

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

Primary #
HRI #
Trinomial
NRHP Status Code 3CS/5S2

Other Listings
Review Code

Reviewer

Date

Page 1 of 4 *Resource Name or #: White Co. Trucks / Electric Motor Co. – 245 Fulton St. – Resource Number 51

*P2. Location: Unrestricted

*a. County; Fresno

*b. USGS 7.5': Fresno South, CA, 1981

c. Address 245 Fulton Street Fresno, CA 93721

d. Other Locational Data: APN - 46830215

*P3a. Description:

The property at 245 Fulton Street is comprised of two buildings: a commercial building on the corner, built in 1919, and a newer warehouse building at the east, built in 1953. The original building at the corner is rectangular in plan and fills the entire parcel front to back. It is a single story in height and is covered by a flat roof with a parapet. The parapet is stepped at the main façade (facing Fulton). The walls are masonry brick construction with a smooth stucco coating. The Fulton Street façade is dominated by a storefront that wraps the northwest corner; it consists of a long band of large, metal-frame, single-pane windows crowned by bands of transoms. The transom windows are set in metal frames. Structural piers march along the Fulton and Monterey Street facades at equal intervals and project above the roofline. Each pier is ornamented with Art Deco patterns of brick with coping at the top. (See continuation sheet.)

P5a.



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

*P4. Resources Present: Building

P5b. Description of Photo:
Looking SE: Jan 2014

*P6. Date Constructed/Age and
Source: Historic – 1919/1953

*P7. Owner and Address:
Frank Caglia, LTD Family Partnership
P.O. Box 446
Fresno, CA 93709

*P8. Recorded by:
architecture + history
B. Maley, J. Stock, S. Watson
1715 Green Street
San Francisco CA 94123

*P9. Date Recorded: January 2015

*P10. Survey Type: Intensive Phase I

*P11. Report Citation: City of Fresno South Van Ness Industrial District Historic Resource Survey

*Attachments: Building, Structure, and Object Record (BSO) and Continuation Sheet

BUILDING, STRUCTURE, AND OBJECT RECORD

*Resource Name or # White Co. Trucks / Electric Motor Co. – 245 Fulton St. Fresno, Ca 93721 *NRHP Status Code 3CS/5S2
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- B1.** Historic Name: White Company Trucks **B2.** Common Name: 245 Fulton Street
B3. Original Use: Commercial **B4.** Present Use: Commercial
***B5. Architectural Style:** Mission Revival/Art Deco
***B6. Construction History**

The building at 253 Fulton was constructed in 1919 for use as an automobile garage, according to building records and Sanborn maps. Building permits show that in 1949 the building was remodeled and the window configuration was changed. The second building on the parcel, a 50'x67' warehouse at 245 Fulton, was added in 1953.

- *B7. Moved?** No
***B8. Related Features:** None.

- B9a. Architect:** L.H. Hansen (1949 remodel) / Zulim Brothers (1953) **b. Builder:** D.A. Carew (1919)
***B10. Significance: Theme** Late 19th and 20th Century Commercial Development **Area** Fresno, California

Period of Significance 1919/1953 **Property Type** Commercial **Applicable Criteria** 3/iii

Context: Late 19th and 20th Century Commercial Development (1885-1970)

Commercial businesses in the project area developed quickly over the late 19th and early 20th centuries, aided by connections to both the Southern Pacific rail corridor (through branch lines) and by direct access to the Santa Fe Atchison Topeka line on the east. Although enterprises connected to fruit packing predominated in the earliest years, a review of Sanborn Fire Insurance maps indicates a trend towards diversification of businesses and in later years to businesses connected to transportation and automobile repair. Buildings were designed in streetcar commercial, classic revival, Art Deco, Mission Revival, and vernacular commercial, the later with little stylistic articulation. (See continuation sheet.)

- *B12. References:**
Sanborn Maps City of Fresno (1918, 1928, 1931, 1950, 1970); Polk's Fresno City Directories; Building Permits; Ancestry.com; HistoricAerials.com; Google street view; and see City of Fresno South Van Ness Industrial District Survey and Context Statement Bibliography.

- B13. Remarks:** None.
***B14. Evaluator:** architecture + history, llc, San Francisco, Ca
B. Maley, J. Stock, and S. Watson
***Date of Evaluation:** June 2015



(This space reserved for official comments.)

