



**CITY OF PACIFIC GROVE**  
300 Forest Avenue, Pacific Grove, California 93950

**AGENDA REPORT**

**TO:** Architectural Review Board  
**FROM:** Mark Brodeur, Director, Community and Economic Development  
Director  
**MEETING DATE:** November 10, 2015  
**SUBJECT:** Architectural and Use Permit AP & UP 15-301 for the Holman  
Building. The Building is listed on the City's Historic Resources  
Inventory.  
**CEQA STATUS:** Exempt

**RECOMMENDATION**

Make a recommendation to the Planning Commission regarding the architectural aspects of the project.

**BACKGROUND**

The Holman Building was designed in 1923 by Mr. Floyd Pruitt in the commercial style, and constructed in 1924 by general contractor Chester J. Raymond for Mr. Wilfred Holman. The Building was originally constructed as a three –story department store, and a fourth story was added in 1931. Several subsequent significant additions and alterations were made to the structure. The building was listed on the City's Historic Resources Inventory in 1978.

An Architectural and Use Permit AP & UP 15-301 was submitted on June 3, 2015. On October 21, 2015 Council approved an ordinance allowing mixed uses, including up to 25 residential units and required parking of 1.3 spaces on site per unit.

The plans were presented for discussion before the Planning Commission on September 3, 2015, Historic Resources Committee on June 24, 2015 and September 30, 2015, and the Architectural Review Board on September 8, 2015. A community meeting was held on site on June 24, 2015.

**DISCUSSION**

The Building is listed on the City's Historic Resources Inventory and any proposed changes must be evaluated to ensure they are designed in a manner consistent with the National Parks Service, U.S. Department of the Interior's [Secretary of the Interior Standards](#). The applicant proposes to renovate the building to be more in keeping with the building's stature in the 1920's and 1930's including, but not limited to:

- 1) replacing all windows, and reopening of closed windows, with Chicago style commercial grade aluminum windows resulting in over 400 new windows;
- 2) replacing the metal brow canopy added in 1953 with canvas awnings,
- 3) addition of a new entry on the east elevation;
- 4) additions of balconies along the Fountain Ave and Grand Ave and rear buildings facades;

- 5) addition of a fifth floor penthouse setback from the façade edge as to be unseen from the Lighthouse Ave. sidewalk across the street;

All changes were evaluated in the Holman Building 542 Lighthouse Avenue Phase Two Historic Assessment by Dr. Robert Cartier or Archaeological Resource Management dated September 28, 2015. The report was peer reviewed by Mr. Richard Brandi, Architectural Historian, who concurred with the findings that the changes are in keeping with the Secretary of the Interior Standards.

The project triggers the requirement for street trees. Street trees in planters will be provided along Lighthouse Avenue. The basement of the building extends under the sidewalk along Lighthouse and thus the need for the street trees to be placed in large planters. The sidewalks on Grand and Laurel are too narrow to provide street trees, and thus the City will be requiring an in-lieu fee for the required trees on the side streets.

### **Standards for Rehabilitation**

The proposed project will be consistent with [Standards for Rehabilitation](#). The proposal includes a mix of residential, retail and office, yet minimal changes will be required to the buildings' distinctive materials, features, spaces, and special relationships. Additionally, the historic character of the property will be retained and preserved and the removal of distinctive materials or alterations of features, spaces, and spatial relationships that characterize the property will be avoided. Changes to the building will not create a false sense of historical development. Distinctive materials, features and finishes will be preserved. Any deteriorated historic features will be repaired rather than replaced. Any chemical or physical treatments will be undertaken using the gentlest means possible. New additions and exterior alterations, specifically the balconies and fifth floor addition, will not destroy historic materials, features or spatial relationships and can be removed in the future, and are discussed in more detail below.

### **Balconies**

The balcony designed evolved over the course of the project to bring the project into a manner consistent with the Secretary of the Interior [Standards for Rehabilitation](#). The balconies, located on the second through fourth floors on the Grand Ave, Fountain Avenue and rear of the building were originally submitted as 3-coat cement plaster with shaped foam trim and extended the length of the building. The material, style, length, and bulky massing of the balconies were not in keeping with the building's historic character.

The balconies were revised to employ a combination of metal railings and plaster with the massing was broken up to better reflect the solid and void window pattern. These changes brought the proposed balconies into consistency with the Standards because they can be easily removed in the future without impact to the essential form and integrity of the property; the rhythm and massing of the balconies is in keeping with the original fenestration which is proposed to be restored.

### **Fifth Floor Addition**

The existing building currently has over 3,300 square feet of gross floor area on the fifth floor and an elevator shaft that extend above this floor for a total height of just over 84 feet. Additionally, a myriad of antennas and cell towners are located on the roof.

The proposed project includes an addition to the fifth floor to bring the total fifth floor square footage to approximately 10, 725 square feet and a total height, including elevator shaft to 82 feet, a reduction of

two feet. Four penthouse units with outdoor living space are proposed and the antennas will be reconfigured.

The fifth floor is setback from the façade edge on all four sides with an increased setback from the Lighthouse Ave. façade. The new square footage is setback to limit visibility from adjacent streets as shown on Sheet A701. The setbacks, coupled with lower overall height and the fact that the addition may be removed without impacting the essential form and integrity of the property make the proposed addition consistent with the Secretary of the Interior Standards.

**CEQA**

This action is Exempt under CEQA pursuant to S. 15331 Class 31 and S 15332 Class 32 in the CEQA Statute and Guidelines. The proposed project is consistent with the applicable General Plan designation of Commercial which allows mixed uses, including residential and the C-1-T zone which also allows mixed uses including up to 25 residential units. The 0.58 acre project site is less than 5 acres and is substantially surrounded by downtown City urban uses. The project site is developed and has no value as habitat for endangered, rare, or threatened species. Based on ITE trip generation rates the negligible increase in traffic represents a less than significant impact. The project will comply with the NPDES permit and noise and air quality regulations and would not result in any significant impacts. Utility services including potable water, waste water, sewer, and materials recovery facilities have adequate capacity for the proposed project. The Building is on the City's Historic Resources Inventory and the proposed changes are consistent with the Secretary of the Interior Standards as evaluated in the Phase Two Historic Assessment dated September 28, 2015 by Archaeological Resources Management Report.

**ATTACHMENTS**

1. Application
2. Project Data Sheet
3. CEQA Exemption
4. Phase Two Historic Assessment, September 28, 2015, by Dr. Robert Cartier, Archaeological Management
5. Plan Set

RESPECTFULLY SUBMITTED:



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Mark Brodeur, Director  
Community and Economic Development Department



**CITY OF PACIFIC GROVE**

Community Development Department – Planning Division

300 Forest Avenue, Pacific Grove, CA 93950  
 T :: 831.648.3190 • F :: 831.648.3184 • www.ci.pg.ca.us/cdd

**Permit & Request Application**

Project Permit(s) & Fees			
Permit:	Fee:	Multiple Permit Discount:	App. #:
UP	\$2,467		15-301
AP	\$2,224	X .50 = 1112	Date: 6-3-15
			Received By: Mark Brodeur
			Total Fee: 3,579

Project/Property Information			
Project Address:	542 Lighthouse Avenue	APN:	006-173-001
Lot:		Block:	H
Tract:		Tract:	Pacific Grove Retreat
ZC:	C-1-T	GP:	Commercial
Lot Size:		Lot Size:	24,617.32 S.F.
Project Description:	The Holman Building Remodel of existing 5-story building including exterior improvements, commercial spaces on ground floor 25 condominiums in upper floors.		
Applicant Name:	Kenneth Tuzen/WRD	Phone #:	831/649.4692
Mailing Address:	2340 Garden Road, Monterey		
Email Address:	kente@wrldarch.com		
Owner Name:	Dave Gash	Phone #:	858/974-0026
Mailing Address:	7667 Vickers Street, San Diego CA. 92111		
Email Address:	dave@goldcoastdesigninc.com		

Permit(s)/Request(s)			
<input type="checkbox"/> CRD: Counter Determination	<input checked="" type="checkbox"/> UP: Use Permit	<input type="checkbox"/> IHS: Initial Historic Screening	<input type="checkbox"/> VAR: Variance
<input checked="" type="checkbox"/> AP: Architectural Permit	<input type="checkbox"/> AUP: Administrative UP	<input type="checkbox"/> HPP: Historic Preservation Permit	<input type="checkbox"/> AVAR: Administrative VAR
<input type="checkbox"/> AAP: Administrative AP	<input type="checkbox"/> UP-A: UP Amendment	<input type="checkbox"/> HDP: Historic Demolition Permit	<input type="checkbox"/> VAR-A: VAR Amendment
<input type="checkbox"/> ADC: AP Design Change	<input type="checkbox"/> AUP-A: AUP Amendment	<input type="checkbox"/> HRP: Historic Relocation Permit	<input type="checkbox"/> AVAR-A: AVAR Amendment
<input type="checkbox"/> SP: Sign Permit	<input type="checkbox"/> C-1 Interp. of Permitted Uses	<input type="checkbox"/> HD: Historic Determination	<input type="checkbox"/> IS & ND/MND: Initial Study
<input type="checkbox"/> ASP: Administrative SP	<input type="checkbox"/> SU: Second Unit	<input type="checkbox"/> TPD: Tree Permit w/ Dev't	<input type="checkbox"/> EIR: Env. Impact Report
<input type="checkbox"/> TTM: Tentative Tract Map	<input type="checkbox"/> LLA: Lot Line Adjustment	<input type="checkbox"/> PUU: Permit Undocumented Unit	<input type="checkbox"/> MMP: Mitigation Monitoring
<input type="checkbox"/> FTM: Final Tract Map	<input type="checkbox"/> LM: Lot Merger	<input type="checkbox"/> GPA: General Plan Amendment	<input type="checkbox"/> Other
<input type="checkbox"/> SPR: Site Plan Review	<input type="checkbox"/> COC: Certificate of Compliance	<input type="checkbox"/> ZCA: Zoning Code Amendment	<input type="checkbox"/> Other

CEQA Determination	Review Authority	Does the property have?	Is the property within?
<input type="checkbox"/> Cat. Exempt, Class:	<input type="checkbox"/> Staff <input type="checkbox"/> NRC	<input type="checkbox"/> Active Planning Permit	<input type="checkbox"/> ASA: Archaeologically Sensitive Area <sup>1</sup>
<input type="checkbox"/> ND: Negative Declaration	<input type="checkbox"/> ZA <input type="checkbox"/> HRC	<input type="checkbox"/> Active Building Permit	<input type="checkbox"/> CZ: Coastal Zone <sup>2</sup>
<input type="checkbox"/> MND: Mitigated ND	<input type="checkbox"/> SPRC <input checked="" type="checkbox"/> PC	<input type="checkbox"/> Active Code Violation	<input checked="" type="checkbox"/> ASBS: Drainage into ASBS Watershed
<input type="checkbox"/> EIR: Environmental Impact Report	<input checked="" type="checkbox"/> ARB <input type="checkbox"/> CC		<input checked="" type="checkbox"/> HRI: Historic Resources Inventory <sup>3,4</sup>
			<input type="checkbox"/> BP: Butterfly Preserve Buffer

