

November 2, 2020

3141-3155 El Camino Real  
Santa Clara, California

## Historic Resources Assessment

**DRAFT**

### INTRODUCTION

David J. Powers & Associates has requested TreanorHL's assistance in assessing two parcels located at 3141-3155 El Camino Real in Santa Clara (APNs 220-32-057 and -058). These parcels have not been identified on any state, county, or city historic resources inventory. The two parcels include businesses with addresses from 3075 through 3157 El Camino Real.<sup>1</sup> This report is an evaluation of the properties' potential eligibility to be individually listed in the California Register of Historical Resources (CRHR) and the City of Santa Clara Historic Resource Inventory.

### SUMMARY OF FINDINGS

Upon completion of the survey and archival work, the properties at 3141-3155 El Camino Real do not appear individually eligible for listing on the CRHR or the City of Santa Clara's Historic Resource Inventory as the properties were not found to possess sufficient historical significance.

### METHODOLOGY

TreanorHL conducted a site visit on October 20, 2020 to evaluate the existing conditions, historic features, and architectural significance of each property and the structures. Due to the Covid-19 pandemic, TreanorHL did not conduct in-person research at the local library or archives. In order to evaluate the historic significance of the properties, additional online research was completed including consultation of city directories, historical aerials and photographs, newspaper articles, Santa Clara County Assessor's Office, City of Santa Clara Online Permit Center, and various other online repositories.

This report includes:

- Property Description
- Architectural Styles
- Site History
- Historic Context
- Architect/Builder
- Occupancy History
- Regulatory Framework
- Evaluation of Historic Significance
- Bibliography
- Appendix (DPR Forms)

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<sup>1</sup> The two parcels include businesses with addresses from 3075 through 3157 El Camino Real. For consistency, this report will refer to the parcels by the main address the Santa Clara County Assessor's Office identifies with each of the parcels.



## PROPERTY DESCRIPTION

The project site is located north of El Camino Real and east of Calabazas Boulevard in Santa Clara. The site occupies the northeast corner of this prominent intersection. El Camino Real (State Route 82) is one of the main arterial east/west roads that run through the city connecting San Jose to Sunnyvale. The site features multiple structures: a single-story restaurant and three one- to two-story commercial structures arranged in an L-shaped complex, associated with 3141 El Camino Real (APN 220-32-057), and a single-story commercial building, a canopy structure and a single-story auto repair building all associated with 3155 El Camino Real (APN 220-32-058). The large L-shaped complex houses numerous commercial units from restaurants to offices. Paved parking separates all the structures from one another. A tall free-standing sign indicates the name of the shopping plaza – Bowers Plaza – and features a clay tile gable top, a mission bell, as well as other signage for businesses on the site. Near the intersection, a pole features signage for the auto businesses. To the east of the project site is an auto dealership. Other auto related businesses are located across El Camino Real to the south and Calabazas Boulevard to the west. A residential neighborhood stands to the north of the project site.



Figure 1. The subject parcels at the intersection of El Camino Real and Calabazas Boulevard, outlined in red (Google Earth, imagery date August 2018).

### 3141 El Camino Real (APN 220-32-057)

#### *Restaurant Building*

Constructed in 1969 as a Taco Bell, this one-story restaurant building is almost square in plan with a small jog at the north façade. The wood frame structure features a clay tile clad shed roof at the front façade and a flat roof over the majority of the building. A low parapet hides mechanical units on the flat roof. The parapet features a shaped element above the entry. This shaped parapet element also is adorned with the name of the restaurant housed within. Faux brick clads the exterior of the building. The south façade has four arched openings, three of

which span to the ground and serve as doors, while the other is a fixed window. These openings are offset to the east side of the structure. The east façade features a single arched window, while the west façade has three. At the west side of the north façade there is an arched window similar to the others found around the building. All window and door openings have aluminum assemblies, except for two flush doors on the north side. A small canopy on the north side of the building protects several doors. A small canvas canopy adorns the west side of the building and shelters the three arched windows. A seating area runs the length of the building on the El Camino Real side of the structure. Planters are present on the east, south and west sides of the building and contain modest shrubs and bushes. A large post mounted sign, west of the structure, displays information about the restaurant on site. Today the building houses a restaurant serving Indian cuisine.



Figure 2. The front façade of the restaurant building on parcel 220-32-057.



Figures 3 and 4. The north and south façades of the restaurant building on parcel 220-32-057.

### *Commercial/Office Complex*

Building permits indicate this commercial complex was likely built in phases, with the first portion completed in 1969. A later permit identifies that the largest, two-story section of the complex was constructed in 1973.<sup>2</sup> Overall, this complex features three one- to two-story commercial/office buildings arranged in an L-shape,

<sup>2</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc/#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc/#/lookup) (accessed October 12, 2020).

connected by a sheltered exterior walkway. It is of concrete masonry construction on the ground floor and board and batten wood cladding at the upper level. On the non-alley façades, the concrete block has a split face finish and is finished to look like brick. Board and batten cladding adorn the walls on the ground floor below the storefront window assemblies. All windows on the ground floor appear to be fixed while the upper level has three-part windows—a fixed window flanked by casements. All window and door assemblies are aluminum. Double or single doors open into the commercial units. Multiple configurations are visible around the complex. A sheltered walkway lines the storefronts of the complex. The asphalt shingle-clad roof of the walkway, supported by square wood posts, slopes away from the buildings. A mansard-like asphalt shingle-clad structure functions as a parapet and hides the flat roof that shelters most of the structure at the first floor. An asphalt shingle-clad mansard roof tops the second floor and hides the mechanical units on the roof. The two-story section of the complex is located toward the northeast side. The most western section of the complex is narrower than the rest.

While the sheltered walkway gives the L-shaped complex a cohesive appearance, this element conceals the fact that two outdoor walkways divide the complex into three separate structures. The portion of the complex that projects south is divided from the northern section by an exterior, open-air walkway which features vegetation including a large tree. The northern portion of the complex features a similar walkway just west of the two-story section.

The east and north façades of the complex face narrow vehicle access ways which are also used for parking. Each of the commercial units has a flush door or rollup door accessing this area for deliveries. The two-story section of the complex features identical three-part windows to those seen on the front of the building. On these secondary facades the ground floor features concrete masonry unit (CMU) while the upper level features the wood cladding similar to what is seen on the front of the complex.

A freestanding sign with a tile-clad gable roof identifies the plaza as “Bowers Plaza.” Two square posts support the roof which shelters a bell. Many of the businesses in the plaza are identified on the illuminated sign. The signage appears to have been modified over the years as businesses changed within the plaza.



Figure 5. Looking northeast at the commercial building on parcel 220-32-057.



Figure 6. Looking north at the two-story portion of the commercial complex on parcel 220-32-057.



Figure 7. Looking northwest at the commercial complex on parcel 220-32-057.



Figures 8 and 9. The sheltered walkways along the storefronts.



Figure 10. The freestanding sign along El Camino Real.

### 3155 El Camino Real (APN 220-32-058)

Constructed in 1969 as a Mobile Oil Station the parcel features three structures—the service building, the canopy and the attendant kiosk.

The service building is rectangular in plan and single-story. The office section of the building has a slightly lower roofline than the section of the building housing the garage bays. Tile-clad mansard parapets hide the flat roof. Large rollup doors at the two garage bays are located on the east side of the front (south) façade. A single door flanked by two large fixed windows to the east and an aluminum slider to the west adorn the western side of the front of the building. A single aluminum slider and a flush metal door are present on the west façade. The north side of the building features a double door. Several windows are visible on the east façade but are obscured by fencing. The structure is clad in a variety of materials—brick veneer in a stack bond, vertical wood siding, and stucco.

The canopy shelters the location of the former gas pumps. Four square posts support the canopy which features a modest mansard roof clad in clay tile. The wood structure is visible below the roofline and creates a band that wraps the perimeter. The canopy has a flat roof.

The small rectangular kiosk building features a door and window on the south façade. A metal grille protects the aluminum slider window. The flat roof is hidden behind a three-sided mansard roof parapet which is clad in clay tile. The structure is wood frame. Off the north side of the building is a shed roof addition. This small addition, like the rest of the structure, is clad in vertical wood siding. An opening on the west side accesses the addition.



Figure 11. The front façade of the service building on parcel 220-32-058.



Figures 12 and 13. The canopy and the kiosk on parcel 220-32-058.

## ARCHITECTURAL STYLES

Constructed in 1969 and into the 1970s, the buildings at 3141-3155 El Camino Real have design elements derived from the Commercial Modern architectural style. The buildings feature rudimentary elements of Commercial Modern design that were becoming more popular as the suburban landscape was expanding.

The **Commercial Modern** architectural style (ca. 1945-1975) refers to the more common commercial buildings utilizing Modernist design principles. Typically, these feature wide expanses of glass set within steel frames, often on a base of concrete or steel columns. The modular steel structural systems could be adapted to fit the many applications of commercial architecture which required open expanses of glass for display. Typically, the display windows rest on a base of Roman (elongated) brick and/or concrete. Commercial Modern buildings use sparse, if any decoration. Instead, they defer to the clean lines created by the steel and glass structure. Decoration normally takes the form of large letters communicating the type of business prominently displayed on the building itself, or in large freestanding signs on the site to attract passing motorists. In Santa Clara, the Commercial Modern style is found along numerous automobile commercial strips, particularly along the major arterial entries that run through the city. The character-defining features of the style include:

- Horizontal, angular massing
- Flat or low-pitched roofs
- Extensive use of glass, commonly set within flush-mounted steel or aluminum frames
- Expressed structural system

- Large commercial advertising mounted directly to building
- Large, free-standing advertising signs located prominently along the road
- Use of modern cladding materials, such as Roman brick, porcelain enamel, ceramic tile, prismatic glass, and glass block.<sup>3</sup>

The clay tile-clad roofs of the former gas station buildings, clay tile-clad roof and the shaped parapet of the restaurant building as well as the free-standing sign with the clay tile gable top and a mission bell are among the features on site that were inspired by the Mission Revival architectural style.

