

PRIMARY RECORD

Primary
HRI #
Trinomial
NRHP Status Code

Other Listings
Review Code

Reviewer

Date

Page 1 of 11

*Resource Name or #: 337 G Street

P1. Other Identifier: Jack in the Box

*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 Location: Not for Publication Unrestricted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: 337 G Street

City: Davis

Zip: 95616

d. UTM: Zone , mE/ mN

e. Other Locational Data: APN 070-216-005

*P3a. Description:

The subject property is located on the southwest corner of G and 4th streets. The 0.259 acre lot includes a 2,006 square foot, two story building. The site layout is typical of a drive-thru restaurant with a parking lot at the north of the lot and the drive-thru lane wrapping around the building to the west and south. The stairs that lead to the door on the east façade abut the public sidewalk. A second entry, a single glass and aluminum framed door, is located on the north façade. The east end of the building is dominated by large, fixed windows with aluminum frames. The west end of the building, where the kitchen and employee areas are located is windowless. The mansard roof is clad in wood shingles and the walls are clad in composite wood siding.

*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 southwest, ESA
2022.

*P6. Date Constructed/Age and Source:

Historic Prehistoric Both
1969 / ParcelQuest.com

*P7. Owner and Address:

Blue Skies Equity LLC ETAL
10361 Imperial Avenue
Cupertino, CA 95014

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 # 337 G Street
Page 2 of 11

*NRHP Status Code 6Z

- B1. Historic Name: Jack-In-The-Box
B2. Common Name: Jack-In-The-Box
B3. Original Use: restaurant
B4. Present Use: restaurant
*B5. **Architectural Style:** Late 20th Century Commercial
*B6. **Construction History:** (Construction date, alterations, and date of alterations)
Constructed in 1969. (Continued on page 5)

- *B7. **Moved?** No Yes Unknown **Date:** n/a **Original Location:** n/a
*B8. **Related Features:** surface parking lot

- B9a. Architect: Donald D. Goertz b. Builder: Better Builders, Inc. (contractor), John Kariotis (engineer)
*B10. **Significance: Theme** Explosive Growth (1959 – 1971) **Area** Downtown Davis
Period of Significance 1969 **Property Type** Commercial **Applicable Criteria** n/a (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 1963; therefore, it falls into the Explosive Growth (1959 – 1971) significance theme established in the 2015 historic context.

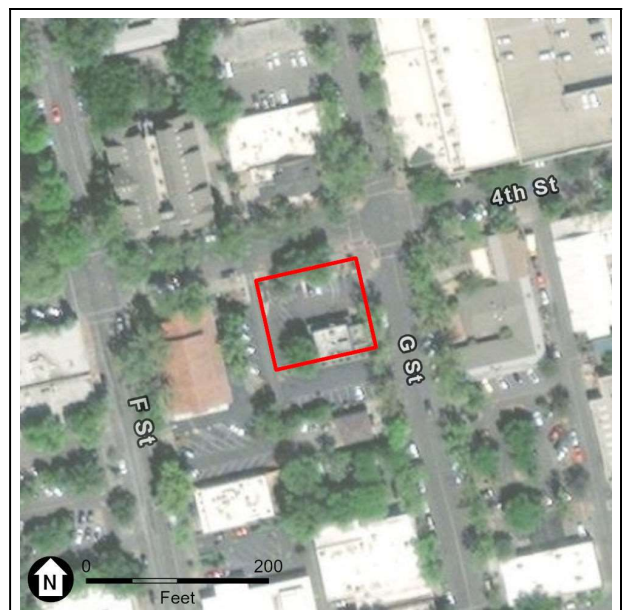
(Continued on page 3)

- B11. Additional Resource Attributes: (List attributes and codes) none
*B12. **References:** Continued on page 11.

B13. Remarks: none

- *B14. **Evaluator:** Amber Grady, ESA
Date of Evaluation: August 22, 2022

(This space reserved for official comments.)



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



South façade, 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 [of California], Davis' population, and its residential neighborhoods had begun to transform the town by the late 1950s. As noted above, the 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-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

