

**Hollandia Dairy CUP Modification  
Technical Appendices**

**Appendix C  
Cultural Resources**



November 3, 2020

Ms. Sophia Habl-Mitchell  
Sophia Mitchell & Associates  
P.O. Box 1700  
Gualala, California 95445

**Cultural Resources Study for the Hollandia Dairy Project,  
San Marcos, San Diego County, California**

Dear Ms. Habl-Mitchell,

This Letter Report summarizes a cultural resources study conducted by ASM Affiliates, Inc. (ASM) for the proposed Hollandia Dairy Project (Project), located at 622 E. Mission Road, San Marcos, San Diego County, California. Both an archaeological and architectural history survey were conducted for the study. The Project area contains one building constructed more than 45 years ago; as such, its potential for historical significance must be considered in compliance with the California Environmental Quality Act (CEQA). The property within this Project area is proposed for redevelopment and modernization. The building within the Project area was evaluated for its eligibility for listing in the California Register of Historical Resources (CRHR) and as an historical resource under CEQA. Hollandia Dairy proposes demolition of several existing buildings and construction of new infrastructure on the currently developed property. The results of this analysis will assist the City of San Marcos (City) in determining whether the Project has the potential to cause significant impacts as defined by CEQA.

Although the Hollandia Dairy building meets CRHR Criterion 1 under the theme of Agriculture, the building is not eligible for the CRHR because it does not retain sufficient overall integrity to convey its historical significance. The Hollandia Dairy does not meet any of the other CRHR criteria. As such, the Hollandia Dairy is not eligible for the CRHR, either individually or as a historic district, and is therefore not a CEQA historical resource.

This Letter Report is divided into the following sections: Introduction, Methodology, Archival Research, Historical Context, Survey Results, Eligibility Criteria, Evaluation of Eligibility, and Conclusion. References are included as Attachment A; figures and photographs as Attachment B; the Native American Heritage Commission (NAHC) response letter and list of contacts is included as Attachment C; an example of the Project notification letter sent to each of the Native American contacts on the list provided by the NAHC and the one response received are included in Attachment D; and South Coastal Information Center (SCIC) Records Search Documentation as Attachment E.

## **INTRODUCTION**

Hollandia Dairy is located at 622 E. Mission Road, San Marcos (Figures 1-3). The site comprises a milk processing complex that was first constructed in 1956. Several office and ancillary buildings are also located on the property. The Project area is located within Assessor's Parcel Number 218-180-48. The Project area is bounded by Mulberry Drive to the west, Mission Road to the south, Hollandia Park to the east, and Mission Hills Church to the north. Hollandia Dairy has proposed demolition of parts of the existing dairy building (including the first portion built in 1956) and replacing it with new facilities (Figure 4).

ASM prepared this report to assess the potential for cultural resources to be impacted by the Project. In support of this effort, ASM conducted a pedestrian archaeological survey of the vacant portions of the parcel and an architectural survey of the building within the Project area more than 45 years old.

The building has not previously been listed as an individually significant resource in the CRHR or the National Register of Historic Places (NRHP), nor is it listed as a California Point of Historical Interest or California Historical Landmark. In this Letter Report, ASM evaluates the extant building located within the proposed Project site for its eligibility to the CRHR.

## **METHODOLOGY**

ASM began the cultural resources study by requesting a records search from the SCIC, the results of which were received on September 16, 2020 (Attachment E). A search of the Sacred Lands File (SLF) held by the NAHC was requested on September 17, 2020; the response from the NAHC was received on October 1, 2020 (Attachment C).

ASM then conducted both an archaeological and architectural field survey on October 2, 2020, to determine the presence of any previously undocumented cultural resources. The intensive-level field survey of Hollandia Dairy was conducted by ASM Architectural Historian Shannon Davis, M.A., ASM Senior Historian Sarah Stringer-Bowsher, M.A., RPH, ASM Associate Archaeologist Holly Drake, and P. J. Stoneburner, a qualified Native American monitor from Saving Sacred Sites.

For the archaeological survey, all accessible portions of the parcel were walked. During the architectural survey, the building was documented with multiple photographs. The building's plans, architectural features, condition, and alterations were also noted.

ASM conducted archival research to develop a general historic context for dairies for San Diego County, a history of Hollandia Dairy, and land use history of the parcel. ASM collected City of San Marcos building permits and building records from the San Diego County Assessor's Office, and obtained a chain of title for the Project area. ASM contacted the San Marcos Historical Society and San Diego History Center for additional information, but due to COVID-19 restrictions, the San Marcos Historical Society was not available for research. Historical photographs and aerials from the San Diego History Center and Hollandia Dairy provided imperative information on how the complex developed over time. City directories were not readily available for this period.

## ARCHIVAL RESEARCH

### SCIC Records Search

The results of the SCIC records search completed on September 16, 2020, are summarized below (Table 1). The records search identified 63 previous reports that included areas within a 1-mile radius of the Project area. Two of these reports address areas that intersect or overlap with the Project area, but there is no indication that the Project area was previously examined by a pedestrian cultural resources survey (Table 2). The records search identified the presence of 23 previously recorded cultural resources outside of, but within the 1-mile search radius of the Project area (Table 3). No historical addresses were identified as occurring within the 1-mile records search radius. Documentation of the SCIC records search is included in Attachment E of this report.

Table 1. Summary of Records Search Results

SCIC Record Type	Mapped within 1 mi. of Project	Intersects Project
Previous Reports	63	0
Cultural Resources	23	0

Table 2. Summary of Previous Reports within a 1-Mile Radius of the Project APE

File No.	NADB No.	Author(s)	Year	Title	Affiliation	Proximity to APE
SD-00017	1120017	Davis, McMillan, and Susan M. Hector	1989	<i>Cultural Resources Survey of the Malizia Property</i>	RECON	Outside
SD-00039	1120039	Dominici, Debra A.	1983	<i>Negative First Addendum Twin Oaks Valley Road 11-SD-78 P.M. 12.7-13.1 11209-147501</i>	Caltrans	Outside
SD-00128	1120128	Archaeological Associates	1988	<i>Archaeological Survey Report: The Twin Oaks Valley Ranch Project, City of San Marcos, CA</i>	Archaeological Associates, Ltd.	Outside
SD-00225	1120225	Carrico, Richard	1976	<i>Archaeological Sensitivity and Potentiality Survey for Richland Neighborhood Study San Marcos, California.</i>	WESTEC Services, Inc.	Outside
SD-00355	1120355	Carrico, Richard	1976	<i>Suggested Mitigation for Archaeological Site SDi-749: Gateway San Marcos Project (SMTM 75-5).</i>	WESTEC Services, Inc.	Outside
SD-00684	1120684	Hector, Susan, and Stephan Van Wormer	1985	<i>Archaeology Survey of the Prohoroff Property San Marcos, California</i>	RECON	Outside
SD-01031	1121031	Gallegos, Dennis	1983	<i>Archaeological Report for Business/Industrial, Richmar, Lake San Marcos and Barham/Discovery Community Plan, San Marcos, California</i>	WESTEC Services, Inc.	Outside

File No.	NADB No.	Author(s)	Year	Title	Affiliation	Proximity to APE
SD-01732	1121732	Padon, Beth, and Steve Van Wormer	1987	<i>Cultural/Scientific Resources for the San Diego State University North County Center Master Plan San Diego County, California</i>	LSA Associates, Inc.	Outside
SD-01766	1121766	Moriarty, James Robert III, and Larry J. Pierson	1980	<i>Archaeological Survey and Test of the Shelly Group/San Marcos Project San Marcos, California</i>	Archaeological/Historical Research Services	Outside
SD-01889	1121889	Moriarty, James Robert III, and Larry J. Pierson	1980	<i>An Archaeological Survey of the North County Christian Center Subdivision San Marcos, California</i>	Archaeological/Historical Research Services	Outside
SD-02043	1122043	Michael Brandman Associates, Inc.	1989	<i>Draft Environmental Impact Report San Marco Flood Control Channel San Marcos Creek/Las Posas Reach SCH #88061505</i>	Michael Brandman Associates, Inc.	Intersecting
SD-02246	1122246	Roth, Linda	1991	<i>Cultural Resources Survey San Marcos Town Center 59.2 Acres San Marcos, California</i>	Roth and Associates	Outside
SD-02622	1122622	Bissel, Ronald M.	1991	<i>Cultural Resource Reconnaissance in Support of Proposed Flood Control Improvements to San Marcos Creek within the City of San Diego, California</i>	RMW Paleo Associates	Outside
SD-02838	1122838	Collett, Russell O., and Dayle M. Cheever	1989	<i>Cultural Resources Survey of the Rose Ranch Property, San Marcos, Calif.</i>	RECON	Outside
SD-02946	1122946	Kyle, Carolyn E., Roxana Phillips, and Dennis R. Gallegos	1994	<i>Cultural Resource Survey and Test Report for State Route 78 and Twin Oaks Valley Road Interchange, City of San Marco, San Diego County, California</i>	Gallegos & Associates	Outside
SD-03534	1123534	Kyle, Carolyn E., and Dennis R. Gallegos	1996	<i>Cultural Resource Survey for the San Marcos General Plan Woodland Park Middle School Project, San Marcos, California</i>	San Marcos Unified School District	Outside
SD-03821	1123821	Ni Ghabhlain, Sinead, Tracy Stropes, and Dennis R. Gallegos	1999	<i>Cultural Resource Evaluation Report for the Oceanside-Escondido Bikeway Project San Marcos, California</i>	Gallegos & Associates	Outside
SD-04105	1124105	Cooley, Theodore	1991	<i>Cultural Resource Testing of CA-SDI-12095 Oceanside to Escondido Rail Project, San Marcos Loop Segment, San Marcos, California</i>	ERC Environmental and Energy Services Company (ERCE)	Outside

File No.	NADB No.	Author(s)	Year	Title	Affiliation	Proximity to APE
SD-04107	1124107	Everson, Dicken	1990	<i>Cultural Resources Assessment San Marcos Seventh-Day Adventist Church (TSM 359/Cup 90-100) San Marcos, San Diego County</i>	Archaeological Research Unit, University of CA, Riverside	Outside
SD-04114	1124114	RECON	1977	<i>Draft Environmental Impact Report for Bright Skies Mobile Estates</i>	RECON	Outside
SD-04494	1124494	Freeman, Trevor	1988	<i>Archaeological Survey Report: The Twin Oaks Valley Ranch Project, City of San Marcos, Ca</i>	Trevor Freeman	Outside
SD-04526	1124526	Casen, George, and Daniel M. Saunders	1992	<i>State Route 78 Interchange Improvements at Las Posas Road and San Marcos Boulevard</i>	Parsons Brinkerhoff Quade & Douglas, Inc.	Outside
SD-04652	1124652	Gallegos & Associates	2001	<i>Cultural Resource Test Report for Oceanside - Escondido Rail Project Oceanside, California</i>	Gallegos & Associates	Outside
SD-04744	1124744	Bissell, Ronald M.	1986	<i>Archaeological Reconnaissance of the San Marcos Creek Flood Channel Projects, San Marcos, San Diego County, California</i>	RMW Paleo Associates	Outside
SD-04783	1124783	Roth, Linda	1991	<i>Cultural Resources Survey San Marcos Town Center</i>	Roth And Associates	Outside
SD-06249	1126249	ERCE	1990	<i>Cultural Resource Survey of the Oceanside to Escondido Rail Project, San Marcos Loop Segment, San Marcos, California</i>	ERCE	Outside
SD-06622	1126622	Harris, Nina M., Larry Tift, and Dennis R. Gallegos	1999	<i>Cultural Resource Survey Report for the Mission Cove Property, San Marcos, California</i>	Gallegos & Associates	Outside
SD-07729	1127729	Foster, Daniel G., and Mark Thornton	2000	<i>Management Plan for CDF's Historic Buildings and Archaeological Sites</i>	CDF	Outside
SD-07751	1127751	Thornton, Mark	1994	<i>A Survey and Historic Significance Evaluation of the CDF Building Inventory</i>	Mark Thornton	Outside
SD-07768	1127768	Michael W. Tuma	2001	<i>Cultural Resources Survey for the Rose Ranch Project, San Marcos, California</i>	Michael W. Tuma	Outside
SD-08588	1128588	City of Escondido	1980	<i>Draft Environmental Impact Report for Expansion of Wastewater Treatment Facility</i>	City Of Escondido	Outside
SD-08758	1128758	HCH & Associates	1980	<i>Palos Vista General Plan Amendment Draft Environmental Impact Report</i>	HCH & Associates	Outside
SD-08760	1128760	Bull, Charles S.	1976	<i>An Archaeological Survey of Bright Skies Mobile Estates</i>	RECON	Outside

<b>File No.</b>	<b>NADB No.</b>	<b>Author(s)</b>	<b>Year</b>	<b>Title</b>	<b>Affiliation</b>	<b>Proximity to APE</b>
SD-09451	1129451	Moslak, Ken, and John Cook	2005	<i>Cultural Resources Study for the Barham Drive Widening Project, San Marcos and Escondido, San Diego County, California</i>	ASM Affiliates	Outside
SD-09503	1129503	Robbins-Wade, Mary	2005	<i>University Place Due Diligence - Archaeological Survey (Affinis Job #2020)</i>	Affinis	Outside
SD-09516	1129516	Caterino, David	2005	<i>The Cemeteries and Gravestones of San Diego County: An Archaeological Study</i>	David Caterino	Outside
SD-09546	1129546	Guerrero, Monica, Dennis Gallegos, Tracy Stropes, Steve Bouscaren, Susan Bugbee, and Richard Cerreto	2001	<i>Cultural Resource Test Report for Oceanside-Escondido Rail Project, Oceanside, California</i>	Gallegos & Associates	Outside
SD-09611	1129611	Robbins-Wade, Mary	2005	<i>Archaeological Resources Inventory for Southern Hills Pointe, Poway, San Diego County, California</i>	Affinis	Outside
SD-10034	1130034	Bonner, Wayne, and Marnie Aislin-Kay	2005	<i>Cultural Resource Records Search Results for Cingular Telecommunications Facility Candidate NS-331-02 (DeJong Residence), 598 Felicia Lane, San Marcos, San Diego County, California.</i>	Michael Brandman Associates	Outside
SD-10243	1130243	Bonner, Wayne H., and Sarah A. Williams	2006	<i>Cultural Resource Records Search and Site Visit Results for Cricket Telecommunications Facility Candidate San-206 (Bolts 4 U), 201 Trade Street, San Marcos, San Diego County, California</i>	Michael Brandman Associates	Outside
SD-10260	1130260	Bonner, Wayne H., and Marnie Aislin Kay	2006	<i>Cultural Resource Search and Site Visit Results for Cricket Telecommunications Facility Candidate SAN-210 (Padilla Properties) 1039 East Mission Road, San Marcos, San Diego, California</i>	Michael Brandman Associates	Outside

