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104 Years Old and Green

by Jay McCauley

In an excellent example of the fusion of the historic preservation and green movements, the Adobe Systems Incorporated offices at 601 Townsend in San Francisco are housed in the former Baker & Hamilton Hardware Company building constructed in 1904-05 and renovated and adaptively reused as office space in 2004. Following the successful completion of LEED (Leadership in Energy and Environmental Design) Platinum certification for its San José headquarters, Adobe also achieved LEED Platinum for this historic structure, listed in the National Register of Historic Places and a San Francisco City Landmark. It is thought to be the oldest building in the US to receive LEED Platinum certification.

In 1904-1905 the Pacific Hardware and Steel Company constructed a new office and warehouse building at the corner of Townsend and 7th, adjacent to the San Francisco terminus of the Southern Pacific Railroad. The Pacific Hardware and Steel Co. was originally founded by Collis Huntington and Mark Hopkins in Sacramento around 1855,

two of "The Big Four". In 1918 the company merged with Baker & Hamilton, which had been founded in 1849, initially selling tools to gold miners from a tent in Mormon Island, CA. Eventually the company changed its name to Baker & Hamilton, which is still prominently displayed on large sign on the roof, a local landmark.



Adobe Systems Inc. at 601 Townsend, San Francisco.

(Photos on pages 1 and 2 courtesy of Adobe/William Porter)

(Continued on page 2)

104 Years Old and Green (Cont'd)

The three story brick structure, designed by Sutton & Weeks, is supported by a massive wooden frame which came from thousand—year-old virgin redwood pillars and beams logged along the Redwood Coast, making the building uniquely tied to place and time. The main support columns are about 18 inches square and run from the basement to the roof above the third floor. The floors are four-by-six timbers laid edgewise and supported by wood framing attached to the columns. Though refinished in the 2004 renovation, the floors bear marks of 100 years of use. The building survived the 1906 earthquake. In a near miss, it was at the edge of the dynamited area that helped stop the ensuing fire.

Baker & Hamilton moved out in the 1980s, and the building had periods of vacancy but later housed a collection of antique stores. In 2003 Macromedia purchased the building and two other adjacent buildings. After extensive renovation including seismic retrofitting, Macromedia employees moved in during January 2005. The renovation preserved nearly all of the exterior structure and most of the interior frame and floors. The result is a richly textured environment of exposed brick, rough sawn wood framing complimenting the state-of the-art building systems which are visible, giving the space an industrial feel. In April, 2005, Adobe announced the intent to purchase Macromedia, completing the transaction in December. Today about 1,100 people work in the complex. 601



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Townsend is mostly open plan offices with low walls. A large central space is open to the roof, houses the cafeteria and is also used for events, all hands meetings, etc.



Adobe Systems Inc. at 601 Townsend, San Francisco. Side entrance on 7th Street.

(Photo courtesy of Adobe/William Porter)

LEED is a program created by the US Green Building Council (USGBC) for objective assessment of how "green" a building is. The owner/manager prepares a detailed submittal package describing how the building is constructed and operated and submits it to USGBC. The details of the submittal differ for each of the LEED programs, but are generally grouped into:

-Sustainable sites -Water efficiency

-Energy and atmosphere -Materials and resources

-Innovation -Indoor environmental quality

These are further broken down into specific areas with some being required, and others getting a variable number of points depending on how well the building or policy meets the LEED requirements. (Cont'd on page 4)

Interim Executive Director Message



Brian Grayson (Photo Courtesy of SJRDA)

Iconic folk-singer Pete Seeger recently celebrated a milestone, his 90th birthday. Sadly, if Seeger had been a building in San Jose he probably would be long gone and "remembered" by an obscure plaque hidden from public view. Every time I start to write my next message for *Continuity*, it seems we have passed another milestone of some sort. Of course not all milestones are ones we want to remember, but they deserve a mention nonetheless.

In March, we marked the 1-year anniversary of the loss of IBM Building 25 due to a destructive fire. Although we reached an agreement with Lowe's just before the fire, they are still bogged down in the City's permitting process and have yet to break ground.

If only there had been strong leadership from the City at the beginning of this process several years ago. Not only would Lowe's have been in business and earning a profit for themselves and contributing much needed tax dollars to San Jose, Building 25 could have been saved from death by fire. Unfortunately, little has been learned by those who could make a difference, and we must continue to educate our elected officials about the importance of preserving and reusing our historic buildings.

As a result of the loss of Building 25 and several other historic structures due to fire, an effort was started to strengthen the City's abandoned building ordinance. The intent was to better protect these buildings while they await restoration. The Planning Department, burdened by budget impacts and staff reductions is still working on this, so more than a year later we are still waiting to see a draft of the proposed ordinance while additional buildings become more vulnerable every day. Hopefully, the ordinance will move forward soon and Council will support stronger protections for our most fragile historic structures. Unfortunately the delay in protecting these buildings means some could be lost before new protections are in place.

Another milestone of sorts involves Fire Station One. In May 2008, the Historic Landmarks Commission voted to nominate Fire Station One as a City Landmark. One year later, it was finally scheduled for hearing at the City Council and then was suddenly dropped. The Council is selectively applying the Historic Preservation Ordinance to Station One but not to other structures being nominated for landmark

status. The San Jose Fire Museum would like to use a restored Station One to house their world-class collection of fire apparatus and memorabilia. They envision a place that will attract not only school groups but also families and other visitors from around the country. The Redevelopment Agency would like to see something other than a museum there – perhaps a high-rise building.

The end result is that the landmarking of Station One sits stalled somewhere in the inner-workings of the City under the guise of wanting to conclude the revisions to the Historic Preservation Ordinance before taking any action on Station One. Ironically, among the reasons for revising the Ordinance is to make the process less cumbersome and time consuming. Yet, 13 months later, the landmark status of Fire Station One remains in limbo. So much for expediting the process.

Talking about irony, the Council acknowledged May as National Preservation Month. Then, a few weeks later they planned to vote to demolish the historic Martin Luther King Library on San Carlos Street. While there are differing opinions about this building, it ranked quite high in the historic report filed for this significant structure. The Council has chosen to ignore that report and is rushing to demolish the building. Final action on the demolition was pending at press time.

