

**WEST SAN CARLOS STREET HISTORIC CONTEXT  
CITY OF SAN JOSE, SANTA CLARA COUNTY**

**FOR**

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**IN ASSOCIATION WITH**

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List 1	West San Carlos Street 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.
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## 1.0 INTRODUCTION

The West San Carlos Street study area is located in southwest San Jose and also extends into unincorporated Santa Clara County land in the Burbank and Buena Vista neighborhoods.<sup>1</sup> The study area boundaries are the Nimitz Freeway/Interstate 880 on the west, Bailey Avenue and Norton Avenue on the north, Sunol Street on the east, and Douglas Street on the south. The study area has an east-west alignment along a two-mile corridor. The central road has two different names. East of Bascom Avenue it is known as West San Carlos Street; west of Bascom Avenue it is known as Stevens Creek Boulevard. Only the four westernmost blocks of the study area, between Bascom Avenue and Interstate 880, are centered along Stevens Creek Boulevard [Figs. 1-3].

Research for the following report was conducted by historical geographer Marjorie Dobkin, Ph.D., from November 2010 through February, 2011. The first stage of research focused on site visits and review of prior cultural resources reports and State of California Historic Resources Inventory Forms. Several people provided valuable assistance during the research process, including John Davidson, at the City of San Jose Department of Planning, Building and Code Enforcement; Priya Cherukuru at the Santa Clara County Planning Office; Loui Tucker, historian at the Buena Vista Neighborhood Association; Heather David, author of *Mid-Century By the Bay* (2010); Charlene Duval and Franklin Maggi of Archives and Architecture; Bonnie Bamburg; and Anthony Sacco, Board Member and Webmaster, Burbank Community Association. Unless otherwise noted, Ward Hill took the photographs used in the report. Additional research was conducted at the following libraries and archives: City of San Jose Department of Planning, Building and Code Enforcement, with the assistance of John Davidson; Santa Clara County

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1. Historically, the boundaries of the Burbank neighborhood were roughly as follows: Forest Avenue on the north, Meridian Avenue on the east, Scott Street on the south, and Bascom Avenue on the west (Map of Burbank Subdivisions circa 1927 in Bennett 1993:13). The current boundaries of Burbank as a Census Designated Place are broader. Buena Vista is the southeast portion of Burbank, bounded by West San Carlos Street on the north, Meridian Avenue on the east, Highway 280 on the south, and Leigh Avenue on the west (Buena Vista Neighborhood Association 2010). The City of San Jose has annexed pockets of Burbank and the boundaries of the district have changed over time. A complete documentation of the history of annexations within the study area is beyond the scope of this report. However the origin and status of unincorporated lands in the study area are summarized in a report by the City of San Jose – the “Strong Neighborhoods Initiative Neighborhood Improvement Plan for the Burbank/Del Monte Area”: “There are a significant number of unincorporated areas within the Burbank/Del Monte Strong Neighborhoods Initiative area. These unincorporated areas, or ‘urban pockets,’ represent land within the City urban service area (USA) that remains under the County’s jurisdiction (land use and general government authority). Unincorporated urban pockets in Santa Clara County now account for fewer than 3% of the total Countywide population. The remaining pockets are scattered over a 240 square mile area that stretches from Los Altos Hills to Gilroy. This patchwork of unincorporated pockets is the result of County land use policies prior to 1970, when the County still approved urban development in unincorporated areas. In the early 1970s the County’s role changed dramatically when the County and its 15 cities reached agreement regarding Countywide urban development policies. These policies were intended to provide for more effective management of urban growth, make provision of urban services and infrastructure more efficient, and enable the County to focus its attention and resources on its primary responsibilities – providing Countywide health and hospital services, public safety and justice services, and social services. These urban development policies gave to the cities the basic responsibility for planning, approving, and providing neighborhood services and facilities to urban development. The County would no longer be in the ‘urban development business’ in competition with the cities” (City of San Jose 2002:10).

Assessor and Recorder Offices; San Jose Public Library California Room; History San Jose; San Francisco Public Library San Francisco History Center; University of California, Berkeley Libraries (Earth Sciences & Map Library, Bancroft Library, 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; City of San Jose Department of Planning, Building and Code Enforcement websites; Santa Clara County Heritage Resource Inventory; Buena Vista Neighborhood Association Website; West San Carlos Street Neighborhood Business Association, Inc. website; California Department of Parks and Recreation Office of Historic Preservation website; Santa Clara County Archives website; Sanborn Fire Insurance Company Map Collection 1891-1950; *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 Santa Clara County 1870-1920.

The following report has two main parts. Part I is a historical overview of San Jose, with an emphasis on the West San Carlos Street study area. The report focuses on the American Period of California history after 1850, but it will also include a brief account of the Spanish and Mexican periods. Part II explores the study area in greater depth through a discussion of pioneering property owners, and early subdivisions, institutions, and businesses enterprises. Part II also provides some examples of extant residential and commercial buildings, to convey the variety of historic resource types within the study area.

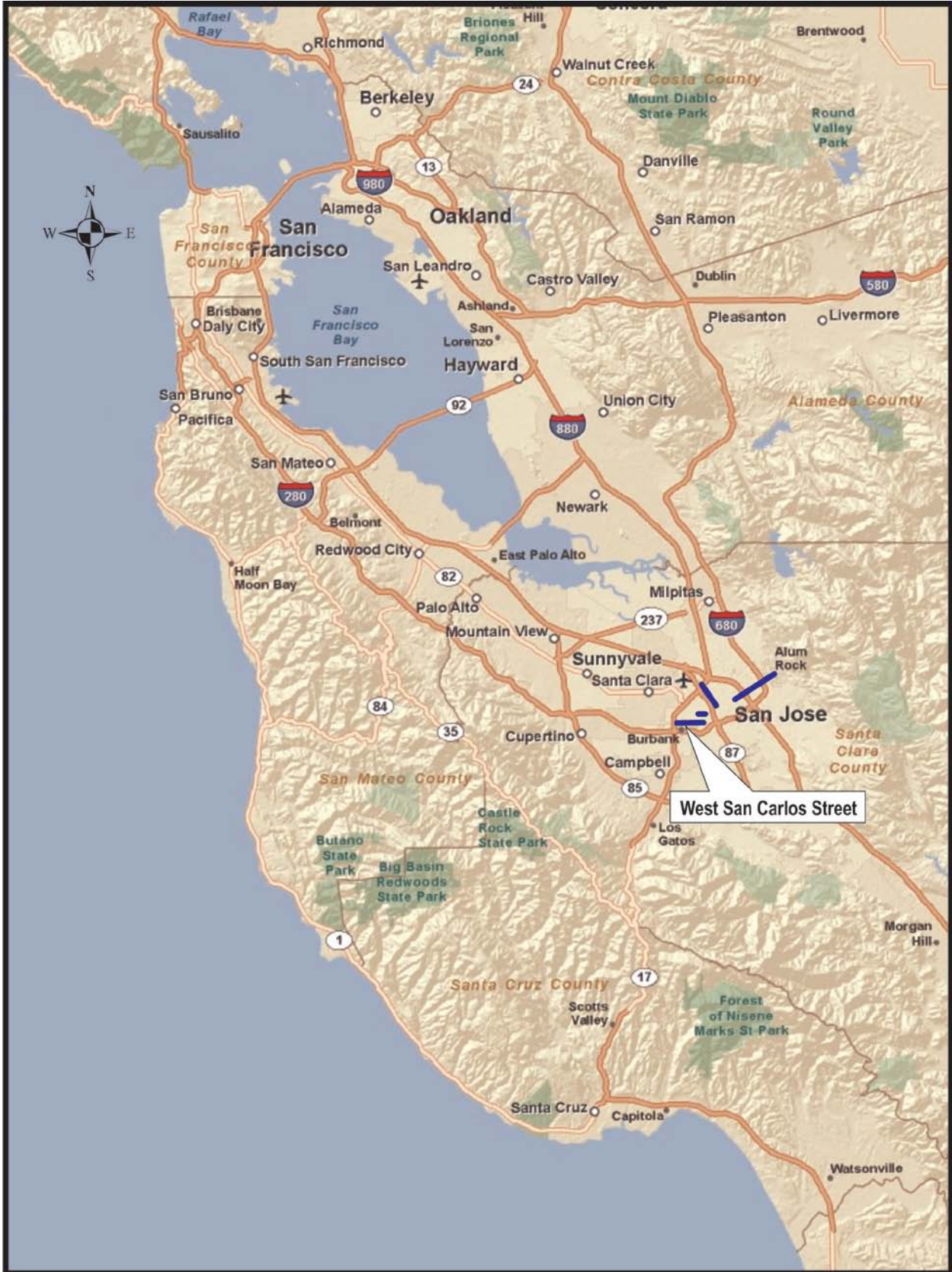


Figure 1: General Project Location





Figure 2: Regional Locations of Context Areas

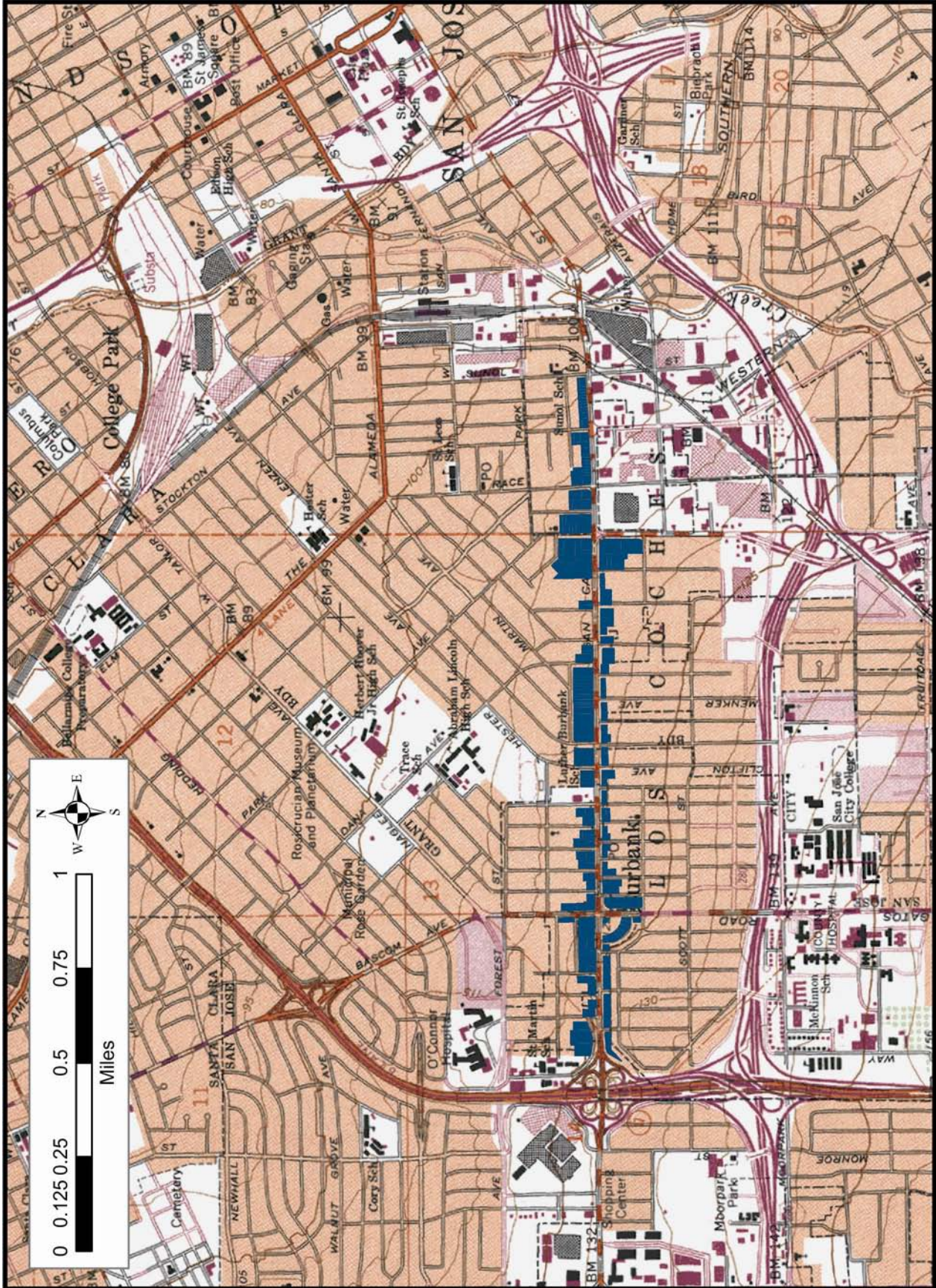


Figure 3: West San Carlos Street Context Area (USGS San Jose West, Calif. 1980)

## 2.0 PART I: WEST SAN CARLOS STREET HISTORICAL OVERVIEW

### 2.1 THE SPANISH PERIOD (1777-1821): ESTABLISHMENT OF MISSION SANTA CLARA DE ASIS AND PUEBLO DE SAN JOSE DE GUADALUPE

The Spanish crown claimed *Alta California* as part of the Spanish empire after the voyages of discovery by Cabrillo and Vizcaino in the 16<sup>th</sup> and 17<sup>th</sup> centuries, and considered it a northern extension of their lands in Mexico. In the mid-18<sup>th</sup> 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 economy, by establishing ranches to raise livestock, grain, and food crops. The Spanish built twenty-one missions in *Alta California*. The first was *San Diego de Alcalá*, built in 1769; the last mission was *San Francisco Solano*, built in Sonoma in 1821.

The *Mission Santa Clara de Asis* was the 8<sup>th</sup> 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 and is still extant. It is registered as California Historical Landmark No. 338; the plaque is in front of the Mission Church. 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) (Kyle et al. 1990:xi-xii, 399; Basin Research Associates 1985:21-22).

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 (Kyle et al. 1990:xii; Basin Research Associates 1985:22).

*Pueblo de San Jose de Guadalupe*, Spain's first civil settlement in *Alta California*, was established in 1777 on the east side of the Guadalupe River, about two miles southeast of the first site of the *Mission Santa Clara de Asis*. The 1777 Pueblo was located in present-day northwest San Jose, near the Former City Hall building at 801 North First Street.<sup>2</sup> Governor Felipe de Neve authorized the founding of the pueblo to provide food and supplies for the Mission as well

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2. The 1777 *Pueblo de San Jose de Guadalupe* site was registered as California Historical Landmark No. 433 in 1949. The plaque commemorating the Pueblo site is located in a parking lot at 151 West Mission Street, near the Former City Hall at 801 North First Street. The Pueblo site is also listed on the City of San Jose Historic Resources Inventory. Although there are no extant structures associated with the 1777 Pueblo it is possible that there may be subsurface cultural resources at the site.

as for Spain's presidios at San Francisco and Monterey. The local Indian population provided vital assistance to pueblo 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. In the 1790s the Pueblo was relocated one mile to the south due to flooding of original site. The relocated Pueblo was near the intersection of present-day West San Fernando Street and Market Street, which became the Pueblo thoroughfare (Kyle et al. 1990:400; Maggi and Dill 2007:12; Arbuckle 1986:10-13, 55; Basin Research Associates 1985:20-21).

## 2.2 THE MEXICAN PERIOD (1822-1846): RANCHO DE LOS COCHES AS A MEXICAN LAND GRANT

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. By the 1840s the pueblo population was about 600-800. The few American residents were mostly young bachelors, although many eventually married into Spanish or Mexican landowning families. Organized overland migration from the United States to California began in 1841 with the arrival of the Bidwell-Bartleson Party from the Mississippi Valley. Several members of that party, and of the ill-fated Donner party of 1846, eventually settled in the San Jose area (Arbuckle 1986:64; Kyle et al. 1990:xiii).

Perhaps the most significant impact of the transition from Spanish 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. 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. *Mission Santa Clara de Asis* was secularized in 1836. 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 seventeen parcels were eventually granted to individual owners from the lands of the pueblo in downtown San Jose and thirteen parcels were granted from lands that had belonged to the *Mission Santa Clara de Asis* (Broek 1932:41-44; Kyle et al. 1990:xiii; Basin Research Associates 1985:21-23).

Roberto Antonio Balermينو, a Santa Clara Valley Costanoan Ohlone Indian, received government permission to occupy a portion of the *Mission Santa Clara de Asis* land in 1836. He had been baptized at the *Mission Santa Clara* in 1785 at the age of 3½ and in adult life held a responsible position at the Mission. In 1842, Governor Manuel Micheltorena granted him a

2,219.34-acre rancho, about one half of a square league. The rancho land had been used as the Mission's swine's pasturage and was therefore known as *Rancho de los Cocheros* (pigs). The rancho was bounded on the east by Los Gatos Creek and was southwest of The Alameda,<sup>3</sup> the road connecting the *Mission Santa Clara* and the *Pueblo de San Jose*. The rancho lands include portions of present-day southwest San Jose, the Hanchett Park neighborhood, the Burbank District, and the sites of two well-known local institutions, O'Connor Hospital and the Santa Clara County Medical Center (Kyle et al. 1990:409-410; Munro-Fraser 1881:212; Wiberg et al. 2001:19; Arbuckle 1986:22).

Roberto Balermino grazed sheep on his rancho lands, operating the *Rancho de los Cocheros* with the assistance of a resident business manager, Antonio Maria Suñol, an economic and political leader of the San Jose Pueblo. Suñol Street, at the eastern end of the West San Carlos Street study area, is named after him. Suñol was a native of Barcelona, Spain who arrived in California as a sailor in the French navy and settled in the San Jose Pueblo in 1818. He built an adobe home on Market Plaza and opened the Pueblo's first mercantile store and saloon in 1820. The store's strong box served as the Pueblo's first "bank." Suñol was a noted vintner and began selling wine in about 1823. Arbuckle and other historians credit Suñol as the pueblo's "first postmaster for the *Californios*" (Arbuckle 1986:175,373). In addition to being postmaster from 1826 to 1829, he also served as the Pueblo's *sindico* (receiver) from 1839 to 1840, and sub-prefect from 1841 to 1844 (Kyle et al. 1990:410). Suñol and his brother-in-law, *Alcade* Antonio Maria Pico, were partners in the construction of St. Joseph's Church in San Jose in 1836 (Grasser 1996:48). Suñol had an adobe flour mill on the Guadalupe River, which was taken over by his son-in-law, Pierre Sainsevain, in 1844. *Alcade* John Burton appointed Suñol to the first *junta* (council) to govern San Jose in December 1846 (Duval 1996: 65-67).

Roberto Antonio Balermino died in 1847 and his second wife died in 1849. The Roberto-Suñol Adobe, CA-SCL-385H, is still extant at 770 Lincoln Avenue, just south of Highway 280, outside the West San Carlos study area. It is registered as California Historical Landmark No. 898 and includes Roberto Balermino's adobe, built in the late 1830s, and Antonio Suñol's 1847 building and enlargement of the property.

Antonio Suñol acquired ownership of the *Rancho de los Cocheros* in 1847; in 1849 he divided it into thirds. He retained a portion for himself, gave a second portion to his oldest daughter Paula Suñol de Sainsevain, and sold a third portion, including most of the West San Carlos Street study area, to Henry Morris Naglee, a prominent resident of San Jose, for \$10,000. Naglee was a former Army captain and veteran of the Mexican War who had come to California in 1847 with Jonathan D. Stevenson's First Regiment, New York Volunteers. The three owners filed a claim to the rancho in 1852, based on Roberto Balermino's original land grant. Kyle et al. note that, "the question in this case was concerned with the legality of a grant to an Indian and further with his right to dispose of the property." In 1857 the U.S. government confirmed the grant by patenting the rancho to the three claimants. This was the Federal Land Commission's first

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3. Kyle et al. describe the rancho boundary as beginning on The Alameda at the *Cienaga de Santa Clara*, [Marsh or Swamp of Santa Clara], extending west to the *Roblar del Torotal*, southeast along this forest to Los Gatos Creek, and from the creek to the Guadalupe River (Kyle et al. 1990:409-410).

property case decision in Santa Clara County. Suñol died in 1865<sup>4</sup> at the age of 68 and was buried in the *Mission Santa Clara* cemetery. Henry M. Naglee's pioneering role in the subdivision of the *Rancho de los Coches*, including the study area, will be described in Part II of this report (Wyatt and Arbuckle 1948:23; Kyle et al. 1990:409-410; Wiberg et al. 2001:19).

### 2.3 EARLY AMERICAN PERIOD (1846-1869) [Figs. 4-6]

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 *alcade*, or mayor, hired William and Thomas Campbell to conduct a town survey in 1847, to prepare for rapid urban expansion under an American government (Arbuckle 1986:55-56). Chester S. Lyman, a surveyor and scientist who had been trained at Yale University, produced the first professional survey of San Jose in 1848. 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. The West San Carlos Street study area was not depicted on the Original Survey. The eastern end of the study area is about two miles southwest of the 1848 southern city limit at Reed Street (Lyman 1848; Arbuckle 1986:55-56; Duval 1996:66; Findlay and Garaventa 1983:32-34).

The war with Mexico 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 the gold rush was comprised mostly of Americans already living in California. They left San Jose and every other settlement in California, "almost depopulated," as Arbuckle put it, in their 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

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4. In 1865 Suñol partitioned his property between Los Gatos Creek and the Guadalupe River, east of the study area, among his children; this became known as Suñol's Addition, shown on the Thompson & West map of 1876 (Thompson & West 1876:42).

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 twenty-seven counties, including Santa Clara County, and approved the incorporation of San Jose and six other cities. California was officially admitted as the 31<sup>st</sup> state of the Union on September 9, 1850 (Arbuckle 1986:76-80; Kyle et al. 1990: xiv).

