
Historic Resources Evaluation Report for Commercial Buildings at 304 and 312 Mission Road, San Marcos, California

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EXECUTIVE SUMMARY

This report provides an evaluation of two buildings at 312-318 and 304 W. Mission Road in San Marcos, in San Diego County, California, for eligibility for listing in the California Register of Historical Resources (CRHR) and as a historical resource under the California Environmental Quality Act (CEQA). The report has been prepared in accordance with the CEQA prior to the City of San Marcos' permitting process for the El Dorado II Project (Project). The results of this evaluation will assist the City in determining the potential impacts to the resources.

ASM's evaluation included an intensive-level survey, a records search, and a CRHR eligibility evaluation of the buildings within the project Area of Potential Effect (APE). The City of San Marcos does not have official historic designation criteria for its local register. The buildings are located north of W. Mission Road between Fitzpatrick Road and Pleasant Way in the city of San Marcos of San Diego County, California. The building at 312-318 W. Mission Road was constructed in 1955-1956, and 304 W. Mission Road was constructed in 1954. Both are commercial buildings.

The buildings at 312-318 and 304 W. Mission Road are recommended not eligible for the CRHR, and they, therefore, do not qualify as historical resources pursuant to CEQA. The proposed Project will not result in impacts to historical resources.

1.0 INTRODUCTION

This historic resource evaluation report was prepared to determine the historical and architectural significance of two buildings at 312-318 and 304 W. Mission Road in San Marcos, San Diego County, California. Section 21084.1 of CEQA defines a historic resource as any resource listed in, or eligible for listing in, the CRHR. These properties are not listed in the CRHR, are not California Points of Historical Interest (CPhi), and are not California State Historical Landmarks (CSHL). Furthermore, they are not listed in the National Register of Historic Places (NRHP). In addition, the buildings at 312-318 and 304 W. Mission Road have not been previously evaluated.

In this report, two buildings at 312-318 and 304 W. Mission Road are evaluated for their eligibility for designation on the local, state, and national level as an individual resource and as a potential contributor to a historic district, in accordance with CEQA, the CRHR, and NRHP guidelines. This section of the report provides a project description and location, a historic context for the properties, and the records search results. Chapter 2 addresses the regulatory framework for this report. Methodology, including building assessment, is discussed in Chapter 3. The historical evaluation and potential for significant impacts are detailed in Chapter 4, followed by the conclusion in Chapter 5. The Department of Parks and Recreation (DPR) 523 site record form for the property is provided in Appendix A. A records search from the South Coastal Information Center (SCIC) of the California Historical Resources Information System (CHRIS) is located in Appendix B, and resumes of key personnel are found in Appendix C.

1.1 PROJECT DESCRIPTION

The Project proposes the demolition of the buildings at 312-318 and 304 W. Mission Road. The Project is part of the El Dorado II project. El Dorado II is proposed as a mixed-use project consisting of a 120-unit affordable family apartment complex, 1,850 square feet for a community center/leasing office, a 1,000-square-foot laundry facility, and 7,000 square feet of commercial space all of which is spread over nine proposed new buildings located on 3.8 acres. El Dorado II is located within in the Richmar Specific Plan Area (Richmar SPA) and is proposed to be developed under the design criteria established in the El Dorado II Specific Plan document. This 3.8-acre site consists of vacant land, two (2) multi-family apartments buildings, two (2) small retail buildings (one building at 304 W. Mission Road), and one (1) mixed-use building (312-318 W. Mission Road). The developer is proposing the demolition of all existing structures. One of the multi-family parcels is currently owned by the City of San Marcos and contains a 12-unit affordable unit apartment complex. The remaining parcels are owned by El Dorado II LLP and Orange Housing Development Corporation. Surrounding the site to the north are single-family residences and apartment units; to the south is Mission Road, NCTD Sprinter, Buelow Park and apartments; to the east vacant land and retail; and to the west is Plaza del Paseo. Historical and archival research conducted by ASM indicates that both buildings at 312-318 and 304 W. Mission Road are more than 45 years old and therefore meet the local age threshold for potential significance under CEQA.

1.2 PROJECT LOCATION

The Project is located in the city of San Marcos, in northern San Diego County, California (Figure 1). The Project's APE includes the buildings at 312-318 and 304 W. Mission Road (Figure 2). More specifically, the properties are located on the north side of W. Mission Road between the cross streets of Fitzpatrick Road and Pleasant Way. The Assessor's parcel numbers for the buildings are 220-100-09-00 (312-318 W. Mission Road) and 220-100-08-00 (304 W. Mission Road). The surrounding setting consists of a parking lot and residential and commercial neighborhoods.

