

KENT L. SEAVEY
310 LIGHTHOUSE AVENUE
PACIFIC GROVE, CALIFORNIA 93950
(831)375-8739

October 21, 2016

Mr. Steve Hamilton
Hamilton Solar USA
85 Keystone Ave.
Reno, NV 89503



Dear Mr. Hamilton:

Thank you for the opportunity to conduct an historic analysis of the Recess Self Storage Facility site at 101, 107 & 135 Martella St. (APN# 003-151-001) in Salinas, California, as required by the City of Salinas and the California Environmental Quality Act (CEQA).

According to Monterey County Deeds, and Assessor's records the 5.04 acre parcel was deeded to Salinas businessman, Mr. Steve C. Breschini by Dr. Dorus Brumwell, a physician from King City, on November 1, 1909 (Monterey Deeds, Book 110 at Page 411). At the time of the sale the parcel was vacant farm land, except for a single wood-framed horse barn which, although greatly deteriorated, is still in place. Monterey County Assessor's records estimate the date of construction of the barn to have been c. 1860.

A physical inspection of this feature, conducted on August 27, 2016 determined that the structure is so deteriorated, overgrown and entangled in vegetation that any attempt at removal of the encroaching vines might lead to collapse. Because of its loss of physical integrity, due in part to the damage incurred by the invasive plant material, and also a lack of available documentation on the barn or the Brumwell ownership, this feature does not qualify as an historic resource.

The California Environmental Quality Act (CEQA), PRC Sec.21084.1 requires all properties fifty years of age or older to be reviewed for potential historic significance. Criteria for that significance is addressed in PRC Sec. 5024.1 (a). It asks, did any event important to the region, state or nation occur on the property? Did anyone important to the region, state or nation occupy the property during the productive period of their lives? Does the building represent an important architectural type, period or method of construction, or is it a good example of the work of a noted architect or master-builder? The criteria also asks if the property is likely to yield information significant to the understanding of the areas history.

Exhibit S

Eligibility for historic listing of buildings, structures, objects, sites and districts, i.e., rests on the twin factors of historic significance and integrity to be considered for listing in the National Register of Historic Places, the California Register of Historical Resources, and the Salinas Historic Resource Inventory. Loss of integrity, if sufficiently great, will overwhelm the historic significance a resource may possess and render it ineligible for historic listing. Likewise, a resource can have complete integrity, but if it lacks significance, it must also be considered ineligible.

Integrity is measured by the application of seven aspects, defined by the National Register Criteria for Evaluation. They include: Location, the place where the historic property was constructed, or an historic event occurred; Design, the combination of elements that create the form, plan, space, structure, and style of a building; Setting, the physical environment of the historic property; Materials, the physical elements that were combined during a particular period of time and in a particular pattern or configuration to form a historic property; Workmanship, the physical evidence of the crafts of a particular culture or people during any given period in history; Feeling & Association are subjective elements that assess a resources ability to evoke a sense of time and place. The barn, noted above is in its original location, however, it does not meet any of the remaining six criteria for historic consideration (see photographs provided).

In 1910 Mr. Breschini had a single family residence constructed on the property (107 Martella Street) for his family. Breschini family members occupied the home for several decades, until the passing of Angelina Molinari, a daughter, in 1994. The residence clearly qualifies for local historic designation because of its architectural significance, as a good representative example of the small American Foursquare Style of architecture, as evidenced in the Breschini/Molinari House California DPR 523 recording document provided.

One of Mr. Breschini's local enterprises was the Salinas Soda Works, which he purchased in 1912 as a family business. Steve Breschini passed the bottling plant on to his children in 1932 (Monterey Deeds, Book 346 at Page 437). In 1936 the Salinas Soda Works established a franchise with the Pepsi-Cola Company, an association that has lasted up to the present day.

By 1940 the business was so successful that a new facility was constructed on the subject property at the corner of Martella and W. Lake Sts. (101 Martella). The new plant was designed in the then highly fashionable Art Deco Style architecture. The Salinas Soda Works & Pepsi-Cola Co. bottling plant has retained its exuberant modernist appearance over time to a high degree, and clearly qualifies for local historic designation, also because of its architectural significance, as evidenced in the Salinas Soda Works California DPR 523 recording document provided.

