***D3. Detailed Description (Discuss overall coherence of the district, its setting, visual characteristics, and minor features. List all elements of district.):**

The Schiele Subdivision/Alameda Park residential neighborhood developed as two adjacent but related residential tracts with portions of the Schiele Subdivision underway in the late 1880s, and the final build-out of Alameda Park occurring by the start of World War II. Both tracts were established within the much larger unincorporated lands known as Alameda Gardens that had been established by 1850, located between the new city of San José and the then unincorporated town of Santa Clara.

The neighborhood shares its development pattern with other older neighborhoods in the areas surrounding San José's Original City limits that had been established in 1850. This residential neighborhood, along with other nearby residential neighborhoods in the western portions of the Central Planning Area of San José, such as Rose Garden, College Park, and Hanchett and Hester Parks, have had less demolition and replacement over time than have many areas within the older center-city neighborhoods. The neighborhood is distinct within the larger city due to the architectural character of its small residential properties. It retains an intact visual unity of similarly massed small houses with period detailing and continues to represent an earlier sense of time and place, reflective of residential development in the outer reaches of San José between the late 1880s until around 1941.

1931 United States Geological Survey aerial view showing the neighborhood mostly developed with some mature trees along the north side of Schiele Avenue and smaller trees along other street frontages that have since grown into the canopy that exists today. Industrial uses had been established by then on properties northeast of Stockton Avenue (to the right side of the aerial), and The Alameda (on the left side) still contained large estate homes including the historic residence of Matilda Hill at the corner of The Alameda and Schiele Avenue. By 1931, what had been the William Squire Clark property with its large vacant rear area was still extant between Schiele Avenue and Pershing Avenue. That property was later developed as the Garden Alameda office complex that exists today at 1520-1590 The Alameda.

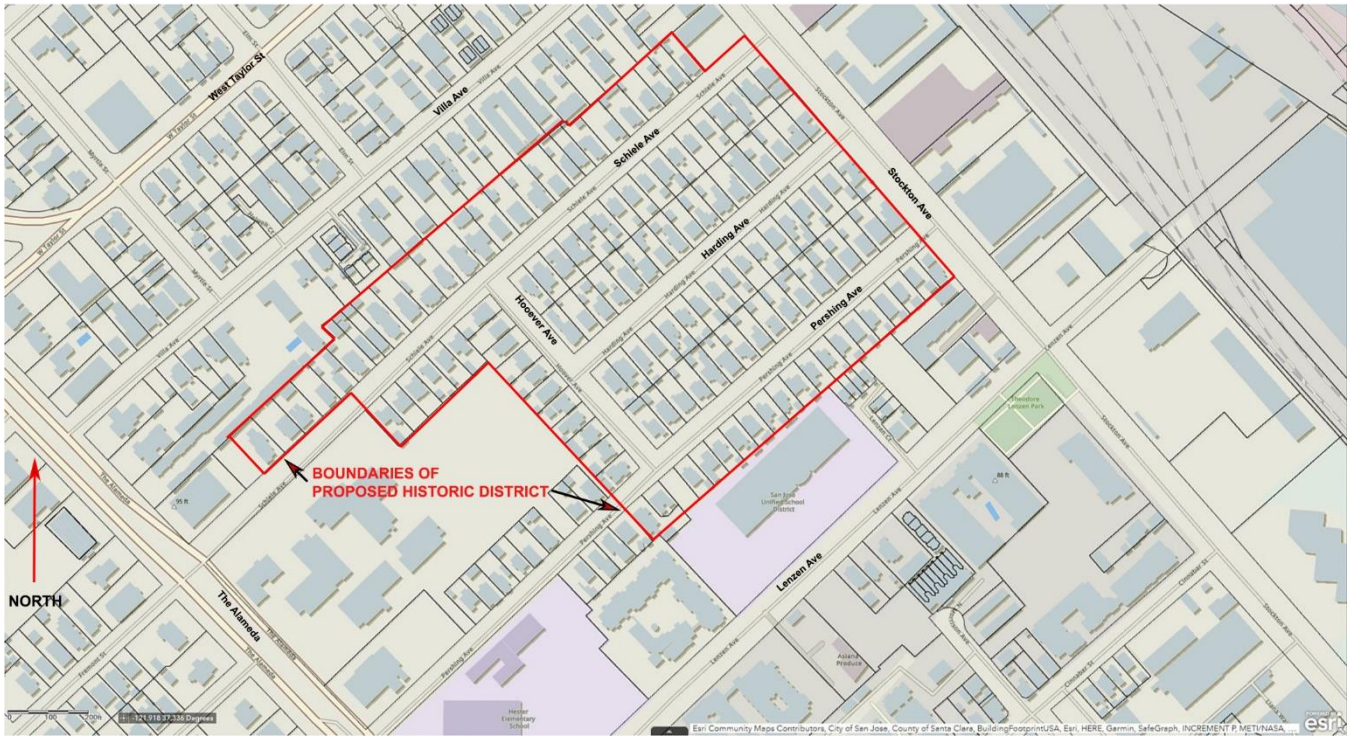
The neighborhood is accessed by three streets: Schiele, Harding, and Pershing Avenues. Schiele and Pershing Avenues transverse the area between The Alameda and Stockton Avenue. Harding Avenue tees from Stockton Avenue and extends a short distance to Hoover Avenue. Hoover Avenue bisects the neighborhood from Schiele to Pershing Avenues. Set back from The Alameda with the Garden Alameda serving as a buffer, the neighborhood has an inward orientation that has given it a sense of a distinct residential place.

Other nearby historically developed residential streets are located to the northwest (Villa Avenue) and southeast (Lenzen Avenue), both extending from The Alameda to Stockton Avenue. Villa Avenue was developed as a part of the 1888 Alameda Villa Tract, and today is a mix of residential uses with many infill projects built in the last half of the twentieth century. The street has no entry into the Schiele Subdivision/Alameda Park neighborhood. Early housing built in the unrecorded Lenzen Subdivision to the southeast has been mostly replaced with office development including the mid-century construction of the large Insurance Company of North American building that is now the San José Unified School District offices. Lenzen Avenue also has no entry into the Schiele Subdivision/Alameda Park neighborhood. Stockton Avenue itself is a two-lane thoroughfare, with industrial properties along its northeastern frontage with a large railroad yard and tracks beyond.

The Schiele Subdivision/Alameda Park neighborhood itself is around twenty-five acres in size and consists of mostly small-sized properties with predominantly moderate-sized one-story houses on lots typically around 6,000 square feet in size. A small subset of lots on the north side of Schiele Avenue developed from the late 1880s to early 1890s are slightly larger. Almost all the properties have their garages at the rear of their houses. Large trees planted in the 1920s line the streets and create a distinctive canopy over the neighborhood. The proposed district contains 132 properties, 129 of them residential and three converted to commercial use.

***D4. Boundary Description (Describe limits of district and attach map showing boundary and district elements.):**

The proposed Schiele Subdivision and Alameda Park Historic District is embedded within two subdivisions recorded by the County of Santa Clara—the 1888 Schiele Subdivision (Book D, Map 31, October 10, 1888) as amended by the Supplementary Map of Part of the Schiele Subdivision (Book D, Map Page 61, January 26, 1889) but excluding Lot 1, portions of subdivided lot 25, lots 26-40 (superseded by Alameda Park), and Lots 46-51 near The Alameda (now within the Garden Alameda office complex), and all of the lands within Alameda Park (Book R, Map 4, June 5, 1922). (See boundary map below.)



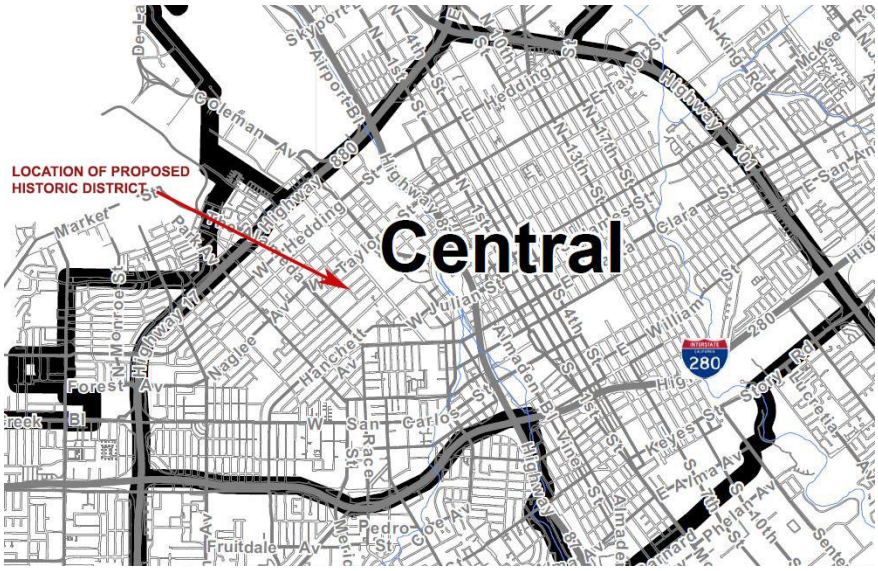
Proposed Schiele Subdivision and Alameda Park Historic District Boundary Map
(not to scale – Ersi Community Maps contributors, City of San Jose, County of Santa Clara County et al)

Specifically, the proposed Schiele Subdivision and Alameda Park City Landmark Historic District is bounded on the:

- northwest by the rear property lines of residential properties along the northwest side of Schiele Avenue from the interior west corner of 615 Stockton Ave. (including slight jogs at the rear property lines at 811 and 971 Schiele Ave.) until reaching the west corner of 1025 Schiele Ave;
- southwest by the property line on the southwest side of 1025 Schiele Ave. until reaching Schiele Avenue, then turning northeast along Schiele Avenue until reaching the west corner of 986 Schiele Ave., then turning southeast along the southwestern boundary of 986 Schiele Ave. until reaching its south corner, then turning northeast along the rear property lines of the homes on the southeast side of Schiele Avenue until reaching the rear property lines of the homes on the southwest side of Hoover Avenue, then turning southeast along those rear property lines and continuing across Pershing Avenue and along the southwestern property line of 920 Pershing Ave. until reaching its south corner;
- southeast by the rear property line of houses on Pershing Avenue from the south corner of the property at 920 Pershing Ave. for 986.4′ until reaching the east corner of the property at 495 Stockton Ave.;
- northeast along Stockton Avenue to the east corner of the property at 615 Stockton Ave., then along the Schiele Avenue frontage of this property to its south corner, and thence to the point of beginning.

***D5. Boundary Justification:**

The Schiele Subdivision/Alameda Park residential neighborhood is a visually distinct area of historic character within its greater vicinity. It consists of residential buildings initially constructed within an unincorporated area between the cities of San José and Santa Clara and later became part of the 1925 College Park, Burbank, and Sunol Annexation to the City of San José. Much of the development occurred prior to 1925, and most of the properties within the neighborhood were developed for residential use within a specified period, 1889-1941. The houses have form and detailing reflective of this broad period that range from the Victorian-era styles of the late nineteenth century, Arts and Crafts-influenced construction of the early twentieth century, and to the Revival styles of the years between the two world wars. It has strong architectural character that is visually cohesive, and as a historic place contributes to an understanding of the context of San José's early suburban expansion beyond the city limits that had been established as the 1850 Original City.



Boundaries of the Central Planning Area, as defined by the City's Planning Division, Department of Planning, Building & Code Enforcement.

This neighborhood is in the Central Planning Area west of Downtown San José. The planning area encompasses the Original City and the early twentieth expansion areas generally known as the Westside, Rose Garden, Burbank, Cottage Grove, and the area north of Hedding Street bounded by Highways 880 and 101. The neighborhoods within the Central Planning Area, along with similar suburban expansions into the Willows and East San José, evolved mostly during the interwar years. With the planning and construction of Interstates 280 and 880 after World War II, the western limits of the Central Planning Area were established within the City's planning program.

Most residential tract development in the western areas of the Central Planning Area occurred prior to the beginnings of World War II, including those properties within the Schiele Subdivision/Alameda Park neighborhood. They have remained primarily residential in use and have remained so for the last seven decades. Land use changes within the western portions of this planning area have mostly occurred in the Midtown area east of the Burbank and Buena Vista neighborhoods. The greater planning area contains many discrete residential areas such as the Schiele Subdivision/Alameda Park neighborhood that have intrinsic historic character as intact representations of early suburban development in greater San José.

As defined in the previous boundary description section, changes in land use and development patterns mark the boundaries of the proposed historic district. The proposed boundaries do not fully align with the parcels initially created within the Schiele Subdivision and Alameda Park tracts, and do not include properties within the adjacent Brown Subdivision at the southwesterly terminus of Pershing Avenue. The justification for these adjustments is as follows:

Schiele Subdivision Lot 1. This large lot, now containing two assessor's parcels, contains a two-story office building facing The Alameda. The lot was originally created in 1888 as a receiver site for the Matilda Hill mansion. (Matilda Hill's estate was the site of the original Schiele Subdivision.) Hill's large residence was relocated onto that site in mid-1888 to accommodate the future realignment of property lines in the Schiele Subdivision. In 1955, the Hill house was demolished and in1980, the current Alameda Real Building at 1602 The Alameda was constructed on this site.

Schiele Subdivision Lot 25 (portion of). This large lot at Schiele and Stockton Avenues appears to have remained vacant until subdivided after 1924 in conjunction with adjacent lots to the southwest. Lot 25 was subdivided into three lots, and two houses were built facing Schiele Avenue in 1926 after a re-alignment of the westerly property line. The remnant corner parcel of about 0.36 acres remained vacant until about 1948 when a one-story commercial building was constructed for Hagedohm & Morris, Inc., a building supply company addressed as 615 Stockton Ave. That building exists today. Proposed new projects at this site have been the subject of recent development reviews at the City of San José.

Schiele Subdivision Lots 46-51. Located on the south side of Schiele Avenue between Hoover Avenue and The Alameda, these lots were never developed for residential use and remained vacant until the 1970s when incorporated into the construction of the Garden Alameda office complex.

Brown Subdivision Lots 9-21. These thirteen lots on both sides of Pershing Avenue (originally known as Brown Avenue) remain from the 1887 Brown Subdivision. Lots 1-8 on the southeast side of the street are now within the Hester School grounds. A small cluster of twelve houses just outside of the Alameda Park tract has a mixed development history and contains homes from the 1890s through the post-World War II era. Eight of the twelve houses have had renovations that compromise their historic integrity or were built outside the period of significance associated with the proposed Schiele Subdivision and Alameda Park City Landmark Historic District, 1888-1941. One lot has been converted to a driveway and parking area for the Garden Alameda office complex.