1.0 Introduction

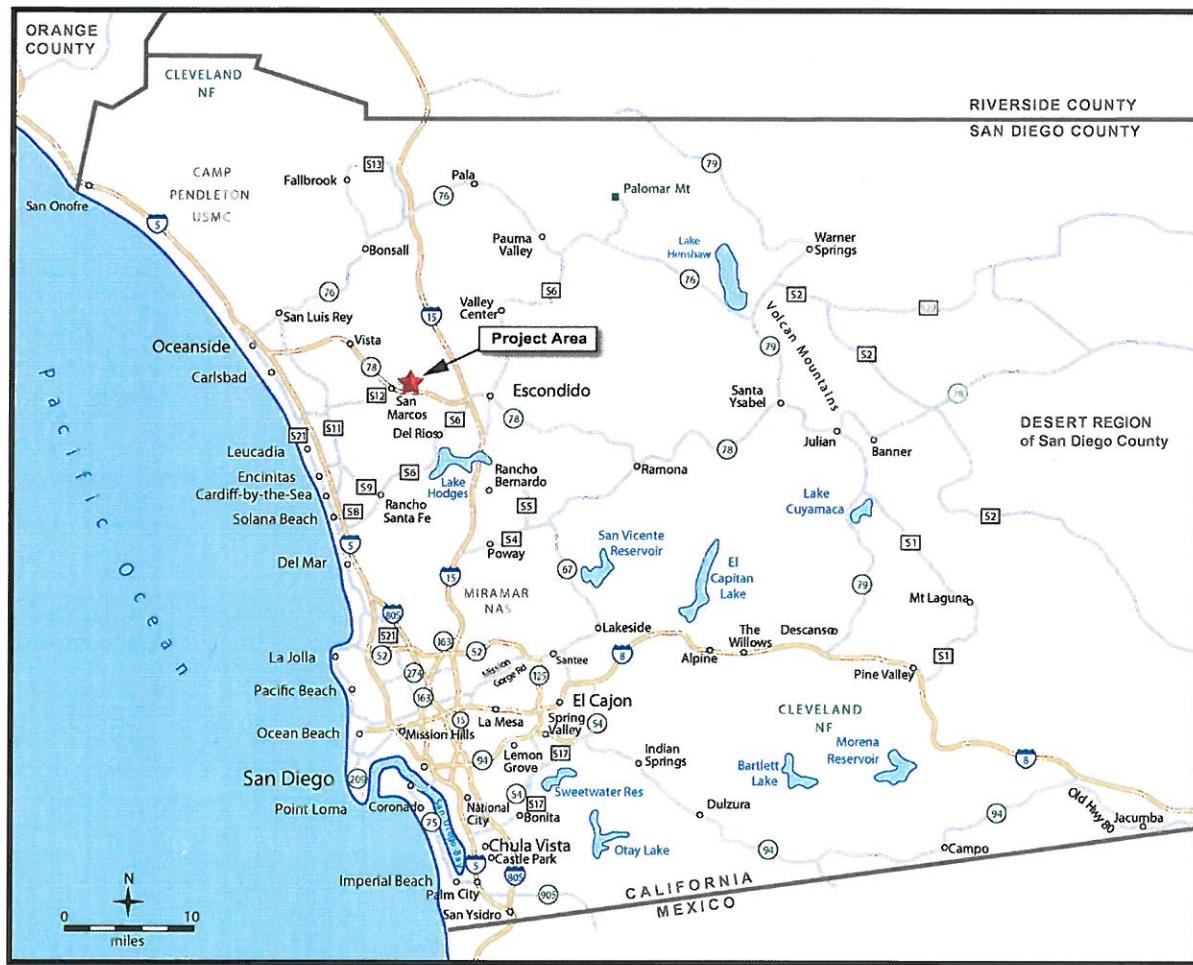


Figure 1. Map of project area.

