

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

Primary
HRI #
Trinomial
NRHP Status Code

Other Listings
Review Code

Reviewer

Date

Page 1 of 13

*Resource Name or #: 315 G Street

P1. Other Identifier: The Davis Enterprise

***P2. Location:** Not for Publication Unrestricted

*a. County Yolo

*b. USGS 7.5' Quad Date T ; R ; ¼ of ¼ of Sec ; B.M.

c. Address: 315 G Street

City: Davis

Zip: 95616

d. UTM: Zone , mE/ mN

e. Other Locational Data: APN 070-216-008

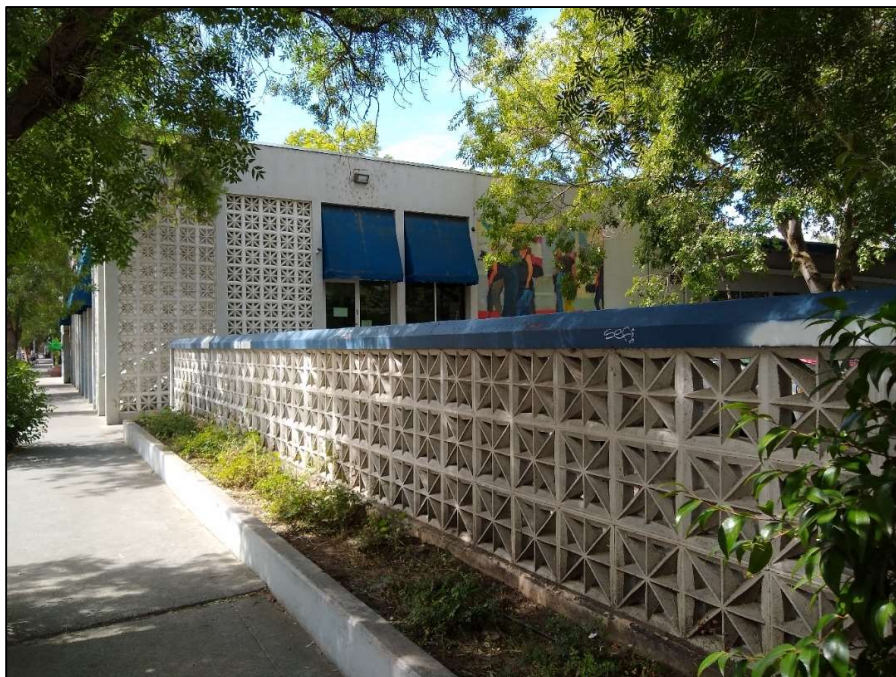
***P3a. Description:**

The subject property is located on the west side of G Street between 3rd and 4th streets. The 0.389 acre lot includes a single story building on the south end of the lot with a surface parking lot. A concrete breeze block wall is present on the east side of the parking lot and includes a landscape planter between the wall and the public sidewalk. The building has an irregular footprint and is constructed of structural steel and concrete that sits on a concrete slab foundation. The majority of the building has a flat roof with no eaves; however, a low-pitched shed roof is at the northwest corner and includes a wide eave on the north side. The primary (east) façade includes a single entry at the top of a short flight of concrete steps at the northern end. The entry includes a single glass, aluminum framed door with a single, fixed transom window above and a single, fixed side lite. Metal hand railings are located on both sides of the stairs. The remainder of the façade consists of nine structural bays. The southernmost bay on the façade includes aluminum framed windows over a solid water table covered by a canvas awning. The next four bays to the north include decorative concrete breeze blocks with a starburst pattern. The next three bays include aluminum framed windows over a solid water table covered by canvas awning similar to the southern-most bay. The northern-most bay, before the entry consists entirely of decorative concrete breeze blocks with a starburst pattern.

The south façade abuts the building to the south, 303 G Street), and only a small portion of the blank wall is visible from Spencer Alley. No window or door openings are visible on the exposed portion of the façade.

***P3b. Resource Attributes:** HP6. 1-3 story commercial building

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



P5b. Description of Photo:
North façade, looking south, June 2022

***P6. Date Constructed/Age and Source:**
 Historic Prehistoric Both
c1963 / Construction plans, City of Davis

***P7. Owner and Address:**
Davis Enterprise Inc.
P.O. Box 1470
Davis, CA 95617

P8. Recorded by:
Amber Grady, ESA
2600 Capitol Avenue, Suite 200
Sacramento, CA 95816

***P9. Date Recorded:** June 2, 2022

***P10. Survey Type:** intensive

***P11. Report Citation:** none

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

BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # 315 G Street

*NRHP Status Code 6Z

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B1. Historic Name: The Davis Enterprise

B2. Common Name: The Davis Enterprise

B3. Original Use: post office

B4. Present Use: newspaper office

*B5. Architectural Style: Mid-Century Modern

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

Originally constructed c1963. Door opening on west façade infilled and a new door and handicap ramp added to north facade (c1982).
(Continued on page 8)

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

Original Location: n/a

*B8. Related Features: surface parking lot (north end of parcel), concrete block wall around parking lot

B9a. Architect: James F. Weber – Robert G. Edwards b. Builder: Metropolitan Construction Co.