File No.	NADB No.	Author(s)	Year	Title	Affiliation	Proximity to APE
SD-10261	1130261	Bonner, Wayne H., and Marnie Aislin Kay	2006	<i>Cultural Resource Records Search and Site Visit Results for Cricket Telecommunications Facility Candidate SAN-207B (KRC Rock), 700-740 North Twin Oaks Valley Road, San Marcos, San Diego County, California</i>	Michael Brandman Associates	Outside
SD-10398	1130398	Rosen, Martin D.	2006	<i>Historic Property Survey Report (HPSR) State Route 78 Woodland Parkway Interchange Project</i>	EDAW, Inc.	Outside
SD-10551	1130551	Arrington, Cindy	2006	<i>Cultural Resources Final Report of Monitoring And Findings for the Qwest Network Construction Project, State of California</i>	SWCA Environmental Consultants	Outside
SD-11067	1131067	Bonner, Wayne H., and Marnie Aislin-Kay	2006	<i>Cultural Resource Records Search and Site Visit Results for T-Mobile Candidate Sd07083 (City of San Marcos Light Standard), Rose Ranch Road, San Marcos, San Diego County, California</i>	Michael Brandman Associates	Outside
SD-12015	1132015	Guerrero, Monica, and Dennis R. Gallegos	2004	<i>Cultural Resource Survey for the Pattison Property, San Marcos, California</i>	Gallegos & Associates	Outside
SD-12039	1132039	Guerrero, Monica, and Dennis R. Gallegos	2007	<i>Cultural Resources Monitoring Report for the North County Transit District (NCTD) Sprinter Rail Project Oceanside to Escondido, California</i>	Gallegos & Associates	Outside
SD-12271	1132271	Robbins-Wade, Mary	2009	<i>Archaeological Resources Study, Barham Rough Grading Project, San Marcos, San Diego County, California</i>	Affinis	Outside
SD-12834	1132834	Robbins-Wade, Mary	2010	<i>Barham Rough Grading Project Archaeological Monitoring</i>	Affinis	Outside
SD-14098	1134098	Laylander, Don, and Sinead Ni Ghabhlain	2009	<i>A Cultural Resources Survey for the University District Project, City of San Marcos, California</i>	ASM Affiliates, Inc.	Outside
SD-14140	1134140	Robbins-Wade, Mary	2003	<i>Archaeological Records Search and Literature Review, Vallecitos Water District Master Plan Update San Diego County, California</i>	Affinis	Intersecting
SD-14581	1134581	ASM Affiliates	2012	<i>Section 106 Consultation for the San Marcos Sewer Interceptor Project</i>	ASM Affiliates, Inc.	Outside

<b>File No.</b>	<b>NADB No.</b>	<b>Author(s)</b>	<b>Year</b>	<b>Title</b>	<b>Affiliation</b>	<b>Proximity to APE</b>
SD-14702	1134702	Comeau, Brad, and Micah Hale	2012	<i>Cultural Resources Survey Report for the Palomar Station Project, San Marcos, San Diego County, California</i>	ASM Affiliates, Inc.	Outside
SD-14796	1134796	McLean, Roderic	2012	<i>Cultural Resources Assessment Class III Inventory Verizon Wireless Services Woodland Glen Facility, City of San Marcos, San Diego County, California</i>	LSA Associates	Outside
SD-15439	1135439	Brian F. Smith	2015	<i>Phase I Cultural Resource Survey for the Woodward Street Senior Housing Project, City of San Marcos, California</i>	Brian F. Smith and Associates	Outside
SD-15671	1135671	Brian F. Smith	2015	<i>Phase I Cultural Resource Survey for the Woodward Street Senior Housing Project, City of San Marcos, California</i>	Brian F. Smith and Associates	Outside
SD-16539	1136539	Wright, Catherine A.	2016	<i>Archaeological Monitoring for the Richmar Park Project, San Marcos, San Diego County, California</i>	Rincon	Outside
SD-16556	1136556	Gorman, Jennifer, Shelby Gunderman Castells, and Sinead Ni Ghabhlain	2014	<i>Historic Resources Evaluation Report for Commercial Buildings at 304 and 312 Mission Road, San Marcos, California</i>	ASM Affiliates, Inc.	Outside
SD-16748	-	Gunderman Castells, Shelby, Tony Quach, and Mark S. Becker	2017	<i>Archaeological Monitoring and Significance Evaluation of an Archaeological Discovery for the Mission 316 Project, San Marcos, San Diego County, California</i>	ASM Affiliates, Inc.	Outside
SD-17030	1137030	Smith, Brian F.	2017	<i>Cultural Resources Monitoring Report for the Woodward Street Senior Housing Project, City of San Marcos, California (APN 218-120-31)</i>	Brian F. Smith and Associates	Outside
SD-17207	1137207	Gunderman Castells, Shelby	2014	<i>Cultural Resources Study for the Corner@2oaks Project, San Marcos, San Diego County, California</i>	ASM Affiliates, Inc.	Outside
SD-17208	1137208	Gunderman Castells, Shelby	2017	<i>Negative Cultural Resources Monitoring Report For The Corner@2oaks Project, San Marcos, California</i>	ASM Affiliates, Inc.	Outside

File No.	NADB No.	Author(s)	Year	Title	Affiliation	Proximity to APE
SD-18178	-	Pigniolo, Andrew	2019	<i>Cultural Resources Monitoring Report for the Rock Springs Sewer Replacement Project Vallecitos Water District, City of San Marcos, California</i>	Andrew Pigniolo	Outside

Table 3. Summary of Cultural Resources within a 1-Mile Radius of the Project APE

Primary No. (P-37-)	Trinomial (CA-SDI-)	Record and Updates	Description	Proximity to APE
000560	560	True (no date)	AP2. Lithic Scatter	Outside
000749	749	True (1959)	AP2. Lithic Scatter with Shell	Outside
004668	4668	Hatley and Wiedauer (1976)	AP2. Lithic Scatter	Outside
008328	8328	Pierson (1980)	AP2. Lithic Scatter	Outside
008329	8329	Pierson (1980)	AP4. Bedrock Milling Feature	Outside
008386	8386	Moriarty and Peterson (1980); Guerrero, Stropes, and Gallegos (2001)	AP4. Bedrock Milling Feature	Outside
010896	10896	Shackley, Norwood, and Apple (1988)	AP4. Bedrock Milling Feature, AP2. Lithic Scatter	Outside
012095	12095	Pigniolo and Rader (1991); Gallegos and Guerrero (2007)	AP2. Lithic Scatter	Outside
012096	12096	Briggs and Pigniolo (1991); James (1996)	AP2. Lithic Scatter	Outside
012097	12097	Briggs and Pigniolo (1991); James, Briggs, and Cooley (1996); Gallegos and Guerrero (2001); (Garnsey 2005)	AP4. Bedrock Milling Feature	Outside
012098	12098	Bissell (1991); Pigniolo and Briggs (1991)	AP2. Lithic Scatter	Outside
012210	12210	Joyner (1990)	AP2. Lithic Scatter	Outside
013742	-	Roth and Associates (1994)	AP2. Lithic Scatter - Isolate	Outside
013743	-	Roth and Associates (1994)	AH15. Standing Structures - Farm Complex	Outside
013744	-	Roth and Associates (1994)	AH15. Standing Structures - Residence	Outside
013745	-	Roth and Associates (1994)	AH15. Standing Structures - Residence	Outside
013746	-	Roth and Associates (1994)	AH15. Standing Structures - Residence	Outside
014081	-	Thornton (1994)	AH15. Standing Structures - CDF Fire Station	Outside
015578	-	James, Bark, and Cooley (1996)	AP16. Other – Isolated Hand Stone	Outside
015595	14340	James, Bark, Glenn, Sabio, and Cooley (1996)	AP15. Habitation Debris	Outside
033557	-	Tift (2013); Manchen and DeCarlo (2015); Chasteene (2017); Foglia and Keckeisen (2017); Stringer-Bowsher (2018)	AH7. Roads/trails – Highway 395	Outside
033844	21254	Quach and Stringer-Bowsher (2014); Castells, Piek, and DeCarlo (2015)	AH2. Structure Remains; AP15. Habitation Debris	Outside
035439	-	Blake and Tsunoda (2015)	AP16. Other – Isolated Debitage	Outside

## **Summary of Sites Occurring within 1 Mile of the Project**

The cultural resources that have been documented within a 1-mile radius of the Project area consist predominantly of prehistoric archaeological sites. Most of these prehistoric sites are lithic scatters, with the remainder composed primarily of bedrock milling features. One site was noted to contain habitation debris, indicating a more intensive use of that location. In general, most of these sites have been disturbed or destroyed by modern construction and development activities and are now characterized by sparse surficial manifestations or sparse and relatively shallow subsurface deposits. Historic buildings and structures, remnants of historic foundations, historic debris scatters, and a historic highway segment have also been recorded within a 1-mile radius of the Project.

## **Historical Image Research**

Historical aerials from 1950, 1953, 1964, 1980, 1989, 2002, 2014, and 2016 were analyzed using [historicalaerials.com](http://historicalaerials.com) and Hollandia Dairy aerials. Historical imagery provided substantial information regarding the development of the Project area over time.

## **NAHC Sacred Lands File Search**

On September 17, 2020, a letter was sent to the NAHC to inquire about known areas of cultural concern, such as traditional cultural places, sacred sites, archaeological sites, or cultural landscapes that may exist within or within 1 mile of the proposed Project area. ASM received a response from the NAHC dated October 1, 2020, stating that a search of the Sacred Lands File was negative. A list of 31 Native American tribal contacts that are traditionally and culturally affiliated with the geographic area of the proposed Project was also provided by the NAHC. A Project notification letter was sent to each of the 31 Native American contacts provided by the NAHC on October 2, 2020. At the time of the submittal of this report, two responses to the Project notification letter were received, one from the Viejas Band of Kumeyaay Indians and one from the Rincon Band of Luiseño Indians. The NAHC response letter and list of Native American contacts provided is included in Attachment C of this report. An example of the Project notification letter sent to each of the Native American contacts on the list provided by the NAHC and the one response received are included in Attachment D of this report.

## **HISTORICAL CONTEXT**

### **Dairy Industry in San Diego County (1890-1940s)**

Ranching and farming were key components of the economy of nineteenth-century San Diego County. By the late nineteenth century, an increasing number of farmsteads were sustaining themselves by producing and selling milk. The majority of milk in San Diego County came from outside the county until the late 1860s. In 1891, Willard Hage established the first dairy in San Diego County in Mission Valley (Union Title-Trust Topics 1957). Small family-run dairy operations characterized the early days of dairying in San Diego County. In the early twentieth century, innovations in the milk industry, such as pasteurization, along with a national movement toward increased public health through the sanitation of milk and specialization of barn structures, encouraged a more scientific and hygienic approach to farming practices. In 1921, the Dairy Herd Improvement Association (DHIA) was established in the county by a group of local dairymen who employed scientific methods to improve dairy production. Monthly DHIA tests helped control the high cost of supporting dairy herds by culling out the low producers amongst the herd. This resulted in better breeding and more economical feeding. This organization recorded the production statistics of San Diego's dairy farms and cattle through the twentieth century. Their findings resulted in more efficient methods of dairying which contributed to the increase in milk production particularly in the mid-twentieth century (Freeman 1963; National Agricultural Library 2011).

Early dairy farms in the county were typically established near rivers for proximity to water sources and abundant pastureland. A major flood in 1916 proved disastrous for dairies near these water sources, when many of them were washed out. Water contamination issues were also pervasive due to the close proximity of many livestock operations to vital water supplies. By the mid-twentieth century, most dairies were located along the Tijuana River at San Ysidro and the along San Diego River from Mission Valley through Santee, Lakeside, and El Monte. Other key dairying areas included San Pasqual, Santa Ysabel, San Marcos, Ramona, San Luis Rey, and Vista (Union Title-Trust Topics 1957).

Early dairy herds were typically small, as the size of the herd was constrained by the number of cows that could be milked each day. Manual milking was practiced up to the late nineteenth century (National Agricultural Library 2011). This system of milking only allowed for each worker to milk up to a dozen cows a day. Farms were typically family-run operations in the late nineteenth and early twentieth centuries in San Diego County. The first milking machines were introduced and commonly used by the early twentieth century. Although they were more efficient than hand milking, these early machines required dairymen to milk cows at a perpendicular angle, moving around the cow to lift heavy pails of milk which were then poured into a larger milk can. The milking machine did allow for larger cattle herds, and a worker could milk up to 50 head of cattle a day with this new technology. Later advances in milking technology involved milking pipelines that used gravity to transport the milk to larger storage tanks without the laborious task of lifting heavy buckets (National Agricultural Library 2011).

From the 1930s to the mid-twentieth century, dairymen began incorporating dry lot feeds to sustain their cattle and business. Farmers no longer relied on pastureland to feed their cattle, but instead relied on feed and baled alfalfa brought in by truck loads. Advancements in pasteurization, refrigeration, insulation, and homogenization of milk preserved the milk for a longer period of time. These advancements, improved milking technologies, and an increased demand for sanitized milk resulted in the establishment of larger herds and dairy farm operations that produced greater quantities of milk in the county. From 1933 to 1958, milk production in the county increased 25 percent (Union Title-Trust Topics 1957).

#### *Rise of the Dairy Industry in San Diego County (1950-1970s)*

By the mid-twentieth century, the dairy business had grown to be a leading agricultural industry for San Diego County. Market demands during this time directly related to the growing supply of milk. Dairy products such as instant milk and baby formula were in high demand from the postwar baby boom (Beyette 1969; Morgan 1958; Union Title-Trust Topics 1957). Dairy products had already become the third highest agricultural product in San Diego County by 1938 but by 1948 it was number one (San Diego County Farm Bureau 2019). By 1958, dairies contributed \$11 million to the economy. Approximately two-thirds of the milk consumed in San Diego came from local dairies; the rest came by refrigerated milk trucks from the huge dairy complexes in the Sacramento area and the San Joaquin valley (Beyette 1969; Morgan 1958; Union Title-Trust Topics 1957).

Several innovations and regional advantages accounted for the success in the dairy industry during the mid-twentieth century. One advantage of San Diego County farmers was the mild climate of southern California. Cattle in southern California could produce milk at a higher rate year-round, in contrast to herds in harsher climates. Instead of expending hay and feed energy on staying warm, cows in temperate southern California could convert their energy into year-round milk production. Local high-quality hay, rarely damaged by rainwater, was trucked in from neighboring Imperial County (Freeman 1967a). Artificial breeding had been incorporated into farm practices since 1918 (Freeman 1963). Artificial insemination of cattle contributed to the dairy industry because it allowed farmers to control and prevent diseases within their cattle. A dairy farmer could breed his best cow with a bull that he might not have been able to afford otherwise, and he could breed many cows at once with one bull (Freeman 1963). The DHIA's routine tests and scientific methods also contributed to the higher production rate of milk per cow in San Diego County. All of these

factors, including efficiency in milking parlors, were contributors to the success of the dairy industry and the reason dairies could manage hundreds of cows per farm. By 1963, San Diego County’s 23,700 cows produced more ounces of milk each day than those of any other county in the United States (Freeman 1963). DHIA records showed that dairies in the San Diego area averaged 175 cows to the herd, a large increase from the early-twentieth-century farms that had handled a handful of cows per farm (Morgan 1958). By the mid-twentieth century, several farms located in northern San Diego County handled hundreds of cattle per herd, illustrating the efficiency of higher milk production in larger operations (Union Title-Trust Topics 1957).