In 1958 the family needed more production room as the sales of Pepsi-Cola were increasing rapidly, and constructed a larger plant at the corner of Carneros, which would later be cut through to Davis Rd., and become Rossi St. and Martella (135 Martella). It was at this time that the family incorporated the business and changed the name from the Salinas Soda Works to Pepsi Cola Bottling Co., Inc. In 1960 the older soda works building was leased to the Alhambra Water Co., and a metal addition was built off the rear (NW) of the old plant. At about the same time a modern, flat-roofed garage was added between the rear of the 1910 residence and the deteriorated barn structure.

Rossi St. was cut through to Davis Rd. in the early 1970s, requiring a new main office building at 135 Martella in 1973. By 1979 more warehousing was in place between the main office and the 1910 residence along Martella Street. In 1988 a Butler Building was constructed immediately behind the 1988 construction to service the truck loading docks. Aside from fencing and hardscaping the buildings and structures noted above are the only manmade features on site appear to be free-standing sheet metal roof covers for the loading areas (see drawings and photographs provided).

A standard measure, established by the Department of the Interior, employed by the National Park Service, and adopted by most jurisdictions for determining a building, structure or objects historic significance is fifty years. The main office building and warehousing on the subject property do not meet that threshold to qualify for historic designation. However, the main office building is scheduled for retention, so any issue of historic qualification is moot.

The 1960 addition to the rear of the Salinas Soda Works building, and the modern garage behind the 1910 residence are lacking in the necessary distinctive design or physical characteristics that would qualify them for consideration as historic resources.

As the 5.04 acre subject property falls under a single Assessor's Parcel Number (003-151-001) and ownership, logic would suggest the property should be treated as a single lot, not as a district.

The subject property is not included in the California Office of Historic Preservation-maintained "Historic Data File for Monterey County" (updated August, 2016). It is not listed in the California Register, or the National Register of Historic Places, nor is it listed in the Salinas Historic Resources Inventory.

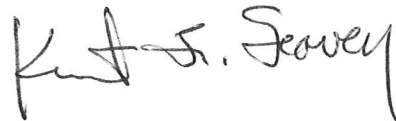
Based on the program requirements for the economic viability of the new self-storage facility, a portion of the 1941 warehouse addition to the 1940 Salinas Soda Works office building has been proposed for removal.

As designed, the proposed removal would retain 10 running feet of the warehouse building envelope extending off the rear (west) elevation of the office building, as a visual reminder of the bottling company's expansion over time.

The remaining section of the warehouse will retain and preserve distinctive materials, features and space that characterized the larger, but matching components of the 1941 building. Examples of original materials, features, finishes and construction techniques, as well as craftsmanship that characterized the warehouse will still remain. Based on the above, and consistent with the Secretary of the Interior's Standards for Rehabilitation, If the property is returned to its original dimensions in the future, the essential form and integrity of the warehouse would be reconstituted through employment of the available physical evidence of its original form, construction and finishes (see plans and drawings provided).

The 1910 Breschini/Molinari Home and the 1940-1941 Salinas Soda Works plant appear to meet the necessary criterion for listing in the California Register of Historical Resources. They also meet the criterion established by the City of Salinas to qualify for inclusion in the Salinas Historic Resource Inventory, as significant examples of residential and industrial architecture in the community, evidenced in the California DPR 523 recording documents provided.

Respectfully Submitted,

A handwritten signature in black ink, appearing to read "Kurt S. Seavey". The signature is written in a cursive, flowing style with a large initial "K".

