

CONTINUITY

Volume 27, No. 4

Preservation Action Council of San Jose
Dedicated to Preserving San Jose's Architectural Heritage

Winter, 2016

COVER STORY

- 1 Another Movie Night of Fun

PRESERVATION ISSUES/NEWS

- 2 Executive Director's Message
3 Auction Sponsors, Thank You!
5 Revisiting River Street District
8 Willow Glen Trestle Update
10 On the RADAR
- St. James Park
- El Paseo Court
- First Street & San Carlos St. Proj.
- Gateway Tower
- Charles Motel
11 Charles Herrold, Father of Broadcasting

PAC*SJ NEWS

- 14 PAC*SJ Calendar
15 Willow Glen To Lose Two Structures
15 Additional PAC*SJ Yard Sale
16 Laser Scanning Update
16 Bird-Safe Building Design
17 County Interest in NHA
17 SJ Appoints New HPO
17 Notable Quotable

PRESERVATION ARTICLES

- 18 What is HABS?
18 Plight in Los Altos
19 Marvelous Marcella
20 Exploring SJ Landmarks
- Bayside Canning Co.
23 Membership Form
24 Board and Staff Roster

Another Movie Night of Fun

PAC*SJ members and friends met for another of our Movie Nights on November 17th. PAC*SJ partnered with the San Jose Woman's Club to share our tradition of celebrating the past with vintage films presented by the Fruit Cocktail Club.

As you may remember, the Fruit Cocktail Club is a small group of San Jose natives who, at one time, were heavily involved in the local canning industry. The presenters, Jim Zetterquist and Joe Melehan, both past presidents of PAC*SJ, always give entertaining tidbits while introducing the films. The "tech guy," Tim Peddy, a long-time PAC*SJ member, made sure that sight and sound for the unique movies functioned properly. The films were edited by Bill Foley.

The Fruit Cocktail Club is an offshoot of the California Pioneers of Santa Clara County, which collects vintage films, transfers them

digitally, shares them on line and shows them for interested groups. The original films/photos are returned to the owner.

Steven Yvaska was on hand for Movie Night to welcome guests as MC. He also spent time at the sales tables discussing some of the unique bargains. Thank you Steven for joining us.

The gathering shared pot luck dishes, listened to rock-n-roll, perused antiques and vintage treasures for sale, bid on silent auction items, including beautiful baskets created by Kristen Pendleton,

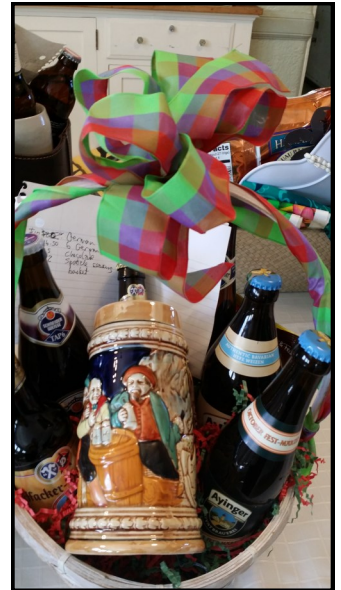


Photo: Patt Curia

A silent auction basket



(Cont'd p. 4)

Executive Director's Message

Nothing is safe. Just when it seemed we had secured the preservation of the Century 21 Theater, the Mayor and City Council reversed themselves and put the historic landmark in danger. And, to make matters worse there is public perception that monetary donations may influence our decision makers when it comes to historic preservation and other issues that come before the City Council.



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

Photo: Silicon Valley Community Newspapers

The historic domed theater stands on the site of the proposed Santana West development on Winchester Boulevard. Two years ago, we and many others, fought long and hard to save the theater and the City Council approved City Landmark status for the building. It was also placed on the California Register of Historical Resources and is eligible for listing on the National Register of Historic Places.

In spite of these historic designations, the building is still not safe. In September, the City Council voted to give Federal Realty more flexibility with the building. In fact, the Mayor and Council gave the OK to consider options that, if carried out, would likely cause the building to lose its historic status.

Even more disturbing though is the timing of the Council vote and the mayor's solicitation of a large donation from a representative of Federal Realty. As reported recently in the *Mercury*, the donation, requested in August, was for Measure B, the transportation tax initiative. The Council vote dealing with the Santana West project and Century 21 was in September. Only Councilmembers Rocha and Kalra voted against allowing Federal Realty more flexibility to present a proposal that could allow for the loss of historic status for the building.

The mayor maintains he is not influenced by campaign contributions. I certainly hope that is true, but the larger issue is the public perception that receiving donations from those with

business before the Council raises. The influx of cash looks bad any way you look at it and public perception is just as damaging to governing as if donations did sway votes.

We know the playing field is not level in most cases, but it would be nice if issues could be decided solely on their merits and without the taint of an unfair playing field.

Fortunately, we continue to talk with Federal Realty about options for restoring and reusing the building while keeping the structure intact. In spite of the recent Council action, Federal Realty is not rushing to dismantle the landmark building and the longer it stands the greater the chances that it might survive and once again welcome visitors inside the historic dome. Even if they finally decide they want to strip the dome down to its girders that proposal would have to come back to the City Council for further discussion and approval. Unfortunately, the Mayor and Council made it quite clear how that vote would turnout should Federal Realty decide stripping the dome works best for them.

While we continue working to save Century 21 and monitor many other planning related proposals in the City, there have been recent changes within the City's Planning Department. Martina Davis, who was the City's Historic Preservation Officer (HPO), has taken on a new role within the department and is no longer the HPO. Martina was a great resource to the preservation community and was passionate

about protecting our historic resources. We will miss her in the HPO position and thank her for her expertise

and dedication to protecting San Jose's historic buildings. Longtime planner Susan Walsh will step into the HPO slot. We welcome her and have already started working with her in her new role.

In addition to our ongoing advocacy program, we also present special events throughout the year. Our most recent program, Movie Night, was an evening of fun and education. Many thanks to the "Fruit Cocktail Club" whose members include Joe Melehan, Jim Zetterquist, Tim Peddy and Bill Foley. They put together an evening of nostalgic films that showcased the way things were when we were truly the Valley of Heart's Delight.

A great team worked on this event held at the San Jose Woman's Club, including Sharon McCauley, Gayle Frank, Sylvia Carroll, and Patt Curia as well as

(Cont'd p. 3)

E.D. Message (Cont'd)

Lynda Sereno from the Woman's Club. Special thanks to *Mercury News* columnist Steve Yvaska who was our MC for the evening. Steve's warmth, personality, and expertise added greatly to the success of the evening.

Many guests wore period costumes and brought 1950s style foods for the potluck.

Thanks to everyone who attended and who worked to make this an entertaining evening.

Other changes are taking place within our organization as we say good-bye to Hugh Graham as he retires from our Board. Hugh has served on the Board for many years and most recently filled the important role of Secretary. Hugh brought a passion for preservation and expertise as a retired County planner to our Board. Our thanks to Hugh for his years of dedication and commitment to historic preservation.

In closing we are reminded often about the fragility of life and in that regard we extend our sympathies to Boardmember Sharon McCauley on the loss of her husband, Jay. On behalf of the entire PAC*SJ family we hope Sharon and her family find peace and comfort during this difficult time.

