

**THE ALAMEDA HISTORIC CONTEXT
CITY OF SAN JOSE, SANTA CLARA COUNTY**

FOR

THE CITY OF SAN JOSÉ

IN ASSOCIATION WITH

DAVID J. POWERS & ASSOCIATES

1871 The Alameda
Suite 200
San Jose, CA 95126

ATTN: Mr. Will Burns

BY

Ward Hill, M.A.

Consulting Architectural Historian
San Francisco, CA 94123

And

BASIN RESEARCH ASSOCIATES

1933 Davis Street, Suite 210
San Leandro, CA 94577

APRIL 2011

TABLE OF CONTENTS

1.0	INTRODUCTION	1-4
2.0	HISTORICAL OVERVIEW	5-28
2.1	SPANISH PERIOD (1777-1821)	5-6
2.2	MEXICAN PERIOD (1822-1846)	6-7
2.3	EARLY AMERICAN PERIOD (1846-1869)	8-16
2.4	THE EARLY TWENTIETH CENTURY (1900-1918)	17-19
2.5	POST WORLD WAR I TO WORLD WAR II (1918-1945)	19-25
	<i>Commercial Expansion</i>	19-23
	<i>Transportation Expansion</i>	23-24
	<i>Annexation</i>	24-25
	<i>Economic Transition</i>	25
2.6	INDUSTRIALIZATION AND URBANIZATION (1940-2000)	25-27
2.7	CONCLUSION	27-28
3.0	THE ALAMEDA STUDY AREA – CONTEXT BIBLIOGRAPHY	30-39

FIGURES (In Text)

Figure 1	General Project Location	2
Figure 2	Regional Locations of Context Areas	3
Figure 3	The Alameda Context Area (USGS San Jose West, Calif. 1980)	4
Figure 4	The Alameda Context Area in 1866 (Healy 1866)	10
Figure 5	Fredericksburg Brewery at Cinnabar Street and The Alameda (Thompson and West 1876)	11
Figure 6	Label showing Fredericksburg Brewery in 1880s (Foote 1888)	11
Figure 7	Alameda Gardens Subdivision, 1850	11
Figure 8	The Alameda Context Area in 1876. Note Fairgrounds and Santa Clara & San Jose Railroad (Thompson and West 1876:39)	12
Figure 9	San Jose Alameda Horse Trolley, ca. 1870s (Sourisseau Academy for State and Local History)	13
Figure 10	Samuel Bishop Residence (Sourisseau Academy for State and Local History)	13
Figure 11	The Alameda Context Area in 1886 (Clayton 1886)	14

TABLE OF CONTENTS, con't

FIGURES (In Text), con't

Figure 12	The Leib Carriage House, 60 North Keeble Avenue, ca. 1898	15
Figure 13	176 North Morrison Street, Queen Anne style, just outside the study area, ca. 1895	16
Figure 14	848 The Alameda, ca. 1884	16
Figure 15	The Alameda 1900-1907 (San Jose Public Library California Room)	17
Figure 16	197 North Morrison Street, Kocher House, Bungalow Style, 1915	17
Figure 17	The Alameda Study Area in 1913 (Map of City of San Jose and Vicinity 1913)	18
Figure 18	824-826 The Alameda, ca. early 1930s	19
Figure 19	828 (1928), 830 (1935), 840 (1929) and 848 (1884) The Alameda	19
Figure 20	865 The Alameda, the Col and Cerruti Packard Showroom, Spanish Baroque Style, 1929, (History San Jose)	20
Figure 21	865 The Alameda	20
Figure 22	865 The Alameda	20
Figure 23	982-998 The Alameda, Spanish Colonial Revival Style, 1924	21
Figure 24	1062-1068 The Alameda, Spanish Colonial Revival Style, 1927	21
Figure 25	1062-1068 The Alameda	21
Figure 26	1081 (1929) and 1071-1077 (late 1920s)	22
Figure 27	42 Race Street, Tudor Revival style, 1929	22
Figure 28	1205 The Alameda, Tiny's Drive In, Streamlined Moderne, 1939 (Sourisseau Academy for State and Local History)	23
Figure 29	1040 The Alameda, 1960	23
Figure 30	Annexation Year	24
Figure 31	The Alameda, ca. 1950 (<i>San Jose-A City with a Past</i>)	26
Figure 32	Retail Development, 975 The Alameda, 2007	27

TABLE OF CONTENTS, con't

FIGURES (In Text), con't

Figure 33	“Lofts on The Alameda,” 925 The Alameda, 2006	27
Figure 34	The Alameda Context Area with Historical Resources and Building Age	29

ATTACHMENTS

LISTS

LIST 1	The Alameda Study Area Properties Listed on the City of San Jose Historic Resources Inventory, the California Register of Historical Resources and the National Register of Historic Places
--------	---

1.0 INTRODUCTION

The Alameda historic context study area includes five blocks of The Alameda and intersecting streets in the City of San Jose, Santa Clara County California. The Alameda is the western extension of West Santa Clara Street, a major thoroughfare in downtown San Jose. The total length of The Alameda is approximately two and half miles from White Street in San Jose continuing northwest to the City of Santa Clara. The linear study area includes the four blocks along the north side of The Alameda from Stockton Avenue on the east, then west to the West Julian Street intersection (most parcels on Rhodes Court and the east side of North Morrison Street north of The Alameda are not included). The study area also includes the parcels on the south side of The Alameda from Wilson Avenue to West Julian Street and the parcels along one block of Race Street from The Alameda south to Garland Avenue [Figs. 1-3].

Research for the report was conducted by Ward Hill, M.A. July through December, 2010. The first stage of research focused on site visits and review of prior cultural resources reports and State of California Historic Resources Inventory Forms. Additional research was conducted at the following libraries and archives: City of San Jose Department of Planning; Santa Clara County Assessor and Recorder Offices; Santa Clara County Archives, San Jose; San Jose Martin Luther King Main Library, California Room; History San Jose; the East San Jose Carnegie Library, San Jose; San Francisco Public Library San Francisco History Center; and University of California at Berkeley libraries including Earth Sciences & Map Library, The Bancroft Library, and the Doe Library.

A variety of on-line databases and websites were also important during the research process including: City of San Jose Historic Resources Inventory; Santa Clara County Archives website; Sanborn Fire Insurance Company Map Collection 1884-1950; *San Jose Mercury News* Historical Archive 1886-1922 on the City of Santa Clara Public Library website; California Digital Library; and United States Bureau of the Census, Population Census for the City of San Jose 1870-1920. The book *The Alameda – The Beautiful Way* provided essential historical background on the history of The Alameda. The book's author Shannon Clark provided invaluable assistance.

Buildings in the study date from as early as 1884 to the present. The Alameda, one of the earliest roads in Santa Clara County, has been designated a City of San Jose Landmark Historic District (the alignment and some adjacent trees between Race Street and Highway 880). The Alameda originally developed as the main route between the Pueblo of San Jose and Mission Santa Clara beginning in the late 18th Century. In the early American Period (1848-1869), The Alameda developed as a fashionable residential district. The first trolley line (San Jose to Santa Clara) in Santa Clara County (1868) was on The Alameda. Commercial development began to replace the residences in the study area in the 1920s. Neighborhood commercial retail buildings and auto service related uses dating from the 1920s and 1930s are still extant today on The Alameda. The older residential development on the streets intersecting The Alameda in the study area is primarily Bungalow Style single-family houses from the 1920s. More intense commercial development continued into the post-World War II period including several motels, an apartment complex and offices buildings. The development in the study area in recent years has included a modern loft residential complex, a hotel and large retail complexes. In the last decade, a number of the older retail buildings from the 1920s and 1930s on The Alameda have been renovated and restored.



Figure 1: General Project Location



Figure 2: Regional Locations of Context Areas

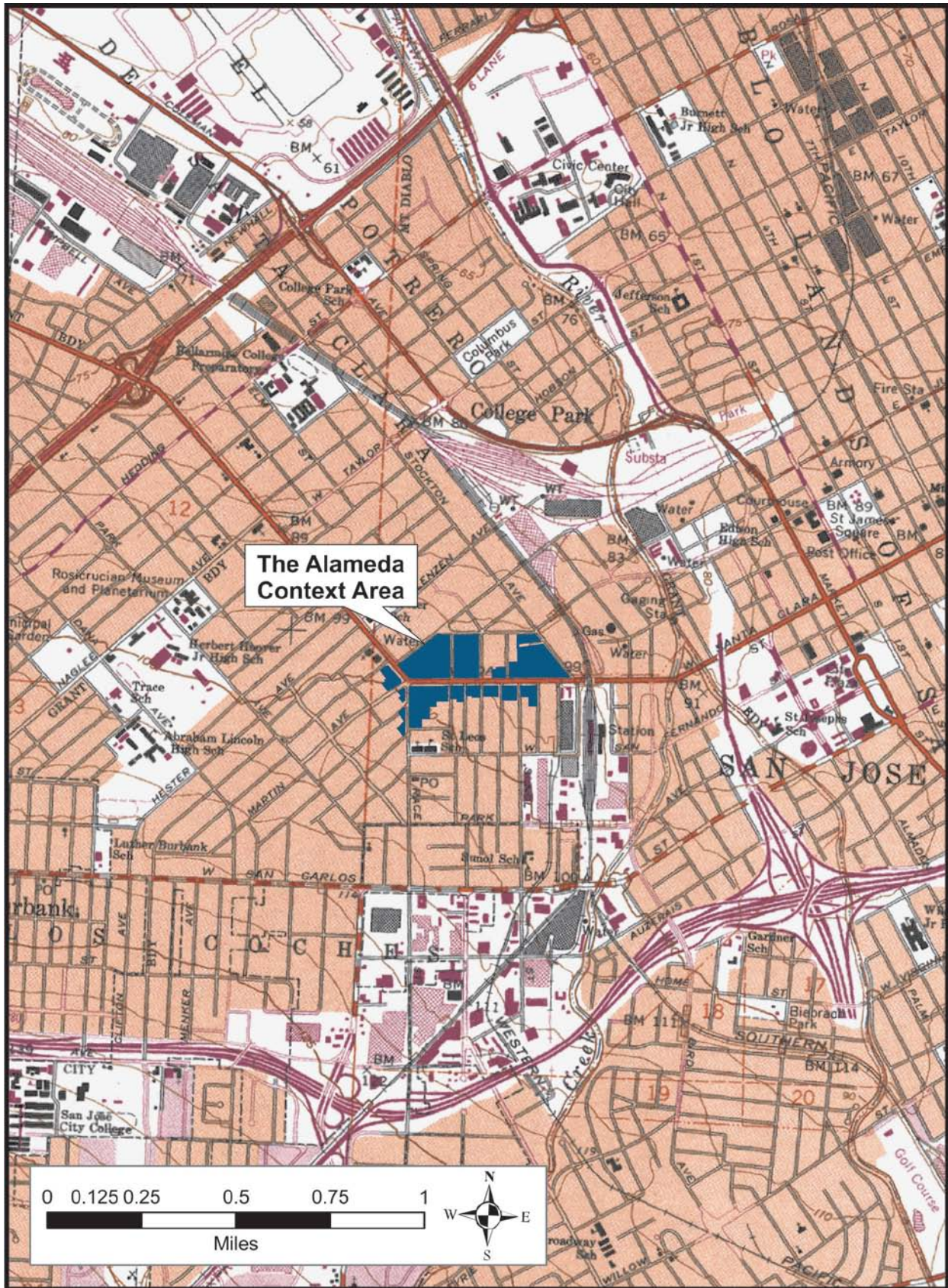


Figure 3: The Alameda Context Area (USGS San Jose West, Calif. 1980)

2.0 HISTORICAL OVERVIEW

2.1 SPANISH PERIOD (1777-1821)

The Spanish crown claimed *Alta California* as part of the Spanish empire after the voyages of discovery by Cabrillo and Vizcaino in the 16th and 17th centuries, and considered it a northern extension of their lands in Mexico. In the mid-18th century, the Spanish began to colonize *Alta California* in order to fortify the empire's northern frontier at a time when Britain, France and Russia were challenging Spain's claims to territory in North America (Kyle et al 1990: xi).