**CERTIFICATION** – I, the undersigned, under penalty of perjury, depose and certify that I am the applicant for this request, that the property owner approves this application and that all statements contained herein, including all documents and plans submitted in connection with this application, are true and accurate to the best of my knowledge. **If the owner is not available for signature, written/electronic and signed verification from the owner shall be required at the time of submittal agreeing to 1) the Applicant acting as their agent, 2) this Certification and 3) the Applicant acknowledgement below.**

Applicant Signature: [Signature] Date: 6/2/15 Owner Signature (Required): [Signature] Date: 6/2/15

RECEIVED Item 7.e

PROJECT DATA SHEET

Project Address: 542 Lighthouse Ave  
 Applicant(s): K. Torgren

Submittal Date: AUG 17 2015  
 Permit Type(s) & No. COMMUNITY OF PACIFIC GROVE  
COMMUNITY DEV DEPT

	REQUIRED/ Permitted	Existing Condition	Proposed Condition	Notes
Zone District	C-1-T	same	same	
Building Site Area	25,341	same	same	
Density (multi-family projects only)	25 units	<del>same</del>	same	
Building Coverage	100%	± 100%	± 100%	
Site Coverage	100%	± 100%	± 100%	
Gross Floor Area	101,578	101,578	<del>± 100,049</del>	112,859
Square Footage not counted towards Gross Floor Area	n/a	n/a	n/a	
Impervious Surface Area Created and/or Replaced	n/a	n/a	n/a	
Exterior Lateral Wall Length to be demolished in feet & % of total*	_____	_____	____ ft / ____ %	n/a
Exterior Lateral Wall Length to be built	_____	_____	_____	n/a
Building Height	± 87'.0"	± 87'.0"	± 80'.0"	
Number of stories	SIX	SIX	SIX	
Front Setback	0			
_____ Side Setback (specify side)	0			
_____ Side Setback (specify side)	0			
Rear Setback	0			
Garage Door Setback	0			
Covered Parking Spaces	25	0	25	
Uncovered Parking Spaces	14	0	<del>14</del>	
Parking Space Size (Interior measurement)	9' x 20'	n/a	9' x 20'	
Number of Driveways	1	n/a	1	
Driveway Width(s)	<del>0</del> n/a	n/a	18'.6"	
Back-up Distance	n/a	n/a	± 20'.0"	
Eave Projection (Into Setback)	3' maximum	n/a	n/a	
Distances Between Eaves & Property Lines	3' minimum	n/a	n/a	
Open Porch/Deck Projections	0	<del>5'.0"</del>	5'.0"	
Architectural Feature Projections	24"	24"	24"	
Number & Category of Accessory Buildings	0	0	0	
Accessory Building Setbacks	0	0	0	
Distance between Buildings	0	0	0	
Accessory Building Heights	0	0	0	
Fence Heights	0	0	0	

\*If project proposes demolition to an HRI structure, also indicate % of proposed demolition of the surface of all exterior walls facing a public street or streets, if applicable.



## CITY OF PACIFIC GROVE

### Community Development Department – Planning Division

300 Forest Avenue, Pacific Grove, CA 93950

T: 831.648.3190 • F: 831.648.3184 • [www.ci.pg.ca.us/cdd](http://www.ci.pg.ca.us/cdd)

### NOTICE OF EXEMPTION FROM CEQA

**Item 7.e**

**Property Address/Location: 542 Lighthouse, Pacific Grove, CA 93950**

**Project Description: UP/AP 150301**

Description: Architectural and Use Permit AP and UP 15-301 to allow the remodel of the existing Holman Building for mixed use residential, office and commercial uses with parking and the addition of up to 7,000 square feet on the 5th floor for a total of 112,900 square feet and a maximum of 25 residential units. The building is listed on the City's Historic Resources Inventory.

APN: 006173001000

ZC:

Lot Size: 0.58 acres

Applicant Name:	Kenneth Turgen	Phone #:	649-4642
Mailing Address:	2340 Garden Rd. Suite 100 Monterey, CA 93940		
Email Address:	kent@wrdarch.com		

**Public Agency Approving Project:** City of Pacific Grove, Monterey County, California

**Exempt Status (Check One):**

- Ministerial (Sec. 21080(b)(1):15268))
- Declared Emergency (Sec. 21080(b)(3): 15269(a))
- Emergency Project (Sec. 21080(b)(4); 15269(b)(c))
- Categorical Exemption  
Type and Section Number: S. 15331 Class 31 & S. 15332 Class 32
- Statutory Exemption  
Type and Section Number:
- Other:

**Exemption Findings:**

The proposed project is consistent with the applicable General Plan designation of Commercial which allows mixed uses, including residential and the C-1-T zone which also allows mixed uses including up to 25 residential units. The 0.58 acre project site is less than 5 acres and is substantially surrounded by downtown City urban uses. The project site is developed and has no value as habitat for endangered, rare, or threatened species. Based on ITE trip generation rates the negligible increase in traffic represents a less than significant impact. The project will comply with the NPDES permit and noise and air quality regulations and would not result in any significant impacts. Utility services including potable water, waste water, sewer, and materials recovery facilities have adequate capacity for the proposed project. The Building is on the City's Historic Resources Inventory and the proposed changes are consistent with the Secretary of the Interior Standards as evaluated in the Phase Two Historic Assessment dated September 28, 2015 by Archaeological Resources Management Report.





**Denise Duffy & Associates, Inc.**

PLANNING AND ENVIRONMENTAL CONSULTING

## MEMORANDUM

**Date:** October 6, 2015  
**To:** Ken Turgen, Associate, Wald, Ruhnke & Dost, Architects, LLP  
**From:** Erin Harwayne, AICP, Senior Planner, Denise Duffy & Associates, Inc.  
**Subject:** CEQA Compliance for the Holman Building Project

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Denise Duffy & Associates, Inc. (DD&A) has been contracted by Gold Coast Design, Inc. to review the proposed Holman Building Project and determine whether the proposed project would result in any significant impacts under the California Environmental Quality Act (CEQA).

DD&A has reviewed the following information:

- Plan sheet set, Wald, Ruhnke & Dost, Architects, LLP (September 23, 2015);
- Peer Review of Phase II Assessment, Holman's Department Store, Richard Brandi (August 28, 2015);
- The Holman Building, 542 Lighthouse Avenue, Pacific Gove, California, Phase Two Historic Assessment, Archaeological Resource Management (September 28, 2015);
- Final Initial Study/Mitigated Negative Declaration, Amendments to the C-I-T Zone (Chapter 23.33) of the Pacific Grove Municipal Code, RBF (August 8, 2012);
- Letter from the Monterey Peninsula Water Management District to Mark Brodeur (April 16, 2015);
- Notice of Incomplete Application, Mark Brodeur (June 30, 2015);
- Notice of Incomplete Application #2, Mark Brodeur (August 17, 2015);
- Draft Condominium and Community Housing Conversions within Light Commercial and Hotel (C-I-T) Zone Ordinance;
- Lead Based Paint Survey Results letter to Byron Nobis, Patriot Environmental Laboratory Services, Inc. (May 28, 2015);
- Asbestos Survey Results letter to Byron Nobis, Patriot Environmental Laboratory Services, Inc. (May 29, 2015);
- Parcel Map, Bestor Engineers (July 10, 2015);
- Pacific Grove Municipal Code, as amended (June 17, 2015); and
- City of Pacific Grove General Plan (October 1994).

Based on our review of the project information and federal, state, and local regulations, the proposed project would not result in any significant environmental impacts. The proposed project qualifies for a Categorical Exemption under CEQA as it meets the conditions described in Article 19, Section 15332, Class 32, In-fill Development Projects. Furthermore, the proposed project does not qualify for any of the exceptions to the Categorical Exemptions found at CEQA Guidelines Section 15300.2. Evidence that the proposed project qualifies for exemption under CEQA Guidelines Sections 15332 and 15300.2 is provided below.



### Conditions from CEQA Guidelines Section 15332

Condition (a) – The project is consistent with the applicable general plan designation and all applicable general plan policies as well as with applicable zoning designation and regulations.

The project site has a General Plan designation of *Commercial* and is zoned *C-I-T*. The building is listed on the City’s Historic Resources Inventory. The property is also located in a designated Area of Special Biological Significance.

The proposed project would include the rehabilitation of the existing Holman Building to include residential (condominiums), retail, and office uses. The project applicant is proposing, and submitting for approval, a draft condominium ordinance to revise the provisions in the Zoning Code to allow for an adaptive reuse of a historic building to include condominiums. Assuming approval of the proposed condominium ordinance by City Council, the proposed project would be consistent with zoning for the site.

The proposed project would not require creation and/or replacement of 5,000 square feet or greater of impervious surface (please refer to the plan set). Therefore, the proposed project would not increase stormwater discharge into the Monterey Bay or Area of Special Biological Significance.

Since the Holman Building is historic and it has been in place for decades, the *C-I-T* Zoning development standards and City’s General Plan for Floor Area Ratio (FAR) requirements for building height and FAR do not apply. The City has suggested that they would allow a 0.3 increase in FAR for the proposed project as a density bonus for urban in-fill. The proposed project does not include increasing the existing building height or FAR beyond the 0.3 increase. Please refer to **Table 1.** below, which identifies the Gross Floor Area (GFA) pre- and post-project conditions for each floor of the building. The GFA has been calculated per the definition in the Zoning Code per S. 23.08.020:

“Gross floor area” means the total enclosed areas of all floors of buildings greater than 120 square feet, plus carports, where the ceiling is at least seven feet tall. In calculating gross floor area, buildings shall be measured to the outside surface of exterior walls, and carports to the outside surfaces of supporting posts. Gross floor area is expressed in square feet.

- (1) In determining gross floor area, the following shall be counted:
  - (A) Covered and fully enclosed porches, regardless of whether conditioned/unconditioned; and
  - (B) Mezzanines, hallways, breezeways, and corridors.
- (2) In determining gross floor area, the following shall not be counted:
  - (A) Accessory structures less than or equal to 120 square feet;
  - (B) Covered open, or partially open, porches;
  - (C) Those portions of cellars/basements where the ceiling is not more than two feet above finish grade at any point;
  - (D) Eaves and/or cantilevered portions of buildings;
  - (E) Garden structures.
- (3) In determining gross floor area, the following provisions shall also apply:
  - (A) Areas with an interior finished height that is greater than 16 feet shall be counted twice, with the exception of interior stairways that are no wider than eight feet.
  - (B) If required covered parking is not provided, the allowed gross floor area shall be reduced by the equivalent square footage.”

**Item 7.e**

The proposed balconies are open, and, therefore, per S. 23.08.020(2)(B), the square footage of the balconies are not included in the GFA. In addition, the parking in the basement is below grade per S. 23.08.020(2)(C) and is also not included in the GFA. As depicted in the table, the total square footage would be below the allowed 0.3 FAR increase.

