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## APPENDIX F

# HISTORICAL RESOURCE EVALUATION MEMORANDUM

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## MEMORANDUM

**DATE:** April 25, 2025

**To:** Florentina Craciun, Associate/Environmental Planner

**FROM:** Michael Hibma, M.A., Associate/Architectural Historian

**SUBJECT:** Historical Resource Evaluation of the Vineyard Shopping Center, 2930 Pacific Avenue, Livermore, Alameda County, California

Dear Ms. Craciun

This HRE documents a California Register of Historical Resources (California Register) evaluation of the Vineyard Shopping Center, consisting of two single-story, multi-unit commercial buildings constructed in 1960 and remodeled in 1975-1977 on four assessor's parcels comprising a total of 6.54-acres in Livermore, Alameda County, California. See Appendix A: Figure 2 for a map depicting the project site.<sup>1</sup>

The project site is generally flat and is surrounded by single and multi-family residential neighborhoods constructed in phases from 1920s-1980s to the east, north, west, and to an extent to the south with the exception of a collection of municipal buildings constructed circa 2000-2020 on an approximately nine-acre site.

The HRE is informed by background research to provide information about the project site's design, construction history, and alternations; and a field review by an architectural historian to document the buildings' existing condition. This HRE was prepared to identify historical resources that meet the criteria under Section 21084.1 of the California Public Resources Code.

The Vineyard Shopping Center is on the 6.54-acre project site was not previously evaluated for inclusion in a national, state, or local register or inventory of historical resources. Based on background research and field survey, LSA found that the Vineyard Shopping Center does not appear eligible for inclusion in the National Register of Historic Places (National Register) or the California Register of Historical Resources (California Register) due to a lack of historical significance. As such, the buildings do not appear to qualify as a historical resource for the purposes of the California Environmental Quality Act (CEQA).

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<sup>1</sup> Note: The shopping center located at 2930 Pacific Avenue is today known as the Livermore Town Center. This report uses Vineyard Shopping Center throughout for continuity.

## BACKGROUND RESEARCH

### Records Searches

At the request of LSA, staff at the Northwest Information Center (NWIC) conducted a records search (File #24-1549) of the project site and a 0.25-mile radius on April 9, 2025. The NWIC is an affiliate of the California Historical Resources Information System and the State of California Office of Historic Preservation, is the official State repository of cultural resource records and reports for Alameda County.

As part of the records search, LSA also reviewed the following local and State inventories for built environment cultural resources in and adjacent to the project site:

- *California Inventory of Historic Resources* (California Department of Parks and Recreation, 1976);
- *Five Views: An Ethnic Historic Site Survey for California* (California Office of Historic Preservation, 1988);
- *California Points of Historical Interest* (California Office of Historic Preservation, 1992);
- *California Historical Landmarks* (California Office of Historic Preservation, 1996);
- *Pacific Coast Architecture Database* (University of Washington, 2019);
- *An Architectural Guidebook to San Francisco and the Bay Area* (Cerny, 2007);
- *A Living Legacy: Historic Architecture of the East Bay* (Wilson, 1987); and
- *Built Environment Resource Directory: Alameda County* (California Office of Historic Preservation, 2025). The directory includes the listings of the National Register, National Historic Landmarks, California Register, California Historical Landmarks, and California Points of Historical Interest.

**Results.** The NWIC records search and local inventory reviews did not identify any previously identified cultural resources within the 6.54-acre project site that contains the Vineyard Shopping Center or a 0.25-mile radius.

### Map Review

LSA reviewed the following maps for historical information about the project site and its vicinity:

- *Pleasanton, California*, 15-minute topographic quadrangle (U.S. Geological Survey [USGS], 1906 and 1941);
- *Livermore, California*, 15-minute topographic quadrangle (USGS, 1953a and 1961a);
- *Livermore, Calif.*, 7.5-minute topographic quadrangle (USGS, 1953b, 1961b, 1968, 1973, and 1980).

**Results.** The 1906 *Pleasanton, California* 15-minute quadrangle depicts the project site as an undeveloped site. The alignment of modern South Livermore Avenue is depicted and shown as an improved road and appears to lie atop a portion of the eastern boundary of *Rancho Santa Rita*. The alignment of Pacific Avenue is also shown but appears an unpaved road. One building is depicted on

the north side of what will become Pacific Avenue. No buildings, structures, or objects in the project site are depicted (USGS 1906).

The 1941 *Pleasanton, California* 15-minute quadrangle depicts the project site in the same configuration as was shown in 1906 (USGS, 1941).

The 1953 *Livermore, California* 15-minute quadrangle depicts the project site set within an orchard, or vineyard which is likely given the name of the project site as the Vineyard Shopping Center, which extends north to modern East Street. The western boundary of this orchard extends to the then city limits of Livermore at that time. The building depicted on the north side of what will become Pacific Avenue remains in place. No buildings, structures, or objects are depicted in the project site. This map depicts cemeteries at the northeast that corresponds to the modern International Odd Fellows Memorial Park and St. Michaels Cemetery (USGS, 1953a).

The 1953 *Livermore, California* 7.5-minute topographic map depicts the same configuration of the project site, its setting, and nearby land uses as was depicted on the 15-minute topographic map described above (USGS, 1953b).

The 1961 *Livermore, California* 15-minute topographic quadrangle depicts one building on the project site. The footprint shown corresponds to the larger building that is situated parallel to Pacific Avenue. The modern residential tract development is depicted north of and adjacent to the project site as well as modern Dolores Street which forms the project site's eastern boundary. The area to the south of and across Pacific Avenue is depicted as a "Rodeo Grounds." This map also shows the growth of Livermore to the south and west (USGS, 1961a).

The 1961 *Livermore, California* 7.5-minute topographic map depicts the same configuration of the project site, its setting, and nearby land uses as was depicted on the 15-minute topographic map described above (USGS, 1961b).

The 1968 *Livermore, California* 7.5-minute topographic map depicts the same general built environment within and adjacent to the project site. Notable changes include the second single-story building near the southeast corner of the project site. Other changes in the vicinity of (and outside) the project site include the *Pacific Apartments* (1054 Dolores Street) and the *Outrigger Apartments* (1050 Dolores Street), south of and across Pacific Street is depicted containing *Civic Center Park* which includes a building in the same proximate location as the modern Livermore City Council Building. The map shows Livermore growing to the south and west (USGS, 1968).

The 1973 *Livermore, California* 7.5-minute topographic map depicts the same general configuration of the built environment within and adjacent to the project site as was shown in 1968. The map shows Livermore growing further to the south and west (USGS 1974).

The 1980 *Livermore, California* 7.5-minute topographic map depicts the same general configuration of the built environment within and adjacent to the project site as was shown in 1968. The map shows Livermore growing even further to the south and west (USGS, 1980).

The 1980 *Livermore, California* 7.5-minute topographic map depicts the same general configuration of the built environment within and adjacent to the project site as was shown in 1968. The map shows Livermore growing even further to the south and west (USGS, 1980).

### Newspaper Research

LSA reviewed online sources of newspaper articles for historical information on the project site.

**Results.** A review of online newspapers did not include an article, graphic, or other public notice regarding the design, construction, dedication of the Vineyard Shopping Center. A review of newspapers did include many mentions of individual businesses or services offered by occupants of this multi-unit commercial building.

### Public Comment Letter

On April 3, 2025, Lafayette resident Jason A. Bezis prepared a letter to Jannifer Ackerman, an Associate Planner with the City of Livermore regarding the Pacific and Livermore Townhomes Project. This letter was sent to Ms. Ackerman via email on or about April 3, 2025. LSA was provided with a copy of this document as it contained land use history information regarding the project site. Interspersed among the statements regarding the author's objections to the proposed project, are the following items regarding the history of the project site.