This is my last column of 2016 so I want to wish our extended PAC*SJ family a Happy and Healthy New Year. Here's to a well-preserved 2017! 🍷

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



is published quarterly by the

PRESERVATION ACTION COUNCIL OF SAN JOSE

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

Editor: Gayle Frank

Please submit your letters, comments and suggestions to
info@preservation.org OR

1650 Senter Rd, San Jose, CA 95112-2599

© 2016 Preservation Action Council of San Jose

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

MOVIE NIGHT AUCTION DONORS— THANK YOU!!

André Luthard

Broadway San Jose

City Lights Theater Company

Dan Erceg/John Bertilotti

Estate of Ellen Garboske

Happy Hollow Foundation

Heather David

Krista Van Laan

Kristen Pendleton

Marcella Sherman

Marni Kamzan

Mary Lou Mason

Mudai Ethiopian Restaurant

Opera San Jose

Patt Curia

Sally Souders

San Jose Museum of Art

Sharon McCauley

Symphony Silicon Valley

Tabard Theatre Co.

Vince Murphy

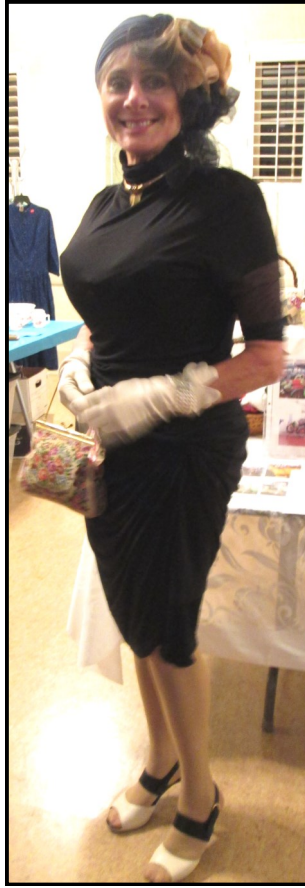
Wenzhou Fish, Noodles and More

(Cont'd)

and most importantly, enjoyed the films. There were three shown: A "Film Cocktail" of quick images and film shorts from the last century and a movie about a restored 1949 hay baler and its demonstration in 2000. Many of us had no idea what a complex and difficult job baling hay could be. The final film was an overview of the "Valley of Hearts Delight" produced 40 years ago by television station KTEH.

Guests brought all kinds of nostalgic 1950s pot luck main dishes such as meatloaf, meatballs (awarded best vintage main dish to John Mitchell), various macaroni and cheese dishes, piggies in the blanket, chicken/vegetables, tuna casserole (awarded most nostalgic dish prepared by Kristen Pendleton), cocktail wieners and split pea soup just to name a few.

The wide array of salads included pickled carrots, beets/pomegranates, potato, pasta, green and many delicious fruit Jell-O dishes. Sylvia Carroll's Polk-a-dot Pudding received the best salad award, though Sylvia protested and said it was a dessert.



Left, Dianne Chiechi

Above, Chloe Leinwand

Below, André Luthard

Left, Joe Melehan and Jim Zetterquist

Lower left, Gianna and John Frolli

Photos: Gayle Frank



Desserts included berry/walnut spice cookies, rhubarb pie, brownies, more cookies and home-made English Toffee (made by Sandy Swirsky) that won the dessert prize.

Standouts wearing vintage attire were Dianne Chiechi, Chloe Leinwand, John Frolli and André Luthard.

The evening ended around 9:30 pm and guests left with their treasures. We all appreciated a peek into our past agricultural and domestic world. PAC*SJ thanks all those who produced the event, especially Lynda Sereno, Patt Curia and Sharon McCauley, the San Jose Woman's Club, and our generous donors. ☘



Revisiting River Street District By André Luthard

As part of our great Walking Tour series spearheaded by Sharon McCauley, I recently led another tour of the River Street Historic District, aka Little Italy. The tour was well attended and it reminded me that it would be a good idea to share some history of the area, the origins of PAC*SJ's involvement in the District, and a brief update on where the historic area has come over the years.

The River Street Historic District has its origins dating back before 1875. At one time, there were 43 structures in this neighborhood. The District is designated as eligible for the National Register of Historic Places because of its social history and period of significance. The earliest structures were built in the mid to late 1870s; most of the architectural styles are representative of the era between 1875 and 1910 and include Italianate, Gable Front, Craftsman Bungalow, Queen Anne Cottage, Gabled Ell, Saltbox and Carriage. The homes were built without the assistance of an architect and therefore called vernacular architecture.

The social significance of the District is notable as having been built by immigrant families settling and working in San Jose. Early settlers such as Fredrick Rudolph, Frederick Wissman and George Prindiville and family were primarily northern European immigrants. Italian immigrants began to move into San Jose sometime after 1884 and by 1915, the River Street District had become a primarily Italian neighborhood. The residents were laborers, carpenters, laundry workers, cooks, small business owners, mill men, a school teacher,



The only carriage house left in the River Street District

plumbers, soap makers, butchers, railroad workers, cannery employees and the like. The combinations of vernacular architecture and the District's status as the hub of Italian culture are what contribute to River Street's historic designation.

Fast forward to the early 1990s. The Army Corps of Engineers along with the Santa Clara Valley Water District had a flood control project in mind and instead of the massive concrete channels traditionally employed to tame flood waters, a giant carved out basin was envisioned; one that would fill up with water when floods occurred. The entire District was slated to be razed. Only Henry's Hi-Life Restaurant was to be spared, purportedly due to Mayor Susan Hammer's intervention. However, as this was a project largely funded by the Federal government, an important rule, called Section 106, required that an alternatives analysis be done to see if some of the harm laid upon the historic neighborhood could be averted or mitigated. In mid-1992, PAC*SJ concurred on a Memorandum of Understanding between the Corps of Engineers, the Advisory Council on Historic Preservation, and the State Historic Preservation Office.

(Cont'd p. 6)



River Street (Cont'd)

By spring of 1994, PAC*SJ formed a formal task force to advocate for the historic area, while awaiting the release of the Alternatives Analysis. Lo and behold, the Alternatives Analysis confirmed the historic integrity of the houses, determined that there was enough available land outside of the flood control project boundary to move some of the houses and that it was feasible to do so. What ensued was meeting after meeting with the Corps of Engineers, the Redevelopment Agency, the Guadalupe River Park Task Force and many others to craft a revision to the flood control project design that allowed many of the original 43 structures to be saved. In June 1995, the San Jose City Council approved the creation of the River Street Historic District project and gave direction to move forward. PAC*SJ, working closely with the historic architect, the Landmarks Commission and historic consultants, was able to identify the most significant structures among the many architectural styles and decades represented in the District. By the end of 1996, nine structures were moved out of harm's way so the flood control project could move forward, and in February 1997 the City Council voted to approve adding the River Street Historic District to San Jose's small list of City Landmark Districts.



