



NAME	Builders Exchange Building			REF. NO. 136
ADDRESS	200 North Main Street			
CITY	Santa Ana	ZIP	92701	ORANGE COUNTY
YEAR BUILT	1928	LOCAL REGISTER CATEGORY: Landmark		
HISTORIC DISTRICT	Downtown Santa Ana	NEIGHBORHOOD	N/A	
NATIONAL REGISTER CRITERIA FOR EVALUATION	A, C	NATIONAL REGISTER STATUS CODE	1B	

Location: Not for Publication Unrestricted

USGS 7.5" Quad _____ Date: _____ T _____ R _____ ¼ of _____ ¼ of Sec _____ : _____ B.M.

Prehistoric Historic Both

ARCHITECTURAL STYLE: Italian Renaissance (Late 19th and 20th Century Revivals)

DESCRIPTION/BACKGROUND RELATED TO PERIOD ARCHITECTURE:

The late 19th and 20th century revival of the Italian Renaissance style, also known as the Italian Renaissance Revival, was popular from the late 19th century until 1930. It was inspired by the designs of the palazzi of northern Italy and popularized by American architects McKim, Mead, and White. Utilized on public buildings and ornate homes, the vocabulary of the style also influenced the appearance of commercial buildings. Characteristic features generally include masonry construction, often with different treatments on lower and upper stories; stringcourses or belt courses between stories; flat roofs screened by parapets or hipped roofs; cornices, dentils, pilasters, quoins, and other classical details; and a balanced, often symmetrical appearance. Taller, more elaborate buildings often feature terracotta facade cladding or ornamentation while more modest one to three story examples utilize bricks of contrasting colors as trim. Ground floors of multi-story buildings often housed banking rooms; more modest buildings may contain storefronts with recessed entries and large plate glass display windows with transoms and bulkheads. Upper story windows are most commonly one-over-one wood framed double-hung sash.

CONSTRUCTION HISTORY: (Construction data, alterations, and date of alterations)

October 19, 1928. Store building.	October 27, 1949. Alterations to business building.
January 23, 1931. Alterations.	June 9, 1970. Replace wood overhead door with metal type.
January 27, 1933. Alterations.	January 20, 1983. Historic rehab.
March 15, 1933. Repairs to brick building.	July 8, 1983. Tenant improvements, 2 nd floor.
September 17, 1935. Alterations.	November 16, 1983. Tenant improvement.
July 29, 1937. Fire door.	December 5, 1983. Toilet room.
May 27, 1938. Repair store building.	May 8, 1984. Alter: repair fire damage.
March 6, 1940. Repairs to store front.	July 25, 1984. Tenant improvement.
April 12, 1940. Alterations to store and office building.	September 9, 1988. Tenant improvement and restroom.
August 2, 1948. Alteration to store building.	
September 6, 1949. Alterations to kitchen.	

RELATED FEATURES: (Other important features such as barns, sheds, fences, prominent or unusual trees, or landscape)

None

DESCRIPTION: (Describe resource and its major elements. Include design, materials, condition, alterations, size, settings, and boundaries.)

Located on the northwest corner of Main and Second Streets, this is a two-story plus basement commercial building influenced by the Italian Renaissance Revival style. Constructed of steel, reinforced concrete, and brick, the building features architectural ornamentation executed in terracotta. The two public elevations (east and south) are faced with brown brick and banded between stories by a terracotta belt course. Above the second story windows, a second belt course defines the lower edge of an entablature consisting of a brick frieze ornamented with terracotta roundels and a denticulated cornice. A plain parapet tops the cornice, crowned by terracotta coping. At the center of the principal (east elevation), a panel embellished with garlands and swags decorates the parapet with ornamental scrolls and volutes rising above it and a flagpole appearing to emerge from the apex. Fluted piers, with stylized composite capitals, sit on a polished black tile base and divide the lower story of the façade into four bays. The narrow, central bay contains the entrance, highlighted by a shield-embellished panel over the flat-headed opening and by an entablature surmounted by urns. Above a decorated spandrel, the single second story window in this bay features a quoined surround. The name of the building is incised into a terracotta panel centered in the frieze. At street level, two bays to the south of the entry and a double-sized single bay to the north of the entry are similarly composed, with black tile bases, display windows, and transoms. Four pairs of one-over-one double-hung sash windows are located to either side of the central bay on the second story. The south elevation is asymmetrical in organization, with a single bay on the east and two bays on the west duplicating the layout of the façade bays. A second building entrance in the westernmost bay echoes the design of the main entrance. The Builders Exchange Building retains a high degree of exterior integrity, with only minor modifications to the transom glazing apparent.

HISTORIC HIGHLIGHTS:

The Santiago Improvement Company constructed the Builders Exchange Building in 1928 at an announced cost of \$75,000. The owners intended the building to be a model project of the Orange County Builders Exchange, the building trades organization of the county, which would showcase the most modern and progressive building techniques and materials. Designed and built by C. A. Lansdowne and William Rohrbacher, both of whom would have distinguished careers in Santa Ana, the building housed the Builders Exchange offices on the second floor after its opening in April 1929. Southern California Edison occupied space on the ground floor. Other tenants of the building included Western Auto Supply and National Cash Register.

