

# **APPENDIX D1**

## ***Historic Resource Assessment***

# Historic Resource Assessment

Cambrian Park Plaza Mixed-Use Village  
14200 and 14420 Union Avenue  
San José, Santa Clara County, California  
(APNs #419-08-012 and 013)



Prepared for:

David J. Powers & Associates, Inc.  
1871 The Alameda, Suite 200  
San José, CA 95126

*08.31.2018 (revised 09.09.2018)*



ARCHIVES & ARCHITECTURE, LLC

PO Box 1332  
San José, CA 95109-1332  
<http://www.archivesandarchitecture.com>

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## Introduction

A four-parcel site (consisting of two assessor-identified properties) located at the southeast corner of Union and Camden Avenues, addressed in south San José but situated outside the city limits, is being proposed for a mixed-use development by Weingarten Realty. The site presently contains Cambrian Park Plaza, a large shopping center created during the 1950s and 1960s, and the project is called Cambrian Park Plaza Mixed-Use Village.

All the buildings within the existing shopping center are proposed for demolition as a part of implementation of this project once annexed to the City of San José and granted land-use entitlements. The existing Cambrian Park Plaza shopping center consists of 170,427 square feet of commercial buildings, built beginning in 1953, and mostly built-out by the early 1960s. The site has undergone renovation over the last half-century since initially developed.

The proposed project tentatively consists of new multifamily residential, townhomes, two hotels, retail, and an assisted living facility. The site is within the City of San José Camden/Hillsdale Urban Village and is identified as a “Signature Project” within the 90-acre Urban Village planning area. The project is being proposed prior to the preparation of an Urban Village Plan, and therefore is being reviewed through the “Signature Project” process as defined in the Envision San José 2040 General Plan.

The carousel rotating sign (referred to as a pylon sign in related reports) along Union Avenue at the project site was the subject of a historical evaluation in 2016 prepared at the request of and for the Santa Clara County Board of Supervisors. That report provided a brief background of the shopping center and found the sign eligible as a Santa Clara County Landmark. The Board of Supervisors subsequently listed the sign on the Santa Clara County Heritage Resources Inventory as a candidate landmark in November of 2016. The current project proposes to relocate that sign further south along Union Avenue across from its intersection with Chelsea Drive.

David J. Powers & Associates, Inc. contracted with Archives & Architecture, LLC to prepare this project-related historic resource assessment as a part of preparation of documents for a Draft Environmental Impact Report (DEIR). A Notice of Preparation was issued in early 2018, and the public comment period ended on April 5, 2018.

This current report will be used to inform the environmental process and will be included as a part of technical review of the project under the California Environmental Quality Act (CEQA). The City of San José’s Planning Division within the Department of Planning, Building and Code Enforcement (PBCE) has requested that a report such as this be submitted as a part of their development review process. It is the practice of the City of San José to require that historic evaluations and historic project assessments be done by qualified Architectural Historians/Historic Architects when a project involves an existing or potential historic resource(s).

## Project Description

The project, filed with the City of San José under PDC17-040, requests the pre-rezoning of the property from unincorporated, to CN(PD) Planned Development, to allow for a mixed-use project with up to 238 hotel rooms or up to 150,000 square feet of office, up to 115,000 square feet of retail/entertainment center, up to 280 multi-family residential units, up to 84 townhouse residential units and/or cluster housing, up to 130,000 square feet of convalescent hospital, and approximately two acres of public open space on a 18.13 gross-acres site.

The project site is owned by Wiengarten Nostat, Inc. of Houston, Texas.



Schematic Site Plan (excerpt) Kenneth Rodrigues & Partners, Inc., December 19, 2017.

## Purpose and Methodology of this Study

This document is presented in a report format and contains historical information about the Cambrian Park Plaza shopping center and related buildings and structures.

The complex of buildings proposed for demolition and the associated site are evaluated for historical significance within this report. None of those buildings nor the site have previously been the subject of a historic evaluation at either the local, state, or national levels. The carousel monument sign on Union Avenue was the subject of evaluations in 2016 and is discussed in the following section (Previous Surveys and Historical Status). Most of the buildings are presently over 50 years in age.



The Impacts section considers the current proposed project and how it will affect the environment in terms of historic resources. The report has been prepared to be consistent with the intent of the *City of San José Revised Guidelines for Historic Reports*, published by the City's Planning Division on February 26, 2010, although it is understood that these guidelines are currently under review and modification.

Attached to this report are DPR523 series recordings of the buildings proposed for demolition which provide supplementary technical information.

The DPR523 recording forms provide property data, a detailed description of the property, a summary of historic and architectural context, integrity, and statement of significance. The forms reference this report, which contains a fuller narrative of historic context and evaluation for significance. (A full listing of applicable sources of information consulted in preparing this report can be found at the end of this document.)

The Evaluation Rating Sheets were not included with this report, as the authors understand that the tally process is no longer being used as of August 2018. This report includes a qualitative analysis of eligibility for listing on the San José Historic Resources Inventory per *Envision San José 2040 General Plan* goals and policies.

This historic resource assessment report summarizes the findings within the DPR523 forms and includes a section on regulatory context as well a project description, qualifications of the consultants, and detailed site location information.

The site was examined in Summer 2018 by Architectural Historian Franklin Maggi and Historic Architect/Architectural Historian Leslie A.G. Dill. The exteriors of the buildings were photographed, as well as the site and neighborhood context. Principal photographic views are included within the DPR523 forms and within the main body of this report. Historic views are included within this report.

Historical research was conducted by the staff of Archives & Architecture and consisted of a review of both primary and secondary sources of historical information. The research and historical investigation were prepared utilizing the methodology recommended by the National Park Service, as outlined in *Preservation Brief #17 - Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character* (1988), and #35 - *Understanding Old Buildings: The Process of Architectural Investigation* (1994). The *San José Modernism Historic Context Statement* (Past Consultants, LLC, June 2009) was also consulted, as well as the *Historical Overview and Context for the City of San José* prepared by Glory Anne Laffey in 1992.

The report concludes with an impacts analysis and provides recommendations based on the City's General Plan goals and policies. The recommendations include language for consideration as mitigations that may reduce the environmental effects of the proposed project as they relate to historic resources.

## Previous Surveys and Historical Status

The Cambrian Park Plaza carousel sign east of Union Avenue within Cambrian Park Plaza was the subject of evaluations during summer of 2016 by Kara Brunzell of Brunzell Historical, and Mark Hulbert of Preservation Architecture. Hulbert conducted his study at the request of the property owner Weingarten Nostat, Inc.

Brunzell was hired by the County of Santa Clara Department of Planning and Development to conduct the evaluation at the direction of the Board of Supervisors, who were considering the sign as a possible Santa Clara County Landmark. Brunzell found the sign eligible as a County Historic Landmark in her June 6, 2016 report, indicating that it is a unique example of Roadside Vernacular architecture, with sufficient integrity to convey its historic identity.

The evaluation process for the sign included an initial report by Mark Hulbert and a subsequent peer-level report by Hulbert reviewing the Brunzell report. In his reports, Hulbert argued on behalf of the owners that the sign did not retain sufficient integrity to embody the distinctive characteristics of a historic period, and therefore did not qualify for listing as a County Landmark.

Brunzell responded with a follow-up report to that peer review. The Board of Supervisors considered all four reports as well as the recommendation of the Santa Clara County Historical Heritage Commission in its final deliberations on the matter.

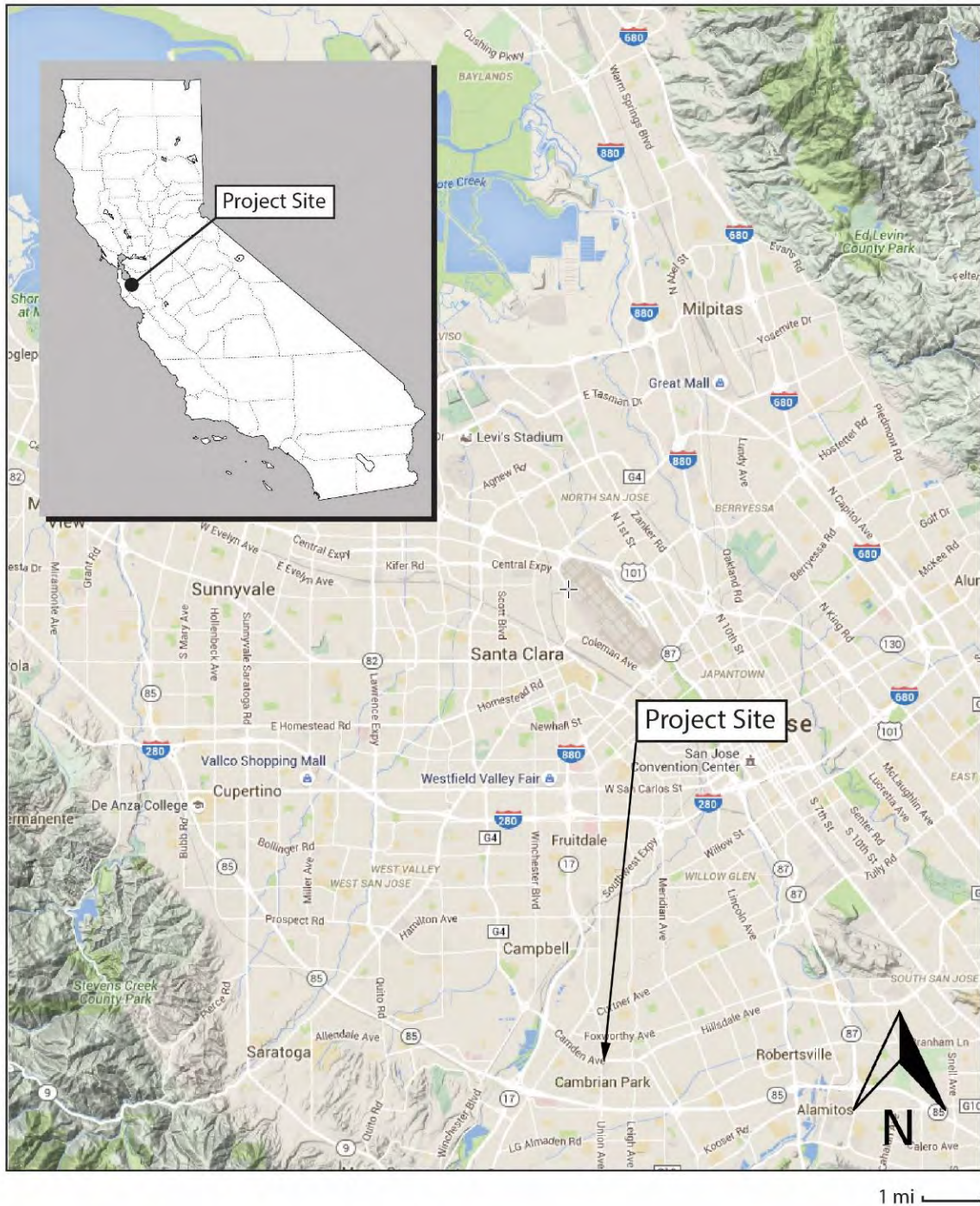
On August 30, 2016, the Board of Supervisors of the County of Santa Clara voted to declare an intent to add the sign on the County's Heritage Resources Inventory (Item No. 13), which was adopted unanimously at the Oct. 4, 2016 meeting of the Board (Item No. 39 – Resolution #83281) but held to a final vote at the Nov. 1, 2016 meeting (Item No. 46) (Resolution # BOS-2016 ID#83730) in order for the County Counsel to allow further revisions to the Resolution due to later comments from the property owner.



No other historic surveys are known to have been conducted for this property.