CONTINUATION SHEET

Property Name: White Co Trucks / Electric Motor Co - 245 Fulton St, Fresno, CA 93721
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P3a. Description (continued)

The upper portion of the storefront is decorated with brick coping and Art Deco patterns set within recessed panels. The primary pedestrian entrance is at the northwest corner of the Fulton façade and consists of a glazed door flanked by side lights. A transom window above the door has been filled with an air-conditioning unit.

A secondary pedestrian entrance is located at the east side of the Fulton façade. It matches the primary entrance. The west façade (facing Monterey) has a variety of metal, industrial, divided-light windows in different shapes and sizes. Each window is recessed and set above a concrete sill. At north of center is a recessed entrance that consists of a half-glazed door flanked by two side lights. The walls within the recession are sheathed in vertical wood siding. To the south is a metal, roll-up door.

The second building on the property is a 50'x67' warehouse. It is rectangular in plan, a single story in height, and is covered by a flat roof. The upper Fulton Street façade walls are sheathed in a combination of smooth stucco and standing-seam metal panels; the bulkhead is textured concrete block. A large, metal, roll-up door flanked by two pilasters fills the west side of the Fulton façade. A recessed pedestrian entrance, a solid door, is located just to the left. In the upper portion of the center and east sides of the Fulton façade is a band of ganged, single-pane clerestory windows.

Character-defining features of the 1919 building include: rectangular plan; single story; flat roof with stepped parapet; brick walls with smooth stucco coating; storefront with metal-frame, single-pane windows and transoms; structural piers with Art Deco patterns and coping.

Character-defining features of the 1953 building include: rectangular plan; single story; flat roof; walls covered in smooth stucco and standing-seam metal panels; bulkhead of textured concrete block; ganged, single-pane clerestory windows.

B10. Significance (continued)

Block History

Fulton was called J Street through at least 1918. In 1906, the Sanborn map shows the north side of the 200 block of Fulton mostly developed with large dwellings. At the northeast corner was a dwelling with a large barn and corral. The south side of the block was vacant except for a large dwelling at the southeast corner. By 1918, the north and south sides of the block were almost wholly developed with dwellings. In 1928, the Sanborn map shows Cherry Avenue cut through the block, leaving only a single parcel developed (with a dwelling) at the north. The south side of the block showed a change from a totally residential use to partially commercial. In 1950, the north side of the block contained a mix of mostly commercial and industrial uses and a single dwelling. The south side of the block featured the Electric Motor Shop at the southwest corner and a few residual dwellings. The 1970 Sanborn map shows the block essentially unchanged since 1950, with the exception of a gas station at the southeast corner.

Building History

One of the first known tenants in the building at 245 Fulton Street was the White Company, a truck company. A few years later, in 1929, the building was used by an automotive coach and body works company called the Lauritzen Coach & Body Service. In 1931, Justensen's Food Stores Inc., wholesale grocery, was operating out of the building. In the 1940s, International Harvester Trucks occupied the building. The Electric Motor Shop took over the building in 1949 and has been there ever since. The

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company expanded by building new buildings to the east and south and taking over existing buildings on the block. Electric Motor Shop was founded in 1913 and moved five times before settling at 245 Fulton Street (*The Fresno Bee*, April 28, 1963).

Significance Statement

Although the original 1919 building on the property at 245 Fulton Street received a storefront reconfiguration in 1949, the 1949 appearance of the building appears to be intact. An opening at the west façade (originally a metal roll-up door or another type of entrance) was reconfigured at an unknown date, and the clerestory windows at the storefront appear to have been altered materially. Nonetheless, integrity of location, setting, design, materials, workmanship, feeling, and association are intact and moderate to high. As for the second building, built in 1953, it appears to retain low to moderate integrity of location, setting, design, materials, workmanship, feeling, and association. The Fulton façade appears to have been changed materially, although there is no record of this. Nonetheless, it is the building at the right that is the more significant of the two, and its integrity is good overall.

The building is a good example of Art Deco architecture in the survey area. This property appears to be individually eligible for the Fresno Local Register of Historic Resources and the California Register of Historical Resources under Criterion iii/3 as an intact example of Art Deco commercial architecture within the survey area.

B12. References (continued)

"GE Gives Caglia Gold Motor Award," *The Fresno Bee*, April 28, 1963.



Undated photograph of Electric Motor Shop (Courtesy Sally Caglia)