The demolition of the MLK Library will displace approximately 235 city workers. Since there is not enough room to house the employees in City Hall, the Redevelopment Agency is proposing to make room for them by moving out of City Hall and relocating back to the building they moved from several years ago. This will free-up space in City Hall and the Agency will lease space from a private landlord rather than pay rent to the cash-strapped city as they have been doing. Apparently the promise of a City Hall that would house all city employees has turned into an empty promise.

High Speed Light Rail and a baseball stadium, two future projects with potential impacts on historic resources are moving ahead or at least the planning stages. A Good Neighbor Committee comprised of representatives from a wide range of neighborhoods and organizations has been established to discuss the various aspects of both projects. Surprisingly, or perhaps not, there is no representative from the historic preservation community. Although we have raised our concerns before about non-representation, the City continues to leave the preservation community out of the process.

In spite of the difficulty in trying to work collaboratively with the City, we continue to take our (Continued on page 9)

104 Years Old and Green (Cont'd)

LEED Platinum requires getting approximately 70% of all possible points. The submittal package is just the tip of the iceberg; the real work is in gathering the necessary data, and in some cases establishing policies and procedures to meet specific LEED evaluation criteria.

A sore point for preservationists is that the current LEED evaluation criteria for existing buildings give only a small number of points for preserving and adaptively reusing the main structure of an historic building. Richard Moe, President of the National Trust for Historic Preservation, and others have been working with USGBC to give more weight to preservation of buildings. His tag line is, "The greenest building is the one that is already built." An existing building represents an enormous amount of energy in its materials. Tearing it down and putting up the



Above, energy star plaque on Townsend building. Left, view of building from Townsend and 7th.

(Photos on this page by Jay McCauley)



greenest possible new building still represents a net energy deficit that won't be "paid off" for as much as 70 years, not to mention the huge negative impact on landfill for the debris from demolition and construction. Buildings built before, say, 1920, before air conditioning was widely available, are often quite green, featuring working windows, good ventilation, climate sensitive site placement and other common sense designs.

Adobe and its building manager, Cushman and Wakefield, had worked to achieve LEED Platinum for the corporate headquarters in San José, the first existing building in the US to receive LEED Platinum. The effort to save energy, water and money is on going. Proposed projects are evaluated on standard business criteria, ROI (return on investment), payback time, and risk. In a case study prepared in 2007, the 19 differ-

ent projects at 601 Townsend had a combined ROI of 118%!

As energy prices soar, and concerns about waste and conservation escalate, there will be more and more emphasis on green buildings. We in the preservation movement should recognize that there is a natural alignment between our interests and those of the green movement. 601 Townsend is a powerful demonstration of both creative adaptive reuse of an historically significant structure and of one of the greenest buildings in San Francisco.

PAC*SJ member Jay McCauley is the Vice President of the Society for Industrial Archeology. A version of this article was published in the SIA Newsletter. He is a LEED Accredited Professional.

The following structures were made San Jose City Landmarks and have entered into Mills Contracts with the City of San Jose:

McMillan House, 525 South 6th Street – Norman Finnance and Michael Reandeau

Lynwood Apartments, 553 South 6th Street – Michael Reandeau

Kimura Residence, 556 North 3rd Street – James Williams and Lance Shoemaker

Reverend G.A. Miller House, 80 South 6th Street – Bruce Moyer and Jun Z Cui CONGRATULATIONS!

HISTORIC CONTEXT STATEMENTS: POST AND BEAM; CONCRETE AND GLASS

By Seth A. Bergstein, Principal, PAST Consultants, LLC

With the *San José Modernism* Historic Context Statement slated for completion in June, this third installment in a series of articles describing historic context statements examines how the report can be used to protect Modernist historic resources in San José. The first two articles offered a broad overview of what context statements are and how they are organized, and now many readers may be asking, "What does this lengthy document do to protect the buildings that I care about in my city?"

Post and Beam: Historic Context and Evaluation

Like the posts and beams that support an Eichler house, the determination of a resource's historic context supports the entire evaluation or nomination process. As discussed in our first article, the historic context describes "why" properties developed in a particular manner. Without understanding historic context, it is difficult to articulate why a property should be nominated for listing in a register of historic resources. Without the protection that listing offers, many other buildings will potentially suffer one of the twin fates of deterioration or demolition that have claimed so many Modernist properties in San José and other cities. To establish the historical trends of the mid-century decades, extensive research was undertaken to create San José Modernism. The broad patterns discussed in the document include the fruit growing and production period, which dominated San José's economy well into the 1950s, the effects of World War II and defense spending, and - most significantly - the tenure of San José's dynamic City Manager, A.P. "Dutch" Hamann, from 1950 to 1970. Dutch Hamann and his team of planners and city officials shaped so much of what San José is today, from the vast areas of tract ranch homes, to the Park Center Redevelopment Project and its dynamic Center for Performing Arts.

Another important aspect of historic context is the establishment of "who" was involved in the creation of historic resources, whether an important person lived or worked in a given building, or if a significant architect, landscape architect, or public artist designed it. Context statements should include a chapter, as beefy as the scope of work allows, listing the architects, landscape architects, engineers, developers and public artists who designed resources in the given location. For *San José*

Modernism, this chapter is a first attempt at a comprehensive list of Modernist designers in San José. It is expected that this list will be enhanced, updated, and at times corrected as additional scholarly research continues.

The posts and beams that protect our historic resources reside in National, State and Local historic designation and nomination criteria. While this article is not the forum for detailing all of these criteria, they should be explained in any context statement. For San José Modernism, this chapter appears toward the end of the document, after all of the historical and thematic presentations are made. An example of how one could relate the "why" of historic context and California Register criteria would be the nomination of a Modernist school under Criterion 1, because it "is associated with events that have made a significant contribution to the broad patterns of California's history and cultural heritage."