**Table 1. Gross Floor Area Pre- and Post-Project Conditions**

	<b>Pre-Construction Square Footage</b>	<b>Post-Construction Square Footage</b>
Basement	22,841 (retail)	22,725 (total) -12,810 (parking; below grade and not included in FAR) 9,915 (retail/storage)
First Floor	20,900 (retail)	20,300 (retail)
Second Floor	15,185 (retail, office)	19,781 (retail, office, condo)
Third Floor	19,665 (retail)	19,665 (condo)
Fourth Floor	19,665 (retail)	19,665 (condo)
Penthouse	3,322 (retail)	10,844 (condo)
Total	101,578	100,170
<i>Note: Parcel size is 25,341 sf (Bestor Engineers and WRD). A 0.3 FAR increase would allow for increase of 7,602 sf in post-project conditions.</i>		

Based on our review of the City’s General Plan, Zoning, Municipal Code, and Final Initial Study/Mitigated Negative Declaration for Amendments to the C-I-T Zoning (Chapter 23.33) of the Pacific Grove Municipal Code (Final IS/MND) (August 8, 2012), and the proposed project is consistent with all other applicable policies and regulations.

Condition (b) – The proposed project occurs within city limits on a project site of no more than five acres substantially surrounded by urban uses.

The project site (APN: 006-173-001) is 0.58 acre (25,340.82 square feet). It is surrounded by other commercial and public uses, which are urban in nature (Final IS/MND, 2012).

Condition (c) – The project site has no value as habitat for endangered, rare, or threatened species.

The project site contains an existing, historic building as does not contain suitable habitat for endangered, rare, or threatened species (Final IS/MND, 2012).

Condition (d) – Approval of the project would not result in any significant effects relating to traffic, noise, air quality, or water quality.

*Traffic/Parking*

The proposed project is proposing 25 condos on an in-fill site that contains one building occupied by commercial uses. The 25 condos will replace vacant commercial space except for the existing ground floor restaurant and bank. Based on ITE Trip Generation rates for “condominium/townhouse” (9th Edition), the proposed project would generate approximately 175 daily trips, including 24 peak hour trips (11 during the AM peak and 13 during the PM peak). This negligible increase in traffic would not adversely affect the performance of nearby intersections or roadways. The increase in trips represents a less-than-significant traffic impact.

As part of the sale of the property to the project applicant, the building is being provided with 14 additional parking stalls in the rear of the building on the adjacent parcel. In addition, the proposed

project would include 25 parking stalls in the basement. C-I-T zone requirements state that “required parking, if any, may be located on or off site, the location to be designated by the use permit” (Chapter 23.33.020[b][4]). The draft condominium ordinance requires one parking space per unit. The proposed project provides 39 parking stalls and street and lot parking is available off-site, and, therefore, the proposed project is satisfies current and proposed parking requirements.

*Noise*

The primary significant noise sources within the City include traffic on Highway 68 and major city streets, operations at the Monterey Peninsula Airport, and one identified stationary noise source (the Mission Linen Service Plant). According to Figure 10-5 of the City’s General Plan, the project site is not located along the 60dB and 65dB  $L_{dn}$  traffic noise contours within the City. The project site is located along Lighthouse Avenue with relatively low density commercial use and low speed limits, which reduce traffic noise. The proposed project would include locating sensitive receptors (i.e., residential uses) on floors 2-5. The draft condominium ordinance requires wall and floor-ceiling assemblies to conform to Title 25, California Administrative Code, Section 1092, to reduce potential sources of internal noise and vibration. The final design plans would incorporate building design and acoustical treatments to ensure compliance with State noise standards. As a result, the proposed project would not expose residents to levels of transportation noise that exceed 60dB  $L_{dn}$  and, therefore, will be able to meet the state’s interior requirements for residential use.

*Air Quality*

Implementation of the proposed project would not result in short-term construction or long-term operational impacts to air quality. Standard construction BMPs will be implemented during construction to avoid and reduce any potential air quality impacts. The operation of the project would not result in a significant increase in traffic trips, and, therefore, no significant increase in emissions would occur.

*Water Quality*

As stated above, the proposed project would not require creation and/or replacement of 5,000 square feet or greater of impervious surface (please refer to plan set). Therefore, the proposed project would not increase stormwater discharge into the Monterey Bay or Area of Special Biological Significance. Standard construction Best Management Practices (BMPs) will be implemented during construction of the proposed project, which will avoid and reduce any potential water quality impacts.

Condition (e) – The site can be adequately served by all required utilities and public services.

The proposed project consists of 25 condominium units, parking, retail, office, and meeting space, which would be an increase in use at the site. However, these uses will not significantly adversely affect police or fire protection services or result in the construction of new schools or parks and other public facilities. Utility services including wastewater, sewer, and landfill facilities have adequate capacity for the proposed project.

As evidenced by the letter from the Monterey Peninsula Water Management District (District) dated April 14, 2015, the District identified 7.828 acre feet of water for the project site, which is adequate water supply for the proposed project.

**Exceptions from CEQA Guidelines Section 15300.2**

Exception (a) – Location. Classes 3, 4, 5, 6, and 11 are qualified by consideration of where the project is to be located - a project that is ordinarily insignificant in its impact on the environment may in a particularly sensitive environment be significant. Therefore, these classes are considered to apply in all instances, except where the project may impact on an environmental resource of hazardous or critical

concern where designated, precisely mapped, and officially adopted pursuant to law by federal, state, or local agencies.

The proposed project is a Class 32 exemption so this exception does not apply.

Exception (b) – Cumulative Impact. All exemptions for these classes are inapplicable when the cumulative impact of successive projects of the same type in the same place, over time is significant.

The proposed project includes rehabilitation of an existing historic building, including 25 condominium units, retail, office, and parking. No cumulative impact is anticipated as the proposed project would not result in a significant impact and, therefore, it would not contribute to a cumulatively significant impact in the area. Please refer to the discussions under Conditions a-e, above.

Exception (c) – Significant Effect. A categorical exemption shall not be used for an activity where there is a reasonable possibility that the activity will have a significant effect on the environment due to unusual circumstances.

The proposed project would not result in any significant impacts due to unusual circumstances. The proposed project does not include increasing the building height or FAR, and remains in context and consistent with the existing conditions in the downtown area, General Plan policies, and zoning requirements. Please refer to the discussions under Conditions a-e, above.

Exception (d) – Scenic Highways. A categorical exemption shall not be used for a project which may result in damage to scenic resources, including but not limited to, trees, historic buildings, rock outcroppings, or similar resources, within a highway officially designated as a state scenic highway. This does not apply to improvements which are required as mitigation by an adopted negative declaration or certified Environmental Impact Report (EIR).

The project site is not located on a scenic highway (Final IS/MND, 2012).

Exception (e) – Hazardous Waste Sites. A categorical exemption shall not be used for a project located on a site which is included on any list compiled pursuant to Section 65962.5 of the Government Code.

The project site is not listed pursuant to Section 65962.5 of the Government Code (Final IS/MND, 2012).

Exception (f) – Historical Resources. A categorical exemption shall not be used for a project which may cause a substantial adverse change in the significance of a historical resource.

The building is listed on the City’s Historic Resources Inventory. According to the Phase Two Historic Assessment prepared by Archaeological Resource Management (September 28, 2015) and Peer Review of Phase II Assessment, Holman’s Department Store prepared by Richard Brandi (August 28, 2015), the rehabilitation of the Holman Building is consistent with the *Secretary of the Interior’s Standards for Treatment of Historic Properties* and no further mitigation is required.

## **Conclusion**

Based on the evidence provided above, the proposed project would not result in any significant environmental impacts. The proposed project qualifies for a Categorical Exemption under CEQA as it meets the conditions described in Article 19, Section 15332, Class 32, In-fill Development Projects.

As always, please do not hesitate to contact me at (831) 373-4341 ext. 19 if you have any questions regarding this information or require any additional information.

*Archaeological Resource Management*

*Robert R. Cartier, Ph.D.*

*496 North 5th Street*

*San Jose, CA 95112*

*Telephone (408) 295-1373*

*Fax (408) 286-2040*

*email: armcartier@netscape.net*



**THE HOLMAN BUILDING  
542 LIGHTHOUSE AVENUE  
PACIFIC GROVE, CALIFORNIA  
PHASE TWO HISTORIC ASSESSMENT**

**Prepared for:**

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## **I. INTRODUCTION**

### **Introduction**

The following Phase Two Historic Assessment is for the property located at 542 Lighthouse Avenue (APN 006-201-003-000), known as the Holman Building, in Pacific Grove, California. This commercial style structure was designed in 1923 by Mr. Floyd Pruitt, a local structural engineer, and constructed in 1924 by general contractor Chester J. Raymond. The structure operated as Holman's Department Store from 1924 to 1985, when it was sold to the local Ford's Department Store chain. After the Ford Company filed for bankruptcy in 1993, the property went up for auction and was purchased by Mr. Nader Agha. From the mid-1990's to the present the structure has operated as an antiques mall. The structure is not presently listed on the National Register of Historic Places (NRHP), or the California Register of Historical Resources (CRHR). However, the structure is currently listed on the City of Pacific Grove's Historic Resource Inventory (HRI). The period of significance for potential local designation is 1923 – circa 1943.

The Holman building was originally constructed in 1924 as a three story department store, and a fourth story was added to the structure in 1931. Several subsequent significant additions and alterations were made to the structure including the infilling of the upper windows along the front façade with glass brick, and replacement of the original canvas awnings with a flat full-width metal awning circa 1953, the enclosure and stuccoing over of many window openings along the side elevations in 1972, and some minor modifications to the rear façade in 1975. These changes are presented in *Table 1. Construction Chronology*.

### **Project Description**

Using the *Secretary of the Interior's Standards for the Treatment of Historic Properties (Standards)*, the proposed treatment approach would be classified as rehabilitation. The proposed project includes:

- Front Façade: Removal of the existing metal awning (installed circa 1953) and replacement with cloth awnings more closely approximating the original awnings. The existing metal awning is 159 feet in length and stands 9'-0" off the face of the building and is tied back with 3/4" steel rods that are 8'-6" in length. The height varies above the sidewalk from approximately 7'-6" at Grand Avenue to 13'-0" at Fountain Avenue. The awning is made primarily of corrugated steel decking and angle steel edges.
- Front Façade: Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows. There are twenty-eight (28) glass block openings on the South Elevation of the building. The openings will be infilled with high quality aluminum windows which will match the size, spacing and location of the original steel windows.
- Front Façade: Removal of the butterfly themed stained glass arch window, installed during the 1990's. This window is centrally placed on the front façade at the level of the third story and is 19'-9" across the bottom and has a radius of 8'-6".
- Side elevations: Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows. There are five (5) glass block windows along the East Elevation and five (5) along the West Elevation. The openings will be infilled

with high quality aluminum windows which will match the size, spacing and location of the original steel windows.

- Side elevations: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum which will match the size, spacing and location of the original steel windows.

- Rear elevation: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum which will match the size, spacing and location of the original steel windows.

- Rear and side elevations: Addition of balconies along the portions of the second (rear only), third and fourth floors (both sides and rear). The proposed balconies are comprised of open 42" high steel rails (per California Building Code) with cement plaster pilasters utilizing the same rhythm as the window spacing. The balconies extend 60" off of the building façade in all directions. The east elevation will have a series of four (4) balconies (two at 19'-0" in length and two at 28'-0" in length for a total of 94'-0") on the third and fourth floors while the west elevation will have a series of three (3) balconies (one at 19'-0" in length and two at 28'-0" in length for a total of 75'-0"). The North elevation is comprised of two balconies on the second floor (one 55'-6" in length and one at 76'-0" in length for a total of 131'-6"), one 55'-6" balcony on the third floor and two balconies on the fourth floor (one 55'-6" in length and one at 78'-0" in length for total of 133'-6"). Exterior patio doors will be installed to match the new aluminum window system.

