

DISCUSSION OF POTENTIAL CONSERVATION AREA
Proposed Market-Almaden Conservation Area
Downtown San José

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EXECUTIVE SUMMARY

This document proposes the establishment of a new City of San José conservation area, to be known as the Market-Almaden Conservation Area. If established, it will be the first neighborhood to receive this designation since adoption of the April 6, 2004 enabling ordinance by the San José City Council. The area is within the Market-Almaden SNI Planning area, and consists of four city blocks of mostly single-family residential properties. The proposed conservation area is a geographically definable area of urban character embodied in its pre-1940 residential architecture. Although not presently having adequate integrity with its historic patterns of development to qualify as a City historic landmark district, it meets the criterion for designation as a conservation area due to its historic neighborhood character.

INTRODUCTION (Market-Almaden SNI)

This *Discussion of Potential Conservation Area* was prepared to explore the establishment of a designated City of San José conservation area within the boundaries presently defined by the Market-Almaden Strong Neighborhoods Initiative Planning Area. San José's Strong Neighborhoods Initiative includes 18 planning areas. The Strong Neighborhoods Initiative (SNI) is a partnership between the City of San José, the Redevelopment Agency, community residents, and business and property owners to improve neighborhood conditions, enhance community safety, facilitate community services and strengthen neighborhood associations. The City, the Redevelopment Agency, and the community are presently working collaboratively to achieve the future vision for each SNI area by implementing the recommended actions and priorities established in each of the SNI areas' neighborhood improvement plans.

Market-Almaden is one of the smallest SNI areas. It is an older, traditional neighborhood with a rich mix of historic homes, new residential developments, and long established businesses. Located within the downtown core area, it is south of the McEnery Convention Center between South Market Street, Almaden Boulevard, and Interstate 280. The vibrant and growing downtown presents challenges to the revitalization and long-term viability of the neighborhood. The residents have a great deal of pride in their community, and have formed a neighborhood association to respond to these evolving challenges. The Market-Almaden residents have indicated an interest in exploring the potential for establishing their neighborhood as a conservation area within the City's Historic Preservation Program. The SNI Neighborhood Action Committee (NAC) defined this goal as Priority Action #4 within their long-term vision for the neighborhood. The potential for this district designation was originally identified within the historic overview and evaluation prepared within the Downtown San José Historic Resources Survey Year 2000. The report that follows provides a detailed discussion of this issue. It also includes supporting technical information to be used by the City if it proceeds with the designation.

BACKGROUND (Historic Districts and Conservation Areas)

The creation of locally designated historic districts are intended to discourage unregulated and insensitive change to definable areas that possess a historical continuity of time, place, and pattern of development. In the recent past, since adoption of the 1966 National Historic Preservation Act (NHPA), the National Register of Historic Places has been the principal vehicle for the creation of historic districts in America. The U. S. Department of the Interior has established criteria for determining the significance of historic properties, based on the ability of a building, site, structures, districts, or objects to convey the quality of significance in American history, architecture, archeology, engineering, and culture. These properties

must possess integrity of location, design, setting, materials, workmanship, feeling, and association, and convey an important aspect of the history of the nation. A National Register district is any area of a community that has been determined by the Keeper of the National Register to be of historical significance based on National Register criteria. The major function of this federal process, however, is to help identify historic resources and to use this information as a federal planning tool. Within Section 106 of the NHPA, any federal undertaking must consider the effects of a project on properties that are designated as contributors to a designated National Register district, or on individual properties listed in the National Register. Properties so designated are also eligible for certain federal tax credits, and in California, listing on the National Register also by definition defines properties as part of the California Register of Historical Resources.

A local landmark historic district is similar to a National Register district in that local landmark districts also identify historically and architecturally significant buildings, but this recognition can be based on locally developed, rather than national, criteria and policies. Local significance, attitudes, and contemporary events affect what a community views as important. Local landmark designation, as well as establishment of conservation areas, can be tailored to specific community needs. Through locally implemented design development review processes, changes to historic resources and historic neighborhoods can be regulated in a sympathetic way to protect and reinforce a community's historic urban character.

Conservation areas are used as a planning tool throughout the country in order to preserve and enhance neighborhood character in places that have a cohesiveness or distinctive historic character. Use of this approach to historic district designation is often of value when the targeted area might not technically merit consideration as National Register district or a local landmark district, or in some cases when area residents do not support historic district designation.

Conservation areas generally represent a particular period of design or architectural style. Significance is derived from a grouping of structures viewed as a whole rather than from the importance of an individual building. The historic significance of these areas reflects development patterns of growth in the city. The areas are specifically defined in terms of their contemporary physical boundaries rather than by their historical development.

SAN JOSÉ POLICY FRAMEWORK

The City of San José has adopted goals meant to promote a greater sense of historic awareness and community identity and to enhance the quality of urban living through preservation of historically and archaeologically significant structures, sites districts and artifacts. San José 2020 General Plan goals and policies on cultural resources includes a specific Policy #4 pertaining to historic districts:

Areas with a concentration of historically and/or architecturally significant sites or structures should be considered for preservation through the creation of Historic Preservation Districts.

This mechanism for implementation of the historic district policy is defined within the City's ordinance on historical preservation within Chapter 13.48 of the Municipal Code. Conservation Areas, which are listed and defined within the City's Historic Resources Inventory, are "established to provide a designation tool to recognize as well as to preserve and enhance the character of qualifying neighborhoods" according to the ordinance, as amended April 6, 2004.

The City of San José presently contains three conservation areas that are listed within its Historic Resources Inventory. These areas, Naglee Park, Hanchett and Hester Park (also known as Shasta Hanchett), and Palm Haven, were identified within a City cultural resources survey that took place in the late 1970s, prepared by the then Department of Parks and Recreation, and partially funded by the California State Office of Historic Preservation. Portions of the survey were later adopted as the Official Inventory of Historic Places by the San José City Council, and later incorporated into the Historic Resources Inventory established in the 1980s.

In year 2000, the City Council adopted an ordinance amending the Zoning Code to include discretionary review of certain single-family house permits. These permits are required for residential remodeling and new construction when maximum height or floor area ratios are exceeded, or when the property is a designated City Landmark, listed on the Historic Resources Inventory, or is in a Historic District or Historic Conservation Area.

In the newly adopted ordinance, the definition of a conservation area is as follows:

Conservation Area shall mean a geographically definable area of urban or rural character with identifiable attributes embodied by: (1) architecture, urban design, development patterns, setting, geography and (2) history.

