
Historic Preservation Commission Agenda

DON SIMMONS, Ph.D.
Chair
JOE MOORE, Vice Chair

Commission Members
PATRICK BOYD
SALLY CAGLIA
TERESA ESPAÑA, M.A
CHRISTOPHER JOHNSON AIA
MOLLY LM SMITH

Staff to the Commission
KEVIN FABINO, M.P.A.
Planning Manager, Secretary

KARANA HATTERSLEY-DRAYTON, M.A.
Historic Preservation Project Manager

WILL TACKETT, Planner III

JOANN ZUNIGA, Recording Secretary

Any interested person may appear at the public hearing and present written testimony, or speak in favor or against the matters scheduled on the agenda.

If you challenge these matters in court, you may be limited to raising only those issues you or someone else raised in oral or written testimony at or before the close of the hearing.

The meeting room is accessible to the physically disabled, and the services of a translator can be made available. Requests for additional accommodations for the disabled, signers, assistive listening devices, or translators should be made one week prior to the meeting. Please call the Historic Preservation Project Manager at 621-8520.

The Historic Preservation Commission welcomes you to this meeting.

December 13, 2010

MONDAY

5:30 p.m.

City Hall, Second Floor, CONFERENCE ROOM A, 2600 FRESNO STREET

- I. CALL TO ORDER AND ROLL CALL**
- II. APPROVE MEETING MINUTES**
 - A. There are no minutes to approve.**
- III. APPROVE AGENDA**

IV. CONSENT CALENDAR

V. CONTINUED MATTERS

- A. Consider Eligibility of the Firestone Sales and Service Center 1502 Fulton Street (APN: 466-145-04) to the Local Register of Historic Resources Pursuant to FMC 12-1607 and 1609 (**ACTION ITEM**).

Staff Recommendation: Not recommended

VI. COMMISSION ITEMS

- A. Presentation by Downtown and Community Revitalization Staff and Consultants on the Status of The Downtown Neighborhoods Community Plan and the Fulton Corridor Specific Plan.
- B. Consider Eligibility of the FUSD Maintenance and Warehouse Building Located at 717 South Seventh Street to Fresno's Local Register of Historic Resources Pursuant to FMC 12-1607 and 1609 (**ACTION ITEM**).

Staff Recommendation: Not recommended.

- C. Status Report on Environmental Studies for the High Speed Rail Project.
- D. HPC's Annual Report To The City Council for Fiscal Year 2010 (**ACTION ITEM**).

VII. CHAIRPERSON'S REPORT

VIII. UNSCHEDULED ITEMS

- A. Members of the Commission
- B. Staff
1. 2010 Mayor's Historic Preservation Awards and Commission Annual Report, December 16, 10:30.
- C. General Public

- IX. NEXT REGULAR MEETING:** January 24, 2011, Fresno City Hall, Conference Room A

X. ADJOURNMENT



REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VA
HPC MEETING: 12/13/10

December 13, 2010

APPROVED BY

FROM: KEVIN FABINO, Planning Manager
Secretary, Historic Preservation Commission

DEPARTMENT DIRECTOR

BY: KARANA HATTERSLEY-DRAYTON
Historic Preservation Project Manager

SUBJECT: CONSIDER ELIGIBILITY OF THE FIRESTONE SALES AND SERVICE CENTER 1502 FULTON STREET (APN: 466-145-04) TO THE LOCAL REGISTER OF HISTORIC RESOURCES PURSUANT TO FMC 12-1607 and 1609 (*Continued from November 15, 2010*)

RECOMMENDATION

Staff recommends that the Commission find that the former Firestone Sales and Service Center located at 1502 Fulton Street is not individually eligible to the Local Register of Historic Resources.

EXECUTIVE SUMMARY

The City of Fresno is the property owner for all parcels located on the block bounded by E. Calaveras on the north, Van Ness Avenue on the east, Fulton Street on the west and E. Stanislaus Street on the south. Two designated historic resources are located on the block: the Fresno Bee Building (1922, National Register and Local Register HP# 119) and the former Theater 3 (PGE Building, 1926, HP#165). Also on the block are four buildings that are currently not designated as historic resources: the former Firestone Sales and Service Center (1502 Fulton Street, 1934), and three connected buildings located between 1520 and 1540 Fulton Street. At the November 15, 2010 hearing the Historic Preservation Commission found that the three buildings located at 1520 to 1540 Fulton Street were not eligible for the Local Register of Historic Resources.

The Commission however requested additional research on the former Firestone Sales and Service Center located at 1502 Fulton Street. Staff consulted additional primary and secondary sources and sent e-mail queries to individuals and agencies with a knowledge of local history. No additional information surfaced that supports the individual eligibility of the Firestone building to the Local Register. However, buildings not designated to the Local Register are eligible for adaptive reuse in future planning.

BACKGROUND

The City of Fresno acquired all the properties located on City Block 88 (bounded by Fulton Street, Van Ness, Calaveras and Stanislaus) when the Fresno Metropolitan Museum defaulted on its Memorandum of Understanding (MOU) with the City. The block includes six extant buildings including two designated historic resources: the Fresno Bee Building (1922, National Register and Local Register HP# 119) and the former Theater 3 (PGE Building, 1926, HP#165). The City will preserve both designated historic buildings and plans to rehabilitate the former PGE building for adaptive reuse. The question however is what to do with the remaining four buildings on the block. Although there are no specific project plans as of this date, due to concerns about asbestos, lead paint, rot and mold, and the failing structural stability particularly of the Firestone Building, the City proposes to demolish the remaining non-historic buildings. The City

Manager's Office has asked staff and the Historic Preservation Commission to review these four properties for their eligibility to the Local Register of Historic Resources.

At its November 15, 2010 public meeting the Commission on a 7-0 vote found that the two buildings located on the parcel addressed as 1520-1526 Fulton were not eligible for the Local Register of Historic Resources. On a 6-1 vote the Commission also concluded that the building located at 1540 Fulton Street was not eligible but suggested an adaptive reuse for this building in part due to its adjacency to the historic Theater 3 (HP# 165). However, on a 7-0 vote the Commission continued its deliberations regarding the eligibility of the Firestone Sales and Service Center (1502 Fulton) and requested that staff prepare additional research on the history of the property, its style and why it is or is not eligible under the City's ordinance for the Local Register of Historic Resources.

Staff contacted several individuals and agencies in the preservation community including the Fresno Historical Society, the California Room and members of Fresno Modern; researched the history of roadside architecture and gas stations and considered the architectural integrity of the Firestone building in light of other buildings in Fresno. In addition, staff from the Downtown and Community Revitalization Department was contacted regarding the conceptual perspective view prepared by Moule and Polyzoides for the Fulton Corridor Specific Plan (Exhibit A). In an e-mail response dated 24 November 2010, Elliot Balch (Downtown Revitalization Manager) noted that although it is clearly an "interesting, cool, unique building" the rendering by the planning firm of Moule and Polyzoides was not meant as an argument for historic designation of the Firestone building. He further noted that DCR staff defers to the Commission on this question. In summary, buildings that do not meet the high threshold for designation to a local or national register can still be considered candidates for preservation and adaptive reuse.

FMC 12-1607 and 1609:

The City's Historic Preservation Ordinance is located at Chapter 12, Article 16. Section 1607 outlines the criteria for designation of a resource to the Local Register of Historic Resources. A "historic resource" is "any building, structure, object or site" which is generally more than fifty years of age and "possesses integrity of location, design, setting, materials, workmanship, feeling and association, and:

- (i) Is associated with events that have made a significant contribution to the broad patterns of our history; or
- (ii) Is associated with the lives of persons significant in our past; or
- (iii) 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
- (iv) Has yielded or may be likely to yield, information in prehistory or history."

The City's criteria for assessing significance is patterned after the National Register of Historic Places (1966 as amended) which uses letters A-D for significance. Fresno's Local Register is also similar, although not equivalent to the California Register of Historical Resources which uses a numbering system of 1-4 for criteria. Although the concept of "integrity" is not specifically defined in the City's Ordinance it is implicitly understood to follow the National Register which defines "integrity" as "the ability of a property to convey its significance." "To retain integrity a property will always possess several and usually most, of the aspects" ("How to Apply the National Register Criteria for Evaluation" 1998:44).

The process for designating a historic resource is outlined in FMC 12-1609. In brief, a request to designate a resource to the Local Register may be made by the Council, the Commission, the Secretary to the Commission, the property owner or an authorized representative of the owner (12-1609(a)). Applications for listing use the state protocol for survey forms with both a DPR 523A (Primary) as well as a DPR 523B (Building, Structure, Object Form) (12-1609 (a) (1-9)). A notice must be published in a local newspaper at least 10 days prior to the hearing and sent to the property owner as well. Commissioners must physically visit the property, prior to the Commission hearing (12-1609 (c)(1), etc.

Firestone Sales and Service Center (1502 Fulton Street): The Firestone “Super Service Station” located at 1502 Fulton Street in downtown Fresno opened for business in August 1934 with a three-day celebration. The building was constructed to house a “service station, display rooms, warehouse and retail tires sales and repairing department.” In short, the station represented one-stop shopping for most needs of the Fresno driver and was described by one Firestone official as “the finest on the Pacific Coast” (*Fresno Bee* 29 August 1934). The building was undoubtedly designed in the Firestone offices but construction was bid out to local contractor Trehwhitt and Shields, with brick work by Fred F. Smith (*Fresno Bee* 24 June and 29 August 1934).

The Firestone Tire and Rubber Company was founded in Akron, Ohio in 1900 by Harry S. Firestone. By 1910 the company manufactured more than 1,000,000 tires and incorporated design innovations that allowed automobiles to travel faster and more safely. In the 1920s Firestone began to open service stations which included sales of tires and other items (www.ohionhistorycentral.org.) This expansion of services was encouraged by trade publications such as *Motor Age* which urged its subscribers to become “Community Service Stations” where “the Tire Shop, the Battery Station, the Mechanical Shop, the Greasing Rack, the Automobile Laundry, and the Gas Station Combined to Help Each Other” (Chester Liebs, *Main Street to Miracle Mile* 1995:102). Pre-fab manufacturers offered auxiliary buildings by the mid-1920s and one company, Michel and Pfeffer Iron Works in San Francisco, listed a “Super Building” plan for a corner site that would include services clustered around an island pavilion. Toward the end of the 1920s the dual functions of gas and service were often expressed in buildings L or U shaped in plan which formed a court around a central filling station. During the Depression gas sales slackened and oil companies became more dependent upon “TBA,” the sales of tires, batteries and accessories (Liebs: 103).

The 1950 Sanborn Fire Insurance map for this block indicates that the site was in use as a “Tire and Auto Service Center.” A 1963 permit on file with the City’s Building Division indicates that at the time the complex was still owned by the Firestone Tire and Rubber Company. The Firestone Sales and Service Center has been vacant for several years and the structural members and roof are showing signs of decay and stress.

The building was included in the reconnaissance portion of the Ratkovich Plan Survey in 1994, thus no survey form was filled out for the complex but basic information was recorded for it in the City’s historic preservation database. John Edward Powell, architectural historian, referred to the building stylistically as “modern utilitarian” with fair to good integrity and felt it was potentially eligible for the Local Register of Historic Resources. In the Arts-Culture District survey commissioned by the City in 2006, Urbana Preservation and Planning concluded that the Firestone building was in poor material condition but retained sufficient integrity to its “Firestone period of occupation.” The consultants however did not find the Firestone Sales and Service Center to be individually eligible to the National, California or Local Register of Historic Resources and described the building stylistically as “Modern Auto Repair Garage,” which is hardly a style. However not all buildings have style, although this 1934 building demonstrates

modest stylistic elements found in the Streamline Moderne, particularly the flat roof and minimal “streamlining” detail along the cornice. However, as an example of Streamline Moderne (the architectural style that emerged out of Art Deco in the 1930s) there are far better examples in Fresno, such as the Tower Theater which is on both the National and Local Registers. The Firestone complex therefore does not seem to be architecturally significant under Local Register Criterion iii. Nor is it exemplary as an expression of industrial vernacular.

