisco State University	Not for publication
S-009583	David W. Mayfield	1978	Ecology of the Pre-Spanish San Francisco Bay Area	San Francisco State University	Not for publication
S-013200	Donna M. Garaventa, Colin I. Busby, Sondra A. Jarvis, and David G. Brittin	1991	Cultural Resources Assessment for the Santa Clara County Transportation Plan - T2010 EIR	Basin Research Associates, Inc.	Not for publication
S-015228	Donna M. Garaventa, Stuart A. Guedon, and Colin I. Busby	1993	Cultural Resources Review for the City of San Jose 2020 General Plan Update, Santa Clara County, California	Basin Research Associates, Inc.	Not for publication
S-016394	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	1994	Recorded Archaeological Resources in Santa Clara County, California (Plotted on the BARCLAY 1993 LoCaide Atlas)	Basin Research Associates, Inc.	Not for publication



Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
S-016394	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	1995	First Supplement, Recorded Archaeological Resources in Santa Clara County, California	Basin Research Associates, Inc.	Not for publication
S-016394	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	1996	Second Supplement, Recorded Archaeological Resources in Santa Clara County, California	Basin Research Associates, Inc.	Not for publication
S-016394	Colin I. Busby, Donna M. Garaventa, Stuart A. Guedon, and Melody E. Tannam	1997	Third Supplement, Recorded Archaeological Resources in Santa Clara County, California	Basin Research Associates, Inc.	Not for publication
S-017852	Jacquelin Jensen Kehl and Linda Yamane	1995	Ethnohistoric Genealogy Study, Tasman Corridor Light Rail Project, Santa Clara County, California	Woodward-Clyde Consultants	Not for publication
S-018217	Glenn Gmoser	1996	Cultural Resource Evaluations for the Caltrans District 04 Phase 2 Seismic Retrofit Program, Status Report	California Department of Transportation	Not for publication
S-020395	Donna L. Gillette	1998	PCNs of the Coast Ranges of California: Religious Expression or the Result of Quarrying?	California State University, Hayward	Not for publication
S-030204	Donna L. Gillette	2003	The Distribution and Antiquity of the California Pecked Curvilinear Nucleated (PCN) Rock Art Tradition.	University of California, Berkeley	Not for publication
S-032596	Randall Milliken, Jerome King, and Patricia Mikkelsen	2006	The Central California Ethnographic Community Distribution Model, Version 2.0, with Special Attention to the San Francisco Bay Area, Cultural Resources Inventory of Caltrans District 4 Rural Conventional Highways	Consulting in the Past; Far Western Anthropological Research Group, Inc.	Not for publication
S-033600	Jack Meyer and Jeff Rosenthal	2007	Geoarchaeological Overview of the Nine Bay Area Counties in Caltrans District 4	Far Western Anthropological Research Group, Inc.	Not for publication
S-034214	Basin Research Associates	1995	Final Report: Archaeological Collections Project for the Redevelopment Agency of the City of San Jose	Basin Research Associates, Inc.	Not for publication
S-046375	Archives and Architecture	2012	County of Santa Clara Historic Context Statement	Archives and Architecture, LLC.	Not for publication
S-048927	Donald Scott Crull	1997	The Economy and Archaeology of European-made Glass Beads and Manufactured Goods Used in First Contact Situations in Oregon, California and Washington	University of Sheffield, England	Not for publication

Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
S-049780	Brian F. Byrd, Adrian R. Whitaker, Patricia J. Mikkelsen, and Jeffrey S. Rosenthal	2017	San Francisco Bay-Delta Regional Context and Research Design for Native American Archaeological Resources, Caltrans District 4	California Department of Transportation, District 4	Not for publication
S-049780	Julianne Polanco	2016	FHWA_2016_0615_001, Caltrans District 4 Archaeological Context	California Office of Historic Preservation	Not for publication
<b>In 0.25-mile Study Area (0.25-mile search radius)</b>					
S-004469	Robert Cartier	1977	Archaeological Evaluation of the San Jose Hospital and Health Center	Archaeological Resource Management	Not for publication
S-004510	Mary Ellen Farley and Charlene Detlefs	1977	Proposed Los Osos Canyon/Coyote Creek Water Storage Project, Santa Clara Valley Water District, Santa Clara County, California: Field Survey Guide, Potential Historical Resources	Archaeological Resource Services	Not for publication
S-004510	Charlene Detlefs	1977	Proposed Los Osos Canyon/Coyote Creek Water Storage Project, Santa Clara Valley Water District, Santa Clara County, California: Supplement to Field Survey Guide, Potential Historical Resources	Archaeological Resource Services	Not for publication
S-005195	Donna M. Garaventa and Colin I. Busby	1982	A Cultural Resources Assessment of Capital Improvements Known as Prevost Street, Delmas Avenue, Downtown Supplement and Central Interceptor Projects, San Jose, California	Basin Research Associates, Inc.	Not for publication
S-005295	Gary S. Breschini	1980	Archaeological monitoring during the grading and construction of the Washington Square Branch of the Bank of America.	Archaeological Consulting	Washington Square San Jose
S-007763	Robert Cartier and Glory Anne Laffey	1985	Cultural Resource Evaluation of Two Parcels on Ninth Street in the City of San Jose, County of Santa Clara.	Archaeological Resource Management	Ninth Street San Jose (APN 467-18-42), (APN 467-18-43), (APN 467-18-44), (APN 467-18-48), (APN 467-18-49)
S-010200	David Chavez, Sally B. Woodbridge, and Jan M. Hupman	1988	Cultural Resources Evaluation for the Fremont-South Bay Corridor Study: Alternatives Analysis, Alameda and Santa Clara Counties, California	David Chavez & Associates	
S-011396	BioSystems Analysis, Inc.	1989	Technical Report of Cultural Resources Studies for the Proposed WTG-WEST, Inc., Los Angeles to San Francisco and Sacramento, California: Fiber Optic Cable Project	BioSystems Analysis, Inc.	Not for publication
S-012438	David Chavez and Jan M. Hupman	1990	Cultural Resources Evaluation for the Proposed Santa Clara County BART Extension Corridor	David Chavez and Associates	
S-016706	Robert Cartier	1994	Cultural Resource Evaluation, 80 & 90 North 11th Street Project in the City of San Jose, County of Santa Clara	Archaeological Resource Management	80 & 90 North 11th Street San Jose (APN 467-16-082),

Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
				Archaeological Resource Management	(APN 467-16-009)
S-017859	Robert Cartier, Lynne Eckert, and Jon Reddington	1995	Cultural Resource Evaluation for the San Jose Unified School District Elementary School Project on Seventeenth Street in the City of San Jose, County of Santa Clara	Archaeological Resource Management	San Jose
S-019072	Colin I. Busby, Donna M. Garaventa, Melody E. Tannam, and Stuart A. Guedon	1996	Historic Properties Treatment Plan, South Bay Water Recycling Program.	Basin Research Associates, Inc.	Not for publication
S-019072	Colin I. Busby, Donna M. Garaventa, Melody E. Tannam, and Stuart A. Guedon	1996	Supplemental Report: Historic Properties Affected or Potentially Affected by the South Bay Water Recycling Program	Basin Research Associates, Inc.	Not for publication
S-019072	Colin I. Busby	1999	South Bay Water Recycling Program - Cultural Resources Program, Subcontract No. 728106.3024, Monitoring Closure Report - Phase 1 (letter report)	Basin Research Associates, Inc.	Not for publication
S-021154	Ward Hill	1997	Historic Evaluation Report, Classics at Naglee Park, 16th and 17th Streets Between E. Santa Clara Street and E. San Fernando Street, City of San Jose, Santa Clara County	Basin Research Associates	San Jose (APN 467-28- 51), (APN 467-28-58), (APN 467-28-62), (APN 467-28-67), (APN 467-28-75), (APN 467-28-99), (APN 467-28-63), (APN 467-28-64), (APN 467-28-65), (APN 467-28-16), (APN 467-28-17), (APN 467-28-18), (APN 467-28-19), (APN 467-28-20), (APN 467-28-21), (APN 467-28-22), (APN 467-28-23), (APN 467-28-24), (APN 467-28-25), (APN 467-28-26), (APN 467-28-27)
S-021155	Stuart A. Guedon, Colin I. Busby, and Donna M. Garaventa	1997	Archaeological Evaluation Report, Classics at Naglee Park, 16th and 17th Streets Between E. Santa Clara Street and E. San Fernando Street, City of San Jose, Santa Clara County	Basin Research Associates, Inc.	Not for publication
S-028030	Colin I. Busby	2003	Historic Properties Affected or Potentially Affected by the South Bay Water Recycling Program, San Fernando	Basin Research Associates, Inc.	E. San Fernando San Jose



Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
			Segment, City of San Jose, Santa Clara County (letter report)		
S-037095	Basin Research Associates, Inc.	2010	Historic Property Survey Report/Finding of Effect (No Historic Properties Affected), South Bay Water Recycling (SBWR) Stimulus Projects, San Jose State University Main Campus, City of San Jose, Santa Clara County, BUR100218A	Basin Research Associates, Inc.	Not for publication
S-037095	Milford Wayne Donaldson and Michael A. Chotkowski	2010	BUR100218A; South Bay Water Recycling Program (SBWRP) Phase 1C Project (San Jose State University), City of San Jose, Santa Clara County, California (Project No. 09-SCAO-092.8)	Office of Historic Preservation	Not for publication
S-041528	Sunshine Psota	2012	Historic Property Survey Report, proposed enhanced bikeway and pedestrian access along San Fernando Street between Cahill and 10th Streets, 04-SCL-0-SJS, STPL-5005 (105)	Holman & Associates	San Fernando Street Between Cahill & 10th Streets San Jose
S-041528	Sunshine Psota	2012	Archaeological Survey Report for the San Fernando Street Enhanced Bikeway and Pedestrian Access Project Between Cahill and 10th Streets in Downtown San Jose, Santa Clara County: 04-SCL-0-SJS, STPL-5005(105)	Holman & Associates	Not for publication
S-041528	Sunshine Psota	2012	Extended Phase I Proposal for the San Fernando Enhanced Bikeway and Pedestrian Access Project, Between Cahill and 10th Streets in Downtown San Jose, Santa Clara County, 04-SCL-0-SJS, RPSTPL-5005(105)	Holman & Associates	Not for publication
S-041528	Sunshine Psota	2012	Extended Phase I Report for the San Fernando Enhanced Bikeway and Pedestrian Access Project, Between Cahill and 10th Streets in Downtown San Jose, Santa Clara County, 04-SCL-0-SJS, STPL-5005(105)	Holman & Associates	Not for publication
S-046935	Leigh Jordan and Sunshine Psota	2015	Results of an archaeological literature search for North 11th Street and East Santa Clara Street Student Housing Apartments, City of San Jose, Santa Clara County, California (letter report)	Holman & Associates	505 E. Santa Clara Street San Jose
S-048843	Frank Kruger	2014	Cultural Resources Tailboard Log, SCADA RTU, San Jose, Santa Clara County, San Francisco, San Francisco County, and Lafayette, Contra Costa County	Garcia and Associates	Not for publication
S-049623	Bonnie Bamburg	1995	Compliance Submission, Section 106, National Historic Preservation Act of 1966, as amended Regarding Maintenance and Repairs to Casa San Antonio, 201 South 13th Street, San Jose California 95112	Urban Programmers	201 South 13th Street San Jose 95112

Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
S-049623	Gary J. Schoennauer	1995	HUD950313: CasaSan Antonio (201 South 13th Street)	City of San Jose	Unrestricted
S-049626	Brian F. Byrd, Rebecca Allen, Jack Meyer, Jeffrey Rosenthal, Adie Whitaker, and Charlene Duval	2010	Archaeological Research Design and Treatment Plan for the Berryessa Extension Project, Fremont, Milpitas, and San Jose, California	Far Western Anthropological Research Group, Inc.; Past Forward, Inc.	Fremont, Milpitas, San Jose
S-049626	Unknown	2010	Programmatic Agreement Between the Federal Transit Administration and the California State Historic Preservation Officer Regarding the Berryessa Extension Project Alternative of the Silicon Valley Rapid Transit Corridor Project in Alameda and Santa Clara Counties	Unknown	Not for publication
S-049626	Edward Carranza and Michael T. Burns	2010	Silicon Valley Rapid Transit Corridor: Volume I, Final Environmental Impact Statement and 4(f) Evaluation	Federal Transit Administration U.S. Department of Transportation; Santa Clara Valley Transportation Authority	Not for publication
S-049626	Unknown	2010	Silicon Valley Rapid Transit Corridor: Volume II, Final Environmental Impact Statement and 4(f) Evaluation	U.S. Department of Transportation Federal Transit Administration; Santa Clara Valley Transportation Authority	Not for publication
S-049626	Meta Bunse	2010	Historic Architectural Resources Section 106 compliance update for the Silicon Valley Rapid Transit Corridor, extension of San Francisco Bay Area Rapid Transit (BART)	JRP Historical Consulting, LLC	Not for publication
S-049626	Allika Ruby, Sharon Waechter, Charlene Duval, and Jeffrey Rosenthal	2010	Santa Clara Valley Transportation Authority (VTA) Silicon Valley Rapid Transit Corridor EIS/SEIR, Technical Memorandum, Archaeological Survey and Sensitivity Report for SVRTC EIS/SEIR Alternative	Far Western Anthropological Research Group, Inc.	Not for publication
S-049626	JRP Historical Consulting, LLC	2008	Santa Clara Valley Transportation Authority (VTA) Silicon Valley Rapid Transit Corridor EIS/SEIR, Technical Memorandum, Historical Resources Inventory and Evaluation Report for SVRTC EIS	JRP Historical Consulting, LLC	Not for publication
S-049626	Thomas W. Fitzwater, Milford Wayne Donaldson, Stephen D. Mikesell, and Gloria Sciara	2008	FTA04217A, Silicon Valley Rapid Transit Corridor Project	Santa Clara Valley Transportation Authority; California Office of Historic Preservation; San Jose Historic Landmarks Commission	Not for publication
S-049626	Knox Mellon, Meta Bunse, Thomas W. Fitzwater, and Leslie T. Rogers	2003	FTA030325A; Silicon Valley Rapid Transit Corridor Project, San Jose, Santa Clara County	California Office of Historic Preservation; Valley Transportation Authority; U.S.	Not for publication

Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
				Department of Transportation	
S-049626	Thomas W. Fitzwater	2013	Invitation to participate in the Environmental Review Process for the BART Silicon Valley Santa Clara Extension (SVSX) Project, which is Phase II of the BART Silicon Valley Program	Santa Clara Valley Transportation Authority	Not for publication
S-049626	Thomas W. Fitzwater	2009	Silicon Valley Rapid Transit Corridor Project, FTA A040219A	Santa Clara Valley Transportation Authority	Not for publication
S-050400	Kathleen A. Crawford and Cher L. Peterson	2016	Cultural Resources Records Search and Site Visit Results for T-Mobile West, LLC Candidate SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose, Santa Clara County, California (letter report)	Environmental Assessment Specialists, Inc.	25 North 14th Street San Jose 95112
S-050400	Kathleen A. Crawford	2016	Direct APE Historic Architectural Assessment for T-Mobile West, LLC Candidate SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose, Santa Clara County, California (letter report)	Environmental Assessment Specialists, Inc.	Not for publication
S-050400	Kathleen A. Crawford	2016	Collocation ("CO") Submission Packet, FCC Form 621, SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose, CA 95112	Environmental Assessment Specialists, Inc.	Not for publication
S-050400	Carrie D. Wills and Julianne Polanco	2016	FCC_2016_0621_003, SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose, Santa Clara County, Collocation	Environmental Assessment Specialists, Inc.; Office of Historic Preservation	Not for publication
S-049626	Knox Mellon, Meta Bunse, Thomas W. Fitzwater, and Leslie T. Rogers	2003	FTA030325A; Silicon Valley Rapid Transit Corridor Project, San Jose, Santa Clara County	California Office of Historic Preservation; Valley Transportation Authority; U.S. Department of Transportation	Unrestricted
S-049626	Thomas W. Fitzwater	2013	Invitation to participate in the Environmental Review Process for the BART Silicon Valley Santa Clara Extension (SVSX) Project, which is Phase II of the BART Silicon Valley Program	Santa Clara Valley Transportation Authority	Not for publication
S-049626	Thomas W. Fitzwater	2009	Silicon Valley Rapid Transit Corridor Project, FTA A040219A	Santa Clara Valley Transportation Authority	Not for publication
S-050400	Kathleen A. Crawford and Cher L. Peterson	2016	Cultural Resources Records Search and Site Visit Results for T-Mobile West, LLC Candidate SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose, Santa Clara County, California (letter report)	Environmental Assessment Specialists, Inc.	Not for publication
S-050400	Kathleen A. Crawford	2016	Direct APE Historic Architectural Assessment for T-Mobile West, LLC Candidate SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose,	Environmental Assessment Specialists, Inc.	Not for publication

Table 1. Previous Cultural Resource Investigations

Report No.	Author(s)	Year	Title	Company/Agency	Location
			Santa Clara County, California (letter report)		
S-050400	Kathleen A. Crawford	2016	Collocation ("CO") Submission Packet, FCC Form 621, SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose, CA 95112	Environmental Assessment Specialists, Inc.	Not for publication
S-050400	Carrie D. Wills and Julianne Polanco	2016	FCC_2016_0621_003, SF24668A (San Jose Medical Center), 25 North 14th Street, San Jose, Santa Clara County, Collocation	Environmental Assessment Specialists, Inc.; Office of Historic Preservation	Unrestricted

Table 2. Previously Recorded Cultural Resources

Primary No.	Resource Name / Description	Age	Date (Recorder, Organization)
In Project Area			
P-43-001378	510 East Santa Clara Street	Historic	2002 (Ward Hill, Charlene Duval, Basin Research Associates, Inc.)
In 0.25-mile Study Area (0.25-mile search radius)			
See Appendix A for results			

## ADDITIONAL SOURCES

In addition to the records search, general contextual and site-specific research was conducted for the subject property and the surrounding area. Additional sources consulted include the NRHP, CRHR, historical newspapers databases, the City of San Jose Historic Resource Inventory, historical maps and aerials, census data, Santa Clara County Assessor database, and other relevant sources of information. The California Office of Historic Preservation Built Environment Resource Directory (BERD) indicated the property was previously determined eligible for listing in the NRHP through the Section 106 of the National Historic Preservation Act (NHPA) process and was automatically listed in CRHR in 2006; however, there is no 2006 recordation on file at the NWIC. It is therefore assumed the 2002 DPR 523 form prepared by Basin Research Associates, Inc., was considered adequate for use for the Section 106 report (Basin Research Associates, Inc. 2002; OHP 2020: Concurrence Letter FTA 040318A).

The service station was also previously identified as an example of Googie design buildings in the *San Jose Modernism Historic Context Statement* (Past Consultants 2009: 84); however, it was not identified as a City Landmark at that time. The property is also located at the northwest corner of the Naglee Park City Conservation Area (City of San Jose 2013).

## 5. SETTING

This section summarizes information regarding the prehistoric and ethnographic setting and historical context of the Project area in the city of San Jose and the larger vicinity.

## PREHISTORIC SETTING

Archaeological exploration of local prehistoric cultures commenced with Nels C. Nelson of the University of California at Berkeley who conducted intensive archaeological surveys of the San Francisco Bay region from 1906 to 1908. Nelson documented 425 shellmounds along the bayshore in Alameda and Contra Costa counties when the area was still ringed by salt marshes three to five miles wide (Nelson 1909). He documented the intensive use of shellfish as a subsistence strategy found in both coastal and bayshore middens that indicated a general economic unity in the region during prehistoric times, and he introduced the idea of a distinctive San Francisco Bay archaeological region (Moratto 1984).

In 1911, Nelson supervised excavations at CA-SFR-7 (the Crocker mound) near Hunter's Point, a site later dated from 1050 B.C. to A.D. 450. L. L. Loud identified archaeological components from this same period in Santa Clara County in 1911 while excavating at CA-SCL-1 (the Ponce, Mayfield, or Castro Mound site). Robert J. Drake recognized them in San Mateo County in 1941-1942 at CA-SMA-23 (Mills Estate) in San Bruno (Moratto 1984).

The work of Nelson and Loud in the Bay Area provided the impetus for an investigation into the prehistory of central California, which began in earnest in the 1920s. Stockton-area amateur archaeologists J. A. Barr and E. J. Dawson excavated several sites and made substantial collections in the 1930s. Using primarily artifact comparisons, Barr identified what he felt were two distinct cultural traditions. Dawson later refined his work into a series of Early, Middle, and Late sites (Ragir 1972; Schenck and Dawson 1929).

Professional or academic-sponsored archaeological investigations began in the 1930s when J. Lillard and W. Purves of Sacramento Junior College formed a field school, conducting excavations throughout the Sacramento Delta area. By seriating artifacts and mortuary traditions, they identified a three-phase sequence like Barr's and Dawson's, including Early, Intermediate, and Recent cultures (Lillard and Purves 1936). This scheme went through several permutations including Early, Transitional, and Late Periods (Lillard et al. 1939), and Early, Middle, and Late Horizons (Heizer and Fenenga 1939). In 1948 and again in 1954, Richard Beardsley refined this system and extended it to include the region of San Francisco Bay. The result is referred to as the Central California Taxonomic System (CCTS) (Beardsley 1948, 1954; Moratto 1984). Subsequently, the CCTS system of Early, Middle, and Late Horizons was applied widely to site dating and taxonomy throughout central California.

