



EVANS & DE SHAZO

ARCHAEOLOGY HISTORIC PRESERVATION

**AN HISTORIC RESOURCE EVALUATION AND
SECRETARY OF INTERIOR'S STANDARDS
FOR THE TREATMENT OF HISTORIC
PROPERTIES REVIEW OF THE PROPERTY
LOCATED AT 3 NORTH STREET,
HEALDSBURG, SONOMA COUNTY**

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INTRODUCTION

In 2018, Evans & De Shazo, Inc. (EDS) completed an Historic Resource Evaluation (HRE) of a city-owned 0.47-acre property, including the 1922 Cerri Brothers commercial warehouse building (1922 building) and associated landscape at 3 North Street Healdsburg, Sonoma County, California within Assessor Parcel Number (APN) 002-173-012 (Project Area), and a Secretary of the Interior's Standards for the Treatment of Historic Properties (Standards) review to assess potential impacts to historical resources. The 1922 building is listed in the City of Healdsburg Cultural Resource Inventory (1982) as a locally listed historical resource and at the time of the 2018 HRE, was listed on the Office of Historic Preservation's (OHP) Built Environment Resources Directory (BERD) with a National Register status code of "7N", meaning the building needs to be reevaluated. The 2018 HRE evaluated the 1922 building for its eligibility for listing on the California Register of Historic Resources (CRHR), and found the building eligible under Criterion 1 due to its association with the fruit and nut packing industry of Healdsburg. However, in 2018, the previously proposed project did not meet the Standards, and as such, the project was placed on hold by the city. In 2021, the City of Healdsburg presented EDS with an updated proposed project, known as the Foley Family Community Pavilion project, consisting of changes to the 1922 building and associated landscape that would allow for community activities, public parking lot, and community event space. The current proposed alterations to the 1922 building include the reconstruction and rehabilitation of the primary façade, changes to the side elevations, new roofing material, and changes to the associated landscape, including the installation of scored, pervious, and permeable concrete and decomposed granite for walkways and the parking area, as well as the planting of approximately 12 trees and 213 shrubs (Project). As such, the city of Healdsburg requested guidance to ensure that the current Project meets the Standards and an updated Standards review based on the current proposed Project.¹

The 2018 HRE utilized specific guidelines and evaluation criteria of the CRHR (14 CCR §15064.5 and PRC§ 21084.1) to determine eligibility for listing on the CRHR. The updated Standards review used the *Secretary of the Interiors Standards for the Treatment of Historic Properties* guidelines, including the Standards for rehabilitation and reconstruction, and various National Park Service (NPS) Historic Preservation Briefs to assess the current proposed Project's impacts on the 1922 building and associated landscape. EDS Principal Architectural Historian Stacey De Shazo, M.A., who exceeds the Secretary of the Interior's qualification standards in Architectural History and History, completed the 2018 HRE and updated Standards review, which are presented herein.

PROJECT AREA LOCATION

The Project Area is the 0.47-acre parcel (APN 002-173-012) at 3 North Street in the City of Healdsburg (Figure 1). The Project Area is located approximately 325 feet west of Healdsburg Avenue and about 0.2 miles northwest of Healdsburg Plaza.

¹ There have been no changes to the built environment resources within the Project Area since the 2018 HRE was completed, and as such the HRE was not updated within this report.



Figure 1. Project Location Map



REGULATORY SETTING

The CEQA regulations, as they pertain to cultural resources and the Standards guidelines, are outlined below.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

CEQA and the Guidelines for Implementing CEQA (State CEQA Guidelines § 15064.5) give direction and guidance for evaluating properties, and the preparation of Initial Studies, Categorical Exemptions, Negative Declarations, and Environmental Impact Reports. Pursuant to California State law, the City of Healdsburg is legally responsible and accountable for determining the environmental impact of any land use proposal it approves. Cultural resources are aspects of the environment that require identification and assessment for potential significance under CEQA (14 CCR § 15064.5 and PRC § 21084.1).

There are five classes of cultural resources defined by the State OHP. These are:

- **Building:** A structure created principally to shelter or assist in carrying out any form of human activity. A “building” may also be used to refer to a historically and functionally related unit, such as a courthouse and jail or a house and barn.
- **Structure:** A construction made for a functional purpose rather than creating human shelter. Examples include mines, bridges, and tunnels.
- **Object:** Construction primarily artistic in nature or relatively small in scale and simply constructed. It may be movable by nature or design or made for a specific setting or environment. Objects should be in a setting appropriate to their significant historic use or character. Examples include fountains, monuments, maritime resources, sculptures, and boundary markers.
- **Site:** The location of a significant event. A prehistoric or historic occupation or activity, or a building or structure, whether standing, ruined, or vanished, where the location itself possesses historic, cultural, or archaeological value regardless of the value of any existing building, structure, or object. A site need not be marked by physical remains if it is the location of a prehistoric or historic event and if no buildings, structures, or objects marked it at that time. Examples include trails, designed landscapes, battlefields, habitation sites, Native American ceremonial areas, petroglyphs, and pictographs.
- **Historic District:** Unified geographic entities which contain a concentration of historic buildings, structures, or sites united historically, culturally, or architecturally.

According to CCR § 15064.5, cultural resources are historically significant if they are:

- (1) A resource listed in or determined to be eligible by the State Historical Resources Commission for listing in the California Register of Historical Resources (PRC §5024.1, 14 CCR § 4850 et seq.).
- (2) A resource included in a local register of historical resources, as defined in PRC § 5020.1(k) or identified as significant in a historical resource survey meeting the requirements PRC § 5024.1(g), shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of the evidence demonstrates that it is not



historically or culturally significant.

- (3) Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered to be an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register of Historical Resources (PRC § 5024.1, 14 CCR § 4852), including the following:
 - (A) Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
 - (B) Is associated with the lives of persons important in our past;
 - (C) Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
 - (D) Has yielded, or may be likely to yield, information important in prehistory or history.
- (4) The fact that a resource is not listed in or determined to be eligible for listing in the CRHR, not included in a local register of historical resources pursuant to PRC § 5020.1(k), or identified in a historical resources survey meeting the criteria in PRC § 5024.1(g) does not preclude a lead agency from determining that the resource may be a historical resource as defined in PRC § 5020.1(j) or § 5024.1.

LOCAL REGULATIONS

City of Healdsburg General Plan: Historic and Cultural Resource Element

The City of Healdsburg consists of 339 historic properties and six historic districts, with approximately two-thirds of the properties subsequently assigned a California Historical Resources Status Code. The State OHP has determined that most of the remaining properties need to be re-evaluated before a status code can be assigned.

City of Healdsburg Policies

The Historic Committee adheres to the following policies in exercising its authority in regard to historical resources:

1. The distinguishing original qualities or character of an historic building, structure or site shall not be destroyed. The removal or alteration of any historic material or distinctive architectural features shall be avoided when possible.
2. All buildings, structures and sites shall be recognized as products of their own time. Alterations that have no historical basis and which seek to create an earlier appearance shall be discouraged.
3. Changes which have taken place in the course of time are evidence of the history and development of a building, structure or site and its environment. These changes may have acquired significance in their own rights and this significance shall be recognized and respected when deemed appropriate.



4. Deteriorated architectural features shall be repaired rather than replaced, wherever possible.
5. Contemporary design for alterations and additions to a historic structure or for new construction in an historic district shall not be discouraged when it does not destroy significant historical, architectural or cultural material, and such design is compatible with the size, scale, color, materials and character of the existing structure and/or the district.
6. Wherever possible, new additions or alterations to structures shall be done in such a manner that if such additions or alterations were to be removed in the future, the essential form and integrity of the structure would be unimpaired.

THE SECRETARY OF INTERIOR STANDARDS FOR THE TREATMENT OF HISTORIC PROPERTIES

The Standards offer four distinct approaches to the treatment of historic properties—preservation, rehabilitation, restoration, and reconstruction—with accompanying Guidelines for each. One set of standards will apply to a property undergoing treatment, depending upon the property's significance, existing physical condition, the extent of documentation available and interpretive goals, when applicable.

Standards for Rehabilitation

The Standards (codified as 36 CFR 67) defines "Rehabilitation" as "the process of returning a property to a state of utility, through repair or alteration, which makes possible an efficient contemporary use while preserving those portions and features of the property which are significant to its historic, architectural, and cultural values." The intent of the Standards is to assist the long-term preservation of a property's significance through the preservation of historic materials and features.

The Standards pertain to historic buildings of all materials, construction types, sizes, and occupancy, and encompass the exterior and the interior, related landscape features and the building's site and environment, as well as attached, adjacent, or related new construction. The Standards are to be applied to specific rehabilitation projects in a reasonable manner, taking into consideration economic and technical feasibility.

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.



6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires the replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments such as sandblasting that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

Standards for Reconstruction

The Standards for Reconstruction will be applied taking into consideration the economic and technical feasibility of each project.

1. Reconstruction will be used to depict vanished or non-surviving portions of a property when documentary and physical evidence is available to permit accurate reconstruction with minimal conjecture, and such reconstruction is essential to the public understanding of the property.
2. Reconstruction of a landscape, building, structure, or object in its historic location will be preceded by a thorough archeological investigation to identify and evaluate those features and artifacts that are essential to an accurate reconstruction. If such resources must be disturbed, mitigation measures will be undertaken.
3. Reconstruction will include measures to preserve any remaining historic materials, features, and spatial relationships.
4. Reconstruction will be based on the accurate duplication of historic features and elements substantiated by documentary or physical evidence rather than on conjectural designs or the availability of different features from other historic properties. A reconstructed property will re-create the appearance of the non-surviving historic property in materials, design, color and texture.
5. A reconstruction will be clearly identified as a contemporary re-creation.
6. Designs that were never executed historically will not be constructed.

METHODS

The methods used to complete the 2018 HRE included a review of the cultural resource inventories and Historic Resource Evaluation and Secretary of Interior's Standards for the Treatment of Historic Properties Review of the Property located at 3 North Street, Healdsburg, Sonoma County.



available online research listed in the section below, as well as a review of a record search at the Northwest Information Center (NWIC) (File #17-0493) of the California Historical Information Systems (CHRIS) completed by EDS Principal Sally Evans, M.A., RPA on August 23, 2017. The NWIC record search revealed that the 1922 building is listed in the OHP's 2012 HPD with a National Register Status Code of 7N, which means "needs to be reevaluated".² EDS also conducted research at the Sonoma County Assessor and Recorder Office, and the Healdsburg Museum and Historical Society (HMHS) to obtain information related to the previous property owners and occupants of 1922 building and the history of the surrounding area. EDS also reviewed the digital files of EDS, including historical maps and aerial photographs. The purpose of the literature search was to understand the Project Area's history to assist in developing a historical context to evaluate the historical significance of the built environment resources within the property. EDS Principal Architectural Historian Stacey De Shazo, M.A. also completed a historic architectural survey of the Project Area to identify the age, architectural styles, character-defining features, materials, and alterations of the built environment resources, at least 45 years in age, within the Project Area. Department of Parks and Recreation (DPR) 523 forms were also completed for the 1922 building and associated landscape (Appendix A).

