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**BAY AREA, CALIFORNIA**  
1870 Olympic Boulevard, Ste 100  
Walnut Creek, CA 94596

June 13, 2022

Shannon George, Vice President & Principal Project Manager  
David J Powers and Associates, Inc.  
1736 Franklin Street, Suite 300  
Oakland, CA 94612

**RE: Historical Resource Assessment for the 250 Stockton Avenue Project, City of San José,  
County of Santa Clara, California**

Dear Ms. George,

At your request, PaleoWest, LLC (PaleoWest) completed a historical resource assessment in support of the 250 Stockton Avenue Project (Project) in the City of San José, Santa Clara County, California (Figure 1). The proposed Project would demolish the current building on the subject property for the redevelopment of a 16-story office building with active-use space on the ground floor, outdoor amenities, and a 4-story below grade parking structure (Assessor's Parcel No. [APN] 259-28-024) (Figures 2 and 3). This letter report presents the results of the fieldwork, City of San José Landmark Evaluation, and provides cultural resource management recommendations for the Project.

## METHODOLOGY

PaleoWest completed a site visit on April 12, 2022, to evaluate the existing conditions, historic features, and architectural significance of the property. Additionally, PaleoWest completed archival research on the general history of the area using existing cultural resource reports, aerial photographs, historical topographic maps, the Santa Clara County Assessor's Office, and online repositories. The evaluation of the property was completed by PaleoWest Architectural Historian Dr. Peter Mires. Results of the record search and consultation with the Native American Heritage Commission are presented in the 250 Stockton Avenue Residential Literature Review (PaleoWest 2022).

## FIELD METHODS AND RESULTS

On March 28, 2022, PaleoWest Archaeologist and Historian Patrick Zingerella completed a reconnaissance survey of the Project area to assess the current condition of the historic-age building at 250 Stockton Avenue. The property, including buildings, structures, site features, and contextual views were documented with digital photographs and compared to the previous record on the property prepared by Freeman (2013). A description of the current building condition is provided below.

