



CONTINUITY

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Introducing... The San Jose Signs Project

By Heather M. David

Because of a still substantial sign inventory here, there's an overwhelming capacity for San Jose to take a leading role in Bay Area sign preservation efforts... But most of all, the great hope is that rallying around sign preservation can become San Jose's signature...
—Genevieve Roja, Telltale Signs, Metro News article, 2001

signs are important place markers in our collective story, and that San Jose history should remain in San Jose. The mission of The San Jose Signs Project is threefold: to educate, advocate, and to preserve.

Education

The first step in historic preservation is acknowledging that a resource exists. An assortment of San Jose signs will be cele-



We've been talking about signs for 15+ years. The time has come for us to acknowledge their cultural and historic significance, and to work together to protect as many as possible.

The San Jose Signs Project Defined

The San Jose Signs Project is a partnership between the community, history organizations, and local businesses. We believe that

brated in a professionally designed, full-color guide, including sign histories, and a driving map. This guide (planned for release in May) will be available in both soft and hard copy formats. In addition, photographs of San Jose signs will be published on various social media sites including Facebook, flickr, and Instagram.

(Cont'd p. 3)

Executive Director's Message

San Jose. Does the name of our city make you ashamed or embarrassed? The San Jose name continues to disappear from mastheads, organizations, etc. as if the name carries some shame or embarrassment. It seems that San Jose has difficulty competing with the mythical place called Silicon Valley.

Remember what used to be our local paper, *The San Jose Mercury News*? It has become *The Mercury News* with San Jose dropped from the masthead.

Most recently the San Jose Silicon Valley Chamber of Commerce (which at one time was known as just the San Jose Chamber of Commerce) changed its name to the Silicon Valley Organization or SVO, completely dropping San Jose from its name.

Is Preservation Action Council of San Jose next to drop San Jose from its name? Not likely. While we are ashamed and embarrassed from time-to-time by actions taken in the name of the city that are detrimental to historic preservation, we are not running away from the San Jose name.

San Jose has a long and rich history and a location that can actually be pinpointed on a map. If you Google San Jose, you will receive over 98 million results and an identifiable pin-point locating the city on the map. If you Google Silicon Valley you will receive *only* about 72 million results and a marker on the map located near Mountain View – not San Jose.

Understanding that Silicon Valley is a region and not a specific location, perhaps it makes some sense for certain businesses and organizations to drop San Jose from their name for marketing purposes. On the other hand, though, doing that only adds to San Jose's ongoing identity crisis and in some cases self-esteem issues.

If we aren't proud enough of our city to include its name, why should we expect anyone else to feel that way?



**Brian Grayson in front of
First Church on St. James St.**

Photo: Silicon Valley Community Newspapers

PAC*SJ could change its name and drop San Jose and add Silicon Valley or Santa Clara Valley or some other combination of words, but the organization name would lose its sense of identity without San Jose in the title.

So, in spite of a growing trend to erase the San Jose name I expect PAC*SJ will continue to have San Jose as part of our name.

Of course, whether or not to keep the San Jose name is a relatively minor item given the larger and more important issues PAC*SJ faces on a regular basis. We are keeping busy with business as usual – monitoring potential impacts on historic resources by proposed development as well as continuing to work with the city in the hopes of better educating the decision makers about the importance of historic preservation. We are excited about our latest project which is the publication of the *San Jose Sign Project*. This guide will showcase many of San Jose's iconic signs through photographs and historic descriptions. More information will be available soon but some details can be found in our cover story.

Thanks to author/researcher Heather David and graphic designer Lisa Wangness for their efforts in creating the *San Jose Sign Project*. The guide will bring attention to the many amazing signs located in San Jose and focus on the danger that faces many of them through the threat of development.

This summer we are gearing up for another tour of historic homes under the leadership of author Krista Van Laan. This time it will feature houses designed by noted architects Wolfe & Higgins. More details can be found elsewhere in this issue. This is a major fundraiser for PAC*SJ so your support would be greatly appreciated.

If anyone is interested in taking on a leadership role with PAC*SJ, we currently have openings on our Board. If you would like to join an active, dedicated group of people committed to saving San Jose's architectural heritage, then consider applying for a seat on our Board. Call 408-998-8105 or email: info@preservation.org for more information.

We were saddened by the recent passing of Jay McCauley. Jay was the husband of Board member Sharon McCauley. Our thanks to Jay for remembering PAC*SJ with a kind and generous gift. ☞

**—Brian Grayson,
Executive Director, PAC*SJ**

Sign Project (Cont'd)

Advocacy

It is hoped that the sign guide coupled with social media outreach will be the catalyst to a more inclusive inventory of San Jose signage. Over fifty San Jose signs have already been identified. We are asking the community to help in the identification of more signs via a Facebook page called "The San Jose Signs Project" at <https://www.facebook.com/sanjosesignproject/>. This page will also provide a vehicle for people to report in on signs that are perceived at risk and/or have been vandalized.

Preservation

At the bare minimum, preservation means maintaining signs that are currently falling apart from neglect – i.e.: The Stephen's Meat Products and Firato Deli signs. But, from a larger perspective, it means creating a proactive plan for preservation. It's time for us to put protections in place for historically significant signs and to start the discussion about what to do with signs that stand in the way of new development.

Do we move signs to History Park and create a neon courtyard, similar to what the folks in Bakersfield have done at the Kern County Museum? Do we move displaced signs to the traffic median along West San Carlos Street, similar to what the folks have done in Las Vegas? Do we move signs to the San Jose Arena, similar to what the folks in Sacramento have done?

The Guide - A Preview

The San Jose Signs project guidebook has been funded by a generous grant from the San Jose Preservation Action Council's Jo Dreschsler Memorial Fund. Jo was a passionate supporter of San Jose history. We hope that this guide is the first step in celebrating and preserving our unique sign heritage.