Members of the building trades founded the Builders Exchange in the early 1920s. It played a role in the local adoption of building codes, and provided financial services, insurance services, and both a professional and a social forum for members. In 1938 it became the Orange County Builders Association, which became affiliated with the California Association of Builders Exchanges in 1949 (Thomas, 1980).

The Builders Exchange Building was rehabilitated in 1983, and storefront alterations were reversed to return the building to its original appearance.

RESOURCE ATTRIBUTES: (List attributes and codes from Appendix 4 of Instructions for Recording Historical Resources, Office of Historic Preservation.)

(HP 6) 1-3 story Commercial Building

RESOURCES PRESENT:

Building Structure Object Site District Element of District Other

MOVED? No Yes Unknown Date: _____ Original Location: _____

STATEMENT OF SIGNIFICANCE: (Discuss importance in terms of historical or architectural context as defined by theme, period, geographic scope, and integrity.)

Santa Ana was founded by William Spurgeon in 1869 as a speculative townsite on part of the Spanish land grant known as Rancho Santiago de Santa Ana. Early growth and development was stimulated by the arrival of the Southern Pacific Railroad in 1878 and the Santa Fe Railroad in 1886. By the end of the 1880s, Santa Ana’s downtown business district was defined by five city blocks of brick commercial buildings on Fourth Street, with the heart of the city at the intersection of Fourth and Main Streets (Thomas, 1984). The period of 1911-1915 saw many characteristic new business blocks or remodels along Fourth Street, and by the 1920s Santa Ana’s downtown had expanded in each direction to include both commercial and civic development.

The Builders Exchange Building is historically significant for its association with the Builders Exchange organization whose members individually and collectively shaped the face of Santa Ana. In this regard, the location of the Builders Exchange across the street from City Hall is an indication of the close relationship between the building trades and the prosperity of the City. It is equally significant architecturally, as a good example of commercial building design in the 1920s. It is particularly noteworthy for its effective use of architectural terracotta. Character-defining, original and restored, exterior features of the Builders Exchange Building which should be preserved include, but may not be limited to: exterior materials and finishes, such as brick, terracotta, and black tile; design and configuration of the public elevations; architectural detailing such as ornamentation, flagpole, piers, belt courses, window and door treatments, frieze, and parapet; and fenestration, including windows, transoms, and doors.

SUMMARY/CONCLUSION:

This building was listed in the National Register of Historic Places in 1982 as an individual resource and in 1984 as a contributor to the Downtown Historic District. Under the regulations implementing the California Register of Historical Resources, the building is also listed in the California Register. The Builders Exchange Building is included in the Santa Ana Register of Historical Property and has been categorized as “Landmark” because the building “is on the national register,” “is on the state register,” “has historical/cultural significance to the City of Santa Ana” and has “unique architectural significance” (Municipal Code Section 30-2.2(1)).

OWNER AND ADDRESS: _____

RECORDED BY: (Name, affiliation, and address)
Leslie J. Heumann
Science Applications International Corporation
35 S. Raymond Avenue, Suite 204, Pasadena, CA 91105

DATE RECORDED: September 4, 2001

SURVEY TYPE: (Intensive, reconnaissance, or other)
Intensive Survey Update

REPORT CITATION: (Cite survey report and other sources)
Les, Kathleen. "Santa Ana Historic Survey, Final Resources Inventory: Downtown." May 1980.
Thomas, Harold. "Builders Exchange Building" National Register nomination form, 1980.
Thomas, Harold M. "Downtown Santa Ana Historic District" National Register nomination form, 1984.

REFERENCES: (List documents, date of publication, and page numbers. May also include oral interviews.)
Harris, Cyril M. *American Architecture: An Illustrated Encyclopedia*. New York, WW Norton, 1998.
Heritage Orange County and City of Santa Ana. *Downtown Walking Tour*, Santa Ana, 1986.
Marsh, Diann. *Santa Ana, An Illustrated History*. Encinitas, Heritage Publishing, 1994.
McAlester, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1984.
National Register Bulletin 16A. "How to Complete the National Register Registration Form."
Washington DC: National Register Branch, National Park Service, US Dept. of the Interior, 1991.
Whiffen, Marcus. *American Architecture Since 1780*. Cambridge: MIT Press, 1969.

EVALUATOR: Leslie J. Heumann **DATE OF EVALUATION:** September 4, 2001

EXPLANATION OF CODES:

- National Register Criteria for Evaluation: (From Appendix 7 of Instructions for Recording Historical Resources, Office of Historic Preservation)
 - A:** that are associated with events that have made a significant contribution to the broad patterns of our history.
 - C:** 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.

- National Register Status Code: (From Appendix 2 of Instructions for Recording Historical Resources, Office of Historic Preservation)
 - 1B:** Both separately listed and a contributor to a listed district.