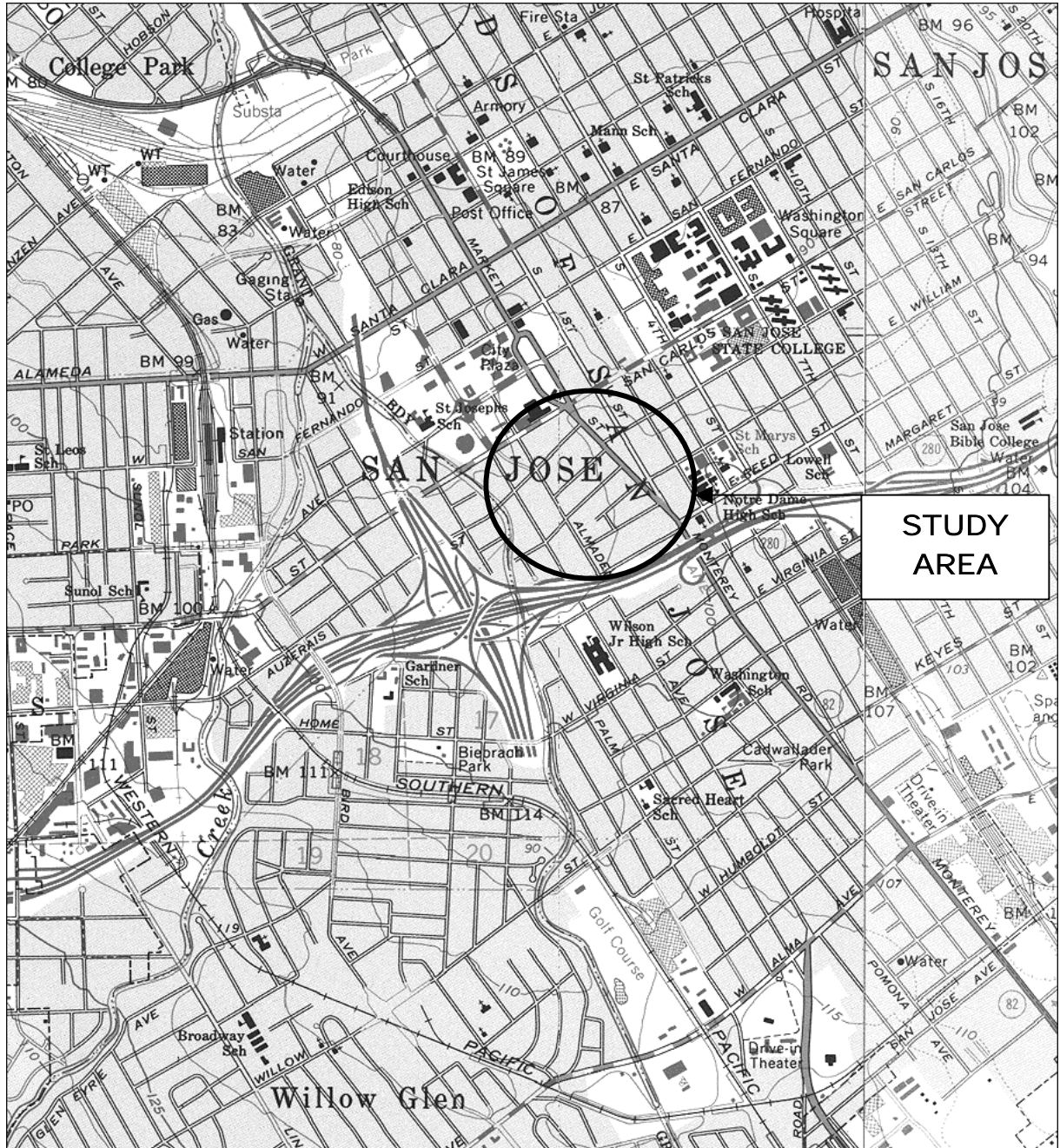
The criteria for designation includes meeting the intent as defined above, and must meet one or both of the criteria below:

- 1. The neighborhood or area has a distinctive character conveying: (1) a sense of cohesiveness through its design, architecture, setting, materials, natural features and (2) its history, or*
- 2. The neighborhood or area reflects significant geographical or developmental patterns associated with different eras of growth in the City.*

The procedure includes nomination by the City Council, Planning Commission, Historic Landmarks Commission, or by application of persons who own at least fifty-one percent of the parcels proposed to be included in the district, or the authorized agents of such owners. The process is similar to the previously codified historic district designation.

LOCATION MAPS

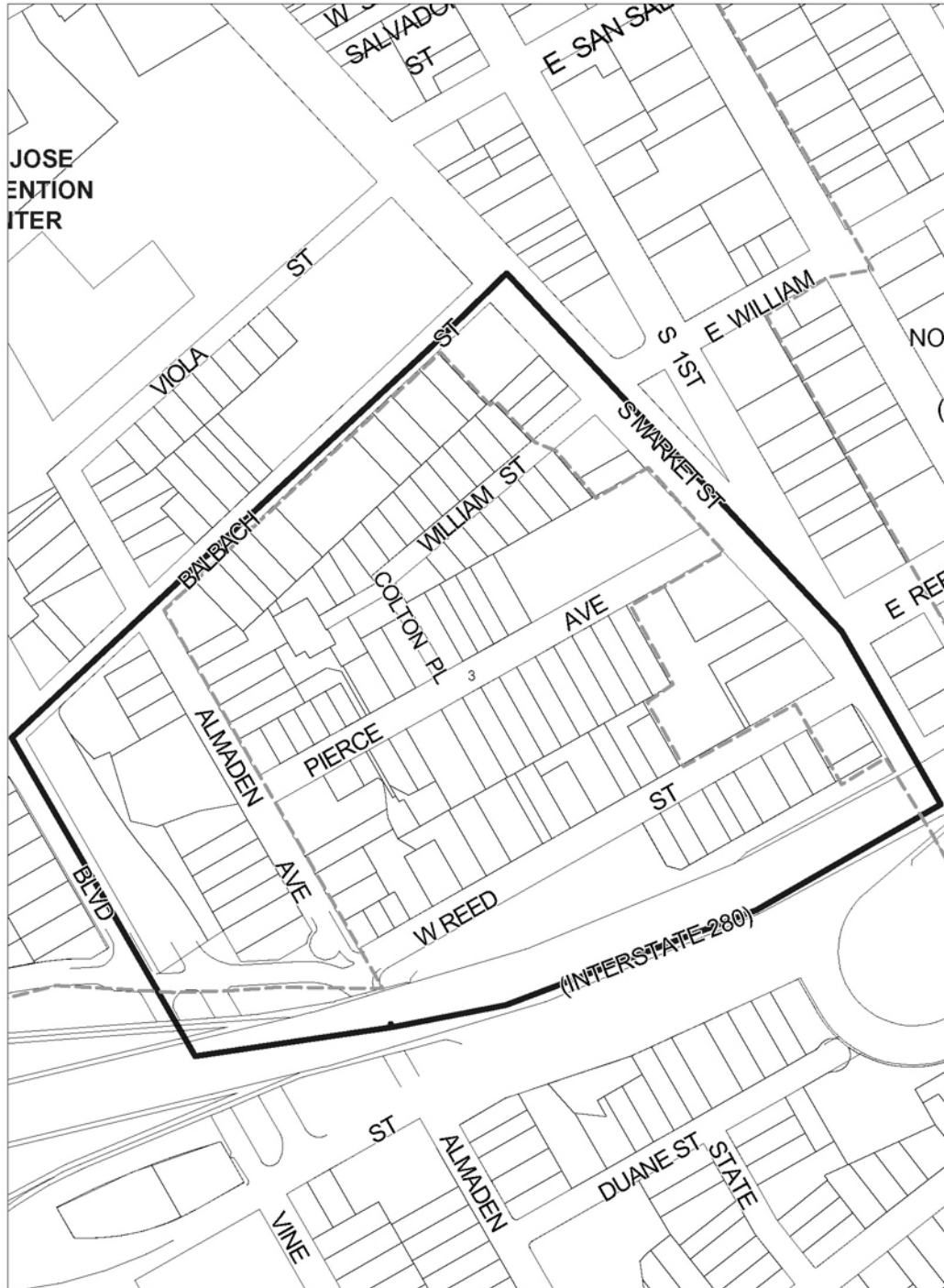
USGS West and East Quadrangles, 1980 photo revised



