

HISTORIC RESOURCE EVALUATION

1200-1310 Memorex Drive Santa Clara, California

David J. Powers & Associates, Inc. | December 2019

*Architecture
Planning
Conservation*



Architectural
Resources Group



**1200-1310 Memorex Drive
Historic Resource Evaluation**
Santa Clara, California

December 2019

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1. Introduction

1.1 Project Background

At the request of David J. Powers & Associates, Inc., Architectural Resources Group (ARG) prepared this Historic Resource Evaluation (HRE) for the property at 1200-1310 Memorex Drive (APN 224-66-006) in Santa Clara, California (Figure 1). The property consists of a multitenant office, warehouse, and industrial building originally constructed for Memorex Corporation in 1961. Prior to the property's development, the land was cultivated as an agricultural field.

This report provides a physical description and historical summary of the property at 1200-1310 Memorex Drive. The property is also evaluated for listing in the California Register of Historical Resources (California Register) to determine whether it qualifies as an historical resource under the California Environmental Quality Act (CEQA). The California Energy Commission (CEC) is the lead agency under CEQA.



Figure 1. Aerial photograph of the subject property and immediate vicinity (Google Earth, amended by author).

1.2 Current Historic Status

On November 21, 2019, staff at the Northwest Information Center (NWIC) of the California Historical Resources Information System (CHRIS) completed a records search (NWIC File No. 19-0841) for the proposed project. Cultural resources records and studies for the City of Santa Clara are on file at the NWIC. The purpose of the records search for this investigation is to verify if the subject property and adjacent parcels have been previously recorded and evaluated for listing in the National Register of

Historic Places (National Register), California Register, County of Santa Clara’s Heritage Resource Inventory, and City of Santa Clara’s Historic Properties List.

The records search indicates that the industrial complex at 1200-1310 Memorex Drive and the adjacent parcels have not been previously recorded in the national, state, or local registers (Table 1). Likewise, the properties have not been evaluated as a contributor to an historic district eligible at the national, state, or local level.



Figure 2. Aerial photograph showing parcel adjacent to the subject property (Google Earth, amended by author; see Table 1 for additional information).

Table 1. Properties Adjacent to 1200-1310 Memorex Drive

Figure 2 Identifier	APN	Address	Property Type	Construction Date ¹	Previously Recorded or Evaluated Status
1	224-66-001	1330 Memorex Dr., 1331 Memorex Dr.	Industrial	1959	Not Recorded or Evaluated
2	224-63-015	No Address	Undeveloped	Undeveloped	Not Recorded or Evaluated
3	224-63-014	1255 Memorex Dr., 1257 Memorex Dr., 1259 Memorex Dr., 1261 Memorex Dr.	Industrial	1962	Not Recorded or Evaluated

¹ City of Santa Clara, *MAP Santa Clara*, accessed November 15, 2019, <https://map.santaclaraca.gov/public/index.html?viewer=regional>.

Figure 2 Identifier	APN	Address	Property Type	Construction Date ¹	Previously Recorded or Evaluated Status
4	224-63-013	1225 Memorex Dr.	Industrial	1958	Not Recorded or Evaluated
5	224-63-012	1175 Memorex Dr., 1185 Memorex Dr.	Industrial	1959	Not Recorded or Evaluated
6	224-63-011	1155 Memorex Dr.	Industrial	1962	Not Recorded or Evaluated
7	224-63-021	1125 Memorex Dr., 1135 Memorex Dr.	Industrial	1971	Not Recorded or Evaluated
8	224-63-009	1081 Memorex Dr., 1085 Memorex Dr., 1089 Memorex Dr., 1093 Memorex Dr., 1097 Memorex Dr., 1099 Memorex Dr.	Industrial	1963	Not Recorded or Evaluated
9	224-66-005	1210 Memorex Dr., 1260 Memorex Dr., 2222 Ronald St.	Industrial	1960	Not Recorded or Evaluated
10	224-66-003	2122 Ronald St.	Industrial	1959	Not Recorded or Evaluated
11	224-67-021	2175 Ronald St.	Industrial	1959	Not Recorded or Evaluated
12	224-67-020	2119 Ronald St., 2121 Ronald St., 2125 Ronald St., 1085 Di Giulio Ave.	Industrial	1970	Not Recorded or Evaluated
13	224-67-019	1051 Di Giulio Ave., 1053 Di Giulio Ave., 1055 Di Giulio Ave., 1057 Di Giulio Ave., 1059 Di Giulio Ave., 1061 Di Giulio Ave.	Industrial	1960	Not Recorded or Evaluated
14	224-05-093	1040 Di Giulio Ave.	Industrial	1971	Not Recorded or Evaluated
15	N/A	Peninsula Subdivision MT2	Railroad	1888, ² 1991 ³	Not Recorded or Evaluated

² Derek R. Whaley, "Railroads: Southern Pacific Branch Lines and Divisions," *Santa Cruz Trains: Railroads of the Monterey Bay Area*, April 5, 2019, <https://www.santacruztrains.com/2019/04/railroads-southern-pacific-branch-lines.html>. This is the date that Southern Pacific Railroad Company laid standard gauge along this route.

³ "History," *Caltrain*, accessed December 12, 2019, <http://www.caltrain.com/about/History.html?PageMode=Print>. This is the date that the Peninsula Corridor Joint Powers Board, the governing body for the Caltrain Peninsula, purchased the right-of-way.

1.3 Methodology

To complete the HRE for 1200-1310 Memorex Drive, ARG:

- Conducted a site visit to examine and photograph the subject property and surrounding parcels on November 22, 2019;
- Completed archival research at relevant repositories, including the Santa Clara County Recorder's Office; Santa Clara Building Division; and the San Jose Public Library;
- Reviewed online repositories, including the California Digital Newspaper Collection; the Computer History Museum; Newspapers.com; Newspaper Archive; ProQuest Historical Newspapers; Online Archive of California; University of California, Santa Cruz Digital Collections; and United States Geological Society (USGS) EarthExplorer;
- Reviewed primary and secondary sources regarding the history and development of the Santa Clara Valley and Memorex Corporation; and
- Prepared a set of Department of Parks and Recreation (DPR) 523 forms for the subject property. These forms are included in Appendix D.

2. Physical Description

The following section provides a physical description of the buildings at 1200-1310 Memorex Drive and the property's immediate setting. Additional photographs are presented in Appendix A.

2.1 Site Description

The subject property at 1200-1310 Memorex Drive is situated on an irregularly shaped parcel (APN 224-66-006) in east-central Santa Clara. The property dominates an irregularly shaped block roughly bounded by Memorex Drive to the north, Ronald Street to the east, and the Peninsula Subdivision MT2 rail line to the southwest (Figure 1). A narrow strip of landscaped vegetation extends along the eastern two-thirds of the Memorex Drive frontage, and a row of trees follows the southwestern property boundary.

The subject property contains a large industrial complex comprised of several adjoining one-, two-, and three-story manufacturing facilities, warehouse buildings, and offices. The complex is surrounded on all sides by asphalt-paved driveways, parking, and loading areas. The surrounding blocks are also characterized by light industrial development with surface lot parking.

2.2 Building Description

The industrial complex at 1200-1310 Memorex Drive features an irregular footprint and is comprised of multiple additions and building components constructed in the mid-twentieth century. The original portion of the building, which was completed in 1961, is a two-story building fronting Memorex Drive to the north. This building is rectangular in plan, and its exterior walls are finished with smooth stucco. The center of the primary (northern) façade is dominated by a curtain wall that extends across both stories and includes the building's primary entrance (Figure 3). At the ground level, the curtain wall features a

pair of fully glazed metal doors with a narrow transom, flanked by four aluminum fixed windows to either side. The westernmost window has been infilled with an opaque metal panel. At the upper level, the curtain wall contains a continuous ribbon of ten aluminum fixed windows. Short metal spandrel panels are located above the upper level windows, between the upper and lower level windows, and below the lower level windows. A curvilinear porch hood is anchored above the primary entrance, sheltering both the double doors and one window unit to either side. A poured concrete walkway extends across the façade and connects the primary entrance to the sidewalk along Memorex Drive. A secondary entrance, a single-leaf metal door, is also located in the primary façade, to the east of the curtain wall and primary entrance (Figure 4).



Figure 3. Northern façade of the 1961 building, view south (ARG, November 2019).



Figure 4. Northern façade of the 1961 building, view southwest (ARG, November 2019).

The eastern, western, and southern façades of the 1961 building have all been covered by additions. The addition across the eastern façade, which roughly doubled the square footage of the original building, was completed in late 1964 (Figure 5). It is rectangular in plan and matches the height of the 1961 building, and its northern façade is also dominated by a centrally located curtain wall that extends across both stories (Figure 6). Unlike the curtain wall on the 1961 building, however, this is predominantly filled with opaque panels, featuring only four fixed aluminum windows on either story (Figures 5 and 6). The primary entrance to the building is on its eastern façade, sheltered by a curvilinear, asymmetrical porch roof supported by a series of angular columns (Figures 7 through 10). The columns are constructed from concrete, and the roof appears to clad in sheet metal. The porch covers only the northernmost part of the eastern façade, extending beyond the corner of the building to cover a portion of the walkway that connects the entrance to the sidewalk along Memorex Drive. Below the porch, the façade is punctuated by a pair of fully glazed aluminum doors with a transom and a ribbon of four full-height fixed windows (Figures 9 and 10). A small eating area with circular tables and curving, fixed-in-place benches is located to the east of the porch, beyond the angular columns (Figure 10). Both this area and the associated walkways that connect the building's entrances to the sidewalk are paved with exposed aggregate concrete.



Figure 5. 1961 building (right) and 1964 addition (left), view southwest (ARG, November 2019).



Figure 6. Fenestration in the curtain wall of the 1964 addition, view south (ARG, November 2019).



Figure 7. Northeastern corner of the 1964 addition, view southeast (ARG, November 2019).



Figure 8. Porch affixed to the eastern façade of the 1964 addition, view south (ARG, November 2019).



Figure 9. Primary entrance on the eastern façade of the 1964 addition, view southwest (ARG, November 2019).



Figure 10. Picnic area and fountain near the northeastern corner of the 1964 addition, view northeast (ARG, November 2019).

Across the 1964 addition's eastern façade, beginning at the southern end of the porch roof, is a narrow, two-story addition that is rectangular in plan. It features large, fixed aluminum windows across the first story on its primary (northern) façade, while its eastern façade is covered entirely by a three-story addition, completed in 1966, that extends beyond the southern façades of the previously constructed buildings (Figure 11). The three-story addition is rectangular in plan, with a flat roof and a high parapet screening a variety of rooftop mechanical equipment. At the ground level, its primary (northern) façade features stucco cladding, fixed aluminum windows, and fully glazed aluminum doors; the primary entrance, a pair of aluminum double doors, is sheltered below a short vinyl awning (Figure 12). The upper stories are a steel-framed curtain wall containing alternating rows of fixed windows and opaque panels. The eastern façade, which is nearly five times the width of the northern façade, features a more varied appearance (Figure 13). The curtain wall wraps around the northeastern corner of the building, covering all three floors of the northern third of the eastern façade. It then continues at only the upper floor across the length of the façade. Multiple secondary entrances, including roll-up garage doors and one set of fully glazed aluminum doors with a transom and sidelights, punctuate the first story below the curtain wall. The southern façade features a loading area covered by a projecting metal awning at the first story and a metal door accessed by a metal exterior staircase at the second story (Figure 14).



Figure 11. Northern façade of the additions to the 1964 addition, view southwest (ARG, November 2019).



Figure 12. Primary entrance in the northern façade of the 1966 addition, view southwest (ARG, November 2019).



Figure 13. Eastern façade of the 1966 addition, view northwest (ARG, November 2019).



Figure 14. Southern façade of the 1966 addition, view northwest (ARG, November 2019).

The rear (southern) façade of the 1961 building and its 1964 addition have been covered by additional two-story, flat-roofed, rectangular-in-plan additions completed ca. 1966. The eastern façade of these additions adjoins the 1966 three-story addition. The southern façade of the additions is clad in corrugated sheet metal siding, punctuated on the first story by two roll-up metal garage doors, two half-glass metal doors, one fully glazed metal door, and one aluminum fixed picture window (Figure 15). The western façade of the additions features four-light windows across the first and second stories, with one roll-up metal garage door and two single-leaf metal doors in the first story as well as one single-leaf metal door in the second story (Figure 16). The latter is served by a metal exterior staircase.



Figure 15. Southern façade of the ca. 1966 additions to the southern façade of the 1961 building and 1964 addition, view north-northwest (ARG, November 2019).



Figure 16. Western façade of the ca. 1966 additions to the southern façade of the 1961 building and 1964 addition, view northeast (ARG, November 2019).

Across the western façade of the original 1961 building has been constructed another narrow, rectangular-in-plan, two-story addition, completed by 1966. Its northern (primary) façade is even with that of the 1961 building and clad in stucco to match (Figure 17). The addition's western and southern façades are also clad in stucco, and the northern portion of the western façade is punctuated by ribbons of square, fixed aluminum windows across the upper story (Figure 18).



Figure 17. Northern façade of the ca. 1966 addition across the western façade of the 1961 building, view southeast (ARG, November 2019).



Figure 18. Western façade of the ca. 1966 addition across the western façade of the 1961 building, view northeast (ARG, November 2019).

A metal breezeway clad with a flat roof clad in corrugated sheet metal extends perpendicularly from southern corner of the addition's western façade, connecting it to a separate building that has itself experienced multiple rounds of addition and alterations (Figure 19). The core of this building is a ca. 1960, two-story building that is rectangular in plan. It is of concrete construction and features a convex roof (Figure 20). Fenestration is limited to one fixed aluminum window, one roll-up metal garage door, and one single-leaf metal door on the eastern façade and two roll-up garage doors and three single-leaf metal doors on the southern façade. The southern façade also features a small, one-story, metal-clad addition with a shed roof and one single-leaf door on its own southern façade. The western façade of the building is blank, and the northern façade has been obscured entirely by a series of additions that match the original building's width.

The eastern façade of the additions to the ca. 1960 building is constructed from concrete. It is punctuated variously by single-leaf doors, one metal roll-up garage door, and horizontally oriented, fixed and sliding aluminum windows in both the first and second stories. The northern (primary) façade is articulated such that the eastern portion projects further north than the western portion; the eastern portion, which is clad in stucco, features a raised loading dock with three metal roll-up garage doors and a flat porch roof clad in corrugated sheet metal (Figure 21); the western portion, which is constructed of concrete masonry units and features a short parapet, is also punctuated by two metal roll-up garage doors as well as a fully glazed metal door with sidelights (Figure 22). The western façade of the additions is blank.



Figure 19. Breezeway joining the ca. 1966 addition to the ca. 1960 building, view south (ARG, November 2019).



Figure 20. Southern and eastern façades of the ca. 1960 building, view northwest (ARG, November 2019).



Figure 21. Addition to the eastern portion of the ca. 1960 building's northern façade, view southwest (ARG, November 2019)



Figure 22. Addition to the western portion of the ca. 1960 building's northern façade, view south (ARG, November 2019).

The property also includes one ca. 1966 freestanding building near the southern boundary of the property, between the ca. 1960 building and the ca. 1966 additions to the southern façade of the 1961 building. The freestanding building is one story in height, rectangular in plan, and comparatively small. It is of steel-frame construction with corrugated sheet metal cladding and a shallowly pitched, metal-clad roof (Figure 23). The building's primary (southern) façade is punctuated by two metal roll-up garage doors, one paneled metal or fiberglass door, and a vinyl sliding window, which the western façade features a single metal roll-up garage door flanked by half-glass, single-leaf metal doors (Figures 23 and 24). The eastern façade features one single-leaf metal door near the southern corner of the building, and the western façade is blank.



Figure 23. Southern façade of the ca. 1966 freestanding building, view north (ARG, November 2019).



Figure 24. Western façade of the ca. 1966 freestanding building, view northeast (ARG, November 2019).

3. Site History

The following site history has been compiled using building permits on file at the City of Santa Clara Building Division (Table 2); Memorex's monthly employee newsletters, which are digitized and made available through the Computer History Museum; Sanborn Fire Insurance Maps (see Appendix C); USGS topographic maps; and aerial imagery accessed through USGS EarthExplorer and the University of California Santa Cruz digital collections.

According to aerial photography from 1939, the subject property and its immediate vicinity appear to have been cultivated as agricultural fields and orchards prior to development for industrial use (Figure 27). Farmhouses, barns, and associated ancillary buildings dotted the landscape, and the outer limits of Santa Clara's residential area ended less than a mile from the subject property. The subject property itself was devoid of built resources at the time, but the Southern Pacific Railroad line forming its southern boundary was in place. In 1950, the property remained undeveloped, but suburban development had encroached northward to the rail line, within the vicinity of the subject property (Figure 28).

By the early 1960s, the bulk of the subject property was addressed as 1180 Shulman Avenue and purchased by Memorex Corporation, a nascent electronics company founded by a group of entrepreneurs in 1961. In that same year, Memorex applied for a permit to erect an office and factory at the site; the result was the two-story, steel-framed building at the center of the present-day industrial

complex. Constructed by J.B. Tulloch Engineers and Contractors and completed in November of 1961, this building was the company's first dedicated plant and the corporate headquarters.⁴

In 1963, Memorex Corporation applied for a permit to add a warehouse and factory addition across the eastern façade of the original building, and this was completed in October 1964.⁵ Also in 1964, the company purchased the parcel comprising the western end of the present-day subject property; this parcel included an existing ca. 1960 building (Figure 29), which Memorex used to expand their warehousing needs.⁶ Additionally, a freestanding, shed-roofed storage building was constructed at the southern boundary of the property ca. 1963.⁷

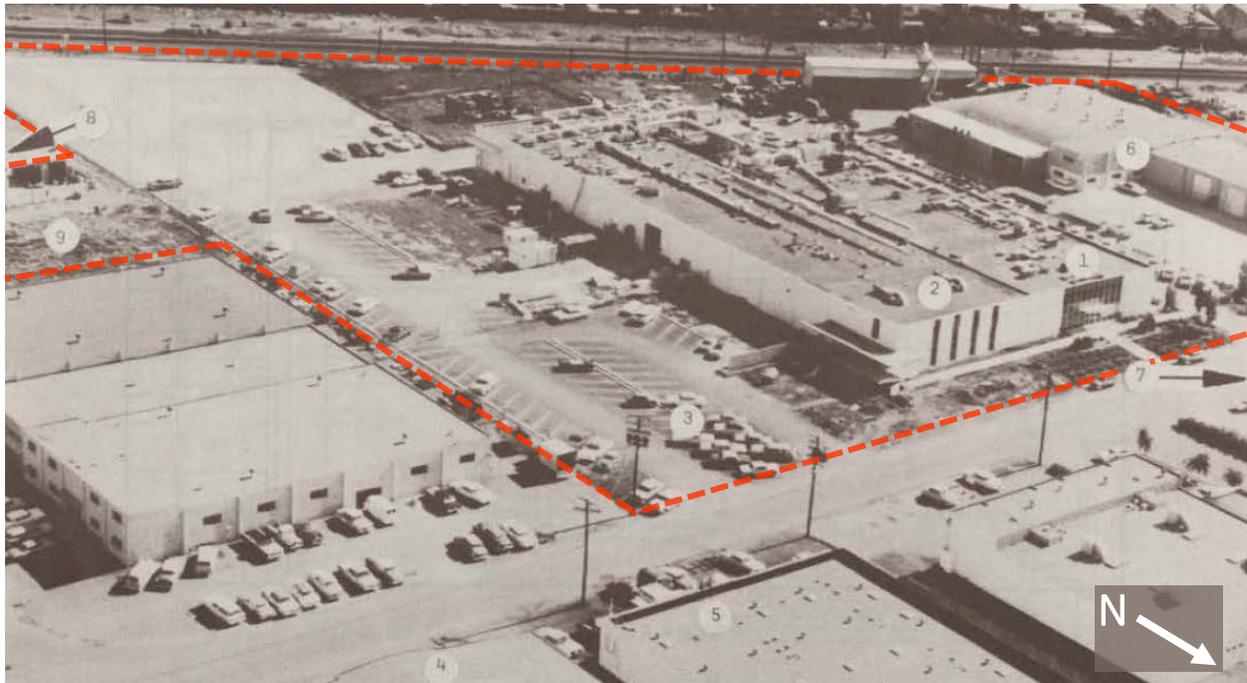


Figure 25. The subject property as it appeared in early 1965. The numbered labels, original to the image, denote the following: 1), the original building constructed for Memorex Corporation, completed November 1961; 2), the addition to the building's eastern façade, completed October 1964; 3), an employee parking lot; 4), a rented building used for warehousing; 5), a rented building used for offices; 6), the ca. 1960 building used for warehousing, purchased by Memorex Corporation in October 1964; 7), additional property purchased for future plant expansion; 8), an employee parking lot; and 9), an additional employee parking lot. Additionally, a shed-roofed building constructed ca. 1963 is located near the upper right corner of the image ("Memorex Expansion Story Told," *Memorex Intercom* 2, no. 5 [June 1965]: 4, amended by author).