Inspired by the missions in California, the **Mission Revival** style gained popularity in the 1890s and remained a favored style in the region for three decades. Common features of the Mission Revival style include red tile roofs, open wide eave overhangs, Mission-shaped dormer or roof parapet, open porches or arcades with arched openings, smooth wall surfaces, quatrefoil openings, shallow tile roofs cantilevered from the wall surface and bell towers.<sup>4</sup>

## SITE HISTORY

According to the historical aerials, the area around the intersection of El Camino Real and Calabazas Creek was still agricultural, primarily orchards in the late 1940s, and began urbanization in the mid-20<sup>th</sup> century.<sup>5</sup> The subject site was a part of the large orchard to the northeast of the intersection. The earliest residential development appeared to the west and south of the subject site in the mid-1950s. Commercial development along El Camino Real, including shopping centers and commercial buildings with larger footprints, also started to come up during this period. Calabazas Boulevard was constructed in the 1960s, and by 1968, the subject lot was the only vacant parcel in its immediate vicinity.

The subject site was developed in 1969 with a gas station and a restaurant along el Camino Real, and a commercial building set back from the road. The commercial building expanded with a northern addition in 1973. The area became heavily developed with shopping centers and commercial buildings along El Camino Real which were surrounded by residential development—predominantly single-family houses—by the 1970s.<sup>6</sup> The subject buildings received alterations over time and a kiosk was added to the gas station in 1996.

The detailed construction chronologies of the subject properties are listed below.

### ***Construction Chronology for 3141 El Camino Real (APN 220-32-057)***

According to the building permits, the existing one-story restaurant structure was built in 1969 as a Taco Bell at 3075 El Camino Real. Below is a list of permits on file and a summary of the more substantial permitted work that took place on the property.<sup>7</sup>

- |      |  |
|------|--|
| 1969 | Permit application to construct a Taco Bell. Permit No. 34951. |
| 1975 | Remodel drive thru the Taco Bell restaurant. Permit No. 45019. |
| 1996 | Permit for electrical and plumbing work. Permit No. 108312.    |

<sup>3</sup> Largely taken from PAST Consultants, *San Jose Modernism, Historic Context Statement* (June 2009), 77-78.

<sup>4</sup> Virginia Savage McAlester, *Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture* (New York: Alfred A Knopf, 2013), 510-514.

<sup>5</sup> Sanborn fire insurance maps were not available for the area. Historical aerials from 1948 through the 2000s, and building permits provide a reasonable timeline for the development of the site.

<sup>6</sup> Historical Aerials by NETR Online (accessed October 22, 2020).

<sup>7</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc#/lookup) (accessed October 12, 2020).



2011 Permit for interior alterations. Permit No. 25211.

The existing commercial/office structures on site were built in several phases over a few years. The initial building was constructed in 1969 and featured a single story. Four years later a larger section was added north of the initial construction and was two-stories. After the initial construction, many small improvements have been made to the complex over the years including signage changes, minor interior alterations for tenant improvements as well as mechanical, electrical, and plumbing upgrades. Noted below are the more substantial work that occurred on the property.<sup>8</sup>

- 1969 Permit application to erect 7-11 store and retail shops. Permit No. 34973 (3141 El Camino Real).
- 1973 Permit application to construct a two-story commercial building: 1st floor = 10,800sf and 2nd floor = 3,900sf. Permit No. 41793 (3085 El Camino Real).
- 1974 Permit application to complete electrical, plumbing, and mechanical work. Permit No. 33258 (3095 El Camino Real).
- Permit to install partitions in offices. Permit No. 42063 (3105 El Camio Real).
- Permit application to complete the interior of a beauty shop. Permit No. 42238 (3083 El Camino Real).
- Permit application to complete the interior of "Read World" retail store. Permit No. 42239 (3085 El Camino Real).
- Permit application to complete interior of a commercial meat market. Permit No. 42520 (3087 El Camino Real).
- Permit to install partitions for a retail store. Permit No. 42567 (3097 El Camino Real).
- Permit to install partitions for a retail store. Permit No. 42568 (3099 El Camino Real).
- Permit application to add signage for a dress shop. Permit No. 43058 (3077 El Camino Real).
- Permit to complete the interior of a florist shop. Permit No. 43059 (3081 El Camino Real).
- 1975 Permit application to complete the interior of office space. Permit No. 43603 (3109 El Camino Real).
- 1976 Permit for a restaurant and bar space. Permit No. 45049 (3145 El Camino Real).
- 1977 Permit application for an ice cream shop. Permit No. 48070 (3077 El Camino Real).
- 1978 Permit application for an interior remodel of sandwich and grocery store. Permit No. 49488 (3151 El Camino Real).
- 1993 Permit to repair vehicle damage of porch overhang. Permit No. 097541 (3153 El Camino Real).

### ***Construction Chronology for 3155 El Camino Real (APN 220-32-058)***

The site was originally developed as a Mobile gas station in 1969. Three structures are located at this corner property – the service building, the canopy and the attendant kiosk. Today the site serves as an auto repair shop and car wash. Below is a list of building permits on file and a summary of what the permit work entailed.<sup>9</sup>

- 1969 Permit application to construct a Mobile Oil Station with an automotive service station. Permit No. 35512.

<sup>8</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc/#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc/#/lookup) (accessed October 12, 2020).

<sup>9</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc/#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc/#/lookup) (accessed October 12, 2020).

- 1992 Permit to install new doors. Permit No. 093684.
- 1996 Permit application to construct a car wash office. Permit No. 113444. (This could be the attendant kiosk that is onsite.)
- 2001 Permit application for interior remodel including enclosing windows. Permit No. 10788.

## HISTORIC CONTEXT

The town of Santa Clara began to take shape in the 1850s. The town site was surveyed into lots, and one lot was given to each citizen to build a house on it. A schoolhouse and a church were built, several hotels erected, and mercantile businesses established. In 1851, Santa Clara College was established on the old mission site and became a prominent feature of the developing town. Santa Clara incorporated as a town in 1852 and became a state-chartered city in 1862. As the town grew, it was supported by a variety of manufacturing, seed, and fruit industries. The immediate vicinity around Santa Clara became well-known for its orchards and farms. By 1906, the population of the city had grown to nearly 5,000. The population remained fairly stable and did not increase greatly until after World War II when the city outgrew its 19<sup>th</sup> century boundaries and expanded to open lands north and west of the original city limits. The farms and orchards began to accommodate the burgeoning population.<sup>10</sup>

Soon after World War II, the business community launched an active campaign to attract new non-agricultural related industries to Santa Clara County. Early industries that established plants in the Santa Clara Valley included Chicago's International Mineral and Chemical Corporation's Accent plant, the General Electric plant, and IBM. By the 1960s, Santa Clara County's economic base was dependent upon the electronic and defense industries. Attracted by the increasing job market, the population of the Santa Clara Valley experienced phenomenal growth after 1950. Between 1950 and 1969, residential subdivisions replaced orchards at an amazing speed. Rural roads were widened into freeways, and expressways and boulevards were lined with restaurants and automobile salesrooms. Santa Clara County cities and towns along major transportation arteries grew exponentially. Major and minor strip mall shopping centers sprung up to serve outlying residential areas throughout the County, attracting additional residential and commercial development.<sup>11</sup> By 1990, the city covered 19.3 square miles and had a population of more than 93,000.<sup>12</sup>

## ARCHITECT/BUILDER

The research did not reveal any design professionals associated with the initial design and/or construction of the subject properties at 3141-3155 El Camino Real.

## OCCUPANCY HISTORY

The corner parcel (3155 El Camino Real, APN 220-32-058) was originally developed in 1969 as a Mobile gas station. According to the 1970 San Jose Suburban Directory, Gary's Mobil Service was at this address.<sup>13</sup>

On the adjacent L-shaped parcel (APN 220-32-057), the one-story restaurant structure at 3075 El Camino Real was built in 1969 as a Taco Bell. It was occupied by the same business until at least 1975.<sup>14</sup> The two-story commercial/office complex was built in several phases over a few years, and has been occupied by offices,

<sup>10</sup> Summarized from "A Brief History of Santa Clara," City of Santa Clara, <https://www.santaclaraca.gov/our-city/about-santa-clara/city-history> (accessed October 23, 2020).

<sup>11</sup> Summarized from Archives & Architecture, LLC., *County of Santa Clara, Historic Context Statement*, December 2004 (updated February 2012), 46-47.

<sup>12</sup> "A Brief History of Santa Clara," City of Santa Clara.

<sup>13</sup> 1970 San Jose Suburban Directory (Ancestry.com).

<sup>14</sup> 1970 San Jose Suburban Directory (Ancestry.com); City of Santa Clara, *Smart Permit*.

restaurants, and retail shops. The property was also referred to as “Bowers Plaza” or “Bowers Plaza Shopping Center” in the local newspapers. According to the 1970 San Jose Suburban Directory, 3141 El Camino Real was vacant and a liquor and wine store occupied 3149 El Camino Real.<sup>15</sup> Santa Clara Arena Theater was located on and performed plays at 3091 El Camino Real from 1975 to 1981.<sup>16</sup>

## REGULATORY FRAMEWORK

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

### California Register of Historical Resources Criteria

The California Office of Historic Preservation’s Technical Assistance Series #6, *California Register and National Register: A Comparison*, outlines the differences between the federal and state processes. The criteria to be used when establishing the significance of a property for listing on the California Register of Historical Resources (CRHR) are very similar, with emphasis on local and state significance. They are:

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.<sup>17</sup>

The CRHR requires the establishment of historic significance before integrity is considered. California’s integrity threshold is slightly lower than the federal level. As a result, some resources that are historically significant but do not meet National Register of Historic Places (NRHP) integrity standards may be eligible for listing on the CRHR.<sup>18</sup>

California’s list of special considerations is shorter and more lenient than the NRHP. It includes some allowances for moved buildings, structures, or objects, as well as lower requirements for proving the significance of resources that are less than 50 years old and a more elaborate discussion of the eligibility of reconstructed buildings.<sup>19</sup>

In addition to separate evaluations for eligibility for the CRHR, the state automatically lists on the CRHR resources that are listed or determined eligible for the NRHP through a complete evaluation process.<sup>20</sup>

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<sup>15</sup> 1970 San Jose Suburban Directory (Ancestry.com).

