

United States Department of the Interior
National Park Service

For NPS use only

National Register of Historic Places
Inventory—Nomination Form

received AUG 14 1985
date entered SEP 17 1985

See instructions in *How to Complete National Register Forms*
Type all entries—complete applicable sections

1. Name

historic GORDON BUILDING

and/or common SAME

2. Location

street & number 1130 First Street

N/A not for publication

city, town Napa

N/A vicinity of

state CA

code 06

county Napa

code 055

3. Classification

Category	Ownership	Status	Present Use
<input type="checkbox"/> district	<input type="checkbox"/> public	<input checked="" type="checkbox"/> occupied	<input type="checkbox"/> agriculture
<input checked="" type="checkbox"/> building(s)	<input checked="" type="checkbox"/> private	<input type="checkbox"/> unoccupied	<input checked="" type="checkbox"/> commercial
<input type="checkbox"/> structure	<input type="checkbox"/> both	<input type="checkbox"/> work in progress	<input type="checkbox"/> educational
<input type="checkbox"/> site	Public Acquisition	Accessible	<input type="checkbox"/> entertainment
<input type="checkbox"/> object	<input type="checkbox"/> in process	<input type="checkbox"/> yes: restricted	<input type="checkbox"/> government
	<input type="checkbox"/> being considered	<input checked="" type="checkbox"/> yes: unrestricted	<input type="checkbox"/> industrial
	<input checked="" type="checkbox"/> N/A	<input type="checkbox"/> no	<input type="checkbox"/> military
			<input type="checkbox"/> museum
			<input type="checkbox"/> park
			<input type="checkbox"/> private residence
			<input type="checkbox"/> religious
			<input type="checkbox"/> scientific
			<input type="checkbox"/> transportation
			<input type="checkbox"/> other:

4. Owner of Property

name The Samuel E. Gordon Family Trust

street & number 1130 First Street

city, town Napa

N/A vicinity of

state CA 94559

5. Location of Legal Description

courthouse, registry of deeds, etc. Napa County Recorder

street & number 1195 Third Street

city, town Napa

state CA 94559

6. Representation in Existing Surveys

Survey

title Napa County Historic Resources/ has this property been determined eligible? yes no

date June 12, 1978

federal state county local

depository for survey records Napa County Landmarks, Inc.

city, town Napa

state CA 94559

7. Description

Condition		Check one	Check one
<input checked="" type="checkbox"/> excellent	<input type="checkbox"/> deteriorated	<input type="checkbox"/> unaltered	<input checked="" type="checkbox"/> original site
<input type="checkbox"/> good	<input type="checkbox"/> ruins	<input checked="" type="checkbox"/> altered	<input type="checkbox"/> moved
<input type="checkbox"/> fair	<input type="checkbox"/> unexposed		date _____ N/A

Describe the present and original (if known) physical appearance

The Gordon Building presents a highly unusual decorative commercial facade on downtown Napa's principal shopping street. Spanish Colonial Revival styling with strong Spanish Renaissance details are evident in the glazed terra cotta siding and cast molded and applied floral detailing. The two story building retains its architectural integrity although some alterations have been made at the first floor level. Located across the street from two other significant older buildings (one of which, the Napa Register Building, is on the National Register), the Gordon Building forms an important edge and transition to newer commercial buildings to its immediate east.

The two-story building was completed in two sections. The major section, facing First Street, was completed in 1929. Its period of significance is tied to its architectural facade. The dominant building material of this first phase of construction is a sand colored glazed terra cotta over brick. Polychromatic ornamental floral terra cotta detailing is found in horizontal courses at the second level and eaves. The same floral designs are found as capitals to the two story pilasters which originally served as divisions to the storefronts and lobby. Colonettes create an intermediate level between the first and second floors and are also found separating the sections of the tripart arched windows. A simple cornice is topped by a tile parapet trim.

The second section of the building faces Coombs Street and was completed six years later in 1935. By this time the brick supplier (Gladding, Mc Bean and Company) no longer manufactured the same sand color terra cotta brick. This section of the building was completed in unglazed sand colored brick. The architecture of this facade is much simpler, only the two story pilasters and some applied floral medallions are carried through. From the street, this section appears to be a separate building.