Here are just a few of the signs that will be featured:

Firato Ravioli, circa 1926; 28 E. Santa Clara St.

The bright red Firato Ravioli sign is one of the oldest extant signs in the city of San Jose. For over half a century, it marked the home of Carlo Firato & Sons Delicatessen – a family run business known far and wide for its authentic Italian foods and homemade cheese raviolis. The sign was erected in the mid-1920s, when U.S. sign companies were aggressively marketing opal glass signs. The salamis in the store window are long gone, but the sign stands as a reminder of the significant contributions of the Italian community in San Jose.

Wing's Sign, circa late 1940s; 131 E. Jackson St.

The red flapping wings mark the spot of the oldest restaurant in San Jose. Wing's Chinese Restaurant dates to 1925. A Chinese restaurant in Japantown, you ask? Well, yes. Before there was Japantown, the area was home to San Jose's Chinatown. The restaurant started its days as Yuen Fong. A historic photograph documents a change to the signage in 1943, perhaps corresponding with a change in ownership – Mr. Wing J. Chan. Although the Wing's building is original, the signage is not. The current sign appears to date to the late 1940s.

(Cont'd p. 4)



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The opinions expressed by contributors are not necessarily those of PAC*SJ itself.

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*PAC*SJ is a 501(c)3 non-profit organization*

Sign Project (Cont'd)

Kentucky Fried Chicken Bucket Sign, circa 1966;
250 N. Bascom Ave.

People come from all over the country to photograph San Jose's Kentucky Fried Chicken bucket sign, but WHY? As it turns out, San Jose's KFC bucket is one of the last in the country, and the oldest still standing. The bucket features an illustration of the Colonel and the early "Kentucky Fried Chicken" typeface – both introduced in 1952. But it also includes the slogans "finger lickin' good" (introduced in 1956) and "North America's Hospitality Dish" (1956 to 1966). The only other original KFC bucket sign in the United States has a later candy stripe design. It is located in Grinnell, Iowa.



The San Jose Signs Project guide will also acknowledge signs lost in a "gone but not forgotten" section. Although San Jose still has a significant inventory of arguably historic signage, let us not brush over the fact that we have lost some notable resources.

Stay tuned for more from The San Jose Signs Project... and be sure to follow us on Facebook. <https://www.facebook.com/sanjosesignproject/>. Our signs matter. Let's do something.



The famous dancing pig from the Stephen's Meat Sign at 105 S. Montgomery Street is deteriorating and needs to be saved. The full sign is below.

(Photos: Heather David)



As stated in the Los Angeles Citywide Historic Context Statement (Theme: Commercial Signs), *The words, symbols, pictures, and structural components that comprise historic signs and signage convey to an inestimable extent a sense of time and place... they are an integral part of the built environment and cultural landscape...*

Historic Preservation 101

A Historic Preservation Educational Workshop will be presented on Friday, March 24 from 10 AM to 3 PM. It will be held at the California State Office Building Auditorium in downtown San Jose, 200 Paseo de San Antonio. The program will be led by the California Office of Historic Preservation (OHP) staff from Sacramento and sponsored by the Souris-seau Academy for Local History at SJSU.

Workshop topics will include: Local Historic Preservation Programs and CLG status; How to Protect Your Community's Historic Resources; The General Plan and Preservation

Programs; Historic Surveys; and, Ordinances dealing with preservation.

This is a "Must Attend" for City Planners, Heritage and Landmark Commissioners, and members of preservation advocacy groups. Pre-registration is mandatory as there is limited seating. To register email info@laffeyarchives.org. Cost is \$25 and covers coffee/bagels and box lunches from Café Stritch. For more information contact bethwym@yahoo.com or franklin.maggi@archistory.com.


San Jose's Newest National Landmark

The early *Our Lady of Guadalupe Mission Chapel*, later re-named McDonnell Hall, located at 2020 E. San Antonio Street in San Jose, has been selected as a new National Historic Landmark. The Chapel is regarded as the origin of the migrant farmworker labor movement organized by Cesar Chavez and became the place where the activity "helped shape modern American Latino identity" as stated in the press release.

In 1953 the Chapel was established by Spanish-speaking Catholics led by Father Donald McDonnell. Subsequently McDonnell became a mentor to Chavez and helped him grow into a very effective community organizer and a civil rights advocate from 1952 through 1962.

The late Deacon Salvador Alvarez led the movement for nominating McDonnell Hall as a National Landmark. U.S. Representative Zoe Lofgren was also instrumental in helping to obtain the landmark designation. McDonnell Hall is one of 24 new National Landmarks that were announced on January 11th, 2017. This designation makes it eligible for securing bonds toward a possible interpretive center.

The former Guadalupe Mission Chapel was originally built as a parish church in West San Jose in 1911. When the original owners sold the church building in 1953, it was moved to the current parish's location in East San Jose, then reconstructed, and re-consecrated as the *Guadalupe Mission Chapel*, with stained-glass windows and a bell tower that are not present now.

Today, McDonnell Hall (former Chapel) sits behind *Our Lady of Guadalupe* church and appears much different from the 1950s and 1960s. 



Former Our Lady of Guadalupe Mission Chapel at 2020 E. San Antonio Street in San Jose in 1953.

(Photo: CA State Office of Historic Preservation)



McDonnell Hall today. Located behind the present Our Lady of Guadalupe church.

(Photo: Gayle Frank)



Red tile roofs, arched doors and windows, twisted pillars, wrought iron trim, and ornate door surrounds are on some of the most beautiful homes in San José. **Open for one day only!**

San José city-wide architectural homes tour

Eight 1920s Spanish Revival houses and buildings by the architectural firm of

WOLFE & HIGGINS

MASTER ARCHITECTS OF THE SPANISH REVIVAL

AUGUST 26, 2017
10:00 AM-4:00 PM

Purchase tickets now at

www.WolfeandHigginsTour.com

Members \$30 advance • Regular and in store \$35 • All \$40 day of tour

Please consider becoming a sponsor of the tour!