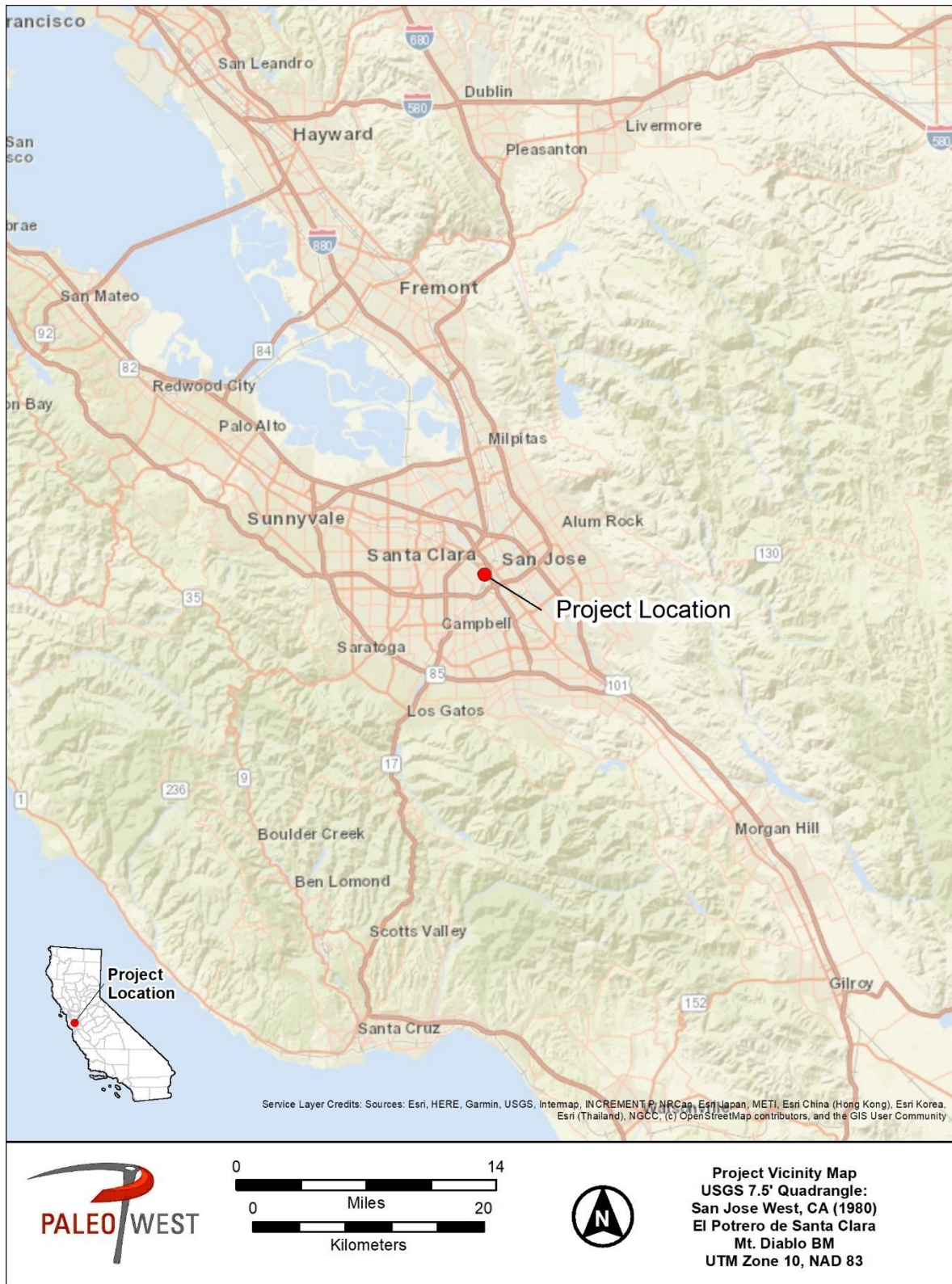


Figure 1. Project Vicinity Map



Service Layer Credits: Copyright: © 2013 National

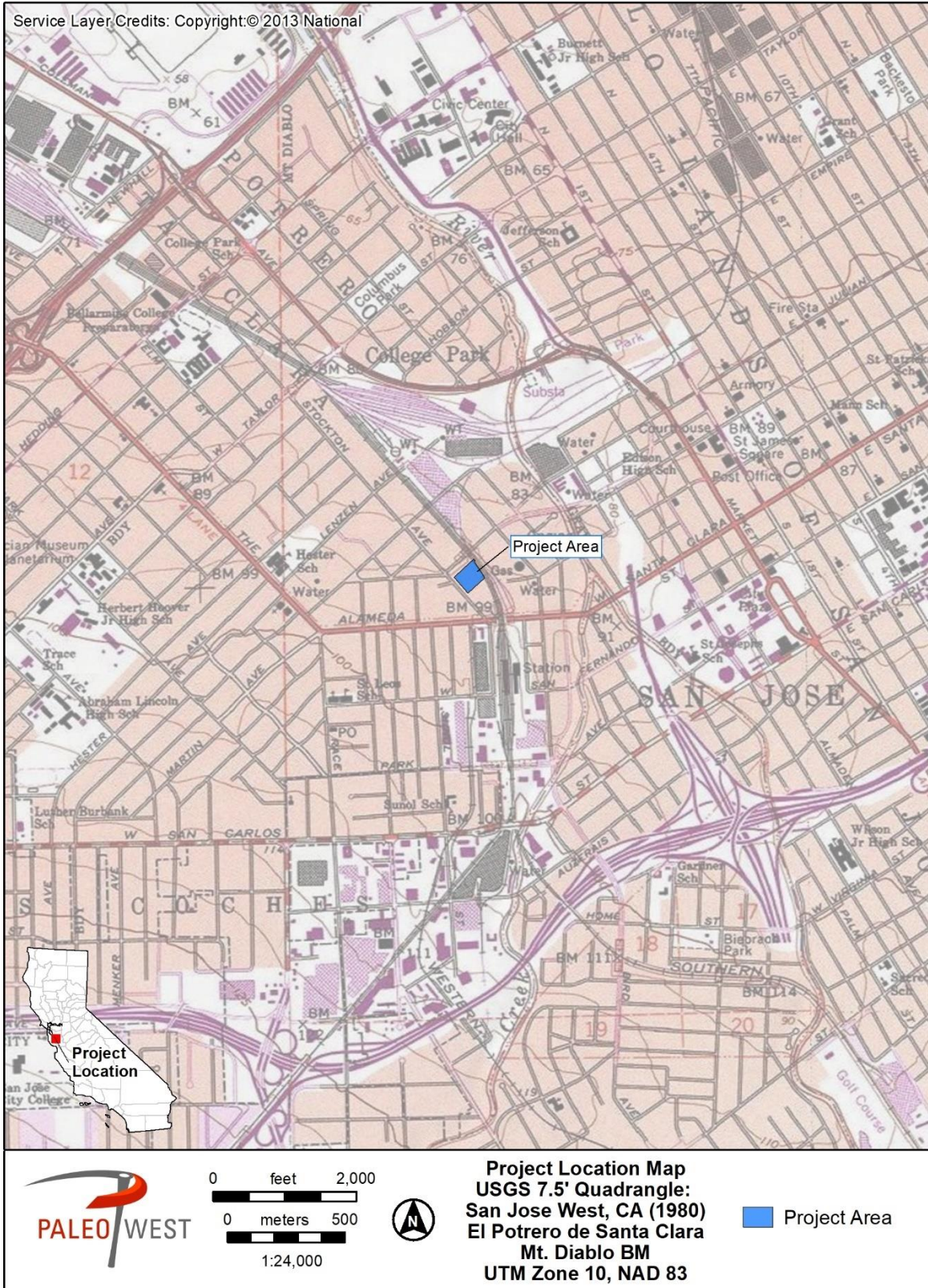


Figure 2. Project Location Map



Service Layer Credits: Source: Esri, Maxar, GeoEye, Earthstar Geographics, CNES/Airbus DS, USDA, USGS, AeroGRID, IGN, and the GIS User Community  
Esri, HERE, Garmin, (c) OpenStreetMap contributors



Figure 3. Project Site Map

## PROPERTY DESCRIPTION

The building at 250 Stockton Avenue is a large, single-story, concrete commercial building in a mixed-use area west of downtown San José. The building has a long, roughly rectangular footprint, stucco siding, and a flat roof. The façade is asymmetrical with the primary entrance at the north end and a setback wall with secondary entrances on the south end. The building expresses Art Deco aesthetics, including a broad, projecting entrance surround with vertical and horizontal bands, rows of steel-sash windows with projecting surrounds, and scored concrete walls. The aluminum-framed glass door is accessed by concrete steps; an aluminum-frame transom is above the door. The recessed element of the façade features a modern concrete ADA ramp with metal handrails leading to one of three doors on this wall. The other two doors are surrounded by a wall of metal-framed windows covered by projecting awning. The south wall has additional entrances, including personnel and freight doors. Sometime after the 2013 building recordation, the windows were boarded up and the exterior of the building had fallen into a state of disrepair due to a lack of maintenance.



Figure 4. The southwest elevation of 250 Stockton Avenue, view north, March 28, 2022.

## SITE HISTORY

Historical maps of the Project area were examined to identify potential historic-period (45 years and older) cultural resources in the Project area. The Project area is at 250 Stockton Avenue in the city of San José, Township 7 South, Range 1 East (Mount Diablo Base Meridian), as depicted on the *San José West, CA* US Geological Survey (USGS) 7.5-minute topographic quadrangle map (Figure 2). The Project area lies within the historic *El Portrero de Santa Clara* land grant, which Governor Manuel Micheltorena awarded to James Alexander Forbes in 1844.

The 1876 Thompson & West map indicates the Project area occupied a parcel within a larger landholding to the west of downtown San José, owned by C.B. Polhemus (Library of Congress 2021).

A review of historic aerial photographs dating from 1948 to 2018 was completed as part of the literature review. In 1948, the area in the vicinity of the Project site was characterized by light-industrial buildings and numerous development projects in process (NETR 2022). By 1956, development of the area had begun to accelerate, and by 1960 this area of west San José resembled the dense industrial zone that characterizes it today.

Review of USGS topographical maps from 1889 through the beginning of the twentieth century depict the Project area as an already-developed neighborhood to the west of downtown San José (USGS 1889; USGS 1897; USGS 1899). The 1884, 1891, and 1915 Sanborn Fire Insurance Maps for the City of San Jose depict a residence with three outbuildings at 250 Stockton Avenue, San Jose, CA (Library of Congress 1884-1915). On the 1915 Sanborn Fire Insurance Map, the larger outbuilding is labeled Auto, and the smallest of the three outbuildings labeled windmill and tank.

