HISTORICAL RESOURCES EVALUATION

3521-3591 HOMESTEAD ROAD

SANTA CLARA, SANTA CLARA COUNTY, CA



PREPARED BY:

JENNIFER HO & WILLIAM KOSTURA

ARCHAEOLOGICAL/HISTORICAL CONSULTANTS

PREPARED FOR: DAVID J POWERS & ASSOCIATES

1871 THE ALAMEDA, SUITE 200

SAN JOSÉ, CA 95126

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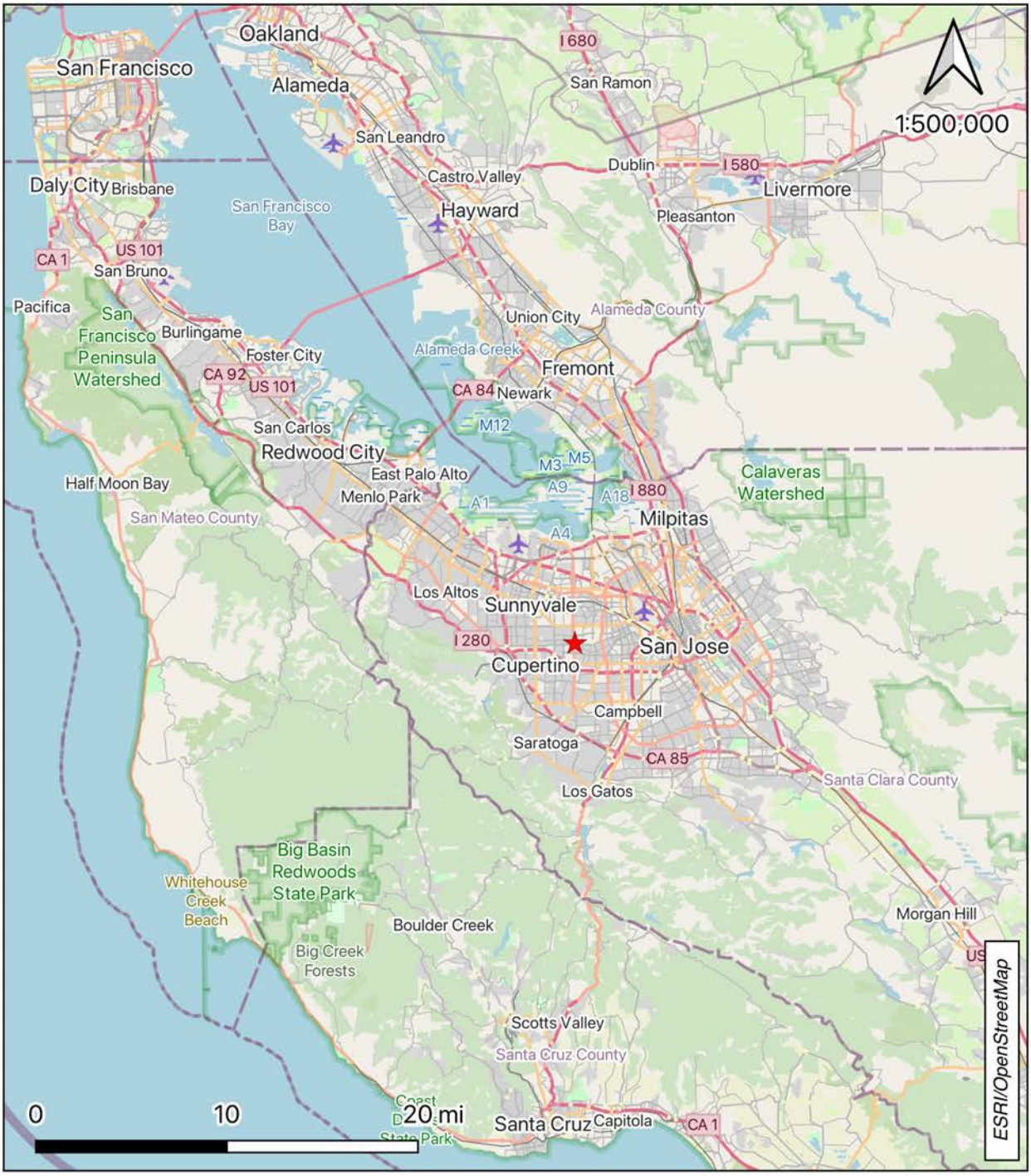
INTRODUCTION AND SUMMARY OF FINDINGS

The Homestead Townhome Development Project is located at 3521-3591 Homestead Road in the City of Santa Clara (APN 290-23-053 & 290-23-049). The 5.55-acre project site is currently developed with three commercial buildings over 50 years old. The proposed project would demolish all structures on the site and construct 63 three-story townhomes and 90 four-story townhomes across 14 buildings. Landscaping will include a 7,700 square foot open space area with a playground, benches, grill area, and an outdoor lounge. All trees currently on-site would be removed during construction

To determine whether the proposed project would cause a substantial adverse change in the significance of a historical or archaeological resource (as defined in the CEQA Guidelines [14 CCR §15064.5]), Archaeological/Historical Consultants (A/HC) of Oakland, California, was retained to evaluate whether the buildings over 45 years old at 3521-3591 Homestead Road (the "project area") are eligible under the California Register of Historic Resources (CRHR). Based on a built environment survey conducted March 24, 2025, and historical research, our determination is that the buildings at 3521-3591 Homestead Road appear to be not eligible for the CRHR.