The Spanish government developed three principal institutions for the settlement of *Alta California* - missions, presidios and pueblos. The missions, established by Franciscan priests, were built primarily to spread Christianity and Spanish culture to the indigenous Indian population. The missions also became a vital part of the Spanish colonial agricultural economy, by establishing ranches to raise livestock, grain, and food crops. The Spanish built 21 missions, the first was *San Diego de Alcalá* built in 1769 and the last was *San Francisco Solano*, built in Sonoma in 1821.

The *Mission Santa Clara de Asis* was the 8th mission in *Alta California*, established in January 1777 on the west bank of Guadalupe River in the future city of Santa Clara. The mission was relocated four times due to flooding, earthquakes and other causes. The fifth and final mission church, dedicated in 1825, was located on the future grounds of the University of Santa Clara.

The presidios, or fortified places, were built as the Spanish government's military bases, to establish the crown's territorial claims and provide protection to colonial settlers. The Spanish built four presidios in *Alta California* - in San Diego (1769), Monterey (1770), San Francisco (1776), and Santa Barbara (1782) (Anastasio and Guedon 1985:21-22; Kyle et al. 1990:xi-xii, 399).

The third principal Spanish institution in *Alta California* was the pueblo or town, built for Spanish colonial settlers, or *pobladores*. The Spanish established three pueblos in *Alta California*. The first two became the nuclei of important California cities - *Pueblo de San Jose*, established in 1777, and *Pueblo de Los Angeles*, established in 1781. The third pueblo, *Villa de Branciforte*, established in 1797, did not prosper, but its site was incorporated into the future City of Santa Cruz (Anastasio and Guedon 1985:22; Kyle et al. 1990:xii).

Pueblo de San Jose de Guadalupe, Spain's first civil settlement in *Alta California*, was established northeast of the study area in 1777. It was located on the east side of the Guadalupe River, about two miles southeast of the first site of the *Mission Santa Clara de Asis*. Governor Felipe de Neve authorized the founding of the pueblo to provide food and supplies for the mission as well as Spain's presidios at San Francisco and Monterey. Lieutenant Jose Joaquin Moraga arrived in the Santa Clara Valley in November 1777, from Mexico with 14 pueblo settlers and their families, a total of 66 people. The Spanish government provided the settlers with small individual lots, or *solares*, for housing, small agricultural plots, or *suertes*, for farming and communal grazing areas in lands surrounding the pueblo. The local Indian population provided vital assistance to the settlers, helping them raise crops and tend their herds of cattle and sheep. However the Spanish pueblo and mission had a devastating impact on the Indian

people. Within a few years almost all the traditional aboriginal settlements in the vicinity had disappeared. By 1785 most Indians who lived near the pueblo had fled the area, moved to the mission, or died of diseases introduced by the settlers (Anastasio and Guedon 1985:20-21; Arbuckle 1986:12; Maggi and Dill 2007:12).

The original pueblo located near the river was prone to frequent flooding, prompting its relocation in the 1790s about one mile to the south. The relocated pueblo was near the intersection of present-day West San Fernando Street and Market Street, which became the pueblo thoroughfare. The exact date of the pueblo's relocation is a matter of dispute among historians, who cite a range of dates from 1791 to 1797. After the re-location, the only part of the old pueblo to remain in use was the adjacent agricultural land (Arbuckle 1986: 10, 13, 55; Kyle et al. 1990:400; Maggi and Dill 2007:12; Anastasio and Guedon 1985:20).

The history of The Alameda began in about 1795, probably soon after the pueblo moved south, when Father Magin de Catala directed neophytes from Mission Santa Clara to construct new irrigation ditches from the Guadalupe River to the mission crops to increase food production (Clark 2006:2). The irrigation ditches or *zanjas*, which fed a pond near the mission, bordered the roadway that later became The Alameda. The abrupt bend to the north in the Alameda at Race Street corresponds to the original alignment of the *zanjas*.

In 1799 Catala directed the mission neophytes to line The Alameda with rows of willow saplings from the Guadalupe River, creating a beautiful tree-lined boulevard (Clark 2006:3). In Spanish, Alameda means the "shady walk," a "wood" or a "public promenade." Father Catala wanted The Alameda to provide a pleasant walk to encourage the *Pueblo de San Jose* residents to attend the mission church (the only church between Monterey and Mission Dolores, San Francisco) and rectify their notorious moral standards. Chains along the willows also protected travelers from the herds of longhorn cattle in the area. Historian Clyde Arbuckle describes the walk from the pueblo to The Alameda in this period as quite treacherous:

San Joseans wishing to attend Mass had to go to Santa Clara, a long and sometimes dangerous journey. They had to ford the capricious Guadalupe, a sinuous brush-choked stream that frequently inundated the land. In the flood season, they risked drowning in a mile-wide sea of brown water or sinking out of sight in bottomless mud (Arbuckle 1986:249).

A church was eventually built at the pueblo in 1803 but The Alameda was always maintained as the main route joining the *Pueblo de San Jose* with the Mission Santa Clara community.

2.2 MEXICAN PERIOD (1822-1846)

Mexico took over the government of California 1822 after overthrowing Spanish rule and establishing the Mexican Republic. When the Mexican government began to rule *Alta California*, the San Jose pueblo was still a remote settlement with a small population of about 240.

Perhaps the most significant impact of the transition to Mexican rule was a new system of land ownership, which reshaped the Santa Clara Valley and the society and landscape of California as

whole. Under Spanish rule, most land in *Alta California* was controlled by the crown or the church. As noted earlier, pueblo settlers were granted only small plots of private property, and the Spanish government made individual land grants of only about two dozen ranchos during their entire period of rule in *Alta California* (Kyle et al. 1990:xiii).

The Mexican government, by contrast, broke up the crown and mission lands and granted vast ranchos to individual property owners, often as a reward for government service. The land grant process accelerated after 1833 when the government secularized the missions. From 1821 to 1846 Mexican governors made over 500 grants to individual land owners in California. The Mexican ranchos were typically thousands of unfenced acres, used as grazing lands for cattle, for wheat fields, and some crop cultivation. The government generally made their first land grants in outlying areas, far away from California missions and pueblos. However, 17 parcels were eventually granted to individual owners from the lands of the pueblo in downtown San Jose and 13 parcels were granted from lands that had belonged to the *Mission Santa Clara de Asis* (Anastasio and Guedon 1985:21-23; Broek 1932:41-44; Kyle et al. 1990:xiii).

The study area was originally part of two Mexican era ranchos, one north of The Alameda and the other south. In 1844, Mexican Governor Micheltoarena granted to James Alexander Forbes (who developed in 1854 the Forbes Mill in Los Gatos, originally known as 'Forbestown') a rancho north of The Alameda, the *El Potrero de Santa Clara*, Santa Clara Mission land originally sold off after the secularization of the missions. The rancho was bounded on the east by the Guadalupe River, on the south and west by The Alameda, and the northern boundary was just north of Brokaw Road (Arbuckle 1968:15). Forbes sold the rancho to Commodore Stockton (who was the military governor of California and the namesake for Stockton Avenue) in 1847, claiming it included about 6,000 acres. The 1848 C.S. Lyman survey, however, showed the rancho had 1,939 acres, the land area eventually patented in 1861.

South of The Alameda, Mexican Governor Micheltoarena had granted the 2,219 acre *Rancho de los Coches* to Roberto Bellarmino, an emancipated Santa Clara Mission Indian, in 1844. Bellarmino had built a small adobe home on the land in 1836. The adobe is still on Lincoln Avenue in the Willow Glen area of San Jose, southwest of the study area. The abode was altered and expanded over time, but was restored in 1974. In 1847, Antonio Sunol received the rancho from Roberto in exchange for a debt (Frank 2007). Sunol lived part-time in a wood-frame residence he had built near the original adobe. Sunol, a seaman on a French merchant ship, was dropped off in San Francisco as a result of illness. Sunol moved to San Jose in 1818, eventually marrying into the wealthy Bernal family. He served as the pueblo's first postmaster, served on the town council and became the *alcade*, or mayor, in 1841. He owned a large rancho in the Livermore/Pleasanton area with other members of the Bernal family (the town of Sunol near Pleasanton and Sunol Avenue in the study area were both named after him). Sunol received a patent for the *Rancho de los Coches* from the United States in 1857. Sunol divided the rancho into thirds, retaining a third for himself, deeding one third to his daughter Paula and he sold a third to Henry Morris Naglee (Arbuckle 1968:22). The rancho included what are today the Hanchett Park residential area, the Burbank District, and the adjacent industrial areas in San Jose.

2.3 EARLY AMERICAN PERIOD (1846-1869) [Figs. 4-14]

The Early American Period opened with the Mexican War in 1846 and ended in 1869 with the completion of San Jose's railroad link to the Transcontinental Railroad terminus in Sacramento. The railroad line gave San Jose direct access to national markets for the first time, opening the way for the dynamic period of Horticultural Expansion that began in 1870.

The United States declared war on Mexico in May 1846 after a period of hostility between the two nations, due in part to competing territorial ambitions. The American flag was raised in San Jose soon after the declaration of war, and American residents began to assume control of San Jose's local government before the war ended. John Burton, the pueblo's American-born *alcalde*, or mayor, hired William and Thomas Campbell to conduct a town survey in 1847, to prepare for rapid urban expansion under an American government.

Chester S. Lyman, a surveyor and scientist who had been trained at Yale University, produced the first professional survey of San Jose in 1848. On one of his first visits to the San Jose area, he described the pueblo as "a few miserable houses with one or two exceptions, tho' it is a place which must grow in consequence of its location and its fine land." Lyman's official *Map of the Pueblo de San Jose* improved upon Campbell's map in many ways and established the town boundaries as Julian Street on the north, Eleventh Street on the east, Reed Street on the south, and Market Street on the west, with streets laid out in a typical American grid pattern. The area depicted on Lyman's 1848 map is now known as the Original Survey of San Jose. San Jose historian Clyde Arbuckle emphasized the enduring significance of Lyman's map in establishing the basic urban fabric and street system in San Jose. He noted that Lyman's "range block and lot numbers are still in use. All of his street names except Main, which became Fifth in 1913, have likewise remained unchanged (Lyman 1847, 1848; Arbuckle 1986:55-56; Duval 1996:66; Findlay and Garaventa 1983:32-34; Lyman 1848).

The Mexican War ended in February 1848 with the Treaty of Guadalupe Hidalgo, which made California a United States possession. The almost simultaneous discovery of gold on the American River led to a gold rush than began in the spring of 1848. The first wave of gold seekers was comprised mostly of Americans already living in California. They left San Jose and every other settlement in California in the rush to the gold region of the Sierra Nevada. By the spring of 1849 it was both a national and an international gold rush, as thousands of gold seekers flooded into California from all across the United States as well as Europe, South America, China, and Australia. In 1848 California's population was less than 14,000 (exclusive of Indians); by 1852 it was about 224,000 (Arbuckle 1986:25, 75).

The massive influx of people during the gold rush prompted a rapid transition from an American military government to a civil government in California, and an accelerated movement toward full statehood. In September 1849 a constitutional convention convened in Monterey, the capital of both the Mexican and Spanish governments in California. On September 26, 1849 the convention chose San Jose as the capital of the proposed state. Two months later, Democrat Peter Hardeman Burnett was elected as the first American civil Governor of California, and he assumed the office in December 1849. In early 1850 the state Legislature created California's original 27 counties, including Santa Clara County, and approved the incorporation of San Jose and six other cities. California was officially admitted as the 31st state of the Union on

September 9, 1850 (Arbuckle 1986:76-80; Kyle et al. 1990:xiv). During the early American Period, San Jose developed into a government, commercial, banking, and cultural center for the surrounding agricultural region.

The first survey of San Jose after the incorporation of the city was the White Survey of 1850, named after Thomas White, a civil engineer from the state of Georgia who served as San Jose mayor in the early 1850s. The White Survey included lands that had formerly been used for farming or grazing by pueblo settlers during the Spanish and Mexican periods. White extended the northern city limit from Julian Street (established in the Lyman survey of 1848) to Rosa Street, named for White's sister. White also extended the eastern city limits to Coyote Creek on the east and just beyond the Guadalupe River on the west. The study area west of the Guadalupe River remained outside of the city limits until the 20th century (White 1850; Arbuckle 1986:32, 56; Duval 1996:77; Loomis 2009:45; Sanborn Map Company 1915, 1950; Drake 1929; White 1850; McMillan & McMillan 1929).