## Maps and Locational Data

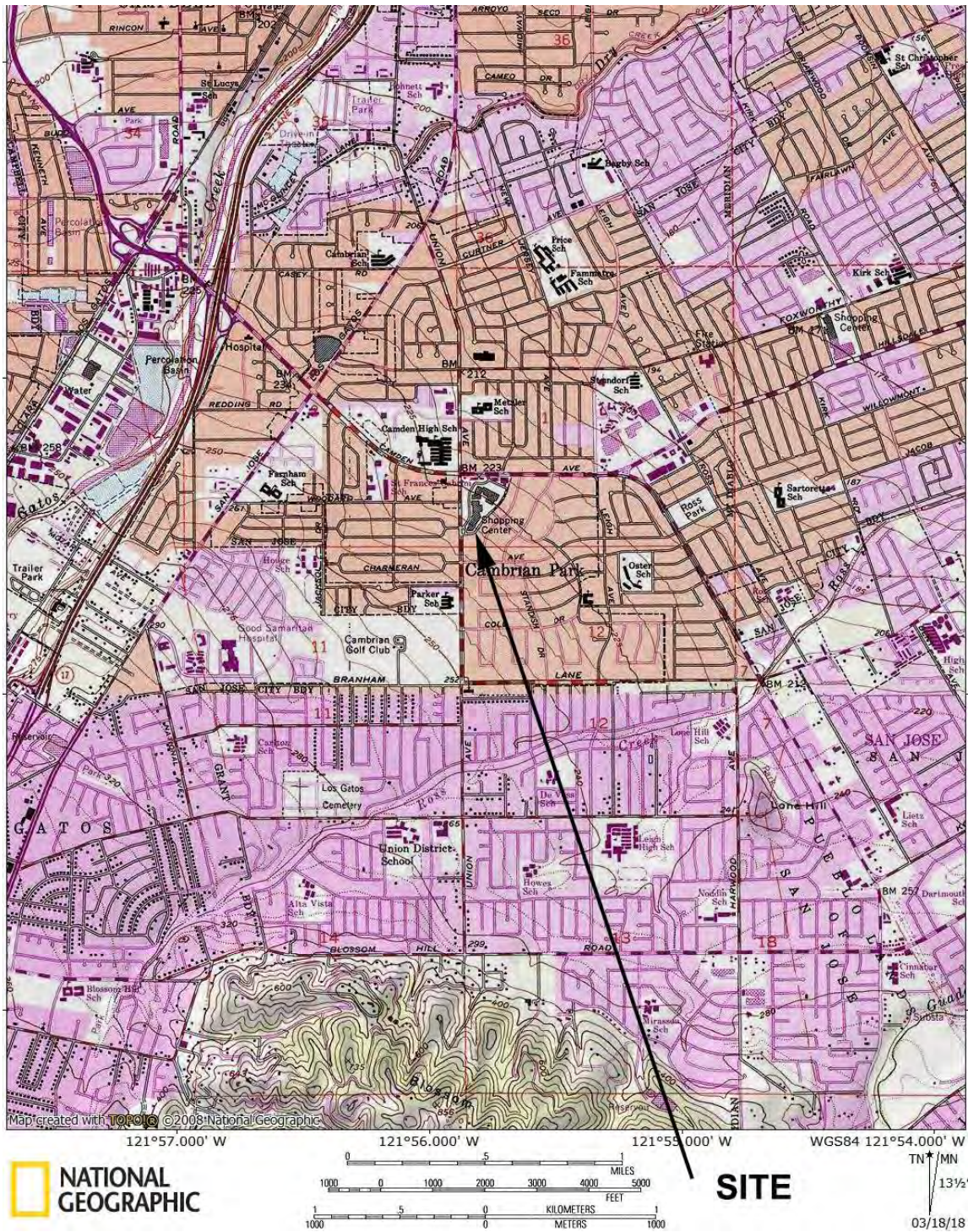
### Regional Map



Source: <http://mapper.acme.com>



### Location Map



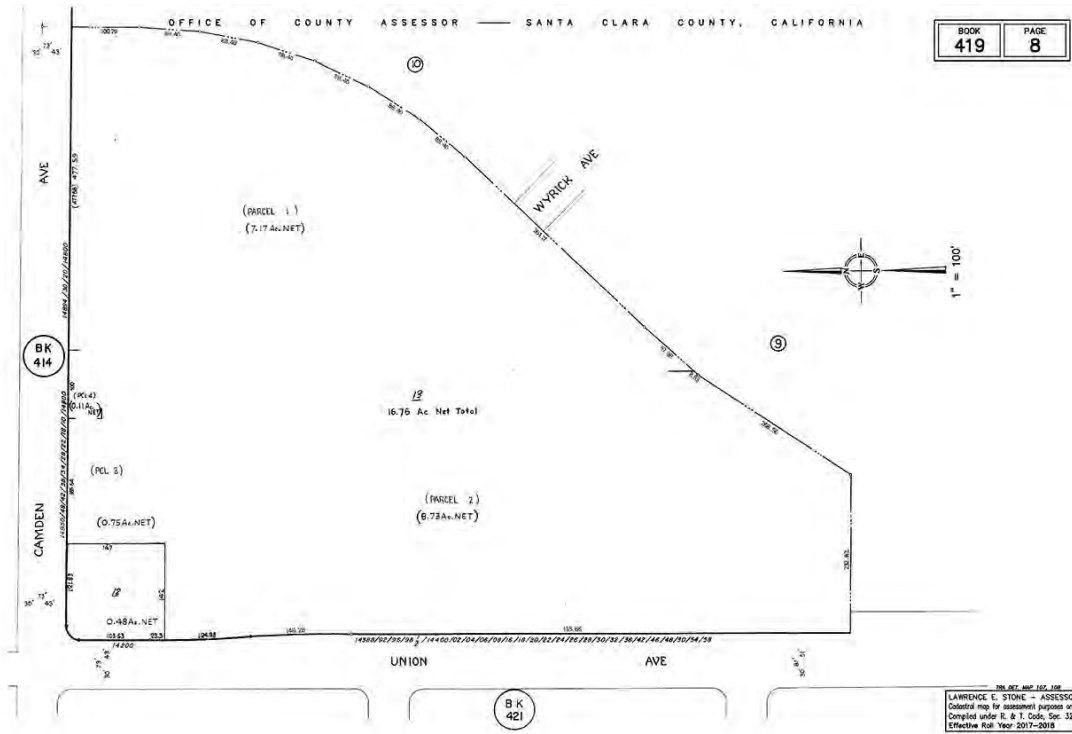
### Location Data

Addressing: 14200-14458 Union Ave., and 14800-14950 Camden Ave.

Portion of south one-half of the southwest one-quarter of Section 1, R.1W, T.8S., Mount Diablo Base and Meridian.



## Assessor's Map



Cambrian Park Plaza is within the neighborhood of Cambrian Park (also referred to as “Cambrian”), a mostly residential area of San José that is located within both incorporated and unincorporated portions of the city. Cambrian Park Plaza itself is unincorporated and part of a large “county pocket” that lies to its east, west, and south. This area of south San José lies just north of the Town of Los Gatos and southwest of the City of Campbell, and it was once referenced as the Cambrian District. In the mid-twentieth century, the creation of the Cambrian Park Subdivision and Cambrian Park Plaza shopping center by developer Paul Schaeffer appears to have established the name Cambrian Park as the neighborhood name.

## Summary of Findings

The demolition of Cambrian Park Plaza as presently proposed in concept as a part of this pre-rezoning and annexation may result in an adverse environmental effect on the historic resource Cambrian Park Plaza carousel sign if the sign is not preserved as a part of the project. The sign appears eligible for the California Register of Historical Resources and also meets the criteria for designation as a San José City Landmark Structure. An impact will occur if the project includes the demolition of this significant resource. The current project intent is to relocate the structure to a new site within the property further south along Union Avenue across from its intersection with Chelsea Drive.

Project alternatives such as the relocation of the sign onsite will negate the potential impact of the loss of this resource if the project is implemented consistent with the Secretary of the Interior's Standards for Rehabilitation.

The shopping center itself appears eligible for listing on the San José Historic Resources Inventory as a Structure(s) of Merit, as it has qualities of a historic nature. As such, General Plan goals and policies encourage preservation of the historic fabric of the area and neighborhood, and discouragement of demolition by pursuing alternatives of rehabilitation, re-use and or relocation.

## Background and Historic Context

### Historical Development of the Cambrian District

Cambrian Park Plaza, the project site, lies south of the historic lands of Mission Santa Clara. This large rural area of Santa Clara Valley was the subject of a patent claim by Juan Chrisóstomo Galindo, Antonio María Osio, Francisco C. Arce, and José Arnaz in the early 1850s, but they were unsuccessful in obtaining title from the California Lands Commission. This area south of Mission Santa Clara had been first traversed by non-indigenous Spanish settlers of the Santa Clara Valley in 1791, when Padre Fermín Lasuén returned to Mission Santa Clara after founding Mission Santa Cruz.

This area, west of the *Rancho San Juan Bautista* and east of *Rinconada de Los Gatos*, most likely remained the extended territory of Mission Santa Clara lands until subdivision and settlement occurred under American rule during the 1860s. At that time, the Surveyor General surveyed the lands in this area and filed an Official Plat to the General Land Office. Cambrian Park Plaza site lies within a parcel of 79.25 acres that was established during that period.

By the 1870s, much of the large acreages of the valley's rancho and mission properties had been subdivided into small farms and ranches. Although stock-raising dominated agricultural production through the 1870s, wheat-growing, dairy-farming and horticulture were taking a larger role following the drought of 1863-64.

The subject property is within a relatively large for the time 80-acre farm owned by the estate of S. H. Gifford by 1876 (Thompson & West, 1876). This ownership is not certain, as according to historical accounts the property had been acquired by Christopher Schofield in 1868, the year he moved to Santa Clara Valley following his marriage to Maria Parsons in San Francisco (Munro-Fraser, 1881). Schofield planted prunes and grapes on what was largely a hay and grain farm and experimented with one of the first silos in the area (Brainard, 1888).

The area had taken the name of the Cambrian District during the Early American period. The origins of this name came from an early pioneer, David Lewis, who had immigrated to the United States from Wales, and around 1863 named the area after the Cambrian Mountains of his homeland. Cambrian School was the first institution to take on the name. During the 1870s maps began to identify the area as the Cambrian District.

Today’s Union Avenue follows the route of what was once Ware Road, named for William H. Ware, a large farm owner to the north of Schofield’s 80 acres. The residents of the district had petitioned to rename the road in 1867 to Union Avenue during the Civil War, but Ware Road continued to be listed on maps into the twentieth century.

Schofield was born in Hanover, Germany in 1831, and came to the United States in 1854, settling in California in 1856. He died before 1900, and his widow, Maria, left the area, spending her remaining years in Oakland. She reputedly donated the funds that enabled the construction of the landmark We and Our Neighbors Clubhouse that still exists today at the corner of Union Avenue and Los Gatos-Almaden Road.



*Excerpt from Official Map of the County of Santa Clara, 1902-1903 by J.G. McMillan, County Surveyor, showing C. Schofield property at Railroad Avenue (now Camden Avenue) and Ware Avenue (now Union Avenue). The east edge of the property is now Leigh Avenue.*

During the ownership of the Schofields, the Southern Pacific Company built a spur line to the Almaden mines from their track near what is today Highway 17. This right-of-way and the road then known as Railroad Avenue later became Camden Avenue. At the time of the development of Cambrian Park Plaza in 1953, Railroad Avenue was aligned at the north side of what is today Camden Avenue, the tracks to its south having been removed by that time.

Occupancy of the area after the Schofields’ ownership was not determined as a part of this study. The ranch existed until the late 1940s. The ranch homestead was located on the west side of what was then an extension of New Jersey Avenue south of Railroad Avenue (see aerial next page).



By the end of the Depression the 80-acre Schofield property, as well as multiple properties to the south totaling around the same acreage, were owned by the American Trust Company. Shortly after the entry of the United States into World War II, on Feb. 1, 1942 the American Trust Company sold these properties to Paul and Marion T. Schaeffer. The Schaeffers, their newly formed Schaeffer Lands Incorporated, or, later, their Cambrian Builders, Inc. developed and/or sold off these properties after the war.



*1931 USGS aerial showing future site of Cambrian Park Plaza.*

### Creation of Cambrian Park Plaza

Schaeffer Lands Incorporated formed in the early 1940s, and the Schaeffer Land Trust, formed in 1977, and its successors built, owned and operated Cambrian Park Plaza until 2015 when sold to Weingarten Nostrat, Inc.

Paul Schaeffer (1900-1982) was born in Pennsylvania and arrived in San José during the mid-1930s from Colorado with his wife Marion. City directories during the mid-to-late 1930s and early 1940s show him initially working in the trucking industry, and later in agricultural equipment sales.

Paul married Marion E. Tucker in 1928 in Carson City, Nevada. Marion Tucker Schaeffer (1899-1967) was born in Illinois, and in 1930 she and Paul were living in Colorado where he worked as an auditor for a construction company.

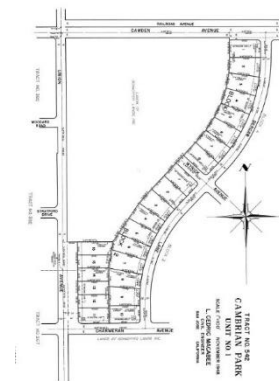


By 1941, just before the beginning of the war, Schaeffer had briefly opened his own business on South First Street near Alma Avenue in San José as Paul Schaeffer Agricultural Implements, but by 1943 had relocated to a large sales and distribution building at 1178 West San Carlos St. to the immediate west of where O.C. McDonald is located today. This was around the same time during the war that he acquired the large agricultural property in the Cambrian District from American Trust Company. Following the conclusion of the war, he re-branded his business as Valley Equipment Corp., and became the company President. The business remained active until the mid-1950s; by then he was deeply involved in building and managing his new shopping center. The building on West San Carlos was subsequently occupied by the Goodwill, but later was destroyed by fire.



*1948 USGS aerial during ownership of Paul and Marion Schaeffer (with arrow) at the time of the recording of Cambrian Park Tract No. 1. The Camden Gardens Subdivision to the west of Union Avenue was under construction at that time.*

Schaeffer filed his first subdivision map for the Cambrian Park Tract No. 1 in 1948. The map was focused on the portion of this property along Camden Avenue from Union to what would have been the southernly extension of Leigh Avenue at that time. He apparently had conceived of the shopping center concept by this time, as the tract map excluded the triangular portion of the property at the southeast corner of Union and Camden Avenues from residential development (See map excerpt to the right).



