

Historic Resource Evaluation
631 & 635 Fifth Street, Santa Rosa,
Sonoma County, California 95404
(APN 009-025-015-000)



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Project Overview & Executive Summary

The owners of 631 and 635 Fifth Street in Santa Rosa, California, are assessing the historic character of the structures in anticipation of redeveloping the property. As part of the planning process, they hired me, an architectural historian and preservation planner with APD Preservation LLC, to undertake thorough research of the property to establish the property's historical uses, associations with notable people and events, and construction history. The ultimate purpose of this research is to evaluate the historic character of the property and identify what features, if any, render the property historically significant. This report is the result of that evaluation.

In 1859, Dr. C. C. Green and his partner, Lewis Lucas, subdivided a 22-acre parcel into "Green's Addition" with 77 lots; the project area is on portions of what were originally Lots 38-40. The northeast corner of the parcel was initially developed with a wood-frame Presbyterian Church and wood-frame dwelling from 1869-1899, and then a wood-frame warehouse for J.C. Mailer from 1906-1935. The Sonoma County Farmers' Mutual Insurance Company purchased the lot from J.C. Mailer's heirs in 1934 and hired a prominent local architectural firm—Herbert & Caulkins—to design an office headquarters. The original building, constructed in 1935, was in the "Art Deco" style, with a strong emphasis on verticality and limited ornamentation.

In 1972, Farmers' Mutual purchased the adjacent lot to the south and hired Lawrence Simons to design an addition to the 1935 building. The project involved modifying the 1935 building: the broad horizontal frieze of the new building was extended around the top of the original building, the vertical band of windows on the east (front) elevation of the original building were divided into individual windows and a door was cut into the southeast corner.

The buildings at 631 and 635 Fifth Street (built 1935 and 1973, respectively) are 90 and 52 years old, are not within any of Santa Rosa's designated historic districts and are not included in Santa Rosa's "Cultural Heritage Survey." They are not included in any other state, national or local surveys and are not included in the California Office of Historic Preservation's "Built Environment Resource Directory (BERD)."

In 2021, Architectural Resources Group (ARG) included both properties in their windshield survey of the "Downtown Station Area, 1946-1974" and made a preliminary determination that 635 Fifth Street "does not appear potentially eligible for listing" and that 631 Fifth Street "appears eligible for listing as a City of Santa Rosa Landmark and in the [CA Register] as an embodiment of significant patterns of commercial development in the Downtown Station Area" (5S3, 3CS).

I concur with the determination that the building at **635 Fifth Street does not qualify as an historic resource**. It is not associated with a significant event or person and is not architecturally distinctive.

For **631 Fifth Street**, it is my professional opinion that the building **lacks sufficient integrity** to express its early history. Modifications to the building in 1972 altered the original "Art Deco" building to the extent that it no longer conveys its association with Santa Rosa's early twentieth century commercial development, no longer conveys its association with its designers—Herbert & Caulkins, a regionally significant architectural firm—and is no longer a strong example of the popular 1930s architectural style.

Therefore, it is my professional opinion that neither building qualifies as an historic resource under the California Environmental Quality Act (CEQA) or Santa Rosa's Historic Preservation Ordinance.

Methodology

On 19 December 2024, I undertook a field survey of the property to conduct a visual review and assessment of the property. I conducted records searches at the following repositories, as well as a variety of online research websites:

- Sonoma County Recorder's office
- Northwest Information Center (NWIC)
- City of Santa Rosa (Building and Planning departments)
- California Digital Newspaper Collection
- Online newspaper archives
- Online Archive of California and a variety of online research websites

Evaluator qualifications

I personally conducted the research of the buildings at 631 and 635 Fifth Street in Santa Rosa, California. I hold a Master of Science degree in Historic Preservation from the University of Pennsylvania and a Bachelor of Arts in Architectural History from the University of Virginia. I have been working in the field of Cultural Resources Management for 33 years, 28 of which have been in Northern California. For the past 14 years, I have focused my attention on projects in the Bay Area. I exceed the standards for "Architectural Historian" as defined by the Code of Federal Regulations (36 CFR Part 61) and am listed in the California Historical Resources Information System (CHRIS) as a consultant qualified to work in the fields of Architectural History and History.

Site Location

The buildings at 631 and 635 Fifth Street sit on the east side of Fifth Street and the south side of Humboldt Street, at the northwest corner of Fifth and Humboldt, in the city of Santa Rosa. The streetscape is minimal landscaping around commercial structures from the twentieth and twenty first centuries. These sections of Fifth and Humboldt streets have two lanes of traffic (two-way) and street parking on both sides.



Location of 631 and 635 Fifth Street (Sonoma County parcel map 009-02)



Aerial view of Parcel (Google Earth 2024)

Description

631 Fifth Street

This building on the northwest corner of Humboldt and Fifth streets is a two-story, flat-roofed commercial structure built of poured concrete faced in stucco (see below and figure 16 in Appendix A). The surface of the roof is not discernable from the street. Projecting piers divide the primary façade into three vertical bays. Each bay has an opening at the ground level and at the upper level. A modern glass plate door is in the southeast corner. The remaining windows are multi-lite rolled steel with decorative circular motifs (see figure below and in Appendix A). A water course rises several feet above the ground level and has a shaped stucco cap. A modern (1972) wood frieze with vertical slats surrounds the roof parapet on all four elevations.



The side elevation (fronting Humboldt Street) repeats the vertical motif pattern with 5 bays of two-story windows. The elongated windows cross both stories of the building and have rolled, multi-lite, steel sash with decorative circle and wheat chaff motifs at the upper level (see figure below and in Appendix A). The water course continues around this elevation and is interrupted by modern, metal foundation vents (see figure below and in Appendix A).



The rear (west) elevation has a louvered vent and no other openings and no water course, though the modern frieze does wrap around this elevation (see figure above).

The south elevation abuts the 1972 addition (635 Fifth Street) and has no openings or water course, though it too has the modern frieze.

The building at 631 Fifth Street is a late example of the Art Deco style with its vertical emphasis, smooth wall surfaces, geometric window motifs and buttresses.¹

¹ Virginia Savage McAlester, A Field Guide to American Houses (Alfred A. Knopf, NY: 2014), p. 581.

635 Fifth Street

The primary façade faces Fifth Street and abuts 631 Fifth Street to the north and 625 Fifth Street to the south. This one-story concrete building has a flat roof that is not visible from the ground level. A modern frieze with vertical slats and wide horizontal wood boards extends across both the front and rear elevations. On each end of the building, the vertical slats extend to ground level to create a hyphen where the building connects to its neighbors to the north and south (see figure below and in Appendix A). A high, stucco water course extends across the piers of the front and rear elevations.

A modern glass pane door in a metal frame is centered on the façade between two concrete piers; two plate glass windows set in metal frames are to the north of the door, also between the piers. More plate glass windows fill the spaces north and south of the entrance; a bank of wood cabinetry projects from below each bank of windows on the north and south (see figure below and in Appendix A).



The front elevation is mirrored on the rear of the building with a central door flanked by banks of plate glass windows atop projecting wood bases. The rear, however, has two bays instead of three. The vertical boards of the frieze extend to the ground level to create hyphens at the rear elevation, as well. A section of vertical board paneling is at the north end of the window banks (see figure 14 in Appendix A). Both the north and south elevations are attached to neighboring buildings.



The building at 635 Fifth Street is not representative of any particular style, though the architect's interest in Frank Lloyd Wright is evidenced by the vertical board frieze and horizontality.

History of Project Area

Santa Rosa developed on land originally settled by the widowed mother-in-law of General Vallejo: Maria Ignacia Lopez de Carrillo. Following the death of her husband, Joaquin Carrillo, in 1835 the 43-year-old Maria Carrillo traveled north from San Diego with 9 of her 12 children. Left without an income, Maria Carrillo followed advice from a family friend, Father Fortuni, who extolled the opportunities and virtues of the Sonoma Area. At the same time, General Vallejo, who had married Carrillo's daughter, Francisca Benicia, was actively surveying the area and establishing Ranchos to establish Mexico's claim on the area.

The widow and her sons, with advice from General Vallejo and his brother Salvador, scouted the area and selected a site on the southern bank of the main arm of the Arroyo de Santa Rosa. They established their home site half a mile east of the intersection of the main branch of the Arroyo Santa Rosa and a subsidiary arm in an area the mission fathers called "La Matanza." Today, the ruins of that early adobe ranch stand near the intersection of Farmer's Lane and Highway 12.

Maria Carrillo's 8,885-acre land grant was called Rancho Cabeza de Santa Rosa, and was the only northern land grant deeded outright to a woman.

In 1849, a year after Mexico ceded California to the United States and at the beginning of California's Gold Rush, Maria Ignacia Lopez de Carrillo died at the age of 56. Her son Julio Maria Tomas Carrillo (1824–1889) inherited the bulk of the grant and patented the land in 1866.²

In 1850, a French-Canadian fur trapper named Oliver Beaulieu bought 640 acres of the Rancho Cabeza de Santa Rosa from Julio Carrillo, and in 1853 laid out a town on the north bank of the Santa Rosa Creek at the junction of roads leading to Bodega and Sonoma, near the Carrillo Adobe. He named the town "Franklin" after his younger brother.

In 1851 Sterling Taylor "Squire" Coulter (1828–1906) arrived in Sonoma County from Missouri via Placerville. Born in Kentucky in 1828, Squire Coulter served as a Corporal in the Mexican War. He settled in Franklin, and bought the general store from Boyce & Clark in 1853, shortly before marrying Rachel Cockrill (1832–1916).

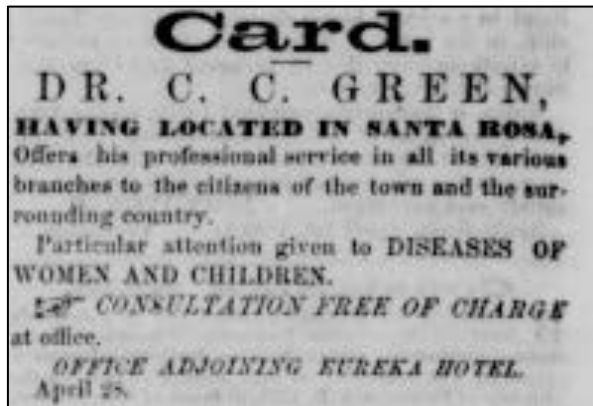


Coulter Family in front of house at 935 Cleveland Avenue. Squire Coulter seated front (ND)

The town of "Franklin," however, was short-lived. Barney Hoen donated land to build a courthouse for a county seat half a mile downstream from the Carrillo Adobe; and in the summer of 1853, Hoen drove the first survey stake for what would become Santa Rosa. The town was laid out in a standard grid pattern with a central plaza that showcased the courthouse. The new town of Santa Rosa became the county seat of Sonoma County in 1854, and the earlier structures of the town of Franklin were physically relocated to the new town center.

Downtown, wood commercial and residential structures populated the grid, while on the outskirts of town orchards and vineyards dominated the landscape.

² Land case #124, Northern District.



Sonoma Democrat, April 28, 1858

In 1859, Dr. C. C. Green and his partner, Lewis Lucas, purchased a twenty-acre tract abutting the north side of the town's grid and developed the first of many "additions" to the town of Santa Rosa. Green was born in Kentucky in 1825 and relocated to Santa Rosa by at least April 1858, when he advertised his new medical practice next to the Eureka Hotel in the downtown area. He and Lucas purchased the tract from Berthold Hoen, J. W. Hartman and Feodore Gustave Hahman for \$2,000 on 16 August 1859;³ and W. A. Eliason surveyed it into 77 lots within two weeks. The map was filed with the county on 1 June 1860. Green and his partner divided up the lots in 1861, at which time the two men began actively marketing the parcels for sale.





1876 *Map of Santa Rosa* (Thompson), Presbyterian Church on site of project area

The railroad arrived in Santa Rosa 1870, followed by streetlights in 1872. The town grew exponentially through the end of the nineteenth century, with more permanent brick and stone buildings rising in prominent locations around the downtown area and the railroad station. Larger residences in the most popular styles of the period (Greek Revival, Queen Anne, Italianate, and Stick/Eastlake) were erected near the downtown area. Numerous other real estate developers followed the example of Dr. C. C. Green and subdivided large tracts of land adjacent to the downtown area.