San Jose served as the state capital for only two sessions of the Legislature, through May 1, 1851. The following year, the Legislature met at Vallejo, but San Jose remained the seat of Santa Clara County. Although the city's tenure as state capital was very brief, it nevertheless had a profound impact on local development. American poet and travel writer Bayard Taylor described San Jose in August 1849, just before the constitutional convention, as ". . . mainly a collection of adobe houses, with tents and clapboard dwellings, of the season's growth, scattered over a square half-mile." Just two weeks after San Jose's designation as the state capital, the town was bustling with activity, and construction of the first state house on the east side of the Plaza was well underway.¹

The gold rush had an explosive impact on San Jose's urban development. Many disappointed miners found it more profitable to settle in town, and the city grew to about 4,000 people by 1850. Housing development kept pace with population growth, and frame houses and brick stores began to replace the adobes and tents of early residents. About 300 houses were built in San Jose from 1850 to 1853, primarily in the downtown area near Santa Clara and First streets. In 1860 the population of San Jose was about 6,000, about half the total of Santa Clara County as a whole; by 1880 it had grown to 12,567. The development of utility service was an important factor in late 19th century urban development. The San Jose Water Company was incorporated in 1866, and began pumping water from artesian wells into tanks, distributing piped water throughout the city. The San Jose Gas Company began natural gas service in 1861. The first sewers were installed in 1866, although a complete system was not built for many years. The electrical light tower in downtown San Jose at Market and Santa Clara streets was a famous landmark celebrating the arrival of the city's electrical service in 1881 (Arbuckle 1986:64-65; James and McMurry 1933:85; Thompson & West 1876:15). The development of utility companies provided an impetus to growth both inside and outside the San Jose city limits.

A significant stimulus to growth in San Jose and Santa Clara County was the construction of two major railroad lines linking the area to San Francisco and the rest of the country. The San Francisco and San Jose Railroad (SFSJRR) began daily service between the two cities in January

1. The first state house on the 100 block of present-day South Market Street was destroyed by fire in 1853 (Wyatt & Arbuckle 1948:35).

1864.² In 1862 the officers of the San Francisco and San Jose Railroad formed a new company, the Western Pacific Railroad, to build a rail connection between San Jose and Sacramento as a link with the terminus of the Transcontinental Railroad. The project was completed by the Central Pacific Railroad, which established passenger service between San Jose and Sacramento in September 1869. This rail line opened Santa Clara County agricultural products to a nationwide market (Sawyer 1922:151, 296; Findlay 1980:15; Laffey and Detlefs 1995:27).

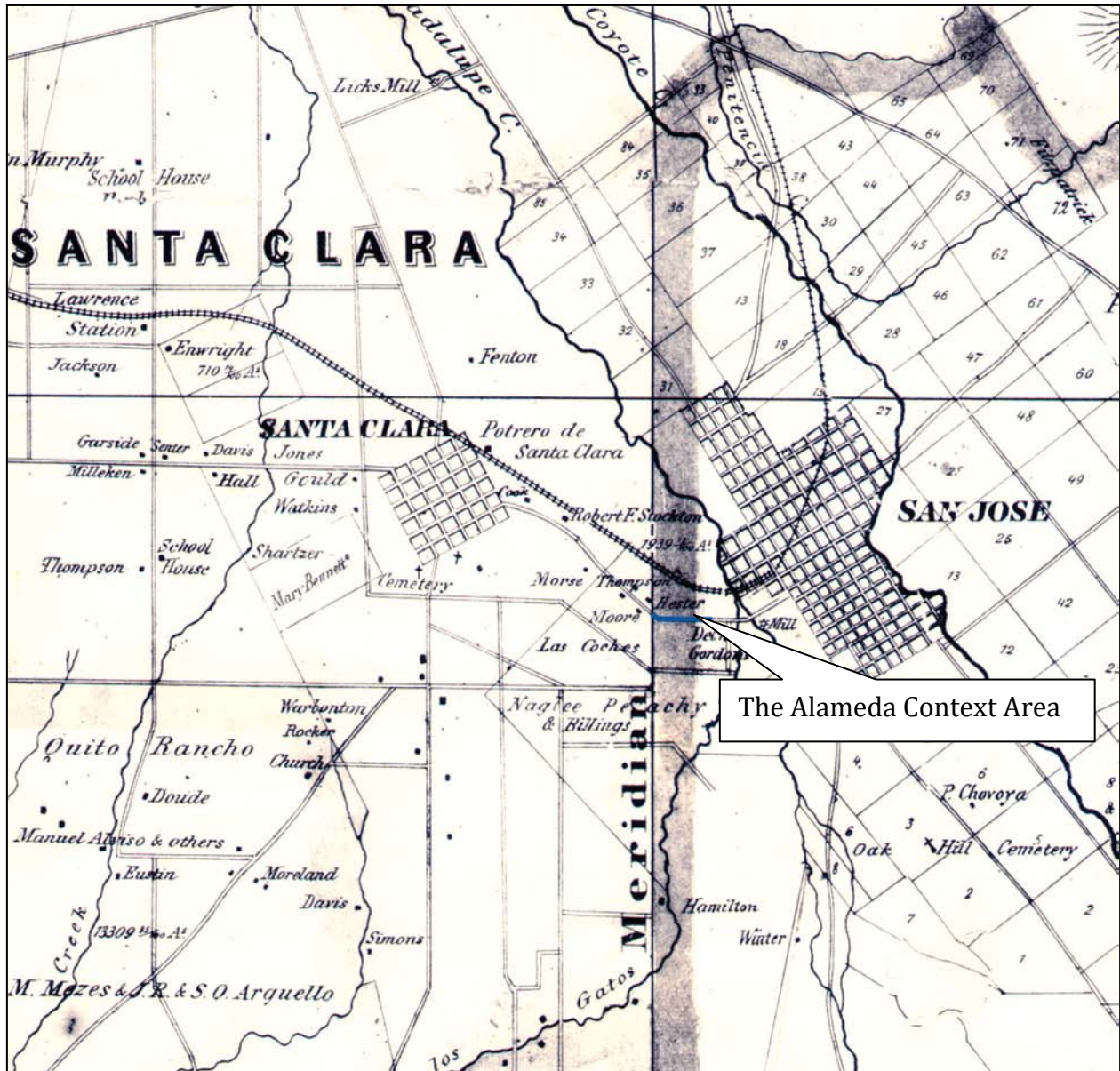


Figure 4: The Alameda Context Area in 1866 (Healey 1866)

2. The San Francisco and San Jose Railroad follows the same alignment as the present-day Caltrain route between San Jose and San Bruno. At San Bruno the railroad originally continued northwest to Colma and then through San Francisco's Mission District to the South of Market.

The arrival of the San Francisco and San Jose Railroad to San Jose at San Pedro Street in 1864 was a major impetus to new growth along The Alameda. The railroad attracted new businesses to The Alameda like the Fredericksburg Brewery, originally at the corner of Cinnabar Street (now West Julian Street) just outside of the study area, and other industry along Stockton Avenue. In 1869, the Fredericksburg Brewery had its origins in a small brick brewery German immigrant Gottfried Krahenbery built on The Alameda at Cinnabar Street. In 1872, architect Theodore Lenzen designed a large Neo-Classical Style brewery and malt house [Fig. 5] to replace the earlier brewery. An even larger Gothic Revival brewery later replaced the 1872 building [Fig. 6]. The Fredericksburg Brewery grew to become one of the largest breweries in Santa Clara County, producing 53,000 barrels of beer annually by 1888 (Clark 2006:66). Although the medieval castle turrets on the brewery fell during the 1906 earthquake, the brewery stayed in business until it closed after prohibition passed in 1918. The operation, however, revived in 1936 under the Pacific Brewing and Malting Company after the repeal of prohibition in 1933. The Falstaff Brewing Corporation purchased the brewery in 1952, producing 6 million cases of beer annually. Falstaff consolidated their operations

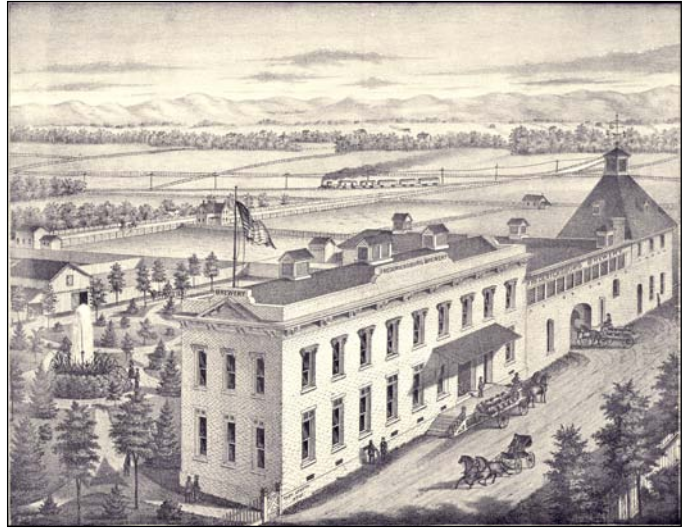


Figure 5: Fredericksburg Brewery at Cinnabar Street and The Alameda (Thompson & West 1876)



Figure 6: Label showing Fredericksburg Brewery in 1880s (Foote 1888)

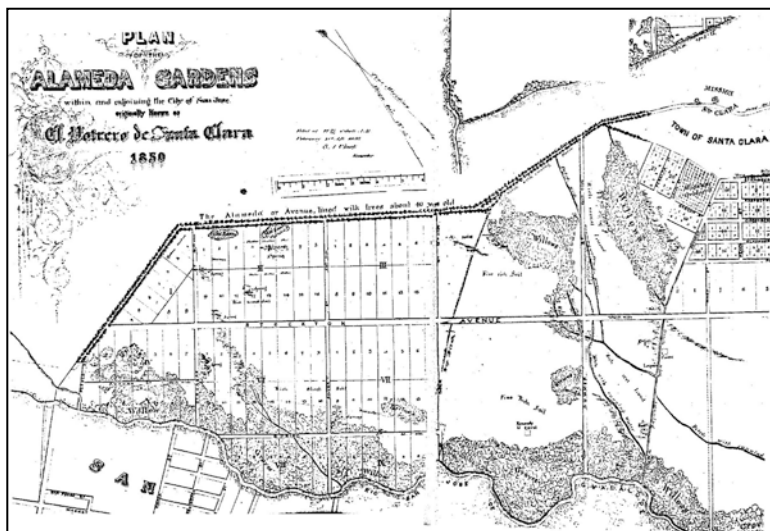


Figure 7: Alameda Gardens Subdivision, 1850

in San Francisco and the San Jose plant was demolished in 1980. The row of small early 20th century houses on West Julian Street just east of The Alameda in the study area would have been across the street from the Fredericksburg Brewery. Workers at the Brewery and other nearby industries occupied the houses.

The earliest residential subdivision in the study area was Alameda Gardens, surveyed in 1850 and recorded (according to County Assessor records) in 1855 by

Commodore Stockton, who had purchased the *Rancho El Potrero* in 1847 [Fig. 7]. Stockton had up to 16 prefabricated houses shipped from Massachusetts and moved to the lots to market the subdivision (Foote 1888). Although Stockton moved to the East Coast in the early 1850s (he later became a senator for the state of New Jersey), he continued to own and manage his California property. In 1853, Stockton also established a nursery with B.S. Fox on the *Rancho El Potrero* property that became a major supplier of plant material in the Santa Clara Valley (Gilbreath and Duval 2002:34). Other early subdivisions of *Rancho El Potrero* north of the survey area include the large University Grounds subdivision, platted in 1866 near the original University of the Pacific at Emory and Stockton Avenue, and the 1870s Lenzen subdivision, bisected by Lenzen Avenue, platted by architect Theodore Lenzen who lived at the corner of Lenzen Avenue and The Alameda.



