

TO: JAMES L. APP, CITY MANAGER

FROM: RON WHISENAND, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: DEMO: 05-005 - DETERMINATION OF HISTORIC OR ARCHITECTURAL SIGNIFICANCE OF THE BUILDINGS AT 525 RIVERSIDE AVENUE AND A REQUEST TO PROCESS A DEMOLITION PERMIT APPLICATION (APPLICANT: SMART & FINAL CORPORATION)

DATE: JULY 5, 2006

Needs: For the City Council to receive the report from Historic Resources Group on the Farmer's Alliance building, determine the historical significance of the property, and act on the proposed demolition permit.

- Facts:
1. An application was received from the Smart & Final Corporation on September 13, 2005, to demolish the Farmer's Alliance buildings located at 525 Riverside Ave. See attached Vicinity Map.
  2. In accordance with Chapter 17.16 (Demolition of Buildings and Structures) of the Zoning Ordinance, the City Council on October 4, 2005, made a finding that the building is of historic significance and deferred consideration of a Negative Declaration and demolition permit in order to evaluate options and alternatives to demolition.
  3. On January 20, 2006, the City hired Historic Resources Group, who specializes in historic preservation planning, to prepare a Historic Resources Evaluation report, specifically to evaluate the historic significance of the building pursuant to the California Environmental Quality Act (CEQA).
  4. Since January 20, 2006, City Staff has been working with Historic Resources Group to provide background and information related to the Farmer's Alliance Building and on June 23, 2006, the City received the final report from the consultants.
  5. The report concludes that the building meets the criteria for listing on the National Register of Historic Places (NRHP) and California Register of Historic Places (CRHP) and therefore, is considered a historic resource subject to the CEQA process. A copy of the Report is attached as Exhibit A to the attached resolution denying Demo 05-005.

Analysis  
And

Conclusions: As concluded in the report by Historic Resources Group, the project is considered a historic resource and subject to the CEQA process. In accordance with State law, demolition of a historic resource would cause “substantial adverse change in the significance” and would be an “adverse effect” that is not mitigatable, and would therefore require the preparation of an EIR.

If the Council concurs with the conclusions in the report, then the property should be added to the City’s inventory of historic resources. The preferred course for development of the property will then be to rehabilitate the structure in accordance with the Secretary of the Interiors Standards for the Treatment of Historic Properties. “Encouraging adaptive reuse of historic buildings” is also a policy of the recently adopted Economic Strategy. Should the applicant choose this option and reuse the building for their retail operations, then a Mitigated Negative Declaration can be an appropriate level of environmental review because the adverse effect to the historic resource will be reduced to a less than significant impact.

Policy

Reference: Paso Robles General Plan, Paso Robles Economic Strategy, Paso Robles Zoning Ordinance, Title 17 (Building and Construction) of Paso Robles Municipal Code relating to demolition of buildings or structures, other references as noted in the Historic Resource Evaluation Report by the Historic Resources Group.

Fiscal

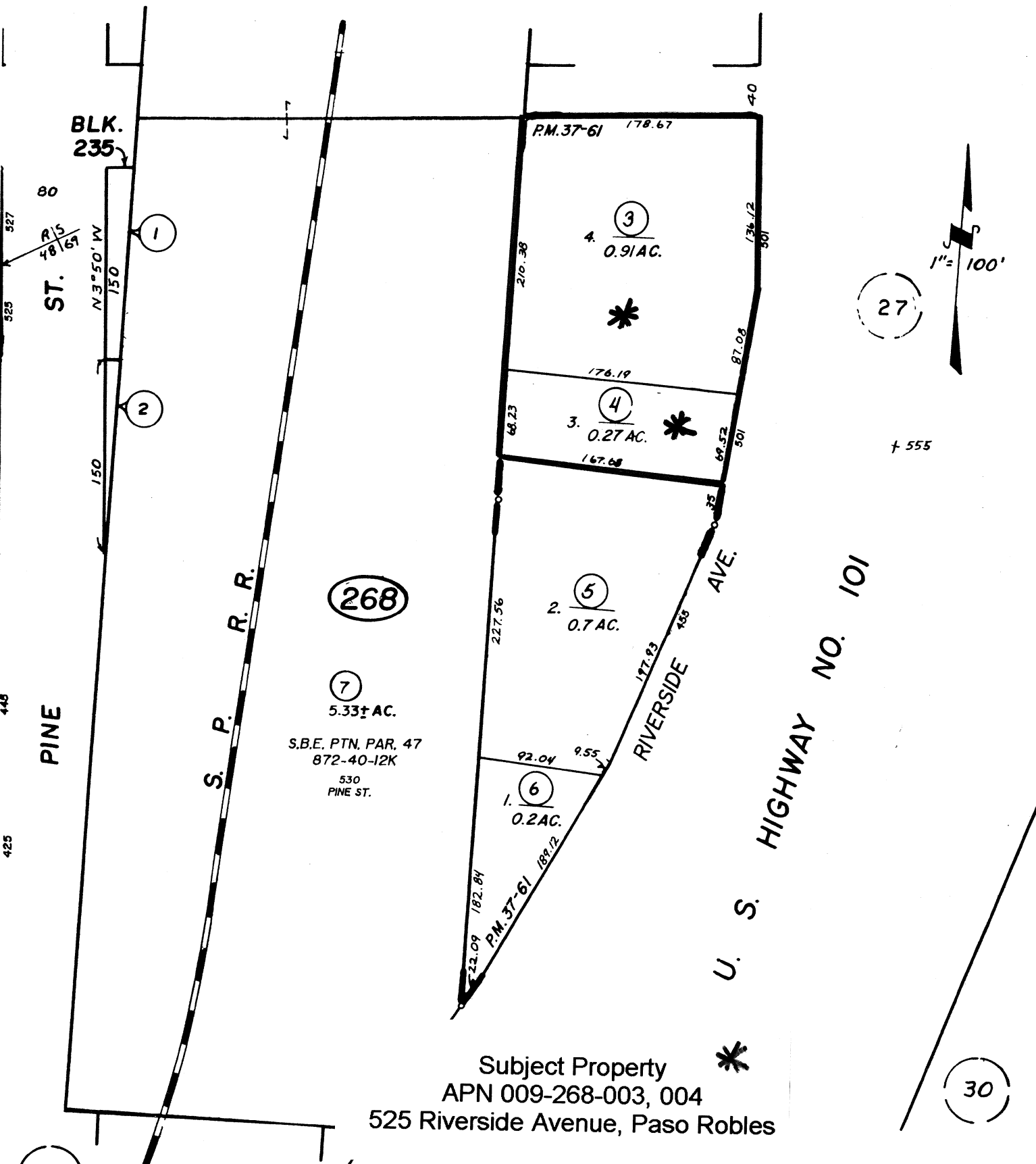
Impact: None.

Options: After considering the information and analysis presented and the public testimony received, the City Council will be asked to select one of the following options:

- a. **(1)** find that the Farmer’s Alliance Building is a historic resource meeting the criteria for listing on the National Register of Historic Places (NRHP) and California Register of Historic Places (CRHP) and direct staff to add the building to the City’s inventory of historic resources; and  
**(2)** adopt Resolution No. 06-xx denying Demolition 05-005, based on the finding that demolition would have a significant and adverse impact to the environment in accordance with CEQA and require that the applicant revise the project to rehabilitate the building according to the Secretary of the Interiors Standards for the Treatment of Historic Properties.
- b. find that the Farmer’s Alliance Building is a historic resource but direct staff to proceed with the environmental review process for demolition by initiating an Environmental Impact Report (EIR) process.

- c. direct staff to prepare a Resolution approving a Negative Declaration, based on the finding that the building is not a historic resource, pursuant to the requirements of the Guidelines for implementing the California Environmental Quality Act (CEQA), and (2) direct that the demolition permit application be processed.
- d. amend, modify, or reject the above option.

Attachments: Vicinity Map  
Draft Resolution denying Demo 05-005  
Exhibit A – Historic Resource Report  
Mail & News Affidavits



Subject Property  
 APN 009-268-003, 004  
 525 Riverside Avenue, Paso Robles

Council Agenda 05 July 2005 Item 02

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CITY OF EL PASO DE ROBLES  
 ASSESSOR'S MAP, COUNTY OF  
 SAN LUIS OBISPO, CA.  
 BOOK 09 PAGE 26

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RESOLUTION NO. 06-

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
DENYING DEMO 05-005 REQUESTING DEMOLITION  
OF A STRUCTURE AT 525 RIVERSIDE AVE.  
(SMART & FINAL, CORP.)

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WHEREAS, in accordance with Chapter 17.16 (Demolition of Buildings and Structures) of the Zoning Ordinance, the City Council on October 4, 2005, made a finding that the building is of historic significance and differed the consideration of a Negative Declaration and demolition permit in order to evaluate options and alternatives to demolition; and

WHEREAS, on January 20, 2006, the City hired Historic Resources Group, who specializes in historic preservation planning, to prepare a Historic Resources Evaluation report, specifically to evaluate the historic significance of the Farmer's Alliance Building pursuant to the California Environmental Quality Act (CEQA);and

WHEREAS, since January 20, 2006, City Staff has been working with Historic Resources Group to provide background and information related to the Farmer's Alliance Building and on June 23, 2006, the City received the final report from the consultants; and

WHEREAS, the report concludes that the building meets the criteria for listing on the National Register of Historic Places (NRHP) and California Register of Historic Places (CRHP) and therefore, is considered a historic resource subject to the CEQA process; and

WHEREAS, a copy of the Report is attached to this report as Exhibit A; and

NOW, THEREFORE, BE IT RESOLVED, that based on the City Council's independent judgment, the City Council of the City of El Paso de Robles:

- (1) find that the Farmer's Alliance Building is a historic resource meeting the criteria for listing on the National Register of Historic Places (NRHP) and California Register of Historic Places (CRHP) and direct staff to add the building to the City's inventory of historic resources; and
- (2) adopt Resolution No. 06-xx denying Demolition 05-005, based on the finding that demolition would have a significant and adverse impact to the environment in accordance with CEQA and require that the applicant revise the project to rehabilitate the building according to the Secretary of the Interiors Standards for the Treatment of Historic Properties.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 5<sup>th</sup> day of July, 2006 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Frank R. Mecham, Mayor

ATTEST:

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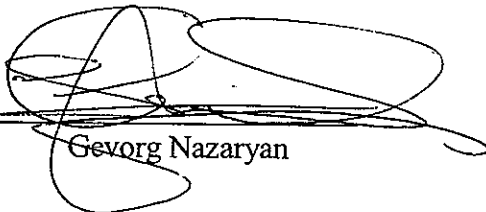
Deborah Robinson, Deputy City Clerk

**AFFIDAVIT**  
**OF MAIL NOTICES**  
**PLANNING COMMISSION/CITY COUNCIL PROJECT NOTICING**

I, Gevorg Nazaryan, employee of the City of El Paso de Robles, California, do hereby certify that the mail notices have been processed as required for Demolition 05-005, to demolish the building known as Farmer's Alliance building, on this 23<sup>rd</sup> day of June, 2006.

City of El Paso de Robles  
Community Development Department  
Planning Division

Signed: \_\_\_\_\_



Gevorg Nazaryan

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PROOF OF PUBLICATION

LEGAL NEWSPAPER NOTICES

PLANNING COMMISSION/CITY COUNCIL PROJECT NOTICING

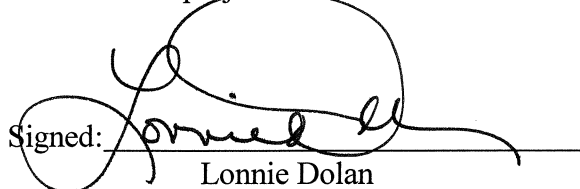
Newspaper: Tribune

Date of Publication: June 24, 2006

Meeting Date: July 5, 2006  
(City Council)

Project: Demolition 05-005 (Pokrajac Construction for Smart & Final 525 Riverside Avenue)

I, Lonnie Dolan, employee of the Community Development Department, Planning Division, of the City of El Paso de Robles, do hereby certify that this notice is a true copy of a published legal newspaper notice for the above named project.

Signed:   
Lonnie Dolan

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CITY OF EL PASO DE ROBLES

NOTICE OF PUBLIC HEARING

NOTICE IS HEREBY GIVEN that the City Council of the City of El Paso de Robles will hold a Public Hearing to consider Demolition 05-005, a request by Pokrajac Construction on behalf of Smart & Final Stores Corporation, to demolish the building located at 525 Riverside Ave. (Parcel No. 009-268-003 & 004).

This item is a continued open public hearing from the City Council meeting on October 4, 2005, where the Council made a finding that the proposed building is of significant historic character and requested a 6-month continuance in order to hire a consultant to determine if the building has significant historical significance as described by the California Environmental Quality Act (CEQA).

The options before the City Council will be as follows:

a. Deny the applicant's request to demolish the building based on the building having historic significance and require that the project be revised to rehabilitate the Farmer's Alliance building;

b. Require that applicant go through the Environmental Impact Review (EIR) process if they wish to proceed with demolition;

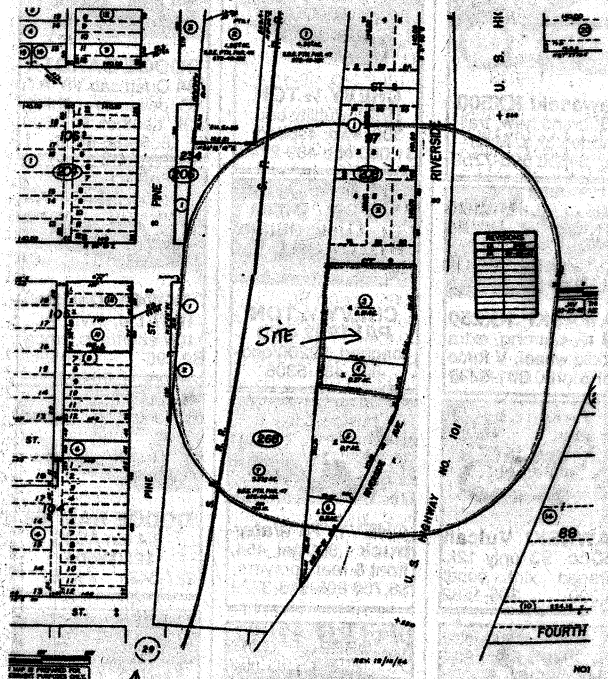
c. Make findings that the building is not historic and approve the Negative Declaration and allow the building to be demolished.

The Public Hearing is scheduled to take place on Wednesday, July 5, 2006 at the hour of 7:30 pm in the Conference Center (First Floor) at the Paso Robles Library/City Hall, 1000 Spring Street, Paso Robles, California. All interested parties may appear and be heard at this hearing.

Copies of the staff report to the City Council will be available for review in the City Library and City Hall on the Friday before the City Council meeting. Photocopies of the staff report may be purchased for the cost of reproduction.

Written comments on the proposed demolition may be mailed to the Community Development Department, 1000 Spring Street, Paso Robles, CA 93446 provided that such comments are received prior to the time of the public hearing. Oral comments may be made at the hearing. Should you have any questions regarding this application, please call Darren Nash at (805) 237-3970.

If you challenge the demolition application in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Council at, or prior to, the public hearing.



Vicinity Map  
Demo 05-005  
525 Riverside Ave.  
(Smart & Final Corp.)



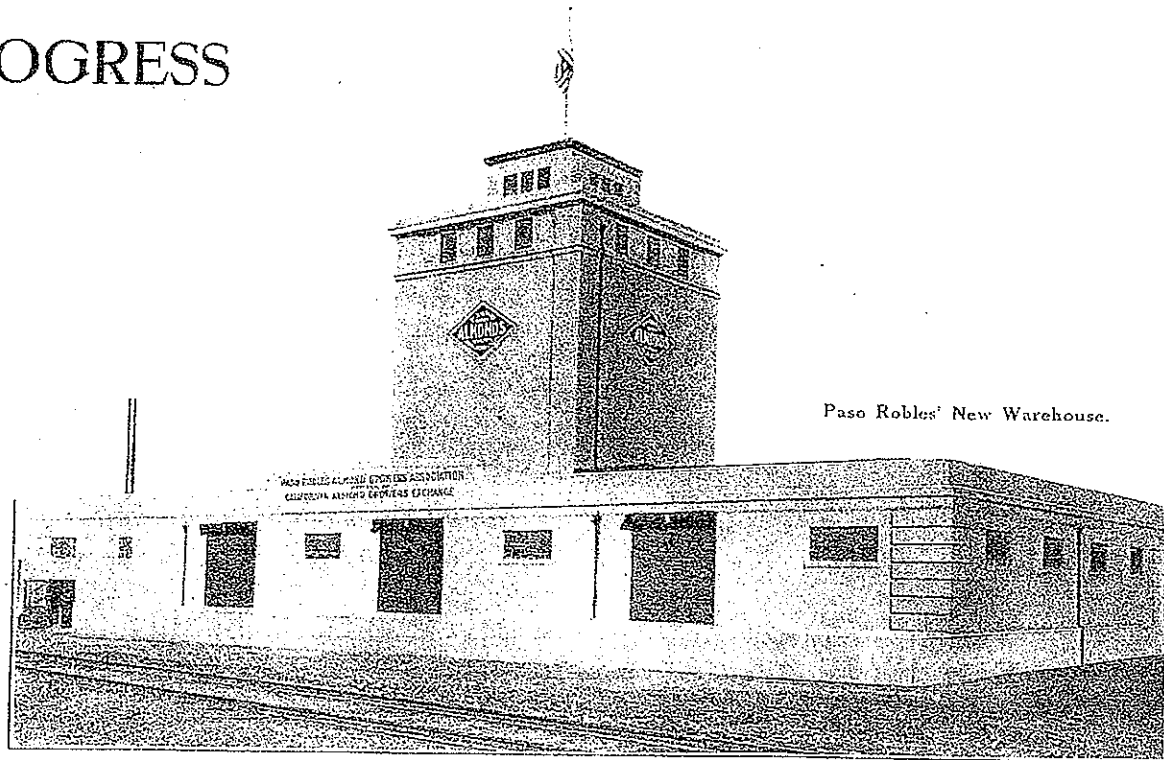
Paso Robles

JUN 23 2006

**HISTORIC RESOURCE EVALUATION AND  
PRELIMINARY IMPACT ANALYSIS  
PASO ROBLES ALMOND GROWERS ASSOCIATION WAREHOUSE  
THE FARMER'S ALLIANCE BUILDING  
525 RIVERSIDE AVENUE  
PASO ROBLES, CA 93446**

Planning Division

PROGRESS



*Photograph: The Minute Book newsletter, California Almond Growers Exchange, January - 1923*

**Produced for:**

**City of El Paso de Robles  
1000 Spring Street  
Paso Robles, CA 93446**

**By**

**HISTORIC RESOURCES GROUP  
1728 Whitley Avenue  
Hollywood, CA 90028**

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# Historic Resource Evaluation Report

## Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

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### Introduction

This report was prepared for the City of El Paso de Robles, for the purpose of evaluating the potential historic significance of the subject property known as the Farmer's Alliance Building located at 525 Riverside Avenue, Paso Robles, California 93446, Assessor Parcel No. 009-268-003, 004.

The scope of the work was to prepare a historic evaluation report to examine the significance of the structure in the context of the requirements of Section 15064.5 of Title 14 of the California Administrative Code and the criteria set out by the National Register of Historic Places and the California Register of Historic Resources. This report fulfills the first portion of a two-part inquiry that the California Environmental Quality Act (CEQA) requires of projects impacts subject to CEQA review. Research methodology included background archival research (including archival photography, records and text documents) to develop a context for the building; field inspection and preliminary photographic documentation; and collection and review of existing documents and available architectural services records.

The subject building is located on Block 98 in the City of El Paso de Robles and lies west of the U. S. Highway 101, southeast of the Southern Pacific Railroad tracks and is bordered on the north and south by the abandoned 5<sup>th</sup> and 6<sup>th</sup> Streets. It is currently owned by Smart & Final Stores Corporation under the Grantee name of Riverside Centre, a California limited partnership.<sup>1</sup>

### Definition of Historical Resource

A building is considered historically significant, and therefore an "historical resource" under CEQA, if it falls into one of three categories defined by Section 21084.1 of the Public Resources Code. Mandatory historical resources are sites listed in or eligible for listing in the California Register of Historical Resources. Presumptive historical resources include sites officially designated on a local register or sites found significant by the State Historic Preservation Officer (SHPO) under Section 5024.1(j) of the Public Resources Code. Discretionary historical resources are those resources that are not listed but determined to be eligible under the criteria for the California Register of Historical Resources. Properties designated by local municipalities can also be considered historical resources. A review of properties that are potentially affected by a project for historic eligibility is also required under CEQA. Properties formally determined eligible for listing in the National Register of Historic Places are automatically listed in the California Register.<sup>2</sup> The subject property has not been designated through any government action to date but does appear to meet the criteria for listing as a local resource in the California Register and the National Register (see below). Therefore, the property is treated under the category of a discretionary resource under CEQA.

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<sup>1</sup> Grant Deed. Document #2005038281, Grantor William Jacobson/Grantee Riverside Centre, A California limited partnership. County Recorder's Office, San Luis Obispo, California

<sup>2</sup> See Cal. Public Resources Code 5024.1(c)

### **CEQA and Undesignated Properties**

Under the California Environmental Quality Act, Section 15064. Determining the Significance of the Environmental Effects Caused by a Project, SS (D) (4) The fact that a resource is not listed in, or determined to be eligible for listing in the California Register of Historical Resources, not included in a local register of historical resources (pursuant to section 5020.1 (k) of the Public Resources Code), or identified in an historical resources survey (meeting the criteria in section 5024.1 (g) of the Public Resources Code) does not preclude a lead agency from determining that the resource may be an historical resource as defined in Public Resources Code sections 5020.1 (j) or 5024.1. In State CEQA Guidelines, Section 15064.5 SS(3) it says "Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register of Historical Resources (Pub. Res. Code SS5024.1, Title 14 CCR, Section 4852)" and then proceeds to outline the process for determining historic eligibility as outlined above in the criteria for the National Register of Historic Places (NRHP) and the California Register of Historic Resources (CRHR).

### **Levels of Designations**

A property may be designated as historic by National, State, and local authorities. In order for a building to qualify for listing in the National Register or the California Register, it must meet one or more identified criteria of significance. The property must also retain sufficient architectural integrity to continue to evoke the sense of place and time with which it is historically associated.

#### *National Register of Historic Places*

The National Register of Historic Places is "an authoritative guide to be used by federal, state, and local governments, private groups, and citizens to identify the nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment." The National Park Service administers the National Register program. Listing in the National Register assists in preservation of historic properties through: recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally assisted projects; eligibility for federal tax benefits; consideration in the decision to issue a surface coal mining permit; and qualification for Federal assistance for historic preservation, when funds are available.

To be eligible for listing and/or listed in the National Register, a resource must possess significance in American history and culture, architecture, or archaeology. Listing in the National Register is primarily honorary and does not in and of itself provide protection of an historic resource. Federal regulations explicitly provide that National Register listing of private property "does not prohibit under federal law or regulation any actions which may otherwise be taken by the property owner with respect to the property." The primary effect of listing in the National Register on private owners of historic buildings is the availability of financial and tax incentives. In addition, for projects that receive Federal funding, a clearance process must be completed in accordance with Section 106 of the National Historic Preservation Act. Furthermore, state and local regulations may apply to properties listed in the National Register.

The criteria for listing in the National Register follow the standards for determining the significance of properties. Sites, districts, structures, or landscapes of potential significance are eligible for nomination. In addition to meeting any or all of the criteria listed below, properties

**Historic Resource Evaluation Report**  
**Paso Robles Almond Growers Association Warehouse/Farmers' Alliance**

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nominated must also possess integrity of location, design, setting, feeling, workmanship, association, and materials:

- A. Associated with events that have made a significant contribution to the broad patterns of our history
- B. Associated with the lives of persons significant in our past
- C. Embody the distinctive characteristics of a type, period, or method of construction or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction
- D. Yield, or may be likely to yield, information important in prehistory or history

**California Register of Historical Resources**

The California Register is an authoritative guide in California used by State and local agencies, private groups, and citizens to identify the State's historical resources and to indicate what properties are to be protected, to the extent prudent and feasible, from substantial adverse change.

The criteria for eligibility for listing in the California Register are based upon National Register criteria. The California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register automatically includes the following:

- California properties listed in the National Register of Historic Places (Category 1 in the State Inventory of Historical Resources) and those formally Determined Eligible for listing in the National Register of Historic Places (Category 2 in the State Inventory).
- California Registered Historical Landmarks from No.0770 onward.
- Those California Points of Historical Interest that have been evaluated by the Office of Historic Preservation (OHP) and have been recommended to the State Historical Resources Commission for inclusion in the California Register.

Other resources which may be nominated for listing in the California Register include:

- Historical resources with a significance rating of Category 3 through 5 in the State Inventory. (Categories 3 and 4 refer to potential eligibility for the National Register, while Category 5 indicates a property with local significance.)
- Individual historical resources.
- Historical resources contributing to historic districts.
- Historical resources designated or listed as a local landmark.

## Historical Context

### *The Native American Chumash and Salinan Period (8000 B. C. E. – 1760 C. E.)*

The habitation of the Chumash and Salinan Native Americans who occupied the region of the subject property followed an annual cycle of marine and river fishing and lived in permanent villages and towns along the coast, as well as the interior canyons and river valleys. Before colonization, local native California societies had evolved into large and complex, monetized, nonagricultural systems. The Chumash and Salinan aboriginal way of life ended with Spanish colonization. As they were brought into the mission system, they were transformed from hunters and gatherers into agricultural laborers and exposed to diseases to which they had no resistance. Native societies disintegrated in large part due to the exacerbating effects of Spanish, Mexican, and American colonial attitudes and practices.<sup>3</sup>

### *The Mission Period (1760-1834)*

The subject property is located on a portion of the Rancho del Paso de Robles (The Pass of the Oaks), a Mexican land grant of the nineteenth century and part of the original landholdings of Mission San Miguel. The roots of settlement in Paso Robles date to the Spanish colonizing efforts during the Mission Period. Mission San Miguel, Arcangel was founded on July 25, 1797, by Father Fermin Francisco de Lasuen, who was a successor of Father Junipero Serra as Presidente of the Missions. It was the sixteenth of twenty-three missions established in Alta California, twenty-two of them by the Spanish government, and one under the leadership of Mexico. Two years prior to the Mission's founding the land was surveyed by Father Buenaventura Sitjar (of Mission San Antonio de Padua) from the Rio Nacimiento to the Arroyo de Santa Ysabel. The group which surveyed the region reported that water was available from the Arroyo del Paso de Robles.

In a report from Father Juan Cabot to Governor Jose M. Echeandia in November of 1827 he states "this Mission (San Miguel) owns a small spring of warm water and a vineyard distant two leagues." The locations in this report include Rancho de Santa Ysabel, Rancho San Antonio, Rancho de la Asuncion, and Rancho del Paso de Robles. Eight miles of canals were built to carry water to Mission San Miguel.

In 1834 the Missions were secularized as a result of Mexico taking control of Alta California. During the years of 1840 to 1846 three Mexican California governors made grants of land from property which had belonged to Mission San Miguel. Governor Juan B. Alvarado made five grants, Governor Manuel Micheltoarena made six grants, and Governor Pio Pico made three grants.<sup>4</sup>

### *The Rancho Period (1834-1865)*

The grants made by Governor Micheltoarena, from Mission San Miguel land, were all made in the year 1844. Three men petitioned for Rancho Santa Ysabel; Francisco Arce, Pedro Narvaez, and Ezequel Soberanes. Since Soberanes was in possession of other land, his request was not considered. On March 16, 1844 a conference was held between the two remaining men and Governor Micheltoarena to decide to whom the land would be awarded. It was agreed that Arce

<sup>3</sup> Ohles, Wallace, V., *The Lands of Mission San Miguel*. 1997. San Miguel, California: The Friends of the Adobes, Inc.

<sup>4</sup> Ibid.

Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

should have Santa Ysabel and that Narvaez would be given the neighboring Rancho el Paso de Robles (an area that covered 25,993.18 acres). Each man agreed to pay a fair price for the buildings and other improvements on their new possessions. In 1848 the Treaty of Guadalupe Hidalgo was signed between the Mexican government and the United States, making California a U.S. territory. In 1850 the territory achieved U.S. statehood (with San Luis Obispo becoming one of 27 original counties therein) and then Congress passed the 1851 Land Act, placing the burden of proof of land ownership on many of the rancheros .