The houses first came on the market in 1949 and the subdivision was built out over the next two years. A portion of this tract adjacent to Leigh Avenue was donated by Schaeffer to establish the Cambrian Park Methodist Church. The church building at 1919 Gunston Way was built in 1952.

Cambrian Park Unit No. 1 (Tract No. 542) consisted of nine blocks and a total of 146 single-family-residential lots as well as the excluded portion at Camden and Union Avenues that was later developed as Cambrian Park Plaza. Contractor Christian A. Wilder obtained the first permits for work on the site in March 1953 and began construction of the foundation for the shopping center. The first stores were opened in September 1953, with the first portion of the complex constructed along and set back from the Union Avenue street frontage. (See photo below.)



*Aerial view (circa 1954) by Arnold Del Carlo. Photo reprinted with permission of Sourisseau Academy for State and Local History, San José State University. View from southwest.*

Subsequent permits were issued by the County of Santa Clara in May and June of 1954 and included a post office and bank along with retail sales. Although no original plans are known to exist, a design schematic by civil engineer Dick Finnigan published in the *Cambrian Weekly News* in mid-1956 shows a future L-shaped layout parallel to both street frontages and a large parking court nested within the complex to house offices.



During the late 1950s/early 1960s, the completion of the north wing facing Camden Avenue and inclusion of what was to become the Cambrian Bowl resulted in an adjustment to the master plan for the site, and the north wing angled to the southeast likely to accommodate additional parking for bowling patrons at the front of the building. Although newspaper articles in the *Mercury News* into the 1960s noted plans for more office space, the nested area behind the bowling alley remained a service area and served as an expansion area for the grocery store at the center of the site, which was added by 1960.



*Aerial view (circa 1961) by Arnold Del Carlo. Photo reprinted with permission of Sourisseau Academy for State and Local History, San José State University. View from southwest.*

By 1960, Schaeffer had completed the main building complex, including Cambrian Bowl. Cambrian Bowl first appears in local directories in 1961. Cambrian Bowl is representative of an expansion period of bowling alleys after World War II when automation replaced the pin boys common to these entertainment facilities prior to the war. New alleys (later referred to “lanes”) were built in suburban areas during this period with much larger footprints than in the downtown that also provided convenient parking. During the 1950s, five new alleys were opened in San José expanding its pre-war base of three, including Downtown Bowl, Fourth Street Bowl, Sherman Oaks Bowl, Mel’s Palm Bowl, and Saratoga Lanes.



During the 1960s when Cambrian Bowl opened, the city also saw the construction of Alma Bowl, Lenny’s Ann Darling Bowl, Plaza Lanes, and Futurama Bowl. The popularity of both independent and franchise bowling centers continued until around 1990, when development pressures resulted in a reduction of facilities throughout the area. While league bowling continued to be strong after 1990, reduced venues resulted in a fading of the sport. Cambrian Bowl continued to offer one of the last popular venues for this sport until closed on May 22, 2016 after sale of the property.

Today, Fourth Street Bowl is the last remaining privately owned active facility in the city. San Jose State University also has an active bowling center in its Student Union building on campus.

The later build-out of Cambrian Park Plaza after the early 1960s when Cambrian Bowl was built focused on retail and bank uses along the Camden Avenue frontage. The site initially excluded the corner at Camden and Union Avenues for a Shell service station that had been constructed by 1956. The bank building along Camden Avenue was built by 1960, and two additional buildings along Camden Avenue were added during the 1960s. The fourth (now housing BevMo), was added in the 1970s to complete the build-out. The gasoline service station was removed in the 1990s.

Marion Schaeffer died in 1967, and in 1977 the property was transferred from Schaeffer Lands, Inc. to Schaeffer Trust. Paul Schaeffer died in 1982 after operating the shopping center for 29 years. The property remained under control of the Schaeffer Trust until 2015 when sold to Weingarten Nostrat, Inc.

The plaque that Paul’s second wife Joyce installed near the entry of the main market building at the complex (now occupied by Dollar Tree), attributes the creation of Cambrian Park Plaza to her deceased husband Paul Schaeffer.



## Thematic Contexts

### Retail Commerce in San José and Santa Clara Valley

For over two centuries, Downtown San José and the pueblo that preceded it served as the mercantile, financial and social center of the Santa Clara Valley. Its origins stemmed from an expansion period of eighteenth century Colonial Spain. Following California's admission to the Union in 1851, for more than a century Downtown San José was the vital urban center of a thriving agricultural economy that became renowned in the West for the quality of its orchard products. The district of banks, restaurants, hotels, theaters and civic buildings in the downtown core area combined to create a compact and vital urban center to a growing metropolis.

Rapid economic and population growth in the region after World War II, combined with a decentralization of the core services of San José's urban center, was consistent with a new way of life of the American populace during this modern period. The automobile had redefined the character of the modern American city.

The wealth of the local horticultural community had led to the rapid development of Downtown San José between 1870 and 1918. Prosperity in the agricultural surroundings led to the construction of large hotels, banks, hardware stores, restaurants and saloons in the urban center.

As the population of San José grew to almost 50,000 early in the 20th century, the city's downtown area began to change in character from a semi-rural market center into a distinctive urban place. During the first three decades of the 20th century, commercial development spread north of Santa Clara Street, east of Third Street and south of San Fernando Street from where it had been centered during the nineteenth century.

The introduction of the automobile into the metropolitan area of San José after the turn of the century had a profound effect on the physical development of urbanized San José and the patterns of development in Santa Clara County. By 1918, San José had 36.7 miles of paved streets, which increased to 180 miles by 1928, reflecting a large increase in automobile usage during the 1920s. By 1930, San José had the greatest weekday auto traffic count in the state and was the only California city whose weekday traffic count exceeded that of holidays. With increased automobile competition, streetcar lines were abandoned during the 1920s and 1930s to be replaced by private bus lines.

The onset of the Depression in 1929 put a stop to major building campaigns in Downtown San José, but following the Second World War, San José's pro-development civic leaders actively recruited high-technology and aerospace companies to the City such as General Electric, Lockheed and IBM. The high-tech boom attracted thousands of new residents to the city and the county. Between 1950 and 1975, the population of San José expanded from 95,000 to 500,000. Meanwhile, under the aggressive annexation policies of the City Council and enacted by City Manager A.P. "Dutch" Hamann beginning in 1950, the city's footprint expanded from 17 to 120 square miles. Thousands

of acres of orchards made way for residential subdivisions and shopping centers. San José had annexed 1,419 outlying communities, lands, and neighborhoods by 1969.

Downtown San José, however, remained vibrant immediately after the war. The two big-box anchors from the 1930s, Hales and Harts Department Stores, were joined by J. C. Penny and Roos Bros. at the intersection of Santa Clara and First Streets. These four stores formed the focus for downtown commercial development much in the same way that large anchor tenants frame contemporary malls. South First Street became the path between Hales on San Carlos Street and the three major anchors on Santa Clara Street.

A fifth anchor was planned in the early 1950s, to be located on West Santa Clara Street near Penny's. The decision of Macy's to locate instead in the newly planned Valley Fair Shopping Center being designed by the renowned architectural firm of Victor Gruen Associates was the turning point for the continued viability of the downtown in the latter half of the twentieth century. In 1956, Valley Fair, the region's first large-scale suburban-style shopping mall, signaled the eventual decline of the downtown as the valley's shopping mecca.

New commercial construction responded to increased consumer spending by the 1950s as the city began to grow and expand outward along major transportation arteries.

The spread of commerce activities to the growing suburban landscape had begun before the creation of Valley Fair. Cambrian Park Plaza and other smaller suburban shopping centers had first begun to appear throughout the county beginning in the late 1940s. The primary shopping patterns of valley residents had always been associated with the downtown, and within San José's dense urban area small markets had spread throughout the residential neighborhoods to serve the daily grocery needs of the city's residents. As grocery retailing began to consolidate into larger chains such as Safeway, Lucky, and Franco's in the late 1930s, drive-up parking lots became necessary to accommodate the larger base of consumers. One of the first pre-war stores to be built in the downtown with on-site parking was Lucky's on East Santa Clara Street on the site of where Civic Plaza is located today.

During the war, civic leaders who were planning the post-war city were concerned with how parking would be accommodated to serve the expanding population and resulting growing retail base. Up to that time, commercial development had spread from the downtown along major thoroughfares, but these commercial buildings intending to serve neighborhood customers followed the earlier pattern of storefronts along front property lines, with sometimes small parking lots located to the rear.

Following the war, one of the first commercial developers to change this pattern was George Wagner who built a small drive-up strip mall on the north side of East Santa Clara Street between North 12th and North 13th Streets. Designed by innovative architect Donnell Jaekle, this grouping of stores that opened in 1948 had parking to the front of the building, with the stores lined against the rear property line (see next page).



*Contemporary view of Wagner's drive-up shopping center on East Santa Clara Street.*

From 1947 to 1951, shopping centers had begun to spring up in the neighboring cities of Santa Clara, Sunnyvale, and Los Altos. Allario in Sunnyvale, and three shopping centers in Santa Clara (El Camino, Kaiser, and Grand View), were opened with relatively large footprints from 24,000 to 67,000 square feet of retail space. Each of these new suburban shopping centers had a grocery store (supermarket) as an anchor.

Arnone's Market on Malone Road in the Willow Glen neighborhood appears to be the first suburban shopping center built in San José when it opened in 1951 (see photo below). Although only around 13,000 square feet in size, it was anchored by Arnone's Supermarket, following the formula of having a large supermarket (independent or chain) in the design. This pattern continued to be repeated throughout the valley as suburban shopping centers began to follow the spread of suburban residential subdivisions.



*Contemporary view of Arnone's Center on Malone Road – Arnone's Market no longer exists.*



The formula was followed again in 1952 when the Winchester Shopping Center opened with Fry's on Stevens Creek Road and was followed again in 1953 when Paul Schaeffer opened Cambrian Park Plaza at Union and Camden Avenues with Rao's Supermarket as the primary tenant. (See photo below.)



*Rao's Supermarket, Cambrian Park Plaza (circa 1960) by Arnold Del Carlo. Photo reprinted with permission of Sourisseau Academy for State and Local History, San José State University.*

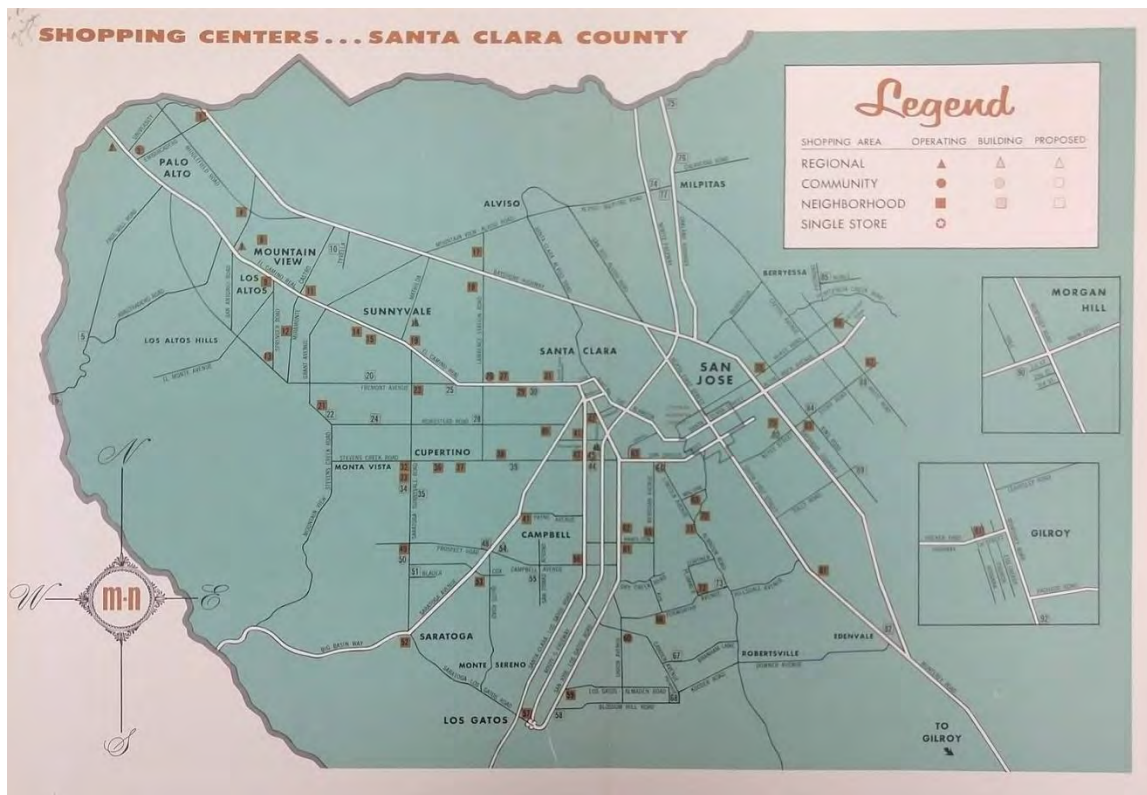
During the 1950s, suburban shopping centers, oriented around a supermarket were established throughout the county with supermarkets such as Lee Bros, Blue Hills, Littleman, Mayfair, Cedar Tree, Dicks, Safeway, Lucky, Food Bowl Crown Super, and Purity. Most of the shopping centers were from 30,000 to 60,000 square feet in size, and contained related retail and service uses. Cambrian Park Plaza, with 147,489 square feet of retail space by the time the primary building was completed in the late 1950s was by far the largest of these new shopping centers planned or built, until the opening of Valley Fair.

