DRAFT

Pleasanton Downtown
Historic Context Statement

prepared for
City of Pleasanton

prepared by
Architectural Resources Group, Inc
San Francisco

September 2012

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A. Bibliography

Downtown Buildings that are 50 yrs or older (per county data) 2/10/2012 ver 4
DRAFT
Legend
Year Built
1800 - 1889 (10)
1890 - 1919 (181)
1920 - 1949 (227)
1950 -1961 (609)
Downtown Specific Plan
MAIN ST
FIRST ST
STANLEY BLVD
HOPYARD RD
DEL VALLE PARKWAY
UNION PACIFIC RAILROAD
ALAMEDA COUNTY TRANSPORTATION CORRIDOR
PLEASANTON AVE
ROSE AVE
VINEYARD AVE
\\PleasGIS_Data\GIS_Data\Planning\Projects\HistoricSites\Parcels_olderthan1961_DTN.mx
20120118/GIS/RAW

I. INTRODUCTION

In 2012, Architectural Resources Group, Inc. was retained by the City of Pleasanton to develop a Local Historic Context Statement to assist in the identification and evaluation of the city's historic resources. The document seeks to bring a greater level of consistency to the city's historic preservation efforts. This context statement provides an analytical framework for identifying and evaluating potential historic resources in the downtown commercial and residential neighborhoods of the City of Pleasanton. The goals of the statement are to assist the City of Pleasanton in establishing criteria for determining the historical significance of properties in city's downtown area and to assist decision makers in considering what components of the City's built environment are important to preserve or restore.

The Pleasanton Local Historic Context Statement identifies significant themes in the historical development of Pleasanton, connecting events, broad patterns of events, important persons, and key architectural or design expressions with the City's extant built environment. The context statement focuses on historic contexts dating from pre-European Native Californian settlement to the 1960s that impacted development of the downtown area of Pleasanton. The statement includes chronological contexts focused on early development and settlement activities in the area as well as thematic contexts addressing broad trends such as commercial and residential development.

Within each component context, the context statement provides guidance for identifying potential historic resources by providing a narrative description of key developments within the context and identifying important associated property types. The context statement also provides guidance on evaluating the significance of historic resources within each context by describing the potential historic significance of component property types, and outlining property characteristics necessary to be considered significant representative examples within the context.

For more information on the preparation and use of historic context statements, please consult the *Secretary of the Interior's Standards and Guidelines for Preservation Planning* and *National Register Bulletin 16B: How to Complete the National Register Multiple Property Documentation Form*.

Methodology

Evaluation of Historic Properties

This historic context statement relies on the National Register Criteria for Evaluation, the basis for determining eligibility for the National Register of Historic Places. The National Register criteria, which are essentially recommended registration requirements, provide uniform, national standards for preservation activities. Every property nominated to the National Register is judged by the same set of criteria.

The criteria for the California Register of Historical Resources is closely modeled on the National Register criteria.

These criteria apply not only to individually eligible structures, but can also be applied to districts of historic properties. The criteria also serve as the basis for California Environmental Quality Act (CEQA) evaluations.

National Register Criteria

The National Register of Historic Places is the Nation's master inventory of known historic resources. The Register is administered by the National Park Service (NPS). The National Register includes listings of buildings, structures, sites, objects, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the National, State or local level.

There are four criteria under which a structure, site, building, district or object can be considered significant for listing on the National Register. These include resources that

a) are associated with events that have made a significant contribution to the broad patterns of history (such as a Civil War Battlefield or a Naval Ship Building Center),

b) are associated with the lives of persons significant in our past (such as Thomas Jefferson's Monticello or the Susan B. Anthony Birthplace),

c) embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction (such as Frank Lloyd Wright's Taliesin or the midwestern Native American Indian Mounds),

d) have yielded or may likely yield information important in prehistory or history (such as prehistoric ruins in Arizona or the archaeological sites of the first European settlements in St. Augustine, Florida or at the Presidio of San Francisco).

California Register Criteria

The California Register of Historical Resources (California Register) is an authoritative guide to California's significant historical and archeological resources to be used by state and local agencies, private groups, and citizens in identifying the existing historical resources of the state, and to indicate which resources deserve to be protected, to the extent prudent and feasible, from substantial adverse change.

The California Register Program encourages public recognition and protection of resources of architectural, historical, archeological and cultural significance, identifies historical resources for state and local planning purposes, and defines threshold eligibility for state historic preservation grant funding. The State Historical Resources Commission (SHRC) oversees the California Register program, which the State Office of Historic Preservation (OHP) administers.

1. Associated with events that have made a significant contribution to the broad patterns of local or regional history or the cultural heritage of California or the United States.
2. Associated with the lives of persons important to local, California or national history.
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.
4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

National Register Seven Aspects of Integrity

Integrity is the ability of a property to convey its significance. To be listed in the National Register of Historic Places, a property must not only be shown to be significant under the National Register criteria, but it also must have integrity. The evaluation of integrity is sometimes a subjective judgment, but it must always be grounded in an understanding of a property's physical features and how they relate to its significance. Historic properties either retain integrity (this is, convey their significance) or they do not. Within the concept of integrity, the National Register criteria recognizes seven aspects or qualities that, in various combinations, define integrity.

- Location: The place where the historic property was constructed or the place where the historic event occurred.
- Design: The combination of elements that create the form, plan, space, structure, and style of a property.
- Setting: The physical environment of a historic property.
- Materials: The physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.
- Workmanship: The physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- Feeling: A property's expression of the aesthetic or historic sense of a particular period of time.
- Association: The direct link between an important historic event or person and a historic property.

To retain historic integrity a property will always possess several, and usually most, of the aspects. The retention of specific aspects of integrity is paramount for a property to convey its significance. Determining which of these aspects are most important to a particular property requires knowing why, where, and when the property is significant.

Integrity is the authenticity of a property's historic identity, evidenced by the survival of physical characteristics that existed during the property's historic or prehistoric period. All properties change over time. It is not necessary for a property to retain all its historic

physical features or characteristics. The property must retain, however, the essential physical features that enable it to convey its historic identity. The essential physical features are those features that define both why a property is significant (Applicable Criteria and Areas of Significance) and when it was significant (Periods of Significance). They are the features without which a property can no longer be identified as, for instance, a late 19th century dairy barn or an early 20th century commercial district.

Criteria A and B

A property that is significant for its historic association is eligible if it retains the essential physical features that made up its character or appearance during the period of its association with the important event, historical pattern, or person(s). If the property is a site (such as a treaty site) where there are no material cultural remains, the setting must be intact.

Archeological sites eligible under Criteria A and B must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to convey important associations with events or persons.

Criterion C

A property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique. A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style.

Archeological sites eligible under Criterion C must be in overall good condition with excellent preservation of features, artifacts, and spatial relationships to the extent that these remains are able to illustrate a site type, time period, method of construction, or work of a master.

Criterion D

For properties eligible under Criterion D, including archeological sites and standing structures studied for their information potential, less attention is given to their overall condition, than it they were being considered under Criteria A, B, or C. Archeological sites, in particular, do not exist today exactly as they were formed. There are always cultural and natural processes that alter the deposited materials and their spatial relationships.

For properties eligible under Criterion D, integrity is based upon the property's potential to yield specific data that addresses important research questions, such as those identified in the historic context documentation in the Statewide Comprehensive Preservation Plan or in the research design for projects meeting the Secretary of the Interior's Standards for Archeological Documentation.