- Addition of a fifth floor consisting of approximately 7,400 square feet. This addition is setback from the façade edge to minimize visual disruption of the original façade. This can be seen on Building Section A701, which documents that the rooftop addition is not within the line of site from Lighthouse Avenue, (Section A-A), or Grand and Fountain Avenues (Section B-B). The rooftop addition includes thirty (30) windows around the entire four sides of the building.

Design drawings by Wald Ruhnke & Dost and dated September 22, 2015 were reviewed as part of the preparation of this report and are presented in Appendix A attached.

## **Project Team**

### ***Client***

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*Principal:* Dr. Robert Cartier (Report Author, meets the Secretary of the Interior's Professional Qualifications Standards in Architectural History and History). Please see Appendix C: Historic Qualifications and Resume of Firm

### **Methodology and Research Materials**

The project commenced on June 1, 2015, followed by a site visit and photography on June 2, 2015 which included Kenneth Turgen, the project architect. Afterward, a meeting was held with Mark J. Brodeur, Director of the Community & Economic Development Department for the City of Pacific Grove. During this visit, the extensive file for the Holman Building property at the City of Pacific Grove was made available, and this file was examined in detail.

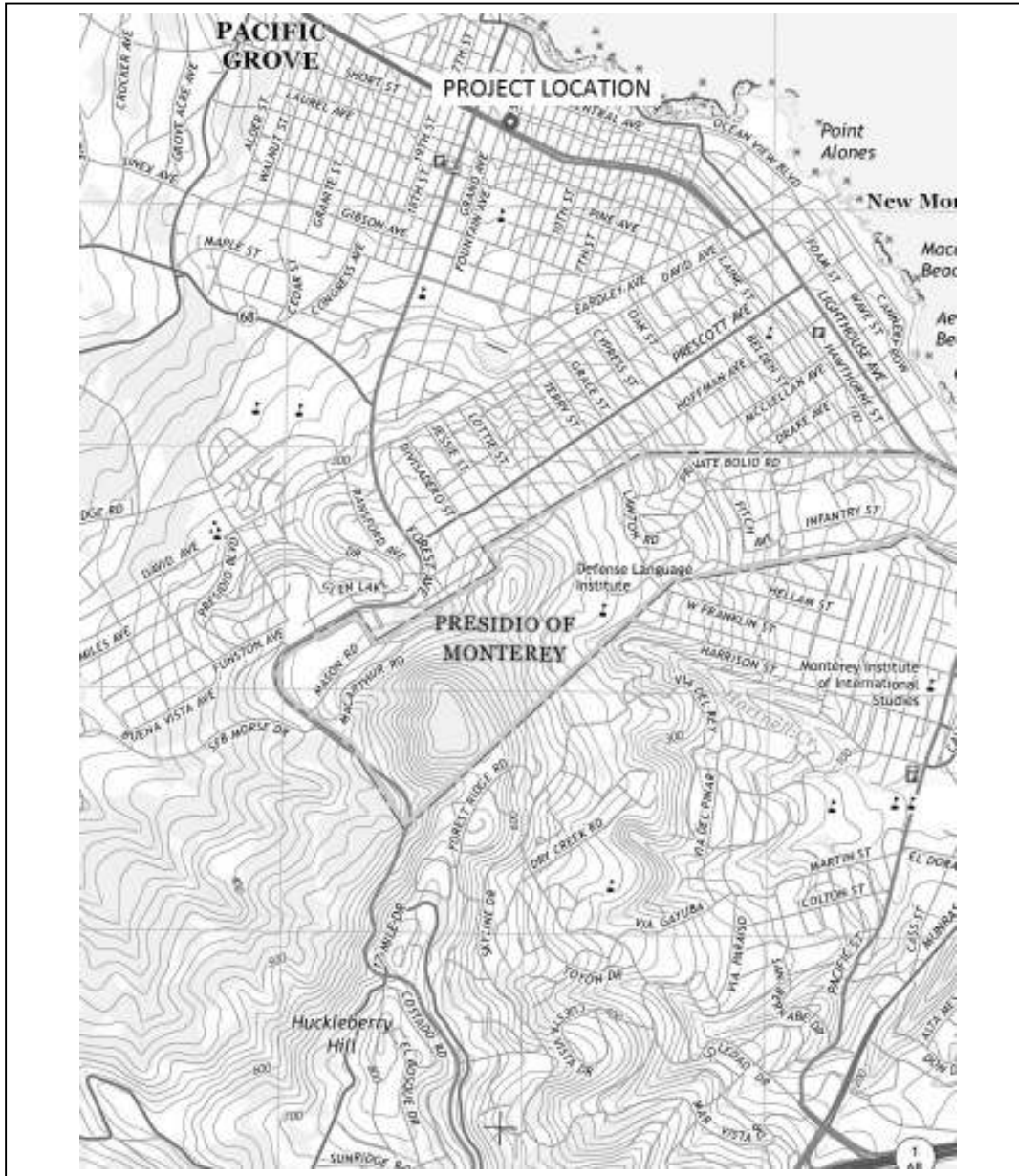
Primary and secondary research materials from libraries and repositories of public record in the following institutions were also examined:

- *The Heritage Society of Pacific Grove, Pacific Grove, California:* Materials accessed on June 19<sup>th</sup> and June 22, 2015.
- *The Monterey County Historical Society, Salinas, California:* Materials accessed on June 9<sup>th</sup> 2015.
- *Pacific Grove Public Library, Pacific Grove, California:* Materials accessed on June 19<sup>th</sup> and June 22, 2015.
- *California History Room, Monterey Public Library, Monterey, California:* Materials accessed on June 19<sup>th</sup> and June 22, 2015.

## II. HISTORICAL BACKGROUND

### Introduction

The Project Location Map appears on Figure 1, below.



**Figure 1. Project Location Map  
Historic Context of the Property**

The historic period in central California began with the arrival of Cabrillo in the Monterey Bay in 1542. Drake, in 1579, and Vizcaino, in 1602, also visited the Monterey Bay by ship, and in 1769 Don Gaspar Portola passed through by land on his way to establish a mission on the Bay.

Beginning in 1770, with the establishment of a Spanish settlement at Monterey, the native inhabitants of California were increasingly influenced by Spanish culture.

From 1797 to 1835, the much of the Native American population in California was closely involved in the daily activities of the church. Most of the Native American peoples living around the missions were baptized, gave up their hunting and gathering economies, and adopted new economic roles which were part of the mission agricultural system. Lands around the mission included many acres, most of which was used for agriculture and cattle ranching with much of the labor being provided by the native inhabitants. In 1822 Mexico declared its independence from Spain, signaling the beginning of the Mexican period in California.

The subject property originally made up a portion of the Mexican land grant known as “Punta de Pinos” made to Jose M. Armenta in 1833, later re-deeded to Jose Abrego in 1844. Along with the majority of the land that makes up the Monterey Peninsula, by the late 19<sup>th</sup> century the subject property was owned by David Jacks. In 1875 Jacks donated 100 acres of land to the Methodist Episcopal Church for the creation of a Christian Seaside Resort (see Figure 2, below).



Figure 2. Photograph of the entrance to the Pacific Grove Retreat. n.d.

Jacks then made a loan of \$30,000 to the Pacific Grove Retreat Association, formed that year, to allow them to lay out streets and make other improvements. The Association began to have financial troubles soon thereafter and could not meet its mortgage payment and Jacks foreclosed on the unsold lots. Capitalizing on the publicity and popularization of the area by the church, Jacks was quickly able to sell the lots. In 1880 Jacks sold the Pacific Grove Property as well as adjoining properties to the Pacific Improvement Company. As presented in the 2011 *City of Pacific Grove Historic Context Statement*, prior to the construction of the present Holman Building, the subject property was the location of the Carmelo Hotel (see Figure 3 below). The document states:

A mere two weeks after the Pacific Improvement Company filed survey maps for the new additions, it also completed its most notable developments to date with the construction of the three-story El Carmelo Hotel. Located on the north side of Lighthouse Avenue, the hotel grounds occupied the entire area between Lighthouse, Forest, Park Place and Fountain Avenues. The hotel opened on May 20, 1887 with modern features including indoor plumbing in each of its 114 rooms, an elevator, and gas lighting. A landscaped park was laid out in front of the building by landscape architect, Rudolph Ulrich, who also landscaped the grounds for the Del Monte Hotel. A large ornate fountain donated by the Loyal Temperance Union was added to the grounds, located near the northeast corner of Grand and Lighthouse Avenues. At the rear, the hotel was connected to a large two-story dining room and kitchen, which served hotel guests as well as other summer retreaters. A small octagonal “smoking room” also stood at the rear of the property in the middle of Grand Avenue.



Figure 3. The El Carmelo Hotel, Circa 1900.

Rensselaer Luther (R. L.) Holman came to Pacific Grove from Sacramento, where he had been previously established in the business of wholesale hardware. His move was precipitated by declining health, which was quickly restored in the pleasant climate of Pacific Grove. The original incarnation of Holman’s in Pacific Grove opened in 1891 at the corner of Lighthouse and Forest Avenues, a partnership with G.W. Towle known as Towle & Holman. Towle soon left Pacific Grove for the Alaskan Gold fields, leaving Holman the sole owner of what came to be known as “The Popular Dry Goods Store” (Seavey 1994). The business (then simply a small general store) moved multiple times during the 1890’s and first decade of the 20<sup>th</sup> Century; first to the Lloyd Building on the south side of Lighthouse Avenue between Forest and 16<sup>th</sup>, then across the street to the Robinson Block on the north side of Lighthouse Avenue in 1897. In 1903 or 1904 R. L.

Holman opened a larger store, also on the north side of Lighthouse Avenue, at 15<sup>th</sup> Street, retaining the Robinson block structure as a furniture store. (The Board & Batten 1994)

In 1905 R. L. Holman handed over store management to his sons W. R. (Wilford) Holman and C. E. (Clarence) Holman. Also in that year, the store moved once again, to the site of the Grove Theater Building (See Figure 4 below). It remained at this location for the next 19 years, and developed into a real department store. In 1912 Wilford Holman married Zena Patrick, who had been a manager at Holman's Ladies Ready-to-Wear Department since 1910 (Seavey 1994). Zena Patrick Holman was also a prominent member of the Pacific Grove community, and in 1973 published *My Monterey: the Real Story of the Notorious Cannery Row*. The Zena Holman Research Library in Pacific Grove is named for her. The success that Holman's enjoyed during this period necessitated expansion, and in 1913 they acquired the Winston Building, which resulted in a frontage along a full block of Lighthouse Avenue (Board & Batten 1994). In 1914 Wilford and Zena took over full control of the business, giving it the name "Holman's Department Store", and modernizing the management and operation of the establishment (Seavey 1994).