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 (present-day Hedding) Street. White also extended the eastern city limits to Coyote Creek on the east and just beyond the Guadalupe River on the west. At the time of the White Survey of 1850 the West San Carlos Street study area was still almost two miles southwest of San Jose city limits (White 1850; Arbuckle 1986:32, 56; Duval 1996:77; Loomis 2009:45; Sanborn Map Company 1891, 1915).

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.<sup>5</sup>

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. In 1860 the population of San Jose was approximately 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 19<sup>th</sup> 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 water company's service in the West San Carlos Street study area did not begin until the 20<sup>th</sup> century, which will be discussed in Part II.) 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; Thompson & West 1876:15¼; James and McMurry 1933:85).

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

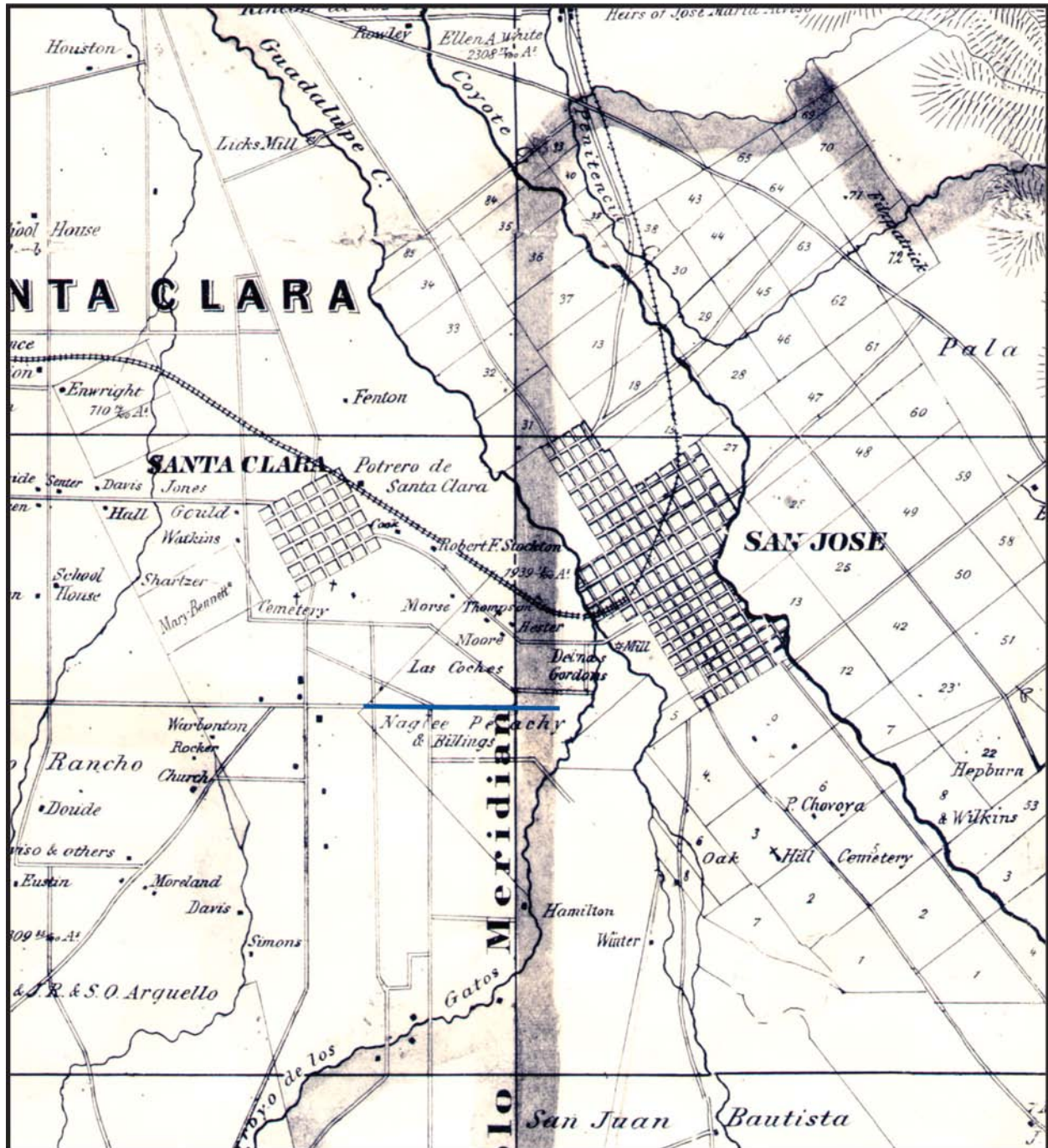


Figure 4: West San Carlos Context Area in 1866 (Healey 1866)

During the early American period San Jose developed into a government, commercial, banking, and cultural center for the surrounding agricultural region. The fertile lands of the Santa Clara Valley were settled by returning gold miners who established farms and orchards on former rancho and Mission lands. The ranches provided produce, meat and dairy products for San Jose as well as the rapidly growing urban market in San Francisco.

Geographer Jan Broek's classic 1932 monograph on the Santa Clara Valley described three phases of agricultural development during the early American period after 1850. From 1850 to



1864, the main agricultural activities were the same as in the Mexican period – cattle grazing and wheat growing. The vast ranchos and Mission lands of the Mexican period were gradually subdivided into parcels of several hundred acres. These smaller cattle ranches were used for dairy production or stock breeding. During the second period of Santa Clara Valley agriculture, from 1865 to 1875, wheat farming became the predominant agricultural activity, and cattle grazing receded in importance. Wheat production had declined after the secularization of the missions in the 1830s. Pioneering American farmers revived the cultivation of wheat in the Santa Clara Valley, with a peak production of 1,701,000 bushels of wheat in 1874 (Arbuckle 1986:140-144; Laffey 1992:13-15; Thompson & West 1876:39).

Although cattle and wheat were the main agricultural activities from 1850 to 1875, there were also some small orchards and early efforts at horticultural experimentation. The pioneering American orchardists at first followed the Mexican practice of planting fruit trees north of downtown San Jose, where there was easy access to water from the Guadalupe River, Coyote Creek, or irrigation ditches. Orchards became more widespread after the discovery of artesian water in 1854, but they were still relatively small and located within city limits. In addition to orchard fruit, other early crops included strawberries and asparagus (Arbuckle 1986:153; Laffey 1992:13-15).

The establishment of agricultural societies in the 1850s helped to set the stage for the Period of Horticultural Expansion from 1870-1918, described below. Some of the property owners in the study area were members of these groups, and will be introduced in Part II. The Pioneer Horticultural Society was founded in 1853 to promote and regulate the industry and educate members on advances in agricultural methods and crop development. The Society's activities prompted the formation in 1854 of a countywide group with similar goals – the Santa Clara Agricultural Society. In December 1856 the two groups merged, under the name of the Santa Clara Valley Agricultural and Horticultural Society. The society was incorporated in 1859 as the Santa Clara Valley Agricultural Society (Arbuckle 1986:154-155).

#### *Early Road Development in the West San Carlos Street Study Area*

Meridian Avenue, originally Meridian Road, was perhaps the first main road built in the West San Carlos Street study area. It was laid out in about 1852, based on the Mount Diablo Meridian, which was established in 1851. The Mount Diablo Meridian is the main north-south line and surveying reference point for much of Northern California and Nevada. The meridian's starting point, known as the "initial point," is the summit of Mount Diablo. Meridians are often marked by roads, and there are other "Meridian Roads" in California, including one in Vacaville, which was also based on the Mount Diablo Meridian. The Meridian Road running through the study area was the traditional standard meridian line for the San Jose area in the late 19<sup>th</sup> century. In 1889 the Santa Clara County Supervisors, at the suggestion of County Surveyor Charles Herrmann, hired the astronomical staff of Lick Observatory to check the accuracy of the meridian line along Meridian Road. Pioneering astrophysicist James E. Keeler led the Lick Observatory team. At the time the northern terminus of Meridian Road was the Santa Clara County Fairground, north of the West San Carlos Street study area. Keeler and his team found that Meridian Road deviated by a little less than a quarter of a degree from an accurate meridian line. They set up a stone monument to mark the accurate line, which was used by surveyors for many years (Keeler 1889:65-70).

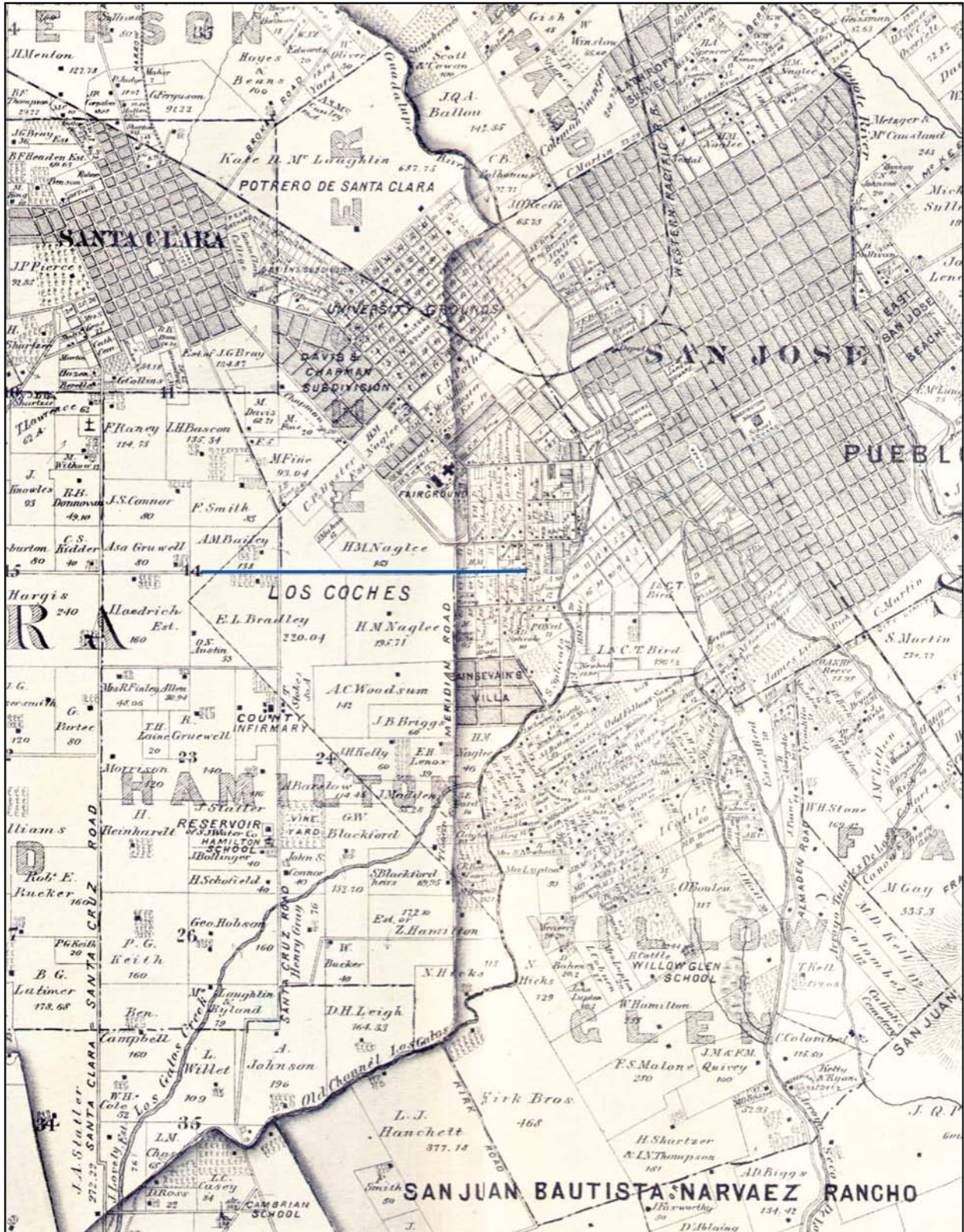


Figure 5: West San Carlos Street Context Area in 1876 (Thompson and West 1976:36-37)

Stevens Creek Boulevard, originally known as the Cupertino Road, and later as the Stevens Creek Road, was built by 1859 and became public in 1872. The road was named after Elisha Stephens, a Cupertino pioneer whose ranch was the road's early terminus. The stream known as Stevens Creek was also named for him. Stephens had been a leader of the pioneering Murphy-Townsend-Stephens party that traveled overland from the United States to the Mexican territory of California in 1844. They opened up the Truckee River Route and brought the first wagons through the Sierra Nevada (Wyatt and Arbuckle 1948:39; Wiberg et al. 2001:20; Banet et al. 1990:10).

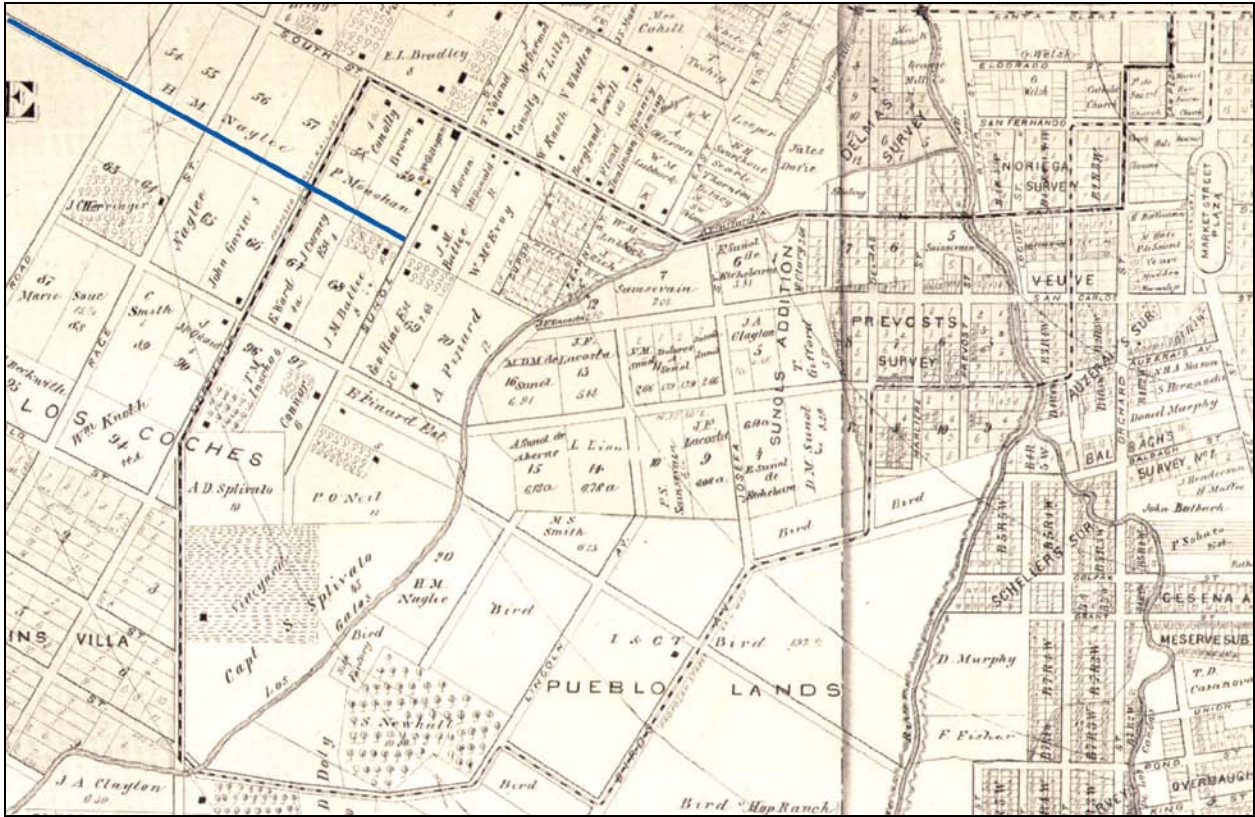


Figure 6: East end of the West San Carlos Context Area in 1876 (Thompson and West 1876:42)

In 1876 Stevens Creek Road extended through the study area only as far east as Meridian Road. There was no main east-west road through the eastern portion of the study area [Figs. 5-6]. The 1891 Sanborn map shows that West San Carlos Street extended all the way from Los Gatos Creek on the east to Meridian Road on the west, where it connected with Stevens Creek Road. By 1927 the eastern portion of the road was re-named, establishing the nomenclature that is still in use today: West San Carlos Street extended as far west as Bascom Avenue, where it connected with Stevens Creek Road east of Bascom Avenue (Thompson & West 1876:36,42; Sanborn Map Company 1891 Vol. 2:69a; McMillan & McMillan 1929; Banet et al. 1990:9; Buena Vista Neighborhood Association 2010:4).

Present-day Bascom Avenue, near the western end of the study area, extends south into Los Gatos Boulevard. Bascom Avenue was developed by 1866 as a major north-south artery through the West Santa Clara Valley, linking Santa Clara and Los Gatos (Loomis 2009:106; Banet et al.

1990:10; McMillan 1903; McMillan & McMillan 1929). Dr. Louis Hazelton Bascom, and his wife Anna, namesakes of Bascom Avenue, were Kentucky natives who traveled to California overland in 1849 with their seven children. Anna Bascom was a beloved pioneer whose house in downtown San Jose (known as “Flapjack Hall”) served as a boarding house and gathering place for lawmakers when San Jose served as the state capital from 1849-1851. Dr. Louis Bascom was one of San Jose’s first physicians. He also served as Santa Clara County Supervisor from 1852-1853 and as the first president of the Santa Clara Agricultural Society in 1854. In 1852 the Bascom family moved from San Jose to a farm near the southern city limit of Santa Clara (Arbuckle 1986:154, 484; Loomis 2009:107).

In 1864 Santa Clara County acquired a strip of the Bascom property for a new road. The road from the Bascom farm south to Stevens Creek Road was officially named Bascom Avenue in 1864; the continuation of the road south of Stevens Creek Road was re-named Bascom Avenue in 1962. Thompson & West identified the southern portion as the Santa Cruz Road in 1876; it also became known as Infirmary Road, after the County hospital established south of the study area in 1875; in 1929 it was officially known as the San Jose and Los Gatos Road (Arbuckle 1986:484; Loomis 2009:107; Laffey and Detlefs 1995:77; Thompson & West 1876:36-37; McMillan & McMillan 1929).

Race Street, a north-south road near the eastern end of the study area, was named for the race track which was a popular attraction in the 76-acre Agricultural Park and Fairground, established north of the study area by Santa Clara County in the 1860s. Race Street originally extended south from The Alameda only as far as South Street (present day Park Avenue), one block north of the future location of West San Carlos Street. By 1876 Race Street extended south through the study area. In 1886 John Gavin, a local farmer, sued to remove a fence across Race Street, which was a public highway in Santa Clara County District No. 4 (*San Jose Daily News* May 13, 1886: 3). The 1891 Sanborn Map shows Race Street extending south of West San Carlos Street, forming the eastern boundary of the O’Connor Sanitarium. The Sanitarium was the first major development in the vicinity of the study area, and will be discussed in Part II (Loomis 2009:71; Thompson & West 1876:42; Sanborn Map Company 1891 Vol. 2:69).

### *Early Railroad Development in the San Jose Area and Study Area*

During the 1850s there were three attempts to improve regional transportation through construction of a direct railroad link between San Jose and San Francisco, but all the plans failed due to problems in financing. The fourth plan succeeded when the voters of Santa Clara County approved measures for the issuance of bonds, a new funding mechanism provided through an act of the state Legislature. The backers of the railroad – Peter Donahue, Henry Newhall, and Judge Timothy Dame –incorporated the San Francisco and San Jose Railroad in August 1860, and construction began in 1861 (Laffey and Detlefs 1995:27; Sawyer 1922:150).

The San Francisco and San Jose Railroad began daily service between the two cities in January 1864.<sup>6</sup> 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

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6. The San Francisco and San Jose Railroad followed the same alignment as the present-day Caltrain route between San Jose and San Bruno.

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 (Sawyer 1922:151, 296; Findlay 1980:15; Laffey and Detlefs 1995:27).

The Southern Pacific Railroad (SP), the successor to the Central Pacific, built a railroad line just beyond the eastern end of the West San Carlos Street study area in the late 19<sup>th</sup> century. The rail line does not appear on Thompson & West's map of 1876 but is shown on the Sanborn Map Index Sheet in 1891. The railroad was a significant transportation feature that spurred economic development near the eastern portion of the study area and vicinity. Canneries, packing houses, and lumber yards were located adjacent to the rail tracks to facilitate direct railroad shipments, and will be discussed in Part II (Broek 1932:150; McCaleb 1981:14; Thompson & West 1876:42; Sanborn Map Company 1891 Vol. 2:Index Sheet).

## 2.4 HORTICULTURAL EXPANSION (1870-1918) [Figs. 7-8]

The period of Horticultural Expansion is named for the third main period of Santa Clara Valley agriculture in the American period, after the earlier periods of grazing and wheat cultivation. By 1896 Santa Clara was known as the "garden county of the garden state," and the "greatest prune-growing section in the United States," according to the aptly named book, *Sunshine, Fruit and Flowers*, published by the *San Jose Mercury* (*San Jose Mercury* 1896:18). In 1922 historian Eugene Sawyer described the county as the "largest fruit district in California," a success due not only to a favorable climate and soils but also to excellent transportation and proximity to population centers (Sawyer 1922:135).