Figure 8: The Alameda Context Area in 1876. Note Fairgrounds and Santa Clara & San Jose Railroad (Thompson and West 1876:39)

In 1859, the Santa Clara Valley Agricultural Society purchased 76 acres from Henry Naglee for an ‘Agricultural Park’ at Race Street and the Alameda. They developed a one mile horse racing track (the namesake for Race Street), a concrete ‘velodrome’ for bike racers in addition to various concessions and displays, creating what was the “largest of the area’s privately owned pleasure spots” at the time about a mile outside of the San Jose city limits (Arbuckle 1986:418).

The Agricultural Park served as the County Fairgrounds until 1880. Leland Stanford raced a number of his prized horses on the race track (Clark 2006: 56). The state eventually cut off funding to county fairs in the 1880s. Lack of outside funding and other financial problems led to the property's sale in 1901 to the Peninsula Land and Development Company which eventually developed the Hanchett Park subdivision.

The first public transportation on The Alameda was a stagecoach line (considered the first in California) operated by John Whisman that ran daily between San Francisco and San Jose starting in September, 1849 (Clark 2006:13). The line was sold in 1850 to Warren Hall and Jared Crandall, who ran an omnibus (stagecoach with a rear entrance) for a \$2 fare from Santa Clara to San Jose. During heavy rains, the thick mud on The Alameda usually made it impassable. Travel to Santa Clara then had to take a six mile detour. The trees along the road apparently made the mud worse.



Figure 9: San Jose Alameda Horse Trolley, ca. 1870s (Sourisseau Academy for State and Local History)

Santa Clara County opened an alternative road, Union Avenue, now Park Avenue, parallel to The Alameda, to avoid the mud. In the hope of improving the road's maintenance, Hiram Shartzer's Alameda Turnpike Company received a franchise to operate a toll road on The Alameda; the tollgate was at what is now West Julian Street and Stockton Avenue. The toll was 10 cents for single buggies and \$1.00 for stage coaches (Clark 2006:14). The maintenance of The Alameda did not improve under the private toll road system leading to public pressure for the County purchase of The Alameda back from the Alameda Turnpike Company. In 1868 the County paid \$17,737 for the franchise and improved the road's maintenance (Gilbreath & Duval 2002:34).

A major advance in transportation on the Alameda came in 1868 when Samuel Bishop, regarded as the "father of San Jose's local transportation," completed the San Jose to Santa Clara horse railroad,



Figure 10: Samuel Bishop Residence (Sourisseau Academy for State and Local History)

California's first interurban railroad (Clark 2006:16) [Fig. 9]. Bishop later developed a railroad on North First Street. Built on higher ground, The Alameda railroad made travel much easier during the muddy winter months. The popular railroad ended at Franklin and Main in Santa Clara and the trip from downtown San Jose took 45 minutes and cost ten cents (Arbuckle 1986:114). Samuel Bishop, who lived on The Alameda in the study area, moved to San Jose in 1867, becoming a prominent figure in the social, business and political life of the city. He purchased one of the houses on The Alameda (near what is now North Keeble Avenue, which did not exist at that time) that had been moved to the Alameda Gardens subdivision by Commodore Stockton [Fig.10]. A native of Virginia, Bishop came to California in 1849 after living in Missouri for a number of years. He initially engaged in mining, merchandising, contracting and road building. He had a large cattle ranch in the Owens Valley, helped create Kern County in 1866 and became the namesake for the town of Bishop in the eastern Sierra Nevada (Arbuckle 1986:113). Bishop converted the horse railroad on The Alameda into an electric trolley line with overhead wires (the center line of willows were removed then) in 1888, the first one in California (Clark 2006:18). James H. Henry purchased the San Jose and Santa Clara Railroad in 1889. Bishop died in 1893 (San Jose Mercury 1896:308).

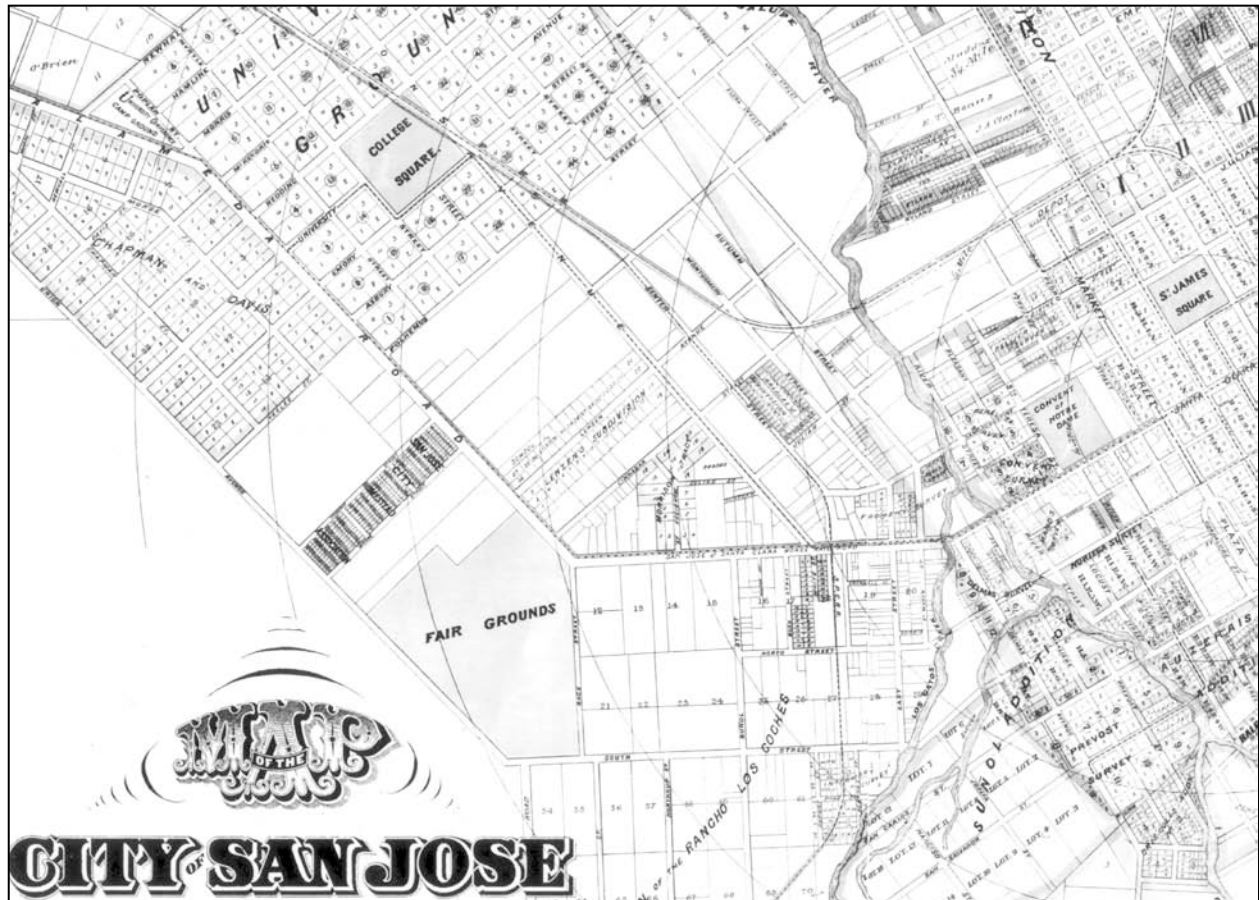


Figure 11: The Alameda Context Area in 1886 (Clayton 1886)

The San Jose to Santa Clara horse railroad stimulated new residential development along The Alameda [Fig. 11]. During the 19th century, The Alameda became one of San Jose's "most fashionable addresses" particularly for notable members of the local legal profession (Clark

2006:30). The prominent attorney Delphin M. Delmas lived on The Alameda, one parcel east of Samuel Bishop's house. Delphin Delmas was the son of Antoine Delmas, considered one of the most important pioneer nurserymen and viticulturists in Santa Clara County. Born in the south of France in 1844, Delphin Delmas attended Santa Clara College, later receiving a law degree from Yale University. He became the San Jose District Attorney in 1867, and later a partner in the San Jose law firm of Moore, Laine & Delmas. Delmas practiced law in San Jose until 1883, when he moved to San Francisco where he became prominent member of the bar (San Jose Mercury 1896:278). In the early 20th century, Delmas became a nationally renowned defense attorney when he defended Harry Thaw for the murder of the famous architect Stanford White. Like his father, D. M. Delmas also became a major figure in the California wine industry in the 1880s, planting 300 acres of grapes and building a huge winery in Mountain View, where he also had a fine residence (Sullivan 1982:17-22).

In 1874, Delmas purchased the house on The Alameda (one of Commodore's Stockton prefabricated houses) owned by Samuel and Sarah Morrison, who had lived here since 1866 (Samuel died in 1869, Sarah in 1873) (Clark 2006:35). James Pierce, the executor of the Morrison Estate, subdivided into 18 lots the Morrison property not sold to Delmas (the Morrison Estates subdivision). The lots were arranged along North Morrison Street, Julian Street and Cinnabar Street; the houses in the subdivision served workers at



Figure 12: The Leib Carriage House, 60 North Keeble Avenue, ca. 1898

nearby industries, such as the railroads, the Fredricksburg Brewery at Cinnabar Street and The Alameda, or the Muirson Label and Carton Company. The lots on the east side of North Morrison Street were further subdivided in 1887 (Dill Design Group 2000:6). Both the Bishop and Delmas houses burned down in 1879-80. Samuel Bishop moved to another residence to the east also on The Alameda. Attorney Samuel Leib, of the San Jose law firm of Leib and Leib, purchased the Bishop and Delmas parcels and built a brick mansion for himself. Leib was a prominent San Jose lawyer, whose clients included Leland Stanford. He also served many years as the vice-president of First National Bank of San Jose (Dixon 1979:2). The Leib mansion was replaced by a Safeway Store with an adjacent parking lot in 1940 (now Kragan Auto, 1033 The Alameda; Clark 2006:36), and the then the newly created North Keeble Avenue. The Leib carriage house constructed in ca. 1898, and still extant at 60 North Keeble Avenue, is listed on the National Register [Fig. 12].

Just east of the D.M. Delmas residence lived the prominent attorney and judge, A.L Rhodes (namesake for Rhodes Court). Judge Rhodes was one of the earliest residents on the Alameda. In 1858, Judge Rhodes moved into one of the prefabricated houses Commodore Stockton had moved to the area. Judge Rhodes played an important role in securing a 155 foot width for The Alameda in 1871 after a property dispute with squatters (Clark 2006:30). Commercial development during the first half of the 20th century has almost entirely replaced the houses Judge Rhodes and others built in the study area when it was a fashionable residential area. The ca. 1895 Queen Anne house at 176 North Morrison (just outside the study area) [Fig. 13] and the 1898 house at 60 North Keeble Avenue are rare surviving examples of the large suburban houses originally common in this section of The Alameda during the 19th century. A number of large houses, primarily dating from the early 20th Century, are still extant on the section of The Alameda north of the study area from Lenzen Avenue to the intersection with Interstate 880.



Figure 13: 176 North Morrison Street, Queen Anne style, just outside the study area, ca. 1895

Constructed in 1884, the two-story Italianate Style building at 848 The Alameda is the only commercial building in the study area surviving from the 19th century [Fig. 14]. The Cleaves family (namesake for nearby Cleaves Street) operated a grocery store on the ground floor of 848 The Alameda until 1924; a residence was on the second floor. Schurra's candy store (now next door at 840 The Alameda) occupied the ground floor from 1936 to 1997 (JRP Historical Consulting Services 2002). 848 The Alameda is a City of San Jose Landmark and it has been determined eligible for the National Register.



Figure 14: 848 The Alameda, ca. 1884

2.4 THE EARLY TWENTIETH CENTURY (1900-1918) [Figs. 15-17]

The earthquake of 1906 caused widespread damage in San Jose, although the city was spared the devastating fire that destroyed so much of the City of San Francisco. The earthquake destroyed many buildings in San Jose's downtown commercial district, including St. Patrick's Church on Santa Clara Street, San Jose High School, the Phelan Building, the Horace Mann School, the State Normal School, the First Methodist Church and the Rucker Building. After 1906, new construction in the downtown replaced the destroyed buildings as the commercial district expanded to the east and south. The new development included taller high rise buildings. The seven-story Garden City & Trust Company building at West San Fernando and South First Streets, considered to be San Jose's first high-rise, was completed in 1906, built by local entrepreneur Thomas S. Montgomery.