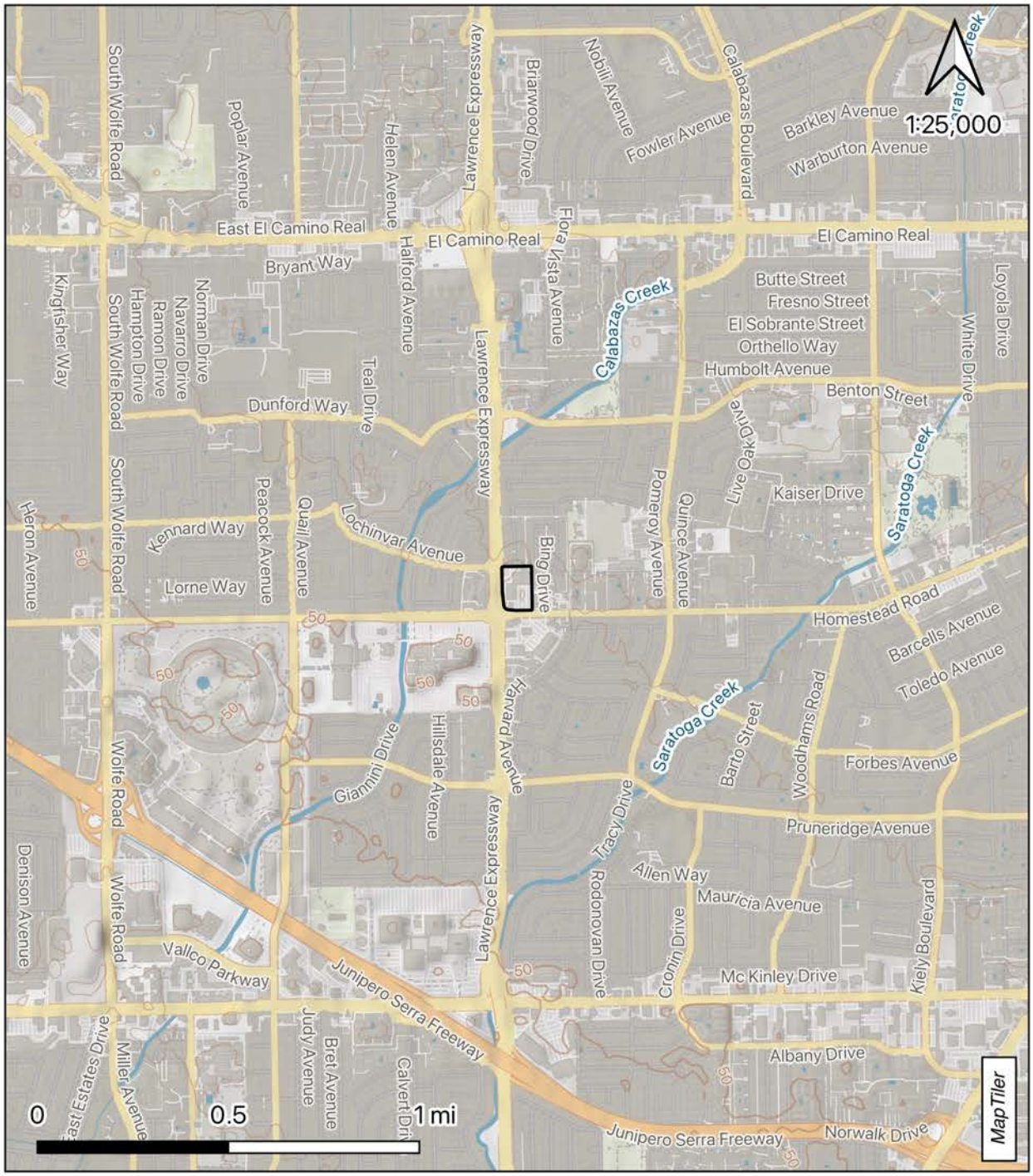


Project Location

3521-3591 Homestead Road
Santa Clara, CA

Legend
★ Project Location

Figure 1: Location Map



Project Vicinity Map

3521-3591 Homestead Road
Santa Clara, CA

Legend
Project Area Limits

Figure 2: Vicinity Map



Figure 3: Project Area Limits

DESCRIPTION OF BUILT ENVIRONMENT RESOURCES

SETTING

The Homestead Shopping Center occupies a 5.55-acre lot located at 3521- 3591 Homestead Road at the northeast corner of Homestead Road and Lawrence Expressway in Santa Clara (APNs 290-23-053 and -049). The project area is also bounded by Lochinvar Avenue to the north and by other properties — a restaurant, apartments, and a daycare business — on the east. The lot is rectangular, save for a long gentle curve at its southwest corner, where Homestead Road turns into the expressway.

There are three buildings on the lot, all of them one story in height. Two of them, buildings 1 and 2, are large, contain many stores, and were built in 1962 in the Commercial Modern style. Building 3, by contrast, is small, contains one business, and was built in 1975; it is best described as Mansard in style. Almost all of the rest of the property is devoted to parking areas and driveways paved with asphalt. A narrow strip of grass can be found at the north end of the lot, adjacent to Lochinvar Avenue.

Building 1 is composed of two parts, a supermarket in the eastern half and small shops in the western half. The two parts were built with different structural types and exterior finishes. When they were built in 1962, the western half of Building 1, with small shops, probably looked very much like Building 2, which is also devoted to small shops. Each has some surviving original windows made with steel frames, and these surviving elements suggest that the original 1962 shopping center had a mostly homogenous appearance (the supermarket, again, being different). Today, the majority of the windows, and all or almost all of the doors, have been replaced with new ones of aluminum. As will be described below, two of the storefronts have also been radically altered in other ways. Thus, there is a less homogenous appearance now due to these various alterations.

When Building 3 was added in 1975, the exterior appearance in the complex became more diverse. That building has wooden exterior siding laid diagonally, anodized aluminum windows, and a clay tile roof. Aside from being one story in height, it shares little in common with buildings 1 and 2.

All three buildings are described in greater detail below.



Figure 4: Homestead Shopping Center looking northwest

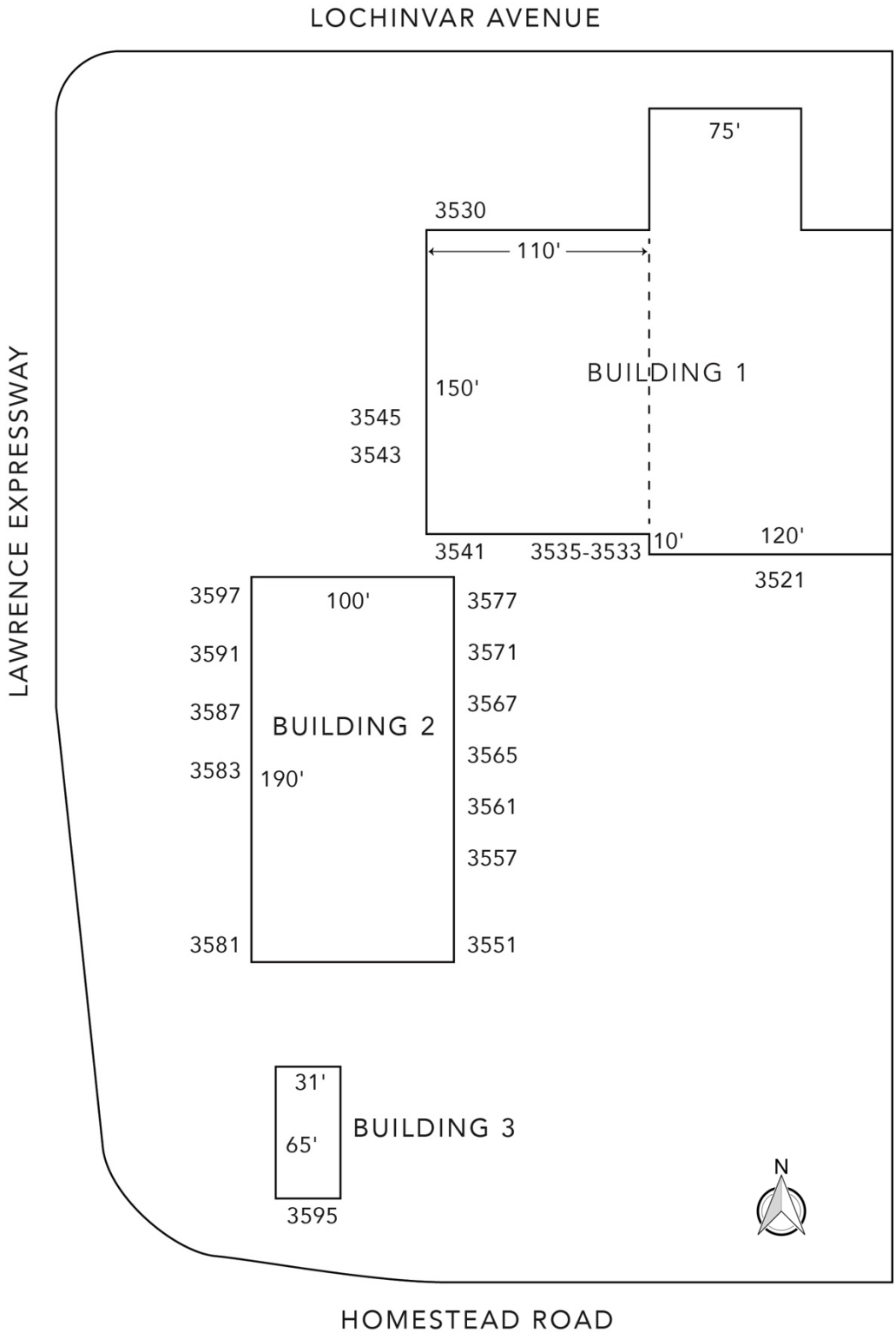


Figure 5: Homestead Shopping Center Site Plan (measurements approximate)

BUILDING 1: 3521-3545 HOMESTEAD ROAD

This building contains a supermarket, which occupies the eastern half of the building, and a collection of small shops in the western half.

The building measures approximately 240 feet in width, from east to west, and 150 feet in depth, plus a 60 by 70-foot north wing that is part of the supermarket. There are two other irregularities to the footprint, namely, a jog in the front wall roughly where the supermarket meets one of the shops, and a 20-foot wide by three-feet deep entrance recess for the shops at 3533 and 3535.

EASTERN HALF: THE SUPERMARKET

The supermarket at number 3521 has a post-and-beam reinforced concrete frame. This structural system can be seen very clearly from Lochinvar Avenue, looking south toward the rear of the building; but a portion of it can also be seen in front. The wall spaces between the posts and beams are filled with a variety of materials. In front, the lower zone is devoted to aluminum windows and doors, including paired sliding doors at the main entrance that appear to be non-original. To the right of this entrance is a very long band of aluminum windows with wooden piers. The base underneath these windows is veneered with large rustic stone. At far right is a wall of reinforced concrete surfaced with an aggregate of pebbles and smaller stones. This stretch of wall is about 22 feet in width. To the left of the main entrance, the front wall is recessed about ten feet. Here, the front wall is divided into two areas, one of stone rubble (seven feet in width) and one of concrete surfaced with aggregate (fifteen feet in width).