EDS completed an updated Standards review in 2021 to assess potential impacts from the current proposed Project on historical resources. The guidelines utilized include the *Secretary of the Interior's Standards for Rehabilitation and the Standards for Reconstruction* and various NPS Historic Preservation Briefs that was utilized to assess potential impacts and provide further guidance.

CULTURAL RESOURCE INVENTORIES

As part of the record search, the following inventories were reviewed:

- National Register of Historic Places (NRHP)
- California Register of Historical Resources (CRHR)
- California Historical Landmarks (CHL)
- California Points of Historical Interest (CPHI)
- California OHP BERD for Sonoma County (2020)
- City of Healdsburg Historic Resource Inventory (1982)³
- City of Healdsburg "Cultural Resource Survey" report (1983)⁴

ONLINE RESEARCH

Online research utilized the following sources:

² Additional details related to the NWIC record search are detailed within the "Buried Archaeological Site Sensitivity Analysis of the Property at 3 North Street, Healdsburg, Sonoma County" letter report completed by Sally Evans, M.A. in 2018 for the proposed Project.

³ Dan Peterson, Historic Resource Inventory, City of Healdsburg, 1982.

⁴ Edwin Langhart Museum, "Healdsburg Cultural Resource Survey Final Report", City of Healdsburg, California. Funded in part by California State Office of Historic Preservation.



- www.newspapers.com
- www.ancestry.com
- www.calisphere.com (University of California)
- <http://www.library.ca.gov/> (California State Library)
- <https://cdnc.ucr.edu/> California Digital Newspaper Collection

The results of the research are within the Historical Setting section below.

HISTORICAL SETTING

The following historical setting includes a brief history of the City of Healdsburg and the surrounding area and the specific history of the 1922 building and associated landscape. The historical setting serves as the context within which the built environment, at least 45 years in age, within the Project Area were assessed for historical significance.

EARLY AMERICAN SETTLEMENT (1840 - 1850)

American settlement in and around Healdsburg began when Alta California⁵ was still governed by Mexico, and Euro-American fur trappers, merchants, and sea captains were starting to explore California in search of vacant land, which was encouraged by the Mexican government in an effort to stimulate further colonization of Alta California. It was during this time that Cyrus Alexander, a trader, and trapper for whom the Alexander Valley is named, met Captain Henry Delano Fitch (1798-1849) in San Francisco in 1840. Fitch was a sea captain, prominent merchant, and San Diego society man who is believed to have been the first Euro-American to settle in San Diego. Fitch arrived as Master on the brig *Maria Ester* in 1826, and in 1827 he applied for Mexican citizenship. In 1840, at Fitch's request, Alexander traveled north by horse, reaching the Russian River later that year. When Alexander told Fitch of the land he had found, Fitch applied for and obtained a grant of 48,000-acres from the Mexican government in 1841. The land grant was aided by his marriage to Maria Antonia Natalia Elijah Josefa Carrillo, daughter of Joaquin Carrillo and the sister-in-law to General Mariano Vallejo. The land grant became known as *Rancho Sotoyome*. *Sotoyome* is likely a combination of indigenous and Spanish languages, meaning "the home of Soto" or "Rancheria of the brave."⁶

Fitch did not reside on *Rancho Sotoyome*, but instead hired Alexander to manage the land and ranch stock under a four-year agreement. Alexander built a sizeable one-story adobe building in 1842 on the land, making him the first Euro-American settler in the area. He also built several outbuildings, a tannery, grist mill, and cigarette factory for Fitch at the southern slope of Fitch Mountain, of which most of the labor needs were

⁵ Alta California refers to "Upper" California in New Spain (Nueva España), roughly encompassing what is now the current states of California, Nevada, Utah, and Arizona north of the Gila River, along with parts of Colorado, Wyoming, and New Mexico.

⁶ Erwin Gustav Gudde and William Bright, *California Place Names: The Origin and Etymology of Current Geographical Names* (Berkeley: University of California Press, 1998), 370.



supplied by the local Pomo Indians.⁷ In 1843, Frank Bidwell came to work for Alexander on the Rancho and for his service, was granted 500-acres in 1845. In 1845, as payment for managing *Rancho Sotoyome* for four years, Alexander also received 8,000-acres of land within what is now known as Alexander Valley. When Alexander gave his notice to Fitch, the management of *Rancho Sotoyome* was then handed over to Moses Carson, brother of Christopher "Kit" Carson. A house was built for Fitch and his wife Josefa along the Russian River; however, Fitch died in 1849 before moving onto the Rancho. In 1850, California was granted statehood and joined the Union, and Josefa and their nine children moved to a new house on the Rancho, and Josefa began to seek legal title to the land under U.S. law.

HISTORY OF HEALDSBURG

In 1850, California was granted statehood, and in 1851 the U.S. Congress passed the California Land Act that established a three-member Public Land Commission to determine the validity of all Spanish and Mexican era land grants. Josefa filed multiple claims to her land, but she had a challenging time maintaining possession of *Rancho Sotoyome* after her husband's death in 1849. As a result, she became involved in numerous legal cases to petition for recognition of her inheritance of her late husband's property. By 1855, Josefa was deeply in debt and faced several lawsuits over defaulted loans.⁸ During this time, some early settlers, including Harmon G. Heald purchased land from Josefa; however, many others were squatters who claimed title to her land without payment. In 1857, Josefa's claim to the Public Lands Commission was made official by the U.S. District Court. Still, after it was over, she managed to retain only a small portion of her original rancho land.

During this time, many people who settled in Sonoma County were failed gold miners who came to farm the fertile land of the valley. Many of the early settlers in the town of Healdsburg developed land for agriculture and ranching that mainly consisted of raising cattle for the hide and tallow trade and growing grain crops. In 1849, Harmon G. Heald, an Ohio-born settler for whom Healdsburg is named, traveled to California with his brothers searching for gold during the California Gold Rush. In 1850, without much success in gold mining, Heald moved to Sonoma County, where he settled on a plot of land, according to the Healdsburg Tribune, "lying between the slew and Dry Creek" on a small portion of *Rancho Sotoyome* that he purchased from Josefa.⁹ Heald built a small cabin on the land that was situated in what is now the west side of the 300 block of Healdsburg Avenue (across from Plaza) and opened a small store in 1852. In 1854, Heald established a post office, and in 1857, he built a larger store known as Heald's Store or Heald's Station.¹⁰ Heald also continued to purchase available cheap land within the *Sotoyome Rancho* when a series of land auctions were held by Josefa, who had to sell her land to pay her delinquent property taxes (Figure 2).

In 1857, when Josefa received official title to her original grant, the land she sold to Heald became an official

⁷ Edwin Langhart Museum, *Healdsburg Cultural Resource Survey Final Report*, City of Healdsburg, California. Funded in part by California State Office of Historic Preservation, 1983.

⁸ Online Archive of California, *Fitch Family Papers*, https://oac.cdlib.org/findaid/ark:/13030/kt3v19r6sp/entire_text/2016, (accessed May 18, 2021).

⁹ Newspapers.com, "The History of the Heald Family," Healdsburg Tribune, August 5, 1954.

¹⁰ Edwin Langhart Museum, *Healdsburg Cultural Resource Survey Final Report*, conducted by Edwin Langhart Museum, City of Healdsburg, California. Funded in part by California State Office of Historic Preservation, 1983, 10.



sale in the government's eyes. Heald then laid out his plan for the town within an approximate 8-acre town plat that included two north and south streets, running southeast-northwest, and two streets running perpendicular to the main streets formed a square at the four intersections, which became known as the Plaza (Figure 3 and Figure 4). He then laid out two more streets in each direction, and this formed the town plat. Heald donated the land for the central Plaza, and several parcels were earmarked for a school, several churches, and the town cemetery. Heald sold the remaining 85 lots for \$15.00 each. During this time, the population of Healdsburg consisted of approximately 300 people, but the town continued to grow as development increased. On December 15, 1858, Heald died of consumption.¹¹

During the 1860s, American settlers found they could grow virtually any crop in the fertile valleys around Healdsburg, and by 1867, the town's population had doubled. In 1867, the town was incorporated as a city, with Colonel Lewis A. Norton serving as the town's first mayor, and the first city council meeting in Healdsburg was held that same day. By this time, commercial buildings lined the Plaza in downtown Healdsburg; however, during this time, several single-family residences were still located along the streets that boarded the Plaza, and the Project Area was located within the original boundaries of the city (Figure 5). The earliest residential section (1850 to 1870) developed close to the commercial core that included North, Matheson, Tucker, Haydon, University, Fitch, East, and Center Street.

In 1872, the San Francisco and North Pacific (SF &NP) Railroad built a rail depot in Healdsburg (Figure 6), located one block west of "West Street" (later renamed Healdsburg Avenue) and approximately 0.7 miles southeast of the Project Area, to support the Northwestern Pacific Railroad (NWP) rail line that ran through Healdsburg and onto Cloverdale. While the rail depot was being constructed, work had also begun on the NWP rail line that brought the first rail bridge to span the Russian River. Healdsburg's agricultural industry, which was the base of the local economy, was fueled by the extension of the NWP that provided a means to transport local products to faraway markets on the east coast leading to significantly increased agricultural production. By the 1880s, downtown Healdsburg was growing with new buildings lining the Plaza (Figure 7), and the surrounding farmland was planted in fruit trees. Throughout the 1880s and 1890s, there was an abundance of fruit-canning and packing businesses that lined railroad tracks within Healdsburg. During this time, Healdsburg's population and the economy experienced a boom, supported mainly by tourism and agriculture production. During the 1890s, housing development increased in Healdsburg, which led to the establishment of a substantial middle class, and this led to further growth in the former farmlands within the northern portions of Healdsburg where many moderately-sized houses were built, of which the vast majority constructed were in the Queen Anne architectural style.¹²

By the early 1900s, the City of Healdsburg was a thriving agricultural town surrounded by vineyards and apple, peach, and prune orchards. Most locally-grown fruit was packaged within the many packing plants before being shipped to distant locations. Although the economy in Healdsburg was thriving, except for constructing the Carnegie Library (present-day site of the Healdsburg Museum and Historical Society)

¹¹ J. P. Munro-Fraser, *History of Sonoma County, California*, San Francisco: Alley, Bowen & Co., Publishers, 1880, 153.