The gold discovery in California in 1848 caused a large immigration from Oregon, Mexico, the Sandwich Islands, South America, and Europe, and set in motion the migration that changed the character of the state in 1849.<sup>5</sup> A majority of the original Mexican grantees of the Mission rancho land grants were replaced by Euro-americans who arrived in California's early counties seeking land for agriculture and commerce.

In 1857 the Spanish land grant of del El Paso de Robles was purchased by James and Daniel Blackburn. The location was a rest stop for travelers of the El Camino Real trail, and became known for its mineral hot springs. During this period, Paso Robles began to attract the pioneer settlers who would become the founding members of the community. They would later establish cattle ranches, apple and almond orchards, dairy farms, and vineyards. In 1864 the first El Paso de Robles Hotel was constructed and featured a hot mineral springs bath house. James and Daniel Blackburn donated two blocks to the city for a public park . By the 1870s many of the rancho land grants passed into the hands of these settlers, subdividing the lands into smaller parcels for individual farming and stock ranching. In 1886, after the coming of the Southern Pacific Railroad, work began on laying out a town site. Two weeks after the first train arrived on October 31, 1886, a special train from San Francisco brought prospective buyers of land. On November 17<sup>th</sup>, the "Grand Auction" was held, resulting in the sale of 228 lots.<sup>6</sup>

*The Americanization Period-Early Settlement (1870s – Early 1890s)*

San Luis Obispo County emerged as a major producer of wheat. The influx of farm families into San Luis, and the county's consequent rise as a wheat producer, were both generated by the great real estate boom of the 1880s that completely transformed central and southern California. The boom was sparked by the tremendous surge in railroad construction. Between 1880 and 1890, the number of farms in California increased from 36,000 to 53,000 while the state's total population grew over forty percent.<sup>7</sup>

San Luis Obispo County's growth was unique in that it remained unconnected to either of the new transcontinental rail routes. The County's growth during this time period was not related to the transcontinentals but rather the Pacific Coast Railway, and the Southern Pacific Railroad's coastal route running south from San Francisco.<sup>8</sup>

A significant event in the development history of San Luis Obispo County was the arrival of the Southern Pacific Railroad. By providing a direct link to San Francisco on the east slope of the

<sup>5</sup> Angel, Myron. *History of San Luis Obispo County, California, with Illustrations and Biographical Sketches of its Prominent Men and Pioneers*. 1883  
Oakland, California: Thompson & West

<sup>6</sup> Wikipedia. *Paso Robles, California*. [Wikipedia.org/Paso\\_Robles,\\_California](http://Wikipedia.org/Paso_Robles,_California)

<sup>7</sup> Magliari, Michael Frederick. *California Populism, A Case Study: The Farmer's Alliance and People's party in San Luis Obispo County 1885-1903*. University of Davis, California. 1992

<sup>8</sup> Ibid, page 48.

San Lucia mountains, the railroad opened the vast resources of the region to large-scale settlement.<sup>9</sup>

Eight miles north of the city of San Luis Obispo was the city of El Paso de Robles. The development of the town by the Blackburn brothers with their partner, Drury James, focused on the traveling passenger of the El Camino Real. When the Southern Pacific opened in Paso Robles in 1886, thousands of settlers poured into the town, attracted by newspaper advertisements and the Homestead Act of 1862 offering a settler 160 acres of land. Paso Robles emerged as the premier city of the booming upper Salinas Valley. With its central location at the juncture of the Salinas Valley and the Estrella plain, Paso Robles quite naturally became the commercial capital of a vibrant regional economy based on the export of wheat.<sup>10</sup>

*Control of the Agricultural Economy by the Southern Pacific Railroad.*

The same railroad that opened the Salinas Valley to farm settlement established a four-way monopoly that not only controlled commercial transportation, but grain milling, grain warehousing, and the local lumber supply. In the Salinas Valley, the Southern Pacific brought along a trio of companion corporations that included the Central Milling Company, the Salinas Valley Lumber Company, and the Southern Pacific Milling Company. Although formally separate, the three firms (along with the railroad) operated largely as a single entity. The Southern Pacific Railroad was the state's leading employer and largest landowner during the last three decades of the nineteenth century. The SP (as it was called) enjoyed absolute control over transcontinental shipping to and from northern California that enabled it to fix rates in a completely unilateral fashion. The SP demanded towns and cities desiring rail connections shoulder the costs of construction by providing cash subsidies, free rights-of-way, and donations of depot grounds. In Paso Robles, railroad enterprises were controlled by Richard Shackelford.<sup>11</sup>

Merchant organizations joined the newly formed Grange and California Workingmen's Party and demanded state regulation of SP rates that lead to the 1879 drafting of a new state constitution which created the State Board of Equalization and the California Railroad Commission.<sup>12</sup>

The Southern Pacific would not face serious competition until the 1920s.

*The Farmer's Alliance and the Populists Party*

The Farmers Alliance organization was an economic movement among United States farmers which blossomed in the 1880s. Originally formed in 1876 in Lampasas, Texas, the organization was designed to promote higher commodity prices through collective efforts by individual farmers. The movement was affiliated with the Grange movement, which formed social organization among farmers.<sup>13</sup>

The Farmers' Alliance moved to the forefront of the agrarian economy in the 1880s as farmers in the South and the West found it increasingly difficult to survive economically. Post Civil-War

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<sup>9</sup> Ibid, page 63.

<sup>10</sup> Ibid, page 75, 76.

<sup>11</sup> Ibid, page 169, 170.

<sup>12</sup> Ibid, page 171

<sup>13</sup> Gastelum, Monica & Lanning, Lanette. *Saving the Paso Robles Farmers Alliance Building*. Fall 2005. California Polytechnic State University: San Luis Obispo, California



## Historic Resource Evaluation Report

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### Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

deflation and rising debt produced two principal groups: The National Farmers' Alliance in the plains states, and the National Farmers' Alliance & Industrial Union (Southern Alliance). Sub-alliances supported a network of cooperatives, traveling lecturers, and newspapers, all promoting a powerful sense of group solidarity. By 1888, the Alliance had 250,000 members and its list of demands included government control of transportation and communication and a "subtreasury" scheme for agricultural credit, reforms of currency, land ownership, and income tax policies.

As it became clear that the cooperatives could not succeed without legislative changes, the Alliance took the lead in creating a new farm-labor party, the People's (Populists) party in 1892. The Populist platform that year repeated nearly all the Alliance demands, and although the defeat of the Populists in 1896 finished both the party and the Alliance, many of the reforms they had advocated were adopted over the next half century.<sup>14</sup>

#### *The Farmers' Alliance Business Association of Paso Robles*

In 1891 San Luis Obispo County Growers harvested record wheat crops because of abundant rainfall and the lack thereof in Europe and other regions of California. At this time the San Luis Obispo County Alliance was only a year old. On August 11<sup>th</sup> of that year, Alliance members from San Luis Obispo and Monterey counties gathered to lay the foundation for a new cooperative flouring mill. Representatives from five Salinas Valley sub-Alliances met at Paso Robles to take direct actions toward the Southern Pacific Milling Company. They voted to unite and go into the grain warehousing business, founding the Farmers Alliance Business Association (FABA), which was formally incorporated on June 20, 1891.<sup>15</sup>

Expecting a good harvest, the Alliance began plans for an independent storage business in Paso Robles. They purchased land from Daniel Blackburn and developed the site that fronted the Southern Pacific sidetrack that served the competitor SP Milling's local facilities. Richard Shackelford of the Southern Pacific declared that the sidetrack facing the warehouse was not permitted for use by the association as it was paid for by the SP Milling Company and any movement across the property would be treated as trespassing.<sup>16</sup>

The FABA retaliated by filing a grievance with the newly formed California State Railroad Commission. On August 31<sup>st</sup>, the commission voted that the Alliance was entitled to the same rights as those of the SP Milling Company in use of the track. This ruling helped save the FABA while establishing a tradition of a supportive agricultural cooperation in California.<sup>17</sup>

With this foundation, The Farmers' Alliance Business Association continued to influence economic agricultural practices. Although the Populists Movement died out in 1896, the Alliance cooperatives left behind an enduring legacy that influenced the local economy of the upper Salinas Valley long into the twentieth century.

The endurance of the FABA as a private company preserved the vital competition established by the Alliance against Southern Pacific Milling Company. The FABA's battle for access to

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<sup>14</sup> Houghton Mifflin. *Farmer's Alliance*. Online Study Center, College Division  
[http://college.hmco.com/history/readerscomp/rcah/html/re\\_02900\\_farmers](http://college.hmco.com/history/readerscomp/rcah/html/re_02900_farmers)

<sup>15</sup> Gastelum, Monica & Lanning, Lanette. *Saving the Paso Robles Farmers Alliance Building*. Fall 2005. California Polytechnic State University: San Luis Obispo, California

<sup>16</sup> Ibid, page 7

<sup>17</sup> Ibid, page 8

## Historic Resource Evaluation Report

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### Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

Southern Pacific tracks and services paved the way for other competitors to enter the field. The first two decades of the twentieth century represented a reversal of fortune from the struggles of the 1880s and 90s. These cooperative efforts banished hard times until the 1920s, when another farm crisis struck the nation.<sup>18</sup>

The FABFA in Paso Robles expanded their warehouse operations in 1936 by purchasing the Paso Robles Almond Growers Association warehouse located at 525 Riverside Avenue. Not until 1975 did the Farmers' Alliance Business Association finally close its doors after eighty-five years of service. Today, the site of the original headquarters is occupied by the Alliance Square shopping center. (PR Maps #4)

### *Almond Orchards (1890 – 1920s)*

Paso Robles became the commercial capital of a regional economy based on the export of wheat in the 1880s and 90s. The goal for many farmers, however, was to slowly increase the size of their orchards and eventually replace their wheat altogether. The transition required time and money since fruit trees usually do not come into full bearing until four or five years after planting. In the interim, wheat provided the cash income enabling farmers to support their families and nurture their trees. The long term attraction of orchard crops was their much higher profit yields.<sup>19</sup>

Between 1870 and 1910 California agriculture underwent a momentous transition in which specialty crops (primarily fruits, nuts, raisins, and wine grapes) completely eclipsed grain production. The world market price of wheat declined during the last three decades of the nineteenth century. General Norton P. Chipman of the California Board of Horticulture concluded that "one acre in fruit will yield more profit than fifteen acres in wheat."<sup>20</sup>

The average rainfall in the Salinas Valley encouraged non-irrigated (dry) farming. However, in 1893 the approach to orchard development was slow as the untested soils and climate of the Upper Salinas had to go through trial and error before reaching their potential. Additionally, the infrastructure required by commercial orchardists, such as professional nurseries, driers, and canneries, needed to be developed.<sup>21</sup>

As the commercial orchard infrastructure grew, the almond began to emerge as one of the most successful orchard products for Paso Robles. The loamy soils for drainage and the average rainfall of the area created the ideal climate for non-irrigated almond orchards. Michael Gerst, a prominent Paso Robles pioneer,<sup>22</sup> was a homesteader of railroad land in the 1880s in the Oak Flat district west of Paso Robles. He established several acres of fruit and nut orchards. The almond

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<sup>18</sup> Magliari, Michael Frederick. *California Populism, A Case Study: The Farmer's Alliance and People's party in San Luis Obispo County*. University of Davis, California. 1992

<sup>19</sup> Ibid, page 76, 77

<sup>20</sup> California, Board of Horticulture. *Annual Report of the State Board of Horticulture "Fruit Vs. Wheat" 1893* by Norton P Chipman, page 122

<sup>21</sup> Magliari, Michael Frederick. *California Populism, A Case Study: The Farmer's Alliance and People's party in San Luis Obispo County 1885-1904*. University of Davis, California. 1992

<sup>22</sup> Claussen, Marion, Pond & Echeveste. *Centennial Family Memories Paso Robles Centennial 1889-1989*. 1989. Paso Robles Daily Press. Paso Robles, California

## Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

grew so successfully for him that in 1906 at the World's Fair his almond took the prize for "the best almonds in the world".<sup>23</sup>

Four years after Gerst won his award, the growth of the almond economy had grown to the point that farmers began the formation of the Paso Robles Almond Growers Association in 1910.<sup>24</sup> This association was formed with six members owning less than a total of sixty acres of almond orchards. Commercial planting of orchards began in 1912, and by 1918 the district held the leading place in the world in the number of acres planted.<sup>25</sup> During the late teens and into the late 1920s the city used the almond as its identity icon in numerous marketing materials, including a tag line describing the area as "the almond capitol of the world."<sup>26</sup>

An excerpt from a promotional pamphlet in the mid 1920s published by Schwabacker-Frey Stationary Company of San Francisco under the title "Almonds Are Wealth Producers" illustrates the city's identity link with the almond at that time.

*"Springtime in Paso Robles presents a delightful picture, as it is truly a fairyland of flowers with forty thousand acres of almond blooms. Almond areas are limited by the particular climatic requirements for production. The trees blossom in February and are the first to come into bloom. This one feature eliminates almost all of the land in America, yet conditions in the Paso Robles District have been found to be so ideal that within a radius of forty miles there have been planted the largest almond orchards in the world. Commercial plantings of orchards began in 1912 and since 1918 the district has held the leading place in the world in the number of acres planted."*<sup>27</sup>

Advertisements placed in vehicles such as Sunset Magazine of 1919 through 1921 claim that almonds will make the reader "independent for life"<sup>28</sup>. Investigating trips through the Southern Pacific to attract out-of-town potential orchardists are arranged and promoted.<sup>29</sup> From the mid teens through 1922, the Paso Robles Press dedicates the lead, front page article of every issue to the Almond Growers Association.<sup>30</sup> The Chamber of Commerce names its newsletter "The Nutcracker, Official Publication, Paso Robles Chamber of Commerce", with the promotional text claiming "California's Wealthiest Non-Irrigated Section", and "Largest Almond Growing District in the World".<sup>31</sup> The graphic symbol of the newsletter is a nutcracker crushing an almond that is labeled "Community Problems".

<sup>23</sup> Fisher, Nanette. *Before There Were Grapes, There Were Almonds*. The Country News Reporter newspaper. December 29, 1999. Paso Robles, California

<sup>24</sup> Riley, Elizabeth, M. A. *The History of the California Almond Industry, 1850 to 1934*. University of California. 1948

<sup>25</sup> Paso Robles Press, Souvenir Supplement. *Paso Robles District, Almond Trees Are Wealth Producers*. Author uncredited. Pages 15-25. May 30, 1928. Paso Robles, California

<sup>26</sup> Schwabacker-Frey Stationery Co. *Paso Robles District California*. Approximately mid 1920s (undated). San Francisco, California. Paso Robles Pioneer Museum Archives, Almond file.

<sup>27</sup> Ibid.

<sup>28</sup> Associated Almond Growers of Paso Robles. *Almonds Make You Independent For Life*. 1919 and 1921. Sunset Magazine

<sup>29</sup> Associated Almond Growers of Paso Robles. *Finger-Tip Facts-Reservation For Investigation Trip*. Promotional trip form and itinerary. February 15, 1919. Paso Robles, California and Chicago, Illinois

<sup>30</sup> Paso Robles Press from 1918 to May of 1922. Archives of the Pioneer Museum of Paso Robles.

<sup>31</sup> Paso Robles Nutcracker, Official Publication Paso Robles Chamber of Commerce. *Almond Warehouse Is Completed*. Lead article, Volume I, Number 4, pages one and four. August 20, 1922. Paso Robles, California

The Agricultural Survey made by the California Development Board in 1921 states:

*On the basis of adaptability and the commercial importance, almonds are the most important fruit crop of San Luis Obispo County. Since 1918, San Luis Obispo County has held the leading place in the state for the number of acres planted to almonds each season. The Paso Robles District will be the leading section in number of bearing trees, and logically should, in almond production. It is conservatively estimated that there are at least 30,000 acres of almonds planted here. It is safe to say that the Paso Robles District leads the world in acreage planted en bloc to almonds.<sup>32</sup>*

As the Farmers' Alliance Business Association had found it necessary to build their own warehouse for processing wheat, the Paso Robles Almond Growers Association realized they needed their own facility to handle their abundant crops. In a letter addressed to the membership of the association dated February 15, 1922, Secretary James M. Goulding outlines the reason to proceed with the building of a warehouse in Paso Robles. In the letter, he states "Paso Robles is the only almond district not having its own warehouse. We have to ship our almonds to Sacramento and have been out of pocket the freight to Sacramento, \$10.80 per ton, and Southern Pacific warehouse charges here of \$1.25 per ton, and high insurance while in the wooden Southern Pacific warehouse here. Our warehouse...will save us immediately \$12.25 per ton."<sup>33</sup>

#### *Collective Marketing and the California Almond Growers Exchange*

Collective marketing and associations had proven successful for the Farmers Alliance Association in California, obtaining a better market share of profits through buyers and reducing the control of the Southern Pacific Railroad.

As the almond business grew in California, the importance of collective marketing became more apparent. The earliest effort to pool their crops for sale was led by George W. Pierce, Jr., in Davis, a Yolo County community originally named Davisville, when 71 almond growers formed the Davisville Almond Growers Association on January 30, 1897.<sup>34</sup> The early success in obtaining higher prices for their crops than they had received individually encouraged growers in other almond-growing districts to form similar associations.

During the early part of the twentieth century, local associations organized in almond growing communities from Banning to Paso Robles. In 1909 a speech by J. P. Dargitz at a grower conference in Watsonville triggered the movement that led to the formation of the California Almond Growers Exchange. Nine local associations were the original foundation for the statewide organization. Other associations formed in 1910, the Paso Robles Almond Growers Association being one of them, and joined the Exchange shortly thereafter. The principal function of the central organization was to carry out the activities of the local associations on a larger scale and to meet the market demands more ably. To the growers, the local associations were the realization of the co-operative function, and realizing the benefits of united action, they worked to

<sup>32</sup> State of California. *Agricultural Survey of 1921*. California Development Board

<sup>33</sup> Goulding, J. M. *Minutes of the Paso Robles Almond Growers Association*.  
From November 15, 1921 to February 2, 1924. Sacramento Archives & Museum  
Collection. Paso Robles, California

<sup>34</sup> Allen, Gray. *The Almond People, Blue Diamond Growers at 90*. 2000. Blue Diamond  
Growers: Sacramento, California

## Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

expand these local units of the Exchange. The local associations had a significant position in the agricultural communities of the state.<sup>35</sup>

They adopted the brand name "Blue Diamond" as their product name identity. The Blue Diamond label appeared not only on the product packaging, but was featured prominently on all of their warehouses as a symbol of their success. Working through this newly formed organization, they set out to making the California almond and the Blue Diamond label the standard of quality for the world.<sup>36</sup> The headquarters for the newly formed organization became located in the city of Sacramento. David R. Bailey, Sr. an architect, engineer, and an early employee of the Exchange, designed the first building as its cornerstone of operations.

As of 2005, the United States was the world's leading producer of almonds, with almost all the production concentrated in California's San Joaquin and Sacramento Valleys.<sup>37</sup> Almonds from California are the U. S.'s seventh largest food export. California supplies more than 70% of all the almonds the world eats, and 100% of U. S. demand. Almonds are the number one export for state produce and represent \$686 million of revenue.<sup>38</sup>

*The Farm Crisis of the 1920s*

Although the almond industry for California and Paso Robles in particular was experiencing unprecedented growth, the world climate influenced the economy of agriculture in the 1920s.

The California Almond Growers Exchange was characterized by an extremely optimistic outlook until the end of the 1919 crop. Some difficulties had arisen previously, but actually did not come to a head until the Exchange ran into financial difficulties. The Exchange had expanded its activities, its advertising, and its fixed assets. These expansions had occurred during a period of high prices. However, in the latter part of 1919, a business decline began which reached a serious point in 1920. This decline was felt more by the agricultural interests of the nation than by the industrialists. Following World War I, European agriculture made a noteworthy recovery which put Europe in a position to resume its former place as the chief supplier of American nuts.<sup>39</sup>

The widening gap between rural and city life that had helped to fuel the Populist agitation of the late nineteenth century and had prompted Theodore Roosevelt to appoint a Commission on Country Life in 1908. By the 1920s a stubborn agricultural depression, the product of war and technological change, badly exacerbated the problems of the agriculture. With the August 1914 outbreak of fighting in Europe, American farmers had scrambled to supply the world's disrupted markets with product, creating a surplus.<sup>40</sup>

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<sup>35</sup> Riley, Elizabeth, M. A. *The History of the California Almond Industry, 1850 to 1934*  
University of California. 1948

<sup>36</sup> Tucker, T. C. *The Life Story Of The California Almond*. Pamphlet. 1930.  
Published by the California Almond Growers Exchange.  
San Francisco, California

<sup>37</sup> USDA, Economic Research Service. *U. S. Almond Industry: The Biggest in the World*. Fruit and Tree Nuts Outlook/FTS-316/May 26, 2005

<sup>38</sup> California Farm Bureau Federation. *Facts and Stats about California Agriculture*.  
[www.cfbf.com/info/agfacts.cfm](http://www.cfbf.com/info/agfacts.cfm). Pages 1-5. 2002

<sup>39</sup> Riley, Elizabeth, M. A. *The History of the California Almond Industry, 1850 to 1934*  
University of California. 1948

<sup>40</sup> Kennedy, David. *Freedom From Fear, The American People in Depression  
And War, 1929-1945*. Oxford University Press. 2001

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Although the 1920s appeared on the surface to be a prosperous time, income was unevenly distributed. American farmers, who represented one-quarter of the economy, had expanded their output during World War I, when demand for farm goods was high and production in Europe was cut sharply. But after the war, farmers found themselves competing in an over-supplied international market. Prices fell, and farmers were often unable to sell their products for a profit.<sup>41</sup>

The almond industry was not immune, as reflected in this statement of then president of the Exchange, T. C. Tucker, in a financial report of 1920. He states "Starting about July 1, wholesale values on all staple articles began to tumble. The moment the peak was reached the financial interests of the country naturally restricted loans, with the result that when the recession of values came, it came suddenly and fast."<sup>42</sup> It was important for the Exchange to increase its membership and it did so by creating five year contracts for the local associations, which gave them the ability to forecast more accurately crop production and give needed security for loans. The organization decentralized and gave more control to the local associations.

The re-organization of the Exchange created the climate for the building of the Paso Robles Almond Growers Exchange Warehouse.

*The Paso Robles Almond Growers Association Warehouse (1921-1922)*

On February 20, 1922, the San Luis Obispo Tribune ran a photo-captioned article called "Faith In California". This article was the first public glimpse of the proposed Paso Robles Almond Growers Warehouse and it included an architectural rendering of the structure. A portion of the text reflected the economic climate of the national agricultural crisis in stating "Nobody will deny that the farmer has been harder hit than anyone financially these days. Yet these farmers have faith in California, faith in their cooperative, the California Almond Growers Exchange, and faith in the future of Almond growing." It appeared the building was being both designed and positioned as a symbol of hope for the almond industry amidst hard times. (PR Archive Articles #1)

The article included a brief description of the structure, along with financial costs: "This is (the) new \$60,000 warehouse and processing plant which the members of the Paso Robles Almond Growers Association will build immediately. (The farmers) faith is backed by cold cash. The building will be 160 feet long and 75 feet wide with a tower for bins 72 feet skyward. Modern machinery for processing the growers' almonds will be installed at a cost of \$10,000. The farmers hope to handle their 1922 crop through the new plant."<sup>43</sup>

The Paso Robles Almond Growers Association (PRLGA) Board of Directors had begun discussions regarding the warehouse for many months prior to the announcement. By November of 1921, the minutes of the Board reflected they were ready to have the architect meet with them so that they could "obtain sufficient data so that application can be made for a loan to construct such building."<sup>44</sup> On November 23, 1921, the deed was recorded for the purchase of the

<sup>41</sup> MSN Encarta. *The Great Depression In the United States*. 1993-2000  
Microsoft Corporation

<sup>42</sup> Tucker, T. C. *Financial Report to the California Almond Growers Exchange*. 1920.

<sup>43</sup> San Luis Obispo Daily Tribune. *Faith In California*. Photo article. Page 5.  
February 20, 1922. San Luis Obispo, California

<sup>44</sup> Goulding, J. M. *Minutes of the Paso Robles Almond Growers Association*.  
From November 15, 1921 to February 2, 1924. Sacramento Archives & Museum  
Collection. Paso Robles, California

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property.<sup>45</sup> The minutes reflect that on December 19, 1921, Mr. D. R. Bailey (the architect) of the Exchange had appeared with the plans and information for the warehouse construction.<sup>46</sup>

On February 11, 1922, the Board set out the financing of the construction of the warehouse, placing the amount at \$60,000 through Commercial Bank with secured notes for collateral in the amount of \$450.00 from members.<sup>47</sup> They instructed Mr. Bailey to obtain bids from contractors and Jas. L. Mc Laughlin of San Francisco (whose bid was \$33,900.00) was accepted on March 22<sup>nd</sup>.<sup>48</sup> On April 24<sup>th</sup>, the Board resolved to sign an agreement with the Southern Pacific Company (Railroad) to provide for the construction of a (certain) side-track, perform all the grading and furnish the ballast and drainage for use to the warehouse.<sup>49</sup> (PR Maps #11) Construction had begun and on May 11<sup>th</sup>, the Board authorized Mr. Bailey to buy all of the (almond processing) equipment for the warehouse.<sup>50</sup>

By July of 1922 the warehouse was "three-fourths complete" and reported as such in *The Minute Book*, a newsletter of the California Almond Growers Exchange. The article in this issue informing the Exchange members of the progress of the warehouse is entitled "Paso Robles Shines A Light". It is accompanied by two photographs of the building during construction. (PR Archive Images #16) In the text, it gives a description of the building and that it was built "to handle 1000 tons of almonds every year (and is) a monument to the whole almond growing industry." The text continues to say "on the four walls of the tower will be the BLUE DIAMOND BRAND trademark with searchlights playing on it nightly that all who pass through Paso Robles may know that the members of the Paso Robles Almond Growers Association are proud of their product." It calls the "concrete plant (the) last word in warehouse construction and mechanical equipment for handling almonds". It concludes by stating "Our state Exchange makes this progress possible. Plants like this cannot be built unless growers stick together and stabilize their industry. Watch Paso Robles. Her almond growers have faith in their industry and confidence in the Exchange."<sup>51</sup>

On August 19<sup>th</sup>, 1922 the contractor was granted a ten day extension of time as the building was scheduled to begin operation no later than September 1<sup>st</sup>. Earlier, Board Director, C. Frederick Iverson had resigned his board position on August 11<sup>th</sup> to accept the position as the first manager of the warehouse.<sup>52</sup>

*The Almond Warehouse Is Completed (1922)*

No actual date is given in the minutes as to the official opening day of the warehouse. It appears it may have begun operations sometime in August as reported in the Paso Robles Chamber of

<sup>45</sup> Deed Book, volume 149. San Luis Obispo County Recorder's Office, page 171. November 23, 1921. Paso Robles, San Luis Obispo County, California

<sup>46</sup> Ibid. December 19, 1921.

<sup>47</sup> Goulding, J. M. *Minutes of the Paso Robles Almond Growers Association*. From November 15, 1921 to February 2, 1924. Sacramento Archives & Museum Collection. Paso Robles, California

<sup>48</sup> Ibid

<sup>49</sup> Ibid

<sup>50</sup> Ibid

<sup>51</sup> California Almond Growers Exchange. *The Minute Book, July-August, 1922*. San Francisco, California

<sup>52</sup> Goulding, J. M. *Minutes of the Paso Robles Almond Growers Association*. From November 15, 1921 to February 2, 1924. Sacramento Archives & Museum Collection. Paso Robles, California

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Commerce newsletter, *The Nutcracker*, dated August 20, 1922. This article is probably the best verbal description of the building, the workings of the almond processing equipment, and the significance of the building to the city at that time.