It is possible for a property to be significant under more than one of the criteria, but to retain integrity only under one.

Research and Fieldwork

Preparation of this historic context statement included primary and secondary research on the history of Pleasanton and its built and designed environment. Primary repositories of information included the Bancroft Library, Earth Sciences and Map Library, Environmental Design Library, and Gardner Library at the University of California, Berkeley; the library and archive at the Amador-Livermore Valley Historical Society; the Online Archive of California; and previous historic resource survey and documentation efforts for properties in the City of Pleasanton. Secondary repositories of information included the Pleasanton Public Library and Alameda County Library. Ken MacLennan and Jennifer Amiel at the Amador-Livermore Valley Historical Society were particularly helpful in compiling information for the context statement. Context statement preparation also included fieldwork to identify, photograph, and analyze extant historic property types associated with important historic contexts in Pleasanton.

All ARG team members involved in the preparation of this historic context statement meet the Secretary of the Interior's Professional Qualifications Standards in Architectural History and/or History.

California Register Integrity

Integrity is the authenticity of a historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance. Historical resources eligible for listing in the California Register must meet one of the criteria of significance described above and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. Historical resources that have been rehabilitated or restored may be evaluated for listing. Integrity is evaluated with regard to the retention of location, design, setting, materials, workmanship, feeling, and association. It must also be judged with reference to the particular criteria under which a resource is proposed for eligibility. Alterations over time to a resource or historic changes in its use may themselves have historical, cultural, or architectural significance.

It is possible that historical resources may not retain sufficient integrity to meet the criteria for listing in the National Register, but they may still be eligible for listing in the California Register. A resource that has lost its historic character or appearance may still have sufficient integrity for the California Register if it maintains the potential to yield significant scientific or historical information or specific data.

II. HISTORICAL AND GEOGRAPHIC OVERVIEW

Pleasanton is located in the Amador Valley in eastern Alameda County, California, bounded by the Diablo Range foothills on the north and south, the coastal Pleasanton Ridge on the west, and the adjacent Livermore Valley on the east. Major water courses consist of the Arroyo del Valle and Arroyo de la Laguna, both are tributaries of Alameda Creek. Pleasanton proved attractive for settlement in prehistoric and historic times because of its abundant artesian water supply. The area also held small deposits of gas, oil, and minerals, though none of sufficient quantity for extraction. Mineral springs impregnated with iron, magnesia, and sulfur dotted the area. Historically, a large portion of the valley northeast of downtown Pleasanton along the Arroyo de la Laguna was a seasonally flooding area known as Tulare Lake. However, in the late nineteenth century this area was largely drained with the use of a series of canal for agricultural interests.

Before the permanent settlement of Europeans in the San Francisco Bay Area in the late eighteenth century, members of the Ohlone Native Californian group inhabited the Amador Valley and vicinity of Pleasanton. The Amador and Livermore valleys were important travel routes for trade between coastal and interior Native California tribes, and during exploratory travels of the San Francisco Bay area, Fray Juan Crespi noted two villages of Ohlone near the site of Pleasanton in 1772.[A1]

The earliest European presence in the vicinity of Pleasanton occurred in conjunction with the establishment of the Spanish Mission San Jose in present-day Fremont in 1797. Mission San Jose lands included the Amador Valley, and though there was no permanent settlement in the area during the Mission period, Native Californian neophytes and others associated with the mission grazed cattle on nearby hillsides. After secularization of the Alta California missions in the early nineteenth century, the Mexican government granted most of the vicinity of Pleasanton, including the future town site, to members of the Bernal Family. Granted in 1839, the Rancho del Valle de San Jose continued to be a site of impermanent settlement, inhabited primarily by cattle

A1 Herbert L. Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton* (Pleasanton, CA (601 Main St., Pleasanton 94566): Amador-Livermore Valley Historical Society, 1993), 7–8; George Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California* (Oakland, Calif: Alameda County Library, 1938), 239–240.

D.D. Reaves, "Map of the Town of Pleasanton, Alameda County, California: Surveyed for Joshua A. Neal, December 1st, 1869, Revised from Survey of 1868", 1869. Collection of the Earth Sciences and Map Library, University of California, Berkeley, CA..

ranch workers tending flocks and seasonal hunters and trappers.
With American annexation of California and the onset of the Gold Rush in the late 1840s, members of the Bernal family established permanent homes on their rancho, both to capitalize on the proximity to travel routes from the coast to inland mines through the Altamont Pass and protect their land claims. Augustín Bernal, Juan Bernal, and Juan Bernal's son-in-law John Kottinger were the initial permanent settlers in the area, constructing adobe homes along the path of the Arroyo del Valle. The Pleasanton area was originally called Alisal in reference to the cottonwood or sycamore trees prevalent along the banks of the arroyos. Alisal was originally part of Murray Township (formed 1868), a government unit within Alameda County (formed 1853) encompassing present-day Sunol, Livermore, Dublin, and Altamont. Cattle ranching and grass crops such as hay were the primary staples of the local economy.

Pleasanton remained sparsely populated in the 1850s, but in the 1860s news of the impending arrival of a segment of the Transcontinental Railroad sparked the first efforts at organized town development and an increase in population. The Western (later Central/Southern) Pacific Railroad planned construction of a segment of the final railroad link between Sacramento and San Jose through Pleasanton beginning in the early 1860s. John Kottinger began subdividing and selling his property in Pleasanton along the Arroyo del Valle as early as 1863, though completion of the railroad took until 1869. Joshua Neal, one of Augustín Bernal's sons-in-law also settled in Pleasanton in the early 1860s and subdivided portions of his property abutting the route of the Central Pacific Railroad line. The Neal and Kottinger divisions created the core of the Pleasanton town site, arranged along the axes of Main Street and the railroad. By the arrival of the railroad, Pleasanton had a population of about 500 people.

The arrival of the Central Pacific Railroad sparked a commercial, agricultural, and residential boom in Pleasanton as the community gained greater access to the major regional urban markets of San Francisco and Oakland. Between the 1870s and World War II, Pleasanton became a major regional supplier of commodity crops like grain, livestock, and agricultural products like hay. Local farmers and later major corporate agricultural interests grew or raised grass crops, hops, feed and table grains, market fruits and vegetables, wine grapes, sugar beets, and dairy cows. Pleasanton became a major regional shipping center for grain and hay, as well as a local leader in viticulture.

The community also became nationally and internationally known as a center of horse breeding and training by the late nineteenth century. In the early twentieth-century, Pleasanton was also a major regional dairy producer and commercial flower growing site.

Commercial activity in Pleasanton in the late nineteenth and early twentieth centuries clustered along Main Street and the Central Pacific Railroad line and centered on marketing and shipping agricultural commodities, servicing livestock, and providing retail, financial, legal, medical, and recreational services to residents. Industrial development in Pleasanton was limited, but included a major brickyard operation for Oakland's Remillard Brick Company, gravel mining, and water supply infrastructure for the Spring Valley Water Company. Residential development on a substantive scale began in Pleasanton after the arrival of the Central Pacific Railroad in 1869, with development peaks in the 1880s and 1890s and the early decades of the twentieth century.