While redirecting much of the consumer dollar from the city center, the primary shopping experience remained in Downtown San José until the advent of the regional mall and other large destination shopping centers such as Cambrian Park Plaza and later Town & Country Village on Stevens Creek Road. The opening of Valley Fair in 1956 was the pivotal point in this transition away from the downtown. Until this time, the San

José City Council maintained a policy that no large-scale commercial zonings would be granted outside downtown core area.

Under newly hired City Manager Dutch Hamann, in 1952 the City of San José published the report *Planning San Jose*. Growth was favored and promoted as a means to economic solvency. Efforts by Santa Clara County Planning Director Karl Belser to preserve the balance between agriculture and industry were ignored, as the general population saw progress as the road to prosperity. Hamann had been hired by a pro-growth City Council to make San José the dominant city in Northern California.

Recommendations in the plan included expanding auto-enabled development into the Santa Clara Valley's rural areas. The document explicitly acknowledged the primacy of the automobile in modern planning, rejecting San José's downtown as an antiquated central business district. The neighborhood shopping center was identified as the model for future development, and the City made building automobile-related infrastructure a top priority for its capital improvement plans as well as opening the door to commercial development in the outlying areas of the city.



From San Jose Mercury and News, 1960 Shopping Center Study of Metropolitan San Jose

New freeways and the widening of many rural two-lane roads into multi-lane arterial boulevards called expressways were proposed, anticipating that the Federal Aid Highway Acts of 1952 and 1956 would enable a funding mechanism for road development.

While developers during the late 1940s and early 1950s, to avoid the expense of having to provide their own versions of municipal services (especially sewer and storm drainage), preferred annexation into nearby cities, some new development had, regardless, initially occurred outside the city limits of the many jurisdictions throughout Santa Clara County. At Cambrian Park, Shaeffer appears to have worked with the County of Santa Clara in creating County Sanitation District No. 4, which enabled his development to move forward without the impediment of lack of sewers to serve the new developed properties.

State law also required that annexed land must be contiguous to city boundaries, but in the post-war period cities such as San José found new methods to reach rural areas to expand their boundaries.

Cambrian Park Plaza was an exception to the primary pattern of annexation and was developed within unincorporated county lands. It is unclear under what conditions the County of Santa Clara allowed development outside of the limits of the many jurisdictions within its boundaries during the early years of the post-War Period, but that too would change.

One of the techniques used relied on the 1939 Uninhabited Territories Annexation Act to annex undeveloped lands by cities seeking to annex unincorporated areas between city boundaries and proposed new developments in the surrounding environs. The Act permitted annexations of contiguous territories containing fewer than twelve registered voters if two-thirds of the landowners agreed to annexation. This didn't require an affirmative vote of the voters in the proposed annexation areas as was typically done with earlier large annexations such as Gardner, East San Jose, and Westside. Rural property owners were offered zoning overlays to accommodate development as well as access to sewer, storm drainage, and water lines.

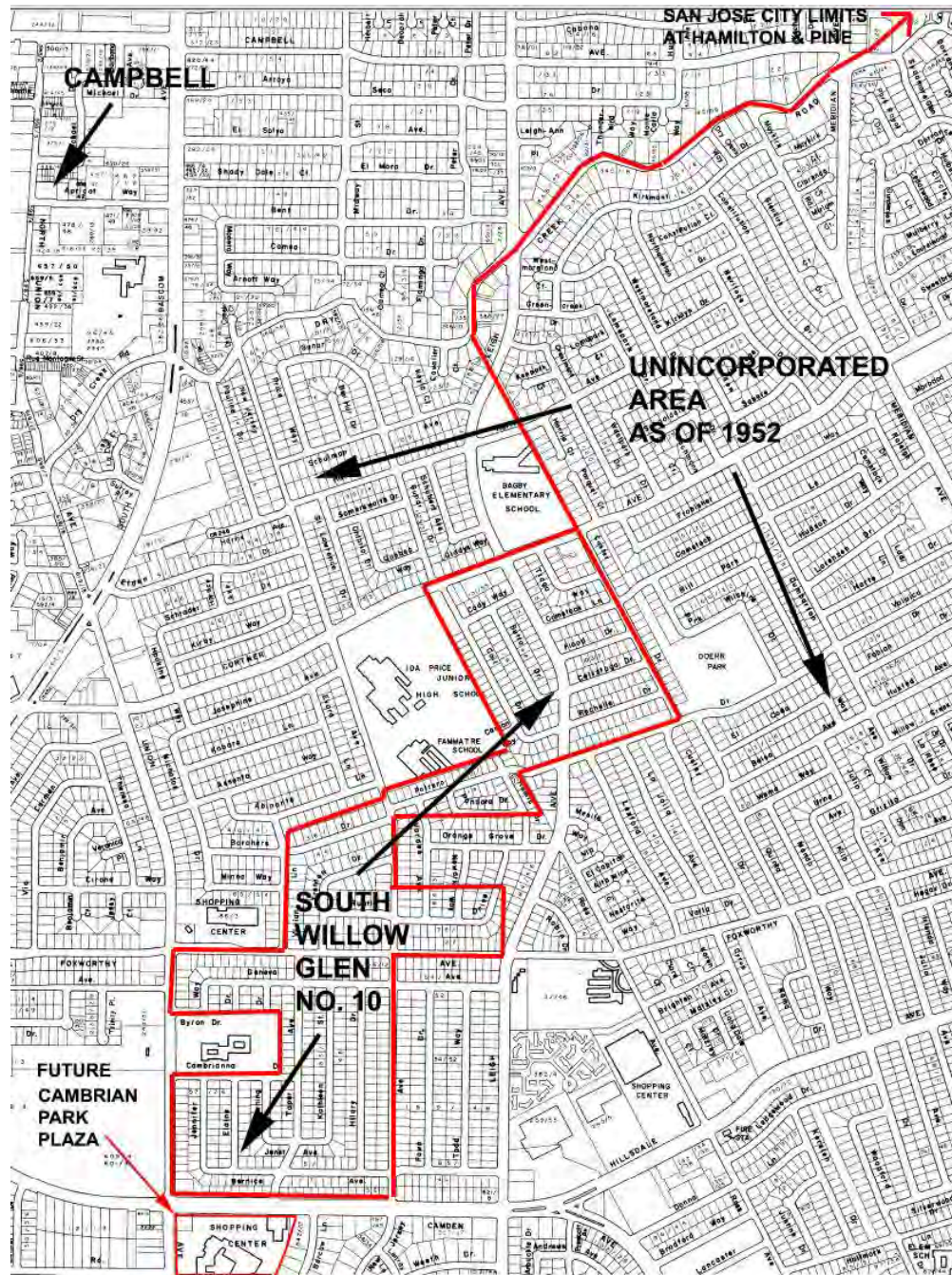
Cities such as San José annexed long strips of land along major streets or other public rights-of-way, a process called "finger" or "cherry stem annexation", which then allowed subsequent contiguous annexations in the outer reaches of the county. An underlying goal of the rapid expansion of city boundaries was to pre-empt neighborhood cities from securing land that could be used to expand their own tax base.

In San José, city leaders were also trying to block the incorporation of new cities within its perceived sphere of influence. The early annexation of the intersection of Saratoga and Campbell Avenues was an aggressive move to reach the Santa Cruz Mountain Range until stymied by the incorporation of Saratoga, Cupertino, and Monte Sereno in the 1950s, and it appears that San José saw Cambrian Park as a potential block to its expansion towards the Town of Los Gatos (see map next page).

The County of Santa Clara did not become directly involved in the annexation wars between cities, as the cities (mainly San José) expanded their territories to protect nearby farmland from adjacent cities and preserved their future commercial and industrial tax bases. However, in 1953, with a transition of three of five Supervisors in office, the Santa



Clara County Planning Commission and Board of Supervisors took the initiative to design a county-wide planning strategy with the cooperation of local municipalities.



*South Willow Glen No. 10, annexed July 17, 1952*

In 1953 there had been a major shift in the County leadership, with supervisors Dr. Earl Campbell, William Stephen Pfeifle, and “Sandy” Wool leaving office, and newly elected supervisors Sam Della Maggiore, Walter Scott Gasper, and Ed Levin taking their place and joining Arthur Brown and Joseph McKinnon.



The Inter-City Council was formed that year, followed later by the Inter-Governmental Council and ultimately in 1964 the Local Agency Formation Commission (LAFCO). While these agencies had no authority to enforce their recommendations on the local member governments, that same year in 1953 the Board of Supervisors with its newly seated majority members amended the County Zoning Ordinance to establish an exclusive agricultural zone. The new County Planning Director Karl Belser was in the process of preparing a “sphere of influence” study to establish a plan for the agricultural greenbelt that would divide cities so that they could maintain their physical identities.<sup>1</sup>

Although that plan was opposed by local governments, the County continued to work towards a county-wide managed growth plan, resulting in the 1967 policy to refuse extension of county services to new development in unincorporated areas, and a policy to block small-lot develop five years later in 1972, which was toughened in 1977 by a moratorium on any development under the County’s authority, a moratorium that was implemented by the adopting of the 1980 Santa Clara County General Plan that limited lot-splits to a minimum of 40 acres in prime agricultural lands and 20 acres elsewhere. This was further refined in the 1983 Urban Development/Open Space Plan.

The San José city limits had reached Camden Avenue across from the Schaeffer Lands property that was to become Cambrian Park Plaza by July 17, 1952 as a part of the South Willow Glen No. 10 annexation that had followed the cherry-stem mechanism towards Los Gatos by annexing Dry Creek Road, a southernly finger along a right-of-way later to be abandoned (and now the easterly side of Bagby Elementary School), and a patchwork of parcels to reach Camden Avenue. (See map previous page).

Schaeffer’s 1948 tract map, which reserved the corner of Camden and Union Avenues for his commercial center, predated much of annexation activity that by 1952 had begun to spread San José’s tentacle-like boundaries. It appears that Schaeffer and others had in mind a wholly new community (village) when he created the Cambrian Park Subdivision, apparently adding the “Park” name to give the planned new residential community its own identity, distinct from the Cambrian agricultural district moniker that had existed for almost a century.

Adjacent property owners to the west had just filed their own subdivision maps with the County,<sup>2</sup> and by 1950 the Union Gardens Subdivision had been recorded south of Schaeffer’s property on the east side of Union Avenue. By 1951, Schaeffer himself, under

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<sup>1</sup> Much of the written political history on this post-war period of rapid expansion originates from the work of Mitchell Mandich, whose 1975 thesis at San Jose State University, *The Growth and Development of San Jose, California—Social, Political, and Economic Considerations*, is the primary reference for this report.

<sup>2</sup> Mablum Gardens, Tract No. 267, was filed in early 1946 by S.J. and Esther Laider followed by the Beryl Subdivision, Tract No. 382 also in 1946 by California Pacific Title Insurance Co., and then Camden Gardens, Tract 392, was filed by Eleanor and Harold Holmes in 1947 for a total of 337 single family residential lots, all preceding Schaeffer’s six-phase subdivision under the name of Cambrian Park.

the new name Schaeffer Builders, Inc., had filed additional tract maps to the south of his initial subdivision.



*USGS 1960 aerial of Cambrian Park Plaza and vicinity. The Cambrian Bowl wing had been completed by this date as well as the carousel sign. Only one of the buildings at Cambrian Park Plaza along Camden Avenue had been constructed, and Camden Avenue had not yet been improved along the site frontage. By this time, Camden High School had been built to the northwest, but Camden Avenue had not been connected to Hillsdale Avenue.*

Although the 1952 San José Planning Report was supportive of neighborhood commercial development outside of the downtown as a change to past policy mandates, apparently not wanting to be subject to San José's development rules, Schaeffer pulled foundation permits in March 1953 to start construction on his shopping center before Dutch Hamman was able to gerrymander Schaeffer's future commercial property into the City limits.

Ultimately, the residential tracts created by Schaeffer and his neighbors in the Cambrian District created a massive pocket of homes in unincorporated County of Santa Clara that has resisted annexation, even as San José's urban boundaries surrounded the neighborhood over the next few decades.

By the late 1950s, the Cambrian Park had its own major shopping center with parking for 1,200 cars and an estimated annual sale of \$3,221,000. The plaza contained a post office, supermarket, bowling alley, and a full range of retail and service uses to serve the

village of Cambrian Park. Paul Schaeffer donated lands for a church, and a new weekly newspaper called the *Cambrian Park Weekly* provided news of happenings in the village.