Map created with TOPO!® ©2001 National Geographic (www.nationalgeographic.com/topo)



Boundaries of Market-Almaden Study Area

Market/Almaden SNI Planning Area



Prepared by the Department of Planning,
Building and Code Enforcement
Planning Services Division

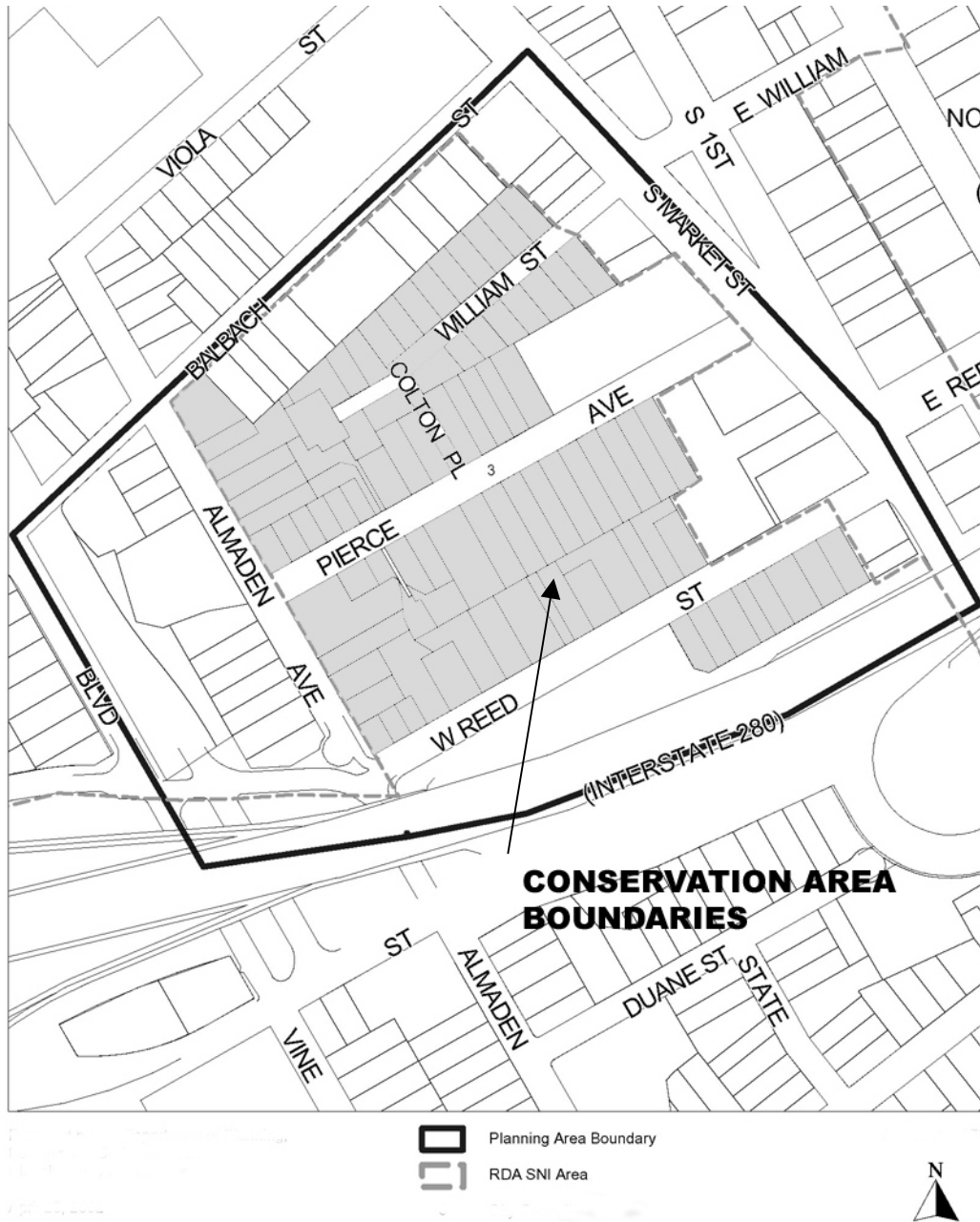
April 25, 2002

-  Planning Area Boundary
-  RDA SNI Area
-  3 City Council District

Scale: 1" = 170'



Properties within the proposed Market-Almaden Conservation Area



Enhanced Map from City of San José Planning Services Division (not to scale)
Shaded areas indicate properties within the proposed conservation area

BOUNDARIES OF POTENTIAL CONSERVATION AREA

The Market-Almaden Conservation Area would encompass portions of four blocks in the downtown core area (see diagram previous page).

