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*Resource Name or # (Assigned by recorder)

565 Broadway

Recorded by: Shannon Davis, Architectural Historian

Date: September 2013

Continuation Update

P1. Other Identifier: Chula Vista Sears, APN 5720104400

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 Location:** Not for Publication Unrestricted

***a. County:** San Diego

***b. USGS 7.5' Quad:** National City **Date:** 1967; **T** 17 S; **R** 2W; SW ¼ of Sec. S.B. B.M

c. Address: 565 BROADWAY **City:** Chula Vista **Zip:** N/A

d. UTM: Zone 11 mE / 492260.9 mN; 3610275

***P3b. Resource Attributes:** HP6 1-3 Story Commercial Building

***P6. Date Constructed/Age and Sources:**

Historic Prehistoric Both

1966, per building completion permit and newspaper articles confirming opening

***P8. Recorded By:**

Shannon Davis, Architectural Historian
ASM Affiliates, Inc.
260 S. Los Robles Avenue Suite 106
Pasadena, CA 91107

B1. Historic Name:

SEARS

B2. Common Name:

CV CENTER: SEARS; AUTO CENTER;
OPTICAL

B3. Original Use:

1-3 Story Commercial Building

B4. Present Use:

1-3 Story Commercial Building

***B5. Architectural Style:**

Modern- Non-Residential

***B6. Construction History:**

1966, alterations in 1979, 1980s, 1997,
2003

(Construction date, alterations,
and date of alterations)

***B10. Significance: Theme:** Commerce, Architecture **Area:** Chula Vista

Period of Significance: N/A **Property Type:** Commercial Building **Applicable Criteria:** N/A

After review of the Expert Technical Analysis Report (ETAR) prepared by Heritage Architecture (HA), ASM continues to recommend that the Chula Vista Sears building is eligible for the Chula Vista Local Register, although no longer recommends it is eligible for the NRHP or CRHR. Although the building has the potential to be eligible for the NRHP and CRHR under Criterion A/1 and Criterion C/3, it is less than 50 years old, and does not possess such exceptional importance to warrant consideration under NRHP Criterion Consideration G. Properties that are potentially eligible for the CRHR similarly must be more than 50 years of age, unless it can be demonstrated that sufficient time has passed to obtain a scholarly perspective. ASM does not feel that such scholarly perspective has been achieved.

The Chula Vista Sears is old enough for consideration for the Chula Vista Local Register without possessing exceptional significance, as the City of Chula Vista Historic Preservation Ordinance requires that a resource must only be 45 years old—the Chula Vista Sears is 47 years old. ASM continues to recommend that the Chula Vista Sears is eligible for the Chula Vista Local Register under Criterion 1 for its association with the commercial development of Chula Vista during the City Maturation period (1940-1970). Sears was the final development project of the landmark Chula Vista Center (1962-1966), planned as the South Bay's anchor shopping center and Chula Vista's first example of this type of twentieth century retail destination. Shopping centers evolved nationally during the mid-twentieth century as a major departure from earlier commercial centers and strips—usually smaller store fronts concentrated along major avenues, evidenced in Chula Vista along Third and Broadway avenues. The Chula Vista Center was planned as a large-scale retail destination that would be anchored by a large department store connected by a series of smaller stores, and incorporating pedestrian circulation that was separated from the large parking areas planned on the periphery of the center, with easy access from the major transportation arteries (Longstreth 2000; Heritage Architecture and Planning 2013)

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Continuation Update

***B10. Significance (continued):**

ASM continues to recommend that the Chula Vista Sears is eligible for the Chula Vista Local Register under Criterion 3 as a good example of the Modern style within a local context. The Chula Vista Sears is one of only six commercial buildings identified in the citywide survey that represent good local examples of the Modern style, arguably the most influential national architectural style of the twentieth century. The other five commercial Modern style buildings that are eligible for the Chula Vista Local Register under Criterion 3 are Superior Auto Body (363 E St.), Aunt Emma's (700 E St.), Vagabond Inn Motel (230 Broadway), Chula Vista Fire Station #9 (266 E Oneida St.), and Parkway Community Center (385 Park Way). HA identified one other good local example, Macy's department store, which was not surveyed during the Phase One citywide survey as ASM did not believe it was old enough. Within the local context, 0.05% of all buildings surveyed were recommended as eligible for this architectural style. Because of the scarcity of Modern commercial style buildings in Chula Vista, it is acceptable for examples thereof to have experienced some loss of integrity yet still be eligible (Andrus 1997). As noted above, although there has been some loss of integrity of the design, materials, workmanship, and setting of the Chula Vista Sears, it retains sufficient overall integrity (relative to the rarity of comparable examples within the local context) to be eligible for the Chula Vista Local Register.