<u>Store or Service Type</u>	<u>Name</u>	<u>Area (Sq.ft.)</u>
Appliance	Pacific Service Company	1,250
Auto Supply	Thrifty Auto Supply	1,088
Baby & Children's Shop	Park Kiddie Shop	1,650
Barber Shop		1,600
Beauty Salon	Studio of Beauty	1,150
Bowling Lanes	Cambrian Bowl (incl. Hickory Pit Restaurant)	30,380
Camera Shop	The Village Camera Shop	790
Cleaners	Plaza Cleaners & Shirt Laundry	1,650
Delicatessen	Villa Nova Delicatessen	1,200
Donut Shop	Larson's	460
Drug	Leiter's Pharmacy	3,784
Gift, Candy & Card Shop	Happy House	1,265
Hardware	Park Plaza Hardware & Gift Shop	4,150
Jewelry	Morton Jewelers	544
Liquor	Plaza Bottle Shop	2,300
Men's Apparel	Bernie Dale Men's Wear	2,480
Pastry Shop	Swiss Pastry Chalet	2,250
Service Station	Shell	(4 pumps)
Shoes	Fran's Bootery	3,000
Sporting Goods	Lee's Sporting Goods	1,826
Supermarket	Rao's Super	24,000
Toys	Plaza Toyland	3,250
TV-Radio	Modern TV & Record Sales & Service	1,650
Variety	Ben Franklin	6,000
Women's Apparel	Country Casuals	1,550
Women's Apparel	Mode O'Day	1,190
Women's Apparel	Leone Van Arsdale	4,848
Yardage	Elliot's Yardage	1,820
COMMERCIAL OFFICES		
Bank	Bank of America	7,320
Financial	Surety Savings	2,754
Real Estate	Ticknor Realty	700
Leasing Office	Schaeffer Lands, Inc.	800
U.S. Post Office		3,400
PROFESSIONAL OFFICES		
Medical-Dental Units	9	6,344

*From the San Jose Mercury and News 1960 Shopping Center Study of Metropolitan San Jose – listing of business in Cambrian Park Plaza.*

## **Rustic Ranch – the Architecture of Cambrian Park Plaza**

The architecture of Cambrian Park Plaza is associated with, and locally predates, the evolution of the Town & Country Village shopping center concept that was first developed in California after World War II. The Town & Country Village building type is a variant of the domestic Ranch style and has been referred to in news articles of the



period as “Rustic Ranch.” The Ranch style had first appeared as a residential house form during the late Interwar Period prior to World War II. Known locally as California Ranch, buildings (mostly houses) of this genre have wide low and rambling forms and casual layouts related to the California lifestyle promoted in magazines such as *Sunset*. The style was adapted to neighborhood commercial centers during the post-war period in newly evolving suburban areas.

Rustic Ranch has its origins in the revival styles promulgated by builders and architects during the 1930s and in California is closely aligned with what is now referred to as the Second Bay Tradition. The architecture and physical setting created at Cambrian Park Plaza in its original concept was a distinctive example of this style as can be seen below.



*Circa 1960 photo of Cambrian Park Plaza by Arnold Del Carlo. Photo reprinted with permission of Sourisseau Academy for State and Local History, San José State University.*

The architecture of the Town & Country Village style has been referred to as “Rustic Ranch,” due to its unpainted board and batten siding and use of unpainted heavy timbers. Cambrian Park Plaza was designed and built to exhibit this sensibility and is part of a regional movement that saw themed Town & Country Village shopping centers built from the post-war 1940s to as late as 1970.

Sacramento developer Jeré Strizek had promoted the Town & Country Village concept in 1945 but was unable to begin construction until after the war ended. He hired

Sacramento architect John W. Davis, who designed the center at the northeast corner of Fulton & Marconi Avenues in the growing suburban area northeast of Sacramento. It opened in 1946. This original Town & Country Village still exists at that site, but much of the original architecture has been modernized as the complex expanded out into a large drive-up community shopping center anchored today with T.J. Maxx, Bed Bath & Beyond, and Ross Dress for Less.

Strizek relocated to Los Angeles by the early 1950s and built his second Town & Country at 3rd and Fairfax, a short-lived center that was replaced by the late 1960s. After the Los Angeles project, Strizek relocated again, this time to Phoenix, where he built his third and last Town & Country Village center at N 20th St. and East Camelback Rd., which continues to exist today.



*Rancho Los Altos (Photo from Google Street View, accessed 08/06/18)*

By 1951, in the South Bay area, two developers started construction on their own versions of the Town & Country Village concept. The first to open was Christian Wilder's Rancho Los Altos shopping center on Foothill Boulevard in Los Altos. Wilder's design was like Strizek's but used wood shakes on the roofs rather than the Spanish tile that Strizek had placed on his centers (see Rancho Los Altos photo above). Exhibiting what appears to be considerable historic integrity with its original design, the Rancho Los Altos shopping center continues to feature many Ranch-style forms, materials, and detailing, including unpainted exterior materials and the tree-trunk posts that were once also used at Cambrian Park Plaza.

Both the Sacramento and Los Altos shopping centers have been referred to as influenced by early California Spanish architecture. At the same time as Wilder's project in Los Altos, Ron Williams began work on his variant of the themed Town & Country Village

shopping center in Palo Alto on El Camino Real at Embarcadero. Whether the three developers worked in concert or shared ideas is not known. However, an interview with Strizek's son John by Lance Armstrong of the *Valley Community Newspapers* in 2015 notes that Strizek had provided consulting services for San José's 1960 Town & Country Village on Stevens Creek Road, one of four centers that were built by Ron Williams. Williams also built two other similar shopping centers, in Sunnyvale (1968), and Mill Valley (1964). The Sunnyvale center was demolished in April 2010. The Mill Valley development exists today as the Strawberry Village Shopping Center on Redwood Highway at Belvedere Road.

At least two small Town & Country themed shopping centers were built locally during the 1950s; Saratoga Village in Saratoga (1954), and Cedar Tree Plaza in Santa Clara (1956). Both of those are architecturally similar to the work of Ron Williams and Christian Wilder, having board and batten siding, brick planters, and covered walkways integrated into the roof overhangs at the fronts of the buildings.

Christian Wilder was a developer/contractor and may have been a partner in Cambrian Park Plaza as noted in the 2016 Brunzell report for the carousel sign. He acted as the general contractor for Paul Schaeffer in building the shopping center in 1953 following the completion of his Rancho Los Altos. Cambrian Park Plaza at the time of construction was similar in massing, layout, and detailing as Wilder's Los Altos project.

Christian Wilder had moved to the South Bay area from San Francisco after World War II, where he had been a lumber mill foreman and manager. Born of Danish immigrants and a native of San Francisco, he first entered the development business as a builder of residential subdivisions until he undertook development and construction of the Los Altos Rancho shopping center. He was appointed to the Santa Clara County Planning Commission in the 1950s and served as its Chair. He was involved in the development of Boardwalk Shopping Center in Tiburon designed by John Lord King in 1956, which was profiled by Victor Gruen on his 1960 book *Shopping Towns, U.S.A.: The Planning of Shopping Centers*.

By the early 1960s, Wilder was appointed to the California directorship of the International Council of Shopping Centers. Around this time near the end of his career, Wilder built the Rancho del Mar shopping center in Aptos at Seacliff Drive (now State Park Drive) and Soquel Drive. Similar in detail although not quite as rustic as his earlier projects, Rancho del Mar remains today fairly original to its design concept, with its Ranch-style detailing board and batten siding, brick framed planters, and covered walkways. Wilder died in the mid-1960s at age 66.

The last of the local Town & Country-styled centers to open in Santa Clara County were Pruneyard in Campbell at South Bascom and Campbell Avenues, and El Paseo de Saratoga, at Campbell and Saratoga Avenues in West San José.

Pruneyard was conceived in late 1960s and opened in 1970; the developer was Fred Sahadi. Pruneyard underwent a major remodeling in the 2000s and has continued to be renovated in recent times. Much of the original configuration as well as the tile roofs



have remained, but new architectural elements have been introduced that now present a more modern-appearing building environment. El Paseo de Saratoga was developed around the same time but was demolished in 1998 and replaced by a more conventional strip mall.



*Early monument sign at Union Avenue (no longer extant). See appendix for more historic photos.*

## Resource Descriptions

The technical descriptions of the buildings on the project site can be found in the attached DPR523 series forms. These include the Cambrian Park Plaza main buildings and the four smaller buildings located along the Camden Avenue street frontage.

## Policy and Regulatory Context

Several guidelines pertaining to regulatory context were used in the preparation of this report and project assessment. For an understanding of historic significance under the California Environmental Quality Act, the California State Historic Resources Commission's requirements for listing on the California Register of Historical Resources, and the City of San José's Historic Preservation Ordinance (Chapter 13.48 of the Municipal Code) were considered in evaluating Cambrian Park Plaza.

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

## General Plan Goals and Policies

As outlined in the Envision San José 2040 General Plan of November 2011 (as updated through December 2016), historic sites and structures provide an educational link to San José's past; they foster a sense of place and community identity for San José. The preservation of appropriate remnants provides multiple benefits important to the health and progress of the city.

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

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

LU-14. Historic Structures of Lesser Significance, it is the policy of the City of San José to "preserve and enhance historic structures of lesser significance (i.e., Structures of Merit, Identified Structures, and particularly Historic Conservation Areas) as appropriate, so that they remain as a representative of San José's past and contribute to a positive identity for the /City's future." (as it pertains to the shopping center as a whole)

## Municipal Code Requirements

The purpose and policy regarding historic preservation under Chapter 13.48 of the San José Municipal Code is two-fold:

- In order to promote the economic and general welfare of the people of the City of San José, and to ensure the harmonious, orderly and efficient growth and development of the municipality, it has been deemed essential that the qualities relating to the history of the City of San José and a harmonious outward appearance of structures which preserve property values and attract tourists and residents alike be preserved; some of these qualities are the continued existence and preservation of historic districts and landmarks; continued construction of structures in the historic styles and a general harmony as to style, form, color, proportion, texture and material between buildings of historic design and those of more modern design; that such purpose is advanced through the preservation and protection of the old historic or architecturally worthy structures and neighborhoods which impart a distinct aspect to the City of San José and which serve as visible reminders of the historical and cultural heritage of the City of San José, the state, and the nation.
- The purpose of the historic preservation ordinance is to promote the public peace, health, safety and welfare through the preservation of landmarks and districts and thereby stabilize neighborhoods and areas of the city; enhance, preserve and increase property values; carry out the goals and policies of the city's general plan, increase cultural, economic and aesthetic benefits to the city and its residents; preserve, continue and encourage the development of the city to reflect its historical,

architectural, cultural, and aesthetic value or tradition; protect and enhance the city's cultural and aesthetic heritage; and promote and encourage continued private ownership and utilization of such structures.

## **California Environmental Quality Act (CEQA)**

The California Environmental Quality Act (CEQA) requires regulatory compliance for projects involving historic resources throughout the state. Under CEQA, public agencies must consider the effects of their actions on historic resources—a project that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment (Public Resources Code, Section 21084.1).

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

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

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

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

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



## Integrity

California Code of Regulations Section 4852(c) addresses the issue of “integrity” which is necessary for eligibility for the California Register. Integrity is defined as “the authenticity of an historical resource’s physical identity evidenced by the survival of characteristics that existed during the resource’s period of significance.” Section 4852(c) provides that historical resources eligible for listing in the California Register must meet one of the criteria for significance defined by 4852(b)(1 through 4), and retain enough of their historic character of appearance to be recognizable as historical resources and to convey the reasons for their significance. Integrity is evaluated with regard to the retention of location, design, setting, materials, workmanship, feeling, and association. It must also be judged with reference to the particular criteria under which a resource is proposed for eligibility. Alterations over time to a resource or historic changes in its use may themselves have historical, cultural, or architectural significance.

## Evaluation for Historic Significance

Cambrian Park Plaza, consisting of a large interconnected complex of buildings, four separate buildings along Camden Avenue, a small structure along Union Avenue, and two monument signs (including the carousel sign along Union Avenue) were evaluated for historic significance as a part of this study and report. The technical recording can be found in the attached DPR523 series forms. Only the carousel sign has been the subject of prior historic evaluations.

All but one of the buildings and structures were constructed over 50 years ago, and all were subject to the County of Santa Clara permitting authority, as the site is in unincorporated Santa Clara County.

None of the buildings were found eligible for listing on the California Register of Historical Resources, and none meets the qualitative criteria for designation as a San José City Landmarks due primarily to concerns about minor, but seemingly irreversible, alterations to the property over time that have affected the integrity of the architectural character of the shopping center. Cambrian Park Plaza appears eligible for listing on the San José Historic Resources Inventory under the Structure of Merit (SM) listing, however, based on General Plan goals and policies pertaining to historic resources.

