

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 4 of 5

\*NRHP Status Code 6Z

\*Resource Name or # (assigned by recorder) 238 Soscol Avenue

\_\_\_ B1. Historic name: Unknown  
 \_\_\_ B2. Common name: Williams Automotive & Transmissions  
 \_\_\_ B3. Original Use: Unknown  
 \_\_\_ B4. Present use: Light industrial; automobile repair  
 \_\_\_ \*B5. Architectural Style: Utilitarian

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed circa 1953. Canvas awnings with painted numbers installed, 2009.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Industrial development Area: Soscol Gateway/East Napa  
 Period of Significance N/A Property Type Light industrial Applicable Criteria N/A  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

The subject property at 238 Soscol Avenue is closely associated with the neighboring property at 250-266 Soscol Avenue, and the two have similar chains of ownership. The subject property consists of two parcels, which as early as 1953, were both owned by Eugene F. and Audrey L. Claus. The Clauses seem to have maintained ownership of the property while sharing joint tenancy with various parties, including John M. and Sybil Potgeter in 1958, Richard G. and Bette Lee Pike in 1959, Henry H Kilpatrick in 1966, Donna T. Gibbons in 1970, Robert Pearsall Rogers in 1971, and Joseph W. and Helen J. Stampfli and James F. and Rose Ella Blackwood in 1972. By 1979, the property appears to have been sold outright to the Blackwoods, who own it today. They operate an automobile and transmission repair shop in the building on the property, which appears to have been built around 1950, perhaps when the Clauses first purchased the lots.

Because this property is located outside of the area covered by Sanborn Fire Insurance maps and city directories, its early occupants and use are unknown.

(Continued)

B11. Additional Resource Attributes: (List attributes and codes) HP8. Industrial building

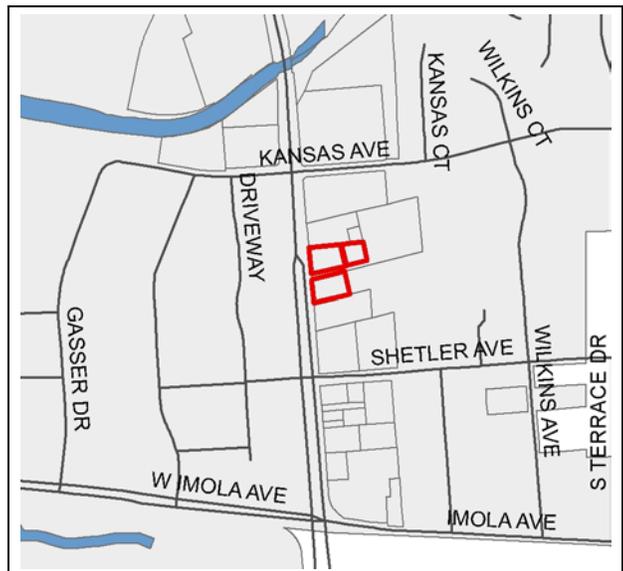
**\*B12. References:**

Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.  
 Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.  
 Buell, Sabrina. "A Local History of East Napa." 1998.  
 City of Napa Assessor's Office: deed records.  
 (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.  
 \*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



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Primary# \_\_\_\_\_

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Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 238 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

Evaluation:

238 Soscol Avenue was constructed around 1953 and appears to have been constructed for light industrial functions, which fit with the overall character of Soscol Avenue. Soscol Avenue was known as "Auto Row" and was primarily developed with automobile-related commercial and light industrial properties. 238 Soscol Avenue is one of many automobile-related properties located on the street, and is physically expressive of its light industrial use. While 238 Soscol Avenue generally contributes to a broad light industrial trend in the Soscol Gateway/East Napa area, there are other industrial properties in the vicinity with historic uses that have been verified and which better exemplify this trend. Therefore, 238 Soscol Avenue does not appear to be individually significant under Criterion A/1 (Events) for association with important historic events.

The property's earliest known association is with the Claus family. No biographical information was available about the Clauses or any of the joint owners who were also associated with the property, and thus none of these people appear to have contributed significantly to Napa's history or development. 238 Soscol Avenue therefore does not appear to be significant under Criterion B/2 (Persons).

The building at 238 Soscol Avenue is a simple utilitarian structure, with a commercial shop at the front and service garage at the rear. Its design and detailing are not particularly noteworthy, and it does not appear to be a notable example of a type or period of construction. The architect and builder are unknown. 238 Soscol Avenue therefore does not appear to be significant under Criterion C/3 (Architecture) for architectural merit.

The property at 238 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

The building at 238 Soscol Avenue does not appear to have been moved and therefore retains integrity of location. Its integrity of setting is intact, since important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remain. The property appears to have featured a light industrial use since its construction, and thus retains integrity of association with its original function. The building also retains integrity of design and workmanship, although its materials have been altered slightly. The property's character is generic, and lacks integrity of feeling as an automobile-related light industrial property.

238 Soscol Avenue is not currently listed on the National or California registers, nor is it listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 238 Soscol Avenue should be assigned a California Historic Resource Status Code of "6Z," which means that the property does not appear to be individually eligible for historic designation at the national, state, or local level.

**B12. References:** (continued)

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*. San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 6Z

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\*Resource Name or # (assigned by recorder) 250 - 266 Soscol Avenue

B1. Historic name: Unknown

B2. Common name: Williams Automotive & Transmissions, Blackhawk Body Shop

B3. Original Use: Unknown

B4. Present use: Light industrial; automobile repair

\*B5. Architectural Style: Utilitarian

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

Two buildings constructed circa 1953. Roof alteration at 266 Soscol Ave, 1994. Furnace and air conditioning installed at 266 Soscol Ave, 1996.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Industrial development Area: Soscol Gateway/East Napa

Period of Significance N/A Property Type Light industrial Applicable Criteria N/A

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

The subject property at 250-266 Soscol Avenue is closely associated with the neighboring property at 238 Soscol Avenue, and the two have similar chains of ownership. A part of the subject property was owned by Doris M. Pittsley as late as 1936. Doris Pittsley was an operator at the Napa Glove Company, but city directories do not associate her name with the business at the subject property. In 1936, the property was sold to William D. and Martha E. Kramer. William Kramer was a laborer at Mare Island, but census records do not associate his name with the business at the subject property. In 1950, the property was sold to Eugene F. and Audrey L. Claus, who in 1953 also purchased the neighboring property at 238 Soscol Avenue and later purchased a second parcel to add to the subject property. This consolidated 238 Soscol Avenue with 250-266 Soscol Avenue for the first time, as they are today. The two buildings on the lots appear to have been constructed circa 1953. The Clauses maintained ownership of the property while sharing joint tenancy with various parties, including Allen J. and Rosalind M. Sovey in 1964, Donna T. Gibbons in 1970, Robert Pearsall Rogers in 1971, and Joseph W. and Helen J. Stampfli and James F. and Rose Ella Blackwood in 1972. By 1979, the property appears to have been sold outright to the Blackwoods, who own it today. They operate an automobile and transmission repair shop in the building at 250 Soscol Avenue and a body shop in the building at 266 Soscol Avenue.

(continued)

B11. Additional Resource Attributes: (List attributes and codes) HP8. Industrial building

**\*B12. References:**

- Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.
- Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.
- Buell, Sabrina. "A Local History of East Napa." 1998.
- City of Napa Assessor's Office: deed records. (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



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Primary# \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 250 - 266 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

Evaluation:

The buildings at 250 and 266 Soscol Avenue were constructed circa 1953 and appear to have been constructed for light industrial functions, which fit with the overall character of Soscol Avenue. Soscol Avenue was known as "Auto Row" and was primarily developed with commercial and light industrial properties. 250 and 266 Soscol Avenue are two of many automobile-related properties located on the street, and are physically expressive of their light industrial use. While 250 and 266 Soscol Avenue generally contribute to a broad light industrial trend in the Soscol Gateway/East Napa area, there are other industrial properties in the vicinity with historic uses that have been verified and which better exemplify this trend. Therefore 250 and 266 Soscol Avenue do not appear to be individually significant under Criterion A/1 (Events) for association with important historic events.

The property's earliest known association is with Doris Pittsley, whose use of the property is unknown. Doris' husband was a clerk at their family-run shoe store. No biographical information was available about any of the subsequent owners or joint owners who were also associated with the property, and thus none of these people appear to have contributed significantly to Napa's history or development. 250 and 266 Soscol Avenue therefore do not appear to be significant under Criterion B/2 (Persons).

The buildings at 250 and 266 Soscol Avenue are simple utilitarian structures, with commercial shops at the front and service garages at the rear. Their design and detailing are not particularly noteworthy, and they do not appear to be notable examples of a type or period of construction. The architects and builders are unknown. 250 and 266 Soscol Avenue therefore do not appear to be significant under Criterion C/3 (Architecture) for architectural merit.

The property at 250 - 266 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

The buildings at 250 and 266 Soscol Avenue do not appear to have been moved and therefore retain integrity of location. Their integrity of setting is intact, since important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remain. The property appears to have featured a light industrial use since its construction, and thus retains integrity of association with its original function. The buildings also generally retain integrity of design. However, the workmanship and materials, especially of 266 Soscol Avenue, appear to have been altered. The property's character is generic, and lacks integrity of feeling as an automobile-related light industrial property.

250 - 266 Soscol Avenue is not currently listed on the National or California registers, nor is it listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 250 - 266 Soscol Avenue should be assigned a California Historic Resource Status Code of "6Z," which means that the property does not appear to be individually eligible for historic designation at the national, state, or local level.

**B12. References:** (continued)

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 5S3

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\*Resource Name or # (assigned by recorder) 333 Soscol Avenue

\_\_\_ B1. Historic name: Gasser Motors  
 \_\_\_ B2. Common name: Napa Chrysler Dodge Jeep Volvo Kia  
 \_\_\_ B3. Original Use: Commercial; automobile dealership  
 \_\_\_ B4. Present use: Commercial; automobile dealership  
 \_\_\_ \*B5. Architectural Style: Googie

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed 1954. (No building permits available)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Auto-related commercial development Area: Soscol Gateway/East Napa  
 Period of Significance 1954-1965 Property Type Commercial Applicable Criteria A/1, B/2, C/3  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

The property at 333 Soscol Avenue was constructed in 1954 by owners Peter A. and Vernice Gasser. It was intended to serve as the flagship automobile dealership for their business, Gasser Motors. In 1937, the Gassers had established a used car dealership in Napa at the corner of Second and Randolph streets. In 1950, the lot expanded across the street where used trucks were sold. The Gassers later acquired a Dodge agency, and in 1954 moved their automobile dealership to the building at 333 Soscol Avenue. Peter Gasser was influential in Napa's Chamber of Commerce and was responsible for encouraging the city's development prior to and during World War II, including the widening of Highway 29, the establishment of an airport, and the construction of wartime housing. The Gassers invested in many local businesses, including Basalt Rock Company, and bought real estate and brokered deals for the City. Peter Gasser was highly influential in local politics, though he never ran for office himself. He envisioned Soscol Avenue as a major commercial thoroughfare, and purchased land and invested in businesses to realize this goal. The Gassers sold Gasser Motors in 1965. Today, the Gasser Foundation continues to undertake major real estate development projects with a community-serving focus. The foundation owns the entire plot of land west of Soscol Avenue, between Oil Company Road and Napa Creek, including the subject property. Today, the subject property at 333 Soscol Avenue continues to function as a car dealership, now known as Napa Chrysler Dodge Jeep Volvo Kia.