Figure 15: The Alameda 1900-1907 (San Jose Public Library California Room)

Despite the significant new commercial development to the east in downtown San Jose, the study area along The Alameda remained predominately a residential area. The 1915 Sanborn Fire Insurance Map of the study area shows only a few stores (generally at the corners) adjacent to rows of single family houses on The Alameda. Rhodes Court and North Keeble Avenue north of the The Alameda had not been created yet [Fig. 15]. The Rhodes Homestead (that included Rhodes Court) was recorded in July, 1919.



Figure 16: 197 North Morrison Street, Kocher House, Bungalow Style, 1915

The Rhodes Homestead subdivision was the last of several large properties subdivided north of the Alameda. The other intersecting streets south of The Alameda were a mix of vacant lots and small single family houses in 1915. The Cleaves' Tract along Cleaves Avenue had been recorded in 1911. The Cleaves Tract was developed many decades before it was annexed. The Atlas Subdivision along Atlas Avenue was not recorded until 1925. Race Street between The Alameda and Garland Avenue was largely vacant lots in 1915. The lots on this block, created as part of the Cadwallader Taylor subdivision recorded in January, 1916, were eventually developed in the 1920s and 1930s.

A number of Bungalow Style residences were built in the study area from 1915 to the early 1920s. The small worker houses on Cinnabar Street (now West Julian Street) were likely built during this period in the early 20th Century. Edwin H. Kocher, who owned R. Kocher & Sons Watchmakers and Jewelers in San Jose, built the large Bungalow Style house at 197 Morrison Street in 1915 [Fig. 16]. Kocher and his wife Mariam sold the house in the late 1930s (JRP Historical Consulting Service 2002: Appendix B). Built in 1920, the Bungalow Style house at 1080 The Alameda (one of the only residences surviving on The Alameda) is currently used as a day care center.



Figure 17: The Alameda Study Area in 1913 (Map of City of San Jose and Vicinity 1913)

A significant new development at the eastern end of the study area during this period was the Shasta-Hanchett subdivision. In 1901, Lewis E. Hanchett's company, the Peninsula Land and Development Company, purchased the defunct Agricultural Park. In 1905, Lewis E. Hanchett (who made his fortune in mining in Nevada) purchased James Henry's trolley system in San Jose for \$650,000 and upgraded the railroad's track to standard gauge in 1906. The Hanchett Park tract was surveyed in 1906 but not approved until 1908. Hanchett developed the Shasta-Hanchett Park neighborhood, one of San Jose's early streetcar suburbs, with single-family houses in the then popular Craftsman, Prairie and Mission Styles of architecture. Many houses were designed by the San Jose architects Frank Wolfe and Charles McKenzie. Hanchett built a branch line to the Santa Clara – San Jose railroad through his subdivision: the line continued up Martin and Tillman Avenue to Park and Race Streets (Clark 2006:42). The parcels along Race

Street and The Alameda in the study area were originally developed with single family houses in the Hanchett Park subdivision. The houses were later replaced with restaurants and retail buildings in the 1940s and 1950s.

2.5 POST WORLD WAR I TO WORLD WAR II (1918-1945) [Figs. 18-30]

Population growth, and the increasing use of automobile transportation, began to spur suburban development on the outskirts of San Jose in the late 1920s. Orchards and farms in the larger San Jose area were increasingly subdivided for housing and retail commercial development. Private bus lines began to replace the San Jose streetcar system in the 1920s and 1930s.

Commercial Expansion

The 1920s was a boom period of population growth and new construction. The transformation of The Alameda in the study area from a primarily residential area to retail commercial and auto service and sales occurred in the 1920s and 1930s, creating a development pattern still extant today in the study area. The large number of retail commercial buildings dating from this period – especially on the south side of The Alameda between Wilson Avenue and Atlas Avenue - reflects a dramatic change from the earlier development pattern.



Figure 18: 824-826 The Alameda, ca. early 1930s

The widespread use of automobiles would have the most dramatic impact along The Alameda corridor. The first horseless carriages appeared in 1900 in the Santa Clara Valley, and the first "service station" opened in 1902. By 1910, San Jose had undertaken a long-term project



Figure 19: 828 (1928), 830 (1935), 840 (1929) and 848 (1884) The Alameda

to upgrade streets for auto travel - The Alameda was paved in 1912. By 1930, most of the roads in San Jose were paved and extensively used, especially among the rural population. All City of San Jose streetcar line service ceased on April 10, 1938 (Findlay and Garaventa 1983:62 after

James and McMurry 1933:137; McMillan and McMillan 1930; SJPC 1958:12; McCaleb 1969:78, 81).

A number of the auto service buildings constructed in the late 1920s and early 1930s are still extant on The Alameda. Constructed in the early 1930s, the building at 824-826 The Alameda was originally an auto repair shop and a gas station. In 1954, Roland “Babe” Royer moved his Babe’s Muffler Service to this building [Fig. 18]. To catch the attention of passing traffic, Royer adapted a likeness of himself in a model of Paul Bunyan holding an ax – still seen in front of the building today - - as a trademark for the company. The building and the Paul Bunyan statue have been designated a San Jose City Landmark. 840 The Alameda was built in 1928 for the Leisure Motor Company who occupied it until 1936 [Fig. 19]. Frank Schurra purchased the building in the late 1930s, but Schurra’s Candy (the current occupant) did not move here until 1997. Richfield Oil constructed a



Figure 20: 865 The Alameda, the Col and Cerruti Packard Showroom, Spanish Baroque Style, 1929, (History San Jose)



Figure 21: 865 The Alameda



Figure 22: 865 The Alameda

service station at 849 The Alameda in 1929-30 (the building was removed in 1965). The 872-876 The Alameda building was originally occupied by Bronson and Stuart Tires on the east (1928) and a service station on the west (1930). Constructed in 1929, the building at 865-917 The Alameda was the Col and Cerruti Packard Motors auto dealership between 1930 and 1950 [Figs. 20-22]. The lavish Spanish Baroque ornament on the exterior has recently been restored and the building remodeled for offices. Other notable examples of Spanish Colonial Revival Style retail buildings in the study area include the stores in the 1062-1068 The Alameda building (1927) and in the 982-998 The Alameda building (1924) [Fig. 25]. In back of the 1062-68 The Alameda retail stores, the J.E. Cassidy and Company built the Auditorium Roller Rink, a roller skating rink

[Figs. 23-24]. The skating rink ceased operation in the early 1970s. The attractive Neo-classical Style retail commercial building (also recently restored) at 956 The Alameda dates from 1932.

Many additional buildings constructed during this period transformed The Alameda. 1071-1077 The Alameda, constructed in the late 1920s, originally housed a grocery store and meat market; The Alameda Pharmacy occupied the building for over 50 years beginning in the late 1930s. In 1929, Frank Greenlee constructed the building at 1081 The Alameda for Greenlee's Bakery which has occupied the building for over 80 years [Fig. 26]. The building at 938 The Alameda was Savin's French Restaurant from 1929 to 1939, then later an Arthur Murray Dance Studio (it is today the Billy Frank LGBT Center). The Richmond-Chase cannery at 817 The Alameda was also built in the 1930s (the Arena Hotel –built in 1992 - is today at this location). 983 The Alameda was built in 1937 for a sheet metal company and a retail store. The buildings on the east side of Race Street between The Alameda and Garland Avenue – designed in the then popular Period Revival Styles (including a Tudor Revival building at 42 Race Street, 1929) - also largely date from the late 1920s and the 1930s (a number of buildings have been later remodeled) [Fig. 27].



Figure 23: 982-998 The Alameda, Spanish Colonial Revival Style, 1924



Figure 24: 1062-1068 The Alameda, Spanish Colonial Revival Style, 1927



Figure 25: 1062-1068 The Alameda

By the late 1930s, ‘modern’ architecture began to replace the historic revival styles popular in previous decades in the study area. The Art Deco Style building at 807 The Alameda, built in 1939, originally housed a bathhouse and R. Burmeister’s health foods. The striking Streamlined Moderne Style building at 1205 The Alameda was originally Tiny’s Drive In, a popular hangout in the 1940s and 1950s (Clark 2006:88)



Figure 26: 1081 (1929) and 1071-1077 (late 1920s)

[Fig. 28]. Later modern architecture includes the two office buildings at 1030 and 1040 The Alameda, both constructed in 1960 [Fig. 29]

The Alameda was originally part of Route 101, the southern extension of the El Camino Real, the main transportation corridor up the Peninsula to San Francisco. Construction on the Bayshore Boulevard, which became known as State Highway 101 between San Jose and San Francisco, began in the late 1920s and was completed in the late 1930s. The highway reached Redwood City in 1931 and San Jose in 1937 (Barrett 1940:6). During the 1950s, the original Bayshore Boulevard from San Jose to Redwood City was upgraded to freeway status (Interstate 101). The Alameda changed from Route 101 to State Route 82 today, connecting south from El Camino Real in the City of Santa Clara to Autumn Street, south to West San Carlos Street, then east to the Monterey Highway, continuing south parallel to the 101 Freeway.



Figure 27: 42 Race Street, Tudor Revival style, 1929

Santa Clara Valley agricultural production peaked in the 1920s, but food processing was still the single largest employer in San Jose through the early years of the Great Depression in the 1930s. There were 13 fruit drying plants in San Jose in 1930 and 22 canneries, most of them run by local owners. By 1930, the population of San Jose had grown to 61,000. A major employer during the 1920s near the study area was the fruit drying operation at Del Monte Plant #51. Del Monte Plant #51 had its origins when the firm Griffin & Skelley built the original structure on the site at Cahill Street and West San Fernando Street for fruit packing and shipping in 1914. Griffin & Skelley merged with three other companies in 1916 to form the California Packing Company,

also known as Calpak, one of the largest food processing firms in the United States. Between 1925 and 1930, Calpak significantly expanded the operation along Bush Street from West San Fernando Street. The plant at 50 Bush Street became the company's main fruit drying plant (known as Plant # 51) in Santa Clara County. In 1967, the company changed its name to the Del Monte Corporation. Plant # 51 closed in 1991 and was renovated as a residential loft development in recent years.



Figure 28: 1205 The Alameda, Tiny's Drive In, Streamlined Moderne, 1939 (Sourisseau Academy for State and Local History)

Transportation Expansion

Two major railroad developments in the 1920s and 1930s near the study area brought considerable new development and traffic to The Alameda: the Western Pacific Railroad freight depot, at The Alameda and Bush Street, and moving the main San Jose passenger depot west to 65 Cahill Street.

Incorporated in 1903, Western Pacific Railroad built its first Bay Area line through Decoto, Niles and Niles Canyon in 1910. The railroad was considered a branch line from Niles to San Jose. The Western Pacific entered the Santa Clara County market to take advantage of freight business not served adequately by the Southern Pacific Railroad (which had a monopoly on rail service at the time). Despite efforts of the SP to stop its expansion, the Western Pacific obtained a franchise to build a rail line from Niles to San



Figure 29: 1040 The Alameda, 1960

Jose in 1917 (the Union Pacific Railroad still uses this line, the original transcontinental railroad route having been abandoned in the 1980s.) The rail line hooked around San Jose from East Santa Clara Street to 27th Street. The Western Pacific completed their main freight depot at The Alameda and Bush Street (near where Cahill Station would be later constructed) in May, 1922. The proximity of the Western Pacific Railroad freight depot encouraged the development of light industrial and commercial buildings near the residential areas, particularly along the Stockton Avenue corridor. As the need for rail transportation declined, the Western Pacific retired the

freight depot in 1964 and leased it to a freight forwarding company (Laffey 1997:5). The company sold the Bush Street property in 1974. A residential development replaced the Western Pacific freight depot in the late 1990s.