(On the next page begins District Record Section D6. Significance: Theme(s), Area, Period of Significance, and Applicable Criteria, including importance and integrity)

*D6. Significance: Theme(s) The Garden City and Valley of Heart's Delight, and Planning and Building the Modern City
Area Central Planning Area Period of Significance 1888-1941 Applicable Criteria (1), (3)

(Discuss district's importance in terms of its historical context as defined by theme, period of significance, and geographic scope. Also address the integrity of the district as a whole.)

The Schiele Subdivision/Alameda Park residential neighborhood derives its importance from being an intact representation of early suburban development before the Second World War in the greater San José area with identifiable attributes embodied by its residential architecture, pattern of development, and continued historic residential setting.

The proposed historic district consists of properties located within two "tracts" (the two tract maps are attached to this District Record along with a third earlier version of the Schiele Subdivision) first established in unincorporated lands that foreshadowed the rapid expansion of the city that began after World War II that ultimately led to the modern urban metropolis that exists today.

The creation and formal map recordings with the County of Santa Clara of the Schiele Subdivision and Alameda Park tracts cover Lots 12, 13, and 14, a portion of Lot 6, and a small portion of Lot 15 of Alameda Gardens Block 2 (map next page). The Schiele Subdivision/ Alameda Park neighborhood was annexed into the City of San José on December 8, 1925, under the large College Park, Burbank, and Sunol Annexation.

The neighborhood is associated with the historic era of San José's *Garden City and Valley of Heart's Delight* when the valley's horticultural economy matured, and a second historic era known as *Planning and Building the Modern City* when local political and business leaders in the community began planning efforts that led to the expansion of the Original City to what is now the greater San José area. During these two overlapping eras, San José's urban frame grew, as Santa Clara Valley became an important agricultural region known worldwide for its orchard products, but also as the forward-looking populace began the beginnings of a future expansive industrial economy that would be integral to the creation of the world-renowned Silicon Valley.

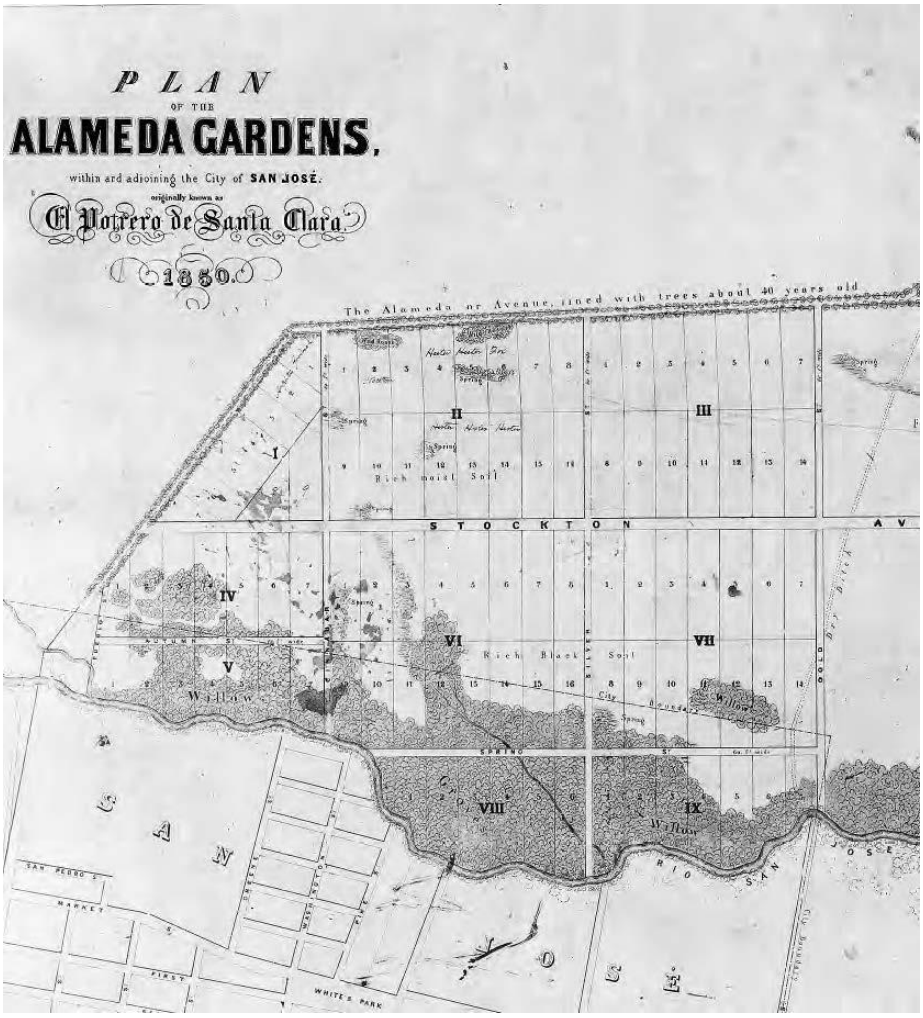
HISTORIC CONTEXT

Geographic Scope. This section provides a brief overview of the physical historic context that led to the development of the Schiele Subdivision/Alameda Park neighborhood. A more detailed background can be found in the related historic context document "Suburban Residential Expansion Before World War II."

The 2000-acres Alameda Gardens tract was created by 1850 during San Jose's early town building era, shortly after the United States acquired California from Mexico on February 2, 1948, as a part of the Treaty of Guadalupe Hildago. That treaty formally brought an end to the Mexican American War of 1846-1848. Located outside and to the northwest of the Original City boundaries of 1850, it was a mostly agricultural subdivision of Commodore Robert Field Stockton's rancho *El Potrero de Santa Clara*, an area bounded by The Alameda, the Guadalupe River, and extending northward to above where Brokaw Road is now aligned near San José's airport. One of the area's first speculative subdivisions, the rancho was purchased by Stockton in 1847 from James Alexander Forbes, who had been granted it in 1844 by Mexican Governor Micheltorena. Much of this rancho, a fertile wetlands that contained many springs, had been the horse pasture of Mission Santa Clara prior to the secularization of the California missions in the mid-1830s by the Mexican government.

Stockton created large agricultural plots near San José as well as house lots near the mission within this large area. Lots along the pre-existing road known as The Alameda and the newly established Stockton Avenue within this subdivision went on sale in 1850. Those along The Alameda precipitated the evolution of that road as a boulevard framed by estate homes during Santa Clara Valley's horticultural expansion period near the end of the nineteenth century.

Reportedly served by California's first stage line in 1849, The Alameda became the route of Santa Clara County's first rail line in 1868 when the San José and Santa Clara Railroad Company opened their horsecar line between the two cities. The horsecar line enabled relatively quick access to the growing urban centers of San José and Santa Clara from suburban residential estates that evolved along this tree-lined boulevard.



Subdivision lots within the southeasterly portion of Alameda Gardens, recorded later as (Book A of Maps page 74, recorded Feb. 21, 1855). The Schiele Subdivision and Alameda Park neighborhood is within Block II, Lots 12, 13, and 14 and portions of Lots 6, 7, and 15 (top center of map above).

On November 15, 1849, Commodore Stockton entered into a partnership with George Woolsey Aspinwall of Philadelphia. The two agreed to invest up to $20,000 each to improve and enhance the value of *El Potrero de Santa Clara*. They sent prefabricated houses from Philadelphia to the rancho and offered inducements to settlers and purchasers such as farming utensils, wagons, and seeds. They also hired a permanent resident agent named James Faris Kennedy to move from Philadelphia to the rancho, where he would manage daily operations. (Van Laan and Gutknecht, 2022, 17)

Kennedy engaged surveyor Sherman Day, who, in 1850, surveyed the land and laid out the streets and lots, to become a residential and agricultural area called Alameda Gardens, but more commonly referred to as the Stockton Ranch. At the center of the Alameda Gardens was a hundred-foot-wide boulevard named Stockton Avenue, wider than The Alameda, and intended to be the connector between the towns of San José and Santa Clara.

On November 30, 1850, the newspaper *Daily Alta California* began what appears to be the first of a series of advertisements for lots in Alameda Gardens. The ad declared, "This land is the richest in all California, and every inch of it is capable of cultivation." However, the advertising stopped shortly after the Federal Legislature passed

the California Land Act in March 1851. The Act required anyone claiming California land whose right or title was derived from the Spanish or Mexican government to present their claim in person to a three-member Public Land Commission to determine the validity of the land grant. For Stockton, it would be ten years before right of ownership was approved on December 30, 1861.

As the legal patent process dragged on during the 1850s, it did not fully prevent lot sales in Alameda Gardens. Eleven buyers bought lots totaling 473 acres at a cost of $26,688. The last sale before the subdivision was formally recorded by the County of Santa Clara was finalized on January 1, 1855.

The first purchaser of land in Alameda Gardens (275 acres in the north corner and a prefabricated house) was Robert B. Neligh, Commodore Stockton's agent at the time he acquired *El Potrero de Santa Clara* from James Alexander Forbes. Reverend John Nobili purchased twenty-eight acres which would become the location for a school he was founding, Santa Clara College (today Santa Clara University). The other nine sales were residential lots fronting The Alameda to owners including Federal District Judge Craven P. Hester, who bought five lots totaling thirty-two acres in March 1852, and Bernard Fox, a botanist and nurseryman, who purchased a six-acre lot northwest of the Hester estate. The Fox and Hester properties would later become the Schiele and Alameda Park subdivisions. (Van Laan and Gutknecht, 2022, 21)

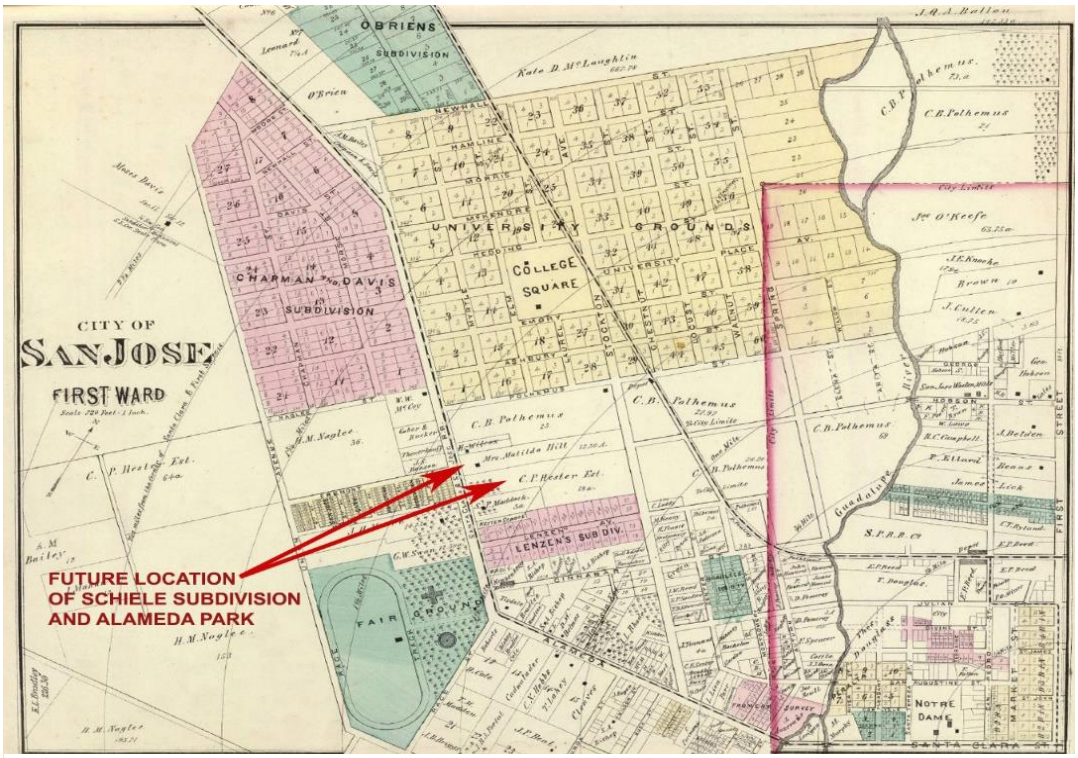
Craven and Martha Hester's estate on the Alameda as shown in the 1876 Thompson & West Atlas of Santa Clara County. The Hesters lived there from 1852 to 1877, and a portion of this property later became Alameda Park in the 1920s.

Large-lot suburban subdivisions were established in the 1860s and 1870s along both sides of The Alameda near Santa Clara (Chapman and Davis Subdivision and O'Brien's Subdivision), and around the University of the Pacific (University Grounds). In the 1860s, some attempts were also made at establishing smaller-lot tracts along this corridor, with the establishment of the unrecorded Lenzen Subdivision on both sides of Lenzen Avenue, and the unsuccessful San José City Homestead Association tract to the southwest of The Alameda at Fremont Street. By the late 1880s, however, electrification of the rail lines heightened speculation for more suburban expansion near The Alameda. In 1887 and 1888, tracts were recorded on estate properties between The Alameda and Stockton Avenue, such as the Schiele Subdivision and the Alameda Villa Tract to its north, and the Brown Subdivision along what would later be named Pershing Avenue at The Alameda.

Although the establishment of electrified trolley lines facilitated suburban expansion both inside and outside of the city limits of San José for around four decades, the national economic recession of the 1890s caused by the Panic of 1893 delayed local suburban residential development somewhat until the first decade of the twentieth century. While large estate homes continued to be built along The Alameda until the 1920s, adjacent tract development was further hindered by a lack of public infrastructure such as sanitary sewers as were provided by the City of San José within its city limits. After the 1906 San Francisco Earthquake, local property owners near The Alameda, hoping to capitalize on demand for replacement housing throughout Central California for San

Francisco's displaced residents, established a sanitary district to enable funding for urban services that help would facilitate intense residential development.

Much of the urbanization of San José's "Westside," as it was called during this period, occurred during the second and third decades of the twentieth century and was further enabled when the area became a part of the City of San José in 1925, bringing to the area a full range of urban services. The era of prominent estate homes along The Alameda that had existed since the beginning of California's early years ended in 1929 when the City of San José established their first city-wide zoning overlay and designated properties along The Alameda for future multi-family residential use. During the next quarter of a century, individual properties along The Alameda sought and obtained re-zonings to allow for new or converted commercial uses. In 1954, this trend was codified with the rezoning of 200 feet on both sides of The Alameda to commercial (limited) use (CL).