¹² City of Healdsburg Planning and Building Department, Healdsburg 2030 General Plan, <https://www.ci.healdsburg.ca.us/DocumentCenter/View/633/General-Plan-Background-Report-PDF>.



building in 1911, the construction of new commercial buildings and single-family houses had slowed. However, in 1919, despite the near-collapse of Healdsburg's flourishing wine industry due to the Volstead Act's passage (aka Prohibition), there was an increase in commercial and residential construction between 1919 and 1923. During this time, prune orchards in Healdsburg increased significantly, replacing the grapes (Figure 8), which is when the 1922 building within the Project Area was constructed. In the late 1920s and early 1930s, the City of Healdsburg, like many other cities in the U.S., was hit hard by the Great Depression, which brought commercial and housing construction to a virtual standstill. In 1933, the Volstead Act was repealed by Congress, and Prohibition ended. Soon vineyards were again planted in the area, but prunes remained the most significant agricultural crop around Healdsburg.

The post-World War II (WWII) (1939-1945) years in Healdsburg, like many other areas in California, was a period of rapid growth. During this time, Healdsburg saw a 30% population increase from 1940 to 1950 and an additional 22% increase from 1950 to 1960; and Healdsburg Plaza was a vibrant business district (Figure 9). However, the population growth trend slowed to a 12% increase between the years 1960 and 1970. During the 1950s and 1960s, some of the orchards within the city were removed to make way for new housing developments. At this time, prunes orchards remained one of the most important and most significant crops in Healdsburg until the 1970s when the area saw most of the orchards replaced within vineyards as Sonoma County saw an increase in the demand for wine. Today, wine is the primary agricultural product produced in Healdsburg, and then beginning in the early 1980s, the area began to transform into a travel destination with renowned wineries. By the 1990s, Healdsburg included upscale shops, restaurants, and several hotels established to meet Healdsburg's growing number of tourists.



Guardian's Sale.
STATE OF CALIFORNIA, }
In Probate Court, Sonoma County. }
By VIRTUE OF AN ORDER AND DECREE of this Court, made on the 5th day of February, A. D. 1856, I, Josefa Carrillo de Fitch, guardian of Joseph Fitch, Josaphine Fitch, John Fitch, Isabel Fitch, Charles Fitch and Anna Fitch, shall proceed to sell all the right, title and interest of said Joseph Fitch, Josaphine Fitch, John Fitch, Isabel Fitch, Charles Fitch and Anna Fitch, in and to the remaining and unsold portion of the Rancho and Lands called Sotoyome, containing about nine square leagues of land, situated in the counties of Sonoma and Mendocino, in said state of California. The said sale will take place at the Court House door, in the town of Santa Rosa, on **Monday the 25th day of August, A. D., 1856**, commencing at 11 o'clock in the forenoon of that day. The said Rancho and Lands will be subdivided into small tracts of convenient size for farming purposes, and sold in separate subdivisions. The terms of sale will be, one third cash, and the balance on a credit not exceeding three years, secured by bond and mortgage on the land, at an interest of one per cent. per month, payable semi-annually.
JOSEFA CARRILLO DE FITCH,
Guardian, &c.
51-3w

Figure 2. Josefa Carrillo de Fitch Sotoyome Rancho land sale, 1856 (courtesy of the HMHS).



Figure 3. 1876 photo of Healdsburg Plaza (courtesy of Sonoma County Library).

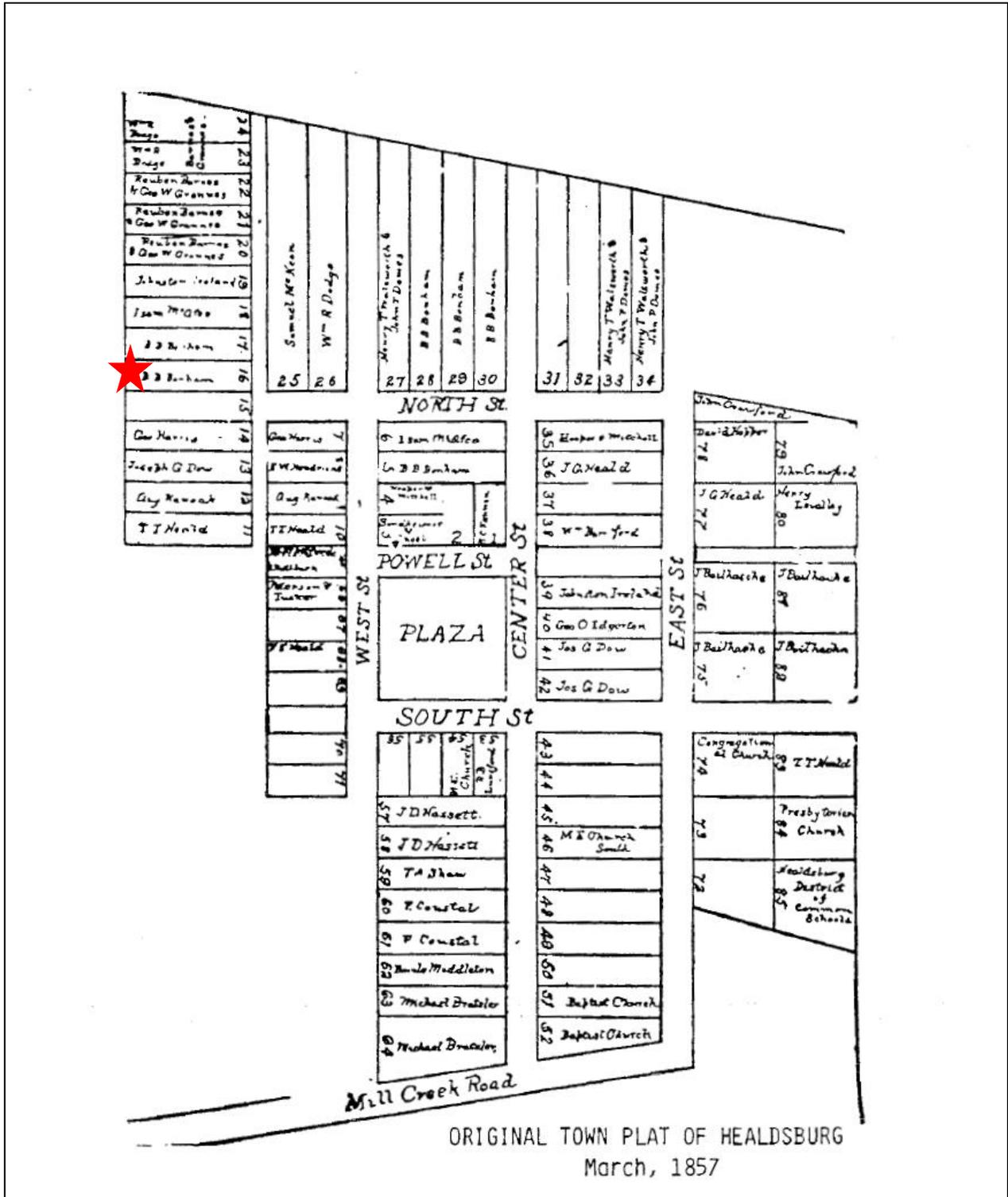


Figure 4. Original Town Plat of Healdsburg, March 1857, showing the Project Area within lot 16 of the original town plat (Courtesy from the HMHS).



Figure 5. 1867 Bower map showing the Project Area's location (red star) within a portion of parcel 16, owned by "Sargent" (courtesy of HMHS).



Figure 6. 1894 photograph of the Healdsburg Depot located approximately 0.7 miles southeast of the Project Area (courtesy of the HMHS).



Figure 7. 1884 Elliott Lithograph showing location of Project Area (courtesy of the HMHS).



Figure 8. ca. 1930s photograph showing the prune dryings in Healdsburg (courtesy of the HMHS).

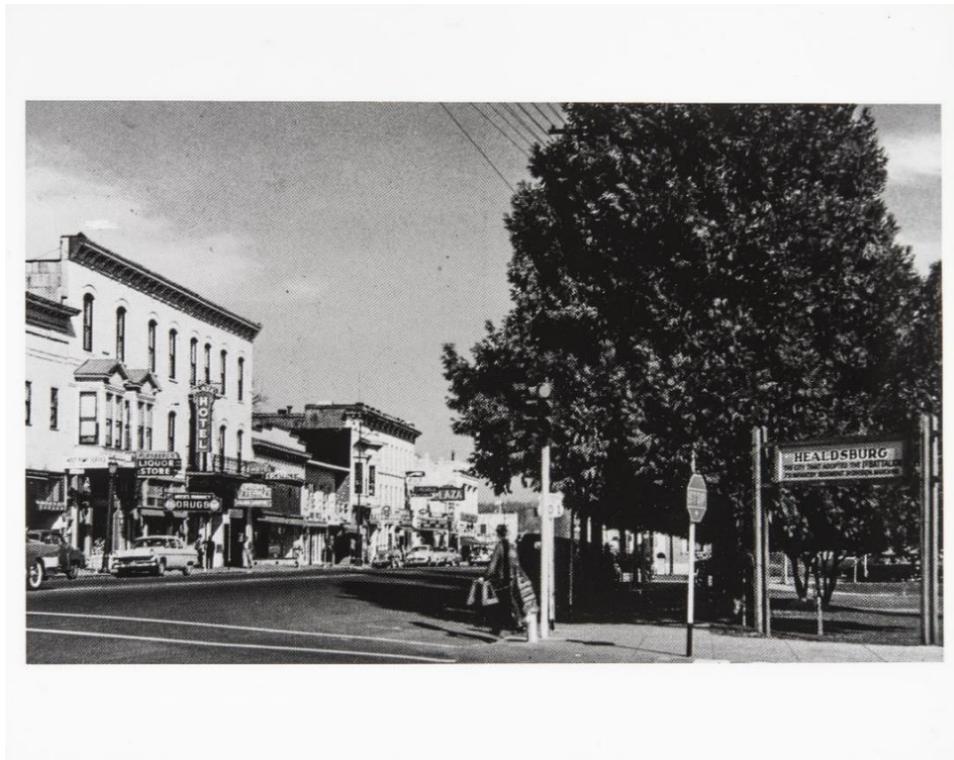


Figure 9. 1954 photograph of Healdsburg Avenue and the southwest corner of the Healdsburg Plaza (courtesy of the Sonoma County Library).



PROPERTY HISTORY

As part of the literature search, EDS reviewed documents available at the NWIC, the Sonoma County Assessor-Recorder Office, and the HMHS that included historical maps, photos, documents, and digital information available online to determine the Property ownership and occupancy history. The results are detailed in the section below.