The proposed conservation area boundaries were first generally identified as a part of the *Downtown San José Historic Resources Survey Update Year 2000*. Since that time, the adopted Market-Almaden Neighborhood Improvement Plan set a goal for establishment of a conservation area consistent with the definition within *Survey Update* but without the properties located on the west side of South Almaden Avenue. For the purposes of this *Discussion*, the proposed conservation area boundaries are therefore limited to those historic residential properties most clearly described as follows:

- Northerly edge – rear of properties on Balbach Street;
- Easterly edge – rear of properties on South Market Street;
- Southerly edge – Interstate 280;
- Westerly edge – South Almaden Avenue.

Within this general area, commercial properties, vacant properties, and properties with extant structures built since 1940 would be considered as non-contributing. Additionally, the properties that are adjacent to the Balbach Street right-of-way would also be considered non-contributing, even though some extant historic buildings exist along this street. While they are consistent with the historical development of the area, they are no longer integrated into the cohesive neighborhood fabric that is evident in the main portions of the district.

In some cases, modern buildings have penetrated into what may be considered the larger district boundaries. Except for the commercial use at the corner of Almaden and Pierce Streets, these developments have generally been designed to be consistent with the historic character of the neighborhood. They are included as non-contributors to the conservation area.

HISTORICAL BACKGROUND AND SETTING¹

Early Settlement Patterns

The settlement of the Santa Clara Valley by Euro-Americans began in 1769 with an initial exploration of the valley by Spanish explorers. The Portola Expedition was encamped along the coast north of present-day Santa Cruz when a small contingent of men, led by Sergeant José Francisco Ortega, crossed the coastal range and unexpectedly came across the bay and valley. Within a few years, Franciscan missionaries and other Spanish expeditions arrived. Explorer Juan Bautista De Anza identified the valley as an ideal candidate for permanent settlement.

Following the founding of Mission Santa Clara de Asís, a site was selected for a civilian settlement by Governor Felipe de Neve, and on November 29, 1777, *San José de Guadalupe* was established on the east side of the Guadalupe River about two miles southeast of the first mission site. Lieutenant Moraga brought the first settlers, 66 people in 14 families, from *Yerba Buena*. These *pobladores* had originated from the northern region of *España Nueva*, in what is now the Sonora and Sinaloa regions of Mexico. *El*

¹ This discussion is a condensed version of the City of San José Context Statement, with an expanded focus on the development of the city's residential neighborhoods.

Pueblo de San José de Guadalupe was the first civil settlement established by the Spanish Crown of Carlos II in Alta California.

Moraga laid out the town, allocating house lots (*solares*) and cultivation plots (*suertes*) to each settler. The common lands (*ejido*) surrounding the pueblo were used primarily for grazing the livestock of the settlers.

The original location of the pueblo was in the vicinity of present-day North First and Hobson Streets in the Vendome neighborhood north of the downtown. This original site was subjected to severe winter flooding during the first years of the settlement, and the site of the pueblo was moved approximately one mile south to higher ground during the 1790s, centered about present-day Market Street from Julian to San Carlos Streets in downtown San José, just to the north of the Market-Almaden neighborhood.

The present Market-Almaden neighborhood was made up of *suertes* during the latter part of this period. To the south of this area was the *acequia* pond, fed by Canoas Creek, located just north of present day Union and State Streets. The pond fed water into the *Acequia Madre*, a large ditch that meandered through the pueblo providing irrigation water to the agricultural areas along the Guadalupe River. The *acequia* also provided domestic water for the inhabitants, and tributaries functioned as collectors for runoff and sewage disposal. The pond and creek no longer exist, closed and filled as the city grew southward in the later part of the nineteenth century. The alignment of Canoas Creek penetrated into the southwest corner of the present Market-Almaden neighborhood about three lots east of the intersection of West Reed Street and South Almaden Avenue, and exited just northward to the west. The *Acequia Madre* meandered northward through the neighborhood along the present property lines that separate the residential and commercial properties near Market Street.

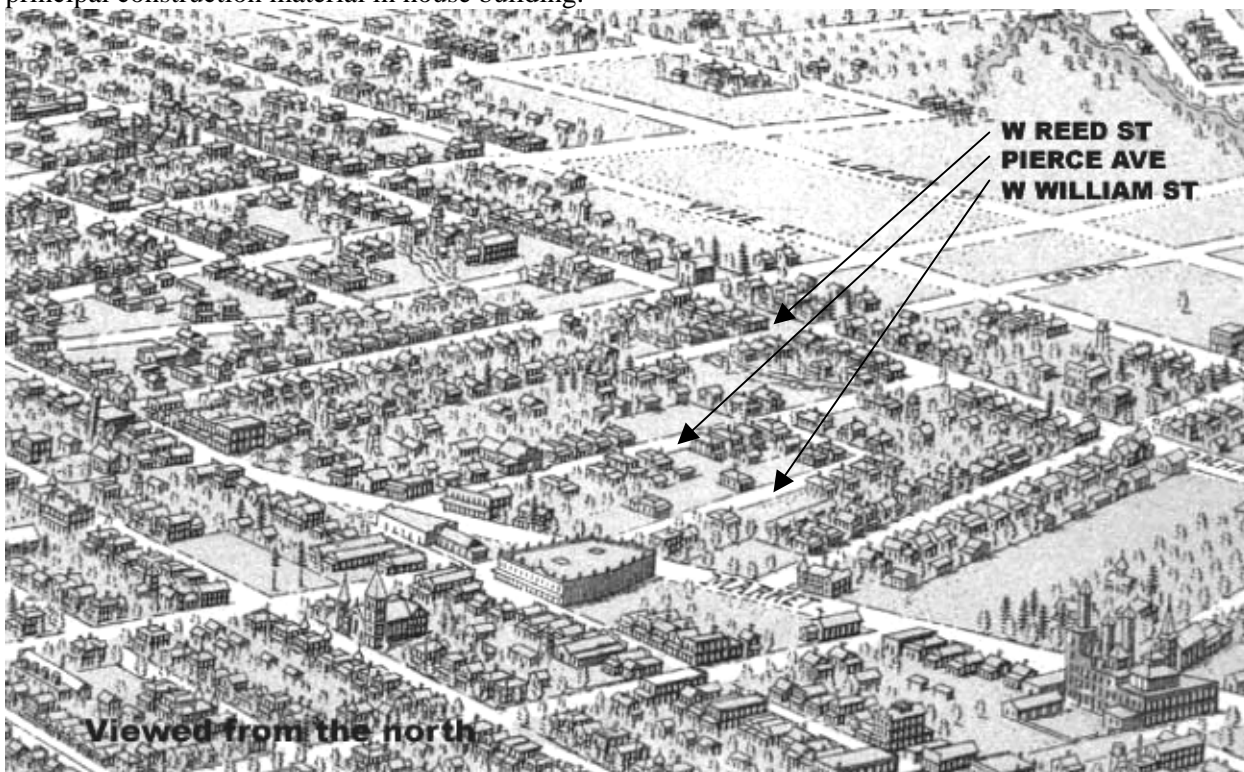
Following Mexico's independence from Spain in the 1820s, a new American presence in San José rapidly changed the character of the pueblo to the bustle common to the typical nineteenth-century American town. The first overland migration arrived in California in 1841, and by 1845 American immigrants had increased the population of the pueblo to 900. Superimposition of the American way of life on the former Hispanic culture occurred quickly following the war with Mexico in 1846. In 1848, Mexico ceded California to the United States in the Treaty of Guadalupe Hidalgo. Closely following California's new status as an American territory, the discovery of gold in the Sierra foothills precipitated a sudden influx of new residents to California. This event accelerated California statehood, achieved in 1850, with San José serving as the first state capitol.