Now you might ask, why go through all of this work? First of all, PAC*SJ felt it was important to recognize and celebrate the common man. We often preserve the mansions of the rich and famous, but rarely do we set aside an area that was built and lived in by the working man and his family during an important period of San Jose's history. That is precisely what we set out to achieve with River Street. In addition, we have long felt that although the Guadalupe River Park is fabulous for cycling, jogging, walking and other forms of recreation, the River Street area could be an amenity to the park that would enhance its appeal to residents and visitors alike.

And now, the River Street District finds itself in a strategic location between the Arena and the now booming San Pedro Square area. Why not stop in for a coffee or a glass of wine before or after visiting the park? Perhaps grab a bite to eat or an ice cream? Maybe an antique shop or other small businesses will soon occupy the buildings of the Historic District.

(Cont'd p. 7)

***Photos of houses on the
River Street walking tour.***

(Photos: Gayle Frank)



River Street (Cont'd)

Our vision of the River Street Historic District is coming to fruition little by little. Due to the dedication and hard work of the "Little Italy San Jose" non-profit and private owners, most of the remaining structures are being renovated.

Several small business owners have established their presence at River Street and with the influx of new residents in the adjacent San Pedro Square residential towers, we are hopeful that the vision will finally be realized. Challenges remain. We lost one of the houses on its original foundation to fire several years ago. One of the two remaining carriage houses has quietly disappeared. And there are 2 or 3 homes on the south side of St. John that suffered extensive damage during the last floods and are at risk of loss.

Nevertheless, today a small historic district of the common man survives in the middle of Silicon Valley. ☘



*Photos of houses on the
River Street walking tour in September
led by André Luthard.*

(Photos: Gayle Frank)

Willow Glen Trestle Update

By Larry Ames

The trestle is still standing. And it is still controversial. It is so controversial that, when downtown Willow Glen is being graced now with a mural depicting the town's history, in amongst the various vignettes of old signs, maps, and fruit-packing canning labels there was an illustration of the Willow Glen Trestle. The Trestle is part of the town's history and was included in the mural with the blessing of the building's owner *and* the mural's patron. Within days, *someone* complained and the artist was *required* to paint it out! (It was replaced with an illustration of "Shakespeare in the Park", which also proved to be controversial – it's not historic and is also closely tied to a local politician – and so the artist was required to paint *that* out as well! The mural is still a "work in progress" and it will be interesting to see how it finally turns out. The mural's plight is but a reflection of the trestle's saga: *someone* has been saying, "the trestle must not be allowed to stand!" (Apparently not even as a painted image!) And so the battles continue.

You may have seen some articles recently in local newspapers: here's some background and more detail.

A quick recap:

- ◆ The Willow Glen Trestle was built in 1922 by famed San José financier T. S. Montgomery. It gave the Western Pacific (WP) Railroad access to San José and its rich agricultural market, and it also broke the stranglehold monopoly previously enjoyed by the Southern Pacific "robber barons." The WP also played an important role in helping local farmers survive the Great Depression.
- ◆ By the 1990s, Santa Clara Valley had transformed from "The Valley of Heart's Delight" into "Silicon Valley." With agriculture moving elsewhere, the canneries also moved and there was no longer a need for this rail line. The "Willow Glen Spur" was discontinued and the land offered for sale.
- ◆ San José's park system's strategic plan ("the Greenprint") recommended the rail right-of-way (ROW) be procured for a trail – "the Three Creeks Trail" – to connect the Los Gatos, Guadalupe, and Coyote Creek Trails. With help from the community, the City received grant funding. By 2012, the City owned about half the ROW (including the trestle), and it also had plans for trestle repair and adaptation, detailed engineering analyses, and the needed State and Federal permits. **We easily could have had a completed trail connection by now.**
- ◆ In 2013, for reason or reasons unstated, the City abruptly decided instead to replace the trestle with a catalog-order prefab steel bridge, with negligible public outreach or review. The "Friends of the Willow Glen Trestle" formed to push for appropriate public review, and when the City refused, we sued to get the City to do the required Environmental Impact Report (EIR).

The legal saga:

- ◆ The Friends' law suit before Santa Clara County Superior Court was that (A) there was evidence that the trestle might be historic and also (B) the City didn't show that the trestle was *not* historic, and therefore an EIR was needed to study the issue. Judge Huber ruled in our favor, agreeing that our evidence showed the trestle *might* be historic, and the City was ordered to do an EIR.
- ◆ The City did an EIR. It found that the trestle can readily be restored and adapted for trail use, cost-effectively and without harming the environment; it also found that the prefab bridge could work. The City's Historic Landmarks Commission (HLC) unanimously recommended that the City find the trestle to be historic, but the City's consultant provided a historian who argued otherwise. The City disregarded the Commission and sided with the consultant-selected historian, declared the trestle non-historic, and in May, 2015, it approved plans to demolish the trestle and replace it with the prefab bridge. The trestle could have been demolished and replaced by now.
- ◆ However: the City did not *like* being told that it *had* to do the EIR – how *dare* citizens get involved in local decisions! – so it appealed the lawsuit. Then the Courts ruled that, even though the City had done the EIR as required, it could not touch the trestle until the appeal had been resolved.
- ◆ The Appellate Court heard the case this past June and on 8/12/16 they ruled in the City's favor, saying that Judge Huber decided the case using only criterion "A" (above) which they ruled was not valid, and they directed the Judge to reconsider the case under criterion "B".
- ◆ The Friends appealed to the State Supreme Court: we felt that the Appellate Court disallowing criterion "A" set a bad precedent. The League of California Cities filed a "friend of the Court" brief supporting the City, and *three* different historic preservation groups from across the state filed briefs in our support.

(Cont'd p. 9)

Trestle (Cont'd)

But the Supreme Court, which hears less than one case in a hundred, declined to get involved.

- ◆ So: we're back to the beginning. We will present our case again to Santa Clara Superior Court, but this time only arguing under criterion "B". Only after the legal issues are resolved can we even begin to look into the EIR itself. We remain very optimistic.

The historic saga:

- ◆ While the Friends were waiting for the City's appeal process, we hired a historian and filed for listing the trestle on the *National Historic Register*.
- ◆ Nominations are reviewed by the California State Historic Resources Commission (SHRC). At this past spring's quarterly meeting, the WG Trestle was one of only 11 nominations statewide to be considered, and it was unanimously recommended for National Listing. The unanimous SHRC recommendation was sent on to the Keeper of the National List in Washington DC.
- ◆ Apparently there was a public comment period at the National Register (who knew?), and the City wrote to raise a number of concerns.
- ◆ The Keeper of the National List, in a highly unusual move, returned the nomination. However, **despite reports in the media, the nomination was not "rejected", but merely "returned" for clarification.**
- ◆ The Friends have been in contact with the Keeper and are working to answer his questions.
- ◆ Meanwhile: the Friends are also filing for listing under the State Historic Register: basically, the same information on different forms, reviewed by the same Commission, but taking an additional five months or more.

In summary:

The legal matter returns to the local Superior Court. And the historic status is in-progress both at the State and National level.

Also, the political climate may have changed: there are now a new Director of the Parks Department, a new City Manager, a new Councilmember (as of this coming January first), and

a new Mayor since this all began. But the image of the trestle was just removed from the mural on Lincoln Avenue.