*B10. Significance: Theme Explosive Growth (1959 – 1971) Area Downtown Davis

Period of Significance 1966 Property Type Commercial Applicable Criteria none

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

In 2015, the *Davis, California: Citywide Survey and Historic Context Update* was prepared to provide a framework for the evaluation of 20th century resources within the City of Davis. It provided an updated historic context statement focusing on the World War II and post-war periods, evaluation criteria, and significant themes. The significance themes include Native American, Spanish, and Mexican Era (prehistory – 1847); Pioneer and Railroad Era (1848 – 1904); University Farm and University of California Era (1905 – present); Early Twentieth Century and Depression Era (1905 – 1939); World War II and Post-War (1940 – 1958); Explosive Growth (1959 – 1971); and Progressive Visions, Managed Growth (1972 – 2015). The subject property was constructed in c1911; therefore, it falls into the Explosive Growth significance theme established in the 2015 historic context.

(Continued on page 3)

B11. Additional Resource Attributes: (List attributes and codes) none

*B12. References: (see page 13)

B13. Remarks: none

*B14. Evaluator: Amber Grady, ESA

*Date of Evaluation: August 8, 2022

(This space reserved for official comments.)



***P3a. Description:** (Continued from page 1)

The west façade fronts Spencer Alley and is clad in stucco. Seven window openings are present. Six of the window openings include casement windows while the seventh window opening at the north end, appears to be filled in.

The north façade fronts the parking lot. There are four structural bays at the east end. From east to west these four bays includes two bays with concrete breeze blocks in the starburst pattern, one bay with a glass and aluminum framed door with a fixed transom window above and a fixed side lite covered by a canvas awning, and one bay with aluminum framed windows over a solid water table and covered by a canvas awning.



East (primary) façade, looking west, ESA 2022

***B10. Significance:** (Continued from page 2)

Commercial development was originally concentrated on G Street close to the railroad station at the southern end of G Street while the surrounding area was sparsely developed with residences. As the commercial area expanded many residences were converted to commercial use or demolished to make way for new commercial building.

The following history is taken from the Davis, California: Citywide Survey and Historic Context Update (Brunzell, 2015):

Explosive Growth (1959 – 1971) ¹

Decades of sustained growth of the University, Davis' population, and its residential neighborhoods had begun to transform the town by the late 1950s. [...]he sleepy nineteenth-century farm town was being transformed into a more sophisticated "University City." By the late 1950s, local boosters were complaining that downtown was run-down and in need of redevelopment. Although some demolitions did occur, the biggest change Downtown was that the tiny commercial area began to engulf adjacent residential neighborhoods as it grew to accommodate Davis' expanding population. Commercial developments on Davis's periphery began towards the end of this era, with four grocery and retail developments constructed between 1966 and 1971.

In an echo of the 1945 efforts of the Chamber of Commerce, residents once again called for planned and managed growth at the end of the 1950s. The League of Women Voters released the results of a study in 1961 that recommended professional city planning, and adoption of a master plan and housing code to manage the growth already occurring. The study warned that a lack of planning could result in "potential slums," inappropriate division of houses into multiple units, and non-contiguous residential development that would threaten surrounding agricultural activity. The city released a revised General Plan later that same year. The Core Area Plan of 1961 expanded on the 1950s plans to redevelop the traditional neighborhoods adjacent to Downtown into a high density area, envisioning an urban transformation that included mega-

¹ Brunzell Historical, *Davis, California: Citywide Survey and Historic Context Update*, 2015, page 31.

block commercial development and high-rise apartment housing. The most highly urbanized concepts of the Core Area Plan never materialized, and planned growth during this period did not necessarily imply limiting development. A Davis Enterprise photographic essay from early 1966 illustrated the prevailing view of the period, arguing that what some termed "urban sprawl" was actually planned "perimeter growth." The newspaper explained that Davis' expansion outside its original boundaries on all sides was the result of a "carefully calculated policy ... to annex all perimeter land, in every direction," and that the town's "orderly growth" in all directions was a direct benefit of this policy.[...]

