

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

Primary #
HRI #
Trinomial
NRHP Status Code

Other Listings
Review Code

Reviewer

Date

Page 1 of 4

*Resource Name or #: (assigned by recorder) 344 S. Main Street

P1. Other Identifier:

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County: Monterey

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

*b. USGS 7.5' Quad: N/A

Date: N/A T ; R ; ¼ of ¼ of Sec ; M.D. B.M.

c. Address: 344 Main Street

City: Salinas

Zip: 93901

d. UTM: Zone: 10 ; mE/ mN (G.P.S.)

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) Elevation: A.P.N. 002-341-006-000

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

A two-story reinforced concrete commercial building, rectangular in plan. The flat roofline is enhanced by a small stepped gable centered on the structure and flanked by a pair of simple pilasters capped with decorative floral motifs in relief. A terra cotta belt course in rhythmic floral pattern run across the upper floor abutting the pilasters. Further decorative panels occur between the pilasters as a large floral plaque above the central window, and as smaller rectangular units above two other second story windows. Fenestration is symmetrical with 3/3 industrial metal sash with outward-opening central lights. A fluted metal band runs the length of the storefront above the display windows with a wide sign band above. The storefront is a recent addition.

*P3b. Resource Attributes: (List attributes and codes) HP6: 1-3 Story commercial building

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

P5b. Description of Photo: (View, date, accession #) West Elevation, 2016

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



*P6. Date Constructed/Age and Sources:

☒ Historic

☐ Prehistoric

☐ Both

1935: Monterey Cty. Assessors Record

*P7. Owner and Address:

Richard D. & Beverly L. Sleeper, Trs.

9019 Soquel Dr. #175

Aptos, CA 95003

*P8. Recorded by: (Name, affiliation, and address)

Kent L. Seavey, Historical Consultant

310 Lighthouse Avenue

Pacific Grove, CA 93950

*P9. Date Recorded: 10/20/16

*P10. Survey Type: (Describe)

Salinas Historic Resources Survey

*P11. Report Citation: None

*Attachments: ☐ NONE ☐ Location Map ☐ Sketch 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):

DPR 523A (1/95)

*Required information

BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP Status Code 5D1

*Resource Name or # (Assigned by recorder) 344 S. Main St.

B1. Historic Name:

B2. Common Name: Beverly Fabrics

B3. Original Use: Commercial

B4. Present Use: Commercial

*B5. Architectural Style: 2-part Commercial (Art Deco)

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

Storefront replaced sometime after 1989.

*B7. Moved? ☒No ☐Yes ☐Unknown Date:

Original Location: Same

*B8. Related Features: N/A

B9a. Architect: Unknown

b. Builder: Unknown

*B10. Significance: Theme: Commercial Architecture

Area: Salinas

Period of Significance: Circa-1935 to 1970

Property Type: Commercial Building

Applicable Criteria: Local

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

See continuation sheet, page 4.

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

*B12. References:

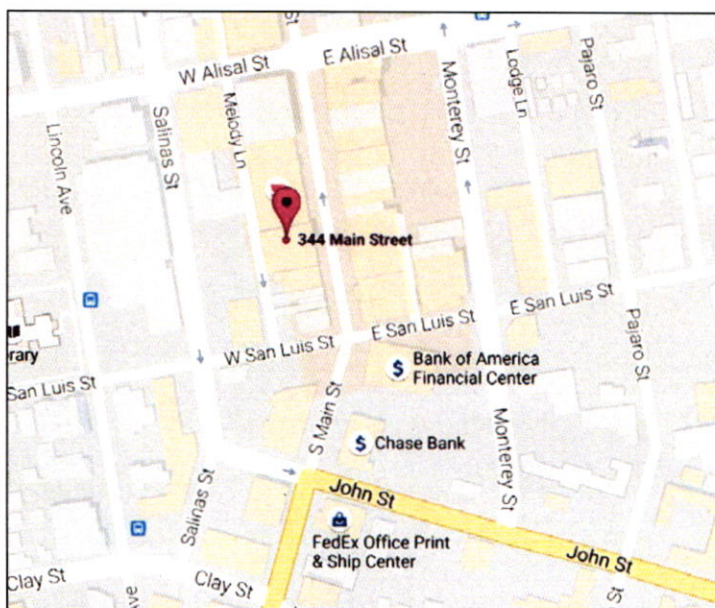
- City of Salinas, Building and Planning Department files, Salinas, CA
- Monterey County Assessors Records, Assessors Office, Salinas, CA
- Polk's Salinas City Directories, 1925 - 1966
- Seavey, Kent. 1989 *Historical and Architectural Resources Survey and Preservation Plan, City of Salinas, September 1989*

B13. Remarks:

*B14. Evaluator: Kent L. Seavey, Historical Consultant

*Date of Evaluation: 10/20/16

(This space reserved for official comments.)



*Recorded by: Kent L. Seavey

*Date: 10/20/16

☒ Continuation

☐ Update

P3a. Description: Photographs



Figure 1. Circa-1988 image of the west elevation.

CONTINUATION SHEET

Primary #

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Trinomial

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*Resource Name or # (Assigned by recorder) 344 S. Main St.

*Recorded by: Kent L. Seavey

*Date: 10/20/16

☒ Continuation

☐ Update

B10. Significance:

Historic Significance Summary Evaluation

A very good example of the Art Deco Style of architecture as realized in a commercial building in Salinas. Its sculptural use of rectilinear geometric forms dramatizing the structure beneath is typical of the style. Striations and abstract relief ornament embellish the wall surface. There appear to be some changes in the first floor display windows from the original but not enough to arbitrarily affect the overall quality of this building, which is listed as a Salinas historic resource.

2017 Historic Integrity Summary Evaluation

The storefront has been replaced with a modern storefront since the 1988 survey. Despite this change, the building maintains sufficient character-defining features to establish its historic significance.