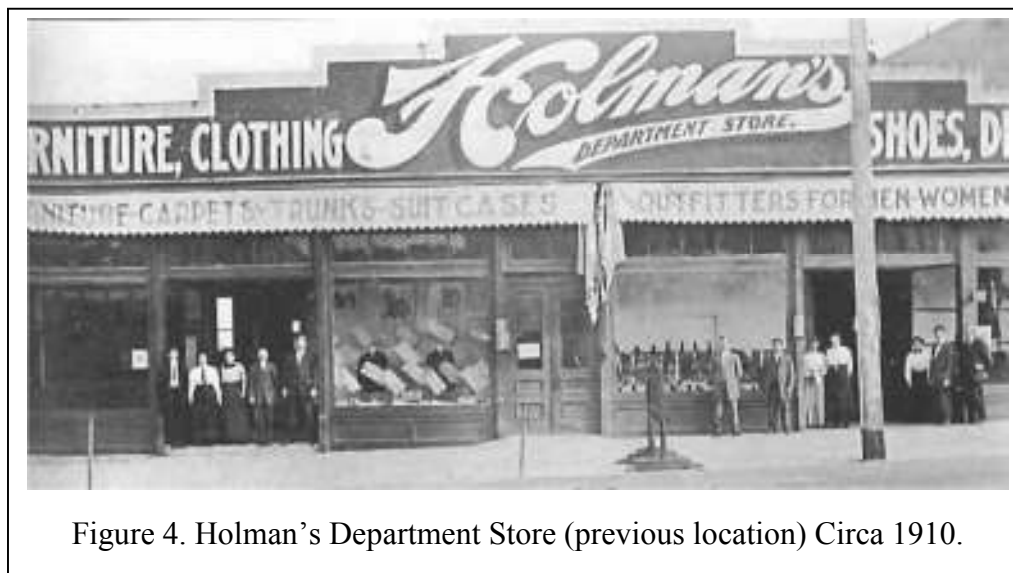


Figure 4. Holman's Department Store (previous location) Circa 1910.

The El Carmelo Hotel (by then known as the Pacific Grove Hotel) suffered economically during the period of the First World War. Thus, after thirty years of operation the hotel was closed and dismantled in 1918. This opened up a very large property in the middle of the Pacific Grove business district for new development, and the land was purchased by Wilford Holman for development of a new (and much larger) department store. The City of Pacific Grove Historic Context Statement devotes several paragraphs to describing the development, construction, and architecture of the subject structure and associated properties:

The dismantling of the Pacific Grove (El Carmelo) Hotel provided an opportunity for Wilford Holman to redevelop the property—reportedly purchased for \$10,000 from Del Monte Properties. Wilford was the son of R. L. Holman—who had died in 1909. In 1919 Wilford constructed a large reinforced concrete auto garage, repair

and supply store that spanned the entire block between Fountain and Grand Avenues south of Central Avenue (extant). The garage could hold 90 cars and featured Pacific Grove's first gas station (see the historic evaluation of the Holman Garage by R. Brandi, 2012).

Construction of the garage was the first step toward the development of a new Holman's Department Store, which would be much larger than any of the family's previous operations. Excavation of a large basement area for the store started in 1923, which required blasting and scraping to cut through the rock that underlaid the site. When the new reinforced concrete Holman's Department Store opened in 1924, it was hailed as one of the largest independent stores between San Francisco and Los Angeles, featuring expansive showrooms on the first floor and in the basement, as well as a wraparound mezzanine on the second story.

Architecturally, the new Holman's building was typical of commercial buildings of the period, featuring restrained Classical Revival style details such as an arched window at the center of the primary façade and a modillioned cornice. To maximize lighting for the retail space, a full-width clerestory spanned the first floor, surmounted by ten bays of windows on the second floor. In 1931, the store would be enlarged with the addition of a third floor, as well a wood-frame fourth floor solarium. Photos from this period indicate that the current glass block windows are not original, and that the storefronts featured a somewhat different configuration and detailing.

In summarizing this period in the City's history, the Historic Context Statement goes on to say that:

Viewed as a group, the construction of Holman's Department Store, the Grove Theater, and the Forest Hill Hotel represented the buoyant optimism of the 1920s, when Pacific Grove was increasingly within easy reach of automobile tourists, as well as becoming home to more and more year-round residents.

The present structure on the property falls under the theme, "Pacific Grove Comes of Age (1903 – 1926)." As stated in this document:

The period 1903 – 1926 is dominated by the expansion of Pacific Grove's commercial, civic and tourist facilities, as well as the redevelopment of several touchstones of the old Retreat. It also witnessed the advent of the private automobile, which would have a profound effect on the city's built environment. The primary historic themes and events of this period include the following... The arrival of large-scale commercial development along Lighthouse Avenue employing new architectural styles and building materials.

The subject structure can be clearly seen on the Sanborn Fire Insurance Map for the City of Pacific Grove in 1926. Early depictions show the structure prior to the addition of the fourth story. (See Figures 5 & 6 below).

The addition of the fourth floor (and smaller fifth floor solarium) in 1931 is notable; this expansion took place during the early years of the Great Depression. Wilford Holman "...added the floors during the depression to give work to the men in town and to demonstrate his confidence in Pacific Grove as a business location" (The Board & Batten 1994). The central place of Holman's as the anchor of commerce in Pacific Grove during this period can be seen in an article of March 8, 1935 from "The Tide" newspaper (Quoted in The Board & Batten 1994):

Linking Pacific Grove with every State in the Union and practically every country in the world is a merchandising institution which holds a unique position in the commercial world – Holman's. Probably nowhere else in the world is a store of its scope to be found in a community with as small a population as Pacific Grove.

Records of its shipping department indicate customers in most towns of California, in every one of the 48 states and in many foreign countries, including Morocco, Scotland, England, Russia, Australia, China, Norway and Belgium...Many facts concerning the store's dimensions and the extent of its merchandising are regarded by businessmen everywhere as little short of miraculous. For example, it is one of the largest dealers of Catalina pottery anywhere in the United States, shipping this currently popular product to patrons throughout the east and middle west. Its floor space is the largest between San Francisco and Los Angeles. It consumes 100 tons of wrapping paper annually and has on its year-round payroll 120 people. This number is greatly increased in the pre-Christmas season.

Despite the tone of local boosterism, this article highlights the size and significance of Holman's Department store for the local economy: Holman's was the largest single employer in Pacific Grove, the largest independent merchandising firm on the Monterey Peninsula, and as noted above, the largest department store between San Francisco and Los Angeles.

The sheer size of the undertaking, construction and management of such a large store in a comparatively small community, was initially viewed with skepticism by some, earning the new store mocking titles such as "Holman's Folly" and "Holman's Monument" (Seavey 1994). However, the business prospered, in large part due to savvy advertising techniques, such as highway billboard signs throughout the Monterey region, and a distinctive purple wrapping paper, which was recognized statewide. By the end of the 1920's, many people began to refer to Pacific Grove as "Holman's City." Labor and Employee relations were notably good during much of the history of the operation of Holman's. All workers employed in the construction process for the 1931 addition were paid pre-depression wages, and the work schedule was arranged such that more than sixty men were employed. Not a single employee was laid off due to the depression, and wages were not lowered, although hours had to be cut in some instances. "Some staff members remained with the store for over fifty years, and three generations of a single family working in the store was not uncommon" (ibid 1994). The Holman's made their family ranch in Ukiah available to staff members for vacations and honeymoons.

Beginning in 1924, Wilford Holman began an extended battle with the Monterey County Board of Supervisors to construct a road between Pacific Grove and Carmel, with the intention of expanding

the economic base of the community. In an innovative protest technique, Holman organized a one hundred and three car caravan, including almost every business owner in town and accompanied by the local Boy Scouts band, to Salinas, where Holman presented the County Supervisors with a simple three sentence ultimatum: “We need a road. We want the road. And we’re going to have the road.” Supervisor John L. D. Roberts, on the board for over twenty years opposed the road, and Holman mounted a successful campaign to unseat him. The road was constructed, and in 1972 the thoroughfare was designated by the California Legislature as the “W.R. Holman Highway” Holman was also instrumental in the transformation of the civic structure of Pacific Grove; he challenged the Pacific Grove Retreat Association and the City trustees to make Pacific Grove a charter city with a City Manager. This action was supported by the voters and approved (ibid 1994).

An additional example of Holman’s creative promotion ideas can be seen in a publicity stunt carried out in the early 1930’s. A platform was attached to the flagpole at the top of the Holman Building, on which a man on roller skates rotated for fifty one hours, breaking a previously held world record. Newsreel footage of this event played in movie theatres during the period and can still be viewed online (<https://www.youtube.com/watch?v=qjXhJ3yz0yY>). The event was notably described by John Steinbeck in *Cannery Row* (1945) who devoted the entirety of Chapter 19 of the work to a description of the flag-pole skater. Portions of his description are included below:

Probably nothing in the way of promotion Holman’s Department Store ever did attracted so much favorable comment as the engagement of the flag-pole skater. Day after day, there he was up on his little round platform skating around and around and at night he could be seen up there too, dark against the sky so that everybody knew he didn’t come down. It was generally agreed, however, that a steel rod came up through the center of the platform at night and he strapped himself to it. But he didn’t sit down and no one minded the steel rod. People came from Jamesburg to see him and from down the coast as far as Grimes Point. Salinas people came over in droves and the Farmer’s Mercantile of that town put in a bid for the next appearance when the skater could attempt to break his own record and thus give the new world’s record to Salinas. Since there weren’t many flag pole skaters and since this one was by far the best, he had for the last year gone about breaking his own world’s record.

Holman’s was delighted about the venture. They had a white sale, a remnant sale, an aluminum sale, and a crockery sale all going on at the same time. Crowds of people stood in the street watching the lone man on his platform...Everyone in town was more or less affected by the skater. Trade fell off out of sight of him, and get better the nearer you came to Holman’s.

Holman’s Department Store was incidentally noted several other times in *Cannery Row*, as well as some of Steinbeck’s other works including *Sweet Thursday*. There are additional Steinbeck associations with the store as well; the manuscripts of some of his works such as *Pastures of Heaven* and *To a God Unknown* were written using stationary and ink purchased at Holman’s (Trosow 2006).



Wilford Holman retired from active management of the store in 1947. Beginning in 1950 his wife Zena served as executive vice president and secretary to the Board of Directors. Zena died in 1980, followed by Wilford Holman in 1982. In 1985 all of Holman's interests were bought out by Ford's Department Store.



Figure 5. Flag pole skater at Holman's Department Store



Figure 6. 1926 Sanborn map, showing Holman's Department Store.