The 1929 section of the Gordon Building was constructed incorporating the infrastructure of the 1904 Hayes building, a squat two story structure with a ground floor housing the theatre, five retail spaces and a stairwell entrance to the second story offices. The new construction saw the height of the building increased. The old theatre lobby space became the lobby entrance to the second story office suites. Two small and one double size retail space encompassing the old theatre were constructed on the ground floor. The interior retail spaces had high ceilings with decorative molding and were supported by tall

8. Significance

Period	Areas of Significance—Check and justify below			
<input type="checkbox"/> prehistoric	<input type="checkbox"/> archeology-prehistoric	<input type="checkbox"/> community planning	<input type="checkbox"/> landscape architecture	<input type="checkbox"/> religion
<input type="checkbox"/> 1400-1499	<input type="checkbox"/> archeology-historic	<input type="checkbox"/> conservation	<input type="checkbox"/> law	<input type="checkbox"/> science
<input type="checkbox"/> 1500-1599	<input type="checkbox"/> agriculture	<input type="checkbox"/> economics	<input type="checkbox"/> literature	<input type="checkbox"/> sculpture
<input type="checkbox"/> 1600-1699	<input checked="" type="checkbox"/> architecture	<input type="checkbox"/> education	<input type="checkbox"/> military	<input type="checkbox"/> social/ humanitarian
<input type="checkbox"/> 1700-1799	<input type="checkbox"/> art	<input type="checkbox"/> engineering	<input type="checkbox"/> music	<input type="checkbox"/> theater
<input type="checkbox"/> 1800-1899	<input checked="" type="checkbox"/> commerce	<input type="checkbox"/> exploration/settlement	<input type="checkbox"/> philosophy	<input type="checkbox"/> transportation
<input checked="" type="checkbox"/> 1900-	<input type="checkbox"/> communications	<input type="checkbox"/> industry	<input type="checkbox"/> politics/government	<input type="checkbox"/> other (specify)
		<input type="checkbox"/> invention		

Specific dates 1929/1935

Builder/Architect C. L. Hunt

Statement of Significance (in one paragraph)

The primary significance of the Gordon Building is its architecture. It is a handsome example of Spanish Colonial Revival styling, utilizing considerable Spanish Renaissance detailing, and is the best example of its type in the City of Napa. The Gordon Building presents a colorful and unusual facade and a historical tie to old downtown development and architecture. Of secondary importance is the structure's ties to Samuel Gordon, one of Napa's most prominent citizens and developers in the early 20th century.

During the late 1970's Napa's downtown experienced a phase of redevelopment which resulted in the destruction of a number of major existing buildings, especially those dating from the 19th century. Street closures and a new cluster development created a loss of the traditional downtown development pattern. The Gordon Building is not only the best example of its style in the City of Napa, it is also a visual reminder of the type of architecture and downtown development pattern that existed prior to the 1970's.

Solomon Gordon (Americanized to Samuel) was born in 1890 and emigrated from Russia at the age of 16. Upon his arrival in the United States, he made his way to Elizabeth, New Jersey. By 1912, Gordon had saved enough money to begin the long trek to California. Enroute he stopped in Chicago where he became entranced with a new invention, the nickelodeon. With his fascination in the nickelodeon, he leased all necessary equipment and soon opened business in San Francisco. Later, Gordon entered the motion picture business and eventually operated theatres in North Beach, on Market Street, Haight Street and Sacramento Street. Fearing robbery, the young Gordon decided to retire to Napa in approximately 1920.

9. Major Bibliographical References

Conversations with Samuel Gordon, Jr. 10/17/84
Napa County Assessor's Office Records
Napa County Historic Resources Survey, Judith Munns, Napa Landmarks, May 1978
Napa Directory, Polk-Husted Directory Co., Publishers. 470 13th St. Oakland,

10. Geographical Data

Acreeage of nominated property 0.237

Quadrangle name Napa, Calif.

Quadrangle scale 1:24000

UTM References

A

1	0	5	6	24	6	0	4	2	39	0	1	0
Zone			Easting				Northing					

B

Zone			Easting				Northing					

C

Zone			Easting				Northing					

D

Zone			Easting				Northing					

E

Zone			Easting				Northing					

F

Zone			Easting				Northing					

G

Zone			Easting				Northing					

H

Zone			Easting				Northing					

Verbal boundary description and justification

Boundaries encompass the building and its addition on its historical city lot.

AP Number 3-16-4 being the parcel at northeast corner of Coombs and First Streets; 110.54 feet on Coombs and 91.32 feet on First Street.

List all states and counties for properties overlapping state or county boundaries

state	code	county	code
N/A		N/A	

state	code	county	code
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11. Form Prepared By

name/title John Whitridge, AICP/ Carol Perkins Poole

organization N/A

date December 10, 1984

street & number 975B First Street

telephone (707) 252-1021

city or town Napa

state CA 94559

12. State Historic Preservation Officer Certification

The evaluated significance of this property within the state is:

national state local

As the designated State Historic Preservation Officer for the National Historic Preservation Act of 1966 (Public Law 89-665), I hereby nominate this property for inclusion in the National Register and certify that it has been evaluated according to the criteria and procedures set forth by the National Park Service.