The first paragraph states the building is "completed and is now receiving this season's harvest of almonds." The article describes the building "is of massive reinforced concrete, 75 x 150 feet, with an elevator tower rising to a height of 82 feet. The exterior is handsomely finished with cement stucco of warm red tint. Across the front of the elevator may be read in large blue cement letter "Paso Robles Association, member of the California Almond Growers' Exchange. Two great floodlights will illuminate the whole face of the building every night so that the great building will draw the admiration of the travelers along both the State Highway and the railroad. The elevator portion of the building rests on sixteen columns of steel and concrete, these columns being the only obstruction of the main floor so that the whole floor is available for work and storage."<sup>53</sup> (PR Archive Image #5)

The equipment for the processing of almonds is verbally illustrated in great detail in the second paragraph. "Movable sacking spouts (*Current Photos #35 & 36, PR Archive Image #4*) run down from the eight bins overhead, each bin having a capacity of twenty tons of almonds. The almonds are received on the scales (*PR Current Photos #54 & 55*) at the door, then poured into a hopper; thence on they are handled entirely by conveyors (*PR Current Photos #32, 37, & 38, PR Archive Images #10, 17*) until they are drawn from the sacking spouts into the large Blue Diamond shipping sacks (*Archive Images #5 & 13*) for loading into cars (*PR Archive Images #3*) for direct shipment to market. A device enables the operator on the floor to run the almonds into whichever bin he desires from any bin, at any time, the nuts may be run upon a conveyor which carrier them into a revolving cylinder filled with live steam; in passing through this cylinder the shells are slightly moistened and softened; thence they pass into a long room where dense fumes of sulphur are maintained; twenty minutes in these fumes thoroughly disinfects the shells and tinges them with a perfectly even rich shade of color familiar to all consumers of almonds in the shell (*Almond processing and equipment of the early 1920s-Archive Images #5-13 & #17*)

The article speaks to the confidence of the almond industry as an economic engine of Paso Robles. It states "The almond warehouse also indicates the confidence of conservative bankers in the almond industry of the Paso Robles district" stating they were "slow to acknowledge that (our) hills ...were the best in the world for almond orchards." It notes that "without a moment's hesitation, the loan (of \$60,000) was granted with the only stipulation being a part of the loan be secured by individual notes of the members (in the amount ) of \$450.00, and that is was merely necessary to call upon the first one hundred members at hand, many citizens wanting to sign the notes who were not almond growers and many of whom were recent arrivals in town."<sup>54</sup>

The article concludes that "this warehouse means more to Paso Robles than a mere warehouse, more than even the actual financial saving. It is a lasting monument to the success of the almond industry here. It has been built by the youngest of all the almond producing sections of the State and is the largest and most perfect plant of its kind (except the main Exchange warehouse at Sacramento). The almond warehouse is, therefore, a necessity to the industry, a saving to the

<sup>53</sup> Paso Robles Nutcracker, Official Publication Paso Robles Chamber of Commerce. *Almond Warehouse Is Completed*. Lead article, Volume I, Number 4, pages One and four. August 20, 1922. Paso Robles, California

<sup>54</sup> Ibid, page four



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almond growers, a splendid structure for the admiration of all who pass and a lasting evidence of our success and of our solidarity."<sup>55</sup>

In the January issue of *The Minute Book* of 1923, the Paso Robles Almond Growers Association Warehouse is featured on a two page spread photographically and is captioned "A Page Of Progress". (*PR Archive Images #17, 18, 19*)

*The Architect-David R. Bailey, Sr.*

The architect for the Paso Robles Almond Growers Association was David R. Bailey, Sr. Mr. Bailey was born in Chicago, but moved to California at an early age. He was raised in the Fair Oaks area near Sacramento, where his family operated a small almond orchard. They were among the earliest members of the Exchange.

Bailey studied architecture and engineering, and as an employee of a construction company in Sacramento, designed and supervised the erection of the first small building for the Exchange in 1913. This building later became the cornerstone for the Exchange's present modern processing plant. The site of this building today is marked with a plaque indicating that it is California State Historic Landmark #967 noting that this shelling plant was one of the earliest structures of its type, and contained the world's first mechanical cracker.<sup>56</sup>

Bailey became an employee of the Exchange in 1921. He served as plant superintendent from 1921 to 1936. Upon the death of T. C. Tucker in May of that year, Bailey was appointed general manager, a position he held until his retirement in 1960. He led the management of the organization through the last half of the Great Depression, World War II, and into the prosperity of the 1950s.<sup>57</sup>

Being both an architect and an engineer, Mr. Bailey helped the Exchange break new ground for the almond industry in manufacturing. When the Exchange found itself unable to obtain commercially some of the equipment it required, he guided his staff to design and build a scalding, grader, cooker, gum application, and salting machines. Bailey's crew conducted an immense amount of research work with respect to processes to be followed in manufacturing operations and set up a chemical laboratory. Through his guidance, these industry leading efforts eventually matured into the present-day Almond Research Center and Quality Assurance department of Blue Diamond Growers Corporation.<sup>58</sup>

Bailey was quick to utilize modern, efficient methods to keep the Exchange in step with changing times. He was familiar with all phases of Exchange activities and kept informed on each department's progress and development. During his management, the Exchange became internationally recognized as one of the most efficient, soundly financed, and respected marketing cooperatives in the world.<sup>59</sup>

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<sup>55</sup> Ibid, page four.

<sup>56</sup> Laird, Donald. *California's Almond Growers Exchange Processing Facility, California State Historic Landmark 967.*  
[www.californialandmarks.com](http://www.californialandmarks.com) 2006

<sup>57</sup> Allen, Gray. *The Almond People, Blue Diamond Growers at 90.* 2000. Blue Diamond Growers: Sacramento, California

<sup>58</sup> Ibid, page 120

<sup>59</sup> Ibid, page 120

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An understanding of D. R. Bailey's competence and talent uniquely attuned to the almond industry is reflected in the comments by J. M. Goulding, Secretary of the Paso Robles Almond Growers Association, in his letter of February 15, 1922 to the members requesting support and collateral notes for the financing of the warehouse. He states "We shall have the great advantage of the services of the architect permanently employed by the California Almond Growers Exchange, who has already erected a number of almond warehouses, and is familiar not only with correct and economical construction, but conversant with the almond business by years of experience."<sup>60</sup>

The minutes of the Board dated December 19, 1921 state "Mr. D. R. Bailey of the Exchange appeared with plans and information for the warehouse construction. After full discussion, Mr. Bailey was instructed to furnish preliminary plans to suite our particular needs and to present same to the Directors at as early date as possible." David R. Bailey, Sr. was specifically chosen to fit the particular needs of the Paso Robles Almond Growers Association.<sup>61</sup>

*The Paso Robles Almond Era and Its Decline*

For several years following the building of the warehouse, Paso Robles enjoyed continued success as the "Almond Capitol of the World". In articles both local and statewide, the building was referred to as the symbol of the success of the almond industry in this area.<sup>62 63 64</sup>

The heyday of the almond industry saw more than 30 almond hullers in the Paso Robles area. Frank Slate formed the Slate Almond Company in the late 1920s, processing not only their own production but that of other growers, as well. The slate Almond Company eventually became California Almond Orchards, Inc (known as Cal-Al) and had a processing complex on 4<sup>th</sup> Street. However the largest cooperative was the Associated Almond Growers.<sup>65</sup>

In the late 1930s the almond trees began to decline because many of the early trees had been grafted onto a peach rootstock that proved to be shallow and short lived and the productivity dropped because of lack of moisture due to the dry farming technique.<sup>66</sup> In the 1940s the company of Jackson & Reinhart began to take over thousands of acres formerly managed by the Paso Robles Almond Growers Association.<sup>67</sup> (*PR Maps #8*) By the 1960s California's water

<sup>60</sup> Ibid, page 120

<sup>61</sup> Goulding, J. M. *Minutes of the Paso Robles Almond Growers Association*. From November 15, 1921 to February 2, 1924. Sacramento Archives & Museum Collection. Paso Robles, California

<sup>62</sup> Paso Robles Press, Souvenir Supplement. *Paso Robles District, Almond Trees Are Wealth Producers*. Author uncredited. Pages 15-25. May 30, 1928 Paso Robles, California

<sup>63</sup> Socha, E. Max. *El Paso De Robles, California "Home of the Almond"* Issued by The Paso Robles Chamber of Commerce. Booklet. May 17, 1935 Paso Robles, California

<sup>64</sup> Eddy, Dale Rae. *Almonds in California*. California History Nugget, pages 135-140. February, 1938. California State Department of Education, Sacramento, California. Property of the California State Historical Association

<sup>65</sup> Gerst, Bill. *When The World Was Nuts About Paso*. The Daily Press newspaper. October 8, 1993. Paso Robles, California

<sup>66</sup> Fisher, Nanette. *Before There Were Grapes, There Were Almonds*. The Country News Reporter newspaper. December 29, 1999. Paso Robles, California

<sup>67</sup> Jackson, Fred D. *The Truth About the Almond Situation*. Pamphlet. September 1943. Jackson & Reinhart: Paso Robles, California

## Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

project brought large supplies of water to the San Joaquin and Sacramento Valleys. Land that had only lacked water to grow almonds was put into production. The Slate almond processing plant moved its operation to the San Joaquin Valley and the Paso Robles Almond Growers Association faded. In the 1970s orchards were removed for development and the almond industry for Paso Robles declined.<sup>68</sup>

*The Farmers' Alliance Business Association and the Paso Robles Almond Growers Association Warehouse (1936-1975)*

Concurrent with the establishment of the almond industry, the Farmers' Alliance Business Association continued to grow. By 1941 they not only represented the interests of grain growers, but poultrymen, dairymen, and orchardists. It was a farmer-owned institution. They continued to expand their facilities for receiving, warehousing and shipping of grain and buying and selling grain on a brokerage basis. They handled wheat for food consumption and produced two lines of commercial feeds, Globe A-1 and Albers, along with all necessary supplies. Not being a strictly co-operative association, they had many customers who were non-members that received a cash discount on purchases but did not receive the annual trade discount. The FAB A built additional warehouses in the years 1932, 35', 36', 37' and 38 to handle their continually expanding operations.<sup>69</sup>

By 1935, the Paso Robles Almond Growers Association had begun renting their warehouse to other agricultural interests. By July of that year the warehouse was formally up for sale.<sup>70</sup> The minutes of the Farmers' Alliance Business Association Board dated September 14, 1935 records that the FAB A leased the "almond warehouse" for \$1,000.00 for approximately one year to July 1<sup>st</sup>, 1936". On June 25, 1936 the Paso Robles Press carried the article reporting that the warehouse has been purchased by Ray D. Pelton "<sup>71</sup>as an expansion move for his grain and feed business." Mr. Pelton was not affiliated with the FAB A, but handled his own independent operation. (*PR Maps #7*) The caption of the article said "Pelton Buys P. R. Landmark—Almond Warehouse Is Sold To Grain Dealer". However, the article was inaccurate and the deal fell through. The bidding had come under the jurisdiction of the court. On July 11, 1936 the FAB A Board minutes record that "bids started at \$9,500.00 and that Ray Pelton had bid \$15,500.00 and K. B. Nelson (FAB A representative) had bid \$16,000.00 and Pelton refused to bid anymore and Judge Norton declared (it was) sold to K. B. Nelson representing the FAB A."<sup>72</sup> The Paso Robles Press confirmed the sale on August 13, 1936 in its article "Alliance Buys Warehouse."<sup>73</sup>

The Camp Roberts Souvenir Edition of The Press in 1941 (PR Archive Article #11) ran a special article celebrating the 50<sup>th</sup> anniversary of the Farmers' Alliance Business Association in Paso Robles. The cover photos show that as early as this year, the words *Farmers Alliance* had been

<sup>68</sup> Fisher, Nanette. *Before There Were Grapes, There Were Almonds*. The Country News Reporter newspaper. December 29, 1999. Paso Robles, California

<sup>69</sup> The Press, Camp Roberts Souvenir Edition. *Celebrating its 50<sup>th</sup>*. March 27, 1941 Paso Robles, California

<sup>70</sup> Paso Robles Press. *Almond Group Will Ballot*. July, 1935. Paso Robles, California

<sup>71</sup> Paso Robles Press. *Pelton Buys P. R. Landmark-Almond Warehouse Is Sold To Grain Dealer*. June 25, 1936. Paso Robles, California

<sup>72</sup> Iverson, Mat. *Minutes of the Farmers' Alliance Business Association. From September 14, 1935 to August 8, 1936*. Paso Robles, California

<sup>73</sup> Paso Robles Press. *Alliance Buys Warehouse*. August 13, 1936. Paso Robles, California

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painted on the sides of the tower of the warehouse. The article notes the purchase of the building in 1936 and goes on to mention that additional Alliance buildings were "built on this land" in 1937 and 1938 and that "since the purchase of the almond plant, the Alliance has facilities for the handling of bulk wheat as well as sacked grain, noting that the largest receipts of grain occurred during the 1937 and 1938 season."<sup>74</sup>

The FABA owned the warehouse until 1975 when, after 84 years of service to the community they closed their doors.

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<sup>74</sup> The Press, Camp Roberts Souvenir Edition. *Celebrating its 50<sup>th</sup>*. March 27, 1941  
Paso Robles, California

## Evaluation of Significance

### *Local Criteria and Policy*

The City of El Paso de Robles does not currently have a written methodology or an ordinance for the designation of historic resources. However, the General Plan adopted in 2003 has a Conservation Element that contains language that apparently expresses public policy toward its visual and cultural resources.

Goal C-5: Visual Resources, subset Policy C5A: Visual Gateways and Landmarks states that it is important to identify visual resources along the city's main transportation thoroughfares. As shown in the section of this report called PR Current Photos #1-#8, the subject property is highly visible from both north and south approaches of US. Highway 101, Spring Street, Highway 46, east and west approaches of the Niblick Road bridge, north and south approaches of Riverside Avenue, and both north and south access of the railroad to the North County Transportation Center. PR Current Photo #1 illustrates most clearly the size of the structure in relationship to its surroundings and, in particular, the visibility from U. S. Highway 101. PR Map #12 shows the aerial relationship of the "Gateways to the City" and all main thoroughfares.

Research indicates that the building was constructed originally to be a visual symbol of the success the city enjoyed as a result of the almond industry in the 1920s, and that part of the design concept was that the building would be visible from main thoroughfares and gateways to and from the city. This intent is expressed in the Paso Robles chamber newsletter, *The Nutcracker*, in 1922 when it states: "Two great flood lights will illuminate the whole face of the building every night so that the great building will draw the admiration of the travelers along both the State Highway (Spring Street at that time) and the railroad."<sup>75</sup>

Goal C-6: Cultural Resources states that the goal is to "Strive/protect important historic and archeological resources." Policy C-6A: Historic Resources, states that the plan will "Encourage the preservation and restoration of historic buildings in the downtown and the Vine Street neighborhood." The subject property is on the southwest edge of the main part of town. No specific definition is given within this policy about what defines "downtown".

Additionally, the El Paso de Robles Municipal Code Chapter 21, Title 21.15 "allows for the creation of preservation zones" containing "as few as one (or more) buildings". Although preservation language in Chapter 17 of that code primarily deals with demolition, section 17.16.010 titled Purpose and Intent states that the purpose of the chapter is to "protect buildings, structures, and features which reflect special elements of the city's heritage". It goes on to say that the "protection and preservation of cultural resources are required in the interest of the health, prosperity, social and cultural enrichment, and general welfare of the people. (Ord. 586 N.S. Exh. A (part), 1989)."

Therefore, while the City does not have specific language or existing ordinances to designate local landmarks, it does provide a means of determining historic significance. Chapter 17 Building and Construction, section 17.16.040 Determination of historic or architectural significance outlines specific criteria nearly identical to that used by the National Park Service for

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<sup>75</sup> Paso Robles Nutcracker, Official Publication Paso Robles Chamber of Commerce. *Almond Warehouse Is Completed*. Lead article, Volume I, Number 4, pages One and four. August 20, 1922. Paso Robles, California

## Historic Resource Evaluation Report

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### Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

eligibility in determining listing on the National Register of Historic Places and the California Register of Historic Resources.

Based upon the policy statements of the General Plan, the subject property would appear to be historically significant to the City of El Paso de Robles.

It should be noted that a Historic Resource Inventory of the city's potential historic resources was conducted in the early 1980s (1981 to 1984). Initially the survey was funded locally, but when the scope of the survey of older structures became larger than anticipated, grant monies were sought from the State Office of Historic Preservation. The *Purpose of The Survey* was stated as "provid(ing) useful information to develop policy guidelines....in dealing with development...and that a review committee (would be formed) to take over the chore of doing further historical research (and review)." The survey was divided into five phases. The first phase covered was from 1<sup>st</sup> Street to 15<sup>th</sup> Streets, and from Riverside Avenue to Olive Street. The second phase was from 15<sup>th</sup> to 24<sup>th</sup> Streets, and from Riverside Avenue to Chestnut Street. At least two phases were completed. Buildings surveyed pre-dated 1941. Although the *Comprehensive Site Map of All Elements Included in Survey Area* seems to indicate the subject property was included. However, the individual twelve *District Map(s)* do not include the subject property area. Therefore, it remains unclear at this time whether or not the subject property was included the City of El Paso de Robles Historic Resource Inventory or was located outside of any previously surveyed area.<sup>76</sup>

#### *State and National Criteria*

A resource is considered to be historically significant if meets the criteria for listing on the National Register of Historic Places (NRHP) or the California Register of Historic Places (CRHP). The CRHP includes all properties formally determined eligible for, or listed in, the National Register of Historic Places. It is the application of criteria that determines historic significance, not just official designation or listing on a local, state, or national register.

The subject property known as The Farmers' Alliance Building (also the Paso Robles Almond Growers Association warehouse) meets the seven aspects of integrity that must be applied in determining significance.

National Register Bulletin 16 of the National Park Service<sup>77</sup> outlines the methodology for determining the significance of any structure: historic significance, historic integrity, and historic context. Historic integrity is defined as "the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's historic period." A historic property (or resource) must "resemble its historic appearance, retain physical materials, design features, and aspects of construction dating from the period when it attained significance. Integrity has seven components: location, design, setting, materials, workmanship, feeling, and association. All seven qualities do not need to be present for eligibility as long as the overall sense of past time and place is evident.

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<sup>76</sup> Morehouse, Carl. *Historic Resource Inventory, City of El Paso de Robles*. 1984. Community Development Department, Paso Robles, California

<sup>77</sup> National Park Service, U. S. Department of the Interior. *National Register Bulletin 16, Guidelines for Completing National Register of Historic Places Forms*. 1991. Washington D. C.

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Examining the subject property within this methodology reveals that the Paso Robles Almond Growers Association warehouse has integrity of location, the design is still in its original form. The setting is undisturbed from its original physical environment, the original materials are intact, the workmanship is the physical evidence of the craft and culture of agriculture as it is demonstrated in the construction of a warehouse for produce, it expresses the feeling of the vision of a particular time and place in its design for the almond industry's importance to Paso Robles, and it is directly associated with the impact of the almond industry on both Paso Robles and the State of California as expressed through the California Almond Growers Exchange. Furthermore, it is associated with the Farmers' Alliance Business Association in that their purchase of the warehouse in 1936 and the application of their name to the building represents the unique success the FABA enjoyed (specific to San Luis Obispo County and Paso Robles in particular) until 1975, long after the Farmers' Alliance movements died out in the late 1890s. With the removal of the original Farmers' Alliance Business Association warehouse to make way for the development of the Alliance Square Shopping Center, the subject property is the primary (original) physical evidence in Paso Robles of the importance, impact, and success of the Alliance movement in San Luis Obispo County.

Bulletin 16 defines Historic Context as "information about historic trends and properties grouped by an important theme in the history of a community, state, or the nation during a particular period of time. Contexts are organized by theme, place and time. Historic contexts allow an understanding of a property as a product of its time and as an illustration of aspects of heritage that may be unique, representative, or pivotal. It is within the larger picture of a community's history that local significance becomes apparent."<sup>78</sup>

Historic context has been established within this report in that the Paso Robles Almond Growers Association/Farmers' Alliance building warehouse is an important and original physical representation of the success of the almond industry to Paso Robles during the 1920s and then the continued success of the Farmers' Alliance Business Association from 1936 to 1975. The subject property directly relates to the theme, place, and time of the rise of the almond industry and is a working monument to their success during a time of a national agricultural crisis, utilizing the work of a master architect for the almond industry, and the physical and economic growth of Paso Robles.

Historic significance is defined in Bulletin 16<sup>79</sup> as "the importance of a property to the history, architecture, engineering, or culture of a community, State, or the nation. As afore mentioned in this report, under CEQA, a resource is considered to be "historically significant" if it meets the criteria for listing on the California Register of Historic Resources and the National Register of Historic Places. The evaluation criteria developed by the National Park Service is a set of four criterion in which at least one must be met to be determined eligible. Criterion A is association with significant events, Criterion B is association with significant persons, Criterion C is the embodiment of distinctive characteristics of a type, period, region, or method of construction, representing the works of a master architect, and Criterion D is the potential of yielding archaeological significance.

The subject property meets Criterion A and Criterion C. The Paso Robles Almond Growers Association warehouse is directly associated with the economic success of the almond industry for the city of Paso Robles in the 1920s. The construction of the building was made possible and necessary because of the growth of the almond industry and the resulting growth of the town's

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<sup>78</sup> Ibid, page 4.

<sup>79</sup> Ibid, page 3.

## Paso Robles Almond Growers Association Warehouse/Farmers' Alliance

economic development and population associated with this industry. It is directly associated with the City's identity during the 1920s as evidenced by the adoption of the almond as an icon. It was designed as a symbol as evidenced by the description given in the Chamber's newsletter, *The Nutcracker*, of August, 1922 when it states "*the almond warehouse is, a necessity to the industry, a saving to the almond growers, a splendid structure for the admiration of all who pass and a lasting evidence of our success and of our solidarity.*" On a broader scale, the solidarity that article speaks of is the impact that agricultural collective and cooperative organizations had on the agrarian growth of California. Therefore, the building represents this period of significance in the history of the state. The FABA's adaptive re-use of the building in 1936 made it possible to expand its operations and enjoy a unique longevity into the seventh decade of the 20<sup>th</sup> Century.

The Paso Robles Almond Growers Association warehouse embodies the distinctive characteristics of a type (almond warehouse), period (1920s), region (San Luis Obispo County, Paso Robles in particular), method of construction (reinforced concrete), and it is the work of a recognized master builder of almond industry warehouses (David R. Bailey, Sr. of the California Almond Growers Exchange). The warehouse is an excellent intact example of its type. Upon examination of other almond warehouses built within the same time period for the California Almond Growers Exchange, the subject property was uniquely designed as a testament to the success of the industry during this time period. It is called a "landmark, monument, symbol, and the last word in warehouse construction" by the Exchange itself as well as the local and state press vehicles. PR Archive Image #20 shows that while most almond warehouses designed during this period were box or barn like for function, the Paso Robles warehouse was architecturally designed to be visible with its distinctive tower. Decorative elements like the concrete "quoins" on all four corners of the building and the use of scrolled iron grille work on some of the windows add presence to the structure. It was designed, with its large tower, to be visible to all modes of transportation.

It should be noted that the warehouse was designed to be the "last word in mechanical equipment for almond processing"<sup>80</sup>. Identifiable remnants of that equipment are intact within the interior of the building, specifically the stairs to the tower, the shoots, the conveyor, and the scales. Additionally, the cement lettering on the east façade identifying the building as the Paso Robles Almond Growers Association, member of the California Almond Growers Exchange is worn, but visible. The four diamonds on all sides of the tower are intact with some of them revealing the lettering and colors of the Blue Diamond logo of the California Almond Growers Exchange.

The Paso Robles Almond Growers Association warehouse, Farmers' Alliance building (warehouse) appears to be eligible for listing on the California Register of Historic Places, and is eligible for the National Register of Historic Places. Therefore the property meets the criteria as an historic resource under CEQA.

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<sup>80</sup> California Almond Growers Exchange. *The Minute Book, July-August, 1922.*  
San Francisco, California



### Thresholds of Impact

The Public Resources Code outlines and defines how to determine if the result of a proposed project will be potentially significant, less than significant, or no impact on the environment. If the project is found to be potentially significant thereby creating an adverse effect on the environment (or historic resource), mitigated measures must be explored to reduce the impact to the resource.

State CEQA Guidelines, Section 15064.5 Determining the Significance of Impacts to Archeological and Historical Resources, SS (4) (b) (1) states "a project that may cause a substantial change in the significance of an historical resource is a project that may have a significant effect on the environment". It defines the level of change to a historic resource as "substantial adverse change in the significance" if the proposed project would mean "physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired."

The lead agency is responsible for the identification of "potentially feasible measures to mitigate significant adverse changes in the significance of an historical resource". The specified methodology for determining if impacts are mitigated to less than significant levels are the Secretary of the Interior's Standards for the Treatment of Historic Properties with Guidelines for Preserving, Rehabilitating, Restoring, and Reconstructing Historic Buildings (1995), publications of the National Park Service. (PRC S15064.5 (b) (3-4).

### Options for Entitlement

As stated above, if the proposed project is demolition, it will cause "substantial adverse change in the significance" of the historic resource. CEQA defines that as an "adverse effect" that is not mitigatable. The lead agency should initiate an Environmental Impact Report (EIR). The EIR should focus on alternatives or modifications to the proposed demolition. (CEQA Guidelines, Section 15060 Preliminary Review (d).

If the proposed project is revised to be a rehabilitation according to the Secretary of the Interiors Standards for the Treatment of Historic Properties, then a Mitigated Negative Declaration can be an appropriate level of environmental review because the adverse effect to the historic resource will be reduced to a less than significant impact. Note that projects which adhere to the Secretary of the Interior's Standards may be determined categorically exempt in that by definition they have been determined not to have a significant effect on the environment. The Standards allow for adaptive reuse of a building such as the subject property. The Standards incorporate guidelines for replacement of mechanical systems, interior and exterior alteration and code compliance. The State Historical Building Code also provides relief in this area.

To avoid unmitigatable adverse effects, a Standards compliant project should be studied for the proposed future use of the property. Specific discussion of the proposed program and contemplated scope of work will be needed for further assessment. The developer should also be provided with information on tax credits and other incentives which could impact the economic feasibility of the project.

## Conclusion

Based upon the aforementioned research and review of applicable criteria, the subject property meets the criteria for listing on the National Register of Historic Places (NRHP) under Criteria A and Criteria C.

Under Criteria A of the NRHP, the Paso Robles Almond Grower's Association Warehouse/Farmer's Alliance Building is "associated with events that have made a significant contribution to the broad patterns of our (local) history" in representing the impact of the almond industry to the City of Paso Robles during the 1920s. It is also associated with the economic impact that agricultural collective organizations had on the state of California, therefore, the building is a physical representation of the California Almond Grower's Exchange and the Farmer's Alliance movement of the 19<sup>th</sup> and 20<sup>th</sup> centuries.

Under Criteria C of the NRHP, the Paso Robles Almond Grower's Association Warehouse/Farmer's Alliance Building "embodies the distinctive characteristics of a type (almond warehouse for the California Almond Growers Exchange), period, method of construction, and is the work of a recognized (almond warehouse) master architect, David R. Bailey.

The subject property meets the criteria for listing on the California Register of Historic Places (CRHP) under Criteria 1 and 3. Under Criteria 1 of the CRHP, the Paso Robles Almond Grower's Association Warehouse/Farmer's Alliance Building is "associated with events that have made a significant contribution to the broad patterns of local or regional history, or cultural heritage of California" in representing the economic impact and the identity the almond industry brought to the City of El Paso de Robles in the 1920s. It is also associated on a secondary level with the economic impact that agricultural collective organizations had on the state of California and, therefore, the building is a physical representation of the California Almond Grower's Exchange and the Farmer's Alliance movement of the 19<sup>th</sup> and 20<sup>th</sup> centuries.

Under Criteria 3 of the CRHP, the Paso Robles Almond Grower's Association Warehouse/Farmer's Alliance Building "embodies the distinctive characteristics of a type, period, region, or method of construction (almond growers warehouse); and represents the work of a master architect (of almond warehouses), David R. Bailey".

The property known as The Farmers' Alliance Building (the Paso Robles Almond Growers Association warehouse) meets the seven aspects of integrity which are part of the eligibility requirements for the National Register of Historic Places and the California Register of Historic Resources.

**California Environmental Quality Act (CEQA) Definition of a Historic Resource.** For purposes of this section, the term "historical resources" shall include the following:

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

significant.

(3) Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, educational, social, political, military, or cultural annals of California may be considered to be an historical resource, provided the lead agency's determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be "historically significant" if the resource meets the criteria for listing on the California Register of Historical Resources (Pub. Res. Code, § 5024.1, Title 14 CCR, Section 4852) including the following:

- (A) Is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage;
- (B) Is associated with the lives of persons important in our past;
- (C) Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
- (D) Has yielded, or may be likely to yield, information important in prehistory or history.

The Paso Robles Almond Grower's Association Warehouse/Farmer's Alliance Building meets the CEQA definition of a 'historic resource' because it meets the eligibility requirements for the California Register of Historic Resources, and the National Register of Historic Places as outlined above.

Therefore, the *structure built in 1922 (the original footprint (the tower and two wings); the interior remnants of the stairs to the tower; the shoots; the conveyor and the scales; the cement impressed lettering on the east façade; the four diamonds on the tower and all other character-defining elements on both the exterior and interior of the building)* and known as the Paso Robles Almond Grower's Association Warehouse/Farmer's Alliance Building meets the criteria for listing in the NRHP and the CRHP, and is a historic resource subject to the CEQA process.