<sup>16</sup> *San Francisco Examiner*, multiple advertisements from 1975 to 1981 (Newspapers.com).

<sup>17</sup> California Office of Historic Preservation, *California Register and National Register: A Comparison*, Technical Assistance Series 6, (Sacramento, 2001), 1.

<sup>18</sup> *California Register and National Register: A Comparison*.

<sup>19</sup> *Ibid.*, 2.

<sup>20</sup> All State Historical Landmarks from number 770 onward are also automatically listed on the California Register. California Office of Historic Preservation, *California Register of Historical Resources: The Listing Process*, Technical Assistance Series 5 (Sacramento, n.d.), 1.

### *Integrity*

Second, 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."<sup>21</sup> While a property's significance relates to its role within a specific historic context, its integrity refers to "a property's physical features and how they relate to its significance."<sup>22</sup> To determine if a property retains the physical characteristics corresponding to its historic context, the NRHP has identified seven aspects of integrity, which the CRHR closely follows:<sup>23</sup>

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 culture or people during any given period in history or prehistory.

Feeling is a 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.<sup>24</sup>

Since integrity is based on a property's significance within a specific historic context, an evaluation of a property's integrity can only occur after historic significance has been established.

### **City of Santa Clara Criteria**

The criteria for local significance were adapted on April 20, 2004, by the City of Santa Clara City Council. Any building, site, or property in the City that is 50 years old or older and meets certain criteria of architectural, cultural, historical, geographical or archeological significance is potentially eligible.

### ***Criterion for Historical or Cultural Significance***

To be historically or culturally significant, a property must meet at least one of the following criteria:

1. The site, building or property has character, interest, integrity and reflects the heritage and cultural development of the city, region, state, or nation.
2. The property is associated with a historical event.
3. The property is associated with an important individual or group who contributed in a significant way to the political, social and/or cultural life of the community.
4. The property is associated with a significant industrial, institutional, commercial, agricultural, or transportation activity.

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<sup>21</sup> United States Department of the Interior, *How to Apply the National Register Criteria for Evaluation*, National Register Bulletin, No. 15 (Washington, D.C., 1997), 3.

<sup>22</sup> *How to Apply the National Register Criteria for Evaluation*, 44.

<sup>23</sup> *Ibid.*, 1.

<sup>24</sup> *Ibid.*, 44-45.

5. A building's direct association with broad patterns of local area history, including development and settlement patterns, early or important transportation routes or social, political, or economic trends and activities. Included is the recognition of urban street pattern and infrastructure.
6. A notable historical relationship between a site, building, or property's site and its immediate environment, including original native trees, topographical features, outbuildings or agricultural setting.

#### ***Criterion for Architectural Significance***

To be architecturally significant, a property must meet at least one of the following criteria:

1. The property characterizes an architectural style associated with a particular era and/or ethnic group.
2. The property is identified with a particular architect, master builder or craftsman.
3. The property is architecturally unique or innovative.
4. The property has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance.
5. The property has a visual symbolic meaning or appeal for the community.
6. A building's unique or uncommon building materials, or its historically early or innovative method of construction or assembly.
7. A building's notable or special attributes of an aesthetic or functional nature. These may include massing, proportion, materials, details, fenestration, ornamentation, artwork or functional layout.

#### ***Criterion for Geographic Significance***

To be geographically significant, a property must meet at least one of the following criteria:

1. A neighborhood, group or unique area directly associated with broad patterns of local area history.
2. A building's continuity and compatibility with adjacent buildings and/or visual contribution to a group of similar buildings.
3. An intact, historical landscape or landscape features associated with an existing building.
4. A notable use of landscaping design in conjunction with an existing building.<sup>25</sup>

#### ***Criterion for Archaeological Significance***

For the purposes of CEQA, an "important archaeological resource" is one which:

1. Is associated with an event or person of
  - a. Recognized significance in California or American history, or
  - b. Recognized scientific importance in prehistory.
2. Can provide information, which is both of demonstrable public interest, and useful in addressing scientifically consequential and reasonable or archaeological research questions;
3. Has a special or particular quality such as oldest, best example, largest, or last surviving example of its kind;
4. Is at least 100 years old and possesses substantial stratigraphic integrity; or

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<sup>25</sup> City of Santa Clara, "City of Santa Clara General Plan – 8.9 Historic Preservation and Resource Inventory," p 8.9-18 and 8.9-19.

5. Involves important research questions that historical research has shown can be answered only with archaeological methods.

## SIGNIFICANCE EVALUATION

### Current Historic Status

The subject parcels, including the buildings at 3141 and 3155 El Camino Real, have not been identified on any State, County, or city historic resources inventory.

### 3141 El Camino Real (APN 220-32-057) - California Register of Historical Resources Evaluation

#### *Criterion 1 – Association with significant events*

Noted as “Bowers Plaza” in the city directories and local newspapers, the restaurant and the commercial buildings at 3141 El Camino Real were constructed in 1969, at the end of a period during which the region was rapidly transforming from orchards to commercial and residential suburbs. However, the subject property is not associated with the mid-20<sup>th</sup> century commercial development along El Camino Real or suburban development of Santa Clara in an individually significant way. The buildings are among many commercial structures that were constructed during this period. Therefore, the subject property does not appear eligible for listing in the CRHR under Criterion 1.

#### *Criterion 2 – Persons*

No persons of known historical significance appear to have been associated with the subject property. None of the owners or occupants have been identified as important to the history of Santa Clara or California. Therefore, the property does not appear eligible for listing in the CRHR under Criterion 2.

#### *Criterion 3 – Architecture and Construction*

The buildings on the subject parcel are of common construction and materials with no notable or special attributes, and do not possess high artistic value. Constructed in 1969 and expanded in 1973, the horizontal massing, flat roof, and aluminum storefronts of the commercial buildings on this parcel were influenced by the Commercial Modern architectural style; however, the property is not an exemplary representative of the style. Some features of the restaurant building, such as its clay tile clad shed roof and shaped parapet, were influenced by the Mission Revival style; however, the building is not an exemplary representative of the style. No master architects, designers or builders has been associated with the property. A free-standing sign associated with the property stands along El Camino Real. Even though the free-standing advertising signs along prominent commercial corridors are among the character-defining features of the mid-20<sup>th</sup> century Commercial Modern architecture, this sign is not a notable example of its type. Overall, the subject property does not appear eligible for listing in the CRHR under Criterion 3.

#### *Criterion 4 – Information Potential*

Archival research provided no indication that the subject property has the potential to yield information important to the prehistory or history of the local area, California, or the nation. The property does not appear eligible for listing in the CRHR under Criterion 4.

### 3141 El Camino Real (APN 220-32-057) – City of Santa Clara Significance Evaluation

#### *Criterion for Historical or Cultural Significance*

1. *The site, building or property has character, interest, integrity and reflects the heritage and cultural development of the city, region, state, or nation.*

3141 El Camino Real, developed from 1969 to 1973, reflects the mid-20<sup>th</sup> century expansion of the commercial corridor along El Camino Real. However, the property does not reflect the development of the City of Santa Clara as a whole.

2. *The property is associated with a historical event.*

Research has not indicated the property is associated with a particular historical event.

3. *The property is associated with an important individual or group who contributed in a significant way to the political, social and/or cultural life of the community.*

No persons or groups of significance are associated with the property.

4. *The property is associated with a significant industrial, institutional, commercial, agricultural, or transportation activity.*

The property is only loosely associated with the commercial development along El Camino Real; it does not relate to the commercial development of the city as a whole.

5. *A building's direct association with broad patterns of local area history, including development and settlement patterns, early or important transportation routes or social, political, or economic trends and activities. Included is the recognition of urban street pattern and infrastructure.*

This property is not associated with development patterns of the City of Santa Clara in an individually significant way.

6. *A notable historical relationship between a site, building, or property's site and its immediate environment, including original native trees, topographical features, outbuildings or agricultural setting.*

This property lacks a historical relationship with its immediate environment.

The property at 3141 El Camino Real does not appear eligible for local listing under historical or cultural significance.

Criterion for Architectural Significance

To be architecturally significant, a property must meet at least one of the following criteria:

1. *The property characterizes an architectural style associated with a particular era and/or ethnic group.*

The design of the L-shaped commercial building complex on this parcel was influenced by the Commercial Modern architectural style that is evident in the horizontal massing, flat roof, and aluminum storefronts of the commercial buildings; however, the property is not an exemplary representative of the style. Although the restaurant building features some Mission Revival features, overall, the building lacks a distinct style.

2. *The property is identified with a particular architect, master builder or craftsman.*

No design professionals are associated with the property.

3. *The property is architecturally unique or innovative.*

Neither the restaurant building nor the commercial buildings on the subject parcel appear to be architecturally unique or innovative. The buildings are among many commercial structures that were constructed during this period.

4. *The property has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance.*

The property does not appear to have any relationship to other potentially eligible areas.

5. *The property has a visual symbolic meaning or appeal for the community.*

The property does not appear to have any visual symbolic meaning or appeal for the community.

6. *A building's unique or uncommon building materials, or its historically early or innovative method of construction or assembly.*

The subject buildings appear to have been of common construction and materials and are not unique or innovative in construction or assembly for their time.

7. *A building's notable or special attributes of an aesthetic or functional nature. These may include massing, proportion, materials, details, fenestration, ornamentation, artwork or functional layout.*

The property is ordinary with no notable or special attributes.

The property at 3141 El Camino Real does not appear eligible for listing for architectural significance.

Criterion for Geographic Significance

To be geographically significant, a property must meet at least one of the following criteria:

1. *A neighborhood, group or unique area directly associated with broad patterns of local area history.*

Even though the property is associated with the mid-20<sup>th</sup> century commercial growth along El Camino Real, it is not associated with broad patterns of the local area history in an individually significant way.