Most of the upper zone of the front wall is obscured by a flat canopy with a sheet metal facing. The canopy is held up by five evenly-spaced piers of faced in rustic stone similar to that used elsewhere in the building. The canopy's sheet metal facing is different from that used elsewhere on the building (over the small shops in the western half), and so is probably non-original.

In the rear wing, the wall areas that fill the spaces between the posts and beams of the concrete frame are made of concrete with a smooth finish. These surfaces are recessed a very small distance — an inch or so — from the outer plane of the frame.

East of the rear wing, in the angle of the building, is a loading dock area about 60 feet by 75 feet.

WESTERN HALF: 3533-3545 HOMESTEAD ROAD

The western half of Building 1 appears to have a wooden post-and-beam construction. At the front of the building, the horizontal beams are visible at the top of the walls just beneath the canopy, as are the posts that hold it up. On the west side, cross beams are visible at the top of the wall.

The building is devoted to six stores. Two of them, Nos. 3533 and 3535, share a recessed entrance in the front of the building. Another store, at 3541, occupies the southwest corner of the building. Two stores, at 3543 and 3545, have entrances in the building's west side. The sixth store, which has the address 3530 Lochinvar Avenue, occupies the entire north side of this part of the building.

The stores have a mix of what appear to be original and altered windows. The original windows have flat steel frames, and some of these have thin aluminum sash. The altered windows are aluminum, with thicker members, and account for a majority of the window area in this part of the building.

All of the doors for public use in this part of the building appear to be replacements of original doors. Six are of aluminum, while two (at 3541) are wooden. In addition to these public doors, four steel service doors without glazing can be found in the north side of the building.

One storefront, at 3541, has been more extensively altered than the others. It has decorative wooden facing placed in five places on the south and west sides of the building, most prominently around the entrance.



Figure 6: South side of eastern half of Building 1 (3521 Homestead Road)



Figure 7: South side of western half of Building 1



Figure 8: North and west sides of western half of Building 1



Figure 9: North and west sides of the northern addition to Building 1



Figure 10: Rear loading dock at northeast corner of Building 1



Figure 11: Supermarket entrance at 3521 Homestead Road (Building 1)



Figure 12: 3530 Homestead Road west entrance (left); 3541 Homestead Road entrance (right)

BUILDING 2: 3551-3591 HOMESTEAD ROAD

The northeast corner of this building is situated just several feet from the southwest corner of Building 1. It measures roughly 100 feet from east to west by 190 feet from north to south. It currently houses twelve stores, which open onto three sides. Six of the stores, from Nos. 3557 to 3577, open onto the east side; four, from 3583 to 3597, open onto the west side; and two, Nos. 3551 and 3581, open onto the south side.

Like the western half of Building 1, this building also has a wooden post-and-beam construction. A flat canopy projects from the roof and is fronted by plywood or T-111 siding similar to that on the west half of Building 1. On top of the roof, sheet metal that is set back from the wall plane by several feet runs around the perimeter of the building. This sheet metal slants backward at an angle and looks a little like a miniature Mansard roof. While much of the wall area is devoted to windows and doors, the rest is mostly made of plywood.

Original steel framed windows with thin aluminum sash can be found at three storefronts, namely, on both the south and east sides of the corner storefront at no. 3551; and at Nos. 3583 and 3587. In one place, at No. 3551, one-inch square tiles form a base beneath the windows. All of the other store windows are replacement aluminum with thick frames. All of the stores have aluminum doors that appear to be replacements.

There are six solid (i.e., without glazing) steel service doors in the building, four of them grouped on the north side and two on the west side.

One storefront, at No. 3557, has been altered completely. The entrance is recessed into the building; the walls of the recess are slanted and are made of plywood; there are no windows; and there are two doors to the interior, both without glazing.



Figure 13: South and east sides of Building 2



Figure 14: West side of Building 2



Figure 15: North and west sides of Building 2



Figure 16: 3587 Homestead Road, north side of Building 2





Figure 17: Building 2 east side with altered storefront (left); 3551 Homestead Road with square tiles (right)

BUILDING 3: 3595 HOMESTEAD ROAD

This wood-framed building is located at the southwest corner of the property, close to the corner of Homestead Road and Lawrence Expressway. It is rectangular in plan and measures about 32 feet by 65 feet. At its southwest corner there is a drive-in window sheltered by a canopy.

The roof overhangs the walls on all four sides. On the north and south, the roof takes a boxy form and is made of wood, while on the east and west sides, the roof has sloping sides and is covered with Spanish clay tiles. At the building's southwest corner, the roof extends beyond the wall plane a much greater distance in order to shelter the drive-in area. Here, the extended roof is held up by two groups of narrow square wooden posts; these are attached to a single wooden beam that the drive-in roof rests upon. On all sides, the soffit of the roof appears to be plywood which is held in place by a grid of thin strips of wood.

The siding is plywood or wooden boards laid diagonally, in a herringbone pattern, with wooden battens. The door and all windows are of anodized aluminum. These include windows surrounding the entrance, high narrow windows in the transom area, and the drive-in window.

The long east and west sides are decorated with Chinese lanterns that are suspended from the roof. These are red and yellow, and match the paint on the boxy parts of the roof.



Figure 18: North and east sides of Building 3



Figure 19: West side of Building 3



Figure 20: Drive through at southwest corner of Building 3

HISTORIC CONTEXT

CITY OF SANTA CLARA

Santa Clara was first settled in the historic period in 1777, when Mission Santa Clara de Asís was established by Franciscan priests. The mission system was part of a strategic effort to extend Spanish power northward into Alta California against an ongoing Russian advance down the Pacific Coast. The missions, supported with small military detachments, were to convert local Native Americans and establish agricultural plantations using their labor (Shoup and Milliken 1999:17). Native people came into the missions through a mixture of choice, persuasion, and force. They worked at the missions growing grain and tree crops; managing herds of cattle, sheep, and horses; and practicing European crafts including tanning, milling, and blacksmithing (Jackson and Castillo 1995:162; Hoover et al. 1990:7).

Santa Clara was thus an established community when California became a state in 1850. In 1851, Mission Santa Clara became Santa Clara College (now Santa Clara University), and the town was incorporated the following year (City of Santa Clara 2010:3-2; Payne 1987:148). In the 1850s and 1860s, the area was predominantly agricultural. After the Gold Rush, former miners settled down to farm in Santa Clara Valley, and the economy – long dominated by stock raising – gave way to wheat production (Laffey 1992). However, by the 1870s, the arrival of the transcontinental railroad in the region meant that fruit could now be quickly transported to distant markets, and soon orchards replaced wheatfields across Santa Clara Valley (Broek 1932).

Industry in the city of Santa Clara reflected this shift and included seed and fruit packing as well as leather tanning and wood products. Cherries, pears, apricots, and prunes were the most common fruits grown and packed in Santa Clara (City of Santa Clara 2010:3-2). Regionally, the canning and drying industries grew quickly, along with other light manufacturing to support the fruit industry – such as box, basket, and can production. By the 20th century, neighboring San José had become a hub for one of the nation's premier fruit-growing and exporting regions (Arbuckle 1986; Broek 1932).

The advent of World War II led to growth of a more diverse industrial base in Santa Clara and surrounding cities, including the establishment of companies such as Fairchild Semiconductor, Intel, IBM, General Electric, Kaiser Permanente Cement, Hewlett-Packard, and the development of Moffett Field and the Ames Aeronautical Laboratory (later NASA Ames Research Center). The defense industry continued to dominate the region's economy after the war, displacing fruit processing and leading to technological innovations that sowed the seeds for the later development of Silicon Valley (Payne 1987:173-175). New industrial and engineering jobs, combined with the post-war population boom, led to a period of extensive growth for Santa Clara. The city's population, which had remained under 10,000 for the first part of the 20th century, ballooned to 86,000 in 1970. Its geographical boundaries expanded as well, going from 3.1 square miles of urbanized area in 1953 to 14.9 in 1980 (City of Santa Clara 2010:3-3).