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Globe



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Almonds prior to bleaching. & Almonds coming from bleacher. & Almond  
Processing machine. & Sacking Almonds.* Call numbers 1981/06/557b &  
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Architects elevation and postcard on reverse with text. Undated.  
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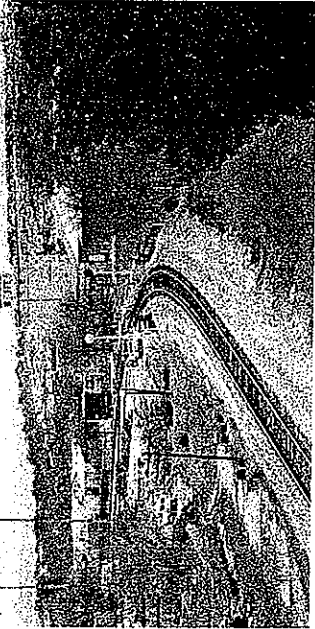
## Paso Robles Farmers' Alliance Bldg.

Current Photos Taken March of 2006 #1 Context from Freeway



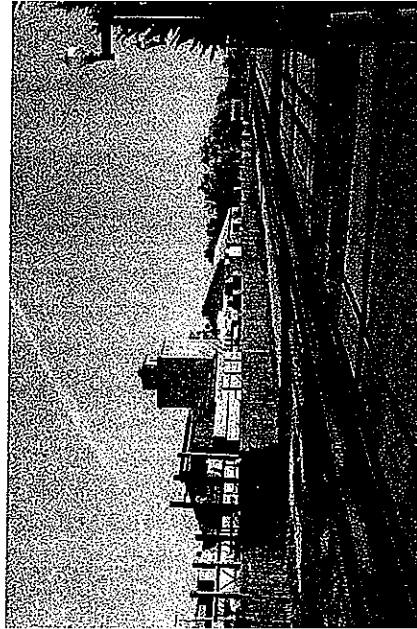
Context RR  
from

#3. Additional  
context shot  
from bridge  
over freeway  
to show  
approach and  
access to  
railroad.



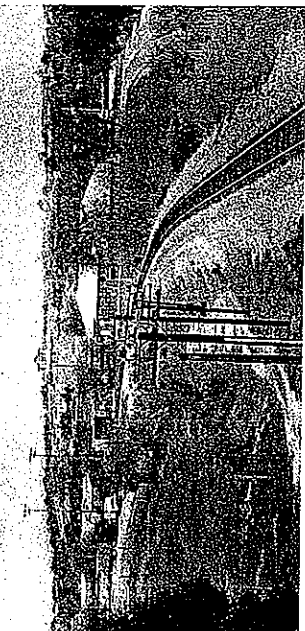
Context RR  
from station

#5. Context  
shot of  
visibility  
looking south  
from the Train  
Depot.



Context RR  
from

#2. Context  
shot from  
bridge of  
visibility from  
railroad.



Context  
view from

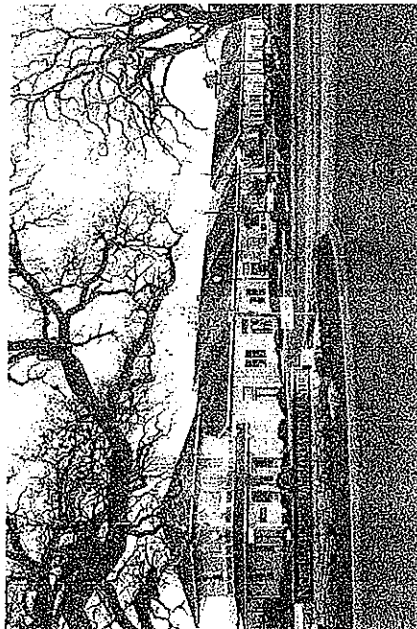
#4. Context  
shot of  
visibility from  
Spring Street  
highway in  
1922.



Context RR  
from depot  
#6. Context  
shot from the  
Train Depot



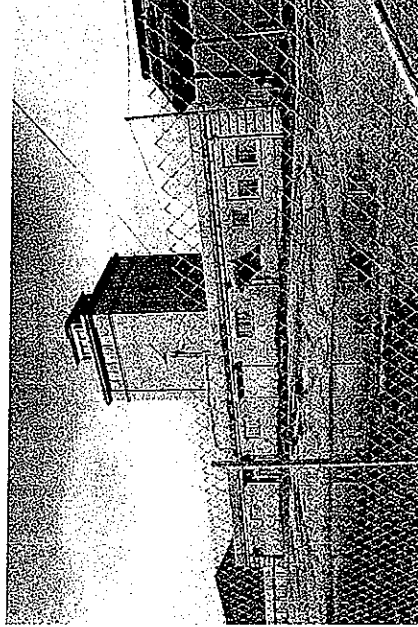
Context  
from Trans  
#8. Context  
shot showing  
visibility from  
the North  
County  
Transportatio  
n Center.



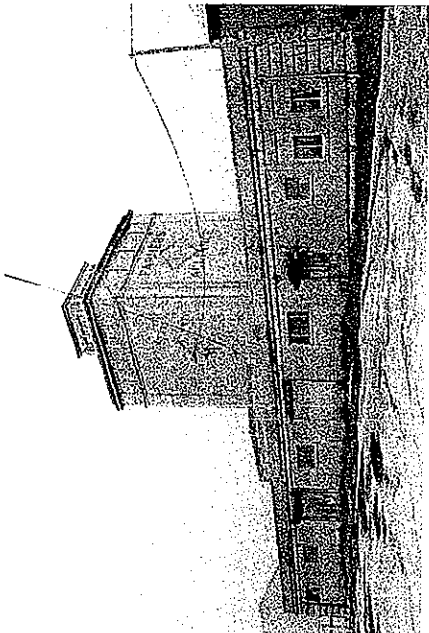
Context RR  
from depot  
#7 Context  
shot close up  
showing  
visibility from  
the depot.



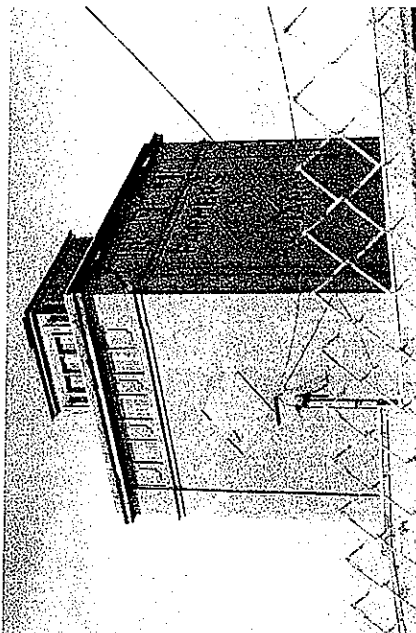
East side  
thru fence  
#9 East  
Facade shot  
taken through  
fencing,  
showing  
entirety of  
building.



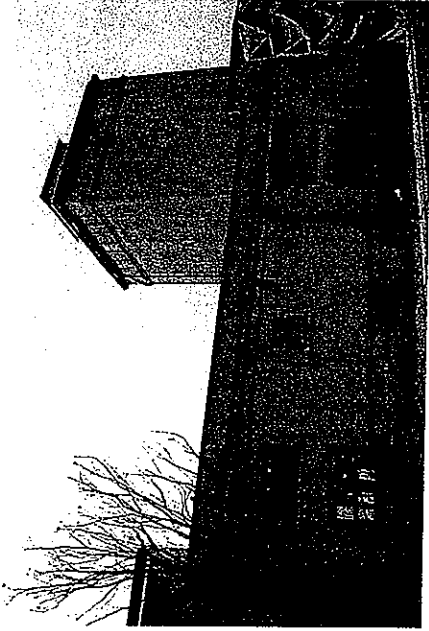
E ext facade  
entirety best  
# 10 East  
Facade show  
taken inside of  
fencing.



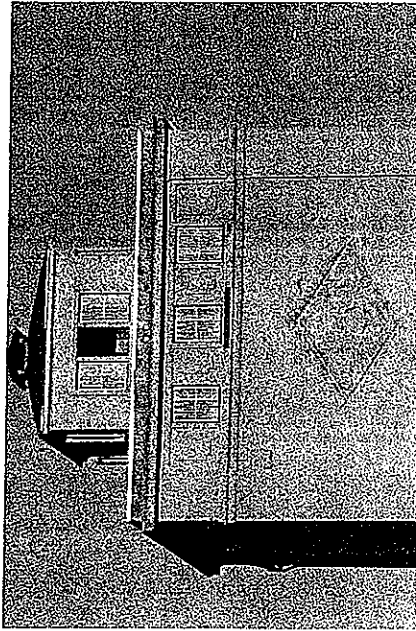
East tower  
thru fence  
# 12. East  
facade of  
Tower close  
up showing  
diamonds and  
Farmers  
Alliance  
lettering.



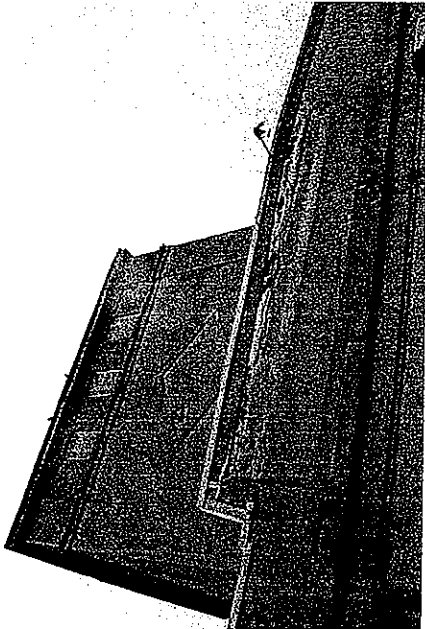
Context W  
facade  
# 11. West  
facade  
showing  
context of  
building  
elements  
(tower, loading  
dock, exit  
doors from  
alcove.)



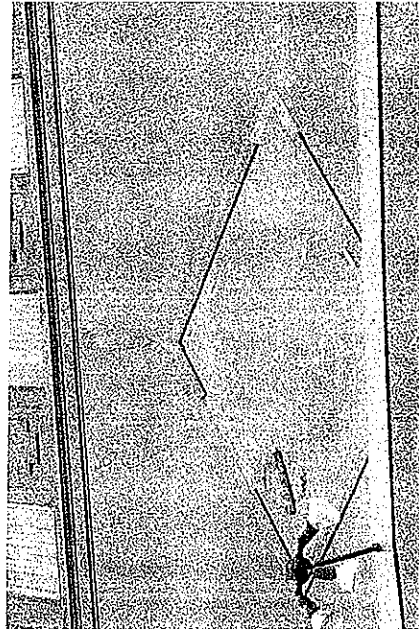
E Ext tower  
close up  
# 13. West  
facade close  
up of Tower  
showing Blue  
Diamond  
logo.



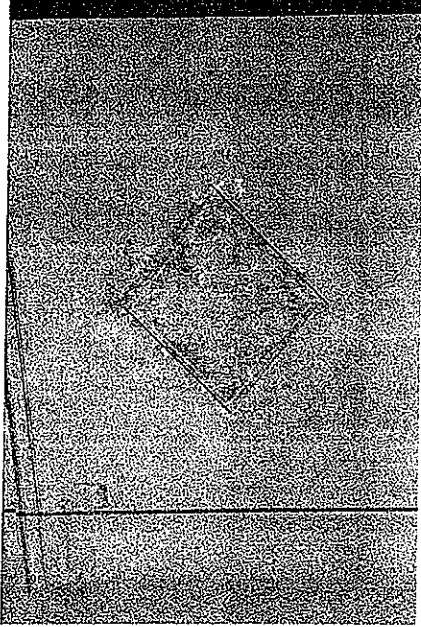
Ext E  
 cement Its  
 #14 East  
 Facade  
 showing close  
 up of Cement  
 lettering of  
 PRAGA and  
 CAGE and  
 Blue Diamond  
 on Tower.



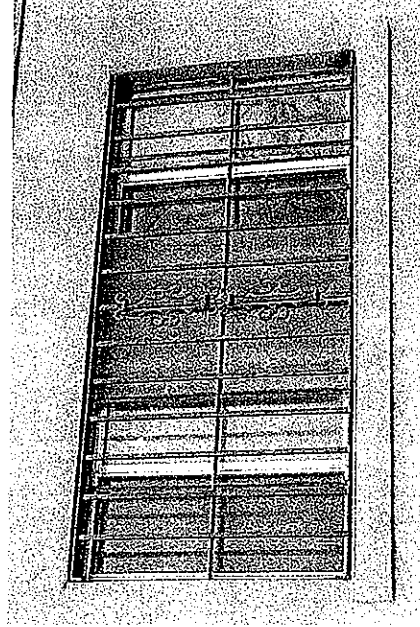
E ext sign  
 blue  
 #16 Close up  
 of Blue  
 Diamond logo  
 on East  
 facade.

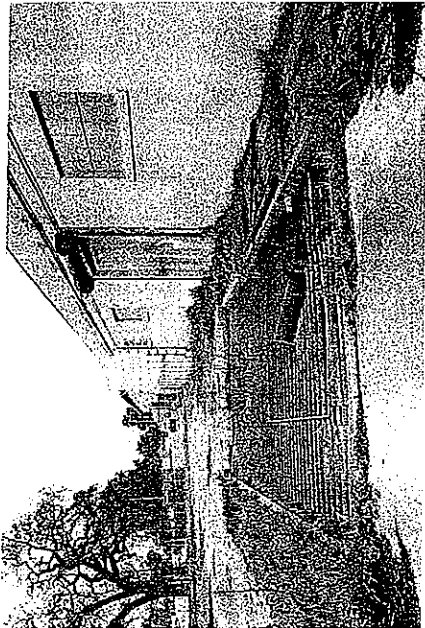


Blue  
 Diamond  
 #15 Close up  
 of Blue  
 Diamond logo  
 still visible  
 (middle word  
 says  
 "Almond"-Blue  
 Diamond is  
 above.)



E ext  
 window iron  
 #17 Close up  
 of East facade  
 window with  
 grill ornament.

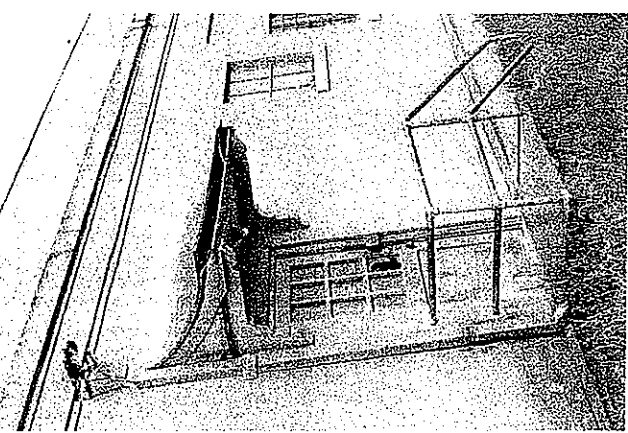




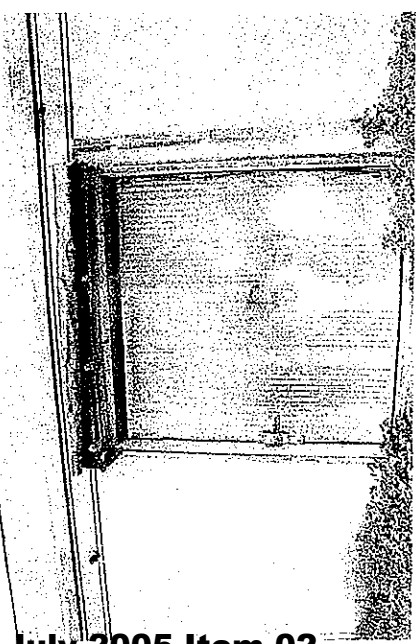
E ext bin storage  
 #19 East facade showing entry sub ground bin storage



Int balcony N end  
 #21 Interior. First walked to north end of building. Interior balcony for storage and stacking.



E ext door+ awng detail  
 #18. Close up of door on East facade showing defining elements.



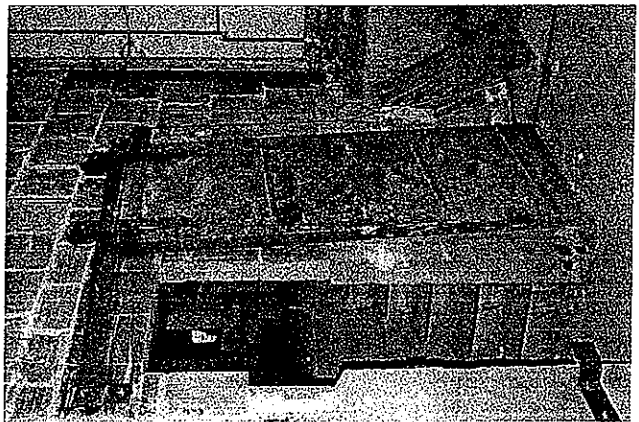
E ext close up truck  
 #20 East facade entry truck doors.



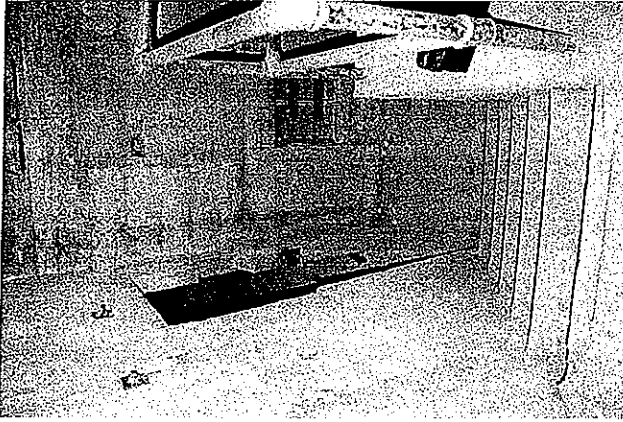
Int balcony  
steps alcove  
#22. North  
end interior  
along balcony  
to steps  
leading to  
delivery/office  
alcove.



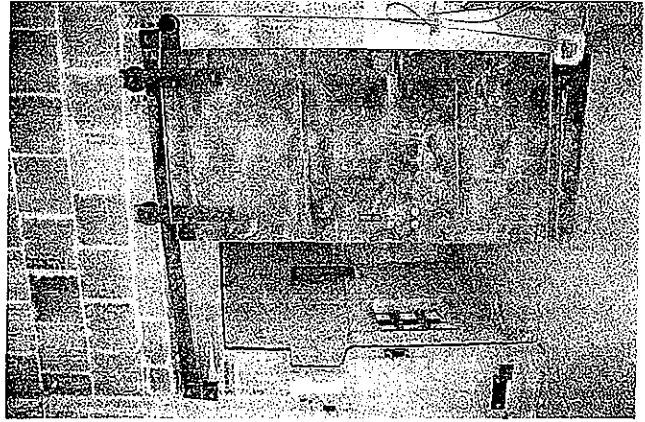
Int alcove  
door to  
#24. Interior  
of alcove.



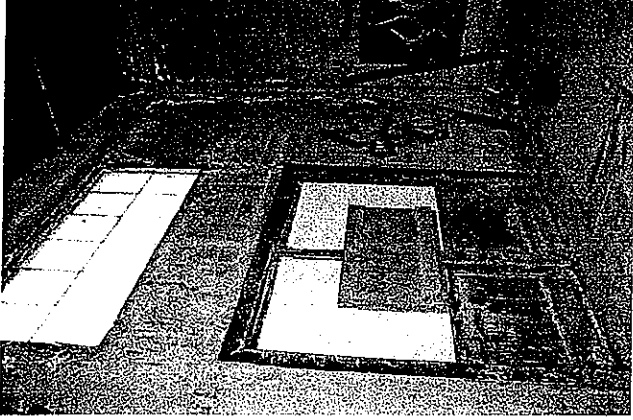
Int stairs to  
alcove  
#23. Interior  
north end,  
steps leading  
to alcove/old  
offices.



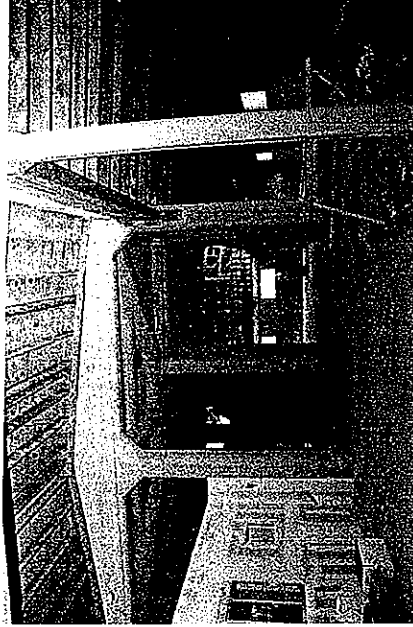
Int alcove  
door SP Mill  
#25. Close  
up of door to  
alcove.



Int exit  
doors alcove  
#27. Interior  
view of alcove  
exit doors  
facing NE.



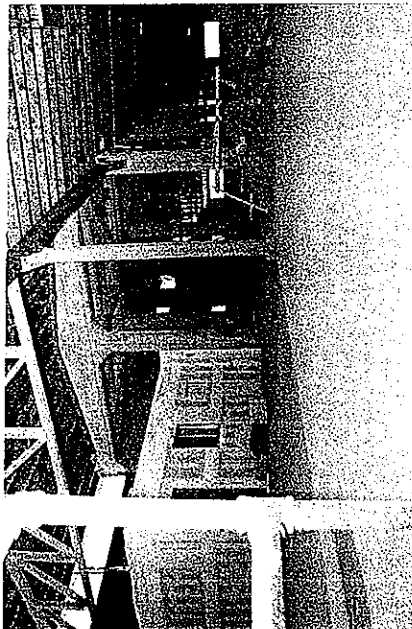
Int S view  
mid section  
#29. Interior  
view facing S  
showing  
middle of  
building and  
interior  
construction.



Int alcove  
nw view  
#26. Interior  
view (facing  
NW) of  
alcove.



Int SE view  
w offices  
#28 Interior  
view from  
steps of alcove  
looking SE.





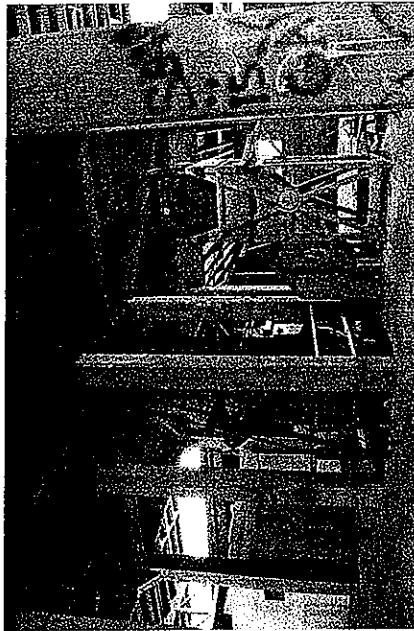
Int SW side

#30. Interior view facing SW along west wall to RR loading dock.



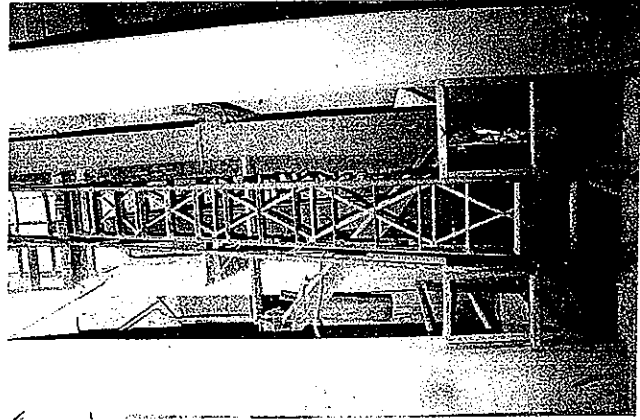
Int E view elevator

#31. Interior view facing E from RR loading dock showing elevator and ladder to tower.



Int E view elevator &

#32. Interior facing E from W wall showing elevator, steps to tower, conveyor relationship.



Int close up elevator &

#33. Close up of steps to tower showing shoots still intact.

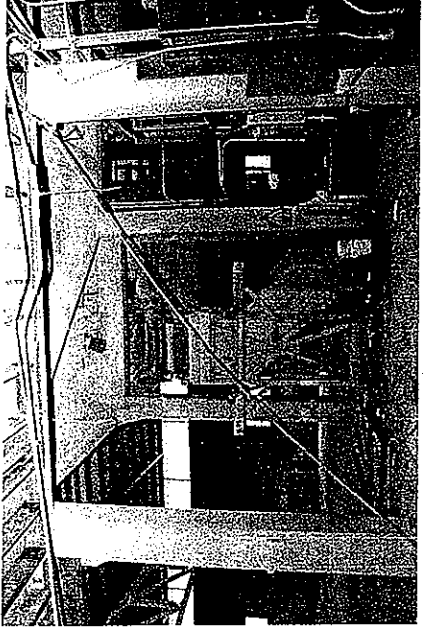
Int shoots from ceiling

#35. Close up of shoots openings from tower that lead to shoots to additional conveyors.



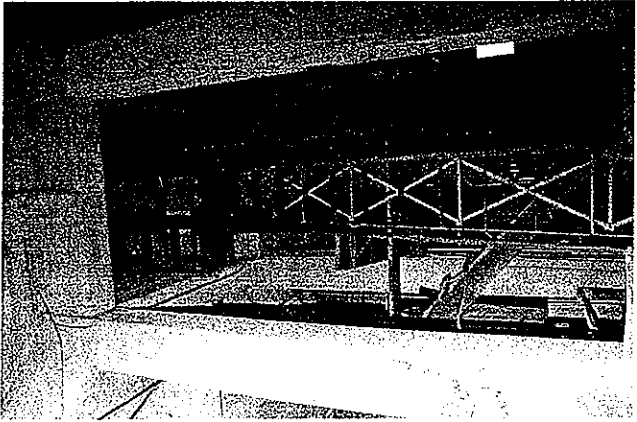
Int W view conveyor &

#37 Context interior shot showing conveyor relationship to elevator and tower.



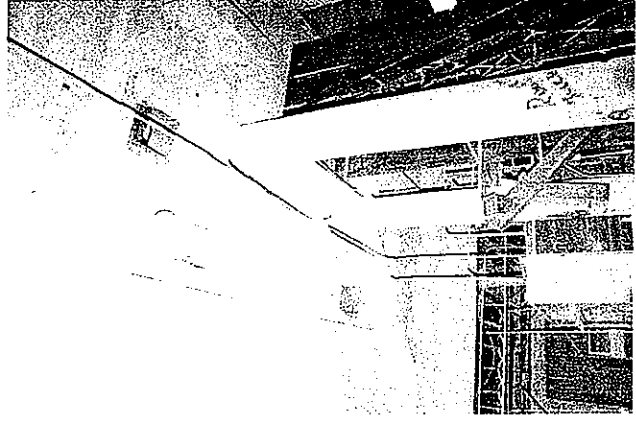
Int stairs to tower w

#34 Close up of steps/stairs leading to tower intact.



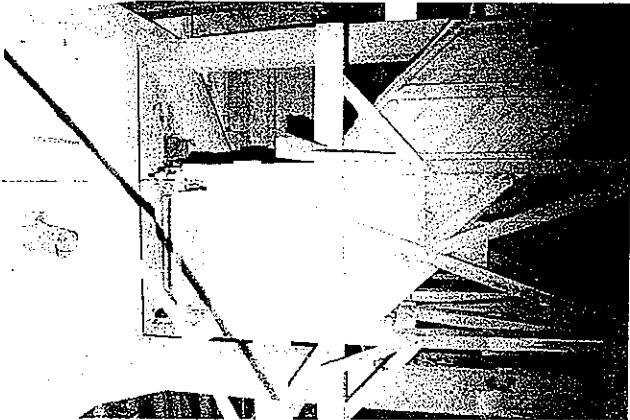
Int ceiling shoots N

#36. Close up of shoot openings that lead to other conveyors showing relationship to tower.

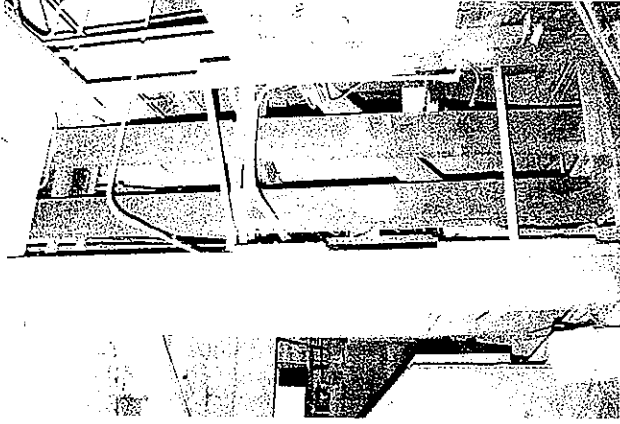


Int close up  
conveyor

#38. Close  
up of  
conveyor and  
shoot  
opening.