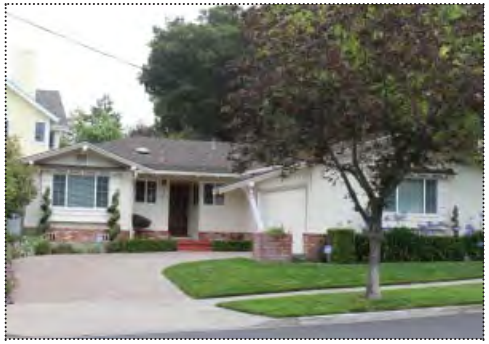
Civic activities in Pleasanton before incorporation were limited to the local school district, which provided primary-level education for local children. The community also supported Methodist Episcopal, Roman Catholic, Presbyterian, and traditional Chinese Places of worship and several fraternal organizations. Pleasanton incorporated as a city in 1894 with a population of about 900 people. Over the first several decades of the twentieth century, the community constructed a city hall building and established a local high school (Amador Valley High School).

Main Street (ARG, June 2012).

The onset of World War II in 1941 brought a small boom in commercial and agricultural activity in Pleasanton, spurred by the needs of the war effort and the nearby presence of tens of thousands of American armed service members and war workers. The U.S. Navy constructed the Naval Construction Battalion Center in 1943 and later Camp Parks and Camp Shoemaker, just north of Pleasanton. Camp Shoemaker served as a Naval Personnel Distribution Center for the duration of the war and grew to include 200 buildings and more than 4,000 employees. Twenty-thousand servicemen a week embarked to the Pacific theater (the Pacific Ocean, its islands, and East Asia) from the camp on a weekly basis during the war. The influx of war personnel to the region created a severe housing shortage in the area and brought about Pleasanton's first wartime speculative subdivision: the Harris Acres tract along extensions of East Angela

and Abbie Streets. By 1950, Pleasanton's population nearly doubled to just over 2,200 people.[A2]

After World War II, commercial and residential development in Pleasanton continued on the outskirts of the downtown area, but grew dramatically outside the downtown in former agricultural districts. Corporate and research interests seeking land for large-scale research, office, and industrial campuses and high taxes on agricultural land resulted in widespread sale of agricultural property in Pleasanton in the 1960s. Development of the California Research and Development Company/University of California, Berkeley nuclear lab (now Lawrence Livermore National Laboratory), Scandia Corporation facility, and General Electric's Vallecitos Nuclear Center attracted thousands of new residents to the Pleasanton area in the 1950s and 1960s. The construction of major interstate highways along historic travel routes in the region also facilitated greater access between Pleasanton and major urban and employment centers attracting new residents. The population of Pleasanton doubled again between 1950 and 1960, rising to 4,203 people. Between 1960 and 1970, the population more than quadrupled to over 18,000 residents. Strong residential growth continued in Pleasanton until the early 1970s when concerns over development and water supply and quality precipitated a slowdown in the rate of growth.



Post-war residence at 210 East Angela Street (ARG, June 2012).

Post-war residence at 104 Abbie Street (ARG, June 2012).

A2 Pleasanton's Downtown Specific Plan notes (on pg. 65) that the Spring Street neighborhood is considered to be the City's first "modern subdivision tract." The Spring Street neighborhood consists of several houses built speculatively at the early part of the 20th-century. In that respect, it is an early speculative development in Pleasanton. In contrast, the Harris Tract embodies Pleasanton's response to the national, post-war housing shortage. It was the City's first large-scale, modern speculative subdivision, on a different scale from the early small-scale speculative undertakings in Pleasanton.

III. HISTORIC THEMES

A. Native Californian Settlement & Presence (10,000 BCE-present)

The vicinity of Pleasanton was part of the ancestral homelands of the Ohlone, or Costanoan, Native Californian tribe. The Amador-Livermore Valley was an important travel route for trade between coastal and interior Native California tribes, and during exploratory travels of the San Francisco Bay area, Fray Juan Crespi noted two villages of Ohlone near the site of Pleasanton in 1772.[1]

The Ohlone territory that included Pleasanton fell under the control of Mission San Jose in present-day Fremont after the founding of the mission in 1797. Spanish Jesuits brought most of the local Native Californian population into the mission for conversion and acculturation to Spanish and European culture and practices, though some Native Californians remained in the Pleasanton vicinity tending the mission cattle that the Jesuits grazed on the valley floor and hillsides.[2]

After American annexation of California in 1848, a small group of Ohlone from Mission San Jose formed the Alisal Rancheria in the southeast portion of Pleasanton on the land of Augustín Bernal.[3] Over the second half of the nineteenth century and well into the twentieth century, Native Californians worked as laborers and servants on the local ranchos and farming operations.[4] In 1886, George Hearst purchased the former Bernal land including a portion of the Alisal Rancheria. At that time, the population of the rancheria was about 125 people.[5] The Western Pacific Railroad constructed a rail

Native American residence on the Alisal Rancheria (Images of America 12).

A1 Herbert L. Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton* (Pleasanton, CA (601 Main St., Pleasanton 94566): Amador-Livermore Valley Historical Society, 1993), 7–8; George Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California* (Oakland, Calif: Alameda County library, 1938), 239–240.
A2 William Halley, *The Centennial Year Book of Alameda County, California* (Oakland, Calif: W. Halley, 1876), 499.
A3 Ibid., 33; Mary-Jo Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, Images of America (Charleston, SC: Arcadia Pub, 2007), 9; Muwekma Ohlone Tribe of the San Francisco Bay Area, "Tribal History", 2011, http://www.muwekma.org/tribalhistory/missionslandrancheria.html.
A4 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 9.
A5 Ibid., 12; Muwekma Ohlone Tribe of the San Francisco Bay Area, "Tribal History," 16.

line to serve the Hearst estate in 1910 and named the station Verona. Federal Native American censuses after 1905 refer to the residents of the Alisal Rancheria as the Verona Band of Alameda County because of their proximity to the station. In the 1905 Federal Native American census, there were 70 people at Alisal Rancheria. Most of the buildings on the Alisal Rancheria reportedly burned in 1914, and the settlement was abandoned by 1916.[6]

Associated Property Types and Registration Requirements

Pleasanton retains strong evidence of early Native Californian settlement in the archaeological record, as shown by substantial discoveries of temporary and permanent settlement sites, burials, and during ground disturbing activities in the City during the late twentieth century. Particular areas of sensitivity are likely to include the banks of major waterways such as the Arroyo del Valle and Arroyo de Laguna. **Artifacts** related to Native Californian settlement in Pleasanton may be significant under NR Criterion A/CR Criterion 1 or National Register of Historic Places (NR) Criterion D/ California Register of Historical Resources (CR) Criterion 4 as having the potential to yield information important to history or prehistory. If **archaeological materials** are discovered, a qualified archaeologist should assess the materials and surrounding site.

Mexican period Native Californian settlement properties in Pleasanton include the site of the Alisal Rancheria. Based on historic photographs, Native Californian housing at the Alisal Rancheria were typically single-story, wood-frame, vernacular structures constructed from found materials. There are no known surviving properties associated with the Alisal Rancheria or Verona Band of Alameda (now Muwekma Ohlone Tribe) in Pleasanton, though some evidence may remain in the archaeological record. The site of the Alisal Rancheria burned in 1914 and is now under a portion of the path of I-680.[7] Native Californians also likely occupied temporary or worker housing on the myriad agricultural operations in Pleasanton in the late nineteenth and early to mid-twentieth centuries in their capacity as agricultural and domestic workers. Many of the agricultural properties in Pleasanton are no longer extant or have undergone substantial alteration since the mid-twentieth century.

A6 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 9, 12.
A7 Ibid., 12.