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

Primary #
HRI #
Trinomial
NRHP Status Code 5S2

Other
Review Code

Reviewer

Date

Listings

Page 1 of 3

*Resource Name or #: (Assigned by recorder) Breschini/Molinari House

P1. Other Identifier: _____

*P2. Location: ☐ Not for Publication ☒ Unrestricted

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

*b. USGS 7.5' Quad _____ Date _____ T _____; R _____; ☐ of _____ ☐ of Sec _____; B.M.

c. Address 107 Martella Street City Salinas Zip 93901

d. UTM: (Give more than one for large and/or linear resources) Zone _____, _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN # 003-151-001

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

A one-story, wood-framed hip-and-gable roofed small American Foursquare Style residence, rectangular in plan, resting on a raised foundation with a concrete basement. The exterior wall-cladding in a narrow, horizontal clapboard wood siding. The hip-and-gable roof system is characterized by the principal roof and smaller hipped bays at the south and east corners of the main building block, and by three small hipped roof-dormers centered on the ridge line of the front (SE), rear (NW) and east side-elevations. A large, gabled wall dormer is centered on the west side-elevation. the base of this feature forms an open balcony with a closed rail. A larger ground floor porch that was below the wall dormer was removed in 1941 when the Pepsi Cola Bottling Co. bldg. was constructed on the same parcel, immediately west of the subject property.

*P3b. Resource Attributes: (List attributes and codes) HP2-single family residence

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



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

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

Looking north at the SE facing facade, Kent Seavey, 7/27/2016.

*P6. Date Constructed/Age and Source:
1910-Mo. Co. Assessor's records

☒ Historic ☐ Prehistoric ☐ Both

*P7. Owner and Address:
Jack & Marilyn Clifton Tr./Pepsi Cola Co.
1 Pepsi Way, Somers NY 10589

*P8. Recorded by: (Name, affiliation, and address)
Kent L. Seavey
310 Lighthouse Ave., Pacific Grove, CA 93950

*P9. Date Recorded: 9/10/2016

*P10. Survey Type: (Describe)
Intensive-CEQA required review

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

*Attachments: ☐ NONE ☐ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record
☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record
☐ Artifact Record ☐ Photograph Record ☐ Other (List): _____

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
BUILDING, STRUCTURE, AND OBJECT RECORD

Primary #

HRI#

*Resource Name or # (Assigned by recorder) Breschini/Molinari House *NRHP Status Code 5S2
Page 2 of 3

B1. Historic Name: Breschini/Molinari House B2. Common Name: Steve C. Breschini residence
B3. Original Use: residence
B4. Present Use: residence *B5. Architectural Style: small American Foursquare

*B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed 1910 (Mo. Co. Assessor's records); porch on SW side-elevation removed c. 1940-41; non historic garage to rear (NW) constructed c. 1960.

*B7. Moved? ☐ No ☐ Yes ☐ Unknown Date: _____ Original Location: _____

*B8. Related Features:
c. 1860 barn (deteriorated), c. 1960 detached garage (non historic);

B9a. Architect: John J. Bevans (attribution) b. Builder: John J. Bevans (attributed)

*B10. Significance: Theme Residential Development Area Salinas
Period of Significance 1910 Property Type SFR Applicable Criteria CR 3 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The subject property is significant under California Register criterion 3, in the area of architecture as a good, and basically intact example of a small, American Foursquare Style residence, built for Salinas businessman Steve C. Breschini in 1910, possibly by local contractor John J. Bevans. The one-story version of the American Foursquare building style is associated with a variety of comfortable and affordable middle-class residential housing constructed between 1890 and 1930. Sometimes referred to as the "working mans home". Such is the case with the subject property, a West coast version of the style with a rectangular form, having dormers on each side, porch space cut out of the main building block and the whole siting on an elevated basement.