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

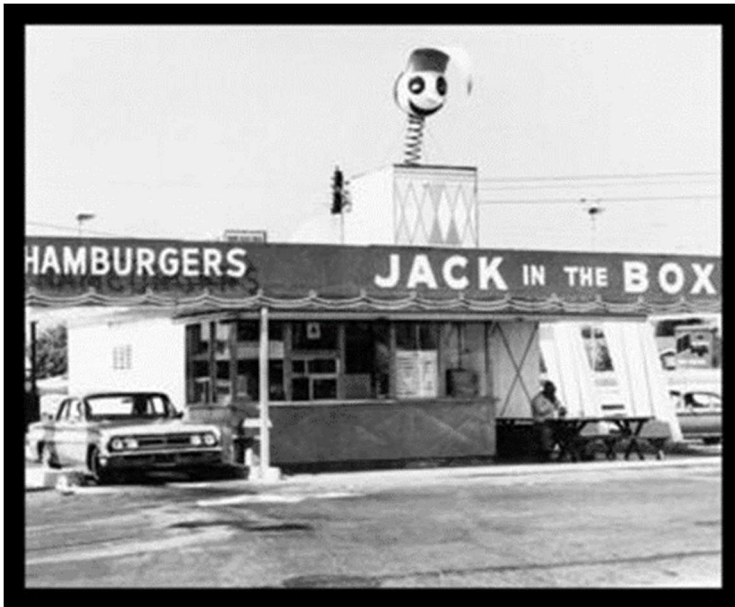
period, arguing that what some termed “urban sprawl” was actually planned “perimeter growth.” The newspaper explained that Davis’ expansion outside its original boundaries on all sides was the result of a “carefully calculated policy ... to annex all perimeter land, in every direction,” and that the town’s “orderly growth” in all directions was a direct benefit of this policy.[...]

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.

Jack-In-The-Box²

Jack in the Box is an American fast-food restaurant chain founded February 21, 1951, by Robert O. Peterson in San Diego, California, where it is headquartered. The chain has over 2,200 locations, primarily serving the West Coast of the United States.[...]



The original Jack in the Box restaurant, circa 1951.

Robert O. Peterson already owned several successful restaurants when he opened Topsy’s Drive-In at 6270 El Cajon Boulevard in San Diego in 1941. Several more Topsy’s were opened. By the late 1940s, Peterson’s locations had developed a circus-like décor featuring drawings of a starry-eyed clown. In 1947, Peterson obtained rights for the intercom ordering concept from George Manos who owned one location named Chatterbox in Anchorage, Alaska, the first known location to use the intercom concept for drive-up windows. In 1951, Peterson converted the El Cajon Boulevard location into Jack in the Box, a hamburger stand focused on drive-through service. While the drive-through concept was not new, Jack in the Box innovated a two-way intercom system, the first major chain to use an intercom and the first to focus on drive-through. The intercom allowed much faster service than a traditional drive-up window; while one customer was being served at the window, a second and even a third customer’s order could be taken and prepared. A giant clown projected from the roof, and a smaller clown head sat atop the intercom, where a sign said, “Pull

² Jack-In-The-Box Wiki page, https://jackinthebox.fandom.com/wiki/Jack_in_the_Box, accessed August 25, 2022.

forward, Jack will speak to you." The Jack in the Box restaurant was conceived as a "modern food machine," designed by La Jolla, California master architect Russell Forester. Quick service made the new location very popular, and soon all of Oscar's locations were redesigned with intercoms and rechristened Jack in the Box restaurants.

Peterson's holding company was called Foodmaker Company, which by 1966 was known as Foodmaker, Inc. All Jack in the Box locations at this time were company- owned; location sites, food preparation, quality control and the hiring and training of on-site managers and staff in each location was subject to rigorous screening processes and strict performance standards. By 1956 there were over 180 locations, mainly in California and the Southwest.



A Jack in the Box location in the 1970s.

In 1968, Peterson sold Foodmaker to Ralston Purina Company. In the 1970s, Foodmaker led the Jack in the Box chain toward its most prolific growth (television commercials in the early 1970s featured child actor Rodney Allen Rippey) and began to franchise locations. The chain began to increasingly resemble its larger competitors, particularly industry giant McDonald's. Jack in the Box began to struggle in the latter part of the decade; its expansion into East Coast markets was cut back, then halted. By the end of the decade, Jack in the Box restaurants were sold in increasing numbers.

Around 1980, Foodmaker dramatically altered Jack in the Box's marketing strategy by literally blowing up the chain's symbol, the jack in the box, in television commercials with the tagline, "The food is better at the Box". Jack in the Box announced that it would no longer compete for McDonald's target customer base of families with young children. Instead, Foodmaker targeted older, more affluent "yuppie" customers with a higher-quality, more upscale menu and a series of whimsical television commercials featuring Dan Gilvezan, who attempted to compare the new menu items to that of McDonald's and other fast-food chains, to no avail; hence "There's No Comparison", their slogan at the time. Jack in the Box restaurants were remodeled and redecorated with decorator pastel colors and hanging plants; the logo, containing a clown's head in a red box with the company name in red text to or below the box (signs in front of the restaurant displayed the clown's head only), was modified, stacking the words in a red diagonal box while still retaining the clown's head; by about 1981 or 1982, the clown's head was removed from the logo, which would remain until 2009.