- Vineyard Shopping Center opened in 1959 and known early on as the "Nojet" center.
- From 1959-1980 the primary commercial occupant was a *Lucky* supermarket located in the "westerly side of the shopping center."
- By April 1983 *Lucky* left the shopping center and a *Nob Hills Food* supermarket moved in and remain there until "late 2002."
- The large commercial space on the eastern side of Vineyard Shopping Center was occupied by a *Sprouse-Reitz* variety store from 1959 to the "early 1980s." After *Sprouse-Reitz* left, the space was occupied by a "Bill's Drugs/Long's Drugs" store.

The letter included reference to a short movie or segment of video prepared in 1969 by Randy Lamfers of the Vineyard Shopping Center. The letter included a file path to view the movie via Facebook.<sup>2</sup> However, an attempt to view the video indicates the video was removed or otherwise not available.

The letter includes an attachment consisting of a screen grab or scanned image of the Vineyard Shopping Center as it was configured in 1966. The image is of the building's primary, south-facing façade taken from Pacific Avenue. The image also includes the former gas station that occupied the westernmost portion of the project site and subsequently demolished and site cleared by 1993. The image shows the Vineyard Shopping Center without the lattice work paneling that currently spans the full width of the façade, as well as the lack of concrete islands, planting boxes, and the

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<sup>2</sup> Link to video as presented in the letter: <https://www.facebook.com/randy.lamfers/videos/1922923083693/>.

## FIELD REVIEW

LSA architectural historian Michael Hibma reviewed the setting of the project site as well as the building exteriors and portions of publicly available interior spaces on March 18, 2025. The purpose of the review was to characterize the architectural style and identify alterations.

### Project Site Description

On March 18, 2025, LSA conducted a pedestrian field survey of the project site. The survey showed that the majority of the 6.54-acre project site contains a parking lot and two, single-story multi-unit commercial buildings near the northern and eastern boundary. The western portion of the project site, consisting of approximately 15 percent of the total project site, is an undeveloped triangular area that until circa 1993, contained a gasoline filling station that fronted South Livermore Avenue.

The project site contains Vineyard Shopping Center (see Appendix A: Figure 2). The two buildings in the Vineyard Shopping Center cover an approximate a combined square footage of 67,000 square-feet. The main, primary building covers approximately 59,500 square feet that contains 14 various sized commercial spaces with uses such as a liquor store, a beauty parlor, a restaurant, a dry cleaner, pet shop, and a bingo parlor and a small, secondary building covering approximately 7,500 square feet and containing two commercial spaces at the southeastern corner of the project site.

The buildings rest on a concrete slab foundation, with walls clad in T-111 plywood siding on the street-facing façades, and of stacked conder block on the rear, north-facing façade. The buildings are covered by a low-pitched, cross-gabled wood truss roof sheathed in what is perhaps a membrane type roofing. The roof type is obscured behind a full-length screen of lattice work that is affixed to the wide overhanging roof eave.

A full-width breezeway is near the center of the primary building with access to public restrooms. A loading dock is located at the rear of the primary commercial space in the far western portion of the main building as well as dumpsters and exterior access points with employee parking spaces along the full-width of the rear, north-facing façade.

Alterations appear numerous beyond the routine maintenance items. More notable alterations observed include replacement entrance doors, store front windows, signage, and roofing. The basic form, mass, and materiality of the buildings remain discernable. The installation of the full-width latticework paneling along the front façade has obscured the more subtle Ranch-style architectural aesthetic. These buildings are modest examples of Ranch-style or influenced commercial style architecture and are similar in visual appearance to contemporary multi-unit commercial retail buildings in Livermore, Alameda County, and statewide.

## HISTORICAL AND ARCHITECTURAL CONTEXT

Please see Appendix C for DPR 523 Series forms containing the historic and architectural context of the project site.

## ELIGIBILITY EVALUATION

Background research, including a records search, a literature review, background research, and a field review by an architectural historian, identified two built environment cultural resources more than 50 years old in the project site that together constitute the Vineyard Shopping Center at 2930 Pacific Avenue in the Alameda County community of Livermore.

This section applies the National Register and California Register significance criteria to the Vineyard Shopping Center within the project site. This resource has not been previously evaluated. Please see Appendix B of this HRE for California Department of Parks and Recreation 523 (DPR 523) Series Form records for a discussion of the historical and architectural contexts of the Vineyard Shopping Center.

Because the California Register significance criteria were deliberately modeled on the National Register significance criteria, the significance criteria of the two registers are similar. The evaluation below quotes the applicable National Register and California Register subject criteria (**bold text**) and is followed by a combined significance and integrity assessment.

### Application of National Register/California Register Criteria

**National Register Criterion A:** *Is it associated with **events** that have made a significant contribution to the broad patterns of our history?*

**California Register Criterion 1:** *Is it associated with **events** that have made a significant contribution to the broad patterns of California's history and cultural heritage?*

Background research indicates the Vineyard Shopping Center is associated with the commercial development and growth of Livermore in the mid-20th century. The expansion of Livermore after World War II pushed commercial activity outside and beyond the older Downtown area. Background research indicated that within a decade six other multi-unit commercial properties similar to Vineyard Shopping Center, four of which survive. Examples that appear to have survived include the *East Avenue Shopping Center* constructed by 1966 at 4010 East Avenue (now known as the Chardonnay Shopping Center); *Livermore Valley Square* constructed by 1968 at 1490 Railroad Avenue; the *Livermore Shopping Center*, constructed by 1960 at 777 Rincon Avenue; and the *Granada Shopping Center* constructed in 1965 at 1951 Holmes Street.

While the Vineyard Shopping Center represents a pattern of development in this area of Livermore and Alameda County in the years following World War II, background research indicated that this example does not have a higher associative stature when compared to the other similar developments associated with this important land use pattern in Livermore, Alameda County, and statewide in this era.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion A/1.

**National Register Criterion B:** *Is it associated with the lives of **significant persons** in our past?*

**California Register Criterion 2:** *Is it associated with the lives of **persons important** in our past?*

Background research did not identify a builder or person(s) responsible for designing or constructing the Vineyard Shopping Center.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion B/2.

***National Register Criterion C: Does it embody the distinctive characteristics of a type, period, or method of construction, or represent the work of a master, or possess high artistic values?***

***California Register Criterion 3: Does it embody the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values?***

As described above, this criterion is usually applied to ascertain if a given building, structure, or object is an important or representative example of an architectural style or as a specimen of a noted architect, an architectural firm, or other notable design professional(s). This criterion provides for an existing building, structure, or object to also accrue significance if it possesses innovative qualities or modifies an existing style or method of construction. According to *National Register Bulletin 15*,

“... a structure is eligible as a specimen of its type or period of construction if it is an important example (within its context) of building practices of a particular time in history. For properties that represent the variation, evolution, or transition of construction types, it must be demonstrated that the variation, etc., was an important phase of the architectural development of the area or community in that it had an impact as evidenced by later buildings. A property is not eligible, however, simply because it has been identified as the only such property ever fabricated; it must be demonstrated to be significant as well” (NPS, 1997:18).

Topographic quadrangle maps and aerial photographs indicate that the project site was used as undeveloped land or for agricultural cultivation (vineyards perhaps) since the early 20<sup>th</sup> century. No buildings, structures, or objects are depicted in the project site until the shopping center was constructed in 1959-1960. The westernmost area of the project site contained a gasoline station from 1960 and until it was demolished and removed circa 1993. The extant built environment within the project site, are typical examples of a multi-unit, Ranch-styled commercial building type which is well represented in the existing building stock of Alameda County, California, and nationwide.