Inevitably, as more data were acquired through continued fieldwork, local exceptions to the general CCTS were identified. The accumulation and better understanding of these exceptions, the development of radiocarbon dating, introduced in the 1950s, and advances in obsidian hydration in the 1970s, made possible a more accurate dating of deposits. Much of the subsequent archaeological investigation in the Central Valley focused on the creation of local versions of the CCTS.

The difficulties of creating a broadly applicable culture history are fully discussed in Hughes (1994). Given the expanse of central California and the complex nature of cultural change over space and time, this single system is limited to providing a general framework for assigning newly found materials to existing culture chronologies.

The version most applicable to the Project site area is the Scheme B1 developed by Bennyhoff and Hughes (1987). In brief and general form, the Scheme B1 of the CCTS includes the following periods:



- Early Period ca. 6000 – 500 B.C.
- Early/Middle Period Transition ca. 500 – 200 B.C.
- Middle Period ca. 200 B.C. – A.D. 700
- Middle/Late Period Transition ca. A.D. 700 – 900
- Late Period ca. A.D. 900 – 1750

These periods of the CCTS are associated with patterns known as the Windmill, Berkeley, and Augustine Patterns. A pattern was defined by Fredrickson as [an] adaptive mode(s) extending across one or more regions, characterized by particular technological skills and devices, particular economic modes, including participation in trade networks and practices surrounding wealth, and by particular mortuary and ceremonial practices (Fredrickson 1973).

Most Windmill Pattern sites date to the Early Period (circa 6000 to 500 B.C.), but some are known to extend into the Middle Period, possibly as late as A.D. 500 in the Stockton area (Moratto 1984). Some scholars have suggested that Windmill Pattern sites are associated with an influx of people from outside of California who introduced subsistence strategies adapted for a riverine-wetlands environment (Moratto 1984) and that the subsequent Berkeley Pattern developed in the San Francisco Bay Region and expanded outward to the Central Valley, eventually replacing the Windmill Pattern. Windmill assemblages have been found to overlap in time with those of the Berkeley Pattern (Moratto 1984).

Windmill Pattern sites are often situated in riverine, marshland, or valley floor settings, as well as atop small knolls above prehistoric seasonal floodplains, locations that provide a wide variety of plant and animal resources. Distinctive of Windmill Pattern sites are burials in an extended ventrally position, oriented to the west, and accompanied by copious artifacts. These artifacts often include large projectile points and a variety of fishing gear including net weights, bone hooks, and spear points. The faunal remains indicate that the inhabitants hunted a range of large and small mammals. Stone mortars and grinding stones for seed and nut processing are common finds. Other artifacts—such as charmstones, ochre, quartz crystals, and Olivella shell beads and Haliotis shell ornaments—suggest the practice of ceremonialism and trade.

The Berkeley Pattern appears at around 1550 B.C. in the San Francisco Bay region and expanded outward to the Central Valley after about 500 B.C. This pattern shares some attributes with the Windmill Pattern at the beginning of the sequence and with the Augustine Pattern (Late Period) at the end. Berkeley Pattern sites are much more common and well documented, and therefore better understood than Windmill Pattern sites. These sites are scattered in more diverse environmental settings, but riverine settings are still prevalent.

Deeply stratified midden deposits, which developed over generations of occupation, are common to Berkeley Pattern sites. These middens contain numerous milling and grinding stones for food preparation. The typical body position for burials is tightly flexed with no preference for orientation. Associated grave goods are much less frequent than with either the Windmill or the Augustine Pattern. Projectile points in this pattern become progressively smaller and lighter over time, culminating in the introduction of the bow-and-arrow during the Late Period. Wiberg (1997) claims that large obsidian lanceolate projectile points or blades are unique to the Berkeley Pattern. Olivella shell bead types include Saddle (F) and Saucer (G) types. Haliotis pendants and ornaments are present. Slate pendants, steatite beads, stone tubes, and ear ornaments and, a general reduction of mortuary goods are unique to Berkeley

Pattern sites (Fredrickson 1973; Moratto 1984). As with the Windmiller Pattern sites, evidence of warfare and interpersonal violence is present.

The Augustine Pattern coincides with the Late Period ranging from about A.D. 900 to about 1750 and is typified by intensive fishing, hunting, and gathering (especially acorns), a large population increase, expanded trade and exchange networks, increased ceremonialism, and the practice of cremation in addition to flexed burials. Certain artifacts are also distinctive in this pattern: bone awls used in basketry, small notched and serrated projectile points that are indicative of bow-and-arrow usage, occasional pottery, clay effigies, bone whistles, and stone pipes. Beginning in the latter half of the eighteenth century, the Augustine Pattern was disrupted by the arrival of Spanish explorers and the mission system (Moratto 1984).

## ETHNOGRAPHIC SETTING

The Project area lies within the region occupied by the Ohlone or Costanoan group of Native Americans at the time of historic contact with Europeans (Kroeber 1970). Although the term Costanoan is derived from the Spanish word *Costaños*, “coast people,” its application as a means of identifying this population has historically been based in linguistics. The Costanoans spoke a language now considered one of the major subdivisions of the Miwok-Costanoan, which belonged to the Utian family within the Penutian language stock (Shipley 1978).

The city of San Jose is within the ethnographic territory of the Tamyen Ohlone, who occupied a large area in the South Bay, with San Jose area settlement dating roughly 12,000 to 6,000 years ago. The Tamyen spoke Tamyen, one of eight Costanoan languages (Levy 1978). Tribal groups occupying the area from the Pacific Coast to the Diablo Range and from San Francisco to Point Sur spoke the other seven languages of the Costanoan family. Modern descendants of the Costanoan prefer to be known as Ohlone. The name Ohlone is derived from the Oljon group, which occupied the San Gregorio watershed in San Mateo County (Bocek 1986). The two terms (Costanoan and Ohlone) have been used interchangeably in much of the ethnographic literature.

Based on available linguistic evidence, it has been suggested that the ancestors of the Ohlone arrived in the San Francisco Bay Area about A.D. 500, having moved south and west from the Sacramento-San Joaquin Delta. The ancestral Ohlone displaced speakers of a Hokan language and were probably the producers of the artifact assemblages associated with the Augustine Pattern previously described (Levy 1978).

Although linguistically linked as a family, the eight Costanoan languages comprised a continuum in which neighboring groups could probably understand each other. Each of the eight language groups were broken up into smaller village complexes or tribal groups. These groups were independent political entities, each occupying specific territories defined by physiographic features. Each group guarded access to the natural resources of its territory, which also included one or more permanent villages and numerous smaller campsites used as needed during a seasonal round of resource gathering. At the time of Spanish arrival, three distinct Tamyen “village districts” were in the Project vicinity (Leventhal et al. 2009).

The basic Ohlone social unit was the family household, which was extended patrilineally. A household was made up of about 15 individuals (Broadbent 1972). Households grouped together to form villages. In the San Jose area, many of these villages were located along waterways. According to Kroeber, the ethnographic villages of Ullis-tak and Tamie-n were both

in the Coyote Creek drainage (Kroeber 1970). Villages combined to form tribal groups: “an aggregate of villages in the largest of which lived the tribelet chief” (Elsasser 1978). There were approximately 40 Ohlone tribal groups. These groups exchanged trade goods such as obsidian, shell beads, and baskets; participated in ceremonial and religious activities together; intermarried; and could have extensive reciprocal obligations to one another involving resource collection. “The Ohlones,” writes Malcolm Margolin, “were not forty independent, isolated tribelets jealously guarding their frontiers. Rather, each tribelet was involved in a network of feasting, trading, and gift-giving” (Margolin 1978).

For the Ohlone, like other native Californians, the acorn was a dietary staple. Acorns were knocked from trees with poles, leached to remove bitter tannins, and eaten as mush or bread. The Ohlone used a range of other plant resources, including buckeye, California laurel, elderberries, strawberries, manzanita berries, gooseberries, toyon berries, wild grapes, wild onion, cattail, amole, wild carrots, clover, and an herb called chuchupate. Animals eaten by the Ohlone and their neighbors included large fauna such as black-tailed deer, Roosevelt elk, antelope, and marine mammals; smaller mammals such as dog, skunk, raccoon, rabbit, and squirrel; birds, including geese and ducks; and fish such as salmon, sturgeon, and mollusks. Archaeological data indicate that local creeks and marshes provided ample food resources for the Ohlone (Leventhal et al. 2009).

Besides providing sustenance, the Bay Area’s flora and fauna provided the Ohlone with raw materials. For example, the Ohlone built dome-shaped shelters that they thatched with ferns, tule, grass, and carrizo. Besides homes, the Ohlone also built small sweathouses, accommodating six to eight persons, which were dug into creek banks and roofed with brush; and circular dance areas, which were enclosed by fences woven from brush or laurel branches (Levy 1978).

Plants, particularly sedge, were also woven into baskets. Basket making was generally done by women, who crafted containers for cooking and storage, fish traps, and trays for leaching acorns. Tightly woven baskets, decorated with feathers or shell, were valued exchange items (Levy 1978). Animal bones, teeth, beaks, and claws were made into awls, pins, knives, and scrapers. Pelts and feathers became clothing and bedding, while sinew was used for cordage and bow strings. Feathers, bone, and shells were crafted into ornaments. The tule raft, propelled by double-bladed paddles, was used to navigate across San Francisco Bay (Kroeber 1970).

The Ohlone usually cremated a corpse immediately upon death; but if there were no relatives to gather wood for the funeral pyre, interment occurred. Mortuary goods comprised most of the personal belongings of the deceased (Levy 1978).

The arrival of the Spanish in 1775 resulted in a rapid and sizeable reduction in native California populations. Diseases, declining birth rates, and the effects of the mission system largely destroyed the aboriginal life ways. Brought into the missions, the surviving Ohlone, along with the Esselen, Yokuts, and Miwok, were transformed from hunters and gatherers into agricultural laborers (Levy 1978; Shoup and Milliken 1999). With the abandonment of the mission system in the 1830s, former mission lands were granted, and numerous ranchos were established. Generally, the few Indians who remained on their traditional lands were then forced by necessity to work on the ranchos.

In the 1990s, some Ohlone groups (e.g., the Muwekma, Amah, and Esselen further south) submitted petitions for federal recognition (Esselen Nation 2007; Muwekma Ohlone Tribe 2007). Many Ohlone are active in preserving and reviving elements of their traditional culture and actively consult on archaeological investigations.