The construction of the Southern Pacific (SP) depot in 1935 at 65 Cahill Street in San Jose, Santa Clara County, was the culmination of a 30-year effort to relocate 4.5 miles of the South Pacific Coast line of the Southern Pacific Railroad away from the heavy traffic of the downtown area around the Market Street Depot to the west side of the city near the Western Pacific Railroad depot. The new \$100,000 building, part of a \$3,250,000 project, replaced the Market Street station, built in 1872 and the terminus of the San Francisco Peninsula rail service since 1864. The Southern Pacific Depot relocation was heralded as the first major railroading change in San Jose in nearly three quarters of a century. Moving the SP Depot to its new location involved the construction of a complex system of grade separations at a number of streets including Julian, East Santa Clara, West San Carlos, Prevost and Willow, in addition to Bird Avenue, Park Avenue and Almaden Road. The grade separations for the station, heralded as models of safe design, improved the traffic flow between downtown San Jose and The Alameda. A commemorative train left the old Market Street depot, traveling a loop through San Jose to the new Cahill Station on December 30, 1935. Regular passenger service (including regular service to Los Angeles) began on New Year's Day of 1936. San Jose's Cahill Station (now Diridon Station) continues to be the City's central passenger rail facility, served by Amtrak, Caltrain and connections to the Valley Transportation Agency (VTA) light rail service.

Annexation

The various tracts and subdivisions along the Alameda were annexed by the City of San Jose between 1910 and the 1950s. The Lenzen subdivision (along Lenzen Avenue) was annexed in

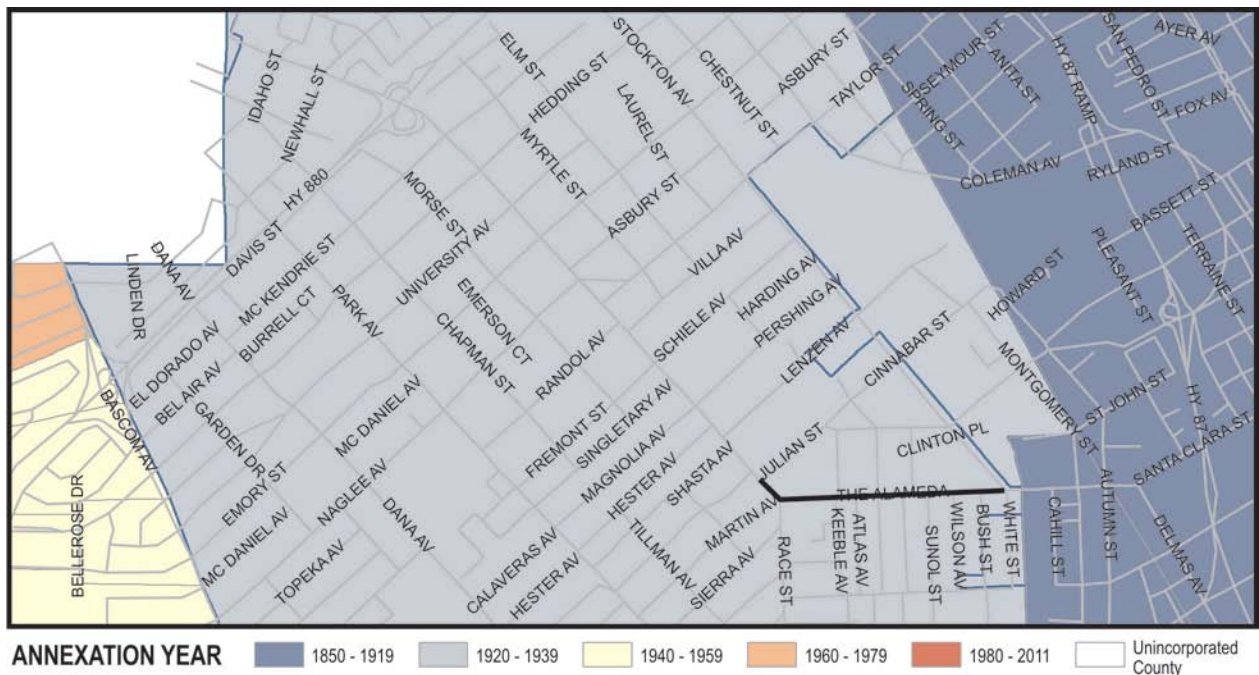


Figure 30

1916, the Stockton district in 1924. One of San Jose's largest annexations in the 1920s was the College Park subdivision, which included both the Hanchett Park and the Rose Garden subdivisions. Elections were held in San Jose four times before the College Park annexation passed on November 24, 1925. The 1925 annexation increased San Jose's population by 15,000 and increased its area by one-third (Clark 2006:42) [Fig. 30].

Economic Transition

The Santa Clara Valley economy began a transition from agriculture to a military industrial economy in 1933, with the opening of the Naval Air Station in Sunnyvale, later known as Moffett Field. During World War II, there was a huge increase in military investment in the valley, both at Moffett Field and through the conversion of canneries and other civilian industries to war production.

The mammoth scale of the World War II defense program had no real historical precedent. American involvement in World War I had been relatively brief and the nation's defense industries were comparatively limited in scope. There were labor shortages during both world wars, but the shortages during the Second World War were so acute and prolonged that by late 1942 the defense industries labor market expanded to include production workers never seriously considered by many industrial employers before the war – women, African Americans, migrants from Oklahoma (“Okies”), high school students, and elderly and disabled workers.

As wartime labor shortages grew more acute in 1942, industrial employers in the Bay Area developed national recruitment programs, prompting large migrations of workers from areas with a labor surplus, such as the rural South and the Midwest, to regions with acute labor shortages such as the West and Gulf Coasts. The eight million people who moved to the Pacific Coast were part of what historian David Kennedy calls a “great wartime demographic reshuffling” (Kennedy 1999:xiv, 322-323). These recruitment programs helped to draw 500,000 new migrants to the Bay Area from 1941 to 1945, a population increase of about 30 percent. The booming economy and population brought a dramatic transformation of the regional geography, setting the stage for a new phase of commercial development along The Alameda (Johnson 1995:89; Silverman 1943; Wollenberg 1990:2).

2.6 INDUSTRIALIZATION AND URBANISM (1940 TO 2000) [Figs. 31-33]

The period from 1940 to 2000 is known as the era of industrialization and urbanization in San Jose. The defense and electronics industries, rather than agriculture, drove the expansion of the urban and regional economy. Pioneering electronics firms, including Hewlett Packard, established headquarters in the Stanford Industrial Park in the 1950s. One of the great milestones in local postwar history was the opening of San Jose Municipal Airport in 1949.

The city's territorial expansion kept pace with its rapid economic growth. San Jose City Manager Anthony P. (“Dutch”) Hamann led an aggressive program of urban annexation, growing San Jose from an area of 17 square miles in 1950 to 136 square miles in 1970. The city also experienced a breathtaking growth in population during this period – a result of annexation policies combined with a national postwar baby boom and continuing migration to the Bay Area from the South and Midwest. San Jose's population was 68,457 in 1940; 95,044 in 1950;

204,196 in 1960; and 445,779 by 1970. During the 1950s and 1960s, increasing density and changing its original residential character.

By the mid-20th century the automobile had begun to diminish the vitality of the central business district as new retail development spread to outlying areas [Fig. 31]. This was the start of a trend toward suburban shopping malls and a flight of business from downtown San Jose. The widespread use of automobiles brought development to more remote parts of the Santa Clara Valley. In the years following World War II, the love affair with the automobile exploded and California in particular became a car-oriented society. The new subdivisions had sprawling Ranch House Style houses with prominent two or three car garages. Retail developments – shopping centers and the new fast food outlets – became more car-oriented, with large parking areas and more flamboyant architecture to catch the eye of passing motorists. The San Jose City Council approved commercial zoning in the mid-1950s that led to the development of regional shopping centers, beginning with the Valley Fair Shopping Center in 1956. The new shopping centers resulted in the flight of business from downtown San Jose and older retail districts like The Alameda.



Figure 31: The Alameda, ca. 1950
(*San Jose-A City with a Past*)

The increased traffic from the relocation of the SP Depot to Cahill Street and San Jose's population boom brought changes and considerable new development to the section of The Alameda in the study area. The new development was oriented to the increased auto traffic in the area. Three motels still extant today opened in the study area from the late 1940s to the 1950s. The Alameda Motel at 1050 The Alameda dates from the late 1940s. The Travelodge at 1041 The Alameda was built in 1955, the first motel of this chain built in San Jose. The motel was remodeled in recent years for a Motel 6. The Flamingo Motel at 1084 The Alameda dates from 1960. The new retail and office developments on The Alameda involved considerably larger buildings than in the past. The large building at 1027 The Alameda (now U-Haul storage) was a bank constructed in 1947. Safeway moved to a new building at 1033 The Alameda (now Krugen Auto) in 1940 from a considerably smaller space at 941 The Alameda (no longer extant) they had occupied since 1930. 850 The Alameda was constructed in 1947 for the California State Employment Office. 919 The Alameda was constructed in 1951 as office space.

The Silicon Valley boom of the period from 1970 to 2000 completely transformed the regional economy and landscape. San Jose developed into a world leader in the technology industry, with 6,600 technology companies employing more than 254,000 people. The population of the city of San Jose doubled during the 30 years from 1970 to 2000, rising from 445,779 to 894,943. San Jose is now the largest city in the San Francisco Bay Area with an estimated population in January 2010 of 1,023,000.

By the 1980s, merchants on The Alameda organized to upgrade what was now an older, declining retail environment. In 1990, the City of San Jose designated The Alameda a Neighborhood Business District (NBD) and it was designated a Redevelopment Project Area in 1991. Storefront and streetscape improvements have been funded through the (NBD) designation, upgrading the retail environment. The San Jose Arena (now known as the HP Pavilion), home of the San Jose Sharks hockey team, opened at 525 West Santa Clara Street near the study area in September, 1993. The Arena also increased interest in new retail and residential development on The Alameda. Two major new retail developments have recently been constructed on The Alameda in the study area, one at Rhodes Court (2006) and the other at North Morrison Street (2007). In recent years, The Alameda and vicinity has also been the focus of several new multi-unit residential developments. More than 700 new townhouses, condominiums, apartment houses and loft have been built or planned near the Alameda since 1992 (San Jose Redevelopment Agency 2011) [Figs. 32-33].