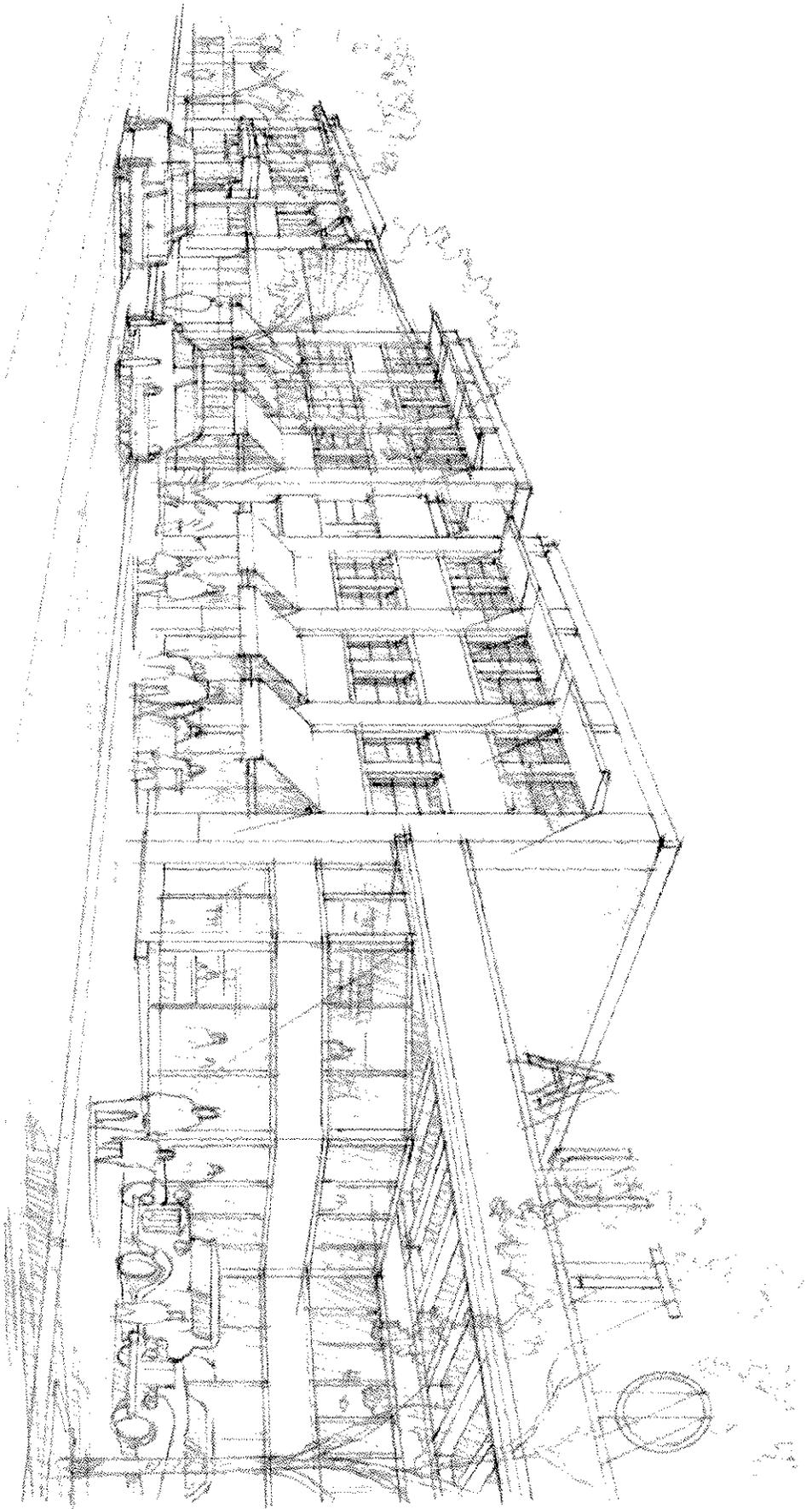
The grand opening of the complex was covered in the local newspaper, as are most new businesses. One son of Harvey Firestone attended the store opening and declared the building to be “one of the finest layouts that he had ever seen” (*Fresno Bee* 29 August 1934.) However the overall concept and plan for the mix of services and sales was not new, but rather had been encouraged by trade journals since the late 1920s. A somewhat similar plan was printed in the 1926 catalogue for pre-fab buildings (see BSO form Exhibit B). The (former) Firestone Sales and Service Center does not appear to be eligible to Fresno’s Local Register under Criterion i and likewise it does not appear to be associated with an individual (or group) of importance to local or regional history (Criterion ii). The material condition of the building has continued to decline since 2006 and the former auto service center is home to scores of pigeons.

Demolition Review:

The City is proposing to demolish some or all of the four non-historic buildings on this block. The City of Fresno’s 2025 General Plan directs staff to review all demolition permits for resources over 50 years of age for their potential listing on the Local Register of Historic Resources (Policy G-11-c). In addition, on November 1, 2002 Policy 02-120 was adopted by the Planning and Development Department, which required that all demolition permits be reviewed for “historic significance.”

If the building is not a designated historic resource, the Commission has no jurisdiction over the properties and the owner or their authorized representative can demolish it. It should be noted that currently the property owner, the City of Fresno, is not in favor of historic designation. This demolition permit would also be reviewed by the Fulton-Lowell Design Review Committee.

Attachments: Exhibit A - “Cultural Arts District Perspective View” October 2010 by Moules and Polyzoides for the Fulton Corridor Specific Plan.
 Exhibit B - Updated Primary and BSO Records for the former Firestone Sales and Service Center located at 1501 Fulton Street.



New mixed-use infill and adaptive reuse along Fulton Street
north of Stanislaus Street

CULTURAL ARTS DISTRICT PERSPECTIVE VIEW

PRIMARY RECORD

Primary # _____
HRI # _____
Trinomial _____
NRHP Status Code _____

Other Listings _____
Review Code _____ Reviewer _____ Date _____

P1. **Resource Name:** Firestone Sales and Service Center

SURVEY UPDATE

*P2. **Location:** *a. **County:** Fresno

*b. **USGS 7.5' Quad:** Fresno South

c. **Address:** 1502 Fulton Street

d. **Assessor's Parcel Number:** 466-145-04

*P3a. **Description:** This former "Super Service Station" was constructed in 1934 for the Firestone Realty Company by local contractors Trewhitt-Shields. The overall dimensions of the building when constructed were 125x150 feet. The Firestone Tire and Auto Service Building has been vacant for several years and the structural members and roof are showing signs of decay and stress.

*P3b. **Resource Attributes:** HP6 (1-3 story commercial, auto supply and garage)

*P4. **Resources Present:** ■ Building



P5b **Photo date:** 11.2.10

*P6. **Date Constructed/Age and Sources:** 1934, Certificate of Completion #773

*P7. **Owner and Address:** City of Fresno Cultural Arts Property Corporation

*P8. **Recorded by:** Karana Hattersley-Drayton
Historic Preservation Project Manager, City of Fresno

*P9. **Date Recorded:** 11.2.10

*P10. **Survey Type:** Intensive

*P11. **Report Citation:** Re-evaluation of Building for Fresno's Local Register of Historic Resources

*Attachments: ● Primary and BSO Records from *City of Fresno Arts-Culture Historic Property Survey, July 2006*
● Updated BSO form

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code: 6Z; 6L

UPDATE 12.2.10

*Resource Name: Firestone Sales and Service Center

B3. Original Use: Super Service Station

B4. Present Use: Vacant

***B5. Architectural Style:** Industrial Vernacular

***B6. Construction History:** Building permit issued to Trehwhitt-Shields on 12 July 1934; certificate of completion issued 5 October 1934. Permit issued for a 10x18' (?) room on 13 October 1937. A new roof permitted with strengthening for beams on 22 June 1943.

***B7. Moved?** ■No

***B8. Related Features:** The former Firestone Sales and Service Center is located on Block 88 of the City of Fresno. Extant buildings on this block include the former Fresno Bee Building (1922, National Register of Historic Places and Local Register HP#119) and the former PGE Building (Theater 3, 1926, HP#165). Also on the block and adjacent to the Firestone building are three buildings addressed between 1520 and 1540 Fulton Street.

B9a. Architect: Unknown

B9b. Builder: Trehwhitt-Shields

***B10. Significance: Theme:** Automotive

Area: Fresno, downtown

Period of Significance: 1934-1960

Property Type: Super Service Station

Applicable Criteria: N/A

The Firestone "Super Service Station" located at 1502 Fulton Street in downtown Fresno opened for business in August 1934 with a three-day celebration. The building was constructed to house a "service station, display rooms, warehouse and retail tires sales and repairing department." In short, the station represented one-stop shopping for most needs of the Fresno driver and was described by one Firestone official as "the finest on the Pacific Coast" (*Fresno Bee* 29 August 1934). The building was undoubtedly designed in the Firestone offices but construction was bid out to local contractor Trehwhitt and Shields, with brick work by Fred F. Smith (*Fresno Bee* 24 June and 29 August 1934). The Firestone Tire and Rubber Company was founded in Akron, Ohio in 1900 by Harry S. Firestone. By 1910 the company manufactured more than 1,000,000 tires and incorporated design innovations that allowed automobiles to travel faster and more safely. In the 1920s Firestone began to open service stations which included sales of tires and other items (www.ohionhistorycentral.org.) This expansion of services was encouraged by trade publications such as *Motor Age* which urged its subscribers to become "Community Service Stations" where "the Tire Shop, the Battery Station, the Mechanical Shop, the Greasing Rack, the Automobile Laundry, and the Gas Station Combined to Help Each Other" (Liebs:102). Pre-fab manufacturers offered auxiliary buildings by the mid-1920s and one company, Michel and Pfeffer Iron Works in San Francisco, listed a "Super Building" plan for a corner site that would include services clustered around an island pavilion. Toward the end of the 1920s the dual functions of gas and service were often expressed in buildings L or U shaped in plan which formed a court around a central filling station. During the Depression gas sales slackened and oil companies became more dependent upon "TBA," the sales of tires, batteries and accessories (Liebs: 103). (*Continued*)

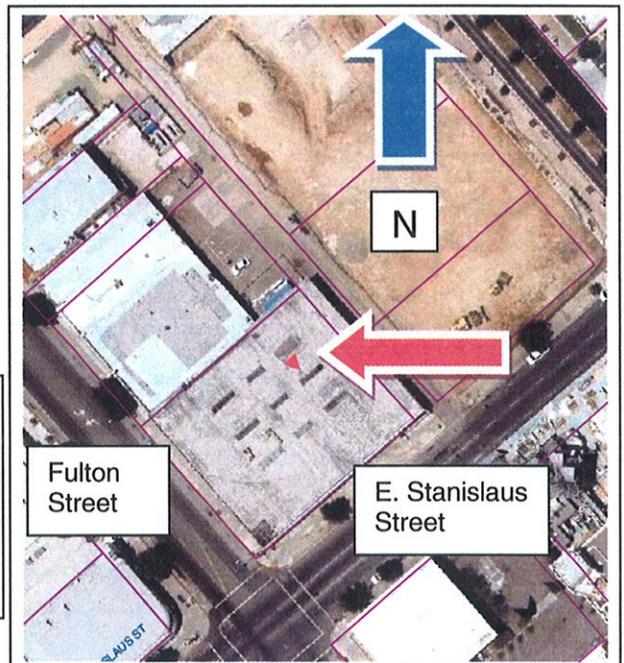
***B12. References:** Chester Liebs, *Main Street to Miracle Mile: American Roadside Architecture*, 1995; John A. Jakle and Keith A. Sculle, *The Gas Station in America*, 1994; *Fresno Bee* articles 11 and 24 June 1934; 29 August 1934; "Firestone Tire and Rubber Company"

www.ohiohistorycentral.org (accessed 11.17.10); Ratkovich Plan Survey 1994; Personal communication, Miguel Rocha Santos 17 November 2010; Sanborn Fire Insurance Maps 1906, 1918, 1948, 1950, 1963; Building permits, City of Fresno for property; John J.-G Blumenson, *Identifying American Architecture*, 1977; Cyril M. Harris, *Dictionary of Architecture and Construction*, 2000; Spiro Kostof, *A History of Architecture: Settings and Rituals*, 1985; Alan Hess, *Google Redux*, 2004.