Archaeological or historic properties related to Ohlone presence in Pleasanton in the late nineteenth and early twentieth centuries may be significant for association with Native Californian settlement in Pleasanton and the region (National Register (NR) Criterion A/California Register (CR) Criterion 1). The properties may also be significant for their potential to yield information about period history (NR Criterion D/CR Criterion 4). If historic properties associated with late nineteenth and early twentieth century Native Californian presence in Pleasanton are identified, primary considerations in evaluating the significance of the property should include the strength of the association of the property with Native Californians' presence and contributions to Pleasanton. Properties with ephemeral or limited association or use by Native Californians would not typically be eligible for historic recognition. Properties should also possess sufficient integrity of materials, design, workmanship, and feeling to convey their significant association with Native Californian presence in Pleasanton. If archaeological materials related to late nineteenth and early twentieth century Native Californian settlement in Pleasanton are identified, a qualified archaeologist should assess the materials and surrounding site.

B. Spanish and Mexican Settlement (ca. 1797-1848)

Mission San Jose (c. 1797-ca. 1833)

The environs of present-day Pleasanton fell under control of Mission San Jose (near Fremont). Founded in 1797, Mission San Jose lands included a vast territory extending from the southern boundary of Alameda County to the Sacramento River and from the San Francisco Bay to the Coast Range.[1] There was no known permanent settlement in Pleasanton during the Mission period, but Spanish Jesuits in control of the Mission used the Amador and Livermore valleys, including the vicinity of Pleasanton, to pasture and graze their cattle.[2] Ohlone neophytes brought into the Mission for conversion to Christianity and enculturation into European practices tended Mission cattle herds in the vicinity of Pleasanton. Mission use of the vicinity of Pleasanton for cattle grazing persisted through Mexican independence from Spain in 1821, but came to a close in 1833 with Mexican secularization and dispersal of mission lands.

El Rancho del Valle de San Jose (1839-ca. 1850)

In the 1830s, the Mexican government of Alta California granted three ranchos on the land that now makes up Pleasanton to prominent California citizens. Augustín Bernal (abt. 1785-1872), a twenty year veteran of the Spanish and Mexican army, received the Rancho del Valle de San José in 1839. This rancho encompassed the southern two-thirds of Pleasanton. The remaining northern third of present-day Pleasanton was part of Rancho Santa Rita, granted to Jose Maria Pacheco, a former Mexican alcalde, in 1839, and Rancho San Ramon, granted to Jose Maria Amador, a former soldier and administrator of Mission San Jose, in 1834. Augustín Bernal's Rancho del Valle de San Jose was the largest single Mexican land grant east of the San Francisco Bay, totaling more than 48,000 acres.[3]

Augustín Bernal initially divided his interest in the Rancho del Valle de San Jose

B1 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton* (Pleasanton, Calif.: The Committee, 1976), 6.
B2 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 8–9.
B3 Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California*, 238; Halley, *The Centennial Year Book of Alameda County, California*, 500; Ruth Hendricks Willard and Alameda County Historical Society, *Alameda, California Crossroads: An Illustrated History* (Northridge, Calif: Windsor Publications, 1988), 19.

between himself and his three siblings, Juan Pablo Bernal, Maria Pilar Bernal (m. Antonio Maria Pico), and Maria Dolores Bernal (m. Antonio Maria Sunol). By 1846, however, Augustín and Juan Bernal had purchased their sister and brother-in-laws' interests and owned the entirety of the rancho grant.[4] Though the Bernal brothers owned significant land in the vicinity of Pleasanton, they remained on their initial ranching properties in the Santa Clara Valley until the 1850s. The Bernals primarily used the rancho for cattle grazing and pasturage, holding as many as 25,000 head of cattle between their Santa Clara and Pleasanton ranchos. The only mention of settlers in the vicinity during this period is record of a widow named Mrs. Wilson who moved with her adult sons to the rancho in 1849 where the men served as foreman for the Bernals.[5]

Associated Property Types and Registration Requirements

There is no documentation or description of the built or designed environment in the vicinity of Pleasanton before ca. 1850, though it is likely there were some buildings in the vicinity to support agricultural activities, grazing, and shelter for workers tending cattle herds in the area. Rancho grants also required that owners to construct a house on the property within a year and cultivate or utilize the land in order to retain title. There are no known properties associated with the Spanish and Mexican settlement period in Pleasanton, but physical evidence of land use and temporary settlement from the period may survive in the archaeological record.

Artifacts or **archaeological material** related to early impermanent European settlement and land use in Pleasanton may be significant for their potential to yield information important to history (NR Criterion D/CR Criterion 4). Historic resources from this period may be significant for their association with early European land use and settlement patterns in California (NR Criterion A/CR Criterion 1), as rare surviving examples of design and construction from the period (NR Criterion C/CR Criterion 3), or for their potential to yield important information about the historic period (NR Criterion C/CR Criterion 4). If archaeological materials associated with Mission or early rancho settlement are identified in the future, a qualified archaeologist should review

B4 Frank Clinton Merritt, *History of Alameda County, California* (Chicago: S.J. Clarke Pub. Co, 1928), 87; Willard and Alameda County Historical Society, *Alameda, California Crossroads*, 19.
B5 Wood, M. W, *History of Alameda County, California* (Oakland, Calif: M. W. Wood, 1883), 478.

and assess the materials and surrounding site.

Because of the unlikely survival of resources from the Mission or Rancho periods in Pleasanton, any identified historic, non-archaeological properties associated with this context would likely possess sufficient association with the context to be considered for historic recognition. Properties should, however possess sufficient integrity of materials, design, workmanship, and feeling to convey their significance and association within the context of Mission and early Rancho periods in Pleasanton. Remnants, architectural fragments, or highly altered properties should be evaluated based on the degree of period material or design left intact and the information such properties might yield about early Spanish and Mexican settlement in the area. Identified properties associated with this context are likely to have been moved from their original locations. Because of the rarity of the survival of properties associated with the context, the loss of integrity of location and setting would typically not prohibit historic recognition of these resources. Even properties that have been moved may be eligible if the property is primarily significant for architectural value, or is the surviving structure most importantly associated with a historic person or event.

C. First Permanent Mexican/American Settlement (ca. 1850-1860)

Pleasanton and the vicinity remained a minimally settled, agricultural hinterland until after the Mexican-American War and the transfer of Alta California to the United States in 1848. American possession of California coincided with the discovery of gold in the Sierra Nevada foothills the same year, and the two events brought thousands of people to northern California in a relatively short period. The combination of the Gold Rush and the new government and land title structures of the American government changed the economy, demographics, and geography of the Pleasanton vicinity. Landowners in the area acted quickly to protect their Mexican land titles and capitalize on the dramatic increase in the need for food, livestock, and related products during the boom years of the late 1840s and early 1850s. The Rancho del Valle de San Jose lands were strategically situated along a natural route from the San Francisco Bay, through the Altamont Pass, to the gold mining regions further inland, and along stage routes between Stockton and the coast developed in the early 1850s.