During the last quarter of the nineteenth century, “Green’s Addition” developed into a primarily residential area, with a wide variety of one- and two-story, wood-frame houses. The current project area is on the eastern halves of lots 39 and 40 and a portion of lot 38.

Martha Schultz purchased lots 39 and 40 from C. C. Green in 1860 and then donated them to the First Presbyterian Church in 1868. The church had formed in Santa Rosa in 1858 and had begun planning for a building in 1859. The new building was dedicated on 25 July 1869.⁵ In 1875, one journalist described Fifth Street and the church as:

a broad and beautiful Street—being 60 feet wide and having a row of shade trees on either side....This is emphatically the church street of Santa Rosa—there being four churches fronting it. The Presbyterian Church, a tolerably large edifice, is situated on the corner of Fifth and Humboldt....The Presbyterian is painted brown.⁶

According to Sanborn maps, it had a rectangular footprint with a spire and covered porch centered on the primary façade on Fifth Street (see Sanborns below).

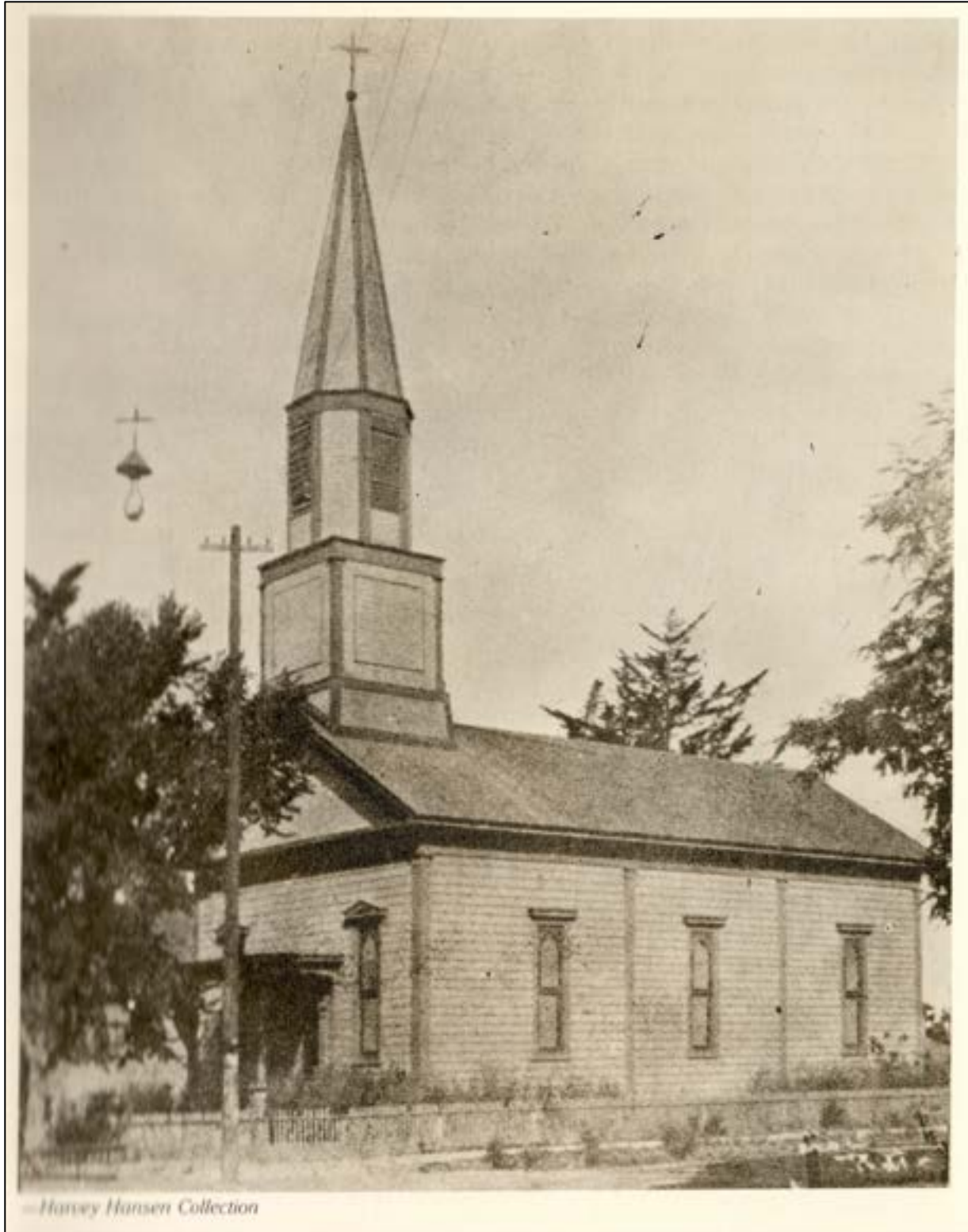
In 1891, the congregation sold this building and built a grander church at Humboldt and Johnson. John Parsons and Rachell Marshall purchased the old church, which they rented out to a variety of civic and private organizations over the next eight years.^{7 8}

⁵ *Sonoma Democrat*, 17 July 1869.

⁶ *Ibid.*, 13 November 1875.

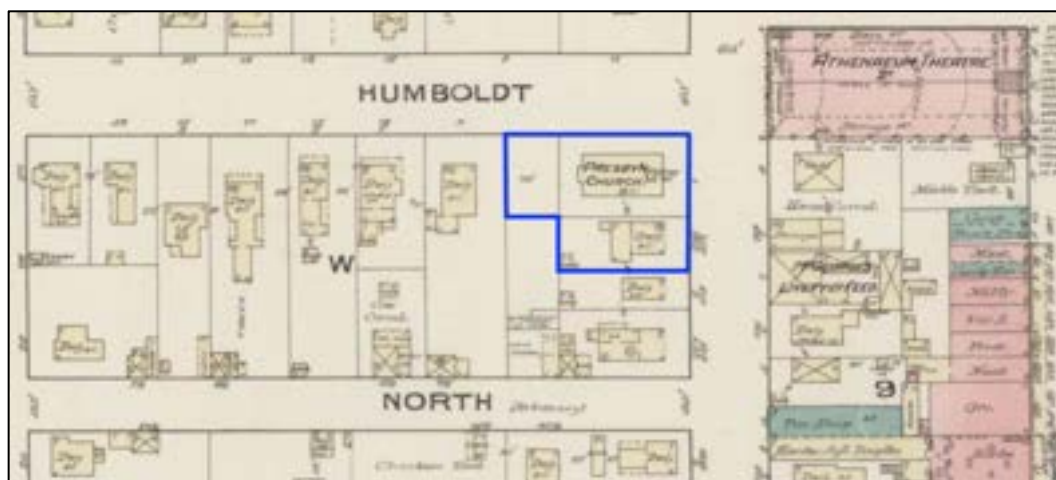
⁷ Sonoma County Records, Deed Book 132, p. 73.

⁸ Various newspaper articles, www.newspapers.com and www.cdnc.ucr.edu.



Old Presbyterian Church, No Date (ca. 1869-1899)⁹

⁹ Gaye LeBaron, Dee Blackman, Joann Mitchell and Harvey Hanson, Santa Rosa: A Nineteenth Century Town (Clarity Publishing Services, 1985), p. 160.



Sanborn Fire Insurance Map, December 1885 (project area indicated)



Sanborn Fire Insurance Map, September 1888 (project area indicated)



Sanborn Fire Insurance Map, June 1893 (project area indicated)



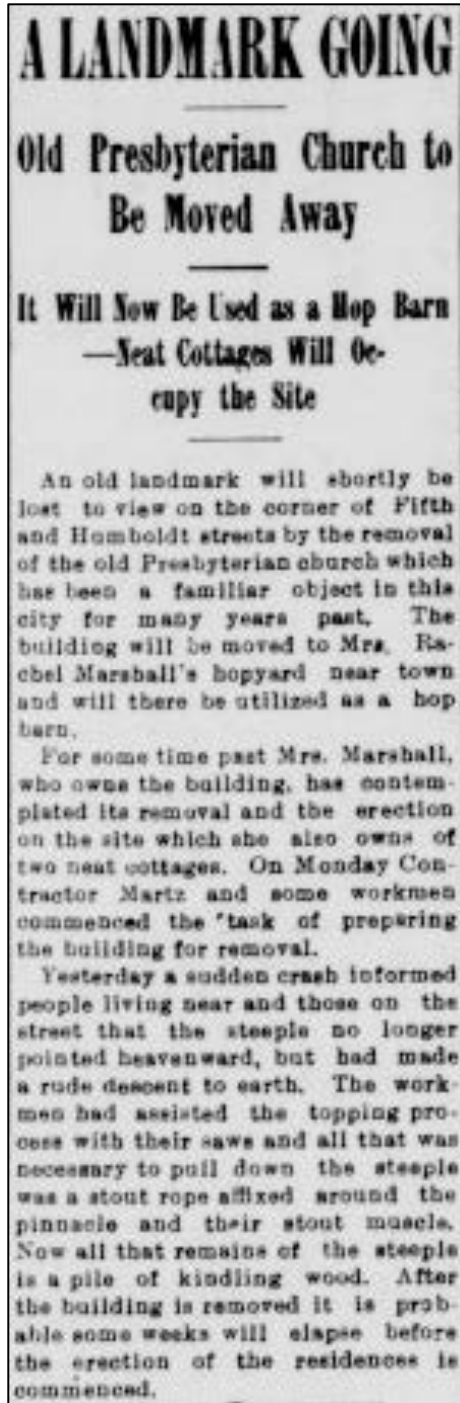
Sanborn Fire Insurance Map, December 1904 (project area indicated)



Sanborn Fire Insurance Map, 1908 – showing “Mailer Warehouse” (project area indicated)



Sanborn Fire Insurance Map, 1950 (project area indicated)

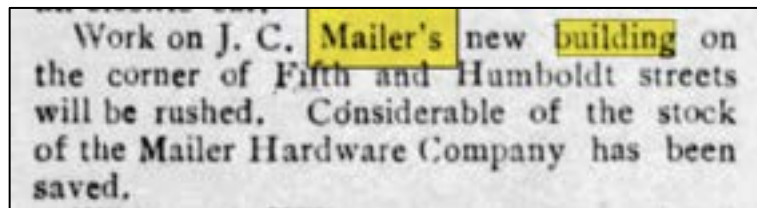


12 July 1899, *Press Democrat*

In July 1899, Rachel Marshall moved the church, without the spire, to her farm outside of Healdsburg to be used as a hop barn. While the newspaper reported that Marshall planned to build two cottages on the site, the 1904 Sanborn map indicates that the site remained vacant.

Following the death of Rachel Marshall on 9 March 1903;¹⁰ James Clark Mailer (1844-1920) purchased lots 39 and 40 (the old church site) from her estate on 6 May 1904.¹¹ Mailer had a large hardware store on Fourth street and planned to build a two story brick warehouse and apartment building (60' x 90') on the Fifth Street site.¹²

Work was well underway when the 18 April 1906 earthquake struck and devastated most of downtown Santa Rosa, including Mailer's hardware store on Fourth Street. Mailer pivoted to his new building project, changing the design to a one-story frame building to serve as a warehouse and store to replace his Fourth Street property.



24 April 1906, *Santa Rosa Republican*

The 1908 Sanborn map shows this new warehouse. The one-and-one-half story house that had occupied the southern end of the project area (on the site of 635 Fifth Street) since at least 1885 was replaced with two small stores (see Sanborn above).

The property remained in the Mailer family until the grandchildren of James Clark Mailer sold the property to the Sonoma County Farmers' Mutual Insurance Company via the Sonoma County Abstract Bureau in 1934.^{13 14}

Sonoma County Farmers' Mutual Insurance company incorporated in January 1898 with its headquarters in Santa Rosa.¹⁵ By the time it purchased the corner lot on Fifth and Humboldt the company was well established and growing steadily. They immediately hired the local architecture firm Herbert & Caulkins to design their new office headquarters. Louis Halvorsen was awarded the construction contract in March 1935 and building permits were issued in April 1935.^{16 17}

¹⁰ www.ancestry.com.