The carousel sign, as a visible reminder of the community’s commercial heritage, appears individually eligible for listing as a City Landmark structure, given its age, unique and distinctive design, and its prominent associations with mid-century suburban commerce and roadside architecture. It is a distinctive entity in the shopping center and provides an essential sense of identity to the village of Cambrian Park, an unincorporated residential community that evolved around 70 years ago.

## Period of Significance

The period of significance for the sign is circa 1956.<sup>3</sup>

The period of significance for Cambrian Park Plaza as a historic resource of lesser significance is 1953-1982,<sup>4</sup> based upon the original opening date of the complex, and the year of death of Paul Schaeffer, who was instrumental in building and managing the complex during his lifetime.

## Statement of Integrity

The shopping center, originally built during the 1950s, retains much of its historic integrity per the National Register's seven aspects of integrity, but with significant irreversible alterations affecting the design, likely dating from around the 1980s after the death of Paul Schaeffer. The actual permit date of the changes could not be determined from Santa Clara County permit records as a part of this investigation and report. Cambrian Park Plaza maintains its prominent suburban location at the southeast corner of Camden and Union Avenues. It is surrounded by a residential, high school, and commercial uses, a setting that has not changed substantively over time since the construction of the complex, although the area has continued to be built up over time. The original connected buildings have integrity with some of its distinctive mid-century Rustic Ranch Style design, including its low form, open-air corridors, and residential appearing roofing type. The materials also retain integrity, including: board and batten siding with brick facings, shingle-like concrete roofing, cross-hatched doors, rough-hewn timber structural members, and some of the signage. Although preserved, considerable visual alterations to the character-defining materials were made by painting the originally unpainted wood elements, which does not seem reversible. The outside posts of the walkways also have been altered, replacing rustic tree-trunk posts with built-up and painted corbeled posts. This building complex includes masonry work and other installed trim materials that represents mid-century workmanship. The complex retains its mid-twentieth-century "Town & Country" form, scale, and feeling and continues, through its location, setting, design, and form, to illustrate its associations with early patterns of suburban development in greater San José.

## Project Assessment

The reviews in this report are based on a conceptual site plan dated December 19, 2017 by Kenneth Rodriguez & Associates, and project scope information filed by the applicant with the City of San José under PDC17-040 and Cambrian 37. The schematic project plan dated 12/09/17 indicates the demolition, in its entirety, of the shopping

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<sup>3</sup> Based upon a USGS Aerial from 1956 which appears to show the structure at its current location (via [historicaerials.com](http://historicaerials.com) / last accessed 8/30/2018). The County of Santa Clara has determined that the sign was built about 1959 based on other secondary sources of information.

<sup>4</sup> The County of Santa Clara has identified the opening date of the shopping center as 1954.

center that appears to qualify for listing on the San José Historic Resources Inventory as a Structure of Merit, including all the buildings, signs (except for the carousel sign), and landscaping. The carousel sign, evaluated as individually eligible for listing as a County Landmark, is shown in the proposed design for the new Cambrian Park Plaza Mixed-Use Village at the time of the production of this report.

## Potential Impacts of the Project

The carousel sign appears individually eligible for listing as a City Landmark structure; therefore, it would be considered an historic resource under CEQA. Because the project as currently presented shows relocation and preservation of the sign— the proposed project design appears to mitigate the potential impacts to “less than significant,” and the project would not have an adverse impact on the environment under CEQA. For this to happen, preservation of the sign in a way that is compatible with the *Secretary of the Interior’s Standards for the Treatment of Historic Properties* will be necessary.

Because Cambrian Park Plaza appears eligible for listing on the San José Historic Resources Inventory as a Structure of Merit (SM), the demolition of the shopping center itself would not have an impact on the environment but would be subject to other goals and policies of the *Envision San José 2040 General Plan*.

## Mitigations and Other Recommendations

To reduce impacts associated with the project on the existing carousel sign, the project sponsor can implement Mitigation Measures as well as comply with other recommendations pertaining to preservation of historic resources as identified by the City’s Historic Preservation Officer.

Mitigation Measures shall be completed or overseen by a qualified Historic Architect or Architectural Historian (as appropriate) who meets the *Secretary of the Interior’s Professional Qualifications Standards*, and the measures should be subject to review by the City’s Historic Preservation Officer.

With the incorporation of these mitigation measures, potential impacts to historic resources would be reduced and possibly eliminated to a level of less than significant.

### Mitigation Measure 1

Comply as much as is feasible with the *Secretary of the Interior’s Standards for the Treatment of Historic Properties* to preserve the significant character-defining features of the Cambrian Park Plaza carousel sign. To achieve this mitigation measure, the project should propose the adaptive reuse of the sign to be compatible with the Standards.

### Mitigation Measure 2

Prepare and implement a Historical Resources Protection Plan to protect the sign from direct or indirect impacts during construction activities (i.e., due to damage from operation of construction equipment, staging, and material storage). The project sponsor



should, prior to any construction activities—including any ground-disturbing work—prepare a plan establishing procedures to protect this resource.

### Recommendation 1

The Historic Architect or Architectural Historian shall document (e.g., with photographs and other appropriate means) the historic character of Cambrian Park Plaza as an Historic Resources Inventory-eligible resource and shall document the shopping center context that surrounds and supports the carousel sign. The documentation shall be of archival quality according to a scope approved by the Historic Preservation Officer and be archived at a local repository such as the Archives at San José History Park.

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## Qualifications of the Consultants

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

Leslie A.G. Dill, Historic Architect, provided the technical architectural description for this report, and helped assess the project for impacts and prepared the recommendations. Ms. Dill has a Master of Architecture with a Historic Preservation Program Certificate from the University of Virginia, Charlottesville.

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

### Disclaimers

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

## Appendix

Supplementary historic photographs from *Cambrian Park Weekly News*, June 14, 1956.

Resolution (draft) of the Board of Supervisors of the County of Santa Clara adding the Cambrian Park Plaza Carousel Sign to the County of Santa Clara Heritage Resource Inventory.

DPR523 series forms for Cambrian Park Plaza (Archives & Architecture 2018)



View facing north



View facing southeast from near carousel sign





Interior court area



Typical arcade





View from south wing facing north.



Detail view of window treatment

## RESOLUTION NO. \_\_\_\_\_

**RESOLUTION OF THE BOARD OF SUPERVISORS  
ADDING THE CAMBRIAN PARK PLAZA CAROUSEL SIGN TO  
THE COUNTY OF SANTA CLARA HERITAGE RESOURCE INVENTORY**

**WHEREAS**, the Cambrian Park Plaza Carousel Sign (“Carousel Sign”), is located at 14922 Camden Avenue on the Cambrian Park Plaza shopping center property, near the corner of Union and Camden Avenues in unincorporated San José (Assessor’s Parcel Number 419-08-013);

**WHEREAS**, the Carousel Sign, also referred to as the Merry-Go-Round sign, was constructed in 1959 as part of the Cambrian Park Plaza (“Plaza”) shopping center property, which was constructed in 1954;

**WHEREAS**, the Carousel Sign is a freestanding sign consisting of a painted spinning metal carousel sitting atop a large three-sided wooden base, supported by a heavy square post;

**WHEREAS**, the Carousel Sign, is a visible commercial sign and local landmark associated with the Cambrian Park Plaza shopping center, which was constructed post-World War II when shopping centers were a new type of commercial development in Santa Clara County and automobile-oriented structures emblematic of Roadside Vernacular architecture style used bright colors, exaggerated scale, and kitschy panache to seize the attention of passing motorists. Other historic landmarks in the style of Roadside Vernacular architecture in the City of San José include Mark’s Hot Dogs (“The Orange”), Babe’s Mufflers, and the Futurama sign;

**WHEREAS**, the developer Weingarten Nostat, Inc. (“Weingarten”) acquired the property from the Schaeffer family in February 2015, the first change of ownership of the property since construction of the shopping center was completed in 1954 by Paul Schaeffer. Weingarten has indicated that it may consider redevelopment of the property, which would proceed under the jurisdiction of the City of San José consistent with its long range planning vision for the property;

**WHEREAS**, due to the Plaza’s location within the Urban Service Area of the City of San José, any significant alteration or redevelopment would trigger annexation by the City of San José, at which time the County would no longer have jurisdiction;

**WHEREAS**, the County would lose the ability to add the Carousel Sign to the County of Santa Clara’s Heritage Resource Inventory (“Inventory”) or list it as a designated County Landmark (“Landmark”) if annexation occurred before the Carousel Sign were added to the Inventory;

**WHEREAS**, if the Carousel Sign were added to the Inventory, the Carousel Sign would thereafter have a certain amount of protection under the California Environmental Quality Act

("CEQA"), which states that alteration of any structure or property listed or determined to be eligible for listing as a local, state, or federal historic resources shall be presumed to be historically or culturally significant and must be treated as significant, unless a preponderance of the evidence demonstrates that it is not historically or culturally significant. A project with an effect that may cause a substantial adverse change (physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings) in the significance of an historical resource is a project that may have a significant effect on the environment, unless a project follows the Secretary of the Interior's Standards for the Treatment of Historic Properties;

**WHEREAS**, if the Carousel Sign were added to the Inventory prior to the Plaza being annexed to the City of San José and the CEQA document prepared prior to any proposed redevelopment of the Plaza, the CEQA document would have to acknowledge that the property has been added to the Inventory;

**WHEREAS**, under advisement from November 3, 2015 (Item No. 8), the Department of Planning and Development ("Department") on January 26, 2016 responded to the Board of Supervisors ("Board") referral requesting that the Department report to the Board on the cost and actions associated with investigating whether the Carousel Sign be placed on the Inventory or designated a Landmark;

**WHEREAS**, County of Santa Clara Ordinance Code Section A6-60 *et seq.* and Division C17 authorizes the County of Santa Clara's Historical Heritage Commission ("HHC") to make recommendations to the Board of Supervisors regarding adding structures to the Inventory;

**WHEREAS**, in initiating the process to consider adding the Carousel Sign to the Inventory, the HHC specified that a process be used to ensure that the HHC had a full and comprehensive understanding of the Carousel Sign and property, a clear understanding of the perspectives of all interested parties and stakeholders, and a clear understanding of the differing standards of eligibility for adding property to the Inventory and designating a property as a Landmark;

**WHEREAS**, two historic studies were prepared evaluating whether the Carousel Sign is eligible to be added to the Inventory, including a peer review and response, for a total of four reports. The four reports, on file with the Clerk of the Board, are: (1) *Cambrian Park Plaza Pylon Sign – Historic Resource Evaluation* prepared by Preservation Architecture for the property owner, Weingarten Nostat, Inc., and dated May 2016; and (2) *Historical Nomination of the Cambrian Park Plaza carousel sign at 14900 Camden Avenue* prepared by Brunzell Historical under contract to the Department, dated June 2016; (3) *Cambrian Park Plaza Signage – Peer Review* prepared by Preservation Architecture for the property owner, dated July 2016; and, (4) *Response to Peer Review of Historical Nomination of the Cambrian Park Plaza carousel sign* prepared by Brunzell Historical under contract to the Department, dated July 2016;

**WHEREAS**, the *Historical Nomination of the Cambrian Park Plaza carousel sign at 14900 Camden Avenue* prepared by Brunzell Historical under contract to the Department, dated June 2016, and the *Response to Peer Review of Historical Nomination of the Cambrian Park Plaza carousel sign* prepared by Brunzell Historical under contract to the Department, dated July



2016, presents sufficient evidence and analysis to demonstrate that the Carousel Sign *potentially* meets the Landmark designation criteria, and concluded that the Carousel Sign is historically significant and therefore meets the required criteria of significance to be designated as a Landmark, and eligible for addition to the Inventory (according to the Department of Planning and Development report dated August 30, 2016). In accordance with County Ordinance Code Section C17-4(C), to add a structure to the Inventory the structure need only *potentially* meet the designation criteria for a Landmark specified in Section C17-5 of the County's Ordinance Code;

**WHEREAS**, these four reports were considered by the HHC and the Board in its consideration and deliberations, in addition to the National Register Bulletin 15 – Evaluating Historic Integrity and Division C17 of the County's Ordinance Code;

**WHEREAS**, on July 21, 2016 (Item No. 6) the HHC considered adding the Carousel Sign to the Inventory, including public comment and written commentary, and all persons wishing to testify were heard and the matter was fully considered. The HHC voted 4-0 to forward a recommendation to the Board to add the Carousel Sign to the County's Inventory;

**WHEREAS**, in accordance with Section C17-4(C) of the County's Ordinance Code, the Board considered adding the Carousel Sign to the Inventory during its regular meeting on August 30, 2016 (agenda item #13), with consideration including all public comment, written comments, and staff reports and attachments thereof; and,

**WHEREAS**, after considering all of the oral and documentary evidence relating to adding the Carousel Sign to the Inventory, the Board unanimously declared its intent to add the Carousel Sign to the Inventory and referred the matter to County Counsel for preparation of findings.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Supervisors of the County of Santa Clara, State of California, that the Board of Supervisors finds and determines all of the following based on substantial evidence in the record:

**THE BOARD OF SUPERVISORS HEREBY MAKES THE FOLLOWING FINDINGS WITH RESPECT TO ADDING THE CAROUSEL SIGN TO THE INVENTORY IN ACCORDANCE WITH SECTION C17-4(C) OF THE COUNTY'S ORDINANCE CODE:**

In accordance with Section C17-4(C) of the County's Ordinance Code, the Board may add to the Inventory the Carousel Sign if it potentially meets the following designation criteria for a Landmark established in Section C17-5. The Carousel Sign potentially meets the designation criteria for a Landmark established in Section C17-5 for the following reasons:

**A. Fifty years or older (County Ordinance Code Section C17-5(A));**

The Carousel Sign was constructed in the 1950s, making it more than fifty years old. Therefore, the Carousel Sign is fifty years or older.