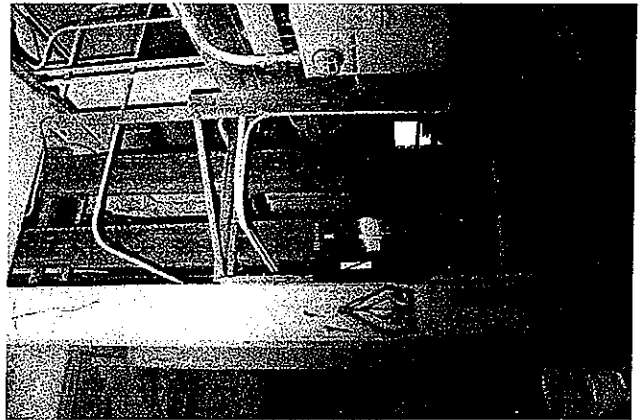


Int elevator  
shoots close  
#39. Close  
up of east side  
of elevator  
showing  
shoots still  
intact.



Int elevator  
shoots\_1

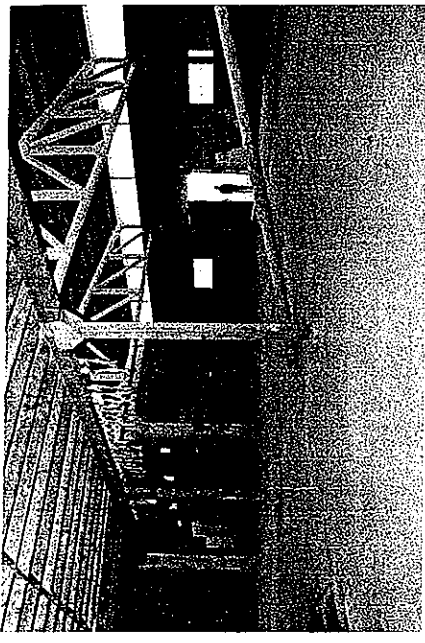
#40. Additional  
close up of  
shoots and  
elevator.



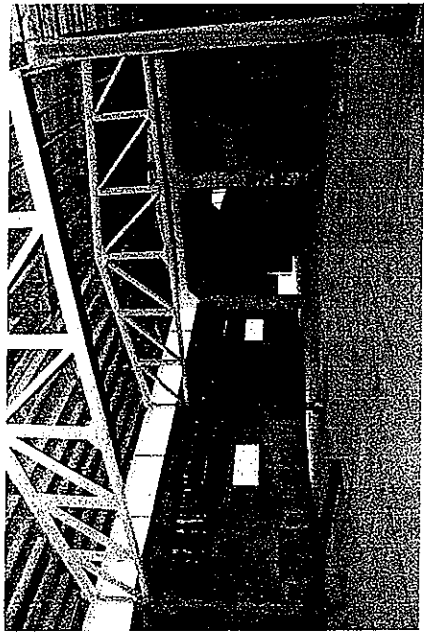
Int N pit of  
elevator  
#41. Close  
up showing pit  
bottom of  
elevator shaft.



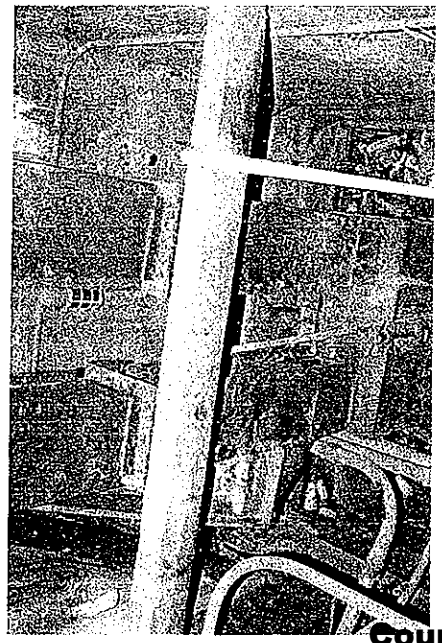
Int SE view to Riverside  
 #43. Interior view facing E to Riverside opening taken from SW (rear) corner of building.



Int NW view with  
 #45 Interior shot taken from SE corner (Riverside) facing NW. Notice wood posts and trusses- possible later addition.



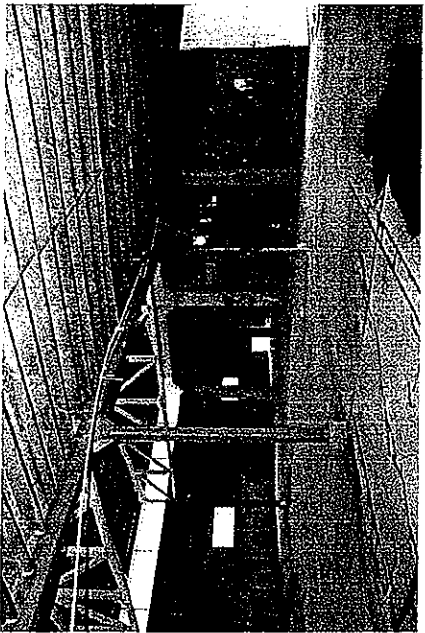
Int elevator pit w  
 #42. Close up of pit bottom of elevator shaft showing shoots intact.



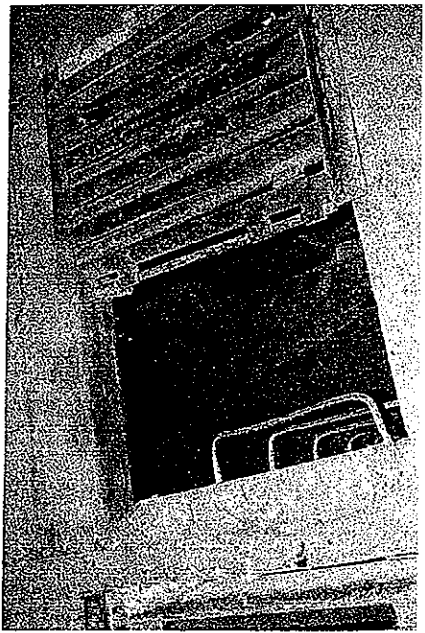
Int NW view to RR  
 #44. Interior shot facing N along W (rear) wall of building.



Int W view showing #46. Interior taken from SE corner.



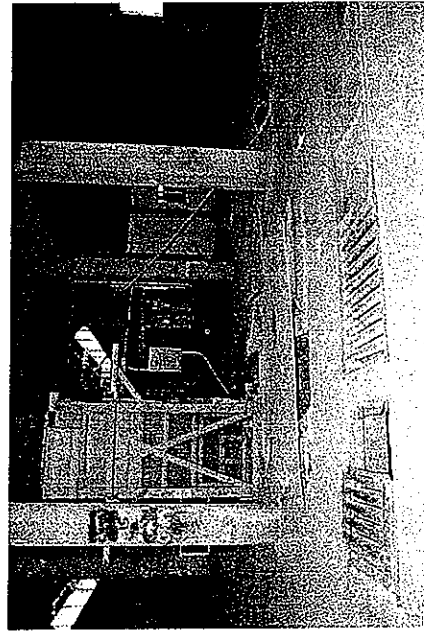
Int opening to sub floor #47. Close up of hatch opening to subfloor storage rooms.



Int subflr opening to #48 Interior showing relationship of hatch to elevator tower

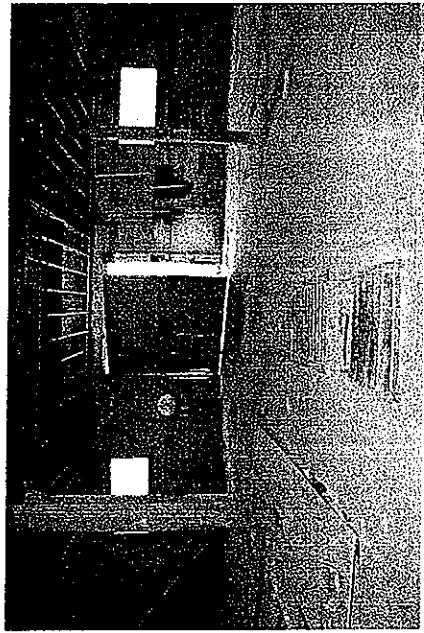


Int oprng to elevator 2 #49 Additional Interior shot of same.





Int openg to sub flr #51 Same as #50 showing relationship to S wall.



Int E view to opening- #53. Interior facing E showing hatch to sub floors, delivery doors, and scale.



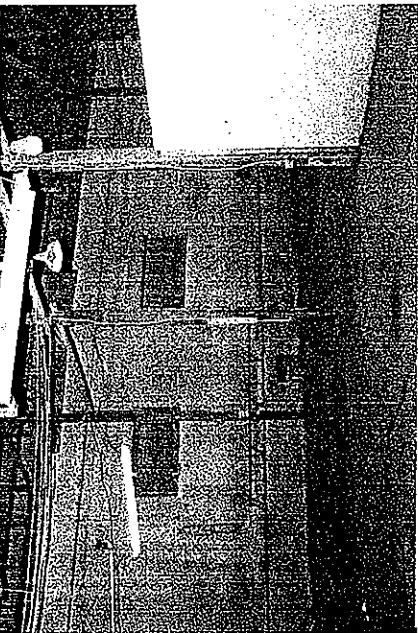
Int flrs from openg #50 Shot of hatch showing corridor to storage rooms delineated in concrete flooring.



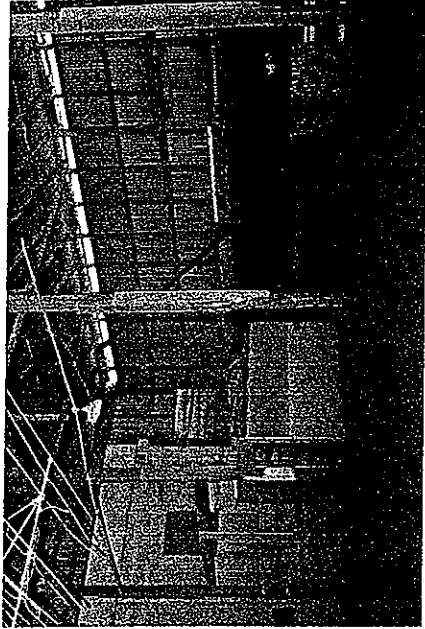
Int add wood #52 Close up showing wooden posts and trusses- possibly added later but no records.



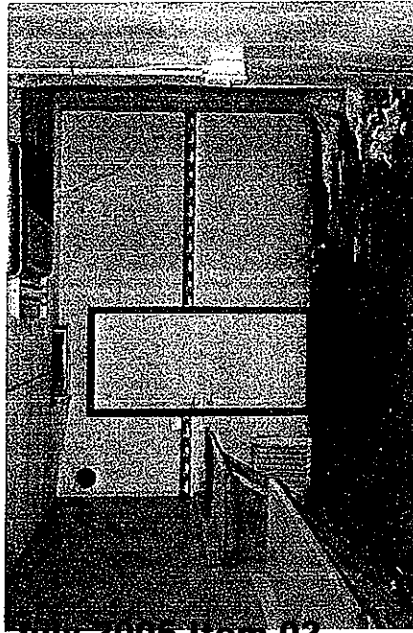




Int N facade attached  
 #58. Interior of attached N warehouse showing N facade window detail of original building-mid section of N original facade



Int atchd wrhse N  
 #59 Same as #58 but facing NW corner of original N facade.

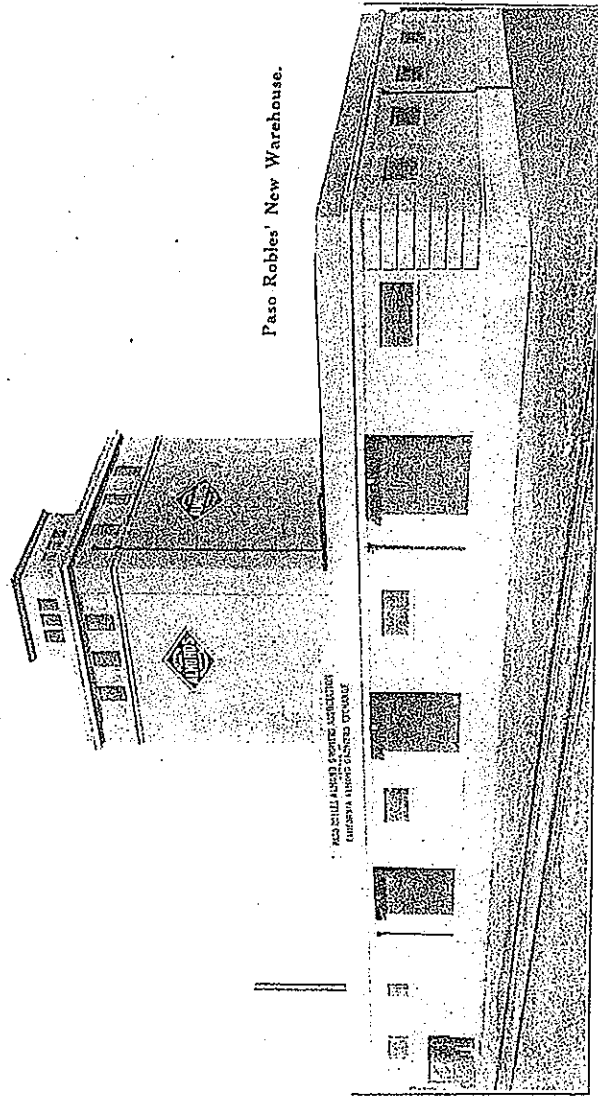


Int added offices 2  
 #60. Interior of offices added.



Int added offices  
 #61. Interior of offices added reverse view from #61

# PROGRESS

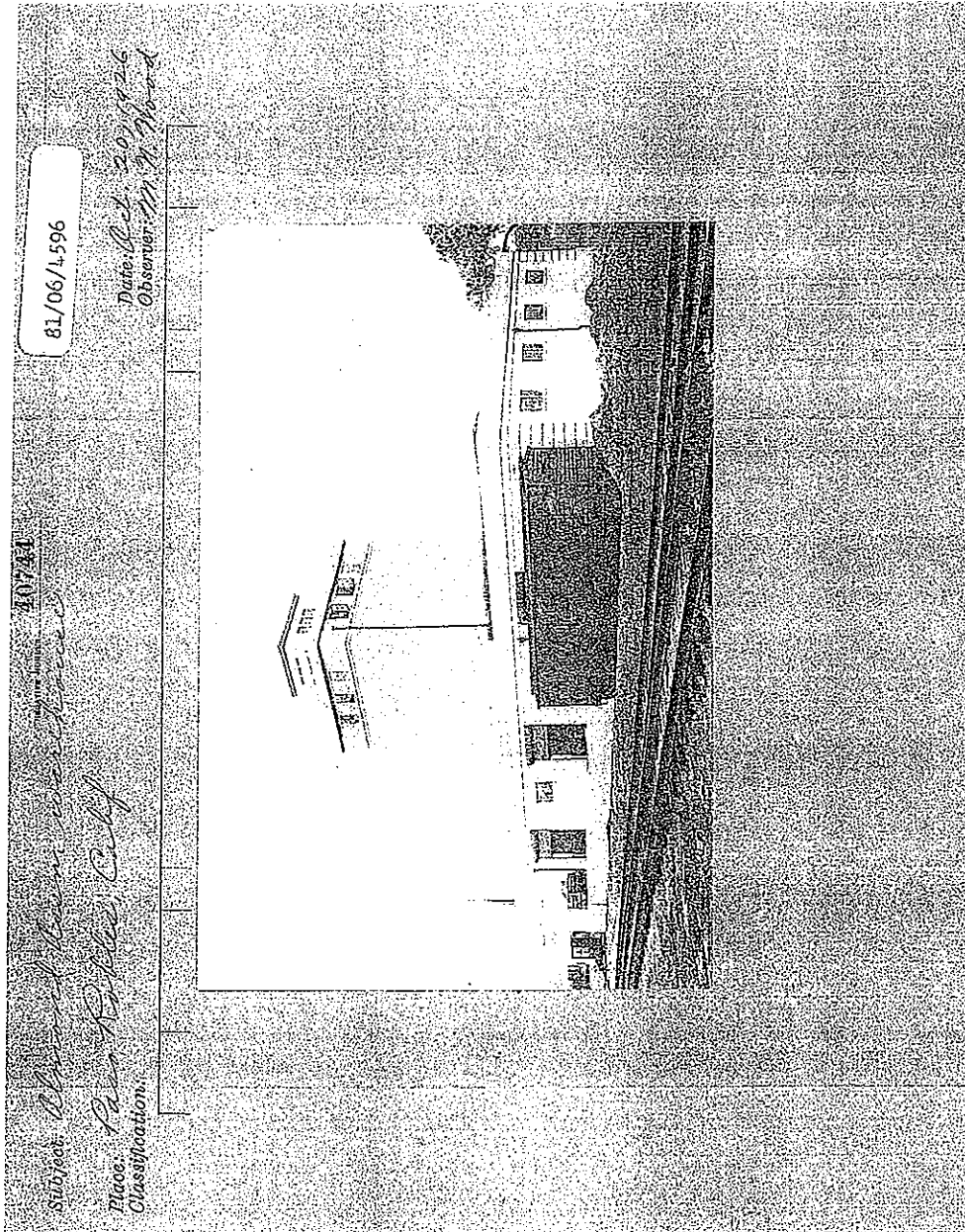


## PR Farmers' Alliance Archive Images

#1 West Facade Facing Railroad Tracks 1923



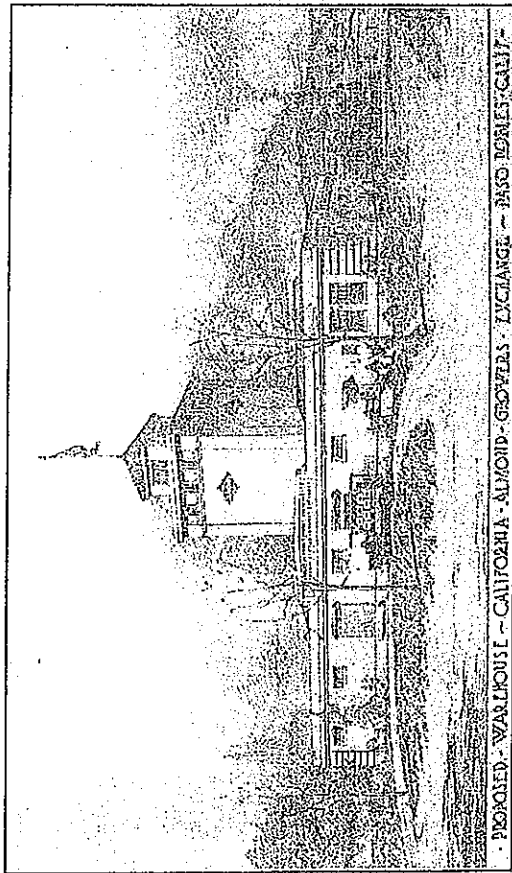
# Actual Archival Photo-PR warehouse 1926



#3 West Facade to Railroad tracks from Sacramento Archives, taken October, 20, 1926.

# Promotional Postcard early 1922

#4 Early promotional postcard showing architectural rendering of architect, David R. Bailey's east facing elevation. Also shown, reverse side with promotional text.



The erection of this fireproof building will enable the

**PASO ROBLES ALMOND GROWER**

To warehouse a season's almond crop of a thousand tons and ship same direct to Eastern Markets.

To save all freight charges now paid on Almonds from Paso Robles to Sacramento, Calif.

And will be an asset to each and every acre of Almonds in the Paso Robles District.

PASO ROBLES ALMOND GROWERS ASSOCIATION  
Member of  
The California Almond Growers Exchange

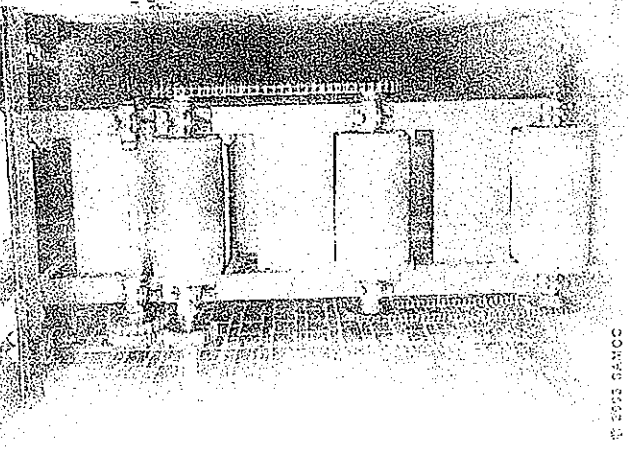
Subscribed 1922

POST CARD

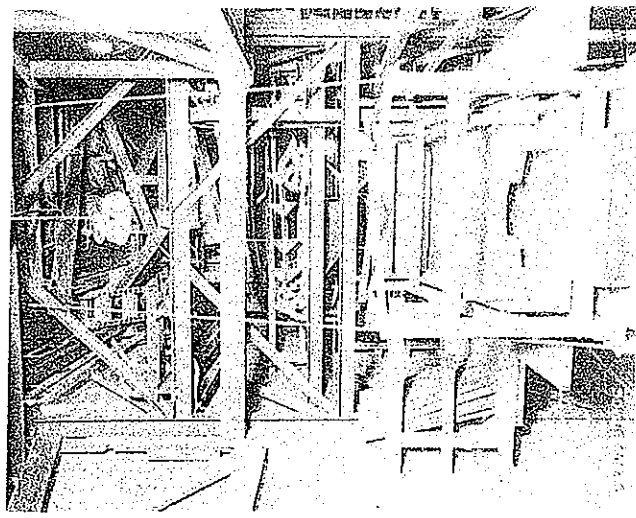
# Actual Archival Interior Photo 1926.



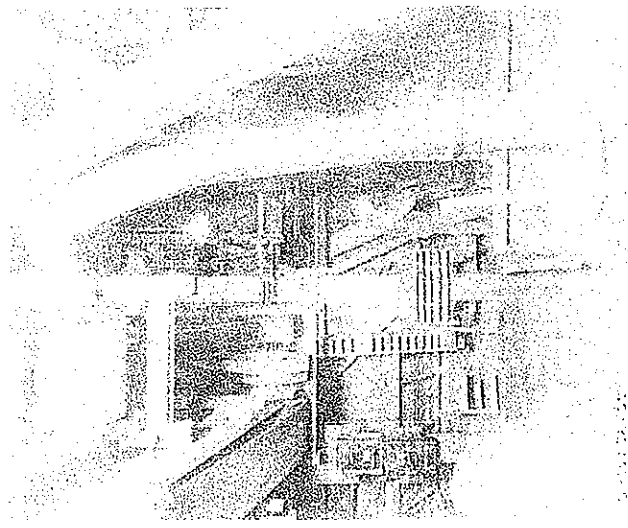
#5 Actual interior archival photograph showing detail of elevator, stairs to elevator, shoots, structural beams of Paso Robles Almond Growers Association Warehouse 1926. Compare with current photos taken in March, 2006



**Example Equipment**  
 #6. Conveyor belts. Type of equipment that would have been used in PR warehouse.  
 c. 1920



**Example Equipment**  
 #7 Removing dust from almonds. Archive photo-not from PR warehouse. Type that would have been used.  
 c. 1920



**Example Equipment**  
 #8. Almond bleacher. Archive photo-not from PR warehouse.  
 c. 1920



**Example Equipment**  
 #9. Almonds coming from bleacher. Archive photo-not from PR warehouse.  
 c. 1920



## Example Equipment



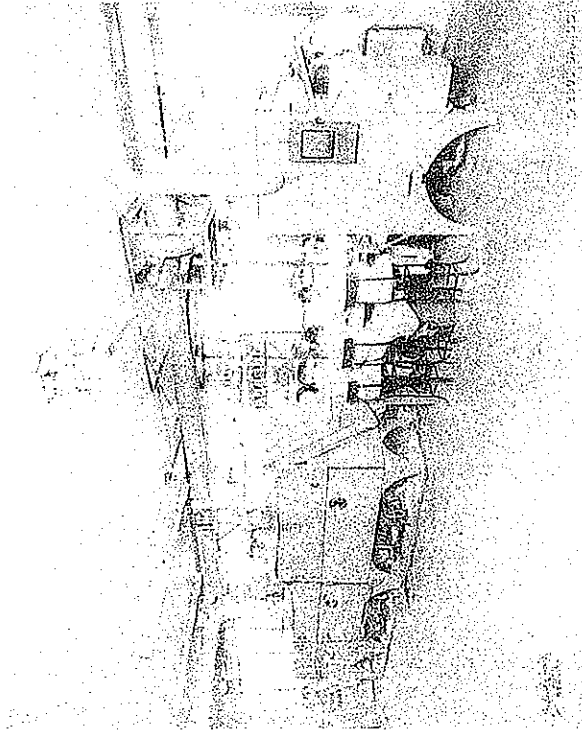
#10 Almond processing machinery.

Archive photo-not from PR warehouse

Example of the types of processing machinery that would have been used at the Paso Robles almond warehouse.

c. 1920

## Example Equipment



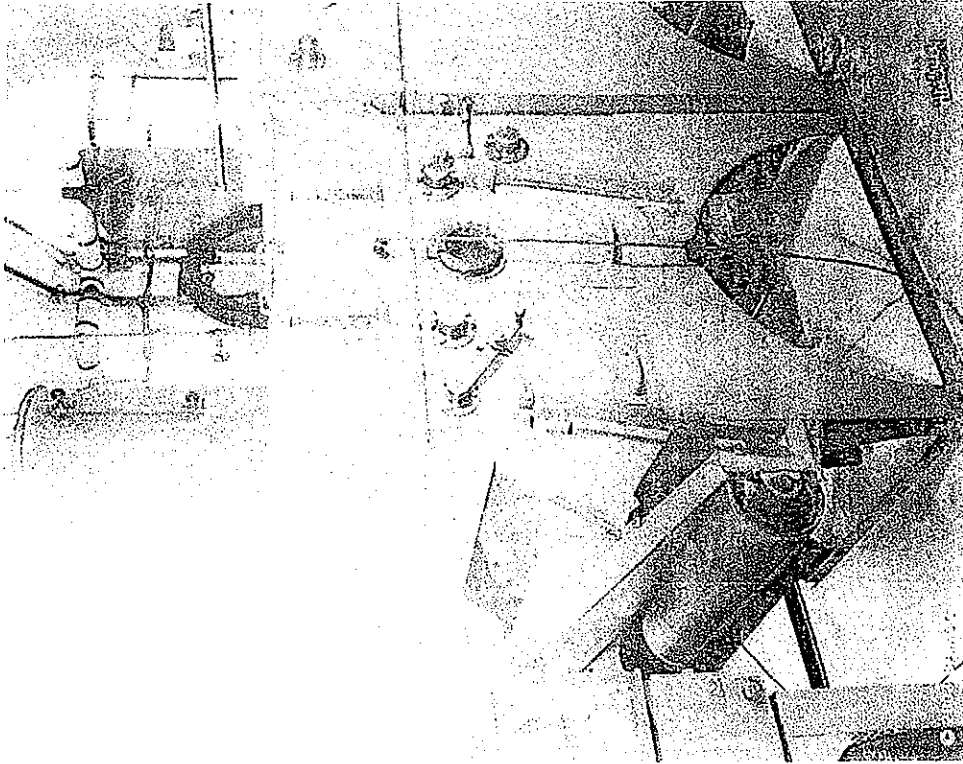
#11 Sorting almonds.

Archive photo-not from PR warehouse.

Example of the types of machinery and the sorting process that would have been used at the Paso Robles almond warehouse.

c. 1920

## Example Equipment



#12. Almond processing machine. Example of 1920 model.

