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TO: HONORABLE CITY COUNCIL

FROM: ED SHIKADA, CITY MANAGER

DATE: MARCH 11, 2019

SUBJECT: AGENDA ITEM NUMBER 1 -UPDATE ON THE NORTH VENTURA COORDINATED AREA PLAN (NVCAP) PLANNING PROCESS, REVIEW OF NEXT STEPS, AND POSSIBLE COUNCIL DIRECTION TO STAFF ON NEXT STEPS

Subsequent to the release of the Council packet, staff received information that is pertinent to the town hall discussion. A summary of this information is provided below, and more detailed information will follow in the course of developing the North Ventura Coordinate Area Plan (NVCAP).

As part of the NVCAP process, staff and consultants are evaluating the historic significance of the North Ventura area, including 340 Portage, the Fry's building site. Initial findings show that the Fry's site appears to qualify as a historic resource under the California Environmental Quality Act. Specifically, the evaluation found that the site is associated with the historic Santa Clara County cannery industry and is eligible for listing in the California Register of Historical Resources.

The historic component of the Fry's site includes the main commercial building, which is the former cannery building and an associated office building located at 3201-3225 Ash Street. The cannery building was initially built in 1918 as several structures for the Bayside Canning Company, owned by Thomas Foon Chew, and was subsequently expanded by the Sutter Packing Company in the 1930's and 1940's. The Bayside Canning Company, which included a cannery in Alviso neighborhood in San Jose, had a significant role in the Santa Clara County canning industry. Mr. Chew built and ran the Bayside Canning Company until 1931 when he suddenly died. Under Mr. Chew's leadership, the Bayside Canning Company became the third largest cannery in the country, behind Libby's and Del Monte and he was the wealthiest Chinese-American in California at the time of his death. The Sutter Packing Company took over operations from 1933 to 1946, when Safeway acquired the building for grocery and food processing. This site operated as a cannery until 1949. The former cannery and associated office building have had some building alterations since 1949, including modifications to make several buildings appear as one, but it

has retained its distinct cannery features such as the prominent monitor and arched roofs and the original loading docks and rear cooling porch.

Based on this association with the canning industry and since the buildings have retained much of the features associated with the cannery operation, this site appears to be a historic resource. The consultant found that the property is eligible for listing in the California Register of Historical Resources at the local level of significance for its association with the history of the canning industry.

Staff anticipates releasing a draft historic resource evaluation report to the Working Group in the coming weeks. This report will also be incorporated into the environmental review process. Together, staff, consultants and the Working Group will explore options that balance the cultural significance of the site with the City's interest in creating more housing opportunities, consistent the Council's adopted NVCAP goals and objectives. The public will have additional opportunities to provide input and the City Council will provide direction to staff on how best to advance the City's goals in this planning area.



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