The physical landscape of Santa Clara also changed immensely during this period of growth. The historic downtown, considered "blighted", was demolished as part of a federal Urban Renewal

Program in the 1960s, but never redeveloped (City of Santa Clara 2010:3-3). Development consisted primarily of single-family subdivisions. Notable later developments included the 112-acre Great America amusement park opened in 1976, Mission College campus in 1979, and Levi's Stadium in 2014.

HISTORY OF THE PROJECT AREA

The Homestead Shopping Center at 3521- 3591 Homestead Road was built in 1962. That year, permit No. 24533 was issued to erect two buildings of the Homestead Shopping Center, consisting of 12 stores. A 1963 aerial photo shows Buildings 1 (3521-3545 Homestead Road and 3530 Lochinvar Avenue) and 2 (3551-3591 Homestead Road) of the shopping center in their current configuration (Roux 2021:650). Building 3 (3595 Homestead Road) was constructed in 1975 as a bank, per permit No. 44621, at the southwest corner of the project area.

The interior spaces, storefronts, and number of stores and restaurants have been modified since their initial construction. There are a large number of permits on file for interior and exterior remodels of the various stores since they were first built. In recent years, the shopping center has become home to a number of Asian stores and restaurants, such as the Super Kyo-Po Plaza grocery store, which has occupied 3521 Homestead Road since c. 2014.

Businesses at the Homestead Shopping Center were first listed in city directories in 1964. Information on businesses identified at the shopping center are detailed below:

- 3521 Homestead Road is the large grocery store space. The first occupant identified was Dick's Super Market in 1964, which remained until at least 1969 (Mercury News 1969b; San Francisco Examiner 1964). Food Fair Market, a national grocery chain, which was confirmed at this location from 1970-1986 (Roux 2021).
- 3535 Homestead Road was occupied by Franklin Ben Stores Variety from at least 1968-1974.
- 3541 Homestead Road was occupied by Trojan Bottle Liquor Shop from at least 1964-1980.
- 3545 Homestead Road was occupied by Homestead Barber Shop from at least 1964-2017; William Ely, Eddie Martinez, and James House were variously listed as the proprietors between 1964-1974 (Roux 2021).
- 3547 Homestead Road was occupied by Val-Etta's Den of Beauty from at least 1964-1986 (Roux 2021).
- 3551 Homestead Road was Foster's Restaurant in 1968, the Homestead Coffee Ship in 1970, and El Quixote restaurant from at least 1974-2001 (Roux 2021).
- 3557 Homestead Road was occupied by the Homestead Lounge from at least 1964-2017 (Roux 2021).
- 3561 Homestead Road was the Homestead Music & TV Center in 1968, then Goss Baldwin Pianos and Organs from at least 1970-1975 (Peninsula Times Tribune 1971; Roux 2021).
- 3571 Homestead Road was occupied by Key Rexall Drug from at least 1964-1994 (Roux 2021).
- 3581 Homestead Road was Captain's Galley Restaurant from at least 1965-2017 (Peninsula Times Tribune 1965). The restaurant had three locations, all featuring Wurlitzer pipe organs

played by live organists six nights a week. Their slogan was "Pizza and Pipes," which later became the name of the business (Mercury News 1969a; Briscoe 1975; Roux 2021).

- 3587 Homestead Road was occupied by Homestead Cleaners from at least 1968-2017 (Roux 2021).
- 3591 Homestead Road was a Baskin-Robbins Ice Cream Store from at least 1964-2017 (Roux 2021).
- 3595 Homestead Road was a branch of the Bank of Santa Clara from 1976 to at least 2004 (Mercury News 1976; Roux 2021).

SIGNIFICANCE EVALUATION AND RECOMMENDATIONS

None of the buildings on the project area have been previously listed under any local, State, or Federal historic resource designation criteria.

CALIFORNIA REGISTER OF HISTORICAL RESOURCES

In September 1992, Governor Wilson signed Assembly Bill 2881 which created more specific guidelines for identifying historic resources during the project review process under the California Environmental Quality Act (CEQA):

> A project that may cause a substantial adverse change in the significance of an historical resource is a project that may have a significant effect on the environment. For purposes of this section, an historical resource is a resource listed in, or determined eligible for listing in, the California Register of Historical Resources.[1]

Consequently, under Public Resources Code Section 21084.1, an historic resource eligible for the California Register of Historical Resources (CRHR) would by definition be an historic resource for purposes of CEQA compliance. The Final Guidelines for nominating resources to the California Register were published January 1, 1998. Under the regulations, a number of historic resources are automatically eligible or presumed to be eligible for the CRHR if they have been listed under various state, national, or local historic resource criteria. An historic resource listed in or determined eligible for the National Register is by definition also eligible for the CRHR. An historic resource listed in a local historic resources inventory is presumed to be historically or culturally significant unless the preponderance of the evidence demonstrates that it is not historically or culturally significant (CEQA Guidelines Section 15064.5(a)(2)).

In order for a resource to be eligible for the California Register, it must satisfy all of the following three criteria (A, B, & C):

A. A property must be significant at the local, State, or national level, under one or more of the following four "Criteria of Significance" (these are essentially the same as National Register criteria with more emphasis on California history):

1. the resource is associated with events or patterns of events that have made a significant contribution to the broad patterns of local or regional history and cultural heritage of California or the United States.
2. the resource is associated with the lives of persons important to the nation or to California's past.
3. the resource 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.

[1] California State Assembly, Assembly Bill 2881, Frazee, 1992. An Act to Amend Sections 5020.1, 5020.4, 5020.5, 5024.6 and 21084 of, and to add Sections 5020.7, 5024.1, and 21084.1 to, the Public Resources Code, relating to historic resources.

4. the resource has the potential to yield information important to the prehistory or history of the State or the nation (criterion 4 applies primarily to archaeological sites and not historic buildings).

B. the resource retains historic integrity; and,

C. it is 50 years old or older (except for rare cases of structures of exceptional significance).

The California Register regulations define "integrity" as ". . . the authenticity of a property's physical identity, evidenced by the survival of characteristics that existed during the property's period of significance," that is, it must retain enough of its historic character or appearance to be recognizable as an historical resource. Following the National Register integrity criteria, California Register regulations specify that integrity is a quality that applies to historic resources in seven ways: location, design, setting, materials, workmanship, feeling and association.[2]

CRHR SIGNIFICANCE EVALUATION

Criterion 1. The Homestead Shopping Center is generally associated with commercial development in this area of Santa Clara in the 1960s and 1970s. However, research did not reveal any important events or patterns of history associated with the property. Therefore, it appears to be not eligible under CRHR Criterion 1.

Criterion 2. Research did not reveal any businesses or individuals associated with the Homestead Shopping Center that have achieved significance in the history of California or the nation. Therefore, it appears to be not eligible under CRHR Criterion 2.

Criterion 3. As built in 1962, buildings 1 and 2 constituted what was almost certainly a typical shopping center, such as were built in very large numbers in the United States during the 1950s and 1960s. Namely, they were one-story buildings with an anchor supermarket and numerous smaller shops that were surrounded by large parking lots. They were "modern" in appearance, broadly horizontal in plan, with large areas of wall space that were devoted to windows. For these two buildings, the only attempts at decoration appear to have been the stone rubble walls and base, and the aggregate wall surfaces, both at the front of the supermarket.

Although original plans or photographs from earlier periods were not available, the buildings were probably spartan in appearance, with an emphasis on retail display rather than ornament. No original doors remain, and it is uncertain whether the wooden canopies at buildings 1 and 2 are original, or not. Further alterations include the storefronts at No. 3541 in Building 1 and No. 3557 in Building 2, which has been completely altered. The sheet metal canopy at the supermarket is probably non-original. The plywood siding in Building 2 may be non-original. The short stretch of tile base that exists at no. 3551, in Building 2, may have originally been common to many of the storefronts in both buildings.

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[2] The definition of integrity under the California Register follows National Register of Historic Places criteria. Detailed definitions of the qualities of historic integrity are in National Register Bulletin 15, *How to Apply National Register Criteria for Evaluation*, published by the National Park Service.