Learn more at www.preservation.org or www.wolfeandhigginstour.com/sponsors.html

Extra! Join us August 25 at the pre-tour kickoff party with a discount for PAC**SJ* members

Support preservation and enjoy delicious continuous hors d'oeuvres and small plates with wine or soft drinks and convivial company at an exclusive party at the Gross-Low house, a San José City Landmark that is not on the tour.

This stunning 1916 Dutch Colonial Revival house is one of the few still-standing houses designed by William Higgins before he partnered with Frank Wolfe. **Includes a ticket to the next day's tour.**

Space is limited, so reserve your spot now!

Go to www.WolfeandHigginsTour.com for details

Tickets also available at these local merchants:

Antiques Colony

1881 W San Carlos St, San Jose

Willow Glen Home & Garden

1123 Lincoln Ave, San Jose


PRESERVATION ACTION COUNCIL OF SAN JOSE
Dedicated to Preserving San Jose's Architectural Heritage
www.preservation.org

Wolfe & Higgins-Master Architects of Spanish Revival

By Krista Van Laan

On August 26, PAC*SJ will present our third in a series of city-wide architectural homes tours featuring the work of San Jose master architect Frank Delos Wolfe.

Many of us are by now familiar with the work of Wolfe & McKenzie, best represented by the many magnificent homes they designed that still stand in Naglee Park. And you may also be aware of Frank Wolfe's Prairie buildings. Influenced by Frank Lloyd Wright, Wolfe made San Jose a major western focal point for Prairie School architecture.

Less known is the work of the last part of Wolfe's career, during his and his son's partnership with William Ernest Higgins. Their signature style was Spanish Revival, with buildings that featured red tile roofs, triple-arched doors and windows, wrought iron trim, and ornate terracotta and plasterwork. This style was applied to mansions and small cottages alike, to commercial buildings and schools throughout Northern California, but mainly in San Jose.

Many of the most beautiful and notable buildings in San Jose are the work of Wolfe & Higgins. Among them are the Simoncini office building at 1694 The Alameda, San Jose Woman's Club at 75 S. 11th, the Biggs-Cardosa Building at 865 The Alameda, and the Center for Spiritual Enlightenment at 1845 The Alameda. It is a sure bet that many of the homes you have admired throughout San Jose are the work of this firm.



Carrie and Frank Dreischmeyer commissioned this Willow Glen house in 1925, rich with Churrigueresque detailing.

Many of the houses on this tour have never before been open to the public.

Frank Delos Wolfe and William Ernest Higgins formed their architectural partnership in November of 1917. Frank Wolfe had always been a leader in residential design in the Santa Clara Valley. When his partnership with William Higgins began, Wolfe was already a well-known architect with nearly thirty years of experience and about 700 projects to his credit. However, the types of architecture Frank Wolfe had produced over the previous decade—Mission Revival, Craftsman, and Prairie—were starting to lose favor by the end of the 1910s. Wolfe had gained local and national recognition for his Prairie School architecture inspired by Frank Lloyd Wright, but that style, wildly popular when he introduced it in 1912, had run its course by the onset of World War I.

William Higgins of Santa Clara was less established. Although he had been granted his architectural license in 1913,

(Cont'd p. 8)

Triple sets of arched doors and windows and twisted pillars were signature features of Wolfe & Higgins, seen on the Garden Alameda house built for Lolita and Dr. Louis Rose in 1924.



Wolfe & Higgins (Cont'd)

it only took a few more years until his reputation and career began to take off, thanks to impressive jobs done for prominent local clients. Son of a pioneer Santa Clara family, he benefited from his mother's connections but showed himself to be a fine architect in his own right.

A partnership was probably a wise choice for the architects. In April of 1917, the United States had entered into World War I and building in Santa Clara County had slowed down. Pooling their resources helped the architects during this uncertain time.

It wasn't until 1919, when postwar building began, that business really took off for the partners. They went on to produce a prodigious amount of work, finishing over 500 completed projects by the firm's end in 1931. After Frank Wolfe died in 1926, his son Carl partnered with Higgins.

The firm had many areas of proficiency. The architects worked on at least twenty-five school projects during the fourteen years they were in business together, some widely known for their beauty and modern design. More than twenty percent of their business involved designing commercial and non-residential buildings, including stores, churches, canneries, creameries, and public buildings.

They also specialized in apartment buildings and other types of multiple-unit dwellings such as duplexes and triplexes, using innovative design techniques for this type of housing that was still rather new.

Primarily, however, the firm of Wolfe & Higgins was known for single-family residential design. The rise in suburban living in the affluent 1920s and the architects' ability to home in on the tastes of their clientele was reflected in the ever-increasing amount of business at the firm of Wolfe & Higgins. The style at which they excelled, and that appealed to homeowners of all economic levels, was Spanish Revival (often called, and perhaps more accurately labeled, Spanish Eclectic, due to the free mixture of different Spanish and Mediterranean stylistic elements). It was this that was to become the signature style of Wolfe & Higgins.

Throughout his entire career, Frank Wolfe was responsive to the needs of the Northern Californian homeowner, always slightly ahead of the trends in residential design. The firm's use of the Spanish Revival style during the 1920s, a style that appealed to so many homeowners, cemented the architects' position as top residential designers in their area. Although other architects in the Santa Clara Valley also worked in the Spanish Revival style, few began so early and no one else matched the output of Wolfe & Higgins during this time.