1.0 Introduction

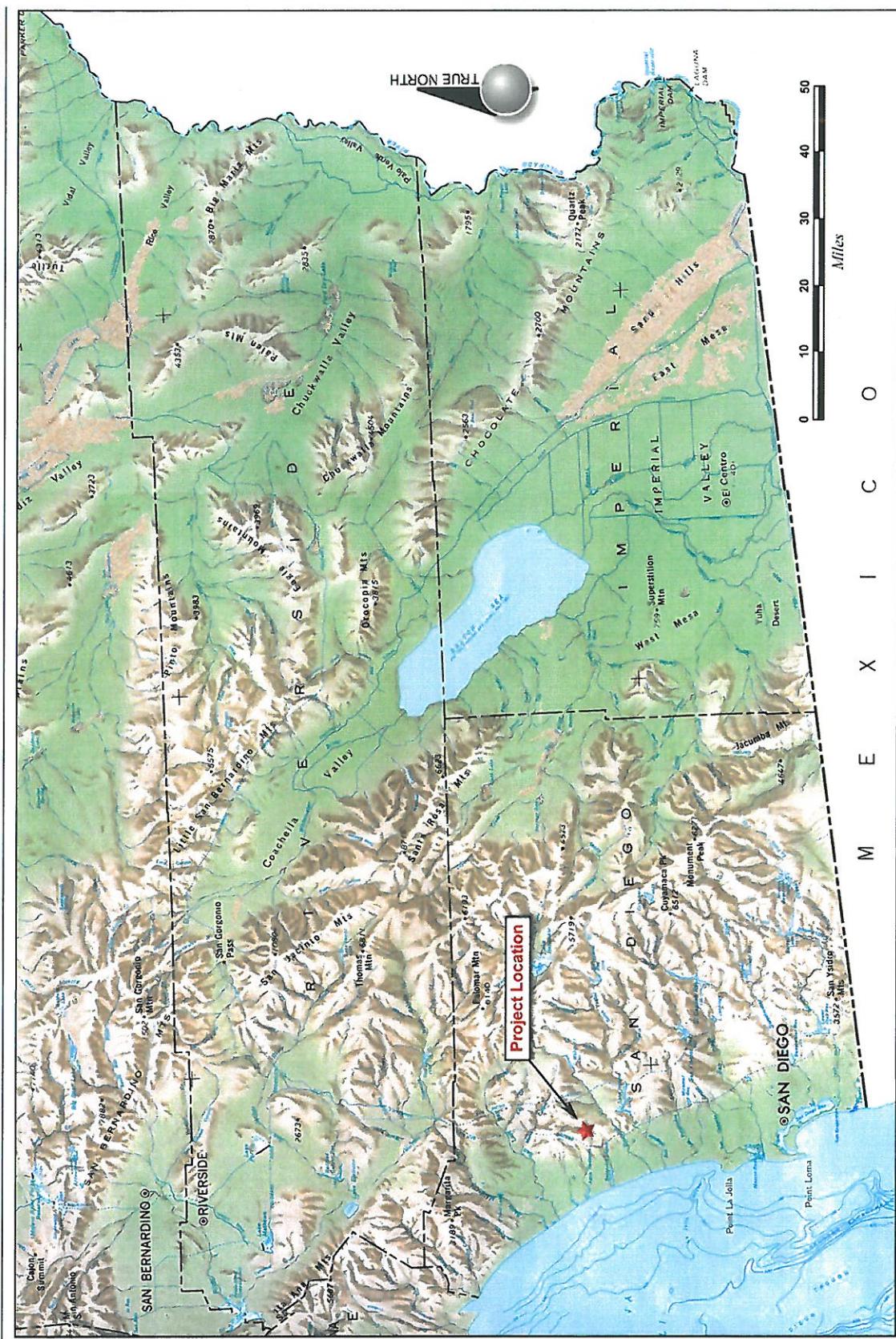


Figure 2. Map of project location.

1.3 HISTORIC CONTEXT

1.3.1 Historic Period Overview

Although the earliest historical exploration of the San Diego area can be traced to 1542 with the arrival of the first Europeans, particularly the exploration of San Miguel Bay by Juan Rodriguez Cabrillo, the widely accepted start of the historical period is 1769 with the founding of the joint Mission San Diego de Alcalá and Royal Presidio. On July 20, 1769, Father Juan Crespí arrived in the San Luis Rey River Valley with the Portolá expedition to Monterey. His report back to his superiors declaring it an ideal location for a mission led to the eventual founding of Mission San Luis Rey de Francia, the eighteenth California mission (Pourade 1961:115). The mission was formally dedicated June 13, 1798. Named for King Louis IX of France, this mission became known as the 'King of Missions' due to its size and success.

At the time of European contact, northern San Diego County was occupied by Shoshonean-speaking Indians, who were later named Luiseño after the mission. Luiseño territory encompassed an extensive 4,000-km² area from Agua Hedionda on the coast, east to Lake Henshaw, north into Riverside County, and west to San Juan Capistrano (Bean and Shipek 1978; Kroeber 1925). The Luiseño have been considered one of the more complexly organized Native California groups, with noteworthy characteristics including fairly rigid social structure and a moderately high population density (Bean and Shipek 1978). Maximum population estimates at Spanish contact range from 5,000 (Kroeber 1925) to 10,000 (White 1963). The effects of missionization, along with the introduction of European diseases, greatly reduced the Native American population of southern California. At its height, San Luis Rey became one of the most populous and successful of the missions. In 1824, it had an Indian neophyte population of 3,000, and the extensive mission lands supported 1,500 horses, 2,800 sheep and 22,000 cattle (Pourade 1961:139).

Mexico won independence from Spain in 1821, and, with it, the process of dismantling of the mission system began to unfold. The 1833 Secularization Act passed by the Mexican Congress ordered half of all mission lands to be transferred to the Indians and the other half to remain in trust and managed by an appointed administrator. These orders were never implemented because of several factors that conspired to prevent the Indians from regaining their patrimony. By 1835, the missions, including Mission San Luis Rey, were secularized. Mission San Luis Rey lands were parceled into six ranchos: Santa Margarita, Las Flores, Buena Vista, Agua Hedionda, Monserrate, and Guajome. The remaining lands of San Luis Rey were sold in 1846 to José Cota and José A. Pico by Pío Pico, Governor of California, and the Luiseño converts who had lived around the mission were removed to nearby Pala (Hawthorne 2000).

Rancho Los Vallecitos de San Marcos

The San Marcos area was originally part of Rancho Los Vallecitos de San Marcos. Before secularization of the missions, this land was one of the cattle-grazing tracts claimed by Mission San Luis Rey. In 1840, Governor Juan Bautista Alvarado granted the 8,877-acre Rancho Los Vallecitos de San Marcos (the *Little Valleys of St. Mark*) to Don José María Alvarado. Don José married Lugarda Osuna, daughter of the owner of San Dieguito Rancho, Don Juan María Osuna.