In this case, the Thomas Ryan Elementary School (shown below) could potentially be nominated for its association with school construction during the A.P. Hamann tenure. Similarly, the Brutalist San José State University Student Union Building (see page 6), designed in 1972 by famed Modernist architect Ernest Kump, Jr., could be listed as a San José City Landmark for its "identification as, or association with, a distinctive, significant or important work or vestige of a master architect, builder, artist or craftsman."2

Concrete and Glass: Historic Themes and Property Types

With the broad trends that comprise historic context established and the nomination criteria understood, the materials that comprise the context – the concrete and glass – must be determined. According to National Register criteria, a historic theme "is a means of organizing properties into coherent patterns based on elements such as environment, social/ethnic (Continued on page 6)



Thomas Ryan Elementary School. (Photo: PAST Consultants, LLC)

HISTORIC CONTEXT STATEMENTS: POST AND BEAM; CONCRETE AND GLASS (Cont'd)

groups, transportation networks, technology, or political developments that have influenced the development of an area during one or more periods of prehistory or history."³ For *San José Modernism*, six historic themes have been established: retail development, corporate/industrial development, civic development, educational architecture, religious architecture, and residential development. For the school buildings discussed above, the theme of "educational architecture" would be chosen. To service the enormous population expansion during the 1950s and 1960s, San José invested huge sums in school construction. When seeking to establish the historic significance of a school, the theme of educational architecture would be used, set within the historic context of expansion and urbanization during the A.P. Hamann tenure.

Finally, we get to the resource itself. Context statements divide the various buildings under study into Property Types. In essence, the property type is the physical object that supports a given theme. In *San José Modernism*, the six themes each contain specific building types and subtypes representative of a given theme. Under the theme of educational architecture, Kump's Student Union Building is identified as the "Public School Building Subtype."

To tie all of this together, Modernist buildings evaluated in historic resource surveys or considered for nomination to historic registers should be examined for the presence of historic integrity, defined as "the ability of a property to convey its significance." The seven aspects



Ernest Kump's Student Union Building (1972) San Jose State University

(Photo: PAST Consultants, LLC)

of integrity are location, design, setting, materials, workmanship, feeling and association.⁴ Again, context statements aid in this process by helping the surveyor, planner, or public citizen determine the architectural style of a given building. For our document, twelve architectural styles have been established. Each style will have a list of architectural or material aspects that define the style. Known as "character-defining features," these aspects can be determined in the field in an effort to establish historic integrity.

Although the process of evaluation and nomination of historic resources is sometimes viewed as arduous, it really follows logical lines if a given property is researched, documented and evaluated in a systematic manner. Context statements are intended to inform and simplify this process. We work from macro to micro, large to small. With a resource's historic context established, we determine the theme that illustrates the context, then work our way down to the specific property type that represents a given theme. When questions arise about a property's architectural style, or if it retains historic integrity, we consult the style section of the context statement. When the information is there, and it is presented in a clear manner, context statements enable the evaluation of a historic resource to be accomplished efficiently.

- ¹ California Public Resources Code § 5024.1(c).
- ² San José Municipal Code Chapter 13.48, Section 13.48.020, subdivision (C).
- ³ U.S. Department of the Interior, National Park Service, *National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation*, Washington, D.C.: National Park Service, U.S. Department of the Interior, 1997.
- ⁴ National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation.

The Little Church on Delmas by Jean Dresden

When 41-year-old Reverend Emil Meyer answered the call in 1902 to serve the First German Evangelical Lutheran Church, he assumed he would build the membership with English language services for the children of German-speaking members. But he likely did not expect he, himself, would build the church structure.

Reverend Meyer's church still stands at 217 Delmas Ave., surrounded by three Victorian style homes. A Colonial Revival design with craftsman features, the church's simple lines, steeple, and circular feature window combined with its rarity qualify it for the National Register according to consultant Ward Hill. Property owner, Delmas Park LLC has applied to demolish all structures except the church now that transients have damaged the homes. Developer Mark Robson expects to relocate the church when a high-density housing development is built, although the church could be incorporated as a resident-serving amenity such as a community meeting room.

Reverend Meyer was a well-known pulpit orator and secretary of the Lutheran Pacific Synod when called to San Jose, but more importantly he was equally fluent in German and English. The child of German immigrants who were Michigan pioneers, the seminary graduate served in Ohio, Michigan and Oregon before coming to San Jose. Within four months of

Meyer's arrival in San Jose, Meyer and the trustees of First German Lutheran Evangelical Church purchased land at 215 Delmas and in 1903 built a two-story structure with the Guild Hall on the second floor and a parsonage downstairs. (That building was replaced by a modern structure in 1963).

Formalizing a split from the First German Lutherans in March, 1907, the new congregation incorporated as Evangelical Lutheran Bethel Church, and soon announced plans for a church structure on the adjacent lot, previously purchased in 1904. On October 14th, 1907, the congrega-

tion laid the cornerstone and by May, 1908, a religious service was held, dedicating the new church. Newspaper accounts from 1908 and 1909 suggest a steady rhythm of weekly services and Sunday school.

After Meyer's retirement, Bethel Lutheran continued for two years until merging with Grace Lutheran in 1944. Then the Mennonite Brethren congregation acquired the property, worshipping here and at Germania Hall until moving to their new Clark Avenue church in 1951.

By 1955, the First Southern Baptist congregation took over the church and adjacent parsonage. The Spanish-speaking congregation thrived, replacing the original 1903 parsonage and Guild Hall in 1963 with the current two-story education building and acquiring adjacent buildings. In 2007, the most recent congregation, Primera Iglesia Bautista Church, swapped with Delmas Park LLC for a 28,000 square-foot office park building in south San Jose.

The little church on Delmas, now depends on the good stewardship of Mark Robson and Delmas Park LLC. A hearing on the demolition of the other buildings and required protective measures for the church is expected soon.

(Continued on page 8)



The previous Primera Iglesia Bautista Church at 217 Delmas Avenue, San Jose

(Photo from 2008; G. Frank)

The Little Church on Delmas (Cont'd) by Jean Dresden

Other Delmas Structures

Next to the Delmas Church, the early buildings proposed for demolition are the Bauer House and attached store at 201-203 Delmas (c. 1898-1901), the Kerr House at 253 Delmas (c. 1905), and the Peschal house at 255 Delmas (c. 1905).

German immigrant Louis Bauer acquired the corner lot (201-203 Delmas) in 1898 and built his Queen Anne style home, adding the store several years later. Bauer was a well-known and respected community member who owned a popular saloon on the Alameda among other investments.

Widow Mary Kerr acquired the 253 Delmas lot in 1901. Architect William Klinkert designed and contractor D. A. Charteier built her six-room, \$1200 home. A newspaper article featured her home as an example of the pretty homes being built in the district.

John Peschal bought the 257 Delmas lot in 1904; the firm Baron and Woehl was his contractor. Peschal clerked for the popular downtown saloon, the Tower.