***B14. Evaluator:** Karana Hattersley-Drayton

***Date of Evaluation:** 12.02.10

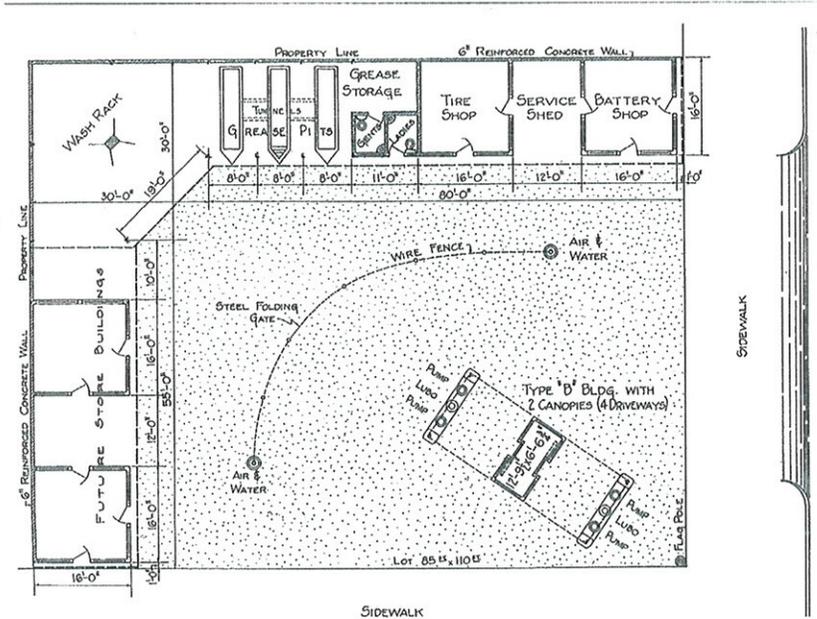
(This space reserved for official comments.)



*Recorded by: Karana Hattersley-Drayton

*Date: 12.02.10

■Update



Layout for Super Service Station, Michel and Pfeffer Iron Works, San Francisco, 1926. (Chester H. Liebs, p. 102)

The 1950 Sanborn Fire Insurance map indicates that the site was in use as a "Tire and Auto Service Center." A 1963 permit on file with the City's Building Division indicates that at the time the complex was still owned by the Firestone Tire and Rubber Company. The Firestone Sales and Service Center has been vacant for several years and the structural members and roof are showing signs of decay and stress.

The building was included in the reconnaissance portion of the Ratkovich Plan Survey in 1994, thus no survey form was filled out for the complex but basic information was recorded for it in the City's historic preservation database. John Edward Powell, architectural historian, referred to the building stylistically as "modern utilitarian" with fair to good integrity and felt it was potentially eligible for the Local Register of Historic Resources. In the Arts-Culture District survey commissioned by the City in 2006, Urbana Preservation and Planning concluded that the Firestone building was in poor material condition but retained sufficient integrity to its "Firestone period of occupation." The consultants however did not find the Firestone Sales and Service Center to be individually eligible to the National, California or Local Register of Historic Resources and described the building stylistically as "Modern Auto Repair Garage," which is hardly a style. However not all buildings have style, although this 1934 building demonstrates modest stylistic elements found in the Streamline Moderne, particularly the flat roof and minimal "streamlining" detail along the cornice. However, as an example of Streamline Moderne, the architectural style that emerged out of Art Deco in the 1930s, there are far better examples in Fresno, such as the National Register Tower Theater. The Firestone complex therefore does not seem to be architecturally significant under Local Register Criterion iii. Nor is it exemplary as an expression of industrial vernacular.

The grand opening of the complex was covered in the local newspaper, as are most new businesses. One son of Harvey Firestone attended the store opening and declared the building to be "one of the finest layouts that he had ever seen" (*Fresno Bee* 29 August 1934.) However the overall concept and plan for the mix of services and sales was not new, but rather had been encouraged by trade journals since the late 1920s. A somewhat similar plan was printed in the 1926 catalogue for pre-fab buildings (see plan above). The (former) Firestone Sales and Service Center does not appear to be eligible to Fresno's Local Register under Criterion i and likewise it does not appear to be associated with an individual (or group) of importance to local or regional history (Criterion ii).

PRIMARY RECORD

Primary#: _____
HRI#: _____
Trinomial #: N/A
NRHP Status Code: 5D3
Other Listings: None

Review Code _____ Reviewer _____ Date _____

Page 1 of 2

*Resource Name or #: (Assigned by recorder) 1502 Fulton Street

P1. Other Identifier: _____

*P2. Location: Not for Publication Unrestricted

*a. County Fresno

*b. USGS 7.5' Quad: Fresno South Date: 1978 T ; R ; ¼ of ¼ of Sec ; B.M. _____

c. Address: 1502 Fulton Street City: Fresno Zip: 93721

d. UTM: (Give more than one for large and/or linear resources) Zone 11, _____ mE/ _____ mN

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

Parcel #466-145-04

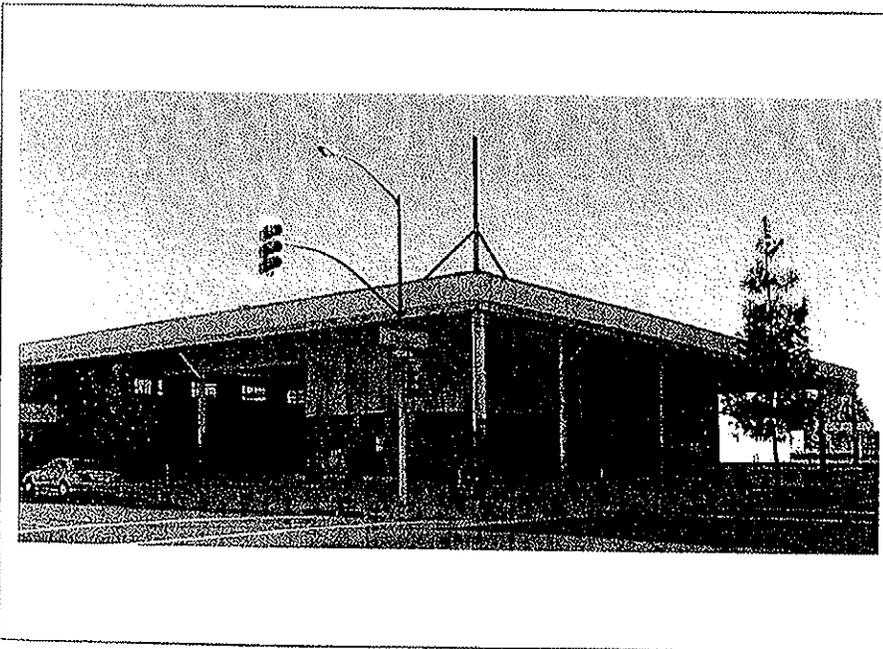
Arts Culture District Survey Block # 10

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

This modern-period automotive structure was constructed in approximately 1934 for use as a Firestone Sales & Service Store. The vacant structure is located at the northeast corner of the intersection of Fulton & Stanislaus Streets, and although in poor material condition, the structure provides a strong visual connection with Fresno's booming automotive sales and service industry between the c. 1920s and 1950s. The one-and-one half story structure is comprised of two separate volumes and covered by a flat roof. The first volume is sited along the north lot line with an "L" shaped plan, brick walls, and multi-pane steel sash windows in the mezzanine/upper wall sections. The second volume appears to be square in plan and is sited near the southwest corner of the parcel. Field observations did not determine whether the second volume upper level wall sections are comprised of painted over windows, or are of wood or drywall construction. A wide automobile drive-thru separates the two volumes and provides entrance/exit points on Fulton & Stanislaus Streets. A broadly overhanging roof with a wide cornice once painted with Firestone signage, and supported by steel posts and beams, extends southerly from the L-shaped volume, covering the second volume and extending to the lot line at Fulton and Stanislaus Streets, as well as to the rear lot line at the alley that divides the subject block.

*P3b. **Resource Attributes:** (List attributes and codes) HP6 Auto Garage

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



P5b. Description of Photo:

(View, date, accession #)

View North/Northeast

Photo Date: October 2005

*P6. **Date Constructed/Age and Source:**

Historic, c. 1934

Fresno City Directories & Sanborn Maps

Prehistoric Both

*P7. **Owner and Address:**

Fresno Metropolitan Museum of History &

Science, 1515 Van Ness Avenue

Fresno, CA 93721

*P8. **Recorded by:**

(Name, affiliation, and address)

Wendy Jinsley & Nicole Puyis

Urbana Preservation & Planning

248 3rd Street, #841, Oakland, CA 94607

1518 Myrtle Avenue, San Diego, CA 92103

*P9. **Date Recorded:**

February 2006

*P10. **Survey Type:** (Describe)

Pre-1961 properties - Intensive

Post-1960 properties - Reconnaissance

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

Urbana Preservation & Planning, City of Fresno Arts-Culture District Historic Property Survey Report, July 2006.

*Attachments: NONE Location Map Continuation Sheet Building, Structure, and Object Record

Archaeological Record District Record Linear Feature Record Milling Station Record Rock Art Record

Artifact Record Photograph Record Other (List):

BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 2

*NRHP Status Code: 5D3

*Resource Name or # (Assigned by recorder) 1502 Fulton Street

B1. Historic Name: Firestone Sales & Service Center

B2. Common Name: Firestone Sales & Service Center

B3. Original Use: Automotive - Tire Sales & Auto Service

B4. Present Use: Vacant

*B5. Architectural Style: Modern Auto Repair Garage

*B6. Construction History: (Construction date, alterations, and date of alterations)
 Originally constructed in approximately 1934; no major alterations observed.

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

*B8. Related Features: None

B9a. Architect: Not Identified

b. Builder: Not Identified

*B10. Significance: Theme: Automotive

Area: Fresno

Period of Significance: c.1934-c.1950s

Property Type: Auto Garage

Applicable Criteria: LHD1/4

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

The 1502 Fulton Street property was built in c.1934 for use as the Firestone Company Sales & Service Center and was occupied by the Firestone Company through at least 1960. The structure was first delineated on the 1950 Sanborn Fire Insurance Map publication for Fresno as having an overall rectangular plan (accounting for the expansive flat roof) built with steel posts and beams and concrete flooring. By 1965-1970, when the structure was resurveyed by the Sanborn Company, the L-shaped volume at the north lot line was delineated, along with the expansive roof system. The configuration of the structure today appears identical to that depicted on the 1950 and 1965-1970 Sanborn Fire Insurance Maps. Although in poor material condition, the structure appears to retain integrity to the Firestone period of occupation, and appears eligible as a contributing element to a Thematic Automotive Historic District under the City of Fresno Local Historic District (LHD) significance Criteria 1 and 4 for its association with the automotive sales and service industry in Fresno. The property does not appear to be individually eligible for inclusion on the City of Fresno Local Register of Historic Resources, the California Register of Historical Resources, or the National Register of Historic Places.