¹¹ Sonoma County Records, Official Records Book 213, p 11.

¹² *Press Democrat*, 13 December 1905.

¹³ Sonoma County Records, Official Records Book 377, p. 261.

¹⁴ Ibid., Official Records Book 377, p. 262.

¹⁵ *Cloverdale Reville*, 15 January 1898.

¹⁶ *Press Democrat*, 8 March 1935.

¹⁷ *Santa Rosa Republican*, 6 April 1935.

William Herbert and Cal Caulkins formed a partnership in 1932. "Bill" Herbert was born in Illinois in 1886, served in World War I as a lieutenant in the air service in "air craft production," married Abbie Churchill in 1918 and was living in Santa Rosa and working as an architect by 1920.¹⁸ Clarence ("Cal") Caulkins was born in Montana in 1898, went to architecture school at the University of California Berkeley and married Grace Avery in 1933.¹⁹ Herbert had been practicing architecture in Santa Rosa as early as 1920, while Caulkins had been working in Oakland and Monterey from at least 1928 - 1932.

In Santa Rosa, the two architects designed a wide variety of civic, commercial and residential projects. They employed several architectural styles, with projects in the Tudor, Mission and Moderne styles. The Farmers' Mutual Insurance building, designed in the "Moderne" style, presented "dignified by very modern front[s]" on both Fifth and Humboldt streets. The corner buttress visually anchored the building and rose to fluted caps in front of an offset parapet. The steel sash windows were "decorated with cadmium plated ventilating sections" (see figures below).²⁰ The building opened its doors on 5 August 1935.

INSURANCE CO. BUILDINGS SHOWS MODERN STYLES

The Sonoma County Farmers Mutual Fire Insurance company's new building, which has just been completed at the corner of Fifth and Humboldt streets, presents a dignified but very modern front to the eye of the passers-by.

Architecturally described by Herbert and Caulkins, designers of the structure, the company's new home is of the Moderne style of architecture, being simple of ornament but effective in full display.

True to style, the corner buttresses rise to fluted caps. The parapet is terminated in a slight setback with raised portions at the front. The whole exterior is of buff colored stucco.

Windows and wall spaces are correctly proportioned to the last inch. Steel sashes grace the windows which are decorated with

cadmium plated ventilating sections.

The interior is consistent in style from front to rear. Beams of with the exterior, the sixteen-foot deeper brown separate the panels.

ceiling built of acoustical tile arranged in brown and ivory panels.

Our Congratulations to
The Sonoma County Farmers Mutual Fire Insurance Co.
Herbert & Caulkins
ARCHITECTS
Rosenberg Building Phone 1597-J

PABCO BATTLESHIP LINOLEUM
Made in California

Press Democrat, 4 August 1935

¹⁸ www.ancestry.com

¹⁹ Ibid.

²⁰ *Press Democrat*, 4 August 1935.

THE PRESS DEMOCRAT, SANTA ROSA, CALIFORNIA, SUNDAY, AUGUST 4, 1935

NEW OFFICE BUILDING WILL BE OPENED TO PUBLIC TOMORROW

Contractors Complete Home Of Sonoma County Farmers Mutual Fire Insurance Co.

Sonoma County Farmers Mutual Fire Insurance company will open the doors of its new office building at Fifth and Humboldt Streets to the public for the first time tomorrow evening.

A staff of company's officials and employees will be in readiness to act as guides for visitors to take them through the spacious new structure and exhibit the offices that will house one of the county's oldest and most financially established corporations.

The architectural firm, designed and supervised the construction, and the contractor, was awarded the contract for the building, although several other firms had bid for the job.

Louis Halvorsen, Santa Rosa contractor, was awarded the contract for the building, although several other firms had bid for the job.

The committee which will be in charge of the open house has made arrangements to accommodate an expected record crowd of guests, visitors and spectators. The open house will be officially opened for business Tuesday morning.

One of the most efficiently built and equipped office buildings in the county, the new building has a floor space of 24,000 square feet, with 40 feet with well-arranged offices fully equipped with up-to-date furniture and furnishings.

The total cost of construction of the building, including the cost of the land, is estimated at \$125,000. A representative sample of what can be accomplished through a mutual corporation.

The building is placed on a lot measuring 48 feet by 138 feet, allowing ample frontage space.

Herbert & Caulkins, prominent architects of the corporation, designed the building.

INSURANCE CO. BUILDING SHOWS MODERN STYLES

The Sonoma County Farmers Mutual Fire Insurance company's new building, which has just been completed at the corner of Fifth and Humboldt streets, presents a dignified but very modern front to the eye of the passer-by.

The interior is a masterpiece of the architect's skill, designed by Herbert & Caulkins, designers of the firm's new office building at Fifth and Humboldt streets.

True to style, the corner building is situated in a slight setback from the street, and the front of the building is of half-colored stone.

Windows and wall spaces are grouped in a way that gives the building a sense of rhythm and balance.

The whole exterior is of half-colored stone.

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The whole exterior is of half-colored stone.

Our Congratulations to

The Sonoma County Farmers Mutual Fire Insurance Co.

Herbert & Caulkins

ARCHITECTS

Boschert Building

Phone 1507-J

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PABCO BATTLESHIP LINOLEUM

Made in California

Installed in the New Building for

The Sonoma County Farmers Mutual Fire Insurance Co.

By

Santa Rosa Furniture Company

330 Fourth Street

Phone 372

My Congratulations to the

Sonoma County Farmers Mutual Fire Insurance Company

On the Opening of Their New Home

LOUIS HALVORSEN

General Contractor

125 Indian Avenue

Phone 1544-J

The company continued to grow over the next three decades, absorbing other insurance companies along the way. In honor of their 75th anniversary, Farmers Mutual embarked on an expansion project. At the end of 1971, they purchased the adjacent 40' x 100' lot south of the building,²¹ and in early 1972 they hired Lawrence Simons to design an addition to be built along Fifth Street. They hired Todd Construction as the contractor, and broke ground on 15 June 1972. A "Notice of Completion" was filed with the county on 15 January 1973.²²



Press Democrat, 23 April 1972

The original drawing published in the *Press Democrat* in April 1972 did not show significant changes to the original 1935 building on the corner of Fifth and Humboldt (see figure above). The "Notice of Completion," however, described the project as "additions and alterations" and the drawing included in the opening announcement does include the modifications to the frieze of the 1935 building (see figure below).

We are Celebrating Our 75th Anniversary

Organized in Santa Rosa
JANUARY 26, 1898

1898

1973

Rated A+ — Non Assessable

FARMERS MUTUAL INSURANCE COMPANY

HOME OFFICE — 5TH & HUMBOLDT — DOWNTOWN SANTA ROSA

CHARTER MEMBERS

EMERY RAY	DURANT LUTHERFIELD
JOSEPH A. SCHWAB	S. F. COLEMAN
B. M. WILSON	F. & C. M. BUTLER
JOHN STODOL	OSCAR CONNOR
S. B. SMITH	M. KIPP
JAMES WILSON	R. W. GUSTIN
S. S. SUTHERLAND	S. L. KILGUS
J. R. STEVEN	S. F. CHANDLER
JAMES WILSON	J. M. BROWN
JONATHAN ROBERTS	JOS. M. TALBOT

CHARTER MEMBERS

T. E. BURLIN	HARVEY GARDNER
C. BARNETT	L. S. GORD
M. GORD	M. LITCHFIELD
S. C. TONY	C. D. GORD
PETER HANSEN	S. F. GARDNER
R. & W. H. HARRIS	OSCAR F. THOMPSON
S. S. MILLER	M. H. HARRIS
M. S. HALL	M. HARRIS
C. F. BRIDGEMAN	L. S. RICKS
ERNEST E. DAWSON	

Press Democrat, 26 January 1973

²¹ Sonoma County Records, Official Records Book 2592, p. 670.

²² Ibid., Official Records Book 2727, p. 733.



Press Democrat, 9 September 1973

According to the architect's drawing for the building, it appears that the wood cabinetry under the windows originally had vertical trim to match the frieze and served as planter boxes for landscaping (see figure above). The vertical frieze was applied to all elevations of the 1935 building, as well, assumably as a unifying feature.



Former planter on East elevation

Sometime after 1973, the windows on the east elevation of the 1935 building were modified. The plate glass door was added at the southeast corner and the original vertical bands of windows were divided into smaller individual windows (see figure 16 in Appendix A).



1963 Aerial view, project area indicated²³



1977 Aerial view, project area indicated²⁴

²³ City of Santa Rosa GIS, Historic Aerials (<https://maps.srcity.org/Html5Viewer/Index.html?viewer=AerialViewer&Center=6375999,1920000>).

²⁴ Ibid.

Date	Owner	Reference
10/15/1981	Humboldt, a general partnership	1981059352
12/20/1978	James B/Edith J Keegan	OR 3499-351
1/15/1973	NOTICE OF COMPLETION - 635 Fifth St.	OR 2727-733
12/29/1971	Farmers Mutual Insurance (becomes Aid Insurance) – adding 40’x100’	OR 2592-670
8/12/1935	NOTICE OF COMPLETION – 631 Fifth St.	OR 389-393
1/14/1935	Sonoma County Farmers’ Mutual Insurance Company	OR 377-262
12/18/1934	Sonoma County Abstract Bureau	OR 377-261
5/13/1932	Catherine Mailer, Jean Margaret Mailer, James Clark Mailer (1/3 each) - inherit	OR 315-484
5/6/1904	J.C. Mailer	OR 213-11
5/28/1891	John J Parsons & Rachel Marshall, Santa Rosa	DB 132-73
5/25/1868	Presbyterian Church of Santa Rosa	DB 24-30
12/30/1860	Martha Schultz – lots 39 & 40	DB 11-183
8/16/1859	C C Green	DB 9-155
UNK	Berthold Hoen, J W Hartman, Feodore Gustave Hahman	UNK

Regulatory Environment

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

CEQA (PRC §21084.1) and its associated guidelines for implementation (CCR Title 14, Chapter 3, sections 15000 et seq.) provide 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 Santa Rosa 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).

The California Office of Historic Preservation (OHP) defines five classes of cultural resources:

- **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 is 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 possesses historical, 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 CEQA § 15064.5, a cultural resource is “significant” if it meets at least one of the following four criteria:²⁵

1. listed in the California Register of Historical Resources (PRC §5024.1 Title 14 CCR, Section 4850 et seq);
2. determined eligible for listing the California Register by the State Historic Preservation office;
3. included in a local register of historical resources (as defined in PRC §5024.1(g);
OR
4. determined by the lead agency, through the presence of substantial evidence, to be historically significant because of its association with significant events, association with significant persons, architectural distinction, or potential to yield information important in history or prehistory.

LOCAL REGULATIONS: City of Santa Rosa

The City of Santa Rosa adopted an “Historic and Cultural Preservation Ordinance” in 1988 and includes an “Historic Preservation” element in its Santa Rosa General Plan 2035. The ordinance created the “Santa Rosa Cultural Heritage Board,” which “recommends to the City Council designation of landmarks and preservation districts, reviews permits for alterations to landmarks, and promotes public awareness of historic resources.”²⁶

Santa Rosa considers a “landmark” to be:

any site, including significant trees or other significant permanent landscaping located thereon, place, building, structure, street, street furniture, sign, work of art, natural feature or other object having a specific historical, archaeological, cultural or architectural value in the City and which has been designated a landmark by the City Council. (Ord. 2668 § 1, 1988; Ord. 2897 § 2, 1991)²⁷

An historic resource is defined as a resource that it is:

- Listed in or eligible for listing in the California Register of Historic Places (CA Register)
- Included in the local register of historic resources
- Listed in or eligible for listing in the National Register of Historic Places (NRHP)

Santa Rosa’s criteria for evaluating historic significance are:

- (i) the resource is associated with events that have made a significant contribution to the broad patterns of our history and cultural heritage;
- (ii) is associated with the lives of persons important in our past;
- (iii) 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;
- (iv) has yielded or may be likely to yield, information important in prehistory or history.