Research did not conclusively identify the original builder of the Vineyard Shopping Center. These commercial buildings were arranged and constructed together to provide a single destination for consumers to shop and obtain necessary goods and services in one location, as was typical in a central business district or downtown and provide ample automobile parking. This arrangement is typical of this property type as planned and constructed beginning in the 1920s, spread rapidly in the decades following World War II, and remains in use in modern times.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion C/3.

**National Register Criterion D:** *Has it yielded, or may it be likely to yield, information important in history or prehistory?*

**California Register Criterion 4:** *Has it yielded, or may it be likely to yield, information important in prehistory or history?*

This criterion is usually used to evaluate the potential for archaeological deposits to contain information important in understanding the past lifeways of Alameda County's early historic-period and precontact inhabitants. Its application to architecture and the built environment is less common in eligibility evaluations due to the prevalence of multiple media that normally thoroughly document the form, materials, and design of a given building type. Consequently, information about the growth of commercial strip developments in the post-World War II era, the adaptation of Ranch-style to their design, and the pertinent construction techniques, as represented by the Vineyard Shopping Center historic period built environment, can be obtained from other widely available sources on this familiar architectural style and is not likely to result in new information about their construction techniques or architectural style and design. Taken together, the Vineyard Shopping Center within the 6.54-acre project is not likely to yield information important to the history of Santa Clara County, California, or the nation.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion D/4.

## CONCLUSION

The Vineyard Shopping Center at 2930 Pacific Avenue consists of two, single-story, multi-unit commercial buildings that collectively cover approximately 67,000 square feet constructed in 1959. Background research indicates the Vineyard Shopping Center is associated with the commercial development and growth of Livermore in the mid-20<sup>th</sup> century. The expansion of Livermore after World War II pushed commercial activity outside and away from Downtown Livermore. Background research indicated that by 1975, there were six other multi-unit commercial properties similar to Vineyard Shopping Center. Examples that appear to have survived include the East Avenue Shopping Center constructed by 1966 at 4010 East Avenue (now known as the Chardonnay Shopping Center); Livermore Valley Square constructed by 1968 at 1490 Railroad Avenue; the Livermore Shopping Center, constructed by 1960 at 777 Rincon Avenue; and the Granada Shopping Center constructed in 1965 at 1951 Holmes Street. Background research did not indicate an association with the life of an individual important in history.

Background research did not identify the name or names of the individual or firm responsible for designing these commercial buildings. AA field survey indicated the Vineyard Commercial Center is significantly altered. Although these buildings are modest examples of Ranch-styled commercial architecture, other examples in Livermore and Alameda County of similar age also show extensive alterations likely in response to trends in commercial architecture and is not likely to reveal information important in history of in the design and construction methods of this type of commercial architecture common in Livermore, Alameda County, and statewide.

Based on the results of this HRE, LSA concludes that the Vineyard Commercial Center does not appear eligible for inclusion in the National Register, or the California Register under any significance

criteria, either individually or as a contributing element of a potential historic district. For these reasons, the Vineyard Shopping Center at 2930 Pacific Avenue does not appear to qualify as a “historical resource” for the purposes of CEQA (Public Resources Code Section 21084.1).

## **ATTACHMENTS**

- A: Figures
- B: California Department of Parks and Recreation Series 523 from records of the Vineyard Shopping Center
- C: Letter dated April 3, 2025, from Lafayette resident J. Bezis to Associate Planner J. Ackerman

REFERENCES CONSULTED<sup>1</sup>

Bezis, Jason A.

- 2025 Personal letter to Jennifer Ackerman, Associate Planner, City of Livermore 3 April 2025. Copy on file at LSA, Point Richmond, California.

California Office of Historic Preservation

- 1988 *Five Views: An Ethnic Historic Site Survey for California*. California Department of Parks and Recreation, Sacramento.
- 1992 *California Points of Historical Interest*. California Department of Parks and Recreation, Sacramento.
- 1996 *California Historical Landmarks*. California Department of Parks and Recreation, Sacramento.
- 2001 *California Environmental Quality Act (CEQA) and Historical Resources*. California Department of Parks and Recreation, Sacramento.
- 2025a *Built Environment Resource Directory – Alameda County*. Website, [https://ohp.parks.ca.gov/?page\\_id=30338](https://ohp.parks.ca.gov/?page_id=30338), accessed April 15, 2025.
- 2025b *California Historical Landmarks: Alameda*. Electronic document, [http://ohp.parks.ca.gov/?page\\_id=21388](http://ohp.parks.ca.gov/?page_id=21388), accessed April 24, 2025.

Cerny, Susan Dinkelspiel

- 2007 *An Architectural Guidebook to San Francisco and the Bay Area*. Gibbs Smith Publisher, Santa Barbara, California.

National Park Service (NPS)

- 1997 *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. U.S. Department of the Interior, NPS, Washington, D.C.

Newspapers.com

- 1974 Livermore Thursday Nite [sic], Oct. 24, 7 P.M. to 10 P.M. "Take the Bus." In *Tri-Valley News (Dublin, California)*, 23 October 1974, page 17. Website, newspapers.com, accessed April 24, 2025.

ParcelQuest

- 2025 Assessor's Parcel Information. Electronic document, <http://www.parcelquest.com/>, accessed various.

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<sup>1</sup> For a full set of references consulted, please see the DPR523 forms in Appendix C of this report.

Schwarzer, Mitchell

2007 *Architecture of the San Francisco Bay Area: A History and Guide*. William Stout Publishers, Overseas Printing, China.

U.S. Geological Survey (USGS)

1906 *Pleasanton, California* 15-minute topographic quadrangle. USGS, Washington, D.C.

1941 *Pleasanton, California* 15-minute topographic quadrangle. USGS, Washington, D.C.

1953a *Livermore, California* 15-minute topographic quadrangle. USGS, Washington, D.C.

1953b *Livermore, California* 7.5-minute topographic quadrangle. USGS, Washington, D.C.

1961a *Livermore, California* 15-minute topographic quadrangle. USGS, Washington, D.C.

1961b *Livermore, California* 7.5-minute topographic quadrangle. USGS, Washington, D.C.

1968 *Livermore, California* 15-minute topographic quadrangle. USGS, Washington, D.C.

1973 *Livermore, California* 15-minute topographic quadrangle. USGS, Washington, D.C.

1980 *Livermore, California* 15-minute topographic quadrangle. USGS, Washington, D.C.

Wilson, Mark A.

1987 *A Living Legacy: Historic Architecture of the East Bay*. Lexikos Press, San Francisco, California.

Woodbridge, Sally B., John M. Woodbridge, and Chuck Byrne

1992 *San Francisco Architecture: The Illustrated Guide to Over 1,000 of the Best Buildings, Parks, and Public Artworks in the Bay Area*. Chronicle Books, San Francisco, California.