The question remains: will the Willow Glen Trestle also be removed from the landscape and wiped from our memories? For now, the trestle continues to stand tall and strong, and the upcoming rainy season precludes any construction in waterways for some months.

We look forward to our return to the trial court. We also look forward to working with the new Mayor and City Council, and with the new City Parks Director and staff.

We continue our work to realize our hope that the Willow Glen Trestle can be restored, preserved, adapted, and incorporated into our trail network, so that it can become a "place-making" welcoming "gateway" to Willow Glen at the junction of the Los Gatos Creek and Three Creeks Trails, and can also remain a bridge to our agricultural past.

For more information and links to photos, various articles, and legal briefs, visit our website: www.WGTrestle.org . ☞

—Larry Ames

One of the Friends of the Willow Glen Trestle.



Photo: Gayle Frank

Willow Glen Mural by San Jose artist Lila Gemellos. Who defines history? That is the bigger question here. Should it be one person's decision? Should the city alone have the power to judge what's historical?

ON THE RADAR



St. James Park

The St. James Park competition for redesign resulted in a decision to designate the CMG Landscape Architecture's plan as the favorite. The eight-person jury included design

professionals, city staff and community members. However, one of the competing design groups has protested and therefore the city will not make a final decision until the protest is resolved. The four final designs all included a pavilion and a reinvention of the park, which, in the past few decades, has turned into a haven for the homeless. If the pavilion, financed by Levitt, is built, the city will be required to host a minimum of 50 performances/concerts each year.

The CMG design proposes closing North Second Street to auto traffic and moving the VTA light-rail station south of St. John Street. The estimated cost for the redesign is \$41 million. The design also includes a Victorian gardens edging the perimeter of the park, a wide walkway, a dog park and a pavilion at the northeast quadrant. CMG's theme was honoring the past while inventing the future.

El Paseo Court

The San Jose Historic Landmarks Commission has recommended granting a California Mills Act Historical Property contract for the owners of El Paseo Court at 40-44 S. First Street, which means reduced property taxes in return for a 10-year plan to restore, rehabilitate and maintain the building. The Spanish Colonial style building was built in 1932.



El Paseo Court, 40-44 S. First Street.

First & San Carlos Streets

A new project for two looming towers has been proposed for the southeast corner of San Carlos and First Streets. KT Properties hopes to demolish the former Valley Title building and replace it with "Valley Title Towers." An alternative has been suggested that if the boring "modernization" façade was removed from this building and restored to its previous design, the building would fit well with its historic neighbors such as the California Theater and the St. Claire Building. (See quote on page 17.)

Gateway Tower

The historic exhibit about Charles Herrold is planned for 175 square feet where his former lab existed. There is a recommendation for the required display to be included in the project plans, along with funding for its maintenance. See story of Charles Herrold on page 11.

Charles Motel, N. Fourth Street

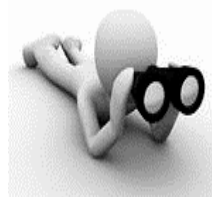
Owners of the Charles Motel at 1036 N. Fourth Street recently turned in plans to construct a 60-unit hotel where the 10-room hotel currently sits. A large neon sign alerts passing cars. Will San Jose lose another of its neon signs?

Century 21

See E.D. Message on page 2.

Willow Glen Trestle

See page 8 for update.



PAC*SJ is Still Keeping An Eye On—

- ➔ Pellier Park
- ➔ Montgomery Hotel
- ➔ San Jose Mercury Building
- ➔ Agnews Developmental Center

Charles Herrold, Father of Broadcasting

By Gayle Frank

San Jose's Charles D. Herrold (1875 -1948) and his contributions to early radio were long forgotten by many broadcasting historians until Gordon Greb and Mike Adams researched the Herrold history, made a video (1995) and wrote their book, *Charles Herrold, Inventor of Radio Broadcasting* in 2003.



Charles D. Herrold

As early as 1909, Herrold was sending out music and the spoken word to San Joseans who had receivers. He pre-announced his programs on a regular basis, played music and took requests from the audience. In the book by Greb and Adams (page 114), a 1910 catalogue page from the New York-based Electro Importing Company (E.I. Co.) contains the notarized testimonies from Charles Herrold, his young assistant, Ray Newby, and Rear Admiral Osterhaus from Mare Island, stating that wireless transmissions were received at Mare Island from San Jose. Reception was clear over the 70 miles. Herrold added in his testimony that he had "given wireless phone concerts to amateur wireless men throughout Santa Clara Valley."

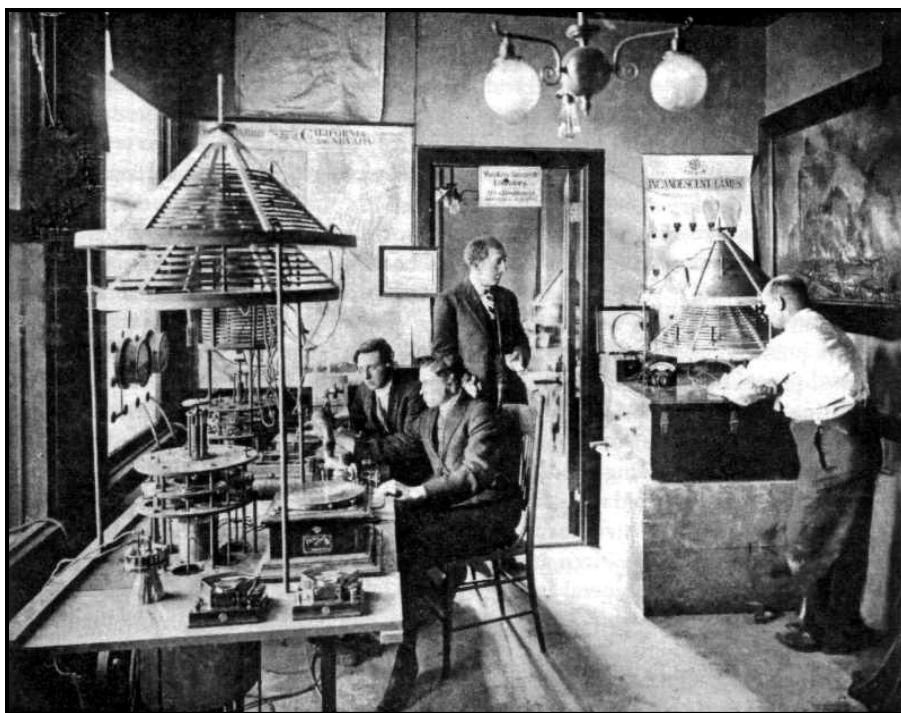
Herrold came to San Jose with his parents at about age 12-14 and attended San Jose High School at 7th and San Fernando. His mother, a music teacher, taught Herrold to play the piano, and his father, who was an inventor, inspired Herrold's interest in science and experimentation. Charles attended Stanford with a major in his primary interest, astronomy, but changed his major to physics after the astronomy professor left the campus. Herrold eventually dropped out of Stanford, moving to San Francisco and patented a number of electrical devices. After the 1906 earthquake, he left San Francisco, and taught in Stockton. Herrold arrived in San Jose to start his *College of Wireless and Electricity*

*Right, Herrold's College of
Wireless & Electricity*

(Photos: bayarearadio.org)

on the fourth or fifth floor of the Garden City Bank at S. First and San Fernando Streets in January, 1909. Here in San Jose, Herrold developed and patented the Arc Transmitter. In 1913, Herrold, nearing 40, married an 18-year old girl, Sybil Paull, who attended San Jose Normal School. The next year they had a son, Robert, who was heard crying over the radio airwaves in 1915.