Subject Property

The subject property was redeveloped with the current building, a drive-thru fast food restaurant, in 1969 by Foodmaker, Inc. as a Jack-In-The-Box (**Figures 1 through 3**). Jack-In-the-Box Restaurant #467 has occupied the site since it was constructed.

*Recorded by: Amber Grady, ESA

*Date: June 2, 2022

Continuation

Update

Modifications and additions have been done over the years to comply with changing building codes and to continue to serve the community (Table 1).

TABLE 1: BUILDING PERMITS

Date	Permit Number	Notes
1969	#2487	Demolition of existing service station
1969		Use permit
1969	#2468	Construct Jack-In-The-Box restaurant
1969	#5-2069, #2469	Electrical
1972	#95-72	Design Review - remodel landscaping
1976	#2-76	Design Review - rear addition
1979	#14-79	Conditional Use / Building Permits - Addition to primary (east and north) facades
1982	#29-82, PA 80-82	Remodel
1983	#12456, #12460	Electrical
1987		Remodel – enclose existing patio
1990	#90-859	Dining room addition
1993	#93-00006122	Gas range
1994	#94-10256	Electrical - install neon lighting along roofline
2001	#01-3264	ADA bathroom upgrades
2008	#08-1448	Remove trellis



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

Figure 1: 1957 Aerial Photograph



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

Figure 2: 1965 Aerial Photograph



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

Figure 3: 1970 Aerial Photograph

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;
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 retain 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 at the local, state, or national level of significance and retain 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; or
- (2) Associated with the lives of significant persons in the history of Davis; or
- (3) Embodies the distinctive characteristics of a type, period, architectural style or method of construction; or that represent the work of a master designer; or that possess 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 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.

*Recorded by: Amber Grady, ESA

*Date: June 2, 2022

Continuation

Update

- (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 337 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 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. While G Street was the commercial hub since the founding of Davis (originally Davisville), that development was concentrated closer to the railroad station at the southern end of G Street. The subject property was developed with the current building, a Jack-In-The-Box restaurant, in 1969. Archival review does not indicate that there are any significant associations between 337 G Street and important events or patterns in history (A/1/1/1). As established in the City's historic context, the subject property is associated with the Explosive Growth (1959 – 1971) period as the current building was originally constructed in 1969. The only occupant has been Jack-In_the-Box restaurant #467. The development of a fast food restaurant in the late 1960s does not appear to rise above the typical associations with this type of commercial enterprise or the contextual period of development of 1959 – 1971. 337 G Street does not appear to rise above typical associations with these events. Therefore, it is recommended ineligible under Criteria A/1/1/1.

B/2/2/2 – Persons/Businesses

Archival review also does not indicate that there are any significant associations between 337 G Street and significant persons or businesses (Criteria B/2/2/2). At the time the Jack-In-The-Box was constructed on the subject property 466 other restaurants in the chain were already in existence. As research does not indicate that 337 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 377 G Street is not significant for its design or engineering (Criteria C/3/3/3). The property was developed in 1969 and is a very typical fast food style restaurant with a drive-thru. The building at 337 G Street also does not appear to be the work of a master architect or reflect any particular architectural style. For these reasons, 337 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." 337 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. However, the subject property does not meet any of the eligibility criteria for significance; therefore, a discussion of integrity is not necessary.

Recommendation

ESA recommends 337 G Street ineligible for listing on the National Register or California Register or locally as a Davis Landmark or Merit Resource.

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

Brunzell Historical. Davis, California: Citywide Survey and Historic Context Update. 2015. City of Davis. Building Permit #2468. 1969.

City of Davis. Building Permit (Remodel). 1987.

City of Davis. Building Permit #01-3264. 2001

City of Davis. Conditional Use / Building Permit #14-79. 1979.

City of Davis. Demolition Permit #2487. 1969.

City of Davis. Demolition Permit #08-1448. 2008.

City of Davis. Design Review #95-72. 1972.

City of Davis. Design Review #2-76. 1976.

City of Davis. Electrical Permits #5-2069 and 2469. 1969.

City of Davis. Electrical Permit #12456 and 12460. 1983.

City of Davis. Electrical Permit #94-10256. 1994.

City of Davis. Permit #29-82 and PA 80-82. 1982.

City of Davis. Permit #90-859. 1990.

City of Davis. Permit #93-00006122, 1993.

City of Davis. Use Permit. 1969.

Jack-In-The-Box Wiki page. https://jackinthebox.fandom.com/wiki/Jack_in_the_Box. Accessed August 25, 2022.

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

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

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