In the early 1850s, the Augustín and Juan Bernal moved from their Santa Clara and San Jose properties to the Pleasanton vicinity to protect their claim to the rancho and discourage squatters. Augustín Bernal arrived in Pleasanton in 1850 and built an adobe house in the northeast quadrant of the rancho, about one mile west of the future Pleasanton town site along the road from Martinez to San Jose.[1] His brother, Juan Bernal, followed suit in 1851, beginning construction on a house on the north side of the Arroyo del Valle near the road from Mission San Jose to Stockton.[2] What is now southern Alameda County was sparsely settled during the period, with the Jose Maria Amador Family, the Robert Livermore Family, and Francisco Alviso, the foreman of the Rancho Santa Rita, as the nearest neighbors. Early histories of Alameda County note the increase of population in the Pleasanton vicinity at only one or two families per year during the 1850s.[3]

C1 Merritt, *History of Alameda County, California*, 87; Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 8; Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California*, 248; E. (Ephraim) Dyer, "Plat of the Rancho Valle de San José [Alameda County, Calif.]: finally confirmed to Antonio Suñol, Juan Bernal and Augustin Bernal / surveyed under instructions from the U.S. Surveyor General by E. Dyer, Dep. Survr., May 1862," cartographic, 1862.
C2 Dyer, "Plat of the Rancho Valle de San José [Alameda County, Calif.]"; Wood, M. W, *History of Alameda County, California*, 463.
C3 Wood, M. W, *History of Alameda County, California*, 460–465.

In 1852, Juan Bernal's son-in-law, John W. Kottinger (1819-1892, m. Maria Bernal 1850) constructed an adobe house and barn on the south side of the Arroyo del Valle opposite his father-in-law's home.[4] Kottinger, a native of Austria, arrived in California in 1849, where he built a career as a teacher, lawyer, rancher, and real estate broker. He was particularly well-educated, having served as a private tutor to the family of Prince Charles Lichtenstein, overseeing a school at the Pueblo of San Jose, and working as an attorney for Santa Clara District Attorney's Office before arriving in Pleasanton.[5] Beginning with his wife's dowry of 4,500 acres of land near Pleasanton, Kottinger established a cattle ranching operation and constructed the first store in Pleasanton in 1855.[6]

The small settlement consisting of the homes of Juan Bernal and John Kottinger, Kottinger's store, and a likely crossing of the Arroyo del Valle along the Mission San Jose-Stockton road became known as Alisal after the sycamore or cottonwood trees prevalent in the vicinity. Originally part of Contra Costa County, Pleasanton became part of Murray Township in Alameda County in 1853 when that county was formed.[7] Murray Township included the present-day settlements of Altamont, Dublin, Livermore, Midway, Pleasanton and Suñol.

In 1857, Kottinger left Pleasanton to enter real estate speculation in San Francisco, leasing his property to two other enterprising Californians who arrived with the Gold Rush, German immigrants Carl Duerr and Louis Nussbaumer. Carl Duerr, a real estate broker, builder, rancher, and surveyor, and his partner, Louis Nussbaumer, took over Kottinger ranch and store from 1857 to 1862. Duerr and Nussbaumer further capitalized on their location by opening the town's first public house.[8] In 1858, Augustín Bernal's sons laid out the first iteration of the Pleasanton race track on the site of the Alameda County Fairgrounds, adding increased focus on the location as a center for social and commercial activity in the vicinity.[9]

C4 Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California*, 248; Merritt, *History of Alameda County, California*, 88.
C5 Wood, M. W, *History of Alameda County, California*, 937.
C6 Halley, *The Centennial Year Book of Alameda County, California*, 500; Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 7, 10; Merritt, *History of Alameda County, California*, 88.
C7 Wood, M. W, *History of Alameda County, California*, 462.
C8 Halley, *The Centennial Year Book of Alameda County, California*, 500–501; Wood, M. W, *History of Alameda County, California*, 876.
C9 Willard and Alameda County Historical Society, *Alameda, California Crossroads*, 28.

Associated Property Types and Registration Requirements

There is limited documentation of the built or designed environment in the vicinity of Pleasanton between ca. 1850 and 1860, primarily in the form of historic photographs. Property types associated with the first permanent American and Mexican settlement of Pleasanton include **residential, agricultural**, and **mixed-use commercial/residential buildings**. Known extant properties from this period and context include:

- **Francisco Alviso Adobe**, 3546 Old Foothill Road (built 1854)
- **Augustín Bernal Adobe**, 1780 Foothill Road (built 1850)
- **John Kottinger Adobe Barn**, Ray Street (built ca. 1851) – The Kottinger Barn was listed on the National Register of Historic Places in 1985.

Properties associated with this period of development would most likely be situated on the two major roads through Pleasanton during the period: the Mission San Jose to Stockton Road and the Martinez to San Jose Road. Residential properties constructed during the early American period were typically vernacular, single-story, rectangular plan, wood-frame or adobe dwellings with minimal ornament. Full-length porches, dormers, small additions to the rear or side elevations of buildings, and ornament popular in later periods would be common alterations to buildings from this period over time as successive users adapted them to evolving housing standards and preferences. Outbuildings such as barns were also utilitarian in form, designed for housing small numbers of livestock and feed storage. Most barns from this period would be rectangular plan, one-and-a-half-story structures with lofts for hay storage.

Properties associated with this context and period may be historically significant for their association with the early settlement and agricultural development of Pleasanton (NR Criterion A/CR Criterion 1) or persons such as members of the extended Bernal Family who made significant contributions to the early development of Pleasanton (NR Criterion B/CR Criterion 2). Resources may also be significant as rare surviving examples of design and construction from the period or for the information they might yield about early Californian building practices (NR Criteria C or D/CR Criteria 3 or 4).

If properties associated with early Mexican and American permanent settlement of Pleasanton are identified in the future, primary considerations in evaluating the

The John Kottinger Adobe Barn on Ray Street was built ca. 1851 (ARG, June 2012).

significance of the property should include the strength of the association of the resource with this historic context and physical integrity. Because of the rarity of resources from this period in Pleasanton, any structures or buildings associated with this context would likely possess sufficient association with the context to be considered for historic recognition. Properties should, however, possess sufficient integrity of materials, design, workmanship, and feeling to convey their significance and association within the context. Considerations regarding integrity include:

- Resources should retain a readily discernible original form and outline, some semblance of original door and window openings, and sufficient original materials and workmanship (visible or obscured) to represent the period.
- Additions, window and door replacements, porch alterations, and ornament reflecting later periods of use are common in resources of this age, and would not necessarily preclude historic recognition.
- Remnants, architectural fragments, or highly altered properties should be evaluated based on the degree of period material or design left intact and the information such properties might yield about the aspects of the first permanent settlement of the area.
- Identified properties associated with this context may have been moved from their original locations. Because of the rarity of the survival of properties associated with the context, the loss of integrity of location and setting would typically not prohibit historic recognition of these resources.

D. Early Town Development & the Western Pacif c Railroad (1860-1870)

In the early 1860s, the possibility of the small settlement of Alisal being along a portion of the Transcontinental Railroad spurred the beginnings of its development as a more formalized town. The Western Pacific Railroad incorporated in 1862 with the intention of constructing a rail line between San Jose and Stockton under agreement with the Central Pacific Railroad. This line would form part of the final link of the Central Pacific's Transcontinental Railroad between Sacramento and San Francisco, passing through Fremont, Niles Canyon, Pleasanton, Dublin, the Livermore Valley, the Altamont Pass, and Stockton.