From the 1876 Thompson & West Historical Atlas Map of Santa County, *California, showing planned urbanization between the cities of San José and Santa Clara. The red lines on the right side are the western and northern city limits of San José's Original City. The Schiele Subdivision and Alameda Park are within what were then the estate properties of Matilda Hill and Craven Hester.*

The beginning of the twentieth century saw an explosion of industrial development associated with the local fruit dry-pack and canning industry which resulted in a period of related residential growth beyond the limits of the city as World War I approached. With new immigrants flowing into the area to work in the orchards and canneries, most of the remaining undeveloped land within the Original City filled with working-class homes, and new tracts were established in suburban areas such as Hanchett Park, the Gardner District (and greater Willow Glen), East San José, Burbank, and the Westside. Although much of the development in the area surrounding The Alameda up to this time had been associated with estate homes, new residential tracts such as Alameda Park began to evolve beyond the grand boulevard.

After World War I, San José entered a decade of great prosperity, with population growth accelerating as the city expanded outward. Most of Alameda Park and the earlier portions of the Schiele Subdivision had been built out by the beginning of the Great Depression, with only a few remaining vacant parcels in the neighborhood remaining. Houses on most of those remaining lots were built by World War II, and after the war, only one additional house

was added to the neighborhood. In recent years, a trend towards full replacement housing has seen some original houses in Alameda Park demolished to make way for new construction.

Physical Development History

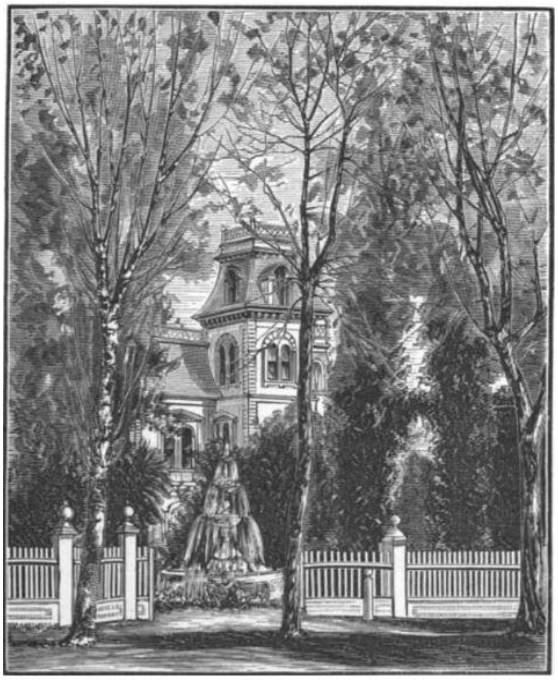
The Schiele Subdivision/Alameda Park neighborhood of today is comprised of parts of lot 6 and all of lots 12, 13, and 14 and a small portion of lot 15 of what had been Stockton's and Aspinwall's Alameda Gardens. The Schiele Subdivision was created in 1888 from land that had belonged to nurseryman Bernard Fox and Judge Craven P. Hester and subsequent owner Matilda Hill, and the Alameda Park subdivision was created in 1922 on lands originally owned by the Craven Hester family and subsequent owners the William Squire Clark family. The two subdivisions have overlapped to become an integrated neighborhood.

Schiele Subdivision

Bernard Fox, originally of Dublin, Ireland, was a trained nurseryman who came to the United States in 1848 to work for noted Massachusetts horticulturist Charles Mason Hovey. Around 1852, he was recruited to develop a nursery for Stockton and Aspinwall at the Alameda Gardens, an endeavor that failed in 1854. He then purchased Lot 6 of the Alameda Gardens and lived there and ran a nursery he called the Stockton Ranch Nursery. Fox's nursery was so successful, he outgrew his property and in 1857, bought a new location north of San José. He sold his Alameda Gardens property in 1858 to county assessor Austin Thompson, who later sold to a man by the name of Henry Harris. (Van Laan and Gutknecht, 2022, 32)

In 1867, Harris sold Lot 6 to wealthy San Francisco capitalist and real estate developer John Savage Manson, who, the following year, extended his property from The Alameda to Stockton Avenue by purchasing the adjacent Lot 14 from the Craven Hester family. In 1873, Manson deeded lots 6 and 14 to his companion Matilda Hill and around that time, joined her at the estate.

John Manson and Matilda Hill had had a relationship for at least thirty-five years (Van Laan and Gutknecht, 2022, 34) and shared a son, John T. Hill, born in 1843. They were said to have met in South America when Manson was working for Aspinwall & Company's South American office as a correspondent. (*San Jose Daily Herald,* September 25, 1877, 3)



The Matilda Hill mansion. From *An Arboreal Song: or The Alameda (The Beautiful Way)* by Mary H. Field, 1878.

Hill had moved from San Francisco to The Alameda around 1870. She hired noted architect Theodore Lenzen to design a large Second Empire-Italianate styled mansion consisting of nineteen rooms, which sat in the center of her twelve and one-half acres. The mansion, which she called Willow Glade, was erected at a cost of over $30,000 and widely admired. (*San Jose Daily Mercury*, July 21, 1872, 2)

In 1876, Manson died in the mansion on The Alameda. He left his estate to Matilda Hill, John T. Hill, and John Hill's wife and son. Matilda Hill died in 1877.

Reputed to be one of San José's wealthiest women when she died, Hill had significant real estate and mining interests. (*San Jose Daily Mercury*, Nov. 21, 1877) She left her estate to son John. Hill moved to San Francisco and let the property go into foreclosure. On April 23, 1888, the house and its thirteen acres were sold for $75,000 to real estate developer and City Council member Charles Schiele.

In October of that year, Schiele had fifty-two lots surveyed and recorded as the Schiele Subdivision (Book M of Maps Page 31, Oct. 10, 1888).

Charles Martin Schiele, Developer of the Schiele Subdivision

Charles Schiele, a native of Fürstenthum, Anhalft, Prussia, had immigrated to the United States from Bernburg, Germany in 1872 and initially engaged in mining in Marysville and Virginia City. He came to San José in 1880 after working in the hospitality trade in San Francisco and until 1887, established or managed several hotels, including the Pacific Hotel, New York Exchange Hotel, and the Auzerais House. By 1886, he had been elected to the San José City Council as the Councilman for the First Ward. Initially successful with his real estate dealings that included at least three other subdivision he created in San José and Los Gatos, by the time of his death in 1896 at age forty-six, he had lost his property and his fortune, leaving a wife and children to survive him.

Establishing the Schiele Subdivision

When Schiele acquired the Matilda Hill estate, it was to create a residential subdivision that would open a new avenue between The Alameda and Stockton Avenue. By May of 1888, he was making improvements valued at $25,000, including streets, curbs, sidewalks, gas and water, and the planting of street trees (*Evening News*, May 1, 1888). Schiele planned a new large lot at the entry of the subdivision at The Alameda that would accommodate the Hill house and the platting of the narrow and deep estate property. By June 1, before he filed the subdivision map, he had moved the Hill mansion from the center of the property, where he planned to build Schiele Avenue, onto what would later be recorded as Lot 1 of his subdivision (*Evening News*, June 1, 1888). The structure was said to have weighed 500 tons, and apparently was moved without any damage.

In October 1888, before Schiele was able to launch sales of the Schiele Subdivision, he sold all twenty-six lots on the southeast side of Schiele Avenue. The lots were acquired by the Honorable James R. Lowe on behalf of the William Squire Clark family, who owned the large estate to the south.

A December 1, 1888, advertisement in the *San Jose Daily Mercury* described the subdivision:

> Among all the pretty places offered in or near this city, as suitable for residences for persons of moderate means, none can surpass, and a few can equal, the advantage to be secured by purchasing a lot in the Schiele subdivision. This property is located on the Alameda, running through to Stockton avenue, and is surrounded on every side by handsome residences. The electric road passes it on the Alameda and a street car line runs along the Stockton avenue end. Water and gas-pipes are conveniently laid the full length of Schiele avenue and patent stone sidewalks have been put down the full length on both sides of the avenue, which has been newly graded, graveled and cured.... Taken altogether there is no location in or near the city of San Jose that can compare with this property.

In March 1889, Schiele sold the Matilda Hill house to Judge John Henley Moore (1825-1909) and his wife Bettie. Moore was a prominent local judge; he served as District Attorney for the County of Santa Clara for two terms and as an elected judge of the Superior Court. He also ran a law firm in San José and served as a president of the San Jose Savings Bank. (The Moores lived in the Matilda Hill house on The Alameda until Bettie's death in 1916. The house was demolished in 1955.)

Schiele had six speculative houses built on the north side of Schiele Avenue. Designed by master architect Theodore Lenzen, who had also designed the Matilda Hill mansion, these houses were of a modest size compared to the mansions of The Alameda and were priced in the range of $3,000.

By the end of 1889, Schiele had sold all but three lots. He announced that seven houses had gone up and two more were in progress. With the exception of the Hill/Moore house on Lot 1, the original houses in the subdivision are still standing at 767, 781, 795, 837, 899, 931, 971, and 1009 Schiele Ave. The houses at addresses 871, 909, 943, 965, and 1025 Schiele Ave. were built by 1894. Early residents were a mixture of well-off businessmen such as grocer George Washington James, shoe merchant Joseph Pete, and attorney John Yoell, along with "capitalists"—those of independent wealth, such as John Percy, Enos Berger, and Thomas E. Johnson. Johnson, a new arrival from Toronto, was the owner with wife Kate of 899 Schiele Ave., but had also purchased lots 24 and 25 at the corner of Schiele and Stockton Avenue, where Johnson announced plans to build an $8,000 house that never came to pass. News of the promised mansion was used to try to attract buyers to the subdivision.

In 1894, building stopped, as the Panic of 1893 precipitated a significant recession that lasted until 1897. The economy crashed with around 500 bank closures nationwide, and the failure of 15,000 businesses across the

country. Of the twenty-five available lots, only thirteen had houses, including that of Judge Moore's house on Lot 1 in the farthest west corner of Schiele Avenue. Charles Schiele found himself in serious financial trouble, overextended on what by now were several subdivisions under his name, in which he held many mortgages for the buyers. By 1894, the Security Savings Bank sued both Charles and Ellen Schiele to foreclose on thirty properties in one of Schiele's subdivisions. The suits and their fallouts continued well into 1896, the year a now-bankrupt Schiele died. (*San Jose Daily Mercury*, December 2, 1894 and May 22, 1896)

Second Phase of Development in the Schiele Subdivision

Building in the Schiele Subdivision did not begin again until 1905. By 1912, six new houses were added, giving the subdivision a total of nineteen houses on the twenty-five available lots. Later, in the 1920s, the Victorian- and Edwardian-era houses were joined by twentieth-century houses reflecting many eras including Arts and Crafts, Period Revival, and Contemporary.

In 1922, real estate salesman and developer Anthony Maderis purchased the northeastern sixteen-and-one-half acres of land from the Clark family, including the southeasterly portion of the original recorded Schiele Subdivision (lots 26-39) which the Clarks had acquired from Charles Schiele in 1888, along with what had been part of lots 12 and 13. Maderis announced plans to create a ninety-nine-lot residence park. Residence parks, popular in the early twentieth century up until the 1920s, were planned, landscaped subdivisions with architectural, and sometimes other use and ownership restrictions.

As lots were sold in Maderis's new subdivision, there was renewed interest in the available land in the Schiele Subdivision. The end lots on the northeast end of Schiele Avenue were redivided to accommodate houses built by C.M. Cook, who was also building in Alameda Park. On the southwest side of Schiele Avenue between Hoover Avenue and The Alameda, builder William O'Neil, who had already constructed several houses in the Alameda Park subdivision, built houses on the remaining portions of the Schiele Subdivision. Building continued on what had originally been Schiele Subdivision lots until 1937.

The Clark Estate

William Squire Clark was a successful San Francisco businessman, a California pioneer who in 1846 traveled across the plains from the east to settle in San Francisco, where he amassed real estate. He built the first wharf and the first schoolhouse in San Francisco. He and his wife Alice Duncan Clark and their five children moved to San José in 1870, settling on East Santa Clara and Ninth Streets. In 1877, the Clarks bought the estate of Martha and Judge Craven Hester—lot 5 on The Alameda and lots 12 and 13 on Stockton Avenue. They had a mansion built on the property and in 1886, they moved into the new house. After 1883, they acquired part of Lot 4 and in 1888, and they further expanded their property by buying the newly developed Schiele Subdivision lots 26-51 on the southern side of Schiele Avenue from Charles Schiele.

The Clark mansion on The Alameda, ca. 1886 from the Clyde Arbuckle photographic collection, California Room, SJPL.

William and Alice Clark died in 1889 and 1891 respectively, leaving enormous wealth to their four daughters. (Their son William Jr. had died in 1898 at age thirteen.) The property in San José was bequeathed to daughters Alice and Mary.

The daughters were known for being very accomplished. Alice and her sister Isabella (who died in 1903) had degrees from the University of the Pacific. Alice also obtained a law degree from the University of California (*San Francisco Call*, May 16, 1895, 13) to help prepare her for managing the estate. In 1899, she married writer and *San Francisco Argonaut* editor Jerome Hart, and the two of them remained on the Clark estate on The Alameda.

In 1917, Alice Clark Hart came to a settlement with her sister Mary Clark Carter to divide the estate property. Alice Clark Hart kept the land along The Alameda including the Clark Mansion and the adjacent southwestern

part of the unbuilt portions of the Schiele Subdivision along Schiele Avenue (that Schiele had designated as lots 40-51). Carter got the rear sixteen-and-one-half acres of the property reaching from Schiele Avenue (lots 26-39) to Pershing Avenue and from what is today Hoover Avenue to Stockton Avenue.

In 1920, the Harts moved to San Francisco. They sold their part of the property, with the exception of Lots 40-46 from the original Schiele Subdivision, to William and Winifred Leet. William Leet was a San José real estate and insurance salesman. The Leets demolished the Clark mansion and had a new large Spanish Revival-styled house built for themselves. (That house burned down in 1965, three years after the death of Winifred Leet.)

In April 1922, Mary Clark Carter sold her sixteen-and-one-half-acre portion of the estate to Anthony Maderis, who announced plans to develop the land into the Alameda Park subdivision. In 1926, Alice Clark Hart sold the Schiele Subdivision Lots 40-46 to builder William O'Neil.

Anthony Maderis, Developer of Alameda Park

Anthony "Tony" Maderis was a real estate developer in San José from 1908 to 1936. Born in São Martinho, Portugal in 1881, his family immigrated to the United States in 1884. He married Clara Minor in 1906. Starting out as a deliver boy for Hart's Department Store in downtown San José, he was a general manager by 1912, and in 1914, he opened his own men's clothing store called "The White House," followed by another store in Sunnyvale in 1921.