(continued)

B11. Additional Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

**\*B12. References:**

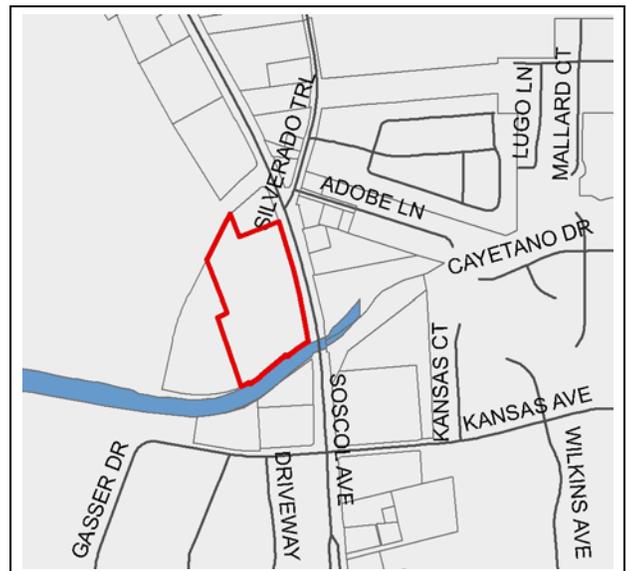
Peter A. and Vernice H. Gasser Foundation. "Foundation History,"  
 Internet: [http://www.gasserfoundation.org/foundation\\_history.html](http://www.gasserfoundation.org/foundation_history.html).  
 Accessed 9/30/09.  
 (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



**B10. Significance:** (continued)

Evaluation:

333 Soscol Avenue was constructed in 1954 for use as an automobile dealership. The property contributed to the context of automobile-related commercial and light industrial functions that characterized Soscol Avenue, which is often referred to as Napa's "Auto Row." The property is one of many automobile-related properties located on the street, and is physically expressive of the traits that many auto dealerships had at the time. 333 Soscol Avenue contributes to a broad commercial trend in the Soscol Gateway/East Napa area and appears to be individually significant under Criterion A/1 (Events) for association with automobile-related commercial development

The property is associated with the Gasser family, who was prominent in early automobile commerce in Napa and has continued to be a philanthropic and community development influence in the city. Though 333 Soscol Avenue is not the original dealership for Gasser Motors, it was purpose-built for the company at the peak of its business and became the flagship location. The original sales lots at Second and Randolph streets in downtown Napa are no longer extant. The dealership at 333 Soscol Avenue stands as the best example of the Gasser's successful automobile dealership. Therefore, the property appears to be significant under Criterion B/2 (Persons).

The building at 333 Soscol Avenue is a dramatic Googie style structure, with a large showroom at the front and service wing at the rear. It reflects the forms, massing, and layout typical of mid-century car dealerships, and its design and detailing are noteworthy. The building does not appear to have been altered and remains as a prime example of this type and period of construction. The architect and builder are unknown. 333 Soscol Avenue is therefore significant under Criterion C/3 (Architecture) as an example of a Googie style car dealership.

The property at 333 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

The building at 333 Soscol Avenue does not appear to have been moved and therefore retains integrity of location. Its integrity of setting is intact, since important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remain. The property has functioned as a car dealership since its construction, and thus retains integrity of association with its original function. The building also retains integrity of materials, design and workmanship. The primary façade/showroom block of the building is a prime example of the Googie style that has not been altered since its construction. The property retains integrity of feeling as a mid-century car dealership, and conveys the aesthetic and historic sense of the era in which it was constructed.

333 Soscol Avenue is not currently listed on the National or California registers, and is not recognized by the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 333 Soscol Avenue should be assigned a California Historic Resource Status Code of "5S3," which means that the property appears to be individually eligible for local listing through survey evaluation.



**Gasser Motors on Soscol avenue in the 1950s**

Gasser Motors at 495 Soscol Avenue. Dealership building at far left.  
([www.gasserfoundation.org](http://www.gasserfoundation.org))

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Primary # \_\_\_\_\_

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Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 333 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009

Continuation

Update

**B12. References:** (continued)

Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.

Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.

Buell, Sabrina. "A Local History of East Napa." 1998.

City of Napa Assessor's Office: deed records.

City of Napa Building Division: building permits.

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Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

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Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 3S, 5S1

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\*Resource Name or # (assigned by recorder) 376 Soscol Avenue

\_\_\_ B1. Historic name: Cayetano Juarez Adobe  
 \_\_\_ B2. Common name: The Old Adobe  
 \_\_\_ B3. Original Use: Residence  
 \_\_\_ B4. Present use: Restaurant  
 \_\_\_ \*B5. Architectural Style: Mexican Colonial

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed, 1845. Northern addition and wood shiplap siding, circa 1940. Electrical work, 1973. Sing installed, 1980. Electrical work, 1998. Gas line installed, 2006. Metal siding on south gable end, window alterations, etc., date unknown.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: None b. Builder: Cayetano Juarez

\*B10. Significance: Theme Spanish & Mexican Settlement Area: Soscol Gateway/East Napa  
 Period of Significance 1845 Property Type Residence Applicable Criteria A/1, B/2, C/3  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

In 1821, Mexico gained independence from Spain, and in 1834 the Spanish Missions were secularized. Subsequently, the land that had previously been owned by the Church was distributed among the elite of Mexican Californio society and vast ranchos were established. The land of Napa Valley was dominated by the Vallejo family, headed by Mexican General Mariano Guadalupe Vallejo, who was responsible for clearing the area of its native inhabitants and securing the region for Mexican colonization. Many of his loyal soldiers and friends, who had helped in these efforts, were rewarded with land grants in the Napa Valley.

An 8,865 acre grant, which encompassed the present-day area of Soscol Gateway/East Napa, was given to Cayetano Juarez (1809 –1883) in 1841 as a reward for his service in the Mexican Army. It was located on the east side of the Napa River and was named Rancho Tulocay after an old Native American Wintun settlement in the area. Juarez boasted that he had over 400 native laborers on the property. Juarez married Maria de Jesus Higuera, and they became popular members of the local community; the couple had 11 children and were known for hosting fiestas and rodeos typical of the Mexican Pastoral period. Juarez built several adobe structures in the 1840s and 1850s for his family. The only one remaining is the adobe house at 376 Soscol Avenue, which was constructed in 1845. Because the Juarez family continued to live on Rancho Tulocay until well after the City of Napa was founded, this area was subdivided much later than other parts of the city. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP2. Single family property, HP6. 1-3 story commercial building

**\*B12. References:**

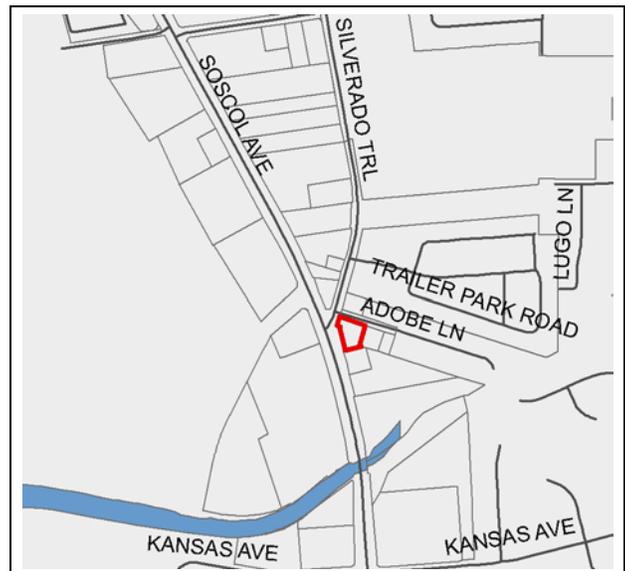
Buckman, O.H., Official Map of the County of Napa California, 1915.  
 "New Ideas for Old Adobe: Historic Napa building has uncertain future,"  
*Napa Valley Register*, 1 June 2009.  
 (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
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Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 376 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

In 1859, Juarez donated approximately 48 acres of his land to the City of Napa to establish Tulocay Cemetery, where he would eventually be buried. In 1872, he was also responsible for providing 192 acres to the State of California for the establishment of the Napa State Asylum for the Insane. The portion of the rancho featuring the Juarez's adobe house remained in the family's ownership, however. As early as 1903, the house was inhabited by Juarez's daughter, Domilita Juarez Metcalf. Domilita Metcalf, widow of farmer Charles Metcalf, continued to operate the diminished parcel of rancho land as a farm, with the help of a headman or laborer, until the 1920s.

In the 1920s, the Juarez Adobe was transformed into a bar, no doubt prospering from the traffic on the State Highway (now Soscol Avenue), which ran past the adobe's front door. From 1951 through the 1970s, the bar was known to have been operated by Natale J. Imperiale and was known as the Old Adobe Hut. In the 1970s it suffered a fire, but remained intact. In 1991, the property was sold to Flynn, Gelow & Dubois. Details on this partnership are unknown, but the name Gelow connects to the Gelow family that operated an independent newspaper distribution business at 807 Soscol Avenue from the 1987 to the present. In 2002, 376 Soscol Avenue was purchased by Raymond and Denise Cook, but within the same year was sold to the current owners, Tito R. Fuentes and Alma Eugenio. Various additions and alterations have been made to the building over the years, however, its original form and characteristic adobe walls remain. In 2002, the adobe was purchased by its current owner and continues to be used as a bar and restaurant.

Evaluation:

As the oldest building in the City of Napa, the Juarez Adobe at 376 Soscol Avenue is extremely significant under a variety of National and California register criteria. Built in 1845 as the residence of the Cayetano Juarez family, it was an integral part of Mexican colonization in the Napa Valley, and is the only remaining resource from that time period in the city. It is associated with the practice of land grant distribution by Mexican political figures like General Vallejo, to elite Californios like Cayetano Juarez, who established vast, profitable ranchos. The course of the property's history also illustrates the gradual subdivision of Rancho Tulocay lands, but highlights the retention of the central homestead by the Juarez family until the 1920s. In this way, 376 Soscol Avenue is significant under Criterion A/1 (Events) for association with important historic events.

The property is associated with Cayetano Juarez, who was responsible for the construction of the adobe house and resided in it for almost 40 years. Juarez can be considered an important early settler of the Napa Valley region, in addition to the significant roles he played as a Mexican political figure. He is widely noted for his service in the Mexican army, assistance in Vallejo's campaigns against the local native population, involvement in the Bear Flag Revolt, prominence as a landowner and rancher, and role in assisting with the establishment of local institutions like the Tulocay Cemetery and Napa State Asylum for the Insane. For this association with an important historic figure, 376 Soscol Avenue is significant under Criterion B/2 (Persons).

The Juarez Adobe is the only adobe structure remaining within Napa city limits and represents a unique example of a type, period, and method of construction. Adobe construction was a vernacular building method typical of the Spanish and Mexican periods in California that utilized native materials. Traditional Mexican adobes tended to take a characteristic long, low form consisting of rooms arranged in a linear configuration and unified by a veranda or porch spanning the length of the building. Such buildings featured sleeping lofts under side-gable roofs, which were accessed by an exterior stair at one end of the building. The Juarez adobe exhibits all these traits (or vestiges of them), in addition to the mud brick and wood materials that make up its structure. Therefore, 376 Soscol Avenue is significant under Criterion C/3 (Architecture), as having architectural merit.

Though the property at 376 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential), its age and status as one of the earliest places of Mexican habitation in the area, as well as a known Native American settlement both before and during the Juarez's occupation of the area, means that it may have the potential to yield information important to prehistory or history in the form of archeological deposits or other features.

The Juarez Adobe has never been moved and therefore retains integrity of location. Its integrity of setting has diminished as the City of Napa has grown up around it; however, this is a natural course of development. Important elements of the surrounding area, such as Soscol Avenue and the Napa River are related to the historic setting of the Juarez Adobe. Although the adobe functions as a commercial building—specifically as a bar and restaurant, as it has since the 1920s—its original use as a residence no longer remains. Therefore it lacks integrity of association with its original function, but does retain integrity of association with a historic use. The building has diminished integrity of materials, design, and workmanship from its original construction, due to alterations such as the addition of various exterior cladding materials, small additions on the north façade, alterations to window openings, etc. Nonetheless, it retains integrity of design, materials and workmanship in its character defining features, including scale, form, massing and retention of its adobe fabric. Due to the cumulative loss of aspects like setting and design, however, the Juarez adobe lacks integrity of feeling, and does not clearly convey the aesthetic or historic sense of a Mexican era adobe residence.