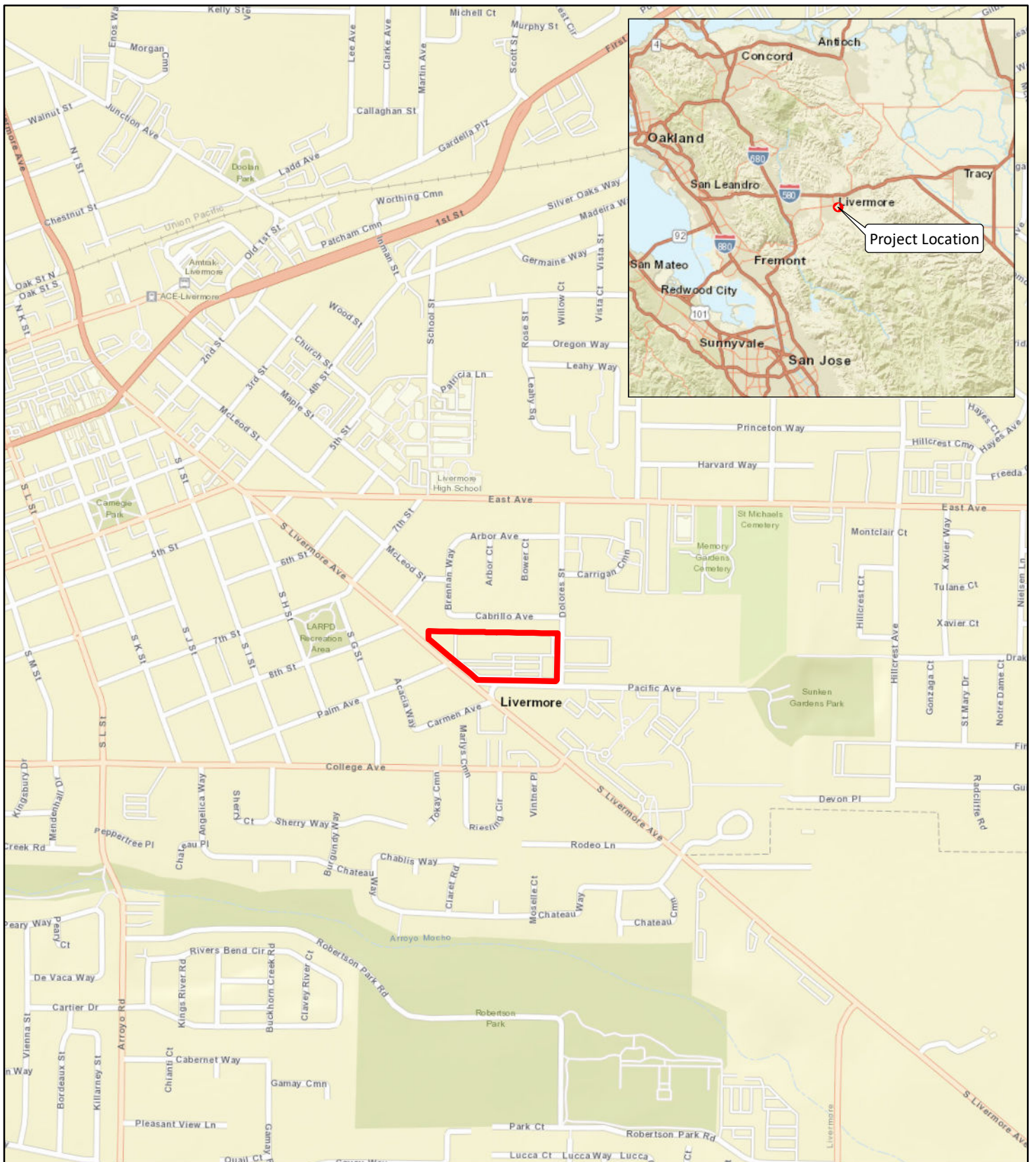
2005 *San Francisco Architecture: An Illustrated Guide to the Outstanding Buildings, Public Artworks, and Parks in the Bay Area of California*. Ten Speed Press, Toronto, Canada.

**ATTACHMENT A**

**FIGURES**

Figure 1 – Project Location and Vicinity

Figure 2 – Project Site



**LSA**

LEGEND

Project Site

FIGURE 1.1



0 500 1000  
FEET

SOURCE: Esri World Street Map (2025)

I:\C\CLV2201\GIS\MXD\ProjectLocation\_and\_RegionalVicinity.mxd (2/18/2025)

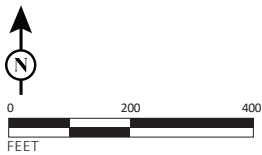
*Pacific and Livermore Townhomes Project  
Project Location and Regional Vicinity*



FIGURE 2

LSA

 Project Area



*Pacific and Livermore Avenue Mixed-Use Project  
Aerial Photograph of the Project Area*

SOURCES: Google Earth; LSA, 2022

I:\CLV2201\G\Aerial Photo&Surrounding LU.ai (7/19/2022)

**ATTACHMENT B**

**CALIFORNIA DEPARTMENT OF PARKS AND RECREATION SERIES 523 FROM  
RECORDS OF THE VINEYARD SHOPPING CENTER**

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

Primary #  
HRI #  
Trinomial  
NRHP Status Code 6Y

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

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Resource Name: Vineyard Shopping Center

- P1. Other Identifier:** Livermore Town Center  
**P2. Location**  Not for Publication  Unrestricted:  
a. **County:** Alameda  
b. **USGS 7.5' Quad:** *Livermore, Calif.*, **Date:** 1980; T3S/R2E; M.D. BL&M  
c. **Address:** 2930 Pacific Avenue **City:** Livermore **Zip:** 94550  
d. **UTM: Zone** 10S; 609485mE/4170670mN  
e. **Other Locational Data:** APNs 098A-0412-106-03; -05; -06; and -08

**P3a. Description:** This resource consists of two buildings in the Vineyard Shopping Center cover an approximate a combined square footage of 67,000 square-feet. The main, primary building covers approximately 59,500 square feet that contains 14 various sized commercial spaces with uses such as a liquor store, a beauty parlor, a restaurant, a dry cleaner, pet shop, and a bingo parlor and a small, secondary building covering approximately 7,500 square feet and containing two commercial spaces at the southeastern corner of the project site. The buildings rest on a concrete slab foundation, with walls clad in T-111 plywood siding on the street-facing façades, and of stacked conder block on the rear, north-facing façade. The buildings are covered by a low-pitched, cross-gabled wood truss roof sheathed in what is perhaps a membrane type roofing. The roof type is obscured behind a full-length screen of lattice work that is affixed to the wide overhanging roof eave. A full-width breezeway is near the center of the primary building with access to public restrooms. A loading dock is located at the rear of the primary commercial space in the far western portion of the main building as well as dumpsters and exterior access points with employee parking spaces along the full-width of the rear, north-facing façade. Alterations appear numerous beyond the routine maintenance items. More notable alterations observed include replacement entrance doors, store front windows, signage, and roofing. The resource boundary is coterminous with the parcel boundary. See continuation sheets.

- P3b. Resource Attributes:** HP6. 1-3 story commercial building  
**P4. Resources Present:**  Building  Structure  Object  Site  District  Element of District  Other  
**P5. Photograph:**



**P5b. Description of Photo:** Vineyard Shopping Center. Primary building (partial) south façade. View northeast. LSA photograph, 3/18/25.

**P6. Date Constructed/Age and Source:**  
 **Historic.** Built 1960, 1975, ParcelQuest.com.

**P7. Owner and Address:**  
PO RO 1 LLC.  
715 North First Street  
San Jose, CA 95110

**P8. Recorded by:**  
Michael Hibma, M.A.  
LSA Associates, Inc.  
157 Park Place  
Point Richmond, California 94801

**P9. Date recorded:** 5/20/25

**P10. Survey Type:** Intensive

**P11. Report citation:** Hibma, Michael, 2025. *Historical Resource Evaluation of the Vineyard Shopping Center, 2930 Pacific Avenue, Livermore, Alameda County, California.* LSA Associates, Inc., Point Richmond, CA.

**Attachments:**  Location Map  Continuation Sheet  Building, Structure, and Object Record

DPR 523A (1/95)

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

Primary #  
HRI#

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NRHP Status Code: 6Y  
Resource Name: Vineyard Shopping Center

- B1. **Historic Name:** Same
- B2. **Common Name:** Livermore Town Center
- B3. **Original Use:** Multi-unit shopping center
- B4. **Present Use:** Same
- B5. **Architectural Style:** Ranch-style commercial
- B6. **Construction History:** Online property-specific information indicates this commercial shopping center consisting of two single-story, multi-unit commercial buildings was constructed in two phases, 1959-1960 and remodeled in 1975-1977 with a detached multi-unit building constructed near the intersection of Pacific Avenue and Dolores Street. Alterations appear numerous beyond the routine maintenance items. More notable alterations observed include replacement entrance doors, store front windows, signage, and roofing. The basic form, mass, and materiality of the buildings remain discernable. The installation of the full-width latticework paneling along the front façade has obscured the more subtle Ranch-style architectural aesthetic.