*Decline of the Dairy Industry in San Diego County (early 1970s-1990s)*

By 1959, the value of dairy products sold slipped to third in San Diego County, but it held strong up until at least 1969 (San Diego County Farm Bureau 2019). Although the dairy industry was still thriving, some ominous signs of decline were becoming apparent. Threats to the industry included increasing production costs, higher taxes with no assurances of higher milk prices, and local health inspectors citing farms for air and health quality violations near encroaching residential communities. Beginning in 1968, higher taxes forced the closures of smaller dairies in San Diego County. Other factors, such as the increasing demand for soda drinks and other beverages contributed to the decline in milk consumption (Diamond and Moezzi 2004). By 1972, the overall consumption of milk decreased in San Diego County, and dairies began decreasing and consolidating. Sixty-two dairies remained in the county, whereas a decade earlier more than 90 dairies served the area (Cramer 1986; Geiser 1999; Lux 1996; Parry 1975). By 1978, the value of products sold from dairies slipped to fifth place in the county (San Diego County Farm Bureau 2019). In the late 1980s, only 30 dairies survived. Higher taxes, stagnant price of milk, and the loss of bottling plants to Los Angeles stifled the industry and contributed to the further decline of dairy farms in San Diego County. Many major dairy operations relocated to the central valley of California (Cramer 1986; Geiser 1999; Lux 1996; Parry 1975). As of 2011, San Diego County had only four dairy farms and one milk processing plant, Hollandia Dairy (Jones 2011). By 2018, only two milking dairies remained in San Pasqual (Frank Konyon Dairy, Inc.) and Ramona (TD Dairy and Hay Sales) (Mitrovich 2018).

**History of the Hollandia Dairy at San Marcos**

The Project area is located on Assessor’s Parcel Number 218-180-48. Table 4 lists a chain of title from 1889 to 1957. Thereafter, it was deeded amongst the de Jong family and Hollandia Dairy (Kirk Kiely 2020).

Table 4. Chain of Title (188+-1957)

<b>Grantor</b>	<b>Grantee</b>	<b>Date of Deed</b>
San Marcos Land Co.	Belfour, Herman and Gertrude	5/1/1889
Belfour, Herman and Gertrude	Stiles, Frank and Henry	4/18/1892
Stiles, Frank and Henry	Stiles, Serelda	7/24/1923
Stiles, Serelda	Reynolds, Frank H. and Lori	6/5/1925
Reynolds, Frank H. and Lori	Blackburn, Ada M.	4/7/1934
Blackburn, Ada M.	Cacioppo, Cecille	2/9/1946
Cacioppo, Cecille	Ferraris, Joseph and Sadie	2/9/1946
Ferraris, Joseph and Sadie	de Jong, Boudewyn and Helena	2/6/1957

Arie de Jong, Sr. and his wife, Maartge, emigrated from Holland to the United States in 1949. Arie worked at a Poway dairy and then one year later had earned enough to buy a dairy in Escondido with 28 cows and a milk truck (*San Diego Union* 1963). Arie opened Hollandia Dairy in 1950 at Felicita Avenue in Escondido as a drive-thru (Figure 5). It quickly became a well-known dairy in San Diego County, winning the Gold medal at the San Diego County Fair in the summer of 1952 (*Times-Advocate* 1952). In 1951, Arie bought the Wharton Dairies, a major San Diego County dairy supplier owned by Herb Lievers and his wife since 1934. The Lievers sold the wholesale business to Arden Farms Company in San Diego. Arie of Hollandia

Dairy purchased the retail routes and equipment of the plant at 361 E. Grand Avenue in Escondido as well as 150 milking cows at the Lievers Ranch located between San Marcos and Escondido (*Times-Advocate* 1951; *Weekly Times-Advocate* 1938; *The San Diego Union and Daily Bee* 1963; *Evening Tribune* 1989).

By 1955, Hollandia Dairy had outgrown its second Escondido operation at 361 E. Grand Avenue and relocated a new 17-acre space in San Marcos, presently at 622 E. Mission Road (the Project area). Boudewyn de Jong, Arie's brother, acquired ownership of the parcel of the Project area on February 6, 1957 (Kirk Kiely 2020). Arie likely acquired property east of the Project area earlier (sometime after 1951) from the owners of Wharton dairies (*Times-Advocate* 1951; *Weekly Times-Advocate* 1938) (Figure 6). Hollandia continued to operate their main Escondido operation, which continuously heralded many dairy awards (*North County Times* 1995). The new San Marcos store and milk plant were constructed in four short months between October 1955 and March 1956 (Figure 7) (USDA 1953; *Weekly Times-Advocate* 1955).

When the retail store and milk plant opened in March 1956, the dairy operations included 120 cows that were manually milked. The San Marcos operation was a complete creamery and dairy production facility that went from feeding and caring for the cows to milking, pasteurizing, homogenizing, and bottling the milk (*North County Times* 1995; USDA 1953; *Weekly Times-Advocate* 1955, 1956, 1960). The Grand Opening and Open House on March 9 was a celebratory event (*Weekly Times-Advocate* 1956). Hollandia Dairy filed incorporation paperwork in August 1957 with brothers Arie de Jong, Peter de Jong, and Teunis de Jong as the directors (Figure 8) (*Times-Advocate* 1957).

The Hollandia Dairy San Marcos retail store and milk plant was constructed by general contractors Robert T. and Harold Lee. They utilized local suppliers such as Campbell Refrigeration, Farr's Ready Mix, Escondido Glass Co, Verdugo Electric, Townsend Electric, Pine Tree Lumber Co., and Jim Spears who produced neon displays and commercial signs as well as a Los Angeles company, Creamery Package, who installed dairy processing equipment. The 915-sq. ft. retail store and the 4,233-sq. ft. milk plant were constructed as one building with the store at the front. A wood cooling tower, boiling shed, and tank were also constructed. An enclosure (composed of railroad ties, fill, and boards) surrounded the structures. A cooler box and accessory building were also constructed. In 1958 loading area at the rear/north façade were expanded, and Figures 9-10 show the roofline change indicating the area of expansion at that time.

When Arie de Jong opened the Hollandia Dairy store and milking plant in San Marcos at its current location in March 1956, Hollandia Dairy utilized two barns and processing equipment already extant on the adjacent property. The two barns and a dairy operation were evident in 1950 and 1953 aerials (Hollandia Dairy ca. 1950; USDA 1953; *Weekly Times-Advocate* 1955). Figure 11 shows the storefront attached to the milk plant and the earliest part of the operation, which included the barns. In 1964, the two original barns were still standing as they were used for milking cows on the property. The store and the barns were separated by distance and a secondary road (USDA 1964). In 1965, a 112-sq. ft. loading deck office was constructed (San Diego County Assessor 2001). Photographs from 1965 show that the store had not changed much since ca. 1957. However, by November 1965, a metal-framed awning with a corrugated roof covered the dock with multiple bays. Its loading height served 1950s and 1960s style milk trucks (Figure 12).

The San Marcos operation quickly became a dairy medal contender winning the Gold medal for nonfat vitamin D and Grade A pasteurized homogenized vitamin D milks at the San Diego County Fair at Del Mar in July 1960 (*Weekly Times-Advocate* 1960). Its winnings continued into 1965 with first place for both Grade A Milk, and Non-Fat as well as Grade A cream and half and half. It also earned third place for its Grade A market milk (*Times-Advocate* 1965). The San Marcos dairy repeated its Gold medal win in 1966 for half and half cream (*Weekly Times-Advocate* 1966). In 1968, it won the Gold medal for homogenized milk and half and half, Silver medals for low-fat milk and market milk, and a Bronze medal for all purpose cream (*Weekly Times-Advocate* 1968). By at least 1970, Hollandia Dairy was selling ice cream, yogurt, cottage cheese, and sour cream at both of its stores (*Weekly Times-Advocate* 1970a).

A third location opened on October 13, 1970, adding a second Escondido location. Hollandia's San Marcos dairy was a prime location and continued to earn Gold medals for low-fat milk, nonfat milk, half and half, and all-purpose cream. The extant Escondido location had earned one Gold medal for homogenized milk (*Weekly Times-Advocate* 1970b). Beyond producing milk, the San Marcos location had become an important fixture in the community, even offering pony rides to children at their three locations (*Weekly Times-Advocate* 1970c). The de Jongs were well-known dairymen as three of Arie's brothers had dairies in San Diego County and three others owned dairies in San Joaquin by the early 1960s. At the San Marcos operations, approximately 400 milk cows produced milk and dairy products for 14 retail operations, distributors, and two wholesale operations that supplied stores and schools (*The San Diego Union and Daily Bee* 1963; *Evening Tribune* 1989).

At Hollandia's San Marcos facility, there were 950 cows and of those 750 were milked daily. Typically, four calves were born each day. The dairy also was home to monkeys, peacocks, and pigs that ate returned products from the store. The milk plant processed 100,000 gallons each week from Hollandia Dairy milk and from smaller local dairies. Costs increased for the family as freight became increasingly more expensive and they did not have the land to grow their own alfalfa (*Times-Advocate* 1976).

Significant expansion occurred between 1970 and 1976 when Hollandia Dairy began processing and storing more local milk. Additions were constructed on the north and east façades (Figure 13). Figure 14 is a sketch of the property produced by the San Diego County Assessor's Office that shows the additions constructed from the 1950s to 2001. Another separate building was added to the east and the milking operations remained separate from the store (Hollandia 1976; USDA 1964). Two smaller additions were added to the property in August 1971 and January 1972, and one of those may have been the store front entrance (San Diego County Assessor 2001; Hollandia Dairy 1976). In 1971, Hollandia Dairy constructed a new feed storage building and corrugated metal hog shelter (City of San Marcos 1971a). A local company, Sanco Engineering, Inc., designed a milk processing and cold storage building that was a 49-by-54-ft. metal building with conventional framing and plaster rooms, a 27-by-89-ft. prefabricated cooler box, a 12-by-28-ft. roof to a truck wash area, and a 10-by-43-ft. roof between the milk plant and cooler (City of San Marcos 1971b). Hollandia Dairy constructed additional roofing, including: a 16-by-80-ft. roof over the north side of the cooler, a 12-by-13-ft. roof at the south side of the existing freezer, and a 12-by-38-ft. roof at the west side of the new processing room (City of San Marcos 1971c). Hollandia Dairy also constructed a loading dock (City of San Marcos 1971d). In 1972, Hollandia Dairy added a gasoline service building with two sides and a roof that matched the original buildings as well as service station equipment (City of San Marcos 1972a, 1972b). In 1973, a 2,334-sq. ft. office building was constructed with a wood frame and gabled roof. It housed eight offices, one lounge, and one restroom (City of San Marcos 1973a, 1973b; San Diego County Assessor 2001). In 1974, a private garage was constructed by Hollandia Dairy (City of San Marcos 1974). In 1975, three 12,000-gallon underground fuel tanks were added as were six islands for the self-service, on-site gas station. By 1976, there were two new additions: a 7,165-sq. ft. loading dock and 3,355 sq. ft. of milk storerooms. A 5,784-sq. ft. milk storage cold room had been added by 1980 (San Diego County Assessor 2001). In 1980, Sanco Engineering, Inc. constructed a 3,000-sq. ft. storage building (City of San Marcos 1980).

When other dairies began closing in San Diego County, Hollandia Dairy fought to stay in business by responding to Americans' changing tastes and expanding products beyond milk and milk byproducts to include orange drink, fruit punch, orange juice, eggs from the dairy, and popsicles (*Weekly Times-Advocate* 1971a). It continued to win awards for its milk products, including a Gold medal for half and half cream, Silver medals for low-fat milk and homogenized milk, and a Bronze medal for low-fat milk (*Weekly Times-Advocate* 1971b). In 1972, the San Marcos location earned Gold medals for homogenized milk and non-fat milk; Silver medals for low-fat milk, flavored milk drink, half and half; and a Bronze medal for whipping cream at the Southern California Exposition. The San Marcos dairy won more awards than any other dairy

in 1972 (*Weekly Times-Advocate* 1972). Hollandia Dairy continued to dominate the Southern California Exposition with Gold medals for homogenized milk, nonfat milk, and flavored drink while the Escondido operation came in second. It also took a Silver medal for half and half and whipping cream and a Bronze medal award for low-fat milk (*Weekly Times-Advocate* 1973). In June 1974, the Hollandia Dairy San Marcos “won more medals in the dairy products competition at the Southern California Exposition than any other North County firm” (*Weekly Times-Advocate* 1974).

By 1976, Hollandia Dairy San Marcos was one of a few remaining dairies that pastured cows, milked them, and processed the milk. Dairies in the county were slowly moving out as operating costs grew and increased land prices made selling or moving their cows more lucrative. Of 42 dairies in San Diego County at that time, 30 to 35 were in North County with Pala Dairy the largest in the state. Although Hollandia Dairy considered taking advantage of cheaper operating costs by moving cows to San Joaquin Valley like many others did, they kept the cows, particularly for the San Marcos community whose classrooms would visit on field trips. Children could see cows and how they were milked as well watch processing of Hollandia’s milk and that of nearby smaller dairies. Each of the children received complimentary ice cream. Adaptability also aided in their survival. Hollandia used Holstein cows instead of creamier milk produced from Guernsey cows as Americans preferred milk with less fat (*Weekly Times-Advocate* 1976).

The Hollandia Dairy operation in San Marcos adapted again and survived a milk surplus in the 1980s that caused inflation by converting the milk into Dutch Gouda cheese instead of powdered milk like its competitors. Arie de Jong’s nephew, Tommy de Jong and his family, lived on the Hollandia Dairy farm in the old milking barn and used part of it for making the cheese. They began selling it at the store and other local retailers (*Los Angeles Times* 1983). In 1981, Hollandia constructed a 2,112-sq. ft. addition with a mezzanine, an independent 3,000-sq. ft. metal building, and a 5,784-sq. ft. milk storage cold room addition (San Diego County Assessor 2001). In 1982, Arie de Jong, Sr. applied for a permit for a 1,059 sq. ft. residential pavilion and a permit for an addition and remodel for 332 sq. ft. of his house and a swimming pool. Hollandia Dairy applied for a permit for a 2,107-sq. ft. addition for a concrete floor and metal building. It also installed a tank foundation and installation (City of San Marcos 1982a, 1982b, 1982c, 1982d, 1982e). Hollandia Dairy received a permit for a 9,950-gallon steel diesel fuel tank (City of San Marcos 1983). Hollandia Dairy sought a permit for a ranch storage shed in 1984 (City of San Marcos 1984).

Hollandia Dairy had been entrenched in San Marcos over the years and had become “perhaps the best-known landmark of rural San Marcos” (*Times-Advocate* 1990a). By January 1990, operating costs caused the Hollandia Dairy San Marcos to consider redeveloping its 120-acre site for a residential neighborhood comprising houses, apartments, condos, a shopping mall, small park, and elementary school (*Times-Advocate* 1990a). The San Marcos Historical Society President said, “We tend to associate San Marcos with the dairy...For lots of children-and adults-it was a special place to go...But a lot of people on Mission (Road) won’t miss it at all” (*Times-Advocate* 1990). By then, there was enough urban infill that the surrounding neighborhood found the cows a nuisance (*Times-Advocate* 1990a). By December 1990, the dairy owners decided not to sell. Instead, it improved its facilities and tripled its refrigeration storage for customer convenience. It stayed in business largely as a commitment to its community (*Times-Advocate* 1990b). Hollandia San Marcos was the last remaining dairy where cows were milked and processed at the same facility in San Diego County. Arie de Jong, Sr. still lived on the property on the hill until 1989, and 15 other family members lived on the dairy property as well (*The North County Blade-Citizen* 1990).