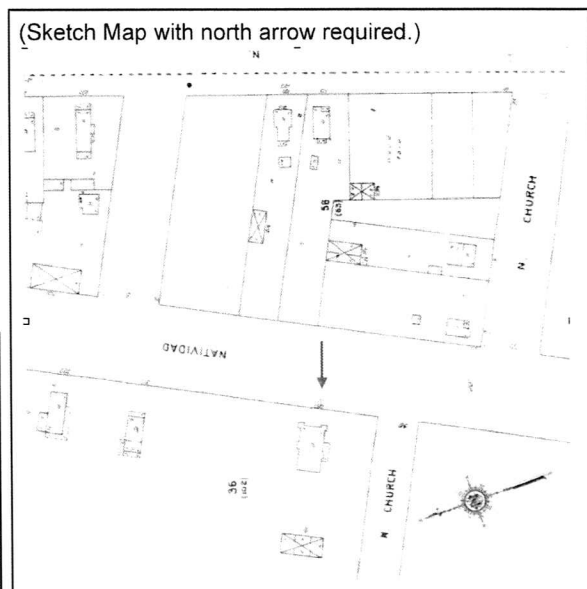
B11. Additional Resource Attributes: (List attributes and codes) _____

*B12. References:
Bevans, J.J., "Building Progress of Salinas", advertisement, 1915,
Breschini, Steve C., biographical notes, Breschini/Molinari Family Archives, Salinas, CA.

B13. Remarks:
Zoning-IGC-F

*B14. Evaluator: Kent Seavey
*Date of Evaluation: 9/10/2016

(This space reserved for official comments.)



CONTINUATION SHEET

Property Name: Breschini/Molinari House

Page 3 of 3

P3 (Cont.) The hip-and-gabled roof system with its closed soffit, overhangs the projecting bays on the facade, as well as two smaller bays, found on the respective side elevations. The soffits are articulated with narrow, decorative modillions. This decorative treatment is also present in the roof dormers.

Fenestration is irregular, with a combination of single and paired 1/1 double-hung wood windows, in varying sizes, with their locking rails in the upper third of the opening. The small roof dormers have paired, multi-paned fixed windows. There is a raised and enclosed cutaway porch on the north corner of the rear (NW) elevation. It is characterized by a vertical board wainscot with large, 5/5 multi-paned fixed windows, flanking a glazed and wood-paneled rear door, with transom window above. A further large, 6/6 multi-paned fixed wood window is located just west of the cutaway porch. The porch is accessed by a straight run of open wood steps with a simple wood railing. The recessed principal entry, centered on the SE facing facade is framed on the building envelope by classic engaged square columns with simple capitals supporting a frieze. Fronted by a wood screen door, the entry has a multi-paned wood door, reflecting the small-paned glazing in the roof dormers. It is also accessed by a straight run of open wood steps with a simple wood railing.

The subject property was constructed on a 5 acre parcel that was farmed for many years prior to the construction of the Salinas Soda Works and Pepsi Cola bottling plant, adjacent on the corner of Martella and W. Lake Streets in 1940-41. Over time the remainder of the parcel was in filled with Pepsi Cola warehousing and distribution truck parking space, most taking place after Rossi St. was cut through the NE corner of the property. The property is located in a mixed use area of commercial/industrial businesses and some single family housing, of varying ages sizes and styles.

Character-defining features include, rectangular plan w/basement; narrow clapboard siding; hip & gabled roof w/ dormers; eaves overhanging bays; 1/1 double hung sash & multi-paned wood windows; recessed front entry with classic detailing.

B10 (Cont.) The small American Foursquare style shared with the Bungalow, the virtues of simplicity of construction (lower building costs); practicality (no wasted space in the design), and value. It was often constructed with porches and bay windows providing for interpenetration of the spaces within. Unlike the bungalow, the small Foursquare was easily combined with other forms allowing for "picturesque" decorative detailing, as is the case for the subject property with its classic expression.

Based on somewhat similar designs found in an illustrated 1915 advertisement titled "Building Progress of Salinas" by local contractor John J. Bevans, it is quite possible that Bevans designed and built the subject property. A 1910 Monterey County historical and biographical record, credits contractor Bevans with "some of the most attractive residences in Salinas." The publication noted "...being a natural architect he is thus enabled to combine his artistic and constructive ability to the best advantage."