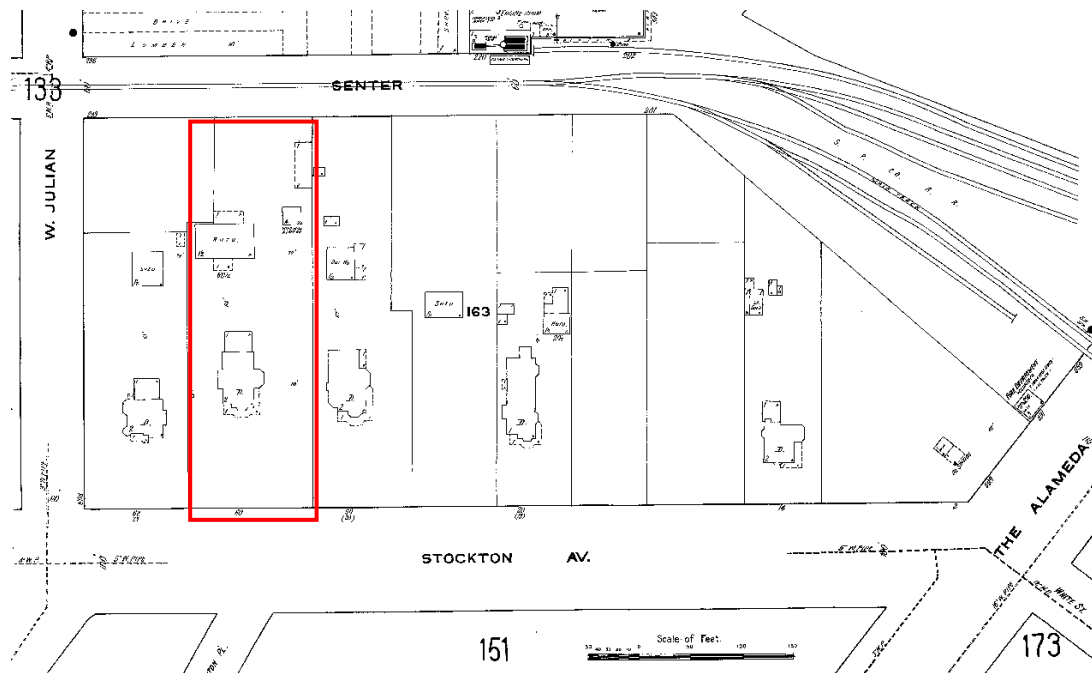


Figure 5. 1915 Sanborn map showing the Project area in red.



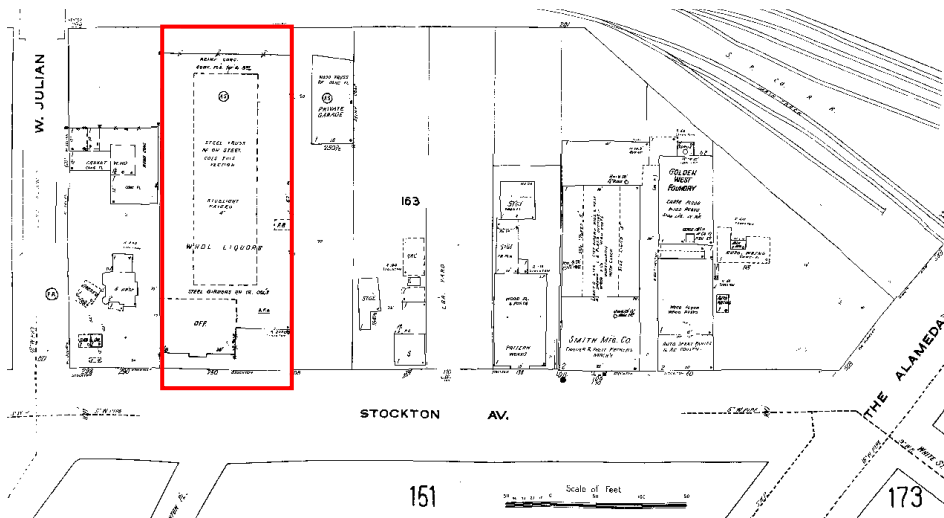


Figure 6. 1951 Sanborn showing the Project area in red.

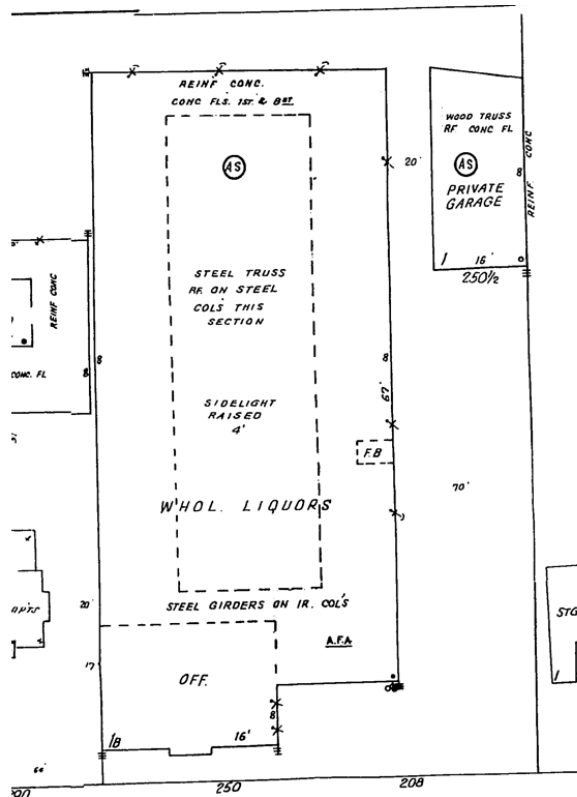


Figure 7. The 1950 Sanborn Fire Insurance Map showing a detailed view of the property at 250 Stockton Avenue.

The current building occupying the parcel is depicted in the 1950 Sanborn Fire Insurance Map (Figures 6 and 7) labeled “Whol. Liquors” and constructed with reinforced concrete and steel trusses and girders (Library of Congress 2021). The building was constructed circa 1948 replacing older mixed-use buildings built between 1917 and 1922. The building was occupied by Joseph George Distributors, a wholesaler and distributor of tobacco, food, soda syrup, and beer, wine, and liquor products to local stores. The Joseph George Distributors company operated out of the building at 250 Stockton Avenue until the 1970s when it was purchased by

the San José Unified School District. The school district transferred the property to an undisclosed party in 2015. It is currently owned by Imwalle Properties.