Rather than demolition, these houses may be available for moving off site. ••

[San Jose native Jean Dresden enjoys discovering the human stories woven in our historic structures. A contributor to "Touring Historic Willow Glen," she also mines archives for community groups shaping public policy.]



Interior view of sanctuary of Delmas Church dated 5/2006 (Photo from Historic Evaluation Report for Delmas Park Project, Ward Hill, Aug. 2006)



Right, The Kerr House at 253 Delmas Avenue



The Bauer House at 201-203 Delmas Avenue



The Peschal House at 255 Delmas Avenue

PAC*SJ Calendar 2009

June	14	PAC*SJ Annual Fabulous Hats! Party at the beautiful Julia Morgan house, 1650 The Alameda, San Jose. 12:30-4:00 pm. Ticket information on page 10.
June	15	Monday, PAC*SJ Board Meeting, 6 - 8 pm, Le Petit Trianon, 72 N. 5th Street, San Jose
June	22	Monday, Join PAC*SJ for dinner at Mosaic Restaurant, Hotel Montgomery (see pg.13)
Aug.	17	Monday, PAC*SJ Board Meeting, 6 - 8 pm , Le Petit Trianon, 72 N. 5th Street, San Jose
Sept.	21	Monday, PAC*SJ Board Meeting, 6 - 8 pm , Le Petit Trianon, 72 N. 5th Street, San Jose
Oct.	19	Monday, PAC*SJ Board Meeting, 6 - 8 pm , Le Petit Trianon, 72 N. 5th Street, San Jose
Nov.	15	Monday, PAC*SJ Board Meeting, 6 - 8 pm, Le Petit Trianon, 72 N. 5th Street, San Jose
Nov.	21	Saturday, PAC*SJ Annual Celebration, Congregation Beth Am, 26790 Arastradero Road,

Interim Executive Director Message (Cont'd from pg 3)

message directly to the community. We believe it is vital to communicate the importance of preservation to business and the environment. Most recently we were at the Berryessa Art and Wine Festival and had many interested people stop by our booth and view our display. The more people we inform about our at-risk historic buildings, the more people will contact their City Councilmembers and urge them to take a more proactive position when it comes to San Jose's history.

Los Altos Hills, More details to follow.

Other upcoming events you will read about elsewhere in this issue include the very popular Fabulous Hats! Party on June 14. Then, on June 22, have dinner at the Mosaic Restaurant in the historic Hotel Montgomery. PAC*SJ will receive 15% of the proceeds from dinners served that evening.

In closing, I want to mention another important project we are working on -- the ongoing Mid-Century Survey that is

documenting many of San Jose's unique buildings that are in the 50-year-old range. The survey will be completed in June and will serve as an important document as we work to preserve our unique Mid-Century buildings. As many of these buildings reach 50 years old, we see this as our next big challenge. With this document we are hopeful that our city leaders will understand the importance of these buildings and work with us to save them rather than rush to demolish them.

If you are concerned about our dwindling inventory of historic structures contact your City Councilmember, continue supporting PAC*SJ, and encourage your friends and neighbors to do the same. Remember, preservation is good for business and the environment. •

Brian Grayson,PAC*SJ Interim Executive Director

ADVERTISE IN CONTINUITY!

Continuity is distributed to over 800 San José preservationists, homeowners and opinion-formers. 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		1/4 Page	1/2 Page	Full Page
	Single issue \$50		Single issue \$100	Single issue \$200	Single issue \$375
	3 issues \$120		3 issues \$250	3 issues \$450	3 issues \$700
			1		





Preservation Action Council of San Jose Presents the Fourth Annual

Fabulous Hats! Party







Hats to Try - Hats to Buy!

Sunday, June 14, 2009 James Pierce Mansion, designed by Julia Morgan 1650 The Alameda, San Jose

- Gather friends for an afternoon of vintage hat shopping and wine sipping.
- Over 300 vintage hats and boxes for sale throughout this fabulous home.
- Light refreshments will be served accompanied by live music.
- Miss Julia Morgan (Oakland historian Betty Marvin) relives highlights of her life.

Preview hats at www.preservation.org

Early Admission begins at 12:30pm PAC*SI members \$20/Non-members \$25

General Admission from 1:30pm-4:00pm \$15 members & non-members

Tickets purchased on June 14th, day of event \$30 (12:30pm) and \$20 (after1:30pm) each

Call PAC*SJ (408) 998-8105, with your credit card or online with PayPal

Mail checks to:

PAC*SJ, P.O. Box 2287, San Jose, CA 95109-2287

Please purchase tickets before June 10, 2009.

Tickets will be held at the door.

San Jose's Julia Morgan House



PAC*SJ is very excited to hold our 4th annual Fabulous Hats! Party at the Pierce Residence, designed by Julia Morgan. The owners have graciously offered their house for our event on Sunday, June 14th from 12:30 to 4:30. See page 10 for details.

This home on The Alameda is the only known Julia Morgan residence remaining in San Jose. The Alameda was one of the most fashionable districts in San Jose and mansions lined both sides of the wide avenue. The Pierce Residence, designed and built by Julia Morgan in 1908-1910, is a two-story, Prairie-style with a stucco exterior and a neo-Georgian interior. The original owner, James Pierce, was the president of the largest supplier of wood products on the West Coast (Pacific Manufacturing Co.), so the interior wood of the house is beautiful, plenti-

ful and rare. The dark beige stucco house has a rare walnut burl front door that is not easily seen and is hidden behind an arched entrance and a porte-cochere. A beautiful room above the porte-cochere is actually on the mezzanine level between the first and second floors. The front of the house has two bays; the first-story bay is curved, the second-story bay is rectangular. Both bays have tri-pane windows and most of the front and side windows have elegant leaded glass on the upper portions of each window. The low roof has flat protruding eaves which emphasizes the horizontal lines, reminiscent of the Prairie-style of architecture.

Inside the home, a dramatic staircase of walnut begins from the foyer. The lower walls of the foyer and the office to the left are paneled in rare walnut burl. The large living room to the right is paneled in a warm mahogany and can be separated from the foyer by pocket doors. The fireplace in the living room has a neoclassical mantel, built-in bookshelves on each side with leaded-glass doors, and leaded-glass windows above. Between the living room and dining room there is a sunroom that was enclosed years later. The dining room, sunroom and mezzanine are now used as large, comfortable offices.