According to Breschini and Molinari family archives, 107 Martella was originally constructed for Stefano (Steve) Breschini, (1870-1934), a native of Switzerland who came to the Salinas area in 1888, working as a dairyman. He subsequently purchased a dairy farm with two brothers, later leasing another dairy and shipping milk and butter to San Francisco. He also successfully raised sugar beets and potatoes on the property. Married in 1904, Breschini later sold his dairy interests to a brother in 1907, and with another brother purchased a saloon at the corner of Alisal and Main Street in Salinas. The new home at 107 Martella (then Natividad St.) was constructed in 1910.

Steve Breschini purchased the Salinas Soda Works in 1912 and went into partnership in the bottling business with a fellow Swiss, Candido Molinari in 1914, subsequently Candido married Steve's oldest daughter, Angelina. Both families lived together at the Martella address. Steve Breschini sold his interest in the house and the Salinas Soda Works to his son Walter in 1932. Both the home and bottling business have remained in the Breschini/Molinari family since that time.

The Breschini/Molinari home at 107 Martella St. is little changed physically from its 1910 date of construction. Its original 5 acre parcel has seen the development of a family run bottling business evolve through a corporate affiliation with the Pepsi Cola Company into a full blown bottling and distribution complex. In spite of the changes to the parcel, the residence retains its physical integrity as constructed in 1910 to a remarkable degree, and evokes a strong sense of time and place and of feeling and association with the successful careers of two important Salinas families, in the history of commercial development in the community. The residence clearly qualifies for historic designation, at the local level of significance in the City's historic resource inventory for its small American Foursquare architectural style, possibly by Salinas contractor John J. Bevans, and for its long association with the Breschini/Molinari family. Its period of significance is 1910.

B12 (Cont.) Gowans, A., "The Comfortable House-American Suburban Architecture 1890-1930", MIT Press, 1986.

Guinn, J.M., "History & Biographical Record, Monterey & San Benito Co.", Vol II, Historic Records Co., Los Angeles, 1910.
Monterey County Assessor's records, Mo. Co. Assessor's office, Salinas, CA.

Deeds Book 110 at Page 411; Book 348 at Page 437

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

Primary #
HRI #
Trinomial
NRHP Status Code 5S2

Other
Review Code

Reviewer

Date

Listings

Page 1 of 3

*Resource Name or #: (Assigned by recorder) Salinas Soda Works

P1. Other Identifier:

*P2. Location: ☐ Not for Publication ☒ Unrestricted

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

*b. USGS 7.5' Quad _____ Date _____ T _____; R _____; _____ of _____ of Sec _____; _____ B.M.

c. Address 101 Martella Street _____ City Salinas _____ Zip 93901 _____

d. UTM: (Give more than one for large and/or linear resources) Zone _____, _____ mE/ _____ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, decimal degrees, etc., as appropriate)
APN# 003-151-001

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

A one and two-story, stucco-clad concrete and brick Art Deco Style commercial/industrial soda bottling plant, essentially rectangular in plan except for its angled facade. The building's blocky, stepped geometric massing, including a three-stage Ziggurat tower diminishing in area and height, combine with the symbolic horizontal speed lines of the fenestration and narrow, cantilevered semicircular door hood, to create a synthesis of classical symmetry and modernist simplification, making the massing of the building its own ornamentation. The flat roof surfaces are covered with tar and gravel and, as noted, the multi-paned banded commercial metal windows provide the visual effect of streamlining. A large metal overhead door on the east corner of the building envelope provides access for delivery trucks.

*P3b. Resource Attributes: (List attributes and codes) HP8 - industrial building

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



*P4. Resources Present: ☒ Building

☐ Structure ☐ Object ☐ Site ☐ District

☐ Element of District ☐ Other (Isolates, etc.)

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

Looking NE at the SW facing facade & south side-elev., Kent Seavey, 7/27/16.

*P6. Date Constructed/Age and Source:
1940-41 - Mo Co Assessor's records.