## HISTORIC CONTEXT

The property at 250 Stockton Avenue was originally developed between 1917 and 1922 in a mixed-use area west of downtown San José, near the Southern Pacific Railroad (SPRR) line. Stockton Avenue derives its name from the Stockton Ranch, which occupied much of the area west of the Guadalupe River until it was subdivided in 1850 and sold as residential lots (Freeman 2013). Following completion of the SPRR in the 1870s, the Stockton Avenue area slowly developed. The area's proximity to downtown and main transportation routes like Santa Clara Avenue, The Alameda, and the railroad, attracted residential, industrial, and commercial development. Residents of the neighborhood were largely working-class families employed at the railroad and other nearby businesses, many of which were related to fruit processing (Laffey 1986).

Throughout the early and mid-twentieth century the Stockton Avenue area continued to develop as a mixed commercial/industrial and residential neighborhood. Western Granite Works and Union Oil Company of California were established on parcels northeast of Stockton Avenue by 1915, adjacent to the SPRR line and served by individual spurs (Freeman 2013). By the 1930s and into the 1960s, commercial development along Stockton Avenue intensified, especially after World War II, and most lots developed with offices and factories.

The large concrete building at 250 Stockton Avenue was built circa 1948 and occupied for more than two decades by Joseph George Distributors. Joseph George Jr. started the company in the late 1930s when he bought Koerber Distribution, a tobacco wholesaler with a store in downtown San Jose. After World War II, Joseph and his son Glenn added beer, wine, and liquor to their inventory and bought the property at 250 Stockton Avenue around 1949 for their distribution center (Freeman 2013).

The building originally had a monitor roof at the center with sidelights to allow natural light into the warehouse floor. The company expanded steadily through the 1950s and 1960s, and quickly starting in the 1970s as the liquor and wine elements of their business grew. During this period, the company left the 250 Stockton Avenue property and became a major distributor in Northern California. The building was purchased by the San Jose Unified School District in the 1970s for its Business Division. The school district continued to own the building in 2013 and leased it to the Silicon Valley Telecom & Internet Exchange, then sold the property in 2015.





Figure 7. 1931 aerial image with the Project area indicated in red (UCSB 1931).



Figure 8. 1956 aerial image with the Project area indicated in red (UCSB 1956).

# REGULATORY FRAMEWORK

The regulatory background provided below provides an overview of state and local criteria used to assess historic significance.

## California Register of Historical Resources Criteria

The criteria used to establish the significance of a property for listing on the California Register of Historical Resources (CRHR) are as follows:

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

For a property to qualify under the CRHR's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance," (NPS 1997). To determine if a property retains the physical characteristics corresponding to its historic context, the National Register of Historic Places (NRHP) has identified seven aspects of integrity, which the CRHR closely follows.

Location is the place where the historic property was constructed or the place where the historic event occurred.

Design is the combination of elements that create the form, plan, space, structure, and style of a property.

Setting is the physical environment of a historic property.

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

Workmanship is the physical evidence of the crafts of a particular cultural or people during any given period in history or prehistory.

Feeling is the property's expression of the aesthetic or historic sense of a particular period of time.

Association is the direct link between an important historic event or person and a historic property.

Because integrity is based on a property's significance in a specific historic context, evaluations of integrity can only be completed after historic significance has been established.

### City of San Jose Landmark Criteria

In accordance with the City of San José's Historic Preservation Ordinance (Chapter 13.48 of the Municipal Code), a resource qualifies as a City Landmark if it has "special historical, architectural, cultural, aesthetic or engineering interest or value of an historical nature" and is one of the following resource types:

1. An individual structure or portion thereof;
2. An integrated group of structures on a single lot;
3. A site, or portion thereof; or
4. Any combination thereof. (Sec. 13.48.020.C)

In accordance with City Ordinance 13.48.020 properties with "Historical, Architectural, Aesthetic, or Engineering Value of an Historical Nature" shall have a quality derived from, based upon, or related to any of the following criteria:

1. Identification or association with persons, eras or events that have contributed to local, regional, state or national history, heritage or culture in a distinctive, significant or important way;
2. Identification as, or association with, a distinctive, significant or important work or vestige:
  - a. Of an architectural style, design or method of construction;
  - b. Of a master architect, builder, artist or craftsman;
  - c. Of high artistic merit;
  - d. The totality of which comprises a distinctive, significant or important work or vestige whose component parts may lack the same attributes;
  - e. That has yielded or is substantially likely to yield information of value about history, architecture, engineering, culture or aesthetics, or that provides for existing and future generations an example of the physical surroundings in which past generations lived or worked; or
  - f. That the construction materials or engineering methods used in the proposed landmark are unusual or significant or uniquely effective.
3. The factor of age alone does not necessarily confer a special historical, architectural, cultural, aesthetic or engineering significance, value or interest upon a structure or site, but it may have such effect if a more distinctive, significant or important example thereof no longer exists.

The ordinance also provides a definition of a district: "a geographically definable area of urban or rural character, possessing a significant concentration or continuity of site, building, structures or objects unified by past events or aesthetically by plan or physical development." (Sec. 13.48.020.B).

The Historic Landmarks Commission reviews landmark designations and "shall find that said proposed landmark has special historical, architectural, cultural, aesthetic, or engineering interest or value of an historical nature, and that its designation as a landmark conforms with the goals and policies of the general plan. In making such findings, the Commission may



consider the following factors, among other relevant factors, with respect to the proposed landmark:

1. Its character, interest or value as part of the local, regional, state or national history, heritage or culture;
2. Its location as a site of a significant historic event
3. Its identification with a person or persons who significantly contributed to the local, regional, state or national culture and history;
4. Its exemplification of the cultural, economic, social or historic heritage of the City of San José;
5. Its portrayal of the environment of a group of people in an era of history characterized by a distinctive architectural style;
6. Its embodiment of distinguishing characteristics of an architectural type or specimen;
7. Its identification as the work of an architect or master builder whose individual work has influenced the development of the City of San José; and
8. Its embodiment of elements of architectural or engineering design, detail, materials or craftsmanship which represents a significant architectural innovation or which is unique.” (Sec. 13.48.110.H)

## SIGNIFICANCE EVALUATION

### Current Historic Status

The building was previously recorded and evaluated by Freeman (2013) and recommended not eligible for the National Register of Historic Places (NRHP) or California Register of Historical Resources due to the absence of historical and/or architectural significance. No new historical information regarding the building has become available. During the current survey, the building was found in the same condition as reported in 2013. Therefore, PaleoWest concurs with the previous findings and recommends the building as not eligible for listing in the NRHP or the CRHR.