The kitchen has not been restored and still has vintage tile with metal edging on the counters, and worn, wooden counters in the side pantry. A dumb waiter in the kitchen travels to the upper floor. A small side

patio on the south side of the house suggests a nice secluded spot for contemplation.

At this time, the Pierce Residence is for sale. The beautiful restoration of this house presently works well as offices and as a museum for art glass. Let's hope the next owner takes as much care with this treasure. ••



Above, front view of the Pierce Mansion.

Left, fireplace in front living room.

Right, entry hall with rare walnut burl front door and foyer paneling and an arched door into the front office.

text source: "Julia Morgan, Architect of Beauty" by Mark A. Wilson and owners of home.



(Photos & text: G. Frank)

ON THE RADAR



Distinctive Neighborhood An article outlining aspects of the City's proposed Distinctive Neighborhood program was included In the Winter 2008 issue of Continuity. At that writing, PAC*SI was encouraged by the potential for this program. Basically, the program would provide for the retention of the

elements that make a neighborhood unique. New construction and changes to existing structures within a certain defined neighborhood would have to be sensitive to that particular neighborhood's characteristics. Since that article appeared, City staff has continued to refine the program and outreach to the community. At the last community meeting, certain aspects of the program were outlined that make the success of the program questionable. The two items that raised red flags for PAC*SJ were that 70% of the buildings in a specific neighborhood would have to exhibit the defined characteristics as identified, and that two-thirds of the property owners would have to agree to be part of the program. Anyone who has followed the State budget process this year knows how difficult it is to get a two-thirds approval for anything. PAC*SJ will continue to monitor this program's progress and comment when appropriate.

Proposed New Rating System for San Jose's Historic Buildings: In October 2008, the City Council held a study session to discuss historic preservation issues. One of the recommendations coming out of that session was for Planning staff to investigate the possibility of changing the way San Jose evaluates their historic structures. The present process uses a numerical rating system to determine which buildings qualify as landmarks or structures of merit, or as not historically significant. The City Council is interested in using the California Register system in determining which of San Jose's buildings are historically significant. It is still not clear what impact this system would have on future landmark buildings, but one criterion that the CA Register has imposed in its evaluation system is that a building must be 50 years old to be considered for landmark status, a, criterion that San Jose does not require. (The Martin Luther King Library and IBM Building 25 come to mind as two structures that would not have been eligible for consideration.) However, the buildings that would probably be most affected by a new rating system would be structures of merit. Whether these buildings, if threatened with inappropriate additions or remodeling or demolition, would have to undergo a public review process is still to be determined.

YMCA Building: A proposal to convert the YMCA Building on Third and Santa Clara streets into studio apartments for San Jose State University students is making its way through the planning process. Because the proposal does not involve any exterior

Program: modifications, and because the reuse plan would keep this historic building "warm," PAC*SJ has given its blessings to the project. The developer is hoping to have the project completed in time for the fall semester. The project has been rescheduled for the Planning Director's hearing on May 27th and now appears to be back on track. The Former YMCA is pictured below.



Lincoln Avenue and Willow Street Project:

A new two/three story retail development project is being proposed for the corner of Lincoln Avenue and Willow Street. The new development would retain the building which now houses Willow Street Pizza on Willow Street and the structure on the corner, but would require the demolition of what was Blaine's Lighting on Lincoln Avenue. Historic reports on the affected historic properties will be required before the developer can proceed through the City planning process. Once the reports are completed, the project should come before the Historic Landmarks Commission where the public will have an opportunity to comment.

La Bahia Hotel, Santa Cruz, California: The La Bahia Hotel, a historic hotel in Santa Cruz, is slated for demolition to make room for a new hotel. The Santa Cruz City Council has approved the demolition request, but the proposed new development and the demolition request must now go before the Coastal Commission. Ed Silveira of the Villa Branciforte Preservation Society has asked PAC*SJ for a letter of support. Judi Henderson

Join PAC*SJ at Mosaic Restaurant/Hotel Montgomery

Join PAC*SJ for dinner at Mosaic Restaurant, Hotel Montgomery on Monday, June 22nd. The Mosaic management will kindly donate 15% of the proceeds to PAC*SJ.

Mosaic Restaurant/Hotel Montgomery is on 211 South First Street in downtown San Jose and features American Brasserie cuisine. Lunch is served Monday - Friday 11:00 am to 2:00 pm and dinner is served Monday - Sunday 5:00 pm to 10:00 pm. restaurant information, http://www.hotelmontgomerysj.com/fine-diningsan-jose/index.cfm or make reservations by calling 408-282-8800 . The stylish and historic Hotel Montgomery, approaching 100 years young, was downtown San Jose's only first-class hotel when it opened in 1911. The Renaissance Revival hotel was designed by local architect William Binder and constructed by the legendary developer and prominent local businessman T.S. Montgomery. The Hotel is listed on the National Register of Historic Places. See you there! 🗷



Hotel Montgomery c. 1925 (Photo courtesy of History San Jose)

Faber's Cyclery



The building at 702 South 1st Street in San Jose, most recently home to Faber's Cyclery (1921 to 2008), dates back to 1884. At the time, it was called the "Columbus Building" and it housed a saloon called "Benjamin's Quarter." The business remained as such until 1920, when it was shut down due to Prohibition. Jake Faber took over the building in 1921 and established his iconic bike shop. In 2008, the building, desperately in need of some repairs, was put up for In addition to the main sale. "Faber's" building, the location is home to a 1890s blacksmith shop and a barn. For more information, please visit www.faberscyclery.com. vs



Left, Faber's Cyclery on First Street, San Jose. Right, side view of building.

(Photos and text by Heather David)

PAC*SJ Book Sale

Preservation Action Council of San Jose has a limited number of copies of the following books to sell. Our storage space is limited and we would like to make room for our new "Pride Through Preservation" offering that is now available: Signposts Revisited, A Collection of Streets and Roads Where We Live (\$25). Please help us with our early Spring cleaning.

Title	Author	Price
Touring Historic Willow Glen - Ten Walking Tours	PAC*SJ/Willow Glen Neighborhood Assoc	\$18.00
The Willow Glen Neighborhood - Then and Now	April Halberstadt	\$10.00
Land Grant to Landmark	Francis Fox	\$50.00
San Jose's Women	Helen and Jim Arbuckle	\$5.00
Road Trips Through History	Dwight Young	\$3.00
The Capital That Couldn't Stay Put	June Oxford	\$3.00
Economics of Historic Preservation - 2002	National Trust	\$3.00
Economics of Historic Preservation - 2005	National Trust	\$10.00
From Asahi to Zebras	Ralph Pearce	\$10.00

If you are interested in buying one of these books, please contact the PAC*SJ office, 408.998.8105, and we'll arrange for payment and shipping.