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\*Resource Name or # (Assigned by recorder) 376 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

The Cayetano Juarez Adobe at 376 Soscol Street is recognized locally through listing on the City of Napa's Historic Resources Inventory (HRI). However, it also appears to be eligible for individual listing in the National Register of Historic Places and California Register of Historical Resources. As an important element in the Mexican settlement of the Napa Valley, and a prime example of adobe construction associated with the prominent historic figure of Cayetano Juarez, it appears to have historic significance that outweighs its diminished physical integrity. The Juarez Adobe can be categorized as the City of Napa's last remaining Mexican Era adobe building and is the city's oldest structure. The further dilution of its integrity or loss of the building altogether would be a significant detriment to Napa's history and heritage.

The status code of 3S assigned to this property means that appears to be eligible for the National Register as an individual property through survey evaluation (which means that it is, by default, also eligible for the California Register). The additional status code of 5S1 means that the property is already recognized as a local landmark within the City of Napa.



The Cayetano Juarez adobe (the structure on the left) on the Rancho Tulocay, constructed in 1845. (Weber, 12.)



The Cayetano Juarez adobe, circa 1955, when it operated as the Old Adobe Hut. (Kilgalin, 67.)

**CONTINUATION SHEET**

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\*Resource Name or # (Assigned by recorder) 376 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B12. References:** (continued)

Obituary: Natale J. Imperiale, *San Francisco Chronicle*, 10 April 2001. Accessed via Ancestry.com, 8/11/09.

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com), accessed 8/11/09.

Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.

Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.

Buell, Sabrina. "A Local History of East Napa." 1998.

City of Napa Assessor's Office: deed records.

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 3 of 4

\*NRHP Status Code 6Z

\*Resource Name or # (assigned by recorder) 380-390 Soscol Avenue

B1. Historic name: None  
B2. Common name: None  
B3. Original Use: Commercial  
B4. Present use: Commercial  
\*B5. Architectural Style: Utilitarian, Contemporary

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Constructed circa 1925. Northern addition constructed circa 1950. Gas line to furnace installed, 2006.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

**\*B8. Related Features:**

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Commercial development Area: Soscol Gateway/East Napa  
Period of Significance N/A Property Type Commercial Applicable Criteria N/A  
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

Based on architectural style, the original building on this property, which is a utilitarian warehouse-like structure, appears to have been built circa 1925. A northern addition (addressed 390 Sosocol Avenue), exhibiting Contemporary styling, appears to be of mid-century construction, perhaps dating to circa 1950. Because the area covered by Sanborn Fire Insurance maps and city directory listings did not extend as far south as the location of this property, little is known about its original use, owners or occupants.

The earliest known owners of the property were Frank M. and Delpha M. Bozzini, who purchased the property in 1989. The Bozzinis owned a janitorial service and a real estate development company, both established in 1958. Neither business was located at the subject address, though. In 2002, the Bozzinis sold the property to Consolidated Fleet Service, Inc. No information was uncovered about this company, but the property was not long in its ownership. Later in 2002, the current owners, Tito R. and Alma Eugenio Fuentes, purchased the property. The Fuentes family also purchased the adjacent property at 376 Soscol Avenue, where the Cayetano Juarez Adobe is located, at the same time. The subject property and the Juarez Adobe do not appear to have shared an association prior to this date. The northern addition (390 Soscol Avenue) appears to have most recently housed the Urban Cuts barber shop, as indicated by extant signage, and a car audio installation shop was located in the original portion of the building (380 Soscol Avenue). (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

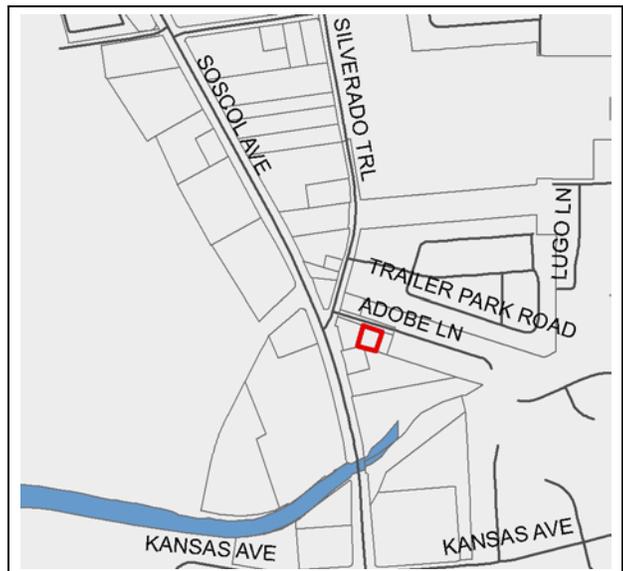
**\*B12. References:**

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com). 8/11/09  
"New Ideas for Old Adobe: Historic Napa building has uncertain future," Napa Valley Register, 1 June 2009.  
(continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.  
\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 380-390 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

Evaluation:

380 Soscol Avenue appears to have initially been built circa 1925, likely for a light industrial or storage use. Around 1950, a commercial addition was constructed at 390 Soscol Avenue. As stated previously, little is known about the tenants or functions of the property during the historic period. However, based on these apparent uses it does not seem to contribute to the development trends of Soscol Avenue, which has had followed a primarily automotive theme for most of its history. 380-390 Soscol Avenue does not appear to contribute to the broad commercial trends of the Soscol Gateway/East Napa area, and thus does not seem to be individually significant under Criterion A/1 (Events) for association with important historic events.

Archival research did not reveal any owners or occupants associated with this property during the historic period. 380-390 Soscol Avenue therefore does not appear to be significant under Criterion B/2 (Persons).

The building at 380-390 Soscol Avenue is a relatively utilitarian, false-front, light industrial structure with a modest Contemporary style storefront at the north side. The storefront portion of the building shows the most architectural merit, but is not noteworthy, nor is the remainder of the building. On the whole, the building does not represent a unique example of a type, period, or method of construction. The architect and builder are unknown. Therefore, 380-390 Soscol Avenue is not significant under Criterion C/3 (Architecture) for architectural merit.

The property at 380-390 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

380-390 Soscol Avenue does not appear to have been moved and therefore retains integrity of location. Its integrity of setting is intact, since important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remain; this includes the neighboring Juarez Adobe, which is a major feature at the intersection of Soscol Avenue and Silverado trail. The building likely originally had a light industrial use and later gained a commercial component. It has continued to function in both these capacities until recently, but today stand vacant. The property generally retains integrity of association with its historic functions. The building retains integrity of materials, design and workmanship from its original construction, and retains integrity of feeling as a utilitarian commercial building.

380-390 Soscol Avenue is not currently listed on the National or California registers, and is not recognized by the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 380-390 Soscol Avenue should be assigned a California Historic Resource Status Code of "6Z," which means that the property appears ineligible for national, state or local listing through survey evaluation.

**B12. References:** (continued)

Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.

Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.

Buell, Sabrina. "A Local History of East Napa." 1998.

City of Napa Assessor's Office: deed records.

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 6Z

Page 5 of 7

\*Resource Name or # (assigned by recorder) 495 Soscol Avenue

\_\_\_ B1. Historic name: Prichett Motors  
 \_\_\_ B2. Common name: Jensen Motor Center  
 \_\_\_ B3. Original Use: Commercial; gas/service station, automobile dealership  
 \_\_\_ B4. Present use: Commercial/light industrial; automobile dealership/service  
 \_\_\_ \*B5. Architectural Style: Utilitarian/altered (dealership building); Norman farmhouse (office)

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Former Phillips gas station constructed circa 1930. Dealership building constructed circa 1950. Addition to used car dealership, wiring for gas pumps, 1965. Electrical repair, 1970. Unspecified repairs, 1973. Heating work, 1976. Reroofing, 1978. Reroofing and installation of 6 heaters, 1979. Partial demolition, 1983. Sign installed, 1984. Reroofing, 1987. (Continued)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Auto-related commercial development Area: Soscol Gateway/East Napa

Period of Significance N/A Property Type Commercial Applicable Criteria N/A

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

The property at 495 Soscol Avenue features two buildings, the earlier of which appears to be the small cottage-like building located south of the main car dealership building. Based on its design, the cottage, which now functions as an office, appears to have once been a Phillips gas station. It is nearly identical to other Phillips stations that have a signature "Cotswold Cottage" design. Based on the general timeline of Phillips gas stations of this type, it is likely that the building at 495 Soscol Avenue was constructed in the late 1920s or early 1930s and based on a permit record for gas pump wiring, continued to function as such until at least 1965.

The earliest known owner of the property at 495 Soscol Avenue was William J. DeMoulin, who purchased it from a title company in 1955. In 1959, Arthur P. Johnson purchased the property, then sold it to Robert E. and Earla S. Prichett about a year later. However, city directories indicate that Prichett Motors used car dealership was located at the property as early as 1953. Later, however, while still under the Prichett's ownership in 1963, the property housed the Van Cleve & Wilson used car dealership. In 1965, building permits list the owner (or more likely the occupant) as Craigie & Jensen, another car dealer, and through the 1970s, Jensen Motors occupied the property.  
(Continued)

B11. Additional Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

**\*B12. References:**

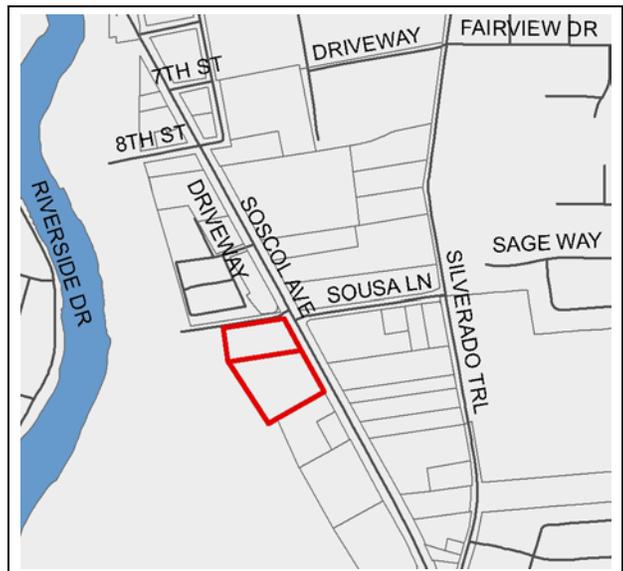
Peter A. and Vernice H. Gasser Foundation. "Foundation History," Internet: [http://www.gasserfoundation.org/foundation\\_history.html](http://www.gasserfoundation.org/foundation_history.html). Accessed 9/30/09.  
(continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

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State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 495 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009

Continuation

Update

**B6. Construction History:** (continued)

New spray paint booth installed, 2003. Four signs installed, tenant improvements to car dealership showroom (may refer to façade remodel), 2004. Sign installed, 2008.

**B10. Significance:** (continued)

In 1966, Peter A. and Vernice H. Gasser purchased the property. The Gassers had established a used car dealership in Napa at the corner of 2<sup>nd</sup> and Randolph streets in 1937. Later, their lot expanded across the street where used trucks were sold and they eventually acquired a Dodge agency. Peter Gasser was influential in Napa's Chamber of Commerce and was responsible for encouraging the city's development prior to and during World War II, including the widening of Highway 29, the establishment of an airport, and the construction of wartime housing. The Gassers invested in many local businesses, including Basalt Rock Company, bought real estate and brokered deals for the City. Peter Gasser was highly influential in local politics, though he never ran for office himself. He envisioned Soscol Avenue as a major commercial thoroughfare and purchased land and invested in businesses to realize this goal. It appears that 495 Soscol Avenue was one of those investment properties based on the fact that the Gasser's sold the Gasser Motors business in 1965, a year before purchasing the subject property. The business was likely never located at the subject property, but the real estate is connected to the Gasser's investments and development projects. Today, the Gasser Foundation continues to undertake major real estate development projects with a community-serving focus. It owns the entire plot of land west of Soscol Avenue, between Oil Company Road and Napa Creek, including the subject property.