Santa Clara Valley orchardists produced more fruit than they could sell in the late 1860s and a glut in the market led to the abandonment of some orchards. However fruit production became profitable after 1869, when valley growers gained access to East Coast markets through the opening of San Jose's rail link to the Transcontinental Railroad in Sacramento. John Z. Anderson of San Jose has been credited as the first person to ship fresh fruit long distance by rail. He packed a freight car with ice for a shipment of cherries to Chicago, a successful experiment that led to the transformation of the fruit industry through the use of refrigerated rail cars. Orchards were planted in many areas of the Santa Clara Valley in the 1870s and 1880s, including the western portion of the study area, and were the dominant form of valley agriculture by the turn of the century. At the start of the horticultural period, apples were the main orchard crops in the valley, followed by peaches, pears, apricots, plums and cherries. The increasing use of irrigation led to higher cultivation costs and land values, contributing to a more intensive system of land use. These factors, along with regional population growth, led to further subdivision of farm lands and the development of specialized fruit ranches ranging from 3 to 50 acres (Arbuckle 1986:155-163; Laffey 1992: 8, 13-15; Sawyer 1922:783).

San Jose developed a fruit canning, drying and packing industry that flourished along with the Santa Clara Valley orchards. Dr. James Dawson established the first cannery in San Jose at his house in 1871 and established the San Jose Fruit Packing Company in 1875. After he died in 1885 his widow and son became joint owners and by 1887 the company produced 14,000 cases of fruit per year. The company built a plant one block southeast of the study area in 1891-1893, which later became part of the California Packing Company (Calpak). From 1890 through 1920, the Santa Clara Valley was the leading fruit and vegetable canning center in the United States.

Calpak, the local industry leader, was established in 1916, using the Del Monte label. The Di Fiore Canning Company was established in the study area on Stevens Creek Road opposite Porter (now Leigh) Avenue in 1913. The Di Fiore and Calpak canneries will be discussed in Part II (Arbuckle 1986:156; Laffey 1992:13-15; Sawyer 1922:783).

Orchard growers formed organizations and cooperatives to help regulate marketing and industry standards. Several small fruit growers' associations joined together to form the Santa Clara County Fruit Exchange, incorporated in 1892. The Exchange office was located just south of the study area on the west side of Sunol Street near Auzerais Avenue, close to the San Jose Fruit Packing Company plant. It eventually had a membership of 436 growers, representing most of the valley's dried fruit producers. The organization disbanded in 1915 but was succeeded by the statewide California Prune and Apricot Growers, Inc., with headquarters in San Jose. This was the largest fruit growers' cooperative that had ever been established in California. In the 1890s the valley began to develop a regional specialty in prune production. Santa Clara County produced from two-thirds to three-fourths of California prunes by the late 1890s and 25 percent of the world's prunes by the 1930s. Other important fruits were peaches, apricots, pears, cherries, and apples. Fruit production as a whole peaked in the 1920s, and then declined precipitously after 1940 (Arbuckle 1986:156; Laffey 1992:13-15).

#### *Peninsular Interurban Railway Development in the Period of Horticultural Expansion*

San Jose's first street car lines, built by Samuel A. Bishop in 1868-1870, inaugurated a new period of urban development that coincided with the start of the period of Horticultural Expansion. Bishop's first horse-drawn streetcar route linked downtown San Jose to the City of Santa Clara. Bishop's enterprise prompted the formation of a number of rival streetcar companies and Bishop joined forces with his main rival, Jacob Rich, in 1882. After Bishop's death in 1893, Rich acquired control of Bishop's streetcar network and began implementing Bishop's early plan to convert the system from horse-drawn street cars to electric power in the early 1890s (Munro Fraser 1881:692; Arbuckle 1986:114, 118; Sawyer 1922:223; James and McMurry 1933:131; *San Jose Evening News* June 3, 1893:3; Laffey and Detlefs 1995:29-30; Garboske 1996:119).

Just after the turn of the 20<sup>th</sup> century, the establishment of an electric Interurban railroad system brought public transportation service to the West San Carlos Street study area for the first time. The San Jose, Los Gatos Interurban Company was founded by businessmen F.S. Granger and J.W. Rea in December 1902. It was re-incorporated as the San Jose- Los Gatos Railway in 1903 and construction began in June 1903. The line ran from San Jose along West San Carlos Street and Stevens Creek Road through the study area west to Saratoga Avenue, where it turned south to Saratoga, and then headed east to Los Gatos. In 1904 Rea and Granger sold their Interurban system to Southern Pacific, which re-named the line the Peninsula Interurban. Rea and Granger could not compete with the Southern Pacific "Octopus," which was extending its monopoly of California transit systems into the South Bay. SP had already acquired the San Jose Railroad, which operated the streetcar line in San Jose. Southern Pacific then declared its intention to build an interurban line to compete with the San Jose-Los Gatos Railway, essentially forcing Rea and Granger to surrender their company (Arbuckle 1986:121-122; Saratoga Historical Foundation:[Saratogahistory.com/History/PIrailroad.htm](http://Saratogahistory.com/History/PIrailroad.htm)).

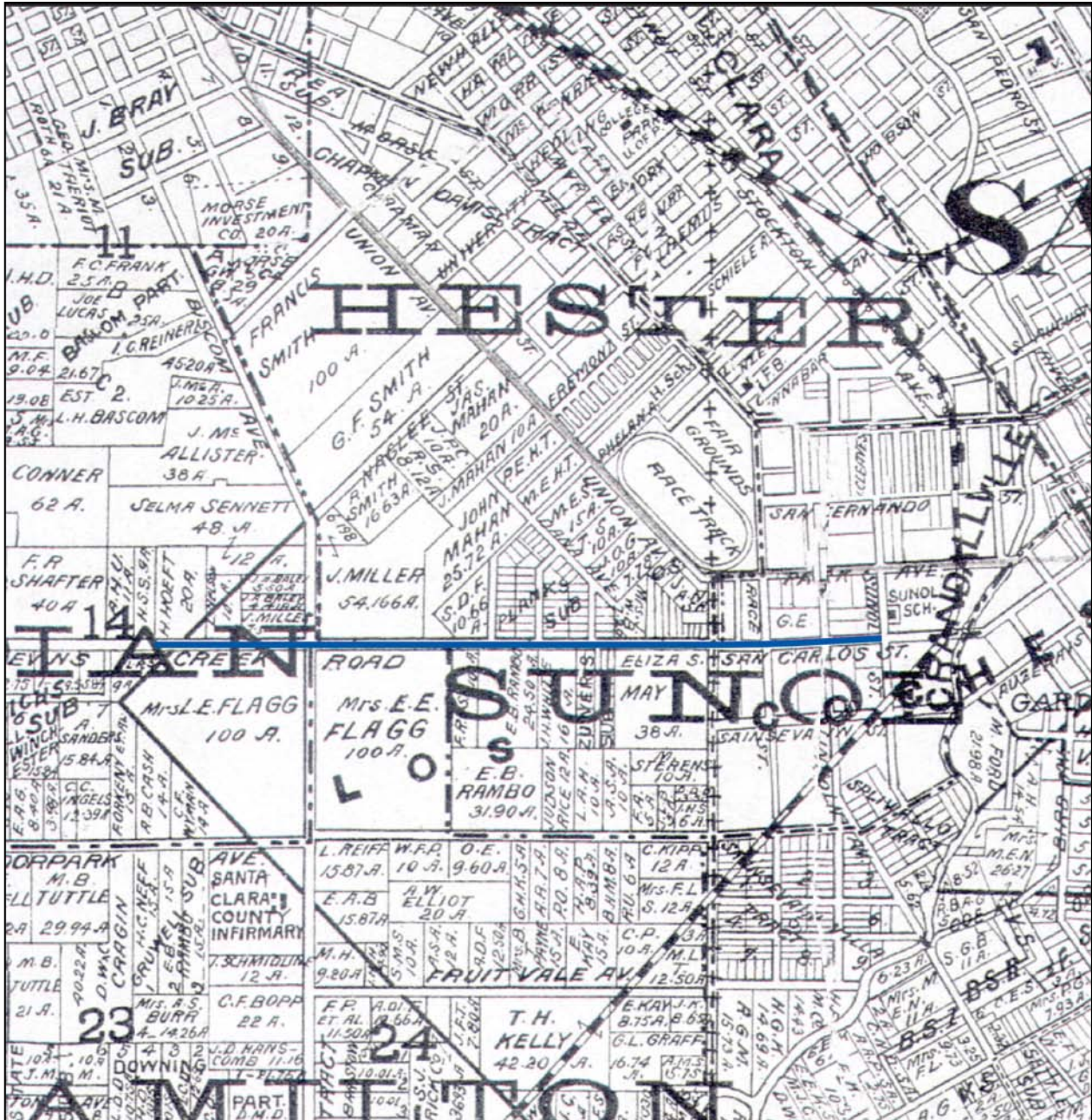


Figure 7: West San Carlos Street Context Area in 1903 (Official Map of Santa Clara County 1903)

The Peninsula Interurban route through the study area prompted the creation of several residential subdivisions, developed for Interurban commuters. The Mayhew Subdivision was created at the eastern end of the study area in 1903. The Interurban Park and Rose Lawn subdivisions in the future Burbank neighborhood were both created in November 1904. This was the start of a trend that would transform the western portion of the study area from a sparsely settled agricultural district into a streetcar suburb of San Jose. In 1904-1906, the ride from Bascom Avenue to downtown San Jose took about ten minutes and cost five cents. The Interurban line also provided a transit link within the study area, uniting the eastern and western portions of the two-mile study area corridor in a new way. For example, residents of the western

end of the area were able to commute by rail to industrial jobs in the cannery district near Sunol Street, at the area's eastern boundary.

In late 1904 the Peninsula Interurban route included San Jose, Meridian Corners, Saratoga, Congress Springs, Los Gatos, Campbell, and Willow Glen. In 1909 the Interurban route was taken over by a new corporate entity, the Peninsular Railway, a subsidiary of the Southern Pacific. In 1910 the Peninsular Railway extended the Interurban route, creating through service from San Jose to Palo Alto. The San Jose-Palo Alto route, along Stevens Creek Road to present-day Foothill Expressway, became the primary artery of the Peninsular system. By about 1915 the fare was ten cents between adjacent stations, or 55 cents for the whole trip between San Jose and Palo Alto. The Peninsular Railway also planned a number of ambitious extensions of the Interurban route that failed to materialize, including a line from Palo Alto to Menlo Park for a connection with the Market Street Railway to San Francisco (Arbuckle1986:122-123; Saratoga Historical Foundation:Saratogahistory.com/History/PIrailroad.htm).



Figure 8: West San Carlos Street Context Area showing property owners in the vicinity in 1904 (Map of City of San Jose and Vicinity)

The Peninsular Railway's special significance in regional transportation history was in "bridging the gap between the transcontinental and statewide railroads and the local trolley lines," according to historians Glory Anne Laffey and Robert Detlefs. The technology of the Interurban system was also innovative; the Interurban car has been described as a hybrid between a rail car and a city trolley car<sup>7</sup> (Laffey and Detlefs 1995:30; Saratoga Historical Foundation: Saratogahistory.com/History/PIrailroad.htm).

7. The Saratoga Historical Foundation website describes the technology of the Interurban system: "The technology differed from the streetcar in a variety of subtle ways. The equipment was larger, heavier, and faster than that used in the urban environment. There were a couple of technology challenges that had to be overcome if the interurban was to become commercially viable. The first challenge was to find a way of transmitting electricity over distance without losing power to run the system. Electric traction relied upon direct current motors for power but because of line loss, direct current could not be transmitted over long distances. So how does the industry address the problem? The answer was the electric substation, or powerhouse, where electricity is transmitted over high-tension lines using alternating current; then at geographically dispersed locations, substations would convert the AC power to DC power using rotary converters. Once converted, the electricity could be channeled over the line via overhead wire that the



When the Interurban system was built, Stevens Creek Road and West San Carlos Street were still dirt roads, with two lanes on the north side for automobiles and other vehicles and two lanes on the south for Interurban cars. The north and south lanes were separated by a drainage ditch that helped protect the road during the winter rainy season. The 1915 Sanborn Map shows the Peninsular Railway Company right of way in the study area on the south side of Stevens Creek Road (Bennet 1993:16; Sanborn Map Company 1915 Vol. 2:194-196).

By the late 1920s, suburban commuters were abandoning the Peninsular Railway in favor of private automobile transportation, which had been introduced to San Jose in the late 1890s. Clarence Letcher opened what was reputed to be the first automobile garage in the West in downtown San Jose in 1900, and a gasoline service station two years later in 1902. By 1915 some houses in the study area had backyard garages for automobile storage; however the Sanborn Map of 1915 shows many more horse stables than garages. As automobile transportation increased, Santa Clara County and cities with Interurban stations, including Palo Alto and Los Gatos, began pressuring Southern Pacific to abandon its Interurban lines so that streets could be widened for more automobile traffic (Sanborn Map Company 1915 Vol. 2:196; Saratoga Historical Foundation: [Saratogahistory.com/History/PIrailroad.htm](http://Saratogahistory.com/History/PIrailroad.htm)).

In the study area and vicinity, SP stopped Peninsular Railway service to Hanchett Park, just north of the study area, in 1926. Arbuckle noted that all lines west of Bascom Avenue were discontinued on March 12, 1933, adding that, “This meant the end of all service to Los Gatos, Saratoga, Palo Alto, and way points. In March 1933 the S.P. divested itself of all Peninsular holdings. The life of all electric service in San Jose ended in April 1938.” Burbank District resident Dan Owen recalled that the Interurban rails in the study area were removed and sold for scrap metal (Arbuckle 1986:123; Laffey and Detlefs 1995:30; Bennett 1993:41).

## 2.5 POST WORLD WAR I THROUGH WORLD WAR II (1918-1945) [Figs. 9-10]

Population growth, and the increasing use of automobile transportation, spurred increased suburban development on the outskirts of San Jose in the late 1920s, and there was a spike in commercial development in the study area, including new stores and auto courts on West San Carlos Street and Stevens Creek Road. The development of the Bayshore Highway between San Jose and San Francisco began in the late 1920s and was completed in the late 1930s, transforming regional transportation and accelerating the push to suburban expansion.

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.

By the late 1920s almost the entire study area corridor had been subdivided into residential blocks and lots, according to the Official Santa Clara County Map of 1929. However the map also shows traces of the region’s agricultural history, particularly in the western portion of the study area. There was a 100-acre parcel at the southwest corner of the study area, owned by

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interurban car would pick up to drive its traction motors using a trolley pole” (Saratoga Historical Foundation: [Saratogahistory.com/History/PIrailroad.htm](http://Saratogahistory.com/History/PIrailroad.htm)).

descendants of Elisha L. Bradley, a 19<sup>th</sup> century orchardist. The Di Fiore family owned a 38-acre parcel near their cannery on Stevens Creek Road. The Mahan family had a 24.6-acre orchard property just west of Di Fiore that they had owned since the turn of the century. There were several other parcels ranging from 5-10 acres throughout the area in 1929. These agricultural parcels were the remnants of large orchards and farms that had once flourished in the western portion of the study area and in other portions of the Santa Clara Valley (McMillan & McMillan 1929; U.S. Bureau of the Census 1900-1920) [Fig. 9].

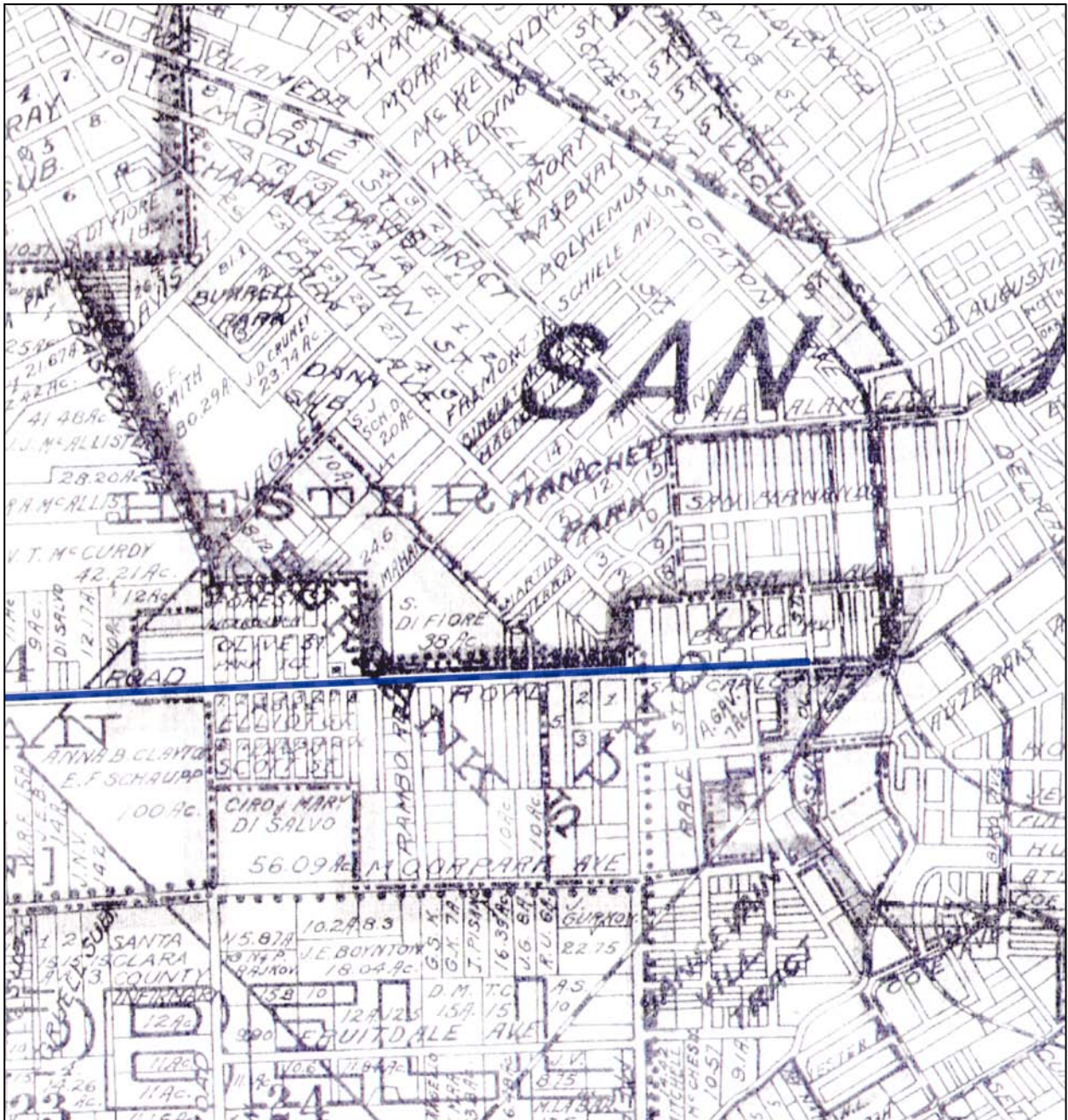


Figure 9: West San Carlos Street Context Area in 1929 (Official Map of Santa Clara County 1929)

Despite a dynamic period of urban and regional development, the city limits of San Jose, established in the White Survey of 1850, did not change for sixty-one years, until annexation of the Gardner District and East San Jose in 1911. The Gardener District was west of the city limits and several blocks east of the West San Carlos study area. The annexation drive was led by local residents who organized the Gardener Annexation Booster's Club in 1910. From 1924-1942 the city undertook eight annexations, including the combined College Park (Hester)-Sunol-Burbank residential areas and the city of Willow Glen. However as noted earlier, much of Burbank is still in unincorporated Santa Clara County (Arbuckle 1986:59, 61) [Fig. 10].

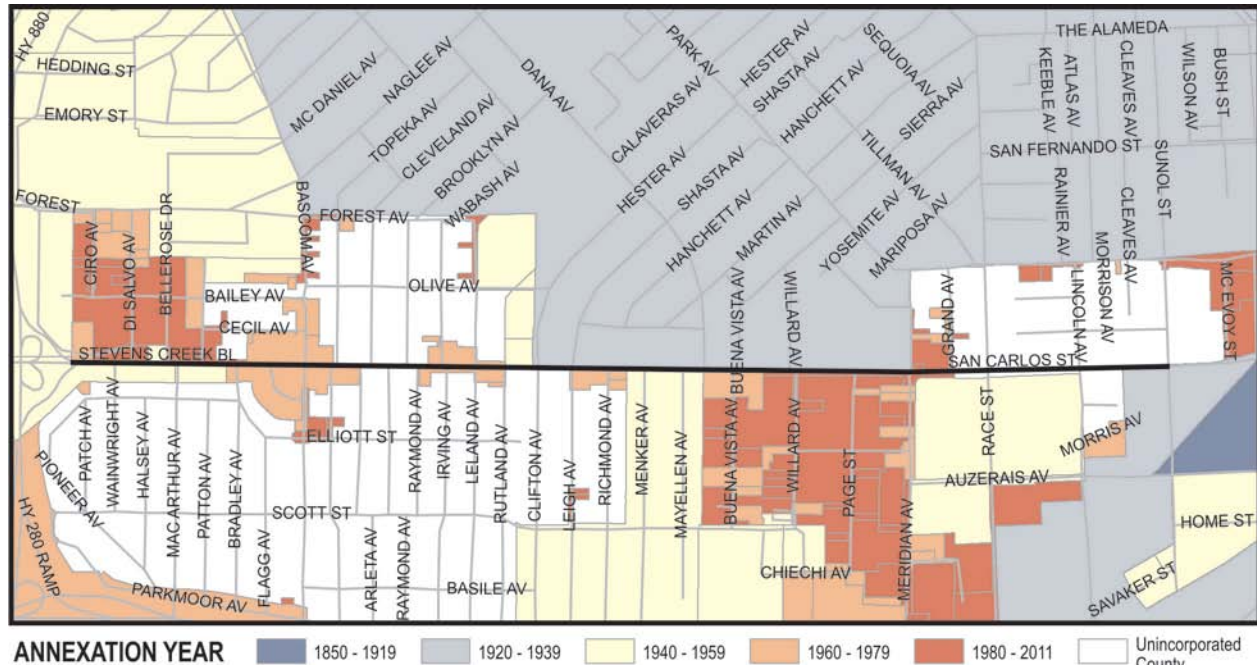


Figure 10

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. In 1945, a *San Francisco Chronicle* reporter, Morton Silverman, wrote a series of articles under the banner headline, “The Second Gold Rush Hits the West.” Silverman described not only a booming economy and population but also a dramatic transformation of regional geography and demographics (Wollenberg 1990:2; Johnson 1995:89; Silverman 1943).