In 1846, shortly after the Battle of San Pasqual, Don José and ten other rancheros were captured by a band of Indians and taken to an Indian ranchería at Agua Caliente where they were slain (Moyer 1969:22; Bibb 1976). Lugarda later married Luis Machado, the owner of Rancho Buena Vista. It is unclear who owned Rancho Los Vallecitos de San Marcos in the years following her marriage, but, in 1883, the U.S. Land Commission granted a patent to the rancho to Lorenzo Soto, who had fought against the Americans at the Battle of San Pasqual. Cave J. Couts, a former Army officer and owner of the adjacent Rancho Guajome and Buena Vista, later came into possession of the ranch.

Early San Marcos

The transcontinental railroad was completed in November 1885, resulting in an unprecedented real estate boom for San Diego City and the surrounding County. The population of San Diego soared in the mid-1880s from a total population of 5,000 in 1885 to 40,000 in 1889 (MacPhail 1979). Settlers poured into San Diego, lured by real estate promotions offering a salubrious climate, cheap land, and the potential to realize great profits in agriculture and real estate. Speculators formed land companies and subdivided townsites throughout the county (Pourade 1964:167-191). The real estate boom also stimulated demand for agricultural land in the county, and the number of farms increased from 696 to 2,747 between 1880 and 1890 (Schaefer et al. 1994). This boom brought homesteaders to the San Marcos area. San Marcos was typical of the small agricultural communities that grew up in the hinterland of San Diego, characterized generally by widely dispersed settlements that were united by a common school district, post office, church and general store (Van Wormer 1986a, 1986b, 1987).

Major Gustavus French Merriam from Topeka, Kansas, made the first permanent settlement in the San Marcos area. Merriam homesteaded 160 acres in the north Twin Oaks Valley and began wine and honey production. German and Dutch immigrants began moving into the area in the early 1880s. In 1883, a few miles south of the settlement, John H. Barham founded the first town in the area, calling it Barham. By 1884, the town of Barham had a post office, blacksmith, feed store, and a weekly newspaper (City of San Marcos 2004). William Webster Borden published the town's first newspaper called *Our Paper* and later *The Plain Truth* (Sherman 2001:44).

In 1887, Cave Couts' widow sold San Marcos Ranch to O. S. Hubbell, and he sold it to the San Marcos Land Company headed by Jacob Gruendike, a San Diego Banker, and his associate W. G. Jacobs. The San Marcos Land Company had been formed with the intention of developing a townsite. The company laid out a townsite near the intersection of Grand Avenue and Rancho Santa Fe Road with 5- to 10-acre plots. A number of houses were built in addition to a hotel, post office, and several stores. In 1892, there were 87 registered voters. In the late 1880s, the Santa Fe Railroad announced that it was going to lay tracks going through the valley. To the disappointment of the citizens, the tracks were laid one mile away from the center of the town. The old town was abandoned in 1901, and many of the buildings were moved to the intersection of Mission and Pico (Moyer 1969: 22-24). By 1905, the new town had every convenience, including rural mail delivery and telephone service. The first school in the area, which had started in Barham in 1880, was moved in 1889 to San Marcos. Later that same year, the Richland School was built, being the second school in San Marcos (City of San Marcos 2004). San Marcos remained a quiet rural town through the first half of the twentieth century. While agriculture had dominated in the late 1800s and early 1900s, by the mid-1900s, the local economy depended on dairies and poultry production.

City Incorporation and William “Bill” Buelow

By the mid-twentieth century, population growth in San Marcos had been constrained by the lack of water resources in the region. The arrival of Colorado River water to the City in 1956, supplementing the existing local water supply, was a big boon to the City. After the arrival of water, several small businesses started, and the population rapidly increased to 2500. William (or “Bill”) Buelow was one such resident who came to San Marcos in 1951 with his wife Esther. Buelow would become an important figure in the incorporation of San Marcos as well as the first mayor.

Buelow was born on September 30, 1909 and grew up in Round Prairie Township, Minnesota. He joined the Navy out of high school and served as a yeoman aboard battleships based in San Pedro, California as well as other ports. During the 1930s, he worked various jobs before earning his barber's license in 1939. Seven years later, he married his wife Esther, and, five years after that, they moved to San Marcos. As mentioned earlier, San Marcos was a small unincorporated town in the early 1950s. Buelow opened the town's first barber shop (Williams 1998; Hartley 1974; Lebuda 1994). Historic aerials from 1952 and 1953 do not show the current building at 312-318 Mission Road, so Buelow's first barbershop location must have been elsewhere (Nationwide Environmental Title Research 1953, 1964; San Diego History Center 2014). Newspaper articles indicate that the Buelow's owned and operated a barbershop and beauty salon at the two-story 312-318 Mission Road location as early as 1963 (Williams 1998; Hartley 1974; Lebuda 1994). A historic aerial from 1964 indicates that the building was present at this time, and a plaque on the building reads "Buelow Building 1955-1956." Therefore, the building was likely constructed at this time (Nationwide Environmental Title Research 1953, 1964; North 2014; San Diego County Assessor 2014).