During this frontier period, many factors combined to form the San José we know today. Each town colonized by Americans in the West during the nineteenth century began with a pre-conceived plan expressed by the gridiron survey, which facilitated the transfer of property ownership and tax assessment. The first American survey of the pueblo in 1847 embraced lands east of the Plaza to Eighth Street, north to Julian and south to Reed streets. Those with claims to land in the surveyed area were granted legal title, and the unclaimed lands were sold by the *alcalde*. William Campbell's original survey in 1847 established the familiar grid of streets in downtown San José. Chester Lyman completed a more detailed survey soon after Campbell's initial work. The Lyman survey includes many of the features still found in downtown San José's frame area. The blocks were laid out using the Spanish measurement system of *varas* (about 33 inches per *vara*).

The lands between Market Street and the Guadalupe River were primarily under Hispanic ownership at the time of the survey. In the Market-Almaden neighborhood, the occupation of *suertes* by early settlers of the city resulted in a delay in the ultimate residential subdivision of this area for almost 40 years. As noted in the subdivision history following, John Balbach subdivided a portion of his lands as early as

1867, and the *Cesena suerte* south of West Reed Street was subdivided in 1870. Additional lots were created a short time later along Orchard Street; the older, small, vernacular houses along Almaden Avenue are the only remaining physical reminder of the early development of the neighborhood.

Residential building methods evolved quickly during the early boom period of the Gold Rush. Residents unwilling to adapt to the earlier adobe brick construction techniques used in the pueblo purchased wood house kits from the East Coast. Early sawmills established by William Campbell and Zachariah Jones in the Santa Cruz Mountains were soon able to eliminate this reliance on outside sources for building materials, and coastal redwoods became the raw material for most residential building construction in San José for the next half century. During the early years of the twentieth century, concerns about preservation of the remaining old growth coastal redwoods redirected the timber industry to Douglas fir as the principal construction material in house building.



1901 Bird's Eye View

Housing growth during this early American period in San José was aided with an expansion of mills in the foothills and new production equipment that allowed for faster, larger, and less labor-intensive milling techniques. By the late 1860s, construction of small clapboard houses, of both stud-wall and board-wall framing systems, lost favor as larger lumber and wider boards became available. Channel rustic siding was the preferred cladding of choice for residential construction from the mid-1860s to the late 1880s, and is found on the small vernacular dwellings along Almaden Avenue. While some builders continued to use board-wall framing systems into the 1870s, balloon framing was prevalent throughout the 1880s until gradually replaced by the modern platform framing methods that began to appear as the Queen Anne style of the Victorian era became more robust locally in the late 1880s and early 1890s.

Residential construction slowed briefly near the turn of the twentieth century, although during this period a number of large modern residences were built that began to introduce the Colonial Revival style to the

area. The budding Arts and Crafts movement found proponents among vernacular house builders with the new Craftsman house, but on equal footing during this period was the evolution and development of the neo-classical cottage, a unique building type recognized by Tuscan porch columns and false-beveled teardrop siding. Commercial development during the early years of the twentieth century was also rapid, and many of the older houses in the inner core area were moved to the downtown frame to make way for commercial and industrial development, filling gaps in the urban fabric to meet emerging housing needs.

The first automobiles appeared in the valley in the late 1890s, but it was not until after World War I that the automobile began to affect the nature and scale of residential neighborhood development. During the first post-war period, the automobile facilitated suburban development beyond the original city limits. The new outlying neighborhoods reflected a new worldliness brought home by veterans of the war: the average home buyer now accepted and desired revival architecture, a trend that continues today in an ever-evolving eclecticism in both custom and subdivision home construction. Inner city areas such as Market-Almaden by this time were built-out, and these older neighborhoods remained fairly stable as most new construction occurred in the suburban areas.

San José in 1950 bore a much greater resemblance to the San José of 1900 than to the city we live in today. New industrial jobs in the post-World War II economy attracted many new residents to San José: between 1950 and 1975, the population increased from 95,000 to over 500,000 and the area of the city grew from 17 square miles to over 120 square miles. During the 1960s and 1970s, San José was one of the fastest growing cities in the nation, with residential subdivisions and commercial and industrial centers replacing orchards. Residential development in the post-war period was typically of low density, single-family detached housing. The central portions of the city had developed over the previous 100 years, starting with California statehood in 1850. Between 1850 and 1950 most traces of the earlier Spanish-Mexican city had been obliterated; however, while the rest of San José expanded after 1950, the central city core remained largely intact, leaving a good record of the first century of development of American San José within the greater frame area of the downtown.

Early Development within the Market-Almaden Neighborhood

The Market-Almaden neighborhood is the southwestern quarter of what was the City of San José as established in 1850. By 1850, small adobe dwellings were scattered on the west side of Market Street as far south as at least Grant Street (Laffey 1982).

Although residential development began in the Market-Almaden area as early as the 1850s, it was not until the 1880s that development began in earnest. The area was initially occupied by persons of Mexican descent, some of whom had been forced south from their neighborhoods in the old pueblo areas by development pressures. Families with Hispanic surnames were still a recognizable community in this area until the early twentieth century.