Radio broadcasts, scheduled every Wednesday at 9:00 pm for a half hour, became routine with news, music, contests, requests and attracted prospective students by advertising Herrold's school. Youngsters built their own wireless kits and made up a large portion of the audience. Sybil Herrold played records lent to her from a local music store, Wiley B. Allen Company, where about two dozen telephone earpieces were connected to a receiver in the store to listen to Herrold's broadcasts for those without receivers. Sherman Clay music store was also mentioned as lending records for broadcasts. The day after broadcasts, the music store had an increase in record sales for the music played the evening before. Sybil most likely could be called the very first woman disc jockey. By 1912, Charles and Sybil called their scheduled radio program, "The Little Hams Radio Program." Early on, when beginning a broadcast, Charles or Sybil announced, "This is San Jose calling." *(Cont'd p. 12)*



Charles Herrold (Cont'd)

According to Herrold's students, who were interviewed later by Greb and Adams, Herrold was a great communicator, spoke well and was an inspiring teacher. Herrold's early student and long-time assistant, Ray Newby, later offered much information to Gordon Greb in 1958 about Herrold's early days of experimentation and broadcasting.

Models of Herrold's early equipment were fabricated by members of the Foothill College Museum, but now belong to History San Jose. There is at least one original microphone developed by Herrold that was saved by Clyde Arbuckle. It looks similar to the telephone of that time and was water-cooled due to its high heat when in use, hence, the term, "hot mic."

By 1915, a newspaper editorial complained that radio concerts would reduce attendance at live performances and live entertainment would suffer. But radio popularity grew until war loomed. As World War I progressed and America became involved, the government required all ham radio operators and broadcasters to stop sending and receiving by April of 1917. By then, Herrold's lab and school were located at 475 S. First Street. Herrold was praised in the newspaper for training dozens of local expert radio operators who contributed to the war effort.¹ Herrold continued the training of wireless operators and when the ban was lifted, Herrold was back on the air with his arc-phone.

Herrold Laboratories proceeded to operate under his experimental license acquired in March, 1920. Herrold's earlier

(Cont'd pg. 13)



Photo: www.mountaincharlie1850.org/pl_first_broadcasting.html

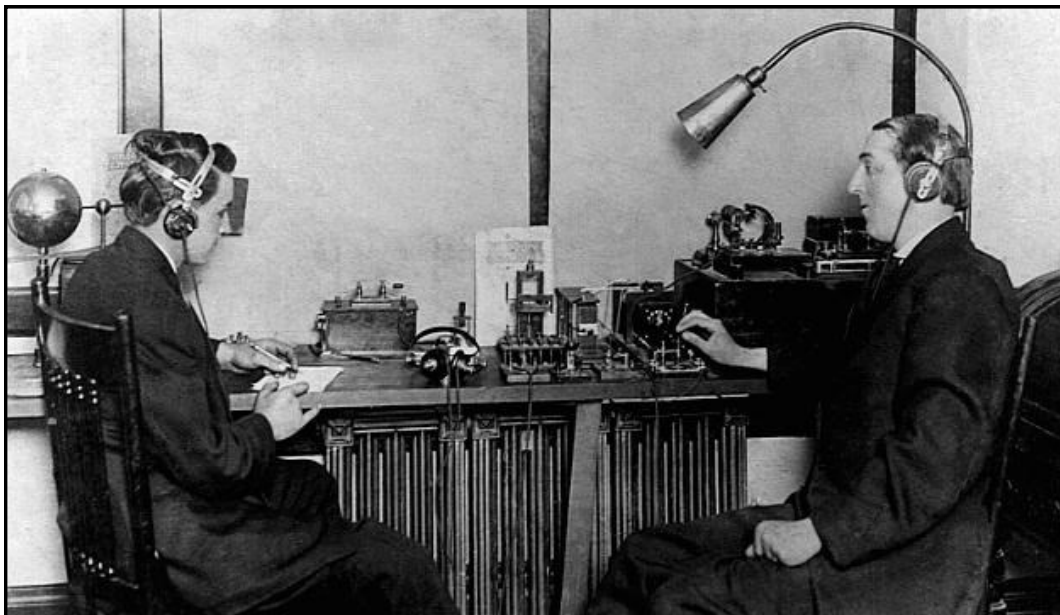
Above, plaque at Garden City Bank building site.

Right, long-gone Garden City Bank building.

Below left, Ray Newby and Charles Herrold.

Below right, a young Sybil Herrold.

(Photos: bayarearadio.org)




Charles Herrold (Cont'd)

“station” call letters, FN, became KQW after Herrold was granted an official commercial broadcasting license on Dec. 9, 1921. Being a competent musician, Herrold included his piano playing in his broadcasts. But soon Herrold’s Arc Transmitter was deemed obsolete, unable to transmit at the required new frequencies. Radio equipment was now replaced with vacuum tubes in the early 1920s.

About this time, Herrold found that making a living at broadcasting was difficult so he moved into sales of radios, ads and parts. Then his marriage failed and Sybil divorced Charles in 1924. At the end of 1925 he turned over his radio license to the local Baptist Church with the understanding that he would operate and manage the station. This plan worked only for a short time, until the Baptist Church discharged Herrold because it had no money to pay him. Herrold’s school was dissolved and he was left to read ads and sell radio time to advertisers in the late 1920s and 1930s.

By 1935, Herrold ran the audio visual department for an Oakland school. In the 1940s Herrold worked as a janitor for the shipyards. He died in 1948 at the age of 72 and was forgotten for his amazing contributions to radio broadcasting until Gordon Greb first wrote an article about Herrold in the “Journal of Broadcasting” in winter of 1958-59 after interviewing Ray Newby in Stockton.

A plaque appears at the corner of First and San Fernando Streets in San Jose, the location of the former Garden City Bank, to commemorate Herrold’s first College of Wireless and Engineering and the early scheduled broadcasts. Herrold’s final lab/school location at 467 S. First Street is a city landmark but soon may be enveloped in Gateway Tower, a proposed hi-rise residential tower. An exhibit is planned to honor Herrold’s contributions to radio at this site. 

¹ *San Jose Mercury Herald*, May 17 & May 31, 1917

Sources:

—http://sfppc.blogspot.com/2009_06_01_archive.html
—<http://bayarearadio.org/schneider/kqw.shtml>
—www.charlesherrold.org

—www.radioworld.com/article/opinion-radio39s-real-founding-father/16955#sthash.q8jxI81u.dpuf
—*San Jose Newspaper Archives, Santa Clara City Library*
—www.theradiohistorian.org/kqw25.htm



Photo: Gayle Frank



Above, city landmark at 467 S. First Street where Herrold’s later College and Lab existed.