Davis Builders and Developers

More large-scale regional builders also came to Davis starting in the 1960s. Walker Donant, for example, built University Farms No. 3 in 1960. Although the company was new to Davis, they had been constructing housing in Sacramento since at least 1949. The firm built a few hundred houses in Davis over the next fifteen years, just a fraction of what it was building in the Sacramento area during that period. The Stanley M. Davis Organization had hit its stride Davis by the 1960s, developing hundreds of houses east of Downtown along with its partners. Most of the local subdividers from the immediate post-war period had constructed one or two subdivisions and then left real estate development. John Simmons, however, had gained momentum and by the late 1950s was recording three new subdivisions most years. Simmons remained an important Davis developer through the 1970s. Davis local John Whitcombe, who constructed his first house in 1959, was a newer entrant to the residential housing market. By 1970, he was an important local builder. In the 1960s, he built houses before moving on to apartment construction in the 1970s, becoming a pioneer in energy efficient construction techniques.

The Streng Brothers probably influenced the aesthetics of the Davis housing market more than any other developers during this period. They entered the Davis market in 1962 with the first of their Ivy Town subdivisions. Bill and Jim Streng, along with their architect Carter Sparks, were responsible for breaking the dominance of Tract Ranch style in the residential landscape of Davis.[...]

Changing Views of Growth

The local response to the transformation of Davis from a farm town to a small city began shifting toward the end of the 1960s. Although a pro-growth ethos was still common, many locals were becoming ambivalent about the long-term implications of continued expansion. In 1967, the City Planning Department rejected a Chamber of Commerce proposal to double the city's area, which would have allowed for 300,000 residents. The same year, however, the City Council amended the General Plan to accommodate 110,000 eventual residents rather than the 80,000 the older plan accommodated. And for the next few years, the City would continue to approve any proposed development project that did not conflict with its General Plan.

1971 was a watershed year in local attitudes toward growth. Interest rates had spiked during the final years of the 1960s, and their fall in 1971 triggered another local building boom. By this time, however, issues related to development were stirring passionate debate among middle-class Davis householders as well as young environmentalists. Even as bulldozers continued to clear former agricultural land for tract housing, major changes were brewing in Davis.[...]

Resources Constructed during Explosive Growth Period

By 1959, Davis developers had hit their stride. The University continued to grow, creating a need for more housing and services each year. Industrial building techniques had been perfected at this point, and builders were grading large parcels of farmland into suburban-style cul-de-sac neighborhoods. The pace of development meant there was room for both regional merchant and local developers. With the housing crisis of the immediate post-war years solved, however, builders could widen their focus beyond residential construction. Commercial and institutional development were also strong throughout this period.

Commercial Properties

Commercial development was no longer limited to Downtown, and was robust all over Davis. Downtown continued to grow as residential properties were converted to commercial use and older buildings demolished and replaced. Meanwhile, subdivision developers were building strip-type shopping centers to serve neighborhood retail needs. And land near the freeway, even in the remote southern portion of Davis, was becoming attractive to business owners who wanted space to construct a corporate headquarters or a land-intensive venture like a car dealership. Although function was emphasized for the strip-type development, Downtown and freeway adjacent commercial structures from the era were often ambitious, architect-designed buildings. Architect designed commercial buildings included strong examples of

established styles, such as Silvio Barovetto's New Formalist Intercoast Insurance Building. Other architects during the period combined elements of various modernist styles to create unique buildings like the Downtown Wells Fargo Bank, designed by Gordon Stafford in 1965.[...]

Post Offices

The United States Postal Service (USPS) has prepared a historical context study to include postal facilities constructed or occupied between 1940 and 1971.² The subject property includes a building constructed c1963 as a post office; therefore, the following excerpt from that historical context study is provided.

Following the end of the war in 1945, the Post Office Department had to contend with a rapidly growing population, massive migration to the suburbs, and radical changes to the Nation's transportation system. Trains played a decreasing role in the movement of goods and mail; as passenger service declined, long-haul trucking was advanced by the development of a national Interstate Highway System, and air transportation became increasingly viable. Technological innovations were seen as the future of the Post Office Department, as workers struggled with out-of-date facilities that had been designed to create employment and a federal presence rather than to accommodate an exponentially growing volume of mail. From 1950 to 1960, the country's population increased by 28.6 million, from 150.7 million to 179.3 million, and the volume of mail handled by the Department climbed by 18.6 million pieces. Despite this expansion in volume and customers, less than 9 percent of postal facilities currently used were built or occupied in the 1950s.

In spite of the boom in mail volume and population, between 1940 and 1971 the number of postal facilities declined by over 12,000, as the Post Office Department phased out older, fourth class post offices; these facilities, which stood in rural locations, plummeted in number from 28,195 in 1942 to 8,401 in 1966. As postmasters in small offices retired, the Department reviewed the efficiency of the operation and often determined that replacing outmoded and inadequate facilities with rural delivery or star route service, or by converting the office to a rural station or branch could save a great deal of money. In 1966 alone, the Department closed or converted 505 fourth class post offices, which resulted in a savings of over \$1.2 million. Just as the mapping of postal routes marked the expansion of nineteenth-century settlement, the post-WWII consolidation of post offices reflected the increasing urbanization of the country and expansion of free home delivery of the mail.