## HISTORICAL CONTEXT

The 1769 expedition led by Captain Gaspar de Portola initiated the period of contact between Spanish colonists and the native people of the Santa Clara Valley. The Portola party reached the Santa Clara Valley in the fall of that year, camping on San Francisquito Creek, approximately 20-25 miles northwest of the Project area (Crespí 1969:105). The next year, Pedro Fages led an expedition that explored the eastern shore of San Francisco Bay, eventually reaching the location of modern-day Fremont, where they traded with the local native people. In 1772, another Fages expedition traveled from Monterey passing through the Santa Clara Valley (Levy 1978). After passing northward through the region in March, they explored the Diablo Valley and returned south through Santa Clara Valley in early April (Fages 1937).

In 1774, Captain Fernando Rivera y Moncada, scouting locations for a mission and military installation, encountered local native people in the Santa Clara Valley. In 1776, a mission scouting expedition under the leadership of Juan Bautista de Anza and Friar Pedro Font traveled through the same area and traded with residents of native villages encountered along the way (Bolton 1930). Font recorded that the party had observed 100 native people while traveling through the Santa Clara Valley (Font 1930[1776]:324).

The Spanish established the first mission in the San Francisco Bay Area in San Francisco with the completion of Mission San Francisco de Asis (Mission Dolores) in 1776. Mission Santa Clara de Asis followed in 1777, and Mission San Jose in 1797. The missions relied on the Native American population both as their source of Christian converts and their primary source of labor. Diseases introduced by the early expeditions and missionaries, and the contagions associated with the forced communal life at the missions resulted in the death of many local peoples. Cook (1943) estimates that by 1832, the native population had been reduced from a high of over 10,000 in 1770 to less than 2,000.

Mission Santa Clara, founded in 1777, controlled much of the land of the Santa Clara Valley (approximately 80,000 acres) until the 1830s. Mission lands were used primarily for the cultivation of wheat, corn, peas, beans, hemp, flax, and linseed, and for grazing cattle, horses, sheep, pigs, goats, and mules. In addition, mission lands were used for growing garden vegetables and orchard trees such as peaches, apricots, apples, pears, and figs.

Within 25 years after the mission founding, most local native peoples had been affected by the presence of the missionaries. Though some Native Americans gave up their traditional way of life by choice, many were coerced, manipulated, and forced to the mission. By the mid-1790s, the traditional native economy had been significantly disrupted. Native populations outside the Mission had suffered losses because of Spanish-introduced diseases, a decline in food resources, a disrupted trade system, and a significant drought in 1794. "Perhaps knowing or sensing the Indians' new vulnerability, it was precisely at this point in time that both aggressive preaching and violence were used to encourage conversion" (Shoup and Milliken 1999).

Mission records of 1794 and 1795 show that 586 Native Indians were baptized. While children comprised most of the earlier baptisms, 80 percent of the converts during this period were

adults. The independent tribal elders had finally been brought into the mission system (Shoup and Milliken 1999).

Of the three formally recognized pueblos—San José, Los Angeles, and Branciforte near Mission Santa Cruz—El Pueblo San José de Guadalupe, founded by Lieutenant José Joaquín Moraga in November 1777, is the oldest. Moraga's party began building on the banks of the Guadalupe River at what is now the corner of Hobson and Vendome streets in San Jose (Kyle 1990). The next several decades represent a time of relative stability throughout the Santa Clara Valley. During this period, the Spanish and Mexican population outside of the Mission increased, and Mexico, having gained its independence from Spain, began administering the 21 California missions built by the Spanish.

By the 1820s, when American trappers began exploring the region, Native Americans of the San Jose and Santa Clara missions began to rebel (Shoup and Milliken 1999). The rebellion was led by Indian chieftain Estanislao and his companion Cipriano, and the confrontations that took place in the summer of 1829 resulted in casualties for both the rebels and the soldiers serving the mission (Shoup and Milliken. 1999). The fact that Native American people who had maintained long-term relationships with local missions were motivated to rebel against them reflected poorly on the institution's success and signaled the beginning of the final chapter in Mission Santa Clara's long existence (Shoup and Milliken 1999:).

The Mexican government began the process of secularizing mission lands in the 1830s. The secularization of the mission lands was decreed in 1834, but the process did not get underway at Santa Clara until 1837. Within a few years, the lands of all 21 missions were expropriated in the form of land grants. Despite regulations that stipulated that the land grants were to be distributed fairly, recipients of the land grants were primarily Californios who had allied themselves with Jose Ramon Estrada, Governor Juan Bautista Alvarado's brother-in-law, who oversaw the process (Shoup and Milliken 1999). Three major Mexican-era land grants were established after the mission secularization in the Project vicinity. The Rancho de Santa Teresa was originally granted to Joaquín Bernal in 1834 by Mexican Governor Figueroa. The Rancho el Potrero de Santa Clara, originally part of the pasturelands of the Mission Santa Clara, was granted by Mexican Governor Manuel Micheltorena in 1844 to British vice-consul for California James Alexander Forbes. The third, Rancho Los Coches was granted in 1844 by Micheltorena to Roberto, a Christianized Ohlone of Mission Santa Clara, who sold it to a partnership between the Sunol family and Henry M. Naglee (Kyle 1990). By 1845, eight land grants of the former Mission Santa Clara lands were formally awarded to Californios and their Anglo allies (54,284 acres); four were awarded to Mission Indians (11,917 acres) (Shoup and Milliken 1999).

With their victory in the Mexican American War (1846-1848), the United States took possession of California. Anglo-European settlers began to arrive in the Santa Clara Valley. The 1849 Gold Rush brought an unprecedented wave of settlers, many of whom acquired land and turned their attention to agriculture. In November of 1849, San Jose became the first capital of the State of California. The following decades were marked by a transition from the ranching economy favored by Spanish and Mexican landholders to an economy based at first on grain agriculture, such as wheat, then increasingly on orchard and specialty vegetable agriculture.

The Santa Clara Valley joined in the expansion statewide of dry-wheat farming with the growing towns of San Jose and Santa Clara serving as key trading centers for the region (Walker and Williams 1982). The French prune, introduced to the region by Louis Pellier at his City Gardens nursery on St. James Street, became an important regional crop (Kyle 1990). The San Francisco



and San Jose Railroad connected the two cities in 1864 and primarily transported agricultural products. In the 1880s, orchards and vineyards took root in the valley with peak land use in the 1930s with over 110,000 total acres in production. Roughly 85,000 acres were devoted to prune cultivation, which at the time comprised one-third of global production (Walker and Williams 1982). The American Can Company, a major local producer, was churning out over 10 million cans of prunes by 1919 (Friedman and Tabor 1992). Other major crops grown in the Santa Clara Valley included tomatoes, grains, onions, carrots, pumpkins, cherries, walnuts, raspberries, loganberries, and strawberries. Fruit production and processing was a mainstay of San Jose's economy until the 1960s.

Like the greater San Francisco Bay Area, the Project vicinity remained largely rural until World War II. The war effort in the area served as a catalyst for industrialization and a post-war population and housing boom. The area began taking its current form as technology firms settled in the region first to serve the Navy at the Moffett Federal Airfield and then the growing number of high-tech and aerospace firms that settled in the region. Electronics, aviation, and semiconductor companies opened offices and factories in "Silicon Valley," creating thousands of jobs for returning military personnel, defense workers, and their families. Between 1960 and 1990, companies started in the South Bay by graduates of Stanford University created thousands of jobs. These workers needed housing, and the valley's orchards were rapidly replaced by housing developments. San Jose was transformed from a market town with an agricultural economic base to a city known for high-technology engineering.

## 510 East Santa Clara Street

The subject property at 510 East Santa Clara Street is within the Naglee Park Tract that was subdivided in 1902. The subject property is on what was historically an unnumbered large 200' x 200' lot compared to the other lots in the tract that were approximately 50' x 130' to 65' x 140'. The large lot was later subdivided into six smaller lots (Santa Clara County Assessor 2021; Santa Clara County Surveyor 2021). By 1915 Associated Oil Company constructed a small gas and oil building with a canopy facing East Santa Clara Street (Sanborn Fire Insurance Map Co. 1915; Basin Research Associates, Inc. 2002). The city blocks to the north and south of the subject property also contained small gas and oil buildings, which created a small service station cluster along this transportation corridor through San Jose. In October 1951, the Tidewater Associated Oil Company (Tidewater) submitted a building application to demolish the existing service station and construct a single-story service station replacement (Permit No. 1951-013952-000-BD) (San Jose Permit Center 2021). The new, 1951-constructed Tidewater service station building was setback from East Santa Clara Street and had three pumping bays (see **Plate 1**). The Tidewater service station appears to have been designed in the predominate oblong-rectangular-box-style commonly used by many gasoline retailers from the 1930s to 1970s (Jones, et al., 2016: 2-6). In 1954, Tad & Bob's Associated Service operated in the building (R.L. Polk & Co. 1954). In the 1966 city directory, the business is listed as "Three K's Flying A Service Station." The "Flying A" was the brand name for Tidewater's line of premium gasoline (R.L. Polk & Co. 1966; Jakle and Sculle 1994: 115).



**Plate 1.** Aerial view of 1951-constructed Tidewater Associated Oil Company service station and gas pump islands on subject property outlined in red (building no longer extant) (Source: UCSB 1965)

In June 1966, the Phillips Petroleum Company (Phillips 66) acquired Tidewater's service stations in California, Oregon, Washington, and Hawaii, refining facilities in California, transportation terminals and bulk plants. Tidewater's retail and refining operations had been for sale for over two years with 66 seeking to expand their operations on west (*New York Times* 1966 Mar 30). As part of this 1966 acquisition, Phillips 66 acquired the Tidewater service station at 510 East Santa Clara Street and applied for a building permit in April 1967 to construct a new one-story service station, with Redwood Builders listed as the construction firm. The 1951-constructed service station was demolished and a Phillips 66 "New Look" standard design DS203 with double canopy design in the Googie style was constructed on the parcel in 1967 (San Jose Permits 2021: Permit No. 1967-0513172-001BD; Leppke 2019) (**Plate 2**).



**Plate 2.** Aerial view of extant 1967-constructed Phillips 66 service station on the subject property (outlined in red) (Source: UCSB 1968)

The first known operator in the building was Diehl's Phillips 66 in 1968, which passed to S & B Phillips 66 in 1969-70 (R.L. Polk & Co. 1968; 1969; 1970.) In 1976, Phillips 66 sold the western Tidewater properties it had acquired in 1966 to the Oil & Shale Corporation (Jones, et al., 206: 8-6). From 1976 to 1979, the subject property was operated as "Tune-Rite Inc Auto Repair." It has operated as various branded gas stations and service garages. As of recordation in 2021 it is an Arco-branded gas station and City Auto Care operated out of the garage bays (R.L. Polk & Co. 1976; 1977; 1979). According to *San Jose Modernism*, Googie architecture was utilized in the city in the post-World War II period from circa 1950 to 1965 along automobile-oriented commercial arterials including West San Carlos Street, Alum Rock and Bascom avenues (PAST Consultants, LLC 2009: 83). The Googie-style Phillips 66 service station was built somewhat after this period in 1967; however, this standard design was utilized by Phillips between 1960 and circa 1970, as discussed in further detail below.