1922 CERRI BROTHERS WAREHOUSE BUILDING

The initial development of the property where the 1922 building and associated landscape are located appears to have occurred before 1920 when at least one house existed on the western side of the Project Area in the current location of the warehouse building. In the early 1920's, the Cerri family purchased the property and moved the house to a different but unknown location.¹³ The Cerri Brothers warehouse building was built for Romero "Romeo" Cerri in 1922. Romeo was born in 1881 in Italy and immigrated to the U.S. in 1899. He was married to Rosina "Rose" Cerri, a native of Italy. Romeo initially worked as a stonemason in San Francisco, where he helped rebuild San Francisco after the 1906 earthquake. Romeo moved his family to Healdsburg about 1915 and opened a successful grocery store known as "R. Cerri Grocery" on Center Street (Figure 10). Romeo and Rose, along with their children, lived in a large house at 110 Grant Street (extant).

¹³ Healdsburg Museum and Historical Society, Historic documents and records, Library of Congress, 2017.



Figure 10. ca. 1922 photograph of the R. Cerri Grocery, showing Romeo (standing), his wife Rose (sitting), and several of their children (courtesy of the HMHS).

Due to his success in the grocery business, Romeo was able to expand his business investments to include fruit packing and shipping. In 1922, the Cerri Brothers commercial warehouse building was constructed for Romeo by the Healdsburg Machine Shop. The Healdsburg Machine Shop was known for its construction of machinery associated with the wine industry, but they also occasionally constructed buildings. Romeo financed the construction of the building with a bank loan, which was valued at \$16,000.¹⁴ When Romeo opened the Cerri Brothers warehouse, local grape growers in Dry Creek and Alexander Valleys trucked their harvest to the Cerri Brothers warehouse for consignment shipping to eastern auction houses as they could get on average of \$60.00 a ton for “juice” grapes that were worth only \$15.00 to \$20.00 a ton prior to Prohibition at the local wineries. The price of “juice” graphs was due to the high demand for grapes during Prohibition. Dealers and growers that risked consignment shipping instead of selling to local buyers, often received \$120.00 to \$160.00 per shipment after freight train charges.¹⁵ Throughout the 1920s, Romeo utilized the building for shipping fresh grapes by rail, via the adjacent railroad spur (no longer visible but maybe extant below the current soil), to cities like New York and Boston. This activity was highly suspect during the time of Prohibition, but Romeo was never formally charged with being a bootlegger.¹⁶ According to an oral history interview of Charles Scalione, whose father owned the Healdsburg Machine Shop that built the Cerri Brothers

¹⁴ Healdsburg Museum and Historical Society, Historic documents and records, Library of Congress, 2017.

¹⁵ Sonoma West Times & News, <http://www.sonomawest.com>, (accessed September 10, 2017).

¹⁶ Healdsburg Museum and Historical Society, Historic documents and records, Library of Congress, 2017.



warehouse building, “during the Bootlegging days, he (Romeo) was getting raw sugar” and “... I was selling bulk wine to the Black and White Market, he (Romeo) in turn would set it up on the rack and people would come in with their gallon jugs, it was about 350 a gallon for their jugs”.¹⁷ Scalione also stated that “Romeo Cerri had all his money invested in Transamerica,” and “he lost everything. He lost his grocery store; he lost his warehouse and lost his home”.¹⁸ By the early 1930s, the Romeo and Rose Cerri family left Healdsburg to stay with their family in Santa Rosa. In 1938, Romeo moved with his wife and one of his grown daughters, Louisa, to Rockaway Beach (now known as Pacifica), where they took over ownership of a local grocery store. Romeo died in 1941 at the age of 63.

Between the 1930 and the mid-1970’s the 1922 building and associated landscape appears to have been used exclusively for fruit and nut packing and distribution by companies that include the Rosenberg Brothers & Company in the 1940s and 1950s and Del Monte in the late 1950s through the late 1960s (Figure 11 and Figure 12). During the 1960s, the property was owned by Warren and Muriel Bronner, George and Claire Kramer, and Walter and Josephine Wright. They sold it in 1969 to the Purity Chemical Products company, along with two adjacent parcels (APNs 002-173-002 and 002-173-003).

¹⁷ Wine Library Archives, Charles Scalione Interviewed by Joseph Vercelli, August 1982, transcription 1993, <http://sonomacountywinelibrary>. Accessed September 20, 2017.

¹⁸ Ibid.



Figure 11. ca. 1955 photograph of the 1922 building during the flood of 1955-1956, when it was occupied by the Rosenberg Bros. Co (courtesy of the HMHS).



Figure 12. ca. 1970 photograph of the 1922 building, when it was occupied by the Del Monte company (courtesy of the HMHS).



The Purity Chemical Products Company (Purity) utilized the warehouse building as a distribution and storage center for agricultural products such as fertilizer, herbicides and pesticides. In addition, pool and spa chemicals were reportedly stored and distributed from the property by Purity. Purity operated within the building until the mid-2000's when the property, including the Cerri Brothers warehouse building and two adjacent parcels (APNs 002-173-002 and 002-173-003) were sold to the Redevelopment Agency of the City of Healdsburg. Today the City of Healdsburg owns the property.

ARCHITECTURAL STYLE

The 1922 building is associated with False Front Commercial Architecture, briefly described in the section below.

FALSE FRONT COMMERCIAL ARCHITECTURE

The False Front (aka the Western False Front) commercial architecture is an icon of the pioneer West.¹⁹ Such buildings were constructed in mountain mining towns, agricultural communities, and early railroad centers from the late nineteenth through the early years of the twentieth century. The False Front design was ideal for shopkeepers, hotel proprietors, and other entrepreneurs that were reluctant to invest heavily to erect a place of business during the uncertain boom and bust period of the late nineteenth and early century; however, the owners still wanted to project an image of stability and success to prospective customers. Particularly in the first few years of a community's development, many stores consisted of little more than canvas tents over wood platform floors. Once the local sawmill was established or the railroad arrived, sources of wood construction materials were more plentiful. Sound business economics led commercial building owners to budget their spending for substantial façades while relegating the secondary sides of buildings to a cheaper utilitarian treatment. The result was the False Front commercial building design. False Front commercial architecture has four major defining design characteristics. First, the primary façade, which rises to form a parapet, hides most or nearly all of the roof. Second, the roof is almost always a front gable, though gambrel and bowed roofs are occasionally found. Third, a better grade of materials is often used on the façade than on the sides or rear of the building. And fourth, the façade exhibits greater ornamentation than the other sides of the building. These buildings are nearly always constructed of wood, either log in the earliest examples or wood frame in latter types. Façades are usually wood-sided, though other surface treatments were used, including pressed or corrugated metal, stucco, and rolled asphalt siding.

HISTORIC ARCHITECTURAL FIELD SURVEY

On September 1, 2017, EDS Architectural Historian Stacey De Shazo, M.A., completed a field survey of the Project Area that includes the 1922 building and associated landscape located at 3 North Street in Healdsburg. The survey and assessment were completed in compliance with CEQA and the City of Healdsburg policies and ordinances to determine the historic significance of the building. The following section documents the results of the field survey.

¹⁹ Norman Tyler, et. al., *Historic Preservation, An Introduction to the History, Principals, and Practices*, W.W. Norton & Company, New York, 2019.



1922 CERRI BROTHERS WAREHOUSE

The 1922 building is associated with False Front commercial architecture. The building is a one-and-one-half story, rectangular planned wood and steel-framed building situated on a raised foundation. The foundation consists of board-formed concrete and is in fair to good condition. The building is clad in corrugated sheet metal and stamped metal sheets, which are showing signs of severe deterioration and corrosion in areas along the building. There are several shed additions along the west and east elevations of the building and a concrete loading dock along the primary façade that initially allowed access for cargo loading and unloading. The building is situated between a railway spur to the west and a parking lot to the east.

Primary Façade (South Elevation)

The primary façade (south elevation) consists of a stepped parapet and is clad in decorative stamped metal sheets that were popular in the 1920s for its resistance to corrosion. The primary façade consists of a raised concrete loading dock and a ramp that faces east. The ramp was initially utilized for loading and unloading through wide barn-style doors (Figure 13). However, the original doorway was modified in the 1950s or 1960s that was enclosed with vertical wood paneling, and standard-sized double-entry doors, as well as three metal slider windows. There are three window openings along this façade and four original double-hung wood windows and wood trim along the primary façade that appear to be in fair condition (Figure 14). The stepped parapet is constructed of wood and consists of an overhanging eave and a decorative wood cornice and a wide wood fascia board (Figure 15). There is also a metal sign, which is not original to the building, along the center of the primary façade that states "Purity Products Co." Although the stamped metal is original, the original painted signage that once showed Cerri Brothers, Rosenberg Brothers, and Del Monte had been painted over. Changes to the primary façade, which occurred in the 1960s (and possibly in the 1970s), including several window openings, changes to the front entry, and the infill of the front entry opening, are incompatible with the original design.



Figure 13. Photograph showing the primary façade, facing north.



Figure 14. Photograph showing the primary façade, facing west.



Figure 15. Photograph showing the stepped parapet and decorative details.

West Elevation

The west elevation consists of a shed addition, which may have consisted of some open bays at one time for loading when the building was a fruit packing warehouse. The west elevation is clad in panels of sheet metal (Figure 16 and Figure 17). There are also several double-hung wood windows along the upper portion of the walls near the roof overhang of the shed addition. The windows are wood and appear to be original to the building, or at least over 50 years in age. The shed roof consists of exposed rafters and a corrugated sheet metal roof. The concrete loading dock also extends around a portion of the west façade, and there are several doors that appear to be original entryways to the building. However, it is unclear if the doors are original.



Figure 16. Photograph showing the west elevation, facing north.



Figure 17. Photograph showing the west elevation shed addition, facing south.



East Elevation

The east elevation is clad in corrugated sheet metal and two large entry bays with barn-style sliding doors that are clad in corrugated sheet metal (Figure 18 and Figure 19). There are two doors, three double-hung wood windows, and two smaller windows that may be fixed but are difficult to see. There is a shed addition that is clad in corrugated sheet metal with a metal roof and exposed rafters. There is a loading dock and ramp along this elevation and the parking lot is adjacent and east of the building. This east elevation is in fair to poor condition.



Figure 18. Photograph showing the east elevation, facing north.



Figure 19. Photograph showing the east elevation, facing south/southwest.

North Elevation

The south elevation was not accessible, as there is a fence along the rear (north elevation) of the building that is only accessible through an adjacent property. However, the south elevation was viewed from a section along the east elevation. The north elevation consists of the front-gabled roof and a wall of corrugated sheet metal (Figure 20). There are what appears to be at least two original window openings that have been covered with sheet metal. The north elevation appears to be in fair condition.



Figure 20. Photograph showing the north elevation, facing west.