What remains of Buildings 1 and 2 is undistinguished, spartan in appearance, somewhat heavily altered, and a mix of old and new materials. Thus, due to loss of integrity and a lack of significance, both of these buildings, and the original shopping center complex of 1962, do not appear to be eligible under CRHR Criterion 3.

Building 3, having been built in 1975, substantially post-dates the original complex and thus may be considered separately. Its herringbone siding, the roof comprised of Spanish clay tiles between boxy ends, and anodized aluminum windows appear to be original; thus, the building may retain high integrity. It is much more colorful and expressive than buildings 1 or 2 due to the red and yellow Chinese lanterns that are strung along the east and west sides, and the matching paint scheme at the ends of the roof, but these features are recent. The main architectural features, namely the clay tiles at the roof and the diagonal, or herringbone, pattern of the siding, are not architecturally distinguished. Thus, Building 3 also does not appear to be eligible under CRHR Criterion 3.

Criterion 4. This criterion is usually used to evaluate archaeological sites. In some cases, a built environment resource may contain useful information about construction techniques or the use of materials by builders. However, the buildings at the Homestead Shopping Center were constructed using materials and techniques that were typical of their period. Therefore, the property does not appear to be eligible under CRHR Criterion 4.

CITY OF SANTA CLARA CRITERIA

The Santa Clara Zoning Code establishes criteria for inclusion of a property in the Historic Resources Inventory (Municipal Code §18.106.040). A building should be 50 years of age or older, retain historic integrity, and meet the criteria for historic or cultural significance, architectural significance, geographic significance, or archaeological significance.

EVALUATION FOR HISTORICAL OR CULTURAL SIGNIFICANCE

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

1. The site, building, or property has character, interest, integrity, and reflects the heritage and cultural development of the City, region, State, or Nation.
2. The property is associated with an historical event.
3. The property is associated with an important individual or group who contributed in a significant way to the political, social, and/or cultural life of the community.
4. The property is associated with a significant industrial, institutional, commercial, agricultural, or transportation activity.
5. A building is directly associated with broad patterns of local area history, including development and settlement patterns, early or important transportation routes or social, political, or economic trends and activities. Included is the recognition of urban street pattern and infrastructure.
6. A notable historical relationship between a site, building, or property's site and its immediate environment, including original native trees, topographical features, outbuildings, or agricultural setting.

The Homestead Shopping Center was one of many strip shopping centers constructed in the 1960s and 1970s; it does not have any particular character, interest, integrity, nor is it important in the history of the City, region, State or Nation. Furthermore, it does not reflect the cultural development of the area, nor is it associated with events, groups, activities, or historical relationships. It is not eligible under this set of criteria.

CRITERIA FOR ARCHITECTURAL SIGNIFICANCE

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

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

The Homestead Shopping Center at 3521-3591 Homestead Road is a complex of three buildings designed in the Commercial Modern and Mansard styles, and their architects and builders are unknown. They are not notable examples of their styles; all the buildings have had numerous alterations and lack architectural features that exemplify their styles. They do not exhibit unique craftsmanship, unusual materials, spatial relationships, special attributes, or visual appeal. They are not eligible under this set of criteria.

CRITERIA FOR GEOGRAPHIC SIGNIFICANCE

To be geographically significant, a property must have at least one of the following features:

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

The Homestead Shopping Center is not part of a distinctive neighborhood and does not relate to existing significant historical structures or landscaping. It is therefore not eligible under this set of criteria.

FINDINGS AND CONCLUSIONS

The Historic Resource Evaluation of the Homestead Shopping Center at 3521-3591 Homestead Road in Santa Clara has determined that the buildings on the project area appear to be not eligible for the California Register because they are not significant under California Register Criteria 1, 2, 3 or 4. They also do not appear to be eligible for inclusion in the City of Santa Clara Historic Resources Inventory because they do not meet the criteria for historical, cultural, architectural, or geographical significance. Since the Homestead Shopping Center is not a historical resource, the proposed project would not adversely impact historical resources as defined in the CEQA Guidelines (14 CCR §15064.5).

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1964 Glamorene Advertisement. 14 October:25.

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APPENDIX 1: DPR 523 FORMS

State of California – The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

PRIMARY RECORD

Primary #
HRI #
Trinomial
NRHP Status Code 6Z

Other Listings

Review Code _____ Reviewer _____ Date _____

Page 1 **of** 19 ***Resource Name or #:** 3521-3591 Homestead Road

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

***a. County** Santa Clara **and**

***b. USGS 7.5' Quad** San Jose West **Date** 2021 **T** 7S **R** 1W Rancho Quito M.D.**B.M.**

c. Address 3521-3591 Homestead Road **City** Santa Clara **Zip** 95051

d. UTM: Zone mE / mN

e. Other Locational Data: APN 290-23-053 and 290-23-049

***P3a. Description:** The Homestead Shopping Center occupies a 5.55-acre lot located at 3521- 3591 Homestead Road at the northeast corner of Homestead Road and Lawrence Expressway in Santa Clara (APNs 290-23-053 and -049). The project area is also bounded by Lochinvar Avenue to the north and by other properties — a restaurant, apartments, and a daycare business — on the east. The lot is rectangular, save for a long gentle curve at its southwest corner, where Homestead Road turns into the expressway.

There are three buildings on the lot, all of them one story in height. Two of them, buildings 1 and 2, are large, contain many stores, and were built in 1962 in the Commercial Modern style. Building 3, by contrast, is small, contains one business, and was built in 1975; it is best described as Mansard in style. Almost all of the rest of the property is devoted to parking areas and driveways paved with asphalt. A narrow strip of grass can be found at the north end of the lot, adjacent to Lochinvar Avenue. [See Continuation Sheets]

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

***P4.Resources Present:** ☒ Building ☐ Structure ☐ Object ☐ Site ☐ District ☐ Element of District ☐ Other

P5b. Description of Photo:
3521 Homestead Road front (south) façade 03/24/25



***P6. Date Constructed/Age and Source:**
☒ Historic ☐ Prehistoric ☐ Both
1962 and 1975 (building permits)

***P7. Owner and Address:**
Pulte Home Company, LLC
4511 Willow Road, Ste 8
Pleasanton, CA 94588

***P8. Recorded by:**
William Kostura
Archaeological/Historical Consultants
609 Aileen Street,
Oakland, CA 94609
www.ahc-heritage.com

***P9. Date Recorded:** March 24, 2025

P10. Survey Type: Intensive

***P11. Report Citation**: Ho, Jennifer and William Kostura. 2025 *Historical Resources Evaluation Report: 3521-3591 Homestead Road, Santa Clara, Santa Clara County, CA*. Archaeological/Historical Consultants, Oakland, CA.

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

BUILDING, STRUCTURE, AND OBJECT RECORD

***Resource Name or #** 3521-3591 Homestead Road ***NRHP Status Code** 6Z
Page 2 **of** 19

B1. Historic Name: Homestead Shopping Center
B2. Common Name:
B3. Original Use: Commercial B4. Present Use: Commercial

***B5. Architectural Style:** Commercial Modern (Buildings 1 and 2); Mansard (Building 3)

***B6. Construction History:** Buildings 1 and 2 were built in 1962 (permit No. 24533) and Building 3 was constructed in 1975 (permit No. 44621).

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

***B8. Related Features:**

B9a. Architect: unknown b. Builder: unknown

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

HISTORIC CONTEXT

City of Santa Clara

Santa Clara was first settled in the historic period in 1777, when Mission Santa Clara de Asís was established by Franciscan priests. The mission system was part of a strategic effort to extend Spanish power northward into Alta California against an ongoing Russian advance down the Pacific Coast. The missions, supported with small military detachments, were to convert local Native Americans and establish agricultural plantations using their labor (Shoup and Milliken 1999:17). Native people came into the missions through a mixture of choice, persuasion, and force. They worked at the missions growing grain and tree crops; managing herds of cattle, sheep, and horses; and practicing European crafts including tanning, milling, and blacksmithing (Jackson and Castillo 1995:162; Hoover et al. 1990:7). [See Continuation Sheets]

B11. Additional Resource Attributes:

***B12. References:** [See Continuation Sheets]

B13. Remarks:

***B14. Evaluator:** Jennifer Ho & William Kostura

***Date of Evaluation:** April 2025

(Sketch Map with north arrow required.)
[See Sketch Map Page 22]

(This space reserved for official comments.)