- B7. **Moved?**  No
- B8. **Related Features:** None
- B9. **a. Architect:** Undetermined  
**b. Builder:** Undetermined

B10. **Significance:** **Theme:** Rural development, agriculture **Area:** Livermore, Alameda County

**Period of Significance:** N/A **Property Type:** Commercial shopping center **Applicable Criteria:** N/A  
See continuation sheets.

B11. **Additional Resource Attributes:** None

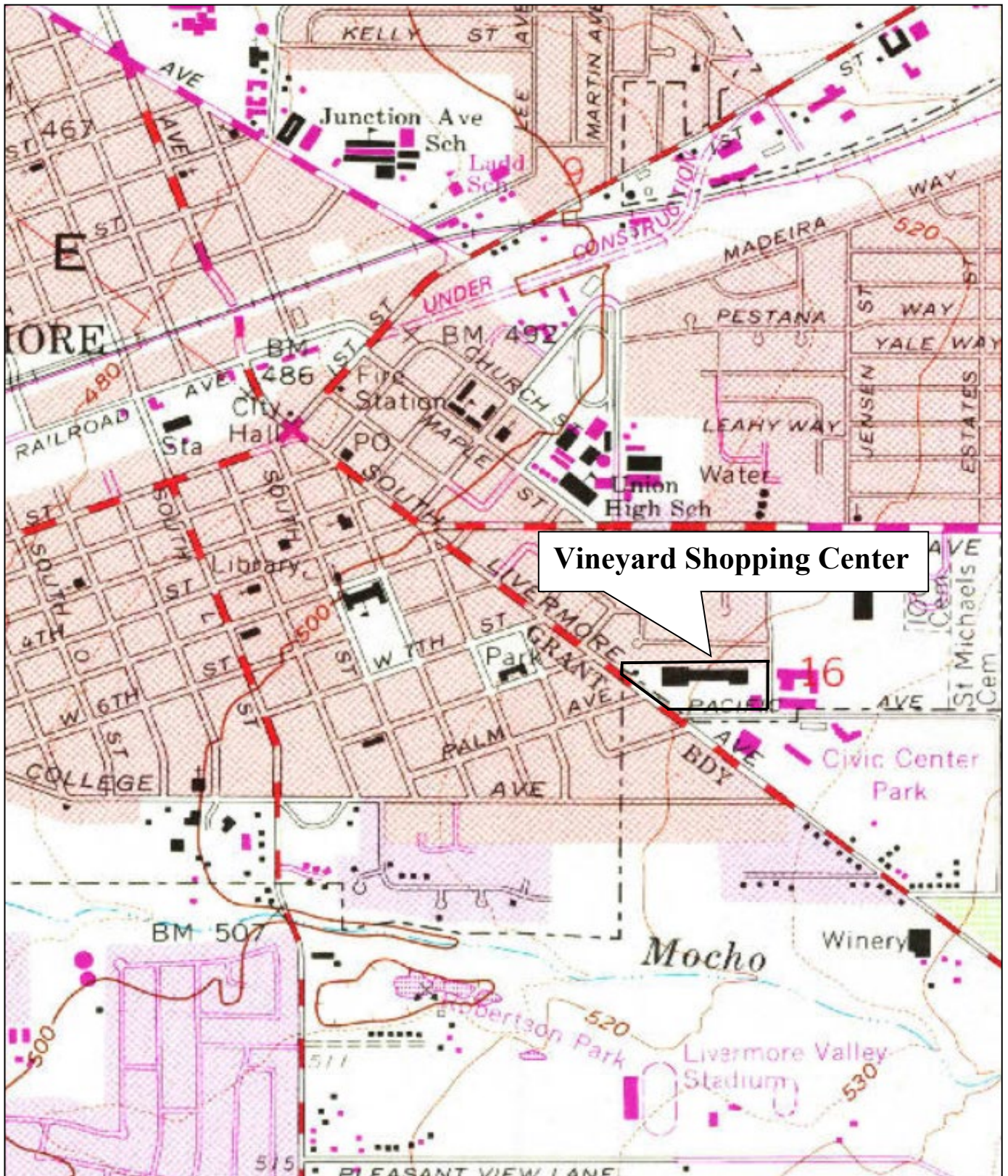
B12. **References:**  
See continuation sheets.

B13. **Remarks:** None

B14. **Evaluator:**  
Michael Hibma, M.A.  
LSA Associates, Inc. 157 Park Place, Richmond, California 94801  
**Date of Evaluation:** 5/50/25



(This space reserved for official comments.)



**B10. Significance** (continued)

**HISTORICAL CONTEXT.** This section presents the historical and architectural context of and evaluates the eligibility of the Vineyard Shopping Center at 2930 Pacific Avenue under California Register of Historical Resources (CRHR) significance criteria.

**Settlement.** Recorded Spanish activity in the Bay Area begins in 1769 with the Gaspar de Portola Expedition. The subsequent years brought more expeditions that favorably noted the fresh water, adequate timber, and rich soils of the Bay Area. In 1777, a party of settlers from San Francisco led by Lieutenant Moraga set out for the Santa Clara Valley to establish, on the banks of the Guadalupe River, the first civic settlement in California. Spain's colonization policy goals were to pacify native peoples, encourage settlement by those of European heritage, and preempt foreign claims in Spanish territory. Implementing this policy utilized three institutions: missions, presidios, and pueblos designed to operate in an interdependent relationship to reinforce each other and secure the land for the Spanish Crown. The land that would become Pueblo de San José de Guadalupe was granted on July 22, 1778, by Governor Felipe de Neve in the name of King Charles III under provisions of the *Recompilacion de Leyes de los Reynos de las Indias*, a massive four-volume codex of Spanish colonial law. The provisions of the codex called for the boundaries of a pueblo grant to be four leagues square of flat ground, one square league in each direction from a central plaza (Hall 1871:334; Munro-Fraser 1881:370).

**Mexican Period.** After Mexico declared independence in 1821, the republican ethos of the Mexican state favored secular growth over ecclesiastical, disbanded the mission system in 1834, and releasing tens of thousands Native American neophytes from Church custody as well as making available hundreds of thousands of acres. Mexican governors liquidated church lands into land grant ranchos to populate the countryside with politically aligned citizens and assert its sovereignty. As a result, the total number of ranchos in California doubled by 1844. During this time, the Mexican government was distracted by political developments in central Mexico, far away from Alta California, and the native-born Spanish speakers, or *Californios*, experienced relative peace and enjoyed relative autonomy in their social, political, and economic affairs from the central government (Works Progress Administration 1939:47-50; Bancroft 1888 II:607-627; McWilliams 1973:38, Monroy 1990:123-132; Marschner 2000:4-6; Robinson 1948:29-31)

**Gold Rush and Statehood.** As more Anglo-Americans, mostly single young men from the United States came to California, sympathies for statehood grew. The U.S.–Mexican War, the Treaty of Guadalupe Hidalgo, and the discovery of gold on the American River in January 1848, set in motion the *Californios'* loss of California (Laffey 1992:5). Following the U.S.–Mexican War, the United States annexed California in 1848 and occupied it via a military government. Statehood was granted as part of the Compromise of 1850, which settled, among other issues, a lingering debate on the boundary of Texas and the new Territory of New Mexico and a four-year political impasse in the United States Senate “averting disunion” between slave and free states regarding whether slavery would be allowed within territory won during the war. California entered the Union as a free state and President James Knox Polk who worked so hard to make it happen died within a year (Greenburg 2012:268). Many miners failed to strike it rich and turned to agriculture, particularly livestock and grain dry farming (Vaught 2003:449). The cultivation of wheat, oats, barley, and other cereals ushered in California's second economic boom, a dry farming grain bonanza during the 1860s and 1870s.