State Historic Preservation Officer signature Kathryn Gualtieri Kathryn Gualtieri

title State Historic Preservation Officer

date 8/8/85

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I hereby certify that this property is included in the National Register

Delores Byrum
Keeper of the National Register

Entered in the
National Register

date

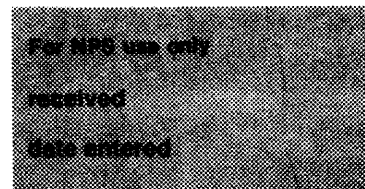
9/2/85

Attest:

Chief of Registration

**United States Department of the Interior
National Park Service**

**National Register of Historic Places
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Continuation sheet Gordon Building

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columns with decorative capitals. The double size retail space had a small curving stairway leading to a full mezzanine. Stair banisters and mezzanine rail were of polychromatic glazed terra cotta.

The interior of the ground floor of the 1935 section was simple, built to house a grocery store.

A very decorative cast iron entrance way, with bronze letters spelling "Gordon Building" is over the entrance to the ground floor office lobby. The lobby has a patterned terrazzo floor set with bronze strips and a decorative wrought iron light fixture. There are also two small glass fronted office/retail spaces. The oak banisters and hand rail of the stairway to the second story offices are simple, reminiscent of the Mission style. The most interesting part of the lobby is the original elevator, an old cage style from Pacific Elevator in San Francisco. Offices in the second story of the 1935 section were constructed to match and adjoin those of the 1929 section, and access was only from the First St. lobby. The thirteen total office suites are centered around a large open lightwell and small skylights brighten the corridors.

Alterations to the building are as follows:

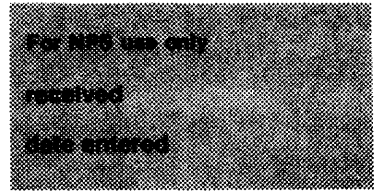
1929 - The first phase of the construction was completed incorporating the infrastructure of the 1904 Hayes Building on the northeast corner of the intersection of Coombs and First Streets.

1935 - The second phase of construction was completed.

1960's- One retail space was enlarged by incorporating another retail space. Currently there are two retail spaces facing First Street, one single space and one triple size space. The original wood frame storefront windows were replaced with aluminum frame windows that extend to the ground. The original windows sat about 24" off the ground. Aluminum awnings were added on the First Street frontage, but canvas awnings are still used on the Coombs Street frontage. On the interior, dropped acoustic tile

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ceilings were added to the first floor retail spaces. The original ceilings and column capitals are intact underneath. Fluorescent light fixtures were added.

- 1976 - The City of Napa required a second entrance to the offices to meet fire safety standards. This access was created out of a portion of the first floor of the 1935 section, thus the office suites now have a secondary access off Coombs Street. The original light fixtures were replaced in the office corridors at this time.

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CONTINUATION SHEET Gordon Build. ITEM NUMBER 8 PAGE 1

When Gordon arrived in Napa, the Empire Theatre, formerly the Hayes Theatre, had been in operation for some time. The Hayes Building, which housed the theatre, was built in 1904 by J. Hayes, a local home builder and entrepreneur. By 1923 Gordon was the manager of the Empire Theatre and had opened the Hippodrome Theatre further west on First Street. The Hippodrome Theatre was very significant in the development of Napa because it began the intense commercial development of First Street, which was soon to displace Main Street as Napa's main shopping street. Gordon managed the Hippodrome Theatre until late in 1929 when it became the Fox Theatre.

Gordon purchased the Hayes Building in 1925 and continued operation of the theatre until 1926 when it was vacated in preparation for the extensive remodeling and construction to come. The renamed Gordon Building opened late in 1929. The original tenants included Bryant's Confectionary on the ground floor and medical offices for F.E. Barkelew, dentist, and Robert Crees, G. Dawson, C.A. Johnson and Laurence Welti, all physicians, in the second story. Gordon did not list his own offices there until 1935. The second phase of the building, which has frontage on Coombs Street, was completed in approximately 1935 and housed Hagstrom's Grocery Store and additional offices.

Shortly after opening the Gordon Building, Gordon built the structure now housing Merrill's on First Street. This is another glazed terra cotta building. In 1937 Gordon developed Montgomery Street, a picturesque residential street with the City's finest examples of Spanish Colonial Revival residential architecture. In the 1940's Gordon built Food City, one of the finest examples of Streamline Moderne architecture in the north San Francisco Bay Area. He surrounded the drive-in shopping center with a residential development known as the Gordon Tract. Samuel Gordon's own home, built in 1926 at 470 Randolph Street in Napa, is a beautiful example of late Mission Revival architecture.

Gordon employed C.L. Hunt, a local architect with offices on Main Street, to design all of his projects. Hunt seems to have been particularly adept at translating big city architectural styles to a scale suitable to small town Napa.

The Gordon Building has been identified as significant in the local historical resources survey, and has been rated as eligible for listing in the National Register.