INTERIOR

The interior has been modified since its use as a packing warehouse. The enclosed front “lobby” is not original and was likely added when the Purity Company owned the building (Figure 21). The interior also has various spaces within the front portion of the building that have been reconfigured and are not original to the design of the building. There is also a mezzanine above the entrance lobby that is accessible via stairs that are in poor condition. It is unclear if the mezzanine is original to the building but was likely added later. The metal roof framing is exposed within the large open space of the interior where the fruit packing once took place (Figure 22). There are also concrete floors that appear to be original and are in fair condition.



Figure 21. Photograph showing the interior “lobby” portion of the building.



Figure 22. Photograph showing the interior of the building, facing north.



ASSOCIATED LANDSCAPE

The associated landscape is not associated with any architectural style or landscape architectural design. The associated landscape mainly consists of a gravel and asphalt parking lot (Figure 23) and a right-of-way adjacent and west of the building that consists of the mainline of the NWP; however, the rail spur is no longer present, or at least not visible on the surface. There are various shrubs and trees present, including 11 oak and redwood trees.



Figure 23. Photograph showing the asphalt parking lot, facing south.

EVALUATION FOR HISTORICAL SIGNIFICANCE

The Project Area, including the 1922 building and associated landscape was evaluated to determine eligibility for listing on the CRHR. The 1922 building is associated with early twentieth-century fruit packing from 1922 through 1960, which is its period of significance and is also associated with False Front Commercial Architecture, with a period of significance of 1922. The associated landscape is not associated with any architectural landscaped design or landscape planning.

CALIFORNIA REGISTER OF HISTORICAL RESOURCES

The CRHR is an inventory of significant architectural, archaeological, and historical resources in the State of California. Resources can be listed in the CRHR through several methods. State Historical Landmarks and National Register-listed properties are automatically listed in the CRHR. Properties can also be nominated to the CRHR by local governments, private organizations, or citizens. The CRHR follows *similar* guidelines to those used for the National Register. One difference is that the CRHR identifies the Criteria for Evaluation numerically instead of alphabetically. Another difference, according to the OHP is that “It is possible that historical resources may not retain sufficient integrity to meet the criteria for listing in the National Register, but they may still be eligible for listing in the California Register. A resource that has lost its historic character or appearance may still have sufficient integrity for the California Register if it maintains the potential to yield



significant scientific or historical information or specific data”.²⁰

To qualify for listing in the CRHR, a property must possess significance under one of the four criteria and have historic integrity. The process of determining integrity consists of evaluating seven variables or aspects that include location, design, setting, materials, workmanship, feeling, and association. According to the *National Register Bulletin: How to Apply the National Register Criteria for Evaluation*, these seven characteristics are defined as follows:

- **Location** is the place where the historic property was constructed.
- **Design** is the combination of elements that create the form, plans, space, structure and style of the property.
- **Setting** addresses the physical environment of the historic property, inclusive of the landscape and spatial relationships of the building(s).
- **Materials** refer to the physical elements that were combined or deposited during a particular period of time and in a particular pattern of configuration to form the historic property.
- **Workmanship** is the physical evidence of the crafts of a particular culture or people during any given period in history.
- **Feeling** is the property’s expression of the aesthetic or historic sense of a particular period of time.
- **Association** is the direct link between an important historic event or person and a historic property.

The following section examines the eligibility of the 1922 building and associated landscape within the Project Area for listing on the CRHR.

CRHR EVALUATION

1. **(Event): Is associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage.**

The 1922 building and associated landscape within the Project Area was associated with early twentieth-century fruit and nut packing from 1922 through 1960, which was a time of significant agricultural growth and development within the city of Healdsburg, and the surrounding area. The 1922 building is associated with fruit and nut drying and packing, which was a booming industry in Healdsburg during this time. From the 1920s through the 1960s, Healdsburg’s agricultural industry, particularly the fruit drying and packing facilities, dominated the area, many of which were situated adjacent to the railroad tracks, were part of the regions flourishing agricultural industry. As such, the building’s association with the fruit packing industry, and its relationship to the economy, are significant to history.

Therefore, 1922 building and associated landscape within the Project Area appear eligible for listing

²⁰ State of California Department of Parks and Recreation, “California Office of Historic Preservation Technical Assistance Series #6”, Office of Historic Preservation, 2011



under Criterion 1.

2. (Person): Is associated with the lives of persons important in our past.

Based on extensive research regarding the property owners and tenants, the most prominent owner was Romero "Romeo" Cerri, who was well known in Healdsburg for his grocery store and his packing warehouse. However, Romeo only lived in Healdsburg for approximately 15 years, and although he is associated with the packing industry, he was not a significant individual to local, California, or national history. The building is also associated with Rosenberg Brothers for about a decade, and with Del Monte, little history could be found on the Rosenberg Brothers during their occupation of the building. In addition, there is no single person associated with the building when it was owned by Del Monte.

Therefore, the Project Area, including the 1922 building and associated landscape, does not appear eligible under Criterion 2.

3. (Construction/Architecture): Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

The 1922 building is associated with elements of False Front design, including a stepped parapet design, and rectangular front gable form. However, it was not determined to be a representative example of this architectural style, and it is not the first to be designed within this style or form, nor is it the work of an important creative individual or possesses high artistic values. As such, the 1922 building is not a representative example of False Front commercial architecture.

The associated landscape is not associated with any landscape architecture design or landscape planning.

Therefore, the 1922 building and associated landscape are not individually eligible for listing in the CRHR under Criterion 3.

4. (Information potential): Has yielded, or may be likely to yield, information important in prehistory or history.

Criterion 4 most commonly applies to resources that contain or are likely to contain information bearing on important archaeological research questions. While most often applied to archaeological sites, Criterion 4 can also apply to buildings that contain important information. For a building to be eligible under Criterion 4, it must be the principal source of the important information, such as exhibiting a local variation on a standard design or construction technique can be eligible if a study can yield important information, such as how local availability of materials or construction expertise affected the evolution of local building development.

The 1922 Cerri Brothers warehouse building within the Project Area does not appear to have the ability to convey information about the history of False Front commercial architecture, construction, or design; therefore, the 1922 building is not eligible for listing in the CRHR under Criterion 4.



The information potential for archaeological resources is addressed within a separate letter report “Buried Archaeological Site Sensitivity Analysis of the Property at 3 North Street, Healdsburg, Sonoma County”.²¹

INTEGRITY

The following section provides specific integrity-related details regarding the 1922 building, which was determined to be eligible for listing on the CRHR under Criterion 1.

- **Location.** The 1922 building retains integrity of location because the building remains at the original location where it was constructed.

Therefore, the 1922 building retains integrity of location.

- **Design.** The 1922 building’s primary façade retains its False Front design, including a stepped parapet design and rectangular front gable form. However, the building consists of modifications to the design that include changes to the original loading bays and removal of the original barn style doors, removal of original double-hung wood windows, new window openings, the enclosure of original open bays, and changes to the interior spaces, as well as the removal important painted signage along the primary façade have diminished the original design of the building.

Therefore, the 1922 building does not appear to retain integrity of design.

- **Setting.** The setting along North Street has changed considerably since 1922, when the building was constructed. The businesses adjacent to the building, along the east and the west, are new construction.

Therefore, the 1922 building retains integrity of setting.

- **Materials.** The original materials of the 1922 building have undergone changes along the primary façade; however, many of the historic materials, such as the corrugated sheet metal, though showing signs of severe deterioration and corrosion in areas along the building’s exterior elevations, and some of the wood windows are still present.

Therefore, the 1922 building retains integrity of materials.

- **Workmanship.** The workmanship of the 1922 building does not provide physical evidence of a specific craft, technology, or aesthetic of a period of history and does not reveal individual, local, regional, or national applications of both technological practices and aesthetic principles.

Therefore, the 1922 building retains integrity of workmanship.

- **Feeling.** Feeling is the quality that a historic property has in evoking the aesthetic or historic sense of a past period. The building retains its False Front parapet and front gable rectangular form from the original design, and although the adjacent NWP railroad spur, no longer extant or visible within the

²¹ Sally Evans. “Buried Archaeological Site Sensitivity Analysis of the Property at 3 North Street, Healdsburg, Sonoma County”, Evans & De Shazo, 2018.



Project Area, the main rail line is extant and adjacent to the Project Area. In addition, the presence of loading docks along the side elevations of the 1922 building contribute to the sense of feeling.

Therefore, the 1922 building retains integrity feeling.

- **Association.** The 1922 building has a direct link with the fruit and nut packing industry and economic growth of the City of Healdsburg during the early 1900s to the 1960s. In addition, the original False Front design is present and as such retains this element of False Front commercial architecture.

Therefore, the 1922 building retains integrity of association.

The 1922 building retains integrity of location, setting, materials, feeling, and association. Therefore, the building retains enough qualities of integrity to convey historic significance under Criterion 1.

SECRETARY OF INTERIOR STANDARDS REVIEW

The Standards review was completed in compliance with CEQA and the City of Healdsburg historic preservation policies to address the current proposed Project's potential impacts on the 1922 building, which was determined to be eligible for listing on the CRHR under Criterion 1 and is a locally-listed historic resource.

The following section addresses the current proposed Project within the context of the Secretary of the Interior's Standards for Rehabilitation and Reconstruction.

SECRETARY OF INTERIOR STANDARDS FOR REHABILITATION AND RECONSTRUCTION

Rehabilitation is defined as the act or process of making possible a compatible use for a property through repair, alterations, and additions while preserving those portions or features which convey its historical, cultural, or architectural values. When repair and replacement of deteriorated features are necessary, when alterations or additions to the property are planned for a new or continued use, and when its depiction at a particular period of time is not appropriate, the Standards for Rehabilitation was applied as a treatment. The Standards for **Reconstruction** was also utilized as a treatment method due to the potential need to reconstruct character-defining features rather than preserve and restore them. Reconstruction is the act or process of depicting, by means of new construction, the form, features, and detailing of a non-surviving site, landscape, building, structure, or object for the purpose of replicating its appearance at a specific period of time and in its historic location.

The Standards review was applied to the current proposed Project utilizing architectural drawings provided by TLCDC Architecture, dated 11/23/2021. The results of the Standards review are presented below with an "EDS Analysis" that identifies if the Project conforms with Standards. "EDS Recommendations" are also provided, if warranted.



- 1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.**

The 1922 building will continue its use as a commercial building but will not be used for its historical use as a fruit and nut packing commercial building.

EDS Analysis: The proposed Project complies with Standard 1.

- 2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.**

The proposed Project includes the rehabilitation and reconstruction of character-defining features, including the false front façade, exterior cladding, and concrete loading docks, which characterize the history of the building.

False Front Façade

A false front façade is a front wall that extends above the roof and the sides of a building to create a more impressive façade. A typical false front commercial building has four major defining design characteristics. First, the façade (main or street-side) rises to form a parapet (upper wall), hiding most or nearly all of the roof. Second, the roof is almost always a front gable, though gambrel and bowed roofs are occasionally found. Third, a better grade of materials is often used on the façade than on the sides or rear of the building. Fourth, the façade exhibits greater ornamentation than do the other sides of the building.