A large portion of the area south of downtown and west of Market Street eventually became known as Goosetown, perhaps because of the *acequia* pond and the marshy character of the area, which attracted migrating waterfowl. This area was largely inhabited by new immigrants and members of the lower economic working classes, which is reflected in the small vernacular houses that abound in the area. While “Goosetown” has been memorialized locally as an ethnic Italian neighborhood, nationwide the reference has also been associated with nineteenth century German immigrant neighborhoods. The area in the vicinity of the Market-Almaden neighborhood was populated by the 1860s with German and Irish immigrants who purchased *suertes* owned by the earlier pueblo residents. The area south of Viola Avenue, north of West Reed Street, between South Market Street and Almaden Boulevard was largely an old ethnic German neighborhood during the years that John Balbach initially subdivided his acreage.

Several German businesses were located in or adjacent to this area, including Scherrer and Hartman's Eagle Brewery, Renzel's grocery store (the foundation of Keystone), and Tischer's Soap Works; or their owners lived in the neighborhood, including Balbach and Greeninger, the carriage manufacturers; Dietz and Dittus, the butchers; Gerhard and Broedel, the blacksmiths; Kuchenbeiser, the iron worker; Kocher and Blauer, the jewelers; Biebrach, the baker; Rothermal, the capitalist, etc. The German Turn Verein Hall was located on South First Street, between San Carlos and San Salvador Streets.

Pierce Avenue, viewed from the west near Almaden Avenue

Goosetown is best known as the ethnic neighborhood of the Italians from the late 1890s to World War II, and is more generally centered on the larger area from the Market-Almaden neighborhood south to the Cottage Grove area near Alma Street. The exact boundaries of Goosetown are not well defined. Italian immigrants in small numbers were occupying the Market-Almaden area as early as 1870, including



Salvatori Landucci, the produce peddler; and Cesar Piatti and F. Pozzo, general merchandise merchants. Caesar Piazza was one of the earliest Italians in the area, marrying Liberata Cesena, widow of William Fisher after his death. The newly arrived Italians in the 1890s were quick to make Goosetown their own, extending their old River/St. John Streets neighborhood south along the eastern bank of the Guadalupe River to at least Alma Street. This ethnic community soon dominated the area that had previously been primarily occupied by the German and Irish immigrants. Italian businesses in the area included bakeries, best known and still in operation is the Roma Bakery (1911), at the southwest corner of Grant and Almaden Boulevard just to the south of the Market-Almaden neighborhood. As the initial waves of immigration faded, the neighborhood, like other ethnic neighborhoods in the core area was soon to become multi-ethnic as it remains today.

Subdivision History

A number of subdivisions have been created in the Market-Almaden neighborhood since the first formal survey of the city in 1847. The following paragraphs discuss each of the major subdivisions or additions to the City of San José, which will aid in the understanding of chronological development of the neighborhood.

Suertes Subdivisions - Although within the city limits by 1850, the neighborhood was not included in the first American surveys of 1847 and 1848, but were included on the Bestor map of the pueblo surveyed in 1849. At this time, the area was land that had been earlier divided into *suertes* or garden plots during the pueblo period. Several *suertes* remained in their early configurations established under Mexican authority and still owned by Hispanic owners, and others had been acquired by recent American settlers. At the time of the Bestor survey, Market Street was realigned slightly east of its original location, cutting

through a portion of the Reed Addition to the east. These lands were gradually subdivided beginning in the 1850s.

John Balbach Lots - In 1863, John Reed surveyed a portion of the property of John Balbach that was located on the north and south sides of Balbach Street between Market Street and Orchard Avenue (now Almaden Avenue). Originally, this was the Sepulveda *suerte*. He subdivided the parcel into 16 lots in 1867, of which ten were on the south side of the street in the Market-Almaden SNI Planning Area. The lots were about 50 varas square and included two narrow lots facing Market Street. Over time the lots were further subdivided on an individual basis for residential use. Few houses remain from the early subdivision, and the Balbach Street frontage now contains a mix of uses and is presently in transition. Early residents in the area were predominantly of German extraction.

Cesena Addition - The Cesena Addition is located west of Market Street and bounded by Canoas Creek on the west, Colfax Street on the north (West Reed Street) and Grant Street on the south. Francisco Cesena was the owner of the property in 1849, and the property was subdivided in 1870 (Bestor 1849). The Cesena subdivision was well developed by the 1880s; however, the area was bisected roughly along the alignment of Grant Street when Interstate 280 was constructed. Extant properties dating from the 1880s to 1930s remain on the south side of West Reed Street (Maggi and Duval 2000).

Balbach Addition No. 2 - Formerly owned by Issac Branham, John Balbach purchased this area in the 1850s and located his home site on Market Street. In 1888, this tract was subdivided and called Balbach Addition No. 2 (Herrmann Bros. 1888a). Located on the north side of Pierce Avenue and the east side of Orchard Street (now Almaden Avenue), the subdivision consisted of eighteen lots in addition to the home and business site of John Balbach at the northwest corner of Market Street and Pierce Avenue. The residential development in this area dates to the late 1880s to the early 1920s, with the exception of some newer homes that have been built in the recent past (Laffey and Duval 1997; Maggi and Duval 2000).

Herrmann & Pierce Addition —The 18-lot Herrmann & Pierce Addition lies on the south side of Pierce Avenue between Market Street and the alignment of the old Canoas Creek bed, which crossed Pierce Avenue about 160 feet west of Almaden Avenue (previously Orchard Street) (Herrmann Bros. 1888b). This subdivision consists of the *suerte* previously owned by Pedro Cepeda; his adobe was located at the southwest corner of Market Street and Pierce Avenue (Laffey and Duval 1997). The residential development in this area dates to the late 1880s to the early 1920s (Laffey and Duval 1997).

Baltz and Hendey Subdivisions – These two small subdivisions on both sides of West William Street were surveyed by H. Dittrick in 1889.

Mrs. Mary Scheller tract - The area to the southwest of Canoas Creek that is presently located in the southwest corner of the Market-Almaden SNI Planning Area is a part of historic Gulnac's Island. It was included in the real estate holdings of Christian Freyschlag by 1853, who retained ownership of the property until the mid-1860s when it was sold to Louis Scheller. Scheller had the area surveyed sometime prior to 1876, and the area became known as the Scheller Addition or Schellers Island. By 1884, Sanborn maps show that some home sites had developed along Orchard Street. In 1899, Scheller's widow Mary had the area re-surveyed, then known as the Scheller Island Tract and the Mary A. Scheller Tract, most of which is now within Interstate 280 right-of-way.