As a result of the research conducted by HA, ASM also recommends that the building is eligible under Chula Vista Local Register Criterion 3 as it represents a unique local example of the work of master architects, Stiles & Robert Clements. The Chula Vista Sears is the only known example of the architects' work in Chula Vista, and one of Stiles Clements last major designs. The firm of Stiles & Robert Clements Architects-Engineers was a Los Angeles firm that operated from 1955 to 1966, well known in the Los Angeles area, but with only a few examples of their work in San Diego County. Stiles Clements is credited for much of the commercial development along Wilshire Boulevard in Los Angeles know as the Miracle Mile (Heritage Architecture and Planning 2013). He was known in his early career for the design of supermarkets, and by the mid-twentieth century for his design of shopping centers. His son Robert Clements partnered with his father in 1955, and the two worked together until Stiles retired in 1965, with Robert continuing to practice until 1987, specializing in commercial buildings (Heritage Architecture and Planning 2013).

ASM continues to feel that the Chula Vista Sears retains a sufficient degree of integrity to be eligible for the Chula Vista Local Register. Some of the original design elements from its completion in 1966 (the period of significance for the property) have been lost or altered, most notably the original plate glass display windows, original signage, alterations to original entryways, and the interruption of the horizontality of the form by the 1980s canopies. However, the Chula Vista Sears still retains many features and elements of its original construction and typical of the Modern style in Southern California including its two-story horizontal massing, flat roof, angular lines, brick and concrete block walls, lack of applied ornament, wide overhanging canopies, barreled canopy on the south façade, metal screen and charcoal gray Mirawal panels on the upper portion of the main/north façade, no upper floor windows, exterior circulation patterns around the periphery of the building shaded by the canopies, landscaping elements including planters and palm trees, and large expanses of surface parking on three sides of the building. Some of the elements that are missing are changes to the building that are reversible and could be restored, such as the plate glass windows and signage.

Although the loss/alteration of some of the Modern design elements does impact the integrity of design, materials, and workmanship, and there have been some intrusions to the original setting, those impacts are not significant enough to result in a complete loss of those aspects of integrity. The building still retains a significant degree of its building materials dating to the period of significance, the requirement for eligibility for commercial buildings from the City Maturation period as established by the *Chula Vista Historic Resources Survey* (Davis et. al. 2012). Furthermore, the Chula Vista Sears retains good integrity of location, feeling, and association. A shopper who attended the grand opening of the Sears store in 1966 would most certainly recognize the building today. As the Chula Vista Sears is recommended eligible under Criterion 1 as well as 3, location, feeling, and association are among the most important aspects of integrity for a property to retain in order to be eligible for the Chula Vista Local Register and some loss of design, materials, and craftsmanship is acceptable, as the established by the eligibility criteria in the *Chula Vista Historic Resources Survey* (Davis et. al. 2012). As such, ASM finds that the Chula Vista Sears retains good overall integrity.

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

Primary # _____
 HRI # _____
 Trinomial _____
 NRHP Status Code 5S3

Other Listings _____
 Review Code _____ Reviewer _____ Date _____

Page 1 of 2 *Resource Name or #: 565 BROADWAY

P1. Other Identifier: APN 5720104400

*P2. Location: Not for Publication Unrestricted

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

*b. USGS 7.5' Quad National City Date 1967 T 17S R 2W; SW ¼ of _____ of Sec _____; S.B. B.M.

c. Address 565 BROADWAY City Chula Vista Zip 60179

d. UTM: (give more than one for large and/or linear resources) Zone 11, _____ mE/ 492260.9 mN; 3610275

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

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

565 Broadway was constructed circa 1960 in the Modern non-residential style. It is a one- and two-story department store building located on the south side of Broadway between Fig and Fifth avenues. The commercial building has a steel frame, L-shaped floor plan with a concrete and steel foundation. The exterior is clad in scored and patterned concrete siding. The roof is flat. On the north elevation, there are two glass and metal storefronts with multiple entrance doors. There is also a covered walkway that surrounds the building. Decorative features of the building include a concrete screen on the north façade that is flanked by large fixed glass windows. At the south elevation there is a scalloped porch roofline that covered the entrances. Additions include a one-story addition on the south façade, two ornamental structures at the entrances of the north elevation. Modifications to the building include the additions. Landscape features include small trees and bushes along the exterior walkway and a large parking lot surrounding the lot. The building is part of the large shopping mall located to the west of the building.