In addition, a resource must retain sufficient integrity of location, design, setting materials, workmanship, feeling and association to relay its historic character.²⁸

²⁵ [https://govt.westlaw.com/calregs/Document/IFFC7DA00D48511DEBC02831C6D6C108E?viewType=Full&transitionType=Default&contextD ata=\(sc.Default\)](https://govt.westlaw.com/calregs/Document/IFFC7DA00D48511DEBC02831C6D6C108E?viewType=Full&transitionType=Default&contextD ata=(sc.Default))

²⁶ Santa Rosa General Plan 2035, p. 11-2.

²⁷ Santa Rosa Municipal Code, §17-22.030.

²⁸ Ibid., § 20-70.020 (H)(6)(d).

Recommendation for Determination of Eligibility for 631 and 635 Fifth Street

The California Environmental Quality Act (PRC §21084.1) and its associated guidelines for implementation (CCR Title 14, Chapter 3, sections 15000 et seq.) defines historic resources as any object, building, structure, site, area, place, record or manuscript that, in general, meets at least one of the following four criteria:²⁹

1. listed in the California Register of Historical Resources (PRC §5024.1 Title 14 CCR, Section 4850 et seq);
2. determined eligible for listing the California Register by the State Historic Preservation office;
3. included in a local register of historical resources (as defined in PRC §5024.1(g);
OR
4. determined by the lead agency, through the presence of substantial evidence, to be historically significant because of its association with significant events, association with significant persons, architectural distinction, or potential to yield information important in history or prehistory.

The buildings at 631 and 635 Fifth Street (built 1935 and 1973, respectively) are 90 and 52 years old, are not within any of Santa Rosa's designated historic districts and are not included in Santa Rosa's "Cultural Heritage Survey." They are not included in any other state, national or local surveys and are not included in the California Office of Historic Preservation's "Built Environment Resource Directory (BERD)."

In 2021, Architectural Resources Group (ARG) included both properties in their windshield survey of the "Downtown Station Area, 1946-1974" and made a preliminary determination that 635 Fifth Street "does not appear potentially eligible for listing" and that 631 Fifth Street "appears eligible for listing as a City of Santa Rosa Landmark and in the [CA Register] as an embodiment of significant patterns of commercial development in the Downtown Station Area" (5S3, 3CS) (see ARG's survey DPR forms in Appendix B).

CRITERIA

According to the California Office of Historic Preservation (OHP), a building, structure or object is eligible for listing in the California Register if it meets one or more of the four following criteria:³⁰

Criteria	631 Fifth Street	635 Fifth Street
1. Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.	This 1972 building was part of Santa Rosa's mid- to late- twentieth century commercial growth and expansion. This commercial pattern in Santa Rosa was typical of communities across the country at this time. This single structure as an individual structure, however, is insufficient to represent the growth trend.	This 1935 building was part of Santa Rosa's commercial growth in the first few decades of the twentieth century. Residential blocks in the downtown area were transformed to commercial uses and existing commercial uses were upgraded. The construction of the Farmer's Mutual Insurance Building, which replaced a 1906 warehouse, is representative of this civic improvement trend. Changes made to the building in 1972 and later, however, have <u>compromised</u> the ability of the building to express its association with the early twentieth century commercial transformation of Santa Rosa (see integrity analysis below).

²⁹ <https://govt.westlaw.com/calregs/Document/IFFC7DA00D48511DEBC02831C6D6C108E?viewType=Full&transitionType=Default&contextData=sc.Default>

³⁰ Pub. Res. Code 5024.1, Title 14 CCR, Section 4852.



2. Associated with the lives of persons important to local, California or national history.	The building is not associated with any significant people. The architect for this building (Lawrence Simons) was active in Sonoma County through the 1960s and 1970s and focused his work on civic and commercial projects. He was not known for employing or advancing any particular style. His contributions to Santa Rosa, though not inconsequential, do not rise to the level of historic.	<p>The original building is associated with the architectural firm of Herbert & Caulkins, who were active in Santa Rosa as a partnership from 1932-1936. Their prolific work in the civic, commercial and residential sectors contributed to Santa Rosa's transformation into a cosmopolitan city.</p> <p>Changes made to the building in 1972, however, <u>compromised</u> the ability of the building to express its association with its regionally significant designers.</p>
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.	The modest commercial building is neither architecturally significant nor the work of a master builder or architect.	<p>The original design of this 1935 commercial building was a good example of the Art Deco style that was popular across the country in the 1930s. In 1972, however, modifications made to the significantly <u>compromised</u> the original design.</p> <p>The application of the vertical board frieze truncated the verticality of the building. The tall bands of windows on the primary (east) elevation were divided into smaller units, also interrupting the distinctive vertical emphasis. These modifications have compromised the integrity of design, feeling and association of the building to the extent that it is no longer a good example of the Art Deco style. (See integrity analysis below for greater detail.)</p>
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation	The project area does not feature construction or material types, or embody engineering practices that would, with additional study, provide important information. My evaluation of this property was limited to resources above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information.	The project area does not feature construction or material types, or embody engineering practices that would, with additional study, provide important information. My evaluation of this property was limited to resources above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information.

INTEGRITY ANALYSIS FOR 635 FIFTH STREET

Integrity is the ability of a property to convey its historic significance. It consists of seven aspects: location, design, setting, materials, workmanship, feeling and association.³¹

Integrity Element	635 Fifth Street	Conclusion
Location (<i>"place where the property was built"</i>)	The building retains its integrity of location as it has not been moved or relocated.	INTACT
Design (<i>"combination of elements that create the form, plan, space, structure, and style"</i> (NPS))	The building's original "Art Deco" design has been compromised by alterations made in 1972. The verticality of the building was compromised both by the application of a wide horizontal frieze and the division of the tall bands of windows on the east (primary) elevation into smaller windows. The distinctive fluting on the buttresses was replaced by the 1972 frieze.	<u>COMPROMISED</u>
Setting (<i>"physical environment"</i>)	The dense commercial setting is more representative of the late twentieth century than the 1930s.	<u>COMPROMISED</u>
Materials	With the exception of the original frieze that has been removed, the 1935 materials are intact on the side (north) elevation. They have been adversely impacted on the primary elevation by truncating the banks of windows. Stucco dividers were added between the windows, and an entrance was also cut into the southeast corner.	<u>COMPROMISED</u>
Workmanship (<i>"evidence of labor and skill"</i>)	While the distinctive "cadmium ventilation sections" remain on the windows of the north and east elevations, the building's original and distinctive fluting on the buttresses was replaced by the 1972 frieze.	<u>COMPROMISED</u>
Feeling (<i>"expression of the aesthetic or historic sense of a particular period of time"</i>)	While elements of the original massing and materials remain, the building no longer feels like a 1930s "Art Deco" structure because of the removal of its fluted caps and application of horizontal elements to counteract the verticality of the original design.	<u>COMPROMISED</u>
Association (<i>"direct link between an important historic event or person"</i>)	The building no longer represents the design of its architects, Herbert & Caulkins, and has therefore lost its association with this regionally significant firm.	<u>COMPROMISED</u>

³¹ http://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_8.htm



Conclusion

The buildings at 631 and 635 Fifth Street (built 1935 and 1973, respectively) are 90 and 52 years old, are not within any of Santa Rosa's designated historic districts and are not included in Santa Rosa's "Cultural Heritage Survey." They are not included in any other state, national or local surveys and are not included in the California Office of Historic Preservation's "Built Environment Resource Directory (BERD)."

In 2021, Architectural Resources Group (ARG) included both properties in their windshield survey of the "Downtown Station Area, 1946-1974" and made a preliminary determination that 635 Fifth Street "does not appear potentially eligible for listing" and that 631 Fifth Street "appears eligible for listing as a City of Santa Rosa Landmark and in the [CA Register] as an embodiment of significant patterns of commercial development in the Downtown Station Area" (5S3, 3CS) (see ARG's survey DPR forms in Appendix B).

I concur with the determination that the building at **635 Fifth Street does not qualify as an historic resource**. It is not associated with a significant event or person and is not architecturally distinctive.

For **631 Fifth Street**, it is my professional opinion that the building **lacks sufficient integrity** to express its early history. Changes made to the building in 1972 modified the original "Art Deco" building to the extent that it no longer conveys its association with Santa Rosa's early twentieth century commercial development, no longer conveys its association with its designers—Herbert & Caulkins, a regionally significant architectural firm—and is no longer a good example of the popular 1930s architectural style.

Therefore, it is my professional opinion that neither building qualifies as an historic resource under the California Environmental Quality Act (CEQA) or Santa Rosa's Historic Preservation Ordinance.

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www.ancestry.com	www.loc.gov	www.ohp.parks.ca.gov
www.archives.com	www.cdnc.ucr.edu	www.newspapers.com
www.archives.org	www.genealogybank.com	www.proquest.com
www.newspaperarchives.com	www.parcelquest.com	
http://heritage.sonomalibrary.org/cdm/landingpage/collection/p15763coll2		

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631 Fifth Street

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635 Fifth Street



Figure 1: East elevation, fronting Fifth Street



Figure 2: East elevation, in context with neighbor to the south (625 Fifth Street)



Figure 3: East elevation, detail of junction with neighbor to south (625 Fifth St)



Figure 4: East elevation, junction with neighbor to the north (631 Fifth Street)



Figure 5: East elevation, front door



Figure 6: East elevation, window cabinetry detail



Figure 7: East elevation, pier detail



Figure 8: East elevation, lower part of hyphen connecting to neighbor to the north (631 Fifth Street)



Figure 9: West elevation, rear



Figure 10: West elevation, door and windows



Figure 11: West elevation, junction with neighbor to north (631 Fifth Street)



Figure 12: West elevation, junction with neighbor to south (625 Fifth)



Figure 13: West elevation, hyphen connecting to neighbor to north (631 Fifth Street)



Figure 14: West elevation, window and cabinetry detail



Figure 15: West elevation, window frame detail

631 Fifth Street



Figure 16: East elevation, fronting Fifth Street



Figure 17: East elevation, junction with neighbor to the south (635 Fifth)



Figure 18: East elevation, upper window detail



Figure 19: North elevation, fronting Humboldt Street



Figure 20: North elevation, window and frieze detail



Figure 21: North elevation, window detail



Figure 22: North elevation, foundation vent



Figure 23: North and west elevations, NW corner



Figure 24: West elevation, rear



Figure 25: West elevation, stucco patches at lower level



Figure 26: South elevation, stucco patch at junction with west neighbor (635 Fifth)



Figure 27: South elevation, stucco patches

Setting

Appendix B: ARG's DPR forms, 2021

Page: 1 of 4

State of California --- The Resources Agency DEPARTMENT OF PARKS AND RECREATION PRIMARY RECORD	Primary # _____ HRI _____ Trinomial # _____ NRHP Status Code <u>5S3_3CS</u>
Other Listings _____ Review Code _____	Reviewer _____ Date _____

*Resource Name or # (Assigned by recorder) 631 5th Street

P1. Other Identifier: Originally Sonoma County Farmers Mutual Fire Insurance 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 _____ Date _____ T _____ ; R _____ 1/4 of _____ 1/4 of Sec _____ B.M. _____

c. Address 631 5th Street City Santa Rosa Zip 95404

d. UTM: (Give more than one for large and/or linear resources) Zone _____ ; _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) _____

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting and boundaries)

Evaluation: Individually significant

Historic Property Type: Commercial

Current Property Type: Commercial

Primary Architectural Style: PWA Moderne/Stripped Classical

Number of Stories: 2

Plan/Primary Facade: Rectangular; Symmetrical

Construction/Foundation: Reinforced concrete; Concrete

Cladding: Smooth stucco

Details: Applied decoration, Pilasters, Punched window openings set in vertically oriented recessed bays; 1970s wood slat frieze/cornice at parapet

Roof Type/Material: Flat, Not visible

Roof Features: Flat parapet

Porch/Stoop 1: Recessed entrance set flush with sidewalk; Concrete

Doorway 1: Recessed

Door 1: Single; Metal; Fully glazed

Window 1: Grouped; Fixed, Casement, Hopper; Steel; Multi-light - all, Decorative circular muntin details

Window 2: Single; Fixed; Steel; Multi-light - all, Decorative circular muntin details

Window 3: Grouped; Fixed, Hopper; Steel; Multi-light - all

Setting: Corner, Flush with sidewalk

*P3b. Resource Attributes: (List attributes and codes)

HP6. 1-3 story commercial building

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

*P5a. Photograph or Drawing (Photograph required for buildings, structures, or objects)



P5b. Description of Photo: (view, date, accession #)
View north, 6/23/2021

*P6. Date Constructed/Age and

Sources: ☒ Historic ☐ Prehistoric ☐ Both

1935 (Santa Rosa Press Democrat 8/4/35)

*P7. Owner and Address:

Not Recorded

*P8. Recorded by: (Name, affiliation, and address)

Mary Ringhoff, Diana Painter, Architectural Resources Group, 360 E. 2nd Street, Suite 225 Los Angeles, CA 90012

*P9. Date Recorded: 6/23/2021

*P10. Survey Type: (Describe)

☒ Intensive ☐ Reconnaissance

*P11. Report Citation: (Cite survey report and other sources or enter "none".) ARG, "Downtown Station Area Historic Resource Evaluation" (prepared for the City of Santa Rosa, 2022).