2. *A building's continuity and compatibility with adjacent buildings and/or visual contribution to a group of similar buildings.*

The buildings at the subject parcel are compatible with the surrounding commercial buildings and landscape; most buildings are similar in scale and material. However, the connection is minimal, and this does not create a significant visual link with the adjacent buildings.

3. *An intact, historical landscape or landscape features associated with an existing building.*

There are no intact historical landscape features associated with 3141 El Camino Real.

4. *A notable use of landscaping design in conjunction with an existing building.*

3141 El Camino Real does not have a notable use of landscape design.

3141 El Camino Real does not appear eligible for listing for geographic significance.

Criterion for Archeological Significance

3141 El Camino Real was not evaluated for archeological significance.

In conclusion, the property at 3141 El Camino Real (APN 220-32-057) cannot be considered a historic resource since it does not appear individually eligible for listing in the CRHR or the City of Santa Clara's Historic Resource Inventory as it does not have significance under any criteria.



### **3155 El Camino Real (APN 220-32-058) - California Register of Historical Resources Evaluation**

#### *Criterion 1 – Association with significant events*

The gas station at 3155 El Camino Real was constructed in 1969, at the end of a period during which the region was rapidly transforming from orchards to commercial and residential suburbs. However, the subject property is not associated with the mid-20<sup>th</sup> century commercial development along El Camino Real or suburban development of Santa Clara in an individually significant way. The property is among many commercial structures that were constructed during this period. Therefore, the subject property does not appear eligible for listing in the CRHR under Criterion 1.

#### *Criterion 2 – Persons*

No persons of known historical significance appear to have been associated with the subject property. None of the owners or occupants have been identified as important to the history of Santa Clara or California. Therefore, the property does not appear eligible for listing in the CRHR under Criterion 2.

#### *Criterion 3 – Architecture and Construction*

The buildings on the subject parcel are of common construction and materials with no notable or special attributes, and do not possess high artistic value. Constructed in 1969, the horizontal massing, flat roof, and aluminum-sash openings of the service building were influenced by the Commercial Modern style while the clay tile clad mansard roofs were possibly influenced by the Mission Revival style; however, the property is not an exemplary representative of these architectural styles. No master architects, designers or builders has been associated with the property. Overall, the subject property does not appear eligible for listing in the CRHR under Criterion 3.

#### *Criterion 4 – Information Potential*

Archival research provided no indication that the subject property has the potential to yield information important to the prehistory or history of the local area, California, or the nation. The property does not appear eligible for listing in the CRHR under Criterion 4.

### **3155 El Camino Real (APN 220-32-058) – City of Santa Clara Significance Evaluation**

#### *Criterion for Historical or Cultural Significance*

1. *The site, building or property has character, interest, integrity and reflects the heritage and cultural development of the city, region, state, or nation.*

3155 El Camino Real, constructed in 1969 as a gas station, reflects the mid-20<sup>th</sup> century expansion of the commercial corridor along El Camino Real. However, the property does not reflect the development of the City of Santa Clara as a whole.

2. *The property is associated with a historical event.*

Research has not indicated the property is associated with a particular historical event.

3. *The property is associated with an important individual or group who contributed in a significant way to the political, social and/or cultural life of the community.*

No persons or groups of significance are associated with the property.

4. *The property is associated with a significant industrial, institutional, commercial, agricultural, or transportation activity.*

The property is only loosely associated with the commercial development along El Camino Real; it does not relate to the commercial development of the city as a whole.

5. *A building's direct association with broad patterns of local area history, including development and settlement patterns, early or important transportation routes or social, political, or economic trends and activities. Included is the recognition of urban street pattern and infrastructure.*

This property is not associated with development patterns of the City of Santa Clara in an individually significant way.

6. *A notable historical relationship between a site, building, or property's site and its immediate environment, including original native trees, topographical features, outbuildings or agricultural setting.*

This property lacks a historical relationship with its immediate environment.

The property at 3155 El Camino Real does not appear eligible for local listing under historical or cultural significance.

#### Criterion for Architectural Significance

To be architecturally significant, a property must meet at least one of the following criteria:

1. *The property characterizes an architectural style associated with a particular era and/or ethnic group.*

The design of the former gas station buildings on this parcel were influenced by the Commercial Modern and Mission Revival architectural styles; however, the buildings are not exemplary representatives of these styles.

2. *The property is identified with a particular architect, master builder or craftsman.*

No design professionals are associated with the property.

3. *The property is architecturally unique or innovative.*

The structures on the subject parcel do not appear to be architecturally unique or innovative.

4. *The property has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance.*

The property does not appear to have any relationship to other potentially eligible areas.

5. *The property has a visual symbolic meaning or appeal for the community.*

The property does not appear to have any visual symbolic meaning or appeal for the community.

6. *A building's unique or uncommon building materials, or its historically early or innovative method of construction or assembly.*

The buildings appear to have been of common construction and materials and are not unique or innovative in construction or assembly for their time.

7. *A building's notable or special attributes of an aesthetic or functional nature. These may include massing, proportion, materials, details, fenestration, ornamentation, artwork or functional layout.*

The property is ordinary with no notable or special attributes.

The property at 3155 El Camino Real does not appear eligible for listing for architectural significance.

#### Criterion for Geographic Significance

To be geographically significant, a property must meet at least one of the following criteria:

1. *A neighborhood, group or unique area directly associated with broad patterns of local area history.*  
Even though the property is associated with the mid-20<sup>th</sup> century commercial growth along El Camino Real, it is not associated with broad patterns of the local area history in an individually significant way.
2. *A building's continuity and compatibility with adjacent buildings and/or visual contribution to a group of similar buildings.*  
The buildings at the subject parcel are compatible with the surrounding commercial buildings and landscape; most buildings are similar in scale and material. However, the connection is minimal, and this does not create a significant visual link with the adjacent buildings.
3. *An intact, historical landscape or landscape features associated with an existing building.*  
There are no intact historical landscape features associated with 3155 El Camino Real.
4. *A notable use of landscaping design in conjunction with an existing building.*  
3155 El Camino Real does not have a notable use of landscape design.

3155 El Camino Real does not appear eligible for listing for geographic significance.

Criterion for Archeological Significance

3155 El Camino Real was not evaluated for archeological significance.

In conclusion, the property at 3155 El Camino Real (APN 220-32-058) cannot be considered a historic resource since it does not appear individually eligible for listing in the CRHR or the City of Santa Clara's Historic Resource Inventory as it does not have significance under any criteria.

**CONCLUSION**

Of the properties located within the project site, none appear eligible for listing in the CRHR or the City of Santa Clara's Historic Resource Inventory. The properties at 3141-3155 El Camino Real do not appear to possess sufficient historical significance in reference to the CRHR criteria. The properties are not associated with the suburban commercial growth of El Camino Real or Santa Clara in an individually significant way. No persons of significance are known to be directly associated with the properties. The buildings fail to be an exemplary representative of an architectural style; they appear to be of common construction and materials with no notable attributes. No designer professionals have been associated with the properties. The properties are unlikely to yield information important to the prehistory or history of the area. Therefore, the subject properties at 3141-3155 El Camino Real do not appear to be individually eligible for listing in the CRHR. The subject properties also do not appear to be eligible for listing on the City of Santa Clara's Historic Resource Inventory as they do not have significance under any one of the criteria.

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## **APPENDIX**

DPR Forms

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

Primary #  
 HRI #  
 Trinomial  
**NRHP Status Code**

Other  
 Review Code

Reviewer

Date

Listings

Page 1 of 11 \*Resource Name or #: (Assigned by recorder) 3141 El Camino Real

P1. Other Identifier: \_\_\_\_\_

\*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 \_\_\_\_\_ Date \_\_\_\_\_ T \_\_\_\_\_; R \_\_\_\_\_; \_\_\_\_\_ of \_\_\_\_\_ of Sec \_\_\_\_\_; \_\_\_\_\_ B.M.

c. Address 3141 El Camino Real City Santa Clara Zip 95051

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, decimal degrees, etc., as appropriate)  
 APN 220-32-057

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

The subject parcel is located north of El Camino Real and east of Calabazas Boulevard in Santa Clara. El Camino Real (State Route 82) is one of the main arterial east/west roads that run through the city connecting San Jose to Sunnyvale. The parcel features a single-story restaurant and three one- to two-story commercial structures arranged in an L-shaped complex. The large L-shaped complex houses numerous commercial units from restaurants to offices. Paved parking separates the restaurant building from the commercial complex. A tall free-standing sign indicates the name of the shopping plaza – Bowers Plaza – and features a clay tile gable top, a mission bell, as well as other signage for businesses on the site. To the east of the parcel is an auto dealership. Other auto related businesses are located across El Camino Real to the south and Calabazas Boulevard to the west. A residential neighborhood stands to the north of the parcel. (See Continuation Sheet.)

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



\*P3b. **Resource Attributes:** (List attributes and codes) \_\_\_\_\_

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

\*P5b. **Description of Photo:** (view, date, accession #)

The front façade of the restaurant building, TreanorHL, October 2020.