Today, the subject property continues to function as a car dealership, known as Jensen Motor Center as it has been since the 1970s. The former Phillips station serves as an auxiliary office to the main dealership.

Evaluation:

495 Soscol Avenue features a former Phillips gas station office building that was constructed circa 1930, and a larger dealership building that was built circa 1950, likely for use as an automobile dealership. The service station no longer functions as such, but the dealership remains a dealership and service center today. On the whole, the property and its functions contributed to the context of automobile-related commercial and light industrial functions that characterized Soscol Avenue, which is often referred to as Napa's "Auto Row." The property is one of many automobile-related properties located on the street, but the dealership is not one of the earliest examples, nor is it as physically expressive of the traits that many auto dealerships had at the time. The former Phillips station is one in a vast context of historic Phillips service stations nation-wide, as well as many other gas and service stations located in Napa and throughout the Napa Valley. It is no more indicative of trends in automobile-related development on Soscol Avenue than the associated dealership building and lacks the gas pumps and other service station features that would enable it to more easily convey its association with automobile-related trends. 495 Soscol Avenue contributes to a broad commercial trend in East Napa, but does not seem to be individually significant under Criterion A/1 (Events) for association with important historic trends.

The property is associated with the Gasser family, who were prominent in early automobile commerce in Napa. However, 495 Soscol Avenue was not owned by the Gassers until 1966, after the time period when they were active in the industry. The property was never used as a Gasser-operated dealership and was likely purchased as a real estate investment for the Gasser Foundation, which became active in community development projects. The subject property does not reflect the Gasser's historic significance and a better example of the Gasser's influence is located elsewhere on Soscol Avenue (333 Soscol Avenue). None of the other owners of the subject property appear to have been significant to local or state history. Therefore, the property does not appear to be significant under Criterion B/2 (People) for association with significant people.

The building at 495 Soscol Avenue is a relatively utilitarian industrial structure, with a large showroom at the front. It reflects the forms, massing, and layout typical of mid-century car dealerships, but is not very expressive in its design or detailing. Additionally, the primary façade has been drastically altered in recent years, obscuring the original design intent of the showroom block. A better, less altered example of a mid-century automobile dealership is located at 333 Soscol Avenue. On the whole, the subject building does not represent a unique example of a type, period, or method of construction. Likewise, though the former Phillips station building is relatively unique and eye-catching, it is one of many within a large context of similarly styled Phillips stations nation-wide among which there are better and more expressive examples of the signature "Cotswold Cottage" style. Additionally, elements like gas pumps, which would more obviously denote the building's historic function, have been removed, diminishing the building's ability to qualify as a good example of its type. The architect and builder are unknown. Therefore, 495 Soscol Avenue is not significant under Criterion C/3 (Architecture) for architectural merit.

The property at 495 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential), for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

Neither building at 495 Soscol Avenue appears to have been moved and therefore the property retains integrity of location. Its integrity of setting is intact, with important elements of the surrounding area, such as Soscol Avenue and surrounding commercial

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\*Resource Name or # (Assigned by recorder) 495 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009

Continuation

Update

**B10. Significance:** (continued)

and light industrial properties remaining. The property has always had a commercial use with an automobile related function and thus retains integrity of association. The building lacks integrity of materials, design and workmanship. The primary façade/showroom block of the dealership building has been drastically altered and the former Phillips station has been altered slightly and lacks service station elements like gas pumps that would truly denote its original function. On the whole, the property no longer conveys the aesthetic and historic sense of the era in which it was constructed; therefore, it lacks integrity of feeling.

495 Soscol Avenue is not currently listed on the National or California registers, and is not recognized by the City of Napa's Historic Resources Inventory (HRI). The California Historic Resource Status Code of 6Z assigned by this evaluation means that the property appears ineligible for national, state or local listing through survey evaluation.

**B12. References:** (continued)

Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.

Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.

Buell, Sabrina. "A Local History of East Napa." 1998.

City of Napa Assessor's Office: deed records.

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 6Z

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\*Resource Name or # (assigned by recorder) 529, 561, 573 Soscol Avenue

\_\_\_ B1. Historic name: None  
 \_\_\_ B2. Common name: None  
 \_\_\_ B3. Original Use: Residences  
 \_\_\_ B4. Present use: Residences  
 \_\_\_ \*B5. Architectural Style: Vernacular, Queen Anne, WWII-era vernacular

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
561 and 573 Soscol Ave. constructed circa 1905. 529 Soscol Ave. constructed circa 1950. Large non-historic apartment building constructed directly behind 529 Soscol Ave., circa 1965. Commercial alterations to 573 Soscol Ave., 1973. Fire repairs and electrical work at 573 Soscol Ave., 1974.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Residential development Area: Soscol Gateway/East Napa

Period of Significance N/A Property Type Residential Applicable Criteria N/A

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

Sanborn Fire Insurance Maps do not cover the area where the three houses at 529, 561, and 573 Soscol Avenue are located. However, based on architectural styles, they appear to have been built circa 1950, circa 1905, and circa 1905, respectively. The earliest known owners of the property were William D. and Aino L. Strack, who purchased it in 1963. Based on the Public Records Index, the Stracks are known to have resided in the house at 529 Soscol Avenue. The exact relationship between William and Aino Strack is unknown, but they may have been married. Both were born in 1918; Aino was from Alaska, while William was from Alameda, California.

In 1968, Good Investment Co. purchased the property. This company was associated with Good Chevrolet, which purchased the adjacent property at 583 Soscol Avenue at about the same time. 529-573 Soscol Avenue and the adjacent property at 583 Soscol Avenue were both transferred to Valleywood Chevrolet, Inc. in 1973. In 1982, both properties were sold to John M. Whittemore. In 2002, the property was sold to the current owners, Victor M. and Pamela J. Smith, and its association with the neighboring Chevrolet dealership property was ended.  
(continued)

B11. Additional Resource Attributes: (List attributes and codes) HP2. Single family property, HP3. Multiple family property

**\*B12. References:**

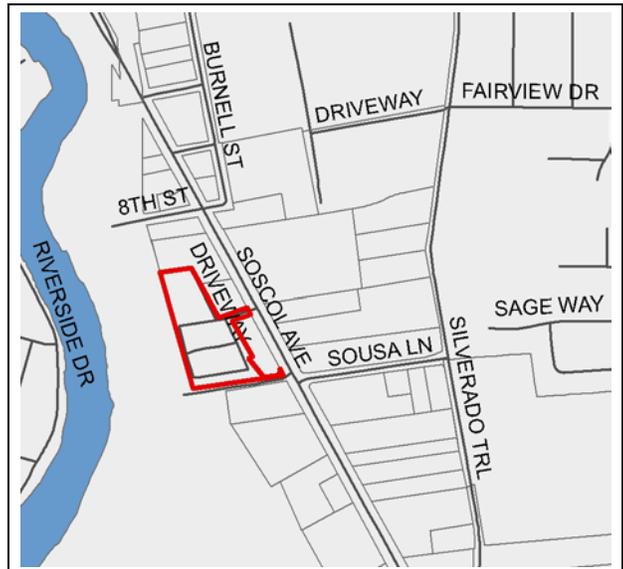
Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.  
 Ancestry.com: Federal Census records, WWI and WWII draft cards,  
 Public Records Indexes, etc.  
 Buell, Sabrina. "A Local History of East Napa." 1998.  
 (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



**B10. Significance:** (continued)

Evaluation:

The two older houses at 561 and 573 Soscol Avenue were built circa 1905 for use as residences. Their location in proximity to Soscol Avenue is unusual, as the street has served primarily as an industrial area throughout its early history and later as an automotive-related commercial and industrial corridor. When 529 Soscol Avenue was constructed circa 1950, the area had gained recognition as Napa's "Auto Row." There are very few residential structures located along Soscol Avenue, and therefore the houses at 529, 561, and 573 Soscol Avenue appear to be somewhat incongruous with the development patterns of East Napa. Archival research has not revealed much information about the early history of these residences. Because of their lack of connection to important events as well as deviation from historic development trends, 529, 561, and 573 Soscol Avenue do not appear to be significant under Criterion A/1 (Events).

Little is known about the early owners or occupants of these residences. The earliest known owners took possession of the property in 1963 and neither the Stracks nor any of the subsequent owners appear to have contributed significantly to Napa's history or development. The subject property is therefore not significant under Criterion B/2 (Persons).

The buildings at 529, 561, and 573 Soscol Avenue were designed in the WWII-era vernacular, Queen Anne, and Vernacular styles, respectively. Of the three, the Queen Anne style house at 561 Soscol Avenue is the most noteworthy in terms of its architectural style, but is not especially exemplary within the wider context of the East Napa/Soscol Gateway survey area. It is a well rendered and relatively intact building, but lacks sufficient architectural distinction to qualify for designation. The other two houses are of common vernacular designs and are not particularly noteworthy. On the whole, none of the buildings represent unique examples of a type, period, or method of construction. The architects and builders are unknown. Therefore, 529, 561, and 573 Soscol Avenue are not significant under Criterion C/3 (Architecture) for architectural merit.

The property at 529, 561, and 573 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

It is unclear whether 529, 561, and 573 Soscol Avenue have ever been moved. Their unusual location suggests that they could have been moved, although since no evidence exists to substantiate their relocation they can be said to retain integrity of location. Although Soscol Avenue and the surrounding industrial/commercial environment is generally intact, the houses lack integrity of setting, as they are now surrounded by large commercial buildings and a trailer park. All three buildings originally had residential uses, and continue to function as such. Therefore, they retain integrity of association with their original function. The buildings retain integrity of design, materials and workmanship from their original construction. None of the three appear to have been altered beyond minor changes and their style and period of construction is easily discernable. Overall, the property retains integrity of feeling as a set of three residences, and retains its ability to convey the aesthetic and historic sense of the eras in which its resources were constructed.

529, 561, and 573 Soscol Avenue are not currently listed on the National or California registers, nor are they listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 529, 561, and 573 Soscol Avenue should be assigned a California Historic Resource Status Code of "6Z," which means that the property has been found ineligible for listing at the local, state or national level.

**B12. References:** (continued)

City of Napa Assessor's Office: deed records.

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 5S3

Page 3 of 4

\*Resource Name or # (assigned by recorder) 583 Soscol Avenue

- \_\_\_\_ B1. Historic name: Good Chevrolet Motors, Valleywood Chevrolet
- \_\_\_\_ B2. Common name: Jimmy Vassar Chevrolet
- \_\_\_\_ B3. Original Use: Commercial; automobile dealership
- \_\_\_\_ B4. Present use: Commercial; automobile dealership
- \_\_\_\_ \*B5. Architectural Style: Art Moderne

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed circa 1950. Construction of sheet metal building, 1961. Construction of new sales office, aluminum carport and steel frame garage, installation of two new signs, 1959. New sign, wiring repair, 1964. Alterations to front of building, electrical work, 1965. Unspecified alterations and sign, 1966. (continued)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Auto-related commercial development Area: Soscol Gateway/East Napa  
 Period of Significance Circa 1950 Property Type Commercial Applicable Criteria A/1, C/3  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

As early as 1947, the property at 583 Soscol Avenue was owned by Rommie F. and Eva Wright. The Wrights were the owners and proprietors of The Wright Spot diner, a popular gathering place for local youth during the 1950s and 1960s that was located adjacent to the subject property on Soscol Avenue. By 1953, the Wrights also owned and operated a trailer park known as Wright's Trailer Court that was located on the same block as the subject property and the diner. In 1953, however, 583 Soscol Avenue was sold to Charles F. Moffitt for use as a car dealership that specialized in Chevrolets. Moffitt had also served as mayor of the City of Napa from 1943 to 1945. He is noted as having been a rookie politician, whose election was something of a surprise at the time. His single term ushered in a new guard of local politicians in Napa after the long tenure of many politicians who had been presiding since the early twentieth century.