The Hollandia Dairy building was further expanded to the east between 1989 and 1994 (USDA 1989, 1994). Around 1988, Hollandia Dairy expanded by adding 0.5 mile of stainless-steel piping and increased its raw milk and pasteurized milk holdings. A computer-controlled self-cleaning system was added as well as a conveyor system to empty cases to the exterior washer before conveying them into the processing plant. The filled cases were automatically stacked 6 ft. high and were rolled into the refrigerated warehouse. The

dairy also added a new refrigeration unit. Their 5,000-sq. ft. refrigerated warehouse was permitted for expansion to 15,000 sq. ft., tripling the company's refrigeration capacity (*Times-Advocate* 1990c).

By the 1990s, many additions had been made to the west of the dairy building: five silos were added and the addition of a milk crate washing operation transported clean milk crates into the dairy processing facility. A building was added to the northeast. In 1991, a 7,600-sq. ft. cold storage building, covered dock, and milk tank were added. A dock and roof were added in October 1996.

When California outproduced Wisconsin as the top milk-producing state in 1995, Hollandia Dairy San Marcos contributed a significant volume for a privately held operation, producing 6,000 gallons of milk each day. The dairy had grown from 17 acres to 120 acres, and from 120 cows to 1,100 with additional cows at other locations. By then, it was "the only dairy in the county of San Diego that has its own processing plant, where the milk is pasteurized" (*North County Times* 1995). Many dairies in the county shipped their milk to Hollandia for pasteurization and packaging. Despite that, they were one of the smaller operations in the state with much larger operations in Tulare County. While Hollandia Dairy expanded to remain competitive, it continued serving its local community by delivering milk door-to-door. Although the de Jong family struggled against larger operations, devaluation, and competition, they wanted to keep the San Marcos location open (*North County Times* 1995). At the end of April 1996, the Hollandia Dairy milk store on Felicita Avenue in Escondido closed (*North County Times* 1996).

After at least eight years of discussions and proposals for various projects, the Hollandia Dairy sold portions of its 120-acre holdings for two City of San Marcos projects. In October 1998, Hollandia Dairy deeded 43.5 acres to the San Marcos Unified School District for Hollandia Park and the city's second high school, Mission Hills High School. Cows on that property were allowed to stay until the end of the year when preliminary work was scheduled (*North County Times* 1996, 1998a; *Times-Advocate* 1990a). The 29 acres of grazing land for the cows were sold to the City of San Marcos for a new multifaceted park, Hollandia Park (*North County Times* 1998b). The processing plant remained on 15 acres (*North County Times* 1996, 1998a). Hollandia Dairy was the largest producer in North County and the only milk processor available to San Diego County dairies (*North County Times* 1999b).

In 2001, the company added 1,140-sq. ft. to the plant (San Diego County Assessor 2001). Major renovations were planned from 2002 to 2007 as the plant expanded and shifted from production to processing (*North County Times* 2002). The last of the cows were finally loaded in January 2003 for transport to Hanford, California, and the Emmanuel Faith Church had acquired approximately 32 acres. Groundbreaking for the new church was scheduled for the summer of 2003 (*The Californian* 2003). Six older buildings on the property were planned for demolition for the incoming church, The Arie de Jong house and maintenance sheds were slated for relocation to the church property (*North County Times* 2002). The creamery was expanded and a new storage building constructed. By 2011, Hollandia Dairy products (milk, half and half, cream, and juice drinks) were sold to schools, hospitals, jails, and the military in the greater southern California area (Jones 2011). In 2016, the 1992 cold storage building and the 1973 office building were demolished and replaced by a new building (see Figure 14) (USDA 1989, 1992, 2002, 2014, 2016). Today, Hollandia Dairy San Marcos is the only Hollandia operation left in the county. Hollandia Dairy continues to commit to its local operations as it once again improves its facilities to meet modern demands (*The San Diego Union-Tribune* 2016).

### **Arie de Jong, Sr.**

Arie de Jong, Sr. was born on May 5, 1901, on a dairy farm in Holland. He was one of 18 children. In 1949, he and his wife, Maartge, emigrated to the United States with their 10 children (*San Diego Union* 1989). Arie left Holland in the post-World War II industrialization that threatened his dairy in Holland. Arie worked at a Poway dairy and then one year later had earned enough to buy a dairy in Escondido with 28

cows and a milk truck, after which he bought the Wharton Dairy (*San Diego Union* 1963). Over the years, Arie, Boudewyn, and the rest of the de Jong family land holdings expanded the Hollandia San Marcos dairy operation from 17 acres to 120 acres before reducing it again to its present 15.08 acres. In 1958, Arie de Jong sold the dairy to his brothers. He opened a new dairy in Hanford, near Fresno. Ten years later he bought a second home in Holland and divided his time between Holland and a house on the San Marcos property. Four brothers and a sister lived on the property in June 1985 (*San Diego Union* 1985). Three of Arie's brothers had dairies in San Diego County and three others owned dairies in San Joaquin in 1963. At the San Marcos operations, approximately 400 milk cows produced milk and dairy products for 14 retail operations, distributors, and two wholesale operations that supplied stores and schools. All the family members, except one, learned English when they arrived (*The San Diego Union and Daily Bee* 1963; *Evening Tribune* 1989). Arie de Jong, Sr. remained in a house on the part of the property that was sold off until his death on June 2, 1989 (*North County Times* 1996; Oak Hill Memorial Park 1989). Arie de Jong, Jr. lived on the San Marcos property in 1996-1997 (San Marcos 1996-1997). Today, Hollandia Dairy is a milk processing plant with office spaces and buildings utilized for milk processing and shipping.

## **SURVEY RESULTS**

### **Archaeological Survey**

The Project area was surveyed for cultural resources by ASM Associate Archaeologist Holly Drake and P. J. Stoneburner, a qualified Native American monitor from Saving Sacred Sites on October 2, 2020. The Project area is entirely paved and developed, as it is currently the operational packaging facility for Hollandia Dairy. Areas of exposed ground were limited to ornamental planters in the southwestern portion of the Project area, all of which contained disturbed and mulched soil and ornamental plants that prevented visibility of the actual ground surface (Figures 15 and 16).

No prehistoric or historical cultural material was identified on the ground surface within the Project area, and the limited portions of exposed ground provided no evidence for the presence of surface or subsurface cultural resources. As previously noted, most of the Project area is paved and/or developed, and the lack of ground surface visibility in the majority of the Project prevented inspection of the ground surface during the pedestrian survey. Therefore, it is possible that cultural materials are present on or below the ground surface within the Project area that were not visible during the survey.

### **Architectural Survey**

The Hollandia Dairy building was originally a vernacular retail store and milk plant with Mid-Century Modern and late Colonial Revival stylistic influences, as well as influences from roadside architecture ideals. Completed in 1956, the rectangular-shaped building exhibited horizontal massing, flat roof, large plate-glass windows and central glass double-entrance doors, wood-frame stucco walls, and minimal decorative details such as tiles trimming the roof line, brick bulkhead, and two diamond-shaped glass block windows at either end of the primary (south) façade. The original building consisted of three parts: store, plant, and loader. Additions to the building were constructed in a variety of wood and metal framing with metal sheathing. The building, including all subsequent additions, has a flat roof. The retail store portion of the building is the southern-most section, rectangular shape, constructed in a west-east orientation that was elongated by the addition of the loader building in 1958.

The store has a concrete foundation with a brick façade that meets the half-wall length metal-frame windows (Figures 17 and 18). On the west façade is an original, double-hung wood window. The stucco walls do not appear to be original stucco finish. Three louvers on the front façade do not appear to be original. The building retains two original downspouts, but the tile trim has been replaced with metal trim along the roof line. The building has a metal awning similar to the original awning. One of its two 1950s glass block windows on the south facade has been covered up or destroyed by an addition. The entrance addition (ca. 1971/1972) appears to be a concrete foundation with brick façade foundation and half-wall length windows

that mimic the original entrance. The original double doors have been replaced by a single-door entrance. It has a similar metal awning as the original store. The milk processing plant attached to the store has been absorbed on the eastern façade by a much later addition. On the western façade of the milk plant are many milk silos that cover up the façade (Figure 19). Along the western façade beyond the milk silos are several additions composed of concrete foundations, metal cladding, metal louvered doors, additional wall louvers, and windows added over time at different heights when additions were made (Figure 20). Figure 21 shows the western elevation, including the milk silos. Currently, this part of the extension is used for milk processing and the second floor is office space. On the northern end are loading docks and additional milk pasteurizing silos (Figures 22 and 23). Additional loading docks on the northeastern side provide access to the cold storage buildings that are currently not in use (Figures 24 and 25). Additions to cold storage were completed over several phases, which is evident in the structural beams and ceilings that are at varying heights (Figures 26-28). A milk crate cleaning system on the northern portion of the property conveys clean milk crates to the milk processing center (Figure 29). No photographs of the interior equipment are included for proprietary reasons.

## **ELIGIBILITY CRITERIA**

### **California Register of Historical Resources Significance Criteria**

The CRHR program encourages public recognition and protection of resources of architectural, historical, archaeological, and cultural significance; identifies historical resources for state and local planning purposes; determines eligibility for state historic preservation grant funding; and affords certain protections under CEQA. The criteria established for eligibility for the CRHR are directly comparable to the national criteria established for the NRHP. To be eligible for listing in the CRHR, a building must satisfy at least one of the following four criteria:

- 1) It is associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
- 2) It is associated with the lives of persons important to local, California, or national history.
- 3) It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master or possesses high artistic values.
- 4) It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation [Public Resources Code, §5024.1(c)].

Historical resources eligible for listing in the CRHR must also retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. For the purposes of eligibility for the CRHR, integrity is defined as “the authenticity of an historical resource’s physical identity evidenced by the survival of characteristics that existed during the resource’s period of significance” (California Office of Historic Preservation 2001). This general definition is generally strengthened by the more specific definition offered by the NRHP—the criteria and guidelines on which the CRHR criteria and guidelines are based upon.

### **Integrity**

To be eligible for listing in the NRHP and CRHR, a property must retain sufficient integrity to convey its significance. The NRHP publication *How to Apply the National Register Criteria for Evaluation*, National Register Bulletin 15, establishes how to evaluate the integrity of a property: “Integrity is the ability of a property to convey its significance” (National Park Service, National Register of Historic Places 1998). The evaluation of integrity must be grounded in an understanding of a property’s physical features and how they relate to the concept of integrity. Determining which of these aspects are most important to a property requires knowing why, where, and when a property is significant. To retain historic integrity, a property must possess several, and usually most, aspects of integrity:

1. **Location** is the place where the historic property was constructed or the place where the historic event occurred.
2. **Design** is the combination of elements that create the form, plan, space, structure, and style of a property.
3. **Setting** is the physical environment of a historic property and refers to the character of the site and the relationship to surrounding features and open space. Setting often refers to the basic physical conditions under which a property was built and the functions it was intended to serve. These features can be either natural or manmade, including vegetation, paths, fences, and relationships between other features or open space.
4. **Materials** are the physical elements that were combined or deposited during a particular period or time, and in a particular pattern or configuration to form a historic property.
5. **Workmanship** is the physical evidence of crafts of a particular culture or people during any given period of history or prehistory and can be applied to the property as a whole, or to individual components.
6. **Feeling** is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, when taken together, convey the property's historic character.
7. **Association** is the direct link between the important historic event or person and a historic property.

## California Environmental Quality Act Significance Criteria

California Code of Regulations, Title 14, §15064.5 *Determining the Significance of Impacts to Archeological and Historical Resources* requires that all private and public activities not specifically exempted be evaluated against the potential for environmental damage, including effects to historical resources. Historical resources are recognized as part of the environment under CEQA. It defines historical resources, in pertinent part, as “[a]ny object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California[.]”

Lead agencies have a responsibility to evaluate historical resources against the CRHR criteria prior to making a finding as to a proposed project’s impacts to historical resources. Mitigation of adverse impacts is required if the proposed project will cause substantial adverse change to a historical resource. Substantial adverse change includes demolition, destruction, relocation, or alteration such that the significance of an historical resource would be impaired. While demolition and destruction are fairly obvious significant impacts, it is more difficult to assess when change, alteration, or relocation crosses the threshold of substantial adverse change. California Code of Regulations, Title 14, §15064.5(b)(2) provides that a project that demolishes or alters those physical characteristics of an historical resource that convey its historical significance (i.e., its character-defining features) can be considered to materially impair the resource’s significance. The CRHR is used in the consideration of historical resources relative to significance for purposes of CEQA. The CRHR includes resources listed in, or formally determined eligible for listing in, the NRHP, as well as some California State Landmarks and Points of Historical Interest. Properties of local significance that have been designated under a local preservation ordinance (local landmarks or landmark districts), or that have been identified in a local historical resources inventory, may be eligible for listing in the CRHR and are presumed to be significant resources for purposes of CEQA, unless a preponderance of evidence indicates otherwise.

Generally, under California Code of Regulations, Title 14, §15064.5(a), a resource is considered by the lead agency to be a “historical resource” if it:

- 1) Is listed in, or determined to be eligible by, the State Historical Resources Commission, for listing in the California Register of Historical Resources (Public Resources Code, §5024.1; California Code of Regulations, Title 14, §§4850 et seq.).
- 2) Is included in a local register of historical resources, as defined in Public Resources Code, §5020.1(k), or is identified as significant in an historical resource survey meeting the requirements of Public Resources Code, §5024.1(g).
- 3) Is a building or structure determined to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California (Public Resources Code, §5024.1; California Code of Regulations, Title 14, §4852).

## EVALUATION OF ELIGIBILITY

In evaluating the building within the Project area, ASM considered a number of factors relevant to making a recommendation of eligibility, including:

- the history of Hollandia Dairy;
- the history of the building’s construction, use, and association with dairies within San Diego County;
- the history of the surrounding community and the building’s relationship to that community;

- the building's association with important people or events;
- whether the building is the work of a master architect, craftsman, artist, or landscaper;
- whether the building is representative of a particular style or method of construction; and
- whether the building has undergone structural alterations over the years, the extent to which such alterations have compromised its historical integrity, and the current condition of the property.

ASM considered the building's significance within the local-level theme of Agriculture. The potential period of significance considered for the property under Criterion 1 begins in 1956, when the store and milk plant were constructed during the growth of dairy production in San Diego County, and ending in 1970, when the dairy industry in San Diego began its decline. The end date of 1970 is also 50 years ago, corresponding to the age at which properties potentially eligible for the CRHR no longer need to demonstrate that sufficient time has passed to understand its historical importance. Figure 30 shows the portion of the building that was constructed during the period of significance. Hollandia Dairy helped define San Diego County as an important dairy producer in California during the height of dairy production in San Diego County from the early 1950s to the early 1970s. By 1972, the overall consumption of milk decreased in San Diego County. Hollandia Dairy remained steadfast and renovated its facilities to remain competitive in a changing market. It championed through inflation, milk surpluses, and increasing operation costs when other dairies in San Diego County consolidated or sold their land for residential developments largely beginning in the early 1970s. Over the years, Hollandia Dairy's survival largely hinged on its ability to process milk for those remaining dairies in the county as well as its own milk. It needed much larger facilities to store, package, and ship milk. Hollandia Dairy has been a stalwart for the San Marcos community offering its milk products at the store and through home deliveries. It remained an important cultural icon of San Marcos' rural past when the rural community became a city in 1963 and rural land transitioned into commercial and residential properties. As such, the Hollandia Dairy is clearly associated with events that made a significant contribution to the broad patterns of local history, specifically Agriculture in Northern San Diego County, and is therefore potentially eligible for the CRHR under Criterion 1. However, it is not eligible under Criterion 1 as the building does not retain sufficient integrity to its period of significance (see Integrity Assessment below).