\*P6. **Date Constructed/Age and Source:**  Historic  Prehistoric  
 Both  
1969, permits

\*P7. **Owner and Address:** \_\_\_\_\_

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

TreanorHL  
460 Bush Street San Francisco, CA

\*P9. **Date Recorded:** Nov 2, 2020

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

\*P11. **Report Citation:** (Cite survey report and other sources, or enter "none.") TreanorHL, 3141-3155 El Camino Real Santa Clara, CA, Historic Resources Evaluation – Draft, November 2, 2020

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

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*Resource Name or # (Assigned by recorder) 3141 El Camino Real \*NRHP Status Code \_\_\_\_\_  
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B1. Historic Name: \_\_\_\_\_  
B2. Common Name: 3141 El Camino Real  
B3. Original Use: Commercial B4. Present Use: Commercial  
\*B5. Architectural Style: Commercial Modern and Mission Revival influenced  
\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed in 1969; additions and alterations over time. (See Continuation Sheet.)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: \_\_\_\_\_

B9a. Architect: \_\_\_\_\_ b. Builder: \_\_\_\_\_

\*B10. Significance: Theme \_\_\_\_\_ Area \_\_\_\_\_  
Period of Significance \_\_\_\_\_ Property Type \_\_\_\_\_ Applicable Criteria \_\_\_\_\_

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

According to the historical aerials, the area around the intersection of El Camino Real and Calabazas Creek was still agricultural, primarily orchards in the late 1940s, and began urbanization in the mid-20<sup>th</sup> century.<sup>1</sup> The subject site was a part of the large orchard to the northeast of the intersection. The earliest residential development appeared to the west and south of the subject site in the mid-1950s. Commercial development along El Camino Real, including shopping centers and commercial buildings with larger footprints, also started to come up during this period. Calabazas Boulevard was constructed in the 1960s, and by 1968, the subject lot was the only vacant parcel in its immediate vicinity.

The subject parcel was developed in 1969 with a restaurant along El Camino Real and a commercial building set back from the road. A gas station was also constructed in 1969 on the adjacent parcel. The commercial building expanded with a northern addition in 1973. The area became heavily developed with shopping centers and commercial buildings along El Camino Real which were surrounded by residential development—predominantly single-family houses—by the 1970s.<sup>2</sup> The subject buildings received alterations over time. (See Continuation Sheet.)

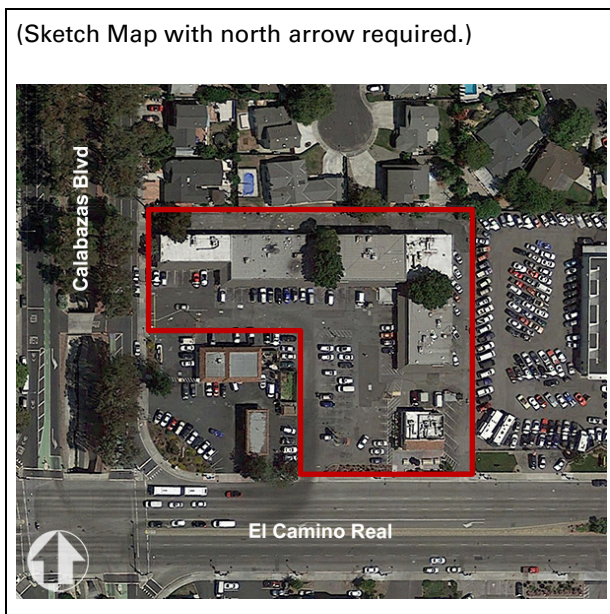
B11. Additional Resource Attributes: (List attributes and codes) \_\_\_\_\_

\*B12. References:  
See Continuation Sheets.

B13. Remarks:

\*B14. Evaluator: TreanorHL  
\*Date of Evaluation: November 2, 2020

(This space reserved for official comments.)



## CONTINUATION SHEET

Property Name: 3141 El Camino Real

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### \*P3a. Description, Continued:

#### *Restaurant Building*

Constructed in 1969 as a Taco Bell, this one-story restaurant building is almost square in plan with a small jog at the north façade. The wood frame structure features a clay tile clad shed roof at the front façade and a flat roof over the majority of the building. A low parapet hides mechanical units on the flat roof. The parapet features a shaped element above the entry. This shaped parapet element also is adorned with the name of the restaurant housed within. Faux brick clads the exterior of the building. The south façade has four arched openings, three of which span to the ground and serve as doors, while the other is a fixed window. These openings are offset to the east side of the structure. The east façade features a single arched window, while the west façade has three. At the west side of the north façade there is an arched window similar to the others found around the building. All window and door openings have aluminum assemblies, except for two flush doors on the north side. A small canopy on the north side of the building protects several doors. A small canvas canopy adorns the west side of the building and shelters the three arched windows. A seating area runs the length of the building on the El Camino Real side of the structure. Planters are present on the east, south and west sides of the building and contain modest shrubs and bushes. A large post mounted sign, west of the structure, displays information about the restaurant on site. Today the building houses a restaurant serving Indian cuisine.

#### *Commercial/Office Complex*

Building permits indicate this commercial complex was likely built in phases, with the first portion completed in 1969. A later permit identifies that the largest, two-story section of the complex was constructed in 1973.<sup>3</sup> Overall, this complex features three one- to two-story commercial/office buildings arranged in an L-shape, connected by a sheltered exterior walkway. It is of concrete masonry construction on the ground floor and board and batten wood cladding at the upper level. On the non-alley façades, the concrete block has a split face finish and is finished to look like brick. Board and batten cladding adorn the walls on the ground floor below the storefront window assemblies. All windows on the ground floor appear to be fixed while the upper level has three-part windows—a fixed window flanked by casements. All window and door assemblies are aluminum. Double or single doors open into the commercial units. Multiple configurations are visible around the complex. A sheltered walkway lines the storefronts of the complex. The asphalt shingle-clad roof of the walkway, supported by square wood posts, slopes away from the buildings. A mansard-like asphalt shingle-clad structure functions as a parapet and hides the flat roof that shelters most of the structure at the first floor. An asphalt shingle-clad mansard roof tops the second floor and hides the mechanical units on the roof. The two-story section of the complex is located toward the northeast side. The most western section of the complex is narrower than the rest.

While the sheltered walkway gives the L-shaped complex a cohesive appearance, this element conceals the fact that two outdoor walkways divide the complex into three separate structures. The portion of the complex that projects south is divided from the northern section by an exterior, open-air walkway which features vegetation including a large tree. The northern portion of the complex features a similar walkway just west of the two-story section.

The east and north façades of the complex face narrow vehicle access ways which are also used for parking. Each of the commercial units has a flush door or rollup door accessing this area for deliveries. The two-story section of the complex features identical three-part windows to those seen on the front of the building. On these secondary facades the ground floor features concrete masonry unit (CMU) while



## CONTINUATION SHEET

Property Name: 3141 El Camino Real

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the upper level features the wood cladding similar to what is seen on the front of the complex.

A freestanding sign with a tile-clad gable roof identifies the plaza as “Bowers Plaza.” Two square posts support the roof which shelters a bell. Many of the businesses in the plaza are identified on the illuminated sign. The signage appears to have been modified over the years as businesses changed within the plaza.

### \*B6. Construction History, Continued:

According to the building permits, the existing one-story restaurant structure was built in 1969 as a Taco Bell at 3075 El Camino Real. Below is a list of permits on file and a summary of the more substantial permitted work that took place on the property.<sup>4</sup>

- 1969 Permit application to construct a Taco Bell. Permit No. 34951.
- 1975 Remodel drive thru the Taco Bell restaurant. Permit No. 45019.
- 1996 Permit for electrical and plumbing work. Permit No. 108312.
- 2011 Permit for interior alterations. Permit No. 25211.

The existing commercial/office structures on site were built in several phases over a few years. The initial building was constructed in 1969 and featured a single story. Four years later a larger section was added north of the initial construction and was two-stories. After the initial construction, many small improvements have been made to the complex over the years including signage changes, minor interior alterations for tenant improvements as well as mechanical, electrical, and plumbing upgrades. Noted below are the more substantial work that occurred on the property.<sup>5</sup>

- 1969 Permit application to erect 7-11 store and retail shops. Permit No. 34973 (3141 El Camino Real).
- 1973 Permit application to construct a two-story commercial building: 1st floor = 10,800sf and 2nd floor = 3,900sf. Permit No. 41793 (3085 El Camino Real).
- 1974 Permit application to complete electrical, plumbing, and mechanical work. Permit No. 33258 (3095 El Camino Real).
  - Permit to install partitions in offices. Permit No. 42063 (3105 El Camio Real).
  - Permit application to complete the interior of a beauty shop. Permit No. 42238 (3083 El Camino Real).
  - Permit application to complete the interior of “Read World” retail store. Permit No. 42239 (3085 El Camino Real).
  - Permit application to complete interior of a commercial meat market. Permit No. 42520 (3087 El Camino Real).
  - Permit to install partitions for a retail store. Permit No. 42567 (3097 El Camino Real).
  - Permit to install partitions for a retail store. Permit No. 42568 (3099 El Camino Real).
  - Permit application to add signage for a dress shop. Permit No. 43058 (3077 El Camino Real).

## CONTINUATION SHEET

Property Name: 3141 El Camino Real

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- Permit to complete the interior of a florist shop. Permit No. 43059 (3081 El Camino Real).
- 1975 Permit application to complete the interior of office space. Permit No. 43603 (3109 El Camino Real).
- 1976 Permit for a restaurant and bar space. Permit No. 45049 (3145 El Camino Real).
- 1977 Permit application for an ice cream shop. Permit No. 48070 (3077 El Camino Real).
- 1978 Permit application for an interior remodel of sandwich and grocery store. Permit No. 49488 (3151 El Camino Real).
- 1993 Permit to repair vehicle damage of porch overhang. Permit No. 097541 (3153 El Camino Real).

### **\*B10. Significance, Continued:**

#### Historic Context

The town of Santa Clara began to take shape in the 1850s. The town site was surveyed into lots, and one lot was given to each citizen to build a house on it. A schoolhouse and a church were built, several hotels erected, and mercantile businesses established. In 1851, Santa Clara College was established on the old mission site and became a prominent feature of the developing town. Santa Clara incorporated as a town in 1852 and became a state-chartered city in 1862. As the town grew, it was supported by a variety of manufacturing, seed, and fruit industries. The immediate vicinity around Santa Clara became well-known for its orchards and farms. By 1906, the population of the city had grown to nearly 5,000. The population remained fairly stable and did not increase greatly until after World War II when the city outgrew its 19<sup>th</sup> century boundaries and expanded to open lands north and west of the original city limits. The farms and orchards began to accommodate the burgeoning population.<sup>6</sup>

Soon after World War II, the business community launched an active campaign to attract new non-agricultural related industries to Santa Clara County. Early industries that established plants in the Santa Clara Valley included Chicago's International Mineral and Chemical Corporation's Accent plant, the General Electric plant, and IBM. By the 1960s, Santa Clara County's economic base was dependent upon the electronic and defense industries. Attracted by the increasing job market, the population of the Santa Clara Valley experienced phenomenal growth after 1950. Between 1950 and 1969, residential subdivisions replaced orchards at an amazing speed. Rural roads were widened into freeways, and expressways and boulevards were lined with restaurants and automobile salesrooms. Santa Clara County cities and towns along major transportation arteries grew exponentially. Major and minor strip mall shopping centers sprung up to serve outlying residential areas throughout the County, attracting additional residential and commercial development.<sup>7</sup> By 1990, the city covered 19.3 square miles and had a population of more than 93,000.<sup>8</sup>

#### Architect/Builder

The research did not reveal any design professionals or builders associated with the property.