However, the drop in the number of postal facilities from 1940 to 1971 is deceptive, for the Post Office Department continued to erect new facilities during the period. In particular, during the 1960s, a decade during which mail volume continued to soar, the Department markedly increased its construction program. In addition to building standardized suburban and urban post offices, it erected several large processing facilities designed to centralize and facilitate processing and distribution for post offices within an 80- to 100-mile radius of each other. With extensive conveyor systems and long rows of truck bays, these facilities operated 24 hours a day. To better serve growing fleets of postal vehicles and rising mail volume, the Department expanded vehicle maintenance facilities and added new annexes. In 1963, it developed and implemented the Zone Improvement Plan, commonly known as the ZIP Code, as a way of processing mail more efficiently.

The 1960s

The years 1959 and 1960 brought a number of mechanical innovations around the country. These innovations included:

- First American-built letter sorter
- First volume order for mechanization to Pitney-Bowes Inc., for production of 75 Mark II facer cancelers
- Construction of the first completely mechanized post office in Providence, Rhode Island, named "Project Turnkey" because it was to be "complete in all respects and ready for operation by the Post Office Department by the private contractor handing over the key"
- Missile mail dispatched from submarine to coast of Florida
- Facsimile mail offered

² URS prepared for U.S. Postal Service. *Draft Report: USPS Nationwide Historic Context Study: Postal Facilities Constructed or Occupied Between 1940 and 1971*. September 2012. Page 2-1.

- Installation of Mailflo system of mail processing

In 1961, newly elected President John F. Kennedy inherited an economic recession. Kennedy's efforts to stimulate the economy included directing the Post Office Department to fast-track construction and revise locations for new construction to target communities with surplus labor, which may have derailed the coordinated nationwide planning effort. The recession had resulted in a high national unemployment rate of 7.1 percent, but only lasted 10 months. By the end of fiscal 1961, the employment situation had improved, and post office construction was once again based on service needs.

Sites for new post offices were "determined by postal technicians," according to a Post Office Department 1963 Special Report. The lease purchase program would select developers through a competitive bid process based on the lowest bid. Bidders would choose designs from the Building Design brochure, with stylistic variation based more on lower material costs rather than local compatibility, as suggested in the brochures. Typically, the resulting buildings were not designed by architects, but by the construction contractor using the brochure renderings and guidelines for reference.

Although the brochures depict these designs in a Modern architectural urban environment, as noted by Bruns in his 1998 History of the Postal Service:

In far too many instances the heavy-handed, modern styles imposed upon local communities either overpowered or understated the prevailing architectural flavor of the host communities. In such instances, all too often it became easy to pick out the post office simply because it visually did not fit in with the rest of the buildings in town.

In 1963, the Zone Improvement Program was implemented, along with the "sectional center plan," which concentrated delivery of mail from tributary post offices to central points that had adequate distribution and transportation. According to the Postmaster's Annual Report, "the ZIP Code is a five-digit code that identified every individual post office and metropolitan area delivery station for dispatch of mail from any point in the United States." One of the goals of the ZIP Code was to increase private business efficiencies, since firms had invested billions of dollars in electronic data processing equipment that used repetitive actions to process large volumes of similar information, such as bank transactions by account number, stock updates applied to inventory records, or sales per ZIP Code. Of course, the Post Office Department anticipated great benefits for their operations as well, claiming it would "eliminate repetitious address reading, speed sorting, and delivery of mail, and reduce handling costs." As the Department was developing optical character recognition techniques, it anticipated that within the next few years a machine would "read and recognize numerical characters in a wide variety of typefaces and sizes in envelope addresses and automatically feed mail to presently available letter sorter(s)."

The ZIP Code also enabled the Post Office Department to reduce the number of facilities needed and realize manpower savings through the concentration of mail sorting at sectional centers, which was considered essential to future facility planning. This goal required "constant study of population changes, mail volume growth and forecasts of all transportation patterns." All 50 states had designated sectional centers, and 60 percent had been activated by 1963.

Advances over the next few years suggest that the Post Office Department continued to improve and modernize. The 1959 *Building Designs* standard manual was updated in 1964, and the next year a high-speed optical character reader was placed in service in the Detroit Post Office. By 1965, sectional centers were complete throughout the county, with 522 in operation. The 1965 Annual Report referred to this as the "most comprehensive change in distribution and transportation patterns made in a great many years."