In 1969, the property was purchased by Good Chevrolet Motors and appears to have functioned as a Chevrolet automobile dealership since that time. In 1968, Good Investment Co., assumed to be associated with Good Chevrolet, also purchased the adjacent property at 529-573 Soscol Avenue (APN: 005-200-019), which contains three historic houses. Around that time a small addition, compatible with the Art Moderne style of the original dealership building, was added to the southeast corner of 583 Soscol Avenue. (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

**\*B12. References:**

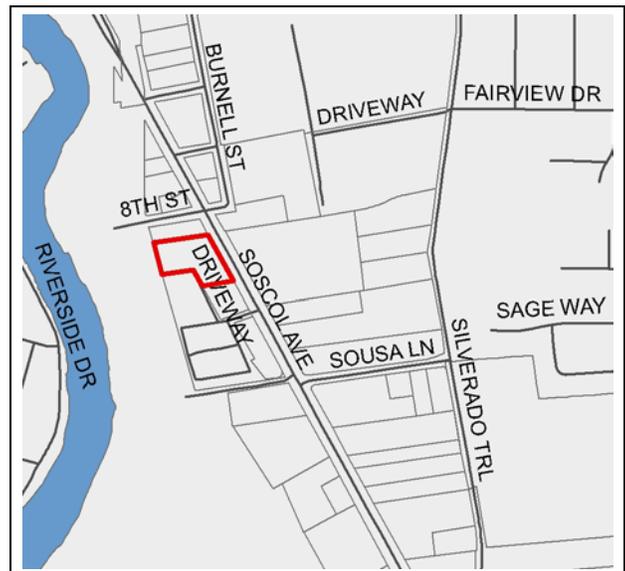
- Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.
- Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.
- Buell, Sabrina. "A Local History of East Napa." 1998.
- City of Napa Assessor's Office: deed records. (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
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Primary# \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 583 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B6. Construction History:** (continued)

Southeastern addition containing sales office, plumbing, 2 signs, wiring for sales office and parking lot lighting, and unspecified alterations, 1968. Alterations to provide 2 new offices and façade alterations, 1969. New sign, electrical update, and construction of a tool room, 1972. Sign, 1970. Two signs, 1971. Sign, 1972. Unspecified alterations, heating, gas piping, and electrical, 1973. Commercial addition (probably detached building to south) and sign, 1979.

**B10. Significance:** (continued)

In 1973, the dealership came to be known as the Valleywood Chevrolet dealership. In 1982, John M. Whittemore purchased the property, as well as the adjacent property at 529-573 Soscol Avenue. In 2002, the current owners, V-12 Ventures Soscol LLC purchased the property, ending its association with the neighboring property at 529-573 Soscol Avenue. The building continues to serve as a Chevrolet dealership, now under the name Jimmy Vasser Chevrolet.

Evaluation:

583 Soscol Avenue was constructed circa 1950 for use as an automobile dealership. The property contributed to the context of automobile-related commercial and light industrial functions that characterized Soscol Avenue, which is often referred to as Napa's "Auto Row." The property is one of many automobile-related properties located on the street, and is physically expressive of the traits that many auto dealerships had at the time. 583 Soscol Avenue contributes to a broad commercial trend in the Soscol Gateway/East Napa area, and appears to be individually significant under Criterion A/1 (Events) for association with automobile-related commercial development.

The property's earliest association is with the Wright family, who were prominent business people in the Soscol Gateway area. The Wrights are best known for their proprietorship of the Wright Spot diner, which no longer exists. The trailer park that was also owned by the Wrights does not appear to be significant. Additionally, it does not appear that the automobile dealership at 583 Soscol Avenue was ever operated by the Wrights, and its connection to them consisted simply of ownership of the property. The property is also associated with former Napa Mayor Charles Moffitt; however, it does not reflect any significant aspects of Moffitt's political career and was owned by him after his term as mayor had ended. Therefore, the property does not appear to be significant under Criterion B/2 (Persons).

The building at 583 Soscol Avenue is a dramatic Art Moderne style structure, with a large showroom at the front and service wing at the rear. It reflects the forms, massing, and layout typical of mid-century car dealerships, and its design and detailing are noteworthy. The building does not appear to have been altered and remains as a prime example of a type and period of construction. The architect and builder are unknown. 583 Soscol Avenue is therefore significant under Criterion C/3 (Architecture) as an example of an Art Moderne style car dealership.

The property at 583 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

The building at 583 Soscol Avenue does not appear to have been moved and therefore retains integrity of location. Its integrity of setting is intact, since important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remain. The property has always featured an automobile-related commercial use, and thus retains integrity of association with its original function. The building also retains integrity of materials, design and workmanship. The primary façade/showroom block of the building is a prime example of the Art Moderne style that has not been altered since its construction. On the whole, the property retains integrity of feeling as a mid-century car dealership.

583 Soscol Avenue is not currently listed on the National or California registers, nor is it listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 583 Soscol Avenue should be assigned a California Historic Resource Status Code of "5S3," which means that the property appears to be individually eligible for local listing through survey evaluation.

**B12. References:** (continued)

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*. San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

**BUILDING, STRUCTURE, AND OBJECT RECORD**

\*NRHP Status Code 5S3

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\*Resource Name or # (assigned by recorder) 589 Soscol Avenue/711 Eighth Street

B1. Historic name: Western Cider Works, Saxon Ciderworks, Geo. Blaufuss & Son  
 B2. Common name: Surface Masters Countertops  
 B3. Original Use: Light industrial; brewery  
 B4. Present use: Light industrial; cabinet shop / residential  
 \*B5. Architectural Style: 20<sup>th</sup> Century Commercial / altered, Spanish Eclectic

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed, 1938. (No building permit records available)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Commercial Development Area: Soscol Gateway/East Napa  
 Period of Significance 1938 Property Type Industrial/Residential Applicable Criteria B/2  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

As early as 1885, the subject property at 589 Soscol Avenue was owned by Thomas Seaborn and was sold to James D. Lee that year. On October 28, 1910, the property at 589 Soscol Avenue was sold to George Blaufuss and remains in the Blaufuss family's ownership today. George Blaufuss had previously operated a brewery at Sixth Street and Soscol Avenue and was responsible for building a new brewery on the subject property, which became a well-known institution in East Napa. Early in its history, the brewery went by the names Napa Brewery and Western Cider Works. In 1918, legal restrictions on alcohol production and distribution leading up to Prohibition cut down on Blaufuss' business and he turned to producing cider. When the Eighteenth Amendment was ratified in 1920, Blaufuss simply took his operation underground, partnering with Dave Cavagnero in a bootlegging enterprise that was generally overlooked by local law enforcement (among whom was an ally, Cavagnero's brother). However, in 1922, Blaufuss' brewery was raided by federal police. Forewarned, Blaufuss and Cavagnero were able to hide much of the bottled alcohol off-site in Cavagnero's water tower and in a barn on the State Hospital grounds. Blaufuss was arrested for the small amount of still-unbottled alcohol found on the premises, but was quickly released and fined only a minimal amount by a sympathetic local judge. Blaufuss' bootlegging continued until the end of Prohibition in 1933. Even in the 1930 Federal Census, he was listed as the proprietor of a cider works, and his wife, Adeline, as the saleslady at the cider works. The 1929 city directory lists George Blaufuss, cider manufacturer, at 275 Soscol Avenue (the property's original address, before the renumbering of Soscol Avenue.) (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP2. Single family property, HP6. 1-3 story commercial building

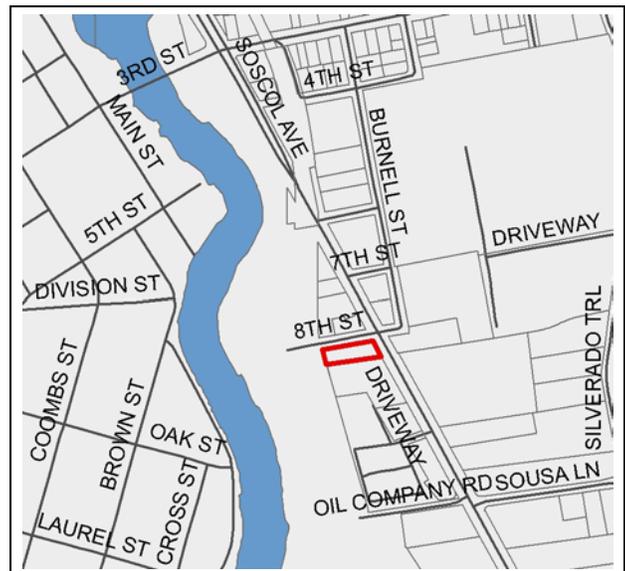
**\*B12. References:**

Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.  
 Ancestry.com: Federal Census records, WWI and WWII draft cards,  
 Public Records Indexes, etc.  
 Buell, Sabrina. "A Local History of East Napa." 1998.  
 City of Napa Assessor's Office: deed records. (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.  
 \*Date of Evaluation: 9 November 2009

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DEPARTMENT OF PARKS AND RECREATION  
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\*Resource Name or # (Assigned by recorder) 589 Soscol Avenue/711 Eighth Street

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

After Prohibition was repealed, the brewery went back into legitimate business as Western Cider Works. In 1938, the original brewery facility burnt to the ground, and the Blaufuss' residence next door appears to have been destroyed as well. Both were quickly rebuilt (the buildings present today) and business continued. Sometime later, likely in the 1950s, the brewery was known as Saxon Ciderworks and was endorsed by baseball legend Willie Mays. In 1947, the H.E. Goodwin refrigerator service was also located at the property.

The cider works continued business as George Blaufuss & Son cider manufacturers until at least 1963. The associated single-family house on the parcel appears to have been home to the Blaufuss family throughout their tenure as cider works proprietors. By 1979, The Chrome Shop operated at the site, though the property was still owned by the Blaufusses. Today, a cabinet shop is located in the building.

Evaluation:

The current building at 589 Soscol Avenue/711 Eighth Street was constructed in 1938 for use as a cider brewery. Though the property had been used as such since the early 1900s and contributed to the theme of industrial development along Soscol Avenue, the current building was built much later and cannot claim to have contributed to that initial development trend. When it was constructed in 1938, development along Soscol Avenue was beginning to focus on automotive-related commerce and service. The current building is also not associated with the events of Prohibition or the bootlegging activities undertaken by Blaufuss that were such a large part of the culture and commerce of 1930s East Napa. The buildings present at 589 Soscol Avenue/711 Eighth Street today are continuations of the long-time Blaufuss cider works establishment, but were not present at the time that most of the business' defining events took place. Therefore, 589 Soscol Avenue/711 Eighth Street does not appear to be individually significant under Criterion A/1 (Events) for association with important historic events.

The property is associated with the Blaufuss family, particularly George Blaufuss, who was a prominent East Napa citizen and business proprietor. He operated his cider works at Soscol Avenue and Eighth Street for over half a century and was an integral element in East Napa's early industry and commerce. Through his partnership with Dave Cavagnero during Prohibition, Blaufuss was able to continue to supply the residents of Napa Valley with bootlegged cider, becoming something of a local legend and a proliferator of the speakeasy culture that was prevalent in East Napa. Though the original buildings on the property burned in 1938, the Blaufuss' business and home continued in the current buildings. They are the best remaining representation of Blaufuss' contributions to East Napa. Therefore, the property appears to be significant under Criterion B/2 (Persons).

The building at 589 Soscol Avenue/711 Eighth Street was constructed in 1938 and consists of a 20<sup>th</sup> Century Commercial style office block with mid-century stylistic details and a utilitarian rear block. The single-family residence to the south has Spanish Eclectic details on a vernacular bungalow form. Neither building is particularly notable as a type or period of construction, and both appear to have undergone some alterations. The architect and builder are unknown. The property does not appear to possess the architectural merit to be eligible under Criterion C/3 (Architecture) for architecture.

The property at 589 Soscol Avenue/711 Eighth Street was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

The building at 589 Soscol Avenue/711 Eighth Street has not been moved and therefore retains integrity of location. Its integrity of setting is intact, with important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remaining. The property retains integrity of association with its original light industrial/residential use, although its long-time function as a brewery is no longer intact. The building generally retains integrity of materials, design and workmanship, although a few minor alterations have occurred. The property retains integrity of feeling as a light industrial building, and conveys the aesthetic and historic sense of the era in which it was constructed.