DISCUSSION

During preparation of the Downtown San José Historic Resources Survey Update Year 2000, the potential for historic districts in the downtown was evaluated using updated historic information and a review of historic patterns of development in their contemporary settings. In that report was the following statement:

The residential area surrounding South Almaden Avenue between Viola Avenue and West Reed Street...has some historic significance. This area was populated by a large concentration of German-American residents at the turn-of-the-century and remains a visible reminder of the contribution of this ethnic subculture to the development of the larger community. The area does not appear to hold together well as a [historic] district [based on this context, as] the buildings associated with this ethnic group do not appear to have the necessary continuity and fabric to be visually identified as a grouping. This small collection is within a larger residential area that is populated with a number of houses that have some architectural interest, many of them qualifying for the Historic Resources Inventory based on their architectural quality. The current Downtown Strategy Plan calls for the preservation of this residential area and the city might consider other means such as a conservation area designation to develop an overlay to help maintain the character of the neighborhood.

The Market-Almaden neighborhood has a clear historical architectural character, but does not appear to adequately represent the historic pattern of development in the area to the level of significance required by the Historic District definition in the City of San José Historic Preservation ordinance. The contemporary residential neighborhood no longer is representative of the larger historic ethnic German or Italian neighborhoods that were historically nearby, and the mix of historic architecture is too diverse to clearly convey a specific and definable period of development within the larger evolution of the city.

Although the neighborhood boundaries are clearly understandable, the boundaries are defined by modern development and are not associated with the overall patterns of development of the neighborhood and its historical significance. The historic residential neighborhood once extended over a larger area to the north, west, and south. In some ways, the encircling of the neighborhood by the convention center, Interstate 280, and the expanded Almaden Boulevard, creates a modern frame around the remaining historic resources that establishes the area's identifiable geographical character.

The Market-Almaden neighborhood was revisited for this report and found to have a geographically definable area of urban character and to possess an identifiable character embodied primarily in its pre-1940 residential architecture; thus, the area meets the definition of an area eligible to be a San José Conservation Area. The residential neighborhood was generally developed between the 1880s and about 1940, and has remained largely unchanged over the last 70 years except for two residential infill projects that occurred in the last ten years. The area also is in the public consciousness as an aesthetically pleasing concentration of historic architecture, bound by definable limits of physical development. The existing commercial area along South Market Street, as well as encroaching development on the other three sides of the neighborhood have created definable limits to the area that, through contrast, enhance its sense as a historic place.

STATEMENT OF DISTINCTIVE CHARACTER

The Market-Almaden SNI Planning Area is a mostly single-family residential neighborhood with a development history that spans from the 1880s to 1940. The neighborhood also contains a small number of older pre-1880 residences along Almaden Avenue and on the south side of West Reed Street. The buildings are mostly vernacular in type, although a small number of architect-designed structures can be found within the neighborhood boundaries.

The neighborhood, as a place, presents a unique and distinct experience of visual aspects of urban life in San José from the late nineteenth and early twentieth century that continues to exist in contemporary times. The architecture and construction methods evident within the fabric of the existing neighborhood provide a cohesive setting and sense of historic development. The neighborhood maintains a high level of physical integrity to its evolution, with few intrusions into the urban fabric by contemporary structures.

The neighborhood meets the criteria for listing as a conservation area because it has a distinctive character, and maintains a sense of cohesiveness through its urban topology, vernacular architecture, physical setting, preservation of original construction materials, and history:

- It has clear and understandable boundaries that accentuate its sense of community,
- It has fairly consistent lot sizes with reasonably consistent setbacks,
- The predominant vernacular single-family residences are of a homogeneous scale and massing, and the existing commercial and architect-designed residences are in keeping with the scale of the rest of the development,
- The neighborhood buildings, although of different styles, are from a concentrated period of significance—late 1880s to 1940,
- There is a concentration of historic buildings dating from the period of development,
- The present built environment as a whole represents the period of development through the retention of original exterior materials, building form, streetscape rhythm, and setting,
- Recent changes—to individual houses as well as to lots—have not adversely affected the scale and massing of the rhythm of the neighborhood,
- Adequate documentation exists to allow the district to develop design guidelines, based on the historic precedents including setbacks, materials, heights, numbers of floors, FAR, etc., and
- Design Guidelines are of value in addressing the development pressures present in the neighborhood, and a Conservation District would be a benefit to the area.