## Phillips 66 and Service Station Architecture

The Googie-style service station at 510 East Santa Clara Street utilized a standardized plan designed by Phillips Petroleum Company's in-house architect Clarence Reinhart. The Phillips Petroleum Company incorporated in Bartlesville, Oklahoma in 1917 producing natural gas and in 1927 into gasoline refining, production, and opened their first gas station in Wichita, Kansas. By 1930, Phillips Petroleum operated over 6,000 service stations in 12 states; however, by the early 1960s, Phillips 66 opened approximately 3,000 service stations each year (Jones, et al., 2016: 5-12, 7-11).

The earliest service stations established at the turn of the twentieth century were usually located on the outskirts of towns where gasoline was hand-poured from large storage tanks. The invention of the gas pump in 1905 and Henry Ford's 1908 Model T served as catalysts for the creation of curbside gas pumps with rudimentary protective, drive through structures. Reinhart developed a standardized Tudor Revival cottage-style plan for the early Phillips service stations built between 1927 to 1938. Revival-style gas stations first appeared in the 1920s utilizing the popular design trends of the day with Colonial and Tudor details. The small, residential-style service stations were designed to blend into existing urban neighborhood settings. Phillips abandoned the cottage-style service station for an oblong, rectangular plan, flat roof service station with minimal International stylings mimicking popular aesthetics for service station design by various companies in the 1930s and 1940s as a way to stand out from residential architecture. From the late 1930s to the immediate post-World War II period, gas station designs were generally rectangular boxes with stylized features like angled windows or has space-age influenced canopies in parabolic or folded eave shapes. Phillips 66 utilized the oblong box design until the mid-1950s when the design was slightly changed with upward slanting windows on the service station office and minimal masonry detailing (Jakle and Sculle 1994: 146, 150-152, 161).

In the early 1960s, Phillips 66 launched its "New Look" design campaign for its service stations nationwide. Inspired by a 1951 fact-finding trip to Los Angeles, Reinhart was inspired by drive-in canopies throughout Southern California, specifically the "Tiny Naylor's" restaurant's soaring, up-slanted triangular canopy (no longer extant). This new, space-age style of architecture that was emerging in Southern California in the late 1940s and early 1950s trended towards ultra-Modernism with steel frames, glass, flat or angled roofs and canopies reflected in roadside commercial architecture is commonly referred to as "Googie" (Hess 2004; Jones, et al. 2016: 7-1). As Phillip's in-house architect, Reinhart radically changed the company's standardized plans from the oblong box to introduce "what arguably became its most popular and iconic service station design," (Jones, et al., 2016: 7-11). The hallmark feature of the Phillips "New Look" service station design was the large, upward-slanting, triangular-shaped canopy with a large metal pier that pierced through the apex of the canopy and topped with a back-lit company sign (see **Plate 3**). The metal pier was comprised of three metal poles with metal cross-bracing to support a tall sign visible to motorists from a distance. For urban service stations, it appears shorter, free-standing signs were mounted at intersections, like at 510 E Santa Clara Street, as illustrated in a 1968 advertisement for a newly constructed Phillips 66 station in Lemoore, California (see **Plate 4**). Some of the Phillips service stations had two canopies at right angles, like the service station at 510 East Santa Clara Street in San Jose, creating a butterfly or batwing design (Jones, et al. 2016: 6-9, 7-11 to 7-12).

In 1967, the year the building permit for the service station at 510 East Santa Clara Street was issued, Phillips 66 became the second oil company to have a presence in all 50 states, after Texaco. By the early 1960s, Phillips 66 was opening approximately 3,000 service stations each year and thousands of Phillips 66 New Look stations, also called "Harlequin" design, dotted American roadways (Jones, et al., 2016: 5-12, 7-11). The up-slanting triangular-shaped canopy of the "New Look" Phillips 66 design became the zeitgeist of the 1950s-1960s service stations expressed through large display windows, staggard rooflines, masonry exteriors, and daring canopies, which was also used as a marketing tool and advertising gimmick. The distinctive canopies typically carried large signs, but also became part of the signage itself and offered eye appeal, and also gave a sense of presence and brand recognition (Leppke 2019; Jakle



1978:534). Character-defining features of the Phillips 66 “New Look” Googie-style standard service station design include the upward-slanting, triangular-shaped canopy extending from the building, large metal poles with metal cross-bracing at the tip of the canopy and in gas pump islands, upward slanted window commercial fronts, concrete masonry block building material, and wide parapet/cornice at the flat rooflines.

Phillips 66 continued to use the upward-slanting, triangular-shaped canopy between 1960 to 1970 until the company returned to a rectangular plan, flat roof building design with a box-form canopy (Jones et. al., 2016: 8-9). Phillips 66 encouraged operators to replace the New Look slanted canopies with Mansard roofs or other boxed canopies through a process called “top hatting” as an effective way to update older service stations. As in the 1920s, service stations again sought to integrate into the immediate setting as a reaction to the bold New Look design, and by the late 1960s “blend-ins” became the new standard in service station design. In addition, Phillips 66 and other service station companies integrated planned obsolescence into their standardized architectural plans as redesigns occurred regularly to stimulate demand through new marketing (Jakle and Sculle 1994:157; Leppke 2019; Jones, et al., 2016: 10-23 to 10-26).



**Plate 3.** Rooftop canopy mounted sign variation of New Look station (Source: LIFE 1965 Jul 16)





**Plate 4.** Urban setting variation of New Look sign design with free-standing signage at the intersection of a newly constructed station in 1968 (top) and extant free-standing signage at 510 E Santa Clara Street (bottom) (Source: *The Lemoore Advance* 1968 November 2).

## 6. FIELD METHODS AND RESULTS

### ARCHAEOLOGY

PaleoWest Archaeologist Sarah Mace M.A, who meets the Secretary of the Interior's professional qualification standards for Archaeology, conducted a site visit on February 18, 2021. The Project site is composed of a paved parking lot with a historic-age service station. Given these conditions, the native ground surface was not visible and no surface indications of

prehistoric or historic-period archaeological resources could be observed. No archaeological resources were observed during the survey.

## BUILT ENVIRONMENT

PaleoWest Senior Architectural Historian Chandra Miller conducted a field survey of the Project site at 510 East Santa Clara Street on March 4, 2021 and recorded the property with digital photographs and written notes.

The single-story, double-canopy, Googie-style commercial service station with two-bay auto repair garage was constructed in 1967. The concrete masonry building is 1,444-square-feet on a 19,166-square-foot (approximately 0.44-acre) parcel at the northwestern corner of East Santa Clara Street and South 11th Street in the city of San Jose. The building occupies the west half of the parcel and the east half is a paved surface parking lot (see Sketch Map). The flat roof, L-shaped service bays wrap around the small storefront and the up-slanting triangular canopies project from the north and west façade (**Photograph 1**). Each canopy is supported by three sets of metal poles with openwork cross-bracing which is partially obscured by decorative metal mesh panels (**Photographs 2 and 3**). Each canopy shelters a concrete-base island with two gas pumps. The storefront has large, slanted metal and glass Contemporary style windows with an inset metal and glass commercial entry door on the north and west sides (**Photograph 4**). The base of the storefront is solid concrete with a raised concrete sidewalk. The east side of the garage bay has a solid single-entry door (**Photograph 5**). The south (rear) side lacks openings and has a small, shed roof wood-framed, vertically sheathed enclosure houses exterior equipment (**Photograph 6**). Except for the butterfly canopies, the building has minimal detailing. The bays have small projecting cornices along the flat rooflines (**Photographs 2 and 5**).



**Photograph 1.** Contextual view of 510 East Santa Clara Street, view facing southeast, February 5, 2021.



**Photograph 2.** West canopy and view of auto garage bay facing South 11<sup>th</sup> Street, view facing north, March 4, 2021.



**Photograph 3.** North canopy, view facing northeast, March 4, 2021.





**Photograph 4.** Detail view of the retail storefront, view facing southeast, March 4, 2021.



**Photograph 5.** North corner of building and auto repair bay facing East Santa Clara Street, view facing south, March 4, 2021.



**Photograph 6.** East corner of building with shed roof enclosure on the south side, view facing northwest, March 4, 2021.

## 7. EVALUATION

The service station at 510 East Santa Clara Street was previously identified as a City of San Jose Structure of Merit (SM); however, Structures of Merit are not considered significant historical resources for the purposes of the CEQA (City of San Jose 2016a). The property at 510 East Santa Clara Street was previously recorded in 2002 and was evaluated as eligible for listing in the NRHP and CRHR under Criteria C/3 at the local level as “a particularly exceptional or rare example of modern expressionist design for roadside architecture popular in the early 1950s. The station is certainly one of the best examples of its style and type in San Jose,” (Basin Research Associates, Inc. 2002: 3). In 2006, the property was determined eligible for listing in the NRHP through the Section 106 of the NHPA process and was automatically listed in CRHR (OHP 2020: Concurrence Letter FTA 040318A). However, the built date of the property is incorrect based on erroneous previous recordation of the property in 2002 (Basin Research Associates, Inc. 2002) (OHP 2020).

Therefore, the current recordation and evaluation of the property is to provide additional historical context and property-specific information to the correct built date of 1967 to assess if the resource is eligible for listing as a City of San Jose Historic Landmark. (City of San Jose 2013).

## CITY OF SAN JOSE CITY LANDMARK CRITERIA



Based on the city's Historic Landmark Criteria, the Phillips 66 "New Look" Googie-style service station at 510 East Santa Clara Street is eligible under Criterion 6 and 8, as it embodies the characteristics of a Googie-style service station and embodies unique architectural design with the distinctive up-slanting triangular double canopies of the Phillips 66 DS203 standard design. While a somewhat later example of Googie-style architecture in San Jose, the service station reflects the popularity of the style and embodies distinctive characteristics of the roadside service station property type. The period of significance is 1967, the year of its construction. The character-defining features of the property are the footprint and massing of the building, the two upward-slanting triangular-shaped canopies extending from the building, three sets of metal poles with metal cross-bracing under the canopy and in the concrete gas pump islands, the upward slanted glass and metal window commercial storefront, the concrete block building material, flat roof of the storefront and garage bays, wide parapet/cornice around the garage bays, and the concrete base free-standing signage at the northwest corner of the parcel.