589 Soscol Avenue/711 Eighth Street Soscol Avenue is not currently listed on the National or California registers, nor is it listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 589 Soscol Avenue should be assigned a California Historic Resource Status Code of "5S3," which means that the property appears to be individually eligible for local listing through survey evaluation.

**B12. References:** (continued)

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

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\*Resource Name or # (Assigned by recorder) 589 Soscol Avenue/711 Eighth Street

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B12. References:** (continued)

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 3 of 4

\*NRHP Status Code 6Z

\*Resource Name or # (assigned by recorder) 611 Soscol Avenue

\_\_\_ B1. Historic name: None  
 \_\_\_ B2. Common name: None  
 \_\_\_ B3. Original Use: Residence  
 \_\_\_ B4. Present use: Commercial; offices  
 \_\_\_ \*B5. Architectural Style: Queen Anne Free Classic, altered

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed circa 1915. Rear enclosed porch addition, circa 1940. Termite repairs and remodeling (possibly referring to stucco siding and trim alterations), 1976. Commercial remodel, electrical heating, and plumbing, 1977. Reroofing, 1986. Underground electrical work, 1987.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Residential development Area: Soscol Gateway/East Napa

Period of Significance N/A Property Type Residential Applicable Criteria N/A

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

Deed records indicate that the property at 611 Soscol Avenue was originally owned by Emil C. Priber, a wine merchant, and his wife, Ann M. Priber. They do not appear to have ever resided at the property, which Sanborn maps indicate was a vacant lot until some time after 1910. In 1909, blacksmith Milton H. Overdick and his wife, Bernice, purchased the property. In 1910 Overdick lived on Second Street, suggesting that the subject house had not yet been constructed, but by 1918, the Overdicks are listed at 320 Soscol Avenue. (320 Soscol Avenue was the original address of the house, and it was later numbered 309 Soscol Avenue until at least 1949). It is most likely that the house at 611 Soscol Avenue was constructed by the Overdick family, who owned it until 1919.

In 1919, Severa Martinelli purchased the property. Severa and her husband, Fedel, were Swiss immigrants, and the 1900 Federal Census indicates that Fedel was a dairyman. Many Swiss immigrants in the Napa area were involved in the dairy business, and a number owned and operated dairies southeast of the city. Although it is difficult to verify, the Martinellis likely operated a dairy in the vicinity of their home at 611 Soscol Avenue. In 1952, ownership of the property passed to one of the Martinellis' daughters, Sylvia, who owned it until 1972.

(continued)

B11. Additional Resource Attributes: (List attributes and codes) HP2. Single family property

**\*B12. References:**

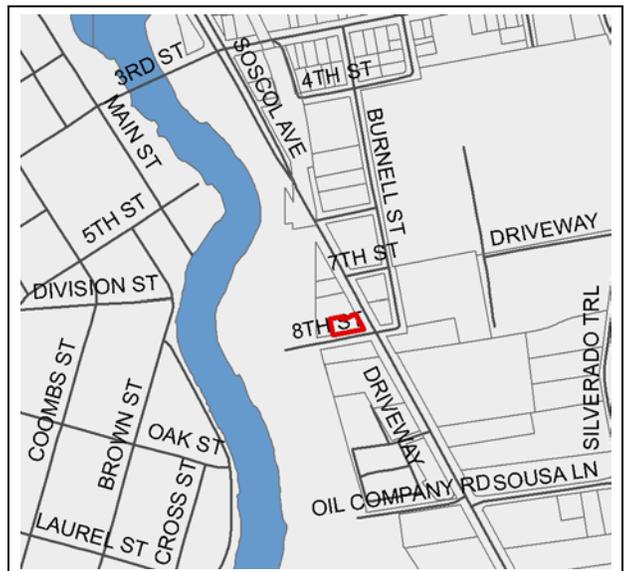
Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.  
 Ancestry.com: Federal Census records, WWI and WWII draft cards,  
 Public Records Indexes, etc.  
 Buell, Sabrina. "A Local History of East Napa." 1998.  
 City of Napa Assessor's Office: deed records. (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

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\*Resource Name or # (Assigned by recorder) 611 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

Elmer H. and Ruth E. Stahl were the next owners and held the property until 1976. Elmer Stahl appears to have been a retired policeman. In 1976, the property was purchased by John and Dorothy S. Peer and is referenced on building permits as the Peer House. In 1984, Salvatore C. and Joan R. D'Angela purchased the property, and in 1986, Tom and Marsha D. Conatser became the owners. In 2008, the property was sold to the current owners, Susan and Lannie Branson. It is no longer used as a residence, but houses offices.

Evaluation:

611 Soscol Avenue was built circa 1915 for use as a residence. Its location on Soscol Avenue is unusual, as the street has served primarily as an industrial area throughout its history and there are very few residential structures located along the thoroughfare. Therefore the house at 611 Soscol Avenue appears to be somewhat incongruous with the development patterns of the Soscol Gateway/East Napa area. The property's possible association with the dairy industry is tenuous. While there were some known dairy activities which took place southeast of Napa, it is unknown whether the Martinellis owned a dairy or where it was located. According to historic maps, it does not appear that the house was directly adjacent to a dairy property. Because of its lack of connection to important events as well as deviation from historic development trends, 611 Soscol Avenue does not appear to be significant under Criterion A/1 (EventS) for association with important historic events.

Historically, the property was associated with the Overdick and Martinelli families. Little is known about either family, except that they appeared to have been working-class Napers employed in blacksmithing and dairying, respectively. Neither Milton or Bernice Overdick, nor Fedel, Severa or Sylvia Martinelli appears to have contributed significantly to local or state history. None of the later owners held title to the property within the historic period. The subject property is therefore not significant under Criterion B/2 (Persons).

The building at 611 Soscol Avenue was designed in the Queen Anne Free Classic style, but has been altered through the addition of stucco siding and the alteration of door and window trim. The building's original design was relatively common, but the alterations have diluted its stylistic features. On the whole, the building does not represent a unique example of a type, period, or method of construction. The architect and builder are unknown. Therefore, 611 Soscol Avenue is not significant under Criterion C/3 (Architecture) for architectural merit.

The property at 611 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

611 Soscol Avenue has never been moved and therefore retains integrity of location. Its integrity of setting is intact, since important elements of the surrounding area, such as Soscol Avenue and surrounding industrial/commercial properties, remain. The building does not retain integrity of association with its original function because it originally had a residential use, but now functions as a commercial building. The building has also lost integrity of design, materials and workmanship from its original construction, due to alterations to siding and decorative elements. The property does not retain integrity of feeling as an early twentieth century residence, and no longer conveys the aesthetic and historic sense of the era in which it was constructed.

611 Soscol Avenue is not currently listed on the National or California registers, nor is it listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 611 Soscol Avenue should be assigned a California Historic Resource Status Code of "6Z," which means that the property has been found ineligible for listing at the local, state or national level.

**B12. References:** (continued)

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 5S3

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\*Resource Name or # (assigned by recorder) 686-688 Soscol Avenue

B1. Historic name: Vallejo, Benicia & Napa Valley (VB&NV) Railroad Company car barn

B2. Common name: None

B3. Original Use: Light industrial; electric railroad maintenance facility

B4. Present use: Commercial/light industrial

\*B5. Architectural Style: Utilitarian, Art Moderne

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed circa 1905. Art Moderne northwest addition and window/door replacement, circa 1946. Office partitions constructed and signs installed, 1961. Reroofing, 1970. Partial demolition of louvered venting structures (possibly refers to removal of roof monitor), 1974. Heating installation, 1975. (continued)

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: Small light industrial building (auto repair) at northeast corner of lot, 701 Eighth Street. Small light industrial building (car audio installation shop) at southeast corner of property, 660 Soscol Avenue.

B9a. Architect: Unknown b. Builder: E.W. Doughty

\*B10. Significance: Theme Transportation Area: Soscol Gateway/East Napa  
 Period of Significance 1905 - 1946 Property Type Industrial/Commercial Applicable Criteria A/1  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

The large building at 686-688 Soscol Avenue was constructed in 1905 by the Vallejo, Benicia & Napa Valley (VB&NV) Railroad Company for use as a car barn, repair shop and service facility for rolling stock on the interurban electric railroad. The interurban electric railroad had been granted a charter in 1901. It was organized by Colonel J.W. Hartzell and H.F Hartzell, brothers from Kansas who had gained renown building a pioneer interurban line from San Francisco to San Mateo. Colonel Hartzell was also instrumental in obtaining state legislation legalizing the use of electricity to power streetcars. The VB&NV was designed to improve regional commuter transportation, and called for fast electric cars to run from Napa through Vallejo to Benicia, where passengers could connect with rapid ferry service to San Francisco operated by Monticello Steamship Company. The line did not ultimately continue to Benicia, and the ferry terminal in Vallejo was used instead.

By 1903, the financing for the interurban railroad had been secured and construction began in Napa later that year. As was common with electric railroads, the VB&NV route followed the county road (Soscol Avenue), and the process of laying the tracks included improving the grading and surfacing of the road itself. (continued)

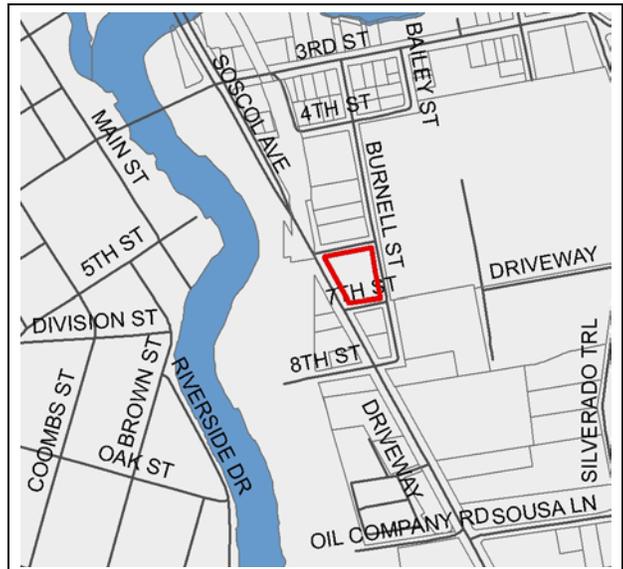
B11. Additional Resource Attributes: (List attributes and codes) HP8. Industrial building

\*B12. References:  
 Menefee, Campbell Augustus. *Historical and Descriptive Sketchbook of Napa, Sonoma, Lake and Mendocino*.  
 Napa CA: Reporter Publishing House, 1873. Reprint Fairfield, California: J. Stevenson, 1993.  
 (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.  
 \*Date of Evaluation: 9 November 2009

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\*Resource Name or # (Assigned by recorder) 686-688 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B6. Construction History:** (continued)

Gas line installed and garage door installed at 660 Soscol Ave, commercial remodel at 668 Soscol Ave, sheet rock installed and door added at 662 Soscol Ave, 1984. Reroofing of 411 Burnell St, 1986. Electrical upgrade at 755 Sixth St, 2003.

**B10. Significance:** (continued)

Interurban rail service began in July 1905, carrying passengers and freight from Vallejo to Napa. Through the city of Napa, the tracks ran up Soscol Avenue to its depot at Third Street, turned west on Third Street, and proceeded north on Jefferson Street.

By the time service began, the Third Street drawbridge had been improved to accommodate the electric rail cars, sparing the VB&NV the major expense of constructing its own railroad bridge. The VB&NV depot (no longer extant) was located on the southeastern corner of Soscol Avenue and Third Street, across from the Palace Hotel and the Southern Pacific depot. The depot was constructed by local builder E.W. Doughty in 1905 after a majority of the rail lines had been laid, and included a Mission Revival-style station, the 150-foot car barn still extant today, a machine shop, and an electrical substation. At this time, the subject parcel appears to have been owned by Benjamin B. Smith.