⁴ "First Memorex Building," ca. June 1961, Memorex Memorabilia [Digital Archive], accessed November 20, 2019, https://mrhist.org/docs/MRX%2019610632_est%20First%20Building.jpg; "Memorex Expansion Story Told," *Memorex Intercom* 2, no. 5 (June 1965): 4; Santa Clara Building Permit BLD1961-21921.

⁵ "Memorex Expansion Story Told," *Memorex Intercom* 2, no. 5 (June 1965): 4; Santa Clara Building Permit BLD1963-26698.

⁶ "Memorex Expansion Story Told," *Memorex Intercom* 2, no. 5 (June 1965): 4.

⁷ Santa Clara Building Permit BLD1963-26167.

By 1965, the company had grown sufficiently large so as to rent space in two buildings north of Memorex Drive (then Shulman Avenue), currently 1065-1069 Memorex Drive (APN 224-63-008) and 1081-1099 Memorex Drive (APN 224-63-009) (Figure 25).⁸ This relationship appears to have been short-lived, however, and Memorex Corporation soon began to expand its own facilities. The area to the east of the 1964 addition, which had formerly been an employee parking lot, was developed with a three-story addition including office, laboratory, and warehouse space, as well as a one-story cafeteria at the northeastern corner of the property.⁹ The three-story addition was completed in early 1966 (Figures 30 and 31).¹⁰ By October of that year, further additions had been constructed off the rear (southern) façade of the 1961 building and 1964 addition, as well as across the western façade of the 1961 building. The freestanding, gable-roofed building at the south-central portion of the property had also been completed by this time. The ca. 1960 building also saw two additions cover its primary (northern) façade by late 1966 (Figure 31).¹¹ In 1967, a breezeway or canopy was built to connect the ca. 1960 building with the ca. 1966 addition across the western façade of the 1961 building.¹² A large box beam joined the northern façade of the ca. 1960 building's westernmost addition to the northern façade of the same (Figure 26). In 1968, Memorex Corporation completed a disk packing plant on a nearby parcel (currently 1400-1500 Memorex Drive, APN 224-65-009), separate from the subject property (Figure 26).¹³

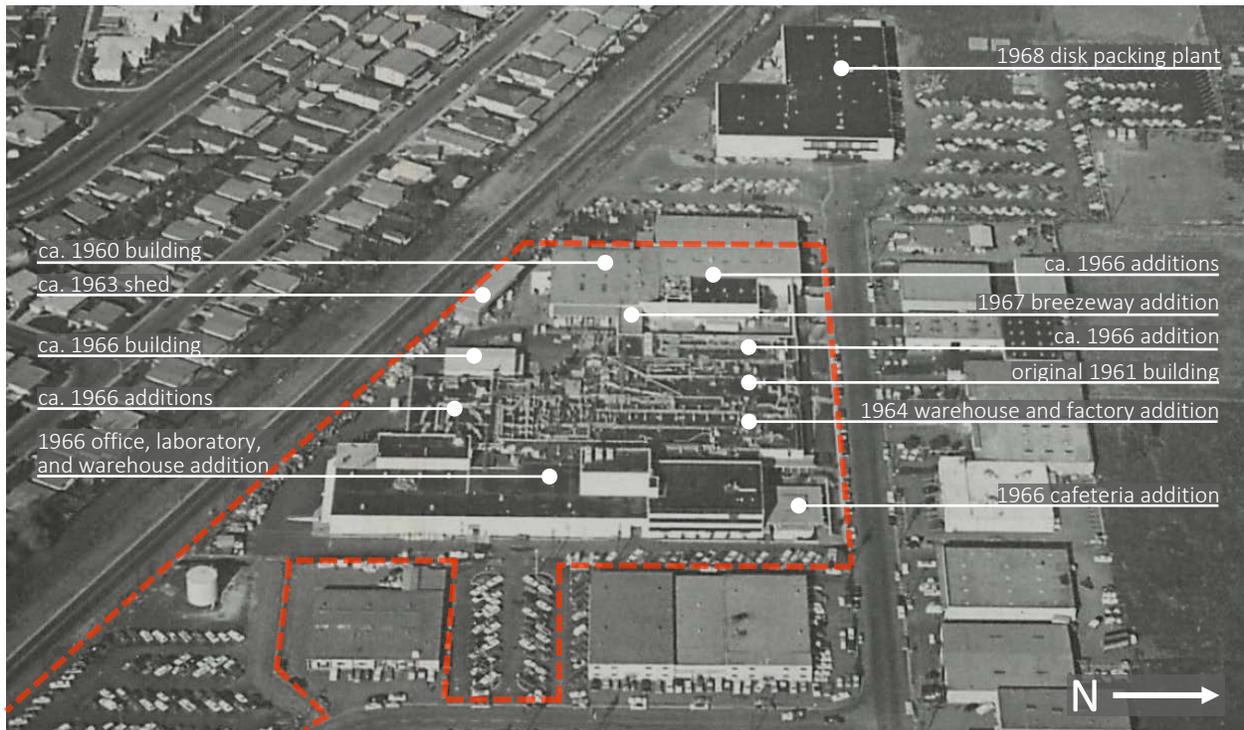


Figure 26. Subject property as it appeared in early 1968
("Open House 1968, Welcome," *Memorex Intercom* 5, no. 4 [April 1968]: 1, amended by author).

⁸ "Memorex Expansion Story Told," *Memorex Intercom* 2, no. 5 (June 1965): 4.

⁹ "Memorex is Busting Out All Over," *Memorex Intercom* 2, no. 9 (September 1965): 1; Santa Clara Building Permit BLD1965-29818; "Construction Nears Completion," *Memorex Intercom* 2, no. 12 (December 1965): 1.

¹⁰ "New Facilities," *Memorex Intercom* 3, no. 3 (March 1966): 2.

¹¹ "Map Index," *Memorex Intercom* 3, no. 10 (October 1966): 4.

¹² Santa Clara Building Permit BLD1967-32310.

¹³ "This is the recently completed...," *Memorex Intercom* 5, no. 2 (February 1968): 1.

By 1972, a second breezeway had been constructed to join the 1966 three-story addition to the ca. 1960 building at the southwest corner of Memorex Drive and Ronald Street (2222 Ronald Street, APN 224-66-005; this parcel is not part of the subject property) (Figure 32). Few other additions were made to the complex's exterior for the duration of Memorex Corporation's ownership of the property, which ended in the early 1990s (Figure 33 through 36). However, permit records indicate that the building's interior experienced many alterations and reconfigurations during the same period (Table 2).

Memorex Corporation liquidated the facility's assets in February 1994.¹⁴ Following the liquidation, the building and property experienced a number of alterations targeted toward dividing space for use by multiple tenants. The breezeway connecting the 1966 addition and the ca. 1960 building at 2222 Ronald Street was demolished ca. 1995, as was the shed-roofed storage building at the southern boundary of the property (Figure 37).¹⁵ The large cafeteria at northern end of the 1966 three-story addition was demolished in 2004 and replaced with surface parking.¹⁶ In 2014, a shed roof on the southern portion of the ca. 1960 building's eastern façade was removed, and in early 2015, the westernmost addition to the building's northern façade was truncated and replaced with a new concrete masonry unit façade.¹⁷ The box beam that had joined its northern façade to the ca. 1966 addition on the original Memorex building was also removed.

Table 2 below summarizes the building permits on file at the City of Santa Clara Permit Center for exterior alterations to the building. While the complete record was reviewed for the purposes of this report, permits for interior alterations, plumbing and electrical projects, and parking lot reconfigurations are omitted from this table in the interest of clarity. The majority of omitted alterations coincide with construction of the building's major additions or occurred after the sale of the building, at which time it was apparently remodeled to accommodate multiple tenants.

Table 2. Construction Chronology for 1200-1310 Memorex Drive

Permit No.	Year Issued	Address	Description of Work
BLD1961-21921	1961	1300 Memorex Dr.	Erect office and factory.
BLD1963-26698	1963	1260 Memorex Dr.	Add warehouse and factory.
BLD1965-29818	1965	1250 Memorex Dr.	Erect offices and warehouse.
BLD1965-29898	1965	1260 Memorex Dr.	Add process area/lab and pump house.

¹⁴ "A Ross-Dove Company Auction: Complete Liquidation of a Major Computer Tape Manufacturing Facility Assets Surplus to Continuing Operations," auction catalog, 1994; item 102770298, Information Technology Corporate Histories Collection; Computer History Museum, Mountain View, California.

¹⁵ Santa Clara Building Permit BLD1995-106005.

¹⁶ Santa Clara Building Permit BLD2004-03917.

¹⁷ Santa Clara Building Permit BLD2014-36949; Santa Clara Building Permit BLD2015-37252.

Permit No.	Year Issued	Address	Description of Work
BLD1966-31547	1966	1200 Memorex Dr.	Add canopy, arcade, labs, and offices to industrial building.
BLD1966-31624	1966	1252 Memorex Dr.	Add to industrial building.
BLD1967-32310	1967	1270 Memorex Dr.	Construct canopy.
BLD1969-35269	1969	1250 Memorex Dr.	Add one-story structural frame addition.
BLD1974-43092	1974	1200 Memorex Dr.	Erect mix mill building.
BLD1979-50814	1979	1250 Memorex Dr.	Erect mezzanine and roof structure for dryer equipment.
BLD1981-54107	1981	1200 Memorex Dr.	Add canopy.
BLD1981-54615	1981	1200 Memorex Dr.	Add canopy.
BLD1985-69469	1985	1260 Memorex Dr.	Add foundation and pad.
BLD1986-69599	1986	1260 Memorex Dr.	Erect building platform.
BLD1986-70505	1986	1232 Memorex Dr.	Install exterior doors and stairs.
BLD1995-105447	1995	1300 Memorex Dr.	Alter exterior openings.
BLD1995-106005	1995	1290 Memorex Dr.	Demolish storage building and awning.
BLD1997-113071	1997	1200 Memorex Dr.	Exterior alterations and parking restriping.
BLD1997-114521	1997	1220 Memorex Dr.	Demolish part of roof.
BLD1997-115677	1997	1250 Memorex Dr.	Alterations to openings.
BLD1997-115678	1997	1260 Memorex Dr.	Alterations to openings.
BLD1997-115679	1997	1280 Memorex Dr.	Alterations to openings.
BLD2004-03917	2004	1210 Memorex Dr.	Demolition of former cafeteria.

Permit No.	Year Issued	Address	Description of Work
BLD2005-07629	2005	1220 Memorex Dr.	Landscaping, grading, and alterations to exterior lighting.
BLD2006-09708	2006	1300 Memorex Dr.	Add storefront and upgrade restrooms.
BLD2006-11306	2006	1290 Memorex Dr.	Construct addition.
BLD2007-12119	2007	1220 Memorex Dr.	Expand exterior door.
BLD2014-35678	2014	1290 Memorex Dr.	Voluntary seismic upgrade and alterations to exterior lighting at the mezzanine level.
BLD2014-36949	2014	1290 Memorex Dr.	Demolish shed portion of building.
BLD2015-37252	2015	1300 Memorex Dr.	Demolish front portion of building.
BLD2016-41966	2016	1250 Memorex Dr.	Construct of an exterior sheet metal acoustical enclosure, electrical control panel, and roof penetrations
BLD2018-50676	2018	1220 Memorex Dr.	Modify exterior entryways and restripe parking area.



Figure 27. 1939 aerial photograph; the arrow indicates the location of the subject property (UC Santa Cruz Digital Collections, amended by author).



Figure 28. 1950 aerial photograph; the arrow indicates the location of the subject property (UC Santa Cruz Digital Collections, amended by author).



Figure 29. 1960 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).

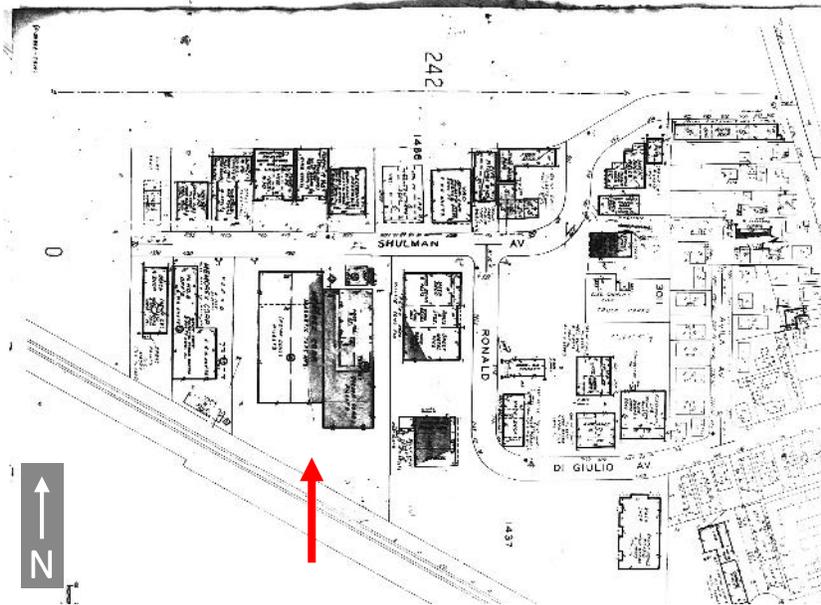


Figure 30. 1966 Sanborn Fire Insurance Map, San Jose, Volume 3, Sheet 253; the arrow indicates the location of the subject property (amended by author).

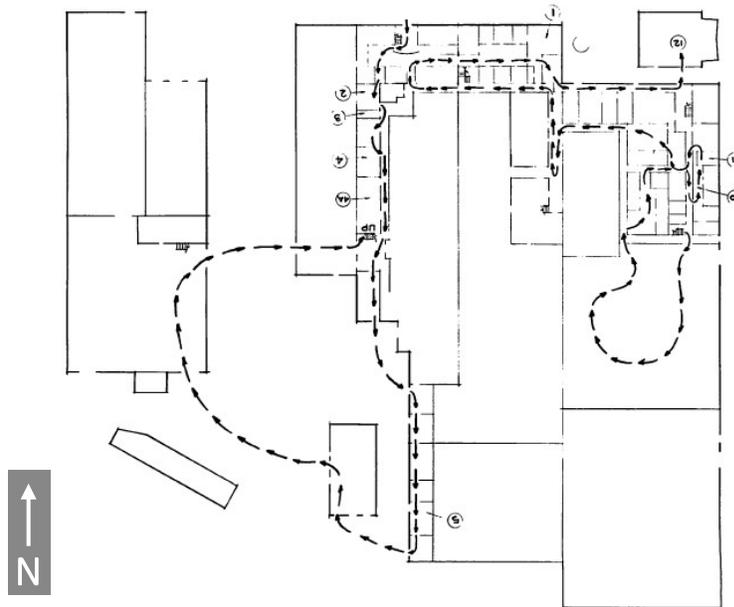


Figure 31. Layout of the subject property at the time of the Memorex Corporation's annual open house, 1966 ("Map Index," *Memorex Intercom* 3, no. 10 [October 1966]: 4, amended by author).



Figure 32. 1968 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).



Figure 33. 1972 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).



Figure 34. 1980 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).



Figure 35. 1961 topographic map, 1980 revision; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).



Figure 36. 1993 aerial photograph; the arrow indicates the location of the subject property (Google Earth, amended by author).



Figure 37. 2000 aerial photograph; the arrow indicates the location of the subject property (Google Earth, amended by author).

4. Historic Context

4.1 Prewar Development of the Santa Clara Valley

The County of Santa Clara is one of twenty-seven California counties created in 1850, the year that California entered the Union. San José was selected as the first state capital, and the combination of legislators, newsmen, and others seeking employment in the city spurred urban development in the surrounding Santa Clara Valley region. The fertile valley also attracted agricultural interests, including many former gold miners who shifted their efforts from prospecting to farming or ranching.¹⁸

Outside of San José, cattle ranching was the Santa Clara Valley's primary economic activity in the early years of California statehood. Initially, the open range method was common among ranchers, but pasture lands were reduced as the region became more densely settled; stock farming, which utilized smaller lots and intensified production techniques, supplanted pasture grazing by the 1860s. Wheat was also a staple agricultural product of the Santa Clara Valley at this time, as the region's highly fertile soil facilitated easy cultivation and high yields with relatively little capital investment. By 1854, thirty percent of California's total wheat crop was produced in Santa Clara County, and it was "arguably the most important agricultural county" in the state.¹⁹ Other grain crops, primarily barley and oats, were also produced in significant volumes.²⁰

In addition to agricultural development, the 1860s saw the introduction of railroad transportation into Santa Clara County. The San Francisco & San Jose Railroad (SF&SJ) was organized in 1860, and the first train arrived in San José from San Francisco on January 16, 1864. The Central Pacific Railroad (CPRR, originally the Western Pacific Railroad) was completed between San José and Niles, California, in 1869, connecting San José with the transcontinental railroad and opening the Santa Clara Valley to markets across the United States. The railroad, subsequent population growth, and intensified agricultural production changed the landscape of the valley, catalyzing the development of small towns along the rail lines and resulting in the breakup of large land holdings.²¹

By 1870, nearly all acreage in rural Santa Clara County was devoted to wheat and barley production. When yields fell in 1879-1880, however, farmers quickly diversified their interests to include dairy cows, sheep for wool, poultry for eggs, swine for meat, and hay, grape vines, and fruit trees. The latter proved to be particularly lucrative. By the late 1880s, orchard products (prunes, in particular) came to dominate agricultural production in the Santa Clara Valley. The region's fruit canning and packing industry was pioneered by a San José physician, Dr. James Dawson, in 1871 and grew alongside orchard production. Subsequently, the manufacture of food processing machinery and orchard spraying equipment became an important aspect of the local industrial economy. Early industrial development in Santa Clara County began to appear in 1864 alongside the recently constructed transportation lines.²²

¹⁸ Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement* (Santa Clara, California: County of Santa Clara Department of Planning and Development Planning Office), 7.

¹⁹ Jim Gerber, "The Origin of California's Export Surplus in Cereals," *Agricultural History* 67, no. 4 (Autumn 1993): 47.

²⁰ Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement*, 37-38.

²¹ *Ibid.*, 40.

²² *Ibid.*, 40-41.

Fruit production in the Santa Clara Valley continued to increase, peaking in the 1920s. As the ratio of crop value to land area increased, many of the large, diversified farms and wheat fields that had been prevalent in the nineteenth century were subdivided into specialized “fruit ranches” that were 3 to 50 acres in area. The introduction of the automobile and commercial development of the trucking industry in the early twentieth century also impacted land use patterns in the valley, as it greatly facilitated local distribution and catalyzed the development of city roads and intercity highways. By 1928, all of San José’s city streets had been paved, and highways connected the city to San Francisco, Oakland, and the coast.²³

At the onset of the Great Depression, there were 38 canneries and 13 packing plants in Santa Clara County. 172,190 acres of land were engaged in crop production, approximately 66,000 of which were devoted to prunes and 20,000 to apricots. Orchards and related industries were hit particularly hard by the Great Depression, in which time the prices of California’s specialty crops fell further and faster than those of basic agricultural commodities, such as wheat.²⁴ The local workforce, already facing low wages and an unprecedented level of unemployment, was further challenged to accommodate an influx of farmers displaced by the Dust Bowl. Unrest with regard to low wages, substandard working conditions, and poor job security catalyzed the labor movement in the 1930s, and membership and related activism increased substantially during the Depression years. In August 1931, the Cannery and Agricultural Workers’ Industrial Union organized a strike of nearly sixteen thousand cannery workers in the Santa Clara Valley, in protest of a twenty percent wage decrease.²⁵ By the end of the decade, all San José canneries were unionized.²⁶

The fruit industry gradually recovered from the effects of the Great Depression, but military training and wartime production associated with World War II played the greater role in the Santa Clara Valley’s economic resurgence. The San Francisco Bay area was the gateway to the Pacific theater of the war, and thousands of military personnel were brought to the area for training and processing at Moffett Field and shipyards along the coastline. Numerous industrial plants for the construction of marine engines and landing craft were established in Sunnyvale and Santa Clara; the two largest military contractors, whose contracts totaled \$289 million, were the Food Machinery Company and the Joshua Hendy Iron Works. The growth of these wartime industries changed both the physical and ethnic landscape of the Santa Clara Valley. Work in the industrial plants employed local workers, including women, from the orchards and canneries, and they were frequently replaced by Mexican Americans and by braceros, Mexican nationals working in the United States under the auspices of the Mexican Farm Labor Agreement. At the same time, the Santa Clara Valley’s agricultural acreage was reduced, as farms and orchards were converted to industrial plants and housing for the region’s increased population.²⁷

4.2 Postwar Industrialization in the Santa Clara Valley

The population and economy of the Santa Clara Valley grew rapidly in the postwar years, as the economic focus of the region shifted from agriculture to electronics and manufacturing. Orchards were swiftly

²³ Ibid., 43-44.

²⁴ Glenna Matthews, “The Apricot War: A Study of the Changing Fruit Industry during the 1930s,” *Agricultural History* 59, no. 1 (January 1985): 25-29.

²⁵ Kevin Starr, *Endangered Dreams: The Great Depression in California* (New York: Oxford University Press, 1996), 69-70.