Historic Groups Get Together

On Friday, March 20th, the Santa Clara County Archives hosted a "Meet and Greet" event for historical organizations and friends. Attendees were able to tour the new facility and inspect the storage areas of county archival material. Beth Wyman, a local historian welcomed groups from all over the county and Michael Griffith, the Santa Clara County Archivist, presented an overview of the facility.

Sponsors of the event in addition to the Santa Clara County Archives, included the Sourisseau Academy for State and Local History, the Laffey Archives, and Preservation Action Council of San Jose. Representatives from each historical organization spoke briefly about their activities.

The Santa Clara County Archives, at 1875 Senter Road in San Jose, collects, preserves, and makes available the historical records of Santa Clara County government. The Archives is a center for research and information about Santa Clara County and fosters an appreciation and understanding of the county's 159 years of history and development. Thank you for hosting such an enlightening event for all of us history lovers. We all hope to get together periodically and hear about events and progress for each of the many groups.

Many thanks to **Pete and Dolores De Vasto** (pictured right)

for their generous donation of the bowling trophies used for our PAC*SJ 2009 Bowl-A-Thon.



PAC*SJ BOWL-A-RAMA 2009 WINNERS

PAC*SJ's first annual Bowl-A-Rama was held at the mid-century 4th Street Bowl on Sunday, March 22nd. Many of us



hadn't bowled for 10, 20, or even 30 years, although there were a few experts in the mix. A few comments were heard such as, "I forgot how much fun bowling could be", or "Oh, I hope I don't embarrass myself with all gutter balls". Lots of members and friends came out to watch the competition and after the games we partied in the lounge. Each bowler was required to collect at least \$50 in pledges which will further our educational and outreach efforts in historic preservation. PAC*SJ thanks all participants and sponsors for this fun event.

Team Participants

Prestige Worldwide
Joe Melehan
Jim Zetterquist
Chris Melehan
Brian Fong
Tory Woodward

The PAC Pinheads Jim Henderson Brian Grayson Gayle Frank Anne Stahr

SJ Mod Squad Heather David Sophie Dupart David Willyard Matt Smith Chad Leiker

Junior League Maddy Luthard Emma Dessau Christina Karamanos Margo Salar Shannon Flynn Ryan Flynn

St. James Johns Frank Penrose Brian Neuroth Steve Flynn Tina Morrill

Team Palm Haven Susan Porter Dave Porter Julia Tranchina Jean Herriges Michael Borbely

Spare Me Catherine Gowen Margaret Tamisiea Amy Anerson Kyle Yardow Andre Luthard

Pictured against the mural wall in the lounge of the 4th Street Bowl is left to right, Joe Melehan, Gayle Frank, Amy Anderson, Jim Zetterquist, Shannon Flynn, Maddy Luthard, Frank Penrose, Jim Henderson.

(More pictures on page 16)



Trophies were awarded to:

Men's 1st place - Brian Fong; Men's tie for 2nd place and 3rd place - Jim Henderson and Jim Zetterquist;

Women's 1st place - Shannon Flynn; 2nd place - Maddy Luthard; 3rd place tie - Amy Anderson and Gayle Frank

Best Team - Prestige Worldwide

PAC Bowl-A-Rama, Celebrating Mid-Century Bowling Centers



Going clockwise from top left: 1) Heather David, Lani Luthard, Jim Zetterquist, Jim Henderson; 2) Patt Curia, Tina Morrill, Ellen Garboske; 3) Franklin Maggi, Joe Melehan, Jim Zetterquist; 4) Brian Neuroth, Frank Penrose, Tina Morrill; 5) Anne Stahr, Brian Grayson, Jim Henderson, 6) Shannon Flynn, Steve Flynn, Maddy Luthard and Ryan Flynn (Nina Grayson and Helen Stevens in background).

(Photos: G. Frank)

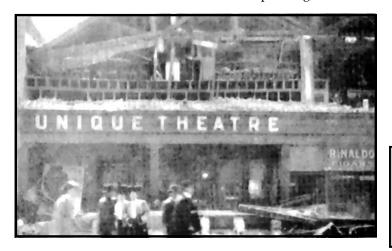
San Jose's Downtown Theatre District by Heather David

The history of the theatre in San Jose can be traced back to the 1850s when the Stark Theatre (1859) opened its doors on North First Street, specializing in Shakespearean plays. More theatres would follow, including the San Jose Opera House (1870), San Jose's first "California" Theatre (1874), and the victorious Victory (1899), a theatre that outlasted the 1906 earthquake, the Great Depression, and two world wars, only to succumb to fire in the mid-1960s. Although the Victory, which originally opened as a showcase for live theater, ultimately expanded its offering to include motion pictures, one of the first San Jose theatres to show the "flickers" was Sid Grauman's Unique.

It is a little known fact that Sid Grauman, best known for Grauman's Chinese Theatre in Hollywood (1927), unveiled one of his earliest theatres in our very own San Jose. In February 1903, Grauman's Unique Theatre opened at 20 East Santa Clara Street with a menu of live vaudeville as well as flickers. And one of Grauman's star performers? None other than Roscoe "Fatty" Arbuckle, discovered while singing and working in a local hotel.

Unlike the Victory, the Unique's existence was, sadly, short-lived. The poorly built theatre was unable to withstand the '06 quake and was rather quickly reduced to rubble. Following the Unique's demise, Grauman moved North and opened a number of theatres in San Francisco. Then, in 1917, he packed his bags, relocated to Southern California, and opened the Million Dollar Theatre (1918), the Eqyptian Theatre (1922), and the world-renowned Chinese Theatre (1927).

Fast forward to 1950 and there are TEN operating theatres in





downtown San Jose, all within walking distance, and all showing "talking pictures" or movies. There were seven theatres alone, lining San Jose's First Street - The aforementioned Victory (1899), renamed the Crest in the early 1950s; The Theatre Deluxe (1913), AKA the T & D, the California, the Mission, and the Fox Mission; The Hippodrome (1919), AKA the Ameri-



can, the State, and the UA; **The California** (1927), AKA the Fox California; **The Padre** (1933); **The Gay** (1949), AKA the Pussycat 2; and the **Studio** (1950). Downtown's Second Street had the **José Theatre** (1904) and the **Lyric** (1910). Market Street had the **Liberty** (1914).