The year 1966 began with the Post Office Department announcing a "massive program to accelerate mechanization and modernization of the postal system, involving installation of the most modern mail handling equipment in 109 post offices handling 60 percent of the mail."⁶¹ In October of that year, the Department's efforts to keep pace with the increased mail volume, the explosion in population, and the dramatic changes in transportation systems met with disaster as the Chicago Post Office—the world's largest postal facility at the time—completely shut down for 3 weeks due to a massive backlog of mail.

The City of Davis currently has two post offices: the Downtown Post Office Station at 424 3rd Street and the Main Post Office at 2020 5th Street.

*Recorded by: Amber Grady, ESA

*Date: June 2, 2022

Continuation

Update

Davis Enterprise

The *Davis Enterprise* newspaper was founded in 1897 as The Davisville Enterprise by L.A. Eichler.³ “In less than six months, Eichler was able to expand The Enterprise from a four-page weekly to eight pages.”⁴ In 1900, William H. Scott, a Yolo County native, took over ownership of the newspaper and served as its editor and publisher until 1935.^{5, 6} It grew from a weekly publication to a daily one and was renamed The Davis Enterprise as the city itself also dropped the “ville” from their name following the selection of the University Farm site.⁷ Chelso Maghetti, postmaster from 1927-1936 purchased the newspaper from Scott in 1935 and owned it through 1960.^{8, 9} In 1938, The Davis Enterprise won an award for the best front page of any Northern California weekly from the California Newspaper Publishers Association.¹⁰ It became an afternoon newspaper that was published five days a week in the 1960s.¹¹ The McNaughton family purchased the Davis Enterprise newspaper from the Tibbitts family in March 1967.¹² The McNaughton family had owned newspapers since 1917 when F.F. McNaughton purchased the a newspaper in Bicknell, Ind.¹³

The Davis Enterprise expanded when it moved to 315 G Street (the subject property) in 1983.¹⁴ The 8,000-square-foot former post office building at 315 G Street was renovated prior to the newspaper’s occupancy.¹⁵ The company later purchased the adjacent Kloster Real Estate building (325 G Street) to house the circulation department.¹⁶ In 1994, the circulation department moved to a small office at 303 G St., which was “one of the original homes of the newspaper[...].”¹⁷ The plant at 302 G Street served as the press and mail rooms and had a loading dock.¹⁸ In 2015, the press room closed and printing was taken over by The Daily Republic in Fairfield.¹⁹

Subject Property

The current building at 315 G Street was constructed as a post office c1963 (**Figures 1 through 5**).²⁰ “James F. Weber – Robert G. Edwards A.I.A.” are listed as the architects and “Metropolitan Construction Co.” is listed as the general contractor. Edwards worked for the firm Edwards & Young Architects in San Diego.²¹ The post office occupied the building until at least 1970. The Davis Enterprise expanded when it moved to 315 G Street (the subject property) in 1983.²² The 8,000-square-foot former post office building at 315 G Street was renovated prior to the newspaper’s occupancy.²³

TABLE 1: BUILDING PERMITS

Date	Permit Number	Notes
1963	---	New construction. James F. Weber – Robert G. Edwards, Architects. Metropolitan Construction Co. – general contractor.
1982	#12260	Design Review. West façade – door opening infilled. North façade – new door added, new handicap ramp added, new wall at existing loading dock, revised parking lot. Architect – The Pier Group, Richard D. McFarland
1990	#90-2303	Re-roof
1997	#97-5270	Mechanical - replace HVAC

³ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

⁴ Enterprise Staff, *The Davis Enterprise is our community’s oldest business*, July 3, 2013.

⁵ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

⁶ Enterprise Staff, *The Davis Enterprise is our community’s oldest business*, July 3, 2013.

⁷ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

⁸ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

⁹ Enterprise Staff, *The Davis Enterprise is our community’s oldest business*, July 3, 2013.

¹⁰ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹¹ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹² Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹³ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹⁴ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹⁵ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹⁶ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹⁷ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹⁸ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

¹⁹ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

²⁰ James F. Weber – Robert G. Edwards A.I.A. Architects. Construction Plans for the U.S. Post Office Department, Facility for Davis, California. 1963.

²¹ American Architects Directory. United States: R. R. Bowker Company, 1970.

²² Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

²³ Davis, Debbie, *Centennial: The Davis Enterprise: We’ve grown and changed along with Davis*, July 2, 2017.