²⁶ David Bacon, “Roots of Social Justice Organizing in Silicon Valley,” *El Reportero* (San Francisco), May 23, 2016.

²⁷ Glenna Matthews, *Silicon Valley, Women, and the California Dream: Gender, Class, and Opportunity in the Twentieth Century* (Stanford, California: Stanford University Press, 2003), 82-88.

replaced with residential subdivisions and shopping centers, and rural roadways were widened into freeways to accommodate the massive influx of people and commercial activity that accompanied increasing industrialization and the related population boom.²⁸ The growth of the region's electronics sector and the transformation of the "Valley of the Heart's Delight" into "Silicon Valley" in the postwar years was driven by a growing number of defense contracts and Stanford University officials' efforts to institutionalize a relationship between the research university and the federal government.

Stanford University was a key contributor to the economic success of the Santa Clara Valley in the postwar years. From the university's inception in 1891, its founders had intended their school to have a strong emphasis on science, engineering, and practical applications. The 1927 appointment of radio engineer Frederick Terman, who would be named Stanford's dean of engineering in 1944 and provost in 1955, reinforced this mission. Terman educated and encouraged a number of students who would go on to establish some of the most successful electronic firms in the country, including William R. Hewlett and David Packard of the Hewlett-Packard Company, but his greater contribution to the Santa Clara Valley was his work to build a "university-government alliance" for defense-related research, to the benefit of all involved.²⁹ Terman played a crucial role in Stanford University's postwar efforts to secure defense research contracts from the federal government in the late 1940s; he believed that government partnerships were the future of U.S. research institutions and American military security. In the decades following World War II, the Cold War economy and the billions of dollars in government contracts that were granted to universities and firms in the Santa Clara Valley shaped the technological and economic advancements of the region.³⁰

Research-oriented industry, much of it funded by Department of Defense grants during the Cold War, transformed the Santa Clara Valley from an agricultural and extractive economy to one that was based on scientific research and technological advancement. A synergistic relationship developed between the region's universities, the federal government, local municipalities, and the local business community. Stanford University emerged as a national leader in research and development in the electronics field, conducting applied research in California's industrial and defense sectors beginning as early as 1946. In 1951, the university founded the Stanford Industrial Park, which attracted major tenants including Hewlett-Packard, Eastman Kodak, Varian Associates, the Sylvania Products Company, the Philco-Ford Corporation, General Electric, and the research division of the Lockheed Corporation (later Lockheed Martin Corporation). Other major firms, such as the Fairchild Camera and Instrument Corporation, Memorex Corporation, and National Semiconductor located nearby. Municipal governments, for their part, incentivized industrial growth by providing tax relief and other incentives, and by clearing tracts of land for development. Underpinning all of this growth were grants and contracts extended by the Department of Defense; by the late 1970s, Santa Clara County was receiving \$2 billion annually in federal defense contracts, a trend that continues today.³¹

Approximately 800 electronics businesses emerged in Santa Clara County between 1950 and 1974, spurred by government contracts, municipal governments' incentives, and the desire to locate

²⁸ Glenna Matthews, *Silicon Valley, Women, and the California Dream*, 46-47.

²⁹ David Naguib Pellow and Lisa Sun-Hee Park, *The Silicon Valley of Dreams: Environmental Injustice, Immigrant Workers, and the High-Tech Global Economy* (New York: New York University Press, 2002), 60.

³⁰ *Ibid.*, 61; John M. Findlay, *Magic Lands: Western Cityscapes and American Culture after 1940* (Berkeley, CA: University of California Press, 1992), 133-134.

³¹ Pellow and Park, *The Silicon Valley of Dreams*, 60-61; Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement*, 46.

themselves alongside the companies and university programs that had established themselves as leaders in the field.³² The development of integrated circuitry, which made possible the pocket calculator, and the microprocessor, which led to the proliferation of computers for consumer use, solidified the region's position as the electronics industry leader in the 1960s and beyond. Santa Clara County's population swelled from 290,547 in 1950 to over a million in 1970, one year before journalist Donald Hoefler would use the term "Silicon Valley."³³ The valley's orchards were replaced with auto-oriented development like shopping centers and residential subdivisions, and rural roadways were widened into freeways to accommodate the massive influx of people and commercial activity that accompanied increasing industrialization and population boom.³⁴

4.3 Memorex Corporation

Memorex Corporation was one of the hundreds of electronics start-up companies founded in the Santa Clara Valley in the postwar period. Memorex was established in 1961 by Laurence L. Spitters, Arnold T. Challman, Donald F. Eldridge, and W. Lawrence Noon, all of whom had resigned from Ampex Corporation, another Santa Clara Valley electronics enterprise, in order to launch their own business venture. The nascent operation began research and development operations from a rented facility in Mountain View, California, but before the year had ended, Memorex completed construction on their first plant and office facility at 1180 Shulman Avenue (the subject property, now 1200-1310 Memorex Drive) in east-central Santa Clara (Figure 38).



Figure 38. The subject property, ca. 1966
("February Marks 5th Anniversary," *Memorex Intercom* 3, no. 2 [February 1966]: 1).

Initially, Memorex Corporation focused on magnetic recording media, beginning with the production of magnetic computer tape, but it soon expanded its offerings to include a range of peripheral equipment including removable disk packs and hard disk drives that were plug-compatible with computers produced

³² Pellow and Park, *The Silicon Valley of Dreams*, 62.

³³ "Obituary: Dan Hoefler, writer who coined term 'Silicon Valley,'" *San Jose Mercury News*, April 16, 1986.

³⁴ Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement*, 46-47.

by the International Business Machines Corporation (IBM).³⁵ IBM, another Santa Clara Valley electronics firm, was the unequivocal leader in the global computer market at the time, and Memorex was the first independent manufacturer of peripheral equipment that could be used with their proprietary computer systems.³⁶ The Memorex 630, an IBM 2311 plug-compatible disk drive, was introduced in 1968 (Figure 39), and a higher-capacity IBM 2314 plug-compatible drive was introduced a year later. These products were marketed as being faster and more reliable than the IBM-produced disk drives that they promised to replace, and they were more affordable, as well. The invention of IBM plug-compatible disk drive enabled Memorex, a relatively small company, to compete with IBM and gain a share of the massive computer market that the larger company controlled. Memorex's early success encouraged other electronics companies to create their own IBM plug-compatible peripheral equipment, including Marshall, Potter Instruments, Telex, Century Data, Control Data Corporation, and Memorex's founders' former employer, Ampex.³⁷



Figure 39. Memorex 630 prototype trade show, 1967
(Item 500004506, Mainframe Computers Exhibit,
Computer History Museum, Mountain View, California).



Figure 40. Memorex audio tape trade show, 1970.
("Check Your Favorite Hi-Fi Dealer—Company's First
Consumer Products Go on Sale This Month," *Memorex
Intercom* 7, no. 10 [October 1970]: 14).

³⁵ Disk packs are the core components of hard disk drives. In modern hard disk drives, the disk pack is permanently sealed within the drive; removable packs, such as those produced by IBM and later Memorex, allowed for greater customization.

³⁶ Adam Augustyn, "IBM," *Encyclopedia Britannica*, accessed December 3, 2019, <https://www.britannica.com/topic/International-Business-Machines-Corporation>. By the 1960s, IBM was producing 70 percent of the world's computers and fully 80 percent of those used in the United States.

³⁷ "1968: Memorex Introduces an IBM compatible HDD," *Computer History Museum*, last modified September 19, 2018, <https://www.computerhistory.org/storageengine/memorex-introduces-an-ibm-compatible-hdd/>.

In the early 1970s, Memorex expanded to a new headquarters in San Tomas Industrial Park, less than two miles away from their original headquarters (the subject property), which remained in use as a production facility.³⁸ The company also established a Consumer Products Division; for the first time, Memorex products were available for sale through retail shops, beginning with blank audio cassettes and ¼-inch tape on 5-inch and 7-inch open reels (Figure 40). The company engaged the Leo Burnett Agency in Chicago to handle their advertising, which was disseminated via newspapers, magazines, radio, and television.³⁹ One of their most successful ad campaigns showed celebrated jazz artist Ella Fitzgerald singing a high note, shattering a wine glass with the frequency of her delivery; a recording of her voice on Memorex tape was then played, shattering a second wine glass and demonstrating the clarity and quality of Memorex's blank audio cassettes.⁴⁰ The accompanying slogan, "Is it live, or is it Memorex?" made the company a household name.⁴¹

After years of producing peripheral equipment, Memorex introduced its own computer systems in late March 1972.⁴² However, a series of aggressive pricing and product actions by IBM, who dominated the computer mainframe industry at the time, reduced the profitability of the venture; in September 1973, Memorex reported a total loss of \$101 million for the first six months of the year, including more than \$90 million in asset write-offs and \$8 million in operating losses.⁴³ The company subsequently sued IBM for monopolizing the market for peripheral products for use with IBM computers, alleging that they and their subsidiaries had "been virtually unable to obtain equity or debt financing at reasonable interest rates" to remain viable.⁴⁴ In turn, IBM charged that Memorex had engaged in "industrial espionage," deliberately hiring former IBM employees and deploying IBM's trade secrets in the design and marketing of Memorex products.⁴⁵ Unable to secure a unanimous vote from the jury and refused an appeal in the Supreme Court, Memorex's antitrust suit ultimately ended in a mistrial.⁴⁶

In 1974, Robert C. Wilson replaced founder Laurence Spitters as CEO and restructured the company in cooperation with Bank of America; approximately 300 employees were laid off, and through the end of the decade, Memorex successfully focused on its media products and IBM plug-compatible peripheral

³⁸ "EXPAND! in San Tomas Industrial Park," *San Francisco Examiner*, February 18, 1970; "More Land Acquired in Santa Clara; Ground Broken for Corporate Offices," *Memorex Intercom* 7, no. 5 (May 1970): 6.

³⁹ "Check Your Favorite Hi-Fi Dealer—Company's First Consumer Products Go on Sale This Month," *Memorex Intercom* 7, no. 10 (October 1970): 3.

⁴⁰ Michelle Mercer, "The Voice That Shattered Glass," *NPR*, September 3, 2019, <https://www.npr.org/2019/09/03/749019831/the-voice-that-shattered-glass>.

⁴¹ "Imation Agrees to Buy Memorex," *Los Angeles Times*, January 20, 2006.

⁴² "Memorex MRX/40 and MRX/50," promotional material, 1972; item 102770468, Information Technology Corporate Histories Collection; Computer History Museum, Mountain View, California.

⁴³ "Memorex Sues IBM for \$3 Billion," *Electronic News* (New York), December 17, 1973; "Memorex: This is the 'Year of Restoration,'" *Business Week*, November 10, 1975.

⁴⁴ "Memorex Sues IBM for \$3 Billion."

⁴⁵ *Ibid.*

⁴⁶ "Memorex and I.B.M. in Mistrial," *New York Times*, July 6, 1978; "Memorex Loses Again in IBM Antitrust Case," *San Francisco Examiner*, June 22, 1981.

offerings.⁴⁷ Wilson retired in 1979 and was replaced by Clarence W. Spangle in early 1980.⁴⁸ Declining profits in the first quarter of that year forced the new CEO to lay off 220 employees from the Santa Clara tape plant (the subject property).⁴⁹ In 1981, the company was acquired by the Detroit-based Burroughs Corporation (later Unisys) for \$106 million in cash, and in 1982, its tape division was sold to Tandy Corporation.⁵⁰ Business problems and poor sales in the late 1980s led to the dismemberment of Memorex by Unisys. A sizeable portion of the company was sold to an international group of Memorex executives and New York financier Eli S. Jacobs for \$550 million in late 1986.⁵¹ The new Memorex International NV was registered in the Netherlands and headquartered in London, with Giorgio Ronchi as its president.⁵² In 1988, it acquired Telex Corporation in a bid to expand its American market and emerged as Memorex Telex NV.⁵³

Memorex Telex N.V. was plagued by instability in the 1990s, filing for Chapter 11 bankruptcy protection in three times between 1992 and 1996.⁵⁴ Many of the company's international sales and service subsidiaries continued as subsidiaries of other firms; the tape division of the Memorex license, still owned by Tandy Corporation at the time, was purchased by Hanny Holdings Limited of Hong Kong in 1993 and continued as Memorex International Inc.⁵⁵ The contents of the company's original Santa Clara tape plant (the subject property) were liquidated in 1994.⁵⁶ In 2006, Memorex International Inc. was bought out by Imation Corps, a maker of data storage disks and tapes, for \$330 million in cash.⁵⁷ Imation subsequently sold the Memorex brand to Digital Products International, a Missouri-based consumer electronic products firm, in 2015. The brand continues to produce and market disk recordable media, flash memory, and other computer accessories.⁵⁸

⁴⁷ "Memorex: This is the 'Year of Restoration,'" *Business Week*, November 10, 1975; "Memorex Lays Off 220," *Santa Cruz Sentinel*, June 8, 1980.

⁴⁸ "Chairman Wilson Announces Selection of Clarence W. Spangle as New President and CEO," *Memorex Intercom* 17, no. 1 (February 1980): 1.

⁴⁹ "Memorex Lays Off 220," *Santa Cruz Sentinel*, June 8, 1980.

⁵⁰ H.J. Maidenberg, "Burroughs in Pact for Memorex," *New York Times*, August 3, 1981; William H. Inman, "Tandy Gets Go-Ahead for Memorex Takeover; Now Nation's No. 1 Tape, Video Seller," *United Press International*, April 26, 1982.

⁵¹ Donna K. H. Walters, "Burroughs to Sell Part of Memorex: Group to pay \$550 Million; Move Will Ease Debt Load," *Los Angeles Times*, November 7, 1986.

⁵² "Memorex International Seeks to Expand by Acquisition in Maintenance, Leasing," *Computer Business Review*, February 18, 1987.

⁵³ Daniel F. Cuff, "Memorex Chief Calls Telex Deal a Good Fit," *New York Times*, December 16, 1987; "Memorex Telex: The Global Strength," March 1988, Memorex Memorabilia [Digital Archive], accessed November 27, 2019, https://mrxhist.org/docs/Ronc_5511.pdf.

⁵⁴ "Here We Go Again: Memorex Telex Is Back in Chapter 11," *Computer Business Review*, October 17, 1996.

⁵⁵ "Tandy to Sell Memorex Name to Hong Kong Company," *New York Times*, November 12, 1993.

⁵⁶ "A Ross-Dove Company Auction: Complete Liquidation of a Major Computer Tape Manufacturing Facility Assets Surplus to Continuing Operations," auction catalog, 1994; item 102770298, Information Technology Corporate Histories Collection; Computer History Museum, Mountain View, California.

⁵⁷ "Imation Agrees to Buy Memorex," *Los Angeles Times*, January 20, 2006.

⁵⁸ "About Digital Products International, Inc.," *DPI Inc.*, accessed December 3, 2019, <https://www.dpiinc.com/about>.

4.4 Postwar Industrial Architecture and the International Style

Postwar industrial architecture is generally characterized by utilitarian design and materials that prioritize functionality over style. Common features among industrial resources from the postwar period are one- to two-story construction, simple footprints, and the use of readily available construction materials including concrete, steel, stucco, and glass.⁵⁹

Some industrial buildings constructed between 1945 and 1970, including the subject property, exhibit elements of the International Style and other midcentury architectural movements. While these stylistic elements are frequently minimized in warehouses and manufacturing facilities, they are emphasized at the resources' primary façades and office spaces. The International Style originated in Western Europe in the 1920s and 1930s and famously rejected vernacular building forms in favor of a geometric play of volumes and an absence of traditional ornamentation. Common features include square or rectangular building footprints, horizontal bands of windows, flat roofs, smooth and uniform wall surfaces, and the use of stucco, concrete, and curtain walls with large plate glass windows. These features lent themselves well to the new industrial campuses developing in the postwar era, and they were regularly employed to elevate the design of otherwise utilitarian offices and industrial facilities.⁶⁰

5. Evaluative Framework

5.1 California Register of Historical Resources

The California Register of Historical Resources (California Register) is the authoritative guide to the State's significant historical and archeological resources. It serves to identify, evaluate, register, and protect California's historical resources. The California Register program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, determines eligibility for historic preservation grant funding and affords certain protections under the California Environmental Quality Act. All resources listed on or formally determined eligible for the National Register of Historic Places (National Register) are automatically listed on the California Register. In addition, properties designated under municipal or county ordinances are eligible for listing in the California Register.

Significance Criteria

The California Register criteria are modeled on the National Register criteria discussed above. An historical resource must be significant at the local, state, or national level under one or more of the following criteria:

1. It is associated with events or patterns of events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States.

⁵⁹ City of Fremont, "Registration Requirements for Postwar Historic Resources (1945-1970)," March 30, 2018, https://fremont.gov/DocumentCenter/View/37670/PLN2018_00236-Exh-A.

⁶⁰ City of Fremont, "Registration Requirements for Postwar Historic Resources (1945-1970)," March 30, 2018, https://fremont.gov/DocumentCenter/View/37670/PLN2018_00236-Exh-A; John Blumenson, *Identifying American Architecture* (New York: W. W. Norton & Company, 1981), 74-75.

2. It is associated with the lives of persons important to local, California, or national history.
3. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master, or possesses high artistic values.
4. It has yielded, or has the potential to yield, information important to the prehistory or history of the local area, state or the nation.

Like the National Register, evaluation for eligibility to the California Register requires an establishment of historic significance before integrity is considered. California's integrity threshold is slightly lower than the federal level. As a result, some resources that are historically significant but do not meet National Register integrity standards may be eligible for listing on the California Register.⁶¹

Integrity

Second, for a property to qualify under the National Register's Criteria for Evaluation, it must also retain "historic integrity of those features necessary to convey its significance."⁶² While a property's significance relates to its role within a specific historic context, its integrity refers to "a property's physical features and how they relate to its significance."⁶³ Since integrity is based on a property's significance within a specific historic context, an evaluation of a property's integrity can only occur after historic significance has been established. To determine if a property retains the physical characteristics corresponding to its historic context, the National Register has identified seven aspects of integrity:

Location is the place where the historic property was constructed or the place where the historic event occurred.

Setting is the physical environment of an historic property.

Design is the combination of elements that create the form, plan, space, structure, and style of a property.

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form an historic property.

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time.

Association is the direct link between an important historic event or person and an historic property.

⁶¹ California Office of Historic Preservation, *California Register and National Register: A Comparison (for the purposes of determining eligibility for the California Register)*, Technical Assistance Series #6 (Sacramento: California Department of Parks and Recreation, n.d.), accessed December 5, 2017, <http://ohp.parks.ca.gov/pages/1069/files/technical%20assistance%20bulletin%206%202011%20update.pdf>.

⁶² National Park Service, *How to Apply the National Register Criteria for Evaluation*, accessed December 5, 2017, http://www.nps.gov/nr/publications/bulletins/nrb15/nrb15_8.htm.

⁶³ *Ibid.*

6. Evaluation

6.1 California Register of Historical Resources

An evaluation of the subject property for individual significance under each California Register of Historical Resources (California Register) criterion is presented below.

California Register Criterion 1 [Association with Significant Events]

To be considered eligible for listing under Criterion 1, a property must be associated with one or more events important in a defined historic context. This criterion recognizes properties associated with single events, a pattern of events, repeated activities, or historic trends. The event or trends, however, must clearly be important within the associated context. Further, mere association of the property with historic events or trends is not enough, in and of itself, to qualify under this criterion: the specific association must be considered important as well.⁶⁴

The subject property was constructed in 1961 as the first world headquarters of Memorex Corporation, one of the many electronics start-up companies that catalyzed the Santa Clara Valley's transformation into "Silicon Valley" during the postwar era. As a multifaceted industrial campus including a manufacturing plant, research and development facilities, and administrative offices, the subject property conveys popular trends in industrial development during the postwar era. Memorex Corporation holds particular significance within the context of the development of the modern electronics and computer industry due to its early innovations in the field of peripheral computer equipment. In 1968, while still headquartered at the subject property, Memorex released the first independently produced hard disk drives that were compatible with IBM computers. Because IBM dominated 71 to 83 percent of the global computer market at the time, the introduction of compatible computer equipment established an important avenue for smaller electronics firms to establish themselves within the field.⁶⁵ Many other early electronics companies, including Marshall, Potter Instruments, Telex, Century Data, Control Data Corporation, and Ampex, released their own IBM-compatible plug-ins in subsequent years, and modern computer systems continue to accommodate singular components produced by disparate electronics companies. Memorex Corporation's development of the first IBM-compatible hard drive had a significant impact on the early electronics industry, and the product itself was both developed and manufactured at the subject property in the late 1960s. For these reasons, the property appears to be eligible for listing on the California Register under Criterion 1.

California Register Criterion 2 [Association with Significant Persons]

This criterion "applies to properties associated with individuals whose specific contributions to history can be identified and documented." It identifies properties associated with individuals "whose activities are demonstrably important within a local, State, or national historic context," and is typically limited to those properties that have the ability to illustrate a person's important achievements.⁶⁶

⁶⁴ National Park Service, *How to Apply the National Register Criteria for Evaluation*.

⁶⁵ Ross Knox Bassett, *To the Digital Age: Research Labs, Start-up Companies, and the Rise of MOS Technology* (Baltimore, MD: Johns Hopkins University Press, 2002), 222.