Indeed, at one time, San Jose had its own downtown theatre district. Nearly 60 years later, however, San Jose's once thriving entertainment center is down to four remaining "theatres." The following is a brief summary of what remains today:

Over a century after its opening, San Jose's oldest remaining (Continued on page 18)

Top photo, the José Theatre - vintage image, courtesy Steve Levin Collection .

Middle photo, the sign/front of the restored José Improv.

Left, vintage postcard-Unique Theatre, post earthquake.

San Jose's Downtown Theatre District (Cont'd)

theatre, the José (1904), is essentially back to its original offering - vaudeville. After spending years as a second-run movie house, and about a decade hanging in limbo, the José was purchased by the San Jose Redevelopment Agency (SJRA) in 2000. Fortunately, and with expert guidance provided by PAC*SJ, the SJRA opted to preserve the majority of the theatre's surviving historical features, regardless of their age. The José, at 62



South Second Street, is currently home to the Improv Comedy Club. The theatre, designed by architect William Binder, has been designated a San Jose Historic Landmark.

The majestic California Theatre (1927), previously known as the Fox California Theatre, has been lovingly restored, after sitting vacant for nearly two decades. The California, at 345 South First Street, was designed by the architectural firm Weeks & Day, and is now home to Opera San Jose and the Symphony Silicon Valley. The San Jose Redevelopment Agency, generously aided by the Packard Humanities Institute, ensured the authentic preservation of this grand movie palace. Like the José, the California Theatre is also a San Jose Historic Landmark.

After spending decades as the infamous Pussycat 2, a showcase for adult films, San Jose's former Gay Theatre (1949), at 400 South First Street, was declared a "public nuisance" and shut down by the city. The Gay, named after one of the original theatre owner's daughters, was constructed in the shell of a former garage building. Its architect is unknown but signs point to the architectural firm Cantin & Cantin. In 1989, the Gay/Pussycat was gutted and remodeled, becoming the F/X night club. In 1996, a club called the Usual took over the F/X space, followed by several other dance club/bar incarnations. Today, the former theatre space is again for lease. With the exceptions of the basic marquee structure and the shell of the building, not much of the original Gay remains.

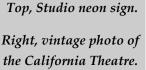
Across the street from the Gay, the Studio (1950), at 396 South First Street, was San Jose's last theatre to be constructed in a classic architectural style. Designed by the firm Cantin &

Cantin, the Studio, for a time, gave other downtown theatres a good run for their money. Despite stiff competition from both local and neighborhood theaters, the Studio survived for several decades, until it like the Gay was converted into a night club in the late 1990s. Today, the Studio is home to WET night club. Although the theatre has seen some alterations, at least its gorgeous neon sign has been nicely preserved.

The death of San Jose's downtown theatre district was a direct result of the rapid suburbanization of the Santa Clara Valley following World War II. As more and more people left the city for the suburbs, the downtown theatres were forced to compete with a growing number of "modern" suburban movie houses, all with plenty of free parking. Factor in the increasing popularity of television and the addition of several state-of-the-art drive-in movie theatres, San Jose's downtown theatre district didn't stand a chance.

It is interesting to note that San Jose, once home to seven drive-in theatres, is now down to one – the Capitol Drive-In (1971). Neighborhood theaters, at one time, the greatest threat to the downtown theatre district are today themselves threatened by high density residential and commercial development. Perhaps, however, the greatest threat to the his-

toric theatre, or the modern theater, is not redevelopment but the internet. As more and more movies become accessible with just a few mouse clicks, will people ultimately abandon a night at the theater for a night on the couch? 😘





Book Review: - By Jack Douglas, SAH

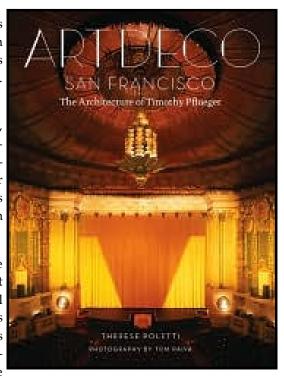
Art Deco: San Francisco. The Architecture of Timothy Pflueger by Therese Poletti.

New York; Princeton Architectural Press, 2008. \$55.

This book recounts the life and work of architect Timothy Pflueger, who was one of the most important innovators in San Francisco art and architecture in the period between the world wars. Therese Poletti captures the man and his time in a fascinating series of chapters that describe his major achievements. The outstanding photography is by Tom Paiva.

Unlike many noted architects who came to San Francisco after the 1906 disaster, Timothy Pflueger was born there to working class parents. He had little education, but his family encouraged an interest in the arts. With the rapid rebuilding after the earthquake and fire, the newspapers contained numerous ads for draftsmen. Pflueger was hired by the firm of Miller and Colmesnil, where his talent was soon recognized. His earliest complete design was for a Mission style church in Portola Valley.

Pflueger's success seemed to parallel the changing times. He was right there when the craze for movies began, and it is in his theater designs that his art deco style is most evident. While other architects were using Spanish Colonial or Beaux Arts styles for their theater designs, Pflueger looked to other cultures for his ideas. One in particular was the Mayan influence such as one sees in his design for the fabulous Paramount Theater in Oakland. His San Francisco theaters included: the Castro, the Alhambra (a Moorish theme), the El Rey and the Mission. He also designed movie palaces for Alameda, Chico, Oroville and Tulare.



As his reputation grew, Pflueger became more involved in recreating San Francisco's financial district. In her chapter



Oakland's Paramount Theatre

"Monument to the Crash." Ms. Poletti describes how Pflueger redesigned the former San Francisco Stock Exchange, keeping the façade, and adding a new tower building with a moderne façade. Both buildings exhibit larger than life sculptures by Ralph Stackpole. Pflueger's designs almost always included examples of the fine arts. He brought in the Mexican muralist Diego Rivera to paint the murals in the Stock Exchange Tower.