B11. Additional Resource Attributes: (List attributes and codes) No additional resource attributes

*B12. References:

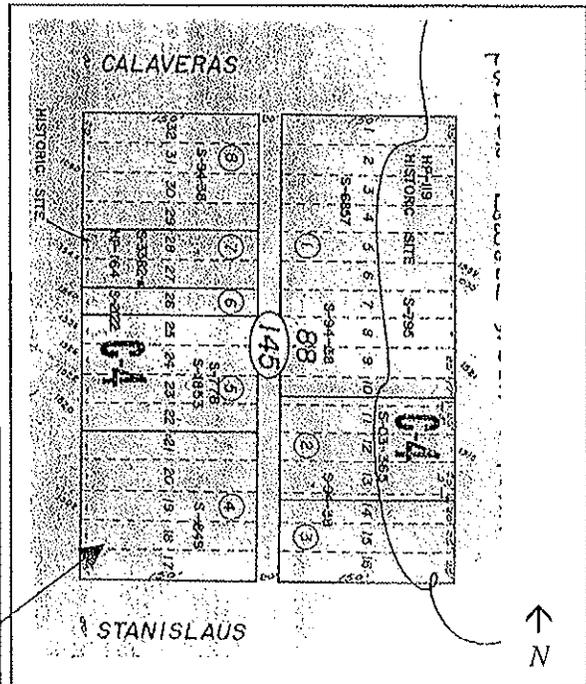
- City of Fresno Planning & Development Department
- City of Fresno Municipal Code
- Fresno City & County Historical Society
- Fresno County Library
- *See Report Bibliography for complete list of references

B13. Remarks: Strong Potential for Adaptive Reuse

*B14. Evaluator: Wendy L. Tinsley, Principal, Urbana Preservation & Planning, 248 3rd Street, #841, Oakland, CA 94607, 3538 Myrtle Avenue, San Diego, CA 92103

*Date of Evaluation: February 2006

(This space reserved for official comments.)





REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VIB
HPC MEETING: 12/13/10

December 13, 2010

APPROVED BY

FROM: KEVIN FABINO, Planning Manager
Secretary, Historic Preservation Commission

DEPARTMENT DIRECTOR

BY: KARANA HATTERSLEY-DRAYTON
Historic Preservation Project Manager

SUBJECT: CONSIDER ELIGIBILITY OF THE FUSD MAINTENANCE AND WAREHOUSE BUILDING LOCATED AT 717 SOUTH SEVENTH STREET TO THE LOCAL REGISTER OF HISTORIC RESOURCES PURSUANT TO FMC 12-1607 and 1609.

RECOMMENDATION

Staff recommends that the Commission find that the former Fresno Unified School District Maintenance and Warehouse Building located at 717 South Seventh Street is not eligible to the Local Register of Historic Resources due to a loss of integrity and mitigating economic considerations.

EXECUTIVE SUMMARY

In 2006 the City of Fresno's Housing and Community Development Division proposed to acquire a 2.85-acre parcel located at the southwest corner of South Eighth and East Ventura Avenues for a single and multi-family housing project. The parcel was eventually acquired using funds through the Home Investment Partnerships (HOME) Program, a branch of the Department of Housing and Urban Development (HUD). Due to the use of federal funds and pursuant to 36 Code of Federal Regulations Part 800, a comprehensive architectural survey was commissioned that evaluated all the former Fresno Unified School buildings on the parcel as well as all residences around the perimeter of the site for their eligibility to the National Register of Historic Places. The consultant found that none of the buildings were eligible to the National Register nor were any potentially eligible to either the California Register of Historical Resources or Fresno's Local Register of Historic Resources.

Staff concurred with all the findings in the survey but one and recommended that the Commission consider the eligibility of Building E, the former Fresno Unified School District Maintenance and Warehouse Building (1936) for the Local Register due to its association with the firm Franklin and Kump and the Works Progress Administration (WPA). The Commission at a public hearing held on October 23, 2006, reviewed the historic survey and agreed with staff that this building appeared to be individually eligible to the Local Register. The City through the RFP process asked potential developers to include the warehouse building for adaptive reuse in their conceptual plans. Unfortunately an arson fire two years ago further eroded its structural stability. In addition, projected costs for the restoration of the former Warehouse are estimated at \$1,792,713 and conceptual plans would by necessity obscure the character defining features of this late Art Deco/moderne building (see Exhibit B). In light of the fire and other mitigating factors staff finds that the former Fresno Unified School District Maintenance Building no longer meets the threshold for designation to the Local Register of Historic Resources.

BACKGROUND

At the October 23, 2006 meeting of the Historic Preservation Commission, staff presented an alternative analysis of the potential eligibility of one of the buildings on the (former) FUSD maintenance site, the 1936 Warehouse and Maintenance Building. In brief, the Fresno City Schools Warehouse and Maintenance Building (Building E) appeared to be eligible to the Local Register of Historic Resources under Criterion i

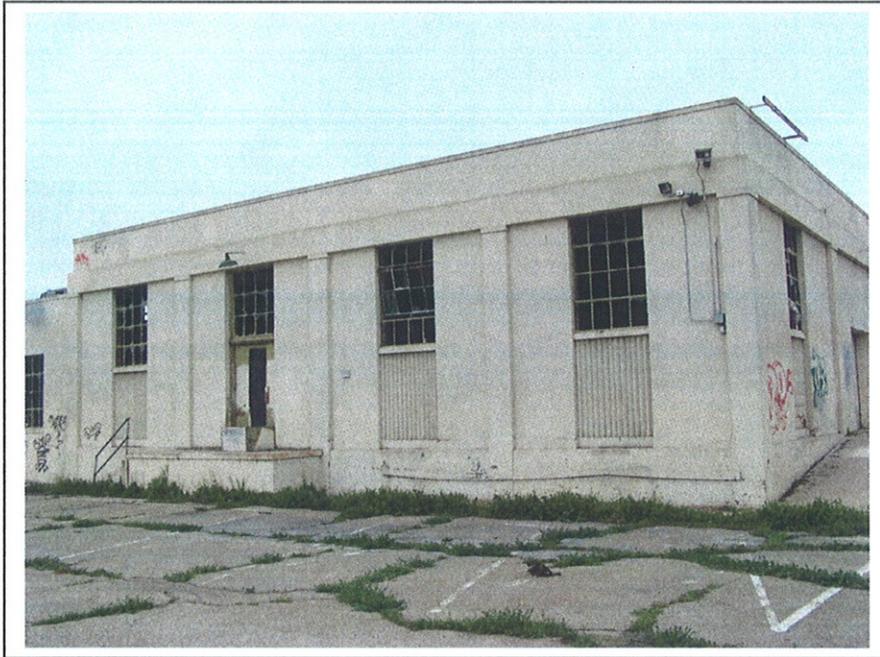
as one of the few WPA-funded buildings in Fresno, under Criterion ii for its association with both Allied Architects but particularly with Ernest Kump Jr. and Charles H. Franklin; and under Criterion iii as an important example of WPA architecture that additionally represented a transitional design for the new partnership of Franklin and Kump. The fact that this modest maintenance/shop building was constructed at the same time as the more elegant Fresno Unified School District Office did not diminish its importance (Exhibit C). The Commission reviewed the survey and the staff report and on a 5-0 vote supported the eligibility of the Warehouse Building under Criteria i and iii (Exhibit D). It should be noted that the Commission action was part of a historic survey review and not part of a formal action to nominate the building to the Local Register of Historic Resources.

The parcel at Seventh and Ventura was acquired by the City but the proposed housing project was stalled for several years. During this time an arson fire in the Warehouse Building destroyed a section of the roof and further vandalism occurred to the interior. The Redevelopment Agency is currently in partnership with the City to develop the 2.85 acre parcel into a mixed use and senior housing project. The development company AMCAL Multi-housing Inc. has been selected through an RFP process. The architectural firm of Vincent and Company has prepared two sets of conceptual site plans, one that includes the building within the project footprint and one that calls for its replacement with a smaller retail building and more housing units. In addition, a structural analysis of the warehouse building was recently completed by Brad Young and Associates (Exhibit B).

In a series of reports prepared and released to staff on November 16th, AMCAL has summarized its findings on the potential adaptive reuse of the Warehouse Building for either residential or commercial use (Exhibit B). To briefly summarize, due both to the fire as well as to the age and construction of the building, the roof must be completely replaced and extensive improvements and upgrades would be required to bring the building to code. Although the masonry walls appear to be in good condition based on a visual inspection, they would need to be tested by a qualified lab to determine the existence and spacing of reinforcing bars. The building was constructed with a very modest budget during the height of the Depression. The one character defining feature of note is the chevron patterned spandrels which create a *chiaroscuro* play of light and shadow through the use of diagonally placed bricks. A residential use of this building would require sill heights to not exceed 44 inches above the finished floor, in order to provide emergency access. To use the space for commercial/retail use, it would be essential to have visual access to the spaces and thus both additional doors for exiting and window piercings enlarged and/or lowered. For both residential and commercial uses these distinctive spandrels would therefore need to be removed. The cost comparison for a new shell building (with a smaller footprint) versus the adaptive reuse of the existing is also not favorable: \$371,636 for the new building as compared to \$1,792,713 for restoration of the Warehouse. There is inadequate funding to fill this gap.