(continued on page _____)

*P3b. Resource Attributes: (List attributes and codes) HP7

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

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



P5b. Description of Photo: (view, date, accession#)

View looking south at the building.

Photo taken on May 11, 2012.

*P6. Date Constructed/Age and Source:

Historic Prehistoric Both

Circa 1960, Field Observation

*P7. Owner and Address:

SEARS ROEBUCK&CO

3333 BEVERLY RD HOFFMAN ESTATES

IL

HOFFMAN ESTATES, IL 60179

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

Jennifer Krintz and Shannon Davis

ASM Affiliates, Inc.

2034 Corte Del Nogal

Carlsbad, CA 92011

*P9. Date Recorded: May 9, 2012

*P10. Survey Type: (Describe) Intensive survey

*P11. Report Citation: (cite survey report and sources, or enter "none.") Historic Resources Survey, Chula Vista, CA, ASM Affiliates, 2012

*Attachments: NONE Location Map Sketch 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): _____

2012 Survey DPR

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*NRHP Status Code 5S3

*Resource Name or # (Assigned by recorder) 565 BROADWAY

B1. Historic Name: SEARS
 B2. Common Name: CV CENTER; SEARS; AUTO CENTER; OPTICAL
 B3. Original Use: 3+ Story Commercial Building
 B4. Present Use: 3+ Story Commercial Building
 *B5. Architectural Style: Modern- Non-Residential
 *B6. Construction History: (Construction date, alterations, and date of alterations) Circa 1960

*B7. Moved? No Yes Unknown Date: N/A Original Location: N/A

*B8. Related Features: None

B9a. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme Commerce Modern Area: Chula Vista

Period of Significance: 1960-1970 Property Type: 3+ Story Commercial Building Applicable Criteria: NRHP: Criterion A,C CRHR: Criterion 1,3 Local: Criterion 1,3

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)
 565 BROADWAY is recommended eligible as a Chula Vista Historic Resource under NRHP, CRHR and local criteria. 565 BROADWAY is eligible as a Chula Vista Historic Resource under Criterion 1 for its association with Chula Vista's population growth during the City Maturation period. The Sears building reflects the growth of commercial services as part of the mall as a focal point of commerce near Broadway. Following the same reasons, it is also eligible for the California Register of Historical Resources and National Register of Historic Places, on the local level, under Criterion 1 (CRHR) and Criterion A (NRHP) under the area of significance of Commerce. Additionally, no significant persons were identified in association with the property and it is not recommended eligible under Criteria B or 2. 565 BROADWAY as an excellent local example of the Modern style, and as such is recommended eligible as a Chula Vista Historic Resource under Criterion 3. Character defining features of the Modern style include the stucco box form, flat roof, concrete screening, angular lines. Following the same reasons, it is also eligible for the California Register of Historical Resources and National Register of Historic Places, on the local level, under Criterion 3 (CRHR) and Criterion C (NRHP). The building retains a significant degree of its building materials dating to the period of significance, especially in comparison to other similar properties. Overall it retains a high degree of integrity, especially of design, materials, and craftsmanship.

The period of significance for the property is 1960-1970.

565 BROADWAY was not evaluated as a contributor to any potential historic district.

(continued on page)

B11. Additional Resource Attributes: (List attributes and codes) None

*B12. References: San Diego County Assessor Records, City Directories, Subdivision Maps, Aerial photographs (1928, 1953, 1964) Historic Resources Survey, Chula Vista, CA (ASM 2012)

B13. Remarks: None

*B14. Evaluator: Jennifer Krintz and Shannon Davis

*Date of Evaluation: June 1, 2012

(This space is reserved for official comments)

Sketch Map with north arrow required.



Subject property is indicated by the red outline. Map courtesy of Google Earth.