## Example Equipment



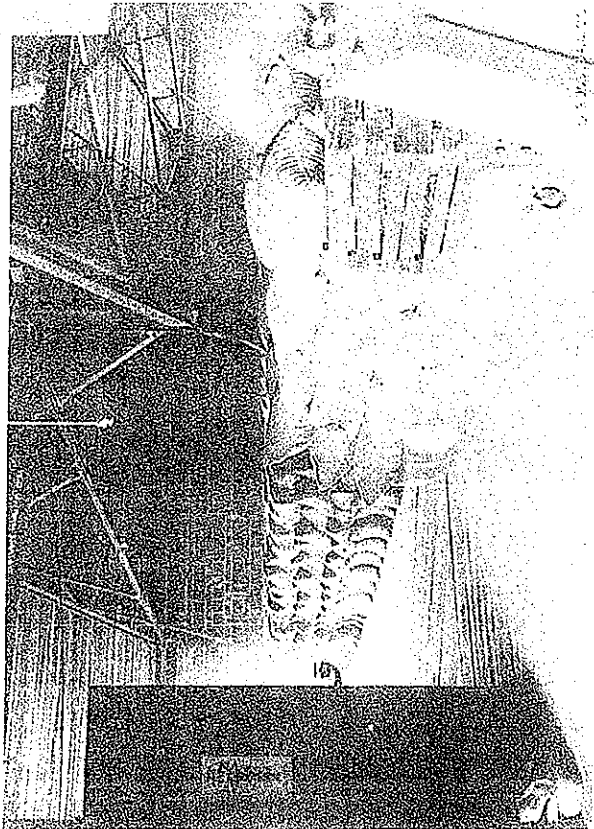
#13. Sacking almonds.

Archive photo-not from PR warehouse.

Example of the kind of sacking methods that would have been used at the Paso Robles almond warehouse.

c. 1920

## Example Equipment



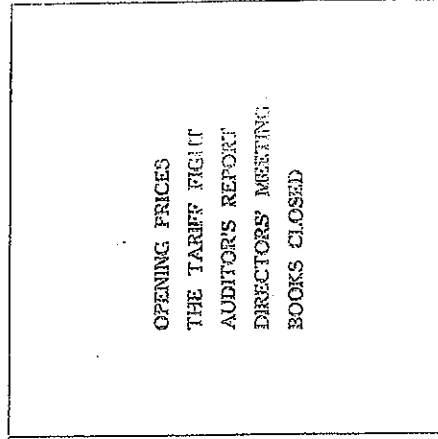
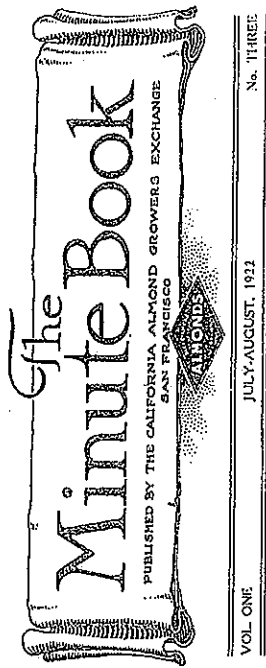
# 14 Interior view of warehouse.

Archive photo-not from PR warehouse.

Example of the kind of stacking of sacks of almonds that would have been implemented at the Paso Robles almond warehouse.

c. 1920

## Newsletter of the Exchange

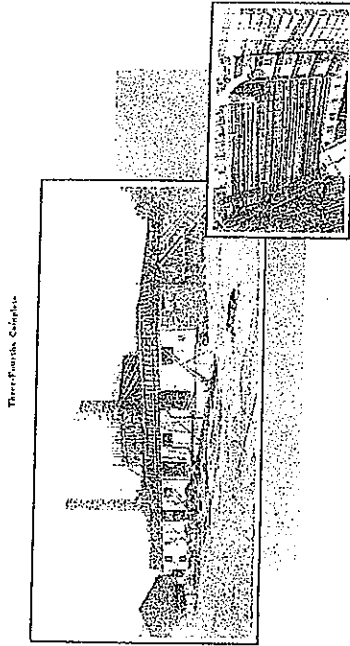


# 15 The July-August of the Minutes, newsletter of the California Almond Growers Exchange of 1922.

# Newsletter of the Exchange

# 16. Interior of July-August  
1922 issue. Showing PR  
warehouse under construction  
and descriptive text.

IS SHOW THEIR CONFIDENCE IN THE FUTURE OF  
AND GROWERS EXCHANGE



## Paso Robles Shines A Light

Here are two views of Paso Robles new warehouse built to handle 1000 tons of almonds every year and a monument to the whole almond growing industry.

This building is 75 x 150 feet and reaches skyward 86 feet.

On each of the four walls of the tower will be the BLUE DIAMOND BRAND trademark with search-light beams pointing on it nightly that all who pass through Paso Robles may know that the members of the Paso Robles Almond Growers Association are proud of their product.

This concrete plant is the best work in warehouse construction and mechanical equipment for handling almonds. It cost \$60,000, and will be dedicated in time to handle the 1922 crop.

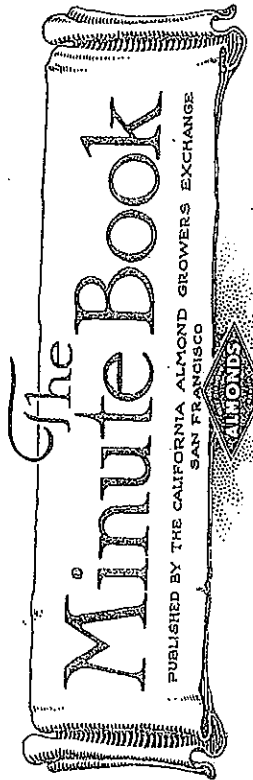
Our state Exchange makes this progress possible. Plans like this cannot be built unless growers stick together and stabilize their industry.

Paso Robles growers by virtue of the plant will eventually save thousands of dollars.

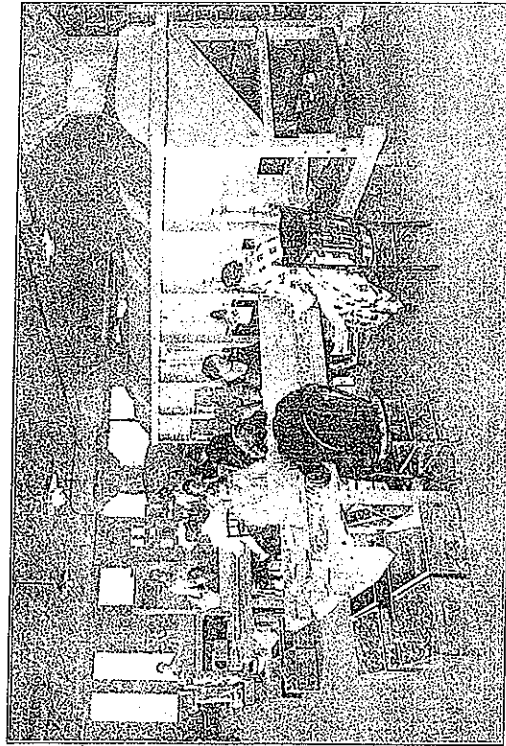
Watch Paso Robles. Her almond growers have faith in their industry and confidence in the Exchange.

# Newsletter of the Exchange

#17, January 1923 issue of The Minutes, newsletter of the California Almond Growers Exchange.



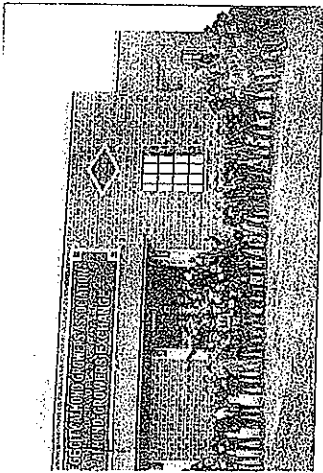
VOL. ONE JANUARY, 1923 No. FOUR



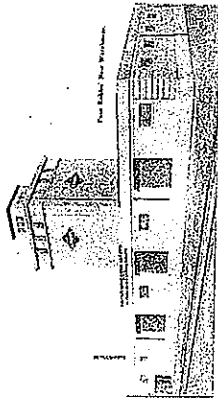
**SORTING RAIN-STAINED ALMONDS AT THE SACRAMENTO PLANT**

(This machinery was built in the Exchange machine shop after harvesting begins)

# Newsletter of the Exchange



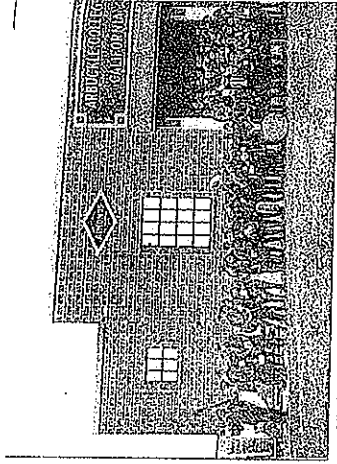
OF PROGRESS



The Robles New Warehouse

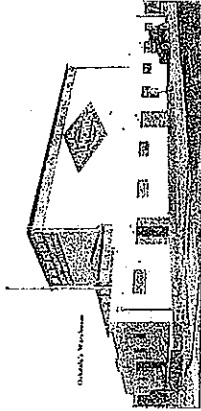
#18. Interior of January 1923 issue of newsletter showing new warehouses in California with the banner "A Page of Progress". Inclusion of new Paso Robles warehouse.

# Newsletter of the Exchange



Robles Warehouse New Warehouse

A PAGE OF



Robles Warehouse

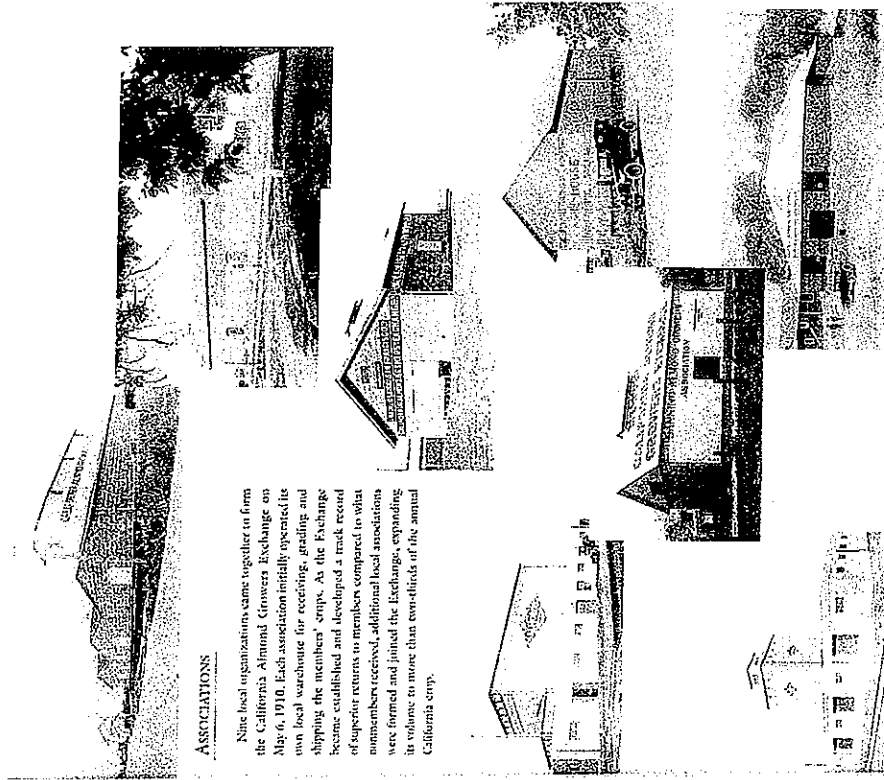
#19. Interior of the newsletter of January, 1923 showing new almond warehouses with banner "A Page of Progress."

# Archive Images CAGE Warehouses 1920s

#20. Archival photos of 1920s CAGE warehouses including subject property from Blue Diamond book.

While most are decidedly box or barn like, the Paso Robles almond warehouse is distinctive and designed to be visible with its imposing, architecturally designed tower.

Also, note the use of decorative concrete "quoins" at all four corners of the building.

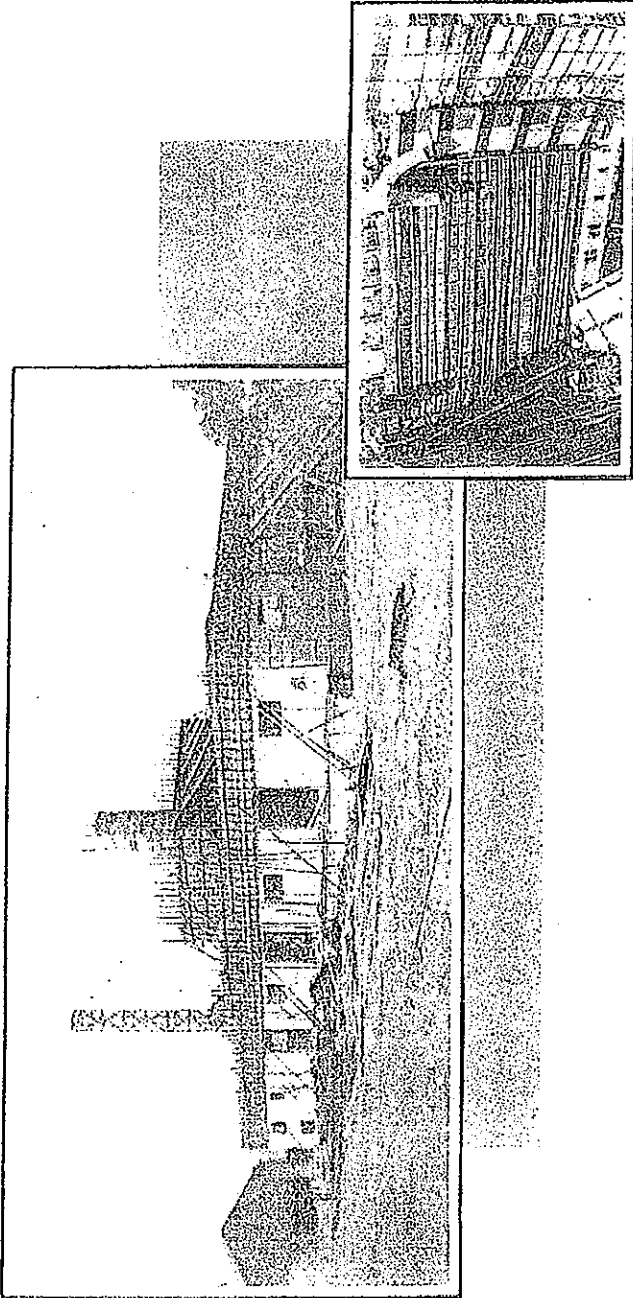


### ASSOCIATIONS

Nine local organizations came together to form the California Almond Growers Exchange on May 6, 1910. Each association initially operated its own local warehouse for receiving, grading and shipping the members' crops. As the Exchange became established and developed a track record of superior returns to members compared to what nonmembers received, additional local associations were formed and joined the Exchange, expanding its volume to more than ten-thirds of the annual California crop.

# Construction. 1922

Three-Fourths Complete



86 Feet up in the Tower

#21 Photograph showing structural detail of interior construction of both the main building and the tower.





# Sanborn Key to Insurance Symbols

#2 Key to interpreting coding and colors for the Sanborn Maps.

## KEY TO INSURANCE MAP SYMBOLS

	DWELLING
	FRAME OR WOODEN CONSTRUCTION
	METAL CLAD
	BRICK OR TILE WITH COMBUSTIBLE CEILING OR CORRIDOR
	CONCRETE OR STONE WALLS
	BRICK VENEERED
	BRICK WITH FRAME FRONT
	BRICK WITH STONE FRONT
	FIRE RESISTIVE CONSTRUCTION
	12" PARAPET ONE LINE FOR EACH OR RIDGE ROOF
	WALL THICKNESS IN INCHES READINGS 10MM
	UNPROTECTED WALL OPENINGS ON FLOORS AS DESIGNATED
	SINGLE NON-STANDARD FIRE DOOR 1/2
	DOUBLE STANDARD FIRE DOOR ALL FLOORS
	DRY OR PRESSURIZED
	UNPROTECTED WALL OPENINGS ALL FLOORS ON GROUND FLOOR OR GROUND FLOOR BUILDING
	STANDARD WINDOW GLASS WINDOW 30
	STANDARD SHUTTERS 2W 4-3W FLOORS
	SINGLE CURVE INDICATES NON-STANDARD
	OPEN STAIRWAY 1ST TO 3RD
	ENCLOSED STAIRWAY 1ST TO 2ND
	OPEN ELEVATOR
	ELEVATOR IN MASONRY SHAFT WITH APPROVED FIRE DOORS ALL FLOORS
	OPEN BOILER - METAL STACK
	BRICK SET BOILER
	STANDPIPE, AMOUNT, SIZE & LOCATION OF HOSE INDICATED

	6-12" PIPE IN WALL, TILE, MARBLE, GRANITE, HIGH PRESSURE, UNDERGROUND WATER MAIN, SIZE INDICATED, ONE OUTLET HOLE ATTACHED
	FIRE ALARM BOX
	AUTOMATIC SPRINKLER PROTECTION
	FLOOD SPRINKLERS IN PART OF BUILDING INDICATED
	NOT SPRINKLERED
	FIRE DEPT. STANDPIPE AT FIRE ESCAPE
	CHEMICAL EXTINGUISHER ON WHEELS
	HYDRANT STATION NO. 3-2ND FLOOR
	AUTOMATIC FIRE DETECTING SYSTEM
	WATER TUNNEL

### SPRINKLER SYSTEM DETAILS

SPRINKLER NET ALARM VALVE WITH...  
 CHECK VALVE...  
 DRY VALVE WITH ACCELERATOR...  
 UNDERGROUND VALVE REQUIRING KEY...  
 ORDINARY GATE VALVE...  
 INDICATOR VALVE...  
 POST INDICATOR VALVE...  
 ALARM GONG WITH HOOD...  
 OPEN SPRINKLERS - FLOOR NOTED...  
 EXPOSED FIRE MAIN...  
 SECTION PIPING...  
 FOOT VALVE & STAIRWAY...  
 DETACHMENT BORDER LINE...

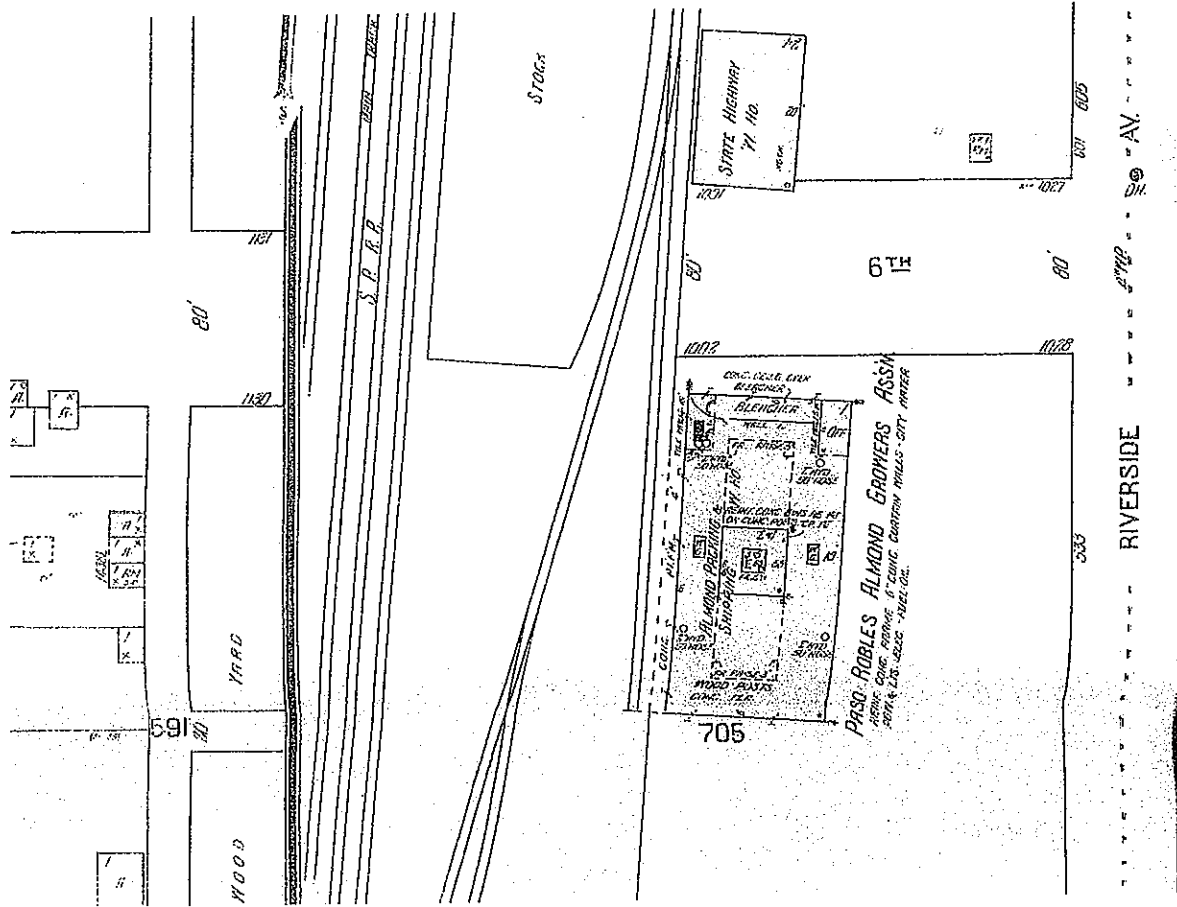
BUILDINGS COLORED IN OUTLINE NOT OWNED BY INSURED

ENGINEERING DEPARTMENT

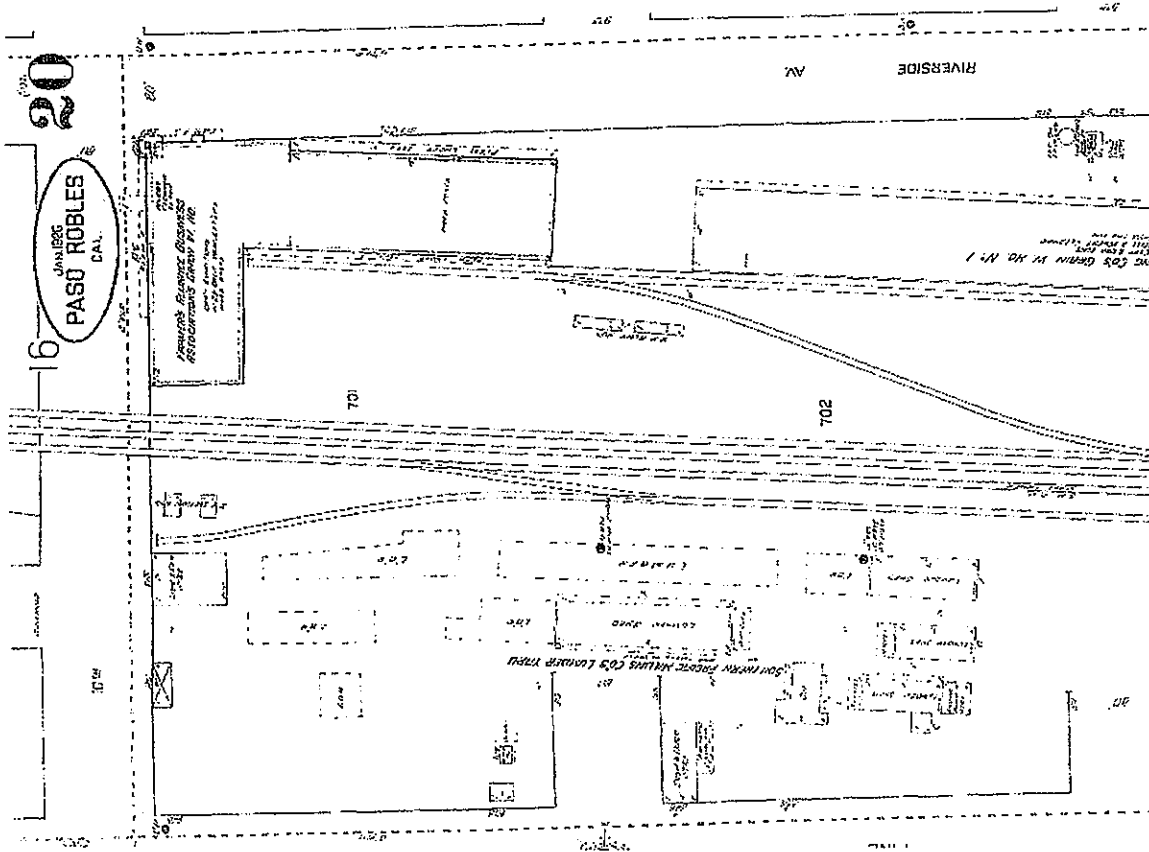


# Sanborn Map-PR Almond Warehouse

#3. Sanborn map for the Paso Robles Almond Growers Association warehouse from 1926, revised 1931



# Sanborn Map Paso Robles 1926

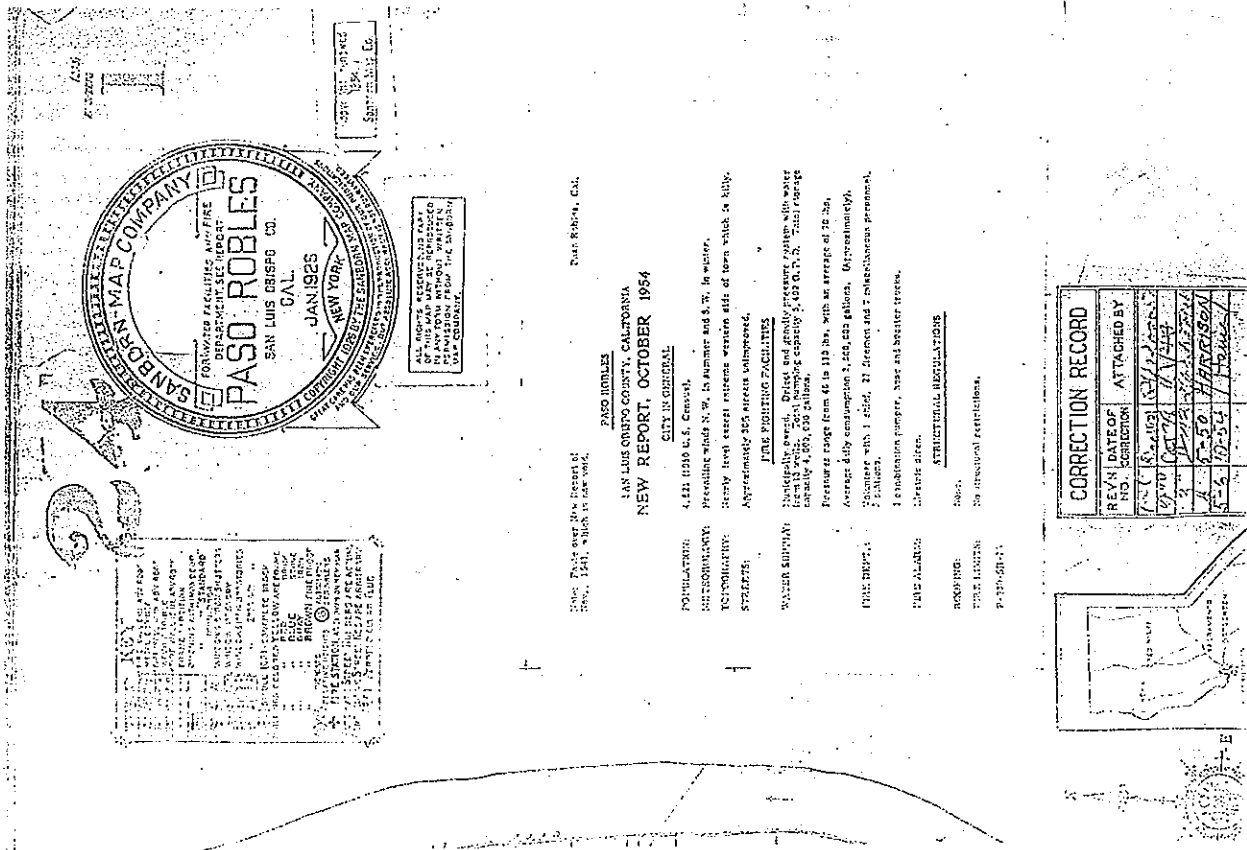


#4. Sanborn map of 1926 showing the first Farmers' Alliance warehouse structure built in 1910 on 10th Street and Riverside Avenue showing proximity to the SP Milling Company, affiliate of the Southern Pacific Railroad

This structure removed and is now Alliance Square.