**Alameda County.** A year after California joined the Union, residents of the rapidly growing bayshore communities of Oakland and Berkeley increasingly complained of inconveniences and unresponsiveness from the Contra Costa County seat twenty miles north in Martinez. In response, the California Legislature created a new county in 1853 by combining part of southern Contra Costa and northern Santa Clara counties to form Alameda County, taking its name from the same tree-lined stream José de Jesús Vallejo did 12 years before (Coy 1923:61-63; 91-92; Munro-Fraser 1883:166-167; Scott 1959:35). By 1878, the 820-square-mile county was politically subdivided into six townships to allocate local authority and create representative districts (Munro-Fraser 1883:172-173).

**B10. Significance** (continued)

**HISTORICAL CONTEXT** (continued)

**Livermore Valley.** During the 19th century, Spanish and later Mexican ranchers found that the grassy hills surrounding the valley were ideal grazing lands. Until the early part of the 20th century, much of the land in the area, which was once part of several land grant ranchos (e.g., *San Ramon*, *Santa Rita*, *Las Positas*, and *Valle de San José*), was devoted to grazing and, well in the last century, the primary land uses were agricultural (Marschner 2000:153-155. The name Livermore is credited to Robert Livermore, an English sailor [who] came to California in the 1820s and became co-grantee of *Rancho Las Positas*” (Gudde, 1998:212). By the 1840s the Livermore Valley carried part of the road between San Francisco and Sacramento (Mosier, 1978 cited in Basin Research Associates, 1996:3).

**City of Livermore.** The City of Livermore was founded in 1869 by William Mendenhall, a speculator who anticipated a new town would develop along the Central Pacific Railroad’s line through the valley. Before incorporation in 1876, the area remained grazing lands. Mendenhall named his nascent city after his friend Robert Livermore, an English sailor who arrived in California 1852, left the life on the high seas, and settled amongst the Californios. Then a prominent rancher in the valley, Livermore gifted the CPRR land for a station and depot, thereby ensuring the viability of the community and securing its future economic success as the era of ranching and low-intensity agricultural development. Livermore’s development as a City was based on the Western Pacific Railroad and the commerce that the railroad brought with it, as well as cattle ranches and vineyards. The general area around Livermore has been characterized by a seemingly stable dispersed agrarian landscape pattern, especially stock raising and orchards, from the Hispanic Period though the mid-20th century (Basin Research, 1996:3-4).

Agriculture and resource extraction (i.e., mining) remained the primary economic engine of Livermore into the mid-20th century. Livermore’s coal, gravel, and rock quarries were relied upon to build the Bay Area’s booming road network after World War II. Resource extraction led to technological development. In 1952, the recently closed Livermore Naval Air Base was transferred to the University of California for use as the Lawrence Livermore Laboratory (Hoover, et. al., 2002:12-13).

The City of Livermore was transformed after the Allied Victory in World War II. Many defense industry workers, returning veterans, and migrants from the eastern United States wanted to remain and enjoy the warm climate and plentiful jobs. By 1970, the population of Livermore swelled from 4,364 in 1950 to 37,703 by 1970 and more than doubled again to 73,345 in 2000. Most of the new residents were mostly young people forming families (Self 2003:257), which led to a pace of demographic change that transformed California. Then-Governor Earl Warren characterized the influx of residents as adding “a whole new city of ten thousand people every Monday morning” (Weaver 1967:147).

Today, Livermore’s agricultural legacy remains as several ranches and vineyards that characterized the pre-modern past “still ring the City and contribute significantly to civic identity” (City of Livermore 2003:2-3).

**Mid-20<sup>th</sup> Century Shopping Centers in Livermore.** A review of historical maps indicates the Vineyard Shopping Center was part of a trend of Livermore’s commercial development and growth in the 1950s-1970s. The expansion of Livermore after World War II pushed commercial activity outside and beyond the older Downtown. Background research indicated that within a decade six other multi-unit commercial properties similar to Vinyard Shopping Center, four of which survive.

Examples that appear to have survived include the *East Avenue Shopping Center* constructed by 1966 at 4010 East Avenue (now known as the Chardonnay Shopping Center); *Livermore Valley Square* constructed by 1968 at 1490 Railroad Avenue; the *Livermore Shopping Center*, constructed by 1960 at 777 Rincon Avenue; and the *Granada Shopping Center* constructed in 1965 at 1951 Holmes Street.

**B10. Significance** (continued)

**Vineyard Shopping Center.** On April 3, 2025, Lafayette resident Jason A. Bezis prepared a letter to Jannifer Ackerman, an Associate Planner with the City of Livermore. LSA was provided with a copy of this document as it contained land use history information regarding the project site. The letter contains the following items regarding the history of the Vineyard Shopping Center.

- 1) Vineyard Shopping Center opened in 1959 and known early on as the “Nojet” center.
- 2) From 1959-1980 the primary commercial occupant was a *Lucky* supermarket located in the “westerly side of the shopping center.”
- 3) By April 1983 *Lucky* left the shopping center and a *Nob Hills Food* supermarket moved in and remain there until “late 2002.”
- 4) The large commercial space on the eastern side of Vineyard Shopping Center was occupied by a *Sprouse-Reitz* variety store from 1959 to the “early 1980s.” After *Sprouse-Reitz* left, the space was occupied by a “Bill’s Drugs/Long’s Drugs” store.

Today, the Vineyard Shopping Center is approximately 1/3 to 1/2 occupied with small scale commercial shops including a liquor store, a beauty parlor, a restaurant, a dry cleaner, pet shop, and a bingo parlor and a small, secondary building covering approximately 7,500 square feet and containing two commercial spaces at the southeastern corner of the project site

**ARCHITECTURAL CONTEXT**

The Vineyard Shopping Center follows commercial-related development trends elsewhere in mid-20th century California. Based on a review of its visual appearance and physical development, the best applicable architectural style is Ranch. The distinctive characteristics of this type and method of construction are described below.

**Ranch.** The Ranch style was promoted in the mid-1930s and is based loosely on early adobe rancho houses of the Spanish and Mexican periods, which in turn were influenced by the simple, vernacular wood-frame structures found on rural farms and ranches in the 19th century (McAlester 2013:603). These historical precedents were influenced further by Craftsman and Prairie modernism of the early-20th century. As a result, the Ranch-style joined the Minimal Traditional style was a popular design in California domestic architecture from World War II to the 1980s. By the mid-1950s, the market began to favor larger, more expensive buildings with variety in design and layout to accommodate a growing, more affluent population that distanced itself from earlier, post-war tract home developments (National Park Service 2002:66-67). This phenomenon was reflected in housing markets across the country, but the style was particularly favored in California where the Ranch style served as the regional expression of this new lifestyle.

Ranch-style buildings are generally low in height and horizontal in massing, with an informal, rambling floor plan centered on a large, open central living area with extended wings or sections. The typical Ranch-style building layout was an L-, U-, or H-shaped building footprint. The exterior was typically asymmetrical in design, one-story in height, and covered with a very low-pitched roof. Three common types of roof forms are used: the hipped version is the most common, followed by the cross-gabled and side-gabled forms. There is typically a moderate or wide eave overhang, which may be either boxed or open, with exposed rafters (McAlester 2013:597).