For homeowners who wanted a two- or three-bedroom bungalow, a Wolfe & Higgins Spanish Revival design provided a distinctive, unique, and beautiful yet affordable home with a roomy layout. For a wealthy customer, such as attorney Robert Wright or political boss Charles Bigley, the same style could be applied to an impressive residence that reflected their tastes and status.

(Cont'd p. 9)



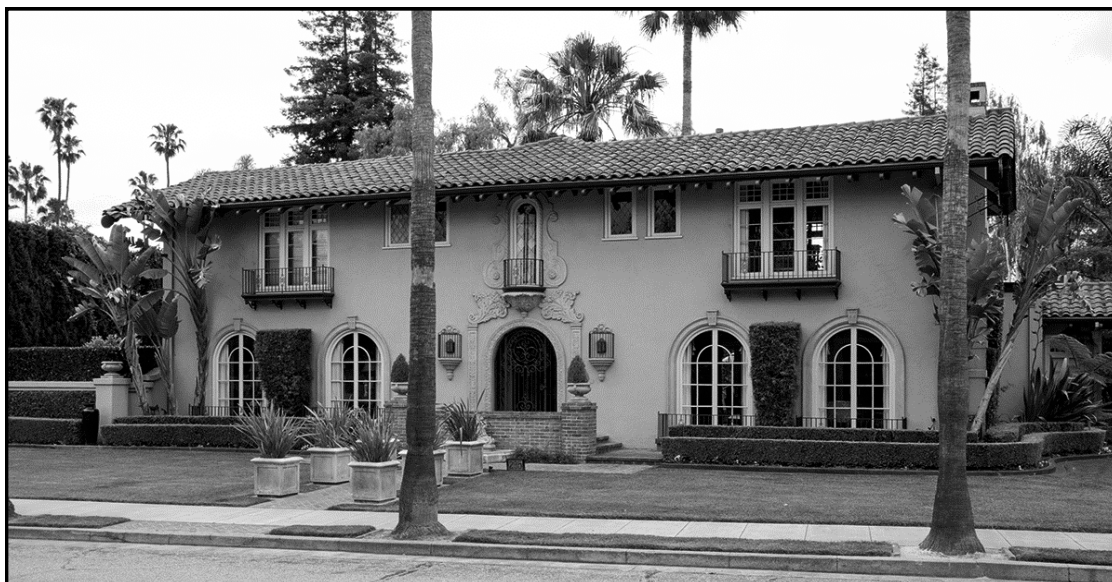
*This 1922 grand
College Park
residence was
designed for San
Jose attorney
Robert Wright and
his wife Kate, who
lived in it
for more
than 30 years.*

(Photos: Krista Van Laan)

Wolfe & Higgins (Cont'd)

But Spanish Revival wasn't just for residential design. The stylish Spanish Revival facade made its appearance on Wolfe & Higgins-designed commercial and public buildings. Automobile showrooms and repair service buildings, in particular, were often designed with ornate Spanish Revival features.

A romantic re-imagining of Spanish architecture, Spanish Revival borrows from the entire history of Spanish architecture. Wolfe & Higgins, like many of the architects who worked in this style, applied a wide range of types of features, not necessarily knowing, or caring, whether something was Andalusian or Mission Revival or Spanish Baroque as they blended features in a harmonious manner.



This Hanchett Park residence was designed for developer Tony Maderis in 1925. Maderis used the firm regularly for his residential development.



A Churrigueresque door on heiress Grace Spencer Hall's home, a Spanish Revival designed in 1922 that was responsible for favorable publicity for the Wolfe & Higgins firm.

Typical features of the California 1920s-era Spanish Revival buildings were barrel- or S-shaped red tile roofs with little or no overhang on an asymmetrical stucco building with arched doors and windows, twisted spiral columns, turrets, and balconies. Ornamental features include decorative chimneys and window grilles, decorative tiles, wrought iron, and sculptural terracotta or plasterwork. Wolfe & Higgins tried them all. The architects were also influenced by the elaborate ornamentation known as Churrigueresque, a Spanish Baroque style of architecture named after the Spanish architect and sculptor José Benito de Churriguera, who worked in Madrid and Salamanca in the late 1600s.

The architects also had no hesitation about incorporating features not necessarily associated with the style, adding Prairie or Colonial Revival or Beaux Arts features as they chose. Wolfe had never been afraid to mix it up in his designs—if he liked something, he used it—and he continued to include favored elements that he had been using for over two decades, such as dentil and egg-and-dart molding, square Prairie-style pillars and low brick walls with contrasting caps, sculpted plasterwork, and enormous focal windows.

Interest in Spanish Revival architecture stemmed from the San Diego Panama-California Exposition, held from 1915 to 1917 in San Diego to celebrate the opening of the Panama Canal. The Exposition was one of the only such events that

(Cont'd p. 10)

Wolfe & Higgins (Cont'd)



Photos: Krista Van Laan

This Lyne home features ornate arches, a hallmark feature of Wolfe & Higgins.


ever featured a single style of architecture, dubbed "Spanish Colonial Revival," which was rooted in the architecture of the missions and the Spanish colonial legacy of the West. Bertram Grosvenor Goodhue, hired as the Exposition's chief architect, was also greatly influenced by time spent in Mexico when he was in his twenties.

"Within these confines was built a city-in-miniature wherein everything that met the eye and ear of the visitor was meant to recall to mind the glamour and mystery and poetry of the old Spanish days," said Goodhue. Today, Goodhue's city-in-miniature is a National Historic Landmark District.

The style seized California, supplanting the domination of the Craftsman bungalow. Architect George Washington Smith of Santa Barbara applied the Spanish Revival style to his own home in 1918 and went on to do groundbreaking work in this style. Because of his work and that of James Osborne Craig and Mary McLaughlin Craig, the city of Santa Barbara adopted Spanish Colonial Revival as its official style, when rebuilding after a

Right, this Willow Glen home was designed for fruit wholesaler Anthony Blase and his wife Lydia in 1930.