⁶⁶ National Park Service, *How to Apply the National Register Criteria for Evaluation*.

Although Memorex Corporation appears to hold significance in the overall context of Silicon Valley's industrial development and in the development of the modern electronics industry, none of its individual founders or employees are known to have made a singular and significant contribution to the electronics industry in the local, state, or national context. As such, the property does not appear to meet the threshold for listing in the California Register under this criterion.

California Register Criterion 3 [Architectural Significance]

This criterion applies to properties that “embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction.” “Distinctive characteristics” are the physical and design features that commonly recur in individual types, periods, or methods of construction. To be eligible, a property must clearly contain enough of those characteristics to be considered a true representative of a particular style. A master “is a figure of generally recognized greatness in a field, a known craftsman of consummate skill, or an anonymous craftsman whose work is distinguishable from others by its characteristic style and quality.... A property is not eligible as the work of a master, however, simply because it was designed by a prominent architect.”⁶⁷

Despite the International Style detailing on the building's primary façade, the former Memorex Corporation plant at 1200-1310 Memorex Drive is a relatively generic example of midcentury industrial architecture. The building is not associated with a prominent architect or builder, and its straightforward steel-framed construction and stucco wall treatment do not display unusually skilled craftsmanship or employ unique finishes. For these reasons, the property does not appear to meet the threshold for listing in the California Register under Criterion 3.

California Register Criterion 4 [Potential to Yield Information]

Criterion 4 is generally applied to archaeological resources, and evaluation of the subject property for eligibility under this criterion was beyond the scope of this report.

6.2 Period of Significance

The period of significance for the subject property spans 1961 through 1971. It begins in 1961 when the original portion of the building was completed for Memorex Corporation, then a fledgling start-up company focused on the production of magnetic computer tape. Over the next decade, Memorex expanded its facilities at and around the subject property, adding additional offices, manufacturing facilities, and laboratories for research and development. In 1968, an important date in the company's history, Memorex introduced the first IBM plug-compatible hard disk drive.

Although Memorex maintained operations at the subject property through 1994, no innovations of comparable significance were made after 1968. Furthermore, the company seems to have ended its multi-year pattern of expansion at and near the subject property after the late 1960s; instead, Memorex turned its attention to the development of a new, 750,000 square foot headquarters in the nearby San

⁶⁷ National Park Service, *How to Apply the National Register Criteria for Evaluation*.

Tomas Industrial Park.⁶⁸ The period of significance for the subject property ends in 1971, when the new facility was dedicated and the subject property ceased to serve as Memorex's headquarters.⁶⁹

6.3 Integrity Analysis

In order for a building to qualify for listing on the California Register of Historical Resources, it must both display significance under one or more of the California Register criteria and retain historical integrity. An integrity analysis of the subject property is presented below.

Location

The subject property has not been moved from its original location. As such, it retains integrity of location.

Design

Although the original 1961 building has been extensively altered by numerous large additions, these occurred during the period of significance and generally display continuity of materials and architectural style, thereby maintaining the building's overall integrity of design. Like the original 1961 building, the major 1964 and 1966 additions exhibit elements of the Postwar Industrial Style and the International Style in their use of stucco, glazed curtain walls, and in the case of the 1964 addition, a curvilinear porch roof that complements the Midcentury Modern stylings of the 1961 building's curvilinear porch hood. Rear additions, which are far simpler in design, are still in keeping with the utilitarian style of Postwar Industrial architecture. Those alterations that occurred outside of the period of significance, such as the removal of the 1966 cafeteria at the northeast corner of the building and the changes to the primary façade of the ca. 1960 building, do not irreparably detract from the building's design as seen in the extant 1961 building and its additions. In these ways, subject property retains integrity of design.

Setting

Little change has occurred in the immediate setting since the end of the historic period in the early 1970s. The building continues to be surrounded by surface parking lots and low-scale, one- to two-story light industrial buildings dating from the late-1950s through the early 1970s. Although the circulation pattern has been altered slightly with the addition of a ca. 1970 through-road connecting Lafayette Street with Memorex Drive (formerly Shulman Avenue), the property's immediate vicinity has essentially remained unchanged. Therefore, the building retains integrity of setting.

Materials

Most exterior materials (stucco, plate glass, sheet metal, aluminum window frames) appear to be intact or have been replaced in-kind. As such, the building retains integrity of materials.

⁶⁸ [Facilities Dedication], May 19, 1971, Memorex Memorabilia [Digital Archive], accessed December 11, 2019, https://mrxhist.org/docs/Will_5172.03.pdf; "A Ross-Dove Company Auction: Complete Liquidation of a Major Computer Tape Manufacturing Facility Assets Surplus to Continuing Operations," auction catalog, 1994; item 102770298, Information Technology Corporate Histories Collection; Computer History Museum, Mountain View, California.

⁶⁹ "Mr. Spitters Dedicated New Site to the People of Memorex," *Memorex Intercom* 8, no. 6 (June 1971): 3.

Workmanship

The additions to the original 1961 building on the subject property display workmanship consistent with that of the original building. With the exception of the cafeteria building at the northeast corner of the property, which was constructed in 1966 and removed in 2004, the building and its additions remain largely intact. As such, the property retains a degree of integrity of workmanship.

Feeling

The subject property displays integrity of feeling through its intact Postwar Industrial and International Style design features, original materials, and setting amongst other light industry. Therefore, the property retains integrity of feeling.

Association

Through its intact midcentury design and materials, and due to the fact that it continues to be engaged in light industrial use, the property maintains integrity of association with the postwar industrial development of the Santa Clara Valley.

6.4 Adjacent Properties

Although not required under CEQA regulations and guidelines, the CEC requests documentation of the parcels adjacent the subject property (where project activities will occur). Based on preliminary research conducted for this investigation, ARG verified that the properties over 45 years of age that are adjacent to the subject property have not been previously evaluated for listing in the local, state, or national register (Table 1). The developed parcels appear to contain light industrial buildings constructed in the postwar era, and several were occupied by Memorex Corporation in the 1960s and 1970s. 1065-1069 Memorex Drive (APN 224-63-008) and 1081-1099 Memorex Drive (APN 224-63-009), which are located opposite the subject property on the north side of Memorex Drive, were rented by the corporation in the early- to mid-1960s.⁷⁰ 2222 Ronald Street (APN 224-66-005) was connected to the building on the subject property in the 1980s.⁷¹ One nearby but nonadjacent property, 1400-1500 Memorex Drive (APN 224-65-009), was constructed by Memorex Corporation as a disk packing plant in 1968.⁷² These resources share a similar development and context with the subject property, but because none served as the Memorex Corporation's primary offices or manufacturing space, they do not appear to be comparable in terms of significance within the context of Silicon Valley's development or the evolution of the modern electronics industry.

No work will occur outside the boundary of the subject property as part of the proposed project, and there would be no direct impacts to adjacent properties as a result of the proposed project should the properties be found to be historical resources under CEQA as part of future development at those sites. Future projects at these locations subject to CEQA would require separate historic resource evaluations as part of the environmental review process.

⁷⁰ "Memorex Expansion Story Told," *Memorex Intercom* 2, no. 5 (June 1965): 4.

⁷¹ USGS, 1961 *San Jose West* quadrangle (topographic map), 1980 revision, EarthExplorer, accessed November 20, 2019, <http://earthexplorer.usgs.gov/>.

⁷² "Open House 1968, Welcome," *Memorex Intercom* 5, no. 4 (April 1968): 1.

7. Character-Defining Features

A character-defining feature is an aspect of a building or structure's design, construction, or detail that is representative of its function, type, or architectural style. Generally, character-defining features include specific building systems, architectural ornament, construction details, massing, materials, craftsmanship, site characteristics, and landscaping built or installed within the period of significance. In order for an important historic property to retain its significance, its character-defining features must be retained to the greatest extent possible.

Character-defining features of 1200-1310 Memorex Drive include those pertaining to the overall site as well as the former headquarters building.

Character-defining features of the site include:

- Vehicular access from Memorex Drive at the northern property boundary.
- Vehicular and pedestrian circulation through the site along north/south-oriented alleyways on either side of the original 1961 building and its additions and along one northwest/southeast-oriented alleyway along the southern property boundary.
- Exposed aggregate walkways and shallow stairs linking the primary entrances on the northern façade to the sidewalk along Memorex Drive.
- Paved surfaces throughout the site.
- All extant buildings, including the original 1961 and all of its additions; the ca. 1960 building that was purchased and added to the property in 1964; and the ca. 1966 gable-roofed building located at the southern end of the property.
- North/south orientation of major building elements.
- Low-profile, landscaped vegetation at the northern façade of the 1961 building and its 1964 addition.

Character-defining features of the former headquarters building include:

- Rectangular plans with primary façades facing Memorex Drive.
- Broad, horizontal profile, with verticality emphasized through fenestration.
- One- to three-story height.
- Flat roofs with simple parapets.
- Steel-frame construction.
- Smooth stucco finish on exterior walls.
- Aluminum fixed windows throughout.
- Curtain walls with glazing and metal spandrel panels centered in the northern façade of the 1961 building and 1964 addition.
- Curtain walls with glazing and metal spandrel panels dominating the northern and, to a slightly lesser extent, the eastern façades of the 1966 three-story addition.

- Near-continuous glazing across the northern façade of the 1966 three-story addition and the eastern façade of the 1964 addition.
- Symmetrical curvilinear porch hood over the primary entrance to the 1961 building.
- Asymmetrical curvilinear porch roof with angular columns at the primary entrance to the 1964 addition.
- Physical connection (i.e., the ca. 1967 breezeway) between the main building and the ca. 1960 building.
- Loading facilities on the western and southern façades.

8. Conclusion

The subject property at 1200-1310 Memorex Drive appears to be eligible for listing in the California Register under Criterion 1 (Association with Significant Events) for its association with the development of the modern electronics industry and in the broader context of Silicon Valley's development in the 1960s and 1970s. Memorex Corporation's innovative plug-compatible peripheral computer equipment had a significant impact on the early electronics industry, and the products themselves were first developed at the subject property in the late 1960s. The building also retains a relatively high degree of integrity with regard to the period in which these developments occurred. For these reasons, the building appears to qualify as an historical resource under CEQA.

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APPENDIX A: EXISTING CONDITION PHOTOGRAPHS





Overview of the subject property, view southwest (ARG, November 2019).



Northern façade of the 1966 addition at the northeastern corner of the building, view southeast (ARG, November 2019).



Primary entrance at the northern façade of the 1966 addition, view southwest (ARG, November 2019).



Glazing across first story of the northern façade of the 1966 addition, view south-southwest (ARG, November 2019).



Secondary entrance on the northern façade of the 1966 addition, view southwest (ARG, November 2019).



Northern façade of the 1966 addition and eastern façade of the 1964 addition, including one of the building's primary entrances, view southwest (ARG, November 2019).



Secondary entrance in the northern façade of the 1966 addition, view southwest (ARG, November 2019).



Primary entrance in the eastern façade of the 1964 addition, view west-southwest (ARG, November 2019).



Picnic area, fountain, and porch before the eastern façade of the 1964 addition, view northwest (ARG, November 2019).



Fountain before the eastern façade of the 1964 addition, view northwest (ARG, November 2019).



Picnic area before the eastern façade of the 1964 addition, view northwest (ARG, November 2019).



Porch affixed to the eastern façade of the 1964 addition, view south (ARG, November 2019).



Porch roof affixed to eastern façade of 1964 addition, view southeast (ARG, November 2019).



Northern façade of the 1964 addition, view southwest (ARG, November 2019).



Northern façade of the 1964 addition (left) and the original 1961 building (right), view west-southwest (ARG, November 2019).



Northern façade of the 1964 addition (left), the original 1961 building (center), and ca. 1966 addition (right), view southwest (ARG, November 2019).



Northern façade of the original 1961 building including the primary entrance, view south (ARG, November 2019).



Primary entrance to the 1961 building, view southwest (ARG, November 2019).



Northern façade of the ca. 1966 addition across the western façade of the original 1961 building, view west (ARG, November 2019).



Northern façade of the 1964 addition (left), the original 1961 building (center), and ca. 1966 addition (right), view east-southeast (ARG, November 2019).



Western façade of the ca. 1966 addition across the western façade of the original 1961 building, view south-southeast (ARG, November 2019).



Fenestration at the northern corner of the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view northeast (ARG, November 2019).



Entrance at the northern corner of the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view northeast (ARG, November 2019).



Western façade of the ca. 1966 addition across the western façade of the original 1961 building, view southeast (ARG, November 2019).



Entrance on the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view southeast (ARG, November 2019).



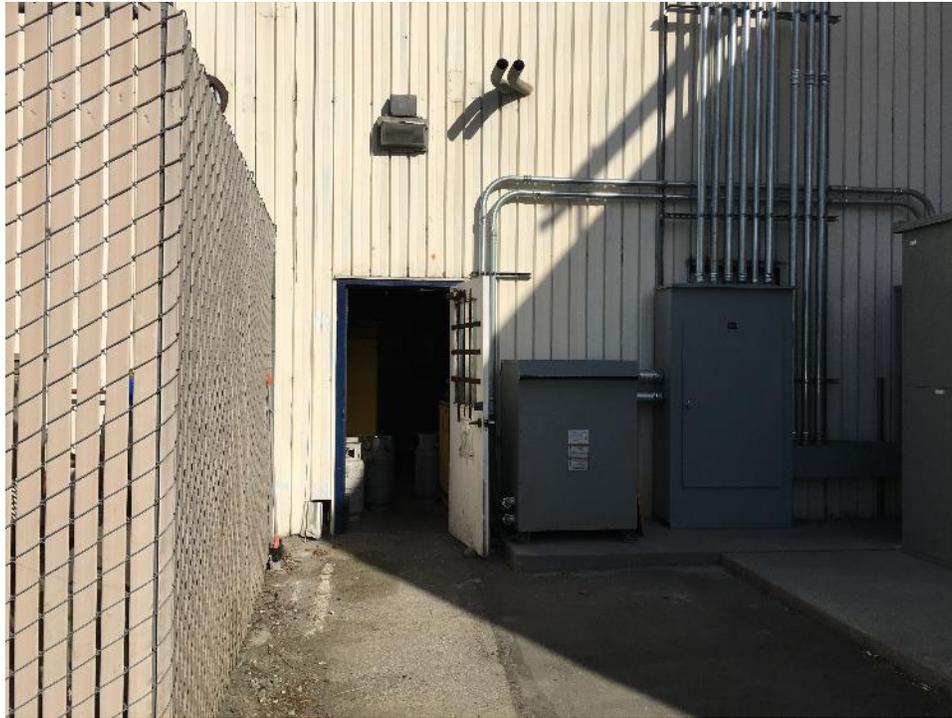
Roll-up door and breezeway on the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view southeast (ARG, November 2019).



Southern façade of the ca. 1966 addition and western façade of the original 1961 building, view east (ARG, November 2019).



Southern façade of the ca. 1966 addition and western façade of the original 1961 building, view northeast (ARG, November 2019).



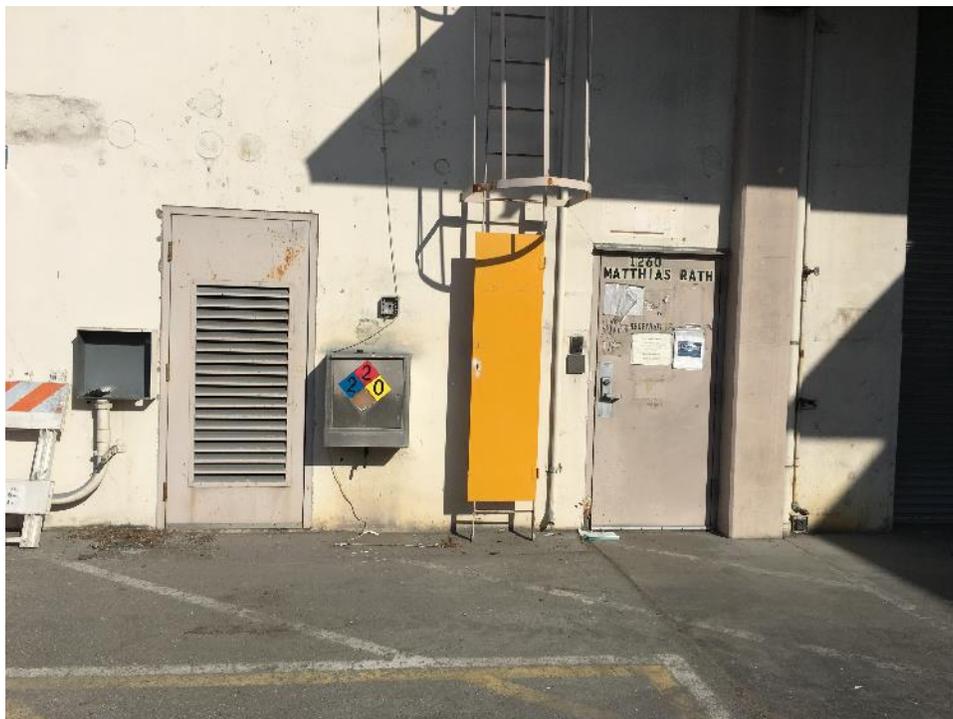
Entrance in the southern façade of the ca. 1966 addition across the western façade of the original 1961 building, view north (ARG, November 2019).



Western façade of the original 1961 building to the north of the ca. 1966 addition, view northeast (ARG, November 2019).



Southern façade of the original 1961 building and western façade of an addition to its southern façade, view northeast (ARG, November 2019).



Entrances in the southern façade of the original 1961 building, view north (ARG, November 2019).



Metal roll-up door in the southern façade of the original 1961 building, view north (ARG, November 2019).



Entrances in the western façade of a ca. 1966 addition to the southern façade of the original 1961 building, view east (ARG, November 2019).



Western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view southeast (ARG, November 2019).



Western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view south (ARG, November 2019).



Fenestration in the western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view east (ARG, November 2019).



Western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view northeast (ARG, November 2019).



Fenestration in the western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view northeast (ARG, November 2019).



Entrance in the western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view northeast (ARG, November 2019).



Western and southern façades of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



Entrances in the southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view north (ARG, November 2019).



Entrance in the southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view north-northeast (ARG, November 2019).



Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition (left) and western façade of the three-story 1966 addition (right), view northeast (ARG, November 2019).



Entrances at the eastern end of the southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



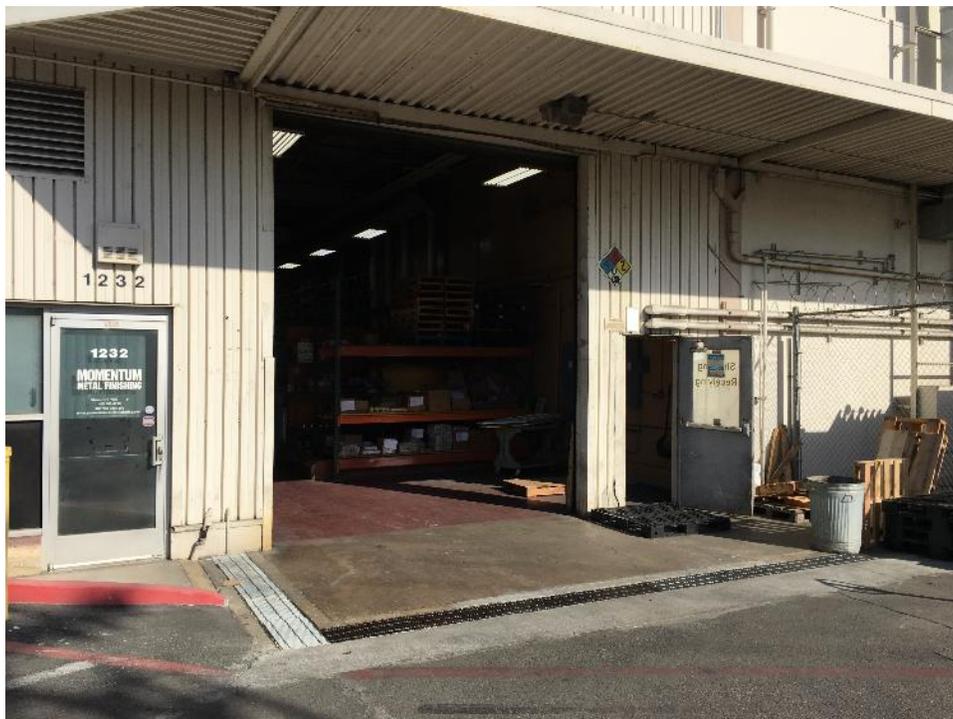
Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northwest (ARG, November 2019).



Fenestration in the western and southern façades of the three-story 1966 addition, view northeast (ARG, November 2019).



Entrance in the southern façade of the three-story 1966 addition, view north-northeast (ARG, November 2019).



Roll-up door in the southern façade of the three-story 1966 addition, view north-northeast (ARG, November 2019).



Southern façade of the three-story 1966 addition, view northeast (ARG, November 2019).



Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and its 1964 addition (left), southern façade of the three-story 1966 addition (center), and eastern façade of the three-story 1966 addition (right), view northwest (ARG, November 2019).



Eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Entrance in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Roll-up door in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Entrances in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Entrances in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Northern end of the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Eastern façade of the ca. 1960 building (the breezeway connection to the ca. 1966 addition across the western façade of the original 1961 building is visible at the right), view west (ARG, November 2019).



Eastern façade of the ca. 1960 building including ca. 1967 breezeway connection to the ca. 1966 addition across the western façade of the original 1961, view southwest (ARG, November 2019).



Eastern façade of the ca. 1960 building including ca. 1967 breezeway connection to the ca. 1966 addition across the western façade of the original 1961, view northwest (ARG, November 2019).



Entrances in the eastern façade of the ca. 1960 building, view west (ARG, November 2019).



Entrance in the eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view west (ARG, November 2019).



Entrance in the eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view west-southwest (ARG, November 2019).



Entrance in the eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view west-northwest (ARG, November 2019).



Eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view south-southwest (ARG, November 2019).



Entrance in eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building (left) and loading area on the northern façade of the same, view west (ARG, November 2019).



Eastern façade of the ca. 1960 building (left), eastern façade of its ca. 1966 addition (center), and northern façade of the same ca. 1966 addition (right), view southwest (ARG, November 2019).



Loading dock at the northern façade of the ca. 1966 addition to the ca. 1960 building, view southwest (ARG, November 2019).



Loading dock at the northern façade of the ca. 1966 addition to the ca. 1960 building, view southeast (ARG, November 2019).



Western façade of ca. 1966 addition to the eastern half of the northern façade of the ca. 1960 building, view east (ARG, November 2019).



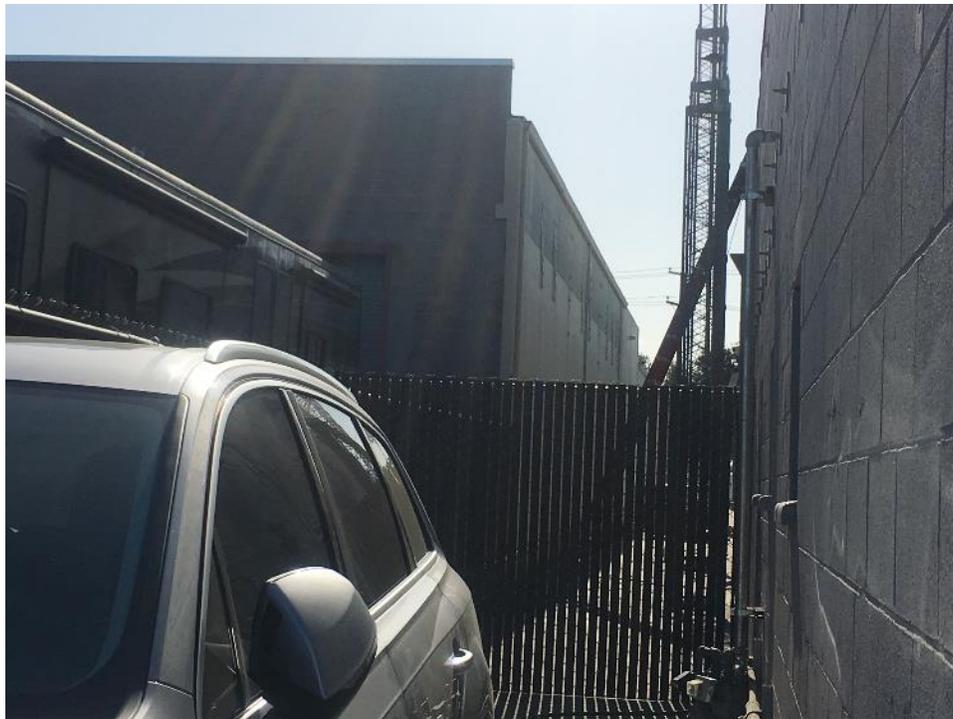
Northern façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view south (ARG, November 2019).



Primary entrance to the northern façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view southeast (ARG, November 2019).



Roll-up doors in the northern façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view southeast (ARG, November 2019).



Western façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view south (ARG, November 2019).



Southern and eastern façades of the ca. 1960 building, view northwest (ARG November 2019).



Small addition to southern façade of the ca. 1960 building, view west (ARG, November 2019).



Western façade of the ca. 1966 freestanding building at the southwestern corner of the ca. 1966 additions to the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



Entrances in the western façade of the ca. 1966 freestanding building, view northeast (ARG, November 2019).



Southern façade of the ca. 1966 freestanding building, view northeast (ARG, November 2019).



Southern façade of the ca. 1966 freestanding building, view north (ARG, November 2019).



Southern and eastern façades of the ca. 1966 freestanding building, view northwest (ARG, November 2019).



Entrance in eastern façade of the ca. 1966 freestanding building, view west (ARG, November 2019).



Western and northern façades of the ca. 1966 freestanding building, view southwest (ARG, November 2019).



Tank at the southeastern corner of the property, view southeast (ARG, November 2019).



View of equipment, fencing, and canopy at the southeastern corner of the property, view northwest (ARG, November 2019).



View of equipment and fencing at the southeastern corner of the property, view west (ARG, November 2019).

1200-1310 Memorex Drive, Santa Clara, California
Historic Resource Evaluation

APPENDIX B: HISTORIC PHOTOGRAPHS



Subject property, view southwest, ca. November 1961
("Five-Year-Pinners Recall Company's Hectic Beginning," *Memorex Intercom* 4,
no. 12 [December 1967]: Special Section).



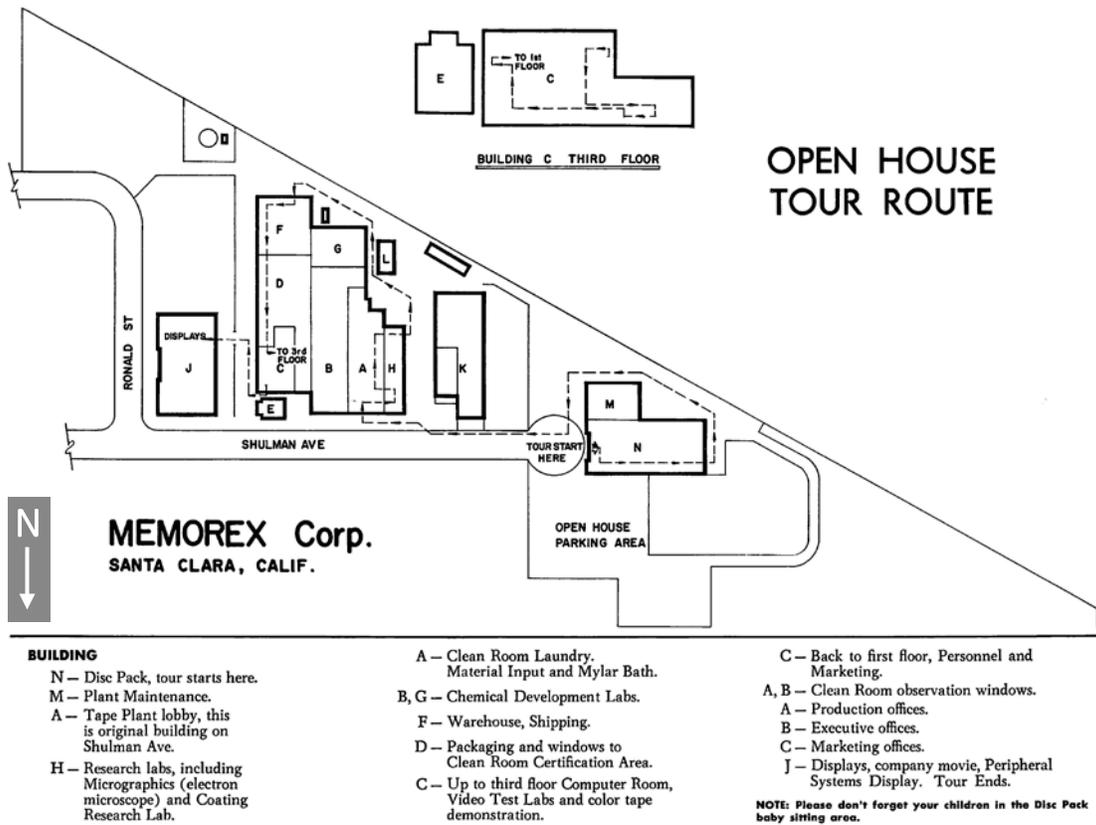
Subject property, view southwest, ca. 1965
("Memorex Expansion Story Told." *Memorex Intercom* 2, no. 5 [June 1965]: 4).



Subject property, view southeast, late 1965
("Construction Nears Completion," *Memorex Intercom* 2, no. 11 [December 1965]: 1).



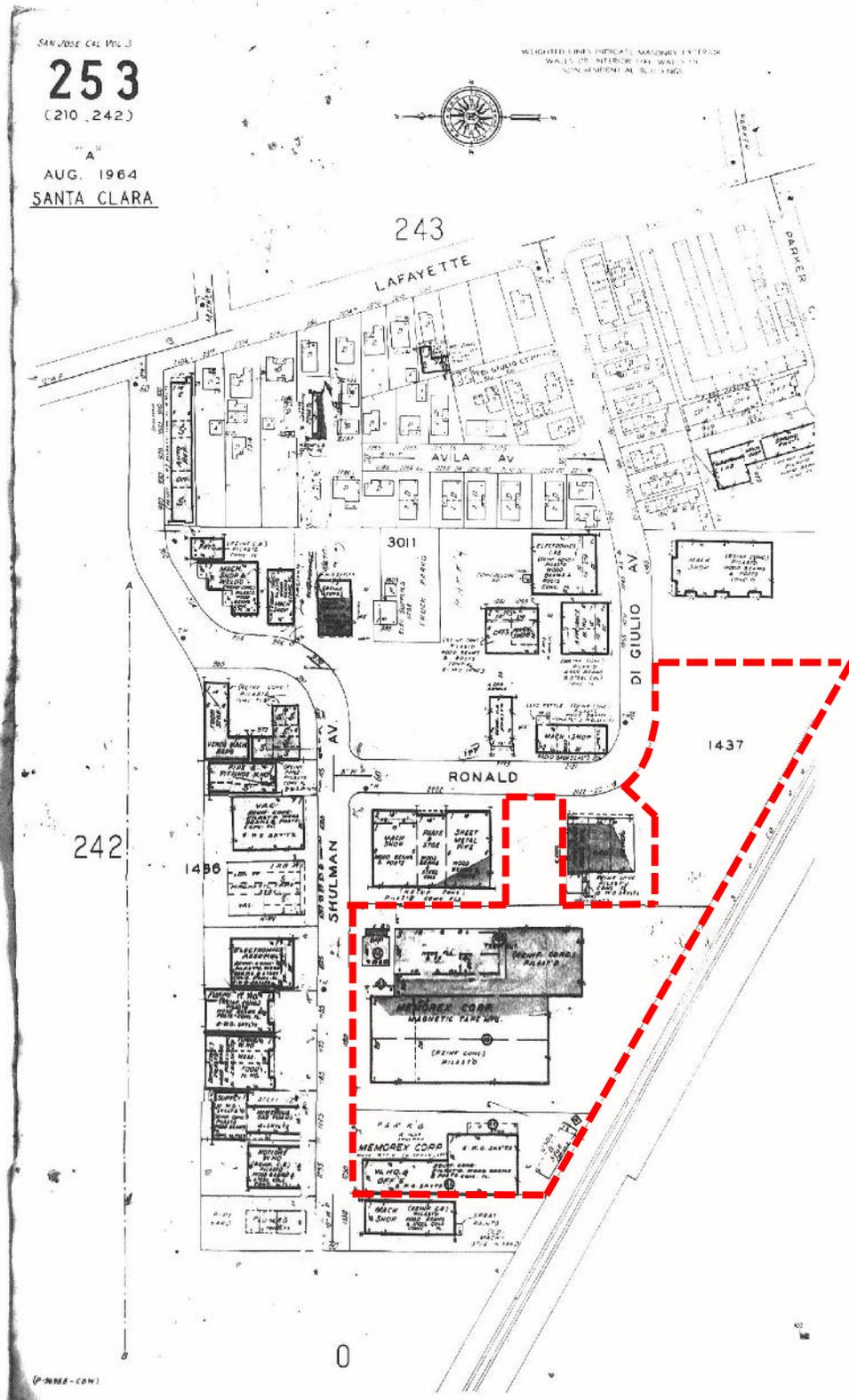
Subject property, view southeast, early 1966
("February Marks 5th Anniversary," *Memorex Intercom* 3, no. 2 [February 1966]: 1).



Map of subject property produced by Memorex Corporation, 1968
 (“Open House Tour Route,” *Memorex Intercom* 4, no. 4 [April 1968]: 3, amended by author).

1200-1310 Memorex Drive, Santa Clara, California
Historic Resource Evaluation

APPENDIX C: SANBORN FIRE INSURANCE MAPS



1966 Sanborn Fire Insurance Map, Volume 3, Sheet 253 (amended by author).
This is the only Sanborn Map found to depict the subject property.

APPENDIX D: DEPARTMENT OF PARKS AND RECREATION (DPR) 523 FORMS



State of California — The Resources Agency	Primary # _____
DEPARTMENT OF PARKS AND RECREATION	HRI # _____
PRIMARY RECORD	Trinomial _____
	NRHP Status Code _____
Other Listings _____	
Review Code _____	Reviewer _____ Date _____

Page 1 of 67

*Resource Name or # 1200-1310 Memorex Drive

P1. Other Identifier: APN 224-66-006

*P2. Location: Not for Publication Unrestricted

*a. County: Santa Clara and (P2b and P2c or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad: San Jose West Date: 1980 T T6S; R R1W; Sec 34; Mount Diablo B.M.

c. Address: 1200-1310 Memorex Drive City: Santa Clara Zip: 95050

d. UTM: Zone 10S, 592673.47 mE / 4135525.2 mN

e. Other Locational Data: APN 224-66-006

*P3a. Description:

The subject property at 1200-1310 Memorex Drive is situated on an irregularly shaped parcel (APN 224-66-006) in east-central Santa Clara. The property dominates an irregularly shaped block roughly bounded by Memorex Drive to the north, Ronald Street to the east, and the Peninsula Subdivision MT2 rail line to the southwest. A narrow strip of landscaped vegetation extends along the eastern two-thirds of the Memorex Drive frontage, and a row of trees follows the southwestern property boundary. (See continuation sheet.)

*P3b. Resource Attributes: HP8 – Industrial Building

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

P5a. Photo or Drawing



P5b. Photo: View of northern façade, camera facing southwest; November 22, 2019 (Architectural Resources Group)

*P6. Date Constructed/Age and Sources:

Historic Prehistoric Both

Constructed 1961 (County Assessor Records)

*P7. Owner and Address:

1200 Partners LLC
14573 Big Basin Way
Saratoga, California 95070-6013

*P8. Recorded by:

Architectural Resources Group
Pier 9, The Embarcadero, Suite 107
San Francisco, CA 94111

*P9. Date Recorded: November 22, 2019

*P10. Survey Type: Intensive-level 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):

BUILDING, STRUCTURE, AND OBJECT RECORD

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*NRHP Status Code 7

*Resource Name or # 1200-1310 Memorex Drive

B1. Historic Name: Memorex Corporation Headquarters

B2. Common Name: None

B3. Original Use: Industrial (mixed use)

B4. Present Use: Industrial (manufacturing/warehousing)

*B5. **Architectural Style:** Industrial, International Style*B6. **Construction History:** Selected:

1961 – Building constructed for Memorex (assessor records).

1963 – Freestanding shed constructed (building permit).

1964 – Eastern warehouse and factory addition completed; parcel and ca. 1960 building to the west purchased by Memorex (*Memorex Intercom 2*, no. 5).1966 – Eastern office, laboratory, warehouse, and cafeteria addition completed (*Memorex Intercom 3*, no. 3); additions to southern façade of 1961 building and 1964 addition completed by this time; additions to northern façade of ca. 1960 building also completed by this time (*Memorex Intercom 3*, no. 10) .

1967 – Breezeway between main building and ca. 1960 building added (building permit).

1968 – Freestanding warehouse building completed by this time (*Memorex Intercom 5*, no. 4).

1972 – Breezeway between 1966 office, laboratory, warehouse addition and 2222 Ronald St. added (building permit).

1995 – 1963 shed demolished (building permit); 1972 breezeway demolished (building permit).

2004 – 1966 cafeteria demolished (building permit)

2014 – Shed roof on ca. 1960 building demolished (building permit).

2015 – Northern façade of ca. 1960 building truncated (building permit).

*B7. **Moved?** No Yes Unknown **Date:** _____ **Original Location:** _____*B8. **Related Features:** Paved parking and loading areas, chain-like fencing

B9a. Architect: Unknown

b. Builder: Unknown

*B10. **Significance: Theme:** N/A**Area:** N/A**Period of Significance:** N/A**Property Type:** N/A**Applicable Criteria:** N/A**Historic Context*****Prewar Development of the Santa Clara Valley***

The County of Santa Clara is one of twenty-seven California counties created in 1850, the year that California entered the Union. San José was selected as the first state capital, and the combination of legislators, newsmen, and others seeking employment in the city spurred urban development in the Santa Clara Valley region. The fertile valley also attracted agricultural interests, including many former gold miners who shifted their efforts from prospecting to farming or ranching.¹ (See continuation sheet.)

B11. Additional Resource Attributes: None

*B12. **References:** See continuation sheet.

B13. Remarks: None

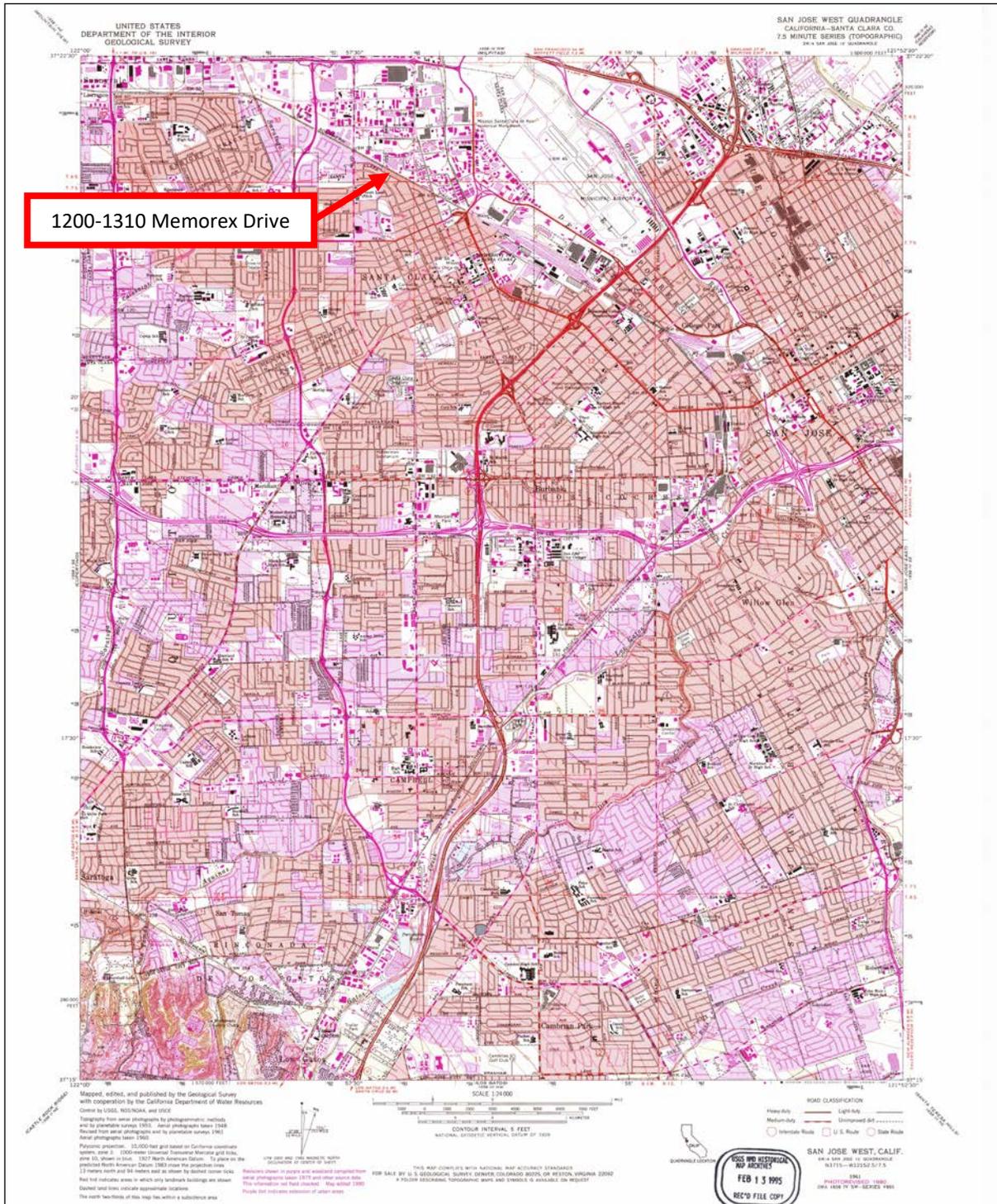
*B14. **Evaluator:** Architectural Resources Group***Date of Evaluation:** November 22, 2019

(This space reserved for official comments.)