Thousands of these "New Look" service stations were built across America; however, many have been demolished or heavily altered to the extent that they no longer retain historic integrity to their original construction. The Phillips 66 "New Look" Googie-style service station at 510 East Santa Clara Street retains a high level of historic integrity of location, setting, design, materials, workmanship, feeling, and association as a 1967-constructed roadside service station to physically convey its historic significance at the local level

## 8. IMPACTS ASSESSMENT

The Phillips 66 "New Look" Googie-style service station property at 510 East Santa Clara Street is eligible for listing in NRHP and is listed in the CRHR, and is eligible for listing under City of San Jose Historic Landmark Criteria 6 and 8 and is recommended as a historical resource for the purposes of CEQA.

A project that may cause a substantial adverse change in the significance of a historical resource is a project that may have a significant effect on the environment. A substantial adverse change in the significance of a historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of a historical resource would be materially impaired. The significance of a historical resource is materially impaired when a project demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources. The character-defining features of the historical resource are the footprint and massing of the building, the two upward-slanting triangular-shaped canopies extending from the building, three sets of metal poles with metal cross-bracing under the canopy and in the concrete gas pump islands, the upward slanted glass and metal window commercial storefront, the concrete block building material, flat roof of the storefront and garage bays, wide parapet/cornice around the garage bays, and the concrete base free-standing signage at the northwest corner of the parcel.

The Project proposes to add two hydrogen refueling dispensers within the existing concrete gas pump islands and add an approximately 363-square-foot equipment and electrical storage structure on the northeast side of the existing 1967-constructed service station building. This small storage structure addition to a secondary elevation of the service station would not result in physical demolition, destruction, or alteration of any of the character-defining features of the

historical resource or its immediate surroundings such that the significance of the historical resource would be materially impaired or would no longer be able to physically convey its historic significance. Nor would the installation of the two hydrogen dispensers within the existing concrete gas pump islands would not alter the character-defining features. The hydrogen dispensers would be installed between the two character-defining metal poles with cross-bracing set into the concrete base gas pump islands, but would not physically affect the pole or pump islands, nor would their installation directly affect the character-defining up-slanting triangular canopies. Therefore, the installation of the hydrogen dispensers would not result in a substantial adverse change to the historical resource.

## 9. RECOMMENDATIONS

The Phillips 66 “New Look” Googie-style service station property at 510 East Santa Clara Street is eligible for listing in the NRHP, is listed in the CRHR, and is eligible for listing as a City of San Jose Historic Landmark and is a historical resource for the purposes of CEQA. The Project proposes to add two hydrogen refueling dispensers in the existing concrete gas pump islands and add an approximately 363-square-foot equipment and electrical storage structure on the northeast side of the existing 1967-constructed service station building would not result in a *substantial adverse change* to the historical resource.

No archaeological resources were encountered during the pedestrian survey or revealed to be within the Project site based on background research; however, it is always possible that unexpected finds may occur during project construction. In the event that previously unidentified cultural resources are unearthed during construction, construction work should cease within 50 ft of the find and directed away from the discovery until a Secretary of the Interior-qualified archaeologist assesses the significance of the resource. The archaeologist, in consultation with the City, should make the necessary plans for treatment of the find(s) if the resource is eligible for listing on the NRHP or the CRHR.

Following the requirements of the California Health and Safety Code (HSC) 7050 and Public Resources Code (PRC) Section 5097.94, if human remains are encountered (or suspected) during any project-related activity, the following steps should be followed:

1. Stop all work within 100 feet;
2. Immediately contact a qualified archaeologist to assess whether the find represents human remains;
3. If remains are confirmed as human, notify the Santa Clara County Coroner;
4. Secure location, but do not touch or remove remains and associated artifacts;
5. Do not remove associated spoils or pick through them. Record the location and keep notes of all calls and events; and
6. Treat the find as confidential and do not publicly disclose the location.

If the human remains are of Native American origin, the coroner must notify the Native American Heritage Commission (NAHC) within 24 hours of such identification. The Most Likely Descendant should work with the property owner, a qualified archaeologist, and any interested agencies to develop a program for re-interment or other disposition of the human remains and any associated artifacts. No additional work should take place within the immediate vicinity of the find until the Most Likely Descendant and a qualified archaeologist give approval.

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## **Appendix A. NWIC Record Search Results**

CALIFORNIA  
HISTORICAL  
RESOURCES  
INFORMATION  
SYSTEM



ALAMEDA  
COLUSA  
CONTRA COSTA  
DEL NORTE

HUMBOLDT  
LAKE  
MARIN  
MENDOCINO  
MONTEREY  
NAPA  
SAN BENITO

SAN FRANCISCO  
SAN MATEO  
SANTA CLARA  
SANTA CRUZ  
SOLANO  
SONOMA  
YOLO

**Northwest Information Center**  
Sonoma State University  
150 Professional Center Drive, Suite E  
Rohnert Park, California 94928-3609  
Tel: 707.588.8455  
nwic@sonoma.edu  
<http://www.sonoma.edu/nwic>

3/11/2021

NWIC File No.: 20-1686

Christina Alonso  
PaleoWest  
1870 Olympic Blvd Suite 100  
Walnut Creek, CA 94596

Re: 510 E. Santa Clara Street

The Northwest Information Center received your record search request for the project area referenced above, located on the San Jose East, San Jose West USGS 7.5' quad(s). The following reflects the results of the records search for the project area and a ¼ mi. radius:

Resources within project area:	P-43-001378
Resources within ¼ mi. radius:	[32] Please see attached list, page 3
Reports within project area:	[24] Please see attached list, page 4
Reports within ¼ mi. radius:	[21] Please see attached list, page 5

**Resource Database Printout (list):**

☒ enclosed ☐ not requested ☐ nothing listed

**Resource Database Printout (details):**

☒ enclosed ☐ not requested ☐ nothing listed

**Resource Digital Database Records:**

☒ enclosed ☐ not requested ☐ nothing listed

**Report Database Printout (list):**

☒ enclosed ☐ not requested ☐ nothing listed

**Report Database Printout (details):**

☒ enclosed ☐ not requested ☐ nothing listed

**Report Digital Database Records:**

☒ enclosed ☐ not requested ☐ nothing listed

**Resource Record Copies:**

☒ enclosed ☐ not requested ☐ nothing listed

**Report Copies:**

☐ enclosed ☒ not requested ☐ nothing listed

**OHP Built Environment Resources Directory:**

☒ enclosed ☐ not requested ☐ nothing listed

**Archaeological Determinations of Eligibility:**

☐ enclosed ☐ not requested ☒ nothing listed

**CA Inventory of Historic Resources (1976):**

☒ enclosed ☐ not requested ☐ nothing listed

**Historical Maps:**
☒ enclosed   ☐ not requested   ☐ nothing listed
**Local Inventories:**
☒ enclosed   ☐ not requested   ☐ nothing listed
**GLO and/or Rancho Plat Maps:**
☒ enclosed   ☐ not requested   ☐ nothing listed
**\*Notes:**

**\*\*** Current versions of these resources are available on-line:

Caltrans Bridge Survey: <http://www.dot.ca.gov/hq/structur/strmaint/historic.htm>

Soil Survey: <http://www.nrcs.usda.gov/wps/portal/nrcs/surveylist/soils/survey/state/?stateId=CA>

Shipwreck Inventory: <http://www.slc.ca.gov/Info/Shipwrecks.html>

Please forward a copy of any resulting reports from this project to the office as soon as possible. Due to the sensitive nature of archaeological site location data, we ask that you do not include resource location maps and resource location descriptions in your report if the report is for public distribution. If you have any questions regarding the results presented herein, please contact the office at the phone number listed above.

The provision of CHRIS Data via this records search response does not in any way constitute public disclosure of records otherwise exempt from disclosure under the California Public Records Act or any other law, including, but not limited to, records related to archeological site information maintained by or on behalf of, or in the possession of, the State of California, Department of Parks and Recreation, State Historic Preservation Officer, Office of Historic Preservation, or the State Historical Resources Commission.

Due to processing delays and other factors, not all of the historical resource reports and resource records that have been submitted to the Office of Historic Preservation are available via this records search. Additional information may be available through the federal, state, and local agencies that produced or paid for historical resource management work in the search area. Additionally, Native American tribes have historical resource information not in the CHRIS Inventory, and you should contact the California Native American Heritage Commission for information on local/regional tribal contacts.

Should you require any additional information for the above referenced project, reference the record search number listed above when making inquiries. Requests made after initial invoicing will result in the preparation of a separate invoice.

Thank you for using the California Historical Resources Information System (CHRIS).

Sincerely,

*Annette Neal*

Researcher



## Resources In 1/4 mi. Buffer

PrimCo	PrimNo
P-43	001296
43	001376
43	001377
43	001379
43	001380
43	001381
43	001382
43	001383
43	001384
43	001385
43	001386
43	001387
43	001390
43	001621
43	001622
43	001623
43	001624
43	001626
43	001627
43	001693
43	001778
43	003536
43	003881
43	003907
43	003908
43	003909
43	003910
43	003911
43	003912
43	003913
43	003914
43	003915

## Reports Within Project Area

DocCo	DocNo
S-	000848
S-	004428
S-	004754
S-	005195
S-	005259
S-	005260
S-	005272
S-	007483
S-	008585
S-	009462
S-	009583
S-	013200
S-	015228
S-	016394
S-	017852
S-	018217
S-	020395
S-	030204
S-	032596
S-	033600
S-	034214
S-	046375
S-	048927
S-	049780

## Reports In 1/4 mi. Buffer

DocCo	DocNo
S-	004469
S-	004510
S-	005195
S-	005295
S-	007763
S-	010200
S-	011396
S-	012438
S-	016706
S-	017859
S-	019072
S-	021154
S-	021155
S-	028030
S-	037095
S-	041528
S-	046935
S-	048843
S-	049623
S-	049626
S-	050400

Name	St Number	St Name	City	County	Zip	Evaluation Info	Construction Year(s)	Export Date
ASSOCIATED OIL SERVICE STATION	510	E SANTA CLARA ST	SAN JOSE	SANTA CLARA	95112	2S2, 02/06/2006, FTA040318A	1951	3/3/2020

## **Appendix B.**

### **DPR 523 Forms**



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

Primary# P-43-001378  
HRI# \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 2S2; 5S3

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 14

\*Resource Name or #: (Assigned by recorder) 510 East Santa Clara Street

**P1. Other Identifier:** Phillips 66 service station

**\*P2. Location:** ☐ Not for Publication ☒ Unrestricted

**\*a. County:** Santa Clara

**\*b. USGS 7.5' Quad** San Jose, West T 7S; R 1E; ¼ of ¼ of Sec \_\_\_\_; Mount Diablo B.M.

**c. Address** 510 East Santa Clara Street **City** San Jose **Zip** 95112

**d. UTM:** (Give more than one for large and/or linear resources)

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

Assessor's Parcel Number (APN): 467-26-109

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

This form records a single-story, double-canopy, Google-style commercial service station with a two-bay auto repair garage that was constructed in 1967. The concrete masonry building is 1,444-square-feet on a 19,166-square-foot (0.44-acre) parcel at the northwest corner of East Santa Clara Street and South 11<sup>th</sup> Street in the city of San Jose. The building occupies the west half of the parcel and the east half is a paved surface parking lot (see **Sketch Map**). The flat roof, L-shaped service bays wrap around the small storefront and the up-slanting triangular canopies project from the north and west façade (**Photograph 1**). Each canopy is supported by three sets of metal poles with openwork cross-bracing which is partially obscured by decorative metal mesh panels (**Photographs 2 and 3**). Each canopy shelters a concrete-base island with two gas pumps. The storefront has large, slanted metal and glass Contemporary style windows with an inset metal and glass commercial entry door on the north and west sides (**Photograph 4**). The base of the storefront is solid concrete with a raised concrete sidewalk. The east side of the garage bay has a solid single-entry door (**Photograph 5**). The south (rear) side lacks openings and has a small, shed roof wood-framed, vertically sheathed enclosure houses exterior equipment (**Photograph 6**). Except for the butterfly canopies, the building has minimal detailing. The bays have small projecting cornices along the flat rooflines (**Photographs 2 and 5**).