Left, preliminary rendering of proposed tower to be built over 455-467 S. First St.

(Photo from San Jose Blog)

PAC*SJ 2017 Calendar

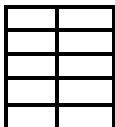
Jan	9	Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
Feb	13	Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
Mar	20	Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
Apr	17	Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
May	15	Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.
Jun	19	Monday, PAC*SJ Board Meeting, 6:30—8 PM. History San Jose, Pasetta House.



ADVERTISE IN CONTINUITY!

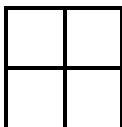
Continuity is distributed to over 500 San Jose preservationists, homeowners and decision-makers. It's a great way to get your message out to your best potential customers! For ads larger than the business card, you must supply camera-ready artwork, or PAC*SJ can provide it at an additional charge.

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



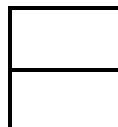
Business Card

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 to Lose Two More Structures

Willow Glen's Lincoln Avenue may be losing two structures in the 1100 block. A proposal intends to demolish the small house directly on Lincoln and the large two-story house set back awkwardly behind it, in the middle of parking lots. The larger house (c.1906) was moved to the present location years ago, after the Krohn family (of Krohn's Drug Store) purchased it as investment property in 1947. At that time it was transformed into a duplex.

The proposed project is to construct a patio along the south side of the Willow Glen Home & Garden building where the smaller house sits, enlarge the driveway, improve safety and expand parking behind the Home and Garden store.

If approved, the project is expected to be completed by next summer. ☞



This two-story grey house at 1121 Lincoln Avenue, reported as vacant, is proposed for demolition. The house was moved to the rear of the small house on Lincoln, pictured left, around 1947.



Left, a former real estate office, this quaint charmer at 1129 Lincoln Avenue is slated to be razed.

(Photos: Gayle Frank)

Additional Yard Sale for PAC*SJ

Patt Curia sneaked in an extra yard sale the day after Movie Night. Much of the furniture and treasures came from the estate of Marcella Sherman, a long-time PAC*SJ supporter. Friday was very busy; Saturday was better than expected since the rain held off until afternoon. Thank you Patt and all your helpers for another successful sale, earning over \$3000 for preservation education.

We appreciate the volunteers who stepped up to help. They are: Mary Lou Mason, John Mitchell, Gilda Messmer, Rose Vandermelon, Tom Aldridge, Art Carroll, Tim McAuliff, Leslie Masunaga, Sharon McCauley, Pat Rupel,

Bev Blockie, Renee Coca, André Luthard, Winni Leeds, Joan Bohnett and Connie Foley.

And finally, Patti and Walt Phillips, who delivered their donation of a hot lunch to the volunteers. Thank you volunteers!

Year-end total revenue from PAC*SJ yard sales and our rare book and vintage lighting vendors added up to \$25K for 2016. PAC*SJ thanks you all for your donations. PAC*SJ thanks Patt Curia for orchestrating these sales efforts! ☞

Laser Scanning Update

Brian Miller, who wrote an article for Continuity (Fall, 2016) about laser scanning has given us an update on the evolution of digital documentation. This type of documentation records all dimensions, configurations and appearances of structures, a tool that is especially useful for historic preservation.

Our challenge was: how do we take point clouds with massive amounts of data and place them online for guests, researchers, students, planners and historians to view? The technology wasn't where we needed it to be when our conversations started in 2011.

Today we have finally reached the point where our online museum is not only possible but just a step away from reality!

Potree.org is an open source web share portal that allows users to download point clouds with up to 1,000,000,000 data points. Users can extract dimensional data as well as

manipulate the cloud from various angles and view points. Best of all, end users don't need a super computer or special software to access the data.

This is really exciting and a crucial step in the evolution of reality capture technology. Theoretically, History San Jose can have historic homes ready for exhibit and online within a few weeks. I still have a couple of concerns that I am working through. Though this web share platform is not perfect, it opens doors and lays the foundation for some really amazing possibilities; 2017 promises to be a year to remember for all of us who are interested in digital documentation of historic buildings and other structures.

Check out the link (<http://potree.org/wp/>) to see what it's like and play around with the control panel when you have time. ☞

—Brian Miller

Bird Safe Building Design

The City of San Jose is considering architectural guidelines for new high-rise buildings to be "bird safe" which translates to fewer glass walls.

The bird-friendly proposal would apply only to development north of Highway 237 which is part of the Pacific Flyway avian migratory passage. The Committee for Green Foothills, however, would like bird-friendly designs extended to all the city's riparian corridors, not just the ones north of Highway 237.

According to the American Bird Conservancy, hundreds of millions of birds in North America die each year by flying into reflective buildings. Millions of those deaths are estimated to occur in San Jose.

Other local cities who have bird-friendly design requirements are San Francisco, Oakland, Mountain View, Palo Alto and Sunnyvale.

This may be a tiny step in the direction of architectural decency for San Jose, but as long as the city is considering the well-being of birds perhaps the council could be persuaded to encourage overall better design--for people's sake.



Contrast the classic old Bank of America building at S. First Street and Santa Clara Street to twenty floors of a glass tower and it's a safe bet which will kill more birds. If the councilmembers are serious about bird safe buildings they would do well to demand better esthetics as well. ☞

—John Mitchell

Santa Clara County Interest in NHA

National Heritage Area (NHA) is a National Park Service program to promote unique natural and cultural history as an experience of national significance.

At the request of Santa Clara County Supervisor Dave Cortese and with the Board of Supervisor's approval, the County has launched a mission to apply for U.S. Congress to designate Santa Clara Valley as a National Heritage Area (NHA).

NHAs are a grassroots, community-driven approach to heritage conservation and economic development. Through public-private partnerships, NHA entities support historic preservation, natural resource conservation, recreation, heritage tourism, and educational projects. Leveraging funds and long-term support for projects, NHA partnerships foster pride of place and an enduring stewardship ethic.

An application for a National Heritage Area designation follows a two-step process—completion of a feasibility study and the introduction of authorizing legislation.

The County's purpose is to use this program to promote understanding about how our Valley grew from a peaceful

place where early inhabitants grew crops, to the greatest fruit growing and processing region in the world, to the technology center of the world. While the Park Service will use our area as an educational, environmental and technology-learning destination, the County will use the National Heritage Area to bring resources here to become a more sustainable community while preserving our history.

There are 21 members appointed to the County's National Heritage Area Task Force chaired by Rod Diridon. The Task Force includes two PAC*SJ Advisory Board members, Paul Bernal and April Halberstadt, and PAC*SJ member Larry Ames. The Task Force has selected the overall theme for the NHA as "Valley of Vision" with more sub-themes to be developed soon.


To find out more information on the NHA Task Force meetings, agendas, minutes and to view a county map of California state landmarks, visit www.sccnha.org.

To learn more about the National Park Service NHA program go to www.nps.gov/heritageareas/. 

New SJ Historic Preservation Officer Named

The San Jose Department of Planning, Building and Code Enforcement has designated Susan Walsh as the new San Jose Historic Preservation Officer. She will be PAC*SJ's contact for preservation issues.