### NRHP and CRHR Evaluation

The property at 250 Stockton Avenue does not appear to meet the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) because it does not have historical significance. The property does not share significant associations with industrial development at local, state, or national levels (NRHP Criterion A or CRHR Criterion 1), nor is it associated with any historically significant people (NRHP Criterion B or CRHR Criterion 2). The building does not embody distinctive architectural characteristics of a period, type, or method of construction (NRHP Criterion C or CRHR Criterion 3), nor is it the work of a master designer. In rare instances, buildings themselves can serve as sources of important information about historic construction materials or technologies (NRHP Criterion D or CRHR Criterion 4); however, the building on this property does not appear to be a principal source of important information in this regard. This property has also been evaluated in accordance with Section 15064.5(a)(2)-(3) of the California Environmental Quality Act (CEQA) Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code, and is not a historical resource for the purposes of CEQA.

Under NRHP Criterion A or CRHR Criterion 1, the property at 250 Stockton Avenue does not appear to have important associations with significant events in local, state, or national history. The property is not associated with the early industrial and commercial development of Stockton Avenue or the City of San Jose, which had begun in earnest in the late nineteenth century. Rather, the property was developed several decades later during a period of general commercial and industrial growth in San Jose and this area and it is not important within this context. The property also does not appear to have made demonstrable significance contributions to the wine, beer, and liquor distribution industry.

Similarly, the property is not important for its associations with persons who made important contributions to history and is therefore not eligible under NRHP Criterion B or CRHR Criterion 2. Research did not reveal that the individuals responsible for the development and use of this property, including Joseph George Jr. and Glenn George, made demonstrably important contributions to history at the local, state, or national level. Architecturally, the building at 250 Stockton Avenue is not eligible under NRHP Criterion C or CRHR Criterion 3 because it does not possess distinctive characteristics of a type, period, or method of construction, nor is it the important work of a master architect.

This building has a largely utilitarian design with some modest Art Deco characteristics on the facade, specifically the primary entrance with its robust, boxy surround. Other Art Deco elements include rows of steel-sash windows with projecting surrounds and scored concrete walls. This architectural style was popular during the 1930s and 1940s, especially in commercial and institutional buildings, but the building at 250 Stockton Avenue is a common example of the style and lacks architectural distinction. Furthermore, research did not reveal that the building was designed by a master architect.

The property also has not yielded, nor will likely yield, important information for history and is therefore not important under NRHP Criterion D or CRHR Criterion 4. The building represents common construction techniques and practices that have been well researched and studied. While the building lacks architectural and historical significance and does not meet the criteria necessary for listing in either the NRHP or CRHR, it does appear to retain integrity to its date of construction (Freeman 2013).

### **City of San Jose Landmark Evaluation: 250 Stockton Avenue**

Representing common building material and techniques and lacking architectural and historical significance, the building at 250 Stockton Avenue was recommended not eligible for the NRHP or CRHR (Freeman 2013). No new historical information regarding the building has come to light. Therefore, PaleoWest concurs with the previous findings and recommends the building as not eligible for listing in the NRHP or the CRHR. However, the previous evaluation did not consider the property's status as a City Landmark, Contributing Structure in a City Landmark District, or candidate structure based on applicable City qualification criteria. The evaluation of 250 Stockton Avenue as a City Landmark is provided below.

The building at 250 Stockton Avenue is an individual structure constructed circa 1947 by Joseph George Jr. for the Joseph George Distributors company. While associated with the Post-World War II (WWII) era of commercial and industrial development in San José, the building does not embody any distinct characteristics that represent or convey the significance of that era, nor is the building associated with an event that contributed to history, heritage or

culture in a distinctive, significant or important way at the local, regional, state or national level (Criterion 1).

There is no indication that the location was the site of a significance historic event and Joseph George Jr did not significantly contribute to the local, regional, state, or national history (Criteria 2 and 3). Furthermore, the building does not exemplify any cultural, economic, social or historic heritage of the City of San José (Criterion 4).

The building is utilitarian in design with modest Art Deco elements on the façade and windows common to the 1930s and 1940s style popular among commercial and industrial buildings. It does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style (Criterion 5). The building does not possess distinctive architectural style, design or method of construction, nor represent the work of a master architect, builder, artist or craftsman, nor is it constructed of materials or engineering methods considered unusual, significant, or uniquely effective (Criteria 6 and 7)

The building at 250 Stockton Avenue is not a distinctive, significant or an important example of Post-WWII industrial architecture or history, nor the last remaining example of its kind in the City. It does not embody elements of design, detail, materials or craftsmanship that represent significant architectural innovation or is unique (Criterion 8)

Therefore, the building at 250 Stockton Avenue does not appear to possess “Historical, Architectural, Aesthetic, or Engineering Value of an Historical Nature” and does not meet the City qualification criteria for designation as a City Landmark or candidate structure.

Likewise, the building does not appear to be a Contributing Structure to a City Landmark District. The building lies within the Julian-Stockton Redevelopment Area and was not identified within any historic district at that time (Laffey 1986).

## CONCLUSION

The building at 250 Stockton Avenue does not appear to possess “Historical, Architectural, Aesthetic, or Engineering Value of an Historical Nature” and does not meet the NRHP or CRHR significance criteria, or the City of San José qualification criteria for designation as a City Landmark or candidate structure. No additional investigation of this property is recommended during project planning.

It has been a pleasure working with you on this Project. If you have any questions, please do not hesitate to contact the Project Manager at [jeddy@paleowest.com](mailto:jeddy@paleowest.com).

Sincerely,

PALEOWEST



John Eddy, M.A., RPA | Team Lead/Principal Investigator



## REFERENCES

Freeman, Joseph

2013 DPR 523 Form for 250 Stockton Avenue. In *VTA's BART Silicon Valley-Phase II Extension Project Supplemental Built Environment Survey Report prepared for Santa Clara Valley Transportation Authority and Federal Transit Administration; JRP Historical Consulting, LLC*.

Laffey, Glory Anne

1986 *Historic Resource Assessment and Historic Overview of the Julian/Stockton Redevelopment Area*. On file, Northwest Information Center, Sonoma State University, California.

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1884 Official Map of the County of Santa Clara. Available: <https://loc.gov>. Accessed April 2022.

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1915 Official Map of the County of Santa Clara. Available: <https://loc.gov>. Accessed April 2022.

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1997 National Register Bulletin, How to Apply the National Register.

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Nationwide Environmental Title Research (NETR)

2022 Historic Aerials Online Viewer – 250 Stockton Ave, San José, CA 95126.

<https://www.historicaerials.com/viewer>. Accessed April 2022.