Both wooden and brick wall cladding are used (sometimes in combination) to create a rustic, quasi-pioneer feel. The rise and popularity of the automobile in everyday life resulted in the incorporation of accessibility for automobiles in their design. Builders frequently added modest traditional detailing, usually loosely based on Spanish or English Colonial precedents. Decorative iron or wooden porch supports and decorative faux shutters are the most common form of detailing. Ribbon windows and large picture windows in living areas are characteristic features. Partially enclosed courtyards or patios, borrowed from Spanish houses, are also a common feature that brings “the outdoors inside,” reinforcing the informal outdoor-living spirit of the Ranch-style. The Ranch-style is further divided into numerous sub-styles, including Tract Ranch, Modern Ranch, and Custom Ranch.

**B10. Significance** (continued)

**ELIGIBILITY EVALUATION**

This section applies the National Register, California Register, and relevant county-level significance criteria to the 6.48-acre that contains the Vineyard Shopping Center. The shopping center has not been previously evaluated for eligibility for inclusion in the National Register or California Register. Because the California Register was deliberately modeled on the National Register, their significance criteria are similar. The evaluation below quotes the applicable National Register and California Register subject criteria (**bold text**).

**National Register Criterion A:** *Is it associated with **events** that have made a significant contribution to the broad patterns of our history?*

**California Register Criterion 1:** *Is it associated with **events** that have made a significant contribution to the broad patterns of California's history and cultural heritage?*

Background research indicates the Vineyard Shopping Center is associated with the commercial development and growth of Livermore in the mid-20th century. The expansion of Livermore after World War II pushed commercial activity outside and beyond the older Downtown. As presented above, Vineyard Shopping Center is one of several other multi-unit commercial properties, four of which survive. Examples that appear to have survived include the *East Avenue Shopping Center* constructed by 1966 at 4010 East Avenue (now known as the Chardonnay Shopping Center); *Livermore Valley Square* constructed by 1968 at 1490 Railroad Avenue; the *Livermore Shopping Center*, constructed by 1960 at 777 Rincon Avenue; and the *Granada Shopping Center* constructed in 1965 at 1951 Holmes Street.

While the Vineyard Shopping Center represents a pattern of development in this area of Livermore and Alameda County in the years following World War II, background research indicated that this example does not have a higher associative stature when compared to the other similar developments associated with this important land use pattern in Livermore, Alameda County, and statewide in this era.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion A/1.

**National Register Criterion B:** *Is it associated with the lives of **significant persons** in our past?*

**California Register Criterion 2:** *Is it associated with the lives of **persons important** in our past?*

Background research did not identify a builder or person(s) responsible for designing or constructing the Vineyard Shopping Center.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion B/2.

**National Register Criterion C:** *Does it embody the distinctive characteristics of a **type, period, or method of construction**, or represent the **work of a master**, or possess **high artistic values**?*

**California Register Criterion 3:** *Does it embody the distinctive characteristics of a **type, period, region, or method of construction**, or represents the work of an **important creative individual**, or possesses **high artistic values**?*

As described above, this criterion is usually applied to ascertain if a given building, structure, or object is an important or representative example of an architectural style or as a specimen of a noted architect, an architectural firm, or other notable design professional(s). This criterion provides for an existing building, structure, or object to also accrue significance if it possesses innovative qualities or modifies an existing style or method of construction. According to *National Register Bulletin 15*, "... a structure is eligible as a specimen of its type or period of construction if it is an important example (within its context) of building practices of a particular time in history. For properties that represent the variation, evolution, or transition of construction types, it must be demonstrated that the variation, etc., was an important phase of the architectural development of the area or community in that it had an impact as evidenced by later buildings. A property is not eligible, however, simply because it has been identified as the only such property ever fabricated; it must be demonstrated to be significant as well" (NPS, 1997:18).

**B10. Significance** (continued)

**ELIGIBILITY EVALUATION** (continued)

*National Register Criterion C and California Register Criterion 3* (continued):

Topographic quadrangle maps and aerial photographs indicate that the project site was used as undeveloped land or for agricultural cultivation (vineyards perhaps) since the early 20<sup>th</sup> century. No buildings, structures, or objects are depicted in the project site until the shopping center was constructed in 1959-1960. The westernmost area of the project site contained a gasoline station from 1960 and until it was demolished and removed circa 1993. The extant built environment within the project site, are typical examples of a multi-unit, Ranch-styled commercial building type which is well represented in the existing building stock of Alameda County, California, and nationwide. Research did not conclusively identify the original builder of the Vineyard Shopping Center. These commercial buildings were arranged and constructed together to provide a single destination for consumers to shop and obtain necessary goods and services in one location, as was typical in a central business district or downtown and provide ample automobile parking. This arrangement is typical of this property type as planned and constructed beginning in the 1920s, spread rapidly in the decades following World War II, and remains in use in modern times.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion C/3.

*National Register Criterion D: Has it yielded, or may it be likely to yield, information important in history or prehistory?*

*California Register Criterion 4: Has it yielded, or may it be likely to yield, information important in prehistory or history?*

This criterion is usually used to evaluate the potential for archaeological deposits to contain information important in understanding the past lifeways of Alameda County's early historic-period and precontact inhabitants. Its application to architecture and the built environment is less common in eligibility evaluations due to the prevalence of multiple media that normally thoroughly document the form, materials, and design of a given building type. Consequently, information about the growth of commercial strip developments in the post-World War II era, the adaptation of Ranch-style to their design, and the pertinent construction techniques, as represented by the Vineyard Shopping Center historic period built environment, can be obtained from other widely available sources on this familiar architectural style and is not likely to result in new information about their construction techniques or architectural style and design. Taken together, the Vineyard Shopping Center within the 6.54-acre project is not likely to yield information important to the history of Santa Clara County, California, or the nation.

For these reasons, LSA concludes that the Vineyard Shopping Center does not appear eligible under Criterion D/4.

**Integrity Assessment.** In addition to being significant under one or more criteria, a resource must retain enough of its historic character and appearance to be recognizable as an historical resource and retain integrity, which is defined as the ability of a resource to convey the reasons for its significance (CCR Title 14 Section 4852(c)). There are seven aspects of integrity used to measure a property's ability to convey its significance: *location, design, setting, materials, workmanship, feeling, and association* (National Park Service 1997:45). Historical integrity refers to a resource's ability to convey its significant historical associations. Integrity is a critical component of historical resources that are listed or eligible for inclusion in a national, state, or local register of historical resources. Integrity is assessed only after significance is established. The Vineyard Shopping Center does not appear significant under any criteria and is not eligible for listing in the National Register or the California Register; therefore, its integrity was not assessed.

**Conclusion.** The Vineyard Shopping Center is associated with Livermore's commercial growth in the mid-20th century. However, the association of Vineyard Shopping Center with this pattern of events does not appear of high, relative importance with similar properties as regards the history of Livermore, Alameda County, California or the nation. For these reasons, the Vineyard Shopping Center does not qualify as a "historical resource" for the purposes of CEQA (as defined by Public Resources Code Section 21084.1).

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. West and (partial) south façades. View northeast.  
LSA photograph 3/18/25.



Vineyard Shopping Center. Anchor tenant space, far left side of south facing façade. View northwest.  
LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. South façade (partial). View northwest.  
LSA photograph 3/18/25.



Vineyard Shopping Center. Anchor tenant space, center portion of south facing façade. View north.  
LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. South façade (partial). View northeast.  
LSA photograph 3/18/25.