Arie de Jong, Sr., who established Hollandia Dairy, was a long-time and well-known resident of San Marcos. Arie is arguably a historically significant individual to the community of San Marcos. Arie remained an owner of the dairy until he retired in 1968, the end of the productive years of his career and strong association with the Hollandia Dairy property in San Marcos. However, the Arie was only associated with the property for a short time after its construction in 1956. The following year, Arie's brothers became co-owners of the family dairy and from 1958 to 1968 Arie was largely in Hanford, California, establishing another family dairy. Arie maintained a second home on the property (no longer extant) after he retired from 1968 until his death in 1989. As Arie de Jong, Sr. was only associated with the property for two years of his productive career, it does not retain a strong enough association to be eligible for the CRHR under Criterion 2.

The Hollandia Dairy building was originally built as a vernacular building with some Mid-Century Modern and late Colonial Revival stylistic influences. As constructed, the building was not a good representation of any architectural style. Alterations and additions to the building after 1956 have resulted in a building that lacks distinctive characteristics of a type, period, or method of construction. It was not designed by a master nor does it possess high artistic values. As such, ASM recommends the Hollandia Dairy is not eligible for the CRHR under Criterion 3.

Finally, the Hollandia Dairy is not eligible under Criterion 4 as it does not have the potential to yield information important to prehistory or history that cannot be obtained through historic research.

### **Integrity Assessment**

For a property to be eligible for the CRHR, it must not only be significant under one of the criteria, but also retain integrity to its period of significance. NRHP guidelines (as adopted by the CRHR) state that a property must possess several, and usually most of the seven aspects of integrity. As the Hollandia Dairy appears to be eligible under Criterion 1, an assessment of integrity to its period of significance of 1956-1970 is included below.

1. **Location** The portion of the Hollandia Dairy building that existed in 1970 is still in its original location and the building retains its integrity of location.
2. **Design** While some original features are evident—a wooden, double-hung window, period downspouts, and a 1950s diamond shaped glass block window, the building no longer reads as a building constructed in 1950s. Integrity of design has been negatively impacted by the multiple alterations to the south façade, including a retail store entrance addition from the early 1970s and an addition to the southeast corner that removed one of two 1950s-era glass block windows. The roof trim with tile is no longer evident. The entire eastern façade of the store was absorbed by one of the later additions and is no longer visible. The many additions now overwhelm the original building replaced by a much larger mass that largely dates to post-1970. As such, the integrity of design is poor.
3. **Setting** The setting of the building has been altered since the end of the period of significance. The 120-acre dairy is now less than 16 acres. The associated barns and structures as well as the de Jong residence no longer exist on the property. The school, park, church, and other adjacent construction are further examples of intrusions in the setting of the property. Therefore, integrity of setting is poor.
4. **Materials** The original exterior walls have been covered with a stucco that does not appear to be original. Primary entrance doors have been removed, original windows have been lost and/or replaced, and roof tiles have been removed. The extant building has been altered to the point where it no longer retains integrity of materials.
5. **Workmanship** The Hollandia Dairy has been altered to the point that it no longer retains components that serve as evidence of a particular period of history nor does it reveal methods of construction or technology of a specific craft. Therefore, it has no integrity of workmanship.
6. **Feeling** Due to alterations to the building and the other elements of the property, the Hollandia Dairy no longer retains integrity of feeling.
7. **Association** The Hollandia Dairy has poor integrity of association as it cannot sufficiently convey its historic function and association with Agriculture in Northern San Diego County.

While the Hollandia Dairy retains integrity of location, it only has poor integrity of design, poor integrity of setting and design, and no integrity of materials, workmanship, feeling and association. As such, the Hollandia Dairy does not retain sufficient integrity to convey its significance for eligibility to the CRHR.

### **CONCLUSION**

After documentation and evaluation of the history of Hollandia Dairy, and careful consideration of the ability of the resource to reflect the historic theme with which it is associated, ASM recommends the Hollandia Dairy is not eligible for the CRHR under Criteria 1, 2, 3 and 4. As such, the building is ***not a historical resource for the purposes of CEQA compliance.***

Although the likelihood of subsurface deposits within the proposed Project area is low, monitoring by a qualified archaeologist and Native American monitor is recommended for ground-disturbing activities conducted during the Project construction phase. This recommendation is based on the lack of ground surface visibility in the majority of the Project area and the potential for surficial or buried cultural material that may not have been identified during the archaeological survey. Once construction excavation has exposed soil to a sufficient depth that precludes the potential for cultural resources, typically >1 meter or depths at which paleontological resources may be present, ASM recommends cessation of the recommended cultural monitoring.

Sincerely,



Shannon Davis  
Director, Architectural History  
sdavis@asmaffiliates.com

and



Stephen Harvey, M.A., RPA  
Senior Archaeologist  
sharvey@asmaffiliates.com

ASM Affiliates, Inc.  
2034 Corte del Nogal  
Carlsbad, California 92011  
(760) 804-5757

Attachment A: References

Attachment B: Figures and Photographs

Attachment C: Native American Heritage Commission Response Letter and List of Contacts

Attachment D: Example of Native American Notification Letter and Tribal Responses Received

Attachment E: SCIC Records Search Documentation

**ATTACHMENT A: REFERENCES**

## REFERENCES

Berhman, John

1982 City Approves Hollandia Dairy Silo. *San Diego Union*. 24 November, p. 23.

Beyette, Beverly

1969 Cows Celebrate the 200th, Too. *San Diego Union*. 4 June, p. B3.

*The Californian*

2003 End of an Era: Rural Legacy MOOVes on. January 26, p. 28.

City of San Marcos

1971a Building Permit Application. Accepted March 11.

1971b Building Permit Application. Checked April 7.

1971c Building Permit Application. Accepted August 5.

1971d Building Permit Application. Accepted December 19.

1972a Building Permit Application. Accepted January 26.

1972b Building Permit Application. Accepted February 9.

1973a Building Permit Application. Accepted January.

1973b Electrical Permit Application. Accepted November 23.

1974 Building Permit Application. Accepted May 2.

1980 Building Permit Application. Accepted March 12.

1982a Building Permit Application. Final check January 25.

1982b Building Permit Application. Final check January 25.

1982c Building Permit Application. Final check January 25.

1982d Building Permit Application. Final check January 25.

1982e Building Permit Application. Final check December 20.

1983 Building Permit Application. Approved by Fire Department March 28.

1984 Building Permit Application. Final check May 23.

1996-1997 Arie de Jong, Jr. 622 E Mission Rd. City Directory.

Cramer, L. E.

1986 Dairymen's Place in the Sun is Slowly Being Squeezed Dry. *San Diego Union*, 25 February.

Diamond, Rick, and Mithra Moezzi.

2004 *Changing Trends: A Brief History of the US Household Consumption of Energy, Water, Food, Beverages and Tobacco*. Lawrence Berkeley National Laboratory, Berkeley, California.

*Evening Tribune*

1989 Obituary: Arie DeJong. 7 June, p. 27.

Freeman, Larry

1963 Dairying Industry Thrives on Artificial Breeding. *San Diego Union*. 17 May. p. 32.

1963 Dairying Is Family Affair With Former Hollanders. *San Diego Union*. 7 July, p. 108.

1967 Dutch Dairyman's 180 Holsteins Set Pace Big Industry in Cows. *San Diego Union*. 13 August, p. G5. San Diego.

Geiger, Maynard, and Clement W. Meighan

1976 *As the Padres Saw Them: California Indian Life and Customs as Reported by the Franciscan Missionaries, 1813-1815*. Santa Barbara Mission Archive Library, Santa Barbara, California.

Hollandia Dairy

1976 Oblique aerial.

Jones, J. Harry

2011 Local Surviving Dairies Cream of the Crop. *The San Diego Union-Tribune*. 26 June.

*Los Angeles Times*

1983 Building a Business on a Dutch Treat. 18 October, p. 37.

Lux, Thomas

1996 Farm in the Valley. *San Diego's Weekly Reader*. 25 July.

Mitrovich, Gary E.

2018 Last Lakeside Dairy Sells Its Cows. *East County Californian*. 11 July. Available at <https://eccalifornian.com/last-lakeside-dairy-sells-its-cows/>. Accessed October 6, 2020.

Morgan, Neil

1958 Crosstown with Neil Morgan. *Evening Tribune*. 30 October. San Diego.

*North County Blade-Citizen*

1990 Dairy's Pasture to Sprout Houses. 16 January, pp. 1, 7.

1993 Plan for SM Roadway Upsets Homeowners. 7 July, p. 3.

*North County Times*

1995 Hollandia Dairy Helps California Take National Lead. 30 July, p. 9.

1996 Hollandia Dairy Milk store Put Out to Pasture. 14 April, p. 13.

1998a SM Schools Close Escrow on Dairy Land. 31 October, p. 1.

1998b Dairy Land Future Home of Park. 20 November, p. 20.

1999a Emmanuel Faith Church Seeks Hollandia Dairy Site. 9 February, p. 9.

1999b Dairy Farmers Going with the Flow. 3 December, p. 33.

2002 SM Dairy Prepares for Makeover. 29 September, p. 23.

Oak Hill Memorial Park

1989 Arie de Jong and Maartje de Jong. Arie birth: May 5, 1901. Death: June 2, 1989. Maartje birth: March 9, 1903. Death: November 13, 1999.

San Diego County Farm Bureau

2019 Our History. Available at <https://www.sdfarmbureau.org/our-history/>. Accessed October 6, 2020.

*San Diego Union*

1985 Arie De Jong. 6 June, p. 85.

1989 Arie De Jong; established Hollandia Dairy. 6 June, p. 9.

*The San Diego Union and Daily Bee*

1963 Dairying Is Family Affair With Former Hollanders. 7 July, p. 108.

*The San Diego Union-Tribune*

2016 Got Milk? Hollandia Dairy Looking to Grow. 16 September.

*Times-Advocate*

1951 Wharton's Dairies, Inc. Is Purchased By Hollandia. 13 October, p. 1.

1952 Advertisement: Winners In the Dairy Field! 3 July, p. 4.

1957 Incorporation Articles. 7 August, p. 13.

1965 First Prize Winners Announced In County Fair Competitions. 24 June, p. 7.

1966 SM Woman Winds Five Fair Prizes. 24 June, p. 16.

1968 Fair Winners: Dairy Products. 19 June, p. 30.

1970a Advertisement. 3 August, p. 16.

- 1970b Advertisement: Spectacular Opening. 13 October, p. 16.
- 1970c Advertisement. 11 May, p. 19.
- 1971a Hollandia Dairy Milk Winners! 13 October, p. 28.
- 1971b North County Dairymen Win Opening Day Awards. 24 June, p. 30.
- 1972 Dairymen Granted Awards. 23 June, p. 27.
- 1973 Several Dairy Entries Win. 24 June, p. 17.
- 1974 Hollandia Dairy Top Fair Winner. 30 June, p. 27.
- 1976 Land Value Causes Exodus of Milk Cows, High-Yield Dairies Are Popular Classrooms. 6 June, pp. 106-107.
- 1990a Hollandia Dairy Joins Urban Herd. 10 January, pp. 5-6.
- 1990b Advertisement: Here We Grow Again. 19 December, p. 6.

#### Union Title-Trust Topics

- 1957 Dairying in San Diego County. *Union Title-Trust Topics* 2(5):12-15.

#### USDA

- 1953 Aerial. Provided by Nationwide Environmental Title Research, LLC.
- 1964 Aerial. Provided by Nationwide Environmental Title Research, LLC.
- 1980 Aerial. Provided by Nationwide Environmental Title Research, LLC.
- 1989 Aerial. Provided by Nationwide Environmental Title Research, LLC.
- 1992 Aerial. Provided by Nationwide Environmental Title Research, LLC.
- 2002 Aerial. Provided by Nationwide Environmental Title Research, LLC.
- 2014 Aerial. Provided by Nationwide Environmental Title Research, LLC.
- 2016 Aerial. Provided by Nationwide Environmental Title Research, LLC.

#### *Weekly Times-Advocate*

- 1938 Wharton's Dairies, Inc. 18 March, p. 16.
- 1955 Hollandia and LA Firm Expanding Into San Marcos Area. 7 October, p. 1.
- 1956 Advertisement: Grand Opening and Open House at Our New Hollandia Dairy. 9 March, p. 13.
- 1960 SD County Fair Reveals Dairy Prizes. 1 July, p. 2.

**ATTACHMENT B: FIGURES**

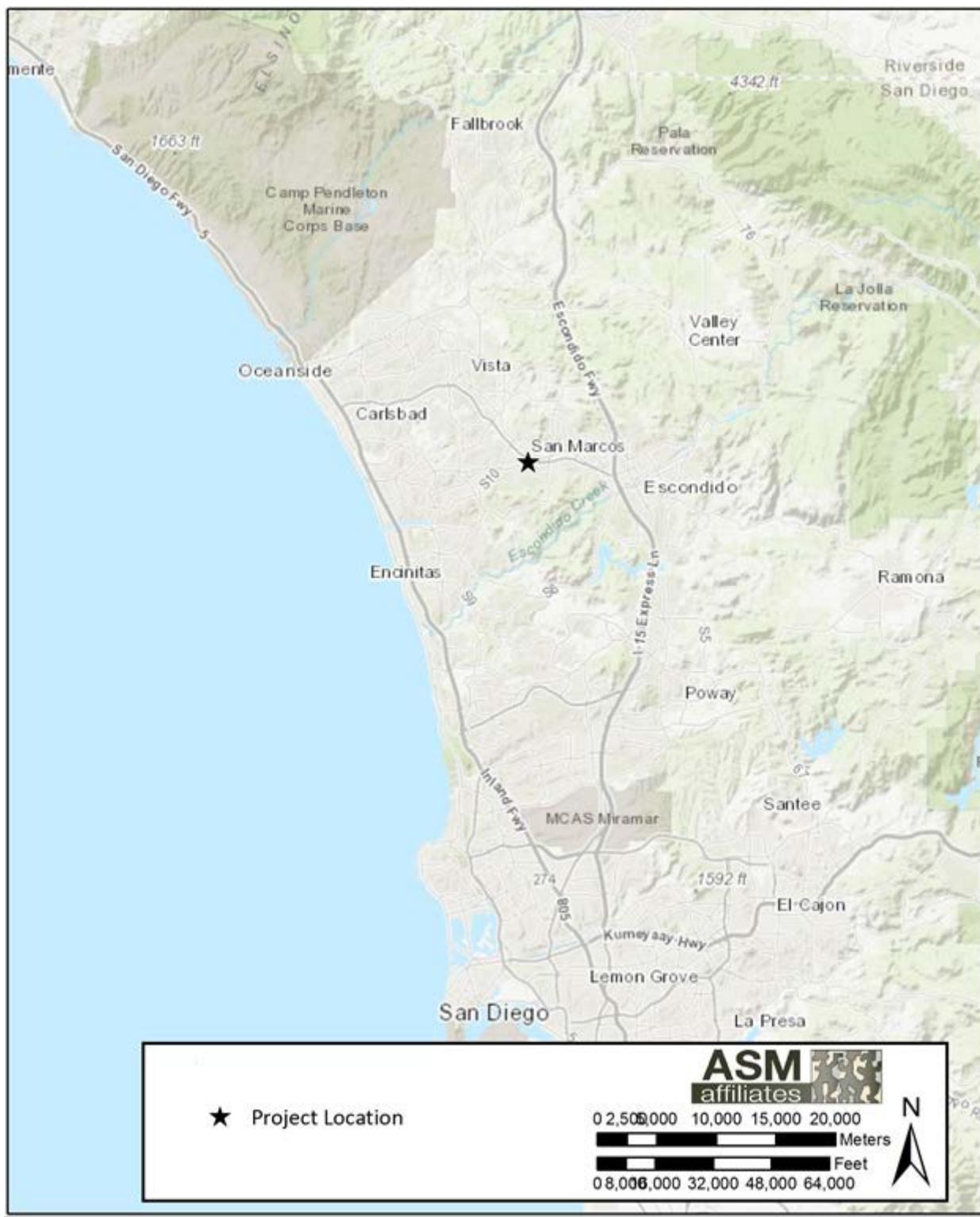


Figure 1. Regional Project location map.