PAC*SJ thanks Martina Davis, who has served as Historic Preservation Officer for the last two years, for her support and assistance with our historic concerns.

The Historic Landmarks Commission now has a full slate and includes: Chair-Edward Saum, Vice Chair-Joshua Marcotte, Melissa Daniels, Eric Hirst, Patricia Jones, Anthony Raynsford and Max Schultz. The Commission meets on the first Wednesday evening of each month at City Hall. 

Notable Quotable

In a time when the rest of downtown's building designs are modernizing, maybe this is the time for our historical assets to be unmasked and revealed for the beauty that is hidden underneath the walls.

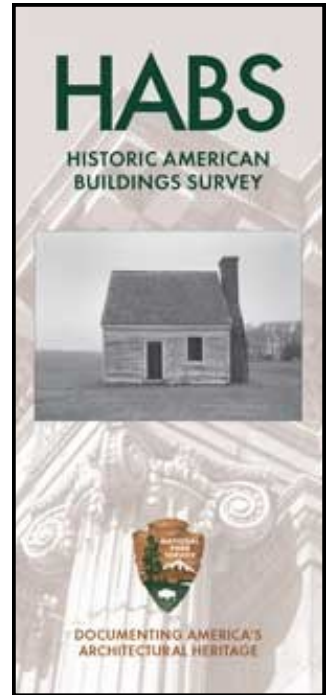
—Mark Haney, Thinkbigger-sanjose.com

What is HABS?

The Historic American Buildings Survey (HABS) is the nation's first federal preservation program, begun in 1933, to document America's architectural heritage. Creation of the program was motivated primarily by the perceived need to mitigate the negative effects upon our history and culture of rapidly vanishing architectural resources. At the same time, important early preservation initiatives were just getting underway, such as restoration of the colonial capital at Williamsburg and the development within the National Park Service (NPS) of historical parks and National Historic Sites. Architects interested in the colonial era had previously produced drawings and photographs of historic architecture, but only on a limited, local, or regional basis.

A source, national in scope, was needed to assist with the documentation of our architectural heritage, as well as with design and interpretation of historic resources. As it was stated in the tripartite agreement between the

American Institute of Architects, the Library of Congress, and the NPS that formed HABS, "A comprehensive and continuous national survey is the logical concern of the Federal Government." As a national survey, the HABS collection is intended to represent "a complete resume of the builder's art." Thus, the building selection ranges in type and style from the monumental and architect-designed to the utilitarian and vernacular, including a sampling of our nation's vast array of regionally and ethnically derived building traditions.



To learn more, visit www.nps.gov/hdp/habs/. ☞

Preservation Plight in Los Altos

San Jose isn't the only city in Santa Clara County with preservation problems. Does this plight sound familiar?

The City of Los Altos continues to wrestle with the future of the Halsey House at Redwood Grove, a designated City Historical Landmark property, purchased by the City of Los Altos in 1974 and since then used as a nature and interpretive center for Ohlone culture.

The house, built from 1923-1924 by Theodore Vail and Emily Wright Halsey, who also planted the surrounding Redwood Grove, is considered a significant example of Spanish Eclectic architecture owned by important early Los Altos residents. It has been on the City Historical Resources Inventory since 1981, but has been closed and boarded up since 2007, due to lack of maintenance. Demolition is one of the options under consideration. Residents are watching this one very closely. ☞

—Robin Chapman



Halsey House at 482 University Avenue, Los Altos, in earlier days before the house became neglected.

Marvelous Marcella

In Memory of Marcella Sherman (1927-2016)

When you called Marcella on the phone you frequently heard her answering machine, "This is Marcella's Marvelous Machine". Marcella had been an English teacher in a previous life and like many of that genre; she had an ear for alliteration. I never thought to ask her, but I would bet that the letter M was her very favorite - she had so many of them in her name.

Marcella Margaret Merl Miller Sherman was born in 1927, a big year for all sorts of events. Charles Lindbergh flew the Atlantic. The first trans-Atlantic telephone call was made, and there was a demonstration before a group of engineers of the first television. A movie called *The Jazz Singer* premiered and the age of "talkies" arrived.

Marcella was born in Kansas City, Missouri, an only child. Her mother died shortly after her birth, and Marcella was raised by her aunt, Clara Conrick, a piano teacher. Her father had a sales job and was frequently on the road, so Marcella stayed with her mother's family, her grandparents and several aunts and uncles.

I knew Marcella for several years before the subject of heritage came up. I was surprised to find she was from my home town of Kansas City, stunned to discover that we both had attended the same tiny German parochial school, and amazed that I was already acquainted with other members of her family. Her aunt Clara had been my first piano teacher and my mother's teacher before that. Just for fun I did a little genealogy on her family and discovered that they came from Bohemia, now part of Germany. She was the only real Bohemian I have ever known.

She became an English teacher and was teaching school in Caliente, Nevada, when she met and married Joseph Miller, a music teacher. She recalled that they liked to explore the Wild West and the small towns in Nevada. She was able to observe the testing of atomic weapons, then taking place in the desert.

Her marriage ended and adventurous Marcella took a job teaching at Overfelt High School in San Jose. She married Rick Sherman, a ceramics instructor in 1967.

He left teaching to work full time as a studio potter, working at Albion, California on the Mendocino Coast and at his home. Marcella also left teaching and went to work as a grant writer for the Santa Clara County Office of Education. She was very attentive to detail and documentation, qualities that resulted in her outstanding work.

Rick and Marcella joined the Preservation Action Council in the 1990s and became increasingly active in the organization. Rick was a natural leader and had been a president of the Association of Clay and Glass Artists when he took on the presidency of PAC*SJ. He served during the litigation with the San Jose Redevelopment Agency over the José Theatre, a lawsuit that PAC*SJ won.

Rick died in 1999 and after his death, Marcella donated 54 pieces from his pottery collection to Bemidji State University in Minnesota. Rick had been a friend and admirer of Margaret Harlow, one of the arts teachers at the school. In addition, Marcella donated \$100,000 to an endowment fund for art students.

In recent years Marcella has been increasingly generous with PAC*SJ and with the San Jose Woman's Club. She was always very interested in the PAC*SJ garage sales and was a frequent contributor to that effort. In recent years her gifts increased as she began to downsize her household. Her widowed father had remarried at age fifty and as an adult Marcella had an aging stepmother to care for. Her stepmother lived to be over 100 and when she died, Marcella needed to dispose of a large collection of china and glassware. The PAC*SJ garage sale was the recipient.

In recent years Patt Curia, John Mitchell and I helped Marcella dispose of many of her surplus household items. We would take her to lunch at the Drying Shed restaurant where she would order a Manhattan and a hamburger. Afterwards we would load the car with her donations for the next sale. She specified that the remaining contents of her home and the artwork be given to PAC*SJ to sell for its benefit, a bequest that has been honored.

She liked living alone in her home above the San Jose Country Club. We were worried about her isolation and tried to talk her into an assisted living arrangement. But she loved living with her paintings and art pieces and enjoyed her little collection of feral cats, wild turkeys and a herd of deer. The wildlife around her home was one of her greatest pleasures. She was able to stay in her home until her death in September of this year, dying shortly after her 89th birthday. ❧

April Halberstadt
11/16/2016

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.