PaleoWest, LLC

2022 *Results of the Literature Review for the 250 Stockton Avenue Project, City of San Jose, County of Santa Clara, California*. Report in PaleoWest files.

Sanborn Fire Insurance Company

1915. San Jose, California, page 134, Volume #2. Los Angeles Public Library Database, Los Angeles, California.

1950. San Jose, California. Los Angeles Public Library Database, Los Angeles, California.

1951 San Jose, California. Los Angeles Public Library Database, Los Angeles, California.

Thompson & West

1876 "San Jose City- Ward 1" in *Historical Atlas Map of Santa Clara County, California*. Available: <https://www.historicmapworks.com/>. Accessed June 2022.

University of California, Santa Barbara, Aerial Imagery Collection

1931 Flight ID C-1456, Frame 30, March 13, 1931.

1956 Flight ID CIV\_1956, Frame 6R-103, January 1, 1956.

United States Geological Survey (USGS)

1889 *San José West, CA*. Scale 1:62500.

**ATTACHMENT:**

A: Photos

B: DPR 523 Form

# Attachment A. Photos





Southwest elevation facing north.



Southwest elevation facing east





Southeast elevation facing west.



Northeast elevation facing south.

# **Attachment B. DPR 523 Series Forms**

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

Primary # \_\_\_\_\_  
HRI# \_\_\_\_\_  
Trinomial: \_\_\_\_\_

Page 1 of 3

\*Resource Name or # (Assigned by recorder) 250 Stockton Avenue

\*Recorded by: Patrick Zingerella, PaleoWest

Date: March 28, 2022

Continuation  Update

**P1. Other Identifier:** 250 Stockton Avenue; Assessor Parcel Number: 259-28-024

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

\***b. USGS 7.5' Quad** San José West Date 1961 (photo revised 1973) **T7S; R1E; Unsectioned portion of El Potrero de Santa Clara M.D.B.M.**

**c. Address** 250 Stockton Avenue **City** San José **Zip** 95126

**P3a. Description:** As noted on previous recording forms, The building at 250 Stockton Avenue is a large, single-story, concrete commercial building in a mixed-use area west of downtown San José. The building has a long, roughly rectangular footprint, stucco siding, and a flat roof. The façade is asymmetrical with the primary entrance at the north end and a setback wall with secondary entrances on the south end. The building expresses Art Deco aesthetics including a broad, projecting entrance surround with vertical and horizontal bands, rows of steel-sash windows with projecting surrounds, and scored concrete walls. The aluminum-framed glass door is accessed by concrete steps; an aluminum-frame transom is above the door. The recessed element of the façade features a modern concrete ADA ramp with metal handrails leading to one of three doors on this wall. The other two doors are surrounded by a wall of metal-framed windows covered by projecting awning. The south wall has additional entrances, including personnel and freight doors.

This building was revisited March 28, 2022 to assess the current condition of the historic-age building at 250 Stockton Avenue. The property, including buildings, structures, site features, and contextual views were documented with digital photographs and compared to the previous record. Sometime after its 2013 recordation, the windows were boarded up and the exterior of the building has fallen into a state of disrepair due to a lack of maintenance.

Representing common building material and techniques and lacking architectural and historical significance, the building at 250 Stockton Avenue was recommended not eligible for the NRHP or CRHR (Freeman 2013). No new historical information regarding the building has come to light. Therefore, PaleoWest concurs with the previous findings and recommends the building as not eligible for listing in the NRHP or the CRHR. However, the previous evaluation did not consider the property's status as a City Landmark, Contributing Structure in a City Landmark District, or candidate structure based on applicable City qualification criteria. The building was evaluated against the City of San José qualification criteria to assess whether the property qualified as a City Landmark, Contributing Structure in a City Landmark District, or candidate structure.

The building at 250 Stockton Avenue is an individual structure constructed circa 1947 by Joseph George Jr. for the Joseph George Distributors company. While associated with the Post-World War II (WWII) era of commercial and industrial development in San José, the building does not embody any distinct characteristics that represent or convey the significance of that era, nor is the building associated with an event that contributed to history, heritage or culture in a distinctive, significant or important way at the local, regional, state or national level (Criterion 1).

There is no indication that the location was the site of a significance historic event and Joseph George Jr did not significantly contribute to the local, regional, state, or national history (Criteria 2 and 3). Furthermore, the building does not exemplify any cultural, economic, social or historic heritage of the City of San José (Criterion 4).

The building is utilitarian in design with modest Art Deco elements on the façade and windows common to the 1930s and 1940s style popular among commercial and industrial buildings. It does not portray the environment of a group of people in an era of history characterized by a distinctive architectural style (Criterion 5). The building does not possess distinctive architectural style, design or method of construction, nor represent the work of a master architect, builder,



State of California — The Resources Agency  
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Primary # \_\_\_\_\_  
HRI# \_\_\_\_\_  
Trinomial: \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 250 Stockton Avenue

\*Recorded by: Patrick Zingerella, PaleoWest

Date: March 28, 2022

Continuation  Update

(Continued) artist or craftsman, nor is it constructed of materials or engineering methods considered unusual, significant, or uniquely effective (Criteria 6 and 7).

The building at 250 Stockton Avenue is not a distinctive, significant or an important example of Post-WWII industrial architecture or history, nor the last remaining example of its kind in the City. It does not embody elements of design, detail, materials or craftsmanship that represent significant architectural innovation or is unique (Criterion 8).

Therefore, the building at 250 Stockton Avenue does not appear to possess “Historical, Architectural, Aesthetic, or Engineering Value of an Historical Nature” and does not meet the City qualification criteria for designation as a City Landmark or candidate structure.

Likewise, the building does not appear to be a Contributing Structure to a City Landmark District. The building lies within the Julian-Stockton Redevelopment Area and was not identified within any historic district at that time (Laffey 1986).

**Evaluated by:** PaleoWest Architectural Historian, Peter B. Mires, Ph.D.

Dr. Peter Mires meets the Secretary of the Interior Standards for both archaeology and architectural history. He received his B.A. from the University of New Hampshire (1979) with a dual major in anthropology and history, his M.A. in anthropology (historical archaeology emphasis) from the University of Arkansas (1983), and his Ph.D. in geography (architectural history emphasis) from Louisiana State University (1988). At LSU, his mentor was Dr. Fred B. Kniffen, the cultural geographer who did the first folk and vernacular architecture studies in America.