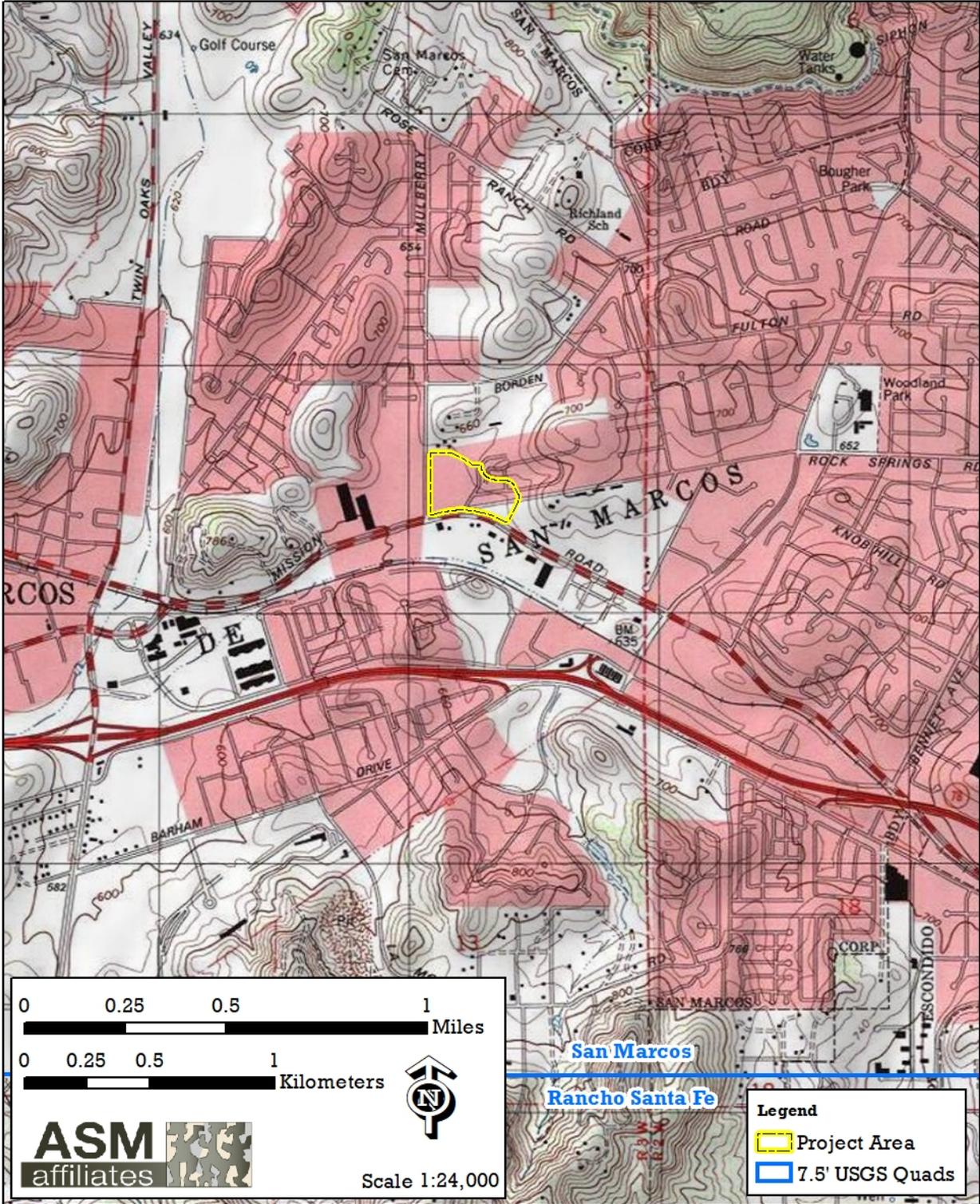


Figure 2. Hollandia Dairy Project location on the USGS San Marcos 7.5-minute quadrangle map.

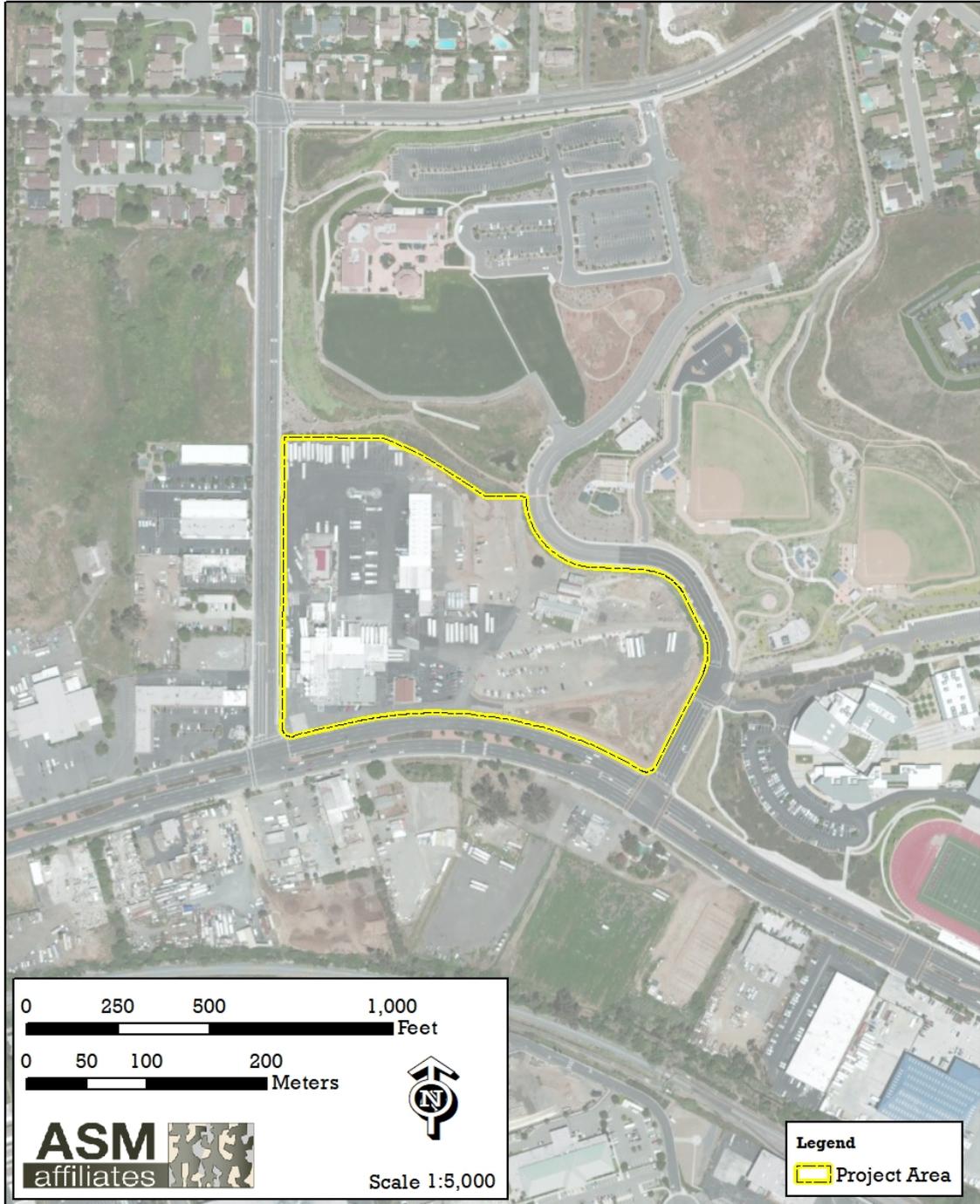


Figure 3. Hollandia Dairy Project area boundary on a current aerial.

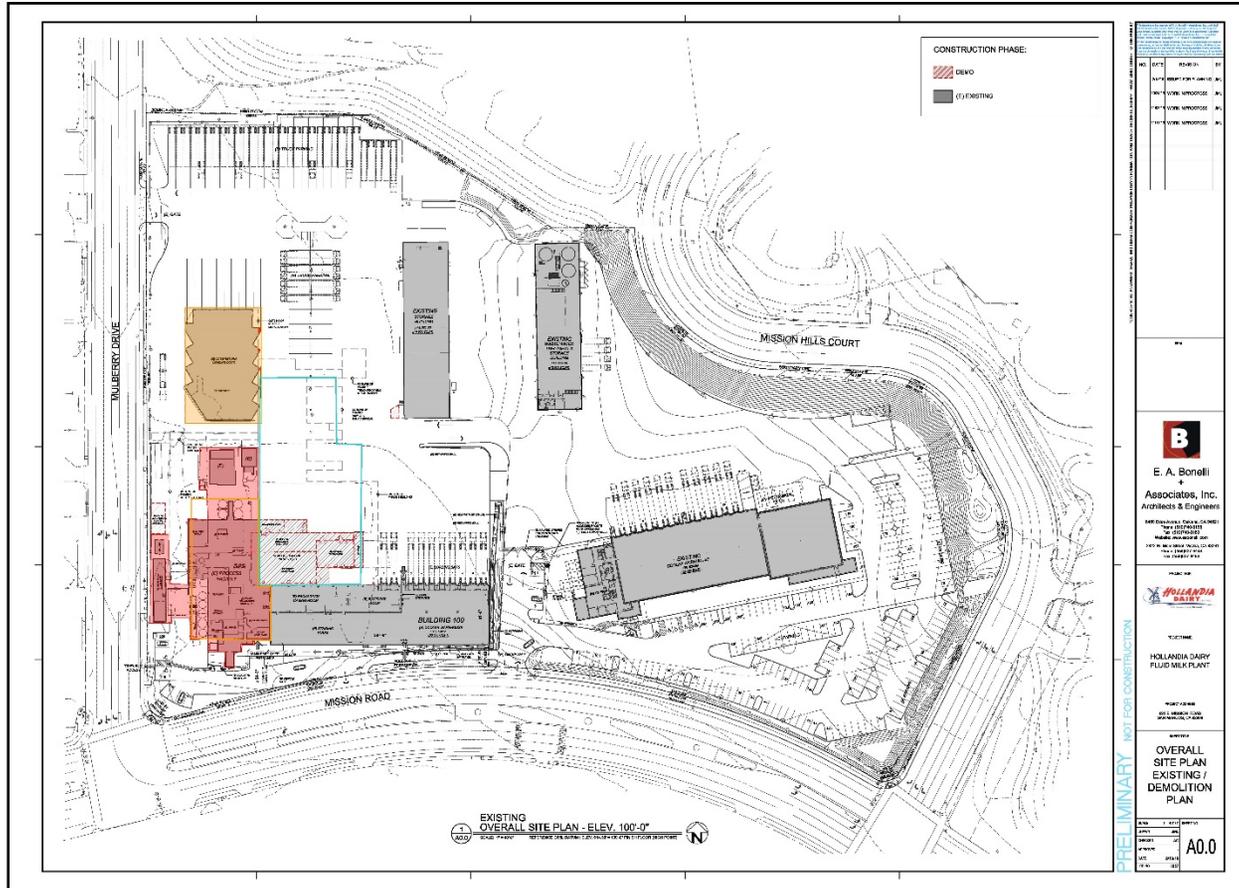


Figure 4. Existing Overall Site Plan for the Hollandia Dairy Project.



Figure 5. Hollandia Dairy in 1950 at Felicita Avenue.  
*Courtesy of Hollandia Dairy.*

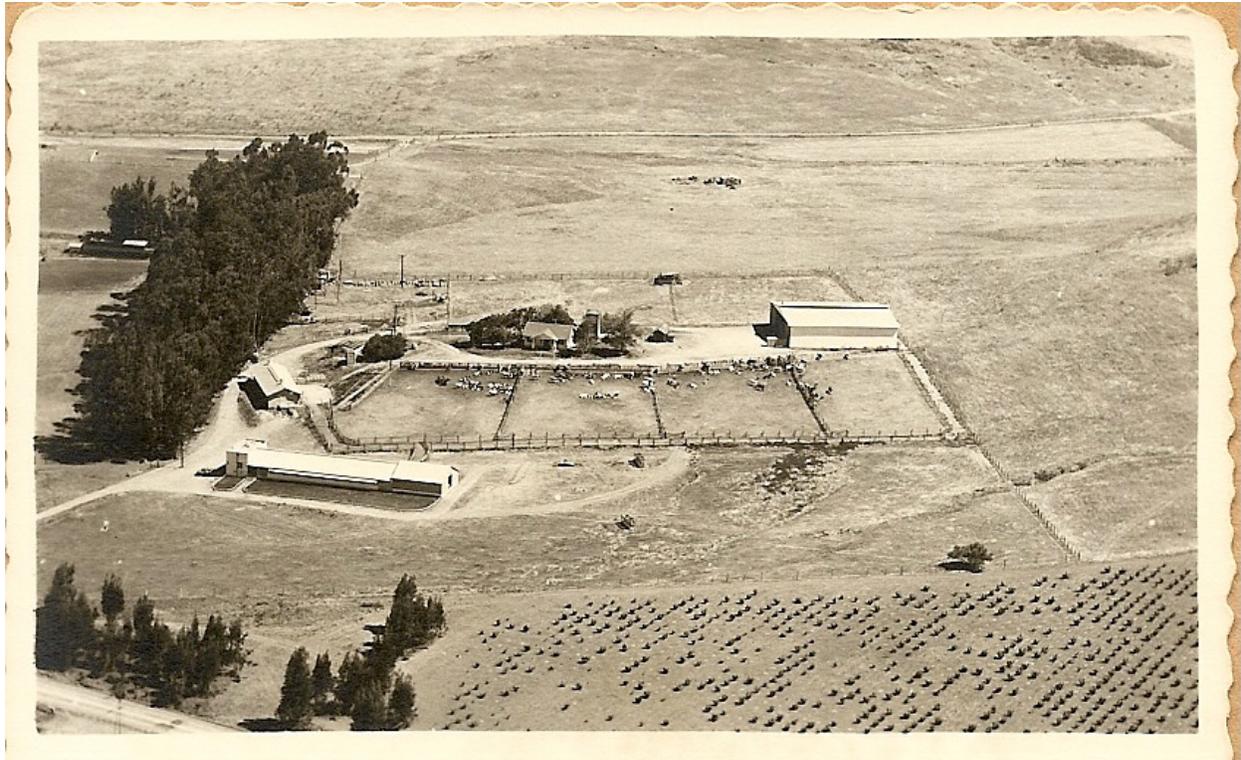


Figure 6. Dairy acquired by Arie de Jong in the 1950s that was east of the Project area parcel.  
*Courtesy of Hollandia Dairy.*



Figure 7. Hollandia Dairy facing northeast from Mission Road. May 1957.  
*Courtesy of San Diego History Center, #SDHC\_S-4037.*



Figure 8. Arie de Jong (seated front) and his brother, standing from left, Tom de Jong, brother-in-law Klass de Haan, brother Karl de Jong, and seated, brother Pete de Jong and cousin, Rudy de Jong.  
*Weekly-Times Advocate, March 30, 1956.*



Figure 9. Photograph of the Hollandia Dairy at San Marcos, facing northwest. Note the roofline on the eastern façade. *Weekly-Times Advocate*, March 30, 1956.