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Continuation

Update

2003	#03-2503	Re-roof
2004	#04-611	Interior remodel
2016	#15-1843	Re-roof
2021	#20-98	Replace HVAC

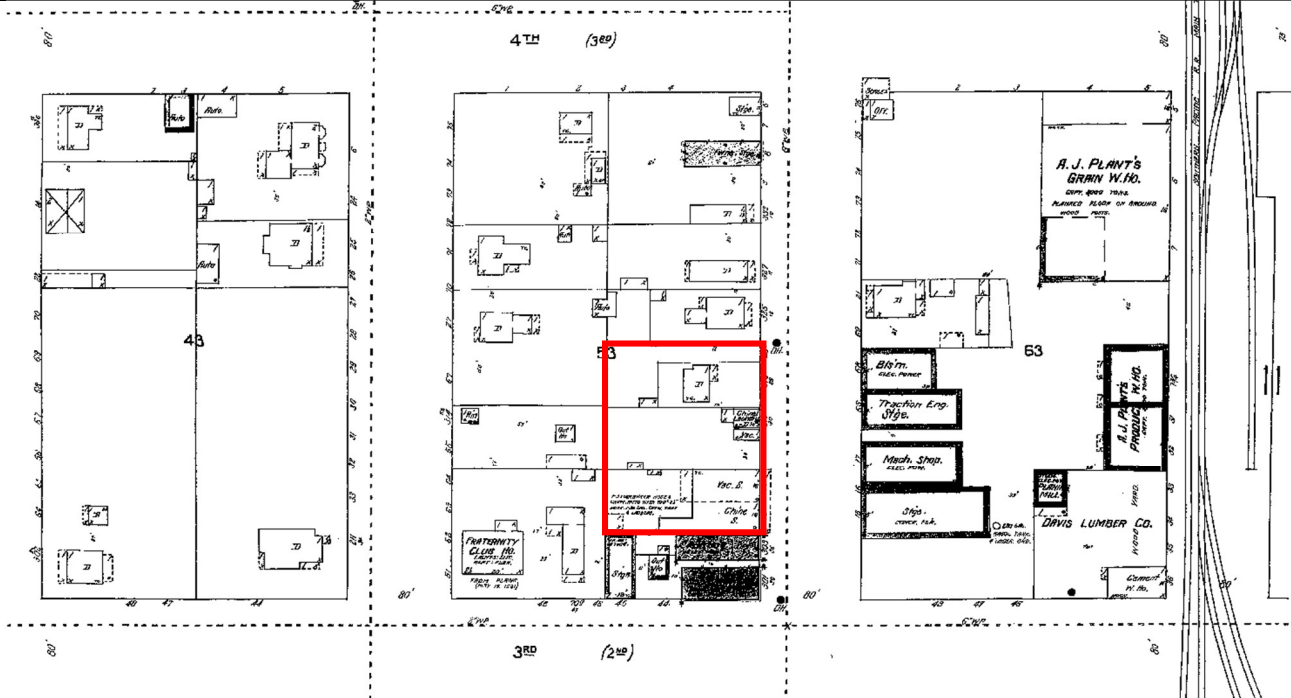


Figure 1: June 1921 Sanborn Map

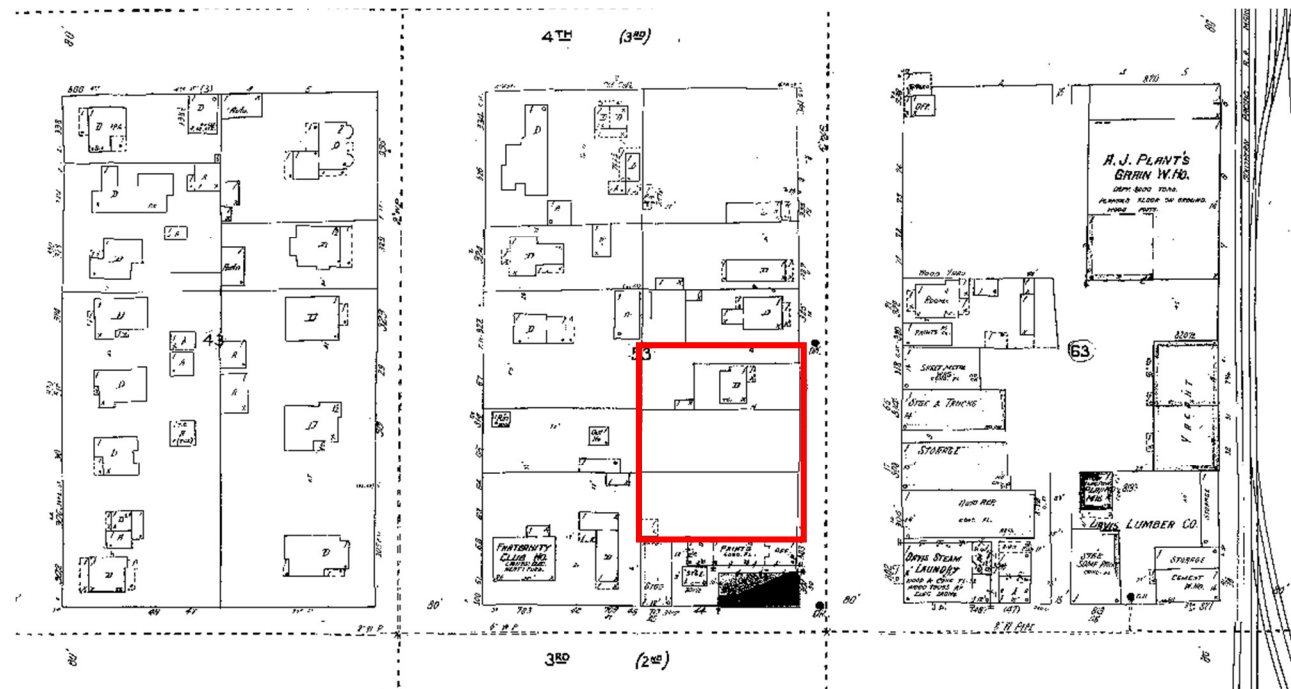


Figure 2: 1921-1945 Sanborn Map



Figure 3: UC Santa Barbara Library, Framefinder Aerial Imagery, CAS-1957, 05/21/1957, accessed June 3, 2022.



Figure 4: UC Santa Barbara Library, Framefinder Aerial Imagery, CAS-65-130_14-118, 05/18/1965, accessed June 3, 2022.



Figure 5: UC Santa Barbara Library, Framefinder Aerial Imagery, CAS-2830_2-96, 03/21/1970, accessed June 3, 2022.

Regulatory Framework

National Register of Historic Places

A property is eligible for listing in the National Register of Historic Places (National Register) if it meets the National Register listing criteria at 36 CFR 60.4, as stated below:

The quality of significance in American history, architecture, archaeology, engineering, and culture is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association and that:

- A) Are associated with events that have made a significant contribution to the broad patterns of our history, or
- B) Are associated with the lives of persons significant in our past, or
- C) Embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction, or
- D) Have yielded, or may be likely to yield, information important in prehistory or history

California Register of Historical Resources

To be eligible for the California Register of Historical Resources (California Register) a historical resource must be significant under one or more of the following criteria:

- 1. Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
- 2. Is associated with the lives of persons important in our past;

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3. Embodies the distinctive characteristics of a type, period, region, or method of construction, represents the work of an important creative individual, or possesses high artistic values; or
4. Has yielded, or may be likely to yield, information important to prehistory or history.

City of Davis Landmark Resource

In addition to the National and California registers, the City of Davis provides for the additional designations of Landmark Resource and Merit Resource in their Historical Resources Management Zoning Code (40.23.060). To be eligible as a Landmark a resource must meet at least one of the four criteria at the local, state, or national level of significance and retail a high level of historic integrity.

- (1) Associated with events that have made a significant contribution to the broad patterns in the history of Davis, California, or the nation; or
- (2) Associated with the lives of significant persons in the history of Davis, California, or the nation; or
