

**PRIMARY RECORD**

Primary # \_\_\_\_\_  
HRI # \_\_\_\_\_  
Trinomial \_\_\_\_\_  
NRHP Status Code 5D3

Other Listings \_\_\_\_\_  
Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 4

Resource Name or #: (Assigned by recorder) 937-945 F Street

P1. Other Identifier: Peacock Department Store Building

P2. Location:  Not for Publication  Unrestricted a. County Fresno

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

b. USGS 7.5' Quad Fresno South Date 1978 T \_\_\_\_\_ ; R \_\_\_\_\_ ; 1/4 of \_\_\_\_\_ 1/4 of Sec \_\_\_\_\_ ; B.M. \_\_\_\_\_

c. Address 937 F Street City Fresno Zip 93706

d. UTM: (Give more than one for large and/or linear resources) Zone 11 ; 250430 mE/ 4068569 mN

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

Parcel No. 46707402

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

The two-story structure has a large rectangular footprint. The building is built of brick with stucco facing. The roof is a flat with a parapet. A square cornice runs the extent of the facade. The first floor of the building is a series of large enframed window walls broken by recessed glazed doorways. Stone applied below the sill line accents the facade. An expansive aluminum overhang extends from the facade creating a visual separation between the first and second-stories. A projecting sloped rectangular ornament, which enframes the main commercial sign and rectangular window, with raised square molding dominates the second-story. The dominant rectangular ornament is flanked by a series of four divided-light casement windows with transom on the east end of the front facade, while the west end includes a series of five. In repetition of the ornamental theme, these windows are framed by a raised rectangular molding. The space between the windows is ornamented with horizontal bands. The first floor of the rear elevation is exposed brick with various windows and garage entryways. The second floor repeats a similar window pattern as the facade on the second floor, with the only difference being the inclusion of a doorway with transom, and exterior stair leading to the second floor.

3b. Resource Attributes: HP6 - 1-3 story Commercial Building

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

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



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

View looking west, May 2005

P6. Date Constructed/Age and Sources:

Historic  Prehistoric  Both  
1926/ 1906 & 1918 Sanborn Maps

P7. Owner and Address:

Kei Cheong and Tu A Lam Wong  
255 Miramar Ave  
San Francisco, CA 94112

P8. Recorded by:

J. Stock & L. MacDonald  
Architectural Resources Group  
Pier 9, The Embarcadero  
San Francisco, CA 94111

P9. Date Recorded: April 2006

P10. Survey Type (Describe)

City of Fresno Chinatown Historic  
Property Survey

P11. Report Citation: (Cite survey report and other sources, or enter "none.")

Attachments:

- None
- Continuation Sheet
- Location Map
- Building, Structure, and Object Record
- Sketch Map
- Archaeological Record
- District Record
- Linear Feature Record
- Milling Station Record
- Rock Art Record
- Artifact Record
- Photograph Record
- Other (List)

**BUILDING, STRUCTURE, AND OBJECT RECORD**

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NRHP Status Code 5D3

Resource Name or #: (Assigned by recorder) 937-945 F Street

B1. Historic Name: Peacock Department Store

B2. Common Name: \_\_\_\_\_

B3. Original Use: Commercial Building

B4. Present Use: Commercial Building

B5. Architectural Style: Modern Movement

B6. Construction History: (Construction date, alterations, and date of alterations)

During the first several decades of the building's existence, the majority of alterations and repairs were on the interior of the building, however, a new front was added to the building in 1932, and an addition of 8-by 10 feet was constructed in 1937. The following year, 1938, an addition of 13-by 26 feet was built. (See Continuation Sheet.)

B7. Moved?  No  Yes  Unknown Date: \_\_\_\_\_

Original Location: \_\_\_\_\_

B8. Related Features: \_\_\_\_\_

B9a. Architect: \_\_\_\_\_

b. Builder: \_\_\_\_\_

B10. Significance: Theme Development of Chinatown

Area Fresno

Period of Significance 1872-1942,

Property Type commercial

Applicable Criteria A

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

The commercial space at 937 was built c. 1910 (the building is shown on the 1918 Sanborn Map but is not shown on the 1906 map). A building permit for repairs issued in 1914 indicates the building was constructed prior to that year. In 1918 the first floor housed four commercial spaces; two were occupied by shops, the third a restaurant, and the fourth a shooting gallery. The upper floor functioned as a hotel. The separation of use for the first and second floors was a common typology for buildings constructed in urban environments in the early twentieth century. Commercial spaces were located on the lower story providing direct access with the street. The upper stories were typically reserved for more private uses, ranging from residential rooms to community meeting halls. In the early twentieth century, H. Sargavak et/al are recorded as owners on all building permits.

The commercial space at 939 was recorded as "Oriental" in the city directory of 1920. From 1926 until 1936 a restaurant occupied the commercial space. Tamura Masachi managed this restaurant until 1936, when N. Hamaguchi assumed ownership. From the 1930s through the 1950s Wah Young Liquors and later Mexicali Liquors Company occupied the commercial space. The space was vacant during the 1960s and then occupied by Cardena's Barber Shop from the late 1960s through at least 1993.