## 2.6 INDUSTRIALIZATION AND URBANIZATION (1945 TO 2000) [Fig. 11]

The period from 1945 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 of San Jose experienced a breathtaking growth in population during the postwar 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 grew from 68,457 in 1940 to 95,044 in 1950.

In 1960 San Jose City Manager Anthony P. (“Dutch”) Hamann began to implement what he called “a general municipal improvement program in this once-agricultural region” (Hamann in *American City*, April 1960 quoted in Maggi and Dill 2007:21). The city expanded dramatically during Hamann’s tenure from 1950-1969, from an area of 17 square miles in 1950 to 136 square miles in 1970. Hamann’s aggressive annexation program brought suburban areas under municipal control, and the city government’s pro-business economic policies supported rapid industrial and commercial development. In 1960 San Jose had a population of 204,196 in a total area of 54.5 square miles. By 1970 the city had more than doubled in size; the population had grown to 445,779 with an incorporated area of 136 square miles (Maggi and Dill 2007:21; Ignoffo 1996:183).

Hamann and his supporters in the San Jose City Council envisioned San Jose as “a new metropolis,” a vision summarized by historian Mary Jo Ignoffo. “In their minds, San Jose had been a sleepy farm town, and they wanted it to become the ‘Los Angeles of the north,’ hoping before long, 3 million people would call it home” (Ignoffo 1996:183).

Rapid post-war population growth exerted pressure on some of the most venerable institutions in and near the West San Carlos Street study area. O’Connor Sanitarium (established near the eastern end of the study area in 1889) and St. Martin’s Church (established in the western portion of the study area in 1915) both moved outside the area to larger quarters in the 1950s.

The San Jose City Council approved commercial zoning outside of the downtown for the first time in the mid 1950s, leading to the establishment of San Jose’s first regional suburban shopping center, Valley Fair Shopping Center, in 1956. This was the start of a trend toward suburban shopping malls and a flight of business from downtown San Jose.

During the late 1950s and 1960s the West San Carlos Street study area was transformed from a quiet residential district to a suburban commercial corridor, with modern strip shopping centers fronted by large parking lots. The establishment of a Sears-Roebuck store near the study area in the 1950s, on the former site of the O'Connor Sanitarium, was a sign of the times. Houses were converted to commercial use, or replaced by new commercial buildings. The 1950 Sanborn Map shows block after block of stores on West San Carlos Street; in 1915 these blocks had been filled with small houses. In the 1940s and 1950s the Burbank Merchants Association was a dynamic organization, sponsoring many local events to advertise and energize the retail district. For many years the Association held a midsummer Burbank Jamboree with parades down West San Carlos Street (Bennett 1993:44; Sanborn Map Company 1950 Vol. 2:179-180, 183-184, 194-196).

EDAW's report on West San Carlos Street in 2003 commented on the unifying effect of post-war retail development within the study area, noting that, "The commercial corridor became a thriving destination as the once-separate east and west nodes grew together" (EDAW 2003:2-3). In the postwar period West San Carlos Street and its extension on Stevens Creek Boulevard also became the primary east-west artery connecting San Jose with the western parts of the Santa Clara Valley (Dill Design Group 2002:6).

The Nimitz Freeway, which forms the western boundary of the study area, was built in the 1950s as part of California 17. This was a long freeway extending from Santa Cruz in the south through San Jose and north to Oakland, and terminating in San Rafael via the Richmond-San Rafael Bridge. In the mid-1980s, the section of the road between San Jose and Oakland was re-named Interstate 880 and is officially known as the Nimitz Freeway, after World War II Admiral Chester Nimitz. Two other major segments of the road were re-named in the mid-1980s as Interstate 80 and Interstate 580. The original name of California 17 is retained only by the southern portion of the road, south of San Jose.

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 thirty 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 1,023,083, according to the California Department of Finance. The United States Census, using a different counting system, cites the city's population in 2010 as 945,942 (*San Jose Mercury News* 2011:n.p.).

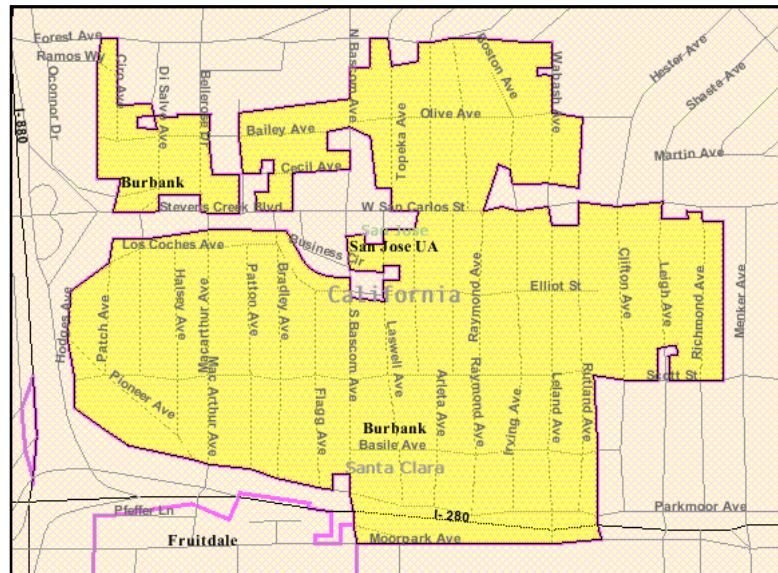


Figure 11: Burbank CDP, 2000 Census.

The population of the Burbank/Del Monte area, which includes the study area, increased from 12,471 in 1990 to 13,572 in 2000. The population of Burbank as a Census Designated Place was 5,239 in 2000. One of the most significant demographic trends in the study area is the growth of the Hispanic community from 1990 to 2000. According to the City of San Jose, the Hispanic community in Burbank/Del Monte “grew faster than anywhere else in San Jose; significantly faster than the City as a whole. Residents of Hispanic origin (which can include white, black and Asian races) make up 51.6 % of the neighborhood, up from 34.9% in 1990. That compares with 32.8 % of the City, up from 26.6% in 1990” (City of San Jose 2002:21) [Fig. 11].

### 3.0 PART II: THE STUDY AREA

The following discussion describes successive periods that contributed to the development of the current streetscape in the study area along West San Carlos Street and Stevens Creek Boulevard. During the early American period, the study area had two distinct nodes of development. The eastern portion of the area (east of Meridian Road) was closer to downtown San Jose, and began to undergo urban and industrial development in the late 1880s. The western portion was a sparsely settled orchard and ranch district until the early 20<sup>th</sup> century. Almost all of the extant buildings in the study area were constructed during the 20<sup>th</sup> century. There were two definitive events and periods that shaped 20<sup>th</sup> century development patterns. The first was the construction of the San Jose-Los Gatos Railway Interurban Line in 1903-1904, which opened the area to rapid residential development; by 1915 the whole corridor was developing into a residential suburb of San Jose. The second period of dynamic change took place after World War II. In the late 1940s and 1950s, postwar population growth and a trend to suburban commercial development transformed the study area into a retail destination and transportation corridor linking San Jose with the western areas of Santa Clara Valley.

As noted in Part I, Henry Morris Naglee was one of the three owners of *Rancho de los Coches* whose land titles were confirmed by the U.S. Land Commission in 1857. Naglee’s one-third portion of the rancho included most of the West San Carlos Street study area. Naglee had a singular and enduring influence over the early history of the study area. In 1876 he was still the major property owner, with 400 acres along the study area corridor. There were only three other property owners of study area land in 1876. Elisha L. Bradley, a leading orchardist and businessman, owned a 220-acre parcel in the southwestern portion of the area near present-day Bascom Avenue; he also had an 8-acre homestead near the northeast corner of the study area. A.M. Bailey, a farmer and clergyman, owned 138 acres in the northwestern portion of the area near Bascom Avenue. A fourth owner, P. Monohan, had a small parcel of 8-10 acres at the eastern end of the study area between Northrup (present-day Lincoln) Avenue and Sunol Street (Thompson & West 1876:36,42).

John Marion Battee, an influential Santa Clara County Supervisor and farmer, was a notable resident of the vicinity in 1876, with property near the eastern end of the study area on Sunol Street. The houses and farms of these pioneers have not survived but are documented in a variety of archival sources, including Thompson & West’s 1876 *Historical Atlas of Santa Clara County* (Thompson & West 1876:42).

*Henry Morris Naglee and the Early Subdivision of Rancho de los Coches*

Brigadier General Henry Morris Naglee was a native of Pennsylvania who came to California in 1847 with the United States Army during the Mexican War. He co-founded a short-lived bank in San Francisco in 1849 and later served as a Union general with the U.S. Army during the Civil War. Healey's 1866 map of Santa Clara County shows that Naglee's property in *Rancho de los Coches* extended from the western boundary of the rancho (west of present-day Bascom Avenue) to the eastern limit at Los Gatos Creek. It is interesting to note that the names of Peachy and Billings appear on the map as Naglee's co-owners of study area land, south of Stevens Creek Road in 1866. Their names do not appear as co-owners on the Thompson & West Map in 1876. Halleck, Peachy, and Billings, a law firm founded by Frederick Billings, Archibald C. Peachy and Henry Wager Halleck, was one of the leading San Francisco law firms in the settlement of titles to Mexican land grants. The law firm dissolved in 1861 (Healey 1866; Online Archive of California 2011; Thompson & West 1876:36, 42).

In 1876 Naglee owned six parcels along the study area corridor totaling almost four hundred acres between the Santa Cruz Road (present-day Bascom Avenue) on the west and Northrup (Lincoln) Avenue on the east. He owned a 153-acre parcel on the north side of Stevens Creek Road, west of Meridian Road; a 195.71-acre parcel on the south side of Stevens Creek Road, west of Meridian Road; and four ten-acre parcels east of Meridian Road on the north side of present-day West San Carlos Street, which had not yet been built in the study area in 1876. He also owned parcels in *Rancho de los Coches* beyond the boundaries of the study area (Thompson & West 1876:36, 42).

Naglee was not a resident of the study area. In 1865 he established a 140-acre homestead and farm in the city of San Jose. His tract was bounded by Santa Clara Street on the north, Coyote Creek on the east, William Street on the south, and Eleventh Street on the west. Naglee was one of the Santa Clara Valley's early American grape growers, with a vineyard of over fifty acres as well as a winery and distillery. He specialized in the cultivation of Riesling and Charbonneau grapes, used in the production of his famous brandy (Thompson & West 1876:15½; Kyle et al. 1990:410; U.S. Bureau of the Census 1880; Arbuckle 1986:176).

Naglee's large homestead in San Jose was later subdivided and developed as the Naglee Park neighborhood. His mansion is still extant, remodeled as an apartment building, at the northwest corner of East San Fernando and South Fourteenth Streets. A commemorative marble bench and tablet to honor his distinguished career as a U.S. Army veteran and philanthropist were installed in St. James Park in 1915, a gift from Naglee's daughters to the City of San Jose (Garboske 1996:145; Arbuckle 1986:419; *San Jose Evening News* March 8, 1886:3).

*Naglee's Subdivisions and Early Development of the Study Area*

Naglee began subdividing his portion of the *Rancho de los Coches* in the late 1850s, after confirmation of the title by the U.S. Land Commission.<sup>8</sup> In 1860 Naglee subdivided the eastern

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8. One of Naglee's most important early subdivisions took place in 1859 when he sold a 76-acre tract to the Santa Clara Valley Agricultural Society for use as the County Fair Grounds and Agricultural Park, north of the study area (Laffey and Detlefs 1995:60). In 1901 the Agricultural Park that Naglee had sold to Santa Clara County in 1859 was acquired by Lewis E. Hanchett's Peninsular Land and Improvement Company.

portion of the West San Carlos Street study area, east of Meridian Road, into ten-acre parcels. These parcels, in the portion of the study area that was closest to downtown San Jose, were ideally suited for a range of land uses – large enough for farms and orchards and yet small enough to be readily adapted for urban development (Wiberg et al. 2001:19-20).

After Naglee's death in 1886, the eastern portion of the study area was further subdivided. Settlement within the study area was linked to urban and industrial development of the immediate vicinity. For example, the Red Letter Tract was created in the study area in 1889, right across the street from the O'Connor Sanitarium, which was built in 1888-1889. In the early 1890s, canneries and packing houses began locating near the Southern Pacific tracks, drawing job seekers and settlers to the study area nearby.

Naglee kept the larger western portion of his rancho holdings, west of Meridian Road, in large agricultural parcels used for grain fields, orchards, and livestock grazing. Naglee's western parcels were subdivided after his death. However in 1892 this portion of the study area, further from downtown San Jose, was still a sparsely settled rural district, with relatively large parcels and few structures. The western portion of the study area remained an orchard district through the early 20<sup>th</sup> century. The construction of the Interurban line in 1903-1904 prompted rapid subdivision of the orchards into suburban housing tracts. The Di Fiore Canning Company was established in the western portion of the study area in the midst of a peach orchard in 1913. This was the only cannery located on a study area parcel. It was a relatively small family firm, in contrast to the Calpak cannery complex near the eastern end of the study area (Thompson & West 1876:36, 42; Wiberg et al. 2001:19-20; Herrmann Brothers 1892; McMillan 1904).

The following discussion of the study area during the Period of Horticultural Expansion from 1870-1918 addresses the eastern and western portions of the study area separately, since their early developments were quite distinct. The discussion of the eastern portion includes a brief review of pioneering institutions and industries in the immediate vicinity, which stimulated subdivision and development within the study area boundaries.

### 3.1 EASTERN PORTION OF THE STUDY AREA IN THE PERIOD OF HORTICULTURAL EXPANSION (1870-1918) [Figs. 12-16]

#### *P. Monohan, Property Owner, 1876*

P. Monohan was, apart from Henry Morris Naglee, the only property owner in the eastern portion of the study area in 1876, as noted earlier. Monohan's 8-10 acre parcel was at the eastern end of the study area, between Northrup (present-day Lincoln) Avenue on the west and Sunol Street on the east, north of the future location of West San Carlos Street, which had not yet been built. Monohan's life in Santa Clara County is not well documented. The identification on the Thompson & West map may refer to Patrick Monohan (or Monahan), a laborer and native of Ireland whose household in the vicinity was noted in the 1870 U.S. Population Census. At the

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In December 1906 the land was subdivided as Hanchett Residence Park, north of the study area, which became one of San Jose's most desirable residential areas (*San Jose Mercury News* September 23, 1906:6; Santa Clara County Recorder December 4, 1906: Map Book L2, page 53; Arbuckle 1986:121, 418).



time he was 53 and his wife Mary, also born in Ireland, was 33. They had three children ages 1 through 7 (Thompson & West 1876:42; U.S. Bureau of the Census 1870).

*John Marion Battee, Resident of the Vicinity, 1876*

In 1876 John M. Battee owned two parcels near the eastern end of the study area. The Thompson & West map of 1876 shows three buildings on the Battee properties in locations corresponding to the northeast and southwest intersections of present-day West San Carlos and Sunol Streets, just outside the study area. Battee and his wife Clarissa lived on Sunol Street with their five children. He was born in Maryland in 1827 and settled in the San Jose area in the early 1850s. Clarissa McKean Battee was a native of Ohio. In his early years in California John Battee established grain farms in Santa Clara and Salinas and a large prune orchard in Los Gatos. He served as Santa Clara County Supervisor from 1870-1878 and was chairman of the road committee overseeing the construction of the Mount Hamilton Road from San Jose to the Lick Observatory, which was completed in 1877. Historians Laffey and Detlefs describe the construction of this road as the “preeminent issue of the day,” adding that Battee was “considered to be one of the most honest and farsighted political figures of the day.” Battee returned to farming after his retirement from public office (Thompson & West 1876:42; U.S. Bureau of the Census 1870; Laffey and Detlefs 1995:77).

*Elisha Lafayette Bradley, Property Owner in Study Area & Resident of the Vicinity, 1876*

Elisha L. Bradley was a prominent rancher and orchardist who owned a 220-acre parcel in the southwest corner of the study area in 1876, which will be discussed below. He also had an 8-acre homestead closer to downtown San Jose, near the northeast corner of the study area [Fig. 12]. Bradley’s house, on the northwest corner of Sunol Street and South Street (present-day Park Avenue), is illustrated in Thompson & West’s *Historical Atlas of Santa Clara County* on page 31. Bradley was born in New York and came to California in 1850. His wife Mary was also a New York native; they had nine children, although only two daughters survived beyond early childhood. In the 1850s and 1860s Bradley lived in Placer County, where he worked in the mining industry and served a term as a California State Senator. He bought the property in the study area and vicinity in 1873. In 1880 E.L. Bradley was 58, his wife was 46, and their two daughters were ages 14 and 19; the household in 1880 also included a laborer and a servant (Foote 1888:368-369; Munro-Fraser 1881:515; Thompson & West 1876:31, 36, 42, 105; U.S. Bureau of the Census 1880).

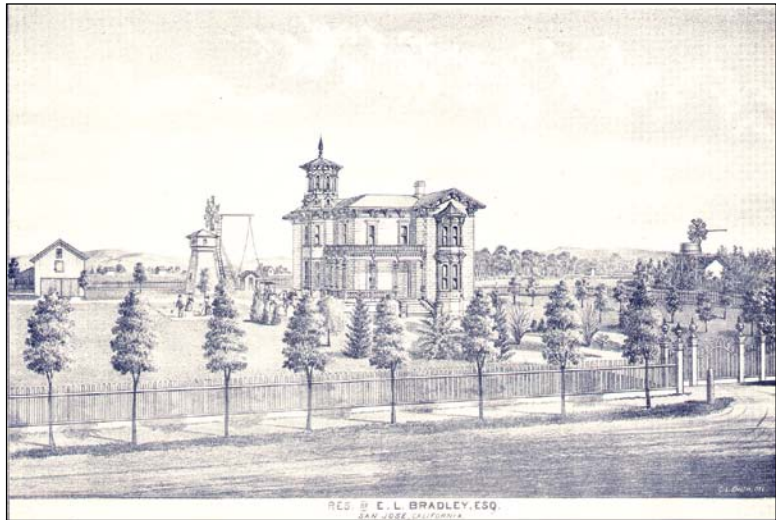


Figure 12: Elisha L. Bradley Residence in 1876 (Thompson and West 1876:31)

*O'Connor Sanitarium in the Vicinity, 1888-ca. 1953*

The first significant building near the West San Carlos Street study area was the O'Connor Sanitarium, built in 1888-1889 [Figs. 13-14]. It was located just outside the area on the south side of West San Carlos Street between Race Street and Meridian Road, on a parcel that Naglee had owned in 1876. This was the only location near the study area to be documented by the Sanborn Fire Insurance Map Company in 1891<sup>9</sup> (Sanborn Map Company 1891 Vol. 2:69a; Sanborn Map Company 1915, 1950 Vol. 2:184).

O'Connor Sanitarium was the second major hospital in the greater San Jose area. The first, the Santa Clara County Hospital, had opened in 1875 on present-day Bascom Avenue, south of the study area. The Sanitarium was named for Judge Myles Poore O'Connor. He and his wife donated the Sanitarium to the Sisters of Charity of St. Vincent de Paul, who operated it as a non-sectarian facility. When the Sanitarium opened in 1889 it had 35 private rooms and several wards. The large two-story brick and sandstone building was surrounded by extensive grounds, landscaped with paths, trees and gardens.



Figure 13: O'Connor Sanitarium (Sunshine, Fruit and Flowers 1896:286)

During the first six years of its operation, the Sanitarium admitted about 1,500 patients, caring for about fifty or sixty patients at a time. In addition to serving as a hospital it was also used as a residential nursing home for senior citizens. The O'Connors built a cottage for their retirement years near the Sanitarium in the early 1890s, after donating their San Jose mansion to the Sisters of Notre Dame for use as an orphanage. McMillan's Map of the City of San Jose in 1904 shows the Sanitarium parcel as 8.395 acres; south of it was a 7.25-acre parcel owned by M.P. O'Connor (*San Jose Evening News* July 19, 1889:3; *San Jose Evening News* April 24, 1893:3; *San Jose Mercury* 1896:286; Arbuckle 1986:440-441; McMillan 1904).

The O'Connor Sanitarium was expanded and improved in stages over the years. One of the most significant early improvements was the 1902 addition of a surgical wing, described in a local newspaper as "the most modern and best equipped surgical rooms and appliances on the Coast"

9. The first Sanborn map of the vicinity, published in 1891, had only one page devoted to property near the study area, and focused on the Sanitarium. Sanborn Fire Insurance Company maps are one of the best archival tools for the research of buildings and urban development. Sanborn generally mapped only those blocks that had reached a certain level of building density. Sanborn map coverage of the study area gradually increased over time, following the path of development. The eastern portion of the study area, closer to downtown San Jose, and the Southern Pacific rail tracks, developed earlier than the western portion, as shown on the Sanborn maps of 1915 and 1950.