Sketch Map

¹ Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement* (Santa Clara, California: County of Santa Clara Department of Planning and Development Planning Office), 7.

LOCATION MAP



Continuation of P3a. Description:

The industrial complex at 1200-1310 Memorex Drive features an irregular footprint and is comprised of multiple additions and building components constructed in the mid-twentieth century. The original portion of the building, which was completed in 1961, is a two-story building fronting Memorex Drive to the north. This building is rectangular in plan, and its exterior walls are finished with smooth stucco. The center of the primary (northern) façade is dominated by a curtain wall that extends across both stories and includes the building's primary entrance. At the ground level, the curtain wall features a pair of fully glazed metal doors with a narrow transom, flanked by four aluminum fixed windows to either side. The westernmost window has been infilled with an opaque metal panel. At the upper level, the curtain wall contains a continuous ribbon of ten aluminum fixed windows. Short metal spandrel panels are located above the upper level windows, between the upper and lower level windows, and below the lower level windows. A curvilinear porch hood is anchored above the primary entrance, sheltering both the double doors and one window unit to either side. A poured concrete walkway extends across the façade and connects the primary entrance to the sidewalk along Memorex Drive. A secondary entrance, a single-leaf metal door, is also located in the primary façade, to the east of the curtain wall and primary entrance.

The eastern, western, and southern façades of the 1961 building have all been covered by additions. The addition across the eastern façade, which roughly doubled the square footage of the original building, was completed in late 1964. It is rectangular in plan and matches the height of the 1961 building, and its northern façade is also dominated by a centrally located curtain wall that extends across both stories. Unlike the curtain wall on the 1961 building, however, this is predominantly filled with opaque panels, featuring only four fixed aluminum windows on either story. The primary entrance to the building is on its eastern façade, sheltered by a curvilinear, asymmetrical porch roof supported by a series of angular columns. The columns are constructed from concrete, and the roof appears to clad in sheet metal. The porch covers only the northernmost part of the eastern façade, extending beyond the corner of the building to cover a portion of the walkway that connects the entrance to the sidewalk along Memorex Drive. Below the porch, the façade is punctuated by a pair of fully glazed aluminum doors with a transom and a ribbon of four full-height fixed windows. A small eating area with circular tables and curving, fixed-in-place benches is located to the east of the porch, beyond the angular columns. Both this area and the associated walkways that connect the building's entrances to the sidewalk are paved with exposed aggregate concrete.

Across the 1964 addition's eastern façade, beginning at the southern end of the porch roof, is a narrow, two-story addition that is rectangular in plan. It features large, fixed aluminum windows across the first story on its primary (northern) façade, while its eastern façade is covered entirely by a three-story addition, completed in 1966, that extends beyond the southern façades of the previously constructed buildings. The three-story addition is rectangular in plan, with a flat roof and a high parapet screening a variety of rooftop mechanical equipment. At the ground level, its primary (northern) façade features stucco cladding, fixed aluminum windows, and fully glazed aluminum doors; the primary entrance, a pair of aluminum double doors, is sheltered below a short vinyl awning. The upper stories are a steel-framed curtain wall containing alternating rows of fixed windows and opaque panels. The eastern façade, which is nearly five times the width of the northern façade, features a more varied appearance. The curtain wall wraps around the northeastern corner of the building, covering all three floors of the northern third of the eastern façade. It then continues at only the upper floor across the length of the façade. Multiple secondary entrances, including roll-up garage doors and one set of fully glazed aluminum doors with a transom and sidelights, punctuate the first story below the curtain wall. The southern façade features a loading area covered by a projecting metal awning at the first story and a metal door accessed by a metal exterior staircase at the second story.

The rear (southern) façade of the 1961 building and its 1964 addition have been covered by additional two-story, flat-roofed, rectangular-in-plan additions completed ca. 1966. The eastern façade of these additions adjoins the 1966 three-story addition. The southern façade of the additions is clad in corrugated sheet metal siding, punctuated on the first story by two roll-up metal garage doors, two half-glass metal doors, one fully glazed metal door, and one aluminum fixed picture window. The western façade of the additions features four-light windows across the first and second stories, with one roll-up metal garage door and two single-leaf metal doors in the first story as well as one single-leaf metal door in the second story. The latter is served by a metal exterior staircase.

Across the western façade of the original 1961 building has been constructed another narrow, rectangular-in-plan, two-story addition, completed by 1966. Its northern (primary) façade is even with that of the 1961 building and clad in stucco to match.

The addition's western and southern façades are also clad in stucco, and the northern portion of the western façade is punctuated by ribbons of square, fixed aluminum windows across the upper story.

A metal breezeway clad with a flat roof clad in corrugated sheet metal extends perpendicularly from southern corner of the addition's western façade, connecting it to a separate building that has itself experienced multiple rounds of addition and alterations. The core of this building is a ca. 1960, two-story building that is rectangular in plan. It is of concrete construction and features a convex roof. Fenestration is limited to one fixed aluminum window, one roll-up metal garage door, and one single-leaf metal door on the eastern façade and two roll-up garage doors and three single-leaf metal doors on the southern façade. The southern façade also features a small, one-story, metal-clad addition with a shed roof and one single-leaf door on its own southern façade. The western façade of the building is blank, and the northern façade has been obscured entirely by a series of additions that match the original building's width.

The eastern façade of the additions to the ca. 1960 building is constructed from concrete. It is punctuated variously by single-leaf doors, one metal roll-up garage door, and horizontally oriented, fixed and sliding aluminum windows in both the first and second stories. The northern (primary) façade is articulated such that the eastern portion projects further north than the western portion; the eastern portion, which is clad in stucco, features a raised loading dock with three metal roll-up garage doors and a flat porch roof clad in corrugated sheet metal; the western portion, which is constructed of concrete masonry units and features a short parapet, is also punctuated by two metal roll-up garage doors as well as a fully glazed metal door with sidelights. The western façade of the additions is blank.

The property also includes one ca. 1966 freestanding building near the southern boundary of the property, between the ca. 1960 building and the ca. 1966 additions to the southern façade of the 1961 building. The freestanding building is one story in height, rectangular in plan, and comparatively small. It is of steel-frame construction with corrugated sheet metal cladding and a shallowly pitched, metal-clad roof. The building's primary (southern) façade is punctuated by two metal roll-up garage doors, one paneled metal or fiberglass door, and a vinyl sliding window, which the western façade features a single metal roll-up garage door flanked by half-glass, single-leaf metal doors. The eastern façade features one single-leaf metal door near the southern corner of the building, and the western façade is blank.

Continuation of B10. Significance:

Outside of San José, cattle ranching was the Santa Clara Valley's primary economic activity in the early years of California statehood. Initially, the open range method was common among ranchers, but pasture lands were reduced as the region became more densely settled; stock farming, which utilized smaller lots and intensified production techniques, supplanted pasture grazing by the 1860s. Wheat was also a staple agricultural product of the Santa Clara Valley at this time, as the region's highly fertile soil facilitated easy cultivation and high yields with relatively little capital investment. By 1854, thirty percent of California's total wheat crop was produced in Santa Clara County, and it was "arguably the most important agricultural county" in the state.² Other grain crops, primarily barley and oats, were also produced in significant volumes.³

In addition to agricultural development, the 1860s saw the introduction of railroad transportation into Santa Clara County. The San Francisco & San Jose Railroad (SF&SJ) was organized in 1860, and the first train arrived in San José from San Francisco on January 16, 1864. The Central Pacific Railroad (CPRR, originally the Western Pacific Railroad) was completed between San José and Niles, California, in 1869, connecting San José with the transcontinental railroad and opening the Santa Clara Valley to markets across the United States. The railroad, subsequent population growth, and intensified agricultural production changed the landscape of the valley, catalyzing the development of small towns along the rail lines and resulting in the breakup of large land holdings.⁴

² Jim Gerber, "The Origin of California's Export Surplus in Cereals," *Agricultural History* 67, no. 4 (Autumn 1993), 47.

³ Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement*, 37-38.

⁴ *Ibid.*, 40.

By 1870, nearly all acreage in rural Santa Clara County was devoted to wheat and barley production. When yields fell in 1879-1880, however, farmers quickly diversified their interests to include dairy cows, sheep for wool, poultry for eggs, swine for meat, and hay, grape vines, and fruit trees. The latter proved to be particularly lucrative. By the late 1880s, orchard products (prunes, in particular) came to dominate agricultural production in the Santa Clara Valley. The region's fruit canning and packing industry was pioneered by a San José physician, Dr. James Dawson, in 1871 and grew alongside orchard production. Subsequently, the manufacture of food processing machinery and orchard spraying equipment became an important aspect of the local industrial economy. Early industrial development in Santa Clara County began to appear in 1864 alongside the recently constructed transportation lines.⁵

Fruit production in the Santa Clara Valley continued to increase, peaking in the 1920s. As the ratio of crop value to land area increased, many of the large, diversified farms and wheat fields that had been prevalent in the nineteenth century were subdivided into specialized "fruit ranches" that were 3 to 50 acres in area. The introduction of the automobile and commercial development of the trucking industry in the early twentieth century also impacted land use patterns in the valley, as it greatly facilitated local distribution and catalyzed the development of city roads and intercity highways. By 1928, all of San José's city streets had been paved, and highways connected the city to San Francisco, Oakland, and the coast.⁶

At the onset of the Great Depression, there were 38 canneries and 13 packing plants in Santa Clara County. 172,190 acres of land were engaged in crop production, approximately 66,000 of which were devoted to prunes and 20,000 to apricots. Orchards and related industries were hit particularly hard by the Great Depression, in which time the prices of California's specialty crops fell further and faster than those of basic agricultural commodities, such as wheat.⁷ The local workforce, already facing low wages and an unprecedented level of unemployment, was further challenged to accommodate an influx of farmers displaced by the Dust Bowl. Unrest with regard to low wages, substandard working conditions, and poor job security catalyzed the labor movement in the 1930s, and membership and related activism increased substantially during the Depression years. In August 1931, the Cannery and Agricultural Workers' Industrial Union organized a strike of nearly sixteen thousand cannery workers in the Santa Clara Valley, in protest of a twenty percent wage decrease.⁸ By the end of the decade, all San José canneries were unionized.⁹

The fruit industry gradually recovered from the effects of the Great Depression, but military training and wartime production associated with World War II played the greater role in the Santa Clara Valley's economic resurgence. The San Francisco Bay area was the gateway to the Pacific theater of the war, and thousands of military personnel were brought to the area for training and processing at Moffett Field and shipyards along the coastline. Numerous industrial plants for the construction of marine engines and landing craft were established in Sunnyvale and Santa Clara; the two largest military contractors, whose contracts totaled \$289 million, were the Food Machinery Company and the Joshua Hendy Iron Works. The growth of these wartime industries changed both the physical and ethnic landscape of the Santa Clara Valley. Work in the industrial plants employed local workers, including women, from the orchards and canneries, and they were frequently replaced by Mexican Americans and by braceros, Mexican nationals working in the United States under the auspices of the Mexican Farm Labor Agreement. At the same time, the Santa Clara Valley's agricultural acreage was reduced, as farms and orchards were converted to industrial plants and housing for the region's increased population.¹⁰

Postwar Industrialization in the Santa Clara Valley

⁵ Ibid., 40-41.

⁶ Ibid., 43-44.

⁷ Glenna Matthews, "The Apricot War: A Study of the Changing Fruit Industry during the 1930s," *Agricultural History* 59, no. 1 (January 1985), 25-29.

⁸ Kevin Starr, *Endangered Dreams: The Great Depression in California* (New York, NY: Oxford University Press, 1996), 69-70.

⁹ David Bacon, "Roots of Social Justice Organizing in Silicon Valley," *El Reportero* (San Francisco), May 23, 2016.

¹⁰ Glenna Matthews, *Silicon Valley, Women, and the California Dream: Gender, Class, and Opportunity in the Twentieth Century* (Stanford, California: Stanford University Press, 2003), 82-88.

The population and economy of the Santa Clara Valley grew rapidly in the post-war years, as the economic focus of the region shifted from agriculture to electronics and manufacturing. Orchards were swiftly replaced with residential subdivisions and shopping centers, and rural roadways were widened into freeways to accommodate the massive influx of people and commercial activity that accompanied increasing industrialization and the related population boom.¹¹ The growth of the region's electronics sector and the transformation of the "Valley of the Heart's Delight" into "Silicon Valley" in the postwar years was driven by a growing number of defense contracts and Stanford University officials' efforts to institutionalize a relationship between the research university and the Federal government.

Stanford University was a key contributor to the economic success of the Santa Clara Valley in the postwar years. From the university's inception in 1891, its founders had intended their school to have a strong emphasis on science, engineering, and practical applications. The 1927 appointment of radio engineer Frederick Terman, who would be named Stanford's dean of engineering in 1944 and provost in 1955, served to reinforce this mission. Terman educated and encouraged a number of students who would go on to establish some of the most successful electronic firms in the country, including William R. Hewlett and David Packard of the Hewlett-Packard Company, but his greater contribution to the Santa Clara Valley was his work to build a "university-government alliance" for defense-related research, to the benefit of all involved.¹² Terman played a crucial role in Stanford University's postwar efforts to secure defense research contracts from the federal government in the late 1940s; he believed that government partnerships were the future of U.S. research institutions and American military security. In the decades following World War II, the Cold War economy and the billions of dollars in government contracts that were granted to universities and firms in the Santa Clara Valley shaped the technological and economic advancements of the region.¹³

Research-oriented industry, much of it funded by Department of Defense grants in the Cold War, transformed the Santa Clara Valley from an agricultural and extractive economy to one that was based on scientific research and technological advancement. A synergistic relationship developed between the region's universities, the federal government, local municipalities, and the local business community. Stanford University emerged as a national leader in research and development in the electronics field, conducting applied research in California's industrial and defense sectors beginning as early as 1946. In 1951, the university founded the Stanford Industrial Park, which attracted major tenants including Hewlett-Packard, Eastman Kodak, Varian Associates, the Sylvania Products Company, the Philco-Ford Corporation, General Electric, and the research division of the Lockheed Corporation (later Lockheed Martin Corporation). Other major firms, such as the Fairchild Camera and Instrument Corporation, Memorex Corporation, and National Semiconductor located nearby. Municipal governments, for their part, incentivized industrial growth by providing tax relief and other incentives, and by clearing tracts of land for development. Underpinning all of this growth were grants and contracts extended by the Department of Defense; by the late 1970s, Santa Clara County was receiving \$2 billion annually in federal defense contracts, a trend that continues today.¹⁴

Approximately 800 electronics businesses emerged in Santa Clara County between 1950 and 1974, spurred by government contracts, municipal governments' incentives, and the desire to locate themselves alongside the companies and university programs that had established themselves as leaders in the field.¹⁵ The development of integrated circuitry, which made possible the pocket calculator, and the microprocessor, which led to the proliferation of computers for consumer use, solidified the region's position as the electronics industry leader in the 1960s and beyond. Santa Clara County's population swelled from 290,547 in 1950 to over a million in 1970, one year before journalist Donald Hoefler would use the term "Silicon Valley."¹⁶ The

¹¹ Ibid., 46-47.

¹² David Naguib Pellow and Lisa Sun-Hee Park, *The Silicon Valley of Dreams: Environmental Injustice, Immigrant Workers, and the High-Tech Global Economy* (New York, NY: New York University Press, 2002), 60.

¹³ Ibid., 61; John M. Findlay, *Magic Lands: Western Cityscapes and American Culture after 1940* (Berkeley, CA: University of California Press, 1992), 133-134.

¹⁴ Pellow and Park, *The Silicon Valley of Dreams*, 60-61; Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement*, 46.

¹⁵ Pellow and Park, *The Silicon Valley of Dreams*, 62.

¹⁶ "Obituary: Dan Hoefler, writer who coined term 'Silicon Valley,'" *San Jose Mercury News*, April 16, 1986.

valley's orchards were replaced with auto-oriented development like shopping centers and residential subdivisions, and rural roadways were widened into freeways to accommodate the massive influx of people and commercial activity that accompanied increasing industrialization and population boom.¹⁷

Memorex Corporation and 1200-1310 Memorex Drive

Memorex Corporation was one of the hundreds of electronics start-up companies founded in the Santa Clara Valley in the postwar period. Memorex was established in 1961 by Laurence L. Spitters, Arnold T. Challman, Donald F. Eldridge, and W. Lawrence Noon, all of whom had resigned from Ampex Corporation, another Santa Clara Valley electronics enterprise, in order to launch their own business venture. The nascent operation began research and development operations from a rented facility in Mountain View, California, but before the year had ended, Memorex completed construction on their first plant and office facility at 1180 Shulman Avenue (the subject property, now 1200-1310 Memorex Drive) in east-central Santa Clara.

Initially, Memorex Corporation focused on magnetic recording media, beginning with the production of magnetic computer tape, but it soon expanded its offerings to include a range of peripheral equipment including removable disk packs and hard disk drives that were plug-compatible with computers produced by the International Business Machines Corporation (IBM).¹⁸ IBM, another Santa Clara Valley electronics firm, was the unequivocal leader in the global computer market at the time, and Memorex was the first independent manufacturer of peripheral equipment that could be used with their proprietary computer systems.¹⁹ The Memorex 630, an IBM 2311 plug-compatible disk drive, was introduced in 1968, and a higher-capacity IBM 2314 plug-compatible drive was introduced a year later. These products were marketed as being faster and more reliable than the IBM-produced disk drives that they promised to replace, and they were more affordable, as well. The invention of IBM plug-compatible disk drive enabled Memorex, a relatively small company, to compete with IBM and gain a share of the massive computer market that the larger company controlled. Memorex's early success encouraged other electronics companies to create their own IBM plug-compatible peripheral equipment, including Marshall, Potter Instruments, Telex, Century Data, Control Data Corporation, and Memorex's founders' former employer, Ampex.²⁰

In the early 1970s, Memorex expanded to a new headquarters in San Tomas Industrial Park, less than two miles away from their original headquarters (the subject property), which remained in use as a production facility.²¹ The company also established a Consumer Products Division; for the first time, Memorex products were available for sale through retail shops, beginning with blank audio cassettes and ¼-inch tape on 5-inch and 7-inch open reels (Figure 40). The company engaged the Leo Burnett Agency in Chicago to handle their advertising, which was disseminated via newspapers, magazines, radio, and television.²² One of their most successful ad campaigns showed celebrated jazz artist Ella Fitzgerald singing a high note, shattering a wine glass with the frequency of her delivery; a recording of her voice on Memorex tape was then played, shattering a second wine glass and demonstrating the clarity and quality of Memorex's blank audio cassettes.²³ The accompanying slogan, "Is it live, or is it Memorex?" made the company a household name.²⁴

¹⁷ Archives & Architecture, LLC, *County of Santa Clara Historic Context Statement*, 46-47.

¹⁸ Disk packs are the core components of hard disk drives. In modern hard disk drives, the disk pack is permanently sealed within the drive; removable packs, such as those produced by IBM and later Memorex, allowed for greater customization.

¹⁹ Adam Augustyn, "IBM," *Encyclopedia Britannica*, accessed December 3, 2019, <https://www.britannica.com/topic/International-Business-Machines-Corporation>. By the 1960s, IBM was producing 70 percent of the world's computers and fully 80 percent of those used in the United States.

²⁰ "1968: Memorex Introduces an IBM compatible HDD," *Computer History Museum*, last modified September 19, 2018, <https://www.computerhistory.org/storageengine/memorex-introduces-an-ibm-compatible-hdd/>.

²¹ "EXPAND! in San Tomas Industrial Park," *San Francisco Examiner*, February 18, 1970.

²² "Check Your Favorite Hi-Fi Dealer—Company's First Consumer Products Go On Sale This Month," *Memorex Intercom* 7, no. 10 (October 1970): 3.

²³ Michelle Mercer, "The Voice That Shattered Glass," *NPR*, September 3, 2019, <https://www.npr.org/2019/09/03/749019831/the-voice-that-shattered-glass>.

²⁴ "Imation Agrees to Buy Memorex," *Los Angeles Times*, January 20, 2006.