My favorite Pflueger building in San Francisco is the one he designed to be the head-quarters of the Bell Telephone Company on New Montgomery Street. This building is a giant granite shaft, rising twenty-six stories and topped by giant terra-cotta eagles. The stepped-back upper stories give the building a streamlined appearance, and the winged ornaments (said by Michael Crowe to resemble flying phonebooks) add to the sense of upward movement. It was San Francisco's tallest building at the time, and was said, by some, to be our answer to New York's iconic Chrysler Building. The building is closed, but soon to be developed into condominiums If you look through the doors into the elegant entryway you will see the black marble lobby with its richly decorated ceilings.

Pflueger's next major San Francisco skyscraper was the Medical Dental Building at 450 Sutter. Here again he applied a stylized Mayan theme. This building introduced San Franciscans to the idea of subterranean parking, a concept he used later for the garage under Union Square.

(Continued on page 21)

Exploring our San Jose Landmarks

Here are the next three San Jose Landmarks from the list. Check previous *Continuity* issues for descriptions of earlier landmarks at *www.preservation.org*



HL81-18; St. Claire Hotel, 302 So. Market St., San Jose

The 1926 Hotel Sainte Claire (above) served as the premiere hotel of San Jose in past years and was visited by many well-known guests such as Clark Gable, Judy Garland, Eleanor Roosevelt, Joe DiMaggio, Bob Hope and John F. Kennedy. The hotel was designed by the San Francisco architectural firm Weeks and Day and has some interior similarities to the Mark Hopkins Hotel, also designed by Weeks and Day. T.S. Montgomery, a San Jose developer, financed the construction of the Sainte Claire

HL81-19; St. James Hotel/Moir Building, 227-247 North First St., San Jose



The St. James Hotel/Moir Building (pictured lower left) was constructed in 1893-1894. It was operated as a hotel until 1979. The building, which was originally known as the St. James Hotel, is listed on the National Register of Historic Places. The architecture style is described as eclectic, displaying a composition of Romanesque and Second Renaissance Revival styles with regional characteristics of slant bays. It is the last example of this style in San Jose. In 1984 the building was rehabilitated by the office of Jerome King and transformed into law offices and mixed commercial use at the street level. In 1986 awards were received for the historic preservation efforts from the County Historic Landmark Commission and the San Jose Fine Arts Commission.

HL82-21; Wing Residence, 336 North Third Street, SJ



This Italianate Wing residence (pictured above) was built in 1878; the architect is unknown. The two-story, redwood house was first occupied by Arabella and Jared Wing. Jared Wing was a viticulturist, horticulturist, orchardist and partner in the San Jose Furniture Manufacturing Company. Bertha and Charles Otter next inhabited the house from 1879-1885. The Wing's daughter, Minnie Wing Barker and Dr. Albert Barker later occupied the house from 1888-1902.

This tall, stately house is a fine example of the classic, refined homes of the era. The California Italianate is a wood version of the stone buildings in 17th century Italy. Slanted bay windows predominate the front façade with a raised porch, a tuscan-style portico, and redwood columns. Overhead, the

Book Review (Cont'd) - By Jack Douglas, SAH

During the Great Depression, Pflueger turned to public works designs such as the Trans-Bay terminal, and numerous public schools. However, this era also brought the end of prohibition, and Pflueger, again ahead of the game, designed classy cocktail lounges for the St. Francis, the Fairmont and the Top of the Mark. At the end of the thirties, he used the rising International Style to design the California State Building for the Golden Gate International Exposition (1939-40). The buildings he designed for Joseph Magnin, in San Francisco and in Los Angeles, also reflected this new trend.

Pflueger was prepared to take on the many post-World War Two projects, but he died suddenly after his regular swim at the Olympic Club on November 20, 1946. He never married, but Tim, as he was affectionately known, was greatly mourned by a wide circle of friends and associates.

Therese Poletti has been instrumental in having a San Francisco street named for Pflueger. It is the former Chelsea Way, off of Bush Street and just behind his signature Medical Dental Building. Ms. Poletti, Michael Crowe, Gary Goss, former Supervisor Aaron Peskin, members of the Pflueger family and I were there to witness the occasion on March 22, 2009.



Tim Pflueger's Bell Telephone Company on New Montgomery Street in San Francisco. Below, Jack Douglas at the new Pflueger street sign.

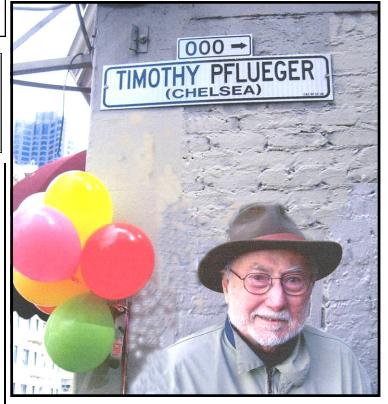
Exploring our San Jose Landmarks (Cont'd)

dramatic cornice shows off dentils between supporting curved brackets. Wooden quoins on the corners of the house are decorative versions of stone quoins in earlier Italian structures. The distinctive and graceful shape and size of the windows are proportioned well to the size of the house. The windows and door have a three-dimensional effect because of the columns, overhangs, protruding sills, and deeply recessed front door. The landmark is a contributing structure in the Hensley Historic District. **C3**

[Source: Wing Residence Historical Report, San Jose City Hall]

(Photos & text by G. Frank)

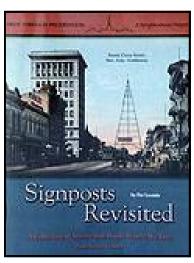
To view the entire San Jose Landmark list. map and pictures go to:
http://www.sanjoseca.gov/planning/Historic/landmarks.asp



"Signposts Revisited"

The latest "Pride Through Preservation" book, Signposts Revisited, A Collection of Streets and Roads Where We Live is now available for \$25. This is a collection of articles written over many years by Pat Loomis for the San Jose Mercury News. She describes the origin of our street names and the interest-

ing historical persons behind those names. The book is a compilation of the previous published Signposts, Signposts II, with five new additional streets. As Pat says in her introduction: "These names help us remember our history and the pioneer founders of our valley." Get your copy today by calling our office at 408-998-8150. 🗷





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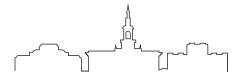
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Preservation Action Council of San Jose

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The Preservation Action Council of San José (PAC*SJ) is a 501(c)(3) nonprofit corporation dedicated to preserving San 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 the into land preservation development decisions of the City of San José 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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