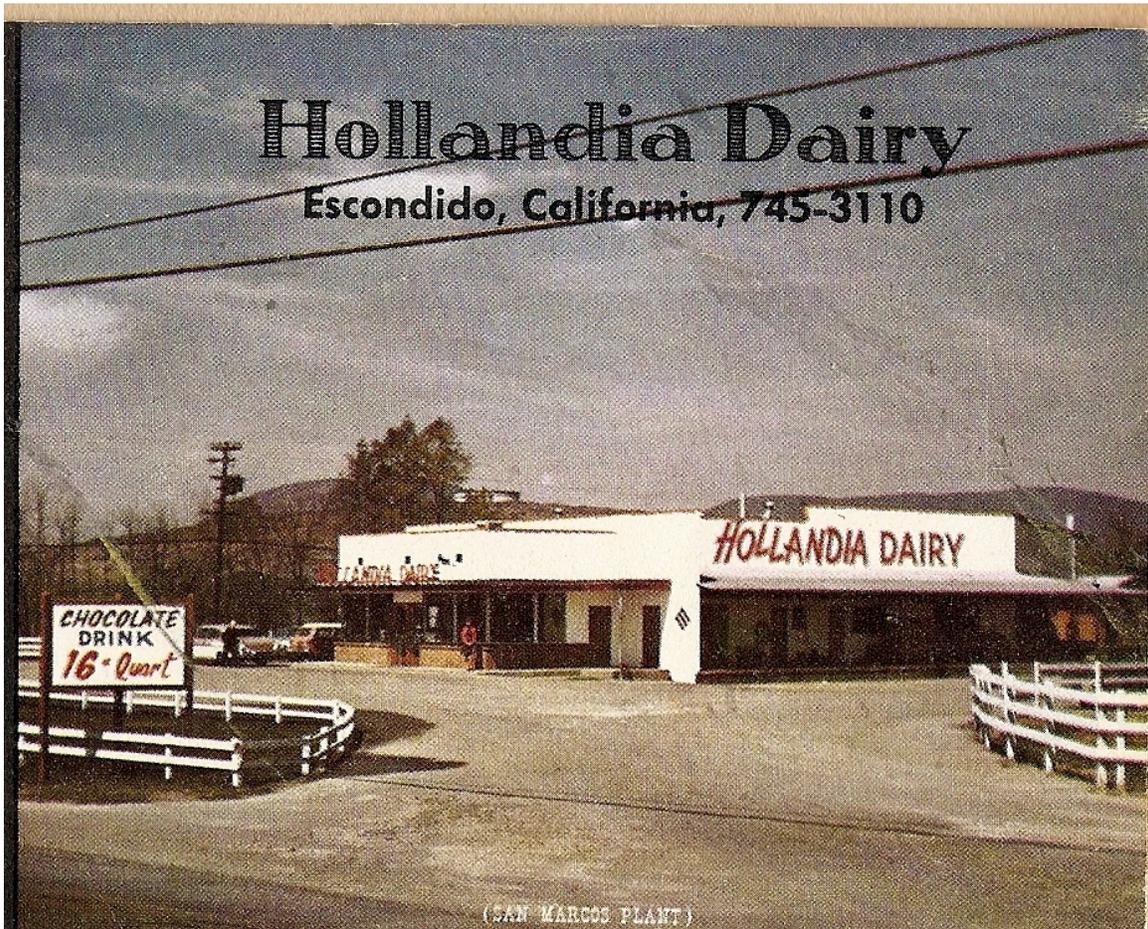


Figure 10. Photograph of the Hollandia Dairy San Marcos south and east facades, facing northwest, ca. 1965.  
*Courtesy of Hollandia Dairy.*



Figure 11. Photograph of the Hollandia Dairy San Marcos west and south facades, facing northeast, ca. 1965.

*Courtesy of Hollandia Dairy.*



Figure 12. Photograph of workers at the loading docks at Hollandia Dairy San Marcos; the wood cooling tower is in the background. November 1956. *Courtesy of Hollandia Dairy.*



Figure 13. Aerial photograph showing Hollandia Dairy. 1976.  
*Courtesy of Hollandia Dairy.*



Figure 15. Paved area and planter in the southwestern portion of the Project area, view to north.



Figure 16. Paved area and planter in the southwestern portion of the Project area, view to east.



Figure 17. Photograph of the retail store/milk plant, facing northeast.



Figure 18. Photograph of the retail store/milk plant, facing northwest.



Figure 19. Photograph of the western façade of the retail store/milk plant covered up by milk silos, facing northeast.



Figure 20. Photograph of the western façade, facing northeast.



Figure 21. Photograph of the western façade, facing southeast.



Figure 22. Photograph overlooking a newer building (at left) and the older docks and silos (at right and center), facing southwest.



Figure 23. Photograph of the silos on the northern side of the building, facing southeast.



Figure 24. Photograph of a loading dock, facing south.



Figure 25. Photograph of loading dock bays, facing southeast.

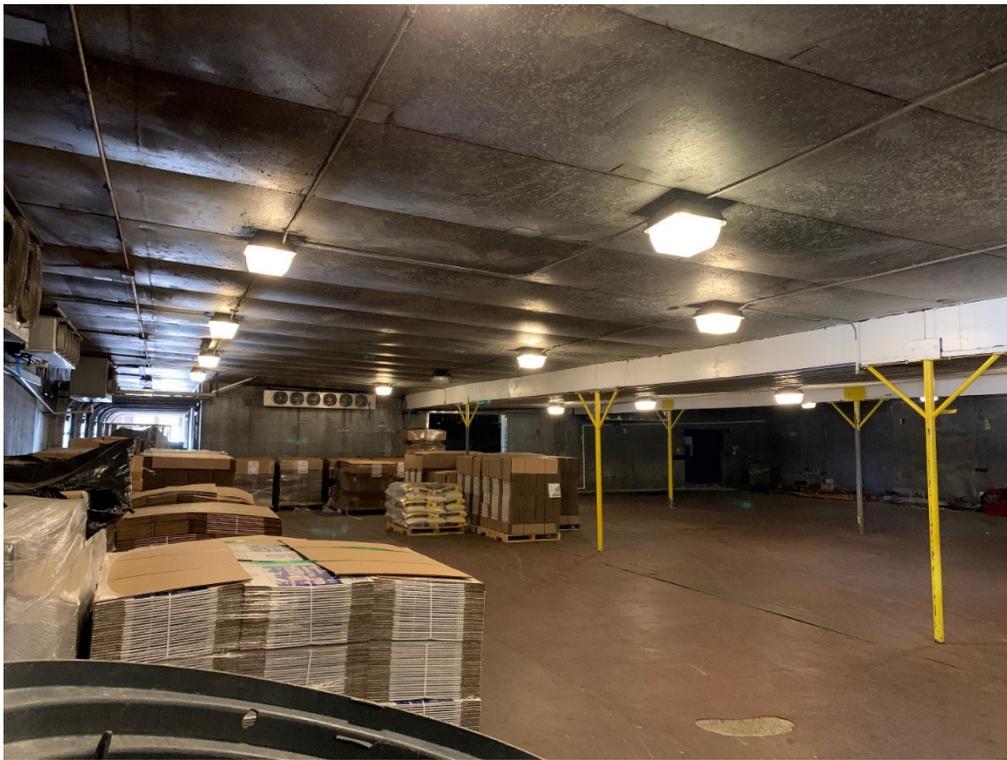


Figure 26. Photograph of the cold storage showing addition change in the rooflines, facing east.



Figure 27. Photograph of the cold storage showing addition change in the rooflines, facing south.



Figure 28. Photograph of the cold storage showing addition change in the rooflines, facing northeast.



Figure 29. Photograph of the milk crate conveyor entering the milk processing facility, facing south.



Figure 30. 1976 aerial photograph showing the 1950s buildings that are the only known buildings and structures still extant that date to the period of significance, 1956-1970.

**ATTACHMENT C:  
NATIVE AMERICAN HERITAGE COMMISSION RESPONSE LETTER AND LIST OF  
CONTACTS**

## NATIVE AMERICAN HERITAGE COMMISSION

September 30, 2020

Steve Harvey  
ASM Affiliates

Via Email to: sharvey@asmaffiliates.com

**Re: Hollandia Dairy Project, San Diego County**

Dear Mr. Harvey:

A record search of the Native American Heritage Commission (NAHC) Sacred Lands File (SLF) was completed for the information you have submitted for the above referenced project. The results were negative. However, the absence of specific site information in the SLF does not indicate the absence of cultural resources in any project area. Other sources of cultural resources should also be contacted for information regarding known and recorded sites.

Attached is a list of Native American tribes who may also have knowledge of cultural resources in the project area. This list should provide a starting place in locating areas of potential adverse impact within the proposed project area. I suggest you contact all of those indicated; if they cannot supply information, they might recommend others with specific knowledge. By contacting all those listed, your organization will be better able to respond to claims of failure to consult with the appropriate tribe. If a response has not been received within two weeks of notification, the Commission requests that you follow-up with a telephone call or email to ensure that the project information has been received.

If you receive notification of change of addresses and phone numbers from tribes, please notify me. With your assistance, we can assure that our lists contain current information.

If you have any questions or need additional information, please contact me at my email address: [steven.quinn@nahc.ca.gov](mailto:steven.quinn@nahc.ca.gov).

Sincerely,

Steven Quinn  
Cultural Resources Analyst

Attachment

CHAIRPERSON  
**Laura Miranda**  
*Luiseño*VICE CHAIRPERSON  
**Reginald Pagaling**  
*Chumash*SECRETARY  
**Merri Lopez-Keifer**  
*Luiseño*PARLIAMENTARIAN  
**Russell Attebery**  
*Karuk*COMMISSIONER  
**Marshall McKay**  
*Wintun*COMMISSIONER  
**William Mungary**  
*Paiute/White Mountain Apache*COMMISSIONER  
[Vacant]COMMISSIONER  
**Julie Tumamait-Stenslie**  
*Chumash*COMMISSIONER  
[Vacant]EXECUTIVE SECRETARY  
**Christina Snider**  
*Pomo***NAHC HEADQUARTERS**  
1550 Harbor Boulevard  
Suite 100  
West Sacramento,  
California 95691  
(916) 373-3710  
[nahc@nahc.ca.gov](mailto:nahc@nahc.ca.gov)  
[NAHC.ca.gov](http://NAHC.ca.gov)

**Native American Heritage Commission  
Native American Contact List  
San Diego County  
9/30/2020**

**Barona Group of the Capitan Grande**

Edwin Romero, Chairperson  
1095 Barona Road Diegueno  
Lakeside, CA, 92040  
Phone: (619) 443 - 6612  
Fax: (619) 443-0681  
cloyd@barona-nsn.gov

**Campo Band of Diegueno Mission Indians**

Ralph Goff, Chairperson  
36190 Church Road, Suite 1 Diegueno  
Campo, CA, 91906  
Phone: (619) 478 - 9046  
Fax: (619) 478-5818  
rgoff@campo-nsn.gov

**Ewiiapaayp Band of Kumeyaay Indians**

Michael Garcia, Vice Chairperson  
4054 Willows Road Diegueno  
Alpine, CA, 91901  
Phone: (619) 445 - 6315  
Fax: (619) 445-9126  
michaelg@leaningrock.net

**Ewiiapaayp Band of Kumeyaay Indians**

Robert Pinto, Chairperson  
4054 Willows Road Diegueno  
Alpine, CA, 91901  
Phone: (619) 445 - 6315  
Fax: (619) 445-9126  
wmicklin@leaningrock.net

**Iipay Nation of Santa Ysabel**

Clint Linton, Director of Cultural Resources  
P.O. Box 507 Diegueno  
Santa Ysabel, CA, 92070  
Phone: (760) 803 - 5694  
cjlinton73@aol.com

**Iipay Nation of Santa Ysabel**

Virgil Perez, Chairperson  
P.O. Box 130 Diegueno  
Santa Ysabel, CA, 92070  
Phone: (760) 765 - 0845  
Fax: (760) 765-0320

**Inaja-Cosmit Band of Indians**

Rebecca Osuna, Chairperson  
2005 S. Escondido Blvd. Diegueno  
Escondido, CA, 92025  
Phone: (760) 737 - 7628  
Fax: (760) 747-8568

**Jamul Indian Village**

Erica Pinto, Chairperson  
P.O. Box 612 Diegueno  
Jamul, CA, 91935  
Phone: (619) 669 - 4785  
Fax: (619) 669-4817  
epinto@jiv-nsn.gov

**Jamul Indian Village**

Lisa Cumper, Tribal Historic Preservation Officer  
P.O. Box 612 Diegueno  
Jamul, CA, 91935  
Phone: (619) 669 - 4855  
lcumper@jiv-nsn.gov

**Kwaaymii Laguna Band of Mission Indians**

Carmen Lucas,  
P.O. Box 775 Kwaaymii  
Pine Valley, CA, 91962 Diegueno  
Phone: (619) 709 - 4207

**La Jolla Band of Luiseno Indians**

Fred Nelson, Chairperson  
22000 Highway 76 Luiseno  
Pauma Valley, CA, 92061  
Phone: (760) 742 - 3771

**La Posta Band of Diegueno Mission Indians**

Gwendolyn Parada, Chairperson  
8 Crestwood Road Diegueno  
Boulevard, CA, 91905  
Phone: (619) 478 - 2113  
Fax: (619) 478-2125  
LP13boots@aol.com

This list is current only as of the date of this document. Distribution of this list does not relieve any person of statutory responsibility as defined in Section 7050.5 of the Health and Safety Code, Section 5097.94 of the Public Resource Section 5097.98 of the Public Resources Code.

This list is only applicable for contacting local Native Americans with regard to cultural resources assessment for the proposed Kiddie Academy & Hollandia Dairy Projects, San Diego County.