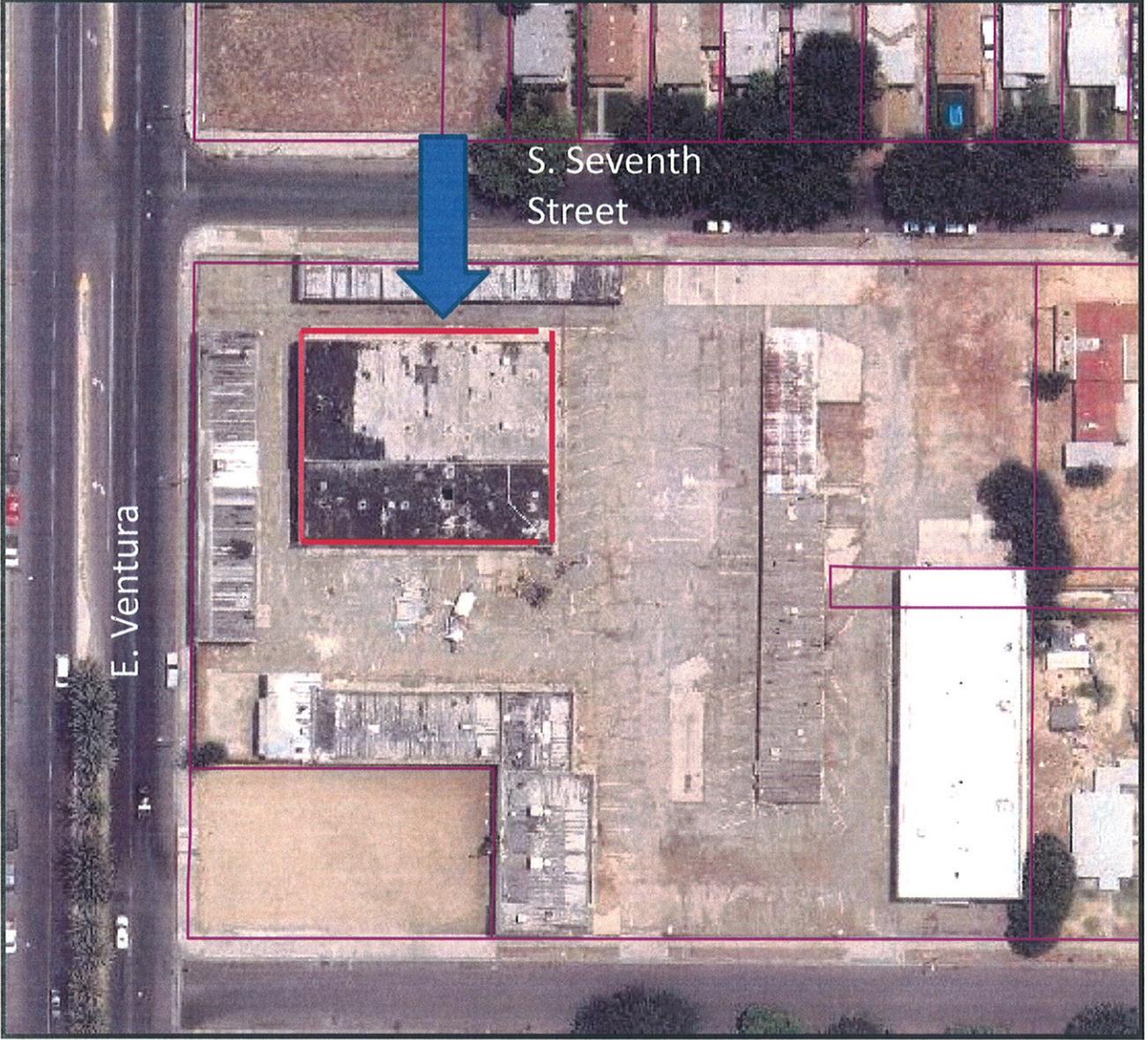
The Historic Preservation Commission reviewed the survey prepared by the consultant in 2006 and supported the Staff recommendation that the one building, Building E (Warehouse), appeared to be eligible to the Local Register of Historic Resources. The staff recommendation in 2006 was based on the pre-fire condition of the building as well as the proposal for adaptive reuse for a new in-fill complex. The RDA has commissioned the attached reports that indicate that the building can be restored but at a substantial cost and with, apparently, a concomitant loss of the character defining features that are intrinsic to the integrity of the building as a potential historic resource. In light of both the fire and the technical studies, staff cannot in good faith continue to support the eligibility of the building to the Local Register of Historic Resources. If the Commission disagrees, pursuant to protocols outlined in FMC 12-1609, a public notice will be placed in the *Fresno Bee* and the consideration of the building for the

Local Register will be on the January 24, 2011 agenda. Should the Commission nominate the building to the Register this recommendation will then be forwarded to the City Council for its consideration.



FUSD Warehouse February 23, 2010

- Attachments:
- Exhibit A - 2008 Aerial of 717 S. Seventh Street.
 - Exhibit B - Summary of Inspection and Analysis of Existing Fresno Unified School District Maintenance and Warehouse Building Located at 717 South Seventh Street 16 November 2010.
 - Exhibit C - HPC Staff Report on Historic Property Survey for the FUSD Property At 717 South Seventh Street, Fresno, California 23 October 2006.
 - Exhibit D - Minutes of the Historic Preservation Commission 23 October 2006.



717 S. Seventh Street, Former FUSD Maintenance and Warehouse Building (2008 Aerial)



4545 N. WEST AVENUE #118
FRESNO, CALIF. 93705

November 16, 2010

Subject: Inspection and Analysis of Existing Fresno Unified School District Maintenance and Warehouse Building located at 717 South Seventh Street

This report has been prepared to exam the potential re-use of the existing FUSD Maintenance and Warehouse Building and look at the viability of incorporating it into a mixed-use, affordable senior residential development. As originally outlined in the joint agency Request for Qualifications, the City Housing and Community Development Division and Redevelopment Agency were looking for a qualified developer who was capable of designing, financing, constructing, and operating a viable mixed-use development on this site. In our preliminary design concept we had proposed the demolition of all existing buildings on site.

We were selected as the developer for this site and approved at HCDC in early April. Since that time, we have worked with the Redevelopment Agency and City to finalize all of the language in the ENA for the subject property. Once all of the language and terms were agreed upon, the ENA was executed in August. It should also be noted that the original ENA document and timeframes did not contemplate all of the additional work and analysis that has been completed thus far and, subsequently, discussed in this report.

In previous discussions with the Redevelopment Agency, it was agreed that further analysis on the FUSD building must be undertaken to understand the viability of the existing building as an integral part of the final project. Over the course of the last two months, AMCAL has engaged the help of architect Scott Vincent of The Scott Vincent Architects, Inc., structural engineer Brad Young of Brad Young & Associates, Inc., Stephen Plauson of Technicon Engineering Services, Inc., and real estate professional Dirk Poeschel of Dirk Poeschel Land Development Services, Inc. to get a better understanding of the overall viability of the 12,500 square foot FUSD Maintenance and Warehouse Building. In the subsequent pages you will find individual reports that outline the key factors to consider as we move forward with the proposed development.

The comprehensive analysis is comprised of five separate sections:

- Architectural Review
- Structural Investigation
- Cost Analysis
- Market Analysis
- Historical Preservation Ordinance Applicability
- Additional Real Estate Report – CB Richard Ellis Fresno Retail Market, Second Quarter 2010

Each section and corresponding report outlines specific details and analysis that further describe current conditions and how it may impact the future development of the FUSD building and overall site.

Executive Summary

Architectural Review:

- The anticipated commercial uses would focus on smaller neighborhood retail and services.
- Current building location and potential required parking would not be consistent with *Commercial Development Design Guidelines for Ventura Boulevard / Kings Canyon Road Corridor*.
- Extensive modifications to the building would be required to make it a marketable retail building, thus losing many of the historically rich architectural elements.
- Extensive parking would be necessary and the building would represent 12,500 square feet of new commercial / retail space.
- Extensive improvements and upgrades to the building would need to be made to bring the building up to code.

Structural Review:

- In its current state, the building should be considered an extreme safety hazard. There is a high probability of significant roof failure and collapse as a result of any heavy rain occurrences in the coming months.
- Approximately 80% of the roof structure has been severely damaged by roof leaks throughout the building and a fire at the front of the building.
- There are several roof girders that need to be removed and replaced. The potential for roof failure from standing water is highly possible.
- Currently the building does not have any observable roof framing-to-wall ties to prevent the masonry walls from pulling away from the roof framing.
- If the building is to be used for future use, all masonry walls will need to be X-rayed by a qualified testing lab to determine the size, spacing, and layout of the existing reinforcing bars within the walls.
- While the structural integrity of the exterior walls appear to be in relatively good condition, there is a significant amount of repair that needs to be completed in order to meet code requirements.

- Technicon Engineering Services Inc. completed shear test on the masonry walls and compression strength on the bricks. All tests came back with adequate findings.

Cost Analysis:

- The overall costs associated with the re-use of the existing building to bring it up to code and designed for smaller, neighborhood-serving retail spaces is extremely high and could be considered prohibitive.
- The building's roof must be completely removed and replaced. All new wall-to-roof connections must be installed.
- New support beams and girders must be installed throughout the structure.
- Building must be X-rayed by a qualified testing lab to determine the size, spacing, and layout of the existing reinforcing bars within all masonry walls.
- Adequately sized sewer, water, and electrical services must be installed to the building.
- Adequately sized air-conditioning units and fire sprinkler systems would need to be installed.
- Additionally structural evaluation and design must be completed in order to add additional windows and doors to the exterior of the building to make it a more viable commercial space.
- Individual restroom facilities would need to be constructed for the various rentable spaces.
- Preliminary Estimated to bring building to market is in excess of \$1.7 million.

Market Analysis:

- The Market Study summarizes several factors that make the viability and cost to rehabilitate the 12,500 square foot building infeasible.
- The overall retail market has suffered, and will continue to suffer for the foreseeable future, from high vacancy rates and decreasing lease rates.
- Based on the general condition of the area inclusive of the subject site, corresponding vacancy rates, rental rates and competition from nearby sources, no justification can be made for a commercial / office component of the proposed project.
- To the east of the subject property there are newer commercial centers that have been developed and appear to be attracting the area's commercial activity. Major national anchor tenants can be found at the retail centers along Kings Canyon Road located at Cedar Avenue, Peach Avenue, and Clovis Avenue. These newer commercial areas are more attractive, have higher traffic counts and larger parcels (typically 7-10 acres and larger) that can accommodate a range of compatible commercial uses that draw customers from a greater area.
- There is an oversupply of similar neighborhood-retail units in close proximity to the subject property.

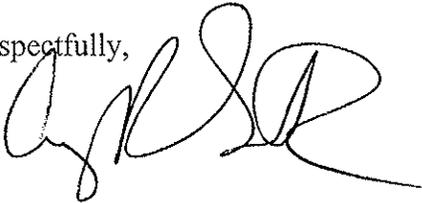
- The subject property area includes commercial, residential, and limited offices uses. In the immediate area there are several older, poorly maintained commercial uses along Ventura Boulevard.
- The location and immediate area has driven down the demand and lowered potential office and commercial rents.
- The cost associated with improving the FUSD to a viable, retail-oriented building that has adequate pedestrian access would be extremely high.

Historical Preservation Ordinance:

- Based upon the reports included in this analysis, the rehabilitation of the FUSD building would create an economic hardship.
- The rehabilitation and conversion of the building to retail would create an asset that is financially infeasible unless significant local funding is available.
- Using the income approach, the building's market value would only be \$609,830. The total cost to redevelop the building would be \$2,211,978, well above the market value.

It is the intent of this report to outline the architectural, structural, cost, and marketing associated with the existing FUSD Maintenance and Warehouse Building. It is our hope that this information can be used to further discussions between AMCAL, the Redevelopment Agency and the Housing Department to create a viable, sustainable development.

Respectfully,

A handwritten signature in black ink, appearing to read 'Craig R. Smith', written in a cursive style.

Craig R. Smith
Director of Development



REPORT TO THE HISTORIC PRESERVATION COMMISSION

AGENDA ITEM NO. VA
HPC MEETING: 10/23/06

October 23, 2006

FROM: NICK P. YOVINO, Director
Planning and Development Department

APPROVED BY

DEPARTMENT DIRECTOR

THROUGH: DARRELL UNRUH, Planning Manager *DRU*
Secretary, Historic Preservation Commission

BY: KARANA HATTERSLEY-DRAYTON *KHD*
Historic Preservation Project Manager

SUBJECT: REVIEW AND MAKE FINDINGS ON THE HISTORIC PROPERTY SURVEY OF THE FRESNO UNIFIED SCHOOL DISTRICT PROPERTY AT 717 SOUTH SEVENTH STREET FRESNO, CALIFORNIA

RECOMMENDATION

Staff recommends that the Historic Preservation Commission review the attached historic survey and hold a public hearing. The Commission should consider all information presented in writing and in oral testimony. Staff concurs that none of the buildings within the Area of Potential Effects (APE) are eligible for the National Register of Historic Places. Staff also concurs that the residential buildings, including the two residences located at 3745 East El Monte Way and 791 South Seventh Street, do not appear to be eligible for the Local Register. Nor do the commercial buildings at 3636 East Ventura and 3702 East Ventura Avenue appear individually eligible to the Local Register. Staff also agrees with the consultant's recommendation that Buildings A-D and F and G on the Fresno Unified School District site are not eligible for listing on Fresno's Local Register. However, staff advises the Commission to consider the potential eligibility to the Local Register of the WPA funded Fresno City Schools Warehouse and Maintenance Building (Building E), designed by Ernest J. Kump Jr. for Allied Architects in 1935 and constructed in 1936. The former warehouse/shop building seems ideally suited for adaptive reuse. Reuse of this extant building would be consistent with the City's draft Fresno Green Building program.