After years of producing peripheral equipment, Memorex introduced its own computer systems in late March 1972.²⁵ However, a series of aggressive pricing and product actions by IBM, who dominated the computer mainframe industry at the time, reduced the profitability of the venture; in September 1973, Memorex reported a total loss of \$101 million for the first six months of the year, including more than \$90 million in asset write-offs and \$8 million in operating losses.²⁶ The company subsequently sued IBM for monopolizing the market for peripheral products for use with IBM computers, alleging that they and their subsidiaries had "been virtually unable to obtain equity or debt financing at reasonable interest rates" to remain viable.²⁷ In turn, IBM charged that Memorex had engaged in "industrial espionage," deliberately hiring former IBM employees and deploying IBM's trade secrets in the design and marketing of Memorex products.²⁸ Unable to secure a unanimous vote from the jury and refused an appeal in the Supreme Court, Memorex's antitrust suit ultimately ended in a mistrial.²⁹

In 1974, Robert C. Wilson replaced founder Laurence Spitters as CEO and restructured the company in cooperation with Bank of America; approximately 300 employees were laid off, and through the end of the decade, Memorex successfully focused on its media products and IBM plug-compatible peripheral offerings.³⁰ Wilson retired in 1979 and was replaced by Clarence W. Spangle in early 1980.³¹ Declining profits in the first quarter of that year forced the new CEO to lay off 220 employees from the Santa Clara tape plant (the subject property).³² In 1981, the company was acquired by the Detroit-based Burroughs Corporation (later Unisys) for \$106 million in cash, and in 1982, its tape division was sold to Tandy Corporation.³³ Business problems and poor sales in the late 1980s led to the dismemberment of Memorex by Unisys. A sizeable portion of the company was sold to an international group of Memorex executives and New York financier Eli S. Jacobs for \$550 million in late 1986.³⁴ The new Memorex International NV was registered in the Netherlands and headquartered in London, with Giorgio Ronchi as its president.³⁵ In 1988, it acquired Telex Corporation in a bid to expand its American market, and emerged as Memorex Telex NV.³⁶

Memorex Telex N.V. was plagued by instability in the 1990s, filing for Chapter 11 bankruptcy protection in three times between 1992 and 1996.³⁷ Many of the company's international sales and service subsidiaries continued as subsidiaries of other firms; the tape division of the Memorex license, still owned by Tandy Corporation at the time, was purchased by Hanny Holdings

²⁵ "Memorex MRX/40 and MRX/50," promotional material, 1972; item 102770468, Information Technology Corporate Histories Collection; Computer History Museum, Mountain View, California.

²⁶ "Memorex Sues IBM for \$3 Billion," *Electronic News* (New York, NY), December 17, 1973; "Memorex: This is the 'Year of Restoration,'" *Business Week*, November 10, 1975.

²⁷ "Memorex Sues IBM for \$3 Billion."

²⁸ Ibid.

²⁹ "Memorex and I.B.M. in Mistrial," *New York Times*, July 6, 1978; "Memorex Loses Again in IBM Antitrust Case," *San Francisco Examiner*, June 22, 1981.

³⁰ "Memorex: This is the 'Year of Restoration,'" *Business Week*, November 10, 1975; "Memorex Lays Off 220," *Santa Cruz Sentinel*, June 8, 1980.

³¹ "Chairman Wilson Announces Selection of Clarence W. Spangle as New President and CEO," *Memorex Intercom* 17, no. 1 (February 1980), 1.

³² "Memorex Lays Off 220," *Santa Cruz Sentinel*, June 8, 1980.

³³ H.J. Maidenbergh, "Burroughs in Pact for Memorex," *New York Times*, August 3, 1981; William H. Inman, "Tandy Gets Go-Ahead for Memorex Takeover; Now Nation's No. 1 Tape, Video Seller," *United Press International*, April 26, 1982.

³⁴ Donna K. H. Walters, "Burroughs to Sell Part of Memorex: Group to pay \$550 Million; Move Will Ease Debt Load," *Los Angeles Times*, November 7, 1986.

³⁵ "Memorex International Seeks to Expand by Acquisition in Maintenance, Leasing," *Computer Business Review*, February 18, 1987.

³⁶ Daniel F. Cuff, "Memorex Chief Calls Telex Deal a Good Fit," *New York Times*, December 16, 1987; "Memorex Telex: The Global Strength," March 1988, Memorex Memorabilia [Digital Archive], accessed November 27, 2019, https://mrxhist.org/docs/Ronc_5511.pdf.

³⁷ "Here We Go Again: Memorex Telex Is Back in Chapter 11," *Computer Business Review*, October 17, 1996.

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*Recorded by Architectural Resources Group

Resource Name or # 1200-1310 Memorex Drive

*Date November 22, 2019

Continuation Update

Limited of Hong Kong in 1993 and continued as Memorex International Inc.³⁸ The contents of the company's original Santa Clara tape plant (the subject property) were liquidated in 1994.³⁹ In 2006, Memorex International Inc. was bought out by Imation Corps, a maker of data storage disks and tapes, for \$330 million in cash.⁴⁰ Imation subsequently sold the Memorex brand to Digital Products International, a Missouri-based consumer electronic products firm, in 2015. The brand continues to produce and market disk recordable media, flash memory, and other computer accessories.⁴¹

Postwar Industrial Architecture and the International Style

Postwar industrial architecture is generally characterized by utilitarian design and materials that prioritize functionality over style. Common features among industrial resources from the postwar period are one- to two-story construction, simple footprints, and the use of readily available construction materials including concrete, steel, stucco, and glass.⁴² Some industrial buildings constructed between 1945 and 1970, including the subject property, exhibit elements of the International Style and other midcentury architectural movements. While these stylistic elements are frequently minimized in warehouses and manufacturing facilities, they are emphasized at the resources' primary façades and office spaces. The International Style originated in Western Europe in the 1920s and 1930s and famously rejected vernacular building forms in favor of a geometric play of volumes and an absence of traditional ornamentation. Common features include square or rectangular building footprints, horizontal bands of windows, flat roofs, smooth and uniform wall surfaces, and the use of stucco, concrete, and curtain walls with large plate glass windows. These features lent themselves well to the new industrial campuses developing in the postwar era, and they were regularly employed to elevate the design of otherwise utilitarian offices and industrial facilities.⁴³

Evaluation

The subject property at 1200-1310 Memorex Drive appears to be eligible for listing in the California Register under Criterion 1, *Association with Significant Events*, for its association with the development of the modern electronics industry and in the broader context of Silicon Valley's development in the 1960s and 1970s. Memorex Corporation's innovative plug-compatible peripheral computer equipment had a significant impact on the early electronics industry, and the products themselves were first developed at the subject property in the late 1960s. The building also retains a relatively high degree of integrity with regard to the period in which these developments occurred. For these reasons, the building appears to qualify as an historical resource under CEQA.

California Register Criterion 1 [Association with Significant Events]

To be considered eligible for listing under Criterion 1, a property must be associated with one or more events important in a defined historic context. This criterion recognizes properties associated with single events, a pattern of events, repeated activities, or historic trends. The event or trends, however, must clearly be important within the associated context. Further, mere association of the property with historic events or trends is not enough, in and of itself, to qualify under this criterion: the specific association must be considered important as well.⁴⁴

³⁸ "Tandy to Sell Memorex Name to Hong Kong Company," *New York Times*, November 12, 1993.

³⁹ "A Ross-Dove Company Auction: Complete Liquidation of a Major Computer Tape Manufacturing Facility Assets Surplus to Continuing Operations," auction catalog, 1994; item 102770298, Information Technology Corporate Histories Collection; Computer History Museum, Mountain View, California.

⁴⁰ "Imation Agrees to Buy Memorex," *Los Angeles Times*, January 20, 2006.

⁴¹ "About Digital Products International, Inc.," *DPI Inc.*, accessed December 3, 2019, <https://www.dpiinc.com/about>.

⁴² City of Fremont, "Registration Requirements for Postwar Historic Resources (1945-1970)," March 30, 2018, https://fremont.gov/DocumentCenter/View/37670/PLN2018_00236-Exh-A.

⁴³ City of Fremont, "Registration Requirements for Postwar Historic Resources (1945-1970)," March 30, 2018, https://fremont.gov/DocumentCenter/View/37670/PLN2018_00236-Exh-A; John Blumenson, *Identifying American Architecture* (New York: W. W. Norton & Company, 1981), 74-75.

⁴⁴ National Park Service, *How to Apply the National Register Criteria for Evaluation*.

The subject property was constructed in 1961 as the first world headquarters of Memorex Corporation, one of the many electronics start-up companies that catalyzed the Santa Clara Valley's transformation into "Silicon Valley" during the postwar era. As a multifaceted industrial campus including a manufacturing plant, research and development facilities, and administrative offices, the subject property conveys popular trends in industrial development during the postwar era. Memorex Corporation holds particular significance within the context of the development of the modern electronics and computer industry due to its early innovations in the field of peripheral computer equipment. In 1968, while still headquartered at the subject property, Memorex released the first independently produced hard disk drives that were compatible with IBM computers. Because IBM dominated 71 to 83 percent of the global computer market at the time, the introduction of compatible computer equipment established an important avenue for smaller electronics firms to establish themselves within the field.⁴⁵ Many other early electronics companies, including Marshall, Potter Instruments, Telex, Century Data, Control Data Corporation, and Ampex, released their own IBM-compatible plug-ins in subsequent years, and modern computer systems continue to accommodate singular components produced by disparate electronics companies. Memorex Corporation's development of the first IBM-compatible hard drive had a significant impact on the early electronics industry, and the product itself was both developed and manufactured at the subject property in the late 1960s. For these reasons, the property appears to be eligible for listing on the California Register under Criterion 1.

California Register Criterion 2 [Association with Significant Persons]

This criterion "applies to properties associated with individuals whose specific contributions to history can be identified and documented." It identifies properties associated with individuals "whose activities are demonstrably important within a local, State, or national historic context," and is typically limited to those properties that have the ability to illustrate a person's important achievements.⁴⁶

Although Memorex Corporation appears to hold significance in the overall context of Silicon Valley's industrial development and in the development of the modern electronics industry, none of its individual founders or employees are known to have made a singular and significant contribution to the electronics industry in the local, state, or national context. As such, the property does not appear to meet the threshold for listing in the California Register under this criterion.

California Register Criterion 3 [Architectural Significance]

This criterion applies to properties that "embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction." "Distinctive characteristics" are the physical and design features that commonly recur in individual types, periods, or methods of construction. To be eligible, a property must clearly contain enough of those characteristics to be considered a true representative of a particular style. A master "is a figure of generally recognized greatness in a field, a known craftsman of consummate skill, or an anonymous craftsman whose work is distinguishable from others by its characteristic style and quality.... A property is not eligible as the work of a master, however, simply because it was designed by a prominent architect."⁴⁷

Despite the International Style detailing on the building's primary façade, the former Memorex Corporation plant at 1200-1310 Memorex Drive is a relatively generic example of midcentury industrial architecture. The building is not associated with a prominent architect or builder, and its straightforward steel-framed construction and stucco wall treatment do not display unusually skilled craftsmanship or employ unique finishes. For these reasons, the property does not appear to meet the threshold for listing in the California Register under Criterion 3.

California Register Criterion 4 [Potential to Yield Information]

⁴⁵ Ross Knox Bassett, *To the Digital Age: Research Labs, Start-up Companies, and the Rise of MOS Technology* (Baltimore, MD: Johns Hopkins University Press, 2002), 222.

⁴⁶ National Park Service, *How to Apply the National Register Criteria for Evaluation*.

⁴⁷ National Park Service, *How to Apply the National Register Criteria for Evaluation*.

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Criterion 4 is generally applied to archaeological resources, and evaluation of the subject property for eligibility under this criterion was beyond the scope of this report.

Integrity Analysis

In order for a building to qualify for listing on the California Register of Historical Resources, it must both display significance under one or more of the California Register criteria and retain historical integrity. An integrity analysis of the subject property is presented below.

Location

The subject property has not been moved from its original location. As such, it retains integrity of location.

Design

Although the original 1961 building has been extensively altered by numerous large additions, these occurred during the period of significance and generally display continuity of materials and architectural style, thereby maintaining the building's overall integrity of design. Like the original 1961 building, the major 1964 and 1966 additions exhibit elements of the Postwar Industrial Style and the International Style in their use of stucco, glazed curtain walls, and in the case of the 1964 addition, a curvilinear porch roof that complements the Midcentury Modern stylings of the 1961 building's curvilinear porch hood. Rear additions, which are far simpler in design, are still in keeping with the utilitarian style of Postwar Industrial architecture. Those alterations that occurred outside of the period of significance, such as the removal of the 1966 cafeteria at the northeast corner of the building and the changes to the primary façade of the ca. 1960 building, do not irreparably detract from the building's design as seen in the extant 1961 building and its additions. In these ways, subject property retains integrity of design.

Setting

Little change has occurred in the immediate setting since the end of the historic period in the early 1970s. The building continues to be surrounded by surface parking lots and low-scale, one- to two-story light industrial buildings dating from the late-1950s through the early 1970s. Although the circulation pattern has been altered slightly with the addition of a ca. 1970 through-road connecting Lafayette Street with Memorex Drive (formerly Shulman Avenue), the property's immediate vicinity has essentially remained unchanged. Therefore, the building retains integrity of setting.

Materials

Most exterior materials (stucco, plate glass, sheet metal, aluminum window frames) appear to be intact or have been replaced in-kind. As such, the building retains integrity of materials.

Workmanship

The additions to the original 1961 building on the subject property display workmanship consistent with that of the original building. With the exception of the cafeteria building at the northeast corner of the property, which was constructed in 1966 and removed in 2004, the building and its additions remain largely intact. As such, the property retains a degree of integrity of workmanship.

Feeling

The subject property displays integrity of feeling through its intact Postwar Industrial and International Style design features, original materials, and setting amongst other light industry. Therefore, the property retains integrity of feeling.

Association

Through its intact midcentury design and materials, and due to the fact that it continues to be engaged in light industrial use, the property maintains integrity of association with the postwar industrial development of the Santa Clara Valley.

Current Photographs



Figure 1. Overview of the subject property, view southwest (ARG, November 2019).



Figure 2. Northern façade of the 1966 addition at the northeastern corner of the building, view southeast (ARG, November 2019).



Figure 3. Primary entrance at the northern façade of the 1966 addition, view southwest (ARG, November 2019).



Figure 4. Glazing across first story of the northern façade of the 1966 addition, view south-southwest (ARG, November 2019).



Figure 5. Secondary entrance on the northern façade of the 1966 addition, view southwest (ARG, November 2019).



Figure 6. Northern façade of the 1966 addition and eastern façade of the 1964 addition, including one of the building's primary entrances, view southwest (ARG, November 2019).



Figure 7. Secondary entrance in the northern façade of the 1966 addition, view southwest (ARG, November 2019).



Figure 8. Primary entrance in the eastern façade of the 1964 addition, view west-southwest (ARG, November 2019).



Figure 9. Picnic area, fountain, and porch before the eastern façade of the 1964 addition, view northwest (ARG, November 2019).



Figure 10. Fountain before the eastern façade of the 1964 addition, view northwest (ARG, November 2019).



Figure 11. Picnic area before the eastern façade of the 1964 addition, view northwest (ARG, November 2019).



Figure 12. Porch affixed to the eastern façade of the 1964 addition, view south (ARG, November 2019).



Figure 13. Porch roof affixed to eastern façade of 1964 addition, view southeast (ARG, November 2019).



Figure 14. Northern façade of the 1964 addition, view southwest (ARG, November 2019).



Figure 15. Northern façade of the 1964 addition (left) and the original 1961 building (right), view west-southwest (ARG, November 2019).



Figure 16. Northern façade of the 1964 addition (left), the original 1961 building (center), and ca. 1966 addition (right), view southwest (ARG, November 2019).



Figure 17. Northern façade of the original 1961 building including the primary entrance, view south (ARG, November 2019).



Figure 18. Primary entrance to the 1961 building, view southwest (ARG, November 2019).



Figure 19. Northern façade of the ca. 1966 addition across the western façade of the original 1961 building, view west (ARG, November 2019).



Figure 20. Northern façade of the 1964 addition (far left), the original 1961 building (center, with porch), and ca. 1966 addition (right), view east-southeast (ARG, November 2019).



Figure 21. Western façade of the ca. 1966 addition across the western façade of the original 1961 building, view south-southeast (ARG, November 2019).



Figure 22. Fenestration at the northern corner of the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view northeast (ARG, November 2019).



Figure 23. Entrance at the northern corner of the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view northeast (ARG, November 2019).



Figure 24. Western façade of the ca. 1966 addition across the western façade of the original 1961 building, view southeast (ARG, November 2019).



Figure 25. Entrance on the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view southeast (ARG, November 2019).



Figure 26. Roll-up door and breezeway on the western façade of the ca. 1966 addition across the western façade of the original 1961 building, view southeast (ARG, November 2019).



Figure 27. Southern façade of the ca. 1966 addition and western façade of the original 1961 building, view east (ARG, November 2019).



Figure 28. Southern façade of the ca. 1966 addition and western façade of the original 1961 building, view northeast (ARG, November 2019).

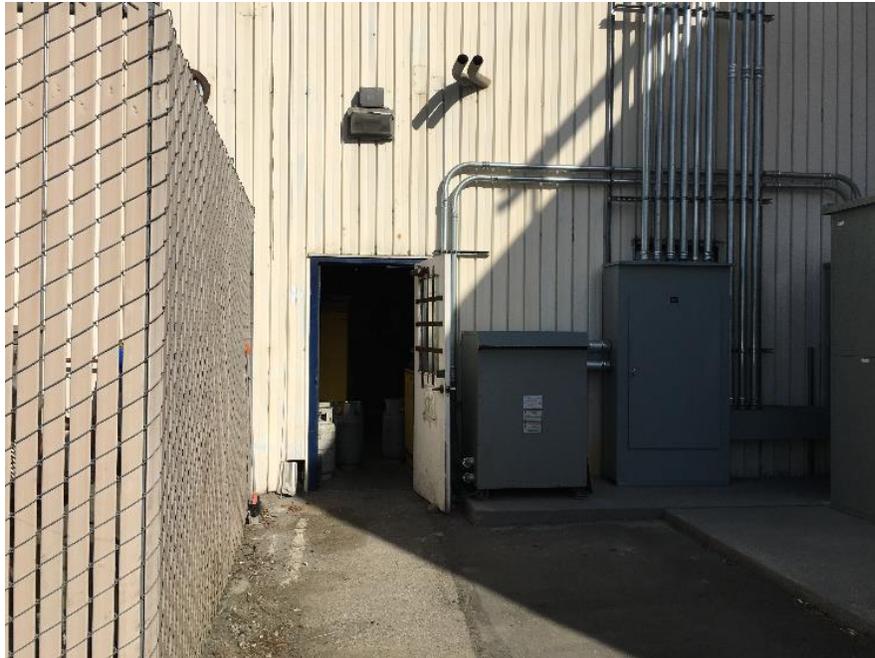


Figure 29. Entrance in the southern façade of the ca. 1966 addition across the western façade of the original 1961 building, view north (ARG, November 2019).



Figure 30. Western façade of the original 1961 building to the north of the ca. 1966 addition, view northeast (ARG, November 2019).



Figure 31. Southern façade of the original 1961 building and western façade of an addition to its southern façade, view northeast (ARG, November 2019).

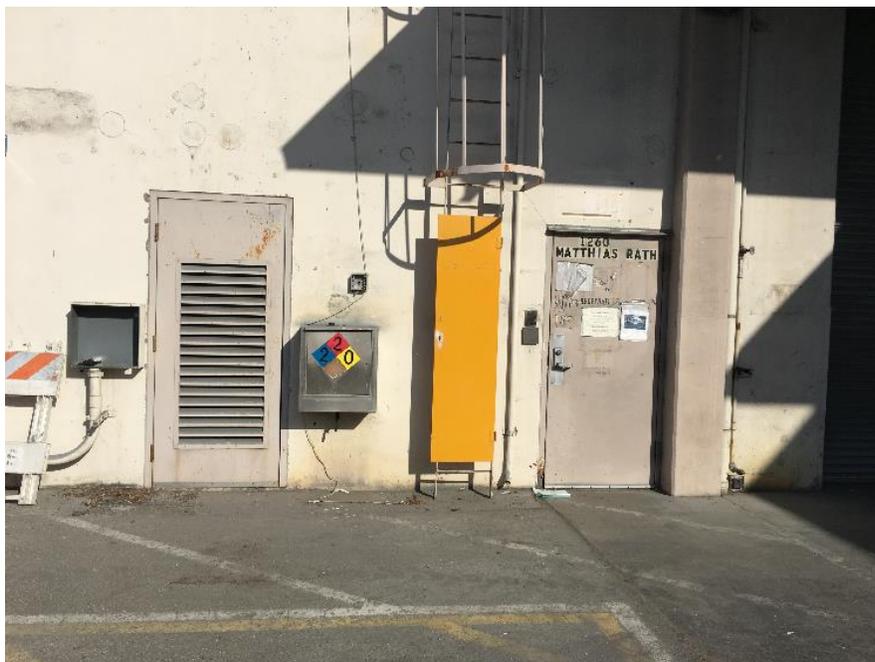


Figure 32. Entrances in the southern façade of the original 1961 building, view north (ARG, November 2019).



Figure 33. Metal roll-up door in the southern façade of the original 1961 building, view north (ARG, November 2019).



Figure 34. Entrances in the western façade of a ca. 1966 addition to the southern façade of the original 1961 building, view east (ARG, November 2019).



Figure 35. Western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view southeast (ARG, November 2019).



Figure 36. Western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view south (ARG, November 2019).



Figure 37. Fenestration in the western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view east (ARG, November 2019).



Figure 38. Western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view northeast (ARG, November 2019).



Figure 39. Fenestration in the western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view northeast (ARG, November 2019).



Figure 40. Entrance in the western façade of the ca. 1966 addition to the southern façade of the original 1961 building, view northeast (ARG, November 2019).