(*San Jose Mercury News* April 21, 1907:32). By 1903, the sanitarium had accommodations for over one hundred patients. The grounds also included a chapel, a nurse's home and a stable (*San Jose Evening News* June 8, 1903:3; Arbuckle 1986:488).

The O'Connor Sanitarium, operated by the Sisters of Charity, remained in its original location for over 60 years. By the 1950s the original building and site were considered too small to accommodate an increasing demand for its services. The successor institution, O'Connor Hospital, was a modern four-story facility built in 1951-1953 on a 24-acre site on Forest Avenue, west of Bascom Avenue, outside the study area. The new hospital began receiving patients in January 1954. O'Connor Hospital is still in that location in 2011 (Arbuckle 1986:488).



Figure 14: O'Connor Sanitarium in 1944 (Arbuckle 1986:492)

#### *Red Letter Tract in the Study Area, Created in 1889*

The construction of the O'Connor Sanitarium in 1888-1889 was almost certainly an important factor in the subdivision of land within the study area in 1889. The Red Letter Tract, just north of the Sanitarium, was subdivided in May 1889 by owner J.H. Rucker, a real estate agent with the firm J.H. Rucker and Son. The subdivision included portions of the north side of West San Carlos Street, Race Street, Grand Avenue, and Meridian Road. Rucker began selling the lots in April 1889 for \$245 per lot, at \$10 per month, with no interest. The lots were advertised as having access to water and sewer pipes (Santa Clara County Recorder May 2, 1889:Map Book D2, page 97; *San Jose Evening News* April 29, 1889:3). The 1915 Sanborn Map shows that the north side of West San Carlos Street between Race Street and Meridian Road were fully developed with houses. A corner store that also served as a residential building stood on the northeast corner of West San Carlos Street and Meridian Road (Sanborn Map Company 1915 Vol. 2:183).

#### *Canneries in the Vicinity: Griffin and Skelley, 1891 San Jose Fruit Packing Company and Successors, 1891-1999*

As noted earlier, the Southern Pacific Railroad built a railroad line just beyond the eastern boundary of the study area; the railroad does not appear on the Thompson & West 1876 map but is shown on the 1891 Sanborn Map index sheet (Thompson & West 1876:42; Sanborn Map Company 1891 Vol. 2: Index Sheet). The rail line was a magnet for industrial development. Canneries and packing houses near the tracks helped to spur settlement of the study area by providing job opportunities for local residents.

Griffin & Skelley, an independent fruit packing and shipping firm, was perhaps the first significant business enterprise to locate near the West San Carlos study area. In 1891 Griffin & Skelley had a fruit drying plant on the southeast corner of West San Carlos and Race Streets, across Race Street from the O'Connor Sanitarium grounds. It is the only firm identified by name on the 1891 Sanborn map of the vicinity and appears to have been documented mainly because of its proximity to the Sanitarium (Sanborn Map Company 1891 Vol. 2:69a). The company had vacated the site by 1915, but continued its operation in San Jose. The firm, originally called Griffin & Seegar, was established in 1881 in Riverside California, and was a pioneer in the development of California's commercial raisin and fruit drying industry (Basin Research Associates, Inc. 1999:n.p.; Sanborn Map Company 1915 Vol. 2:184).

From 1891-1893 the San Jose Fruit Packing Company built a plant just beyond the eastern portion of the study area on a site bounded by West San Carlos Street on the north, Sainsevain (now Auzerais) Avenue on the south, Los Gatos Creek on the east and Sunol Street on the west [Figs. 15-16]. The plant was located east of the Southern Pacific Railroad tracks that ran through the block. As noted in Part I, this is credited as the first cannery company in Santa Clara County, established by J.M. Dawson in 1871 and incorporated in 1875. In 1899 the San Jose Fruit Packing Company was one of eighteen Pacific Coast canning firms that merged to establish the California Fruit Canners Association. The 1915 Sanborn Map identifies the plant on West San Salvador Street (now Auzerais Avenue) as "California Fruit Canners Association – San Jose Branch- Factory No. 4" (Sanborn Map Company 1915 Vol. 2:176; Hill and Grogan 2005:1).

In 1916 the California Fruit Canners Association, Griffin & Skelley, and two other companies

incorporated as the California Packing Corporation or Calpak, which marketed its products under the Del Monte brand. Calpak also pioneered agricultural and scientific research programs for



Figure 15: Calpak Plant No. 3, 801 Auzerais Avenue, north façade and railroad tracks



Figure 16: Calpak Plant No. 3, 801 Auzerais Avenue, main cannery complex with water tower and office building (right)

industrial processes and quality controls. The cannery on Auzerais Avenue was re-named the California Packing Corporation Plant No. 3. This was one of seven Calpak plants in San Jose. Calpak Plant No. 3 specialized in fruit canning, especially of apricots and peaches; fruit cocktail was the plant's largest single product (Hill and Grogan 2005: 1, 13; Sanborn Map Company 1950 Vol. 2:176).

The original buildings of Calpak Plant No. 3, built by the San Jose Fruit Packing Company from 1891-1893, were demolished to make way for new phases of construction by Calpak over a long period from 1917-1956. Calpak changed its name to Del Monte Corporation in 1967. Plant No. 3 was still operating in the late 1990s, canning pears, apricots, and fruit cocktail. It closed in 1999 after 104 years in operation, and was one of the last canneries in Santa Clara County. The California Packing Corporation Water Tower at the former 801 Auzerais Avenue is still extant and is listed on the City of San Jose Historic Resources Inventory as a Structure of Merit. History San Jose has a website documenting the history of the cannery on Auzerais Avenue ([historysanjose.org/cannerylife](http://historysanjose.org/cannerylife); Sanborn Map Company 1950 Vol. 2:176; City of San Jose 2010; Hill and Grogan 2005:1, 12-13).

#### *Santa Clara Valley Mill and Lumber Company in the Vicinity, 1915*

In 1915 the Santa Clara Valley Mill and Lumber Company had a large lumber yard and mill on the southeast corner of West San Carlos and Sunol Streets, just outside the study area. The lumber yard was located on the same block as the California Fruit Cannery Association Factory No. 4, on the opposite (west) side of the Southern Pacific Railroad tracks. The lumber company was incorporated on January 22, 1873 with a capital stock of \$300,000. William Patrick Dougherty, a native of Ireland who settled in Santa Clara County in 1858, was one of the company's founding directors and its first manager. The main location of the firm was in San Jose on the corner of Fourth and San Fernando Streets (Munro-Fraser 1881:460; *San Jose Evening News* March 19, 1894:1; Guinn 1904:1111; Sanborn Map Company 1915 Vol. 2:176).

#### *Peninsular Railway Company Rail Yard in the Vicinity, 1915*

In 1915 the Peninsular Railway Company had a rail yard near the eastern end of the study area on the south side of West San Carlos Street, west of Sunol Street. The yard, just outside the study area, included a car house, machine shop, and electrical shop (Sanborn Map Company 1915 Vol. 2:180). This had been John Marion Battee's parcel in 1876.

#### *Mayhew Subdivision in the Study Area, Created in 1903*

The Mayhew Subdivision, surveyed and recorded in April 1903, may have been prompted, at least in part, by plans for the Interurban line. As noted earlier, the San Jose-Los Gatos Railway Company, established in December 1902, began construction of the rail line through the study area in June 1903. Subdivision owner C.R. Mayhew was a partner in the real estate firm of Mayhew and Chilton and lived outside the study area. The subdivision included parts of Sunol Street, West San Carlos Street, Pacific Avenue, and Northrup (Lincoln) Avenue; the lots were 40 x 125 feet, with corner lots of 45 by about 136 feet. P. Monohan had owned this portion of the study area in 1876. The 1915 Sanborn Map shows that the north side of West San Carlos Street between Sunol Street and Lincoln Avenue was fully developed with houses; there was a corner

store on the northeast corner of West San Carlos Street and Lincoln Avenue (Santa Clara County Recorder April 29, 1903: Map Book F3, page 15; *San Jose Evening News* January 19, 1904:5; Sanborn Map Company 1915 Vol. 2:179).

*Edwin W. Draper, Property Owner and Blacksmith in the Study Area, 1904*

Despite the formation of the Red Letter Tract in 1889 and the Mayhew Subdivision in 1903, there were still a few 5-10 acre parcels in the eastern portion of the study area at the turn of the 20<sup>th</sup> century. In 1904 Edwin W. Draper owned a five-acre parcel just east of the Red Letter Tract subdivision, on the north side of West San Carlos Street, east of Race Street; his parcel extended north to Park Avenue, one block north of West San Carlos. Draper was originally from New York and traveled overland to California in 1863, settling in San Jose in 1873. During his early years in the Santa Clara Valley he operated a grain threshing business. In the first years of the 20<sup>th</sup> century Draper had a blacksmith shop in the study area on the northeast corner of West San Carlos and Race Streets. He lived on Park Avenue with his wife Martha and three children. Draper's blacksmith shop was completely destroyed by fire in 1905. The 1915 Sanborn Map does not show a blacksmith shop on that corner; by that time Draper was 79 years old and presumably retired. In 1915 there were only three structures on Draper's 5-acre parcel – his house on Park Avenue and another house on West San Carlos Street in the study area east of Race Street, with a very small shed nearby. After Draper's death in 1918 his wife Martha and son Wilbur H. Draper continued to live on the five-acre tract (McMillan 1904; Sawyer 1922:1044; U.S. Bureau of the Census 1900; *San Jose Evening News* April 14, 1900:3; *San Jose Evening News* January 17, 1905:5; Sanborn Map Company 1915 Vol. 2:183; Loomis 2009:70).

### 3.2 WESTERN PORTION OF THE STUDY AREA IN THE PERIOD OF HORTICULTURAL EXPANSION (1870-1918)

*Elisha Lafayette Bradley, Property Owner 1876*

As noted earlier, Elisha L. Bradley was one of the four owners of property in the study area in 1876 and also had a homestead on Sunol Street near the northeastern corner of the area. In 1873 Bradley bought 220 acres in the southwest corner of the study area, south of Stevens Creek Road on both the east and west sides of present-day Bascom Avenue. This was the largest single parcel in the study area in 1876. The entire parcel was within the boundaries of the *Rancho de los Coches*; Naglee had owned the parcel in 1866. Bradley established a ranch in the study area, growing grain for his thoroughbred Durham and Shorthorn cattle herds. He also planted sixty acres of fruit and nut trees, including thirty acres of French prunes, ten acres of apricots, ten acres of almonds, and ten acres of both cherries and plums. His early success with the growing and marketing of French prunes was an influential factor in the widespread cultivation of prunes in the Santa Clara Valley in the 1880s. He was also one of the main founders of the First National Bank of San Jose in 1874 and a life-member of the Santa Clara County Agricultural Society (Thompson & West 1876:36; Healey 1866; Foote 1888:368-369; Munro-Fraser 1881:515).

E.L. Bradley died in about 1881 and his wife Mary died in 1885. After his death his son-in-law E.C. Flagg, husband of his older daughter Lenora, carried on the family ranching activities of stock raising and orchard cultivation. E.L. Bradley's other daughter, Anna, later married Willis

S. Clayton (Foote 1888:368-369). E.L. Bradley's daughters Lenora Flagg and Anna Clayton owned the undivided 220-acre Bradley property in the study area in 1904. In 1929, the family still owned 100 acres of the original 220-acre ranch on the west side of Bascom Avenue; the owners in 1929 were Anna B. Clayton and E.F. Schaupp. This was by far the largest parcel in the study area in 1929; by then there were only a few parcels over ten acres (McMillan 1904; McMillan & McMillan 1929).

The Bradley family is associated with two street names in the study area and vicinity. Present-day Bradley Avenue, two blocks east of South Bascom Avenue, is part of the study area at the intersection with Stevens Creek Boulevard. Flagg Avenue is one block east of Bradley Avenue, but does not intersect with Stevens Creek Boulevard and is outside the study area.

*A.M. Bailey, Property Owner, 1876*

The Reverend A.M. Bailey owned 138 acres in the northwest corner of the study area in 1876. He was a native of Tennessee, a farmer who was also a Methodist Episcopal pastor in San Jose in 1870; in 1855 he had been associated with the Methodist Episcopal Church in Gilroy. His parcel was on the north side of Stevens Creek Road, both east and west of Bascom Avenue. Only the eastern portion of the parcel was within the boundaries of the study area and *Rancho de los Coches*. The 1880 U.S. Population Census documents the A.M. Bailey household in Santa Clara Township. He was then 59 years old. His wife Mary, a native of Kentucky, was 56 and they had two daughters ages 16 and 22 (Munro-Fraser 1881:482; U.S. Bureau of the Census 1880).

The Bailey house on Stevens Creek Road was destroyed by fire in 1892, and later that year he was living on North Fifth Street in San Jose, outside the study area (*San Jose Evening News* February 11, 1892:3). In 1904 J.A. Bailey, whose exact relationship to A.M. Bailey is unknown, owned a little over 10 acres of the original family property, although the parcel was just north of the study area (McMillan 1904).

Bailey Avenue, at the northwestern end of the study area, is two blocks north of Stevens Creek Boulevard and was presumably named for the pioneering Bailey family.

*Plank Tract and Zuver's Subdivision in the Future Burbank District*

There were two small, but notable subdivisions in the study area in the 1890s. In 1892 John W. Zuver, a retired farmer who lived in San Jose, outside the study area, subdivided a 16.39-acre parcel on the south side of Stevens Creek Road, on both the east and west sides of present-day Buena Vista Avenue. In November 1895 he created Zuver's Subdivision. Historically this has been considered part of the greater Burbank District but today it is also sometimes identified more specifically by both residents and the City of San Jose as part of the Buena Vista District (U.S. Bureau of the Census 1880; *San Jose Evening News* February 5, 1909 p. 4; Santa Clara County Recorder November 4, 1895: Map Book H, page 139). The Plank Tract, named for owner Frederick Plank, was recorded in 1893, encompassing parts of Stevens Creek Road, and adjacent streets to the north including Dana, Frederick and Adela Avenues. In 1892 Plank also owned a 25-acre parcel in the study area, south of the Plank Tract and Stevens Creek Road (Herrmann Brothers 1892; Santa Clara County Recorder May 24, 1893: Map Book G, p. 78).

*W.W. Cozzens, Property Owner, 1880s*

From the late 19<sup>th</sup> century through the early years of the 20<sup>th</sup> century, some of the most prominent property owners of the study area, including W.W. Cozzens, were non-resident orchardists who acquired parcels for extensive planting of fruit trees. This was a typical pattern of land ownership in the Santa Clara Valley during the period of Horticultural Expansion (Thompson & West 1876:36, 42; Herrmann Brothers 1892).

Historian H.S. Foote described W.W. Cozzens as “one of the leading horticulturists and fruit-dryers of Santa Clara County,” who had established his fruit drying business in 1879 (Foote 1888:617). In the 1880s W.W. Cozzens acquired a 54.16-acre parcel in the study area on the north side of Stevens Creek Road, east of Bascom Avenue. This was the eastern portion of the 138-acre parcel that the Reverend A.M. Bailey had owned in 1876. Cozzens had a “well-known” orchard on his Stevens Creek Road parcel, according to an account in a local newspaper; the orchard was attached as part of an insolvency proceeding by 1892 (*San Jose Evening News* August 28, 1891:2; *San Jose Evening News* December 20, 1892:3). In 1887 Cozzens processed over 800 tons of a wide variety of fruit. In 1889 he built an apricot drying plant in the Newhall district of San Jose, employing 75 white men, women, and children and 67 Chinese men, according to the *San Jose Evening News*. Cozzens and his wife Anna lived outside the study area on Minnesota Avenue in the Willows district (present day Willow Glen) where he had spent his childhood. His parents had moved to the San Jose area after his birth in Sacramento in 1853 (Foote 1888:617; *San Jose Evening News* July 20, 1889:3; *San Jose Evening News* December 20, 1892:3; *San Jose Evening News* August 28, 1891:2).

### 3.3 SUBDIVISIONS IN THE WESTERN PORTION OF THE STUDY AREA [Figs. 17-18]

*Jacob Miller, Owner of the Interurban Park Tract in the Future Burbank District, 1904*

Jacob Miller was an important transitional figure in the history of the study area. He was a prominent fruit grower who developed his orchard into one of the Burbank district’s first large residential subdivisions. As noted earlier, the Interurban line’s construction in 1903-1904 prompted a wave of subdivision activity in the large orchard parcels in the western portion of the study area. Miller’s Interurban Park tract, named for the railway line, was recorded in December 1904. From late 1904-1908 several other subdivisions were created by orchard growers like Jacob Miller, or by individual speculators or real estate firms. The formation of the most significant of these subdivisions will be discussed in the following section of this report.

In December 1892 Miller acquired W.W. Cozzens’ 54.16-acre orchard on the north side of Stevens Creek Road, just east of Bascom Avenue, for \$30,000. By 1897 Miller also owned a 7-acre parcel on the west side of Bascom Avenue, on the north side of Stevens Creek Road. Both of these parcels had been part of the A.M. Bailey property in 1876. Like Cozzens, Miller lived outside the study area. He was a pioneering resident of the Berryessa District, where he and his wife Catherine had a house on Capitol Avenue (McMillan 1904; *San Jose Evening News* December 20, 1892:3; *San Jose Evening News* December 7, 1897:1; *San Jose Mercury and Herald* June 9, 1912:22; U.S. Bureau of the Census 1900, 1910 *San Jose Evening News* October 5, 1912:5).



In 1889 Miller grew 150 tons of prunes and was one of the leading organizers of the Santa Clara County Fruit Union, a growers co-operative (*San Jose Evening News* September 27, 1889:8). In 1900 Miller played an important role in establishing the California Fruit Growers Association in San Jose, as well as the Cured Fruit Association (*San Jose Evening News* January 17, 1900:1; *San Jose Evening News* January 19 1900:8; *San Jose Evening News* June 16, 1900:4). Miller also had a variety of non-agricultural business interests. He was on the Board of Directors of the Alum Rock Railway in 1896 (*San Jose Evening News* February 13, 1896:1). In 1910 he organized a new quicksilver mining company, working a mine on his property on Monterey Road (*San Jose Evening News* January 1, 1910:3).

The Interurban Park subdivision was located in Miller's large orchard on the north side of Stevens Creek Road, east of Bascom Avenue. It included parts of Bascom Avenue, Topeka Avenue, Cleveland Avenue, Brooklyn Avenue, Boston Avenue, and Wabash Avenue (Santa Clara County Recorder December 5, 1904:Map Book K, p. 21).

The *San Jose Mercury and Herald* reported that the subdivision was originally named the Jacob Miller tract, and first advertised for sale in April 1904 by the real estate agent W.J. Lean & Co. of San Jose (*San Jose Mercury and Herald* April 3, 1904:6). Evidently the Jacob Miller subdivision did not have formal approval from Santa Clara County. In November 1904 Miller was arrested on a misdemeanor warrant on the charge of selling lots on streets that had not been "dedicated" and "accepted by the county." By mid-December the matter was resolved. A formal survey was undertaken in November 1904 by P.C. Sainsevain and the subdivision, re-named Interurban Park Tract, was recorded in December 1904. Miller's real estate agents resumed advertising sales of parcels in the Interurban Park Tract in November 1904 (*San Jose Evening News* November 23, 1904:8; *San Jose Evening News* December 14, 1904:6)

In November 1904 two San Jose real estate firms, W.J. Lean & Co. and Blakemore & Atkinson, advertised sales of Interurban Park lots; they were 45 feet wide and 125 feet deep, selling for \$100-\$125, at \$1.00 down and \$1.00 per week. The lots were covered with full-bearing trees. City water was piped to each lot, and the streets were to be graded by the subdivision owner (*San Jose Mercury and Herald* November 6, 1904:8; *San Jose Mercury and Herald* November 27, 1904:8).

The real estate firm of Atkinson & Henning claimed to have sold over three hundred lots in the Interurban Park tract between 1904 and 1906, noting that almost fifty families were living in the subdivision in December 1906 (*San Jose Mercury News*, December 16, 1906:8). In May 1907 the *San Jose Mercury* reported on successful sales in the Burbank District, noting that only ten of the 379 lots in the Interurban Park subdivision remained unsold. Prices were rising steadily, cement sidewalks were being built, and an "excellent class of citizens" was building good suburban cottages (*San Jose Mercury* May 29, 1907:6). The 1915 Sanborn Map shows many houses on both Stevens Creek Road and the intersecting streets of the Interurban Park tract between Wabash Avenue on the east and Bascom Avenue on the west (Sanborn Map Company 1915 Vol. 2:194).

Miller was also the owner of Interurban Park Tract No. 2, recorded in September 1907. The subdivision was created on Miller's 7-acre parcel on the north side of Stevens Creek Road, west of Bascom Avenue. The subdivision included parts of Stevens Creek Road, Bascom Avenue,

and Cecil Avenue (Santa Clara County Recorder September 4, 1907:Map Book L2, p. 91). In 1915 there were several small houses in the subdivision on the north side of Cecil Avenue and one house on the south side of Cecil Avenue (Sanborn Map Company 1915 Vol. 2:194).

*Rose Lawn Subdivision in the Future Burbank District, Created in 1904*

The Rose Lawn subdivision, created in November 1904 by the owner, T.B. Potter Realty Company, was one of the largest subdivisions in the future Burbank district. It was located on the south side of Stevens Creek Road, east of Bascom Avenue. It included parts of Stevens Creek Road, San Jose and Los Gatos Road (present-day Bascom Avenue), Elliott Street and Laswell Avenue, Vaughn Avenue, Arleta Avenue, Raymond Avenue, Irving Avenue, Leland Avenue, and Rutland Avenue (Santa Clara County Recorder November 11, 1904:Map Book K, p. 13). The subdivision improvements included graded streets and sidewalks and water piped to each lot.

