

## CONTINUATION SHEET

Property Name: Stephen's Meat Products Neon Sign (associated with the non extant property addressed as 105 S. Montgomery Street, APNs 261-35-003, -006, -010)

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The following continuation form provides a summary of the current historic status of the Stephen's Meat Product neon sign located on S. Montgomery Street. It is associated with a non extant Stephen's Meat Products building addressed as 105 S. Montgomery Street (APNs 261-35-003, -006, -010).

### P5a. Photo



P5b. Description of Photo: View north from S. Montgomery Street (September 18, 2020)

\*P8. Recorded by: Architectural Resources Group, Pier 9, The Embarcadero, Suite 107, San Francisco, CA 94111

\*P9. Date Recorded: September 18, 2020

\*P11. Report Citation: Architectural Resources Group, "Downtown West Mixed-Use Plan Historical Resources Technical Report," Draft January 2019.

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### \*B10. Significance:

Stephen's Meat Products was founded by Stephen Pizzo, a first generation Italian-American, in 1940.<sup>1</sup> Prior to opening his 105 S. Montgomery Street location, Pizzo operated Stephen's Meat Products out of a nearby location at 404 Bird Avenue. In 1948, Pizzo relocated his business to 105 S. Montgomery Street and built a new 10,000-square-foot reinforced concrete plant with meat processing facilities, cold rooms, sheltered loading docks, offices, and a retail store.<sup>2</sup> A previous evaluation of the property completed in 2002 described the building as large and sprawling, containing additions to the original structure that dated to 1956 and 1963. A neon sign bearing the company's name (non extant) was affixed to the primary S. Montgomery Street façade.<sup>3</sup> A second, stand-alone neon sign (extant), fabricated by Electrical Products Corp. of California, was installed on the property along S. Montgomery Street. It features the company's trademark name, slogan, and cartoon pig.<sup>4</sup> The extant neon sign has been presumed to date to the building's original construction in 1948 or with a subsequent addition in the 1950s.

The 2002 evaluation concluded that the Stephen's Meat Market complex was not eligible for listing on the National or California Registers due to a lack of historical significance.<sup>5</sup> A second evaluation of the building done in 2005 by LSA Associates agreed with this finding.<sup>6</sup> In 2007, the Stephen's Meat Products building at 105 S. Montgomery Street was demolished by the City of San José, and surface parking was installed.<sup>7</sup> The stand-alone dancing pig neon sign remained; however, it began to deteriorate. In 2017, the local preservation advocacy group, Preservation Action Council of San José, initiated a fundraising campaign to save and restore the Stephen's Meat Products sign.<sup>8</sup> The group raised \$35,000 in funds, and the sign was successfully restored in 2019 by the Young Electric Sign Co.<sup>9</sup>

The City of San José Planning Department has indicated that initial discussion to complete a citywide survey for a Commercial Signage Discontiguous Historic District is underway; the Stephen's Meat Products sign has been flagged as a potential contributor to this district. Given the restoration of the neon sign by the local community and the forthcoming survey of a citywide Commercial Signage Discontiguous Historic District, the Stephen's Meat Products sign should be regarded as an important resource during the project planning and CEQA environmental review for the

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<sup>1</sup> Sylvia Carroll, "Stephen's Meat Products Story," *Continuity (Preservation Action Council of San José Newsletter)* 20, no. 2 (Summer 2019): 5.

<sup>2</sup> "Meat Co. Builds \$100,000 Plant," *Mercury News* (San José), July 16, 1948.

<sup>3</sup> JRP Historical Consulting Services, "Technical Memorandum: Historic Resources Evaluation Report, Silicon Valley Rapid Transit Corridor EIS/EIR Alternatives," January 2003.

<sup>4</sup> Julia Baum, "Neon dancing pig sign might boogie again," *Mercury News* (San José), November 22, 2017, accessed January 20, 2020, <https://www.mercurynews.com/2017/11/22/neon-dancing-pig-sign-might-boogie-again/>.

<sup>5</sup> Ibid.

<sup>6</sup> LSA Associates, Inc., "A Cultural and Paleontological Resources Study and Evaluation for the San José Ball Park Project, San José, Santa Clara County, California," SJO530, June 23, 2006.

<sup>7</sup> Stephen Baxter, "Stephen's Meat building demolished for parking," *Mercury News*, December 10, 2007, accessed January 20, 2020, <https://www.mercurynews.com/2007/12/10/stephens-meat-building-demolished-for-parking/>.

<sup>8</sup> Julia Baum, "Neon dancing pig sign might boogie again," *Mercury News* (San José), November 22, 2017, accessed January 20, 2020, <https://www.mercurynews.com/2017/11/22/neon-dancing-pig-sign-might-boogie-again/>.

<sup>9</sup> Sal Pizzaro, "San José's iconic Dancing Pig sign restored to neon glory," *Mercury News* (San José), June 22, 2019, accessed January 20, 2020, <https://www.mercurynews.com/2019/06/22/san-Josés-iconic-dancing-pig-sign-restored-to-neon-glory/>.

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Downtown West Mixed-Use Plan. If confirmed to be contributor to a potential historic district, the neon sign would be categorized as a historical resource under CEQA.

**\*B12. References:**

Carroll, Sylvia. "Stephen's Meat Products Story." *Continuity (Preservation Action Council of San José Newsletter)* 20, no. 2 (Summer 2019).

JRP Historical Consulting Services. "Technical Memorandum: Historic Resources Evaluation Report, Silicon Valley Rapid Transit Corridor EIS/EIR Alternatives." January 2003.

LSA Associates, Inc. "A Cultural and Paleontological Resources Study and Evaluation for the San José Ball Park Project, San José, Santa Clara County, California." SJO530. June 23, 2006.

*Mercury News.*

**\*B14: Evaluator:** Architectural Resources Group, Pier 9, The Embarcadero, Suite 107, San Francisco, CA 94111

**\*Date of Evaluation:** January 2020