By the early 1860s, John Kottinger owned a major portion of the former Bernal estates in Pleasanton. He returned to the area in 1862 and began dividing and selling town lots between Division Street and the Arroyo del Valle in 1863.[1] Another extended Bernal family member, Joshua Neal, also arrived in Pleasanton in this period. Originally from New Hampshire, Neal arrived in California in 1847 as a sailor, worked as a ranch foreman and independently ranched in the 1850s, and married Augustín Bernal's daughter Angela in 1861. Neal arrived in Pleasanton in 1863 where he constructed a home (431 Neal Street) on the 530 acres of land he held their via his wife's dowry.[2] Neal subdivided his property west of Main Street between Division and Abbie Streets in 1863, though there is no record of early sales.[3] The Central Pacific Railroad route went directly through Neal's property, and he may have granted land to the company for their right-of-way.[4] From this initial subdivision in 1863, the development of the Alisal town site began in earnest. Neal donated land for the first school building in 1864, and Kottinger built the Farmer's Hotel on Main Street in 1865.[5]

Adobe house built by John William Kottinger in 1852 (demolished 1930) (from *Pleasanton*. Images of America, 21).

The Farmer's Hotel on Maint Street was constructed in 1865 (burned in 1898) (from *Pleasanton*. Images of America, 49).

D1 Merritt, *History of Alameda County, California*, 88; Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California*, 257.
D2 Halley, *The Centennial Year Book of Alameda County, California*, 501; Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 12.
D3 Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California*, 257.
D4 Willard and Alameda County Historical Society, *Alameda, California Crossroads*, 28.
D5 William E. McCann, United States, and Alameda County (Calif.), "History of Rural Alameda County" (Oakland, Calif, 1937), 195.

Charles Duerr. "Map of the Town of Pleasanton, Alameda County, California." San Francisco: Britton & Rey, 1869. Collection of the Earth Sciences and Map Library, University of California, Berkeley, CA.

Construction of the Western Pacific Railroad stalled in 1866 due to lack of funds, with the line reaching only as far as Niles Canyon. The Central Pacific abandoned its plans to connect San Francisco with Sacramento via San Jose, but took up construction of the line through Pleasanton as a regional passenger and freight route again in 1867. The resulting line connected with the San Francisco & San Jose Railroad in the south, the San Francisco Bay Railroad (to Oakland) to the west, and the Central Pacific Transcontinental line in Sacramento via Stockton. Service on the line began in September 1869.

With the surety of a Central Pacific Railroad route through Pleasanton, Kottinger and Neal reoriented their lot divisions to align with the route of the railroad in 1868 (Neal) and 1869 (Kottinger).[6] The plat maps of those dates lay out the current underlying street pattern for the downtown area of Pleasanton, including the St. John Street and St. Mary Street neighborhood and the First, Second, and Third Streets neighborhood. These maps show the first use of the name Pleasanton for the settlement, which Kottinger reportedly chose to honor his friend Alfred Pleasonton (sic), a commander of the Calvary Corps of the Army of the Potomac during the Civil War.[7]

Associated Property Types and Registration Requirements

Extant property types associated with the arrival of the railroad and early town division in Pleasanton include **residential buildings** and **landscape and engineering design elements**. Identified properties from this period include:

- **Joshua Ayres Neal House**, 431 Neal Street (built 1863)
- **Neal and Kottinger Street Grid and Division Street Boundary Line** (ca. 1850 and 1868/1869) - The street grid shown in Duerr's surveys for Neal and Kottinger remain largely intact, though some street names have changed. The path of Division Street, which marked the dividing line between Juan and Augustín Bernal's properties, and later Neal and Kottinger's holdings, also remains largely intact.

D6 Bob Lane and Pat Lane, *The Amador-Livermore Valley: a Pictorial History* (Norfolk, VA: Donning Company, 1988), 12; Wood, M. W, *History of Alameda County, California*, 479; Halley, *The Centennial Year Book of Alameda County, California*, 502.
D7 Willard and Alameda County Historical Society, *Alameda, California Crossroads*, 29.

- **Central/Southern Pacific Railroad Bed** (completed 1869) – The original Central Pacific Railroad Bed through downtown Pleasanton is discernible, though the Southern Pacific Railroad removed the tracks in the mid-1980s. The rail bed and associated resources between Niles and Pleasanton, including the rail bed in Pleasanton south of Bernal Avenue, were listed on the National Register of Historic Places as the **Niles Canyon Transcontinental Railroad Historic District** in 2010.

No known resources from the initial period of construction of the railroad through Pleasanton remain extant aside from the rail bed. The railroad replaced the original depot building at Pleasanton ca. 1895 with the present depot at 30 West Neal Street. There are also no known surviving agricultural resources in Pleasanton from this period. If unidentified resources remain extant in Pleasanton from this period, the resources are likely to be located in the downtown Pleasanton area or in the former agricultural areas adjacent to the town site, Arroyo del Valle, and developed county roads from the period. For more detailed descriptions of the character of historic property types, forms, and styles from this period, please see the component thematic contexts for Agriculture; Transportation; Residential Development; Commercial Development; and Civic, Religious, and Institutional Development.

Properties from this period may be significant for their association with the development of downtown Pleasanton and the Central/Southern Pacific Railroad (NR Criterion A/CR Criterion 1) or with persons who made significant contributions to the early development of Pleasanton such as members of the extended Bernal Family (NR Criterion B/CR Criterion 2). Resources from this period may also be architecturally significant as rare surviving examples of design and construction from the period and for the information the resources might yield about early Californian building practices (NR Criteria C or D/CR Criteria 3 or 4).

If additional properties associated with early town development or the railroad in Pleasanton are identified in the future, primary considerations in evaluating the significance of the property should include the significance of the association with the historic context and physical integrity. Because of the rarity of resources from this period in Pleasanton, any structures or buildings associated with this context would

likely possess sufficient association with the context to be considered for historic recognition. However, properties should possess sufficient integrity of materials, design, workmanship, and feeling to convey their significance and association with the context. For more detailed discussion of integrity considerations, please see the component thematic contexts for Agriculture; Transportation, Residential Development; Commercial Development; and Civic, Religious, and Institutional Development.

E. Transportation (ca.1845-ca.1965)

Situated at the junction of the Livermore and Amador valleys, the vicinity of Pleasanton has been a strategic location within regional transportation networks since before European colonization and settlement in California. The Amador and Livermore valleys were an important travel route for trade between coastal and interior Native California tribes and continued as an important transportation route between San Francisco Bay coastal communities and the San Joaquin Valley into the nineteenth century.[1] The nearby Altamont Pass was a primary route for people headed to the gold mines in the interior in the late 1840s and early 1850s. In the late nineteenth and twentieth centuries, the P ass and adjacent valleys served as important railroad corridors and later interstate highway routes.