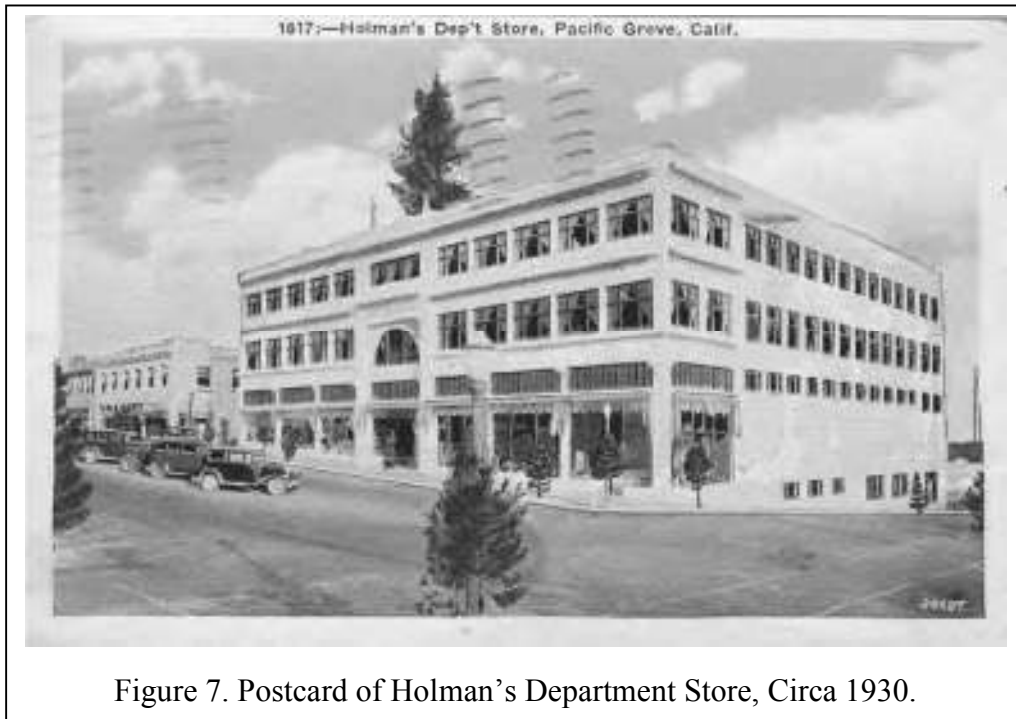


Figure 7. Postcard of Holman's Department Store, Circa 1930.

### Period of Significance

For purposes of historic listing, the period of significance for the structure spans from its original construction in 1924, to 1943. Several alterations were made to the structure after this time period including: Interior modifications for the mezzanine designed by A. B. Coats of Monterey California in 1947 (Permit # 26431, 3/14/1947), modifications to bay framing, designed by Robert R. Jones, in 1948, addition of the full length metal awning on front façade (circa 1953), removal of the original front façade windows and replacement with glass block windows (1953), addition of a two story cinderblock addition to the rear expanding the loading dock and storage areas (1975), remodeling of the solarium (1981), plans drawn by "R.L.F.", and remodeling of the interior stairway (1985), plans by T. R. Larson AIA. All of these alterations made after 1943 were less in keeping with the original architectural style and materials of the structure, and are non-significant.

### III. DESCRIPTION OF THE PROPERTY

#### Introduction

This section provides a physical description, a construction chronology, and a list of character defining features for the subject property. Dates of additions and alterations to the building are given when verified through historical documentation. Unverified dates are approximate, stated as such and based on the historic fabric evidence found on the building.

### Physical Description

#### *Site*

The property is located within the original Pacific Grove Retreat and occupies lots 5, 6, 7, 8, and 10 of Block 38. The Assessor's Parcel Number for the property is 006-173-01 (see Figure 7, APN Map, Below.)

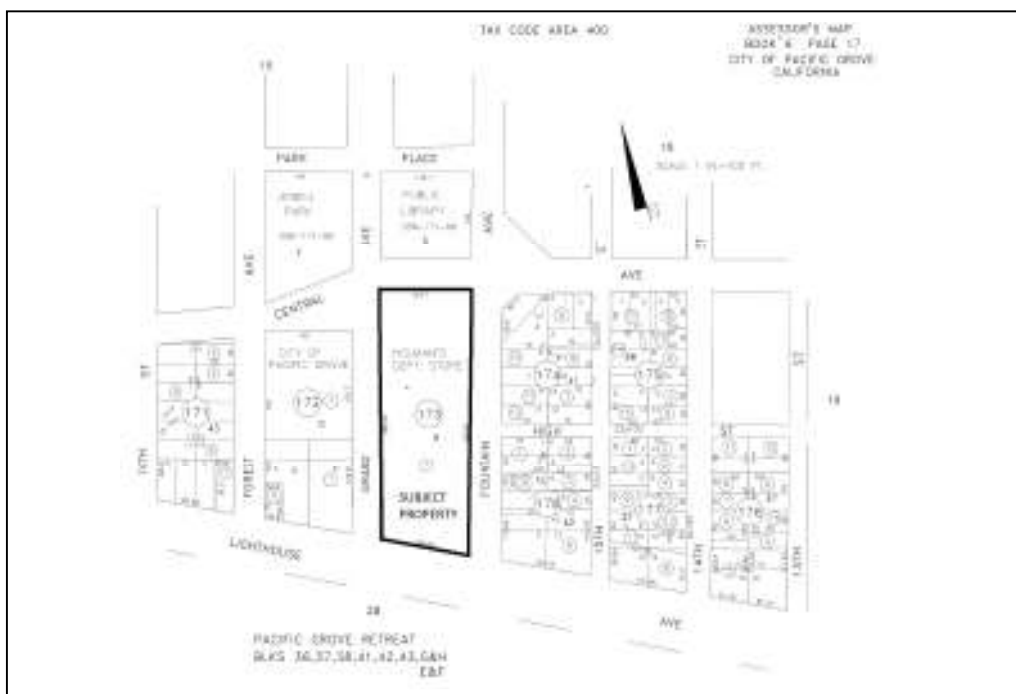


Figure 8. Assessor's Parcel Map of the Subject Property

The subject structure occupies the southern portion of a single large lot stretching between Lighthouse Avenue to the South, Grand Avenue to the West, Central Avenue to the North, and Fountain Avenue to the East. A contemporary aerial view of the property is included as Figure 8 below.



Figure 9.  
Aerial view of the subject property.

*Building Exterior*

The front, back, and side elevations of the Holman Building are shown as Figures 10 – 13, below.



Figure 10: South (front) side view.



Figure 11: East side view



Figure 12: North side view

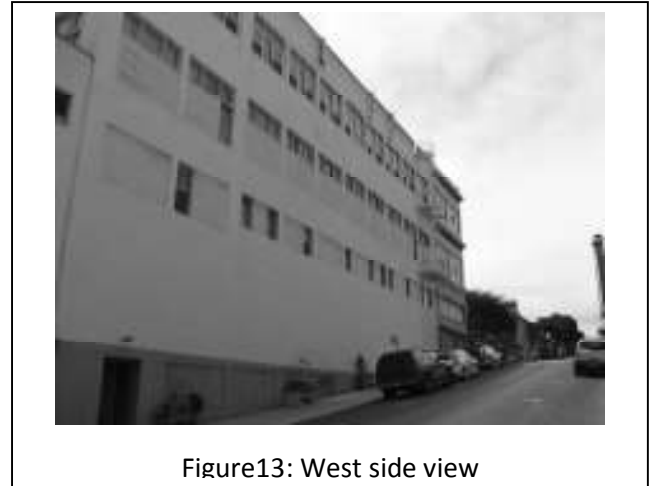


Figure 13: West side view

Figures 10, 11, 12, & 13: Views of the front, east, rear, and west elevations of the Holman Building.

### **Construction Chronology**

The following table outlines the construction chronology of the property. Where specific permits have been identified, permit numbers are included. The dates for modifications for which no permits were identified are estimated based upon visual evaluation and other available documentation, as described.

#### **Table 1. Construction Chronology**

1923-1924: Original Construction.

1924: Opening of the Holman's Department Store

1931: Addition of the fourth floor and fifth floor solarium

1947: Interior modifications for the mezzanine designed by A. B. Coats of Monterey California (Permit # 26431, 3/14/1947).

1948: Modifications to bay framing, designed by Robert R, Jones.

Circa 1953: Addition of the full length metal awning on front façade. Removal of the original front façade windows and replacement with glass block windows.

1975: Addition of a two story cinderblock addition to the rear expanding the loading dock and storage areas.

1981: Remodeling of the solarium, plans drawn by "R.L.F."

1985: Remodeling of the interior stairway, plans by T. R. Larson AIA.

Many more modifications and remodels have been made to the interior of the structure, reflecting the changing needs and styles of the retail market throughout the history of the building. No significant historic interior features remain.

### **Character-defining Features**

Constructed in 1924, the Holman building is a late example of the late 19<sup>th</sup> Century/early 20<sup>th</sup> Century Commercial style, with restrained classical revival detailing. The historic character-defining features of the structure (Figure 14) include:

1. The three-story centrally placed entry featuring a large fixed glazing arched opening above the recessed first floor entry doors (now featuring a non-original butterfly stained glass motif). These are framed by cast concrete pilasters in relief. This feature is character defining due to its prominent placement.
2. Above the arched window, signage over a plain concrete background above reads "HOLMAN'S." This feature is character defining due to both its prominence and its direct connection to the historic usage of the structure.
3. This entry is surmounted by a basic narrow coping on a denticular course. These courses are character defining as characteristic elements of early 20<sup>th</sup> Century commercial architecture.
4. Matching coping extends along the entire front façade as well as one bay deep along the east and west side elevations, above bands of windows (now infilled with glass brick, originally Chicago style) on the third and fourth story. These coping and windows are character defining as characteristic elements of early 20<sup>th</sup> Century commercial architecture.
5. A simple cast concrete paneled frieze separates the mezzanine and third story above a narrower band of glass brick windows, supported by cast concrete pilasters (these decorative pilasters originally extended to the base of the structure, but have now been obscured along the ground floor with brick veneers). The proposed project, at currently planned, would restore these decorative pilasters to the base of the structure. These features are character defining due to their prominence as well as being characteristic elements of early 20<sup>th</sup> Century commercial architecture.



Figure 14. Detail of the building, showing historic character-defining features.

#### IV. EVALUATION OF SIGNIFICANCE

##### Introduction

The following summarizes the National, State and local criteria and provides an evaluation of historic significance for each criteria level. National, State and Local Registration Criteria  
Historic resources may be designated on the federal, state or local level. Generally, to be eligible for listing, a resource must be historically significant and retain enough historic integrity to convey that significance. The criteria for listing in the National Register of Historic Places, California Register of Historical Resources and the City of Pacific Grove Historic Resource Inventory are described below.

***National Register of Historic Places (NRHP)***

The National Register of Historic Places was first established in 1966, with major revisions in 1976. The register is set forth in 36 CFR 60 which establishes the responsibilities of the State Historic Preservation Officers (SHPO), standards for their staffs and review boards, and describes the statewide survey and planning process for historic preservation. Within this regulation guidelines are set forth concerning the National Register of Historic Places (36 CFR 60.6). In addition, further regulations are found in 36 CFR 63-66, 800, and Bulletin 15 which define procedures for determination of eligibility, identification of historic properties, recovery, reporting, and protection procedures. The National Register of Historic Places was established to recognize resources associated with the accomplishments of all peoples who have contributed to the country's history and heritage. Guidelines were designed for Federal and State agencies in nominating cultural resources to the National Register. These guidelines are based upon integrity and significance of the resource. Integrity applies to specific items such as location, design, setting, materials, workmanship, feeling, and association. Quality of significance in American history, architecture, archaeology, engineering and culture is present in resources that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and meet at least one of the following criteria:

- a. that are associated with events that have made a significant contribution to broad patterns of our history;
- b. that are associated with the lives of persons significant in our past;
- c. that embody distinctive characteristics of type, period, or method of construction, or that represent the work of master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction;
- d. that have yielded, or are likely to yield, information important in prehistory or history.