Shortly after opening the first and only barbershop at the time, Buelow came to know a large portion of the town's population and became an active community member by joining the Chamber of Commerce (Lebuda 1994). In the early 1960s, the neighboring town of Escondido was booming and encroaching on San Marcos. The threat of annexation, as well as the impending boom in population, caused Buelow and others to work towards incorporation. San Marcos, with a population of 3,200 residents, became incorporated on January 28, 1963. As voted by city council, Buelow became the City of San Marcos' first mayor the same year. The town did not collect taxes until six months after incorporation, so the first meetings held by and for the city council were held in Buelow's building above his barbershop. At some point, the Buelows moved their location from Mission Road to 339 Rancho Santa Fe Road (Lebuda 1994). The city constructed its first official city hall building in 1968 at 105 Richmar Avenue. Buelow was elected mayor for a second time from 1972-1974. He retired from his barbershop business in 1977, but remained an active community member. Bill Buelow died on March 25, 1998.

Through the 1960s, the City grew by a few thousand new residents, but, in the 1970s, San Marcos was flourishing as the third-fastest growing city in the state with a population of 17,479 by 1980. During the 1980s, San Marcos almost doubled its population to 33,800. Growth has continued to boom in San Marcos, and the present population of the City is 67,426 (City of San Marcos 2004).

1.4 RECORDS SEARCH RESULTS

A records search was conducted at the South Coastal Information Center (SCIC), San Diego State University on June 24, 2010 in order to assess the presence or absence of cultural and historic resources within the APE of the Richmar Specific Plan Area (Richmar SPA) within which this Project is located. The records search, including a map of the Richmar SPA project area, is in Confidential Appendix B. Table 1 provides a summary of the archaeological sites previously recorded within one mile of the Richmar SPA. The SCIC records search indicated that there are 48 previously recorded sites within a 1-mile radius of the project location. One site, SDI-5632, was recorded within the project area in 1977. It was described as containing several bedrock milling features and artifacts; however, an update in 1996 indicated that the site had been destroyed by development and little if any intact deposits were present. An intensive pedestrian survey of the undeveloped portions of the Richmar SPA was conducted in 2010. The results were negative (Ní Ghabhláin 2010).

1.0 Introduction

Table 1. Previously recorded Archaeological Sites within One Mile of the Richmar SPA

Site Number	Date Recorded	Description
SDI-00749	1959	Prehistoric campsite with pottery
SDI-05581	1978	Prehistoric habitation site
SDI-05582	1978	Flake scatter
SDI-05583	1978	Flake scatter
SDI-0560	Unknown	Prehistoric campsite
SDI-056321	1977	Bedrock milling and ground stone artifacts
SDI-05633	1977	Bedrock milling slicks
SDI-05641	1984	Prehistoric habitation site with midden soil
SDI-05642	1978	Lithic and ground stone scatter with several tools
SDI-05643	1978	Two cores
SDI-05644	1978	Small flake scatter
SDI-05645	1978	Small flake scatter
SDI-05646	1978	Small flake scatter
SDI-05647	1976	13 bedrock milling slicks and several ground stone artifacts
SDI-05648	1976	Flake scatter
SDI-05649	1976	Flake scatter
SDI-08328	1980	Two isolated flakes
SDI-08329	1980	Bedrock milling site
SDI-08386	1980	One bedrock milling feature with three slicks
SDI-08720	1981	One bedrock milling feature with a single slick
SDI-08815	1981	Small flake scatter
SDI-08816	1981	Flake scatter
SDI-10896	1988	Bedrock milling site and scattered lithics
SDI-11661	1990	Flake scatter
SDI-11662	1990	Rock shelter
SDI-11715	1990	Prehistoric quarry
SDI-11716H	1990	Dilapidated remains of a historic structure
SDI-11809	1989	Bedrock milling site with 17 features
SDI-12095	1991	Lithic scatter with flakes, cores, core tools, and one mano
SDI-12096	1991	Flake scatter and historic refuse dump
SDI-12097	1991	Bedrock milling complex
SDI-12098	1991	Flake scatter
SDI-12210	1990	Small flake scatter
SDI-12592H	1992	Bedrock milling site and historic trash dump
SDI-12593H	1992	Bedrock milling site and historic trash dump
SDI-12594H	1992	Historic trash dump
SDI-12595	1992	Bedrock milling feature with two slicks
SDI-12596H	1992	Historic trash dump
SDI-14340	2003	Lithic scatter and one mano
SDI-16492	2003	Lithic scatter, and one mano
SDI-16971	2003	Three bedrock milling features
SDI-17896	2005	One bedrock milling feature with three slicks
SDI-17897	2005	One bedrock milling feature with a single slick

Site Number	Date Recorded	Description
SDI-17898	2005	Historic concrete structure foundation
SDI-19473	2006	Lithic scatter and one mano
SDI-19474	2006	Flake scatter, two cores, one hammer stone, one scrapper
SDI-19475	2006	Dense lithic scatter with multiple artifact types
SDI-19524	2009	Flake and pottery scatter

¹ Site recorded within the Richmar SPA

Table 2 provides a summary of the historic addresses previously recorded within one mile of the Richmar SPA. The San Marcos Forest Fire Station Gas & Oil House (P-37-014081) was recommended eligible for the NRHP under Criteria A and D. Similarly, a single-family residence and water tower at the Hollandia Dairy property (P-37-013746) was recommended eligible for the NRHP under Criteria A and C.