**Do You Own Your Own Home?**  
**Watch Rose Lawn Grow.**  
 Take a ride on the Los Gatos Interurban electric cars, **50c CAR FARE**, and see the **BEAUTIFUL HOMES** now being built. There are **FIVE** more to be commenced next week. Is one for you?  
 Just move in and pay the same rent as you are now paying and we will give house and two lots **ABSOLUTELY FREE**. Come to us and let us explain how. Nothing down and no interest. No saloons and no undesirable neighbors.  
**Water Now Piped in Front of Each Lot. Streets Graded and Sidewalks.**  
 Just a few lots left. Agent on the ground every day, or call at office.  
**Watch Rose Lawn Grow.**  
**T. B. POTTER REALTY COMPANY**  
 Rooms 16 & 17, Safe Deposit Block, San Jose, Cal. Phone Green 441.

Figure 17: Rose Lawn Subdivision Advertisement (San Jose Mercury and Herald, Nov. 27, 1904:9)

Lots were 40 feet wide and 100 feet deep, selling for \$125 to \$150 (*San Jose Mercury and Herald* October 23, 1904:8; *San Jose Evening News* October 24, 1904: 8).

In November 1904, just a few weeks after the subdivision opened for sale, the successful marketing and development of Rose Lawn was reported to be “one of the marvels of the season in real estate circles,” with almost all lots sold and the construction of houses underway. The *San Jose Evening News* praised T.B. Potter Realty Company’s brilliant sales campaign, including “easy terms” with no requirement for cash deposits and payments of only \$1.00 per week (*San Jose Evening News* November 19, 1904:5). One of the keys to the successful marketing of Rose Lawn was T.B. Potter Realty Company’s construction of “splendid cottages,” and its lease-to-own program (*San Jose Evening News* November 23, 1904: 8). The company’s advertisement in the *San Jose Mercury and Herald* on November 27, 1904 featured sketches of five houses being built for prospective buyers (*San Jose Mercury and Herald* November 27, 1904:9) [Fig. 17].

*Orchard Park Subdivision in the Burbank District, Created in 1906*

The Orchard Park Subdivision of Villa Lots was surveyed in May 1906 and included parts of Stevens Creek Road and intersecting streets on the south side of the road including Porter Avenue (now known as Leigh), Richmond Avenue and Menker Avenue. Historically this has been considered part of the greater Burbank District but today it is also sometimes identified more specifically as part of the Buena Vista neighborhood. The subdivision owner was John C. Menker, a San Jose businessman and native of Germany who was then fifty-eight years old and

lived outside the study area on Tenth Street. Before purchasing the twenty-five acre parcel on Stevens Creek Road with a partner, Menker had a business career in New York and California. In the early 1920s he was a stockholder and director of the Anderson-Barngrover Manufacturing Company in San Jose, which built cannery machinery (Santa Clara County Recorder May 1906:Map Book L2, p. 62; U.S. Bureau of the Census 1910; Sawyer 1922:376).

The real estate firm of Blakemore & Atkinson advertised lots in the Orchard Park subdivision at the end of May 1906, emphasizing the five-to-ten-minute ride on the Interurban Saratoga line to downtown San Jose. The lots were 45 feet wide x 135 feet deep and cost \$150 to \$275 per lot on terms of \$10 per month. Subdivision improvements included four-foot cement gravel sidewalks, graded and graveled streets, and city water. Some of the lots had bearing fruit trees (*San Jose Mercury and Herald* May 27, 1906:11; *San Jose Mercury and Herald* June 3, 1906: 9; *San Jose Mercury News*, December 16, 1906:8).

By April 1907 the *San Jose Mercury* reported that Orchard Park was, “one of the most popular low priced tracts in the suburbs, probably the closest-in large tract on the market. ...Of the 250 residence sites...in this tract, almost half are sold, and inquiries are more numerous every day” (*San Jose Mercury* April 20, 1907: 9). The following month, the *Mercury* reported that Orchard Park was, “the greatest hit in suburban lots on the Interurban line,” with moderately priced cottages, and cement sidewalks and other improvements underway (*San Jose Mercury* May 18, 1907:10). By 1915 there were many small houses on Menker and Richmond Avenues and a cluster of houses on Porter (Leigh) Avenue. The last of the Orchard Park subdivision lots were sold in 1921. Santa Clara County historian Eugene Sawyer described the subdivision in 1922 as “a fine residential section, adorned with attractive homes, one of the avenues bearing the name of Menker” (Sawyer 1922:376; Sanborn Map Company 1915 Vol. 2:195).

#### *Maypark Half Acres Subdivision in the Burbank District, Created in 1908*

By 1890 Alpha C. May, a retired judge from Milwaukee, Wisconsin, had acquired a 40-acre parcel on the south side of Stevens Creek Road, west of Meridian Road. In 1876, this had been part of a 195.71-acre parcel owned by H.M. Naglee. The 1899 U.S.G.S. map shows no structures in this part of the study area. Alpha C. May died in San Jose in 1894 and his wife Eliza May owned the 40-acre parcel in the study area in 1904 (Herrmann Brothers 1892; McMillan 1904; Wiberg et al. 2001:24).

Cora A. May was the owner of the Maypark Half Acres subdivision recorded in December 1908. Historically this has been considered part of the greater Burbank District but today it is also sometimes identified as part of the Buena Vista neighborhood. The subdivision included parts of Stevens Creek Road and cross streets on the south side of the street including Willard Street, Page Street and Meridian Road (Santa Clara County Recorder December 8, 1908: Map Book M1, p. 47; Wiberg et al. 2001:24). The real estate firm of Crowe & Wilson ran a newspaper advertisement for lots in Maypark Half Acres in November 1908, describing improvements such as graded and curbed streets, cement side walks, and access to the city sewer line. The advertisement also emphasized that the desirable location was “within a few minutes’ walk of the Alameda, and one block from Hanchett Residence Park.” Lots were being sold on the basis of ten percent in cash, with the balance to be paid monthly (*San Jose Mercury* November 12, 1908: 7). By 1915 there were many small houses on the subdivision parcels on the side streets, but

only two houses and a chicken coop on the south side of Stevens Creek Road between Meridian Road and Page Street (Sanborn Map Company 1915 Vol. 2:196).

### *Rapid Growth of Burbank Subdivisions*

Atkinson & Henning was one of the leading real estate firms for sales of subdivision lots in the Burbank District. The agency's advertisements in 1906 called attention to rapid settlement of the area, and the "first-class electric railway service" of the Peninsula Interurban. "Investors! Homeseekers! Attention! Do you realize that within the past two years in this section over one thousand lots have been sold and a great many homes already erected" (*San Jose Mercury News*, December 16, 1906:8).

The *San Jose Mercury* reported in May 1907 on the brisk real estate sales in the west side suburban subdivisions of Interurban Park, Shafter's Subdivision of 1905,<sup>10</sup> and Orchard Park, which opened in 1906. "In the three divisions, \$5,000 has been invested in

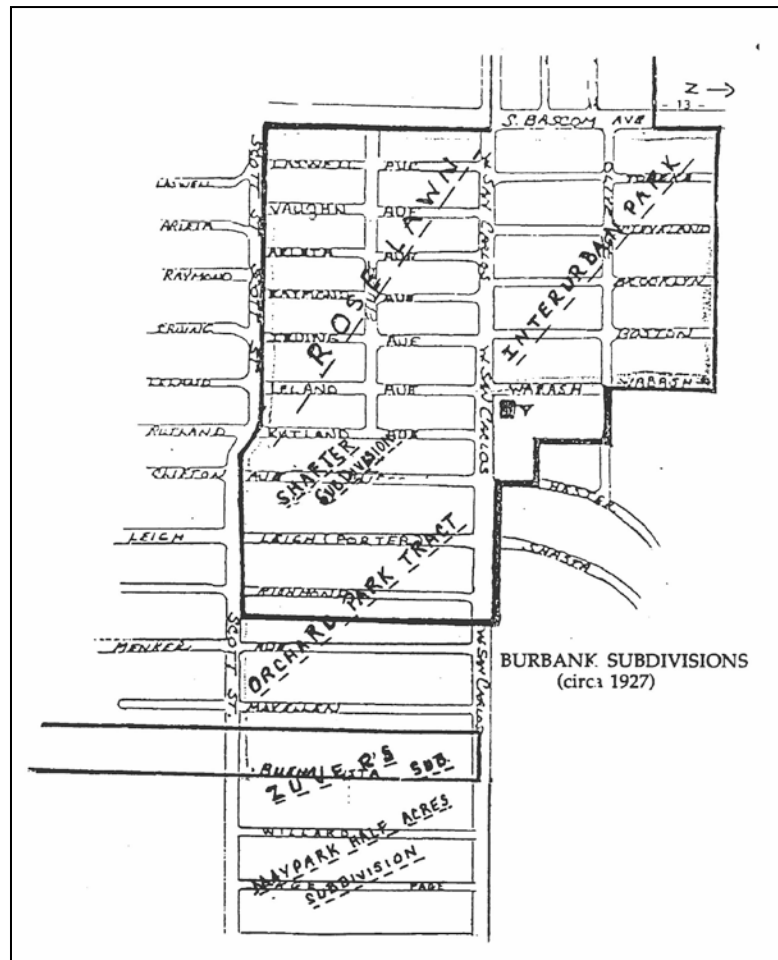


Figure 18: Burbank Subdivisions (Burbank Historic Home Survey 1993:13)

10. Frank Shafter was the owner of the small Shafter's Subdivision in the future Burbank District, recorded in January 1905. The subdivision included parts of Stevens Creek Road and Clifton Avenue (Santa Clara County Recorder January 10, 1905: Map Book K, p. 37). The real estate firm of Atkinson & Henning noted in an advertisement in December 1906 that almost all fifty of the Shafter Subdivision's lots had been sold. The subdivision had bearing fruit trees on every lot, city water and graded streets. The lots were 45 feet by 132 feet deep and sold at \$150 to \$175 per lot with \$1.00 down and \$1.00 per week (*San Jose Mercury News*, December 16, 1906:8; *San Jose Mercury* May 18, 1907:10). The 1904 McMillan map of San Jose and vicinity shows the 10-acre Shafter orchard property on the south side of Stevens Creek Road, near the intersection of present-day Clifton Avenue. Shafter's 40-acre homestead, including a 36-acre orchard, was west of the study area, on the north side of Stevens Creek Road, about three miles west of the city limits of San Jose. He had purchased the homestead in 1883 from Santa Clara Valley pioneer Asa Gruwell, and lived there with his wife Frances and their two daughters. Shafter was born in Vermont in 1854 and moved to Marin County, California with his parents in 1859 before moving to Santa Clara County in 1869. In addition to being an orchardist he was also a special officer of the Santa Clara County Juvenile Court and a truant officer for the county schools (Foote 1888:456-457; U.S. Bureau of the Census 1900, 1910; *San Jose Evening News* March 9, 1908:1; McMillan 1904).

cement sidewalks, there is a minimum on the cost of buildings erected, and an excellent class of citizens is going in. Prices are steadily advancing. Several purchasers having sold their lots at a 50 percent advance over the original purchase...Four new cottages, none of them costing less than \$2500 are now in course of construction and when finished will be a valuable addition to the suburb” (*San Jose Mercury* May 18, 1907:10) [Fig. 18].

### 3.4 BURBANK DISTRICT INSTITUTIONS AND BUSINESSES IN THE EARLY 20<sup>TH</sup> CENTURY [Fig. 19]

#### *Burbank School, Constructed in 1907*

In an advertisement for subdivision lots in 1906, the San Jose real estate firm Atkinson & Henning heralded the formation of the new Burbank School District. “The Board of Supervisors of Santa Clara County...on December 3, 1906, set apart a certain portion of land about one mile west of the city limits of San Jose as a new school district, and a new school house is to be erected at once. Why was this action taken? Because this section has settled up within the last two years to such an extent that there are now nearly one hundred children of school age living there” (*San Jose Mercury News*, December 16, 1906:8).

The school was named in honor of pioneering horticulturist Luther Burbank. The residential neighborhood took its name from the one-mile square school district.<sup>11</sup> Construction of the school in 1907 attracted more favorable publicity for the study area, leading to a further spike in subdivision sales (*San Jose Mercury* April 20, 1907:9). By October 1907 there were almost 200 families in the Burbank school district and the number was expected to double within a year (*San Jose Mercury News* May 18, 1907:10; *San Jose Mercury* October 13, 1907:8).

The Burbank School was on the northeast corner of Wabash Avenue and West San Carlos Street, just outside the study area. It was designed by architect George W. Page. His plans for a “model country school” were approved in 1907, with construction costs estimated at about \$5,000. The school was a three-room wood building, designed in the Mission style of architecture. It had a special furnace for a modern heating system; most country schools at the time had a wood stove in each room (*San Jose Mercury* June 8, 1907:13). The 1907 Burbank School building was destroyed by fire in 1915, and re-built in 1917. A third Burbank Elementary School was built in 1975 to meet modern seismic safety standards. It is located on the same parcel as the original school and is still in use in 2011, at 4 Wabash Avenue (Bennett 1993:35).

#### *Burbank Improvement Club, Established in 1906*

The Burbank neighborhood began to assume its new name as early as November 1906, when the Burbank Improvement Club was established by local property owners who organized the vote for schoolhouse bonds. In May 1907, the club held a meeting at the new Burbank School. By then the club had accomplished three major goals: some owners in the Burbank District had begun building cement sidewalks around their properties; owners of street corners had begun to

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11. The Burbank School District incorporated parts of the older Sunol School District. The Sunol School was just east of the study area, on the east side of Sunol Street, north of West San Carlos Street. Residents of the eastern portion of the study area may have attended that school, rather than the Burbank School (Sanborn Map Company 1915, 1950 Vol. 2: 175).

put up street signs; and the club had persuaded the Peninsula Interurban to install electric lights at its stopping places on Stevens Creek Road (*San Jose Mercury News* May 18, 1907:10; *San Jose Mercury* October 13, 1907:8).

From 1925 through 1940 residents of the unincorporated Burbank district developed new local institutions for provision of public services, including a volunteer fire department and a sanitary district, which will be discussed below.

#### *St. Martin's Church in the Study Area, 1915-ca. 1953*

The Church of St. Martin of Tours, R.C. held its first services in March 1915 with Father John McNally as pastor; the church was formally dedicated by Archbishop Edward J. Hanna in July 1915.<sup>12</sup> St. Martin's was located on the northwest corner of Cleveland Avenue and Stevens Creek Road (present-day West San Carlos Street), in the Interurban Park subdivision. The church, which faced Stevens Creek Road, remained an important center of religious and social life for the area's large Catholic population for forty years (*San Jose Mercury and Herald* March 8, 1915:4; *San Jose Evening News* August 2, 1915:3; *San Jose Mercury and Herald* July 26, 1915:4; *San Jose Mercury and Herald* October 4, 1915:4).

Many of the early 20th century residents of the study area were Catholics of Italian, Irish, or Portuguese heritage. The area served in part as a "western extension of the Italian neighborhood in Goosetown," according to Loui Tucker, historian of the Buena Vista Neighborhood Association. Goosetown was a distinct neighborhood in San Jose from the 1890s through the 1940s. It was located east of the study area, and southwest of downtown San Jose, roughly bounded by the Guadalupe River, Grant Street, First Street and Alma Street (*San Jose Directory* 1920-1950; Tucker 2011; City of San Jose 2011).

Before the foundation of St. Martin's, Catholic worshipers had to make quite a long trip outside the study area to the Mission Santa Clara or St. Joseph's Church in downtown San Jose. St. Martin's was first organized in 1912 as a mission of St. Joseph's Church. Rev. McNally, a secular priest, celebrated the mission's first masses in a hall above Oblizalo's grocery store on the southeast corner of Bascom Avenue and Stevens Creek Road. By 1914 the parishioners had raised funds for the purchase of four lots for construction of a church building. St. Martin's was formally established as a parish on February 15, 1914 by Archbishop Patrick Riordan. The small frame church building was designed by architect and contractor Louis Lenzen, and built by Blair and Chase for \$2,500. The beautiful new altar was made at the Santa Clara Valley Mill and Lumber Company, just beyond the eastern portion of the study area. In 1915 the parish built a five-room frame rectory building adjacent to the church. In 1932 the church built a parish hall adjacent to the rectory (Bennett 1993:39; Arbuckle 1986:252; *San Jose Mercury and Herald* March 8, 1915:4; *San Jose Evening News* August 2, 1915:3; *San Jose Mercury and Herald* July 26, 1915:4; *San Jose Mercury and Herald* October 4, 1915:4).

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12. There were also two Protestant Churches near the study area, including a Baptist Church on Olive and Boston Avenues one half block north of the study area. A Swedish Evangelical Lutheran Church was located east of the study area at 1380 West San Carlos Street just east of Meridian Road, in the late 1920s; Rev. John Bildt was the pastor (Bennett 1993:39). The study area house at 1493 West San Carlos Street was being used by Grace Baptist Church in the early 1960s but has also been a single family residence; it was built circa 1920 (Wiberg et al. 2001:24-25).

St. Martin's was far too small to accommodate the surge in local population growth in both Burbank and the wider San Jose area after World War. In 1953-1954 a new church building, with a seating capacity of 600, was built at 200 O'Connor Avenue, a mile to the northwest, outside the study area. The old parish hall was moved to the new site and remodeled, but the 1915 church and rectory were demolished. After the move, the church sold its property within the study area (Arbuckle 1986:252; Bennett 1993:39).

*Di Fiore Canning Company, 1913-1940 [Fig. 19]*

The Di Fiore Canning Company, the only cannery within the study area, was established in 1913 on the north side of Stevens Creek Road opposite the Porter (now Leigh) Avenue intersection, east of the Burbank School. Arbuckle described it as "one of the many canneries that added to the Santa Clara Valley's fame as the fruit canning capital of the world" (Arbuckle 1986:170). The Peninsular Railway, which had a small freight operation in addition to its main business as a commuter line, had a spur track to the cannery for the switching of freight cars to and from the cannery loading platform (Arbuckle 1986:162).

The cannery company founders were Domenico Di Fiore, age 25, and his father Salvatore, age 52. Domenico's brother Emilio also played an active role. Salvatore and his wife Emma had migrated to California from Italy in 1874. The cannery was built on Salvatore's orchard parcel, where he grew cherries, peaches, prunes and walnuts. There was still a large orchard both east and west of the cannery in 1915. Domenico was the company manager, drawing upon his six years' of experience as a foreman at the California Packing Corporation. The company started business with fifteen to eighteen employees. Domenico helped to construct the Di Fiore Company's first 30 x 60-foot cannery building, and to install the plant machinery. The company built a large modern brick plant in 1915, after the original cannery was destroyed by fire. In 1918 the name of the company was changed to "D. Di Fiore Canning Company," with Salvatore and Domenico as partners. By the early 1920s the firm had a labor force of up to two hundred and fifty employees and produced from 80,000 to 100,000 cases of fruit and vegetables per year. The company had four standard brands – the Di Fiore, El Marino, Dominetta, and Cupertino, shipped throughout the United States as well as to England (Sawyer 1922: 1567; Sanborn Map Company 1915 Vol. 2:195; McMillan 1904; Arbuckle 1986:162; *San Jose Evening News* February 18, 1918:6).



Figure 19: DiFiore Canning Company (Arbuckle 1985:170)

In 1920 Domenico Di Fiore built a family home east of the cannery, where he lived with his wife, the former Maida Cornwell. The house was in the study area, on Stevens Creek Road, opposite the Mayellen Avenue intersection; it was moved out of the area in the 1940s.

Domenico was a member of the Chamber of Commerce, the National Canners' League of San Francisco, and the Commercial Club of San Jose (U.S. Bureau of the Census 1910; Sawyer 1922:1567; McMillan 1904; Bennett 1993:30; *San Jose Evening News* February 18, 1918:6).

The D. Di Fiore Canning Company ran regular job advertisements for seasonal cannery employees in San Jose newspapers; the advertisements offer a valuable record of the company's products, labor force, and wage scale. The cannery industry typically employed women and girls as production workers and the Di Fiore advertisements usually specified that the company was seeking female employees. In August 1917 and August 1920 the company sought women and girls for cutting and peeling pears and peaches. In October 1917 the company offered jobs to tomato peelers, at a rate of 3.5 cents for 12 quarts, with a higher rate of 3.75 cents for employees who committed to work throughout the season. In August 1919 the company was seeking an "experienced labeling girl" for steady work (*San Jose Evening News* August 15, 1917:4; *San Jose Mercury and Herald* October 2, 1917:7; *San Jose Evening News* August 18, 1919:3; *San Jose Evening News* August 13, 1920:7).

Although the canning industry offered only casual, seasonal employment, with no job security for production workers, canneries operated most efficiently when they had a reliable labor pool. The D. Di Fiore Canning Company's job advertisements convey the firm's efforts to attract and maintain a stable work force, including the increased wage scale for committed workers, cited above. The D. Di Fiore Canning Company employed many female residents of the Burbank District, who lived within walking distance of the cannery (Bennett 1993:29). Evidently the local labor pool was insufficient, since the company also advertised the use of free cabins and living accommodations for "steady" women workers over a four-month period in the summer of 1919. One of the area's residents, Emma Woehl, who lived on Mayellen Avenue for many years, later recalled seeing small cannery workers' houses across from the Luther Burbank School on the south side of Stevens Creek Road, in the Orchard Park subdivision. The advertisements also appealed to commuters by specifying that the D. Di Fiore cannery could be reached by regular car service on the Bascom Avenue line from the Southern Pacific Depot in San Jose every twenty minutes. In 1920 and 1922 the company offered to pay the Interurban fare for women workers who were hired to peel pears and cut peaches (*San Jose Evening News* June 2, 1919:8; Bennett 1993:30; *San Jose Evening News* August 13, 1920:7; *San Jose Mercury and Herald* August 15, 1922:10).