***P3a. Description (Continued):**

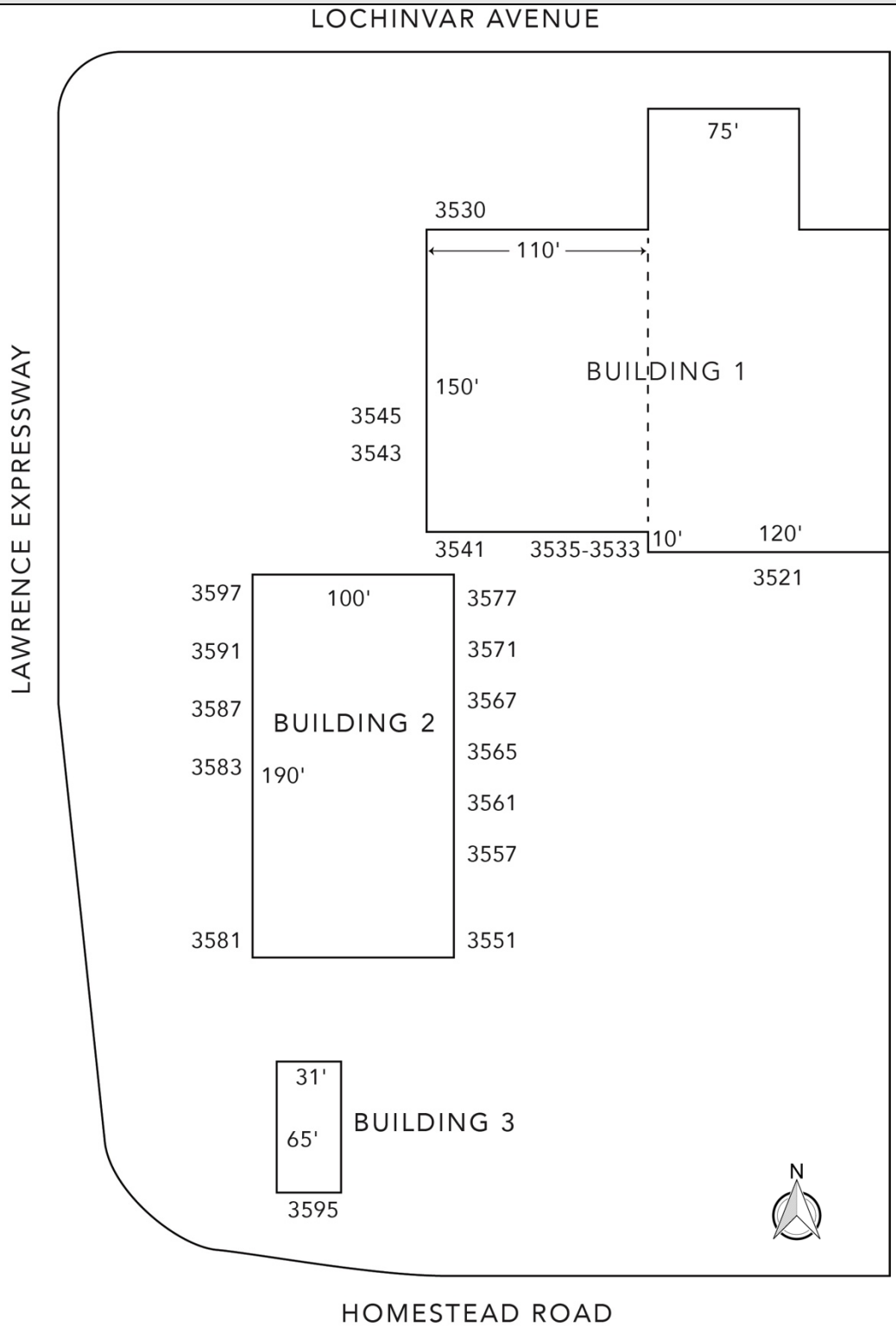
Building 1 is composed of two parts, a supermarket in the eastern half and small shops in the western half. The two parts were built with different structural types and exterior finishes. When they were built in 1962, the western half of Building 1, with small shops, probably looked very much like Building 2, which is also devoted to small shops. Each has some surviving original windows made with steel frames, and these surviving elements suggest that the original 1962 shopping center had a mostly homogenous appearance (the supermarket, again, being different). Today, the majority of the windows, and all or almost all of the doors, have been replaced with new ones of aluminum. As will be described below, two of the storefronts have also been radically altered in other ways. Thus, there is a less homogenous appearance now due to these various alterations.

When Building 3 was added in 1975, the exterior appearance in the complex became more diverse. That building has wooden exterior siding laid diagonally, anodized aluminum windows, and a clay tile roof. Aside from being one story in height, it shares little in common with buildings 1 and 2.

All three buildings are described in greater detail below.



Homestead Shopping Center looking northwest



Homestead Shopping Center Site Plan (measurements approximate)

Building 1: 3521-3545 Homestead Road

This building contains a supermarket, which occupies the eastern half of the building, and a collection of small shops in the western half.

The building measures approximately 240 feet in width, from east to west, and 150 feet in depth, plus a 60 by 70-foot north wing that is part of the supermarket. There are two other irregularities to the footprint, namely, a jog in the front wall roughly where the supermarket meets one of the shops, and a 20-foot wide by three-feet deep entrance recess for the shops at 3533 and 3535.

Eastern Half: The Supermarket

The supermarket at number 3521 has a post-and-beam reinforced concrete frame. This structural system can be seen very clearly from Lochinvar Avenue, looking south toward the rear of the building; but a portion of it can also be seen in front. The wall spaces between the posts and beams are filled with a variety of materials. In front, the lower zone is devoted to aluminum windows and doors, including paired sliding doors at the main entrance that appear to be non-original. To the right of this entrance is a very long band of aluminum windows with wooden piers. The base underneath these windows is veneered with large rustic stone. At far right is a wall of reinforced concrete surfaced with an aggregate of pebbles and smaller stones. This stretch of wall is about 22 feet in width. To the left of the main entrance, the front wall is recessed about ten feet. Here, the front wall is divided into two areas, one of stone rubble (seven feet in width) and one of concrete surfaced with aggregate (fifteen feet in width).

Most of the upper zone of the front wall is obscured by a flat canopy with a sheet metal facing. The canopy is held up by five evenly-spaced piers of faced in rustic stone similar to that used elsewhere in the building. The canopy's sheet metal facing is different from that used elsewhere on the building (over the small shops in the western half), and so is probably non-original.

In the rear wing, the wall areas that fill the spaces between the posts and beams of the concrete frame are made of concrete with a smooth finish. These surfaces are recessed a very small distance — an inch or so — from the outer plane of the frame.

East of the rear wing, in the angle of the building, is a loading dock area about 60 feet by 75 feet.

Western Half: 3533-3545 Homestead Road

The western half of Building 1 appears to have a wooden post-and-beam construction. At the front of the building, the horizontal beams are visible at the top of the walls just beneath the canopy, as are the posts that hold it up. On the west side, cross beams are visible at the top of the wall.

The building is devoted to six stores. Two of them, Nos. 3533 and 3535, share a recessed entrance in the front of the building. Another store, at 3541, occupies the southwest corner of the building. Two stores, at 3543 and 3545, have entrances in the building's west side. The sixth store, which has the address 3530 Lochinvar Avenue, occupies the entire north side of this part of the building.

The stores have a mix of what appear to be original and altered windows. The original windows have flat steel frames, and some of these have thin aluminum sash. The altered windows are aluminum, with thicker members, and account for a majority of the window area in this part of the building.

All of the doors for public use in this part of the building appear to be replacements of original doors. Six are of aluminum, while two (at 3541) are wooden. In addition to these public doors, four steel service doors without glazing can be found in the north side of the building.

One storefront, at 3541, has been more extensively altered than the others. It has decorative wooden facing placed in five places on the south and west sides of the building, most prominently around the entrance.