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



Page: 2 of 4

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

Primary # _____

HRI _____

BUILDING, STRUCTURE AND OBJECT RECORD

*NRHP Status Code 553, 3CS

B1. Historic Name: Sonoma County Farmers Mutual Fire Insurance Co.

B2. Common Name: _____

B3. Original Use: Commercial

B4. Present Use: Commercial

*B5. Architectural Style PWA Moderne/Stripped Classical

*B6. Construction History: (Construction date, alteration, and date of alterations) Other Alterations-Decorative elements added. Door replaced - primary. Door replaced - secondary. Signage added/replaced. Wood slat cornice/frieze added at parapet to visually unify with 1970s building to west (appears reversible, unknown if original signage remains underneath)

*B7. Moved? ☒ No ☐ Yes ☐ Unknown

Date: _____ Original Location: _____

*B8. Related Features: _____

B9a. Architect: Herbert & Caulkins b. Builder: Louis Halvorsen c. Owner: Sonoma County Farmers Mutual Fire Insurance Co.

*B10. Significance: Theme Commercial Development, 1907-1945

Area Santa Rosa

Period of Significance: 1935

Property Type: Commercial

Applicable Criteria: 1/i

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

Context: Interim Growth and Development of the Downtown Station Area, 1907-1945

Theme: Commercial Development, 1907-1945

Property Type: Commercial

The property appears eligible for listing as a City of Santa Rosa Landmark and in the California Register of Historical Resources as an embodiment of significant patterns of commercial development in the Downtown Station Area during its transitional development period from 1907 to 1945. Constructed in 1935 for the Sonoma County Farmers Mutual Fire Insurance Co., it is an excellent example of an intact 1930s commercial building in this part of the city and retains sufficient integrity to convey its association with historic patterns of commercial development.

This property may also be eligible for its PWA Moderne/Stripped Classical design by notable local architect Herbert and Caulkins. However, due to the later addition of a wood slat frieze/cornice, the integrity of the original parapet and integral signage above the entry cannot be determined without further investigation. It remains unevaluated under Criteria C/3/iii.

B11. Additional Resource Attributes: (List attributes and codes) _____

*B12. References: (See Continuation Sheet 3)

B13. Remarks: _____

*B14. Evaluator: Mary Ringhoff, Diana Painter, Architectural Resources Group, 360 E. 2nd Street, Suite 225 Los Angeles, CA 90012

*Date of Evaluation: 6/09/2022

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



Page: 3 of 4

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

Primary # _____

HRI _____

CONTINUATION SHEET

*Resource Name or # (Assigned by recorder) 631 5th Street

Recorded By: ARG

Date: 6/09/2022

☒ Continuation

☐ Update

***B12. References** (continued from page 2):

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Santa Rosa Press Democrat, various dates.

Santa Rosa Republican, various dates.



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

Primary # _____

HRI _____

CONTINUATION SHEET

*Resource Name or # (Assigned by recorder) 631 5th Street

Recorded By: ARG

Date: 6/09/2022

☒ Continuation

☐ Update



Rendering in the Press Democrat 8/4/35



Page: 1 of 1

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

PRIMARY RECORD

Primary # _____
HRI _____
Trinomial # _____
NRHP Status Code 6Z
Other Listings _____
Review Code _____ Reviewer _____ Date _____

*Resource Name or # (Assigned by recorder) 635 5th Street

P1. Other Identifier: _____

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 _____ Date _____ T _____ ; R _____ 1/4 of _____ 1/4 of Sec _____ B.M. _____

c. Address 635 5th Street City Santa Rosa Zip 95401

d. UTM: (Give more than one for large and/or linear resources) Zone _____ ; _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) _____

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting and boundaries)

Evaluation: Not eligible

Historic Property Type: Commercial

Current Property Type: Commercial

Primary Architectural Style: No style

Alterations: Other Alterations-Door replaced - primary, Signage added/replaced

Context: Context: Downtown Station Area, 1946-1974. Theme: Commercial Development, 1946-1974. Property Type: Commercial.

Integrity:

Significance: Due to lack of historical significance, the property does not appear potentially individually eligible for listing.

*P3b. Resource Attributes: (List attributes and codes) HP6. 1-3 story commercial building

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

*P5a. Photograph or Drawing (Photograph required for buildings, structures, or objects)



P5b. Description of Photo: (view, date, accession #)
View north, 10/19/2021

*P6. Date Constructed/Age and

Sources: ☒ Historic ☐ Prehistoric ☐ Both

1972 (building permit)

*P7. Owner and Address:

Not Recorded

*P8. Recorded by: (Name, affiliation, and address)

Mary Ringhoff, Diana Painter, Architectural Resources Group, 360 E. 2nd Street, Suite 225 Los Angeles, CA 90012

*P9. Date Recorded: 10/19/2021

*P10. Survey Type: (Describe)

☐ Intensive ☒ Reconnaissance

*P11. Report Citation: (Cite survey report and other sources or enter "none".) ARG, "Downtown Station Area Historic Resource Evaluation" (prepared for the City of Santa Rosa, 2022).

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



Appendix C: Detailed DPR Forms for 631 & 635 Fifth Street (forms A, B, J, L)

State of California ☐ The Resources Agency Primary #
DEPARTMENT OF PARKS AND RECREATION HRI#
BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # (Assigned by recorder) 631 Fifth Street, Santa Rosa *NRHP Status Code 6Z
Page 2 of 8

B1. Historic Name: 631 Fifth Street
B2. Common Name: 631 Fifth Street
B3. Original Use: Commercial B4. Present Use: Commercial
*B5. Architectural Style: Art Deco
*B6. Construction History: (Construction date, alterations, and date of alterations)

1935 built (Notice of Completion).

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

*B8. Related Features:

None

B9a. Architect: Herbert & Caulkins b. Builder: Louis Halverson
*B10. Significance: Theme Commercial Development Area Santa Rosa

Period of Significance 1935 Property Type Commercial Applicable Criteria None
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

In 1859, Dr. C. C. Green and his partner, Lewis Lucas, purchased a 20-acre tract abutting the north side of the Santa Rosa's grid and developed the first of many "additions" to the town of Santa Rosa. Green was born in Kentucky in 1825 and relocated to Santa Rosa by at least April 1858 when he advertised his new medical practice next to the Eureka Hotel in the downtown area. He and Lucas purchased the tract from Berthold Hoen, J. W. Hartman and Feodore Gustave Hahman for \$2,000 on 16 August 16 1859;ⁱ W. A. Eliason surveyed it into 77 lots within two weeks. The map was filed with the county on 1 June 1860. Green and his partner divided up the lots in 1861, at which time the two men began actively marketing the parcels for sale.

The railroad arrived in Santa Rosa 1870, followed by streetlights in 1872. The town grew exponentially through the end of the nineteenth century, with more permanent brick and stone buildings rising in prominent locations around the downtown area and the railroad station. Larger residences in the most popular styles of the period (Greek Revival, Queen Anne, Italianate, and Stick/Eastlake) were erected near the downtown area. Numerous other real estate developers followed the example of Dr. C. C. Green and subdivided large tracts of land adjacent to the downtown area.

During the last quarter of the nineteenth century, "Green's Addition" developed into a primarily residential area, with a wide variety of one- and two-story, wood-frame houses. The current project area is on the northern half of lots 39 and 40 and a northern portion of lot 38 (see figure on Continuation Sheet 4 of 8).

(see Continuation Sheet 4 of 8)

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

*B12. References:

- "Historic Resource Evaluation," January 2025.
- Bowers, A.B. Map of Sonoma County, California. 1867.
- City of Santa Rosa. Santa Rosa General Plan 2035. 2 November 2009. Updated October 2024.
(<https://www.srca.org/DocumentCenter/View/24327/Santa-Rosa-General-Plan-2035-PDF---October-2024>)B13

B13. Remarks:

*B14. Evaluator: Alice Duffee Healy, APD Preservation LLC

*Date of Evaluation: January 2025

ⁱ Sonoma County Records, Deed Book 9, page 155.

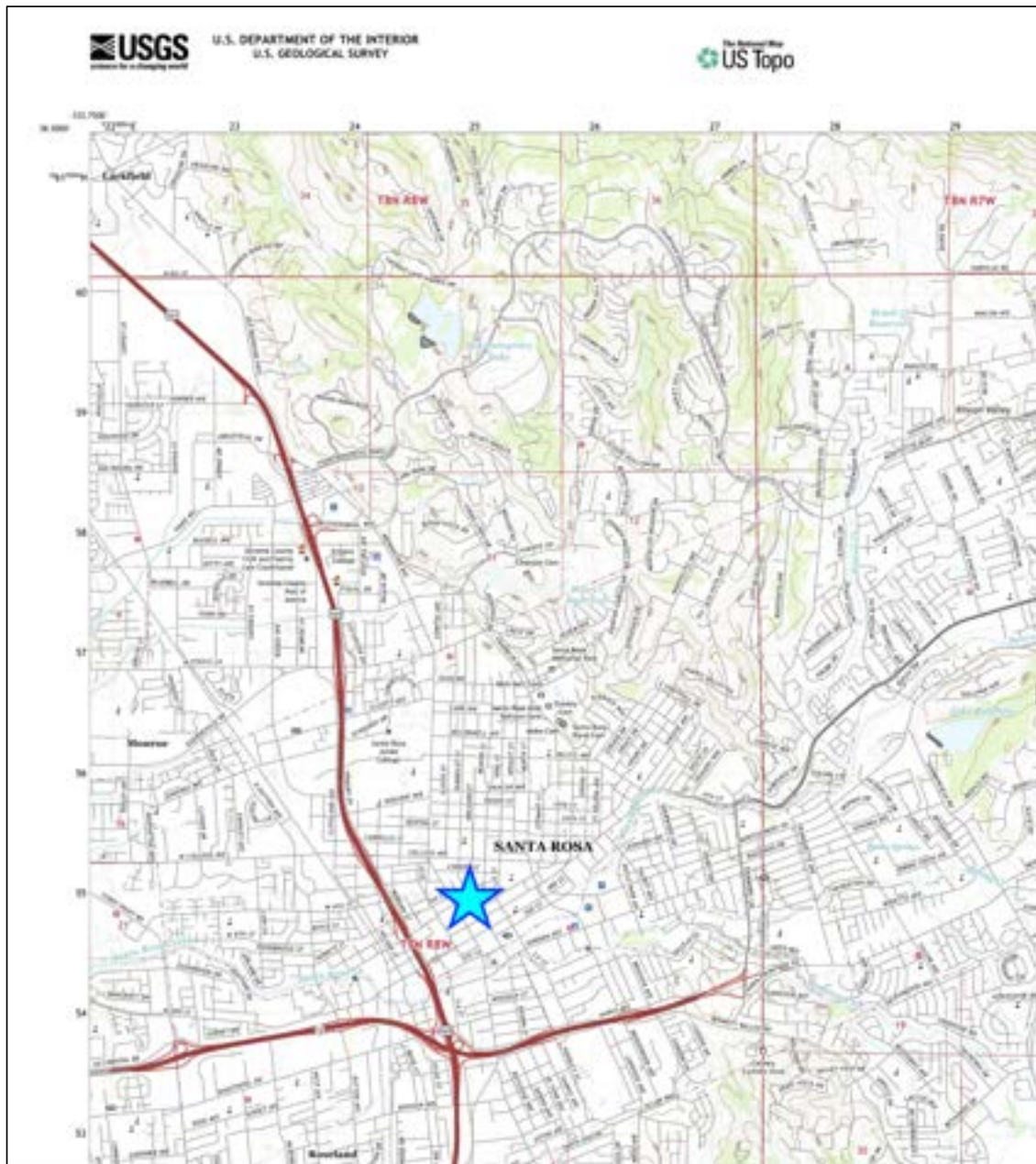
(This space reserved for official comments.)