The D. Di Fiore Canning Company ceased operation in 1940. A subdivision called Di Fiore Estates – Unit 1 was recorded in October 1941, including parts of Stevens Creek Road, and Wabash, Hester, Rutland, Clifton and Porter (now Leigh) Avenues (Santa Clara County Recorder October 20, 1941:Map Book 7, pp. 16-17). However the site was undeveloped for over ten years. The old brick cannery building was torn down in 1950. In the early 1950s the site was developed as a suburban shopping center during a period of rapid conversion of the study area to a retail corridor (Bennett 1993:30, 47).

#### *Burbank Volunteer Fire Department, Established 1925*

Many unincorporated districts in Santa Clara County and throughout California formed their own volunteer fire departments in the early 20<sup>th</sup> century. The Burbank Volunteer Fire Department (BVFD) was organized by fourteen local residents in 1925. Some of the charter members were



local businessmen in the study area. Louis Benson, who owned Benson's Grocery on West San Carlos Street at Cleveland Avenue, was Chief in 1926-27. During the first few years the volunteers were called to the scene of a fire by Frank Dober, who owned a variety store on West San Carlos Street. The Department's first fire engine was kept in the garage of one of the members, the building contractor Elwood Hiatt. In 1948 Hiatt built a new fire house for the BVFD on Wabash Avenue just north of the Burbank School, outside the study area. By then the Department owned two pumpers and a squad truck, and had 35 members including three paid full-time firemen. In 1970, after providing emergency service to Burbank residents for 45 years, the BVFD merged with the Santa Clara County Central Fire Protection District, contracted to the City of San Jose (Bennett 1993:23).

#### *Burbank Sanitary District, Established 1940*

In addition to the Volunteer Fire Department, residents of the Burbank District also organized local institutions for the provision of public utility services. In 1938 they supported the creation of an assessment district for the installation of sewers. The Burbank Sanitary Board was created on May 20, 1940, and held its first meeting at the home of Cecil Birnbaum, who was elected president of the Board. In November 1940 there was a neighborhood parade and dance to celebrate the installation of a new street lighting system in the Burbank district (Bennett 1993:6, 16).

The glowing real estate advertisements for Burbank subdivisions from 1904-08 had promised street improvements for new residents, but as late as the 1920s most streets were still unpaved; sidewalks, curbs and gutters were paved only if individual property owners undertook the responsibility and expense. The Works Progress Administration built some concrete curbs and gutters in the neighborhood in the 1930s, but many parts of the Burbank district did not have them as late as World War II. Mardi Bennett, author of the Burbank Historical Home Survey, interviewed several local residents about the condition of streets and sidewalks before the war. Dr. Fred Drew, who lived on Porter Avenue (present-day Leigh) recalled the horse-drawn wagons that would sprinkle water on the streets in summer to keep down the dust. John Lowrey, who grew up on Menker Avenue, recalled the muddy streets and sidewalks on rainy winter mornings (Bennett 1993:6, 16).

In May 1946, the Sanitary Board ordered an assessment of about \$75,000 to construct curbs and gutters throughout the district (Bennett 1993:26). The Burbank Sanitary District is still in operation today, responsible for operation and maintenance of the district's sewer system. About 95 percent of the District's sewer system was built before 1955 (Burbank Sanitary District 2011:burbanksanitary.org).

The residents of the San Jose Park Tract, which included Menker and Mayellen Avenues, voted to annex to the City of San Jose in the hope of getting better utilities and public services. "Burbank #1" Annexation was officially created on February 27, 1947 (Bennett 1993:26).

#### *Burbank as a Semi-Rural Suburb Before World War II*

By 1915, just over ten years after the creation of the first big residential subdivisions, the study area corridor was almost entirely a district of small single family houses and corner stores, along

with some remaining orchard parcels. Historian Clyde Arbuckle noted that, “Half a dozen neighborhood stores along the north side of San Carlos Street took care of most inhabitants’ need for meat, grocery, and other simple wants. Anyone wishing something more elaborate could hop the Peninsular Railway’s Bascom Local to town” (Arbuckle 1986:252).

Mardi Bennett, author of the Burbank Historical Home Survey, describes the semi-rural character of the neighborhood before World War II. Some families retained the 19<sup>th</sup> century orchard trees on their suburban parcels for home use:

A good many families moved to Burbank because they did not want to live in the city limits. Many of them were making a transition from farm life...There were farm animals in Burbank up until the forties. Some families had chickens, others had ducks and geese, some kept rabbits and a few had goats. Dan Owen, who was born and raised on Boston Avenue, remembers his parents’ hen-house that came in handy during the Depression years when his mother sold eggs and chickens to supplement the family paycheck” (Bennett 1993:16).

The quiet suburban life in Burbank and the western portion of the study area changed after World War II. Arbuckle notes that, “As late as 1920, the main [Burbank] area was fairly well filled with inexpensive homes for people of moderate means – and with abundant room for expansion into surrounding orchards and fields. But World War II changed that. Burbank became a bustling business community as the orchards and fields disappeared under the homes of thousands of newcomers” (Arbuckle 1986:252).

As population density increased, residents began to fill in their residential parcels. Deep lots that had originally accommodated large backyard gardens and farm animals, were used for construction of cottages or one-bedroom apartments. In some cases, houses fronting on West San Carlos Street were converted to retail uses, with small residential structures in the rear. Many other houses were removed for the construction of commercial buildings (Buena Vista Neighborhood Association 2010: 8).

#### *Employment Patterns in the Study Area 1915-1950*

The residents of the study area were, for the most part, middle and working class wage earners and small business owners. Wage earners typically commuted to jobs in downtown San Jose via the Interurban line. Housewives used the Interurban cars (known as “Toonerville Trolleys”) for shopping trips to downtown San Jose. Their children commuted to San Jose High School and San Jose Normal School (now San Jose State University). Many residents of the Burbank districts in the 1910s and 1920s relied so completely on the Interurban transit line that they didn’t own automobiles, or used them only on special occasions (Bennett 1993:41).

From the turn of the 20<sup>th</sup> century through World War II many wage-earning residents of the Burbank District and other parts of the West San Carlos Street study area were employed in the region’s thriving fruit industry. Men typically worked in orchards, or in manufacturing jobs related to agriculture. Women found seasonal work in the canning industry. The D. Di Fiore Canning Company in the study area was an important local employer from 1913 to 1940, as noted earlier. The large California Fruit Cannery Association plant, and its successor, California

Packing Corporation Plant No. 3, was located just east of the study area, on the south side of West San Carlos Street between Sunol Street and Los Gatos Creek. Women also took the Interurban line to canneries outside the area, including Contadina, U.S. Products, and Richmond Chase. Local children contributed to the family income through part-time fruit picking and packing jobs. The lumber industry was another major employer, with firms both in the study area and beyond it. The Santa Clara Valley Mill and Lumber Company had a large yard and mill just beyond the eastern end of the study area in 1915. The former Cheim Lumber Company Building at 800 West San Carlos Street was built on the same site in 1952. The building is listed in the City of San Jose Historic Resources Inventory as an Identified Structure (City of San Jose 2010; EDAW 2003:2-18). The 1950 Sanborn Map shows the Economy Lumber Company in the study area on the north side of Stevens Creek Road just west of Bascom Avenue. Some residents had public sector employment with the City of San Jose or Santa Clara County. The Santa Clara County Hospital, located south of the study area on the San Jose Los-Gatos Road (present day South Bascom Avenue) was an employer for study area residents. During World War II many local residents found work in the regional defense industry. The Permanente Concrete Plant on Stevens Creek Road, several miles west of the study area, was a major employer of local residents during the war (Bennett 1993:29; Sanborn Map Company 1950 Vol. 2:194).

#### *Small Business Firms in the Study Area, 1920-1950*

Many of the study area residents in the early 20<sup>th</sup> century were small business owners. Some residents operated backyard businesses, including plumbing, auto repair, and building materials. Fred Isles, who lived in the study area at 333 Laswell Avenue, was a foreman at Pacific Manufacturing Mills in Santa Clara and supplemented his income with a fish and tackle shop in his backyard garage. Some area residents were employed in the study area retail district – in shops, laundries, grocery stores, furniture stores, and restaurants along West San Carlos Street and Stevens Creek Road. David Rosenthal's Economy Cleaners was one of the largest retail firms in the local business district, employing about 200 people. Rosenthal's company was located in the study area on the north side of West San Carlos Street between Brooklyn and Cleveland Avenues in the late 1930s through at least 1950. Other notable retail stores in the early 1940s included Stephen Dorcich's grocery on the corner of West San Carlos and Boston Avenue. Steve Dorsa's Lucky Creamery, 1859 West San Carlos Street at the corner of Wabash Avenue, was the area's first creamery; in 1950 the name changed to Lucky Drive-In (Bennett 1993:29; Bennet 1993: DPR Form for 333 Laswell Avenue, n.p.; San Jose Directory 1936-1950).

The 1950 Sanborn Map shows a number of automobile businesses in the study area.<sup>13</sup> In a survey of the study area in 1992, Laffey et al. noted a significant concentration of automobile-related businesses. Of the 43 automobile firms, 26 were used car dealerships, and 17 were service and repair facilities (Laffey et al. 1992:17). Automobile businesses are still prevalent in

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13. There was an auto repair shop at 1095 West San Carlos Street, near the northeast corner of Lincoln Avenue; a large used auto sales company at 1141 West San Carlos Street, just west of Lincoln Avenue; a gas station on the northeast corner of West San Carlos and Race Streets; the north side of West San Carlos Street between Race Street and Grand Avenue had three automobile-related businesses including a Used Auto Sales firm at 1345 West San Carlos Street; a large used auto and auto body firm on the southeast corner of West San Carlos Street and Willard Avenue; a gas station and auto repair firm on the northwest corner of West San Carlos Street and North Buena Vista Avenue; used car sales on the southwest corner of West San Carlos Street and Menker Avenue (Sanborn Map Company 1950 Vol. 2: 179,183,195,196).

the study area corridor in 2011, and represent the largest single business category in the directory of the West San Carlos Street Neighborhood Business Association, Inc. ([www.sancarlosstreet.com](http://www.sancarlosstreet.com)).

### 3.5 REPRESENTATIVE BUILDINGS IN THE STUDY AREA [Figs. 20-33]

One of the main goals of a historic context is to identify historic resource types that will be more fully researched in intensive surveys. The following section of the report offers examples of a variety of extant buildings and structures in the study area and vicinity [Fig. 33].

#### *Brooklyn Avenue Bungalow Court*

Brooklyn Avenue Bungalow Court is a six-unit rental complex located in the study area at 24-26 Brooklyn Ave (APN #274-16-057) [Fig. 20]. It was built circa 1925-1927 and is the only building in the study area listed (as an Identified Structure) on the City of San Jose Historic Resources Inventory. It is also the only building in the study area listed on the Santa Clara County Heritage Resource Inventory, as part of the Burbank section of the Inventory. It is cited as a Structure of Architectural Merit in the Burbank Historical Home Survey, which describes some of the advantages of residence in a bungalow court. “With its small interior courtyard it fosters a feeling of community while at the same time its residents are offered the privacy of their own units...The bungalow court provided an affordable place to live when it was built...and having been well-maintained, has continued to do so” (Bennett 1993:78 and Historic Resources Inventory Form in the Appendix, n.p; City of San Jose 2010; Santa Clara County 2011).



Figure 20: Brooklyn Avenue Bungalow Court, 24-26 Brooklyn Avenue, Spanish Colonial Revival, ca. 1925-1927

The Brooklyn Bungalow Court is documented on a State of California Historic Resources Inventory form in the Burbank Historical Home Survey. The form, prepared in 1993 by evaluator Frank Treseder, AIA, provides a building description:

“This 6-unit bungalow court has a Mediterranean influence to its architecture. Its single story units are side gables with one-foot-thick stucco parapets on street and parking lot elevations. The walls are clad with stucco. A wide stuccoed arch between the two front units forms the entrance to the small courtyard on which all the units are centered. Two narrow matching arches are at each side of the large arch; another narrow arch is at the north side of the front unit on the north. There is a large parking lot for the commercial buildings that face nearby San Carlos Street. It borders the units along the south property

line. A parking lot for the units borders them on the north side. A major portion of the homes in this area are single family residences. It seems likely that units #24 and #32 may have been constructed after the rest of the court was built. All bungalows are in good condition” (Treseder in Bennett 1993: Historic Resources Inventory Form, n.p).

Bennett notes that one distinctive architectural feature of a bungalow court is that its residential units are “linked together in a unifying style”<sup>14</sup> (Bennett 1993:19). The Brooklyn Avenue Bungalow Court was built in a Spanish Revival architectural style by a well-known local carpenter/builder, Elwood Hiatt. He lived near the study area on Wabash Avenue and had a cabinet shop behind the pharmacy on West San Carlos Street. Hiatt and his sons (Donald, Leroy, Robert, Glenn, and Kenneth) had two construction companies, General Contractors and United Builders. Starting in about 1921, they built 37 buildings, focusing on commercial construction along with some residential buildings. They built two public buildings near the study area – the two-wing addition on the second Burbank School on the corner of Wabash Avenue and West San Carlos Street, and the Burbank Volunteer Fire Department fire house just north of the school. One of their residential projects was 36 Brooklyn Avenue, a two-story house just north of the study area, which was built in 1941 (Bennett 1993:22; Historic Resources Inventory Form on the Hiatt House in Bennett 1993:n.p.).

There are three other bungalow courts in the Burbank District, outside the study area; all of them are listed as heritage resources in the Burbank Historic Home Inventory. Elwood Hiatt built a two-unit court in a Spanish Revival style at 2015-2019 Olive Avenue in about 1928. It was known as Hiatt’s Court and was located next to his family house near the corner of Wabash Avenue. In 1932 Ernest Bern commissioned Carl Carlson to build the five-unit Bern’s Court at 12 Boston Avenue, which is designed in a Mission Revival architectural style. Bern’s Court is just one parcel north of the study area and is listed on the City of San Jose Historic Resources Inventory (as an Identified Structure) and the Santa Clara County Heritage Resource Inventory. In 1939, the six-unit San Carlos Court was built at 1530 West San Carlos Street. Emma Woehl, who lived around the corner from the San Carlos Court, recalled that those units were originally built and operated as a motel. During the gasoline shortages of World War II, when there were not many customers, the owner converted the motel to permanent housing as a bungalow court (Bennett 1993:19-20; San Jose 2010; Santa Clara County 2011).

Robert Winter, the author of *California Bungalow*, believes that the concept of bungalow courts originated in the cottages built in religious campgrounds throughout the United States. As a building type, the bungalow court was both a predecessor and contemporary of auto courts and motels. The first bungalow court was most likely built in Pasadena, California in 1909, designed as a group of eleven units around a central court. The early bungalow courts had beautiful landscaping for an affluent clientele of vacationers from the East Coast or Midwest. In later years, some bungalow courts in the Pasadena area were built as affordable housing for middle and working class families. During the Bungalow Court Era from 1909 to 1940, thousands of complexes were built in Southern California and several hundred in Northern California. Only a

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14. Architectural historian Robert Winter states that the Mission Revival style and Japanese-Swiss style predominated in bungalow courts built before World War I. Period styles were a favorite after the war with Spanish Colonial and Islamic revivals most popular, followed by Tudor, Norman, Dutch Colonial, and later, Art Deco and Moderne courts, in descending order (Winter 1980 cited in Bennett 1993:20).

few bungalow courts were designed by master architects, but many of the more modest courts were nevertheless very well designed (Winter 1980 n.p. cited in Bennett 1993:19-20).

*Examples of Single-Family Houses in the Study Area*

Mardi Bennett, author of the “Burbank Historical Home Survey,” provides a useful general description of houses in the study area in the early 20<sup>th</sup> century. She believes that builders used the same floor plans throughout the area because many of the houses on different streets are very similar:

The first homes were all single family, most were only one story with one or two bedrooms. They had indoor plumbing, of course, but all were on septic tanks. Many houses had basements because they had wood-burning furnaces which were installed there. There were a few carriage houses and barns for horses...By 1925 many houses had a garage as more residents bought cars...Wells were used for water until the San Jose Water Company came into the area in [about] 1940. The thirties brought a few noticeable changes. Some of the parcels became smaller due to further division, some of the outbuildings began to disappear, and with growing families, some additions were made to original homes” (Bennett 1993:16).



Figure 21: 311 Meridian Ave, Queen Anne, ca. 1895



Figure 22: 345 Meridian Avenue, typical Bungalow, ca. 1939

Three adjacent houses in the study area on the west side of Meridian Avenue, just south of West San Carlos Street, offer examples of houses of three different periods and architectural styles. 311 Meridian Avenue (APN 277-20-013), built circa 1895, is a Queen Anne Victorian house; according to Wiberg et al. it was moved to the site from an unknown location [Fig. 21]. The house stands out as a rare example of Queen Anne style architecture

within the study area (Wiberg et al. 2001:24). 345 Meridian Avenue (APN 277-20-014) is a typical bungalow built circa 1939 [Fig. 22]. 349 Meridian Avenue (APN 277-20-015) built circa 1910, is a Neo-Classical Cottage or Colonial Revival [Fig. 23].



Figure 23: 349 Meridian Avenue, Neo-Classical or Colonial Revival, ca. 1910

The block of Meridian Avenue on which these three houses are located was a residential street of single family houses as late as 1950 (Sanborn Map Company 1950 Vol. 2:196). The block began to change dramatically in the 1950s, along with the rest of the study area, as houses were replaced by multi-unit housing and retail development. The 18-unit Meridian Apartments was built in about 1950 at 351-353 Meridian Avenue (APN 270-20-16). By the early 1960s several businesses had moved into the area.<sup>15</sup>

#### *New Multi-Unit Residential Development Near the Study Area*

In the past ten years there have been some large multi-unit residential developments in the immediate vicinity of the study area. Two notable developments are situated on West San Carlos Street near the intersection with North Willard Avenue. They are located in the heart of the study area but are not part of it, presumably because the sites have been developed so recently. The large residential complexes were built by private developers on the former sites of two well-known local businesses, Lou's Village restaurant, and the Fiesta Lanes bowling alley. Lou's Village was established in 1946 at 1465 West San Carlos Street between Meridian and North Willard Avenues. History San Jose has an on-line website documenting the history of this popular local restaurant ([historysanjose.org/lousvillage](http://historysanjose.org/lousvillage)). Fiesta Lanes, originally known as Mel's Palm Bowl, was established in 1957 at 1531 West San Carlos Street between North Buena Vista and North Willard Avenues. The restaurant and bowling alley were part of a thriving leisure and entertainment industry in the San Jose area after World War II, catering to the region's booming postwar population. Many new restaurants opened on the outskirts of San Jose, where relatively inexpensive land prices made it easier for developers to build large parking lots for the convenience of their customers (Bamburg 2006:6-8). The bowling alley closed in 2002 and was demolished in 2004; four multi-unit residential buildings were later built on the site (Dill Design Group 2002:8). Lou's Village operated as a family business for over fifty years until it closed in 2005. SummerHill Homes of Palo Alto bought the 5-acre parcel for

15. Abbey Rents hospital equipment building was at 309 Meridian Avenue; Gordon & Silva's appliance store had moved to 305 Meridian Avenue from its prior location in downtown San Jose. Young's Chevron gas station was around the corner at 1400 West San Carlos Street; Van Vleck Realty Company was at 1420 West San Carlos Street. Stanley Auto Sales was at the southeast corner of West San Carlos and Page Streets; D & D Auto Parts was at 361 Meridian Avenue. In the early 1970s, Aki's Bakery was at 355 Meridian Avenue (APN # 277-20-017), probably converting the existing house into a bakery (Sanborn Map Company 1915, 1950 Vol. 2:196; Wiberg et al. 2001:24).

a reported sum of \$15 million in 2007 for the development of Village Square, a 96-unit condominium building now located on the site (Bamburg 2006:3; *San Francisco Chronicle* April 6, 2008:n.p.).

*San Jose Water Company/San Jose Water Works Bascom Avenue Pumping Station* [Figs. 24-25]

The San Jose Water Company incorporated in 1866, with exclusive rights to supply water to both San Jose and the city of Santa Clara; Santa Clara withdrew from the system in 1895. In 1912 the immense power of the company was curtailed when the State Railroad Commission, predecessor of the Public Utilities Commission, took over jurisdiction of the company from the City of San Jose. The company was reorganized and reincorporated as the San Jose Water Works during the period 1912-1928 when Joseph R. Ryland was president. He was the former head of the Western Granite and Marble Company in San Jose and a son of San Jose pioneer C.T. Ryland. In 1967, the company had 132,800 customers, 147 pumping stations and 25 storage reservoirs with a capacity of many billions of gallons. The firm is now commonly known by its original name, San Jose Water Company (Arbuckle 1986:505-508).

By 1936 the San Jose Water Works, the successor to the San Jose Water Company, was operating the Bascom Avenue Pumping Station within the study area on the northeast corner of Bascom Avenue and West San Carlos Street.<sup>16</sup> The pumping station appears on the City Directory in 1936 and is depicted



Figure 24 San Jose Water Company Bascom Avenue Pumping Station, 1999 West San Carlos Street, ca. 1960

and reincorporated as the San Jose Water Works during the period 1912-1928 when Joseph R. Ryland was president. He was the former head of the Western Granite and Marble Company in San Jose and a son of San Jose pioneer C.T. Ryland. In 1967,

the company had 132,800 customers, 147 pumping stations and 25 storage reservoirs with a capacity of many billions of gallons. The firm is now commonly known by its original name, San Jose Water Company (Arbuckle 1986:505-508).