Table 2. Previously Recorded Historic Addresses within One Mile of the Richmar SPA

Site Number	Address	Yr. Built	Description
P-37-014081	236 Pico Avenue	1939	San Marcos Forest Fire Station Gas & Oil House
--	341 Richmar Avenue	1947	Single Family Residence
--	358 Fitzpatrick Road	--	Single Family Residence

2.0 REGULATORY FRAMEWORK

Districts, sites, buildings, structures, and objects are assigned significance based on their exceptional value or quality illustrating or interpreting the heritage of San Diego or the United States in history, architecture, archaeology, engineering, and culture. A number of criteria are used in demonstrating resource importance. Specifically, criteria outlined in the CRHR and CEQA provide the guidance for making such a determination. The City of San Marcos does not have a set of local criteria for historic designation. The following sections detail the criteria that a resource must meet in order to be determined important.

2.1 CALIFORNIA REGISTER OF HISTORICAL RESOURCES SIGNIFICANCE CRITERIA

The CRHR program encourages public recognition and protection of resources of architectural, historical, archeological, 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.

In order 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.

Historical resources eligible for listing in the CRHR must meet one of the criteria of significance described above and 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 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” (Office of Historic Preservation 2001).

2.2 CALIFORNIA ENVIRONMENTAL QUALITY ACT SIGNIFICANCE CRITERIA

CEQA requires state and local public agencies to identify the environmental impacts of proposed discretionary activities or projects, determine if the impacts will be significant, and identify alternatives and mitigation measures that will substantially reduce or eliminate significant impacts to the environment.

Historical resources are considered part of the environment, and a project that may cause a substantial adverse effect to the significance of a historical resource is a project that may have a significant effect on the environment. “Historical resource” applies to a building and/or structure that:

2.0 Regulatory Framework

- 1) is listed in, or determined to be eligible by the State Historical Resources Commission, for listing in the California Register of Historical Resources (Pub. Res. Code, § 5024.1, Title 14 CCR, Section 4850 et seq.); or
- 2) is included in a local register of historical resources, or is identified as significant in a historical resource survey meeting the requirements section 5024.1(g) of the Public Resources Code; or
- 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.

Lead agencies have a responsibility to evaluate historical resources prior to making a finding as to a proposed project's impacts. Mitigation of adverse impacts is required if the proposed project will cause substantial adverse change. Substantial adverse change includes demolition, destruction, relocation, or alteration such that the significance of a 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. The CEQA Guidelines provide that a project that demolishes or alters those physical characteristics of a historical resource that convey its historical significance (i.e., its character-defining features) is considered to materially impair the resource's significance.

3.0 METHODOLOGY

3.1 ARCHIVAL RESEARCH

ASM's Senior Architectural Historian, Jennifer Gorman, M.H.P., and Senior Archaeologist Shelby Castells, M.A., conducted research at the San Diego History Center (SDHC) and the San Marcos Historical Society. Resources collected included, but were not limited to: newspaper articles, historic aerials and photographs, and biographical information about William Buelow. Original building permits were also requested from the City of San Marcos Building Division, but no original building permits or records for either buildings at 312-318 and 304 W. Mission Road were found. The Nationwide Environmental Title Research was another resource used was to research historic aerials of the area (www.historicaerials.com).

A records search was conducted for the Richmar SPA project in 2010, within which this project is located. The records search, provided by the SCIC, used a 1-mile radius around the Richmar SPA project area, and was consulted in order to determine whether the buildings had been recorded previously and to identify any buildings, structures, or objects that had been recorded within a 1-mile radius of the property. Three historic addresses were found to be within a 1-mile radius of the APE of this project. Of these, one, the San Marcos Forest Fire Station Gas & Oil House (P-37-014081), has been previously recommended eligible for the NRHP. Neither 312-318 nor 304 W. Mission Road had been previously recorded.

3.2 SURVEY METHODS

Ms. Castells visited the property on March 14, 2014 to conduct an intensive-level survey to document the two buildings at the project site. She took photographs of the building and made notes concerning the buildings' plans, architectural features, and historical integrity. Architectural analysis of the buildings, including building descriptions and photos, is provided in this chapter.

3.2.1 Buildings Assessment

In the assessment of the historical and architectural significance of the buildings in the project area, a number of factors were considered, including:

- the history of the buildings' construction and use;
- the history of the surrounding community and the buildings' historical context within that community;
- the buildings' association with important people or events;
- whether the buildings are the work of a master architect, craftsman, artist, or landscaper;
- whether the buildings are representative of a particular style or method of construction; and
- whether the buildings have undergone structural alterations over the years, and the extent to which such alterations have compromised the historical integrity of the building, and the current condition of the property.

These questions must be addressed before a determination of historic importance can be made.