Anthony Maderis, courtesy of Judy Everett.

In his late twenties, Maderis began a lifelong interest in the development and sale of real estate. He purchased his first property in the Gifford Addition, and went on to build, buy, and sell houses throughout San José in the Hanchett Residence Park, College Park, Willow Glen and downtown areas. He engaged in thousands of real estate transactions, working independently or for the Rucker Real Estate Company.

When he developed Alameda Park in 1922, Maderis launched an advertising campaign that included large ads in the *San Jose Mercury* and illustrated brochures that extolled the up-to-date improvements, low cost, and the prime location of Alameda Park. The properties were targeted to the rising middle class, working people who wanted to own a house at an affordable price while living close to the prestigious Alameda with its excellent transportation route, public transit, and large estate houses. The tract was located right next to Hester School, an important selling point. (Van Laan and Gutknecht, 2022, 45)

Sales began June 18, 1922. Lots started at $775 and sold quickly, many of them to investors and builders who put up cost-effective houses of a similar size, style, and setback as established by the covenants recorded on the properties. They were typically sold to young families, who made up most of the homeowners in the tract. Owners were required to spend at least $3,500 to build their houses. (Van Laan and Gutknecht, 2022, 45)

The covenants, like most recorded on new residential tract developments at that time, also included a racial restriction written into the deeds that prohibited sale to or occupancy by persons of specified races or ethnicities (which varied depending on the tract) unless they were household help. In 1917, the US Supreme Court had ruled racial zoning to be unconstitutional, but the booming housing industry that built tracts before and after World War I, especially in California cities and other suburban areas, had begun by then to establish residential racial segregation by writing restrictive covenants into the deeds of homes put up for sale in residential tract developments. In California, the models for this type of racial segregation were created by the newly established Real Estate Boards, who dominated sales in the industry through both listings and financing. By the 1920s, almost all new development fell under these new policies developed by the real estate industry. Subdivisions created before this era, from around 1912 on, such as Naglee Park, in East San Jose, and many tracts in the

Gardner district, did not include such restrictions in their deeds. Nor have such restrictions been found in nineteenth-century subdivisions such as those created by Charles Schiele.

Opening Sale Tomorrow, Sunday, June 18th

This Sale of Alameda Park Lots Will be the Sensation of the Year in San Jose Real Estate

Lots as Low as $775 and up to $1085 for Corner Lots

These are amazingly low prices for this class of property

Alameda Park

Terms If Desired! 10% Down and $10 a Month —6 Per Cent Off for Cash

Beautiful Home Sites as Low as $775

Including All Improvements

Sewers, Sidewalks and Curbs Now Being Installed! Sewer Connection Running Into Each Lot. Water, Gas and Electricity. All These Improvements Are Included in the Purchase Price.

Location—

Date of Sale—

As a Place to Make Profits

All Improvements Included—

Action, the Primary Consideration—

Are You Ambitious for Your Family? —Certainly You Are!

No Car Tracks to Cross—

Lots Will Sell As Low As $775—

Important Points About Alameda Park—

Sale Opens TOMORROW, JUNE 18th

Office and Salesmen On the Tract

How to Reach Alameda Park

Hester Grammar School —One of California's Finest, Is Located Half a Block From Alameda Park

An early advertisement for Alameda Park in the San Jose Mercury. Point 10 in the "Important Points" section refers obliquely to its racial restrictions, with the line, "It is permanently restricted but open to the average citizen who wants a moderate-priced home."

The history of residential racial segregation in the United States and especially in California is complex and is discussed in the related historic context document "Suburban Residential Expansion Before World War II" being prepared as a companion to this Schiele Subdivision and Alameda Park District Record. Anthony Maderis himself was Portuguese, an ethnicity that experienced discrimination in the United States at the turn-of-the-century and later during a period of mass immigration from Mediterranean countries. During the interwar years, the targets of residential segregation varied, as the perception of who was considered Caucasian or White (the non-restricted groups) evolved as found in many restrictive covenants, and in census enumerations. By World War II and after, tracts with restrictive covenants appear to have mostly limited sales to Asian groups and African Americans.

By 1928, houses had been built on nearly all the Alameda Park lots. As lot sales culminated in Alameda Park, undeveloped lots in what had been the Schiele Subdivision were snapped up by some of the same speculative developers who had built in Alameda Park. Contractors William O'Neil, who had bought the remainder of Ann Clark Hart's property in 1926, and Christopher Midler (C.M.) Cook, built out the Schiele Avenue lots in styles compatible with those in Alameda Park, "closing the circle and unifying the two neighborhoods into one of visual and architectural cohesiveness." (Van Laan and Gutknecht, 2022, 46)

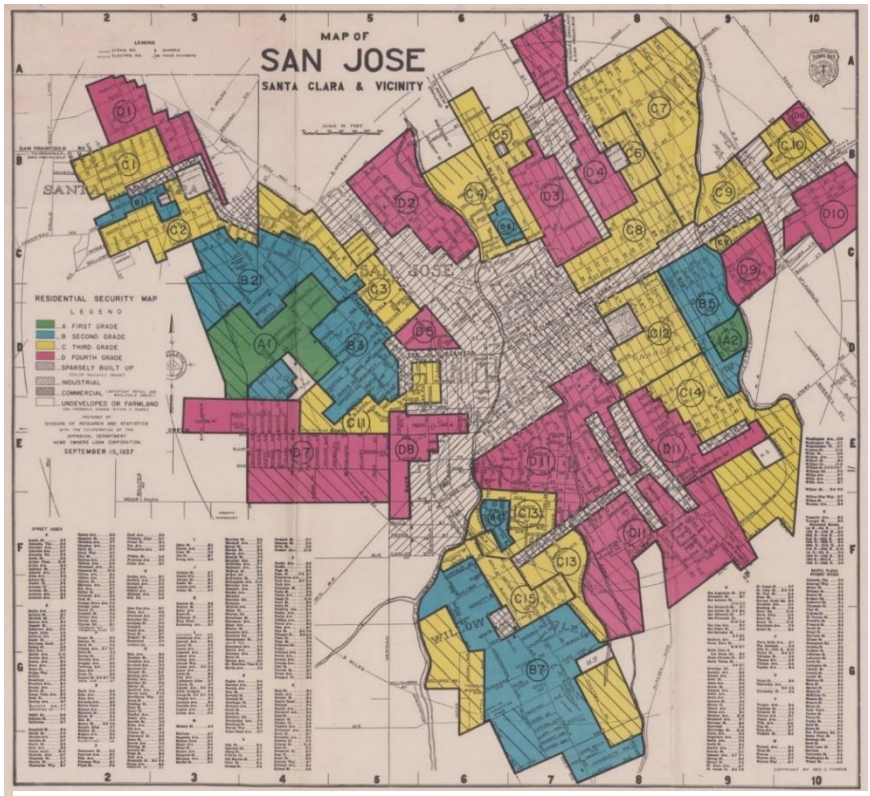
After Alameda Park, Maderis later developed two more subdivisions in Willow Glen—Dorothy Avenue and Redwood Park—while continuing to buy, sell, and supervise the building of numerous individual properties. Both Dorothy Avenue and Norval Avenue in his Willow Glen subdivisions were named after his children. By his death in 1937, he had created or partnered in three subdivisions and was responsible for numerous houses throughout San José.

The Neighborhood and Redlining – the 1930s

On October 24, 1929, the stock market crashed, marking the beginning of the Great Depression. One in four members of the labor force became unemployed and thousands of the nation's banks failed between 1930 and 1934. By 1933, between 40 and 50 percent of all mortgages in the United States were in default, causing nearly 275,000 foreclosures.

When Franklin Roosevelt became president, one of his top priorities was stabilization of the banking industry (the focus of his fireside chat of March 12, 1933), and a significant issue was mortgage loan quality. In 1933, as part of Roosevelt's New Deal, the government sponsored a corporation known as the Home Owners' Loan Corporation (HOLC). Its mandate from 1933 to 1936 was to refinance mortgages to prevent foreclosure. However, a controversial project of the HOLC negatively affected the Schiele Subdivision/Alameda Park neighborhood along with many other neighborhoods throughout the United States.

The Federal Home Loan Bank Board (FHLBB), HOLC's parent, required HOLC to provide appraisals that included the physical condition of the neighborhood where a prospective property was located, because negative conditions or changes in a neighborhood over time could affect the quality of the houses within it. Starting in 1935, HOLC field agents were deployed to assess and document the lending risk of residential city neighborhoods. Neighborhoods were color-coded on what were called Residential Security Maps that assigned neighborhoods color codes from green for "Best," blue for "Still Desirable," yellow for "Definitely Declining," and red for "Hazardous" a practice that became known as "redlining."



1937 Residential Security Map - HOLC

The HOLC assigned the C3 neighborhood, which included Schiele Subdivision and Alameda Park, a code of "yellow," one step away from "red." The rating was based on its R2 zoning (two-unit residential), its proximity to Southern Pacific Railroad and industrial districts, and the heterogeneous nature of its inhabitants. The neighborhood was summarized as a "buffer" area between the high-grade districts bordering The Alameda and industry." (Home Owners Loan Corporation, C-3 Area Description, NS Form-8, San José, 1937) Mortgages became difficult to obtain, and the neighborhood began to stagnate. (Van Laan and Gutknecht, 2022, 51)

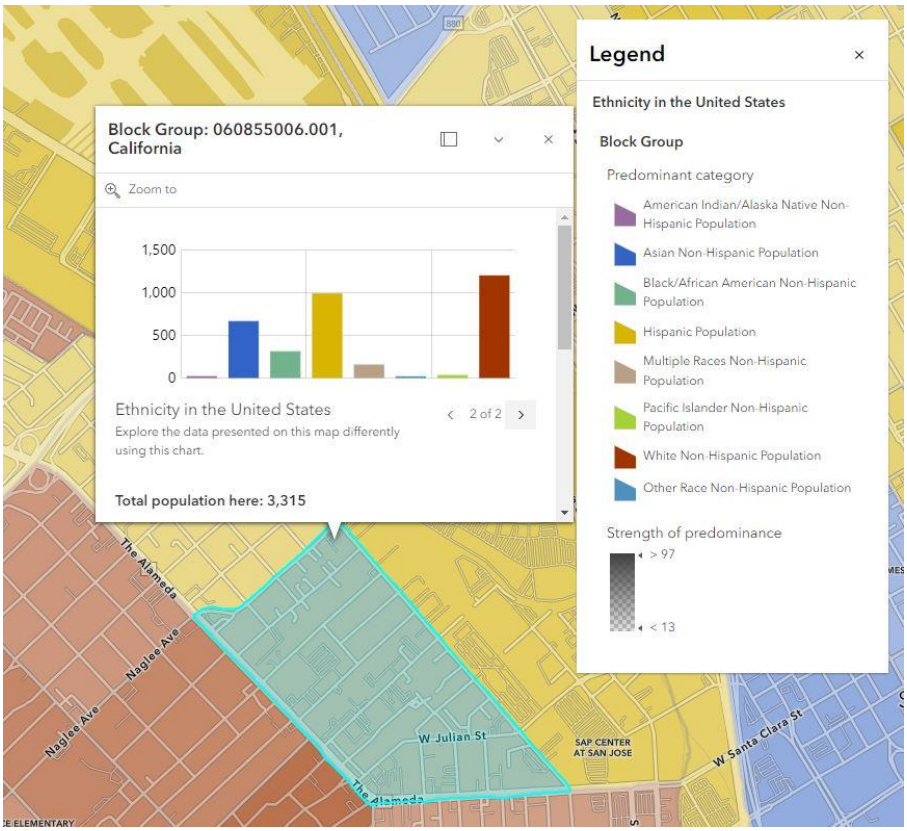
San Jose's Early Gay Community- the 1970s and Later

In the 1970s, members of the gay community, attracted by the neighborhood and its architecture, started to buy homes in the Schiele Subdivision/Alameda Park neighborhood. The surrounding area bounded by The Alameda, Stockton Avenue, and Hedding Street soon had many gay homeowners and tenants and five gay bars within a three-quarter-of-a-mile radius, centering on a portion of Stockton Avenue known as The Stockton Strip. A nearby social center on the Stockton Strip and several gay-owned businesses caused the residents living within its boundaries to call it "Little Castro."

The South Bay's first pride parade was held on Stockton Avenue in 1991. It started at Taylor Street and ended at the Billy DeFrank LGBTQ+ Community Center, which, in the previous year, had moved to 175 Stockton Ave. Stockton Avenue was again the parade site in 1992 and 1994.

The Schiele Subdivision/Alameda Park Neighborhood Today

Today, the greater neighborhood is comprised of owners and renters representing a diverse mix of ethnicities and lifestyles. While information from the 2020 census is still limited, data by census tract as shown on the following page confirms the ethnic diversity that is found in the larger area of which the neighborhood is a part.



Ethnic composition of the greater Schiele Subdivision/Alameda Park neighborhood from the 2020 Federal Census - National Geographic Map Maker powered by ESRI.

Overall Coherence of the District

Anthony Maderis, Alameda Park's developer, took specific steps to intentionally unify the new residence park in 1922 with the existing Schiele Subdivision when he incorporated the southeast segment of what was originally the Schiele subdivision into Alameda Park. He mirrored the Schiele Avenue model when laying out the three new streets in his development, making each a sixty-foot-wide avenue. As is the case within the Schiele Subdivision, the lots in Alameda Park are significantly uniform, with depths from 100 to 120 feet, and street frontage of forty-nine to fifty feet.

Maderis provided infrastructure in building an extension of Pershing Avenue through the tract to Stockton Avenue, and new streets of Hoover and Harding Avenues, while installing sidewalks, gutters, curbstones, and electroliers. He also planted sycamores along the streets in the parking strips. As most of the houses were to be built by purchasers of the properties, Maderis recorded covenants on the properties to regulate the physical designs to ensure that garages could only be placed at the rear of the houses, and the houses were required to be set back at twenty feet from the sidewalk with no bushes taller than three feet in height. There were also restrictions on uses other than residential and they did not allow for relocated buildings into the tract.