- (3) Embodies the distinctive characteristics of a type, period, architectural style or method of construction; or that represents the work of a master designer; or that possesses high artistic values; or that represents a significant and distinguishable entity whose components may lack individual distinction; or
- (4) Has yielded or may likely yield archaeological or anthropological information important in the study of history, prehistory, or human culture.

The following factors must also be considered:

- (1) A resource moved from its original location may be designated a landmark if it is significant primarily for its architectural value or it is one of the most important surviving structures associated with an important person or historic event.
- (2) A birthplace or grave may be designated a landmark if it is that of a historical figure of outstanding importance within the history of Davis, the state or the nation and there are no other appropriate sites or resources directly associated with his or her life or achievements.
- (3) A reconstructed building may be designated a landmark if the reconstruction is historically accurate and is based on sound historical documentation, is executed in a suitable environment, and if no other original structure survives that has the same historical association.
- (4) A resource achieving significance within the past fifty years may be designated a landmark if the resource is of exceptional importance within the history of Davis, the state or the nation.

City of Davis Merit Resource

In addition to the National and California registers, the City of Davis provides for the additional designations of Landmark Resource and Merit Resource in their Historical Resources Management Zoning Code (40.23.060). To be eligible as a Merit Resource must meet at least one of the four criteria and retail a high level of historic integrity. The four criteria to qualify as a Merit Resource as nearly identical to those for a Landmark except that Merit Resources only consider local significance.

The following factors must also be considered:

- (1) A resource moved from its original location may be designated a merit resource if it is significant for its architectural value or if an understanding of the associated important person or historic event has not been impaired by the relocation.
- (2) A birthplace or grave may be designated a merit resource if it is that of an historical figure of outstanding importance within the history of Davis and there are no other appropriate sites or resources directly associated with his or her life or achievements.
- (3) A reconstructed building may be designated a merit resource if the reconstruction is historically accurate and is based on sound historical documentation, is executed in a suitable environment, and if no other original structure survives that has the same historical association.
- (4) A resource achieving significance within the past fifty years may be designated a merit resource if it is of exceptional importance within the history of Davis.