Vineyard Shopping Center. Far right portion of south-facing façade. View northwest.  
LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Anchor tenant space, far right side of south façade (partial). View northeast. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Anchor tenant space, far right side of south façade (partial) and east façade. View west. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Anchor tenant space, east façade and portion of north façade.  
View southwest. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Rear access road. Portion of east façade and north façade.  
View west. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Anchor tenant space, north (rear) façade.  
View southeast. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Anchor tenant space, north (rear) façade.  
View east. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Anchor tenant space, north (rear) façade.  
View southeast. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Anchor tenant space, north (rear) façade.  
View east. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Anchor tenant space, north (rear) façade.  
View east. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Anchor tenant space, north (rear) façade.  
View southeast. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Anchor tenant space, north (rear) façade dumpster corral.  
View east up through road behind building. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Western anchor tenant space, north (rear) façade.  
View west. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Western anchor tenant space, north (rear) façade. Loading dock. View east. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Western anchor tenant space, north (rear) façade. Loading ramp, dock, and roof eave. View east. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Western anchor tenant space, north (rear) façade.  
View east. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Western anchor tenant space, northern (rear) and west façades.  
View southeast. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Planter box and paired pebble-clad concrete planter. Representative example. View northeast. LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Paired pebble-clad concrete planter with T-111 plywood accent. Representative example. View east. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Covered walkway along tenant space entrances. View west.  
LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Tenant space. Representative example. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Primary building. Central covered breezeway. View north from south façade.  
LSA photograph 3/18/25.



Vineyard Shopping Center. Primary building. Central covered breezeway. View north from south façade.  
LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Secondary building. North and east façades. View southwest. LSA photograph 3/18/25.



Vineyard Shopping Center. Secondary building. North and west façades. View southeast. LSA photograph 3/18/25.

P5a. Photograph (continued)



Vineyard Shopping Center. Secondary building. West and south façades. View east. LSA photograph 3/18/25.



Vineyard Shopping Center. Secondary building. South and east façades. View northwest. LSA photograph 3/18/25.

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**ATTACHMENT C**

**LETTER DATED APRIL 3, 2025, FROM LAFAYETTE RESIDENT  
J. BEZIS TO ASSOCIATE PLANNER J. ACKERMAN**

**JASON A. BEZIS**



April 3, 2025

VIA E-MAIL ONLY

Jennifer Ackerman

Associate Planner

City of Livermore, Community Development Department

1052 S. Livermore Avenue

Livermore, California 94550

[jjackerman@LivermoreCA.gov](mailto:jjackerman@LivermoreCA.gov)

Re: Public Comment on EIR Scoping for Pacific and Livermore Townhomes Project

Dear Ms. Ackerman:

I am a native of Livermore. I have considerable personal experience with the existing shopping center at 2930 Pacific Avenue over the past half-century. I submit this public comment on the Environmental Impact Report (EIR) scope for the Pacific and Livermore Townhomes Project.

The EIR should evaluate the historical significance of the commercial use of this parcel in its "Cultural Resources" section. The existing shopping center arguably is a "historical resource" that is "important to Livermore's architectural, cultural, economic, historic, political, and social heritage." (Livermore Development Code, § 9.02.020.B.7.) It is "associated with events that have made a significant contribution to the broad patterns of Livermore's history and cultural heritage." Since it opened in 1959, for more than 65 years, this shopping center and site have been a major hub of Livermore cultural, economic, and social life.

From 1959 to 1980, a Lucky supermarket was the anchor tenant at the westerly side of the shopping center. (My family shopped at that store. My sister once rode her horse there.) From April 1983 through late 2002, a Nob Hill Foods supermarket occupied that building (after a significant expansion to the west). (I was present on the grand opening day.) The anchor tenant on the easterly side from 1959 until the late 1970s or early 1980s was a Sprouse-Reitz variety / "junior department" store. In the 1980s and '90s, that building was a Bill's Drugs/Long's Drugs store. One of the Livermore Valley's largest collection of newspaper vending machines long existed along the easterly exterior wall of the Lucky/Nob Hill Foods building.

I do not believe that it likely is feasible to preserve any portion of the existing shopping center, which has served commercial needs in Livermore since 1959. However, if the entire existing shopping center were to be demolished, then some commercial use should be incorporated

into the proposed project as potential mitigation for the loss of this historical resource. Perhaps commercial uses could be designed into the project for a portion of the South Livermore Avenue frontage (perhaps at or near the Pacific Avenue intersection) and/or at the northwesterly corner of Pacific Avenue and Dolores Street.

This shopping center has gone by various names since 1959. It was known as the “Nojet” center when it opened in 1959. In the 1960s and ‘70s, it was known as the Vineyard Shopping Center. In the 1980s and ‘90s, it commonly was known as the “Nob Hill Foods” shopping center. Today it is called “Livermore Town Center. Regardless of its changing names, this shopping center has been a community gathering point for the past 65+ years. It is privately-owned, but it has been “public space.” See, e.g., *Pruneyard Shopping Center v. Robins*, 447 U.S. 74 (1980). A 100% residential project would deprive the community of an important resource.

For several generations, this shopping center has been a center of Livermore community life, especially for the surrounding neighborhoods. See, for example, the advertisement below heralding the visit of Santa Claus by helicopter to this shopping center in December 1964.



See the 1966 Livermore Chamber of Commerce publication page devoted to the Vineyard Shopping Center, attached to this letter.

See also this circa 1969 film of the Vineyard Shopping Center that Randy Lamfers apparently prepared: <https://www.facebook.com/randy.lamfers/videos/1922923083693/>  
The current Oak Door bar/restaurant is the modern functional equivalent of a saloon that stood at the South Livermore Avenue (then called "Lizzie" street)/College Avenue intersection nearby in the 1880s. See these items in the *Livermore Echo* newspaper in the late 1880s (courtesy of Barbara Bunshah's newspaper index):

*11 Aug 1887 - 3:1 Dan Berry is building an addition to his saloon at the corner of Lizzie & College. It will be used for residence purposes*

*14 Nov 1889 - 3:2 The Calif. Transfer Co. last week moved Dan Berry's saloon building back about 20 feet from the corner of Lizzie St. and College Av.*

It makes little sense in the 21<sup>st</sup> century to provide fewer commercial business options than existed in the 19<sup>th</sup> and 20<sup>th</sup> centuries in this neighborhood, when its population was smaller.

The Livermore Civic Center, the site of most municipal functions in Livermore, is directly across Pacific Avenue from the existing shopping center. Some commercial uses of the re-developed site make sense, if only to serve the needs of one of the Livermore Valley's largest employment centers (the Livermore Civic Center). Commercial establishments near major employment centers usually make sense from economic and social perspectives. City employees and persons with business before the city could use a coffee shop or restaurant near the Civic Center. Businesspersons from out-of-town sometimes often for meetings early and seek places nearby meeting locations to work and/or refresh. Citizens could organize at such a dining or drinking establishment before and/or after meetings at the Civic Center across the street.

The loss of this commercial center likely would have environmental impacts through the longer drives that residents of the south Livermore Valley and employees at the Livermore Civic Center would need to take in order to access dining, drinking, and other commercial functions, if the re-developed site were to be 100% residential. I share many of the concerns that Planning Commissioner Jacob Anderson raised during the March 18, 2025 public hearing.

The EIR also should evaluate whether traffic impacts would be reduced if the project were to be designed with fewer than the proposed 367 parking spaces. A transit line that connects Livermore to (East) Dublin/Pleasanton BART station (LAVTA Wheels Route No. 14) passes directly along the Dolores Street and Pacific Avenue frontages of the proposed project. Another major regional bus line to BART (LAVTA Wheels Route No. 30R) passes nearby on East Avenue. Theoretically the parking space per unit ratio should or could be lower than 2.0 for this project. Carport/garage space in some units instead could be living space or some townhouse buildings could be shorter by one story if parking requirements were to be lowered.

Respectfully submitted,

■ [REDACTED]

JASON A. BEZIS

Attachment: 1966 Livermore Chamber of Commerce publication: photos of "Vineyard Shopping Center". Posted by Terry McCune in the "Livermore Past & Present" Facebook forum on May 3, 2023.