South side of eastern half of Building 1 (3521 Homestead Road)



South side of western half of Building 1



North and west sides of western half of Building 1



North and west sides of the northern addition to Building 1



Rear loading dock at northeast corner of Building 1



Supermarket entrance at 3521 Homestead Road (Building 1)



3530 Homestead Road west entrance (left); 3541 Homestead Road entrance (right)

Building 2: 3551-3591 Homestead Road

The northeast corner of this building is situated just several feet from the southwest corner of Building 1. It measures roughly 100 feet from east to west by 190 feet from north to south. It currently houses twelve stores, which open onto three sides. Six of the stores, from Nos. 3557 to 3577, open onto the east side; four, from 3583 to 3597, open onto the west side; and two, Nos. 3551 and 3581, open onto the south side.

Like the western half of Building 1, this building also has a wooden post-and-beam construction. A flat canopy projects from the roof and is fronted by plywood or T-111 siding similar to that on the west half of Building 1. On top of the roof, sheet metal that is set back from the wall plane by several feet runs around the perimeter of the building. This sheet metal slants backward at an angle and looks a little like a miniature Mansard roof. While much of the wall area is devoted to windows and doors, the rest is mostly made of plywood.

Original steel framed windows with thin aluminum sash can be found at three storefronts, namely, on both the south and east sides of the corner storefront at no. 3551; and at Nos. 3583 and 3587. In one place, at No. 3551, one-inch square tiles form a base beneath the windows. All of the other store windows are replacement aluminum with thick frames. All of the stores have aluminum doors that appear to be replacements.

There are six solid (i.e., without glazing) steel service doors in the building, four of them grouped on the north side and two on the west side.

One storefront, at No. 3557, has been altered completely. The entrance is recessed into the building; the walls of the recess are slanted and are made of plywood; there are no windows; and there are two doors to the interior, both without glazing.



South and east sides of Building 2



West side of Building 2



North and west sides of Building 2



3587 Homestead Road, north side of Building 2





Building 2 east side with altered storefront (left); 3551 Homestead Road with square tiles (right)

Building 3: 3595 Homestead Road

This wood-framed building is located at the southwest corner of the property, close to the corner of Homestead Road and Lawrence Expressway. It is rectangular in plan and measures about 32 feet by 65 feet. At its southwest corner there is a drive-in window sheltered by a canopy.

The roof overhangs the walls on all four sides. On the north and south, the roof takes a boxy form and is made of wood, while on the east and west sides, the roof has sloping sides and is covered with Spanish clay tiles. At the building's southwest corner, the roof extends beyond the wall plane a much greater distance in order to shelter the drive-in area. Here, the extended roof is held up by two groups of narrow square wooden posts; these are attached to a single wooden beam that the drive-in roof rests upon. On all sides, the soffit of the roof appears to be plywood which is held in place by a grid of thin strips of wood.

The siding is plywood or wooden boards laid diagonally, in a herringbone pattern, with wooden battens. The door and all windows are of anodized aluminum. These include windows surrounding the entrance, high narrow windows in the transom area, and the drive-in window.

The long east and west sides are decorated with Chinese lanterns that are suspended from the roof. These are red and yellow, and match the paint on the boxy parts of the roof.



North and east sides of Building 3



West side of Building 3



Drive through at southwest corner of Building 3

***B10. Significance (Continued):**

Santa Clara was thus an established community when California became a state in 1850. In 1851, Mission Santa Clara became Santa Clara College (now Santa Clara University), and the town was incorporated the following year (City of Santa Clara 2010:3-2; Payne 1987:148). In the 1850s and 1860s, the area was predominantly agricultural. After the Gold Rush, former miners settled down to farm in Santa Clara Valley, and the economy – long dominated by stock raising – gave way to wheat production (Laffey 1992). However, by the 1870s, the arrival of the transcontinental railroad in the region meant that fruit could now be quickly transported to distant markets, and soon orchards replaced wheatfields across Santa Clara Valley (Broek 1932).

Industry in the city of Santa Clara reflected this shift and included seed and fruit packing as well as leather tanning and wood products. Cherries, pears, apricots, and prunes were the most common fruits grown and packed in Santa Clara (City of Santa Clara 2010:3-2). Regionally, the canning and drying industries grew quickly, along with other light manufacturing to support the fruit industry – such as box, basket, and can production. By the 20th century, neighboring San José had become a hub for one of the nation's premier fruit-growing and exporting regions (Arbuckle 1986; Broek 1932).

The advent of World War II led to growth of a more diverse industrial base in Santa Clara and surrounding cities, including the establishment of companies such as Fairchild Semiconductor, Intel, IBM, General Electric, Kaiser Permanente Cement, Hewlett-Packard, and the development of Moffett Field and the Ames Aeronautical Laboratory (later NASA Ames Research Center). The defense industry continued to dominate the region's economy after the war, displacing fruit processing and leading to technological innovations that sowed the seeds for the later development of Silicon Valley (Payne 1987:173-175). New industrial and engineering jobs, combined with the post-war population boom, led to a period of extensive growth for Santa Clara. The city's population, which had remained under 10,000 for the first part of the 20th century, ballooned to 86,000 in 1970. Its geographical boundaries expanded as well, going from 3.1 square miles of urbanized area in 1953 to 14.9 in 1980 (City of Santa Clara 2010:3-3).

The physical landscape of Santa Clara also changed immensely during this period of growth. The historic downtown, considered "blighted", was demolished as part of a federal Urban Renewal Program in the 1960s, but never redeveloped (City of Santa Clara 2010:3-3). Development consisted primarily of single-family subdivisions. Notable later developments included the 112-acre Great America amusement park opened in 1976, Mission College campus in 1979, and Levi's Stadium in 2014.

History of the Project Area

The Homestead Shopping Center at 3521- 3591 Homestead Road was built in 1962. That year, permit No. 24533 was issued to erect two buildings of the Homestead Shopping Center, consisting of 12 stores. A 1963 aerial photo shows Buildings 1 (3521-3545 Homestead Road and 3530 Lochinvar Avenue) and 2 (3551-3591 Homestead Road) of the shopping center in their current configuration (Roux 2021:650). Building 3 (3595 Homestead Road) was constructed in 1975 as a bank, per permit No. 44621, at the southwest corner of the project area.

The interior spaces, storefronts, and number of stores and restaurants have been modified since their initial construction. There are a large number of permits on file for interior and exterior remodels of the various stores since they were first built. In recent years, the shopping center has become home to a number of Asian stores and restaurants, such as the Super Kyo-Po Plaza grocery store, which has occupied 3521 Homestead Road since c. 2014.

Businesses at the Homestead Shopping Center were first listed in city directories in 1964. Information on businesses identified at the shopping center are detailed below:

3521 Homestead Road is the large grocery store space. The first occupant identified was Dick's Super Market

in 1964, which remained until at least 1969 (Mercury News 1969b; San Francisco Examiner 1964). Food Fair Market, a national grocery chain, which was confirmed at this location from 1970-1986 (Roux 2021).

3535 Homestead Road was occupied by Franklin Ben Stores Variety from at least 1968-1974.

3541 Homestead Road was occupied by Trojan Bottle Liquor Shop from at least 1964-1980.

3545 Homestead Road was occupied by Homestead Barber Shop from at least 1964-2017; William Ely, Eddie Martinez, and James House were variously listed as the proprietors between 1964-1974 (Roux 2021).

3547 Homestead Road was occupied by Val-Etta's Den of Beauty from at least 1964-1986 (Roux 2021).

3551 Homestead Road was Foster's Restaurant in 1968, the Homestead Coffee Ship in 1970, and El Quixote restaurant from at least 1974-2001 (Roux 2021).

3557 Homestead Road was occupied by the Homestead Lounge from at least 1964-2017 (Roux 2021).

3561 Homestead Road was the Homestead Music & TV Center in 1968, then Goss Baldwin Pianos and Organs from at least 1970-1975 (Peninsula Times Tribune 1971; Roux 2021).

3571 Homestead Road was occupied by Key Rexall Drug from at least 1964-1994 (Roux 2021).

3581 Homestead Road was Captain's Galley Restaurant from at least 1965-2017 (Peninsula Times Tribune 1965). The restaurant had three locations, all featuring Wurlitzer pipe organs played by live organists six nights a week. Their slogan was "Pizza and Pipes," which later became the name of the business (Mercury News 1969a; Briscoe 1975; Roux 2021).