State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
LOCATION MAP

Primary #
HRI#
Trinomial

*Map Name: Santa Rosa *Scale: 1:24,000 *Date of map: 2021



DPR 523J (9/2013)

* Required information



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

Primary#
HRI #
Trinomial

CONTINUATION SHEET

Property Name: _____

631 Fifth Street, Santa Rosa

Page 4 of 8

*B10. Significance: (CONTINUED)



Map of Green's Addition, 25 August 1859 "(project area indicated)"ⁱ

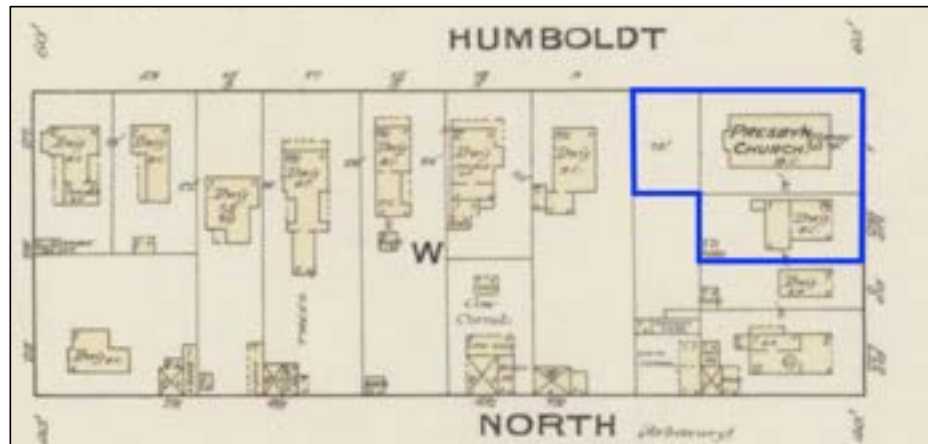
Martha Schultz purchased lots 39 and 40 from C. C. Green in 1860 and then donated them to the First Presbyterian Church in 1868. The church formed in Santa Rosa in 1858 and began planning for a building in 1859. The new building was dedicated on 25 July 1869.ⁱ In 1875 one journalist described Fifth Street as:

a broad and beautiful Street—being 60 feet wide and having a row of shade trees on either side....This is emphatically the church street of Santa Rosa—there being four churches fronting it. The Presbyterian Church, a tolerably large edifice, is situated on the corner of Fifth and Humboldt....The Presbyterian is painted brown.ⁱⁱ

According to Sanborn maps and historic photos, it had a rectangular footprint with a spire and covered porch centered on the primary façade on Fifth Street.

In 1891 the congregation sold this building and built a grander church at Humboldt and Johnson. John Parsons and Rachell Marshall purchased the old church, which they rented out to a variety of civic and private organizations over the next eight years.^{iii iv}

(see Continuation Sheet 6 of 8)



Sanborn Fire Insurance Map, December 1885 (project area indicated)

ⁱ Sonoma Democrat, 17 July 1869.

ⁱⁱ Ibid., 13 November 1875.

ⁱⁱⁱ Sonoma County Records, Deed Book 132, p. 73.

^{iv} Various newspaper articles, www.newspapers.com and www.cdnc.ucr.edu.

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

Primary#
HRI #
Trinomial

CONTINUATION SHEET

Property Name: _____ 631 Fifth Street, Santa Rosa
Page 5 of 8

*Recorded by: Alice Duffee Healy *Date Jan. 2025

☒ Continuation ☐ Update

***P5a. Photographs: (CONTINUED)**



North elevation, fronting Humboldt St.



North and West elevations, northwest corner



West and South elevations, junction with 635 Fifth Street

DPR 523L (9/2013)



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

Primary#
HRI #
Trinomial

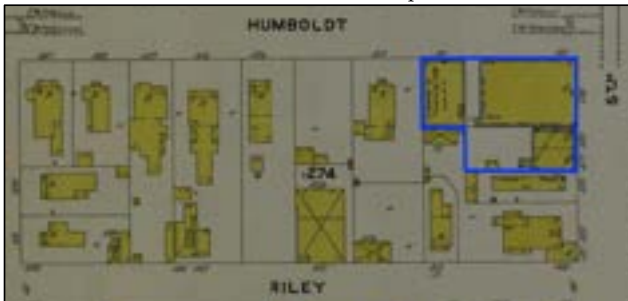
CONTINUATION SHEET

Property Name: _____ 631 Fifth Street, Santa Rosa
Page 6 of 8

*B10. Significance: (CONTINUED)

In July 1899 Rachel Marshall moved the church (without the spire) to her farm outside of Healdsburg to be used as a hop barn. Rachel Marshall died 9 March 1903;ⁱ James Clark Mailer (1844-1920) purchased lots 39 and 40 (the old church site) from her estate on 6 May 1904.ⁱⁱ Mailer had a large hardware store on Fourth Street and planned to build a two story, brick warehouse and apartment building (60' x 90') on the Fifth street site.ⁱⁱⁱ

Work was underway when the 18 April 1906 earthquake struck and devastated most of downtown Santa Rosa, including Mailer's hardware store on Fourth Street. Mailer pivoted to his new building project, changing the design to a one-story frame building to serve as a warehouse and store to replace his Fourth Street property.



Sanborn Fire Insurance Map, 1908 – showing “Mailer Warehouse”
(project area indicated)

The 1908 Sanborn map shows this new warehouse. The 1.5-story house that had occupied the southern end of the project area (on the site of 635 Fifth St.) since at least 1885 was replaced with two small stores.

The property remained in the Mailer family until the grandchildren of James Clark Mailer sold the property to the Sonoma County Farmers' Mutual Insurance Company via the Sonoma County Abstract Bureau in 1934.^{iv v}

Sonoma County Farmers' Mutual Insurance company incorporated in January 1898.^{vi} By the time it purchased the corner lot on Fifth and Humboldt the company was well established and growing steadily. They immediately hired the local architecture firm Herbert & Caulkins to design their new office headquarters. Louis Halvorsen was awarded the construction contract in March 1935 and building permits were issued in April 1935.^{vii viii}



Sanborn Fire Insurance Map, 1950 (project area indicated)

ⁱ www.ancestry.com.

ⁱⁱ Sonoma County Records, Official Records Book 213, p. 11.

ⁱⁱⁱ Press Democrat, 13 December 1905.

^{iv} Sonoma County Records, Official Records Book 377, p. 261.

^v Ibid., Official Records Book 377, p. 262.

^{vi} Cloverdale Reveille, 15 January 1898.

^{vii} Press Democrat, 8 March 1935.

^{viii} Santa Rosa Republican, 6 April 1935.

(see Continuation Sheet 7 of 8)

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

Primary#
HRI #
Trinomial

CONTINUATION SHEET

Property Name: _____ 631 Fifth Street, Santa Rosa
Page 7 of 8

*Recorded by: Alice Duffee Healy *Date Jan. 2025 ☒ Continuation ☐ Update

*B10. Significance: (CONTINUED)

Contractors Complete Home Of Sonoma County Farmers Mutual Fire Insurance Co.

Sonoma County Farmers Mutual Fire Insurance company will open the doors of its modern new office building at Fifth and Humboldt Streets to the public for the first time tomorrow evening.

A staff of company's officials and employees will be in readiness to act as guides for visitors to take them through the spacious new structure and exhibit the offices that will house one of the county's oldest and most firmly established corporations.

Open house will be held in the new building from 8 to 10 o'clock tomorrow evening.

The committee which will be in charge of the open house has made arrangements to accommodate an expected record crowd of guest visitors and spectators.

The new building and offices will be officially opened for business Tuesday morning.

TOTAL COST LOW

One of the most efficiently built and equipped office buildings in Santa Rosa, the company's new home has a floor space of 39 feet by 49 feet with well-arranged offices fully equipped with up-to-date fixtures and furnishings.

The total cost of construction of the building including equipment is placed at less than \$250 per policy holder, a representative example of what can be accomplished through a mutual cooperation system.

The building is placed on a lot measuring 49 feet by 128 feet, allowing ample frontage space.

Herbert & Caudins, prominent local architectural firm, designed and executed the structure, supervising its construction.

Louis Halvorsen, Santa Rosa contractor, was awarded the contract for the building, and was chief contractor in its construction, although several sub-contracts were let to local firms.

CLOCK PRESENTED

All electrical fixtures and the complete modern lighting system with which the building is wired was installed by H. W. Jacobs, Santa Rosa electrical contractor.

A huge electric clock, decoratively designed to fit in with the inner office fixtures, was installed in the building by Jacobs as a gift to the company.

Appreciation has been expressed by the building committee of the company including John D. Evans, W. P. Ewart, and George S. Crane, to both Herbert and Caudins for the planning and supervision of the building construction, to Halvorsen and sub-contractors for its actual construction and for material and workmanship utilized in its building, and to Jacobs for the electrical installation and the gift clock.

ELEVEN DIRECTORS

The present board of directors of the corporation includes eleven members chosen from all parts of the county throughout which the company contracts business.

The members are D. D. Sinclair of Sebastopol, W. P. Ewart of Penningsburg, W. H. Calhoun of Healdsburg, John D. Evans of Forestville, P. H. Parkinson of Geyserville, C. E. Potter of Sonoma, J. F. Voderberg of Petaluma, Alex Henderson of Occidental, Henry de Klark of Two Rock, and George S. Crane and P. W. Busman of Santa Rosa.

Several members of the present board have been serving as directors of the corporation for more than 29 years.

Elections to the present board were held here in January of this year at the time that the building was proposed.

OFFICE STAFF COMPLETE

Officers elected to serve as officers for 1935 at that time were D. D. Sinclair, president; W. P. Ewart, vice-president; George S. Crane, treasurer; J. D. Evans, secretary; and W. H. Calhoun, directors.

Sinclair is also head of the auditing board, with Ewart and Calhoun as assisting directors.

RAPID GROWTH SHOWN

The Sonoma County Farmers Mutual Fire Insurance company was organized January 25, 1898, the first in the state of which there are now 24 separate mutuals.

The corporation has grown from original risks of \$50,000 to \$17,000,000 in insurance at risk with more than \$7,000,000 in reinsurance.

Reserves are in excess of those of the largest companies in the nation per \$1,000 at risk.

Cash on deposit in various banks in Sonoma, Marin, Napa, Lake, and Mendocino counties is in excess of \$90,000.

The company is now writing insurance in neighboring counties, including Mendocino, Lake, and Marin, and has a membership of over 6500 policy holders.

FOUNDERS LAUDED

brother of Windsor, W. H. Harris of Fulton, C. D. Grover and D. M. Winans of Petaluma, James Moran of Sebastopol, J. G. Stevens of Kewwood, and H. G. Sutherland of Glen Ellen.

LATEST OF SANTA ROSA'S BUSINESS HOUSES



Architect's conception of the new Sonoma County Farm Mutual Fire Insurance Company's office building to be opened to public here tomorrow, shown when it was as yet a dream in concrete and steel. The structure has just been completed by workmen at Fifth and Humboldt streets.