#### Architectural Styles

Constructed in 1969 and into the 1970s, the buildings at 3141 El Camino Real feature rudimentary elements of Commercial Modern design that were becoming more popular as the suburban landscape was

## CONTINUATION SHEET

Property Name: 3141 El Camino Real

Page 6 of 11

expanding.

The **Commercial Modern** architectural style (ca. 1945-1975) refers to the more common commercial buildings utilizing Modernist design principles. Typically, these feature wide expanses of glass set within steel frames, often on a base of concrete or steel columns. The modular steel structural systems could be adapted to fit the many applications of commercial architecture which required open expanses of glass for display. Typically, the display windows rest on a base of Roman (elongated) brick and/or concrete. Commercial Modern buildings use sparse, if any decoration. Instead, they defer to the clean lines created by the steel and glass structure. Decoration normally takes the form of large letters communicating the type of business prominently displayed on the building itself, or in large freestanding signs on the site to attract passing motorists. In Santa Clara, the Commercial Modern style is found along numerous automobile commercial strips, particularly along the major arterial entries that run through the city. The character-defining features of the style include:

- Horizontal, angular massing
- Flat or low-pitched roofs
- Extensive use of glass, commonly set within flush-mounted steel or aluminum frames
- Expressed structural system
- Large commercial advertising mounted directly to building
- Large, free-standing advertising signs located prominently along the road
- Use of modern cladding materials, such as Roman brick, porcelain enamel, ceramic tile, prismatic glass, and glass block.<sup>9</sup>

The clay tile-clad roof and the shaped parapet of the restaurant building as well as the free-standing sign with the clay tile gable top and a mission bell are among the features that were inspired by the Mission Revival architectural style.

Inspired by the missions in California, the **Mission Revival** style gained popularity in the 1890s and remained a favored style in the region for three decades. Common features of the Mission Revival style include red tile roofs, open wide eave overhangs, Mission-shaped dormer or roof parapet, open porches or arcades with arched openings, smooth wall surfaces, quatrefoil openings, shallow tile roofs cantilevered from the wall surface and bell towers.<sup>10</sup>

### Occupants

The one-story restaurant structure at 3075 El Camino Real was built in 1969 as a Taco Bell. It was occupied by the same business until at least 1975.<sup>11</sup> The two-story commercial/office complex was built in several phases over a few years, and has been occupied by offices, restaurants, and retail shops. The property was also referred to as “Bowers Plaza” or “Bowers Plaza Shopping Center” in the local newspapers. According to the 1970 San Jose Suburban Directory, 3141 El Camino Real was vacant and a liquor and wine store occupied 3149 El Camino Real.<sup>12</sup> Santa Clara Arena Theater was located on and performed plays at 3091 El Camino Real from 1975 to 1981.<sup>13</sup>

### *Current Historic Status*

The property has not been identified on any State, County, or city historic resources inventory.

## CONTINUATION SHEET

Property Name: 3141 El Camino Real

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### *Significance Evaluation*

#### *California Register of Historical Resources<sup>14</sup>*

##### *Criterion 1 – Association with significant events*

Noted as “Bowers Plaza” in the city directories and local newspapers, the restaurant and the commercial buildings at 3141 El Camino Real were constructed in 1969, at the end of a period during which the region was rapidly transforming from orchards to commercial and residential suburbs. However, the subject property is not associated with the mid-20<sup>th</sup> century commercial development along El Camino Real or suburban development of Santa Clara in an individually significant way. The buildings are among many commercial structures that were constructed during this period. Therefore, the subject property does not appear eligible for listing in the CRHR under Criterion 1.

##### *Criterion 2 – Persons*

No persons of known historical significance appear to have been associated with the subject property. None of the owners or occupants have been identified as important to the history of Santa Clara or California. Therefore, the property does not appear eligible for listing in the CRHR under Criterion 2.

##### *Criterion 3 – Architecture and Construction*

The buildings on the subject parcel are of common construction and materials with no notable or special attributes, and do not possess high artistic value. Constructed in 1969 and expanded in 1973, the horizontal massing, flat roof, and aluminum storefronts of the commercial buildings on this parcel were influenced by the Commercial Modern architectural style; however, the property is not an exemplary representative of the style. Some features of the restaurant building, such as its clay tile clad shed roof and shaped parapet, were influenced by the Mission Revival style; however, the building is not an exemplary representative of the style. No master architects, designers or builders has been associated with the property. A free-standing sign associated with the property stands along El Camino Real. Even though the free-standing advertising signs along prominent commercial corridors are among the character-defining features of the mid-20<sup>th</sup> century Commercial Modern architecture, this sign is not a notable example of its type. Overall, the subject property does not appear eligible for listing in the CRHR under Criterion 3.

##### *Criterion 4 – Information Potential*

Archival research provided no indication that the subject property has the potential to yield information important to the prehistory or history of the local area, California, or the nation. The property does not appear eligible for listing in the CRHR under Criterion 4.

### **City of Santa Clara Significance Evaluation**

#### *Criterion for Historical or Cultural Significance*

1. *The site, building or property has character, interest, integrity and reflects the heritage and cultural development of the city, region, state, or nation.*

3141 El Camino Real, developed from 1969 to 1973, reflects the mid-20<sup>th</sup> century expansion of the commercial corridor along El Camino Real. However, the property does not reflect the development of the City of Santa Clara as a whole.

2. *The property is associated with a historical event.*

Research has not indicated the property is associated with a particular historical event.

## CONTINUATION SHEET

Property Name: 3141 El Camino Real

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3. *The property is associated with an important individual or group who contributed in a significant way to the political, social and/or cultural life of the community.*  
No persons or groups of significance are associated with the property.
4. *The property is associated with a significant industrial, institutional, commercial, agricultural, or transportation activity.*  
The property is only loosely associated with the commercial development along El Camino Real; it does not relate to the commercial development of the city as a whole.
5. *A building's direct association with broad patterns of local area history, including development and settlement patterns, early or important transportation routes or social, political, or economic trends and activities. Included is the recognition of urban street pattern and infrastructure.*  
This property is not associated with development patterns of the City of Santa Clara in an individually significant way.
6. *A notable historical relationship between a site, building, or property's site and its immediate environment, including original native trees, topographical features, outbuildings or agricultural setting.*  
This property lacks a historical relationship with its immediate environment.

The property at 3141 El Camino Real does not appear eligible for local listing under historical or cultural significance.

### Criterion for Architectural Significance

To be architecturally significant, a property must meet at least one of the following criteria:

1. *The property characterizes an architectural style associated with a particular era and/or ethnic group.*  
The design of the L-shaped commercial building complex on this parcel was influenced by the Commercial Modern architectural style that is evident in the horizontal massing, flat roof, and aluminum storefronts of the commercial buildings; however, the property is not an exemplary representative of the style. Although the restaurant building features some Mission Revival features, overall, the building lacks a distinct style.
2. *The property is identified with a particular architect, master builder or craftsman.*  
No design professionals are associated with the property.
3. *The property is architecturally unique or innovative.*  
Neither the restaurant building nor the commercial buildings on the subject parcel appear to be architecturally unique or innovative. The buildings are among many commercial structures that were constructed during this period.
4. *The property has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance.*  
The property does not appear to have any relationship to other potentially eligible areas.

## CONTINUATION SHEET

Property Name: 3141 El Camino Real

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5. *The property has a visual symbolic meaning or appeal for the community.*  
The property does not appear to have any visual symbolic meaning or appeal for the community.
6. *A building's unique or uncommon building materials, or its historically early or innovative method of construction or assembly.*  
The subject buildings appear to have been of common construction and materials and are not unique or innovative in construction or assembly for their time.
7. *A building's notable or special attributes of an aesthetic or functional nature. These may include massing, proportion, materials, details, fenestration, ornamentation, artwork or functional layout.*  
The property is ordinary with no notable or special attributes.

The property at 3141 El Camino Real does not appear eligible for listing for architectural significance.

### Criterion for Geographic Significance

To be geographically significant, a property must meet at least one of the following criteria:

1. *A neighborhood, group or unique area directly associated with broad patterns of local area history.*  
Even though the property is associated with the mid-20<sup>th</sup> century commercial growth along El Camino Real, it is not associated with broad patterns of the local area history in an individually significant way.
2. *A building's continuity and compatibility with adjacent buildings and/or visual contribution to a group of similar buildings.*  
The buildings at the subject parcel are compatible with the surrounding commercial buildings and landscape; most buildings are similar in scale and material. However, the connection is minimal, and this does not create a significant visual link with the adjacent buildings.
3. *An intact, historical landscape or landscape features associated with an existing building.*  
There are no intact historical landscape features associated with 3141 El Camino Real.
4. *A notable use of landscaping design in conjunction with an existing building.*  
3141 El Camino Real does not have a notable use of landscape design.

3141 El Camino Real does not appear eligible for listing for geographic significance.

### Criterion for Archeological Significance

3141 El Camino Real was not evaluated for archeological significance.

In conclusion, the property at 3141 El Camino Real (APN 220-32-057) cannot be considered a historic resource since it does not appear individually eligible for listing in the CRHR or the City of Santa Clara's Historic Resource Inventory as it does not have significance under any criteria.