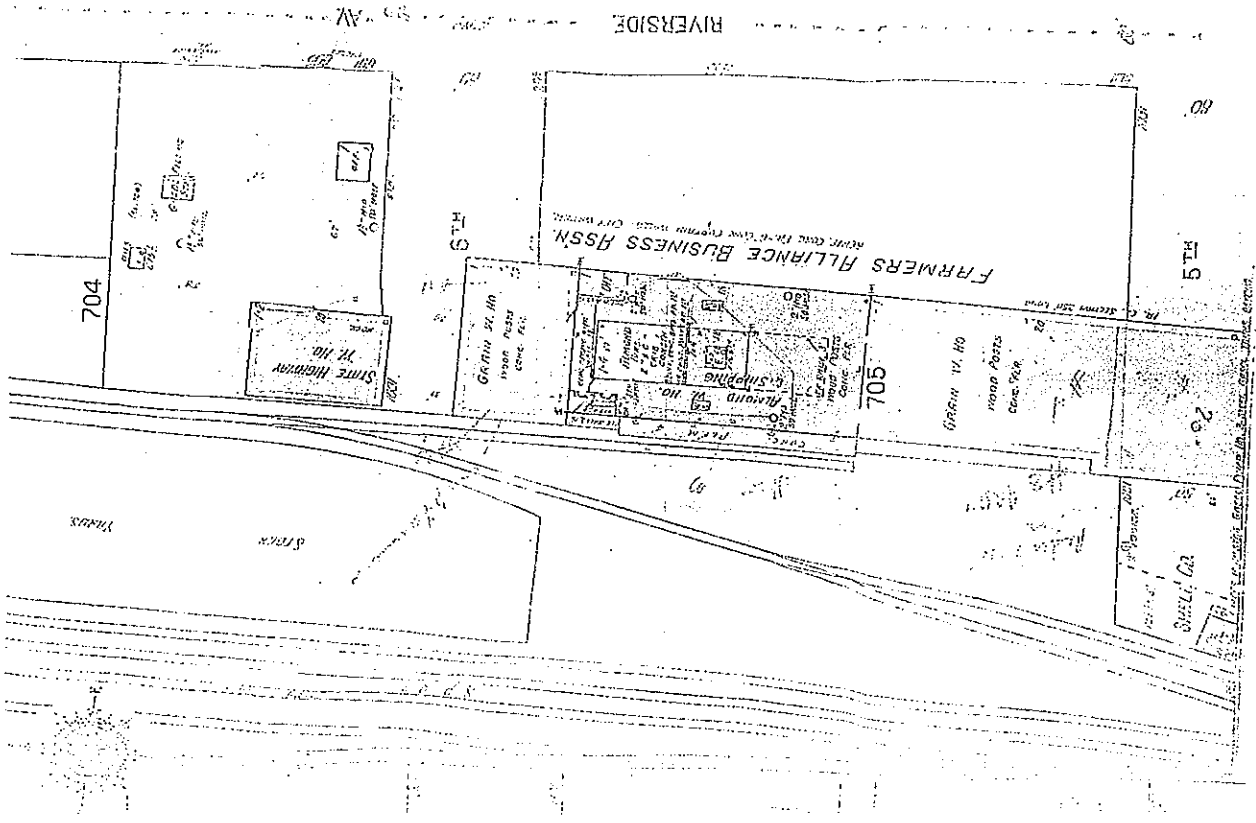
# Sanborn Map of Paso Robles, 1954

#5 Sanborn Map of Paso Robles revision 1954.

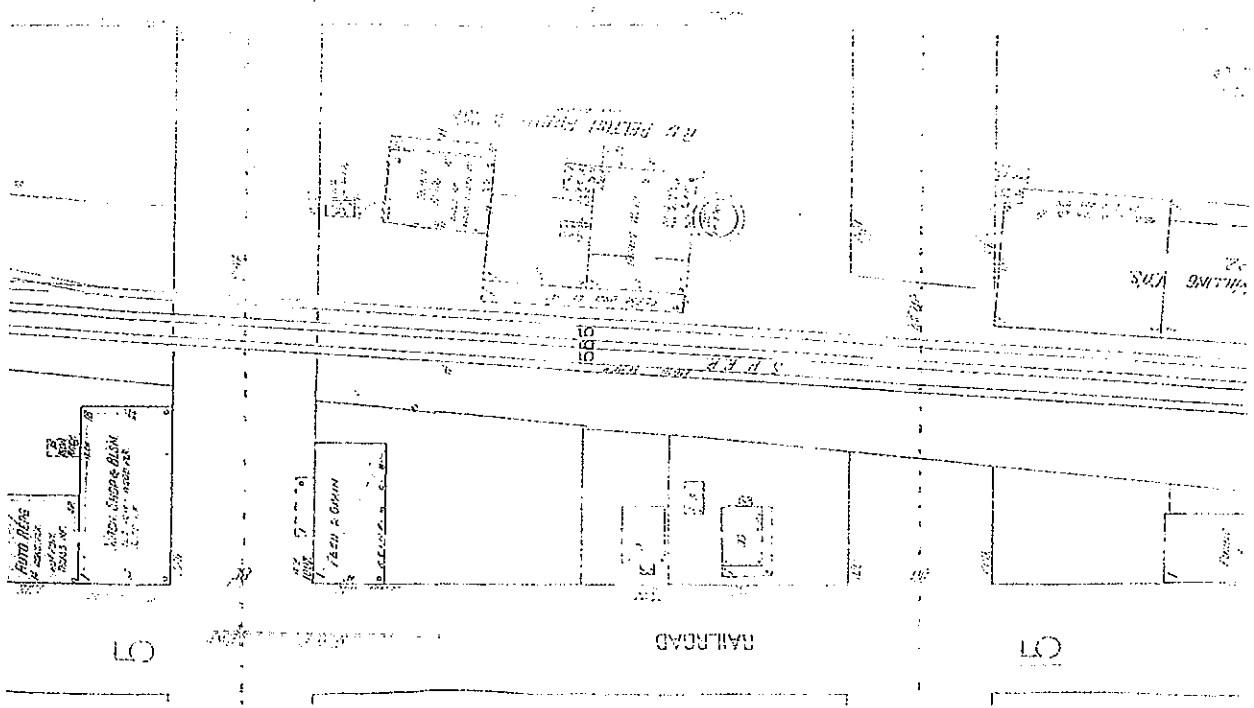


# Sanborn Map, PR, 1954-Farmers' Alliance Bldg.

#6. Sanborn map of 1954 showing the almond warehouse now under the name of the Farmers' Alliance Business Association. Also showing the additional warehouses having been built connecting to the original 1922 building.



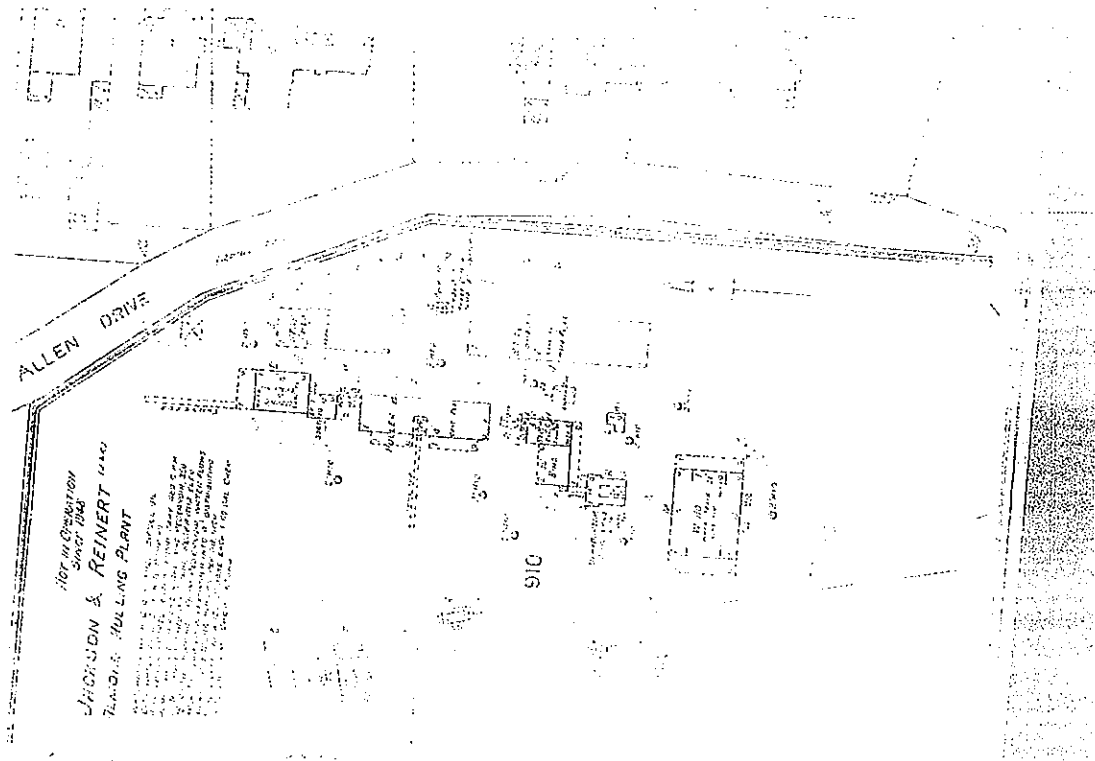
# Sanborn Map, Paso Robles, 1954



#7. Sanborn map of 1954 showing Ray Pelton's grain warehouse on Riverside Avenue. Clarifies Mr. Pelton attempt to purchase almond warehouse.

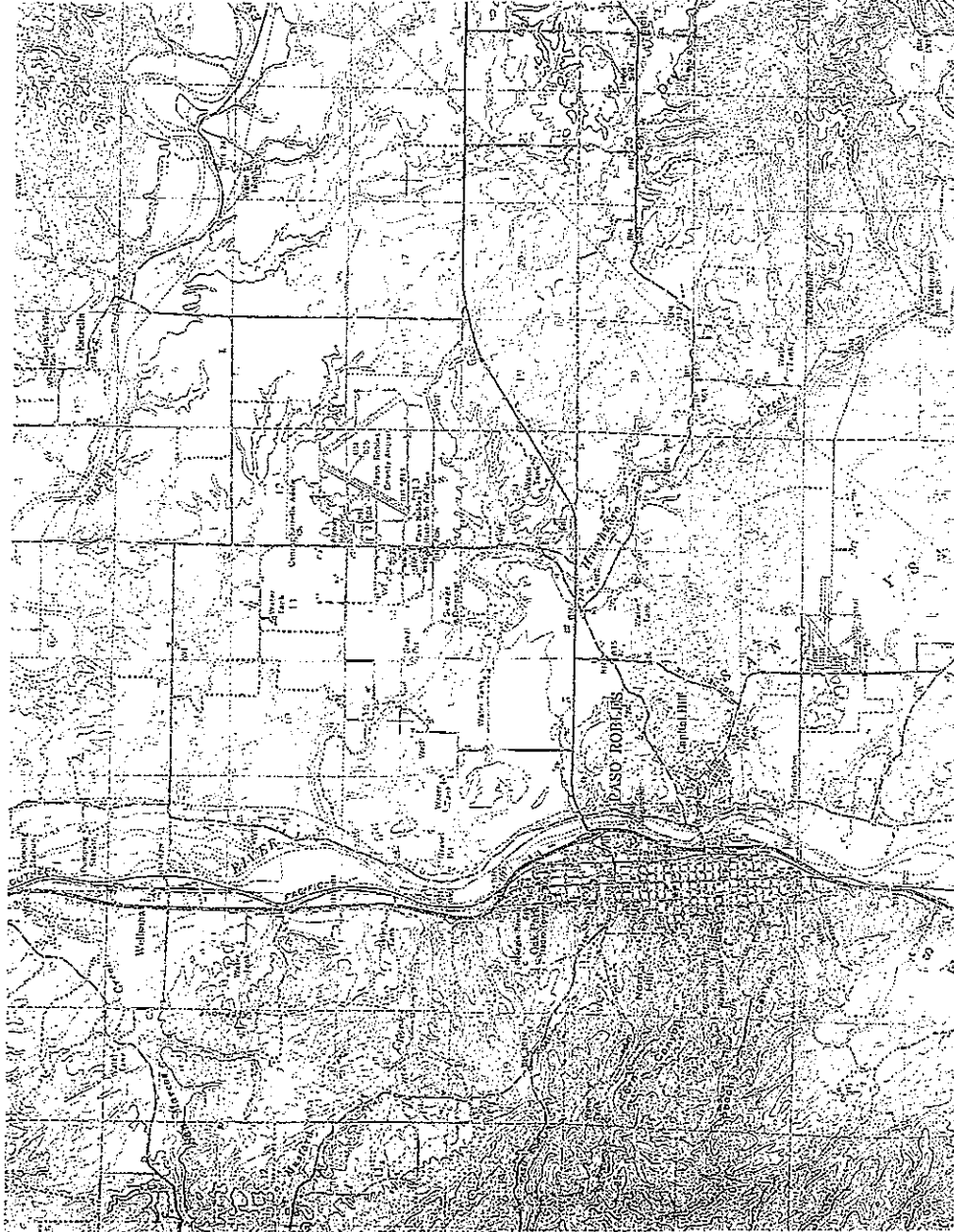
# Sanborn map, Paso Robles, 1954

#8 Sanborn map of 1954 showing location of Jackson & Reinert Almond Hulling Plant and indicating that is has "not been in operation since 1948".



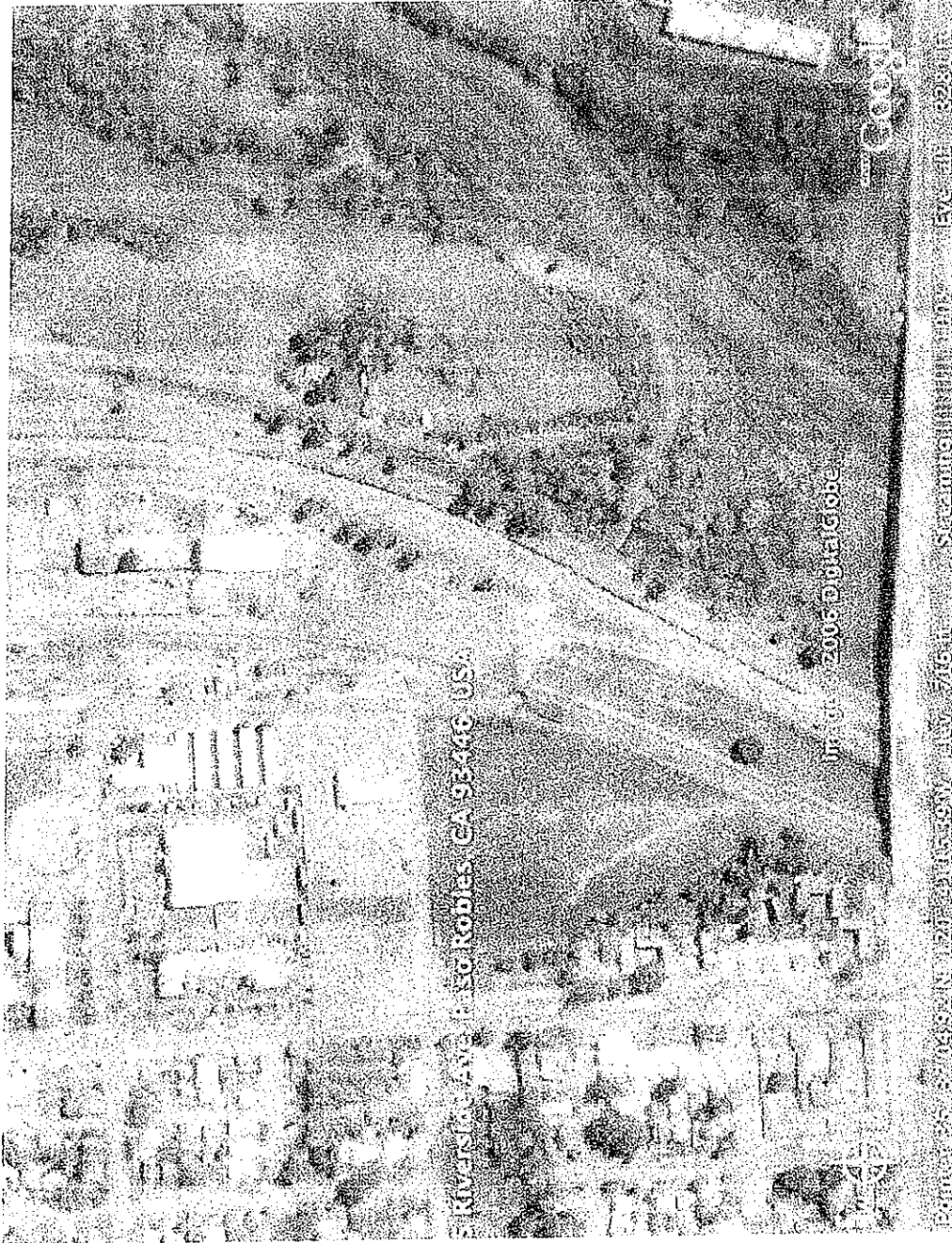


# 15 Minute USGS Quadrangle Map



#9 USGS Quadrangle Map, 15 Minute of 1961 showing the town of Paso Robles.

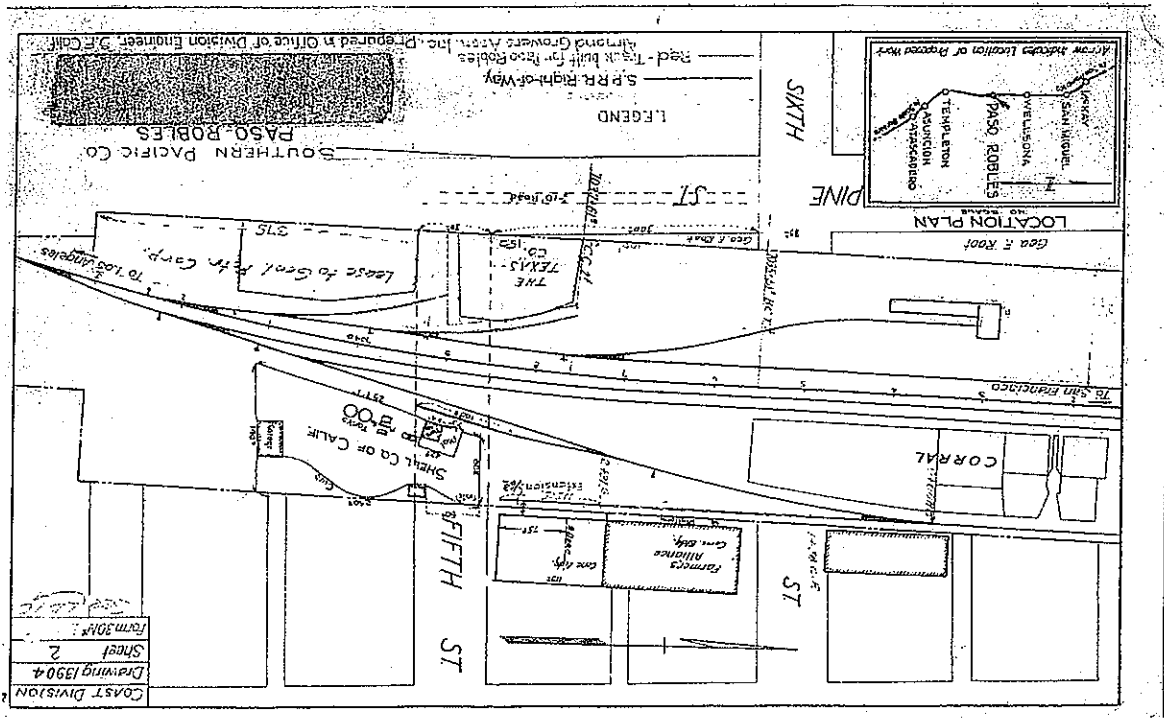
Aerial image



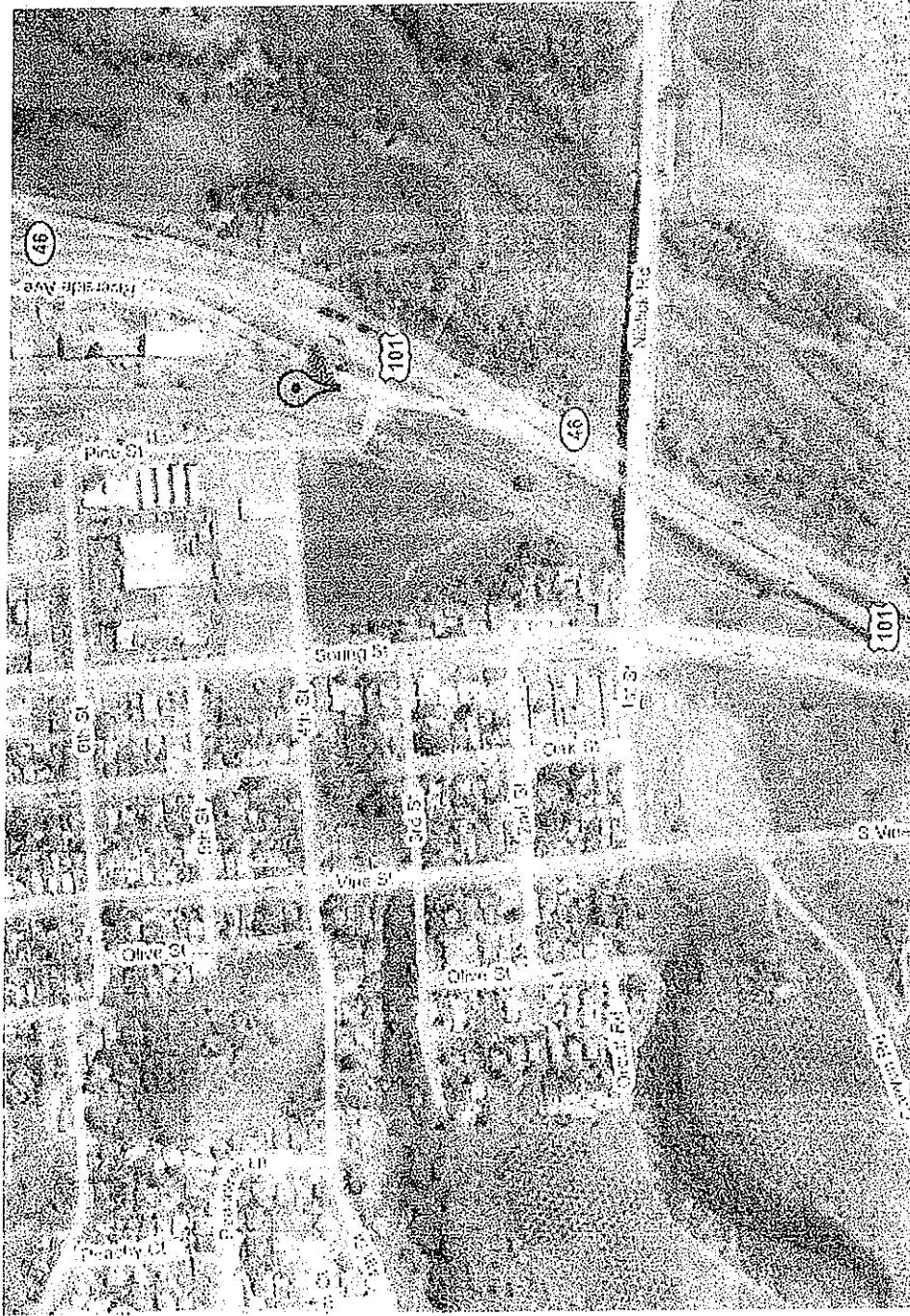
#10. Aerial image of 525 Riverside Avenue, Paso Robles, California 93446.

# Southern Pacific. Sidetrack Drawing. 1922

#11. Southern Pacific  
 Company (Railroad) sidetrack  
 drawing for the Paso Robles  
 Almond Growers  
 Association, Inc. warehouse  
 access. Drawing 13904.  
 c. 1922.



# Hybrid Aerial Image 2006



# 12. Hybrid aerial image showing proximity of subject property to all "Gateways of the City" and all main thoroughfares and modes of transportation.

# Commercial Building Record c. 1946

COMMERCIAL BUILDING RECORD

ADDRESS 11111 Broadway, N.Y.C. PARCEL 42-113 SHEET 1 OF 1 SHEET

#13. Commercial Building  
Record of the Paso Robles  
Almond Growers Association  
(Farmers' Alliance Business  
Association) warehouse of  
1946.

CLASS & SHAPES		EXTERIOR		LIGHTING		ROOMS		FLOORS		ROOM AND FINISH DETAIL		INTERIOR FIN	
CLASS	SHAPE	Finish	Flg	Gr.	Coil	Coil	Swp	B	I	E	Floor	Wall	Trim
J-3	A	X	X	X	X	X	X	X	X	X	X	X	X
<b>DESCRIPTION OF BUILDING</b> STRUCTURAL: Masonry, Concrete, Steel Deck EXTERIOR: S.C. Brick, Flat Roof LIGHTING: Fluorescent, Incandescent ROOMS: 1st Floor - Office, Reception, Men's, Women's, Lobby; 2nd Floor - Office, Living, Dining, Kitchen, Bath, Bed Room; 3rd Floor - Office, Living, Dining, Kitchen, Bath, Bed Room FLOORS: 3rd, 2nd, 1st, 0th (Basement) ROOM AND FINISH DETAIL: See notes above INTERIOR FIN: Walls - Plaster, Ceilings - Acoustic, Floors - Concrete, Wood, Tile													
<b>TYPE - USE</b> Apartment <input type="checkbox"/> School <input type="checkbox"/> Office <input type="checkbox"/> Store <input type="checkbox"/> Warehouse <input type="checkbox"/> Church <input type="checkbox"/> Theater <input type="checkbox"/> Restaurant <input type="checkbox"/> Hotel <input type="checkbox"/> Garage <input type="checkbox"/> Club <input type="checkbox"/> Public <input type="checkbox"/> Industrial <input type="checkbox"/>													
<b>CONSTRUCTION RECORD</b> Year: 1946 Area: 35,000 sq ft Elevation: 37.49 ft Appraiser & Date: J.S. [Name], 3/15/1951													
<b>COMPUTATION</b> Unit Cost: \$100.00 Total Cost: \$3,500,000 Normal % Good: 75% Rating (E.G.A.F.P.): 4.0													







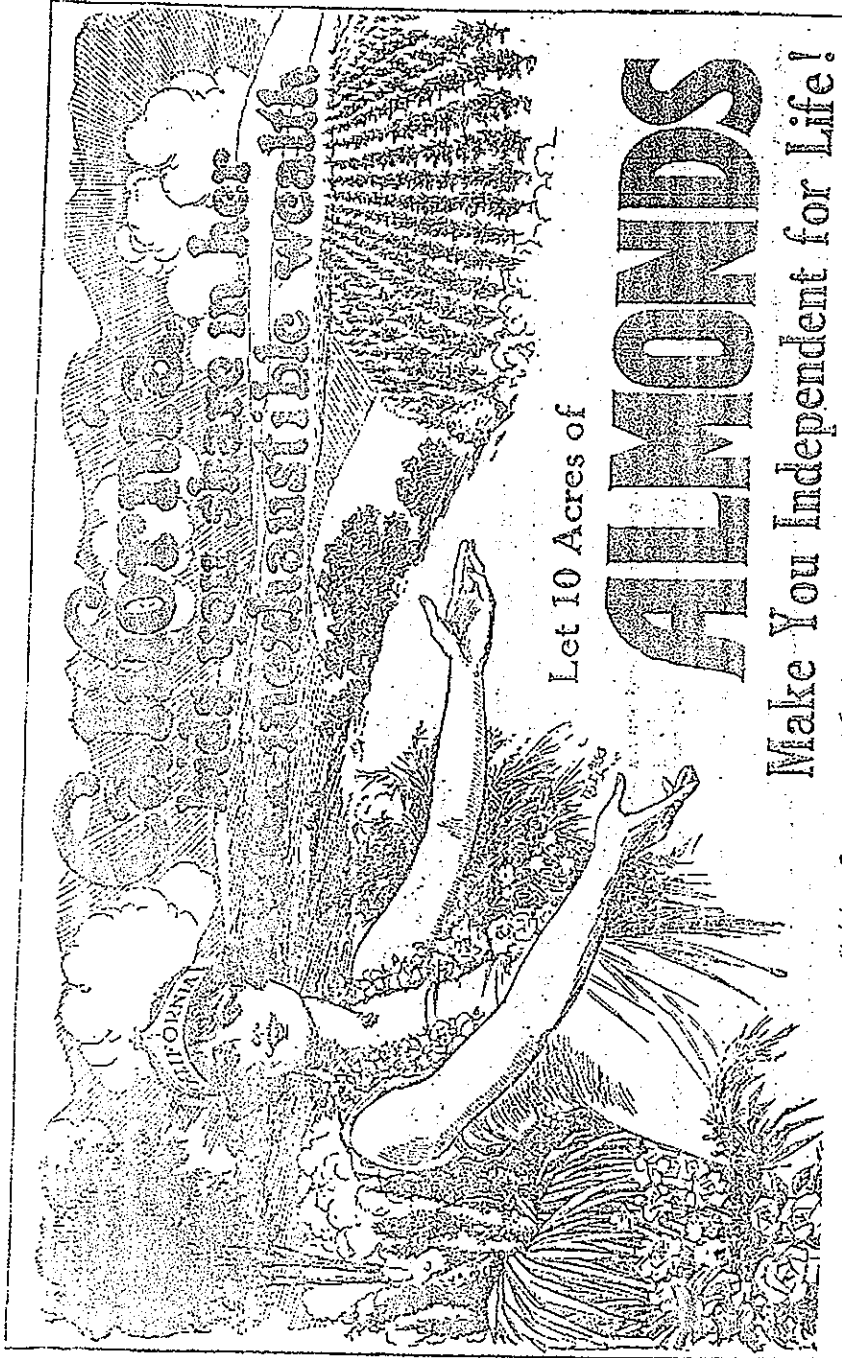




## PR-Archival Articles

#1 San Luis Obispo Tribune, February 20, 1922 photo article.