1925 earthquake. In Los Angeles, Wallace Neff and the firm of Morgan, Walls and Clements were among those who applied the Spanish Revival style to produce richly ornamented stores, theaters, houses, and commercial buildings for the golden age of Hollywood and its environs. In San Francisco, architects such as Julia Morgan and Weeks & Day worked in this style to design some of their greatest works.

Wolfe & Higgins were early adopters of the Spanish Revival style in Northern California and by 1922 were working almost exclusively in it. At the beginning of that year, they gained important local awareness of their Spanish Revival work with an outstanding residence for heiress Grace Spencer Hall, today the Simonci building on The Alameda. The January 2, 1922 San Jose Mercury Herald contained a story with a large picture of the Hall house with its grand Churrigueresque entrance. "Truly Spanish," said both architect and client as they admired the house. 



Huge arched focal windows appear on many of the Wolfe & Higgins homes. This house in Willow Glen, designed in 1927 for merchant John Williams Jr. and his wife Mildred, has one of the largest of these windows along with its distinctive entrance tower.



ON THE RADAR



Smith House

The Historic Landmarks Commission, on Feb. 1st, approved a recommendation for a Historic Preservation Permit to move the Smith House, a City Historic Landmark,

about 80 feet in order to build a 94-unit Residential Care Facility. The Smith House is located at 3550 San Felipe Road.

Former Mercury News Building

The application for a demolition permit of the former Mercury News Building is still under review by the City of San Jose. Before approval, the HABS Level III report and the sculpture restoration plan must be submitted.

Historic Surveys

The SJ Planning Department agrees that there is a strong need for historic surveys and will again propose adding personnel for work on the surveys and to update the Downtown Historic Design Guidelines.

Notable Quotable

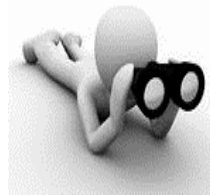
These newly [2017] designated national landmarks “depict different threads of the American story that have been told through activism, architecture, music and religious observance. Their designation ensures future generations have the ability to learn from the past as we preserve and protect the historical value of these properties and the more than 2,500 other landmarks nationwide.”

— Sally Jewell,
U.S. Secretary of the Interior (2013-2017)
January 11, 2017

Former Greyhound Bus Station

On Feb. 1st the Historic Landmarks Commission (HLC) was asked to hear public comments on the Draft Supplemental Impact Report (DSEIR) for the proposed project to demolish the Greyhound Bus Station. The project plans include the construction of two 24-story, mixed-use towers with retail plus 781 residential units.

Comments made at the HLC meeting included that the DSEIR should present a broader range of design alternatives and additional analysis, so that different gradations of design alternatives can be incorporated in the EIR, including saving the façade. The design alternative is too limited and there is concern for the protection of surrounding historic buildings. PAC*SJ has submitted written comments to the city.



PAC*SJ is Still Keeping An Eye On—

- ➔ Pellier Park
- ➔ Montgomery Hotel
- ➔ Willow Glen Trestle
- ➔ Agnews Developmental Center

Landmarks Commission Openings

There are three seats open for the Historic Landmarks Commission of San Jose. The application deadline is midnight on Monday, April 3rd, 2017. Apply on line at <http://sanjoseca.gov/index.aspx?NID>.

The Commission meets on the first Wednesday of each month at San Jose City Hall on E. Santa Clara Street. Applicants should be residents of the City of San Jose with expertise related to historic preservation.

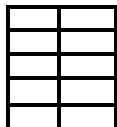
PAC*SJ 2017 Calendar

- Mar 3-4** PAC*SJ Yard and Salvage Sale. 260 S.13th St. Fri. 8 AM-6 PM; Sat. 8 AM-Noon.
- Mar 20** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- Mar 23** Antique Crawl, 6:30 PM, Antiques Colony at 1881 W. San Carlos St.
- Mar 24** Historic Preservation Workshop, 10 AM—3 PM, 200 San Antonio. See page 5 for details.
- Apr 17** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- May 15** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- May 18-20** PAC*SJ Spring Yard and Salvage Sale. 260 S.13th St. To donate or volunteer, email to donations@preservation.org.
- Jun 19** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- Jul 17** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- Aug 10-12** PAC*SJ Summer Yard and Salvage Sale. 260 S.13th St. To donate or volunteer, email to donations@preservation.org.
- Aug 21** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- Aug 25** **Wolfe & Higgins Pre-Tour Kickoff Party. See page 6 for details.**
- Aug 26** **Wolfe & Higgins Home Tour, 10 AM– 4 PM. See page 6 for details.**
- Sep 18** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- Oct 16** Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
- Nov 20** Monday, PAC*SJ Annual Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.

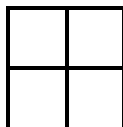
ADVERTISE IN CONTINUITY!

Continuity is distributed to over 500 San Jose preservationists, homeowners and decision-makers. It's a great way to get your message out to your best potential customers! For ads larger than the business card, you must supply camera-ready artwork, or PAC*SJ can provide it at an additional charge.

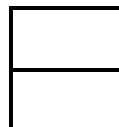
Buy ads in 6 issues and SAVE! Plus, all multiple-issue ads come with a free membership!



Business Card
Single issue \$50
3 issues \$120



1/4 Page
Single issue \$100
3 issues \$250



1/2 Page
Single issue \$200
3 issues \$450



Full Page
Single issue \$375
3 issues \$700

Willow Glen Trestle Update

The Willow Glen Trestle had its encore “day in court” on Feb. 3rd at Superior Court, heard by Judge Helen Williams. Susan Brandt-Hawley represented Friends of the Willow Glen Trestle, and Katie Zoglin was attorney for the City. The hearing involved a solid two hours of questions and answers, the citing of records and case law, and discussion of the Appellate Court ruling and CEQA (California Environmental Quality Act) law.