FHR-8-300A
(11/78)

UNITED STATES DEPARTMENT OF THE INTERIOR
HERITAGE CONSERVATION AND RECREATION SERVICE

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INVENTORY -- NOMINATION FORM**

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CONTINUATION SHEET Gordon Bldg. ITEM NUMBER 9 PAGE 1

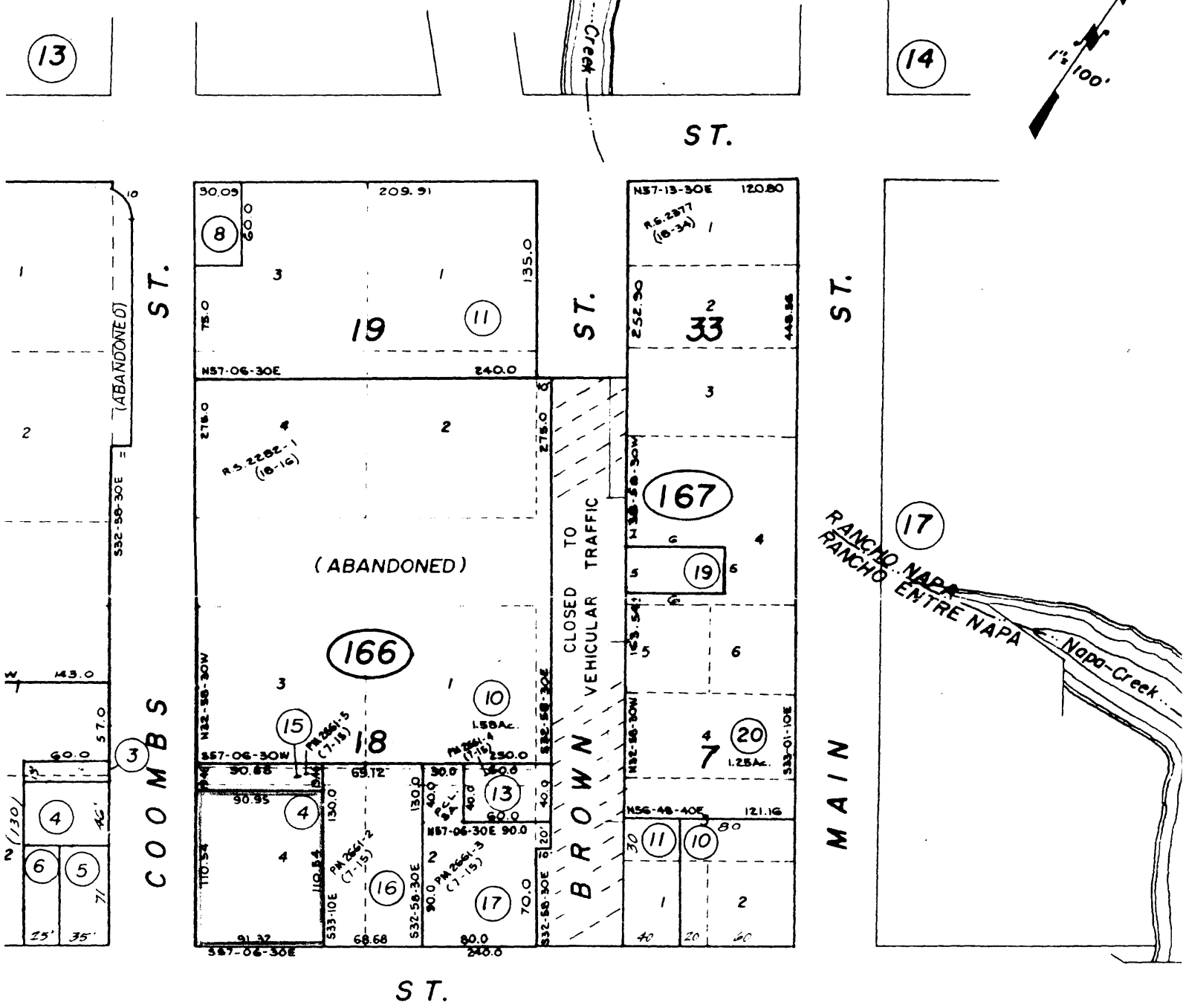
CA. 1916, 1918, 1923, 1925, 1927, 1928-29, 1930-31, 1933 and 1935.

The Napa Register, Napa, CA.

Saturday May 8, 1971. News of Gordon's death

Monday May 10, 1971. Obituary

May 12, 1971. Napa's Past & Present, Louis Ezettie.



21

0.26
16.60
21.54
16.36
33.0
70.0
34.63
30.14
11.13
26.37
14.0

GORDON BUILDING
1130 First Street
Napa, Napa County, California

22

23

CITY OF NAPA
Assessor's Map Bk. 3 -Pg. 16
County of Napa, Calif.

& LOT NUMBERS

1953-59-6

3-3-81
7-24-84