EXECUTIVE SUMMARY

The City of Fresno Housing and Community Development Division proposes to acquire a 2.85-acre parcel located on the southwest corner of South Eighth Street and East Ventura Avenue to facilitate the construction of single and multi-family housing. The proposed project is funded through the Home Investment Partnerships (HOME) Program, a branch of the Department of Housing and Urban Development (HUD). The project thus constitutes a federal undertaking as defined in 36 Code of Federal Regulations (CFR) Part 800.16(y). As the lead agency proposing to use federal funds, the City of Fresno is required to evaluate whether or not the project has the potential to affect historic properties, if present. The City also must determine if the proposed housing project will have a significant impact on historic and cultural resources. To that end the City contracted with J and R Environmental Services to prepare a historic property survey in order to evaluate the buildings within the actual project footprint. In addition, as required by federal protocol, one row of buildings immediately surrounding the project footprint was also evaluated for their eligibility to the National, State and Local Registers. Two single family residences as well as a complex of buildings owned by the Fresno Unified School District are potentially slated for removal. The consultants concluded that none of the buildings in the Area of Potential Effects (APE) were eligible for any register.

BACKGROUND

The proposed housing development at South Eighth Street and East Ventura Avenue encompasses three separate parcels (APN: 470-052-02, 03 and 04). A 2.8 acre parcel is owned by Fresno Unified School District and includes seven buildings constructed between 1936-1951. Two single-family residences (3745 East El Monte and 791 South Seventh Avenue) are located immediately south of this parcel and would be included within the project. All buildings within the total footprint are potentially slated for demolition. Due to federal funding through the HOME program, the City as lead agency has contracted with a consultant to evaluate all buildings and structures for their eligibility to the National, California and Local Registers. The evaluation for the Local Register is not required but is part of the City of Fresno's protocol for demolition review. Twenty additional properties immediately surrounding the proposed project footprint have buildings over 50 years of age and were included within the project's Area of Potential Effects (APE). These single family residences and two commercial buildings range in age from circa 1921 to 1946.

The consultant, J and R Environmental Services, concluded that no properties within the APE are eligible for the National, California or Local Registers. Staff concurs with the findings for all but Building E (Feature 5 on the DPR forms) which historically was known as the Fresno City Schools Warehouse and Maintenance Building.

Works Progress Administration: Criterion A/1/i. The Warehouse and Maintenance Building was completed on October 22, 1936 and was funded in part through the Works Progress Administration (WPA) a New Deal agency founded during the Depression under Franklin D. Roosevelt. Inspired by William James' essay, "The Moral Equivalent of War," "New Deal programs put millions of destitute men and women to work providing useful services and vastly expanding the concept of the public realm" (Gray Brechin Ph.D. 28 October 2004). Buildings and structures were often richly embellished with publicly financed art. From its inception in 1935 until its dismantling in 1943, the WPA employed more than 8.5 million people and was Roosevelt's most visible agency. WPA employees constructed bridges, roads, public buildings, public parks and airports. Almost every community in America ultimately had some kind of project financed by the WPA. J and R Environmental Services has concluded that the FCS Warehouse and Maintenance Building is not eligible to any register for its association with the WPA as it is "but one of many constructed as a part of the WPA program" (BSO:14) and they note that "WPA architecture, locally, is best represented by the Fresno City Hall and the Fresno Memorial Auditorium" (BSO:15). The consultants also cite statistics for WPA projects in the United States.

However the question that the Commission needs to ask and answer is not how many WPA financed projects were built in the United States but how many were built in Fresno, and of these how many are extant? Staff has no information about the funding for the Fresno City Hall. However, the Fresno Memorial Auditorium (1935) as well as the Fresno County Hall of Records (1935) and the Old Fresno Unified School District Office (1936) were not WPA projects but in fact were funded through the Public Works Administration (PWA), a program founded earlier in Roosevelt's administration (1) The PWA was a grants and loan-making operation under Harold Ickes and did not have its own work force. The WPA was created in order to put people to work, and this work force included both unskilled laborers as well as highly skilled craftsman and artists. The Chandler Field/Fresno Municipal Airport (1936-1937) was built using WPA funds and was designated to Fresno's Local Register of Historic Resources as a district. The airport was also found eligible (with concurrence by the SHPO) for the National Register of Historic Places under Criterion A and C. The swimming pool at the Frank H. Ball Playground was also constructed in the 1930s in part through WPA funds. The swimming pool and recreation center at the park (funded through the National Youth Association) were evaluated as eligible for both the Local Register as well as the

California Register of Historical Resources (AppliedEarthworks April 2004). Thus, using local comparative data, it seems logical that the Fresno City Schools Warehouse and Maintenance Building is eligible for Fresno's Local Register of Historic Resource under Criterion i as one of the few WPA funded buildings in Fresno.

Allied Architects/Charles H. Franklin and Ernest Kump Jr.: Criterion B/2/ii: Criterion ii of Fresno's Local Register is patterned after the National Register of Historic Places and recognizes that buildings, structures (etc.) may be eligible for their association "with the lives of persons significant in our past." The Fresno City Schools Warehouse and Maintenance Building was one of many New Deal projects assigned to a Depression-era consortium of architects, Allied Architects. The report includes a good summary of the individual members of this team. The architectural drawings (located and graciously supplied by Jon Brady) indicate that Ernest Kump Jr. drew the plan for this commission for Charles H. Franklin for Allied Architects. Ernest Kump Jr. was educated at U.C. Berkeley and received his Masters in Architecture at Harvard University under the famous German Bauhaus modernist, Walter Gropius. In 1937 the association between Charles H. Franklin (architect and engineer) and the young Kump (as designer and architect) was officially established. For his thesis Kump used one of the firm's first commissions, the Fowler Grammar School. To quote John Edward Powell's excellent biography: Kump Jr. "achieved early recognition within a small circle of American modernists as one [of] the most advanced architectural thinkers of the late 1930s and early 1940s." The firm of Franklin and Kump achieved national importance with their "radically modern" Fresno City Hall (1941). Kump went on to be an "internationally recognized expert in school architecture" and was particularly well known for his 1962 design for Foothill College and his design for Crown College at the University of California at Santa Cruz (John Edward Powell 2000). According to Mr. Powell, although Charles Franklin's name was often credited with the design of projects, Franklin's skill was as an engineer (although also a licensed architect) and it was Kump who did the actual design; Powell cites their collaboration in 1935-6 on the Pudlin House. It was this modernist passion that in fact complimented Franklin's talents. Together the two men put their stamp on "the architectural face of emerging modernist Fresno" (Powell personal communication 22 September 2006). One can thus see in this modest commission, an early school building (perhaps the first) designed by Kump with certainly Franklin's support and contributions. Thus the building appears to be eligible to Fresno's Local Register under Criterion ii.

Type or Method of Construction: Criterion C/3/iii. Criterion iii of the Local Register also follows that of the National Register in recognizing buildings... which "embody the distinctive characteristics of a type, period or method of construction, or represents the work of a master, or possesses high artistic values." The consultants conclude that the building is not eligible under Criterion iii as it does not represent one of the best works of Franklin and Kump and that "WPA architecture, locally, is best represented by the Fresno City Hall and the Fresno Memorial Auditorium" (BSO p. 15). To take the second point first, staff could not find any information indicating that the (former) City Hall was financed through the WPA, and the Fresno Memorial Auditorium was a PWA project, as previously noted. Admittedly the warehouse building was a modest project, conceived at the same time as other better funded and grander New Deal projects. However the building is of interest in and of itself. Architecturally it is a transitional building showing both minimal classicism as well as incorporation of a signature element of the Art Deco style: the chevron patterned spandrels which create a *chiaroscuro* play of light and shadow through the use of diagonally-placed bricks.

Summary: The Fresno City Schools Warehouse and Maintenance Building (Building E) appears to be eligible to the Local Register of Historic Resources under Criterion i as one of the few WPA-funded buildings in Fresno, under Criterion ii for its association with both Allied Architects but particularly with Ernest Kump Jr. and Charles H. Franklin; and under Criterion iii as an important example of WPA architecture that additionally represented a transitional design for the new partnership of Franklin and Kump. The fact that this modest maintenance/shop building was constructed at the same time as the more elegant Fresno Unified School District Office does not diminish its importance.

- 1) Hall of Records Dedication Program 3 April 1937 notes a PWA appropriation in 1933; the National Register Nomination for the Memorial Auditorium notes a PWA grant of \$190,000.

Attachments: Exhibit A - "Historic Property Survey of the Fresno Unified School District Property At 717 South Seventh Street Fresno, California," 13 August 2006.

**REGULAR MEETING
FRESNO HISTORIC PRESERVATION COMMISSION**

Monday, October 23, 2006 - 6:30 P.M.

City Hall, Conference Room A
2600 Fresno Street

Fresno, California 93721

I. CALL TO ORDER AND ROLL CALL

The meeting was called to order at 7:02 P.M. by Chair, **Kevin Enns-Rempel, M.A.**

Members Present:	Kevin Enns-Rempel	Chair
	Don Simmons, Ph.D.	Vice Chair
	Michele Randel, AIA, CSI	Commissioner
	Jeannine Raymond, Ph.D.	Commissioner
	Molly LM Smith	Commissioner
Members Absent:	Cam Maloy	Commissioner
Staff Present:	Karana Hattersley-Drayton	Preservation Project Manager
	Darrell Unruh	Planning and Development Manager
	Michael Sigala	Manager, Housing and Community Development
	Will Tackett	Planner II
	Cheryl Haroldsen	Recording Secretary

II. APPROVE MEETING MINUTES for August 28, 2006, and September 25, 2006.
Molly Smith moved to approve the minutes for August 28th, and Don Simmons seconded the motion. Minutes were approved 3 – 0, with 2 abstaining.
Molly Smith moved to approve the minutes for September 25th with minor corrections, and Jeannine Raymond seconded the motion. Minutes approved 5 – 0.

III. APPROVE AGENDA

Molly LM Smith moved to approve the agenda as amended.
Jeannine Raymond seconded the motion and the agenda as amended was approved 5 - 0.

IV. CONSENT CALENDAR

(All consent calendar items are considered by the Historic Preservation Commission to be routine and will be enacted by one motion. There will be no separate discussion of these items unless requested, in which event the item will be removed from the consent calendar and considered following approval of the consent calendar.)

There were no items on the consent calendar and thus no action taken.

V. CONTINUED MATTERS

A. Review and Make Findings on the Historic Property Survey of the Fresno Unified School District Property at 717 South Seventh Street, Fresno, California.

Karana Hattersley-Drayton discussed the staff report, noting that all of the buildings within the footprint are potentially slated for demolition. Funding is through the HUD program, the City is the lead agency, and therefore all buildings were evaluated by consultants for their eligibility to the national, state, and local register. There are 20 additional properties immediately within the area of potential effects, none of which were found eligible and staff concurs with all of the findings except for Building E. The warehouse / maintenance building is the one in question and the construction of it was funded in part by the WPA. It is this involvement that staff feels makes it eligible under Criteria i, due to its association with the WPA- one of the few in Fresno. Staff believes it is also eligible for the Local Register under Criteria ii - its association with Allied Architects. The building was designed by Charles H. Franklin and Ernie Kump, Jr., an internationally famous American modernist. It is not eligible under Criteria iii, as it does not represent one of the best works of this architect. The warehouse is considered a transitional building showing minimal classicism and an incorporation of a signature element of the art deco style – the chevron patterns which create a chiaroscuro play of light and shadow. The fact that this modest maintenance shop was built at the same time as the more elegant Fresno Unified Office should not diminish its importance.