## CONTINUATION SHEET

Property Name: 3141 El Camino Real

Page 10 of 11

### \*P5a. Photographs, continued:



Looking northeast at the commercial building.



Looking north at the two-story portion of the commercial complex.



The sheltered walkways along the storefronts (right), and the freestanding sign along El Camino Real (left).

## CONTINUATION SHEET

Property Name: 3141 El Camino Real

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### \*B12. References (Endnotes):

- <sup>1</sup> Sanborn fire insurance maps were not available for the area. Historical aerials from 1948 through the 2000s, and building permits provide a reasonable timeline for the development of the site.
- <sup>2</sup> Historical Aerials by NETR Online (accessed October 22, 2020).
- <sup>3</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc/#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc/#/lookup) (accessed October 12, 2020).
- <sup>4</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc/#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc/#/lookup) (accessed October 12, 2020).
- <sup>5</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc/#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc/#/lookup) (accessed October 12, 2020).
- <sup>6</sup> Summarized from "A Brief History of Santa Clara," City of Santa Clara, <https://www.santaclaraca.gov/our-city/about-santa-clara/city-history> (accessed October 23, 2020).
- <sup>7</sup> Summarized from Archives & Architecture, LLC., *County of Santa Clara, Historic Context Statement*, December 2004 (updated February 2012), 46-47.
- <sup>8</sup> "A Brief History of Santa Clara," City of Santa Clara.
- <sup>9</sup> Largely taken from PAST Consultants, *San Jose Modernism, Historic Context Statement* (June 2009), 77-78.
- <sup>10</sup> Virginia Savage McAlester, *Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture* (New York: Alfred A Knopf, 2013), 510-514.
- <sup>11</sup> 1970 San Jose Suburban Directory (Ancestry.com); City of Santa Clara, *Smart Permit*.
- <sup>12</sup> 1970 San Jose Suburban Directory (Ancestry.com).
- <sup>13</sup> *San Francisco Examiner*, multiple advertisements from 1975 to 1981 (Newspapers.com).
- <sup>14</sup> National Park Service, National Register Bulletin: How to apply the National Register criteria for evaluation, 75, [https://www.nps.gov/nr/publications/bulletins/nrb15/nrb15\\_2.htm](https://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_2.htm) (accessed April 26, 2017); California Office of Historic Preservation, *California Register and National Register: A Comparison*, Technical Assistance Series 6 (Sacramento, 2001), 1.



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

Primary #  
 HRI #  
 Trinomial  
**NRHP Status Code**

Other  
 Review Code

Reviewer

Date

Listings

Page 1 of 8 \*Resource Name or #: (Assigned by recorder) 3155 El Camino Real

P1. Other Identifier: \_\_\_\_\_

\*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 \_\_\_\_\_ Date \_\_\_\_\_ T \_\_\_\_\_; R \_\_\_\_\_; \_\_\_\_\_ of \_\_\_\_\_ of Sec \_\_\_\_\_; \_\_\_\_\_ B.M.

c. Address 3155 El Camino Real City Santa Clara Zip 95051

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, decimal degrees, etc., as appropriate)  
 APN 220-32-058

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

The subject parcel is located north of El Camino Real and east of Calabazas Boulevard in Santa Clara. El Camino Real (State Route 82) is one of the main arterial east/west roads that run through the city connecting San Jose to Sunnyvale. The parcel features a single-story commercial building, a canopy structure and a single-story auto repair building. Paved parking separates all the structures from one another. Near the intersection, a pole features signage for the auto businesses. To the east of the parcel is an auto dealership. Other auto related businesses are located across El Camino Real to the south and Calabazas Boulevard to the west. A residential neighborhood stands to the north of the parcel. (See Continuation Sheet.)

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



\*P3b. Resource Attributes: (List attributes and codes) \_\_\_\_\_

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

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

The front façade of the service building, TreanorHL, October 2020.

\*P6. Date Constructed/Age and Source:  Historic  Prehistoric  
 Both

1969, permits

\*P7. Owner and Address: \_\_\_\_\_

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

TreanorHL  
460 Bush Street San Francisco, CA

\*P9. Date Recorded: Nov 2, 2020

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

\*P11. Report Citation: (Cite survey report and other sources, or enter "none.") TreanorHL, 3141-3155 El; Camino Real Santa Clara, CA, Historic Resources Evaluation – Draft, November 2, 2020

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

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*Resource Name or # (Assigned by recorder) 3155 El Camino Real \*NRHP Status Code \_\_\_\_\_  
Page 2 of 8

B1. Historic Name: \_\_\_\_\_  
B2. Common Name: 3155 El Camino Real  
B3. Original Use: Commercial B4. Present Use: Commercial  
\*B5. Architectural Style: Commercial Modern and Mission Revival influenced  
\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed in 1969. (See Continuation Sheet.)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_  
\*B8. Related Features: \_\_\_\_\_

B9a. Architect: \_\_\_\_\_ b. Builder: \_\_\_\_\_  
\*B10. Significance: Theme \_\_\_\_\_ Area \_\_\_\_\_  
Period of Significance. \_\_\_\_\_ Property Type \_\_\_\_\_ Applicable Criteria \_\_\_\_\_

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

According to the historical aerials, the area around the intersection of El Camino Real and Calabazas Creek was still agricultural, primarily orchards in the late 1940s, and began urbanization in the mid-20<sup>th</sup> century.<sup>1</sup> The subject site was a part of the large orchard to the northeast of the intersection. The earliest residential development appeared to the west and south of the subject site in the mid-1950s. Commercial development along El Camino Real, including shopping centers and commercial buildings with larger footprints, also started to come up during this period. Calabazas Boulevard was constructed in the 1960s, and by 1968, the subject lot was the only vacant parcel in its immediate vicinity.

The subject parcel was developed in 1969 with a gas station. A restaurant and a commercial building were also constructed in 1969 on the adjacent parcel. The area became heavily developed with shopping centers and commercial buildings along El Camino Real which were surrounded by residential development—predominantly single-family houses—by the 1970s.<sup>2</sup> The subject buildings received alterations over time. (See Continuation Sheet.)

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

\*B12. References:  
See Continuation Sheets.

B13. Remarks:

\*B14. Evaluator: TreanorHL  
\*Date of Evaluation: November 2, 2020

(This space reserved for official comments.)



## CONTINUATION SHEET

Property Name: 3155 El Camino Real

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### \*P3a. Description, Continued:

Constructed in 1969 as a Mobile Oil Station the parcel features three structures—the service building, the canopy and the attendant kiosk.

The service building is rectangular in plan and single-story. The office section of the building has a slightly lower roofline than the section of the building housing the garage bays. Tile-clad mansard parapets hide the flat roof. Large rollup doors at the two garage bays are located on the east side of the front (south) façade. A single door flanked by two large fixed windows to the east and an aluminum slider to the west adorn the western side of the front of the building. A single aluminum slider and a flush metal door are present on the west façade. The north side of the building features a double door. Several windows are visible on the east façade but are obscured by fencing. The structure is clad in a variety of materials—brick veneer in a stack bond, vertical wood siding, and stucco.

The canopy shelters the location of the former gas pumps. Four square posts support the canopy which features a modest mansard roof clad in clay tile. The wood structure is visible below the roofline and creates a band that wraps the perimeter. The canopy has a flat roof.

The small rectangular kiosk building features a door and window on the south façade. A metal grille protects the aluminum slider window. The flat roof is hidden behind a three-sided mansard roof parapet which is clad in clay tile. The structure is wood frame. Off the north side of the building is a shed roof addition. This small addition, like the rest of the structure, is clad in vertical wood siding. An opening on the west side accesses the addition.

### \*B6. Construction History, Continued:

The site was originally developed as a Mobile gas station in 1969. Three structures are located at this corner property – the service building, the canopy and the attendant kiosk. Today the site serves as an auto repair shop and car wash. Below is a list of building permits on file and a summary of what the permit work entailed.<sup>3</sup>

- |      |   |
|------|---|
| 1969 | Permit application to construct a Mobile Oil Station with an automotive service station. Permit No. 35512.                |
| 1992 | Permit to install new doors. Permit No. 093684.   |
| 1996 | Permit application to construct a car wash office. Permit No. 113444. (This could be the attendant kiosk that is onsite.) |
| 2001 | Permit application for interior remodel including enclosing windows. Permit No. 10788.                                    |

### \*B10. Significance, Continued:

#### *Historic Context*

The town of Santa Clara began to take shape in the 1850s. The town site was surveyed into lots, and one lot was given to each citizen to build a house on it. A schoolhouse and a church were built, several hotels erected, and mercantile businesses established. In 1851, Santa Clara College was established on the old

## CONTINUATION SHEET

Property Name: 3155 El Camino Real

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mission site and became a prominent feature of the developing town. Santa Clara incorporated as a town in 1852 and became a state-chartered city in 1862. As the town grew, it was supported by a variety of manufacturing, seed, and fruit industries. The immediate vicinity around Santa Clara became well-known for its orchards and farms. By 1906, the population of the city had grown to nearly 5,000. The population remained fairly stable and did not increase greatly until after World War II when the city outgrew its 19<sup>th</sup> century boundaries and expanded to open lands north and west of the original city limits. The farms and orchards began to accommodate the burgeoning population.<sup>4</sup>

Soon after World War II, the business community launched an active campaign to attract new non-agricultural related industries to Santa Clara County. Early industries that established plants in the Santa Clara Valley included Chicago's International Mineral and Chemical Corporation's Accent plant, the General Electric plant, and IBM. By the 1960s, Santa Clara County's economic base was dependent upon the electronic and defense industries. Attracted by the increasing job market, the population of the Santa Clara Valley experienced phenomenal growth after 1950. Between 1950 and 1969, residential subdivisions replaced orchards at an amazing speed. Rural roads were widened into freeways, and expressways and boulevards were lined with restaurants and automobile salesrooms. Santa Clara County cities and towns along major transportation arteries grew exponentially. Major and minor strip mall shopping centers sprung up to serve outlying residential areas throughout the County, attracting additional residential and commercial development.<sup>5</sup> By 1990, the city covered 19.3 square miles and had a population of more than 93,000.<sup>6</sup>

### Architect/Builder

The research did not reveal any design professionals or builders associated with the property.