In 1906, the property was sold to Johan A. Zeller. Zeller was the owner of the nearby Palace Hotel at Soscol Avenue and Third Street, which was known as the biggest hotel in Napa after the turn of the twentieth century and featured a popular saloon. He also owned the associated Palace Stables and the property where his son operated Hugo A. Zeller Motors, both on the north side of Third Street. Also in 1906, a new company called the San Francisco, Vallejo & Napa Valley Railroad Company (SFV&NV) was formed to expand rail service northward. Under the new company organization, tracks were completed to St. Helena in 1908. In 1908, the subject property was finally transferred into the ownership of VB&NV railroad Company. Originally in competition with the SFV&NV, the two companies ultimately merged in 1910. The Sanborn Fire Insurance map of that year shows the SFV&NV railroad (electric) car barn on the subject property, which housed a paint shop and repair shop on the first floor and a carpentry shop on the second floor. A blacksmith was located in a small shed addition on the northeast corner of the building and detached storage sheds were located at the northeast and northwest corners of lot. Because of financial troubles in 1911, the railroad was sold and reorganized as the San Francisco, Napa & Calistoga Railway Company (SFN&C), which extended the tracks further north to Calistoga in 1912. The Sanborn Fire Insurance map from 1924 subsequently labels the car barn as belonging to the SFN&C railroad.

The introduction of the interurban railroad had a huge impact on the development of the Soscol Gateway/East Napa survey area and the entire city of Napa. For the first time, people were provided with comfortable, fast, dependable transportation, and by 1912, residents of the entire valley relied on the interurban railroad for business and leisure travel. The fashionable Napa Valley resorts and summer estates were finally easy to access, and shipping was facilitated. The railroad also provided hundreds of jobs, and the company payroll was an important boost to the growing economy. Most importantly, the introduction of the interurban railroad spurred residential development in the city of Napa, allowing it to become a bedroom community for workers with jobs in Vallejo and San Francisco. The neighborhoods surrounding the route—especially East Napa and Spencer's Addition—flourished and property values increased as a result of the new service.

The SFN&C interurban electric railroad eventually reduced its service (due to competition of Highway 29, which ran on a route parallel to the tracks), and by 1930 the line had re-routed its trains through Napa over the Southern Pacific tracks and eliminated all street operation. The SFN&C sold at foreclosure in 1935 and was reorganized as San Francisco & Napa Valley Railroad Company (SF&NV), which ultimately transitioned from rail service to bus transportation.

In 1946, the property at 686-688 Soscol Avenue was sold by the San Francisco & Napa Valley Railroad to Albert J and Eleanor Lallement. Federal census records indicate that Albert Lallement lived in Napa for much of his life, working as a pipefitter at the Mare Island Naval Shipyard and later as a salesman for Basalt Rock Company. The 1949 Sanborn map shows that the car barn was converted to retail use, housing five shops and storage space during Lallement's ownership. An Art Moderne addition was also added to the northwest corner of the building at this time. A storage building was located at the northeast corner of lot (and remains today, functioning as an auto repair garage) and a bunk house was located at southeast corner of lot. The bunk house has since been replaced with a larger automotive garage building.

Evaluation:

The car barn building at 686-688 Soscol Avenue was constructed in 1905 for use as a maintenance facility for the VB&NV interurban electric railroad's rolling stock. The property was used as such from the time of its construction until 1946, when the SF&NV Railroad relinquished ownership of the property and it was converted to commercial use. During that time, it contributed to the theme of transportation in Napa and beyond. The interurban electric railroad that the car barn served was critical to the growth of the city and its connections to other cities and towns throughout the Napa Valley and Bay Area.

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\*Resource Name or # (Assigned by recorder) 686-688 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009

Continuation

Update

**B10. Significance:** (continued)

While it has been altered since its original construction, the car barn is one of the only remaining VB&NV properties in Napa today (the depot was demolished, etc.) Therefore, 686-688 Soscol Avenue appears to be individually significant under Criterion A/1 (Events) for association with the development of Napa's interurban electric railroad at the turn of the twentieth century.

The property was associated with Johan A. Zeller, a prominent citizen and business proprietor in East Napa, who owned the property from 1906 to 1908. This period of ownership immediately followed the construction of the car barn by VB&NV Railroad, however, Zeller does not appear to have played any part in the railroad's use of his property. He is more strongly associated with his proprietorship of the Palace Hotel and other businesses around Third Street and Soscol Avenue. Likewise, the development of the VB&NV Railroad is attributed to the Hartzell brothers, who were important in the establishment of interurban electric rail lines throughout the Bay Area. Their association to the car barn itself, however, is tenuous. The property does not appear to be significant under Criterion B/2 (Persons).

The building at 686-688 Soscol Avenue was constructed in 1905 and originally consisted of a large barn-like utilitarian structure. Between 1946 and 1949, a commercial addition was constructed on the building's northwest corner. The original building was constructed for utilitarian purposes and does not exhibit high architectural style, nor is it a particularly noteworthy example of a period or method of construction. The Art Moderne addition constitutes an alteration and has not gained significance in its own right. The building has been otherwise altered with window and door replacements since its construction, thus diluting its physical integrity. The building is attributed to builder E.W. Doughty, a well known builder in Napa and the Bay Area who built many of the structures designed by preeminent Napa architect Luther Turton. However, the car barn's utilitarian design is not evocative of Doughty's skill, which was probably better represented in the Spanish Colonial Revival style VB&NV depot building (no longer extant), and structures like the Behlow Building (no longer extant), St. Mary's Episcopal Church, and the Native Sons Block in downtown Napa. Therefore, the property does not appear to be eligible under Criterion C/3 (Architecture) for architectural merit.

The property at 686-688 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

The building at 686-688 Soscol Avenue has not been moved and therefore retains integrity of location. Its integrity of setting is intact, since important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remain. The property retains integrity of association with its original function, since it partially retains a light industrial use today. The building's integrity of materials, design and workmanship are diminished because it has been altered since its original construction. The building received a relatively large Art Moderne style addition in 1946, and has undergone window replacement and changes to the large service bay once located on the southern façade. The property has integrity of feeling as an early twentieth century light industrial building, and it conveys the aesthetic and historic sense of the era in which it was constructed.

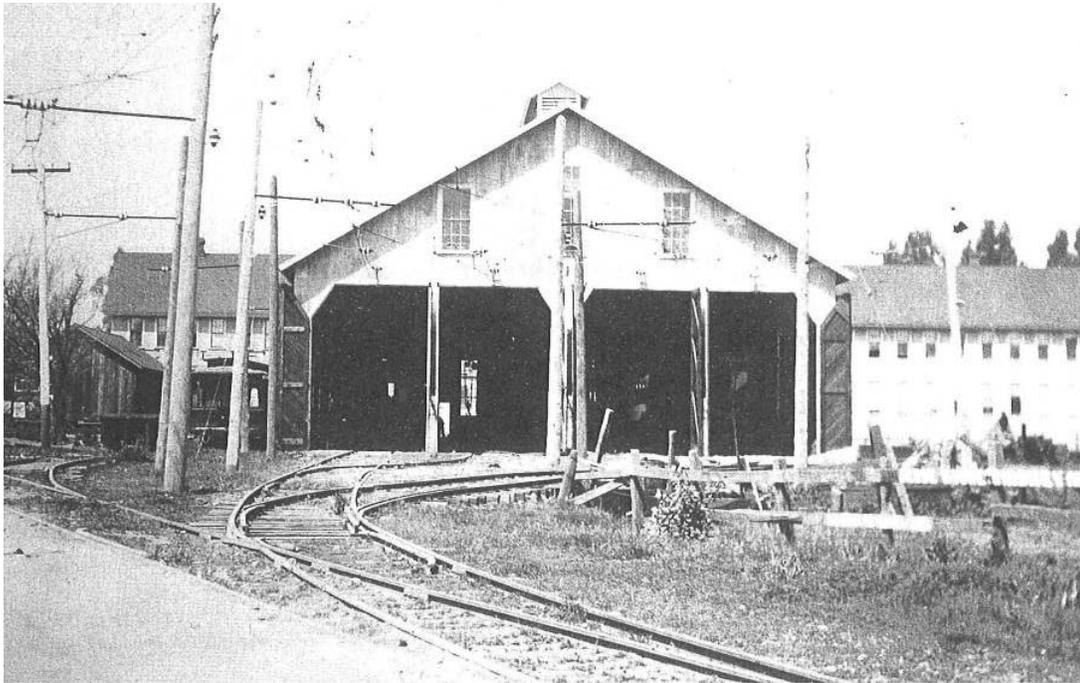
686-688 Soscol Avenue is not currently listed on the National or California registers, nor is it listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 686-688 Soscol Avenue should be assigned a California Historic Resource Status Code of "5S3," which means that the property appears to be individually eligible for local listing through survey evaluation.

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\*Resource Name or # (Assigned by recorder) 686-688 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update



Interurban electric railroad repair barn near Third and Soscol, 1910.  
(Swett, 110)

**B12. References:** (continued)

Swett, Ira L. and Harry C. Aiken, Jr. *The Napa Valley Route: Electric Trains and Steamers*. Glendale, CA: Interurban Press, 1988.

Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.

Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.

Buell, Sabrina. "A Local History of East Napa." 1998.

City of Napa Assessor's Office: deed records.

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 6Z

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\*Resource Name or # (assigned by recorder) 796 Soscol Avenue

\_\_\_ B1. Historic name: None  
 \_\_\_ B2. Common name: Napa River Velo/ Eur-Asian Autowerks  
 \_\_\_ B3. Original Use: Commercial; automobile dealership  
 \_\_\_ B4. Present use: Commercial/light industrial; bicycle shop/auto repair  
 \_\_\_ \*B5. Architectural Style: Googie/Utilitarian

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
 Constructed in 1952. Sign installation, 1960. Construction of new office, 1964. Signs installed, 1970 and 1971. Remodeled, 1976. Electrical work, 1977. Sign for Eur-Asian Autowerks installed, 1990. Structural termite repair, 2003. Water heater replaced, 2007.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None.

B9a. Architect: Unknown b. Builder: Russell Quinnell

\*B10. Significance: Theme Commercial development Area: Soscol Gateway/East Napa  
 Period of Significance N/A Property Type Commercial/Industrial Applicable Criteria N/A  
 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

The mixed-use commercial and industrial building located at 796 Soscol Avenue was built in 1952 by local builder Russell Quinnell. The Sanborn Fire Insurance map from 1949 shows that the site was previously occupied by passenger and freight depots and an electric substation belonging to the San Francisco & Napa Valley Railroad. Deed records demonstrate that in May 1950, the property was sold by the San Francisco & Napa Valley Railroad to Fred E. and Elsie E. Borgwardt, the original owners of the subject building at 796 Soscol Avenue. Sparse biographical information about members of the Borgwardt family was found, and they continue to own the property today. From at least 1953 to 1963, the building housed Big Chief Pontiac used car dealership. A building permit from 1964 lists the owner as Al Castner. During the 1970s, the property housed the Napa Valley Toyota dealership. Today it houses two businesses: Eur-Asian Autowerks auto repair in the rear portion of the building, and Napa River Velo bicycle shop in the storefront.

Evaluation:

796 Soscol Avenue was built in 1952, likely for use as an automobile dealership. It served as an car dealership during much of the historic period and contributed to the context of auto repair and sales that characterized Soscol Avenue, which is often referred to as Napa's "Auto Row." (continued)

B11. Additional Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building, HP8. Industrial building

**\*B12. References:**

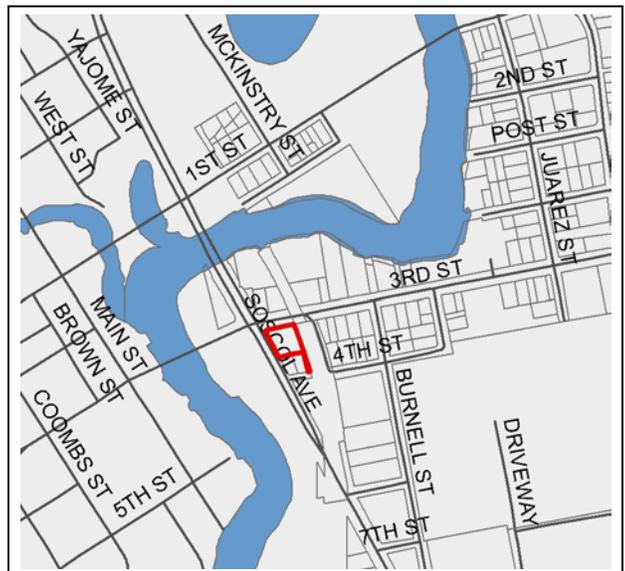
Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.  
 Ancestry.com: Federal Census records, WWI and WWII draft cards,  
 Public Records Indexes, etc.  
 Buell, Sabrina. "A Local History of East Napa." 1998.  
 City of Napa Assessor's Office: deed records. (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.