Road and Highways

Early American maps of the Rancho del Valle de San Jose from the late 1850s and early 1860s provide the earliest visual documentation of road layouts in Pleasanton. These maps show two primary roads through the vicinity. A north-south road along the Arroyo de La Laguna at the western edge of the rancho (now the approximate path of I-680) connected Martinez and San Jose. A second southwest-northeast road connecting Mission San Jose (Fremont) and Stockton ran along the Arroyo de La Laguna before turning northeast through the approximate location of the Pleasanton town site. This street appears to have taken the general course of the Sunol Boulevard, Main Street, and Stanley Boulevard.[2] By 1850, the Mission San Jose/Stockton Road was part of a network of regional stagecoach routes connecting the coast with the interior. Pleasanton was a stop along the route between Stockton and Oakland through the Altamont Pass, as mail, passengers, and gold moved back and forth through the vicinity. The major local stagecoach junction in the area was at the settlement of Santa Rita, north of the Pleasanton town site.[3]

John Kottinger and Joshua Neal developed the first local street pattern in Pleasanton with subdivision and platting of their property in the early 1860s in anticipation of the

E1 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 8.
E2 Dyer, "Plat of the Rancho Valle de San José [Alameda County, Calif.]."
E3 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 35.

arrival of the Central Pacific Railroad. Kottinger laid out the northwestern portion of the downtown area between Division Street on the south, the Arroyo del Valle on the north, Main Street on the east, and Pleasanton Avenue on the west. Neal laid out the southeastern portion of the downtown between Division Street on the north, Abbie Street on the south, Main Street on the west, and Third Street on the east.[4] Division Street marked the dividing line between Augustín and Juan Bernal's, and later Neal and Kottinger's land divisions.[5] The Kottinger and Neal grids persisted as the core of the urbanized street grid in Pleasanton with little alteration until the second quarter of the twentieth century. Between 1869 and 1878, Pleasanton Race Track owner Joseph H. Nevis, who married into the Bernal Family, laid out a series of lots between Division Street and a new parallel road, Rose Street.[6]

By 1900, there had been little change to the street patterns in the center of Pleasanton, though the street grid began to expand outward into less developed edges of the downtown, again driven by real estate development. Ray Street (originally Rey Street) extended past the railroad tracks as Vineyard Avenue, where Kottinger was again selling lots in an addition called the Pleasanton Homestead. Kottinger Drive also extended Spring Street east of the railroad tracks through Kottinger's property holdings.[7] First Street extended north of Kottinger Drive/Spring Street between 1878 and 1900. Outside the downtown area, primary roads consisted of a north-south route from Sunol to Dublin (now the path of I-680, Sunol Road, Main Street, and Santa Rita Road) and the early north-south road from San Jose to Martinez (roughly along the path of present-day I-680). Various section line roads also extended short distances in the northern sections of Pleasanton (now Dublin) to access agricultural parcels and properties.[8]

E4 Charles Duerr, "Map of the Town of Pleasanton, Alameda County: Surveyed in August 1868 for J.A. Neal", 1868, Earth Science Case D; Charles Duerr, "Map of the Town of Pleasanton, Alameda County, California,1869: Surveyed for John W. Kottinger", 186.

E5 Patricia Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town In the West"* (S[an] F[rancisco]: Printed by Phillips & Van Orden Co, 1949), 12; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 17.

E6 Thompson & West, "Map of Washington Corners; Map of Haywards Park Homestead Union, Alameda Co., Cal.; Niles or Vallejo Mills, AlamedaCo., Cal.; Map of Pleasanton, Alameda Co., Cal", 1878.

E7 George L. Nusbaumer, Alameda County (Calif.), and Tribune Publishing Company (Oakland, Calif.), "Official Map of Alameda County, California, 1900" (Oakland, Cal: Tribune Publishing Company, 1900).

E8 Ibid.; E. C. Prather, "Map of Pleasanton Township: Alameda Co., Cal" ([Oakland, Calif.?: Alameda County Surveyor's Office?], 1906).

With the arrival of the Western Pacific Railroad on the west side of downtown Pleasanton in 1910, more streets appeared south of Division Street and Rose Street, extending the lines of the 1869 Kottinger grid. Pleasanton Avenue, Augustine Street, Harrison Street, and an extension of Angela Street west of Main Street were the first new streets after the railroad arrived. A new county road, now Bernal Ave., extended west from Main Street.[9]

There was little new development of downtown streets between ca. 1910 and the 1940s. The Harris Acres tract was laid out along Gale and Whiting Streets between Abbie and East Angela Streets in the early 1940s. In the post-World War II decades, Pleasanton experienced substantial new residential development, beginning around the edges of the developed town center. In the 1950s, residential subdivisions such as Amaral Acres extended between Vineyard and Kottinger Avenues, off the east ends of Neal and Angela Streets and along Walnut Drive, north of Ray Street. North of the downtown, an early subdivision called the Jensen Tract extended east of the Santa Rita Road on streets named for prominent citizens of Pleasanton in history (Nevis, Kolln, Jensen, etc.).[10]

Outside of the context of local road development, the staged construction of an integrated system of major regional and interstate highways ringing Pleasanton in the early to mid-twentieth century had a dramatic impact on the community. The Lincoln Highway, the nation's first federal transcontinental highway, was routed through the Altamont Pass as U.S. Route 50 in 1915. With the institution of the Federal Interstate Highway System, the federal and state governments constructed Interstate 580 (originally Interstate 5) along the same route in the late 1960s and early 1970s. Interstate 680, constructed in the mid-1960s, followed a common historic travel route through the west portion of former Murray Township dating as early as the rancho period.[11] Though these highways were outside the incorporated bounds of Pleasanton, the adjacency of these continuously improved road networks gave Pleasanton greater connectivity to the Bay Area and Central Valley in the early- to mid-twentieth century, stimulating economic and development growth in the community.

E9 Spring Valley Water Company, "Town of Pleasanton", 1910.
E10 Pleasanton Area Junior Chamber of Commerce, "City of Pleasanton Street Map" (Pleasanton, Calif.: Pleasanton Area Junior Chamber of Commerce, 1963), Earth Science Case D.
E11 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 51.

Associated Property Types and Registration Requirements

Many of the **early road patterns** in Pleasanton remain in their historic configurations and layouts. The original patterning of streets in the Neal and Kottinger plats, including Division Street marking the dividing line between their holdings, remain largely intact and recognizable, as do the streets of the later Nevis Tract. The Harris Acres tract, an early twentieth-century subdivision also retains an intact street plan. Roads in Pleasanton were largely utilitarian in their design and features and are not likely to be individually historically significant for design association. Road patterns and layouts, particularly those associated with the early development of the town, should be taken into consideration as potentially historic features contributing to the significance of historic neighborhoods in Pleasanton and as important aspects of the community's historic setting.

Railroads

Transcontinental Railroad/Western Pacific and Central Pacific Railroads

The arrival of the railroad in Pleasanton in the late 1860s transformed the community from a sparsely populated agricultural hinterland to an important local food production center for the Bay Area, the new commercial center of the Amador Valley, and a thriving agricultural service town. Initial plans to construct a railroad through Pleasanton began in the early 1860s in conjunction with the Central Pacific Railroad's (CPRR) construction of the western portion of the Transcontinental Railroad. The CPRR initially planned to connect San Francisco to the Transcontinental Railroad terminus in Sacramento with a line down the Central Valley to Stockton, through the Altamont Pass, and around the southern shore of the San Francisco Bay via San Jose. Reportedly seeing only limited profit in this segment, the CPRR assigned rights to construct the link to the San Francisco & San Jose Railroad (SF&SJ) in 1862. Four directors of the SF&SJ, Peter Donahue, Timothy Dane, Charles McLaughlin, and Alexander Houston, created the subsidiary Western Pacific Railroad (WPRR) in 1862 to construct the segment between San Jose and Stockton, via Pleasanton. The WPRR began line construction in 1865 using 500 Chinese laborers but completed only twenty miles of track construction before financial difficulties and land title disputes forced them to halt construction in Niles Canyon. The Central Pacific Railroad absorbed the WPRR in 1867 and completed construction of the line between Niles Canyon and Stockton in 1869, again using Chinese labor. The CPRR connected the line with

Oakland via the San Francisco Bay Railroad the same year.[12]