Integrity is defined in Bulletin 15: How to Apply the National Register Criteria for Evaluation, (U.S. Department of the Interior, National Park Service 1982) as:

the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's historic or prehistoric period. If a property retains the physical characteristics it possessed in the past then it has the capacity to convey association with historical patterns or persons, architectural or engineering design and technology, or information about a culture or peoples.

There are also seven aspects of integrity which are used. These aspects are:

1. location
2. design
3. setting
4. materials
5. workmanship
6. feeling
7. association



***California Register of Historical Resources (CRHR)***

A cultural resource is considered "significant" if it qualifies as eligible for listing in the California Register of Historic Resources (CRHR). Properties that are eligible for listing in the CRHR must meet one or more of the following criteria:

1. Association with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States;
2. Association with the lives of persons important to local, California, or national history;
3. Embodying the distinctive characteristics of a type, period, region, or method of construction, or representing the work of a master, or possessing high artistic values; or
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California, or the nation.

A property may be automatically listed in the CRHR if it is formally determined eligible for the National Register of Historic Places. Properties that are formally determined eligible for the NRHP are those that are designated as such through one of the federal preservation programs administered by the California Office of Historic Preservation (i.e., the National Register, Tax Certification, and Section 106 review of federal undertakings).

The CRHR interprets the integrity of a cultural resource based upon its physical authenticity. An historic cultural resource must retain its historic character or appearance and thus be recognizable as an historic resource. Integrity is evaluated by examining the subject's location, design, setting, materials, workmanship, feeling, and association. If the subject has retained these qualities, it may be said to have integrity. It is possible that a cultural resource may not retain sufficient integrity to be listed in the National Register of Historic Places yet still be eligible for listing in the CRHR. If a cultural resource retains the potential to convey significant historical/scientific data, it may be said to retain sufficient integrity for potential listing in the CRHR.

The same seven aspects of integrity are considered when evaluating resources for listing in the National Register and California Register: location, design, setting, materials, workmanship, feeling, and association. Alterations over time or historic changes in use may themselves be significant. However, resources that may not retain enough integrity to meet National Register criteria may still be eligible for listing in the California Register.

***City of Pacific Grove Historic Resources Inventory (HRI)***

The eligibility criteria for local listing in the City of Pacific Grove's Historic Resources Inventory (HRI) are described in the City of Pacific Grove's Historic Preservation Ordinance (Municipal Code §23.76.025) as follows:

- a. Whether the structure has significant character, interest or value as part of the development, heritage or cultural characteristics of the City of Pacific Grove, the State of California, or the United States;
- b. Whether it is the site of a significant historic event;

- c. Whether it is strongly identified with a person who, or an organization which, significantly contributed to the culture, history or development of the City of Pacific Grove;
- d. Whether it is a particularly good example of a period or style;
- e. Whether it is one of the few remaining examples in the City of Pacific Grove possessing distinguishing characteristics of an architectural type or specimen;
- f. Whether it is a notable work of an architect or master builder whose individual work has significantly influenced the development of the City of Pacific Grove;
- g. Whether it embodies elements of architectural design, detail, materials or craftsmanship that represent a significant architectural innovation;
- h. Whether it has a unique location or singular physical characteristics representing an established and familiar visual feature of a neighborhood, community, or of the City of Pacific Grove;
- i. Whether it retains the integrity of the original design;
- j. Whether it contributes to the architectural aesthetics and continuity of the street; and
- k. Whether it is located within a geographically definable area possessing a concentration of historic properties which visually contribute to each other and are unified aesthetically.

### ***Historic Integrity***

*National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation* defines historic integrity as “the ability of a property to convey its significance.” Historic properties either retain their integrity or they do not. To retain integrity, a resource will always retain several and usually most of the seven aspects of integrity:

1. Location: the place where the historic property was constructed or the place where the historic event occurred.
2. Design: the combination of elements that create the form, plan, space, structure, and style of a property.
3. Setting: the physical environment of a historic property.
4. Materials: the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
5. Workmanship: the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
6. Feeling: a property’s expression of the aesthetic or historic sense of a particular period of time.
7. Association: the direct link between an important historic event or person and a historic property.

*National Register Bulletin 15* notes that evaluating historic integrity may be a subjective analysis, but is always based on understanding the property’s physical features and how they relate to the property’s historic significance. The integrity evaluation can begin only after the evaluator establishes the property’s significance: *why* it is significant (identifying its area of significance and how it meets the relevant National, State or Local designation criteria), *where* it is important (location), and *when* the resource is significant (its “period of significance”). The National and California Registers, as well as the City of Pacific Grove’s HRI, adopt the

same methods of establishing historic integrity, as described above.

### **National and California Register Significance**

The Holman Building at 542 Lighthouse Avenue is associated with events that have made a significant contribution to the broad patterns of history (NRHP Criterion A, CRHR Criterion 1): the structure is a notable example of the commercial development of the City of Pacific Grove during the early 20<sup>th</sup> Century and a major contributor to economic and development patterns throughout the mid 20<sup>th</sup> Century. The structure is closely associated with Wilford Holman, a businessman of historic significance within Pacific Grove and the surrounding area. In addition, of all extant structures within the City associated with Holman, it is the largest, and most closely associated. In addition, the structure is associated with John Steinbeck, an author of national importance; Steinbeck described an event which occurred at the Holman building in one of his best known works; Cannery Row. Therefore, the structure qualifies for inclusion in both registers under association with significant persons (NRHP Criterion B, CRHR Criterion 2). The Holman Building is a good example of early 20<sup>th</sup> Century commercial architecture, and is potentially eligible for inclusion in the California Register of Historic Places under Criterion 3. However, modifications to the structure limit its integrity somewhat, and it is not eligible for listing under NRHP Criterion C. The structure is not likely to yield significant historic information (i.e. it is not likely that historic information significant on a local, state, or national level can be gleaned from the *physical structure* of the Holman building itself), and thus is not potentially eligible for inclusion under Criteria D (NRHP) or 4 (CRHR), respectively.

Thus the Holman Building at 542 Lighthouse Avenue is potentially eligible for inclusion in both the NRHP and the CRHR under criteria A (1) and B (2), and the CRHR under criterion 3. These findings are consistent with the findings of the National Register of Historic Places Registration Form completed for the Holman Building by K. Seavey (1994).

### **City of Pacific Grove Historic Resources Inventory (HRI)**

The Holman Building is currently listed on the City of Pacific Grove Historic Resources Inventory, and remains eligible for listing in this register under multiple criteria listed above including; (a). the structure has significant character, interest or value as part of the development, heritage or cultural characteristics of the city of Pacific Grove, the state of California, or the United States; (b). it is the site of multiple significant historic events; (c) It is strongly identified with both persons (Wilford and Zena Holman, John Steinbeck) and an organization (Holman's Department Store) which, significantly contributed to the culture, history or development of the city of Pacific Grove; (d) It is a particularly good example of early 20<sup>th</sup> Century commercial architecture; (h) it is an established and familiar visual feature of the commercial core of Pacific Grove; (i) it retains much of the integrity of its original design; (j) it contributes to the architectural aesthetics and continuity of the Lighthouse Avenue; (k) it is located within a geographically definable area possessing a concentration of historic properties which visually contribute to each other and are unified aesthetically.

## **Evaluation of Historic Integrity**

The Holman Building has been modified multiple times since its original construction in 1924. However, these modifications do not constitute a significant impact to the integrity of the resource (i.e. the structure retains significant integrity to be eligible for inclusion in the local historic resource inventory, the California Register, and the National Register) under multiple criteria.

### **The seven aspects of integrity for the property are:**

- *Setting:* The Holman Building retains its original setting in the historic business district of Pacific Grove, which retains much of its historic character, including structures constructed both prior to and roughly contemporaneous with the construction of the Holman Building, giving it integrity of setting.
- *Location:* The structure remains in its original location as it has not been moved, giving it integrity of location.
- *Design:* Although many modifications have been made to the structure, the Holman Building retains many of its original character-defining Features (as described above), and retains its integrity of workmanship.
- *Materials:* The majority of the modifications and additions to the Holman Building were constructed with materials similar to those utilized in the original construction. Thus the structure retains its integrity of materials.
- *Feeling:* The modifications made to the structure do not mask its identity as an early 20<sup>th</sup> Century commercial building, thus the structure retains integrity of feeling.
- *Association:* Despite some modifications, the structure is recognizably that built and operated by Wilford and Zena Holman as Holman’s Department Store, and retains its integrity of association.

## **Conclusion**

The Holman Building has undergone several changes to its exterior throughout its history. However, as described above, the structure retains its historic integrity under all seven of the aspects of integrity as outlined in National Register Bulletin 15: setting, location, design, materials, feeling, and association. The structure is eligible for inclusion in both the CRHR and the NRHP. In addition, the structure is presently listed on the Pacific Grove Historic Resources Inventory (HRI). The structure qualifies under the theme, “Pacific Grove Comes of Age (1903 – 1926),” according to the *City of Pacific Grove Historic Context Statement*.

## **V. IMPACTS OF PROPOSED PROJECT**

### **Introduction**

The *Secretary of the Interior’s Standards for the Treatment of Historic Properties (Standards)* provides the framework for evaluating the impacts of additions and alterations to historic buildings. The *Standards* describe four treatment approaches: preservation, rehabilitation,

restoration and reconstruction. The *Standards* require that the treatment approach be determined first. This is because a different set of standards apply to each approach. For the Holman Building, the treatment approach is rehabilitation. The *Standards* describe rehabilitation as:

In Rehabilitation, historic building materials and character-defining features are protected and maintained as they are in the treatment Preservation; however, an assumption is made prior to work that existing historic fabric has become damaged or deteriorated over time and, as a result, more repair and replacement will be required. Thus, latitude is given in the Standards for Rehabilitation and Guidelines for Rehabilitation to replace extensively deteriorated, damaged, or missing features using either traditional or substitute materials. Of the four treatments, only Rehabilitation includes an opportunity to make possible an efficient contemporary use through alterations and additions.

The ten standards for rehabilitation are:

1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.
2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.
3. Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.
4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.
5. Distinctive materials, features, finishes, and construction techniques or examples of craftsmanship that characterize a property will be preserved.
6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.
7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.
8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.
9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.
10. New additions and adjacent or related new construction will be undertaken in such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

**Project Impacts****The proposed project impacts include:**

- Front Façade: Removal of the existing metal awning (installed circa 1953) and replacement with canvas awnings.
- Front Façade: Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows. This will include twenty-eight (28) aluminum windows
- Front Façade: Removal of the existing entry and replacement with a new glass entry including six (6) storefront/all-glass window and entrance systems on the ground floor.
- Front Façade: Removal of the butterfly themed stained glass arch window.
- East elevation: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum. This will include forty-seven (47) aluminum windows.
- East Elevation: Addition of a new entry including seven (7) storefront/all-glass window and entrance systems on the ground floor.
- West Elevation: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum. This will include thirty-eight (38) aluminum windows.
- West Elevation: Addition of a new entry including four (4) storefront/all-glass window and entrance systems on the ground floor.
- Rear elevation: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum. This will include fifty-five (55) aluminum windows.
- Rear Elevation: Addition of a new entry including one (1) storefront/all-glass window and entrance systems on the ground floor.
- Rear and side elevations: Addition of balconies along the portions of the second (rear only), third and fourth floors (both sides and rear). The proposed balconies are comprised of open 42" high steel rails (per California Building Code) with cement plaster pilasters utilizing the same rhythm as the window spacing. The balconies extend 60" off of the building façade in all directions. The east elevation will have a series of four (4) balconies (two at 19'-0" in length and two at 28'-0" in length for a total of 94'-0") on the third and fourth floors while the west elevation will have a series of three (3) balconies (one at 19'-0" in length and two at 28'-0" in length for a total of 75'-0"). The North elevation is comprised of two balconies on the second floor (one 55'-6" in length and one at 76'-0" in length for a total of 131'-6"), one 55'-6" balcony on the third floor and two balconies on the fourth floor (one 55'-6" in length and one at 78'-0" in length for total of 133'-6"). Exterior patio doors will be installed to match the new aluminum window system.
- Addition of the Penthouse/fifth floor: The proposed fifth floor is setback from the façade edge; there are thirty (30) windows around the entire four sides of the building.