The proposed Project consists of the rehabilitation and reconstruction of the false front façade, including the restoration of the stepped parapet, or based on a condition assessment, may include the reconstruction of the stepped parapet, including the wood cornice and wood frieze based; the removal of the incompatible 1950s/1960s alterations, including the vertical wood paneling, standard sized double-entry doors, and three metal slider windows; and the rehabilitation of the primary façade utilizing the Rehabilitation guidelines to reconstruct the centered front entrance opening, which will be flanked by new side openings that will replace several incompatible windows (Figure 24). Any features that are reconstructed due to their inability or feasibility to be restored will be based on historic photographs and physical evidence. The majority of these changes to the false front façade is considered rehabilitation, but the need to reconstruct instead of restoring the parapet *must* be based on physical evidence that the removal of historic materials is necessary, either due to their inability to be restored or feasibility related to costs. As such, the architectural designs completed by TLCDC Architecture (dated 11/23/2021) include the reconstruction of the parapet with like materials and design.

Exterior Cladding

Due to severe deterioration and corrosion in areas of the stamped metal cladding (primary façade) and corrugated metal (side and rear elevations), the exterior cladding along all four elevations will be replaced in-kind. The stamped metal cladding will be replaced with clear anodized metal mesh siding, which is a “like” material, and the corrugated metal along the side and rear elevations will be



replaced with clear anodized corrugated metal siding, which is an in-kind replacement. The false front façade will be clad in a different metal design that will differentiate it from the sidewalls, appropriate for false front design. Although the preferred option is always the replacement of the entire feature in kind, that is, with the same material, using stamped metal is not technically or economically feasible, which is in compliance with the Standards, which allow for the use of compatible substitute material.

Concrete Loading Docks

Federal rules, regulations, and standards provide guidance on accomplishing accessibility to historic areas for people with disabilities, including the ADA. As such, projects must be carefully planned and designed to ensure accessibility will not result in the loss of character-defining spaces, features, and finishes, providing the highest level of access with the lowest level of impact.

As part of the rehabilitation effort, the proposed Project was designed to provide accessibility in compliance with ADA and the Standards. The design includes reconstructing the current concrete loading docks along east and west elevations and the removal of the loading dock along the primary façade to ensure barrier-free access from the public right-of-way along North Street. In keeping with the Standards, the loading docks on the east and west elevations will be reconstructed utilizing concrete with simple stainless steel and metal mesh railings (**Figure 25**). The shed addition, along the west elevation, which is not original to the 1922 building and is not a character-defining feature, will be removed. Although the Project proposes the removal of the original concrete loading docks, the Standards allow for their reconstruction within the same or similar location for an appropriate new use.

EDS Analysis: *The proposed Project will retain and preserve character-defining materials; however, some materials will be replaced in-kind. Under the Rehabilitation and Reconstruction Standards, if warranted, materials of character-defining elements can be replaced in-kind based, but their replacement must be based on physical and/or photographic evidence. As such, the proposed Project complies with Standard 2.*



Figure 24. 3D rendering of the proposed rehabilitation of the false front façade with a stepped parapet (TLCD Architecture, dated 11/23/2021).

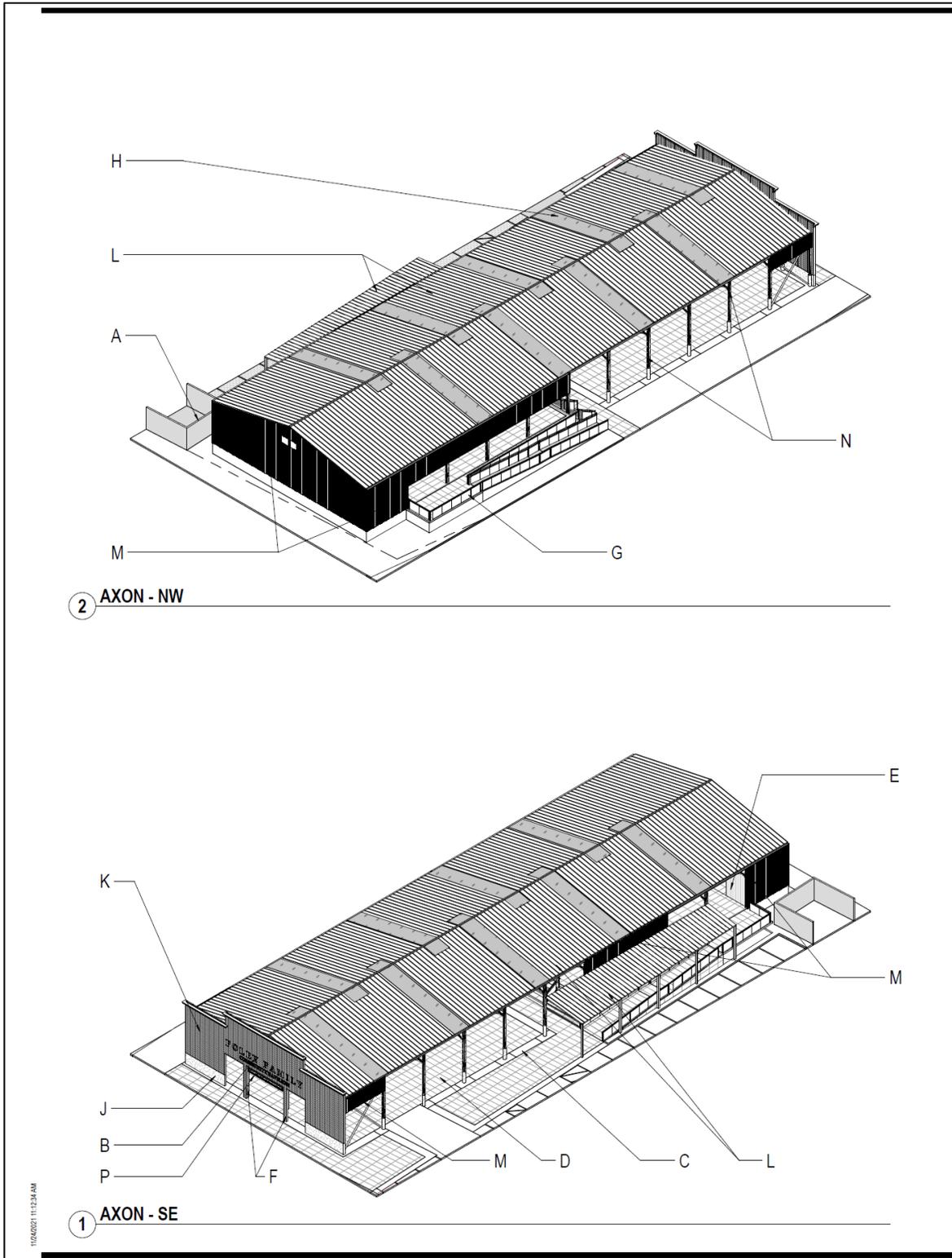


Figure 25. 3D site plans showing the west and east elevations, with the new concrete loading docks, which will also comply with ADA.



- 3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.**

No conjectural features or architectural elements from other buildings are included in the Project (Figure 26).

EDS Analysis: The proposed Project complies with Standard 3.



Figure 26. 3D rendering shows the ca. 1922 Cerri Brothers commercial warehouse building (TCLD Architecture, 11/23/2021).

- 4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.**

There are no significant changes to the building that have become “significant in their own right” that will be affected by the proposed Project.

EDS Analysis: The proposed Project complies with Standard 4.

- 5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a historic property shall be preserved.**

EDS Response: The distinctive features, finishes, and construction techniques associated with the 1922 building, including the false front façade design, front gable form, and steel framing, which are examples of a particular construction technique, will be preserved.

EDS Analysis: The proposed Project complies with Standard 5.

- 6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of**



deterioration requires the replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.

Due to severe deterioration and corrosion of the stamped metal cladding (primary façade) and corrugated metal (side and rear elevations), the materials will be removed and replaced in kind with like materials, design, and style utilizing both physical and photographic evidence. In addition, some areas along the west and east elevations where original deteriorated corrugated metal is removed will remain open bays as part of the rehabilitation design.

EDS Analysis: *The proposed Project complies with Standard 6.*

- 7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.***

The Project does not consist of any chemicals for physical treatments that may damage historic materials.

EDS Analysis: *The proposed Project complies with Standard 7.*

- 8. Significant archaeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.***

*Please refer to the information potential and recommendations for archaeological resources addressed within the separate letter report “Buried Archaeological Site Sensitivity Analysis of the Property at 3 North Street, Healdsburg, Sonoma County”.*²²

EDS Analysis: *The city of Healdsburg will be incorporation mitigation measure for archaeology as a condition of approval for this Project. Therefore, the Project is in compliance with Standards 8. .*

- 9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.***

Previous Exterior Alterations and Proposed Exterior Alterations

Previous alterations to the 1922 building include changes to the false front façade, including alterations that enclosed an original centered wide front entry and the removal of the original barn-style doors, and the addition of vertical wood paneling, standard-sized double-entry doors and three metal slider windows, as shown in Figure 11. In addition to the changes along the primary façade, there have been previous changes to the east and west elevations, including new openings, two additions, new windows.

²² Sally Evans. “Buried Archaeological Site Sensitivity Analysis of the Property at 3 North Street, Healdsburg, Sonoma County”, Evans & De Shazo, 2018.



Through the use of the Standards for Rehabilitation and Reconstruction, the new proposed exterior alterations include efforts to preserve and restore elements of the 1922 building through reconstruction or in-kind replacement of deteriorated features. The proposed new exterior alterations, some previously detailed in Standards 2, include the rehabilitation and potential reconstruction of the stepped parapet; new exterior corrugated metal cladding along the east, west, and north elevations with in-kind replacement due to the severe deterioration of the current corrugated metal; several open bays; reconstruction of the loading docks along the west and east elevations; alterations to the shed additions (non-character-defining elements and not original the 1922 building) that include the removal of the west elevation shed addition, and the removal of the walls from the east elevation shed addition; the removal of the current signage along the primary facade, which is not original; and a new standing seam metal roof with skylights (**Figure 28**). These new exterior alterations were designed by TLCD in collaboration with EDS Architectural Historian Stacey De Shazo, M.A., who guided the design to ensure compliance with the Reconstruction and Rehabilitation Standards. The new alterations that have not been previously detailed within the Standards review include the new signage and the new roof, which are included below.

New Signage and Roof

The new signage includes a main “name” sign that states “Foley Family Community Pavilion” and a lower, removable hanging sign, which says “Home of Healdsburg’s Farmer’s Market”. The main sign will be similar to the painted signage, as shown in Figure 11, and attached to the exterior wall in a similar area above the reconstructed centered main front entrance. The new sign is constructed of individual flat-cut metal letters in a charcoal finish. The lower removal hanging sign will also be designed in a similar style.