HL92-69; Bayside Canning Company, 1290 Hope St.

Around 1890, Sai Yin Chew founded the Precita Canning Company at Broadway and Sansome Streets in San Francisco. The cannery processed only tomatoes. After the 1906 earthquake, the cannery was moved to Alviso, renting space from the Alviso Watch Factory building and renaming the operation the Bayside Canning Co. The building was purchased later along with other land and soon boarding houses and cabins were built for housing the Chinese-American employees.

The operation began rather primitively, soldering and seaming cans by hand. The fruits and vegetables were processed in open vats. But when Thomas Foon Chew, Sai Yin Chew's son, began working with his father in 1906, his progressive ideas were implemented and rapid growth emerged, so that eventually the cannery became the third largest in the United States by the 1920s—Del Monte and Libby were larger.

A newspaper article (*San Jose Mercury*, May 13, 1907) stated that the cannery planned for a maximum of 150,000 cases of fruits and vegetables to be canned during the coming 1907 season.

Young Chew's ideas included buying a tugboat and barge to transport goods, implementing washing tomato boxes before returning to the field, and buying land near Yuba City and Dos Palos for growing peaches and rice respectively.

By 1921, Chew hired 250 employees at the Alviso plant and expected to pack 600,000 cases that season of tomato pack alone. He said, "Demands for canned fruits are coming in from every direction." (*Evening News*, Aug. 12, 1921)

Eventually, the Alviso plant processed cherries, apricots, plums, peaches, pears, tomatoes, catsup, tomato sauce, hot sauce, tomato puree, fish sauce, fruit salad, vegetable salad and fruit cocktail. Chew devised a method of canning the asparagus to retain its firmness and (Cont'd p. 21)



View of South wall of Bayside Cannery.



Rear and north wall of 2-story section of Cannery.

City Landmarks (Cont'd)

tenderness; thus he was deemed the Asparagus King. Bayside Canning Company was the first to process green asparagus as opposed to the normally canned white asparagus. Chew's innovative methods and equipment for canning asparagus were imitated by other canneries for decades.



Wooden rear wall of Cannery that faces west.

Fruits and vegetables arrived at the cannery by horse and wagon from within Santa Clara County, and by boat or train from the farther reaches of California.

Chew added his Mayfield Plant, on Portage Avenue near Palo Alto, in 1918. A year later, a satellite Bayside Cannery was built in Isleton, Sacramento County, where spinach and asparagus were canned. Chew also owned a salmon canning company in Monterey (Bayside Fish Company) and thousands of acres of farm and orchard land.

The Bayside Cannery is significant in that it was the first major Chinese owned industry in Santa Clara County, employing hundreds of people from a variety of ethnic backgrounds, and contributing considerably to the County's robust economy. Chew was well regarded; a well-liked employer and known for paying generous wages to his employees.

The Bayside Cannery building that we know today was built around 1929 as part of a large expansion project. The cannery's façade was designed with a clay tile pent roof, corner towers and a stucco exterior in a Spanish Colonial Revival style. There are freight doors at the east, west and south walls.

Inside this building the Howe Truss system, supporting the roof, was reinforced with diagonal and lateral cross bracing to withstand earthquakes. The murals, illustrating Alviso's history, were painted in 1981 on the front façade of the building.

(Cont'd pg. 22)

Below, the Howe Truss system for roof support.

Photos on pages 20-21 from HABS, taken in 1997. See page 18 for HABS discussion.



City Landmarks (Cont'd)



*A photo from the PAC*SJ 2015 photo contest entitled, "Hope in Alviso" by Diana Roberts.*

Taken in April of 2015. (See her commentary below)

Nearby cannery buildings, still standing east of the main Bayside Cannery building, include the Office (907 Elizabeth Street) and the China Camp/Boarding House (greatly modernized at 906 Elizabeth Street). Next door and southwest to the cannery is the Union Warehouse, later called the Bayside Cold Storage Warehouse, which was built much earlier, circa 1850.

Thomas Chew died in 1931 and his funeral was said to be the largest in San Francisco Chinatown's history with 25,000 in attendance. Chew's passing and the depression negatively affected the cannery business so the Alviso Plant was sold in 1936. ☞

—Gayle Frank

Sources:

- Historic American Buildings Survey (HABS): www.loc.gov/pictures/item/ca2390.photos.377025p/resource/ (Black & white photos from this website)
- www.nps.gov/parkhistory/online_books/5views/5views3h6.htm
- "Highlights of Santa Clara Valley", Jack Douglas, 2005

"What remains [of Bayside Cannery] now are ruins behind construction fencing and a mural on the building façade. The mural is a shrine to bayside life in Alviso: sea birds, people on the street, a lonely railroad track, marshland, a horse, homes, hills in the distance. In the photograph, the modern street sign for Hope Street suggests hope that this site will be preserved. The orange construction fencing is a reminder that we often cordon off the past and allow it to decay, to become unstable and dangerous. Is hope greater if we build a stronger fence to protect the historical resource behind it? Or is hope greater if we take the fence down and allow the community to engage with the building so that it becomes our living history?"

Diana Roberts, 2015

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
Signposts Revisited _____ or cards _____
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

1650 Senter Rd., San Jose, CA 95112-2599

Phone: (408)-998-8105

info@preservation.org

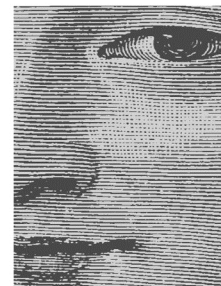
AMAZONSMILE BENEFITS PAC*SJ

For **eligible** purchases at AmazonSmile,
the AmazonSmile Foundation
will donate 0.5% of the purchase price to
the customer's selected charitable organization.

Go to *preservation.org* and click the Amazon link.
Select your items and complete your
purchases as you normally would.

Thanks for Your Support!!

LWGRAPHICS



Creative | Experienced | Professional
Graphic Design Solutions & Support

Lisa Wangsness
T: 408.289.1500
lwgraphics@sbcglobal.net



Preservation Action Council of San Jose

1650 Senter Rd., San Jose, CA 95112-2599



Like Us On Facebook!



NON-PROFIT
ORGANIZATION
U.S. POSTAGE
PAID
PERMIT 384
SAN JOSE, CA

Or Current Resident

Seasons Greetings to One and All!



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.

PAC*SJ 2016 Board

Shanna Desai, *President*

Gayle Frank

André Luthard, *Vice President Advocacy*

Sharon McCauley

Darryl Boyd, *Secretary, Treasurer*

Marilyn Messina

Pat Colombe

John Mitchell

Staff: Brian Grayson, Executive Director

Advisory Board

Bonnie Bamburg

Karita Hummer

Marvin Bamburg, AIA

Rusty Lutz

Paul Bernal, Esquire

Franklin Maggi

Ken Fowler, CPA

Craig Mineweaser, AIA

April Halberstadt

Gil Sanchez, FAIA

Alan Hess

Keith Watt