☒ Historic ☐ Prehistoric ☐ Both

*P7. Owner and Address:

Jack & Marilyn Clifton Tr./Pepsi Cola Co.
1 Pepsi Way, Somers NY 10589

*P8. Recorded by: (Name, affiliation, and address)
Kent L. Seavey
310 Lighthouse Ave., Pacific Grove, CA 93950

*P9. Date Recorded: 9/10/2016

*P10. Survey Type: (Describe)
Intensive-CEQA required review

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

*Attachments: ☐ NONE ☐ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record

☐ Archaeological Record ☐ District Record ☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record

☐ Artifact Record ☐ Photograph Record ☐ Other (List): _____

State of California & The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
BUILDING, STRUCTURE, AND OBJECT RECORD

Primary #

HRI#

*Resource Name or # (Assigned by recorder) Salinas Soda Works *NRHP Status Code 5S2
Page 2 of 3

B1. Historic Name: Salinas Soda Works B2. Common Name: Pepsi Cola Bottling Company B3. Original Use: bottling plant

B4. Present Use: Vacant *B5. Architectural Style: Art Deco

*B6. Construction History: (Construction date, alterations, and date of alterations)
Constructed 1941-1942 (Mo. Co. Assessor's records); extended (metal add.) c. 1960 (Mo. Co. Assessor's records).

*B7. Moved? ☐ No ☐ Yes ☐ Unknown Date: _____ Original Location: _____

*B8. Related Features:

B9a. Architect: Unknown b. Builder: Unknown

*B10. Significance: Theme Industrial Development Area Salinas
Period of Significance 1940-1942 Property Type bottling plant Applicable Criteria CR 3 (Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The subject property is significant under California Register criterion C, in the area of architecture as a good example of the Art Deco Style of architecture. Art Deco was an early and popular expression of the modernistic building design in Europe. The style received its worldwide debut at the International Exposition of Decorative Arts and Industries in Paris in 1925, although it had become known in the United States by 1922 in a design submitted by Finnish architect Eliel Saarinen for a competition to build the Chicago Times newspaper building in that city. Primarily employed in commercial skyscraper, industrial and public building design, it was embraced as the face of the Jazz Age and future in New York City the late 1920s. The form first made its appearance in Salinas in 1930, as a tall bank building, clad in chevron patterned cast terracotta at the corner of Main and W. Alisal Streets.

B11. Additional Resource Attributes: (List attributes and codes) _____

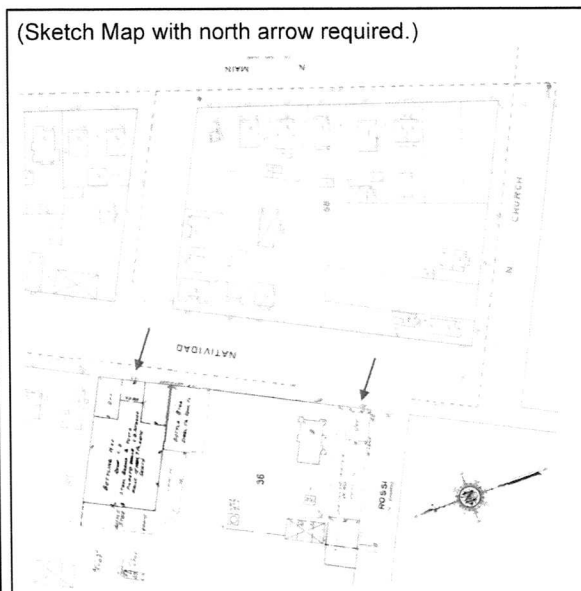
*B12. References:
Breschini, Steve C., Breschini/Molinara Family Archives, Salinas, CA.
Breschini, Walter W. "Salinas Soda Works", letter chronology of bottling plant history, Salinas Public Library, 1975.

B13. Remarks:
Zoning-IGC-F

*B14. Evaluator: Kent Seavey
*Date of Evaluation: 9/10/2016

(This space reserved for official comments.)

(Sketch Map with north arrow required.)



CONTINUATION SHEET

Property Name: Salinas Soda Works

Page 3 of 3

P3 (Cont.) Character-defining features include its rectangular footprint; smooth stucco exterior wall-cladding; stepped geometric massing of the building envelope, terminating in a three-stage Ziggurat tower; flat roof surfaces; banded multi-paned commercial metal windows with horizontal muntins; narrow cantilevered cement semicircular door hood, and vertically accentuated entry door and fixed multi-paned window in second floor on angled facade.