THE SONOMA COUNTY FARMERS MUTUAL FIRE INSURANCE CO.
SANTA ROSA, CALIFORNIA

Herbert & Caudins, Architects

My Congratul

Sonoma County F Fire Insurance

On the Opening of

LOUIS HA

General Co

128 Dutton Avenue

Press Democrat, 4 August 1935

The company continued to grow over the next three decades, absorbing other insurance companies along the way. In honor of their 75th anniversary, Farmers Mutual embarked on an expansion project. At the end of 1971 they purchased the 40' x 100' lot south of the buildingⁱ and in early 1972 they hired Lawrence Simons to design an addition to be built along Fifth Street (635 Fifth Street). They hired Todd Construction as the contractor, and broke ground on 15 June 1972. A "Notice of Completion" for the addition was filed with the county on 15 January 1973.ⁱⁱ

Current Historical Status:

The building is 90 years old, is not within any of Santa Rosa's designated historic districts and is not included in Santa Rosa's "Cultural Heritage Survey." It is not included in any other state, national or local surveys and are not included in the California Office of Historic Preservation's "Built Environment Resource Directory (BERD)." In 2021 Architectural Resources Group (ARG) included the property in their windshield survey of the "Downtown Station Area, 1946-1974" and made a preliminary determination that 631 Fifth Street "appears eligible for listing as a City of Santa Rosa Landmark and in the [CA Register] as an embodiment of significant patterns of commercial development in the Downtown Station Area" (5S3, 3CS).

ⁱ Sonoma County Records, Official Records Book 2592, p. 670.

ⁱⁱ Ibid., Official Records Book 2727, p. 733.

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

Primary#
HRI #
Trinomial

CONTINUATION SHEET

Property Name: _____ 631 Fifth Street, Santa Rosa
Page 8 of 8

*Recorded by: Alice Duffee Healy *Date Jan. 2025 ☒ Continuation ☐ Update

*B10. Significance: (CONTINUED)

Criterion A - Association with Significant Event: This 1935 building was part of Santa Rosa's commercial growth in the first few decades of the twentieth century. Residential blocks in the downtown area were transformed to commercial uses and existing commercial uses were upgraded. The construction of the Farmer's Mutual Insurance Building, which replaced a 1906 hardware warehouse, is representative of this civic improvement trend. Changes made to the building in 1972, however, have compromised the ability of the building to express its association with the early twentieth century commercial transformation of Santa Rosa.

Criterion B - Association with Significant Person: The original building is associated with the architectural firm of Herbert & Caulkins, who were active in Santa Rosa as a partnership from 1932-1936. Their prolific work in the civic, commercial and residential sectors contributed to Santa Rosa's transformation into a cosmopolitan city. Changes made to the building in 1972, however, compromised the ability of the building to express its association with its regionally significant designers.

Criterion C - Architecturally Distinctive: The original design of this 1935 commercial building was a good example of the Art Deco style that was popular across the country in the 1930s. In 1972, however, modifications significantly compromised the original design. The application of the vertical board frieze truncated the verticality of the building. The tall bands of windows on the primary (east) elevation were divided into smaller units, also interrupting the distinctive vertical emphasis. These modifications have compromised the integrity of design, feeling and association of the building to the extent that it is no longer a good example of the Art Deco style.

Criterion D - Potential to Yield Information: The property does not feature construction or material types, or embody engineering practices that would, with additional study, provide important information. My evaluation of this property was limited to resources above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information.

It is my professional opinion, therefore, that the building does not meet the criteria for listing in the California Register, the National Register, or Santa Rosa's "Cultural Heritage Survey" because it lacks sufficient integrity to convey its 1935 origins and associations.

*B12. References: (CONTINUED)

- Elliot, Jeff. "Today you saw Cal Caulkins." 6 August 2018. (<http://santarosahistory.com/wordpress/2018/08/today-you-saw-cal-caulkins/>)
- Fraser-Munro, J. P. History of Sonoma County V2, Including its Geology, Topography, Mountains, Valleys and Streams (1879). San Francisco, CA: Alley, Brown & Co. Publishers, 1880.
- LeBaron, Gaye, Dee Blackman, Joann Mitchell and Harvey Hanson. Santa Rosa: A Nineteenth Century Town. Clarity Publishing Services, 1985.
- LeBaron, Gaye and Joann Mitchell. Santa Rosa: A Twentieth Century Town. Clarity Publishing Services, 1993.
- Lewis Publishing Company. Illustrated History of Sonoma County, California. Chicago, IL: Lewis Publishing Company, 1889.
- McIntire & Lewis. Official Map of the County of Sonoma, California. 1908.
- Morrow, Irving F. AIA. "Architectural Regions: Do They Exist?" Architect and Engineer. November 1940, p. 22-39. (https://www.survivorlibrary.com/library/architect_and_engineer_vol_143-144_1940.pdf).
- Munro-Fraser, J.P. History of Sonoma County, Including its Geology, Topography, Mountains, Valleys and Streams V1 (1879). San Francisco, CA: Alley, Bowen & Co. Publishers, 1880.
- Peterson, Geraldine and Dan Peterson. Santa Rosa's Architectural Heritage. Santa Rosa, CA: Sonoma County Historical Society, 1982.
- Reynolds & Proctor. Atlas of Sonoma. Santa Rosa, CA: 1898.
- Thompson, Robert A. Historical and Descriptive Sketch of Sonoma County, California. Philadelphia, PA: L.H. Everts & Co., 1877.
- Thompson, Thomas H. New Historical Atlas of Sonoma County. Oakland, CA: Thos. H. Thompson & Co., 1877 (reprinted by Sonoma County Historical Society, 2003).

Online resources:

www.accessible.com	www.calisphere.universityofcalifornia.edu	www.parcelquest.com
www.ancestry.com	www.loc.gov/www.ohp.parks.ca.gov	www.genealogybank.com
www.archives.com	www.cdnc.ucr.edu	www.newspapers.com
www.newspaperarchives.com	www.library.ucsb.edu/src/airphotos	www.archives.org
		www.historicaerials.com/

DPR 523L (9/2013)



State of California <input type="checkbox"/> The Resources Agency DEPARTMENT OF PARKS AND RECREATION PRIMARY RECORD		Primary # HRI # Trinomial NRHP Status Code
Other Review Code	Reviewer	Date
		Listings

Page 1 of 8 *Resource Name or #: (Assigned by recorder)

635 Fifth Street, Santa Rosa

P1. Other Identifier:

APN 009-025-015-000

*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 Santa Rosa Date 2021 T ; R ; ☐ of ☐ of Sec ; B.M.

c. Address 635 Fifth Street City Santa Rosa Zip 95404

d. UTM: (Give more than one for large and/or linear resources) Zone 10S, 525018.47 mE/ 4254894.38 mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
Green's Addition, Lots 38-40

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The primary façade fronts Fifth Street and abuts 631 Fifth Street to the north and 625 Fifth Street to the south. This one-story concrete building has a flat roof that is not visible from the ground level. A modern frieze with vertical slats and wide horizontal wood boards extends across both the front and rear elevations. On each end of the building, the vertical slats extend to ground level to create a hyphen where the building connects to its neighbors to the north and south. A high, stucco water course extends across the piers of the front and rear elevations. A modern plate glass pane door with metal frame is centered on the façade between two concrete piers; two plate glass windows set in metal frames are to the north of the door, also between the piers. More plate glass windows fill the spaces north and south of the entrance; a bank of wood cabinetry projects from below each bank of windows on the north and south. The front elevation is mirrored on the rear of the building with a central door flanked by banks of plate glass windows atop projecting wood bases. The rear, however, has two bays instead of three. The vertical boards of the frieze extend to the ground level to create hyphens at the rear elevation, as well. A section of vertical board paneling is at the north end of the window banks. Both the north and south elevations are attached to neighboring buildings.

*P3b. Resource Attributes: (List attributes and codes) HP6 (1-3 story commercial building)

P5a. Photograph or Drawing (Photograph required for buildings, structures, and objects.)
(see Continuation Sheet 5 of 8)



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

P5b. Description of Photo: (view, date, accession #) 12/19/24, East Elevation

*P6. Date Constructed/Age and Source: ☒ Historic ☐ Prehistoric
☐ Both
1973 (Notice of Completion)

*P7. Owner and Address:
Not recorded

*P8. Recorded by: (Name, affiliation, and address) Alice Duffee Healy, APD Preservation LLC, 13125 Arnold Dr., Glen Ellen, CA 95442

*P9. Date Recorded: January 2025

*P10. Survey Type: (Describe)
Intensive

*P11. Report Citation: (Cite survey report and other sources, or enter "none.")
"Historic Resource Evaluation," January 2025

*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):

State of California ☐ The Resources Agency Primary #
DEPARTMENT OF PARKS AND RECREATION HRI#
BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # (Assigned by recorder) 635 Fifth Street, Santa Rosa *NRHP Status Code 6Z
Page 2 of 8

B1. Historic Name: 635 Fifth Street
B2. Common Name: 635 Fifth Street
B3. Original Use: Commercial B4. Present Use: Commercial
*B5. Architectural Style: N/A
*B6. Construction History: (Construction date, alterations, and date of alterations)

1973 built (Notice of Completion, OR 2727-733).

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: _____ Original Location: _____
*B8. Related Features:

None

B9a. Architect: Lawrence Simons b. Builder: Todd Construction Co.
*B10. Significance: Theme 20th Century Commercial Expansion Area Santa Rosa

Period of Significance 1972-3 Property Type Commercial Applicable Criteria None
(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

In 1859, Dr. C. C. Green and his partner, Lewis Lucas, purchased a 20-acre tract abutting the north side of the Santa Rosa's grid and developed the first of many "additions" to the town of Santa Rosa. Green was born in Kentucky in 1825 and relocated to Santa Rosa by at least April 1858 when he advertised his new medical practice next to the Eureka Hotel in the downtown area. He and Lucas purchased the tract from Berthold Hoen, J. W. Hartman and Feodore Gustave Hahman for \$2,000 on 16 August 1859;ⁱ W. A. Eliason surveyed it into 77 lots within two weeks. The map was filed with the county on 1 June 1860. Green and his partner divvied up the lots in 1861, at which time the two men began actively marketing the parcels for sale.

The railroad arrived in Santa Rosa 1870, followed by streetlights in 1872. The town grew exponentially through the end of the nineteenth century, with more permanent brick and stone buildings rising in prominent locations around the downtown area and the railroad station. Larger residences in the most popular styles of the period (Greek Revival, Queen Anne, Italianate, and Stick/Eastlake) were erected near the downtown area. Numerous other real estate developers followed the example of Dr. C. C. Green and subdivided large tracts of land adjacent to the downtown area.

During the last quarter of the nineteenth century, "Green's Addition" developed into a primarily residential area, with a wide variety of one- and two-story, wood-frame houses. The current project area is on the northern half of lots 39 and 40 and a northern portion of lot 38 (see figure on Continuation Sheet 4 of 8).
(see Continuation Sheet 4 of 8)

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

*B12. References:

- "Historic Resource Evaluation," January 2025.
- Bowers, A.B. Map of Sonoma County, California. 1867.
- City of Santa Rosa. Santa Rosa General Plan 2035. 2 November 2009. Updated October 2024.
(<https://www.srcity.org/DocumentCenter/View/24327/Santa-Rosa-General-Plan-2035-PDF--October-2024>)B13.

Remarks:

*B14. Evaluator: Alice Duffee Healy, APD Preservation LLC
*Date of Evaluation: January 2025

ⁱ Sonoma County Records, Deed Book 9, page 155.