**\*P3b. Resource Attributes:** (List attributes and codes) HP 6: 1-3 story building

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

P5a. Photo or Drawing



**P5b. Description of Photo:** (view, date, accession #) Photograph 1. Contextual view of 510 East Santa Clara Street, view facing southeast, February 5, 2021.

**\*P6. Date Constructed/Age and Source:**  
☒ Historic ☐ Prehistoric ☐ Both  
1967 (San Jose Permits 2021)

**\*P7. Owner and Address:**  
Vinod Bansal  
510 E Santa Clara Street  
San Jose, CA 95112

**\*P8. Recorded by:** (Name, affiliation, address)  
Chandra Miller, PaleoWest  
1870 Olympic Boulevard, Suite 100  
Walnut Creek, CA 94596

**\*P9. Date Recorded:** March 4, 2021

**\*P10. Survey Type:** Intensive

**\*P11. Report Citation:** PaleoWest. "Cultural Resources Assessment for 510 East Santa Clara Street, San Jose, CA" Prepared for Salem Engineering Group, 2021

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

## BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 14

\*NRHP Status Code 2S2; 5S3

\*Resource Name or # (Assigned by recorder) 510 East Santa Clara Street

B1. Historic Name: Phillips 66

B2. Common Name: Arco; City Auto Care

B3. Original Use: Service Station

B4. Present Use: Service station / automotive repair

\*B5. Architectural Style: Googie

\*B6. Construction History: (Construction date, alterations, and date of alterations) Constructed 1967.

\*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: Large surface paved parking lot, free-standing commercial sign at northwest corner of parcel

B9a. Architect: Clarence Reinhart, DS203 standard design of Phillips Petroleum (Leppke 2019)

b. Builder: Redwood Builders

\*B10. Significance: Theme Googie commercial roadside architecture Area San Jose Period of Significance 1967

Property Type Commercial service station Applicable Criteria CRHR 3 / San Jose Historic Landmark 6 and 8

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

The building at 510 East Santa Clara Street is listed as the "Associated Oil Service Station" as a Structure of Merit (SM) on the City of San Jose Historic Resources Inventory, which is a "structure determined to be a resource through evaluation by the City of San Jose Historic Landmarks Commission's historic evaluation criteria and which preservation should be a high priority," (Basin Research Associates, Inc. 2009:10). However, Structures of Merit are not considered significant historical resources for the purposes of the California Environmental Quality Act (CEQA) (Basin Research Associates, Inc. 2009: 31-32). The property at 510 East Santa Clara Street was previously determined eligible for listing in the National Register of Historic Places (NRHP) in 2006 and was automatically listed in the California Register of Historical Resources (CRHR); however, the built date of the property is incorrect based on erroneous previous recordation of the property in 2002 (Basin Research Associates, Inc. 2002) (CRHR) (OHP 2020).

For the current recordation and evaluation, additional research was conducted and historical context developed and PaleoWest concludes the resource is eligible for listing as a San Jose City Historic Landmark under Criteria 6 and 8 as a local example of the Phillips 66 "New Look" service stations that utilized elements of Googie roadside architecture and that retains a high level of historic integrity to its original construction and period of significance (1967). The character-defining features of the property are the footprint and massing of the building, the two upward-slanting triangular-shaped canopies extending from the building, three sets of metal poles with metal cross-bracing under the canopy and in the concrete gas pump islands, the upward slanted glass and metal window commercial storefront, the concrete block building material, flat roof of the storefront and garage bays, wide parapet/cornice around the garage bays, and the concrete base free-standing signage at the northwest corner of the parcel. The property has been evaluated in accordance with Section 15064.5(a)(2)-(3) of the CEQA Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code.

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

\*B12. References: SEE CONTINUATION SHEET

B13. Remarks:

\*B14. Evaluator: Chandra Miller, M.A., PaleoWest

\*Date of Evaluation: March 2021

(This space reserved for official comments.)





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

Primary # P-43-001378

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

NRHP Status Code 2S2; 5S3

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Recorded by: Chandra Miller

\* Resource Name or # (Assigned by recorder) 510 East Santa Clara Street

\*Date: March 4, 2021

☒ Continuation ☐ Update

\*P5a. Photographs (continued):



Photograph 2. West canopy and view of auto garage bay facing South 11<sup>th</sup> Street, view facing north, March 4, 2021



Photograph 3. North canopy, view facing northeast, March 4, 2021.

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
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Primary # P-43-001378

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NRHP Status Code 2S2; 5S3

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Recorded by: Chandra Miller

\* Resource Name or # (Assigned by recorder) 510 East Santa Clara Street

\*Date: March 4, 2021

☒ Continuation ☐ Update



Photograph 4. Detail view of the commercial storefront, view facing southeast, March 4, 2021.



Photograph 5. North corner of building and auto repair bay facing East Santa Clara Street, view facing south, March 4, 2021.





**Photograph 6.** East corner of building with shed roof enclosure on the south side, view facing northwest, March 4, 2021.

**\*B10. Significance (continued):**

Property History – 510 East Santa Clara Street, San Jose

The subject property at 510 East Santa Clara Street is within the Naglee Park Tract that was subdivided in 1902. The subject property is on what was historically an unnumbered large 200' x 200' lot compared to the other lots in the tract that were approximately 50' x 130' to 65' x 140'. The large lot was later subdivided into six smaller lots (Santa Clara County Assessor 2021; Santa Clara County Surveyor 2021). By 1915 Associated Oil Company constructed a small gas and oil building with a canopy facing East Santa Clara Street (Sanborn Fire Insurance Map Co. 1915; Basin Research Associates, Inc. 2002). The city blocks to the north and south of the subject property also contained small gas and oil buildings, which created a small service station cluster along this transportation corridor through San Jose. In October 1951, the Tidewater Associated Oil Company (Tidewater) submitted a building application to demolish the existing service station and construct a single-story service station replacement (Permit No. 1951-013952-000-BD) (San Jose Permit Center 2021). The new, 1951-constructed Tidewater service station building was setback from East Santa Clara Street and had three pumping bays (see **Plate 1**). The Tidewater service station appears to have been designed in the predominate oblong-rectangular-box-style commonly used by many gasoline retailers from the 1930s to 1970s (Jones, et al., 2016: 2-6). In 1954, Tad & Bob's Associated Service operated in the building (R.L. Polk & Co. 1954). In the 1966 city directory, the business is listed as "Three K's Flying A Service Station." The "Flying A" was the brand name for Tidewater's line of premium gasoline (R.L. Polk & Co. 1966; Jakle and Sculle 1994: 115).



**Plate 1.** Aerial view of 1951-constructed Tidewater Associated Oil Company service station and gas pump islands on subject property outlined in red (building no longer extant) (Source: UCSB 1965)



**Plate 2.** Aerial view of extant 1967-constructed Phillips 66 service station on the subject property (outlined in red) (Source: UCSB 1968)

In June 1966, the Phillips Petroleum Company (Phillips 66) acquired Tidewater's service stations in California, Oregon, Washington, and Hawaii, refining facilities in California, transportation terminals and bulk plants. Tidewater's retail and refining operations had been for sale for over two years with Phillips 66 seeking to expand their operations on west (*New York Times* 1966 Mar 30). As part of this 1966 acquisition, Phillips 66 acquired the Tidewater service station at 510 East Santa Clara Street and applied for a building permit in April 1967 to construct a new one-story service station, with Redwood Builders listed as the construction firm. The 1951-constructed service station was demolished and a Phillips 66 "New Look" standard design DS203 with double canopy design in the Googie style was constructed on the parcel in 1967 (San Jose Permits 2021: Permit No. 1967-0513172-001BD; Leppke 2019) (**Plate 2**).

The first known operator in the building was Diehl's Phillips 66 in 1968, which passed to S & B Phillips 66 in 1969-70 (R.L. Polk & Co. 1968; 1969; 1970.) In 1976, Phillips 66 sold the western Tidewater properties it had acquired in 1966 to the Oil & Shale Corporation (Jones, et al., 206: 8-6). From 1976 to 1979, the subject property was operated as "Tune-Rite Inc Auto Repair." It has operated as various branded gas stations and service garages. As of recordation in 2021 it is an Arco-branded gas station and City Auto Care operated out of the garage bays (R.L. Polk & Co. 1976; 1977; 1979).

According to *San Jose Modernism*, Googie architecture was utilized in the city in the post-World War II period from circa 1950 to 1965 along automobile-oriented commercial arterials including West San Carlos Street, Alum Rock, and Bascom avenues (PAST Consultants, LLC 2009: 83). The Googie style Phillips 66 service station was built somewhat after this period in 1967; however, this standard design was utilized by Phillips between 1960 and circa 1970, as discussed in further detail below.

#### Phillips 66 and Service Station Architecture

The Googie-style service station at 510 East Santa Clara Street utilized a standardized plan designed by Phillips Petroleum Company's in-house architect Clarence Reinhart. The Phillips Petroleum Company incorporated in Bartlesville, Oklahoma in 1917 producing natural gas and in 1927 into gasoline refining, production, and opened their first gas station in Wichita, Kansas. By 1930, Phillips Petroleum operated over 6,000 service stations in 12 states; however, by the early 1960s, Phillips 66 opened approximately 3,000 service stations each year (Jones, et al., 2016: 5-12, 7-11).