**Native American Heritage Commission  
Native American Contact List  
San Diego County  
9/30/2020**

**La Posta Band of Diegueno  
Mission Indians**

Javaughn Miller, Tribal  
Administrator  
8 Crestwood Road Diegueno  
Boulevard, CA, 91905  
Phone: (619) 478 - 2113  
Fax: (619) 478-2125  
jmiller@LPtribe.net

**Pechanga Band of Luiseno  
Indians**

Mark Macarro, Chairperson  
P.O. Box 1477 Luiseno  
Temecula, CA, 92593  
Phone: (951) 770 - 6000  
Fax: (951) 695-1778  
epreston@pechanga-nsn.gov

**Manzanita Band of Kumeyaay  
Nation**

Angela Elliott Santos, Chairperson  
P.O. Box 1302 Diegueno  
Boulevard, CA, 91905  
Phone: (619) 766 - 4930  
Fax: (619) 766-4957

**Pechanga Band of Luiseno  
Indians**

Paul Macarro, Cultural Resources  
Coordinator  
P.O. Box 1477 Luiseno  
Temecula, CA, 92593  
Phone: (951) 770 - 6306  
Fax: (951) 506-9491  
pmacarro@pechanga-nsn.gov

**Mesa Grande Band of Diegueno  
Mission Indians**

Michael Linton, Chairperson  
P.O. Box 270 Diegueno  
Santa Ysabel, CA, 92070  
Phone: (760) 782 - 3818  
Fax: (760) 782-9092  
mesagrandeband@msn.com

**Rincon Band of Luiseno Indians**

Bo Mazzetti, Chairperson  
One Government Center Lane Luiseno  
Valley Center, CA, 92082  
Phone: (760) 749 - 1051  
Fax: (760) 749-5144  
bomazzetti@aol.com

**Pala Band of Mission Indians**

Shasta Gaughen, Tribal Historic  
Preservation Officer  
PMB 50, 35008 Pala Temecula Cupeno  
Rd. Luiseno  
Pala, CA, 92059  
Phone: (760) 891 - 3515  
Fax: (760) 742-3189  
sgaughen@palatribe.com

**Rincon Band of Luiseno Indians**

Cheryl Madrigal, Tribal Historic  
Preservation Officer  
One Government Center Lane Luiseno  
Valley Center, CA, 92082  
Phone: (760) 297 - 2635  
crd@rincon-nsn.gov

**San Luis Rey Band of Mission  
Indians**

1889 Sunset Drive Luiseno  
Vista, CA, 92081  
Phone: (760) 724 - 8505  
Fax: (760) 724-2172  
cjmojado@slrmissionindians.org

**Pauma Band of Luiseno Indians**

Temet Aguilar, Chairperson  
P.O. Box 369 Luiseno  
Pauma Valley, CA, 92061  
Phone: (760) 742 - 1289  
Fax: (760) 742-3422  
bennaecalac@aol.com

**San Luis Rey Band of Mission  
Indians**

San Luis Rey, Tribal Council  
1889 Sunset Drive Luiseno  
Vista, CA, 92081  
Phone: (760) 724 - 8505  
Fax: (760) 724-2172  
cjmojado@slrmissionindians.org

This list is current only as of the date of this document. Distribution of this list does not relieve any person of statutory responsibility as defined in Section 7050.5 of the Health and Safety Code, Section 5097.94 of the Public Resource Section 5097.98 of the Public Resources Code.

This list is only applicable for contacting local Native Americans with regard to cultural resources assessment for the proposed Kiddie Academy & Hollandia Dairy Projects, San Diego County.

**Native American Heritage Commission  
Native American Contact List  
San Diego County  
9/30/2020**

**San Pasqual Band of Diegueno  
Mission Indians**

John Flores, Environmental  
Coordinator  
P. O. Box 365 Diegueno  
Valley Center, CA, 92082  
Phone: (760) 749 - 3200  
Fax: (760) 749-3876  
johnf@sanpasqualtribe.org

**Sycuan Band of the Kumeyaay  
Nation**

Cody Martinez, Chairperson  
1 Kwaaypaay Court Kumeyaay  
El Cajon, CA, 92019  
Phone: (619) 445 - 2613  
Fax: (619) 445-1927  
ssilva@sycuan-nsn.gov

**San Pasqual Band of Diegueno  
Mission Indians**

Allen Lawson, Chairperson  
P.O. Box 365 Diegueno  
Valley Center, CA, 92082  
Phone: (760) 749 - 3200  
Fax: (760) 749-3876  
allenl@sanpasqualtribe.org

**Viejas Band of Kumeyaay  
Indians**

Ernest Pingleton, Tribal Historic  
Officer, Resource Management  
1 Viejas Grade Road Diegueno  
Alpine, CA, 91901  
Phone: (619) 659 - 2314  
epingleton@viejas-nsn.gov

**Soboba Band of Luiseno  
Indians**

Joseph Ontiveros, Cultural  
Resource Department  
P.O. BOX 487 Cahuilla  
San Jacinto, CA, 92581 Luiseno  
Phone: (951) 663 - 5279  
Fax: (951) 654-4198  
jontiveros@soboba-nsn.gov

**Viejas Band of Kumeyaay  
Indians**

John Christman, Chairperson  
1 Viejas Grade Road Diegueno  
Alpine, CA, 91901  
Phone: (619) 445 - 3810  
Fax: (619) 445-5337

**Soboba Band of Luiseno  
Indians**

Scott Cozart, Chairperson  
P. O. Box 487 Cahuilla  
San Jacinto, CA, 92583 Luiseno  
Phone: (951) 654 - 2765  
Fax: (951) 654-4198  
jontiveros@soboba-nsn.gov

**Sycuan Band of the Kumeyaay  
Nation**

Kristie Orosco, Kumeyaay  
Resource Specialist  
1 Kwaaypaay Court Kumeyaay  
El Cajon, CA, 92019  
Phone: (619) 445 - 6917

This list is current only as of the date of this document. Distribution of this list does not relieve any person of statutory responsibility as defined in Section 7050.5 of the Health and Safety Code, Section 5097.94 of the Public Resource Section 5097.98 of the Public Resources Code.

This list is only applicable for contacting local Native Americans with regard to cultural resources assessment for the proposed Kiddie Academy & Hollandia Dairy Projects, San Diego County.

**ATTACHMENT D: EXAMPLE OF NATIVE AMERICAN NOTIFICATION LETTER AND  
TRIBAL RESPONSES RECEIVED**



October 2, 2020

La Posta Band of Mission Indians  
Gwendolyn Parada, Chairperson  
8 Crestwood Road  
Boulevard, CA 91905

Re: Cultural Resources Inventory for the Hollandia Dairy Project, San Marcos, San Diego County,  
California

Dear Ms. Parada,

ASM Affiliates, Inc. (ASM) is conducting a cultural resources inventory for the Hollandia Dairy Project, an approximately 16-acre parcel located on the northeast corner of Mulberry Drive and Mission Road in San Marcos, San Diego County, California. The current operator of the dairy has proposed to demolish several of the existing buildings and construct new infrastructure on the currently developed property. The cultural resources inventory will be conducted in compliance with the City of San Marcos (City) and California Environmental Quality Act (CEQA) requirements.

ASM has conducted a records search of the California Historic Resources Information System records at the South Coastal Information Center for the Project area. No cultural resources have been previously recorded within the proposed Project area. A records search of the Native American Heritage Commission's Sacred Lands File was conducted, and the results were negative.

We are contacting you to find out if you are aware of any issues of cultural concern regarding the Project area shown on the enclosed map. In particular, we would like to know if you have knowledge of any Tribal Cultural Resources, Traditional Cultural Properties, Sacred Sites, resource collecting areas, or any other areas of concern of which you wish us to be aware. We understand the need for confidentiality in these matters.

If you have any questions or concerns regarding the proposed Project, AB-52 consultation will be conducted by the City of San Marcos. We appreciate any input you may have on the Project and understand that consultation is a private and ongoing process. Again, any information you provide will remain confidential.

Sincerely,

A handwritten signature in black ink, appearing to read 'Stephen Harvey', is written over a white background.

Stephen Harvey, M.A., RPA  
[sharvey@asmaffiliates.com](mailto:sharvey@asmaffiliates.com)  
Senior Archaeologist

ATTACHMENT:

Figure 1. Hollandia Dairy Project Location shown on the USGS San Marcos 7.5' Quad map.

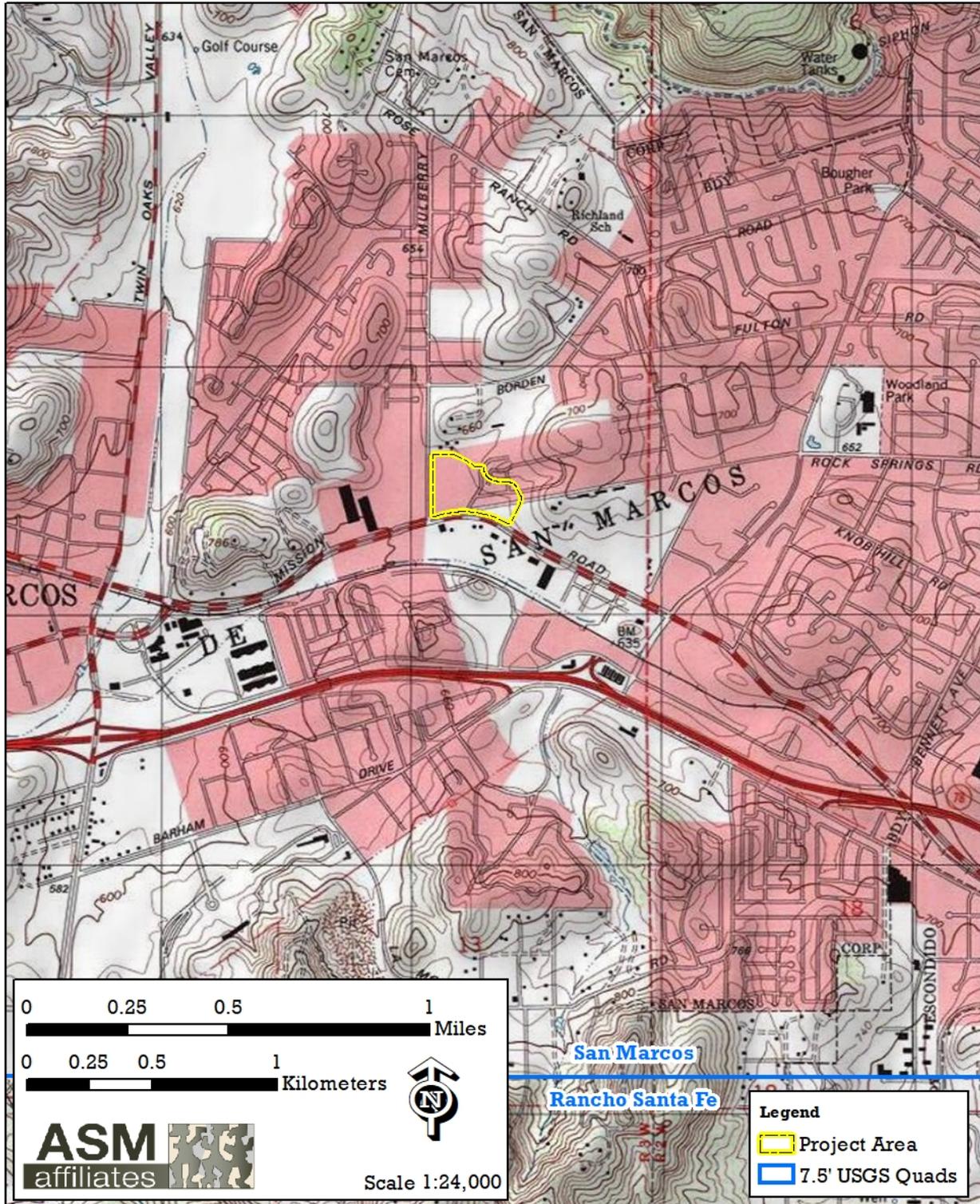


Figure 1. Hollandia Dairy Project location shown on the USGS San Marcos 7.5' Quad map.

## Steve Harvey

---

**From:** Ray Teran <rteran@viejas-nsn.gov>  
**Sent:** Wednesday, October 7, 2020 11:23 AM  
**To:** Steve Harvey  
**Cc:** Ernest Pingleton  
**Subject:** Hollandia Dairy Project

The Viejas Band of Kumeyaay Indians (“Viejas”) has reviewed the proposed project and at this time we have determined that the project site has cultural significance or ties to the Kumeyaay Nation. We recommend that you notify the:

San Pasqual Band of Mission Indians  
P.O. Box 365  
Valley Center, Ca 92082

Additionally, we request, as appropriate, the following:

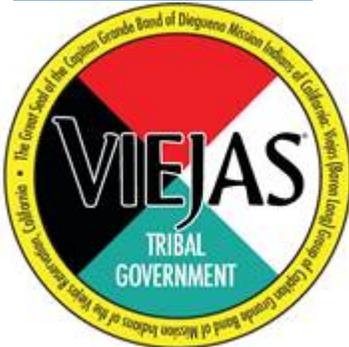
- All NEPA/CEQA/NAGPRA laws be followed
- Immediately contact San Pasqual on any changes or inadvertent discoveries.

If you wish to utilize Viejas cultural monitors, please call Ernest Pingleton at 619-659-2314 or email, epingleton@viejas-nsn.gov, for contracting and scheduling. Thank you.

*Ray Teran*

**Viejas Tribal Government**  
**Resource Management Director**  
**619-659-2312**

[rteran@viejas-nsn.gov](mailto:rteran@viejas-nsn.gov)



# Rincon Band of Luiseño Indians

## CULTURAL RESOURCES DEPARTMENT

---

One Government Center Lane | Valley Center | CA 92082  
(760) 749-1051 | Fax: (760) 749-8901 | rincon-nsn.gov



October 19, 2020

Sent via email: [sharvey@asmaffiliates.com](mailto:sharvey@asmaffiliates.com)

ASM Affiliates  
Stephen Harvey  
2034 Corte Del Nogal  
Carlsbad, CA 92011

**Re: Hollandia Dairy Project, San Marcos, San Diego County, California**

Dear Mr. Harvey,

This letter is written on behalf of the Rincon Band of Luiseño Indians (“Rincon Band” or “Band”), a federally recognized Indian Tribe and sovereign government. We have received your notification regarding the above referenced project and we thank you for the opportunity to provide information pertaining to cultural resources. The identified location is within the Territory of the Luiseño people, and is also within Rincon’s specific area of Historic interest.

Embedded in the Luiseño territory are Rincon’s history, culture and identity. We have no knowledge of cultural resources within the proposed project area. However, that does not mean that none exist. We recommend that a cultural study be conducted for this project, to include an archeological record search. In addition, we ask that a copy of the cultural study be provided to the Rincon Band. Additionally, the Band asks that if a field survey is done, a Rincon Tribal Monitor should accompany the archaeologist.

Please note that with letter from August 13, 2020, the Rincon Band requested government-to-government consultation with City of San Marcos to further learn about the project and potential impacts to cultural resources. If you have additional questions or concerns, please do not hesitate to contact our office at your convenience at (760) 297-2635 or via electronic mail at [cmadrigal@rincon-nsn.gov](mailto:cmadrigal@rincon-nsn.gov). We look forward to working together to protect and preserve our cultural assets.

Sincerely,

Cheryl Madrigal  
Tribal Historic Preservation Officer  
Cultural Resources Manager

**ATTACHMENT E: SCIC RECORDS SEARCH DOCUMENTATION**



South Coastal Information Center  
San Diego State University  
5500 Campanile Drive  
San Diego, CA 92182-5320  
Office: (619) 594-5682  
www.scic.org  
scic@mail.sdsu.edu

---

## CALIFORNIA HISTORICAL RESOURCES INFORMATION SYSTEM CLIENT IN-HOUSE RECORDS SEARCH

**Company:** ASM Affiliates

**Company Representative:** Nick Doose

**Date:** 9/16/2020

**Project Identification:** ASM Hollandia

**Search Radius:** 1 mile

**Historical Resources:** SELF

Trinomial and Primary site maps have been reviewed. All sites within the project boundaries and the specified radius of the project area have been plotted. Copies of the site record forms have been included for all recorded sites.

**Previous Survey Report Boundaries:** SELF

Project boundary maps have been reviewed. National Archaeological Database (NADB) citations for reports within the project boundaries and within the specified radius of the project area have been included.

**Historic Addresses:** SELF

A map and database of historic properties (formerly Geofinder) has been included.

**Historic Maps:** SELF

The historic maps on file at the South Coastal Information Center have been reviewed, and copies have been included.

**Copies:** 37

**Hours:** 1