Michael Sigala, Manager, Housing and Community Development, stated the building would be a good candidate for adaptive reuse.

John Brady, JR Environmental Services, indicated that his research of Fresno Sanborn maps is what drove his opinion regarding these buildings. Plans for the Warehouse Buildings were perhaps drawn by Ernie Kump, Jr., but the architect of record was Charles H. Franklin. His research leads to the conclusion that the building was indeed designed by Franklin. However, he has not concrete evidence either way. Either way, it is not the best example of Kump's work. Criteria ii; association with a person of significance, is speculation at best. Next, Criteria iii; design and construction, clearly it has not been illustrated that the building has distinctive characteristics of a recognized type, period, or method of construction. Architecturally it is considered a transitional building. He stated that he was not satisfied that it is a good candidate for the local register.

Kevin Enns-Rempel noted that the separate decisions discussed have competing arguments with differing interpretations of how to address the findings.

Molly Smith stated that this is truly a stellar example of something that needs to be preserved. Sometimes a noble piece of architecture can be a transitional piece.

Jeannine Raymond believes this circumstance is similar to another discussion regarding a Julia Morgan building. She is perplexed that two different parts of the same building look to be so different in style.

John Brady interjected that he believes the issue of whether it is a Kump building takes precedence over other discussions.

Michele Randal believes it is significant that his (Kump) initials are on the drawing. The owner of a firm always will be the one who signs and takes responsibility for the drawings.

Molly Smith added that both names on the drawings are indicative of a collaborative partnership.

Kevin Enns-Rempel stated Bulletin 15 is a useful document when assessing how to make a decision. However, the Commission's charge is to assess for the local register, a different level.

He agrees that it would be a stretch for National Register status. The connection to the WPA is relevant and needs to be considered.

Jeannine Raymond restated Housing's earlier opinion that the building could be a good candidate for adaptive reuse. She asked about preserving just that portion of the building that is architecturally more compelling.

Karana Hattersley-Drayton answered that could be done without harming the intent of the designer if it was structurally sound enough. The desirable goal would be to preserve it as designed but the alternative would be reasonable to consider.

Kevin Enns-Rempel said it was important to refer back to Bulletin 15 regarding Criteria ii for Federal, State, or Local designation. Much of what is applicable under Criteria ii could also be used for Criteria iii as justification for designation. The building needs to be considered for what it was intended to be, not how elaborate the building was designed to be. We must consider what the initial intent was because it could work under i or iii. What is important in this case is whether it is worth putting on the Local Register as a planning tool and as a way to consider adaptive reuse.

Molly Smith stated the building definitely has a history, and needs to be considered for the Local Register as a whole.

Don Simmons added that there is no doubt that the building was funded by the WPA in 1936. He is not so concerned with Criteria iii.

John Brady states that he cannot unequivocally say that because Kump's initials are there, he had a major role in its design.

Karana Hattersley-Drayton brought up the point that a consortium of historians are putting together an inventory of New Deal and WPA buildings-and it is a very short list for the Fresno area.

Kevin Enns-Rempel said the larger context would be eligibility under i and iii for Local Register status. He concurs with staff recommendations.

Molly Smith motioned for acceptance of staff recommendations, that no buildings within the APE are eligible for the National Register of Historic Places; but that Building E, the former Fresno City Schools Warehouse and Maintenance Building appears eligible to the Local Register of Historic Resource under Criteria i and iii.

Michele Randel seconded the motion. The motion passed 5 - 0.

VI. COMMISSION ITEMS

A. Review Proposal for Window Replacement for the Pacific Southwest Building (Security Bank Building) (HP#121), 1060 Fulton Mall.

Karana Hattersley-Drayton reminded the Commissioners that Michele Randel must reclude herself as she is presenting for the client. Due to the lateness of the item, there is no staff report. She stated that Saundra King, owner, is proposing to renovate the 11th through the 16th floors for residential lofts/condos to be sold. Ms. King is trying to be sensitive to the majesty of the building while making it more energy efficient and livable.

Michele Randel stated that as part of the planned conversion, Ms. King proposes to replace the existing windows with metal windows that appear double hung, hinged for easy cleaning, and painted the original burgundy color. These windows are powder coated and UV resistant; adding louvers at the top and bottom.

Karana Hattersley-Drayton stated that Ms. King is setting a precedent in bringing this to the Commission as it is essentially design review. Commissioners have the option of passing a

**City of Fresno
State of Historic Preservation
Annual Report**



George and Adelpia Rowell Home (HP#268)

**Historic Preservation Commission
FY 2010**

(July 2, 2009-June 30, 2010)

**Historic Preservation Commission
FY 2010**

Don R. Simmons, Ph.D.
Chair

Christopher Johnson, A.I.A.
Vice Chair

Patrick Boyd

Sally Caglia

Teresa España, M.A.

Joe Moore

Molly LM Smith

Historic Preservation Commission Objectives

Established in 1979 (Ordinance 79-72, Section 13-400, Article 4 of the Fresno Municipal Code, now 12-1600 et seq.), the Historic Preservation Commission serves as an advisory commission to the City Council regarding historic resources in Fresno. The following objectives guide the Commission in carrying out its mandate:

-To preserve, promote, and improve the historic resources of the City of Fresno, for the educational, cultural and general welfare of the public.

-To review changes to those resources that have a distinctive character, or a special historic, architectural, aesthetic or cultural value to the city, state or nation.

-To safeguard our City's heritage by preserving, and regulating its historic buildings, structures, objects and sites that reflect elements of the city's historic, cultural, social, economic, political and architectural history.

-To preserve and enhance the integrity and safety of the city's historic landmarks.

-To establish, stabilize and improve property values and to foster economic development by protecting the city's unique historic heritage.

Specific duties and powers of the Commission include the following:

-Participation in environmental review procedures called for under the local ordinance, state law and federal law.

-Participation in development of the City's General Plan.

-Recommendation to City Council of properties for the City's Local Register of Historic Resources and overview of all permits on said properties.

-Recommendation to City Council of local historic districts and overview of all permits on properties in said districts.

-Review and comment on land use, housing, redevelopment, municipal improvements and other types of planning.

State of Historic Preservation Recent Activities FY 2010

The Historic Preservation Commission provides a critical service to the City of Fresno. Recent activities reflect advocacy for our historic resources, smart and sustainable planning and education for our residents on the importance of stewardship of the City's resources. In FY 2010, the Commission spent considerable time addressing:

- The importance of historic surveys-
- The value of historic districts as a means of preserving larger swaths of historic fabric and maintaining a strong sense of place-
- Vigilance for enhanced code enforcement procedures in order to reduce "demolition by neglect" by irresponsible property owners; and
- The emerging importance of preserving Fresno's rich mid-century modern resources, including Fulton Mall.

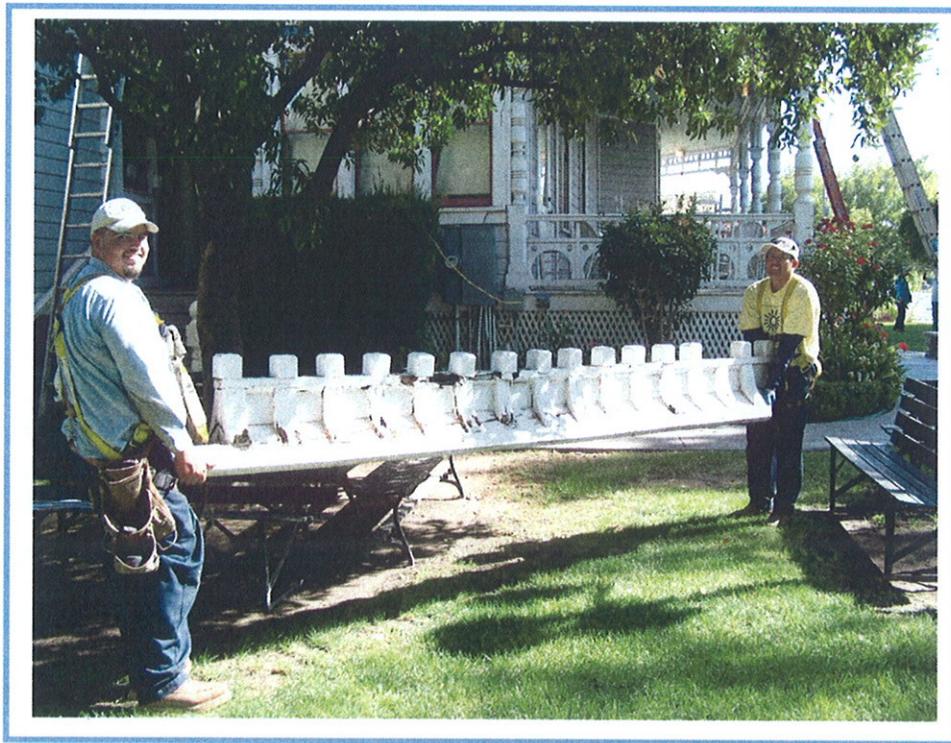
The Commission continued dialogue with other city departments and divisions, such as Downtown Community and Neighborhood Revitalization, Housing, Code Enforcement, and Parks and Recreation. The Commission was delighted to partner with the Wilson Island Neighborhood led by Bob Boro, Dr. Jeannine Raymond and other residents which led to the designation of the Wilson Island Historic District.

The Commission was especially interested in the CEQA evaluation and preservation of the Masita Farm and believes that this property has the potential to be developed as a tool for telling the story of Fresno's rich agricultural and ethnic heritage. The Commission was unanimous in our praise for the authenticity of the farmhouse, iconic tankhouse, barn and other farm-related outbuildings, including a pristine privy.

The Commission continued to be troubled by the ongoing neglect and eventual arson fire of two designated historic properties on L. Street and San Joaquin in the Lowell Neighborhood. The loss of the Burks Home and the Newman Home is a significant blow to the potential designation of an L. Street Historic District. The lack of stewardship of historic resources is emblematic of the lack of vision for including historic preservation in the strategy for economic revitalization and neighborhood transformation. The Commission invested a significant amount of time and staff resources working with the former property owner and potential property owner to provide an impetus for new, historically-sensitive development in the area, only to lose two contributing resources due to negligence and to see the area continue to disintegrate and collapse. The Helm Home, long considered one of Fresno's architectural jewels, continues to languish in disrepair and the neighboring Collin's Home, without any protections that designation offers as well as the Creighton Home are all evidence of negligence and a lack of appreciation of the role of stewarding our built heritage.