Figure 25: San Jose Water Company Bascom Avenue Pumping Station, 1999 West San Carlos Street, ca. 1960 (Photo courtesy of Heather David)

16. In 1915 the San Jose Water Company had a Buena Vista plant on the east side of Buena Vista Avenue, south of Stevens Creek Road and several parcels south of the study area. Although it is not known exactly when the plant was constructed, it was presumably associated with the rapid residential development of the area after construction of the Interurban line in 1903-1904. The plant included a concrete reservoir with a capacity of 64,500 gallons, a reinforced concrete tank house and a well operated by an electric motor. The plant is also shown in that location on the Sanborn Map in 1950 (Sanborn Map Company 1915, 1950 Vol. 2:196, 207).



on the 1950 Sanborn Map; the 1915 Sanborn Map showed that the corner was vacant. The map evidence contradicts an article in the *San Jose Mercury* in 1960, which stated that the Bascom Avenue pumping station had been in use in that location from as early as 1907 (Sanborn Map Company 1915, 1950 Vol. 2:194; *San Jose Mercury* August 8, 1960:3; San Jose Directory 1936:558).

A new Bascom Avenue pumping station was built in the same location, on the northeast corner of Bascom Avenue and Stevens Creek Road, circa 1960. It is still extant at 1999 West San Carlos Street (APN 274-017-075). The pumping station building was designed by San Jose architect Gifford E. Sobey, who was active in San Jose and Los Gatos from the 1940s through at least the 1960s. Two of his best-known designs were the Prince of Peace Lutheran Church on Saratoga Avenue in Saratoga (1960) and a six-story commercial and residential building in Los Gatos (*San Jose Mercury* August 8, 1960:3; Past Consultants LLC 2009:145).

The *San Jose Mercury* reported on the design and impending construction of the San Jose Water Company's Bascom Avenue pumping station in August 1960. The fountains that originally surrounded the pump house have since been removed:

The company disclosed it has plans for a modernistic replacement that will include spurting fountains and colored lights to change cascades into rainbow hues. As a part of a \$16,000 community betterment program, the company commissioned Gifford E. Sobey of Los Gatos to design a pumping plant with some 'oomph.' Sobey's design includes colonnades that portray in concrete the upward flash of fountain sprays (*San Jose Mercury* August 8, 1960:3).

The San Jose Water Company Bascom Avenue Pumping Station at 1999 West San Carlos Street is cited as a noteworthy example of the "New Formalism" style of architecture<sup>17</sup> in the "San Jose Modernism Historic Context Statement" prepared for the Preservation Action Council of San Jose by PAST Consultants LLC (Past Consultants LLC 2009: 81-82). DOCOMOMO USA/Northern California Chapter included a tribute to the building in their 2010 summer guide booklet, "San Jose Modern: A Driving Tour of Mid-Century Highlights." According to the booklet, "Informal polls indicate that the San Jose Water Company Building at 1999 West San Carlos Street is the Silicon Valley Googie fan favorite. Its space-age architecture is reminiscent of Oscar Neimeyer's presidential palace at Brasilia (1958)" (DOCOMOMO US/Northern California Chapter 2010:15).

In 2010 the San Jose Water Company removed a long-standing lush lawn and fence surrounding the Bascom Avenue pumping station and installed a Water Smart Demonstration Garden, open to the public. This is a drought-tolerant landscape with 21 species of plants and a new drip-

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17. New Formalism (ca. 1955–1975) "Developed as a reaction to the perceived repetitive nature of the International Style and the 'glass box' of the Corporate Modern Style, New Formalism sought to return elegance or beauty to architecture. Also referred to as Neo-neo-Classicism, New Formalism added stylized architectural elements such as repetitive arcades or full-height columns around buildings to return traditional (though highly stylized) architecture to the building's design. Typically, the building was capped with a large projecting cornice, expressed merely as a slab. The style also incorporated architectural screens to link the building to its site (PAST Consultants LLC 2009:81-82).

irrigation system, public pathways, and entrances on both West San Carlos Street and Bascom Avenue ([www.sjwater.com/conservation/demo\\_garden.jsp](http://www.sjwater.com/conservation/demo_garden.jsp)).

### *Antiques Row Shops*

During the prosperous period after World War I, there was a notable expansion of the retail district along West San Carlos Street and several of the 1920s-era commercial buildings are still extant. For example there are two mid-1920s store buildings on the north side of West San Carlos Street between Brooklyn Avenue on the west and Boston Avenue on the east. This block is part of the retail district now known as “Antiques Row.” The buildings on the block date from 1925 to about 1950.



Figure 26: Antiques Row, 1881 to 1899 West San Carlos Street, ca. 1925 to 1950

Antiques Colony, 1881 West San Carlos Street (APN 274-16-051), is at the northwest corner of West San Carlos and Boston Avenue; the exact construction date of the Modern style building is unknown but may be circa 1950 [Fig. 26]. Antiques Colony advertisements state that it is the largest antiques collective in the South Bay, with over fifty dealers in a 9,000 square foot showroom (DOCOMOMO US/Northern California Chapter 2010:19).

1883-1887 West San Carlos Street (APN 274-16-052) was constructed circa 1925 [Figs. 26-27]. The Art Deco mixed with Spanish Baroque style building houses three separate stores. Bruce’s Antiques recently occupied 1883 West San Carlos Street, but is no longer in business at that location; Briarwood Antiques is at 1885 West San Carlos Street; Annette’s Antiques is at 1887 West San Carlos Street. Burbank Antiques is at 1891 West San Carlos Street (APN 274-160-053), a two-story Neo-Classical style building constructed ca. 1925. The store sells modern art, ceramics and Sascha Brastoff collectibles (DOCOMOMO US/Northern California Chapter 2010:19). 1899 West San Carlos Street (APN 274-16-069), at the northeast corner of Brooklyn Avenue, was constructed circa 1939; the Modern style building is now a Famous Mattress store.



Figure 27: 1883-1887 West San Carlos Street, ca. 1925

In 1915, the same block of San Carlos Street between Brooklyn and Boston Avenues had three houses, and two stables. In 1950 the block was a row of stores. The northwest corner of West San Carlos Street and Boston Avenue, where Antiques Colony is now located, was the Burbank Pharmacy in 1950; 1883 West San Carlos Street was Mrs. Genevieve Davis' Women's Furnishings; 1885 West San Carlos Street was Giuseppe Prandi, baker; 1887 West San Carlos Street was TR Fischer, jeweler; and 1899 West San Carlos Street, on the northeast corner of Brooklyn Avenue, was Ferrero Brothers grocery (San Jose Directory 1949-50:910).

### *Circle Shopping Center*

Circle Shopping Center is located at the southwest corner of West San Carlos Street and Bascom Avenue [Fig. 28]. The City of San Jose identifies this as “one of the oldest commercial shopping centers in the Santa Clara Valley (City of San Jose 2002:19-20). EDAW’s report on the study area and vicinity in 2003 notes that the shopping center has been “heavily modified, but traces of its modern 1950s era style remain” (EDAW 2003:2-20). The accompanying photograph shows buildings at 2208-2222 Business Circle, built from circa 1948-1950 (APN 277-04-021 through 277-04-025). La Gaviota Restaurant is at 2208 Business Circle; Bank of the West is at 2210 Business Circle; Alex’s 49ER Inn is at 2214 Business Circle; and Saver’s department store is at 2222 Business Circle.



Figure 28: 2208-2222 Business Circle, 1950s

### *1820 West San Carlos Street*

1820 West San Carlos Street (APN 277-12-028) is located on the southwest corner of West San Carlos Street and Rutland Avenue [Fig. 29]. The two-story building, constructed circa 1949, is an example of mixed retail and residential construction in the postwar period. The first floor is retail and the second floor appears to be residential; there are small metal balconies outside the large second story windows.



Figure 29: 1820 West San Carlos Street, ca. 1949

### *Babyland, Formerly British Motor Center*

The Babyland building at 1990 West San Carlos Street (APN 277-05-012) is on the southeast corner of West San Carlos Street and South Bascom Avenue [Fig. 30]. It was built circa 1953-1960. The building was included in the 2010 summer driving tour sponsored by DOCOMOMO US/Northern California Chapter; the guidebook entry for the buildings states that, “Upon first glance one might assume that San Jose’s Babyland has been at its current location since the late 1950s/early 1960s. Surprisingly, this is not the case. When Babyland moved to its West San Carlos Street home around 1989, it took over the former site of a British Motor Center car dealership. San Jose’s BMC dealership was designed by the architect Edward Kress and it opened around 1960. The modern building, with its floor-to-ceiling glass, was a showcase for MG’s, Austen Healeys, and Sprites” (DOCOMOMO US/Northern California Chapter 2010:14).



Figure 30: Babyland, 1990 West San Carlos Street, ca. 1960

### *Western Appliance Sign*

DOCOMOMO also included the Western Appliance Sign at 1776 West San Carlos Street in its summer 2010 driving tour. The sign is near the southwest intersection of West San Carlos Street and Laswell Avenue [Fig. 31]. The tour guidebook has the following description: “Surely the South Bay’s most spectacular example of neon signage stands regally on West San Carlos Street, once a major artery to and from the city’s downtown. The sign was erected in 1962, making the popular appliance dealer near impossible to miss. There used to be three blinking neon balls adorning the sign’s spires but the orbs were removed when they proved to be a distraction to planes landing at San Jose Airport” (DOCOMOMO US/Northern California Chapter 2010:18).

### *1757-1783 West San Carlos Street*

1757-1783 West San Carlos Street (APN 274-15-112) is an example of typical late 1950s or early 1960s retail development in the study area [Fig. 32]. The commercial strip is on the north side of West San Carlos Street between Hester and Shasta Avenues. The photograph shows Winchester Western Wear at 1757 West San Carlos Street (note the western theme statues in front of the store – a



Figure 31 Western Appliance Sign, 1962

horse on the left and the boots on the right); Got2Go Pizza is at 1761 West San Carlos Street; and part of the Korea BBQ Buffet building appears in the photograph at 1783 West San Carlos Street.



Figure 32: 1757-1783 West San Carlos Street, ca. late 1950s – early 1960s

### 3.6 COMMERCIAL DECLINE AND REDEVELOPMENT 1970s-2010

The West San Carlos retail corridor declined in the 1970s and 1980s, unable to compete with modern shopping centers and regional malls in San Jose and throughout Silicon Valley. The San Jose Redevelopment Agency included the study area in its redevelopment boundary district in 1988, and began to support business and neighborhood improvements. The West San Carlos Street Business Association, organized in 1989, and the West San Carlos Street Neighborhood Business Association, Inc., incorporated in 1998, partnered with the Redevelopment Agency on several initiatives. They supported the promotion of Antiques Row, the redevelopment of the old Sears site into the new Midtown Safeway Shopping Center in the mid-1990s, and funding of storefront façade improvements and shopping center renovations (EDAW 2003:2-3; Bennett 1983:44; [www.sancarlosstreet.com](http://www.sancarlosstreet.com)).

In recent years the study area has been part of another major development initiative – the Strong Neighborhood program – established by the City of San Jose in July 2000. The Burbank/DelMonte district is one of twenty-two Strong Neighborhood planning areas in the Strong Neighborhood Initiative (SNI) program.<sup>18</sup>

18. The City of San Jose describes the Strong Neighborhood Initiative program as, “a partnership between the City Council, the Mayor, and San Jose residents and business owners to strengthen City neighborhoods. This initiative aims to improve neighborhood conditions, enhance community safety, improve community services, and strengthen neighborhood associations. The SNI process is made up of two stages: planning and implementation. The planning stage includes the development of 22 neighborhood improvement plans and the formulation of a Redevelopment Project Area. The implementation stage involves proactively carrying these neighborhood improvements (such as improved physical conditions, improved community services, and new development projects) to fruition. The Initiative is funded through resources from the City of San Jose and the San Jose Redevelopment Agency. While the County of Santa Clara is not directly involved in this Initiative, planning has been coordinated with them to address implementation efforts in the County pockets” such as parts of the Burbank district (City of San Jose 2002:8).

In 2003 EDAW praised the City of San Jose's redevelopment programs, emphasizing that, "The creation of the West San Carlos Street Economic Development Strategy promises to build on the area's rich history while creating an exciting commercial and residential area for the 21<sup>st</sup> century" (EDAW 2003:2-3).

### 3.7 CONCLUSION

The West San Carlos Street study area is not a single, cohesive community or neighborhood but is best described as a two-mile commercial and transportation and corridor with an east-west alignment. It includes land in both southwest San Jose and unincorporated Santa Clara County land in the Burbank/Del Monte area.

During the Mexican period of California history the West San Carlos Street study area was part of the 2,219-acre *Rancho de los Coches*, created in 1842. Governor Manuel Micheltorena granted the rancho to Roberto Antonio Balermينو, a Santa Clara Valley Costanoan Ohlone Indian associated with the *Mission Santa Clara de Asis*. Antonio Suñol, the rancho's resident business manager, acquired ownership of the land grant in 1847. The Roberto-Suñol Adobe, located outside the study area at 770 Lincoln Avenue, is a California Historical Landmark, CA-SCI-385H. In 1849 Suñol divided the rancho into three parts, retaining two parts for himself and his daughter and selling a third, including most of the study area, to Henry Morris Naglee, a U.S. Army veteran of the Mexican War. The three owners received an official patent from the U.S. Land Commission in 1857.

Naglee began subdividing his portion of the Rancho de los Coches in the late 1850s, but remained the major property owner of study area land during his lifetime. As late as 1876 there were only three other property owners in the entire study area corridor, all of whom were farmers and orchard growers. None of the houses or farm structures associated with these pioneering settlers and ranchers have survived.

During the early American period, the eastern and western portions of the study area had distinct development histories. Naglee subdivided the western portion (west of Meridian Road) into large agricultural parcels; this portion remained a ranch and orchard district with relatively large parcels and few structures until the early 20<sup>th</sup> century. Naglee subdivided the eastern portion, which was closer to downtown San Jose, into ten-acre parcels, suitable for either small-scale agriculture or urban development. Significant development of the eastern portion of the study area began to take place in 1886-87, with the construction of the O'Connor Sanitarium. By 1891 the Southern Pacific Railroad had built a rail line near the eastern boundary of the study area. Canneries, packing houses and lumber yards began locating near the rail line, attracting job seekers and residents to the study area. The cannery district survived near the study area until 1999, when the Del Monte plant on Auzerais Avenue closed after more than 100 years of operation. All that remains today is the cannery water tower, which has been recognized as a Structure of Merit on the City of San Jose Historic Resources Inventory.

Almost all of the extant buildings in the West San Carlos Street study area were constructed in the 20<sup>th</sup> or 21<sup>st</sup> centuries. There were two major defining events and periods that shaped 20<sup>th</sup> century development patterns within the study area. The first was the construction of the San Jose-Los Gatos Railway Interurban Line through the study area in 1903-1904, which provided

easy access to downtown San Jose for the first time. The rail line opened the area to rapid residential subdivision and housing development. By 1915 the study area had been transformed from a remote agricultural and industrial district into a streetcar suburb of San Jose. The 1915 Sanborn Map depicts a well-defined residential corridor of small, single-family houses and corner stores on narrow, deep suburban parcels. The oldest extant buildings in the study area were originally built as small houses in the early years of the 20<sup>th</sup> century,<sup>19</sup> although many were later remodeled for use as commercial buildings.

During the prosperous period of the mid-1920s, as automobile transportation grew more popular, there was a spike in both commercial and housing development. The single-family house was still the most predominant building type in the study area. However by the late 1920s there were also some multi-unit residential buildings and complexes, including the notable Brooklyn Avenue Bungalow Court at 24-26 Brooklyn Avenue; this is an Identified Structure on the City of San Jose Historic Resources Inventory. Extant retail buildings that date from that period include some of the stores on present-day Antiques Row, including 1883-87 and 1891 West San Carlos Street, between Boston and Brooklyn Avenues.

The second major transformation of the study area did not take place until after World War II. A postwar regional population explosion and a new trend toward suburban retail development changed the study area from a predominantly residential district to a thriving commercial corridor. Residential lots were filled in with apartments or in-law units to accommodate the surge in population growth. Many houses were converted to commercial use or replaced by new retail buildings. By 1950 the transformation was well underway. The 1950 Sanborn map shows a solid corridor of stores and other commercial buildings. The retail district along West San Carlos Street continued to expand in the 1950s and 1960s, uniting the formerly separate eastern and western ends of the study area into a single commercial corridor of strip retail stores fronted by large parking lots. In the early 1950s, Sears-Roebuck moved to the former O'Connor Sanitarium site on West San Carlos Street between Race Street and Meridian Avenue near the eastern end of the study area. Sears was one of the major anchors of the new retail district. The Circle Shopping Center at the southwest corner of West San Carlos Street and Bascom Avenue was built in the study area in 1948-1950 and is still extant, one of the oldest commercial shopping centers in the Santa Clara Valley. Lou's Village, a popular restaurant and supper club opened in 1946, on West San Carlos Street near North Willard Avenue; it was a notable local example of a thriving post-war leisure industry. The British Motor Center (now Babyland) at the southeast corner of West San Carlos Street and Bascom Avenue opened in about 1960, one of the many automobile-related businesses in the study area.

During the post-war period West San Carlos Street and its extension on Stevens Creek Boulevard also became a primary artery linking San Jose with the western areas of the Santa Clara Valley. The western boundary of the study area was transformed by the construction of the Nimitz Freeway, built in the 1950s as part of California 17, a major north-south artery extending from Santa Cruz to Oakland.

In the 1970s and 1980s the West San Carlos Street retail corridor began to decline, as customers

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19. 311 Meridian Avenue, built circa 1895, is a rare example of a late 19<sup>th</sup> century house in the study area. It was moved to the site from an unknown location.

flocked to new, modern malls and shopping centers. The West San Carlos Street Business Association, formed in 1989, and the West San Carlos Street Business Association, Inc., incorporated in 1998, joined with the San Jose Redevelopment Agency to support a variety of neighborhood improvement programs. The opening of the Midtown Safeway Shopping Center on the former Sears site in the mid-1990s was a signature development of the decade. In the past several years private developers have also played a significant role in the study area by building large condominium complexes, including the 96-unit Village Square on the former site of Lou's Village restaurant.



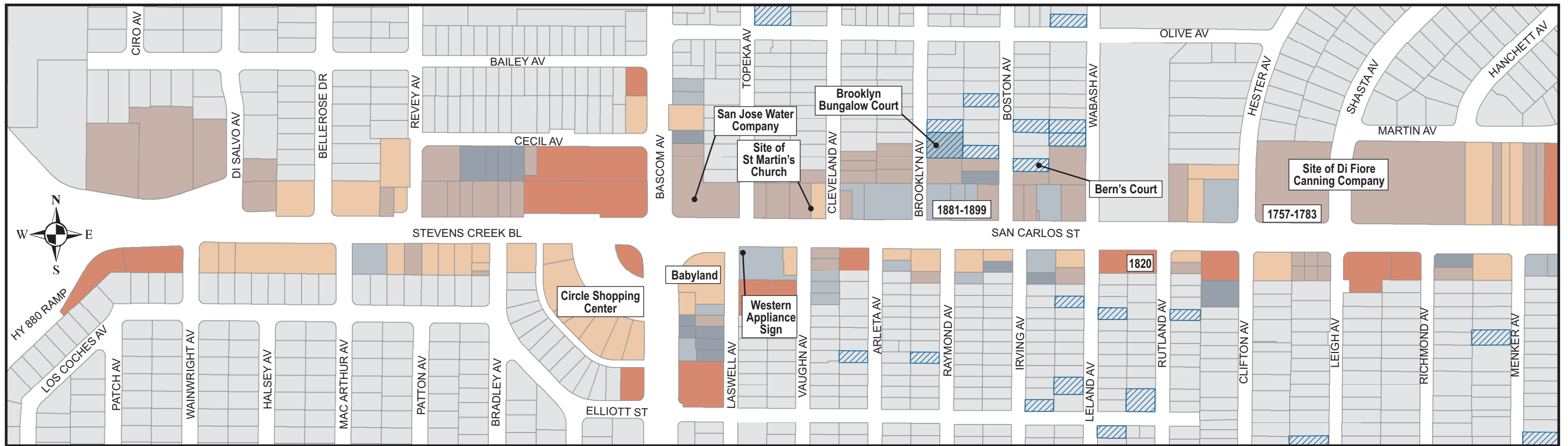


Figure 33: West San Carlos Street Context Area with Historical Resources and Building Age

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# **ATTACHMENTS**

## **LISTS**

- List 1                      West San Carlos Street 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

### **West San Carlos Street 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
SM	Structure of Merit
CS	Contributing Site/Structure
CLD	City Landmark District
CLS	City Landmark Site/Structure
ECR/ENR	Eligible for California Register of Historical Resources individually

**24-26 Brooklyn Avenue, Brooklyn Bungalow Court, Spanish Revival Style (274-16-057), 1927. IS**

**12 Boston Avenue, Bern's Court, Mission Revival Style (274-16-031), 1932, in the vicinity. IS**

**Former 801 Auzerais Avenue, California Packing Corporation Water Tower, in the vicinity. SM**

**800 San Carlos Street, Cheim Lumber (Site of Santa Clara Valley Mill and Lumber Company) (264-15-062), in the vicinity. IS**