Both sides agreed not to consider that the State Historic Resource Commission unanimously found that the trestle to be worthy of listing on the National Register because it occurred after the initial court decision in 2014. However, Friends of the Trestle does not agree with the City’s objection to including the timely official minutes of the San Jose Historic Landmark Commission, which included its favorable opinions about the historic nature of the trestle.

The sole question for this round in court is whether the city’s proposed destruction of the trestle invokes an EIR

process as required by CEQA. Friends of the WG Trestle state that the trestle must be treated as historic unless there is substantial evidence in the record that the trestle is not eligible for listing or does not qualify as a historic resource. CEQA’s goal is to “assure that the environmental consequences of a government decision on whether to approve a project will be considered before, not after that decision is made.” (*Stanislaus Natural Heritage Project v. County of Stanislaus* (1996) 48 Cal.App.4th 182, 196.)

What happens next? The lawyer for Friends of the WG Trestle was requested to submit a follow-up brief by Feb. 24th. The City is to respond to that brief by March 10th. Then Brandt-Hawley will reply by March 14th. The judge will decide the case sometime after that.

For more details on the Willow Glen Trestle and to read the latest brief go to www.WGTrestle.org. ☞

Next PAC*SJ Yard Sale

Our next PAC*SJ Yard Sale will be held March 3-4 at 260 S. 13th St. The sale will include vintage furniture donated by a local antiques dealer with lots of chairs, small tables, sewing machines, knick-knacks and unusual items. We also have lots of housewares, CDs, a few wicker tables, standing and table lamps, framed art and more. Sale hours are Friday from 8AM till 6PM and Saturday 8AM till Noon.

Roger Dahlberg (pictured right) bought this 3D puzzle at one of our PAC*SJ yard sales a while back and he thought we might like to see the result. The original Cologne Cathedral¹ was started in the 13th century and finished in the 1800s. Dahlberg’s version only took a few days, working on it part time. Thanks for showing us the final product. Nice job! ☞

¹ The Roman Catholic Cologne Cathedral in Cologne, Germany, is a renowned monument to Gothic architecture. It was declared a World Heritage Site in 1996 and is Germany’s most visited landmark. It is currently the tallest twin-spired church at 515 feet tall.

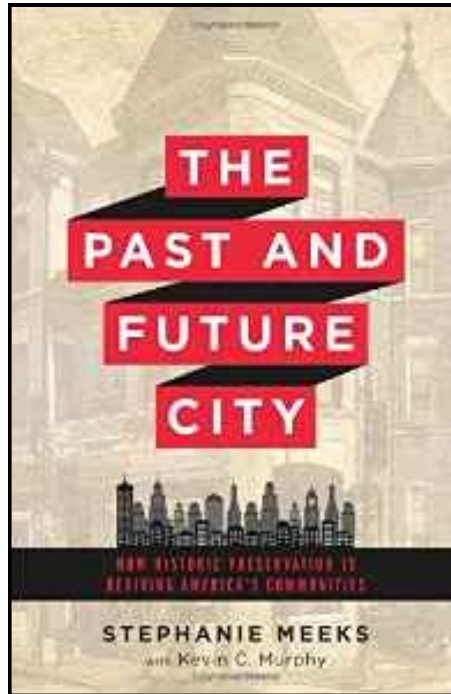


Recent Book—The Past and Future City:

How Historic Preservation is Reviving America's Communities

This book, written by Stephanie Meeks and Kevin C. Murphy, is for anyone who cares about cities, places, and saving America's diverse stories, in a way that will bring us together and help us better understand our past, present, and future. The book came out in October of 2016.

In *The Past and Future City*, Stephanie Meeks, the president of the National Trust for Historic Preservation, describes in detail, and with unique empirical research, the many ways that saving and restoring historic fabric can help a city create thriving neighborhoods, good jobs, and a vibrant economy.



Meeks explains the critical importance of preservation for all our communities, the ways the historic preservation field has evolved to embrace the challenges of the twenty-first century, and the innovative work being done in the preservation space now.

At its most basic, historic preservation is about keeping old places alive, in active use, and relevant to the needs of communities today. As cities across America experience a remarkable renaissance, and more and more young, diverse families choose to live, work, and play in historic neighborhoods, the promise and potential of using our older and historic buildings to revitalize our cities are stronger than ever. ❧

PAC*SJ Applied for Knight Challenge Grant

Several months ago, PAC*SJ applied for a grant sponsored by the Knight Cities Challenge. Our proposal was "Saving Our Neon Heritage" where PAC*SJ would partner with History San Jose and others to develop a program to save our deteriorating historic neon signs.

Our proposal was not selected as a finalist. The Knight Foundation told us they received more than 4500 submissions and only a small number of finalists were chosen.

We will continue to work with History San Jose and other interested parties to find a way to save these signs before it is too late.

The Knight Cities Challenge seeks new ideas from innovators who will take hold of the future of our cities. The challenge seeks submissions from people who have ideas to make the 26 communities more vibrant places to live and work. These 26 cities are locations where the Knight brothers once published newspapers. ❧



One of San Jose's many historic neon signs at Time Market, Bascom Avenue.

(Photo: Gayle Frank)

What Goes Around or Life As a New App By John Mitchell

Last Fall at the Design Crawl along SoFA (South of First (St.) Area), PAC*SJ was fortunate to be given a promotion display space so that we might inform C2SV (Creative Convergence Silicon Valley) conference attendees about historic preservation.

It was assumed that this would be a little tricky as the majority of the conference goers were young (average age 26) and much attuned to all things TECH. Would there be any way of inspiring them to the benefits of historic preservation when their thoughts and ambitions would be the next “break out” application, device or futuristic product?