The overlay of Alameda Park on a portion of the original Schiele Subdivision influenced the designs of other houses built after 1922 on unimproved lots within the Schiele subdivision owned by others. Lot line adjustments were recorded to create five other lots from what was originally only three (lots 23-25) at the northeast end of Schiele Avenue, and to create six lots from what was originally only five just west of Alameda Park on the south side of Schiele Avenue that had been owned by Alice Clark Hart and developed by builder William O'Neil. These new lot configurations were more like the forty-nine-foot widths in Alameda Park, than to the sixty feet widths originally established in the Schiele Subdivision map. These newly configured lots overlaid the undeveloped Schiele Subdivision lots, except for 615 Stockton Ave., and were built upon in the twentieth century in the Revival styles by some of the same builders that worked extensively in Alameda Park. This development pattern works to stitch the two subdivisions together in a seamless fashion.

The Schiele Subdivision/Alameda Park neighborhood reflects residential architecture styles from five architectural eras. The neighborhood consists mostly of vernacular buildings (local construction that does not adhere to formal, or "high" styles), but with many examples of Victorian, Academic Revival, Arts and Crafts, Eclectic Revival, and Modern architecture spanning from 1889 to modern times. The individual styles are described in detail in the sub-theme "Architectural Resources and Styles" of the "San Jose, California Historic Context Statement 2021." The table below includes "Eras" and "Styles" found in the Schiele Subdivision/Alameda Park neighborhood and notes the number of identified properties found in each category, both contributors to the historic district as well as noncontributors.

		Schiele	Alameda Park	District
Architectural Eras	**Architectural Style**	**#**	**#**	**#**
Victorian Era	Queen Anne	**11**		**11**
(ca 1880-1900)	Stick	**1**		**1**
	TOTAL	**12**	**0**	**12**
Academic Revival Era	Neoclassical Revival	**7**		**7**
(ca 1890-1930)	Colonial Revival		**3**	**3**
	TOTAL	**7**	**3**	**10**
Arts and Crafts Era	Craftsman	**3**	**10**	**13**
(ca 1900-1925)	Prairie		**7**	**7**
	TOTAL	**3**	**17**	**20**
Eclectic Revival Era	Spanish Revival	**4**	**40**	**44**
(ca 1920-1940)	Tudor Revival	**5**	**23**	**28**
	French Eclectic		**2**	**2**

		Schiele	Alameda Park	District
Architectural Eras	**Architectural Style**	**#**	**#**	**#**
	Italian Renaissance		**1**	**1**
	Mission Revival		**3**	**3**
	TOTAL	**9**	**69**	**78**
Modern Era	Contemporary	**1**	**6**	**7**
(ca 1930-present)	Split Level Ranch		**1**	**1**
	Minimal Traditional	**1**	**3**	**4**
	TOTAL	**2**	**10**	**12**
	GRAND TOTAL	**33**	**99**	**132**

ARCHITECTS AND DESIGNERS

Architect/designer and builder biographies or portions thereof reprinted with permission of the authors from *Schiele Subdivision and Alameda Park: History, Architecture, and Preservation in a San José Neighborhood* by Krista Van Laan and Kay Gutknecht, San Jose: Wild Rose Publications, 2022.

Nineteenth Century Victorian designers on the north side of Schiele Avenue

The north side of Schiele Avenue is architecturally rich, the site of many buildings by some of the most important architects in San José's history.

When the Schiele subdivision began lot sales in 1888, the Victorian era in local residential architecture was pervasive throughout the valley. Twelve houses built initially in the subdivision were of the Queen Anne or Stick architecture styles. These houses tended to be larger and more prestigious in nature than the later houses built in Alameda Park, with many designed by important architects of the day.

The following biographies of the architects and designers of the Schiele Subdivision built during the nineteenth century are provided. Following this section, those built during the twentieth century on the north side of Schiele Avenue and well as the Alameda Park subdivision to the south are profiled.

Theodore Lenzen, Architect
Schiele Avenue: 767, 781, 795 (attributed), 899, 909, 951, 971, 1009

One of the first and most highly regarded architects in San José, Theodore Lenzen came from a family that established an architectural dynasty in the Bay Area. He and his architect brother Jacob and builder brother Michael helped to define the built environment in San José in the late 1800s. Theodore Lenzen's son Louis and Jacob Lenzen's son Theodore W. also became architects who joined their fathers' businesses. Louis became a prominent architect himself with many local commissions during the first two decades of the twentieth century.

Born in Prussia in 1833, at the age of twenty-nine, Theodore Lenzen (1833-1912) came to San José when he had been commissioned to build the Santa Clara College. In 1865, he married Caroline Wallauer. In his early years he worked as a builder, later becoming an architect and designer. In 1893, he went into business with his son Louis Theodore Lenzen under the name Theodore Lenzen & Son.

By the time of his death in 1912, Lenzen was said to have been responsible for as many as 1,000 buildings in the greater Bay Area, including the 1887 San José City Hall (demolished in 1958), and other major buildings from the nineteenth such the now demolished such as the first building of the Normal School (today San José State University), the first Hester School in 1891, Fredericksburg Brewery on The Alameda, and the original Agnews Residential Facility.

Besides designing commercial and public buildings, Lenzen designed the houses of the Lenzen Subdivision on Lenzen Avenue, where he resided until his death. He designed many grand residences in the Italianate and Queen Anne style such as the Auzerais house at 156 Empire St., the Cottle House in Edenvale, and the Conner

Mansion on South Third Street (demolished in the recent past) for some of the wealthiest residents in San José, and many of the houses he designed can still be found in San Jose's urban frame.

Theodore Lenzen had also designed the nineteen-room mansion for Matilda Hill that was moved to the corner of Schiele Avenue and The Alameda to become the gateway showpiece of the Schiele subdivision and was demolished in 1955.

Today, most of Lenzen's Victorian buildings have been demolished, but examples can still be found that continue his legacy and exemplify his impact on the development of the city during a period when it was known as The Garden City. There are eight buildings on Schiele Avenue that are known to be the work of, or are attributed to, Theodore Lenzen, all of which continue to contribute to the historic character of the neighborhood.

Several other architects followed Lenzen, some of them buying land and designing houses on spec, others working for clients who had purchased lots from Charles Schiele.

Edwin B. Goodrich, Architect
Schiele Avenue: 837-839

Architect Edwin Goodrich (1857-1903) was the son and partner of San José pioneer and master architect Levi Goodrich and stepson of the prominent Sarah Knox Goodrich, a wealthy property owner and women's rights advocate. Goodrich had worked in his father's office and taken over the business upon the elder Goodrich's death in 1887. In 1900, he married Mollie Chrisman, and around that time, quit his architecture firm to run a quarry his father had left him and then work as Deputy Assessor.

Francis W. Reid, Architect
Schiele Avenue: 943

One of the most important architects in Santa Clara County and later Berkeley, Francis William Reid (1863-1949) was a man of many exceptional talents. Not only is he recognized as one of the leading architects of Northern California, but he was also a writer, poet, and an ordained clergyman. Originally from Canada, Reid's parents owed a fruit ranch on Quito Road, and he attended school in Saratoga and Willow Glen before going to the University of the Pacific, where he received a bachelor's and Master of Arts degree.

In 1892, Reid partnered with architect George Meeker. The firm of Reid and Meeker completed many important houses in San José, Palo Alto, and Los Gatos between 1890 and 1896, specializing in lacy Queen Anne houses. From 1896-1898, he attended the Pacific Theological Seminary and became a pastor in the Congregational Church and later in the Walnut Creek Presbyterian Church. In 1898, Reid married Lynda Alexander and the couple moved to Alameda County.

He kept up his work as an architect, designing many churches and Carnegie libraries throughout the state of California, and was responsible for twenty-six churches, two Carnegie Libraries, eleven schools, and more than 500 residential and commercial buildings.

Edward Basse, Architect
Schiele Avenue: 871

Architect Edward Basse (1838-1917) was an important contributor to San José in the late 1800s. Born in Germany, his family moved to Chicago when he was a child. He and wife Sophia came to San José in 1867 and he established himself as a builder and architect, becoming responsible for building and often designing many of San José's early hotels, business buildings, fruit-packing buildings and dryers, and residences. In the 1880s, he partnered with contractor J.T. Boynton. The pair advertised their services as "Architects, Builder, and General Jobbers," and included architectural services free when they were hired as builders.

Although Basse was once considered one of the most important architects in the city of San José, only one known building of his remains, that at 871 Schiele Ave.

Edwin W.M. Bateman
Schiele Avenue: 1025

Little is known about the work of E.W.M. Bateman (1848-1928), a carpenter originally from New Brunswick, Canada, son of a joiner, who came to San José in the 1870s with his wife Flora. Over the next twenty years, Bateman suffered setbacks including illness, fire, and two bankruptcies, affecting his ability to sustain his trade.

In 1895, he secured a position in the police force, but budget decreases caused him to lose that position four years later. He later became a flagman for the railroad.

The house at 1025 Schiele Ave. is the only known extant example of E.W.M. Bateman's work, and one of the most distinctive in the neighborhood.

James Lewis Bothwell, Architect
Schiele Avenue: 965 (now covered by a 1908 remodel)

J. Lewis Bothwell (1869-1932) was born in San José, the son of a carpenter who died when James was three years old. Bothwell became an architect about 1890, practicing in San José. In 1898, Bothwell moved to Mexico City, where he married Edwina Sloan and their daughter Isabelle was born in 1906. Shortly after, the Bothwells moved to the Fort Worth, Texas area, where Bothwell worked as an architect and lived until his death in 1932.

Nothing is known to exist today of the work J. Lewis Bothwell did in San José during the 1890s. Even the house he designed at 965 Schiele Ave. was covered up in 1908 and his architectural work is no longer visible.

William S. Boyles
Schiele Avenue: 767, 781, 971, 1009

Carpenter William S. Boyles (1836-1912) built at least four of the Lenzen houses in the Schiele subdivision in 1889 and 1890. Boyles was born in Ohio and grew up in Iowa before moving to San José around 1867. He married Jenny Wallace in 1877.

From the 1870s to early 1900s, Boyles was the builder of choice for many of the leading architects of the day, including Theodore Lenzen, Wolfe & McKenzie, and J. O. McKee. He built a great number of residences, churches, and commercial buildings in San José.

Twentieth Century designers in both the Schiele and Alameda Park Subdivisions

Of the 132 houses that were built in the Schiele Subdivision and Alameda Park neighborhoods, 118 were constructed in the 1900s (although some of them have been demolished or modified in the twenty-first century). Most of these were contractor-built and designed.

Seven Neoclassical cottages were built in the Schiele Subdivision between 1905 and 1911. Several of these lots had been originally purchased from Charles Schiele in March of 1889 by Frank Gubbay, a grocer from Auburn California, who, in 1884, sold his business and moved to San José, where he began investing heavily in real estate. In all, Gubbay bought seven lots of the Schiele Subdivision, most of which he sold, undeveloped, within two years of the purchase. The lots then went through a series of owners and remained undeveloped for many years.

Starting in 1922, when Tony Maderis launched the Alameda Park tract, there was a flurry of activity as developers and architects bought property on the remaining lots on Schiele Avenue and built houses, many of them of exceptional quality. Thirteen houses were built on the non-Alameda Park lots of Schiele Avenue between 1922 and 1937 on, then building ceased until 2005. Four were in the Spanish Revival style, five Tudor Revival, three Craftsman, and one Minimal Traditional. In 2005, Lot 19 was split, and a new Contemporary house was built.

Alameda Park is made up primarily of houses in Revival styles such as Spanish Revival and Tudor Revival. When lot sales began in June 1922, Revival styles were very popular and can be found in nearly seventy percent of the ninety-nine houses recorded within the subdivision. Except for two properties whose residences were initially constructed with second stories, all houses were originally single-story, had two or at most three bedrooms, and one bathroom with approximately 1000-1200 square feet of living space. Designs are generally rectangular—two

bays wide and three bays deep, with the same setback and a rear garage. Most were finished in stucco. Every house had a basement and nearly all a fireplace, which for some was the sole source of heat.

Covenants and conditions for Alameda Park required that houses be built at a minimum cost of $3,500. The early houses designed and built by contractors such as William O'Neil and A. Clyde Alexander were priced to sell at around $5,000-$6,500.

Based on the owner-at-initial-build information derived from building permits, published builder's contracts and completion notices, as well as initial-occupant information from Polk-Husted and subsequent R.L. Polk & Co. city directories, it appears that more than seventy percent of the Alameda Park homes were built for investment or speculative purposes, with less than thirty percent built or commissioned by the residents.

Many of the city's best contractors bought lots in the 1920s and put up speculative houses that were relatively inexpensive and not difficult to build, while attractive and stylish enough to appeal to buyers. The contractors were often young but experienced, nearly all of them the sons of carpenters. Many of them had worked with their fathers from early childhood, learning the trade.

The individual recognizable styles of these designer-builders established the architectural character of the neighborhood. From 1922 to 1928, 104 houses were built in the Schiele Avenue and Alameda Park neighborhood.

The following biographies highlight the architects and some of the many notable builders and developers whose work after 1900 defines the neighborhood.

A. Clyde Alexander
Harding Avenue: 713, 738, 797 (no longer standing) Pershing Avenue: 881

Arthur "Clyde" Alexander (1891-1950) was one of the biggest real estate developers in San José during the first half of the twentieth century. Son of a carpenter, Alexander grew up in Santa Clara, where he had been a high school star athlete. He became a track and shot put champion representing the YMCA in San José while working in real estate before enlisting in the army to fight in World War I. He returned home from the war and in 1921, went into business as a contractor who advertised himself as "The Builder of Better Bungalows." He married Elise Possenbacher in 1919.

Alexander is known to have bought four lots in Alameda Park, on which he built houses in the Tudor and Spanish Revival style. He subsequently went on to build many houses in neighborhoods such as Palm Haven, Hanchett Park, Willow Glen, and Vendome.

Christopher M. Cook
Schiele Avenue: 714, 726 (no longer extant), 733, 738, 745, 858, 870, Stockton Avenue: 549, 551, 599

Christopher Midler Cook (1874-1942), known as C.M. Cook, son of renowned Sacramento architect A.A. Cook, was one of the more prolific architect/builders in the Schiele Subdivision and Alameda Park neighborhood during the 1920s. In 1924, he came from San Francisco and opened the Cook Lumber Company and became a one-stop shop, providing materials and handling the architecture and construction of more than one hundred Revival-style buildings throughout Santa Clara and San Mateo counties.

He worked primarily in the Spanish Revival style, but also produced several homes in Mission, Greek, and Tudor Revival styles. In at least two buildings still standing in San José, he employed Moorish Revival stylistic elements, featuring high towers topped by hemispherical domes.

Less than two years after his arrival in San José, C.M. Cook suddenly went bankrupt and his assets were sold to pay his debts. He then returned to San Francisco, where he struggled to continue his work in the field. Ten houses were designed and built by C.M. Cook in the Schiele Subdivision and Alameda Park neighborhood. One was demolished and two have been changed significantly, but seven retain a fairly high level of integrity.