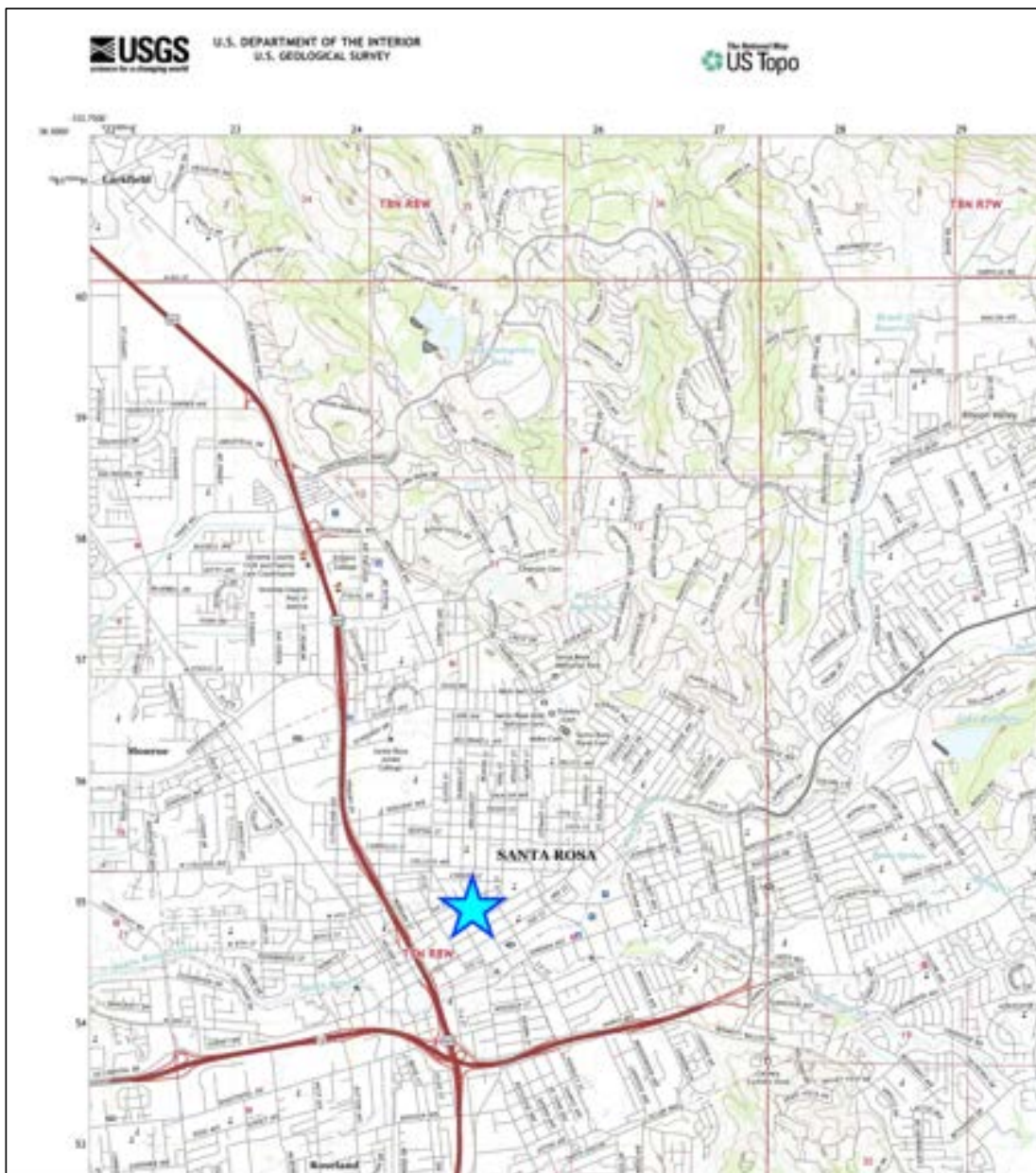
(This space reserved for official comments.)



State of California - The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
LOCATION MAP

Primary #
HRI#
Trinomial

*Map Name: Santa Rosa *Scale: 1:24,000 *Date of map: 2021



DPR 523J (9/2013)

* Required information



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

Primary#
HRI #
Trinomial

CONTINUATION SHEET

Property Name: _____
Page 4 of 8

631 Fifth Street, Santa Rosa

*B10. Significance: (CONTINUED)



Map of Green's Addition, 25 August 1859 "(project area indicated)"ⁱ

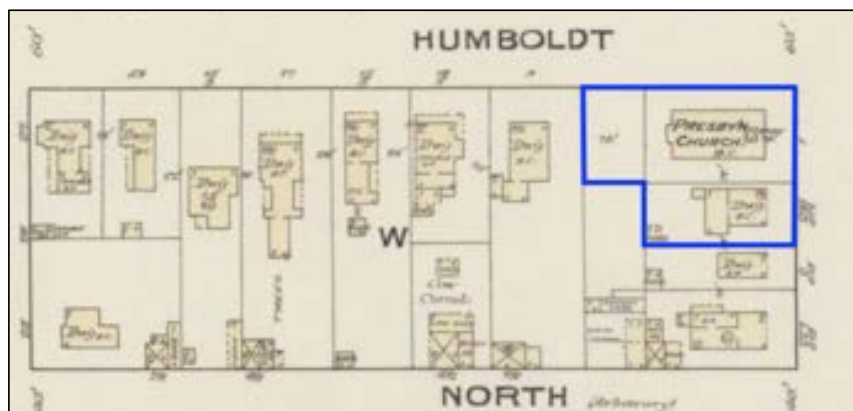
Martha Schultz purchased lots 39 and 40 from C. C. Green in 1860 and then donated them to the First Presbyterian Church in 1868. The church formed in Santa Rosa in 1858 and began planning for a building in 1859. The new building was dedicated on 25 July 1869.ⁱ In 1875 one journalist described Fifth Street and the church as:

a broad and beautiful Street—being 60 feet wide and having a row of shade trees on either side....This is emphatically the church street of Santa Rosa—there being four churches fronting it. The Presbyterian Church, a tolerably large edifice, is situated on the corner of Fifth and Humboldt....The Presbyterian is painted brown.ⁱⁱ

According to Sanborn maps, it had a rectangular footprint with a spire and covered porch centered on the primary façade on Fifth Street. In 1891 the congregation sold this building and built a grander church at Humboldt and Johnson. John Parsons and Rachel Marshall purchased the building, which they rented out to a variety of civic and private organizations over the next eight years.^{iii iv}

A 1.5-story frame house occupied the project site from at least 1885 until sometime between 1904-8.

(see Continuation Sheet 6 of 8)



Sanborn Fire Insurance Map, December 1885 (project area indicated)

ⁱ *Sonoma Democrat*, 17 July 1869.

ⁱⁱ *Ibid.*, 13 November 1875.

ⁱⁱⁱ Sonoma County Records, Deed Book 132, p. 73.

^{iv} Various newspaper articles, www.newspapers.com and www.cdnc.ucr.edu.

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CONTINUATION SHEET

Property Name: _____ 631 Fifth Street, Santa Rosa _____
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☒ Continuation ☐ Update

*P5a. Photographs: (CONTINUED)



West Elevation (rear)

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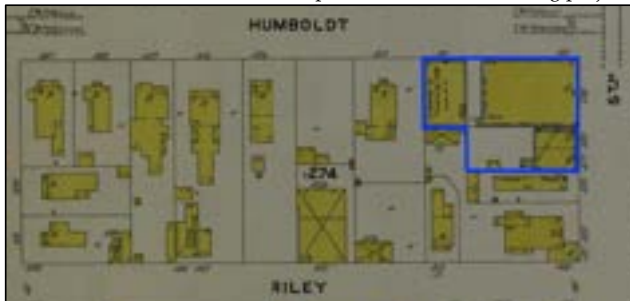
CONTINUATION SHEET

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*B10. Significance: (CONTINUED)

In July 1899 Rachel Marshall moved the church (without the spire) to her farm outside of Healdsburg to be used as a hop barn. Rachel Marshall died 9 March 1903;ⁱ James Clark Mailer (1844-1920) purchased lots 39 and 40 (the old church site) from her estate on 6 May 1904.ⁱⁱ Mailer had a large hardware store on 4th street and planned to build a two story, brick warehouse and apartment building (60' x 90') on the Fifth street site.ⁱⁱⁱ

Work was underway when the 18 April 1906 earthquake struck and devastated most of downtown Santa Rosa, including Mailer's hardware store on 4th Street. Mailer pivoted to his new building project, changing the design to a one-story frame building to serve as a warehouse and store to replace his 4th Street property.



Sanborn Fire Insurance Map, 1908 – showing “Mailer Warehouse”
(project area indicated)

The 1908 Sanborn map shows this new warehouse. The 1.5-story house that had occupied the southern end of the project area (on the site of 635 Fifth St.) since at least 1885 was replaced with two small stores.

The property remained in the Mailer family until the grandchildren of James Clark Mailer sold the property to the Sonoma County Farmers' Mutual Insurance Company via the Sonoma County Abstract Bureau.^{iv v}

Sonoma County Farmers' Mutual Insurance company incorporated in January 1898.^{vi} By the time it purchased the corner lot on Fifth and Humboldt the company was well established and growing steadily. They immediately hired the local architecture firm Herbert & Caulkins to design their new office headquarters. Louis Halvorsen was awarded the construction contract in March and building permits were issued in April.^{vii viii}

Press Democrat, 4 August 1935



ⁱ www.ancestry.com.

ⁱⁱ Sonoma County Records, Official Records Book 213, p 11.

ⁱⁱⁱ *Press Democrat*, 13 December 1905.

^{iv} Sonoma County Records, Official Records Book 377, p. 261.

^v *Ibid.*, Official Records Book 377, p. 262.

^{vi} *Cloverdale Reveille*, 15 January 1898.

^{vii} *Press Democrat*, 8 March 1935.

^{viii} *Santa Rosa Republican*, 6 April 1935.

(see Continuation Sheet 7 of 8)

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*B10. Significance: (CONTINUED)

The company continued to grow over the next three decades, absorbing other insurance companies along the way. In honor of their 75th anniversary, Farmers Mutual embarked on an expansion project. At the end of 1971 they purchased the adjacent 40' x 100' lot south of the buildingⁱ and in early 1972 they hired Lawrence Simons to design an addition to be built along Fifth Street. They hired Todd Construction as the contractor, and broke ground on 15 June 1972. A "Notice of Completion" for the addition at 635 Fifth Street was filed with the county on 15 January 1973.ⁱⁱ



Press Democrat, 23 April 1972

The original drawing published in the *Press Democrat* in April 1972 did not show significant changes to the original 1935 building on the corner of Fifth and Humboldt (see figure above). The "Notice of Completion," however, described the project as "additions and alterations" and the drawing included in the opening announcement includes the modifications to the frieze of the 1935 building (see figure to the right).

According to the architect's drawing for the building, it appears that the current wood cabinetry under the windows originally had vertical trim to match the frieze and served as planters for landscaping. The vertical frieze was applied to all elevations of the 1935 building, as well, assumably as a unifying feature.

Sometime after 1973, the windows on the east elevation of the 1935 building were modified. The plate glass door was added at the southeast corner and the original vertical bands of windows were divided into smaller individual windows.



Press Democrat, 26 January 1973

ⁱ Sonoma County Records, Official Records Book 2592, p. 670.

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*B10. Significance: (CONTINUED)

Current Historical Status:

The building is 52 years old, is not within any of Santa Rosa's designated historic districts and is not included in Santa Rosa's "Cultural Heritage Survey." It is not included in any other state, national or local surveys and is not included in the California Office of Historic Preservation's "Built Environment Resource Directory (BERD)." In 2021 Architectural Resources Group (ARG) included the property in their windshield survey of the "Downtown Station Area, 1946-1974" and made a preliminary determination that 635 Fifth Street "does not appear potentially eligible for listing."

Criterion A - Association with Significant Event: This 1972 building was part of Santa Rosa's mid- to late- twentieth century commercial growth and expansion. This commercial pattern in Santa Rosa was typical of communities across the country at this time. This single structure as an individual structure, however, is insufficient to represent the growth trend.

Criterion B - Association with Significant Person: The building is not associated with any significant people. The architect for this building (Lawrence Simons) was active in Sonoma County through the 1960s and 1970s and focused his work on civic and commercial projects. He was not known for employing or advancing any particular style. His contributions to Santa Rosa, though not inconsequential, do not rise to the level of historic.

Criterion C - Architecturally Distinctive: The modest commercial building is neither architecturally significant nor the work of a master builder or architect.

Criterion D - Potential to Yield Information: The property does not feature construction or material types, or embody engineering practices that would, with additional study, provide important information. My evaluation of this property was limited to resources above ground and did not involve survey or evaluation of the subject property for the purposes of archaeological information.

It is my professional opinion, therefore, that the building does not meet the criteria for listing in the California Register, the National Register, or Santa Rosa's "Cultural Heritage Survey."

*B12. References: (CONTINUED)

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