Located in a soon to be brew pub/eatery warehouse along So. First Street some stalwart PAC*SJ board members greeted the incoming flow of hip who mostly looked at the art displayed in other parts of the large brew room. A few sauntered over to the preservation display table where large PAC*SJ boards held photos of successes and failures—historic buildings that had been saved and those that have been lost—forever.

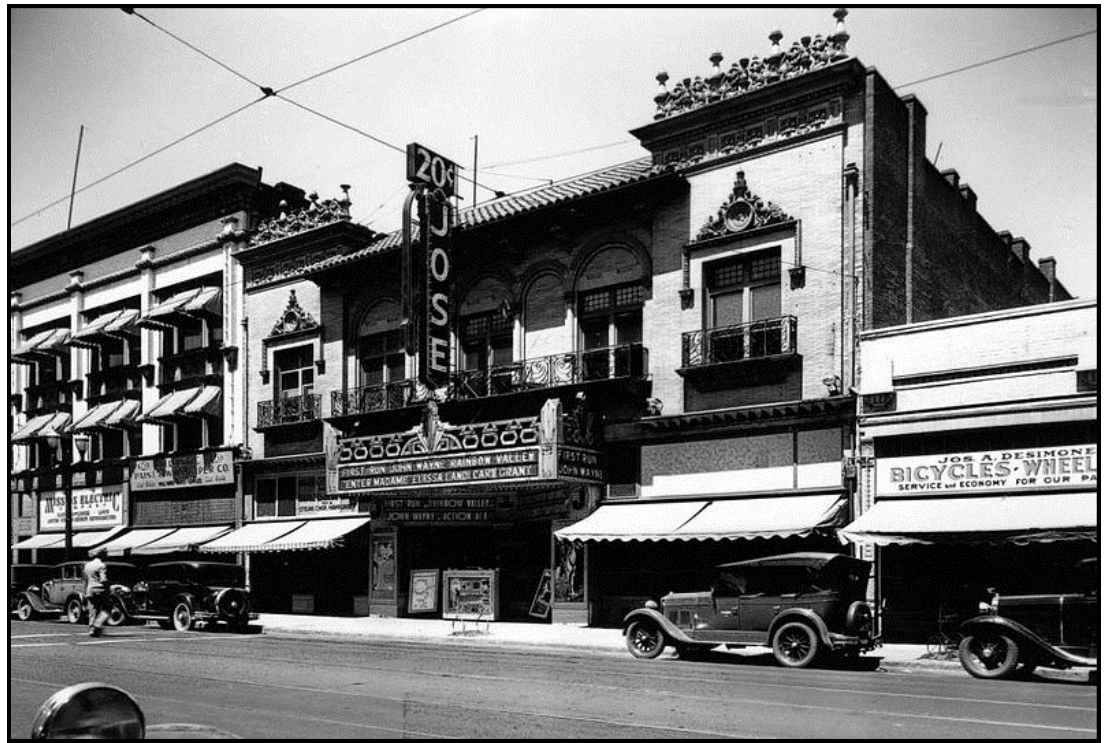
In the course of this Tech Pop ebb and flow a teachable moment occurred. A young couple was looking at the photo board and pointed out a very early picture of the JOSE theater. “That’s cool,” the young woman commented, “where is that?”

The PAC*SJ member told her, “That is the old JOSE theater on South 2nd Street. It was built in 1904 and was originally a vaudeville theater. Do you know about vaudeville?”

“No, what is that?”

“Vaudeville means live performers, like W.C. Fields who performed on the stage entertaining the audience with magic, song and dance, or comedy—something to make people laugh and have a good time.” The savvy young techie knew nothing about early vaudeville and had never heard of W.C. Fields.

She was told that this form of entertainment faded with the advent of moving pictures and for a long time the JOSE was a movie house. But then as San Jose’s population expanded and the popularity of multiplexes with big screens and surround sound grew in the surrounding areas, small theaters like the JOSE closed down.



The Jose Theater in 1931 at 64 S. First Street, San Jose

(Photo: John C. Gordon)

The young lady held her breath looking at the photo of the old JOSE, likely anticipating that it was among the bunch of “Buildings Lost” group.

“In fact,” she was informed, “the city had plans to tear down the JOSE so developers could build some condos with street level retail such as Starbucks.” There was an audible moan from her as if she really might have enjoyed some vaudeville at the old JOSE and missed her chance.

(Cont’d p. 16)

What Goes Around (Cont'd)

"But," the PAC*SJ representative said, "our group, the Preservation Action Council of San Jose, stepped up and with community support we managed to stop the city from tearing the JOSE down. It was saved."

"What happened to it," she asked hopefully.

"Here, look," the PAC*SJ member said, pointing to another picture on the display board. "Here is the JOSE today." Indeed a recent picture showed the theater with a new marquee proclaiming itself—the Improv!

Pleasantly surprised, she burst forth, "I've been there. I love that neat old place."

It was then the importance of preservation struck her. The JOSE Theater started life as a live performance venue, vaudeville, where performers entertain and make people laugh. Over the last 100 years it has endured a lot of changes. Today it has come full circle once again presenting live performers and making people laugh. Vaudeville reborn as a teachable moment; if we only had an app for that. ☞



Present-day Improv. Restoration was completed in 2003.

This is the oldest theater in San Jose, built in 1904.

(Photo: Biggs Cardosa)



Restored lobby inside The Improv.

(Photo: Cary & Co.)

Exploring San Jose's City Landmarks

Here is the next San Jose Landmark from the City list. Check previous *Continuity* issues for earlier landmark descriptions on our website at www.preservation.org.