3587 Homestead Road was occupied by Homestead Cleaners from at least 1968-2017 (Roux 2021).

3591 Homestead Road was a Baskin-Robbins Ice Cream Store from at least 1964-2017 (Roux 2021).

3595 Homestead Road was a branch of the Bank of Santa Clara from 1976 to at least 2004 (Mercury News 1976; Roux 2021).

CALIFORNIA REGISTER SIGNIFICANCE EVALUATION

Based on a built environment survey conducted March 24, 2025, and historical research, our determination is that the buildings at 3521-3591 Homestead Road appear to be not eligible for the CRHR.

CRHR Significance Evaluation

Criterion 1. The Homestead Shopping Center is generally associated with commercial development in this area of Santa Clara in the 1960s and 1970s. However, research did not reveal any important events or patterns of history associated with the property. Therefore, it appears to be not eligible under CRHR Criterion 1.

Criterion 2. Research did not reveal any businesses or individuals associated with the Homestead Shopping Center that have achieved significance in the history of California or the nation. Therefore, it appears to be not eligible under CRHR Criterion 2.

Criterion 3. As built in 1962, buildings 1 and 2 constituted what was almost certainly a typical shopping center, such as were built in very large numbers in the United States during the 1950s and 1960s. Namely, they were one-story buildings with an anchor supermarket and numerous smaller shops that were surrounded by large parking lots. They were "modern" in appearance, broadly horizontal in plan, with large areas of wall space that were devoted to windows. For these two buildings, the only attempts at decoration appear to have been the stone rubble walls and base, and the aggregate wall surfaces, both at the front of the supermarket.

Although original plans or photographs from earlier periods were not available, the buildings were probably spartan in appearance, with an emphasis on retail display rather than ornament. No original doors remain, and it is uncertain whether the wooden canopies at buildings 1 and 2 are original, or not. Further alterations include the storefronts at No. 3541 in Building 1 and No. 3557 in Building 2, which has been completely altered. The sheet metal canopy at the supermarket is probably non-original. The plywood siding in Building 2 may be non-original. The short stretch of tile base that exists at no. 3551, in Building 2, may have originally been common to many of the storefronts in both buildings.

What remains of Buildings 1 and 2 is undistinguished, spartan in appearance, somewhat heavily altered, and a mix of old and new materials. Thus, due to loss of integrity and a lack of significance, both of these buildings, and the original shopping center complex of 1962, do not appear to be eligible under CRHR Criterion 3.

Building 3, having been built in 1975, substantially post-dates the original complex and thus may be considered separately. Its herringbone siding, the roof comprised of Spanish clay tiles between boxy ends, and anodized aluminum windows appear to be original; thus, the building may retain high integrity. It is much more colorful and expressive than buildings 1 or 2 due to the red and yellow Chinese lanterns that are strung along the east and west sides, and the matching paint scheme at the ends of the roof, but these features are recent. The main architectural features, namely the clay tiles at the roof and the diagonal, or herringbone, pattern of the siding, are not architecturally distinguished. Thus, Building 3 also does not appear to be eligible under CRHR Criterion 3.

Criterion 4. This criterion is usually used to evaluate archaeological sites. In some cases, a built environment resource may contain useful information about construction techniques or the use of materials by builders. However, the buildings at the Homestead Shopping Center were constructed using materials and techniques that were typical of their period. Therefore, the property does not appear to be eligible under CRHR Criterion 4.

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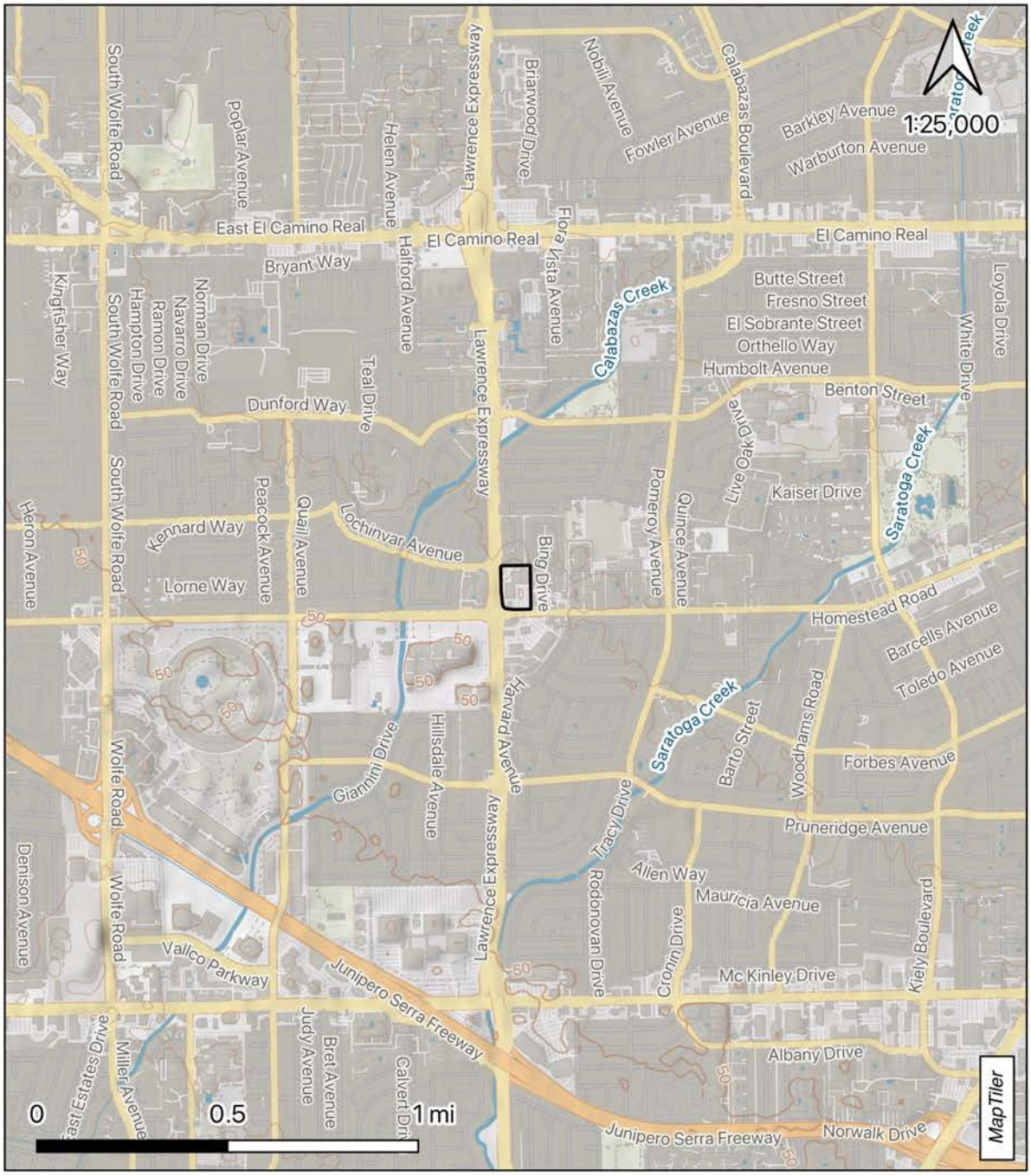
State of California – Natural Resources Agency
DEPARTMENT OF PARKS AND RECREATION

LOCATION MAP

Primary #
HRI#
Trinomial

 ***Resource Name or #** 3521-3591 Homestead Road
***Map Name:** Project Vicinity Map ***Scale:** 1:25,000 ***Date of map:** March 2025



Project Vicinity Map

3521-3591 Homestead Road
Santa Clara, CA

Legend
Project Area Limits

State of California □ Natural Resources Agency
DEPARTMENT OF PARKS AND RECREATION

SKETCH MAP

Primary #
HRI#
Trinomial

Page 19 **of** 19 ***Resource Name or #** 3521-3591 Homestead Road
***Drawn by:** Archaeological/Historical Consultants ***Date of map:** March 2025



Project Area Limits

3521-3591 Homestead Road
Santa Clara, CA

Legend
Project Area Limits