\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



State of California & The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 796 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance: (continued)**

The building is one of many automobile-related properties located on Soscol Avenue, including at least one other expressive Googie-style structure. 796 Soscol Avenue contributes to a broad automobile-related commercial trend in East Napa, but does not seem to be individually significant under Criterion A/1 (Events) for association with important historic events.

The property is associated with the Borgwardt family, particularly Fred and Elsie Borgwardt, about whom little biographical information is available. The subject property's thus does not appear to be significant under Criterion B/2 (Persons).

The building at 796 Soscol Avenue is a relatively utilitarian industrial structure, with a Googie style storefront at the northwest corner. The Googie style was common in mid-twentieth century design, and other examples of it are present along Soscol Avenue. Only the storefront portion of the building is rendered in the style, while the remainder of the building is not architecturally noteworthy. On the whole, the building does not represent a unique example of a type, period, or method of construction. The builder was Russell Quinnell, about whom little biographical information was found. Therefore, 796 Soscol Avenue is not significant under Criterion C/3 (Architecture) for architectural merit.

The property at 796 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

796 Soscol Avenue has never been moved and therefore retains integrity of location. Its integrity of setting is intact, with important elements of the surrounding area, such as Soscol Avenue and surrounding commercial and light industrial properties, remaining. The building retains integrity of association with its original automobile-related function: it originally had a commercial use as an automobile dealership and continues to function in both a commercial and light industrial capacity today. The building retains integrity of materials, design and workmanship from its original construction, and retains integrity of feeling as a mid-century commercial property.

796 Soscol Avenue is not currently listed on the National or California registers, nor is it listed in the City of Napa's Historic Resources Inventory (HRI). Based on this evaluation, 796 Soscol Avenue should be assigned a California Historic Resource Status Code of "6Z," which means that the property appears ineligible for national, state or local listing through survey evaluation.

**B12. References: (continued)**

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.

# BUILDING, STRUCTURE, AND OBJECT RECORD

\*NRHP Status Code 5S3

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\*Resource Name or # (assigned by recorder) 807 Soscol Avenue

- \_\_\_ B1. Historic name: El Ray Distributors
- \_\_\_ B2. Common name: Gelow, Borreson, Gelow, Inc.
- \_\_\_ B3. Original Use: Light industrial; bottled beverage warehouse
- \_\_\_ B4. Present use: Light industrial; newspaper distribution warehouse
- \_\_\_ \*B5. Architectural Style: Utilitarian/ Art Moderne

\*B6. Construction History: (Construction date, alterations, and date of alterations)  
Office and eastern warehouse constructed circa 1935. Construction of new garage, 1960. Construction of cold storage room, sign installed, 1961. HVAC work, 1966. Sign installed, 1977. Sign installed, 1978. Gas line installed, 1987.

\*B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_ Original Location: \_\_\_\_\_

\*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

\*B10. Significance: Theme Industrial development Area: Soscol Gateway/East Napa  
Period of Significance Ca. 1935 - 1977 Property Type Industrial Applicable Criteria A/1, B/2, C/3  
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity)

As early as 1932, the property at 807 Soscol Avenue was owned by David Cavagnero, who also owned the Brooklyn Hotel at 802 Third Street, adjacent to the subject property. Originally, the property consisted of a warehouse on the eastern side of the parcel and a small Art Moderne style office to the west. The original use of the subject property was as a bottled beverage warehouse, likely connected with the Cavagnero family's liquor production and distribution business. The business was started almost immediately after the repeal of Prohibition as a legal continuation of the Cavagneros' earlier bootlegging operation, and was a major success by the late 1930s. Eventually it was taken over by David Cavagnero's son, Ray. Ray and his wife Elma purchased the subject property in 1948, and continued the bottling business under the name El Ray Distributors. Primarily beer and liquor were sold. During Ray Cavagnero's term of ownership, an additional warehouse was constructed, connecting the office with the eastern warehouse and providing a loading dock area between the two.

In 1977, the property was sold to Nick T. and Geraldine Paris, who operated Paris Discount Furniture at the address. In 1982, the property was sold in quick succession to David and Esther Hermanson, the Siltac Corporation, and the Leopard Trading Co. The latter was a company that stored and distributed wines from over 200 wineries throughout California. In 1984, the property was sold in shares to Ernest J. Tavis, Bernice Schroeder, and Anastasia T. O'Connor. (Continued)

B11. Additional Resource Attributes: (List attributes and codes) HP2. Single family property

**\*B12. References:**

- Aerial photos. Pacific Aerial Surveys – Oakland, CA. 1956-1995.
- Ancestry.com: Federal Census records, WWI and WWII draft cards, Public Records Indexes, etc.
- Buell, Sabrina. "A Local History of East Napa." 1998.
- City of Napa Assessor's Office: deed records. (continued)

B13. Remarks:

\*B14. Evaluator: Caitlin Harvey, Page & Turnbull, Inc.  
\*Date of Evaluation: 9 November 2009

(This space reserved for official comments.)



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DEPARTMENT OF PARKS AND RECREATION  
**CONTINUATION SHEET**

Primary# \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

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\*Resource Name or # (Assigned by recorder) 807 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

Little biographical information was found about the owners mentioned above.

The current owner, Gelow Inc., purchased the property in 1987 and it became a newspaper distributing warehouse for Gelow, Borreson, Gellow Inc. This business was started as Gelow's News Service in 1963 by Melvin and Sonja (Borreson) Gelow to distribute the *San Francisco Chronicle* and other newspapers within the Napa Valley. In 1967, the Gelows were joined in business by Melvin's brother, Francis "Bud" Gelow and his wife (and Sonja's sister) Bonnie (Borreson) Gelow. The business became one of the most successful independent newspaper dealerships in California. Bud Gelow was particularly prominent, serving as one of the first presidents of the American Association of Independent Newspaper Distributors, co-founding the California Association of Independent Newspaper Distributors (CAND), serving on the Napa Planning Commission, and owning and operating many full-service gas stations throughout the Napa Valley. Today, the business and property continue to be owned by a number of the Gelow's children.

Evaluation:

807 Soscol Avenue was built circa 1935 for use as a bottled beverage warehouse. The Cavagnero family's involvement in the beer and liquor business began during Prohibition, when Dave Cavagnero became an entrepreneur in the illicit production and supply of alcohol to residents of Napa. When Prohibition was repealed in 1932, he was quick to expand his business and established El Ray Distributors. 807 Soscol Avenue appears to have been the primary facility from which the business operated, and the nearby Brooklyn Hotel may have been an early and continuing commercial location. Although the Napa Valley is known for its wine production, the Cavagneros' distributing business appears to have primarily dealt in beer and liquor (particularly limoncello) and was not associated with the wine industry. For two years in the 1980s, it was used as a wine storage and distribution facility by Leopard Trading Company, but the business appears to have operated statewide and was not particularly prominent or influential within the Napa Valley wine industry. Although 807 Soscol Avenue's connections to the wine industry are weak, its general associations to the alcoholic beverage business are early and influential. It is also connected to the trends of light-industrial and commercial development along Soscol Avenue. Therefore, 807 Soscol Avenue appears to be significant under Criterion A/1 (Events).

The property is associated with the Cavagnero family, six generations of which have been prominent East Napa residents. Dave Cavagnero, who originally owned the property, was known as the Mayor of East Napa and was involved in many community and commercial undertakings, including liquor production and sales, operation of the Brooklyn Hotel, the introduction of a local circus, and hosting many community celebrations and festivals. Later, Ray Cavagnero owned the property and was responsible for the oversight of El Ray Distributors. Multiple houses owned by various members of the Cavagnero family are located along Third Street, and the Brooklyn Hotel is located adjacent to 807 Soscol Avenue. Although the Brooklyn Hotel is perhaps the property most commonly connected with the Cavagnero family, 807 Soscol Avenue appears to be the best representation of the Cavagnero's liquor distribution business, and a prime example of their influence on Napa and East Napa. Few of the other owners of the subject property appear to have been significant to the history of Napa, though more recently the Gelow/Borreson family has been influential in the local newspaper distribution business statewide. Bud Gelow appears to have been a prominent citizen in Napa as well for work outside of the newspaper industry. The subject property's associations with the Cavagnero and Gelow families make it significant under Criterion B/2 (Persons).

The building at 807 Soscol Avenue evolved over time, beginning as two separate buildings that were eventually linked by a large addition. Though not architecturally expressive, the majority of the building exhibits utilitarian industrial design and construction typical of industrial facilities that lined Soscol Avenue in the early 20<sup>th</sup> century. It is therefore an example of such a building type. The office portion exhibits Art Moderne styling, but is not a notable example of a type, period, or method of construction. The architect and builder are unknown. 807 Soscol Avenue is significant under Criterion C/3 (Architecture) for architectural merit.

The property at 807 Soscol Avenue was not fully assessed under Criterion D/4 (Information Potential) for its potential to yield information important to prehistory or history in the form of archeological deposits or other features.

807 Soscol Avenue has never been moved and therefore retains integrity of location. Its integrity of setting is intact, with important elements of the surrounding area, such as Soscol Avenue and the Napa River, remaining. Although Soscol Avenue was extended in the 1960s to pass along the west side of the property and cross the river, the surrounding environment has maintained the same commercial thoroughfare setting. The building originally had a light industrial use as a bottling plant and warehouse and continues to function in a light industrial capacity today as a newspaper distribution warehouse. Therefore it retains integrity of association with its original function. The building retains integrity of materials and workmanship from its original construction. Due to the major addition of the western warehouse block, integrity of design has been lost. However, it retains integrity of feeling as a light industrial property, and it readily conveys the aesthetic and historic sense of the era in which it was constructed.

**CONTINUATION SHEET**

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\*Resource Name or # (Assigned by recorder) 807 Soscol Avenue

\*Recorded by: Page & Turnbull

\*Date 9 November 2009  Continuation  Update

**B10. Significance:** (continued)

807 Soscol Avenue is not currently listed on the National or California registers, but it is listed in the City of Napa's Historic Resources Inventory (HRI) with a rating of 3. Based on this evaluation, 807 Soscol Avenue should be assigned a California Historic Resource Status Code of "5S3," which means that the property appears to be eligible for listing at the local level.

**B12. References:** (continued)

City of Napa Building Division: building permits.

Coodley, Lauren and Paula Amen Schmitt, *Napa: The Transformation of an American Town*. San Francisco, CA: Arcadia Publishing, 2007.

Kilgalin, Anthony. *Napa: An Architectural Walking Tour*, San Francisco, CA: Arcadia Publishing, 2001.

Napa city directories.

Napa City-County Public Library: newspaper index.

The Napa Valley Museum and Lin Weber, *Napa*, San Francisco, CA: Arcadia Publishing, 2004.

Sanborn Fire Insurance maps (1886, 1891, 1901, 1910, 1924, 1949)

Timeline of Napa County History. [www.napacountygenealogy.com](http://www.napacountygenealogy.com).

Weber, Lin. *Old Napa Valley: The History to 1900*. St. Helena, CA: Wine Ventures Publishing, 1998.

Weber, Lin. *Roots of the Present: Napa Valley 1900 to 1950*. St. Helena, CA: Wine Ventures Publishing, 2001.