The Commission was diligent in reviewing and commenting on City planning documents for important development projects including SEGA and the South Stadium Industrial Area. In addition, the following were discussion items at public hearings:

- The opportunity for the City to use the Mill's Act to further incentivize property owners to preserve and restore historic properties-
- Development plans for the Warehouse Row project-
- Potential listing of the Buck Adobe as an important resource for this particular type of construction and contribution to the early Fresno landscape-
- The continued importance of the Heritage property designation for those properties which do not meet the rigorous threshold for listing on the Local Register of Historic Resources-
- Non-permitted work on the façade of the Hopkins Home, 1458 Divisadero St.-
- A plan for repairs and protection of the Meux Home-

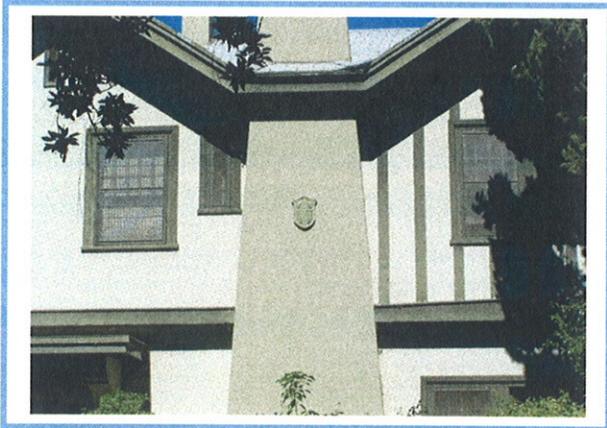


Removing the ridge crest from the Meux Home prior to restoration

State of Historic Preservation

New Properties on the Local Register of Historic Resources and Heritage Properties

- HP # 266** **The Deacon-Eilert Home, 660 E. Carmen Avenue (1919)**
- HP # 267** **The John B. Marshall Homes, 164 N. Echo Avenue
(c1884, c1908)**
- HD #03** **The Wilson Island Historic District (78 contributing
properties (2 non-contributing))**
- HR #011** **The Frank and Felita Kauke Home, 641 E. Carmen
Avenue (1932)**



Details of homes, Wilson Island HD



State of Historic Preservation

Above and Beyond the Call of Duty

The Commission's public service and volunteer role are primarily at the regularly scheduled monthly meetings. Often, behind the scenes, with the capable assistance and guidance of Karana Hattersley-Drayton, the City of Fresno's Historic Preservation Officer, many commissioners make important, but less visible contributions to the City's historic preservation efforts.

As professional architects, **Molly LM Smith** and **Christopher Johnson, AIA** provided advice on several projects under review. Their able counsel provided the commission and staff with a framework of knowledge necessary to help make the best decisions regarding projects that affect a historic resource. Of particular note are **Molly Smith's** work on the Warehouse Row Sub-committee and the Meux Home architectural Sub-committee. In addition, she provided a site visit and technical report on maintenance issues at the Flora Montague Bungalow Court (1922), located at 950-960 E. Divisadero Street.

Christopher Johnson, AIA, participated in the "Greening Up Your Historic Home" panel discussion, November 14 2009 as part of the annual Fresno Historical Society Home Tour. He served on the Meux Home Architectural Sub-committee along with Commissioners Smith and España. Mr. Johnson attended a California Preservation Foundation workshop, "Weatherization and Materials in Historic Buildings," and also attended the California Preservation Foundation Annual Meetings in Grass Valley and Nevada City.

The Newest Commission member, **Joe Moore**, has distinguished himself as the Commission's resident docent of mid-century modern architecture. Mr. Moore has served outside the Commission in numerous capacities including leading a tour of Downtown Fresno's Mid-Century Modern Architecture and several tours of the Fulton Mall and environs. He is one of the founders of the Fresno Mid-Century Modern Facebook page.

Teresa España has also maintained a strong presence outside of the Commission through the following activities:

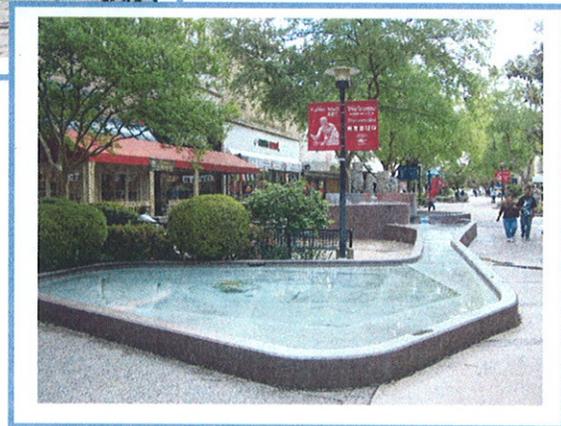
- Volunteer, *Annual Conference*, FCASH, Fresno, CA, Fall 2009
- Docent, *Historic Home Tours*, Fresno Historical Society, Fresno, CA, Fall 2009 and Spring 2010
- Graduate, *Citizen's Academy*, City of Fresno, Fresno, CA, Spring 2010
- Member, *Julius Shulman Photograph Sub-Committee*, Fresno, CA, Spring 2010
- Member, *HPC Meux Home Architectural Consultation Sub-Committee*, Fresno, CA, Spring 2010
- Member, *HPC Modern Architecture Sub-Committee*, Fresno, CA, Spring 2010
- Attendee, *Keeping Time III: Historic Preservation Conference*, Sonora, CA, June 2010

Commission Chair **Dr. Don Simmons** attended Historic Preservation Commission meetings in other cities in order to observe protocols and activities, including Beaufort, South Carolina, Savannah, Georgia, Tampa, Florida and North Charleston, South Carolina. He participated in the Neighborhood Stabilization Home Ribbon Cutting/Open House and served on the Meux Home Fund Development Sub-Committee and the Warehouse Row Sub-committee. He serves as the historic preservation liaison for the Lowell Neighborhood Association. He also led a student tour of Historic Lowell Neighborhood for the Summer of Service Program of Hands On Central California.

All commissioners attended the public charrettes held this past year for the Fulton Corridor Specific Plan and the Downtown Neighborhood Community Plan.



Fulton Mall



State of Historic Preservation

Concerns and Interests

Historic Preservation in Fresno is at a crossroads. With the possibility of California's High Speed Rail, the competing interests of developers, revitalizers and preservationists, economic challenges and environmental concerns, if care is not taken with our historic resources, we may lose them forever. We have known this to be true in our city since the wrecking ball demolished the County courthouse in 1966. Yet, today, the challenges are more extensive, more expensive and more is at stake than ever before.

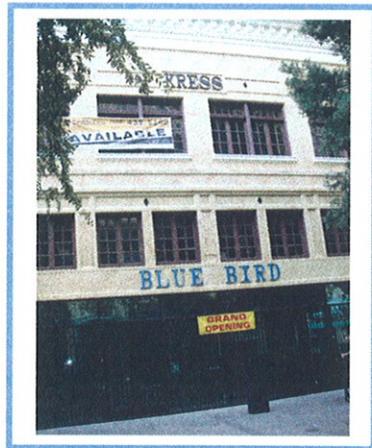
For many, Historic Preservation is viewed as a luxury or as a hobby for those who appreciate old buildings, landscapes and design. For some, historic preservation is an obstacle to progress, and viewed as a hindrance to revitalizing economic dead zones, whether those zones are downtown corridors or verdant farm fields. Many stand in neutrality, and have no opinion when it comes to historic preservation, which may be the most damaging vantage point. Many great cities have learned that paying attention to issues of historic preservation is directly linked to the vitality, environmental health and economic energy of their city. **Historic Preservation, particularly preserving our more recent past, mid-century modern resources, should be Fresno's key strategy for revitalizing our downtown corridor and creating a healthier environment for our children.** As Jane Jacobs (1926-2006) stated,

"Cities need old buildings so badly it is probably impossible for vigorous streets and districts to grow without them. By old buildings I mean not museum-piece old buildings, not old buildings in excellent and expensive state of rehabilitation-although, these make fine ingredients-but also a good lot of plain, ordinary, low-value buildings, including some rundown old buildings."

In Fresno, Dr. Jacobs could have been referring to our extensive stock of working class houses in Lowell, Jefferson, Jane Addams and Pinedale. Our automotive repair shops and warehouses along Broadway, H. Street and Fulton could be included. This could apply to our chicken feed plant or cheese factory on Belmont or the Street car pavilion in Roeding Park. A building does not need to be beautiful and stately, such as Kearney Mansion or the Meux Home to be valuable to our historic fabric. More so, we do not need to "like" every building or resource in order to preserve it and allow that resource to tell its own story. Birmingham, Alabama, has citizens who do not "like" their county jail, but who can deny the significance of one small cell? My cousin does not "like" the Vietnam Memorial Wall, but, he cannot erase his father's name from its stone. Here in Fresno, we may not "like" a building, landscape, mall or structure, but, we cannot ignore the significance that those hold in our collective heritage. ***Those who follow us need to know how (and where) we lived, and that is not always grand, beautiful or pleasant—but, it is authentic.***

It is also economically wise to preserve our historic buildings. It is possible to overlook the value of historic buildings as an impetus to economic growth, forgetting these important facts:

Small businesses account for more than 75% of all net new jobs created in America; of the 20 types of businesses that will have the fastest rate of growth, 90% employ fewer than 20 people. Historic buildings provide an ideal location for many of these small businesses for both size and occupancy cost reasons. And locating new businesses in historic structures leaves more money available for employment and future expansion. Starting up a new business is a risky proposition, and making the right decision about the fixed cost of occupancy can substantially improve the odds of business survival. Historic buildings, particularly in downtown areas and neighborhood commercial centers, are usually available at a wide range of prices, including the lower end of the rent spectrum. Saving money on occupancy leaves more available for business expansion and creating additional jobs.



Another continuing concern is for the preservation of resources which are not buildings. Canals, hitching posts, signs, landscapes, amusement parks, ponds and artwork all contribute to our shared Fresno story. Our current ordinance provides for the designation and preservation of these resources, and we must place a greater emphasis, even amidst criticism, on protecting them. An allée of trees, a weathered hitching post, or a faded neon sign tell part of the story of how we lived, worked and played in Fresno. We must protect these often-overlooked resources.



An additional continuing concern, which the Commission addressed this past year by forming a sub-committee for community outreach, is to actively communicate and educate the public about historic preservation issues, particularly children and youth. Although the Commission has been active for over 25 years, many members of the public are not aware of the work of the Commission or the purpose of the Historic Preservation Ordinance. There is an incorrect assumption that the HPC is the “paint police,” or that every cosmetic or safety change to a historic building must be approved by the Historic Preservation Commission. This misunderstanding of the ordinance and purpose of the Commission is often propagated by community leaders and the press who do not fully understand/or appreciate Historic Preservation. A careful reading of the ordinance is a helpful practice for those who are interested in purchasing, maintaining and preserving a historic property.

A continuing area of concern is the need for a more diverse representation of Fresno’s many ethnic communities among the resources designated for the Local Register of Historic Resources and as Heritage Properties, as well as with a wider diversity of ethnic representation as Commission members and among the public who attend the monthly Historic Preservation Commission meetings. The Commission and staff have done stellar work in recognizing ethno-specific resources in the past, and we must be continually proactive in seeking a broader community representation in the nominated properties and in Commission participation.

The Commission will continue to prioritize the designation and nomination of Historic Districts in the coming year, and has a keen interest in completing a significant number of historic surveys in order to bring about these Districts. We believe that the designation of Historic Districts is one of the best revitalization and transformation tools available to the City of Fresno.

The Commission also has a strong interest in designating and nominating historic landscapes and landscape features to the Local Register of Historic Resources, as well as “thematic districts,” which we believe to be significant.

***Bungalow Court
P Street***



State of Historic Preservation

Acknowledgements

The Commission would like to express appreciation to Karana Hattersley-Drayton, City of Fresno Historic Preservation Officer, to the Department of Planning and Development and to Mayor Ashley Swearingen. We also appreciate the support of the public for attending our meetings, staying through lengthy agendas and articulating your concerns with passion, knowledge, wisdom and enthusiasm. We need your voice, and we appreciate your presence.

Don R. Simmons, Ph.D., Chair

Christopher Johnson, AIA, Vice Chair

Patrick Boyd, Commissioner

Sally Caglia, Commissioner

Teresa Espana, Commissioner

Joe Moore, Commissioner

Molly LM Smith, Commissioner