Purl Doyle
Harding Avenue: 762 (attributed), 882, Hoover Avenue: 515, 569, Pershing Avenue: 737, 749

Contractor Purl N. Doyle (1874-1950) was born in Illinois, son of a carpenter. By 1906, he was living in Oakland, where he married Ethel Baxter. The couple moved frequently, from San Francisco to Fremont to Los Altos to Mountain View, where Doyle worked as a carpenter.

In 1922, Doyle began building and selling houses in Alameda Park. Doyle, who was responsible for at least five houses in Alameda Park, made his home at 737 Pershing Ave., where he and his wife Ethel lived from 1927 to 1941.

Wesley Warren Hastings, Architect and the Hastings Brothers
Pershing Avenue: 797, 870

Wesley Warren Hastings (1881-1939) was one San José's most prolific architects from 1904-1910. The Hastings family moved from Canada to San José in 1889. Hastings trained as an architect in the offices of Wolfe & McKenzie, and then went into business with his father, master builder Alfred Hastings. Wesley Hastings designed more than 160 buildings in Santa Clara County, many in the Naglee Park neighborhood. In 1909, he married Mary McCarthy of Saratoga, and shortly thereafter, they moved to Everett, Washington. Hastings was very successful as a designer of residences, schools, and commercial buildings in Everett.

In 1919, the couple divorced, and Hastings returned to San José the following year. He went into business with his brother, carpenter Charles, under the name the Hastings Brothers. The pair built houses in many of the residence parks in San José. In 1926, Hastings moved to Monterey County, where he again had several years of success as an architect. He returned to Everett in the 1930s.

The Hastings Brothers were responsible for at least two houses in Alameda Park.

Frank Lannin and the Lannin Brothers
Harding Avenue: 726, 747, 750, 762, 773, 774, 785 (Thomas Lannin, builder), 786, 810
Pershing Avenue: 725, 737, 749
Schiele Avenue: 750, 757 (Charles Lannin, owner/builder), 762, 774, 786, 798, 810

Frank T. Lannin (1891-1937) was a real estate salesman who bought lots in the neighborhood and acted as the contractor or hired local builders to construct houses in a variety of styles. Originally from Pennsylvania, Frank Lannin was one of seven sons of a farmer, who died when Frank was nine years old. The Lannin family moved to San José in 1907, where Frank Lannin and his brothers Charles, Edward, George, John, Joseph, and Thomas all became involved in real estate, either as salespeople or contractors. Charles and Thomas Lannin have been identified as builders of two houses in Alameda Park.

Lannin opened his own real estate office in 1922, the year that Alameda Park opened. He invested heavily in the Alameda Park subdivision, purchasing at least eighteen lots.

William Lewis
Schiele Avenue: 855

Designer and builder William M. Lewis (1868-1959) was born in Missouri into a devout Seventh-day Adventist family. In 1898, he moved to Oakland where he worked for the Pacific Press, a Seventh-day Adventist publishing house, where he met and married his wife, Daisy Peter.

The Lewises moved to Washington, DC where William worked for the post office and learned construction while helping to build the Seventh-day Adventist headquarters. They returned to California in 1904 where William went into business as a contractor. Lewis was the designer and builder of a number of notable one-story Spanish Revival houses in Naglee Park. William Lewis built one house in the Schiele Subdivision and Alameda Park neighborhood, a distinctive Craftsman at 855 Schiele Ave.

George McCrary
Pershing Avenue: 750, 774, Schiele Avenue: 846

Originally from Indiana, George Mc-Crary (1900-1953) was the brother of master builder William O'Neil's wife Ruth. Like his brother-in-law, Mc-Crary got his start early. Only twenty-two years old, he built at least three houses in Alameda Park, probably under the supervision of O'Neil. In 1923, George McCrary married Margaret Allen. McCrary had a short partnership with carpenter Ralph Sharp in the 1920s and later worked as a sole practitioner. He became an established designer/builder throughout San José, responsible for many houses in city neighborhoods including Willow Glen, Hanchett Park, and Vendome Grounds.

William O'Neil
Harding Avenue: 714, 737, Hoover Avenue: 539, Pershing Avenue: 798,
Schiele Avenue: 936, 946, 956, 966, 976, 986

Contractor William H. O'Neil (1895-1979) was the son of a Santa Cruz contractor. He started his own business at a young age, marrying Ruth McCrary at age nineteen and moving to San José to launch his career. By 1918, he was designing and building houses in San José. He soon became a prolific speculator and builder of low-cost bungalows throughout the city of San José, advertising himself as "O'Neil the Home-Builder" and "Builder of Distinctive Homes," producing the "highest quality work at the lowest prices." Designs and loan financing were included when a client commissioned a house. He had several plans for four-room houses which he would build for $2,000 within twenty-three miles of San José.

Some of the more distinctive homes in the Schiele Subdivision and Alameda Park neighborhood are the work of O'Neil. He built upon several lots in Alameda Park soon after it opened, and then in 1926, he bought six lots on the west end of Schiele Avenue from the Clark estate and built houses on each. In the late 1920s, O'Neil built a number of Storybook-style Tudor Revival homes in San José. These buildings can be identified by their robust detailing such as wave-coursed wood-shingled roofs and arched windows and eaves. These features appear in some of his houses on Schiele Avenue.

O'Neil was responsible for building at least ten houses in the Schiele Subdivision and Alameda Park neighborhood.

Rollie Williams
Harding Avenue: 725, 809, 822, 833, 845, 858, 870, 881, 896, Hoover Avenue: 549
Pershing Avenue: 738, 773, 785, 900 (no longer extant), Schiele Avenue: 774 (attributed)

Builder Rollie Williams (1886-1965) was raised in Hollister, the son of a Welsh farmer who died the year Rollie was born. Williams was raised by his stepfather, a carpenter. In 1918, Williams moved to San José, where he worked as a carpenter for the Twohy Brothers Construction Company. He married May Saulsbury shortly after moving in 1920 and remained in San José the remainder of his life.

In 1924, Williams struck out on his own as a contractor. Between 1924 and 1927, he built at least fifteen houses in Alameda Park, his specialty being distinctive Tudor and Spanish Revival styles. The Williams family lived in two of these houses for short periods before selling them and moving on. After his work in Alameda Park, Williams built a great number of houses in and near the Hanchett Park neighborhood in San José, where he lived for twenty years before moving to his last home on Bel Air Avenue. Williams continued to work steadily until his retirement in 1950.

Wolfe & Higgins, Architects
Hoover Avenue: 501, Pershing Avenue: 711-713, 761, 920

The firm of Wolfe & Higgins, in business from 1917 to 1931, was one of the most important and prolific architectural firms in the Santa Clara Valley. The firm originally consisted of partners Frank Delos Wolfe (1862-1926) and William Ernest Higgins (1871-1936), with Wolfe's son Carl (1888-1931) assuming the partnership upon Frank Wolfe's death. Today, all three of the partners are recognized locally as master architects.

Frank Wolfe was one of San José's most prolific and best-known architects. The son of a carpenter, Wolfe was born and raised in Ohio. In 1886, he married Nellie Crockett and the couple moved to Newton, Kansas, where Wolfe

learned the architectural trade and son Carl was born. In 1888, the entire Wolfe family including father Jeremiah Wolfe moved to San José, where Wolfe established himself as a builder and then an architect. In 1899, Wolfe partnered with young architect Charles McKenzie in a successful business that lasted eleven years. He then worked alone until 1917, when he established a partnership with William Ernest Higgins. Carl Wolfe became a partner in 1926, helping to produce some of the firm's best-known works. The Wolfe architectural legacy lasted forty-three years, with the partnerships, including the firm of Carl Wolfe and Higgins that continued until 1931, responsible for more than 1,100 works, including eight that are today on the National Register of Historic Places.

William Ernest Higgins was born in Nevada and raised in Santa Clara. He was the son of Rufus Higgins, entrepreneur and real estate agent, and Lucy Higgins, a civic leader, artist, and suffragist. Higgins worked at various jobs until 1913, when he obtained his architecture license. His family connections led to commissions with some socially prominent clients before he joined forces with Frank Wolfe in 1917. The Wolfe and Higgins partnership, first with Frank Wolfe and then with Carl, became best known for the Spanish Revival style of architecture. The firm was responsible for several buildings, such as the San José Woman's Club, that are San José City Landmarks.

Wolfe & Higgins designed at least four houses in Alameda Park. In addition, Frank Wolfe was the builder of 909 Schiele Ave.

EVALUATION FOR SIGNIFICANCE

Period of Significance

The period of significance begins in 1888, following the establishment of title to much of this area by Charles Schiele and his recording of the Schiele Subdivision with the intent to development and market residential properties near The Alameda between San José and Santa Clara. The period of significance extends to 1941, the beginning of World War II, when the second phase of neighborhood development completed its build-out, following the architectural guidelines set by Anthony Maderis.

- Nineteen houses were built between 1889-1912 within the Schiele Subdivision (at that time, the north side of Schiele Avenue). Development ceased until after 1921.
- Fifteen houses were built between 1922-1937 in the Schiele Subdivision, which consisted of both sides of Schiele Avenue (with the exception of 714-882 Schiele Ave., which had been sold and developed as part of Alameda Park).
- Ninety-six houses were built within Alameda Park between 1922-1941. Six of these were demolished or extensively rebuilt between 1980-2022 and today are noted as being outside the period of significance.
- Two additional houses were originally constructed outside the period of significance: one in 1950 in Alameda Park and the other in 2005 on half of a divided lot in the Schiele Subdivision.

Historically, the neighborhood illustrates greater San José's suburban growth beyond the boundaries of the 1850 Original City leading up to the Second World War.

Integrity

There have been adjacent developments outside the neighborhood that impact its historic character. Most significant was the construction by 1952 of the three-story building at 855 Lenzen Ave, south of Alameda Park. Seven of the eight homes along this edge of the neighborhood were built within the period of significance, but four of them (58%) have lost some aspects of their integrity.

The evolution of The Alameda from a grand residential boulevard into a commercial area resulted in the loss of the Matilda Hill mansion at 1600 The Alameda in favor of a two-story professional office building and sale of the Leet estate for development of a commercial business park following the loss of its mansion to arson file in 1965. While these two properties are not within the proposed historic district, they had provided historic context to the neighborhood during its period of significance, and the Matilda Hill mansion had been the cornerstone house for the Schiele subdivision.

Another change that has altered the scale and character of the Schiele Subdivision and Alameda Park neighborhoods is the modern demand for significantly larger family living space than had been common to residential tracts during the first half of the twentieth century. While house expansion projects and accessory dwelling units can be done in a way that is sensitive to neighborhood scale and materials, some projects in this neighborhood have been done in ways that disregard the character of their surroundings, and several houses have been demolished or lost their historic feeling due to envelope replacement projects.

Although there are some properties within the proposed historic district that do not or no longer contribute to the historic fabric of the neighborhood, the neighborhood possesses a fairly high level of integrity of location, design, setting, materials, workmanship, feeling, and association. The proposed historic district streetscapes of nineteenth- and twentieth-century Queen Anne, Stick, Neoclassical, Craftsman, Tudor Revival, Spanish Revival, and Minimal Traditional cottages, and the area's similarity of scale and setbacks that, along with mature landscaping, provide a cohesive setting for the houses, and convey a clear historical association with the development of the neighborhood.

Statement of Significance

The proposed Schiele Subdivision and Alameda Park City Landmark Historic District is important as an intact representation of development within the Central Planning Area just outside the boundaries of San José's Original City limits. The subdivisions were constructed during San Jose's historic eras of *The Garden City and Valley of Heart's Delight (1871-1970)* and *Planning and Building the Modern City (1920-1982).* The neighborhood was not annexed into the City of San José until 1925, by which time the development of both subdivisions was nearly complete. Its period of significance, 1888 to 1941, coincides with population growth in Santa Clara County related to horticulture and its related industries, and its renown worldwide impact during this period due to the exporting of its orchard products.

The district is located just off The Alameda, "…San Jose's Magnificent Boulevard. Conceded by many to be one of California's Finest Driveways" as noted in the Alameda Park sales brochure of 1922. The Alameda had been home to prestigious residents since the mid-1800s. Large residential properties within this portion of the now Central Planning Area began to be sold and subdivided into tracts with affordable lots, and their popularity was largely based on their adjacency to this prestigious, historic boulevard.

The location provided easy access to public interurban streetcars into Downtown San José and neighboring Santa Clara. A horse railroad had been operating along The Alameda between Santa Clara and San José since 1868 and was converted to electric streetcars near the end of the 1880s around the time of the opening of the Schiele Subdivision, a point repeatedly made in sales materials. Interurban streetcar transportation continued along The Alameda until 1938 when automobiles and buses finally eclipsed the system. The subdivisions were also an easy walking distance from fruit canning and packing companies and other industrial uses on Stockton Avenue such as the Fredericksburg Brewery on Julian Street.

Charles M. Schiele, an 1872 immigrant to the United States from Prussia, appears to have been one of the first in San Jose to see the financial advantages of offering opportunities to live within the prestigious locale of The Alameda at more affordable prices. He developed two other subdivisions nearby on The Alameda: Schiele Subdivision No. 2 at Magnolia Avenue, and its adjacent Schiele Subdivision No. 4 (Phelan Tract) at Hester and Shasta Avenues (both now within the Hanchett and Hester Park Conservation Area). The Schiele Subdivision was considered first-class, developed with every modern improvement—stone sidewalks, gas and water pipes, and shade trees planted between the sidewalks and streets.

By the 1920s, when Anthony Maderis developed Alameda Park, The Alameda was still a prestigious residence district. Like Charles Schiele, Maderis was a first-generation immigrant to the United States whose family arrived from Portugal in 1881. He also saw opportunities to build success in real estate. He had developed several individual homes west of The Alameda and on the boulevard itself, most in the Spanish Revival style from designs done by the architectural firm of Wolfe & Higgins. He focused his marketing on first-time homeowners of modest means who were ambitious and wanted the best for their families. As a type of planned community known as residence parks built before and during the interwar years, Alameda Park included improvements and

restrictions designed to ensure a cohesive character based on architectural aesthetics, amenities, and control over design and physical layout.

The deed restrictions recorded on properties created within the tract also included covenants that restricted ownership to those identified as Caucasian, a practice created and maintained by the State Real Estate Boards and their local members beginning around World War I until found unconstitutional in 1949. Although Maderis was a member of an ethnic class of citizens originating from Mediterranean countries who faced prejudice and discrimination in the late nineteenth and early twentieth, the experience of many Portuguese immigrants wasn't as harsh as that of some other minority groups.