Figure 32: Retail Development, 975 The Alameda, 2007



Figure 33: "Lofts on The Alameda", 925 The Alameda, 2006

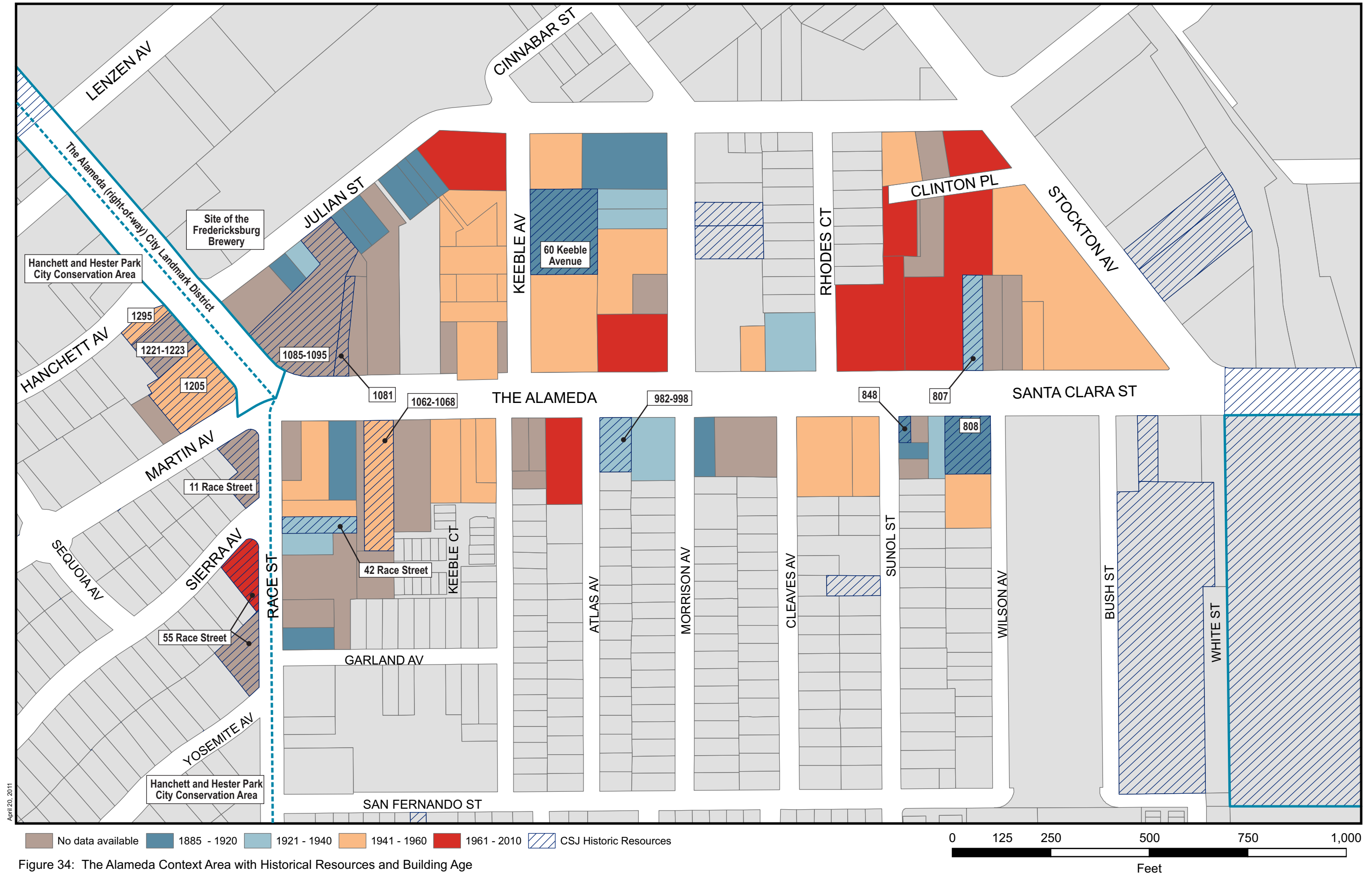
2.7 CONCLUSION

The Alameda corridor study area is not a single community or neighborhood. The Alameda historic context study area includes five blocks of The Alameda and intersecting streets in the City of San Jose, Santa Clara County California. The study area is primarily a transportation neighborhood and strip commercial corridor extending from Stockton Avenue to West Julian Street. The Alameda is the western extension of West Santa Clara Street, a major thoroughfare in downtown San Jose. Today the buildings on The Alameda in the study area are primarily commercial uses (retail, offices, auto service and motels). The buildings on the block of Race Street in the study area also are entirely in commercial use. The streets intersecting The Alameda in the study area – particularly North Keeble Avenue, West Julian Street, North Morrison and Rhodes Court include several single family houses and modern multi-unit residential developments.

The Alameda is one of the earliest roads in Santa Clara County. During the Spanish Period (1777-1821), The Alameda was laid out in the 1790s first for irrigation canals, later as a road connecting the *Pueblo de San Jose* with Mission Santa Clara. The Alameda was the boundary between two Mexican Period (1822-1846) ranchos. The Roberto Bellarmino and the Antonio Sunol (owners of *Rancho de los Cochis*) residences are southwest of the study area on Lincoln Avenue in the Willow Glen area of San Jose. No structures survive in the study area from the Spanish and Mexican Period, although the original alignment of The Alameda has survived.

In the early American Period (1848-1869), The Alameda developed as a fashionable residential district. The first trolley line (San Jose to Santa Clara) in Santa Clara County (1868) was on The Alameda. A major early industrial building in the area was the Fredricksburg Brewery at The Alameda and West Julian Street. The only 19th century buildings surviving in the study area are the retail/residential building at 848 The Alameda and the Samuel Lieb carriage house at 60 North Keeble Avenue. Both buildings have been listed or determined eligible for the National Register of Historic Places.

Commercial development began to replace the residences in the study area in the 1920s. Neighborhood commercial retail buildings and auto service related uses dating from the 1920s and 1930s are still extant today on The Alameda. Notable commercial buildings from this period include the Col and Cerruti Packard Motors dealership at 865-917 The Alameda (1929) and the Auditorium Roller Rink at 1062-68 The Alameda (1927). The older residential development on the streets intersecting The Alameda in the study is primarily Bungalow Style single-family houses also from the 1920s. More intense commercial development continued into the post-World War II period including several motels, an apartment complex and office buildings. The two surviving residences on this segment of The Alameda today have been renovated for commercial use. The development in the study area in recent years has included a modern loft residential complex, a hotel, and large retail complexes. Some of the older retail buildings from the 1920s and 1930s have been renovated and restored in recent years.



April 20, 2011

Figure 34: The Alameda Context Area with Historical Resources and Building Age

3.0 THE ALAMEDA STUDY AREA – CONTEXT BIBLIOGRAPHY

Anastasio, R.L. and S.A. Guedon

- 1985 A Cultural Resources Assessment of the Proposed City of San Jose Enterprise Zone, Santa Clara County, California (including a Preliminary Architectural Survey of Selected Portions of the Proposed San Jose Enterprise Zone by Mary E. Gallagher). MS on file, S-7712, CHRIS/NWIC, Sonoma State University, Rohnert Park.

Arbuckle, Clyde

- 1968 Santa Clara County Ranchos. The Rosicrucian Press, San Jose, CA.
- 1986 Clyde Arbuckle's History of San Jose. Memorabilia of San Jose, San Jose.

Archives & Architecture

- 1992 Survey of Unreinforced Masonry Buildings – California Historic Resources Forms, Glory Ann Laffey, March, 30, 1992. Includes Historic Resource Inventory Forms for: 848 The Alameda, 1064 The Alameda, 1071-77 The Alameda, 1081 The Alameda, 1435 The Alameda.
- 1998 Historical and Architectural Evaluation for Del Monte Plant # 51, 50 Bush Street, San Jose, March, 1998.
- 2006 Historical Context Survey 13th Street Neighborhoods, San Jose's Historic Second Ward, San Jose, Santa Clara County, California. Prepared for National Trust for Historic Preservation, Preservation Development Initiatives, Washington, D.C.

Barrett, Lawrence

- 1940 "Bayshore Freeway Plans Shown." California Highways and Public Works, August 1940, pp. 6-9.

Basin Research Associates, Inc., Charlene Duval, Ward Hill, and Woodruff Minor

- 2005 Historic Properties Survey Report Santa Clara/Alum Rock Transit Corridor, City of San Jose, Santa Clara County, California. MS on file, Basin Research Associates, San Leandro and VTA, San Jose.

Beck, W.A. and Y.D. Haase

- 1974 Historical Atlas of California. University of Oklahoma Press, Norman.

Broek, Jan O.M.

- 1932 The Santa Clara Valley, California: A Study in Landscape Changes. N.V.A. Oosthoek's Uitgevers-Mij, Utrecht.

- Busby, Colin I. and Donna M. Garaventa
1983 Historic Property Survey Report Guadalupe Transportation Corridor Project: Civic Center Area. MS on file, S-6057, CHRIS/NWIC, Sonoma State University, Rohnert Park.
- California Department of Parks and Recreation Office of Historic Preservation
2010 Directory of Properties in the Historic Data Property File for Santa Clara County (includes National Register of Historic Places status codes, California Historical Landmarks and California Points of Historical Interest listings, etc.).
- Christensen, Terry and Charlene Duval, Ellen Garboske, Phil Grasser and Mary Jo Ignoffo
1996 Reflections of the Past: An Anthology of San Jose. Heritage Media Corporation, Encinitas.
- Clark, Shannon E.
2006 The Alameda – The Beautiful Way. The Alameda Business Association, San Jose, CA.
- David, Heather M.
2010 Mid-Century by the Bay. CalMod Books, Santa Clara.
- Dill Design Group
2000 Historical and Architectural Evaluation – 941-945 The Alameda, San Jose, California, February 7, 2000. Unpublished report on file at the City of San Jose Planning Department.
- Dixon, Patricia M.
1979 “Leib Carriage House,” 60 North Keeble Avenue, San Jose, CA, historic report and National Register nomination forms.
- Douglas, Jack
1993 Historical Footnotes of Santa Clara Valley. San Jose Historical Museum, San Jose, CA.
- Duval, Charlene
1996 San Jose Blossoms. Chapter Three in Judith Henderson, Ed., Reflections of the Past: An Anthology of San Jose. Heritage Media Corporation, Encinitas.
- Espinola, George
2004 Cottages, Flats, Buildings and Bungalows: 102 Designs from Wolfe & McKenzie, 1907. Bay & Valley Publishers, San Jose.
- Findlay, J.M.
1980 History of North First Street Redevelopment Area, San Jose, CA. MS on file, Basin Research Associates, Inc., San Leandro.

- Findlay, John M. and Donna M. Garaventa
1983 Archaeological Resources of Downtown San Jose: A Preliminary Planning Summary of Prehistoric and Historic Sites in the Central Business District. For the Redevelopment Agency of the City of San Jose, California. MS on file, S-5905, CHRIS/NWIC, CSU Sonoma, Rohnert Park.
- Foote, H.S.
1888 Pen Pictures from the Garden of the World, or Santa Clara County, California. Lewis Publishing Company, Chicago.
- Frank, Gayle
2007 "History of the Roberto-Sunol Adobe, San Jose, CA," September, 2007 at the Preservation Action Council of San Jose web site, www.preservation.org/events/celebration2007/roberto_adobe.
- Garboske, Ellen
1996 "Change and Innovation," and "Growth and Industry." Chapters 4 and 5 in Reflections of the Past: An Anthology of San Jose edited by Judith Henderson. Heritage Media Corporation, Encinitas.
- Gilreath, Amy J. & Charlene Duval
2002 Santa Clara Valley Transportation Authority (VTA), Silicon Valley Rapid Transit Corridor EIS/EIR, Technical Memorandum, December, 2002.
- Guinn, J.M.
1904 History of the State of California and Biographical Record of the Coast Counties, California. The Chapman Publishing Company, Chicago.
- Hall, Frederic
1871 The History of San Jose and Surroundings: with biographical sketches of early settlers. A.L. Bancroft and Co., San Francisco.
- Hare, G.H.
1872 Guide to San Jose and Vicinity, for Tourists and New Settlers. George H. Hare, San Jose.
- Hart, J.D.
1987 A Companion to California (revised and expanded). Oxford University Press, New York.
- Hayes, Derek
2007 Historical Atlas of California; with original maps. University of California Press, Berkeley.
- Hittell, J.S.
1882 The Commerce and Industries of the Pacific Coast of North America. A.L. Bancroft and Company, San Francisco.

- Ignoffo, Mary Jo
1996 "Troubled Years," and "A Change of Seasons." Chapters Six and Seven in Judith Henderson, Ed., *Reflections of the Past: An Anthology of San Jose*. Heritage Media Corporation, Encinitas.
- James, William F. and George H. McMurry
1933 *History of San Jose California*. A.W. Cawston, San Jose, CA.
- JRP Historical Consulting Services
2003 Santa Clara Valley Transportation Authority (VTA) Silicon Valley Rapid Transit Corridor EIS/EIR, Technical Memorandum, Historic Resources Evaluation Report for the SVRTC EIS/EIR Alternatives, January, 2003 Appendix B, DPR 523 forms: 807 The Alameda, 808 & 824-826 The Alameda, 830 The Alameda, 840 The Alameda, 848 The Alameda, 849 The Alameda, 850 The Alameda, 865-917 The Alameda, 872-876 The Alameda, 919 The Alameda, 176 North Morrison Avenue, 197 North Morrison Avenue, 204 North Morrison Avenue, 225 North Morrison Avenue, 10 Sunol Street, 109 Rhodes Court, 45 Wilson Avenue.
- Johnson, Marilyn S.
1995 "Wartime Shipyards: The Transformation of Labor in San Francisco's East Bay," in Sally M. Miller and Daniel A. Cornford, Eds. *American Labor in the Era of World War II*. Praeger Publishers, Westport.
- Kennedy, David M.
1999 *The American People in World War II: Freedom From Fear, Part Two*. Oxford University Press, New York.
- Kortum, Lucy (Sonoma State University)
1990 National Register of Historic Places Multiple Property Documentation Form, California Carnegie Libraries [including East San Jose Carnegie Library, 1102 E. Santa Clara Street]. File No. 90001813, U.S. Department of the Interior, National Park Service (NPS), Washington, D.C.
- Kyle, Douglas E. and Hoover, Mildred Brooke and Hero Eugene Rensch, Ethel Grace Rensch, William N. Abeloe
1990 *Historic Spots in California (Fourth Edition, Revised)*. Stanford University Press, Stanford.
- Laffey, Glory Anne, Cynthia James, Robert Detlefs, Leslie Hurst Scarlett and John G. Scarlett (Archives and Architecture)
1992 City of San Jose Historic Resources Inventory Phase II Summary Report. Approved by the San Jose City Council November 17, 1992. Includes Historic Resources Inventory forms for 754 The Alameda, 790 The Alameda, 994-998 The Alameda, 1041 The Alameda, 120 Stockton Avenue, 138 Stockton Avenue.