3.3 HISTORIC RESOURCES

3.3.1 Architectural Descriptions

312-318 W. Mission Road

312-318 W. Mission Road was constructed in 1955-1956 in the Mid-Century Modern style (Figures 3-7). It is a two-story commercial building located on the north side of W. Mission Road in the city of San Marcos. The commercial building has a wood frame and a rectangular floor plan with a concrete foundation. The exterior is clad in concrete block siding. The roof is a widely-pitched front gable roof with overhanging open wood eaves and is clad in a composition roll. The primary entrances are on the south elevation and consist of two symmetrical first-floor storefronts with wood doors that have large glass paned windows atop brick water tables. Above the storefronts are wood panels that are surmounted by second-story windows with transoms. The building has aluminum sliding windows and fixed plate glass windows. The mortar between the concrete blocks on the primary (south) façade have been scored to delineate each block, whereas the mortar on the concrete blocks on the other three elevations remain flush. There is a secondary entrance on the east elevation that has a shed roof porch supported by wood posts. On the north elevation, there is a wood staircase that leads to the upper story of the building. There is also a secondary entrance on the west elevation. Landscape features include brick-walled flower beds on the south elevation. There is an original sign on the east elevation of the building that reads “San Marcos Barber Shop.” The small plaque on the front of the building reads, “Buelow Building 1955-1956,” which is likely indicating its date of construction.

304 W. Mission Road

304 W. Mission Road was constructed in 1954 in the Mid-Century Modern style (Figure 8-12). It is a one-story commercial building located on the northwest side of W. Mission Road and Pleasant Way in the city of San Marcos. The commercial building has a wood frame and a near rectangular floor plan with a concrete foundation. The exterior is clad in a variety of materials including composition wood board-and-batten and stucco siding. The roof is flat, and there is mechanical equipment sitting atop it. The main entrance is on the south elevation and consists of a metal door. Also on this façade is an enclosed patio sitting area with large plate glass windows and a vinyl covering. The windows on the building are primarily on the south, west, and east facades and consist of large plate glass windows, some of which are vinyl sliding windows, some are fixed picture windows. There is decorative metal grating on the south patio projection area. The building appears to have minor modifications, including the replacement of some windows. However, historic photographs can verify modifications. The building is surrounded by a parking lot. There are two large electronic signs on top of the building; one reads, “Mr. Taco, Homemade Mexican Food” and the other sign is the restaurant’s logo. A third sign is detached from the building and is located adjacent to W. Mission Road.



Figure 3. View of the Buelow Building's main façade looking north.



Figure 4. View of the Buelow Building's east facade looking west.

3.0 Methodology



Figure 5. View of the Buelow Building's north facade looking west.



Figure 6. View of the Buelow Building's southwest oblique looking northeast.



Figure 7. Plaque on the front of the Buelow Building.



Figure 8. View looking north at the main façade of 304 W. Mission Road.



Figure 9. View of the west façade of 304 W. Mission Road looking northeast.



Figure 10. View of the east elevation of 304 W. Mission Road looking west.



Figure 11. View of the rear (north) elevation of 304 W. Mission Road looking south.



Figure 12. Overview of the 312-318 and 304 W. Mission Road buildings on Mission Road.

4.0 RECOMMENDATIONS OF ELIGIBILITY

4.1 RESOURCE IMPORTANCE

In order to interpret a resource's importance, a comprehensive assessment must be conducted, including measuring the resource against the guidelines and criteria established by the CRHR and CEQA, as identified in Section 1.3, as well as assessing the integrity of the resource. To minimize the subjectivity of the interpretive process, it is important to utilize a standard assessment approach for that evaluation. ASM's approach to determine the historic significance of the buildings at 312-318 and 304 W. Mission Road was based on guidance from the NRHP. ASM specifically referred to *How to Apply the National Register Criteria for Evaluation*, National Register Bulletin 15 (National Park Service, National Register of Historic Places 1997), augmented by additional guidance in the California Office of Historic Preservation's *Instructions for Recording Historical Resources* and Technical Assistance Series #7 *How to Nominate a Resource to the California Register of Historical Resources*.

Bulletin 15 establishes the nationally accepted professional protocols to be followed in determining eligibility for nomination/listing:

1. Categorize the property. Determine whether the property is a district, site, building, structure, or object.
2. Determine which prehistoric or historic context(s) the property represents. A property must possess significance in American history, architecture, archaeology, engineering, or culture when evaluated within the historic context of a relevant geographic area.
3. Determine whether the property is significant under the National Register criteria. This is done by identifying the links to important events or persons, design or construction features, or information potential that make the property important.
4. Determine if the property represents a type usually excluded from the National Register. If so, determine if it meets any of the Criteria Considerations.
5. Determine whether the property retains integrity. Evaluate the aspects of location, design, setting, workmanship, materials, feeling, and association that the property must retain to convey its historic significance.

Bulletin 15 also establishes how to evaluate the integrity of a property: "Integrity is the ability of a property to convey its significance." The evaluation of integrity must be grounded in an understanding of a building's physical features and how they relate to the concept of integrity. Within the concept of integrity, there are seven aspects or qualities that, in various combinations, define it. To retain integrity, a property must possess several, usually most, of these aspects. Determining which of these aspects are most important to a property requires knowing why, where, and when a property is significant. The seven aspects of integrity are: Location, Design, Setting, Materials, Workmanship, Feeling, and Association.