PROPERTY LISTING

SM = Structure of Merit

CL = City Landmark

Street Address	APN	Historic Name	Date	Architectural Style	Contributor	Status
508 S Almaden Ave.	264-30-066	Gerhard House	Circa 1911	Neo-classical Cottage	yes	SM
516 S Almaden Ave.	264-30-065	Gerard/Hill House	Circa 1870s	National Style	yes	SM
518 S Almaden Ave.	264-30-064	H. Dietz House #1	Circa 1888	Queen Anne Victorian	yes	SM
520 S Almaden Ave.	264-30-063	H. Dietz House	Circa 1907	Neo-classical Cottage	yes	SM
522 S Almaden Ave.	264-30-062	None	Circa 1880	National Style	yes	SM
524 S Almaden Ave.	264-30-061	Pritchard / Renzel House	Circa 1888	Folk Victorian	yes	CL
566 S Almaden Ave.	264-32-022		post 1950	Modern	no	
576 S Almaden Ave.	264-32-021	Parking for 566 S Almaden			no	
582 S Almaden Ave.	264-32-020	Bein House	Circa 1878	National Style	yes	SM
586 S Almaden Ave.	264-32-019	S. Sunseri House	Circa 1905	Neo-classical Cottage	yes	SM
598 S Almaden Ave.	264-32-018	Dr. A. Sunseri House	1926	Renaissance Revival	yes	SM
137 Colton Place	264-30-052	Koenig House	1898	Queen Anne Victorian	yes	SM
64 Pierce Ave.	264-32-040	CTW Hermann Builder	1895	Queen Anne Victorian	yes	SM
68 Pierce Ave.	264-32-039	CTW Hermann Builder	1889	Queen Anne Victorian	yes	SM
74-76 Pierce Ave.	264-32-038	CTW Hermann Builder	1889	Queen Anne Victorian	yes	SM
82 Pierce Ave.	264-32-037	CTW Hermann Builder	1888	Queen Anne Victorian	yes	SM
86 Pierce Ave.	264-32-036	Thompson House	1905	Neo-classical Cottage	yes	
89 Pierce Ave.	264-30-097	Bird House	circa 1894	Queen Anne Victorian	yes	CL
90 Pierce Ave.	264-32-035	Gardner House	1925	Prairie	yes	
93 Pierce Ave.	264-30-098	Johnson House	Circa 1889	Queen Anne Victorian	yes	IS
94 Pierce Ave.	264-32-034	M.B. Bell House	pre 1909	Neo-classical Cottage	yes	
102 Pierce Ave.	264-32-033		Post 1950	Modern	no	
105 Pierce Ave.	264-30-099	M. Bradley House	Circa 1889	Queen Anne Victorian	yes	IS
107 Pierce Ave.	264-30-100	Fuller House	1888	Italianate Victorian	yes	SM
109 Pierce Ave.	264-30-101	Weber House	1892	Italianate Victorian	yes	SM
112 Pierce Ave.	264-32-032	J.R. Pascoe House	1909-1915	Craftsman Bungalow	no	
128 Pierce Ave.	264-32-031	Rank House	1888	Queen Anne Victorian	yes	CL
132 Pierce Ave.	264-32-030	Stern/Fischer House	1892	Queen Anne Victorian	yes	CL
133 Pierce Ave.	264-30-053	Koenig / Brown House	pre 1915	Neo-classical Cottage	yes	
135 Pierce Ave.	264-30-054	Koenig House	Circa 1898	Queen Anne Victorian	yes	SM
137 Pierce Ave.	264-30-055	Peterson House	pre 1915	Remodeled	no	
140 Pierce Ave.	264-32-029	Shepard House	Circa 1908	Neo-classical Cottage	yes	SM
156 Pierce Ave.	264-32-027	Relocated post 1950	c1890s	Queen Anne Victorian	yes	
156 1/2 Pierce Ave.	264-32-025	Coburn House	pre 1910	Gothic Revival	yes	
158 Pierce Ave.	264-32-028	Coburn House	pre 1910	Neo-classical Cottage	yes	
160 Pierce Ave.	264-32-024	Shepard House	pre 1910	No style	yes	
168 Pierce Ave.	264-32-023		pre 1910	Neo-classical Cottage	yes	
195 Pierce Ave.	264-30-060	Bull House	1911-1912	Craftsman Bungalow	yes	
26 W Reed St.	264-32-079	Rothermel Rental	Circa 1888	Italianate Victorian	yes	SM

30 to 34 W Reed St.	264-32-078	P. Santoro House	1930-1935	Spanish Eclectic	yes	
44 W Reed St.	264-32-077	Kottenger/McWhorter Hse	pre 1888	Italianate Victorian	yes	SM
54 W Reed St.	264-32-076	Roberts House	1888	National Style	yes	
62 W Reed St.	264-32-075	R. Roberts House	1988	National Style	yes	
67 W Reed St.	264-32-004	McClintock / Starbird Hse	Pre-1915	Neo-classical Cottage	yes	
69 W Reed St.	264-32-005		circa 1945	Neo-traditional	no	
70 W Reed St.	264-32-074	R. Roberts House	1912	Craftsman Bungalow	yes	
78 W Reed St.	264-32-073	Trengrove House	1938	Spanish Eclectic	yes	
86 W Reed St.	264-32-083	Irvine House	1888	Queen Anne Victorian	yes	SM
91 W Reed St.	264-32-006		post 1950	Modern	no	
93 W Reed St.	264-32-007		post 1950	Modern	no	
107 W Reed St.	264-32-008	C. Clark House	1921-1929	Craftsman Bungalow	yes	
111 W Reed St.	264-32-009	Distel Apartments	pre1896	Italianate Victorian	yes	
113 W Reed St.	264-32-010	Kellner House	1909-1915	Craftsman House	yes	
123 W Reed St.	264-32-011	Vacant lot			no	
145 W Reed St.	264-32-012		post 1950	Neo-traditional	no	
151 W Reed St.	264-32-013		post 1950	Modern	no	
155 W Reed St.	264-32-014	W.F. Phillips House	pre 1910	Craftsman Bungalow	yes	
167 W Reed St.	264-32-015	Dr. A.T. Sunseri House	1939	Neo-traditional	yes	
191 W Reed St.	264-32-016	M. Wenger House	circa 1923	Craftsman House	yes	
195 W Reed St.	264-32-017	Vacant lot			no	
75 W William St.	264-30-038	Parker / Leherty House	pre 1889	Eastlake Cottage	yes	IS
76 W William St.	264-30-108	Hamil House	circa 1894	Queen Anne Victorian	yes	SM
77 W William St.	264-30-039	Currier House	Circa 1907	Neo-classical cottage	yes	SM
84 W William St.	264-30-107	Barrett House	Circa 1907	Neo-classical Revival	yes	SM
93 W William St.	264-30-040	F. Von Dorston House	pre 1910	Neo-classical Cottage	yes	
98 W William St.	264-30-106	Benjamin House	Circa 1889	Eastlake Cottage	yes	SM
102 W William St.	264-30-105	Atkinson House	Circa 1912	Craftsman Bungalow	yes	SM
108 W William St.	264-30-104	Haas House	Circa 1912		yes	
111 W William St.	264-30-041	Rayburn House	circa 1907	Neo-classical cottage	yes	
115 W William St.	264-30-042	Warner Rental	pre 1910	Neo-classical Cottage	yes	
119 W William St.	264-30-043	n/a	pre 1900	Queen Anne Victorian	yes	SM
120 W William St.	264-30-103	Sedlack Rental	pre 1900	Queen Anne Victorian	yes	SM
123 W William St.	264-30-044	Allen House	pre-1889	Remodeled	no	
124 W William St.	264-30-102	Sedlack Pender House	Circa 1890s	Queen Anne Victorian	yes	SM
125 W William St.	264-30-045	Campbell House	Circa 1893	Queen Anne Victorian	yes	SM
127 W William St.	264-30-046	L. Dietz House	pre 1915	Craftsman Bungalow	yes	
129 W William St.	264-30-047	Dietz Ct./Chargin House	1916	Craftsman Bungalow	yes	SM
131 W William St.	264-30-048	Dietz Ct. /Miller House	1916	Craftsman Bungalow	yes	SM
133 W William St.	264-30-112	C. Dietz /L. Dietz House	1917	Craftsman Bungalow	yes	SM
134 W William St.	264-30-050	Foreman House	1923		yes	
135 W William St.	264-30-050	Dietz Ct./C.H. Dietz House	1918	Craftsman Bungalow	yes	SM
136 W William St.	264-30-051	Weber House	Circa 1895	Queen Anne Victorian	yes	SM

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