The earliest service stations established at the turn of the twentieth century were usually located on the outskirts of towns where gasoline was hand-poured from large storage tanks. The invention of the gas pump in 1905 and Henry Ford's 1908 Model T served as catalysts for the creation of curbside gas pumps with rudimentary protective, drive through structures. Reinhart developed a standardized Tudor Revival cottage-style plan for the early Phillips service stations built between 1927 to 1938. Revival-style gas stations first appeared in the 1920s utilizing the popular design trends of the day with Colonial and Tudor details. The small, residential-style service stations were designed to blend into existing urban neighborhood settings. Phillips abandoned the cottage-style service station for an oblong, rectangular plan, flat roof service station with minimal International stylings mimicking popular aesthetics for service station design by various companies in the 1930s and 1940s as a way to stand out from residential architecture. From the late 1930s to the immediate post-World War II period, gas station designs were generally rectangular boxes with stylized features like angled windows or has space-age influenced canopies in parabolic or folded eave shapes. Phillips 66 utilized the oblong box design until the mid-1950s when the design was slightly changed with upward slanting windows on the service station office and minimal masonry detailing (Jakle and Sculle 1994: 146, 150-152, 161).

In the early 1960s, Phillips 66 launched its "New Look" design campaign for its service stations nationwide. Inspired by a 1951 fact-finding trip to Los Angeles, Reinhart was inspired by drive-in canopies throughout Southern California, specifically the "Tiny Naylor's" restaurant's soaring, up-slanted triangular canopy (no longer extant). This new, space-age style of architecture that was emerging in Southern California in the late 1940s and early 1950s trended towards ultra-Modernism with steel frames, glass, flat or angled roofs and canopies reflected in roadside commercial

architecture is commonly referred to as “Googie” (Hess 2004; Jones, et al. 2016: 7-1). As Phillip’s in-house architect, Reinhart radically changed the company’s standardized plans from the oblong box to introduce “what arguably became its most popular and iconic service station design,” (Jones, et al., 2016: 7-11). The hallmark feature of the Phillips “New Look” service station design was the large, upward-slanting, triangular-shaped canopy with a large metal pier that pierced through the apex of the canopy and topped with a back-lit company sign (see **Plate 3**). The metal pier was comprised of three metal poles with metal cross-bracing to support a tall sign visible to motorists from a distance. For urban service stations, it appears shorter, free-standing signs were mounted at intersections, like at 510 E Santa Clara Street, as illustrated in a 1968 advertisement for a newly constructed Phillips 66 station in Lemoore, California (see **Plate 4**). Some of the Phillips service stations had two canopies at right angles, like the service station at 510 East Santa Clara Street in San Jose, creating a butterfly or batwing design (Jones, et al. 2016: 6-9, 7-11 to 7-12).

In 1967, the year the building permit for the service station at 510 East Santa Clara Street was issued, Phillips 66 became the second oil company to have a presence in all 50 states, after Texaco. By the early 1960s, Phillips 66 was opening approximately 3,000 service stations each year and thousands of Phillips 66 New Look stations, also called “Harlequin” design, dotted American roadways (Jones, et al., 2016: 5-12, 7-11). The up-slanting triangular-shaped canopy of the “New Look” Phillips 66 design became the zeitgeist of the 1950s-1960s service stations expressed through large display windows, staggered rooflines, masonry exteriors, and daring canopies, which was also used as a marketing tool and advertising gimmick. The distinctive canopies typically carried large signs, but also became part of the signage itself and offered eye appeal, and also gave a sense of presence and brand recognition (Leppke 2019; Jakle 1978:534). Character-defining features of the Phillips 66 “New Look” Googie-style standard service station design include the upward-slanting, triangular-shaped canopy extending from the building, large metal poles with metal cross-bracing at the tip of the canopy and in gas pump islands, upward slanted window commercial fronts, concrete masonry block building material, and wide parapet/cornice at the flat rooflines.

Phillips 66 continued to use the upward-slanting, triangular-shaped canopy between 1960 to 1970 until the company returned to a rectangular plan, flat roof building design with a box-form canopy (Jones et. al., 2016: 8-9). Phillips 66 encouraged operators to replace the New Look slanted canopies with Mansard roofs or other boxed canopies through a process called “top hatting” as an effective way to update older service stations. As in the 1920s, service stations again sought to integrate into the immediate setting as a reaction to the bold New Look design, and by the late 1960s “blend-ins” became the new standard in service station design. In addition, Phillips 66 and other service station companies integrated planned obsolescence into their standardized architectural plans as redesigns occurred regularly to stimulate demand through new marketing (Jakle and Sculle 1994:157; Leppke 2019; Jones, et al., 2016: 10-23 to 10-26).



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Recorded by: Chandra Miller

\* Resource Name or # (Assigned by recorder) 510 East Santa Clara Street

\*Date: March 4, 2021

☒ Continuation ☐ Update



**Plate 3.** Rooftop canopy mounted sign variation of New Look station (Source: LIFE 1965 Jul 16)



**Plate 4.** Urban setting variation of New Look sign design with free-standing signage at the intersection of a newly constructed station in 1968 (top) and extant free-standing signage at 510 E Santa Clara Street (bottom) (Source: *The Lemoore Advance* 1968 November 2).



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Recorded by: Chandra Miller

\* Resource Name or # (Assigned by recorder) 510 East Santa Clara Street

\*Date: March 4, 2021

☒ Continuation ☐ Update

Evaluation

The service station at 510 East Santa Clara Street was previously identified as a City of San Jose Structure of Merit (SM); however, Structures of Merit are not considered significant historical resources for the purposes of the California Environmental Quality Act (CEQA) (City of San Jose 2016a). The property at 510 East Santa Clara Street was previously recorded in 2002 and was evaluated as eligible for listing in the National Register of Historic Places (NRHP) and California Register of Historical Resources (CRHR) under Criteria C/3 at the local level as "a particularly exceptional or rare example of modern expressionist design for roadside architecture popular in the early 1950s," (Basin Research Associates, Inc. 2002: 3). In 2006, the property was determined eligible for listing in the NRHP through the Section 106 of the National Historic Preservation Act (NHPA) process and was automatically listed in CRHR (OHP 2020: Concurrence Letter FTA 040318A). However, the built date of the property is incorrect based on erroneous previous recordation of the property in 2002 (Basin Research Associates, Inc. 2002) (OHP 2020).

Therefore, the current recordation and evaluation of the property is to provide additional historical context and property-specific information to the correct built date of 1967 to assess if the resource is eligible for listing as a City of San Jose Historic Landmark. (City of San Jose 2013).

*San Jose City Historic Landmark Criteria*

Per City of San Jose Code of Ordinances Chapter 13.48 – Historic Preservation, prior to nominating a potentially historic property for designation as a city landmark and/or recommending approval or modified approval of a proposed designation as a city landmark, the Historic Landmarks Commission shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may consider the following factors, among other relevant factors, with respect to the proposed landmark:

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

Based on the city's Historic Landmark Criteria, the Phillips 66 "New Look" Googie style service station at 510 East Santa Clara Street is eligible under Criterion 6 and 8, as it embodies the characteristics of a Googie style service station and embodies unique architectural design with the distinctive up-slanting triangular double canopies of the Phillips 66 DS203 standard design. While a somewhat later example of Googie style architecture in San Jose, the service station

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Recorded by: Chandra Miller

\* Resource Name or # (Assigned by recorder) 510 East Santa Clara Street

\*Date: March 4, 2021

☒ Continuation ☐ Update

reflects the popularity of the style and embodies distinctive characteristics of the roadside service station property type. The period of significance is 1967, the year of its construction. The character-defining features of the property are the footprint and massing of the building, the two upward-slanting triangular-shaped canopies extending from the building, three sets of metal poles with metal cross-bracing under the canopy and in the concrete gas pump islands, the upward slanted glass and metal window commercial storefront, the concrete block building material, flat roof of the storefront and garage bays, wide parapet/cornice around the garage bays, and the concrete base free-standing signage at the northwest corner of the parcel.

Thousands of these "New Look" service stations were built across America; however, many have been demolished or heavily altered to the extent that they no longer retain historic integrity to their original construction. The Phillips 66 "New Look" Googie style service station at 510 East Santa Clara Street retains a high level of historic integrity of location, setting, design, materials, workmanship, feeling, and association as a 1967-constructed roadside service station to physically convey its historic significance at the local level.

**\*B12. References (continued):**

Basin Research Associates, Inc.

2002 510 East Santa Clara Street DPR 523 forms. Prepared for *Historic Properties Survey for the VTA Santa Clara/Alum Rock Light Rail Project*.

2009 *Cultural Resources Existing Setting – Envision San Jose 2040 General Plan*. December. Prepared for David J. Powers & Associates.

City of San Jose

2008 "Naglee Park Conservation Area," [map]. Available: <https://www.sanjoseca.gov/home/showpublisheddocument?id=23997>. Accessed March 2021

2013 City of San Jose Designated Historic Sites and Districts/Areas [map]. Available: <https://www.sanjoseca.gov/home/showpublisheddocument?id=23981>. Accessed February 2021.

2016b City of San Jose Historic Resources Inventory [spreadsheet]. Available: <https://www.sanjoseca.gov/home/showpublisheddocument?id=24021>. Accessed February 2021.

2016a San Jose Designated Historic City Landmarks [spreadsheet]. Available: <https://www.sanjoseca.gov/home/showpublisheddocument?id=24023>. Accessed February 2021.

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Hess, Alan

2004 *Googie Redux: Ultramodern Roadside Architecture*. San Francisco: Chronicle Books.

Jakle, John A.

1978 "The American Gasoline Station, 1920 to 1970," *Journal of American Culture* Vol. 1, No. 3 (Fall 1978):520-542.

Jakle, John A and Keith A. Sculle

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Jones, et al.

2016 *A Field Guide to Gas Stations in Texas*. Texas Department of Transportation.

State of California — The Resources Agency  
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\*Date: March 4, 2021

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*The Lemoore Advance*

1968 "Grand Opening" [advertisement]. November 21, page 7.

Leppke, Cliff

2019 *Vanishing Points: Phillips 66 New Look Gas Station* [video]. Available: <https://sca-roadside.org/vanishing-points-the-video/>. November 23. Accessed March 2021.

LIFE

1965 "Phillips 66," [advertisement]. Available: <https://books.google.com/>. Accessed March 2021.

*New York Times*

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Office of Historic Preservation (OHP)

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

Primary # P-43-001378  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 2S2; 5S3

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Recorded by: Chandra Miller

\* Resource Name or # (Assigned by recorder) 510 East Santa Clara Street

\*Date: March 4, 2021

☒ Continuation ☐ Update

University of California Santa Barbara (UCSB) Library

1965 Aerial photography collection. Flight ID SCL, Frame 11-169. May 16.

1968 Aerial photography collection. Flight ID CAS-2310, Frame 2-99. May 6