A new standing seam metal roof with skylights will replace the original corrugated metal roof, which is in keeping with the Standards for Rehabilitation.

The exterior alterations as part of the proposed Project are compatible with the massing, size, scale, and architectural features of the 1922 building and protect the historic integrity of the property and its environment to convey its significance under Criterion 1 for its association with early twentieth-century fruit and nut packing industry within the City of Healdsburg.

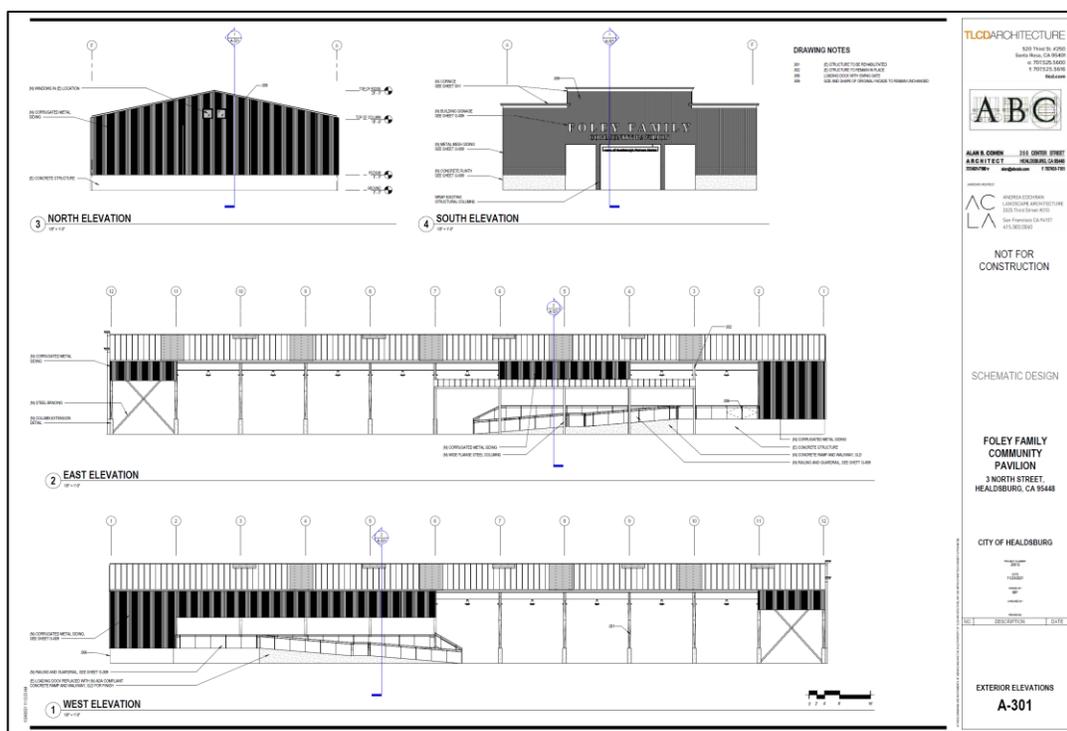


Figure 27. Drawing showing the proposed exterior elevations of the 1922 building (TCLD Architecture, 11/23/2021).

EDS Analysis: The proposed Project complies with Standard 9.

- 10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.**

There are no new additions or adjacent new construction proposed for this Project; however, minor proposed changes to the associated landscape within the Project Area.

Changes to the Associated Landscape (Building Site)

According to the Standards for Rehabilitation, the relationship between historic buildings and landscapes within the site's boundaries should be considered in the overall planning for a rehabilitation project, including site features such as circulation systems, including walks, paths, roads, or parking. So, although the current associated landscape within the Project Area does not contribute to the overall character or integrity of the 1922 building, the proposed changes to the associated landscape can impair the integrity of the 1922 building.

The current changes to the associated landscape include the installation of scored, pervious, and permeable concrete and decomposed granite for walkways and the parking area, as well as the planting of approximately 12 trees and 213 shrubs (Figure 28). These changes are minimal and will not affect the integrity of the 1922 building.

EDS Analysis: The proposed Project complies with Standard 10.



Figure 28. Landscape materials plan (TCLD Architecture, 11/23/2021).

RESULTS OF THE STANDARDS REVIEW

Based on the above Standards review, the Project is in compliance with all 10 of the Standards.

CONCLUSIONS

In accordance with CEQA regulations and guidelines, EDS completed an HRE in 2018 for the Property at 3 North Street, Healdsburg, Sonoma County, California (APN 002-173-012) that contains the 1922 Cerri Brothers commercial warehouse building and associated landscape to determine if the 1922 building and associated landscape is eligible for listing on the CRHR. The methods used to complete the HRE included extensive research and an intensive level historic architectural survey completed by EDS Principal Architectural Historian Stacey De Shazo, M.A., who exceeds the Secretary of the Interior's qualification standards in Architectural History and History. The HRE was completed following CEQA regulations (PRC § 21000) and the Guidelines for Implementing CEQA (14 CCR § 15000 et seq.). Based on the 2018 HRE, the 1922 building was determined eligible for listing on the CRHR under Criterion 1 for its association with early twentieth-century fruit and nut packing within a period of significance of 1922 through 1960, and was found to retain five aspects of integrity, including location, setting, materials, feeling and association. Therefore, due to potential impacts to the historical resource, a Standards review was completed to determine if the proposed Project would have an impact on the 1922 building. Based on the Standards review of the architectural drawings by TLCD



Architecture (dated 11/23/2021), EDS determined that the proposed Project meets the Standards for Rehabilitation and Reconstruction. As such, the current proposed Project will not impact the historical resource.

ADDITIONAL RECOMMENDATIONS

EDS recommends that the city consider the installation of interpretive (aka informational) public signage within the Project Area, near or adjacent to the primary façade and adjacent to the reconstructed loading dock (ADA ramp) along the east elevation. The signage should be adequate in size to attract the public and consist of a historical context for the fruit and nut packing facilities in Healdsburg and specific history related to the 1922 building, illustrating how the loading docks and the railroad functioned as part of the fruit and nut packing operations.



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Appendix A:

DPR Forms

State of California & The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary #
 HRI #
 Trinomial
NRHP Status Code

Other Listings
 Review Code

Reviewer

Date

Page 1 of 11 *Resource Name or #: Cerri Brothers Warehouse Building

P1. Other Identifier: Rosenberg Brothers/Del Monte/Purity Products Co.

*P2. Location: Not for Publication Unrestricted

*a. County Sonoma and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad Healdsburg Date 1993 T 9N; R 9W; of of Sec 20; MD B.M.

c. Address 3 North Street City Healdsburg Zip 95448

d. UTM: Zone 10, 511071 mE/ 4273716 mN

e. Other Locational Data: The building is situated on the north side of North Street in Healdsburg, Sonoma County, California, within Assessor's Parcel Number 002-173-01. The building is situated 85 feet east of the corner of Vine Street, and approximately 255 feet west of Foss Street.

*P3a. Description:

The 1922 building is false front façade commercial building. It is a one-and-one-half story, rectangular planned wood and metal framed building situated on a raised foundation. The foundation consists of board formed concrete and is in fair to good condition. The building is clad in corrugated sheet metal that is showing signs of severe deterioration in areas along the building. There are several shed additions along the west and east elevation of the building, and concrete loading dock along the primary façade that originally allowed access for cargo loading and unloading. The building is situated along the NWP railroad line railway spur, to the west and a paved parking lot to the east. (See Continuation Sheet)

P5a. Photograph or Drawing



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

*P4. Resources Present: Building Structure Object Site District Element of District Other (Isolates, etc.)

P5b. Description of Photo: south façade,
facing west, 9/1/2017

*P6. Date Constructed/Age and Source:
 Historic Prehistoric Both
1922

*P7. Owner and Address:
City of Healdsburg

*P8. Recorded by: Stacey De Shazo, M.A.
Evans & De Shazo, Inc., 6876 Sebastopol
Avenue, Sebastopol, CA 95472 / (707) 812-
7400

*P9. Date Recorded: 9/1/2017

*P10. Survey Type: Intensive

*P11. Report Citation: Stacey De Shazo (2017), Historic Resource Evaluation and Standards Review for the 1922 Cerri Brothers Warehouse Building Located at 3 North Street, Healdsburg, Sonoma County, California

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

CONTINUATION SHEET

Property Name: ___ Cerri Brothers Warehouse Building _____

Page ___ 2 ___ of ___ 11 ___

(Continued from Primary Record)

Primary Façade (South Elevation)

The primary façade consists of a stepped parapet and is clad in decorative stamped metal sheets that was popular in the 1920s for its resistance to corrosion. The primary façade consists of a raised concrete loading dock and a ramp that faces east. The ramp was originally utilized for loading and unloading through wide barn-style doors. However, the original doorway was modified in the 1960s and enclosed with vertical wood paneling. The changes include the addition of standard sized double-entry doors and three metal slider windows. There are three original window openings along this façade and four original double-hung wood windows and wood trim along the primary façade that appear to be in fair condition. The stepped parapet is constructed of wood and consists of an overhanging eave and decorative brackets. There is also a metal sign along the center of the primary façade that states "Purity Products Co." Although the stamp metal is original, the original painted signage that once showed Cerri Brothers, Rosenberg Brothers, and Del Monte has been painted over.

West Elevation

The west elevation consists of a shed addition, which may have consisted of some open bays at one time for loading when the building was a fruit packing warehouse. The west elevation is clad in panels of sheet metal. There are also several double-hung wood windows along the upper portion of the walls near the roof overhang of the shed addition. The windows are wood and appear to be original to the building, or at least over 50 years in age. The shed roof consists of exposed rafters and corrugated sheet metal roof. The concrete loading dock also extends around a portion of the west façade and there are several doors that appear to be original entryways to the building, although it is unclear if the doors are original.

East Elevation

The east elevation is clad in corrugated sheet metal and two large entry bays with barn-style sliding doors that are clad in corrugated sheet metal. There are two doors, three double-hung wood windows, and two smaller windows that may be fixed, but are difficult to see. There is a shed addition that is clad in corrugated sheet metal with a metal roof and exposed rafters. There is a loading dock and ramp along this elevation and the parking lot is adjacent and east of the building. This east elevation is in fair to poor condition.

North Elevation

The south elevation was not accessible, as there is a fence along the rear (north elevation) of the building that is only accessible through an adjacent property. However, the south elevation was viewed from a section along the east elevation. The north elevation consists of the front gabled roof and a wall

CONTINUATION SHEET

Property Name: ___ Cerri Brothers Warehouse Building _____

Page ___ 3 ___ of ___ 11 ___

of corrugated sheet metal. There is what appears to be at least two original window openings that have been covered with sheet metal. The north elevation appears to be in fair condition.