Dr. Mires has recorded numerous buildings and structures nationwide and is completely conversant with the National Register of Historic Places evaluation process. His numerous reports, articles, books, and reviews include, but are not limited to, the following: *Columbia National Historic Landmark: Archaeological and Architectural Survey of a Gold Rush Town, Tuolumne County, California* (1998); an entry in the *Encyclopedia of Vernacular Architecture of the World* (1998); *Bayou Built: The Legacy of Louisiana’s Historic Architecture* (2010); *Lake Tahoe’s Rustic Architecture* (2016); and reviews of *Everyday Architecture of the Mid-Atlantic: Looking at Buildings and Landscapes* by Lanier and Herman (1999); *Main Street Revisited: Time, Space, and Image-Building in Small-Town America* by Francaviglia (1999); *Preserving Cultural Landscapes in America* edited by Alanen and Melnick (2001); *The Delaware Valley in the Early Republic: Architecture, Landscape, and Regional Identity* by Lanier (2006); *Vanishing America: In Pursuit of our Elusive Landscapes* by Conaway (2009).

**P9. Date Recorded:** March 28, 2022.

**P10. Survey Type:** Visual

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

Eddy, John. 2022. Results of the Literature Review and Historical Resource Assessment for 250 Stockton Avenue Project, City of San José, County of Santa Clara, California

**References:**

Freeman, Joseph. 2013. DPR 523 Form for 250 Stockton Avenue. In *VTA’s BART Silicon Valley-Phase II Extension Project Supplemental Built Environment Survey Report prepared for Santa Clara Valley Transportation Authority and Federal Transit Administration; JRP Historical Consulting, LLC.*

State of California – The Resources Agency  
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**CONTINUATION SHEET**

Primary # \_\_\_\_\_  
HRI# \_\_\_\_\_  
Trinomial: \_\_\_\_\_

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\*Recorded by: Patrick Zingerella, PaleoWest

\*Resource Name or # (Assigned by recorder) 250 Stockton Ave.  
Date: March 28, 2022       Continuation  Update



Southwest elevation, viewing North



Southwest elevation, viewing East.



Southeast elevation, viewing West



Northeast elevation, viewing South

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

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 6Z

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

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\*Resource Name or # (Assigned by recorder) Map Reference # F-07

**P1. Other Identifier:** 250 Stockton Avenue

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

\*a. County Santa Clara

\*b. USGS 7.5' Quad San Jose West Date 1961 (photorevised 1973) T \_\_\_\_\_; R \_\_\_\_\_; \_\_\_\_\_ ¼ of Sec \_\_\_\_\_; \_\_\_\_\_ M.D.B.M.

c. Address 250 Stockton Avenue City San Jose Zip 95126

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

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

Assessor Parcel Number: 259-28-024

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

At 250 Stockton Avenue is a large, single-story, concrete commercial building located in a mixed-use area west of downtown San Jose (**Photograph 1**). The building has a long, roughly rectangular footprint, stucco siding, and a flat roof. The façade is asymmetrical with the primary entrance at the north end and a setback wall with secondary entrances on the south end. The has Art Deco characteristics including a broad, projecting entrance surround with vertical and horizontal bands, rows of steel-sash windows with projecting surrounds, and scored concrete walls. The aluminum-framed glass door is accessed by concrete steps; an aluminum-frame transom is above the door. The recessed element of the façade features an concrete ADA ramp with metal handrails leading to one of three doors on this wall. The other two doors are surrounded by a wall of metal-framed windows covered by projecting awning. The south wall has additional entrances, including personnel and freight doors.

\*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.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo: (View, date, accession #) Camera facing east, November 19, 2013

\*P6. Date Constructed/Age and Sources:  
 Historic  Prehistoric  Both  
Ca. 1948, R.L. Polk Directory

\*P7. Owner and Address:  
San Jose Unified School District  
855 Lenzen Avenue  
San Jose, CA 95126-2736

\*P8. Recorded by: (Name, affiliation, address)  
Steven J. Melvin and Chandra Miller  
JRP Historical Consulting, LLC  
2850 Spafford Street  
Davis, CA 95618

\*P9. Date Recorded: November 19, 2013

\*P10. Survey Type: (Describe) Intensive

\*P11. Report Citation: (Cite survey report and other sources, or enter "none.") JRP Historical Consulting, LLC, "VTA's BART Silicon Valley—Phase II Extension Project: Supplemental Built Environment Survey Report," 2016.

\*Attachments:  None  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  Archaeological Record  
 District Record  Linear Feature Record  Milling Station Record  Rock Art Record  Artifact Record  Photograph Record  
 Other (list) \_\_\_\_\_



B1. Historic Name: Joseph George Distributor  
B2. Common Name: \_\_\_\_\_  
B3. Original Use: commercial B4. Present Use: commercial

\*B5. Architectural Style: Art Deco

\*B6. Construction History: (Construction date, alteration, and date of alterations) Built ca. 1948; Roof alterations post-1981.

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

\*B8. Related Features: None

B9. Architect: unknown b. Builder: unknown

\*B10. Significance: Theme n/a Area n/a  
Period of Significance n/a Property Type n/a Applicable Criteria n/a

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

The property at 250 Stockton Avenue does not appear to meet the criteria for listing in the National Register of Historic Places (NRHP) or the California Register of Historical Resources (CRHR) because it does not have historical significance. The property does not share significant associations with industrial development at local, state, or national levels (NRHP Criterion A or CRHR Criterion 1), nor is it associated with any historically significant people (NRHP Criterion B or CRHR Criterion 2). The building does not embody distinctive architectural characteristics of a period, type, or method of construction (NRHP Criterion C or CRHR Criterion 3), nor is it the work of a master designer. In rare instances, buildings themselves can serve as sources of important information about historic construction materials or technologies (NRHP Criterion D or CRHR Criterion 4); however, the building on this property does not appear to be a principal source of important information in this regard. This property has also been evaluated in accordance with Section 15064.5(a)(2)-(3) of the California Environmental Quality Act (CEQA) Guidelines, using the criteria outlined in Section 5024.1 of the California Public Resources Code, and is not a historical resource for the purposes of CEQA.

### Historic Context

This property was developed between 1917 and 1922 on Stockton Avenue, a mixed-use area west of downtown San Jose near the Southern Pacific Railroad (SPRR) line. Stockton Avenue derives its name from the Stockton Ranch, which occupied much of the west side of the Guadalupe River until it was subdivided and sold as residential lots starting in 1850. Following completion of the SPRR in the 1870s, the Stockton Avenue area developed slowly. (See Continuation Sheet.)

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

\*B12. References: Santa Clara County Assessor Record; San Jose City Directories (various years); Aerial photographs (various years); Sanborn Map Company (various years); see footnotes in B10. Significance on Continuation Sheet.