By 1922, when Maderis began building residence tracts, California Real Estate Boards had fully implemented and mandated residential racial restrictions by its members through covenants and restrictions within deeds in new housing tracts. Maderis, who worked with the Rucker Real Estate office, likewise incorporated those restrictions in order to obtain financing to build his projects. This racially restrictive era is complex, with the Federal Government institutionalizing the practice during the Great Depression at the urging of the nation's real estate industry by limiting financing through the FHA for marginalized ethnic and racial groups, a practice that the FHA continued into the 1950s long after the practice of racially restrictive covenants was found unconstitutional.

The vision and plans of unified physical appearance put into motion by those involved in these residence tracts and residence parks from the early twentieth century ensured the survival of their subdivisions into the twenty-first century with only limited deviation from the historical look and feel of their original periods of development. After a post-war period of rapid residential growth in Santa Clara Valley, by the late 1970s, local planning agencies such as San José adopted the residence park concept of cohesive architecture, street trees, public improvements, design, and use covenants into what are known today as Planned Developments.

Today, the Schiele Subdivision/ Alameda Park neighborhood includes excellent examples of Victorian, Arts and Crafts, and California Revival architecture under a mature canopy of street trees that provide a unified historically based environmental setting. The neighborhood is comprised of residents who are a mix of differing ethnicities, races, nationalities, and lifestyles. This type of neighborhood environment, with its architectural cohesiveness and historical setting, is today found by many, regardless of ethnicity, lifestyle, or economic strata, as a desirable destination for their family life, and many seek to live in the older residential urban frame of San Jose for the sense of place that many of the downtown neighborhoods still provide.

Findings and Applicable Criteria for Designation

The Schiele Subdivision and Alameda Park residential neighborhood constitutes a landmark-eligible historic district that meets the criteria for such designation as defined within the City's Historic Preservation Ordinance Chapter 13.48.110 and the *Envision San José 2040 General Plan as amended,* based on the following findings:

- its representation of a comprehensive pattern of historic development within a historically discrete area known as the Schiele Subdivision and Alameda Park neighborhood to the west of San José's Original City;
- its singularity within its historical development that distinguishes it within the associated historic period 1888-1941; and
- its embodiment, within the boundaries of the neighborhood, of distinctive architectural styles that represent the breadth of design of the associated historic periods.

Although there are some properties within the proposed historic district that do not contribute to the historic character of the neighborhood, as noted earlier, the neighborhood possesses a fairly high level of integrity of location, design, setting, materials, workmanship, feeling and association. The neighborhood today is clearly recognizable for its sense of place related to its evolution.

The Schiele Subdivision and Alameda Park historic residential neighborhood presents a distinct experience of the physical and visual aspects of its historic period of significance during which it was developed. Today its residents reflect a diverse population that is representative of the many ethnicities and cultural backgrounds of the people and communities that make up San José and the Greater Silicon Valley.

***D7. References (Give full citations including the names and addresses of any informants, where possible.)**

Alameda Park: San Jose's Newest and Finest Residence Tract. Published in conjunction with the sale of lots in the Alameda Park residential tract, 1922.

Arbuckle, Clyde. *Santa Clara Co. Ranchos*, 1968.

Building and Engineering News. Building contracts, building permits, liens & releases, and completion notices, 1922-1932.

Clark, Shannon. *The Alameda, The Beautiful Way*, 2006.

Coker, William M. "Gay bars of Silicon Valley: a study of the decline of a social institution." Master's Theses, 2263, San José State University, 2002.

ESRI Community Maps Contributors, City of San José, County of Santa Clara, Building Footprint USAESRI, Garmin, SafeGraph, INCEMENT P. METI/NASA.

Federal Home Loan Bank Board. *Fifth Annual Report of the Federal Home Loan Bank Board: … July 1, 1936, to June 30, 1937.* Washington DC: United States Government Printing Office, 1938.

Foote, H. S. ed. *Pen Pictures from the Garden of the World, or Santa Clara County, California*. Illustrated, 1888.

Gutknecht, Kay, 798 Schiele Ave., San José. Informant for neighborhood research and draft submittal documents.

Hillier, Amy E. "Residential Security Maps and Neighborhood Appraisals: The Home Owners' Loan Corporation and the Case of Philadelphia." *Social Science History* 29, no. 2 (2005).

Home Owners Loan Corporation. "C-3 Area Description, NS Form-8." San José, CA: 1937.

McCaleb, Charles S. *Tracks, Tires & Wires, Public Transportation in California's Santa Clara Valley*, 1981.

Mitchell, Bruce and Juan Franco. *HOLC "Redlining" Maps: The persistent structure of segregation and economic inequality. NCRC*. Washington, DC: March 20, 1918.

San Jose City Directories: Husted's, Polk-Husted, & R.L. Polk & Co. San Jose & Santa Clara County Directory, 1888-1978.

San Jose, City of. building permits, 1895-2024.

Sanborn Map Company. Fire Insurance Maps 1891, 1915, 1932, 1939, 1950, 1962.

San Jose Mercury, *San Jose Evening News*, *San Jose Mercury Herald*, *San Jose Mercury News*:

The Hill Place, Schiele Buys it For Seventy-Five Thousand Dollars, Feb. 27, 1888.

March of Progress, May 1, 1888.

"C.M. Schiele Dead," May 22, 1896.

Residence Tract Planned, Hester, April 8, 1922.

Opening Sale Tomorrow, Sunday, June 18, June 17, 1922.

Misc. real estate notices, social happenings, and construction notices.

Santa Clara County Office of the Clerk-Recorder. Deeds, agreements, and other recorded documents.

Santa Clara County Surveyor's Office. Maps Alameda Gardens (A:74), Brown Subdivision (B:76) and (C:9), Schiele Subdivision (D:31) and (D:61), Alameda Villa (D:45), and Alameda Park (R:4).

Slater, Gene. *Freedom to Discriminate: How Realtors Conspired to Segregate Housing and Divide America*. Heyday, 2021.

Thomas Bros Block Books. First Ward, 1924.

Thompson & West. *Historical Atlas Map of Santa Clara County, California*, 1876.

Van Laan, Krista and Gutknecht, Kay. *Schiele Subdivision and Alameda Park: History, Architecture, and Preservation in a San José Neighborhood*. San Jose: Wild Rose Publications, 2022.

U.S. Population Census, San Jose enumerations, 1880-1950.

USGS. Historic flight aerials surveys, Flight C-1456 Frame 30 1931 (UC Regents).

*D8. Evaluator: Franklin Maggi, Architectural Historian *Date: May 2, 2024

Affiliation and Address: Archives & Architecture, PO Box 1332, San José, CA 95109

Table of Properties:

(see next page)

Schiele Subdivision and Alameda Park Tract Maps

(Attached)

House Number	Street	Block/ Lot	Assessor's Parcel #	Architectural Style	Year Built	Contributor Status	Integrity	Poss. Lmark	Comments
713	Harding Ave.	2/33	261-05-036	Tudor Revival	1924	Contributor	Low		
714	Harding Ave.	3/2	261-05-033	Spanish Revival	1924	Contributor	Low		
725	Harding Ave.	2/32	261-05-037	Tudor Revival	1927	Contributor	High		
726	Harding Ave.	3/3	261-05-032	Spanish Revival	1925	Contributor	High		
737	Harding Ave.	2/31	261-05-038	Spanish Revival	1924	Contributor	Low		
738	Harding Ave.	3/4	261-05-031	Spanish Revival	1924	Contributor	Medium		
747	Harding Ave.	2/30	261-05-039	Minimal Traditional	1925	Contributor	Medium		
750	Harding Ave.	3/5	261-05-030	Spanish Revival	1925	Contributor	Medium		
761	Harding Ave.	2/29	261-05-040	Mission Revival	1927	Contributor	High		
762	Harding Ave.	3/6	261-05-029	Colonial Revival	1925	Contributor	High		
773	Harding Ave.	2/28	261-05-041	French Eclectic	1924	Contributor	Medium		
774	Harding Ave.	3/7	261-05-028	Contemporary	1924	Noncontributor	Noncontributor		Modified from earlier Spanish Revival
785	Harding Ave.	2/27	261-05-042	Tudor Revival	1926	Contributor	Medium		
786	Harding Ave.	3/8	261-05-027	Spanish Revival	1925	Contributor	Medium		
797	Harding Ave.	2/26	261-05-043	Contemporary	1924/2022	Noncontributor	Noncontributor		Original house demolished
798	Harding Ave.	3/9	261-05-026	Contemporary	1922/2015	Noncontributor	Noncontributor		Complete rebuild
809	Harding Ave.	2/25	261-05-044	Spanish Revival	1925	Contributor	High		
810	Harding Ave.	3/10	261-05-025	Spanish Revival	1925	Contributor	High		
821	Harding Ave.	2/24	261-05-045	Spanish Revival	1924	Contributor	High		
822	Harding Ave.	3/11	261-05-024	Prairie	1924	Contributor	Medium		
833	Harding Ave.	2/23	261-05-046	Craftsman	1925	Contributor	Low		
834	Harding Ave.	3/12	261-05-023	Spanish Revival	1925	Contributor	High		
845	Harding Ave.	2/22	261-05-047	Spanish Revival	1927	Contributor	High		

House Number	Street	Block/ Lot	Assessor's Parcel #	Architectural Style	Year Built	Contributor Status	Integrity	Poss. Lmark	Comments
846	Harding Ave.	3/13	261-05-022	Colonial Revival	1923	Contributor	Low		
857	Harding Ave.	2/21	261-05-048	Spanish Revival	1924	Contributor	Medium		
858	Harding Ave.	3/14	261-05-021	Tudor Revival	1927	Contributor	High		
869-875	Harding Ave.	2/20	261-05-049	Spanish Revival	1923	Contributor	Low		
870	Harding Ave.	3/15	261-05-020	Tudor Revival	1926	Contributor	High		
881	Harding Ave.	2/19	261-05-050	Tudor Revival	1926	Contributor	Medium		
882	Harding Ave.	3/16	261-05-019	Craftsman	1922	Contributor	High		
895	Harding Ave.	2/18	261-05-051	Tudor Revival	1926	Contributor	Medium		Windows
896	Harding Ave.	3/17	261-05-018	Tudor Revival	1927	Contributor	High		
501	Hoover Ave.	1/11	261-06-011	Spanish Revival	1923	CCL	High	Yes	
509	Hoover Ave.	1/10	261-06-010	Spanish Revival	1923	Contributor	Medium		
515-519	Hoover Ave.	1/9	261-06-009	Craftsman	1922	Contributor	Low		
529	Hoover Ave.	1/8	261-06-008	Tudor Revival	1924	Contributor	High		
539	Hoover Ave.	1/7	261-06-007	Tudor Revival	1925	Contributor	High		
549	Hoover Ave.	1/6	261-06-006	Tudor Revival	1927	Contributor	High		
559	Hoover Ave.	1/5	261-06-005	Tudor Revival	1933	Contributor	Medium		
569	Hoover Ave.	1/4	261-06-004	Craftsman	1922	Contributor	High		
579	Hoover Ave.	1/3	261-06-003	Spanish Revival	1926	Contributor	High		
589	Hoover Ave.	1/2	261-06-002	Craftsman	1922/1980	Noncontributor	Noncontributor		Two rebuilds
590	Hoover Ave.	2/17	261-05-052	Spanish Revival	1925	Contributor	High		
599	Hoover Ave.	1/1	261-06-001	Spanish Revival	1923	Noncontributor	Noncontributor		Second story addition.
711-713	Pershing Ave.	3/33	261-05-002	Tudor Revival	1927	Contributor	Medium		
714	Pershing Ave.	4/2	261-04-037	Craftsman	1923	Contributor	High		
725	Pershing Ave.	3/32	261-05-003	Colonial Revival	1925	Contributor	High		
726	Pershing Ave.	4/3	261-04-036	Tudor Revival	1925	Contributor	Low		
737	Pershing Ave.	3/31	261-05-004	Prairie	1925	Contributor	High		
738	Pershing Ave.	4/4	261-04-035	Tudor Revival	1926	Contributor	Low		
749	Pershing Ave.	3/30	261-05-005	Prairie	1925	Contributor	High		
750	Pershing Ave.	4/5	261-04-034	Tudor Revival	1923	Contributor	Medium		

House Number	Street	Block/ Lot	Assessor's Parcel #	Architectural Style	Year Built	Contributor Status	Integrity	Poss. Lmark	Comments
761	Pershing Ave.	3/29	261-05-006	Spanish Revival	1928	Contributor	High		
762	Pershing Ave.	4/6	261-04-033	Craftsman	1923	Contributor	High		
773	Pershing Ave.	3/28	261-05-007	Tudor Revival	1926	Contributor	High		
774	Pershing Ave.	4/7	261-04-032	Spanish Revival	1923	Contributor	High		
785	Pershing Ave.	3/27	261-05-008	Tudor Revival	1926	Contributor	High		
786	Pershing Ave.	4/8	261-04-031	Spanish Revival	1924	Contributor	High		
797	Pershing Ave.	3/26	261-05-009	Mission Revival	1923	Contributor	High		
798	Pershing Ave.	4/9	261-04-030	Tudor Revival	1923	Contributor	Medium		
809	Pershing Ave.	3/25	261-05-010	Spanish Revival	1924	Contributor	High		
810	Pershing Ave.	4/10	261-04-029	French Eclectic	1926	Contributor	Medium		
821	Pershing Ave.	3/24	261-05-011	Spanish Revival	1941/2006	Noncontributor	Noncontributor		Rebuild
822	Pershing Ave.	4/11	261-04-028	Craftsman	1923	Contributor	Low		
833	Pershing Ave.	3/23	261-05-012	Prairie	1926	Contributor	High		
834	Pershing Ave.	4/12	261-04-027	Craftsman	1925	Contributor	Medium		
845	Pershing Ave.	3/22	261-05-013	Spanish Revival	1925	Contributor	Low		
846	Pershing Ave.	4/13	261-04-026	Contemporary	1925/2016	Noncontributor	Noncontributor		Complete rebuild
857	Pershing Ave.	3/21	261-05-014	Spanish Revival	1923	Contributor	High		
858	Pershing Ave.	4/14	261-04-025	Spanish Revival	1926	Contributor	High		Modifications more than 50 years old
869	Pershing Ave.	3/20	261-05-015	Spanish Revival	1924	Contributor	High		
870	Pershing Ave.	4/15	261-04-024	Spanish Revival	1922	Contributor	High		
881	Pershing Ave.	3/19	261-05-016	Tudor Revival	1927	Contributor	High		
882	Pershing Ave.	4/16	261-04-023	Split Level Ranch	1937	Contributor	Medium		
895	Pershing Ave.	3/18	261-05-017	Spanish Revival	1922	Contributor	High		
896	Pershing Ave.	4/17	261-04-022	Spanish Revival	1924	Contributor	Low		
900	Pershing Ave.	4/18	261-04-049	Contemporary	1926/2007	Noncontributor	Noncontributor		Original house demolished
910-912	Pershing Ave.	4/19	261-04-021	Minimal Traditional	1939	Contributor	High		
920	Pershing Ave.	4/20	261-04-020	Spanish Revival	1924	CCL	High	Yes	
714	Schiele Ave.	2/2	261-05-067	Spanish Revival	1926	Noncontributor	Noncontributor		Character-defining features gone