Figure 41. Western and southern façades of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



Figure 42. Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



Figure 43. Entrances in the southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view north (ARG, November 2019).



Figure 44. Entrance in the southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view north-northeast (ARG, November 2019).



Figure 45. Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition (left) and western façade of the three-story 1966 addition (right), view northeast (ARG, November 2019).



Figure 46. Entrances at the eastern end of the southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



Figure 47. Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and 1964 addition, view northwest (ARG, November 2019).



Figure 48. Fenestration in the western and southern façades of the three-story 1966 addition, view northeast (ARG, November 2019).



Figure 49. Entrance in the southern façade of the three-story 1966 addition, view north-northeast (ARG, November 2019).

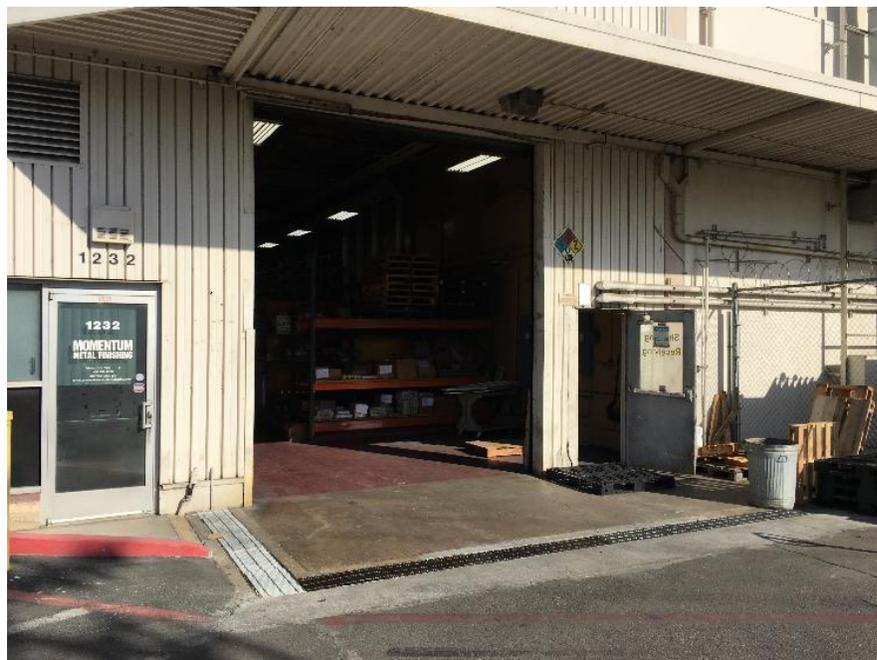


Figure 50. Roll-up door in the southern façade of the three-story 1966 addition, view north-northeast (ARG, November 2019).



Figure 51. Southern façade of the three-story 1966 addition, view northeast (ARG, November 2019).



Figure 52. Southern façade of the ca. 1966 addition to the southern façade of the original 1961 building and its 1964 addition (left), southern façade of the three-story 1966 addition (center), and eastern façade of the three-story 1966 addition (right), view northwest (ARG, November 2019).



Figure 53. Eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Figure 54. Eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Figure 55. Entrance in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Figure 56. Roll-up door in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Figure 57. Entrances in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).

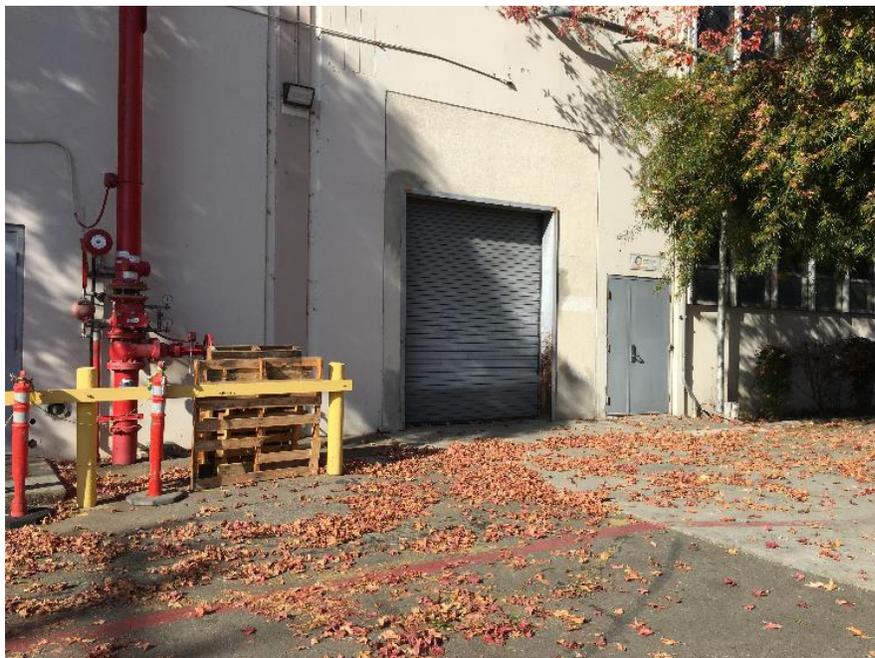


Figure 58. Entrances in the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Figure 59. Northern end of the eastern façade of the three-story 1966 addition, view northwest (ARG, November 2019).



Figure 60. Eastern façade of the ca. 1960 building (breezeway connection to the ca. 1966 addition across the western façade of the original 1961 building at right), view west (ARG, November 2019).



Figure 61. Eastern façade of the ca. 1960 building including breezeway connection to the ca. 1966 addition across the western façade of the original 1961, view southwest (ARG, November 2019).



Figure 62. Eastern façade of the ca. 1960 building including breezeway connection to the ca. 1966 addition across the western façade of the original 1961, view northwest (ARG, November 2019).



Figure 63. Entrances in the eastern façade of the ca. 1960 building, view west (ARG, November 2019).



Figure 64. Entrance in the eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view west (ARG, November 2019).



Figure 65. Entrance in the eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view west-southwest (ARG, November 2019).



Figure 66. Entrance in the eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view west-northwest (ARG, November 2019).



Figure 67. Eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building, view south-southwest (ARG, November 2019).



Figure 68. Entrance in eastern façade of the ca. 1966 addition to the northern façade of the ca. 1960 building (left) and loading area on the northern façade of the same, view west (ARG, November 2019).



Figure 69. Eastern façade of the ca. 1960 building (left), eastern façade of its ca. 1966 addition (center), and northern façade of the same ca. 1966 addition (right), view southwest (ARG, November 2019).



Figure 70. Loading dock at the northern façade of the ca. 1966 addition to the ca. 1960 building, view southwest (ARG, November 2019).



Figure 71. Loading dock at the northern façade of the ca. 1966 addition to the ca. 1960 building, view southeast (ARG, November 2019).



Figure 72. Western façade of ca. 1966 addition to the eastern half of the northern façade of the ca. 1960 building, view east (ARG, November 2019).



Figure 73. Northern façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view south (ARG, November 2019).



Figure 74. Primary entrance to the northern façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view southeast (ARG, November 2019).



Figure 75. Roll-up doors in the northern façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view southeast (ARG, November 2019).

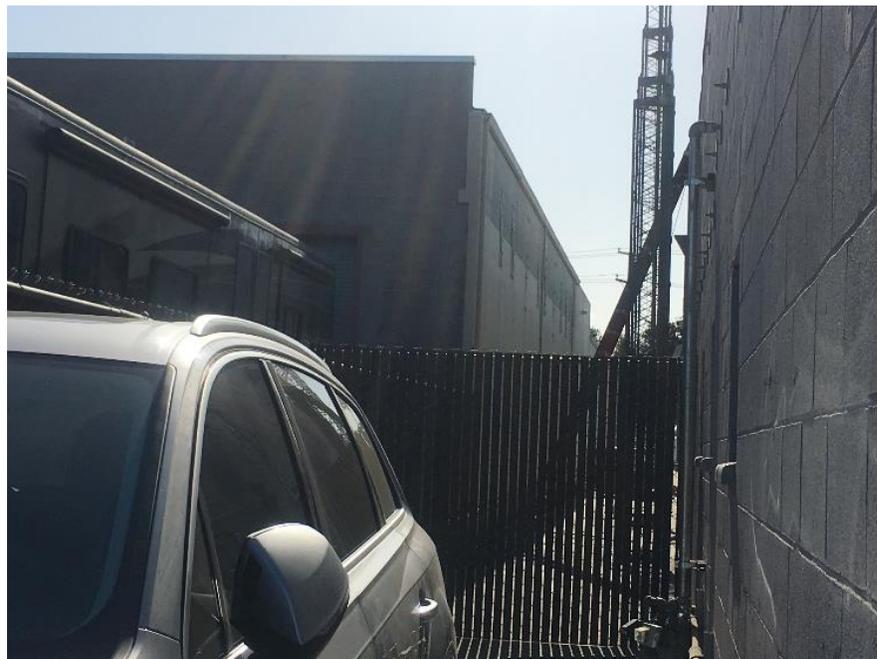


Figure 76. Western façade of the ca. 1966 addition to the western half of the northern façade of the ca. 1960 building (altered 2015), view south (ARG, November 2019).



Figure 77. Southern and eastern facades of the ca. 1960 building, view northwest (ARG November 2019).



Figure 78. Small addition to southern façade of the ca. 1960 building, view west (ARG, November 2019).



Figure 79. Western façade of the ca. 1966 freestanding building at the southwestern corner of the ca. 1966 additions to the original 1961 building and 1964 addition, view northeast (ARG, November 2019).



Figure 80. Entrances in the western façade of the ca. 1966 freestanding building, view northeast (ARG, November 2019).



Figure 81. Southern façade of the ca. 1966 freestanding building, view northeast (ARG, November 2019).



Figure 82. Southern façade of the ca. 1966 freestanding building, view north (ARG, November 2019).



Figure 83. Southern and eastern façades of the ca. 1966 freestanding building, view northwest (ARG, November 2019).

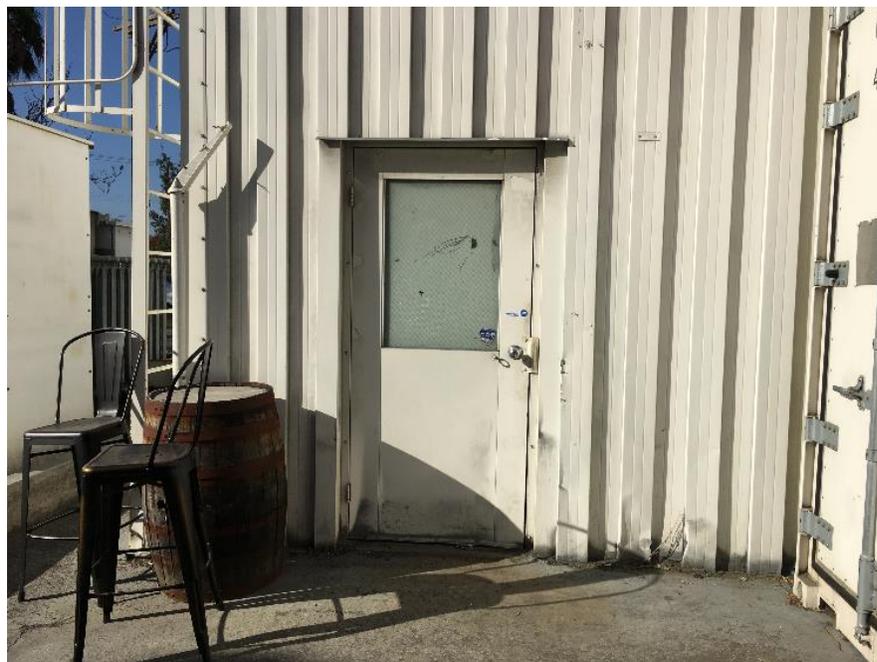


Figure 84. Entrance in eastern façade of the ca. 1966 freestanding building, view west (ARG, November 2019).



Figure 85. Western and northern façades of the ca. 1966 freestanding building, view southwest (ARG, November 2019).



Figure 86. Tank at the southeastern corner of the property, view southeast (ARG, November 2019).



Figure 87. View of equipment, fencing, and canopy at the southeastern corner of the property, view northwest (ARG, November 2019).



Figure 88. View of equipment and fencing at the southeastern corner of the property, view southeast (ARG, November 2019).

Historic Photographs



Figure 89. 1939 aerial photograph; the arrow indicates the location of the subject property (UC Santa Cruz Digital Collections, amended by author).



Figure 90. 1950 aerial photograph; the arrow indicates the location of the subject property (UC Santa Cruz Digital Collections, amended by author).



Figure 91. 1960 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).



Figure 92. Subject property, view southwest, ca. November 1961 ("Five-Year-Pinners Recall Company's Hectic Beginning," Memorex Intercom 4, no. 12 [December 1967]: Special Section).



Figure 93. The subject property as it appeared in early 1965. The numbered labels, original to the image, denote the following: 1), the original building constructed for Memorex Corporation, completed November 1961; 2), the addition to the building's eastern façade, completed October 1964; 3), an employee parking lot; 4), a rented building used for warehousing; 5), a rented building used for offices; 6), the ca. 1960 building used for warehousing, purchased by Memorex Corporation in October 1964; 7), additional property purchased for future plant expansion; 8), an employee parking lot; and 9), an additional employee parking lot. Additionally, a shed-roofed building constructed ca. 1963 is located near the upper right corner of the image ("Memorex Expansion Story Told," *Memorex Intercom* 2, no. 5 [June 1965]: 4, amended by author).



Figure 94. Subject property, view southeast, late 1965 ("Construction Nears Completion," *Memorex Intercom* 2, no. 11 [December 1965]: 1).

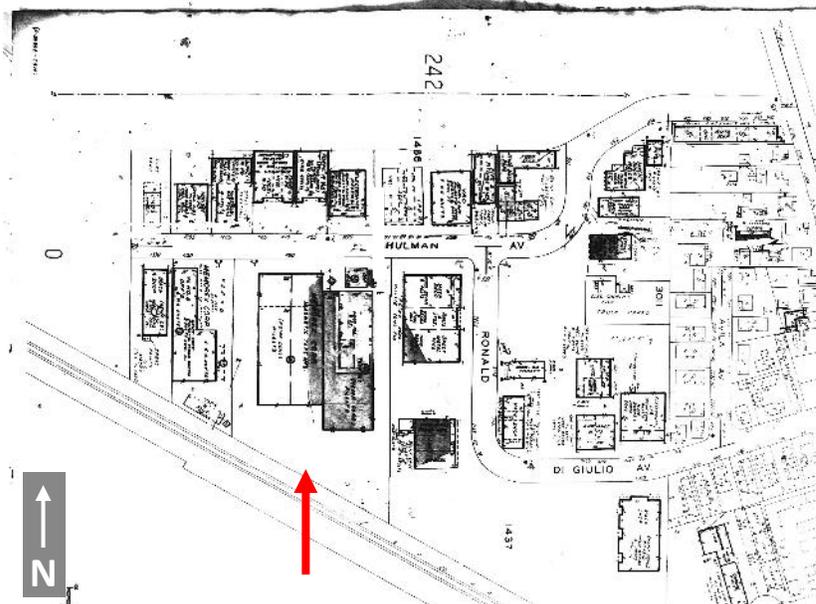


Figure 95. 1966 Sanborn Fire Insurance Map, San Jose, Volume 3, Sheet 253; the arrow indicates the location of the subject property (amended by author).



Figure 96. Subject property, view southeast, early 1966 ("February Marks 5th Anniversary," *Memorex Intercom* 3, no. 2 [February 1966]: 1).

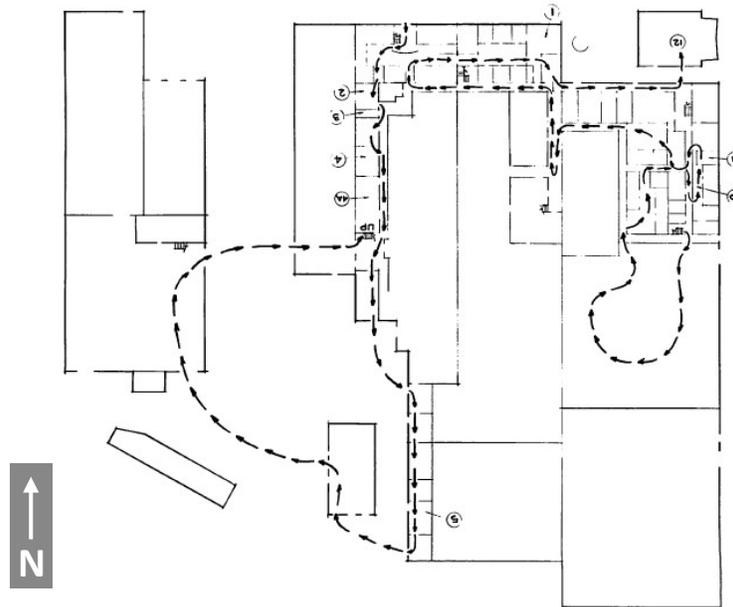


Figure 97. Layout of the subject property from Memorex Corporation's annual open house, 1966 (*Memorex Intercom* 3, no. 10 [October 1966], amended by author).



Figure 98. 1968 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).

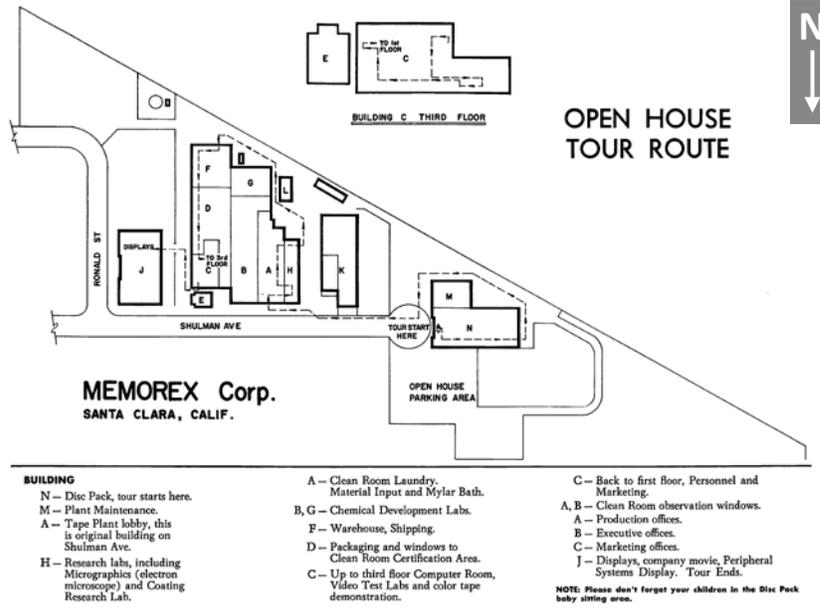


Figure 99. Map of subject property produced by Memorex Corporation, 1968 (*Memorex Intercom* 4, no. 4 [April 1968]: 3, amended by author).



Figure 100. 1972 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).



Figure 101. 1980 aerial photograph; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).

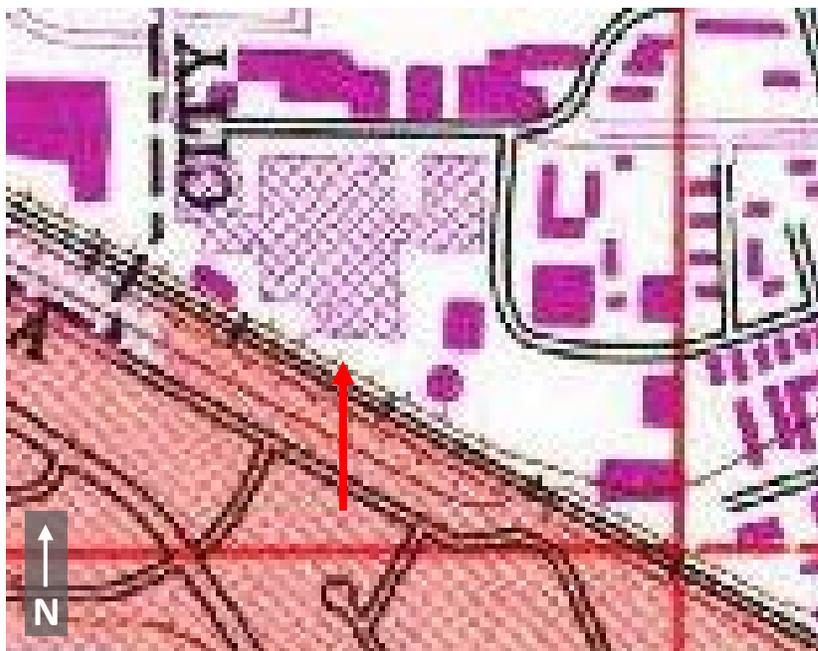


Figure 102. 1961 topographic map, 1980 revision; the arrow indicates the location of the subject property (USGS EarthExplorer, amended by author).



Figure 103. 1993 aerial photograph; the arrow indicates the location of the subject property (Google Earth, amended by author).



Figure 104. 2000 aerial photograph; the arrow indicates the location of the subject property (Google Earth, amended by author).

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