**B. Retains historic integrity (County Ordinance Code Section C17-5(B));**

County Ordinance Code Section C17-5(B) incorporates the National Register Criteria, slightly modified, as the criteria which structures must potentially meet to be added on the Inventory. The *Historical Nomination of the Cambrian Park Plaza carousel sign at 14900 Camden Avenue*, dated June 6, 2016 (*Nomination*) and *Response to Peer Review of Historical Nomination of the Cambrian Park Plaza carousel sign*, dated July 14, 2016 (*Response to Peer Review*) prepared by Brunzell Historical under contract to the Department evaluated the historic integrity of the Carousel Sign pursuant to the National Register Criteria by using standards promulgated by the National Park Service in National Register Bulletin 15. The *Nomination* and *Response to Peer Review* are both incorporated herein by reference. Pursuant to the *Nomination* and *Response to Peer Review*, the Carousel Sign retains sufficient historic integrity for the following reasons:

1. **Location.** The Carousel Sign has not been moved since its construction in the 1950s and thus retains integrity of location.
2. **Design.** The form, plan, space, and structure of the Carousel Sign have been altered only slightly by the addition of the brick planter box and other minimal changes. Removal of the neon sign and repainting of the metal characters have more significantly altered the style of the design, but the historic function of the Carousel Sign as a commercial sign and local landmark has been preserved. Therefore, despite removal of the neon lettering and repainting of the metal characters, the Carousel Sign in its entirety retains integrity of design.
3. **Materials.** Replacement of the Carousel Sign's original neon lettering with a backlit box light constitutes a significant change that has resulted in a partial loss of integrity of materials. The Carousel Sign, however, retains its key features: the spinning carousel, the striped umbrella, the cutout character figures, the triangular shape sign board with saw-tooth edges, and the heavy square supporting post.
4. **Workmanship.** The Carousel Sign retains integrity of workmanship because it retains the one-of-a-kind qualities bestowed by its unknown designer: colorful characters atop its triangular wood base with saw-tooth edges and the mechanical workings that provide the Carousel Sign with its unique perpetual motion element.
5. **Association.** The Carousel Sign retains integrity of association because it retains its association to the mall context in which it was constructed, as well as its association to its historic function as signage.
6. **Feeling.** The Carousel Sign retains good integrity of feeling because the physical features of the property convey the property's historic character.
7. **Setting.** The Carousel Sign retains integrity of setting because the mall setting of the Carousel Sign is virtually unchanged from its decade of construction.

Therefore, despite partial loss of integrity of materials, the Carousel Sign potentially retains sufficient historic integrity because it retains the essential physical features that are necessary for it to convey its historically significant associations as a commercial sign and local landmark.

**C. Meets one or more of the following criteria of significance (County Ordinance Code Section C17-5(C)):**

**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 (C17-5(C)(3)).** The Carousel Sign embodies the distinctive characteristics of a type and period of construction as an example of Roadside Vernacular architectural style with its painted spinning metal carousel sitting atop a large three-sided display board with saw-tooth edges, supported by a heavy square post, prominently located in a mall setting near the corner of Union and Camden Avenues.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Supervisors of the County of Santa Clara, based upon all of the oral and documentary evidence received, that the Carousel Sign is hereby added to the County of Santa Clara’s Heritage Resource Inventory.

**PASSED AND ADOPTED** by the Board of Supervisors of the County of Santa Clara, State of California, on \_\_\_\_\_, 2016, by the following vote:


- AYES:
- NOES:
- ABSENT:
- ABSTAIN:

\_\_\_\_\_  
DAVE CORTESE, President  
Board of Supervisors

ATTEST:

\_\_\_\_\_  
MEGAN DOYLE  
Clerk of the Board of Supervisors

APPROVED AS TO FORM AND LEGALITY:

  
\_\_\_\_\_  
CHRISTOPHER R. CHELEDEN  
Lead Deputy County Counsel

1412249



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

Primary # \_\_\_\_\_  
 HRI # \_\_\_\_\_  
 Trinomial \_\_\_\_\_  
 NRHP Status Code \_\_\_\_\_

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

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\*Resource Name or #: (Assigned by recorder) Cambrian Park Plaza

P1. Other Identifier: None

\*P2. Location:  Not for Publication  Unrestricted

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

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

c. Address 14200-14458 Union Ave. /14800-14950 Camden Ave. City San José Zip 94124

d. UTM: (Give more than one for large and/or linear resources) Zone 10S.; 594791mE/ 4124404mN

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

Assessors Parcel Numbers: 419-08-012 & -013, southeast corner of Union and Camden Avenues.

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

The mostly one-story shopping center on this property is an altered early example of a architectural design trend from the mid-twentieth century in milder climates, which made use of residential "Ranch-style" design themes within open-air commercial retail complexes outside of downtowns. Such elements as low-slope gabled roofs, board-and-batten siding, wide eaves, and rustic detailing were popular. These suburban centers, with their landscaped outdoor circulation, emulated the indoor-outdoor connection popularized by Sunset Magazine and its Western Ranch Houses book by Cliff May in 1946. In the South San Francisco Bay Area, the Rancho Los Altos Shopping Center is a well-preserved early complex designed and built by the same team as Cambrian Park Plaza. The most widely-known examples are perhaps represented by the Town & Country Village centers, but these shopping centers were built more than a decade after Cambrian Park Plaza and Rancho Los Altos; they were built in the mid-to-late

(Continued on next page, DPR523L)

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

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



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

Partial view of Union Avenue building frontage, July 2018.

\*P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both

1953-1961, 65 years old, County permits.

\*P7. Owner and Address:

Wingarten Nostat, Inc.  
 2600 Citadel Plaza Dr. Ste 120  
 Houston TX 77008

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

Franklin Maggi & Leslie Dill  
 Archives & Architecture, LLC  
 PO Box 1332  
 San José, CA 95109-1332

\*P9. Date Recorded: Aug. 31, 2018

\*P10. Survey Type: (Describe)  
 Intensive

\*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Archives & Architecture, LLC: Historic Resource Assessment, Cambrian Park Plaza, August 2018.

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

(Continued from previous page)

1960s, in San Jose, Sunnyvale, and Palo Alto. In Campbell, the Pruneyard Shopping Center, also an open-air complex, was built at the end of the 1960s.

Cambrian Park Plaza is a recognizable, early representation of this approach to suburban shopping centers from the middle of the twentieth century. The sprawling, asymmetrical complex, set away from the street frontages within an extensive parking lot, includes an array of mid-century residential features; however, the architectural composition has been altered, and is now relatively unremarkable when compared to its context.

#### DESCRIPTION

The property is a wedge shape, with footage along both Union and Camden Avenues. The property has something of the shape of a grand piano, with curving streets to the east and right angles at the major intersection. The shopping center elements consist of the center's historically significant rotating sign, other new signs, twelve buildings, the extensive parking areas, and the associated landscaping elements. Ten of the twelve buildings are part of the original complex, built over time, and two are added smaller, kiosk-like buildings.

Near the center of the property, facing Union Avenue, is a "T"-shaped building with a larger anchor store at its core and smaller shopping wings to the sides. Connected by a colonnade, across a courtyard from the anchor, are four smaller buildings that stretch into the southwest corner of the site. These buildings are set in two rows, angled diagonally and picturesquely about a linear courtyard, and one of them includes the center's only two-story building. The smaller retail spaces in this area share roofs and outside corridors. The central building and the four to the southwest are visible in the earliest construction photos of the site.

To the north side of the anchor building, facing Union Avenue and angled away from Camden Avenue, is the approximately "L"-shaped building that includes rows of larger store spaces. The rear of this wing is accented by the large, almost cubical, space that housed the former Cambrian Bowl. The angle of the "L" is based on the originally planned road system in the area, a curved and angled residential subdivision to the east of the shopping center.

Four more buildings are placed individually adjacent to and parallel with Camden Avenue, diagonally across the parking lot from the bowling alley building. The most southern building is visible in the earlier shopping center photos; the three others were built not long after the initial center was developed.

A tiny, recent shop is placed between the "L"-shaped footage and the "T"-shaped anchor buildings. A second kiosk-like building is placed in the parking area near the southwest entrance to the property.

The distinctive, historically significant rotating sign is located in the parking lot south of Camden Avenue, close to the Union Avenue sidewalk. Additional signs are modern, set into brick planters, advertising the names of stores or banks, not of the shopping center in general.

There is parking along all of the Union Avenue frontage, parking between the main central building and the four separate buildings along Camden Avenue, and additional parking behind the main central shopping core, along the diagonal southeastern property line, adjacent to the residential neighborhood there.

#### HISTORIC FEATURES

The ten original buildings share many architectural features, although much of the building features and storefronts have been altered over time. One main shared feature is the covered outdoor circulation. The buildings are covered with large moderately-sloped gable roofs that extend over exterior corridors. The corridor roofs kick out into a lower slope

(Continued on next page)

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\*Resource Name or #: (Assigned by recorder) Cambrian Park Plaza

\*Recorded by Leslie Dill & Franklin Maggi

\*Date 8/31/2018

Continuation  Update

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than the main roof, in a sort of large-scale reverse saltbox. The eaves are supported on wood-clad columns and heavily weathered beams. Between the buildings are covered narrow walkways that span outdoor courtyards.

The courtyard areas appear to have been altered since the original design was documented in photographs. Originally the areas were landscaped with lawn and some shrubbery, with rustic fencing. Currently, many of the courtyards are paved with brick and include brick planters. Some areas are surrounded by white picket fences.

A major original feature is the inclusion of double-height main gables that highlight the deep roofs of the shopping center. Most are expressed as dormers, as their faces align with the lower walls at the back of the outdoor circulation. The gables are supported on outlookers and project out in a Mid-Century Modern angled, or prow, form. Most of these gable ends feature triangular or trapezoidal clerestory windows divided by vertical mullions. The clerestory windows are surrounded by narrow frames of the board-and-batten siding. Small, recurring flagpoles have been added to the tops of the main gables.

The buildings are almost completely clad in vertical board-and-batten siding although some walls are brick. There are bay windows and projecting display windows beneath the front roofs. The variety of display windows includes: scroll-cut frames around one-lite display windows, some with the scallops facing into the window, some with the scallops facing outward; cantilevered display windows, some with diagonal muntins; full-height displays with brick bases and blue-Spanish-tile rooflets; some display areas have Second Empire curved rooflets above orthogonal panes; there is at least one bow window in the southern end of the complex; there are sinuous brick bases beneath wider display windows, and more.

The anchor store and bowling alley feature special façade treatments that call attention to their entrances. The office/small retail collection of buildings has a two-story building at its core, providing consistency in the massing without focusing attention on a single store entrance.

#### ALTERATIONS

The original columns were unpainted tree-trunk-like posts, complementary to the other rustic original elements. The current columns currently rest on brick pedestals, are edged in flat-board trim, and are flanked by upper corbels. The wood has all been painted. From historic photographs, it is clear to see that these current neo-Victorian-era columns are an alteration while the heavy-timber beams are original. Some of the columns are brick pillars, accenting the design of the anchor stores. Many of the brick elements were original to the shopping center. The historic photos show rustic split-rail fences and wood bollards, that are no longer extant, as well as open lawns, rather than brick planters. The corridor ceilings consist of exposed rafters with exposed v-groove sheathing that are likely original construction. The sidewalks are smooth concrete.

It could not be confirmed whether the display windows were altered over time as tenant improvements. The variety of window materials implies that that some are original and some have been altered. It is observed, by comparing historic photos to the present-day complex, that the painted wall surfaces were originally more rustic in color and appearance.

The covered sidewalks are accented by brick planters, brick trash receptacles, and brick edging that all match the pedestals and may date to late-century alterations. Some of the brick elements are built of differing units; some of these planters are likely original. Within the parking lot are brick planters that feature neo-Victorian light fixtures. These elements are additions and/or alterations to the original design.