Sunset Magazine, 1921



**Let 10 Acres of**

**ALMONDS**

**Make You Independent for Life!**

SUNSET MAG. 1921

#4. Promotional advertisement for Paso Robles in Sunset Magazine in 1921.

# ALMONDS

## \$2500 to \$3000 a Year From 10 Acres

What we tell you that a net profit of \$3000 to \$5000 a year can be made from a ten-acre almond orchard in Paso Robles, Cal., we state a fact which you can easily verify, should you so desire. The fact is that the owners of the orchards, who have been growing them for twenty years, are now making the same profit from them that almond growers in the West are making from their orchards. The owners of the orchards are now making the same profit from them that almond growers in the West are making from their orchards.

The owners of the orchards are now making the same profit from them that almond growers in the West are making from their orchards. The owners of the orchards are now making the same profit from them that almond growers in the West are making from their orchards.

### Paso Robles

One of California's Almond Districts. Because of the peculiar soil and climate conditions the Paso Robles district (about midway between the Sacramento and the San Joaquin Rivers) in California, the "Almond" has been raised in this district for 25 years. The first almond trees were planted in 1894 on the "Almond" district in the Pacific Coast, and it is in this district that we have the best and most profitable almond orchards in the world. The trees are now in full bearing and the yield is about 2 1/2 to 3 tons per acre per year.

### We Hunt and Cure for Trees

Under the direction of Mr. McInnis we hunt for and cure trees for the "Almond" district. We have a large force of men who are now working in the district and we are now curing trees for the "Almond" district. We have a large force of men who are now working in the district and we are now curing trees for the "Almond" district.



When you put aside only \$25 a month you can own a Paso Robles Almond Orchard. And you can pay only half the price in cash. Your investment is guaranteed. One of the largest tract companies in the Pacific Coast (Capital \$1,000,000) is trustee of the development fund and holds title to the ground for the buyers. The title is being transferred to the buyer when the contract is completed.

### \$25 a Month is All You Need to Invest

When this almond land is taken by me and I am going to sell it, the only way to get into the market is to buy it. The only way to get into the market is to buy it. The only way to get into the market is to buy it.

### Limited Acreage - Act Now!

When this almond land is taken by me and I am going to sell it, the only way to get into the market is to buy it. The only way to get into the market is to buy it. The only way to get into the market is to buy it.

### MAIL COUPON

Get a free copy of our interest on and limited liability "Almond" book. A full description of the Paso Robles orchards and the particular investment opportunity. Mail coupon for your free copy or write a letter if you have any questions to ask.



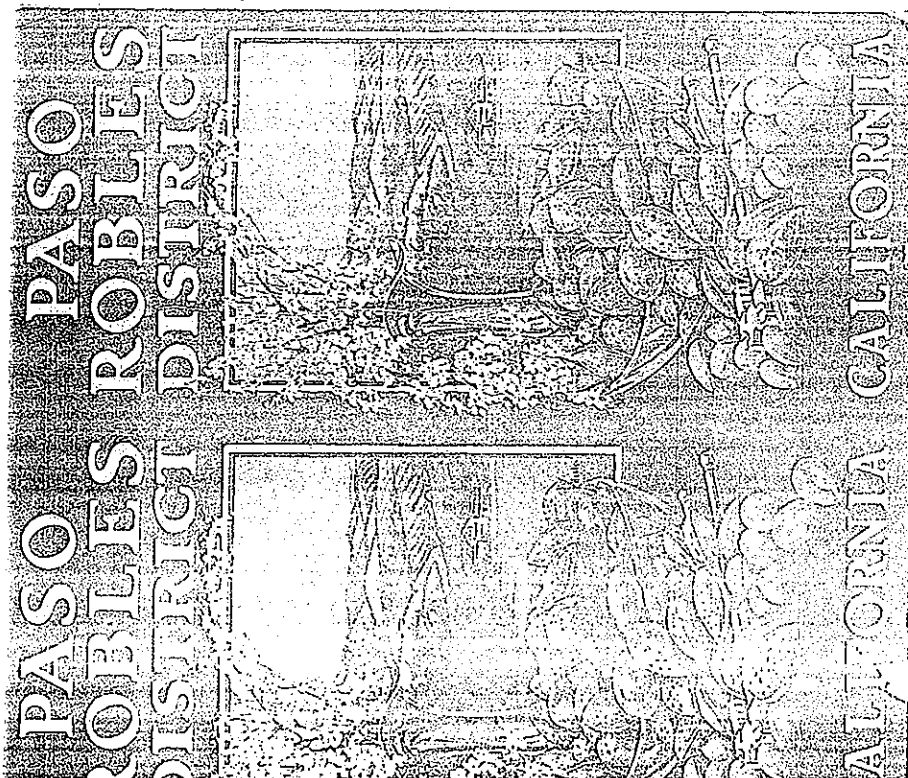
Assembled Almond Growers of Paso Robles, 350-986 Union Bluff, Citrus, A. Cal.  
Without obligation, send me the book and let me know about your Almond Orchard plan, etc.

Name \_\_\_\_\_  
City \_\_\_\_\_

Reprinted from Sunset Magazine 1919.

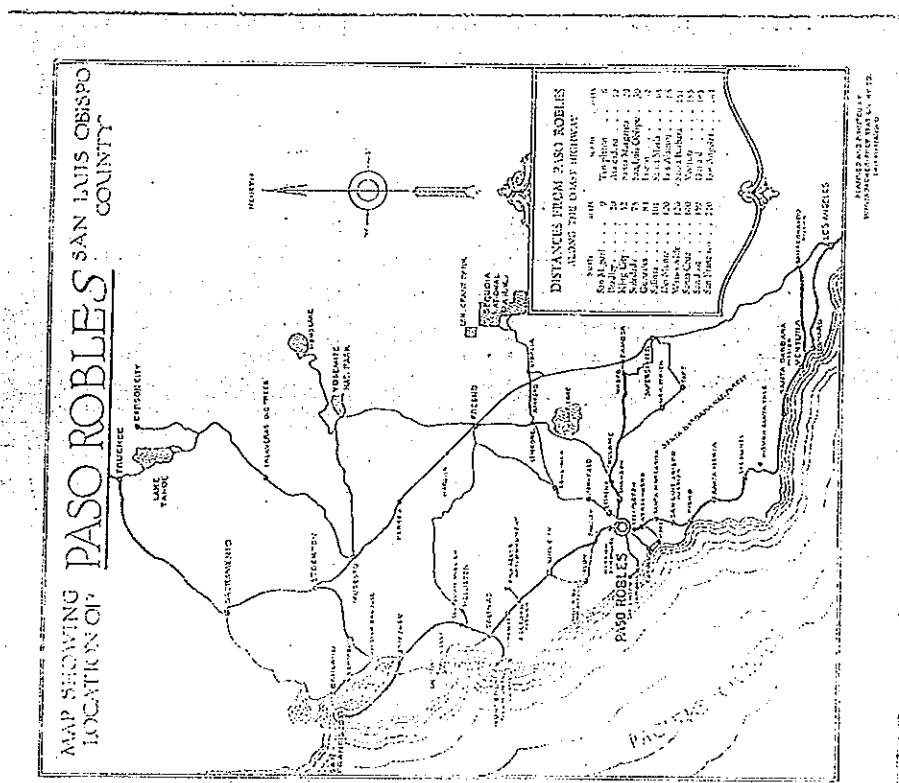
# Promotional Visitors Guide for Paso Robles, 1920s

#6 Cover of the Visitors Guide  
for Paso Robles in the early  
1920s showing use of the  
almond as an icon for identity.



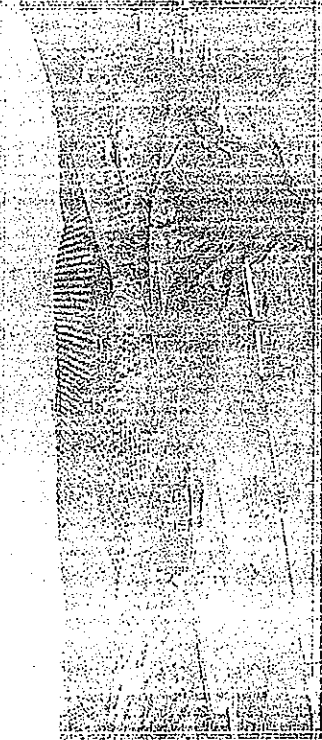
# Promotional Visitors Guide for Paso Robles, 1920s

#7 Map from the Visitors Guide for Paso Robles of the early 1920s.



# Promotional Visitors Guide for Paso Robles in 1920s

#8. Lead article of Visitors Guide for Paso Robles in the early 1920s mentioning "greatest concentrated plantings of almonds in the world."



A TYPICAL VIEW OF THE DISTRICT

## THE PASO ROBLES DISTRICT

The Paso Robles District, the most of California, has a climate which is the best between San Francisco and Los Angeles. The city and district of Paso Robles is the most conducive for its mineral waters, with a mineral water of every miner, extending from the State of California, on the south and west into the mountains of Mexico, and been on the north and east. The region is a valley with a rocky, live oak forest, which is a large, emphasizing the appropriateness of the name of Paso Robles, which is by the early Spanish settlers, which means "The Pass of the Oaks."

The Paso Robles District, the most of California, has a climate which is the best between San Francisco and Los Angeles. The city and district of Paso Robles is the most conducive for its mineral waters, with a mineral water of every miner, extending from the State of California, on the south and west into the mountains of Mexico, and been on the north and east. The region is a valley with a rocky, live oak forest, which is a large, emphasizing the appropriateness of the name of Paso Robles, which is by the early Spanish settlers, which means "The Pass of the Oaks."

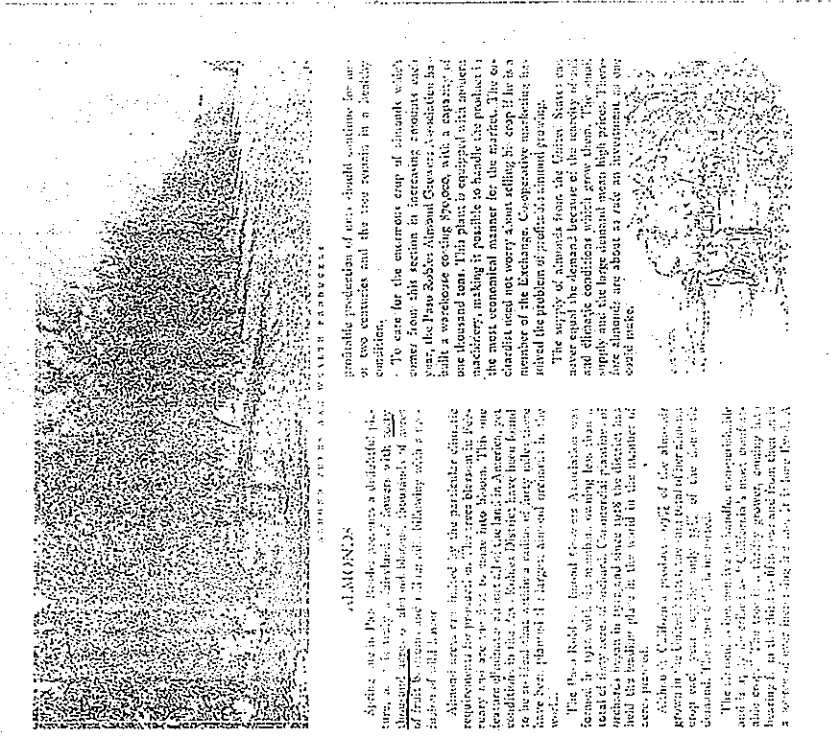
This district has even more to offer than its mineral water advantages. It is desirable as a place in which to live. An hour's drive will bring you to the heart of the Pacific Coast. Either Los Angeles or San Francisco is an easy day's travel. A day's journey will also reach communities where white peaks of the Sierra Nevada or bring you into the state of the mountains of all things that the Coast has to offer.

On California's windward coast, there are beautiful places and climates which surpass the famous Côte d'Azur of Europe. The Coast of Azores, which runs from Paris south along the valley of the Rhône by Marseilles, on down the Riviera into Italy, has grandeur, it is true. Nevertheless, those who have enjoyed both places are ardent in their praise of California's Coast of Blue, and they say that this surpasses the playground of Europe in having a more equable climate; a climate more invigorating, with less wind and less frost, better homes and health and the finest of transportation. The more our people learn of these benefits, the more they will want to visit this beautiful Coast. In addition, the accessibility of these winter resorts of the world, Paso Robles has a climate with just enough change in temperature to be invigorating and with less disagreeable wind, frost and fog than almost any other location in the state.

Besides the rapidly growing city of Paso Robles, the towns and communities of San Miguel, Purdie, Shandon, Cholame, Alameda, Barreda, Union, Luning, Guerneville, Creston, El Portal, Temolton, Willow Creek, Oak Dale, Jardspine, Atkinson, Alameda, Oak Flat and San Marcos are embraced in this rich agricultural area.

# Promotional Visitors Guide for Paso Robles, 1920s

#9 Specific Almond section within the Visitors Guide for Paso Robles in the early 1920s stating "almonds are wealth producers" and that Paso Robles holds "the leading place in the world in the number of acres planted" of almonds.



probable production of next month continues for another two centuries and the tree remains in a healthy condition.

To care for the enormous crop of almonds which comes from this section in increasing amounts each year, the Paso Robles Almond Growers Association has built a warehouse costing \$75,000, with a capacity of one thousand tons. This plant is equipped with modern machinery, making it possible to handle the product in the most economical manner for the market. The grower need not worry about selling his crop if he is a member of the Exchange. Co-operative marketing has solved the problem of profit in almond raising.

The supply of almonds from the United States can never equal the demand because of the severity of soil and climatic conditions which grow them. The supply and the large demand mean high prices. Therefore, almonds are about as rare an investment as any could make.

Almonds are in Paso Robles because a desirable place there is to grow a dividend of flowers with early bloom and large white and bluish blossoms of great beauty to the eye and a rich oil, following which a crop of fruit is raised.

Almond trees are raised by the particular climatic requirements for production. The trees blossom in February and are the first to make into bloom. This one feature of climate is not met in any other part of the world. In the Los Robles District have been found the best land that yields a million of juicy nuts every year. There is a large almond orchard in the world.

The Paso Robles Almond Growers Association was formed in 1918 with 45 members, including less than a total of fifty acres of orchard. Considerable expansion has since taken place and since 1920 the district has had the honor of being the largest in the number of acres planted.

Almond is California's greatest crop of the almond grown in the United States and the largest of any other crop raised here. The supply of the world is from the demand. The market is a market.

The almond is the only tree that is profitable and is the only tree that is profitable in California, and is the only tree that is profitable in the world. The tree is the only tree that is profitable in the world. The tree is the only tree that is profitable in the world. The tree is the only tree that is profitable in the world.

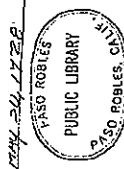


# Souvenir Supplement, The Paso Robles Press, 1928

PASO ROBLES - AGRICULTURE

## ALMONDS

Almond Trees Are Wealth Producers



#10 Almond section of the Souvenir Supplement of the Paso Robles Press of May 30, 1928 with mention of the Paso Robles Almond Growers Association warehouse and the unique climate for almond growing.

While many other years of the world are wrung in snow and shivering with cold, February in the Paso Robles district presents a delightful picture of a tree fairytale of flowers—for it is at this time that more than forty thousand acres of almond trees are in bloom. The rolling hills surrounding Paso Robles are a riot of blossoms of almond and fruit trees, and the blushing green growth is gay with a profusion of wild flowers. Springtime in Paso Robles comes earlier than in most places and its beauty is something that is never forgotten by those who see it.

Almond areas are limited by the particular climatic requirements for production. The trees blossom early and are the first to come into bloom. This one feature eliminates almost all of the land in America, yet conditions in the Paso Robles District have been found to be so ideal that within a radius of forty miles there have been planted the largest almond orchards in the world.

The Paso Robles Almond Growers Association was formed in 1910 with six members owning less than a total of sixty acres of orchard. Commercial plantings of orchards began in 1912, and since 1918 the district has held the leading place in the world in the number of acres planted.

Although California produces 87% of the almonds grown in the United States, the sum total of her almond crop each year supplies only 35% of the domestic demand. The other 65% is imported.

The almond is inexpensive to handle, non-perishable and is usually described as "California's most comfortable crop." The tree is a heavy grower, coming into bearing from the sixth to seventh year and from then on is a source of ever increasing income. It is long lived. A profitable production of nuts should continue for one or two centuries and the tree remains in a healthy condition.

To care for the enormous crop of almonds, which require from six to seven million bushels each year, the Paso Robles Almond Exchange has a warehouse which cost \$70,000, with a capacity of one thousand tons. This plant is equipped with modern machinery, making it possible to handle the product in the most economical manner for the market. The orchard is...

worry about selling his crop if he is a member of the Exchange. Co-operative marketing has solved the problem of profitable almond growing.

The supply of almonds from the United States can never equal the demand because of the scarcity of soil and climatic conditions which grow them. The small supply and the large demand mean high prices. Therefore almonds are about as safe an investment as one could make.

Another organization which has done much toward the development of the Paso Robles District is the Associated Almond Growers. This organization handles the cultivation and harvesting of the crops of hundreds of non-resident as well as resident owners. It also plants new orchards and is continually making surveys for increasing the almond and deciduous fruit acreage.

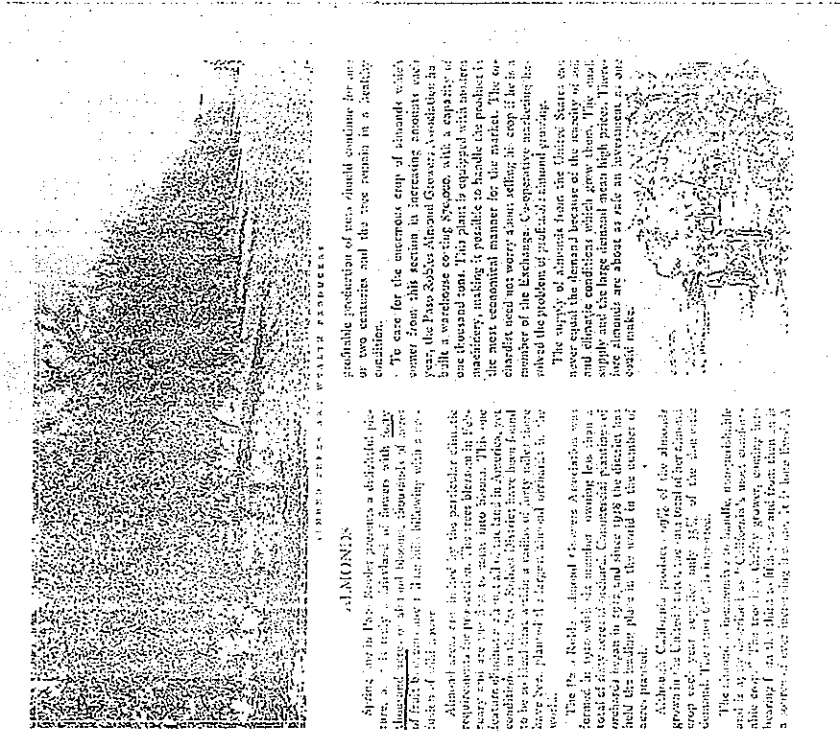
At the present time the Associated Almond Growers has 13,000 acres under its supervision, 10,000 acres of which is in bearing. Two hundred men and twenty harvesters are busy cultivating the orchards and the ground this year is in the best condition in the history of the organization. It is conservatively estimated that this year's crop will yield from 1,000 to 1,500 tons of almonds, the majority of which is the Nonpareil variety, which brings the highest price. The almond crop this year will be the most productive in the history of the almond industry in California.





# Promotional Visitors Guide for Paso Robles, 1920s

#9 Specific Almond section within the Visitors Guide for Paso Robles in the early 1920s stating "almonds are wealth producers" and that Paso Robles holds "the leading place in the world in the number of acres planted" of almonds.



ALMOND TREES AND WEALTH PRODUCERS

probable production of nuts should continue for one or two centuries and the trees remain in a healthy condition.

To care for the enormous crop of almonds which comes from this section in increasing amounts each year, the Paso Robles Almond Grower Association has built a warehouse costing \$75,000, with a capacity of one thousand tons. The plant is equipped with modern machinery, making it possible to handle the product in the most economical manner for the market. The orchardist need not worry about selling his crop if he is a member of the Exchange. Co-operative marketing has solved the problem of profitable almond marketing.

The supply of almonds from the United States can never equal the demand because of the scarcity of soil and climatic conditions which grow them. The annual supply and the large demand mean high prices. There are about 100,000 acres of almonds in the United States and about 25,000 in California.

ALMONDS

Spring and the Robles presents a delightful picture. It is ready to furnish a harvest of flowers with early blossoms of pink and white. Hundreds of acres of fruit trees are in full bloom following with a harvest of gold.

Almond growers are in luck for the particular climatic requirements for production. The trees blossom in February and are ready to make into nuts. This one fortunate climate is not all to the land in America, but conditions in the Paso Robles district have been found to be so ideal that within a radius of forty miles there have been planted the largest almond orchards in the world.

The Paso Robles Almond Grower Association was formed in 1910 with its number growing less than a dozen in 1915. Since that time the number of planting of orchards has increased. Commercial planting of almonds began in 1918. The district has held the leading place in the world in the number of acres planted.

Although California produces 90% of the almonds grown in the United States, one out of ten almonds crop each year goes to the supply of the domestic demand. Two thirds go to the export.

The climate is temperate, so healthy, so suitable, and it is why the effect of California's most valuable crop is the tree in a healthy growing, coming into bearing from the first year and from them as a source of ever increasing income. It is here that a

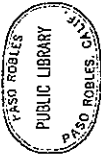
# Souvenir Supplement, The Paso Robles Press, 1928

PASO ROBLES - AGRICULTURE

## ALMONDS

Almond Trees Are Wealth Producers

NEW 24, 1928



#10 Almond section of the Souvenir Supplement of the Paso Robles Press of May 30, 1928 with mention of the Paso Robles Almond Growers Association warehouse and the unique climate for almond growing.



While many other parts of the world are wrapped in snow and shivering with cold, February in the Paso Robles district presents a delightful picture—a fairytale of flowers—for it is at this time that more than forty thousand acres of almond trees are in bloom. The rolling hills surrounding Paso Robles are a riot of blossoms of almond and fruit trees, and the following green sequent is easy with a recollection of wild flowers. Springtime in Paso Robles comes earlier than in most places and its beauty is something that is never forgotten by those who see it.

Almond areas are limited by the northern climatic requisite, weeks for production. The trees blossom early and are the first to come into bloom. This one feature eliminates almost all of the land in America, yet conditions in the Paso Robles District have been found to be so ideal that within a radius of forty miles there have been planted the largest almond orchards in the world.

The Paso Robles Almond Growers Association was formed in 1910 with six members owning less than a total of sixty acres of orchard. Commercial plantings of orchards began in 1912, and since 1918 the district has held the leading place in the world in the number of acres planted.

Although California produces 95% of the almonds grown in the United States, the sum total of her almond crop each year supplies only 35% of the domestic demand. The other 65% is imported.

The almond is inexpensive to handle, non-perishable and is aptly described as "California's most comfortable crop." The tree is a thrifty grower, coming into bearing from the sixth to the seventh year and from then on a source of ever increasing income. It is long lived. A profitable production of nuts should continue for one or two centuries and the tree remains in a healthy condition.

To care for the enormous crop of almonds which comes from this section in increasing amounts each year, the Paso Robles Almond Exchange has a warehouse which cost \$20,000, with a capacity of one thousand tons. This plant is equipped with modern machinery, making it possible to handle the product in the most economical manner for the market. The warehouse is the most

worry about selling his crop if he is a member of the Exchange. Co-operative marketing has solved the problem of profitable almond growing.

The supply of almonds from the United States can never equal the demand because of the scarcity of soil and climate conditions which grow them. The small supply and the large demand mean high prices. Therefore almonds are about as safe an investment as one could make.

Another organization which has done much toward the development of the Paso Robles District is the Associated Almond Growers. This organization handles the cultivation and harvesting of the crops of hundreds of non-resident as well as resident growers. It also plants new orchards and is continually making plans for increasing the almond and deciduous fruit acreage.

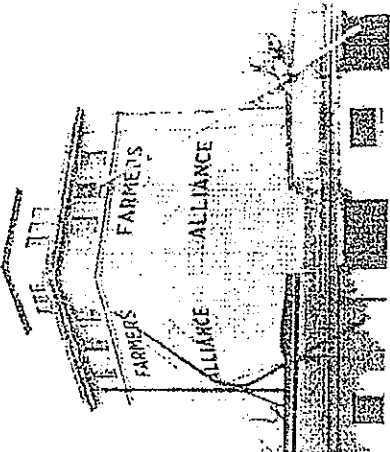
At the present time the Associated Almond Growers has 13,000 acres under its supervision, 10,000 acres of which is in bearing. Two hundred men and twenty tractors are busy cultivating these vast holdings, and the ground this year is in the best condition in the history of the organization. It is conservatively estimated that this year's crop will yield from 1,000 to 1,500 tons of almonds, the majority of which is the Nonpareil variety, which brings the highest price. The almond crop this year will be the most productive in the history of the almond industry in California.

## AGRICULTURE



# FABA 50th Anniversary article. 1941

# 11. Camp Roberts article of 50th Anniversary of FABA showing words "Farmers Alliance" on tower.



LUCAS WHEAT PLANT

1891

## Farmers Alliance

Business Association

50th Anniversary

1941

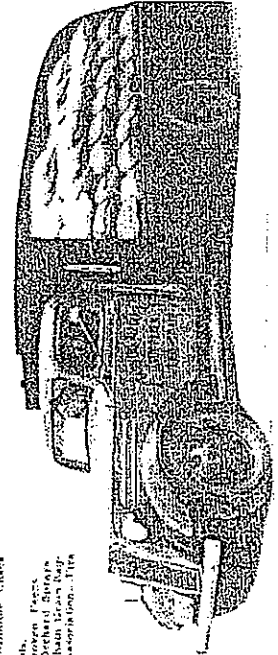
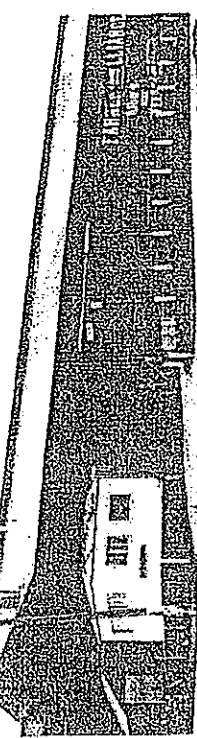
*Committees Don't Grow MEN BUILD THEM*

Founded in the year 1891, the Farmers Alliance Business Association has for the past fifty years served the community through its facilities for feeding, warehousing and shipping grain, as well as the buying and selling of grain on a brokerage basis. A farmer-owned and operated, the Farmers Alliance manufactures its own brand of livestock feeds, using a large quantity of grain grown in the vicinity. . . . In addition the Alliance handles two lines of commercial trucks here to serve the needs of farmers, the most essential part of our national emergency - the automobile - some with the community in, erecting the thousands of offices and men who are to be our neighbors.

A complete article of the philosophy and growth of the Farmers Alliance can be found in the monthly journal of the Camp Roberts Bulletin.

**Representing . . . .**

- Anderson Knuth Milling Co. -Doubie Creek, Iowa.
- Globe Mills - Globe, A. J. French.
- Shelby Mills - Shelburne, Geo. Prosen, James.
- Chillicothe Mills - Chillicothe, Geo. Prosen, James.
- Hemp River, Ray Co., Blue Chain Grain Corp.
- Southeastern Mutual Fire Association - Pittsburg, Mo.
- Northeast Cornwell Co. - Automobile Insurance.

Irrated Feed Plant and Warehouse - Farmers Alliance Business Association.