The space at 943 was not listed in the city directories until 1931 when Y. Mukai Furnished rooms occupied the space. The space was not listed in later directories. (See Continuation Sheet.)

B11. Additional Resource Attributes: HP6 - 1-3 story Commercial Building

B12. References:

See continuation sheet.

B13. Remarks:

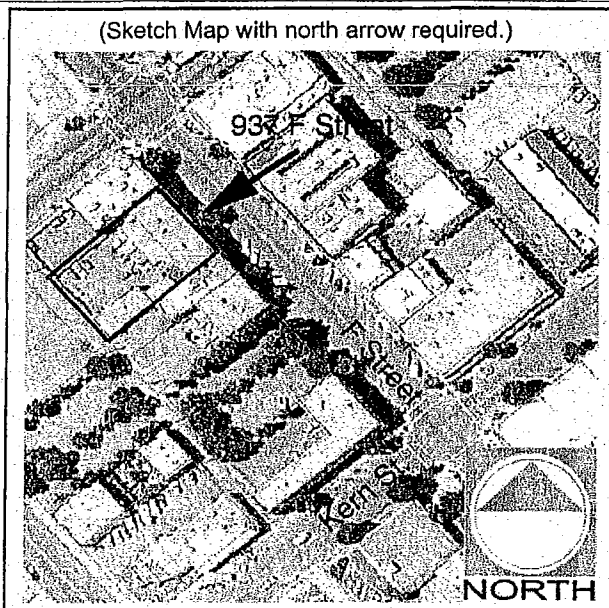
J. Stock & L. MacDonald

B14. Evaluator: Architectural Resources Group

Date of Evaluation: April 2006

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



**CONTINUATION SHEET**

Primary # \_\_\_\_\_

HRI # \_\_\_\_\_

Trinomial \_\_\_\_\_

age 3 of 4

Resource Name or #: (Assigned by recorder) 937-945 F Street

Recorded by J. Stock & L. MacDonald Arch. Resources Group

Date April 2006

Continuation  Update

Supplemental Photograph or Drawing



Description of Photo:  
(View, date, accession #)

Supplemental Photograph or Drawing

Description of Photo:  
(View, date, accession #)

**B6. Construction History:**

A rear addition on the northwest corner is indicated on the 1948 Sanborn Map. The four commercial spaces were combined, and the building was being utilized as a single store. Significant changes were made to the façade in the mid-1950s, including: a change to the storefront in 1954, a new marquee and the installation of the Peacock Department Store sign in 1955. The neon sign is no longer extant.

**B10. Significance:**

Allen C. Mar Sr. opened a dry goods store in 945 F Street in 1930. Mar immigrated from China in the early 1900s and worked in the fields until he and his wife, Jessie, were able to open a store. As the business grew and the family's finances improved, they bought more of the building. Allen Mar Jr., and later his children, were raised in an apartment behind the store. Although the family retained ownership of the business, in the 1950s it was renamed the Peacock Department Store. In the late 1980s Allen Mar Jr. and his wife, Ellen, changed the focus of the merchandise, specializing in men's wear. In the early 1990s the space was vacant. It is now occupied by Alijama Thrift Store.

The small commercial space at 945 1/2 F Street was not listed in city directories until 1941 when the Cooley Hobart Shoe Shiner occupied the space. Cooley's remained in the building through 1975, although the name changed to Cooley's Classy Shine in the 1950s and Classy Shine in the early 1970s. The address was not listed in directories in the 1980s and 1990s but a shoe shop currently occupies the space. Kei Cheong and Tu A Lam Wong assumed ownership of the building in 2004 and continue to own the building today in its current use as a shoe repair store and thrift shop.

The building retains a poor degree of integrity; the location, setting, feeling, and association appear to remain unchanged. The design, material, and workmanship have been negatively affected by a complete remodel of the facade. However, the alterations are representative of 1950s architecture. The current footprint of the building matches that shown on the 1948 Sanborn Map.

The building at 937-945 F Street does not appear to retain sufficient integrity or meet the level of significance necessary for the National Register, California Register, or Fresno's Local Register. While this building is typical of the pattern of development that occurred in this neighborhood, the building is not an outstanding example of a commercial building within this context. Further, no important persons within the history of Fresno or this neighborhood appear to be associated with the property. The building is not the work of a master, nor is it an exceptional example of its type, period, or method of construction.

However, this building appears to be eligible as part of a potential district under Fresno Register Criterion I: *it is associated with events that have made a significant contribution to the broad patterns of our history.* The district is important for its representation of the development of Fresno's Chinatown and a new phase of growth after World War II. All of the district contributors are one or two stories, but vary in style and detail according to their period of construction. Many are two-part commercial blocks with commercial functions on the first floor and lodgings on the second. Two of the structures, the Bow On and Bing Kong Association Buildings, combine commercial uses with religious and social functions. Despite the modifications of some structures and vacant lots resulting from demolition, the district conveys a strong sense of time and place.