(Continued on next page)



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\*Resource Name or #: (Assigned by recorder) Cambrian Park Plaza

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Continuation

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#### BUILDING DESCRIPTIONS

##### ANCHOR BUILDING

The core building of the complex features a gabled storefront at the anchor store. The gable projects in front of the exterior circulation corridor. The roof is wide and low, about five feet above sidewalk height at the eaves. The entrance is supported by three brick piers, and the outer eaves are supported by a brick wing wall to the north and a brick façade to the south. Much of the detailing of the front portico is currently obscured by a large modern sign. The main roof is massive behind the portico and extends to both sides. To the south, the corner of the roof is accented by a side-facing gabled dormer. A narrow, covered colonnade spans from this corner with the collection of buildings to the south while the retail spaces continue around the courtyard along the rear. To the north of the main portico, the footprint of the "T"-shaped central building steps outward in a wide projecting corner that encompasses more than one shop. The retail spaces wrap the corner and a larger courtyard separates the central building from the next building to the north.

The rear of this building consists of a low stucco façade with some gabled roof area with minimal overhang and some flat-roofed areas. There is a fenced loading dock area.

##### SOUTHERN SHOPS

To the immediate south of the "T"-shaped anchor building is a separate rectangular building encompassing a single retail space. It features one of the raised gable dormer clerestory windows at its front. Narrow segments of tall side walls are visible on each side, above the circulation rooflines, and the building has second-story dormers on each side. To the northeast side of this building is a relatively large courtyard that includes both a concrete area and a fenced brick patio.

To the rear of this courtyard are two one-story, narrow, linear buildings with smaller shops and office spaces. Both buildings end in slight "L"-shaped features. One "L" is low and subtle, creating a unassuming breezeway with the back retail corner of the anchor building. The other "L" faces Union Avenue with a larger retail space at the southern tip of the shopping center. This space is accented by a glazed clerestory area. These spaces have no entrances to the rear parking lot, but the rear wall of these shops does feature a series of very large windows that faces the parking area. A breezeway between the two wings, connecting the courtyard with the rear parking area, is accented on both façades by prow-shaped projecting gables.

The fourth building in the southern complex is a wide "V" in plan. It is a one-story linear building that creates a very narrow courtyard with the building behind it. There are small board-and-batten gabled sheds nearby.

##### "L"-SHAPED WING AND BOWLING ALLEY

The façade of this "L"-shaped building that faces Union Avenue features many gable ends. Three of the gables are designed as glazed dormers, set behind the roof of the exterior corridor, and they accentuate the larger retail spaces below them. One of the clerestory storefronts faces due west, toward Union Avenue. Two of the glazed-gable storefronts are offset to the northwest, with an angled, shallow courtyard space between them and the first one. The fourth gable is clad in board-and-batten siding. Stepping out to the north, another, smaller gable demarks the end of the wing of the building that angles along Camden Avenue toward the bowling alley entrance. The outdoor corridor turns and angles along the face of this building.

The entrance to the former bowling alley consists of a Mid-Century Modern version of a two-story Neoclassical portico. Projecting deeper than the outdoor corridor, and interrupting the corridor form, is a huge flat roof edged with a large beam. The beam is supported by four massive wooden posts, currently accented with brick pedestals at each base. The

(Continued on next page)

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\*Resource Name or #: (Assigned by recorder) Cambrian Park Plaza

\*Recorded by Leslie Dill & Franklin Maggi

\*Date 8/31/2018

Continuation  Update

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recessed two-story entrance wall is clad in board-and-batten siding. The entrance appears to have been replaced with aluminum doors topped by a transom.

The east side of this building includes stucco walls with slider windows, as well as a low-slope gabled block wall with structural pilasters. The rear, facing south, includes a high block wall and a lower stucco wall with a variety of doorways and boarded-up window openings.

#### CAMDEN AVENUE BUILDINGS

The four separate buildings along Camden Avenue include a rectangular bank building near the intersection of Camden and Union Avenues, two rectangular buildings with restaurants, and a somewhat larger somewhat "T"-shaped building with a larger retail space and a low, narrow wing that extends to the south. Although these buildings all feature gabled-hip roofs, none has a clerestory window accent like the main shopping center buildings.

Closest to the intersection of Camden and Union Avenues, the bank building has been altered over time to include an arbor over its south-facing entrance and an additional, extensive arbor structure that protects the drive-up banking functions. The building is surrounded on all four sides with outdoor corridor space. Along Camden Avenue, the covered walkway is divided from the city sidewalk by a planting strip. Between the bank building and the restaurant building to the east is a brick pedestrian courtyard with raised planters. The mix of siding is brick and board-and-batten.

The restaurant/retail building immediately to the east of the bank is also a gabled hip. It features an area that steps out to the south side of the building with angled corners, like a wide bay window. These angled walls are used as entrances for the corner spaces. The next separate building in the series includes a retail space at each end of a restaurant space. The building includes four sides of covered walkway space and small gabled hip accents at the ends of the building.

The fourth separate building includes a large rectangular anchor space that faces west and a narrow wing of one-story retail area that projects to the south. The large store has two very small gables atop its huge hipped roof. The narrow wing has no end walkway, so a partially gabled wall is visible, with a flat-roofed rear store area also visible.

#### ADDED BUILDINGS

Between the anchor building and the northern "L" shaped building, in a moderate sized courtyard, is a small stand-alone shop. It includes many building materials and elements that match the other retail spaces. It has board-and-batten siding, Spanish-tile roofing and exaggerated, full-height jigsawed side braces in a neo-Chalet design.

There is a recent kiosk located in the middle of the parking area near the southern entrance from Union Avenue to the shopping center. It has a flat roof with a wide shingled fascia. The walls are narrow board-and-batten in design, and the exterior is currently plastered with temporary signage.

#### SIGNS AND OTHER ELEMENTS

The main, historic rotating Cambrian Plaza sign is described in depth elsewhere. All other signs are either modern or altered to an extent that they no longer represent historic elements.

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

Primary #  
HRI #

Page 6 of 30

\*NRHP Status Code 5S1

\*Resource Name or # (Assigned by recorder) Cambrian Park Plaza

B1. Historic Name: Cambrian Park Plaza

B2. Common Name: Cambrian Park Plaza

B3. Original use: Shopping center

B4. Present Use: Shopping center

\*B5. Architectural Style: Ranch

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

First phase March 5 and April 21, 1953 (Cnty BP #32198 and #32785), second phase May 25 and June 14, 1954 (Cnty BP #37741 and 38060), third phase Jan. 27, 1958 and/or June 15, 1959 (Cnty BP #52127 and #56122). Freestanding sign De. 28, 1964 Cnty BP #3021 and 3022. Extensive listing of Cnty interior and exterior permits - structural post replacements not determined.

\*B7. Moved?  No  Yes  Unknown Date: N/a

Original Location: N/a

\*B8. Related Features:

Carousel sign

B9a Architect: Unknown b. Builder: Christian A. Wilder

\*B10. Significance: Theme Commerce Area Cambrian Village Planning Area

Period of Significance 1953-1982 Property Type Commercial Applicable Criteria None

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

Cambrian Park Plaza shopping center is a significant early suburban shopping center built in 1953-1954 in the greater San Jose area, and such was the first major shopping center built outside of downtown San Jose, remaining the area's largest until surpassed by the opening of Valley Fair in 1956.

Stylistically, it was the first of several shopping centers built locally and in Central California characterized as Rustic Ranch, influenced by the early California Spanish rancho architecture and is reflective of mid-century design sensibility associated with the Second Bay Tradition.

While an important remnant of the mid-century period of expansion urbanization of San Jose and Santa Clara Valley, the shopping center has lost its distinctive character due to removal of the rustic outer posts of the arcades that wrap the building complex, and with the painting of the originally unpainted rustic siding, modification over time to many of the storefronts, and loss of the casual landscaping along the building frontages, the shopping center no longer conveys its origins in a substantial way.

The historical and architectural context and evaluation for historic significance are fully developed in the related *Historic Resources Assessment*, Cambrian Park Plaza, 8/31/2018.

(Continued on next page, DPR523L)

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

\*B12. References:

See *Historic Resource Assessment, Cambrian Park Plaza, 8/31/2018* for references.

B13. Remarks: Proposed demolition

\*B14. Evaluator: Franklin Maggi

\*Date of Evaluation: Aug. 31, 2018

(This space reserved for official comments)







North Corner of Central Wing. Viewed facing East from Union Avenue. July 2018.



North Corridor of Central Wing. Viewed facing Southeast toward anchor store. July 2018.



Central Anchor Storefront. Viewed facing East from Union Avenue. July 2018.



Detail of Central Anchor Storefront (historic grocery store).  
Viewed facing North. July 2018.





South Corner of Central Anchor Store and Corridor. Viewed facing Southeast. July 2018.



South Courtyard of Central Wing. Viewed facing North. July 2018.





Breezeway between Central Wing and Southern Shops. Viewed facing Northeast. July 2018.



Two-story Building at the North End of the Southern Shops. Viewed facing East. July 2018.



Shops Facing the Parking Area. Viewed facing East. July 2108.



Southern Tip of the Shopping Center. Viewed facing East from Union Avenue. July 2018.





Side of the Southern-most Retail Space. Viewed facing Northeast. July 2018.



Interior Courtyard of Southern Wing. Viewed facing Southeast. July 2018.





Interior Courtyard of Southern Shops Featuring Gabled Breezeway Portico.  
facing Southwest. July 2018

Viewed



Outside (Rear) View of Gabled Portico into Southern Courtyard. Viewed facing Northwest. July 2018.



Rear of Southern Shops. Viewed facing Southwest. July 2018



Rear of Breezeway Between Central Wing and Southern Shops. Viewed facing Southwest. July 2018.





Rear Storage Buildings to East of Main Anchor Store. Viewed facing West. July 2018.



Rear of Center Anchor Store (Former Grocery Store). Viewed facing West. July 2018.





Courtyard Between Central Anchor Wing and North (Bowling) Wing, Featuring Detached Retail Shop. Viewed facing Northeast. July 2018.



Southwest corner of "L"-shaped Wing, Featuring Brick Siding. Viewed facing North. July 2018.



Angled, Open-sided Courtyard Between Gabled Shops. Viewed facing Southeast. July 2018.



Gabled Clerestory Shops at the Northwest Corner of the "L"-shaped Wing, Featuring Flagpole. Viewed facing Northeast. July 2018.





Corridor of North Wing, Facing Flagpole Feature. Viewed facing South. July 2018.



Northwest Corner of the Main Complex, With Three Gables. Viewed facing East. July 2018.





Northwest Corner of Main Complex, With View Across North Parking Area. Viewed facing Northeast. July 2018.



Jog in Building Alignment Along North Corridor. Viewed facing East. July 2018.



North Main Circulation Collonade From Bowling Portico. Viewed facing West. July 2018.



Bowling Alley Portico (Note altered fascia). Viewed facing Southeast. July 2018.





East Side of Bowling Alley Wing. Viewed facing west. July 2018.



Side of Bowling Alley Wing. Viewed facing Southwest. July 2018.





Rear of Bowling Alley and Rear of Central Anchor Loading Dock. Viewed facing west. July 2018.



West Detached Building (Bank) with Modern Arbor. Viewed facing North. July 2018.



Courtyard Between Bank and Retail Buildings (Note angled entrances on Retail Building).  
Viewed facing Northwest. July 2018.



Camden Avenue Planters, Light Fixtures, and Retail Building. Viewed facing North. July 2018.





Retail Building to East of Driveway Entrance. Viewed facing Northeast. July 2018.



Typical Rear of Building Along Camden Avenue Sidewalk. Viewed facing East. July 2018.





Northeast Corner Detached Retail Building, Anchor Space. Viewed facing Northeast. July 2018.



Northeast Detached Retail Building, South Wing. Viewed facing East. July 2018

Page 26 of 30 \*Resource Name or # (Assigned by recorder) Cambrian Park Plaza

\*Recorded by Leslie Dill & Franklin Maggi \*Date 8/31/2018  Continuation  Update



Carousel Sign. Viewed facing West. July 2018.



Streetlight at Parking Lot Entrance, Union Avenue, and Woodard Road. Viewed facing west. July 2018.





Detached Kiosk in the Western Parking Area. Viewed facing Northeast. July 2018.



Street Frontage Along Union Avenue. Viewed facing North. July 2018.





Typical Clad Column. July 2018.

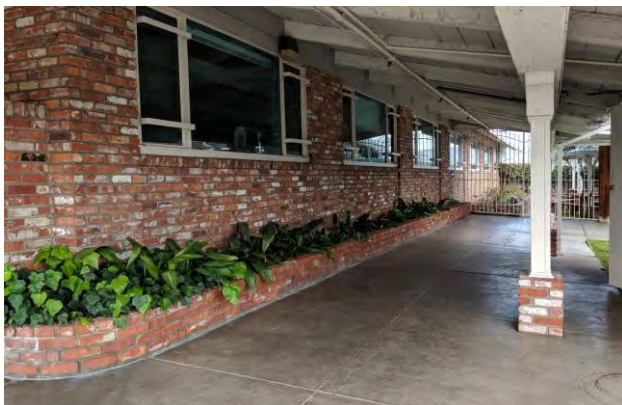


Typical Detail of Replacement Column Capital, Rough-sawn Beams, and Sheathing. July 2018.



Details of a Variety of Storefronts, Page 1 of 2. July 2018.





Details of a Variety of Storefronts, Page 2 of 2. July 2018.