House Number	Street	Block/ Lot	Assessor's Parcel #	Architectural Style	Year Built	Contributor Status	Integrity	Poss. Lmark	Comments
726-728	Schiele Ave.	2/3	261-05-066	Contemporary	1926	Noncontributor	Noncontributor		Complete rebuild
733	Schiele Ave.	25	261-07-002	Spanish Revival	1926	Contributor	High		
738	Schiele Ave.	2/4	261-05-065	Italian Renaissance	1926	Contributor	Low		
745	Schiele Ave.	24	261-07-003	Spanish/Moorish Revival	1926	CCL	High	Yes	
750	Schiele Ave.	2/5	261-05-064	Craftsman	1925/2017	Noncontributor	Noncontributor		Character-defining features gone
757	Schiele Ave.	23	261-07-004	Tudor Revival	1928	Contributor	High		
762	Schiele Ave.	2/6	261-05-063	Spanish Revival	1925	Contributor	High		
767	Schiele Ave.	23	261-07-005	Queen Anne	1890	CCL	High	Yes	
774	Schiele Ave.	2/7	261-05-062	Spanish Revival	1925	Contributor	High		
781	Schiele Ave.	22	261-07-006	Queen Anne	1890	Contributor	Medium		
786	Schiele Ave.	2/8	261-05-061	Prairie	1925	Contributor	High		
795	Schiele Ave.	21	261-07-007	Queen Anne	1890 ca	Contributor	High		
798	Schiele Ave.	2/9	261-05-060	Spanish Revival	1925	Contributor	High		
810	Schiele Ave.	2/10	261-05-059	Prairie	1925	Contributor	Medium		
811	Schiele Ave.	20	261-07-008	Minimal Traditional	1937	Contributor	High		
817	Schiele Ave.	19	261-07-009	Contemporary	2005	Noncontributor	Noncontributor		Contemporary
822	Schiele Ave.	2/11	261-05-058	Tudor Revival	1927	Contributor	High		
825	Schiele Ave.	19	261-07-010	Craftsman	1923	Contributor	Low		
831	Schiele Ave.	18	261-07-011	Craftsman	1923	Contributor	Low		
834	Schiele Ave.	2/12	261-05-057	Tudor Revival	1923	Noncontributor	Noncontributor		Complete rebuild
837-839	Schiele Ave.	17	261-07-012	Queen Anne	1890	Contributor	Low		
846	Schiele Ave.	2/13	261-05-056	Spanish Revival	1924	Contributor	High		
855	Schiele Ave.	16	261-07-013	Craftsman	1922	Contributor	High		
858	Schiele Ave.	2/14	261-05-055	Spanish Revival	1926	Contributor	High		
870	Schiele Ave.	2/15	261-05-054	Mission Revival	1926	Contributor	Low		
871	Schiele Ave.	15	261-07-014	Queen Anne	1891	CCL	High	Yes	
882	Schiele Ave.	2/16	261-05-053	Prairie	1923	Contributor	High		
885	Schiele Ave.	14	261-07-015	Neoclassical Cottage	1906 ca	Contributor	Low		
899	Schiele Ave.	13	261-07-016	Queen Anne	1889	CCL	High	Yes	

House Number	Street	Block/ Lot	Assessor's Parcel #	Architectural Style	Year Built	Contributor Status	Integrity	Poss. Lmark	Comments
909	Schiele Ave.	12	261-07-018	Queen Anne	1892	CL	High	Is already	
921	Schiele Ave.	11	261-07-018	Neoclassical Cottage	1905	Contributor	High		
931	Schiele Ave.	10	261-07-019	Stick	1889	Contributor	Medium		
936	Schiele Ave.	40	261-06-035	Tudor Revival	1926	Contributor	High		
943-945	Schiele Ave.	9	261-07-020	Queen Anne	1891	Contributor	Medium		
946	Schiele Ave.	41	261-06-034	Tudor Revival	1927	Contributor	High		
953-955	Schiele Ave.	8	261-07-021	Neoclassical Cottage	1908	Contributor	High		
956	Schiele Ave.	42	261-06-033	Spanish Revival	1926	CCL	High	Yes	
965	Schiele Ave.	8	261-07-022	Neoclassical Cottage/Craftsman	1889/1908	Contributor	High		
966	Schiele Ave.	43	261-06-032	Tudor Revival	1927	Contributor	Medium		
971	Schiele Ave.	7	261-07-023	Queen Anne	1889	Noncontributor	Noncontributor		Complete rebuild
975	Schiele Ave.	6	261-07-024	Neoclassical Cottage	1912 ca	Contributor	High		
976	Schiele Ave.	44	261-06-031	Tudor Revival	1926	CCL	High	Yes	
986	Schiele Ave.	45	261-06-030	Spanish Revival	1927	Contributor	Medium		
987	Schiele Ave.	5	261-07-025	Neoclassical Cottage	1907 ca	Contributor	High		
997-999	Schiele Ave.	4	261-07-026	Neoclassical Cottage	1905	Contributor	High		
1009	Schiele Ave.	3	Part of 261-07-077 (see comment)	Queen Anne	1889	CCL	High	Yes	1009 Schiele no longer has its own APN. It belongs to the Villa Apartments at 1624 The Alameda. Their APN is 261-07-077. 1009 Schiele used to be 261-07-027.
1025	Schiele Ave.	2	261-07-028	Queen Anne	1894	CCL	High	Yes	
495	Stockton Ave.	4/1	261-04-038	Minimal Traditional	1950	Noncontributor	Noncontributor		Outside period of significance
501	Stockton Ave.	3/34	261-05-001	Spanish Revival	1924	Contributor	Medium		
549	Stockton Ave.	3/1	261-05-034	Spanish Revival	1926	CCL	High	Yes	
551	Stockton Ave.	2/34	261-05-035	Tudor Revival	1926	CCL	High	Yes	
597-599	Stockton Ave.	2/1	261-05-068	Spanish Revival	1926	Contributor	Low		

I hereby certify that I am the proprietor of the tract of land shown and delineated on the map hereto attached that said tract has been laid out and the Blocks and Lots numbered according to my instruction that the attached map fully and faithfully represents said tract its name and its subdivision and I hereby dedicate the streets (roads) alleys and squares as shown on the accompanying map to the use of the Public forever. Dated San Jose Cal Oct 10. A.D. 1888.

Signed Chas M Schiele

State of California } ss
County of Santa Clara } On this Tenth day of October A.D. 1888 before me Chas P. Owen Co Recorder in and for the County of Santa Clara personally appeared Chas M Schiele known to me to be the person subscribing his name to the above certificate and he acknowledged to me that he executed the same for the purposes therein mentioned. In Witness Whereof I have hereunto set my hand and affixed my official seal the day & year first above written

Seal

Chas P. Owen, Recorder
J. B. Peppin Jr Deputy

Map
Of the
Schiele Subdivision
OF
LOTS 6 and 14. BLOCK II.
OF THE
Alameda Gardens

Surveyed May 1888 by
Herrmann Bros
Surveyors C.E.

Scale 100' : 1"

N

C.D. Wright

LOT 7.

Katherine Tanlaw

LOT 15.

C.B. Phemus

BLOCK 11.

ALAMEDA

FREMONT ST.

San Jose City Homestead Tract

SCHIELE AVENUE

STOCKTON AVE.

LOT 6.

LOT 14.

LOT 5.

Clark

LOT 13.

P. L. & L. Tract

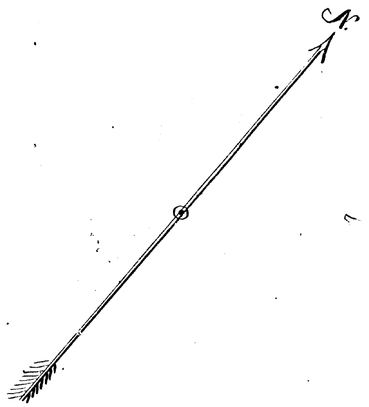
RECORDED AT REQUEST OF
C.M. Schiele
in Book D of Maps Page 31
at Seq. Oct 10th 1888
at 4 min. past 2 o'clock
Records of Santa Clara
Co., Cal.
Chas P. Owen
COUNTY RECORDER
By

31

Supplementary
MAP
of part of the
Schiele Subdivision
as recorded in Book D. of Maps, Page 31.
Records of Santa Clara Co.

Surveyed December 1888 by
Herrmann Bros.
Surveyors & C.E

Scale 80 ft 1"



VILLA

AVE

ALAMEDA

AVE

BLOCK II.

ALAMEDA VILLA TRACT B.4. 15

7

Katherine Tantau

C.B Polhemus

S50° 28' W 776.20'

256.25'	70'	70'	60'	60'	60'	53.40'	26.70'	60.10'	60.10'	60.10'	65.80'	60.05'	60.05'	60.05'	60.05'	60.05'	60.05'	60.05'	37'	60'	60'	60'	60'	200.45'	
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
255.85'	70'	70'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	60'	200	

SCHIELE AVE

RECORDED AT REQUEST OF
CM. SCHIELE
in Book D of MAPS Page 61
et. Seq. Jan 26 1892
at 40 min. past 4 o'clock
P M. Records of Santa Clara
Co., Cal.
Chas P Orem
COUNTY RECORDER.
By Juan D Canelo
DEPUTY

61

Certificate

This is to certify that A. W. Maderis is the owner of the tract of land as shown on the accompanying map, that said Tract has been laid out into lots and subdivided according to his instructions, that said Maderis is the only party whose consent is necessary to pass a clear title to said lots and that he hereby consents to have said map filed for record in the office of the County Recorder of Santa Clara County and that he hereby dedicates the streets, avenues or roads as shown on said map to the public use for ever.

A. W. Maderis

Dated at San Jose MAY 23 1922

State of California } S.S.
County of Santa Clara }

On this 23rd day of MAY in the year one thousand nine hundred and twenty two before me VICTOR H. CHARGIN a Notary Public in and for the County of Santa Clara, State of California, ap-peared A. W. Maderis known to me to be the same person whose name is subscribed to the within instrument and he duly acknowledged to me, that he executed the same.

In Witness Whereof I have hereunto set my hand and affixed my official seal at my office in the County of Santa Clara, the day and year in this certificate first above written.

Victor H. Chargin

Notary Public in and for Santa Clara County, State of California.

State of California } ss.
County of Santa Clara }

We, Irving L. Ryder, County Surveyor and C. Y. Pitman, County Assessor of the County of Santa Clara, State of California, do hereby certify that we have carefully examined each and ever lot and block shown on this map and find them adapted for residence and commercial purposes and we therefore recommend to the Board of Supervisors of the County of Santa Clara, State of California, that this map be approved by it.

Irving L. Ryder ..... Co. Surveyor

C. Y. Pitman ..... Co. Assessor

State of California } S.S.
County of Santa Clara }

The accompanying map having been presented to the Board of Supervisors of Santa Clara County on the 5th day of June A.D. 1922, it is hereby ordered by said Board, that said map be and the same is hereby approved, but that no Avenues, roads or streets be accepted.

In Witness Whereof I have hereunto set my name and affixed the official seal of the Board of Supervisors this 5th day of June A.D. 1922.

Henry A. Pfister
Clerk of the Board of Supervisors of Santa Clara County
by Eugene M Don Deputy

State of California } S.S.
County of Santa Clara }

It is hereby certified that a bond in an amount fixed by the Board of Supervisors of Santa Clara County and approved by said Board insuring to the benefit of said County and conditioned for the payment of all taxes that were at the time of the filing of this map a lien against the tract or subdivision of land set forth and delineated upon said map, but not yet payable, has been filed with said Board of Supervisors according to law.

In Witness Whereof I have hereunto set my hand and affixed the seal of said Board of Supervisors this 5th day of June A.D. 1922.

Henry A. Pfister
Clerk of the Board of Supervisors of Santa Clara Co.
by Eugene M Don Deputy

I, F. A. Schilling County Auditor of Santa Clara County, hereby certify that there are no liens for unpaid State, County or municipal or other taxes except taxes not yet payable against the tract or subdivision of land delineated and described in and by the annexed map or any part thereof.

Signed and sealed this 25th day of May 1922 F. A. Schilling
County Auditor.
by Ann L. Bisetti
Deputy

The City of San Jose Planning Commission hereby agrees with the laying out of the streets as shown on this map.

W. Polk
W. McCurdy
Secty.
} Planning Commission.

Filed for Record at the Request of Victor A. Chargin
JUN 5 1922
P. 3a min. past 3 o'clock
M., and Recorded in Vol. R
of Maps page 4 et. seq.
Santa Clara County Records.
D. J. BANNERY, Recorder,
E. Wallis
Deputy Recorder.
5.00

MAP OF THE ALAMEDA PARK

in the Rancho

Potrero de Santa Clara

Surveyed May 1922 by

Chas. Herrmann

Scale 100' to 1 inch.

of Herrmann Bros. Surveyors & C.E.'s
SAN JOSE. CAL.

This is to certify, that I have surveyed the Alameda Park, and set stakes according to distances given on map.

Chas. Herrmann
Licensed Land Surveyor.

NOTE: All southerly corners of lots in Block 4. are set in the fence line irrespective of distances

The accompanying map having been presented to the Council of the City of San Jose with the approval of the City Planning Commission of San Jose, said Council hereby recommends to the Board of Supervisors of Santa Clara County, California that said map of "ALAMEDA PARK" be approved by it. In Witness Whereof I have hereunto set my hand and caused to be affixed the official Seal of the City of San Jose this 29th day of May, A.D. 1922.

Albert Kayser
President of the Council of the City of San Jose.

Attest: Joel Hanson
City Clerk