Interior

The interior has been modified since its use as a packing warehouse. The enclosed front “lobby” is not original and was likely added when the Purity Company owned the building. The area also various spaces within the front portion of the building have been reconfigured and are not original to the design of the building. There is also a mezzanine above the entry lobby that is accessible via stairs that are in poor condition. It is unclear if the mezzanine is original to the building, but was likely added later. The metal roof framing is exposed within the large open space of the interior where the fruit packing once took place. There are also concrete floors that appear to be original and are in fair condition.

Landscape

The landscape mainly consists of a paved parking lot and there is a right-of-way adjacent and west of the building that consists of the main line of the NWP is still present, but the spur is no longer present (or at least not visible on the surface).



Photo showing the primary façade, facing north.

CONTINUATION SHEET

Property Name: Cerri Brothers Warehouse Building

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Photo showing the primary façade, facing west.



Photo showing the stepped parapet and decorative details.

CONTINUATION SHEET

Property Name: ___ Cerri Brothers Warehouse Building _____

Page ___ 5 ___ of ___ 11 ___



Photo showing the west elevation, facing north.



Photo showing the west elevation shed addition, facing south.

CONTINUATION SHEET

Property Name: ___ Cerri Brothers Warehouse Building _____

Page ___ 6 ___ of ___ 11 ___



Photo showing the east elevation, facing north.



Photo showing the east elevation, facing south/southwest.

CONTINUATION SHEET

Property Name: ___ Cerri Brothers Warehouse Building _____

Page ___ 8 ___ of ___ 11 ___



Photo showing the interior of the building, facing north.

EVALUATION FOR HISTORICAL SIGNIFICANCE

CRHR Evaluation

1. (Event): Associated with events that have made a significant contribution to the broad patterns of local regional history or the cultural heritage of California or the United States.

The 1922 Cerri Brothers warehouse building is associated with early twentieth century fruit packing from 1922 through the 1969, which was significant to the growth and economy of the City of Healdsburg. The building is associated with Healdsburg's agricultural industry, particularly the fruit drying and packing industries that dominated Healdsburg during this time. The building's association with the fruit packing industry, and its relationship to the economy, are significant to local history.

Therefore, the building appears eligible for listing under Criterion 1 at the local level.

2. (Person): Associated with the lives of persons important to local, California or national history.
Based on extensive research regarding the property ownership and tenants, the most prominent owner was Romero "Romeo" Cerri, who was well known in Healdsburg for his grocery store and his packing warehouse. However, Romeo only lived in Healdsburg for

CONTINUATION SHEET

Property Name: ___ Cerri Brothers Warehouse Building _____

Page ___ 9 ___ of ___ 11 ___

approximately 15 years and although he is associated with the packing industry, he was not a significant individual to local, California, or national history. The building is also associated with Rosenberg Brothers for about a decade and with Del Monte, little history could be found on the Rosenberg Brothers during their occupation of the building. In addition, there is no single person at a local, state, or national level that qualify for significance that is associated with the Del Monte building.

Therefore, the building does not appear eligible under Criterion 2 at the national, state or local level.

3. (Construction/Architecture): Embodies the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values.

The 1922 building, although it does contain elements of False Front design, it does not embody the distinctive characteristics of early False Front commercial storefront design that present in the town of Healdsburg, the County of Sonoma, and the State of California, as well as nationally that represent this style. In addition, the Cerri Brothers buildings does not possess the necessary elements to convey significance for this criterion (see integrity details below).

Therefore, the building does not appear eligible under Criterion 3.

4. (Information potential): Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation.

Criterion D most commonly applies to resources that contain or are likely to contain information bearing on an important archaeological research question. While most often applied to archaeological sites, Criterion D can also apply to buildings that contain important information. For a building to be eligible under Criterion D, it must be the principal source of the important information, such as exhibiting a local variation on a standard design or construction technique can be eligible if a study can yield important information, such as how local availability of materials or construction expertise affected the evolution of local building development.

For a building to have the potential to yield information that is important to the history of California based on architecture or engineering it would likely qualify under Criterion 3, and would also need to have integrity; however, Criterion 4 was considered and determined that the building does not have the ability to convey information potential that is unique or unknown. In addition, the property was not evaluated for archaeology, and so it cannot be determined if the property will yield, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

CONTINUATION SHEET

Property Name: ___ Cerri Brothers Warehouse Building _____

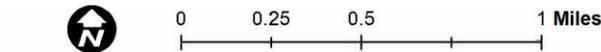
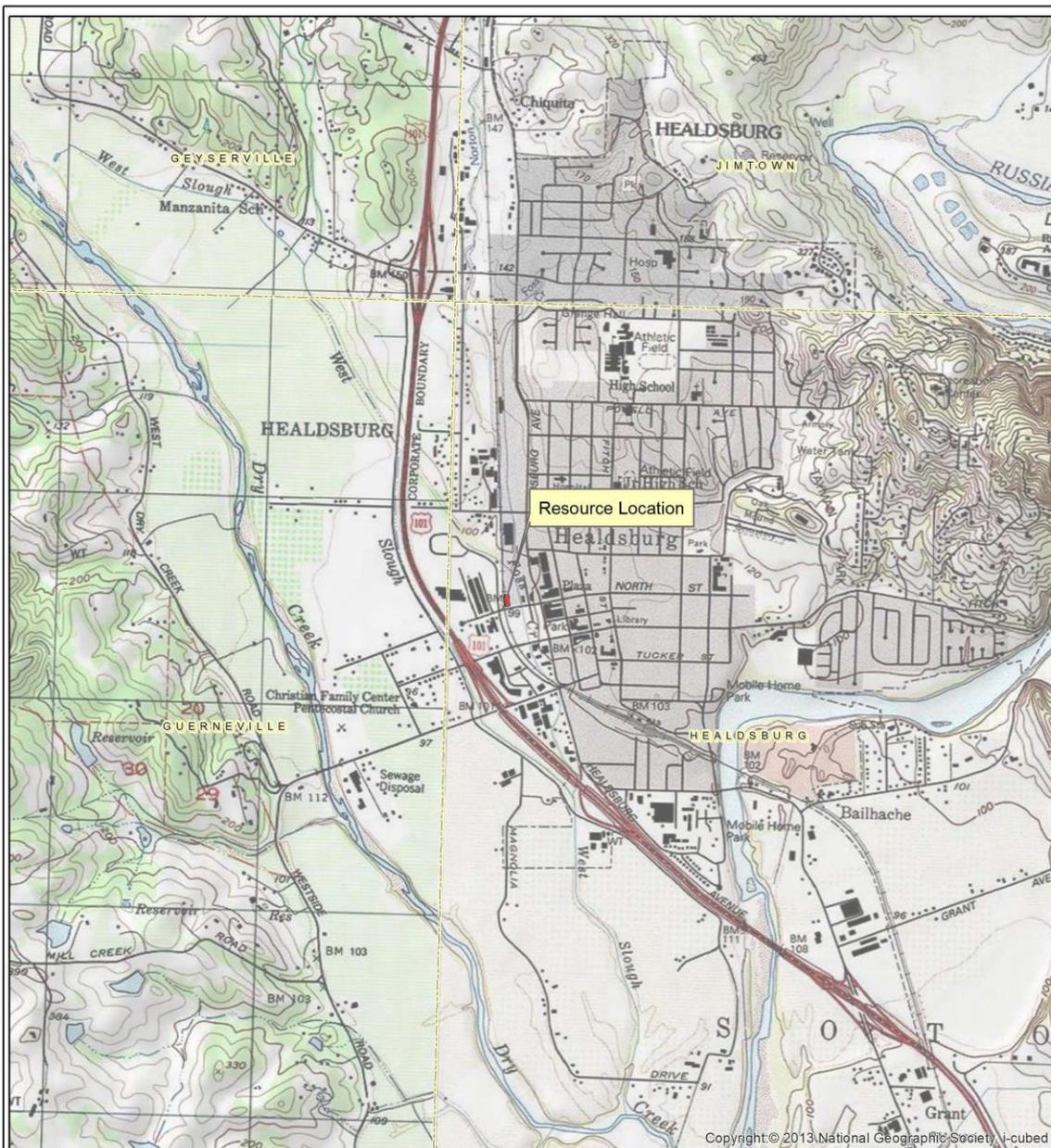
Page ___ 10 ___ of ___ 11 ___

Integrity

The following section provides specific integrity-related details regarding the 1922 Cerri Brothers warehouse building.

- **Location.** The 1922 building retains integrity of location because the building remains at the original location where it was constructed. *Therefore, the building has integrity of location.*
- **Design.** The 1922 building's primary façade consists of modifications that include changes to the to the original loading bays and barn style doors, as well as the addition of the windows and removal of important painted signage details along the primary façade. In addition, modifications to doors, windows, and enclosure of open bays, as well as the interior spaces have diminished the original design of the building. *Therefore, the building does not appear to have integrity of design.*
- **Setting.** The setting along North Street has changed considerable since 1922 when the building was constructed. The businesses adjacent to the building, along the east and the west, are new construction. *Therefore, the building does not have integrity of setting.*
- **Materials.** The original materials of the 1922 building have undergone some changes along the primary façade; however, many of the historic materials such as the corrugated sheet metal and many of the wood windows are still present. *Therefore, the building does have integrity of materials.*
- **Workmanship.** The workmanship of the 1922 building does not provide physical evidence of a crafts, technology, or aesthetic of a period of history and does not reveal individual, local, regional, or national applications of both technological practices and aesthetic principles. *Therefore, the 1922 building does not have integrity of workmanship.*
- **Feeling.** Feeling is the quality that a historic property has in evoking the aesthetic or historic sense of a past period. The is adjacent NWP railroad and a former railroad spur that is no longer present or visible, as well as the building's construction, and the presence of loading docks contribute to the sense of feeling. *Therefore, the building has integrity feeling.*
- **Association.** The 1922 building has a direct link with the fruit packing industry and economic growth of the City of Healdsburg during the early 1900s and post-World War II. *Therefore, the building does have integrity of association.*

The 1922 Cerri Brothers warehouse building retains integrity of location, setting, materials, feeling and association. Therefore, the building retains enough qualities of integrity to convey historic significance under Criterion 1.



<p>EVANS & DE SHAZO, INC. ARCHITECTURE INTERIOR DESIGN</p>	<p>Resource Location</p> <p>3 North Street, Healdsburg, Sonoma County, California APN 002- 173-012</p>	<p> Cerri Building</p> <p> USGS 7.5' Quadrangles</p>
	<p>USGS 7.5' Quadrangle: Healdsburg (1993) T 9N / R 9W / Section 20</p> <p>Map Projection: NAD 83 UTM Zone 10N</p>	