Even if a resource is not listed in, or determined eligible for listing in, the California Register, the lead agency may consider the resource to be an "historical resource" for the purposes of CEQA provided that the lead agency determination is supported by substantial evidence (CEQA Guidelines 14 CCR 15064.5).

Evaluation

The subject property at 315 G Street was evaluated for potential historic significance under National Register Criteria A through D, California Register Criteria 1 through 4, Davis Landmark Criteria 1 through 4, and Davis Merit Resource Criteria 1

*Recorded by: Amber Grady, ESA

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Continuation

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through 4. While the wording is slightly different for each of the four criteria for the National Register, California Register, Davis Landmark, and Davis Merit Resource eligibility, they each align to cover the same potential significance criterion. A/1/1/1 covers associations with significant historical events, B/2/2/2 covers significant people, C/3/3/3 covers significant architecture, and D/4/4/4 covers the information potential of a site.

A/1/1/1 - Events

The subject property falls into the Explosive Growth (1959 – 1971) significant theme. This area G Street was an early commercial hub that was concentrated close to the railroad station at approximately H and 2nd streets. The subject property was developed with the current building c1963. The Davis Enterprise didn't occupy the building until 1983. Archival research revealed that its primary association is with the USPS as one of the town's post offices. While The Davis Enterprise is a significant local institution, their occupation happened outside of the period of significance and there is no archival evidence that supports a finding of eligibility for exceptional importance under Criteria Consideration G. Around the time of construction, a number of important events and innovations were occurring at the USPS such as the introduction of automated machinery, the establishment of the ZIP code system, and the consolidation of services at larger, more centrally located facilities that resulted in the closure of many more rural facilities. Archival review does not indicate that there are any particularly significant associations between 315 G Street and these significant events or patterns of history related to the USPS. USPS facilities were generally constructed as needed to meet the demand of a community or region as is common with any other type of community service. Therefore, 315 G Street is recommended ineligible under Criteria A/1/1/1.

B/2/2/2 – Persons/Businesses

Archival review indicates that the subject property's primary association is with USPS as one of Davis' post offices. Although many employees have likely come and gone while the USPS occupied the building (c1962-c1983), no significant associations between 315 G Street and significant persons were discovered. The subject property is currently owned and occupied by The Davis Enterprise and has been since 1983, but this time frame is well outside of any possible period of significance. As research does not indicate that 315 G Street is significantly associated with the productive life of any significant person or business, it is recommended ineligible under Criteria B/2/2/2.

C/3/3/3 – Design/Engineering

The subject property at 315 G Street is not significant for its design or engineering. The property was developed in c1963 in the Mid-Century Modern architectural style that was popular at the time. Postal facilities were built throughout the United States throughout much of the 20th century as a response to the need of any given community or region in architectural styles that were common in the region at the time. The historical context statement notes that each facility was generally designed with the functionality of the site as the primary issue and the architectural style was chosen based on what was popular/common in that region at the time. The theme of Modern architecture was important to the Post Office Department during the 1960s because it fit the needs of its building program [...and t]he basic designs were easy for local builders and contractors to follow[...]"²⁴ Construction drawings indicate that the architects were James F. Weber and Robert G. Edwards of San Diego. Archival research indicates that Weber and Edwards were not very well known and were not master architects. For these reasons, 315 G Street is recommended ineligible under Criterion C/3/3/3.

D/4/4/4 – Information Potential

Criterion D/4/4/4 applies to properties that have the potential to inform important research questions about human history. According to National Register Bulletin 15, to qualify for listing, the property must "have or have had information to contribute to our understanding of human history or prehistory and the information must be considered important." 315 G Street does not meet this criterion and is recommended ineligible under Criterion D/4/4/4.

Integrity

For a property to be eligible for listing on the National Register, California Register, or as Landmark or Merit resources per the City of Davis regulations it must meet one of the eligibility criteria discussed above as well as retain sufficient integrity. The seven aspects of integrity are **location, setting, design, materials, workmanship, feeling, and association**. The subject property does not meet any of the eligibility criteria for significance; therefore, an analysis of integrity is not needed.

Recommendation

ESA recommends 315 G Street ineligible for listing on the National Register or California Register or locally as a Davis Landmark or Merit Resource.

²⁴ URS prepared for U.S. Postal Service. *Draft Report: USPS Nationwide Historic Context Study: Postal Facilities Constructed or Occupied Between 1940 and 1971*. September 2012. Page 2-80.

*Recorded by: Amber Grady, ESA

*Date: June 2, 2022

Continuation

Update

***B12. References:** (Continued from page 2)

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