- Laffey, Glory Anne and Robert G. Detlefs
 1995 County Leadership: Santa Clara County Government History. The County of Santa Clara Historical Heritage Commission, San Jose.
- Loomis, Patricia
 2009 Signposts Revisited: a collection of streets and roads where we live: Santa Clara County. BR Printers, San Jose.
- Maggi, Franklin and Leslie A.G. Dill
 2007 Preliminary Historic Report Former City Hall, Annex, and Health Building 801 North First Street - 161 West Mission Street San Jose, Santa Clara County, California. Prepared for General Services Department City of San Jose.
- McCaleb, Charles S.
 1969 The San Jose Railroads: Centennial 1868-1968. California History Center, Local History Studies 2 (1):1-88, De Anza College, Cupertino.
 1981 Tracks, Tires & Wires. Interurban Press, Glendale.
- McCandless, Gregory B.
 1988 The Alameda of San Jose: a historical land use and development study. Master's Thesis presented to the Department of Urban and Regional Planning, San Jose State University, 1988.
- McKay, L.
 1971 Early Day San Jose: A Collection of Drawings, Maps and Prints. Smith and McKay Printing, San Jose.
 1972 Wheels of the West: A Pictorial History of Santa Clara Valley's More than Three Centuries of Transportation. Smith and McKay, San Jose.
- MetroScan
 v.d. MetroScan/San Jose (CA). Data Sheets [Real Estate data arranged by Assessor's Parcel Number]. Copies provided by the City of San Jose Planning Department.
- Munro-Fraser, J.P.
 1881 History of Santa Clara County, California. Alley, Bowen & Co., San Francisco.
- National Park Service
 1989 National Register Nomination, East San Jose Carnegie Library, 1102 East Santa Clara Street.
- Rambo, R.
 1959 Looking Backward 1900. Smith and McKay Printing, San Jose.

- Rawls, James J. and Walton Bean
2003 California: An Interpretive History (Eight Edition). McGraw-Hill, Boston.
- Remington, W.G.
1946 "Bayshore Freeway Construction," *California Highways and Public Works*, November-December, 1946, pp. 34-36.
- San Jose City Planning Commission (SJCPC)
1958 Master Plan of the City. City Planning Commission, San Jose.
- San Jose (City of), Department of Planning, Building, and Code Enforcement
2010a City of San Jose Historic Resources Inventory.
2010b San Jose Designated Historic City Landmarks [and Districts through HL10-195].
- SJD (San Jose Directory)
1870-1960 City Directories. Author-publisher varies. On file, San Jose History Room, Martin Luther King Jr. Library, San Jose.
- San Jose Daily Mercury*
1906 [San Jose Earthquake]. April 26, 1906.
- San Jose Historic Landmarks Commission
1971 Early Day San Jose: A Collection of Drawings, Maps and Prints. Smith & McKay Printing Co., San Jose.
1975 San Jose, An Inventory of its Historical and Architectural Heritage. Parks and Recreation Department, San Jose.
- San Jose Mercury*
1896 Santa Clara County and Its Resources: A Souvenir of the San Jose Mercury New [Sunshine, Fruit and Flowers]. San Jose Mercury Publishing and Printing Company, San Jose.
- San Jose Redevelopment Agency (SJRA)
2011 "The Alameda Business District," in SJRA Neighborhood Business Districts program at www.sjredevelopment.org/nbd.htm.
- Santa Clara County, Office of County Assessor
2010 Assessors Parcel Maps.
- Santa Clara County Board of Supervisors
v.d. Road Files. Arranged by Street Name. Office of the Board of Supervisors, San Jose.
- Santa Clara County Recorder
1867-1946 Subdivision Maps.

- Sawyer, Eugene Taylor
1922 History of Santa Clara County, California. Historic Record Co., Los Angeles.
- Seifel Consulting, Inc.
2007 Report on the Investment in the Strong Neighborhood Initiative (SNI) Area, August, 2007
- Silverman, Morton
1943 "The Second Gold Rush Hits the West," *San Francisco Chronicle*. 25 April - 20, May 20 1943. Various pages.
- State Lands Commission
1982 Grants of Land in California Made by Spanish or Mexican Authorities. State Lands Commission, Sacramento, CA.
- Sullivan, Charles L.
1982 Like Modern Edens – Winegrowing in Santa Clara Valley and Santa Cruz Mountains 1798-1981. California History Center, Cupertino, California.
- Taylor, Bayard
1859 Eldorado, or Adventures in the Path of Empire: Comprising a Voyage to California; Life in San Francisco and Monterey; Pictures of the Gold Region, and Experiences of Mexican Travel. G.P. Putnam, New York (as cited by Arbuckle 1986).
- Thompson & West
1876 Historical Atlas Map of Santa Clara County, California. Thompson and West, San Francisco (reprinted by Smith & McKay Printing Company, San Jose, 1973).
- United States Bureau of the Census
1860-1920 Population Census for Santa Clara County, California. On file, California Room, Martin Luther King, Jr. Main Library, San Jose and databases on-line.
- Winther, Oscar Osburn
1935 The Story of San Jose, 1777-1869. San Francisco, California Historical Society.
- Wollenberg, Charles
1990 Marinship at War: Shipbuilding and Social Change in Wartime Sausalito. Western Heritage Press, Berkeley.
- Wyatt, Roscoe D. and Clyde Arbuckle
1948 Historic Names, Persons, and Places in Santa Clara County. San Jose Chamber of Commerce for the California Pioneers of Santa Clara County, San Jose.

Maps**Bailey & Phillips**

1887 Map of Santa Clara County California. The Bancroft Company, San Francisco.

Clayton, James A.

1886 Map of the City of San Jose. James A. Clayton, San Jose, Britton and Rey, San Francisco.

Gray, W. Vallance & C.B. Gifford L. Nagel

1869 Bird's eye view of the City of San Jose, Cal., George H. Hare, publisher.

Healey, Charles T., County Surveyor

1866 Official Map of the County of Santa Clara, California. Lith. Britton & Co. San Francisco.

Herrmann Brothers

1890 Official Map of Santa Clara County California. Herrmann Bros., San Jose.

1892 Map of the City of San Jose and Vicinity. On file, California Room, Martin Luther King, Jr. Main Library, San Jose.

1903 Official Map of Santa Clara County California. On file, California Room, Martin Luther King, Jr. Main Library, San Jose.

Lyman, Chester S.

1847 Plan of the Town of St. Joseph 1847. On file, California Room, Martin Luther King, Jr. Main Library, San Jose.

1848 Map of the Pueblo de San Jose. On file, California Room, Martin Luther King, Jr. Main Library, San Jose.

McMillan, James G., County Surveyor

1903 Official Map of the County of Santa Clara. Santa Clara County, San Jose.

1904 Map of the City of San Jose & Vicinity, compiled from official records.

1915 Map of Santa Clara County, California.

McMillan, Hughes & McMillan

1909 Map of the City of San Jose & Vicinity

1913 Map of the City of San Jose & Vicinity

McMillan & McMillan

1929 Official Map of Santa Clara County. Sheet No. 2. McMillan & McMillan, Publishers. Drawn by Robert N. Drake.

Pieper, William

- 1872 Map of the City of San Jose. George H. Hare, San Jose, California, and Britton and Rey, San Francisco.

Rand McNally and Company

- 1940 Official San Jose Chamber of Commerce Map of San Jose and Environs. Rand McNally and Company, San Francisco.
- 1970 San Jose Street Map 1970 Prepared for Union 76. Rand McNally and Company.
- 1978 San Jose Street Map. Rand McNally and Company, Chicago.

Sanborn Map and Publishing Company

- 1884 Insurance Map of San Jose, California.
- 1891 Insurance Map of San Jose, California, Volumes I, II.
- 1915 Insurance Map of San Jose, California, Volume I.
- 1950 Insurance Map of San Jose, California, Volume I.
- 1969 Insurance Map of San Jose, California, Volume I.

Thomas Bros. Maps

- 1987 The Thomas Guide: Alameda and Santa Clara Counties Street Guide and Directory. Thomas Bros. Maps, San Francisco.
- 2004 The Thomas Guide: Alameda and Santa Clara Counties Street Guide and Directory. Thomas Bros. Maps, San Francisco.

United States Department of the Interior, United States Geological Survey (USGS)

- 1899 San Jose, Calif. (Quadrangle). Surveyed 1895. Topographic map, 15 minute series. United States Geological Survey.
- 1953 San Jose West, Calif. [Quadrangle]. Topographic map, 7.5 series.
- 1961 San Jose, Calif. [Quadrangle]. Topographic map, 15 minute series.
- 1980 San Jose East, Calif. (Quadrangle). Topographic map, 7.5 minute series (1961 photo revised).
- 1980 San Jose West, Calif. (Quadrangle). Topographic map, 7.5 minute series (1961 photo revised). United States Geological Survey, Menlo Park.
- 1981 Land Use and Land Cover, 1974-1976 San Jose, California. Land Use Series Map L-165. U.S. Geological Survey, Menlo Park.

United States War Department, Corps of Engineers, United States Army
1943 San Jose, Calif. [Quadrangle]. Topographic map, 15 minute series. United States Geological Survey, Menlo Park.

White, Thomas
1850 Map of the City of San Jose. Surveyed and drawn by order of the Common Council in the Year 1850. Theo. White Surveyor, n.p. Arbuckle Collection, California Room, Martin Luther King, Jr. Library.

ATTACHMENTS

LISTS

- LIST 1 The Alameda Study Area Properties
Listed on the City of San Jose Historic Resources Inventory,
the California Register of Historical Resources and
the National Register of Historic Places

LIST 1

The Alameda Study Area Properties Listed on the City San Jose Historic Resources Inventory, the California Register of Historical Resources, and the National Register of Historic Places

All of the following properties are listed on the City of San Jose Historic Resources Inventory. Some properties also appear on the California Register of Historical Resources (CRHP) and/or the National Register of Historic Places (NRHP) and will be specifically cited.

IS	Identified Structure
CS	Contributing Site/Structure
CLD	City Landmark District
CLS	City Landmark Site/Structure
CNS	City Conservation Area
ECR/ENR	Eligible for California Register of Historical Resources individually
SM	Structure of Merit

The Alameda (right-of-way). CLD

807 The Alameda, (APN 261-01-006), 1939. CS

808 The Alameda, Babe's Muffler Service (APN 261-33-052) 1933. CLS

848 The Alameda, Schurra's Candies (APN 261-33-020) 1884. ECR/ENR; CLS

982-998 The Alameda, The Alameda Apartments (APN 261-30-054), 1924. IS

1062-1068 The Alameda, Auditorium Skating Rink (APN 261-29-028), 1927. SM

1081 The Alameda, Greenlee's Bakery (APN 261-02-032) 1929. SM

1085-1095 The Alameda, Star Grocery (APN 261-02-033). CS

1205 The Alameda, Tiny's Diner (APN 261-24-010) 1941. IS; CNS

1221-1223 The Alameda (APN 261-24-009) 1957. IS; CNS

1295 The Alameda (APN 261-24-008) 1957. IS; CNS

11 Race Street (APN 261-24-053) 1954. IS; CNS

42 Race Street (APN 261-29-021) 1929. IS

55 Race Street (APN 261-26-43, 65) 1969. IS; CNS

60 North Keeble Avenue (APN 261-02-063) 1898. ECR/ENR (listed on National Register)