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 and can include vegetation, paths, fences, and the relationship 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 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.

4.1.1 California Register of Historical Resources Significance Evaluation

312-318 W. Mission Road

The building at 312-318 W. Mission Road, also known as the “Buelow Building,” is recommended not eligible for listing in the CRHR. It was constructed in 1955-1956 and appears to retain integrity. Although it is associated with the historic context of Commerce, specifically the service of mid-twentieth century barbershops in San Marcos (1951-1969) for its use as a barbershop, it is not the best example of this context because the building is not readily identifiable as a barbershop, but as an office building. Research indicates that Buelow began the first barbershop business in San Marcos as early as 1951, but he did not occupy and own this building as a barbershop until 1963. Further, historic aerials from 1952, 1953 and 1964 do not show this building's footprint until the 1964 aerial. The “1955-1956” plaque on the building likely indicates its construction date. Therefore, there is likely a better, earlier example of a barbershop in the area. The building is also associated with the historic context of Politics/Government (1963-1968) because the upstairs was used for a short time, beginning in 1963, to house the first city hall offices of San Marcos. Although part of this building was used for those purposes, the Buelow Building was a temporary location for the city hall offices, and only a portion of the building was used for these purposes. The 1968 city hall at 105 Richmar Avenue is a better example of the City of San Marcos’ official city hall building. For these reasons, the Buelow Building at 312-318 W. Mission Road is recommended not eligible under Criterion 1.

Bill Buelow was a significant individual in the history of San Marcos. He was an active community member, the first barber in town, and the first mayor after incorporation in 1963. He is identified as a previous owner of this building, although the City of San Marcos Building Division could not verify original ownership. According to research, Buelow owned and/or occupied a previous building and owned a later building during his career as a barbershop owner and operator in San Marcos. This building is identified as a building he operated as a barbershop, but may not be the best example, since only part of the building was used as a barbershop, and he owned it for a short time during his lengthy career as a barber. When he was mayor, he also used this building concurrently as the temporary offices for San Marcos’ first city hall. However, this building does not adequately portray its association with Bill Buelow because the building was used and owned by him for a short time during his tenure as an active community member, as mayor, and as a barber. For these reasons, the Buelow Building at 312-318 W. Mission Road is recommended not eligible under Criterion 2.

Although 312-318 W. Mission Road retains integrity as a two-story office building constructed in 1955-1956, this building is a typical example of an office building constructed during that time and does not represent the work of a master or possess high artistic values. For these reasons, the Buelow Building at 312-318 W. Mission Road is recommended not eligible under Criterion 3.

Due to the nature of this property type, the Buelow Building at 312-318 W. Mission Road does not have the potential to provide information about history or prehistory that is not available through historic research. Therefore, the building is recommended not eligible under Criterion 4.

304 W. Mission Road

The building at 304 W. Mission Road, also known as the “Mr. Taco,” is recommended not eligible for listing in the CRHR. It was constructed in 1954 and appears to have modern alterations, such as window replacement and the front patio projection; therefore, it does not retain integrity of materials, design, or workmanship. However, the building does retain its location, setting, feeling, and association, therefore the building retains integrity. Original building records could not be found at the city; therefore, its original use and construction design are unknown. Based on its location, setting, and design, it was likely a restaurant originally. Although it is associated with the historic context of Commerce (1954-1969) for its use as a restaurant, it is not the best example of this context because it is a typical example of a restaurant but not the best example of a mid-twentieth century restaurant, especially after its modern alterations. After thorough research, no information could be found to indicate this building’s association with any other historic context. For these reasons, the building at 304 W. Mission Road is recommended not eligible under Criterion 1.

After thorough research, no significant individuals were found to be associated with this building. Therefore, the building at 304 W. Mission Road is recommended not eligible under Criterion 2.

Although 304 W. Mission Road retains its integrity as a restaurant constructed in 1954, this building is a typical example of a restaurant property type constructed during the mid-twentieth century and does not represent the work of a master or possess high artistic values. For these reasons, the building at 304 W. Mission Road is recommended not eligible under Criterion 3.

Due to the nature of this property type, the building at 304 W. Mission Road does not have the potential to provide information about history or prehistory that is not available through historic research. Therefore, the building is recommended not eligible under Criterion 4.

4.1.2 California Environmental Quality Act Significance Criteria Evaluation

Neither 312-318 nor 304 W. Mission Road qualifies as a historical resource under CEQA (PRC §5024.1, Title 14 CCR, Section 4852).

4.2 IMPACT IDENTIFICATION

The Project proposes the demolition of two buildings at 312-318 and 304 W. Mission Road. Both buildings are recommended not eligible for listing in the CRHR, and neither qualifies as a historical resource under CEQA provisions. As such, the Project will not result in adverse impacts to historical resources.

5.0 CONCLUSION

5.1 EFFECTS FOUND TO BE LESS THAN SIGNIFICANT

As the Project will result in no adverse impact to historical resources, the effects of the Project are found to be less than significant.

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APPENDICES