The subject property is sited on the SE corner of Martella and W. Lake Streets running NW along the edge of W. Lake Street. It is located in a mixed use area of commercial/industrial businesses and some residential housing, of varying ages, sizes and styles.

B10 (Cont.) As agriculture was the mainstay of the city's economy during the Great Depression, Salinas prospered during the period of national downturn between 1930 and the onset of WWII. More than 40 commercial and industrial business were constructed in the new Modernist styles, from Art Deco to Streamline Moderne, as well several residential homes, which gave Salinas perhaps the largest collection of Moderne buildings between San Francisco and Los Angeles during the period. The Salinas Soda Works plant is the only example of the Ziggurat Art Deco form in Salinas.

According to the Breschini/Molinari Family Archives, Salinas businessman Steve C. Breschini had purchased the original Salinas Soda Works company in 1912. It had begun operation under the ownership of Messers Steigelman & Beevers around the turn of the 20th century. Breschini initially moved the bottling equipment to a property he owned with his brother John at 303 Main Street. In 1914 Breschini went into partnership in the Salinas Soda Works with a fellow Swiss, and future son-in-law, Candido Molinari. In 1928 the bottling business moved to 14 E. Alisal St., and in 1932 Steve Breschini sold his interest in the soda works to his son, Walter Breschini. The plant went into the beer bottling business in 1933 with the defeat of Prohibition. Candido Molinari was president of the Salinas Soda Works at this time, and remained so until his passing in 1975. The current owners are the corporation executives.

In 1936 the Salinas Soda Works established a franchise with the Pepsi Cola Company. The subject property was constructed in 1940-41 (possibly designed by the Pepsi Cola Co. itself), when the Alisal facility became inadequate to meet increasing production. In 1958 a much larger bottling operation was constructed on the site of the current Pepsi Cola plant at 135 Martella (formerly Natividad) Street. It was at that time the Breschini/Molinari interests incorporated and changed the name from Salinas Soda Works to the Pepsi Cola Bottling Co., Inc. Subsequently, in 1960 the Salinas Soda Works building was leased for a period of time to the Alhambra Water Co., before the subject property's final closure. The Pepsi Cola Bottling plant at 135 Martella St. was modified to its current appearance when Rossi Street was extended to Davis Road.

There is very little change evident in the appearance of the 1940-1941 Salinas Soda Works Art Deco Style bottling plant at 101 Martella Street, except, perhaps, for any exterior signage it may have once exhibited. The building is a classic and essentially intact example of the geometric Ziggurat form of the Art Deco Style, with Streamline Moderne fenestration. It is a symbol of, and significant contributor to the excellent collection of Art Deco and Moderne architecture that expressed the positive and progressive character of Salinas during the the difficult years of the Great Depression. It retains a high degree of integrity and evokes a strong sense of time and place and of feeling and association with its pre-WWII period of significance. It clearly qualifies for historic designation, at the local level of significance in the City's historic resource inventory for its Art Deco architectural style.

B12 (Cont.) McAlester, V.S., "A Field Guide to American Houses", Alfred A. Knopf: New York, 2013, pp. 580-584.

Monterey County Assessor's records, Mo. Co. Assessor's office, Salinas.

Monterey County Deeds, Book 348 at Page 437.

Polk Salinas and Monterey Directory for 1926-27, p. 229, 1959, 1961.

Sanborn Fire Insurance Maps for Salinas, 1892, 1913, 1925-32, 1923-42.

U.S. Census records for Candido Ettore Molinari, 1910 through 1940.

_____ Dorus Brumwell, 1880.



Photo #1. Looking NW at the deteriorated c. 1890 barn, and c. 1960 garage, behind 107 Martella St., Kent Seavey, 7/27/2016.



Photo #2. Looking west at the SE facing façade of the 1973 Pepsi Cola bottling plant at 135 Martella St., Kent Seavey 7/27/2016.