HL92-70; State Meat Market **148 -150 East Santa Clara Street**

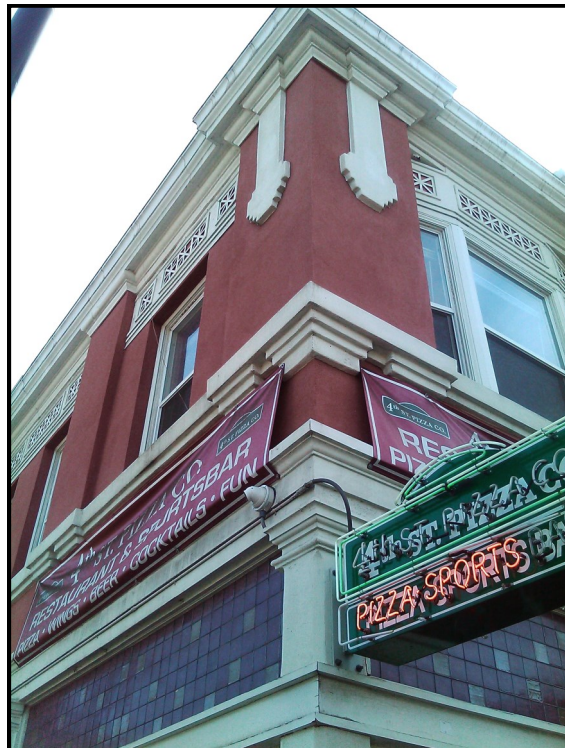
The former State Meat Market on the SW corner of E. Santa Clara and Fourth Streets was originally designed by Frank D. Wolfe circa 1913-1915. Initially the building housed a bicycle shop, print shop and creamery.

By 1934, the Kwong-Low family leased the building and established the State Meat Market on the ground floor. The building's second floor had always served as apartments. State Market employees and some family lived upstairs. The State Meat Market's name came from being in close proximity to San Jose Teachers College (now SJSU). The Kwong-Low families operated the market until the mid-1980s.

Originally Carl Kwong, who came from the Fah Yuen region of China, founded his market in San Francisco in 1929. The San Jose market became the first of a chain of markets that grew to 477 in number throughout Northern California by 1971.

The two-story rectangular structure has a flat roof with a strong molded cornice and a tall parapet. Façade

windows are recessed slanted bay windows. End windows are decorated with lintels and wide pilasters on each side. A large keystone is placed between the two center windows. At ground level the storefronts are recessed with large display windows. (Cont'd p. 18)



The corner decorated with wide cornices, moldings and lower panels made up of small glass squares.

City Landmarks (Cont'd)

The building was renovated in 2006 and won the Golden Nail Award from the San Jose Downtown Association for “its outstanding contribution to the look and character of downtown.”

Preservation of this building was possible through using a Façade Improvement Program grant from the San Jose Redevelopment Agency. Architect Mark Sandoval oversaw the building’s rehabilitation.

The building is significant because it was designed by a prominent San Jose architect, Frank Wolfe, and is an example of a successful, long-term, minority owned business enterprise outside San Jose’s Chinatown.

Today the 4th Street Pizza occupies the space. ☞

Source: Historic Resources Inventory, Survey Reference No. 101, Glory Ann Laffey, Archives & Architecture, 1991.



Fourth Street side of building. Note the old “State Market” sign restored but the lower section has been painted over.



Note the wide cornice, slanted bay window and the decorative elements.

(Photos: Gayle Frank)
2017

PAC*SJ Membership Application

Preservation Action Council of San Jose Membership Application

Name(s) _____

Telephone(s) _____

Address _____

Email _____

*Members who do not provide email addresses cannot receive timely notices of news, announcements and events. PAC*SJ will not release your contact details to others without your consent.*

New Member _____ Renewing Member _____

Please circle the level at which you wish to join:

Individual	\$40
Family	\$55
Student or Senior (over 65)	\$25
Non-profit or School	\$25
Contributor	\$100
Patron	\$250
Benefactor	\$1,000

Join at the \$100 level or above and receive a special premium, *Signposts Revisited*, by Pat Loomis or the Bay Area Modern playing cards.

Please check if you would like to receive
a book or playing cards
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or both at the \$250 level.

I am enclosing \$ _____ as an extra donation to

PAC*SJ for a total amount of \$ _____

I am interested in working with the following
volunteer opportunities (*please circle*):

Advocacy

Fundraising

Membership

Newsletter

Programs/Education

Events

Board Member

Public Relations

Complete and return with your check to:

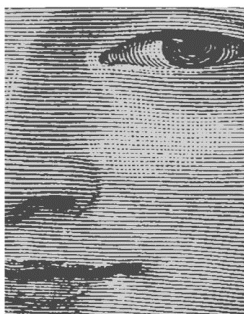
Preservation Action Council of San Jose

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Opening PAC*SJ Board of Directors

The members of the Board of Directors are the core of PAC*SJ. They formulate the overall strategy, secure PAC*SJ's financial stability, and contribute their ideas, expertise and resources to make San Jose a better place. If you might be interested in serving on a committee, attending a monthly Board meeting and events, and promoting historic preservation to the general public and city officials, please go to www.preservation.org to review the Board member expectations. If this sounds like a good fit, email your application to info@preservation.org. We will contact you to discuss the next steps.



Preservation Action Council of San Jose

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CONTINUITY

The Preservation Action Council of San Jose PAC*SJ) is a 501(c)(3) nonprofit corporation dedicated to preserving San Jose's architectural heritage through education, advocacy and events.

We believe that historic preservation is **good for our quality of life, good for business, and good for the environment**. We aim to integrate a strong commitment to historic preservation into the land use and development decisions of the City of San Jose that affect historic resources, as well as into the private decisions of property owners and developers. We try to bring owners and developers together to create historically sensitive projects that make economic sense.

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