Design drawings by Wald Ruhnke & Dost and dated September 22, 2015 are presented in Appendix A.

## **Mitigation of Project Impacts**

The proposed treatment plan for the Holman Building, as state above, is rehabilitation. The proposed project will require no further mitigation as it follows the *Standards*, as outlined below:

*1. A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.*

1. The historic usage of the subject structure was as a department store.
2. The project proposes to modify the structure for use as condominium housing.
3. These proposed changes are consistent with the standard in question, in that exterior modifications are minor, and are classifiable as minimal changes as the distinctive materials, features, spaces, and spatial relationships of the structure will be retained.
4. Therefore, based on these facts, the project is consistent with this standard.

*2. The historic character of a property will be retained and preserved. The removal of distinctive materials or alteration of features, spaces, and spatial relationships that characterize a property will be avoided.*

1. The character defining features of the Holman building consist of: the three-story centrally placed entry featuring a large fixed glazing arched opening above the recessed first floor entry doors (now featuring a non-original butterfly stained glass motif). These are framed by cast concrete pilasters in relief, the signage over a plain concrete background above reads "HOLMAN'S", the entry is surmounted by a basic narrow coping on a denticular course, matching coping extends along the entire front façade as well as one bay deep along the east and west side elevations, above bands of windows (now infilled with glass brick, originally Chicago style) on the third and fourth story, a simple cast concrete paneled frieze separates the mezzanine and third story above a narrower band of glass brick windows, supported by cast concrete pilasters (these decorative pilasters originally extended to the base of the structure, but have now been obscured along the ground floor with brick veneers).
2. The project proposes to remove a minimum of the distinctive materials and features installed during the period of significance (1924– 1943). This includes: 1. Removal of the existing metal awning (installed circa 1953) and replacement with canvas awnings. 2. Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows. 3. Removal of the existing entry and replacement with a new glass entry. 4. Removal of the butterfly themed stained glass arch window (installed during the 1990's). 5. Removal of the glass-block windows and re-opening of multiple enclosed windows on the east and west elevations and

replacement with Chicago style windows in high quality aluminum. These removals are documented on Figure 15 below:



Figure 15: Features to be removed.

3. These proposed changes are consistent with the standard in question, in that all of these removals are of elements added after the period of significance for the Holman Building (1923-1943).
4. Therefore, based on these facts, the project is consistent with this standard.

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

1. The Holman Building exists as a physical record of its time (period of significance between 1923 and 1943), place (the structure's location on Lighthouse Avenue in the commercial heart of Pacific Grove), and use (as a



department store) despite multiple modifications since its construction in 1924.

2. Based upon the property's appearance and materials and significance during its period of significance, the proposed project modifications do not add conjectural features (features which may or may not have been present on the structure as originally constructed) nor do they create a false sense of historic development. Conjectural features are easily avoided in the case of the Holman Building as multiple clear photographs of its original construction are available.
3. These proposed changes are consistent with the standard in question, in that no conjectural features will be added, and architectural elements from other structures will not be integrated into the design.
4. Therefore, based on these facts, the project is consistent with this standard.

*4. Changes to a property that have acquired historic significance in their own right will be retained and preserved.*

1. The architectural modifications to the structure which have acquired historic significance in their own right include features added during the period of significance for the Holman Building (1923-1943), including the 1931 fourth floor addition.
2. The project proposes to remove several later features including the glass brick windows, the full length metal awning, and the stained glass arched window
3. These proposed changes are consistent with the standard in question, in that these features were modified after the period of significance for the structure (1924-1943). The historic associations, events and activities which give the Holman Building its historical significance, including the activities of Wilford and Zena Holman, the central place of Holman's Department store in the local economy during the Great Depression, and the events described in Steinbeck's *Canner Row* had all transpired prior to the addition of the these features. Thus these features have not acquired historic significance in their own right.
4. Therefore, based on these facts, the project is consistent with this standard.

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

1. The character defining features of the Holman building consist of: the three-story centrally placed entry featuring a large fixed glazing arched opening above the recessed first floor entry doors (now featuring a non-original butterfly stained glass motif). These are framed by cast concrete pilasters in relief, the signage over a plain concrete background above reads "HOLMAN'S." The entry is surmounted by a basic narrow coping on a denticular course, matching coping extends along the entire front façade as

well as one bay deep along the east and west side elevations. This coping is located above bands of windows (now infilled with glass brick, originally Chicago style) on the third and fourth story. A simple cast concrete paneled frieze separates the mezzanine and third story above a narrower band of glass brick windows, supported by cast concrete pilasters (these decorative pilasters originally extended to the base of the structure, but have now been obscured along the ground floor with brick veneers).

2. The proposed project plans include the removal of the existing metal awning (installed circa 1953) and replacement with canvas awnings, removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows, removal of the existing entry and replacement with a new glass entry, removal of the butterfly themed stained glass arch window (installed during the 1990's), removal of the glass-block windows and re-opening of multiple enclosed windows on the east and west elevations and replacement with Chicago style windows in high quality aluminum, and re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum.
3. These proposed changes are consistent with the standard in question, in that the proposed modifications do not remove any distinctive materials, features, finishes or construction techniques of the Holman Building. All of these removals are of elements added after the period of significance for the Holman Building (1923-1943). Several features present during this period (e.g. Chicago style windows, canvas awnings) will be restored as part of the proposed project.
4. Therefore, based on these facts, the project is consistent with this standard.

*6. Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.*

1. The proposed project will repair and rehabilitate several deteriorated historic features including: the entire front and historic portions of the two side facades, removal of the brick veneer at the base of the building exposing the existing historic façade, removal of glass block replacing them with windows in the original Chicago style, removal of the existing steel awning and replacement with cloth awnings in the original style.
2. The historic features planned for repair and replacement are detailed in the proposed plans on pages A301, A302, A303, and A304, (8/7/15) attached (Appendix A).
3. These proposed changes are consistent with the standard in question, in that wherever possible historic features will be repaired rather than replaced. If necessary, replacement of deteriorated features will be with in-kind materials.
4. Therefore, based on these facts, the project is consistent with this standard.

*7. Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.*

1. Physical treatments for the Holman Building include resurfacing, repainting, and replacement of several original historic features which are no longer extant.
2. The project proposes replace several more recent (post 1943) modifications with features more in character with those of the original structure including the removal of the existing metal awning (installed circa 1953) and replacement with canvas awnings, removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows, removal of the existing entry and replacement with a new glass entry, removal of the butterfly themed stained glass arch window (installed during the 1990's), removal of the glass-block windows and re-opening of multiple enclosed windows on the east and west elevations and replacement with Chicago style windows in high quality aluminum, and re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum.
3. These proposed changes are consistent with the standard in question, in that the gentlest means possible will be utilized when the structure is repainted, or portions of the structure are resurfaced, as necessary. Cleaning, resurfacing, and repainting will be carried out using materials and chemicals which will not harm the structure or its existing architectural elements.
4. Therefore, based on these facts, the project is consistent with this standard.

*8. Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.*

1. The subject site is not located within an identified Archeological zone.
2. Thus the project will not impact any known archaeological resources
3. However, if archaeological resources or human remains are discovered during construction, work shall be halted within 50 meters of the find until it can be evaluated by a qualified professional archaeologist. If the find is determined to be significant, appropriate mitigation measures shall be formulated, with the concurrence of the City of Pacific Grove staff, and implemented.
4. Therefore, based on these facts, the project is consistent with this standard.

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

1. The proposed modifications will impact a minimal amount of historic fabric constructed during the period of significance (1924-1943).
2. Additions and modifications to the structure proposed by the current project include:

- Front Façade: Removal of the existing metal awning (installed circa 1953) and replacement with cloth awnings more closely approximating the original awnings.

- Front Façade: Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows.

- Front Façade: Removal of the butterfly themed stained glass arch window installed during the 1990's.

- Side elevations: Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows. The openings will be infilled with high quality aluminum windows which will match the size, spacing and location of the original steel windows.

- Side elevations: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum which will match the size, spacing and location of the original steel windows.

- Rear elevation: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum which will match the size, spacing and location of the original steel windows.

- Rear and side elevations: Addition of narrow metal railed balconies along the third and fourth floors (front and rear) and mezzanine (rear only). Exterior patio doors will be installed to match the new aluminum window system.

- Addition of the Penthouse/fifth floor: The proposed fifth floor is setback from the façade edge; there are thirty (30) windows around the entire four sides of the building.

The historic features planned for repair and replacement are detailed in the proposed plans on pages A301, A302, A303, and A304, (8/7/15) attached (Appendix A).

3. These proposed changes are consistent with the standard in question, in that these proposed modifications do not represent a substantial adverse change in the significance of the historical resource, as they do not significantly impact any of the architectural defining features of the Holman Building. The proposed balconies, as currently proposed in the revised plans, are designed to minimally interrupt the flat, unadorned character of the side and

rear elevations of the structure. The metal railings clearly differentiate these new balconies from the original portion of the structure.

4. Therefore, based on these facts, the project is consistent with this standard.

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

1. The proposed modifications could be removed in the future without impact to the essential form and integrity of the historic property and its environment
2. The project proposes the following modifications:
  - Front Façade: Removal of the existing metal awning (installed circa 1953) and replacement with cloth awnings more closely approximating the original awnings.
  - Front Façade: Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows.
  - Front Façade: Removal of the butterfly themed stained glass arch window, installed during the 1990's.
  - Side elevations: Removal of the glass block windows (installed circa 1953) and replacement with Chicago style windows. The openings will be infilled with high quality aluminum windows which will match the size, spacing and location of the original steel windows.
  - Side elevations: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum which will match the size, spacing and location of the original steel windows.
  - Rear elevation: Re-opening of multiple enclosed windows, replacement with Chicago style windows in high quality aluminum which will match the size, spacing and location of the original steel windows.
  - Rear and side elevations: Addition of narrow metal railed balconies along the third and fourth floors (front and rear) and mezzanine (rear only). Exterior patio doors will be installed to match the new aluminum window system.
  - Addition of the Penthouse/fifth floor: The proposed fifth floor is setback from the façade edge; there are thirty (30) windows around the entire four sides of the building.
3. These proposed changes are consistent with the standard in question, in that The proposed modifications could be removed in the future with little or no impact to the character defining features that date within the period of significance (1924-1943).
4. Therefore, based on these facts, the project is consistent with this standard.

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