B13. Remarks:

\*B14. Evaluator: Joseph Freeman

\*Date of Evaluation: December 2013

(This space reserved for official comments.)





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

The area's proximity to downtown San Jose and main transportation corridors like Santa Clara Avenue, The Alameda and the railroad attracted residential, industrial and commercial development. Residents of the neighborhood were largely working-class families who worked at the railroad and other nearby businesses. Many of the industries and commercial enterprises opening along or near Stockton Avenue and the SPRR were related to fruit processing such as the Greco Cannery, and the Bean Spray Pump Company (the predecessor to FMC Corporation), and the Anderson-Barngrover Company, also opened a factory on West Julian Street in 1904. Just as the canning industry found benefits to locating in this part of San Jose, so did business in other industries, including lumber yards, wholesale grocers, and the Garden City Gas Company, which later was acquired by the Pacific Gas and Electric Company.<sup>1</sup>

Through the early and mid-twentieth century, the Stockton Avenue area continued to develop as a mixed commercial / industrial and residential neighborhood. By 1915, Western Granite Works and Union Oil Company of California were established on parcels northeast of Stockton Avenue, adjacent to the Southern Pacific Railroad lines, and served by dedicated spur lines. In the neighborhoods east and west of Stockton Avenue, infill residential development also continued, and the area remained home to largely blue-collar families. By the 1930s, the area northwest of the Stockton Avenue-The Alameda intersection remained sparsely populated, but the area to the north of Lenzen Avenue, near the neighborhood of College Park, was almost completely built-up. At the same time, along Montgomery Street and Senter Street, residences were being replaced by commercial and industrial buildings. Commercial development along Stockton Avenue intensified between 1930 and 1960, especially after World War II, and most lots on the east side of Stockton Avenue filled with offices or factories. Residential development had come to a near standstill as commercial and industrial development expanded and residential growth moved to suburban areas on the outskirts of the city.<sup>2</sup>

The large concrete building at 250 Stockton Avenue was built circa 1948 and occupied for more than two decades by Joseph George Distributors. Joseph George Jr. started the company in the late 1930s when he bought Koerber Distribution, a tobacco wholesaler with a store in downtown San Jose. He soon expanded the company to sell candy, cigars, and soda syrup to local stores. After World War II, Joseph and his son Glenn added into beer, wine, and liquor to the products they sold and bought the the property at 250 Stockton Avenue around 1949 for their distribution center. The building originally had a monitor roof at the center with sidelights to allow natural light into the warehouse floor. The company did relatively well through the 1950s and 1960s, but the 1970s brought in several changes. In 1972, Joseph George Jr. died, leaving the company to Glenn who was later aided by his son Bert. Despite the loss of the company's founder, Joseph George Distributors performed exceptionally in the 1970s as the liquor and wine elements of their business grew. During this period, the company left 250 Stockton Avenue and became a major distributor in Northern California. The company's success, however, faded in the 1980s as the state lifted fair-trade regulations and out-of-state distributors flooded the market, forcing Joseph George Distributors downsize their operation to only beer and wine distribution. Meanwhile, the building at 250 Stockton Avenue was purchased by San Jose Unified School District in the 1970s for its Business Division. The school district continues to own the building and leases it to the Silicon Valley Telecom & Internet Exchange.<sup>3</sup>

<sup>1</sup> The Redevelopment Agency of the City of San Jose, "Draft Environmental Impact Report on the Julian-Stockton Redevelopment Area," 1976, 100-106; Sanborn Map Company, *San Jose, California* (San Francisco: Sanborn Map Company, 1884, 1891).

<sup>2</sup> Fairchild Aerial Surveys, Aerial Photograph, Flight C-1456, Frame 70, March 13, 1931, Fairchild Aerial Photography Collection, Whittier College; USGS, Aerial Photograph, San Jose (Washington, D.C.: USGS, 1948, 1960, 1968); Sanborn Map Company, *San Jose, California*, 1891, 1915, 1932, 1950, 1962; The Redevelopment Agency of the City of San Jose, "Draft Environmental Impact Report on the Julian-Stockton Redevelopment Area," 100-106.

<sup>3</sup> R.L. Polk & Co., *Polk's San Jose City Directory* (San Francisco, CA: R.L. Polk & Co., 1930, 1932, 1935, 1936, 1941, 1943, 1945, 1947, 1949-50, 1955, 1956, 1960, 1964, 1969, 1975); Sanborn Map Company, *San Jose, California*, 1932, 1950, 1958, 1962; The Pacific Telephone and Telegraph Company, [San Jose Telephone Directory] (The Pacific Telephone and Telegraph Company: 1972); USGS, Aerial Photograph, San Jose (Washington, D.C.: USGS, 1948, 1960, 1981).

Evaluation

Under NRHP Criterion A or CRHR Criterion 1, the property at 250 Stockton Avenue does not appear to have important associations with significant events in local, state, or national history. The property is not associated with the early industrial and commercial development of Stockton Avenue or the City of San Jose, which had begun in earnest in the late nineteenth century. Rather, the property was developed several decades later during a period of general commercial and industrial growth in San Jose and this area and it is not important within this context. The property also does not appear to have made demonstrable significance contributions to the wine, beer, and liquor distribution industry.

Similarly, the property is not important for its associations with persons who made important contributions to history, and is therefore not eligible under NRHP Criterion B or CRHR Criterion 2. Research did not reveal that the individuals responsible for the development and use of this property, including Joseph George Jr. and Glenn George, made demonstrably important contributions to history at the local, state, or national level.

Architecturally, the building at 250 Stockton Avenue is not eligible under NRHP Criterion C or CRHR Criterion 3 because it does not possess distinctive characteristics of a type, period, or method of construction, nor is it the important work of a master architect. This building has a largely utilitarian design with some modest Art Deco characteristics on the facade, specifically the primary entrance with its robust, boxy surround. Other Art Deco elements include rows of steel-sash windows with projecting surrounds and scored concrete walls. This architectural style was popular during the 1930s and 1940s, especially in commercial and institutional buildings, but the building at 250 Stockton Avenue is a common example of the style and lacks architectural distinction. Furthermore, research did not reveal that the building was designed by a master architect.

The property also has not yielded, nor will likely yield, important information for history and is therefore not important under NRHP Criterion D or CRHR Criterion 4. The building represents common construction techniques and practices that have been well researched and studied. While the building lacks architectural and historical significance, and does not meet the criteria necessary for listing in either the NRHP or CRHR, it does appear to retain integrity to its date of construction.