### Architectural Styles

Constructed in 1969, the buildings at 3155 El Camino Real feature rudimentary elements of Commercial Modern design that were becoming more popular as the suburban landscape was expanding. The clay tile-clad roofs of the structures were inspired by the Mission Revival architectural style.

The **Commercial Modern** architectural style (ca. 1945-1975) refers to the more common commercial buildings utilizing Modernist design principles. Typically, these feature wide expanses of glass set within steel frames, often on a base of concrete or steel columns. The modular steel structural systems could be adapted to fit the many applications of commercial architecture which required open expanses of glass for display. Typically, the display windows rest on a base of Roman (elongated) brick and/or concrete. Commercial Modern buildings use sparse, if any decoration. Instead, they defer to the clean lines created by the steel and glass structure. Decoration normally takes the form of large letters communicating the type of business prominently displayed on the building itself, or in large freestanding signs on the site to attract passing motorists. In Santa Clara, the Commercial Modern style is found along numerous automobile commercial strips, particularly along the major arterial entries that run through the city. The character-defining features of the style include:

- Horizontal, angular massing
- Flat or low-pitched roofs
- Extensive use of glass, commonly set within flush-mounted steel or aluminum frames
- Expressed structural system
- Large commercial advertising mounted directly to building

## CONTINUATION SHEET

Property Name: 3155 El Camino Real

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- Large, free-standing advertising signs located prominently along the road
- Use of modern cladding materials, such as Roman brick, porcelain enamel, ceramic tile, prismatic glass, and glass block.<sup>7</sup>

Inspired by the missions in California, the **Mission Revival** style gained popularity in the 1890s and remained a favored style in the region for three decades. Common features of the Mission Revival style include red tile roofs, open wide eave overhangs, Mission-shaped dormer or roof parapet, open porches or arcades with arched openings, smooth wall surfaces, quatrefoil openings, shallow tile roofs cantilevered from the wall surface and bell towers.<sup>8</sup>

### Occupants

The parcel was originally developed in 1969 as a Mobile gas station. According to the 1970 San Jose Suburban Directory, Gary's Mobil Service was at this address.<sup>9</sup>

### ***Current Historic Status***

The property has not been identified on any State, County, or city historic resources inventory.

### ***Significance Evaluation***

#### ***California Register of Historical Resources<sup>10</sup>***

##### *Criterion 1 – Association with significant events*

The gas station at 3155 El Camino Real was constructed in 1969, at the end of a period during which the region was rapidly transforming from orchards to commercial and residential suburbs. However, the subject property is not associated with the mid-20<sup>th</sup> century commercial development along El Camino Real or suburban development of Santa Clara in an individually significant way. The property is among many commercial structures that were constructed during this period. Therefore, the subject property does not appear eligible for listing in the CRHR under Criterion 1.

##### *Criterion 2 – Persons*

No persons of known historical significance appear to have been associated with the subject property. None of the owners or occupants have been identified as important to the history of Santa Clara or California. Therefore, the property does not appear eligible for listing in the CRHR under Criterion 2.

##### *Criterion 3 – Architecture and Construction*

The buildings on the subject parcel are of common construction and materials with no notable or special attributes, and do not possess high artistic value. Constructed in 1969, the horizontal massing, flat roof, and aluminum-sash openings of the service building were influenced by the Commercial Modern style while the clay tile clad mansard roofs were possibly influenced by the Mission Revival style; however, the property is not an exemplary representative of these architectural styles. No master architects, designers or builders has been associated with the property. Overall, the subject property does not appear eligible for listing in the CRHR under Criterion 3.

## CONTINUATION SHEET

Property Name: 3155 El Camino Real

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### *Criterion 4 – Information Potential*

Archival research provided no indication that the subject property has the potential to yield information important to the prehistory or history of the local area, California, or the nation. The property does not appear eligible for listing in the CRHR under Criterion 4.

### ***City of Santa Clara Significance Evaluation***

#### *Criterion for Historical or Cultural Significance*

1. *The site, building or property has character, interest, integrity and reflects the heritage and cultural development of the city, region, state, or nation.*

3155 El Camino Real, constructed in 1969 as a gas station, reflects the mid-20<sup>th</sup> century expansion of the commercial corridor along El Camino Real. However, the property does not reflect the development of the City of Santa Clara as a whole.

2. *The property is associated with a historical event.*

Research has not indicated the property is associated with a particular historical event.

3. *The property is associated with an important individual or group who contributed in a significant way to the political, social and/or cultural life of the community.*

No persons or groups of significance are associated with the property.

4. *The property is associated with a significant industrial, institutional, commercial, agricultural, or transportation activity.*

The property is only loosely associated with the commercial development along El Camino Real; it does not relate to the commercial development of the city as a whole.

5. *A building's direct association with broad patterns of local area history, including development and settlement patterns, early or important transportation routes or social, political, or economic trends and activities. Included is the recognition of urban street pattern and infrastructure.*

This property is not associated with development patterns of the City of Santa Clara in an individually significant way.

6. *A notable historical relationship between a site, building, or property's site and its immediate environment, including original native trees, topographical features, outbuildings or agricultural setting.*

This property lacks a historical relationship with its immediate environment.

The property at 3155 El Camino Real does not appear eligible for local listing under historical or cultural significance.

#### *Criterion for Architectural Significance*

To be architecturally significant, a property must meet at least one of the following criteria:

1. *The property characterizes an architectural style associated with a particular era and/or ethnic group.*

The design of the former gas station buildings on this parcel were influenced by the Commercial Modern and Mission Revival architectural styles; however, the buildings are not exemplary representatives of these styles.

## CONTINUATION SHEET

Property Name: 3155 El Camino Real

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2. *The property is identified with a particular architect, master builder or craftsman.*  
No design professionals are associated with the property.
3. *The property is architecturally unique or innovative.*  
The structures on the subject parcel do not appear to be architecturally unique or innovative.
4. *The property has a strong or unique relationship to other areas potentially eligible for preservation because of architectural significance.*  
The property does not appear to have any relationship to other potentially eligible areas.
5. *The property has a visual symbolic meaning or appeal for the community.*  
The property does not appear to have any visual symbolic meaning or appeal for the community.
6. *A building's unique or uncommon building materials, or its historically early or innovative method of construction or assembly.*  
The buildings appear to have been of common construction and materials and are not unique or innovative in construction or assembly for their time.
7. *A building's notable or special attributes of an aesthetic or functional nature. These may include massing, proportion, materials, details, fenestration, ornamentation, artwork or functional layout.*  
The property is ordinary with no notable or special attributes.

The property at 3155 El Camino Real does not appear eligible for listing for architectural significance.

### Criterion for Geographic Significance

To be geographically significant, a property must meet at least one of the following criteria:

1. *A neighborhood, group or unique area directly associated with broad patterns of local area history.*  
Even though the property is associated with the mid-20<sup>th</sup> century commercial growth along El Camino Real, it is not associated with broad patterns of the local area history in an individually significant way.
2. *A building's continuity and compatibility with adjacent buildings and/or visual contribution to a group of similar buildings.*  
The buildings at the subject parcel are compatible with the surrounding commercial buildings and landscape; most buildings are similar in scale and material. However, the connection is minimal, and this does not create a significant visual link with the adjacent buildings.
3. *An intact, historical landscape or landscape features associated with an existing building.*  
There are no intact historical landscape features associated with 3155 El Camino Real.
4. *A notable use of landscaping design in conjunction with an existing building.*  
3155 El Camino Real does not have a notable use of landscape design.

3155 El Camino Real does not appear eligible for listing for geographic significance.

## CONTINUATION SHEET

Property Name: 3155 El Camino Real

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### *Criterion for Archeological Significance*

3155 El Camino Real was not evaluated for archeological significance.

In conclusion, the property at 3155 El Camino Real (APN 220-32-058) cannot be considered a historic resource since it does not appear individually eligible for listing in the CRHR or the City of Santa Clara's Historic Resource Inventory as it does not have significance under any criteria.

### **\*P5a. Photographs, continued:**



The canopy and the kiosk on parcel 220-32-058.

### **\*B12. References (Endnotes):**

- <sup>1</sup> Sanborn fire insurance maps were not available for the area. Historical aerials from 1948 through the 2000s, and building permits provide a reasonable timeline for the development of the site.
- <sup>2</sup> Historical Aerials by NETR Online (accessed October 22, 2020).
- <sup>3</sup> City of Santa Clara, *Smart Permit*, [https://smartpermit.santaclaraca.gov:8443/apps/cap\\_sc/#/lookup](https://smartpermit.santaclaraca.gov:8443/apps/cap_sc/#/lookup) (accessed October 12, 2020).
- <sup>4</sup> Summarized from "A Brief History of Santa Clara," City of Santa Clara, <https://www.santaclaraca.gov/our-city/about-santa-clara/city-history> (accessed October 23, 2020).
- <sup>5</sup> Summarized from Archives & Architecture, LLC., *County of Santa Clara, Historic Context Statement*, December 2004 (updated February 2012), 46-47.
- <sup>6</sup> "A Brief History of Santa Clara," City of Santa Clara.
- <sup>7</sup> Largely taken from PAST Consultants, *San Jose Modernism, Historic Context Statement* (June 2009), 77-78.
- <sup>8</sup> Virginia Savage McAlester, *Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture* (New York: Alfred A Knopf, 2013), 510-514.
- <sup>9</sup> 1970 San Jose Suburban Directory (Ancestry.com).
- <sup>10</sup> National Park Service, National Register Bulletin: How to apply the National Register criteria for evaluation, 75, [https://www.nps.gov/nr/publications/bulletins/nrb15/nrb15\\_2.htm](https://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_2.htm) (accessed April 26, 2017); California Office of Historic Preservation, *California Register and National Register: A Comparison*, Technical Assistance Series 6 (Sacramento, 2001), 1.