In Pleasanton, Joshua Neal likely granted the segment of land for the railroad in the downtown area, and reportedly sold land to the CPRR for the original depot building.[13] The original depot was on the site of the present depot at 30 West Neal Street and contained the passenger ticket office, waiting room, baggage room, and freight depot. By 1888, large grain and hay warehouses also lined the tracks in the center of Pleasanton.[14]

Though initially a vital national rail link, a new connection between Sacramento and Oakland via a ferry at the Carquinez Strait superseded the lengthy segment of the CPRR via Pleasanton in 1879. After that date, the railroad used the segment of the CPRR between San Jose and Stockton primarily for local and regional rail traffic. The CPRR and Southern Pacific Railroad (SPRR) consolidated operations under the Southern Pacific name in 1885. With the increasing growth of the Bay Area in the 1880s and 1890s, the SPRR revived the Stockton to San Jose line as its primary freight route from San Francisco to points east.[15] The railroad constructed a new, larger passenger and freight depot in Pleasanton in 1895, utilizing a common Central and Southern Pacific Railroad stock plan for a combination passenger, ticketing, and freight station. The station had a two-story main block housing ticket sales and a passenger waiting area and a long, single-story ell for freight storage. An open platform extended from the south end of the building.[16]

During the early twentieth century, the SPRR utilized primarily Mexican-American labor for its track maintenance and housed them at regular intervals along the lines. Pleasanton, Sunol, and Niles had clusters of housing for railroad workers consisting of small bungalow style houses with fenced yards, typically located adjacent to the tracks.[17]

This Southern Pacitifc railroad depot, constructed in 1895, replaced the original depot on the site (from *Pleasanton*. Images of America, 82).

E12 Minard, Al, "National Register of Historic Places Registration Form: Niles Canyon Transcontinental Railroad Historic District, Niles, Sunol, and Pleasanton, California", 2009.
E13 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 28.
E14 Sanborn Map Company, Pleasanton, California, 1888.
E15 Minard, Al, "National Register of Historic Places Registration Form: Niles Canyon Transcontinental Railroad Historic District, Niles, Sunol, and Pleasanton, California."
E16 Sanborn Map Company, *Pleasanton, California,* 1898, 1903; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 33; Blodgett, Larry S., "Pleasanton Depot, Pleasanton, California" (University of Idaho, 1988), 9, Museum on Main.
E17 Minard, Al, "National Register of Historic Places Registration Form: Niles Canyon Transcontinental

In the early and mid-twentieth century, competition from the parallel Western Pacific Railroad (no relation to the 1862 WPRR), development of state and federal highway systems, new auto and train bridge crossings, and the economic turmoil of the Great Depression resulted in less freight traffic through the Pleasanton segment of the SPRR. Passenger train service on the SPRR through Pleasanton ended in 1941, and though World War II briefly boosted rail traffic on the line, the railroad discontinued its depot in 1958.[18] By 1984, the SPRR abandoned the line and pulled up the tracks through Pleasanton. Alameda County purchased the corridor between Niles and Tracy in 1988 to preserve the former rail line for future transportation use.[19]

Western Pacific Railroad

The Western Pacific Railroad (WPRR) incorporated in San Francisco in 1903 to counter the Central Pacific Railroad's monopoly on transcontinental rail travel west of Utah. New York capitalist and railroad magnate George J. Gould financed the railroad to connect his Denver and Rio Grande railroads to the West Coast. The new railroad company intended to construct an alternative line from San Francisco through the Feather River Canyon and Beckworth Pass to meet the Union Pacific Railroad in Salt Lake City, Utah. The plan included branch lines from San Jose to Stockton via Pleasanton. Railroad construction began in Oakland in 1906 and the right-of-way through Pleasanton was laid out by 1907.[20] After a series of construction delays and high cost overruns, the WPRR connected with the Union Pacific in 1909 and completed branch lines in the Bay Area by 1910.[21] The WPRR constructed a single-story, Mission Revival train depot in Pleasanton ca. 1910 at the northeast corner of Rose and Pleasanton Avenues.[22]

The Western Pacific Railroad depot was constructed ca. 1910 at the corner of Rose and Pleasanton Avenues (from *Pleasanton*. Images of America, 83).

The high cost overruns of the WPRR eventually bankrupted the company, and it was sold at auction in 1916. The railroad continued operating through World War II, but offered primarily freight service on the Pleasanton branch line.[23] Over the course of

Railroad Historic District, Niles, Sunol, and Pleasanton, California."
E18 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 82.
E19 Ibid.
E20 Sanborn Map Company, *Pleasanton, California, 1908*.
E21 Kneiss, G.H., "Fifty Candles for Western Pacific," *Mileposts*, March 1953.
E22 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 83; Sanborn Map Company, *Pleasanton, California,* 1943.
E23 Kneiss, G.H., "Fifty Candles for Western Pacific."

the next thirty years declining revenues forced WPRR to merge with the Union Pacific Railroad. The railroad demolished the WPRR station in Pleasanton in the 1960s.[24]

Associated Property Types and Registration Requirements

Most resources associated with rail transport in Pleasanton are located in the downtown Pleasanton area or adjacent to the original paths of the SPRR and WPRR lines. Extant property types associated with rail transportation in Pleasanton include the **engineered railroad bed and railroad support buildings**. **Warehouse** and **freight buildings** and **worker housing** constructed by the SPRR may also survive along rail corridors outside the downtown area. There appears to have been no substantive development of warehousing along the WPRR line in downtown Pleasanton, most likely because of the earlier development of these services along the CPRR line.

Based on historic map evidence, most of the warehouses historically aligned along the railroad in Pleasanton were single-story, wood-frame, rectangular-plan structures on pilings with the long elevations paralleling the railroad tracks. Some warehouses had monitor roofs and platforms extending from the short elevations. Known extant properties associated with railroad transportation in Pleasanton include:

- **Southern Pacific Railroad Depot**, 30 West Neal Street (built 1895)
- **Central/Southern Pacific Railroad Rail Bed** (completed 1869) - The original Central Pacific Railroad Bed through downtown Pleasanton is discernible, though the Central Pacific Railroad removed the tracks in the mid-1980s. The rail bed and associated resources between Niles and Pleasanton, including the rail bed in Pleasanton south of Bernal Avenue, were listed on the National Register of Historic Places as the **Niles Canyon Transcontinental Railroad Historic District** in 2010.

Resources related to rail transportation in Pleasanton may be significant for their association with the development of rail travel in the San Francisco Bay Area, the Amador Valley, and Pleasanton. The construction of the Western/Central/Southern Pacific Railroad in the region in the late 1860s was significant in the physical and economic development of Pleasanton, spurring the first substantial settlement of the

E24 Bridges, R.W., "Eighty Candles on the Final Cake," *Mileposts*, March 1983.

town and dictating the physical framework of its construction. Rail transport also facilitated the development of important local economic drivers in Pleasanton such as agricultural production and warehousing and shipping (NR Criterion A/CR Criterion 1). Rail related resources may also be significant as examples of typical or place-specific design and construction of rail facilities (NR Criterion C/CR Criterion 3).

Because passenger and freight rail service to Pleasanton on the SPRR and WPRR ended in the late 1950s and early 1960s, many rail-related resources may have lost integrity of association and setting through reuse for other purposes and discontinuance of rail service and/or use. However, because the railroad was a pivotal driver in Pleasanton's economic, agricultural, and physical development, these losses of integrity would not likely preclude historic recognition of such resources if the property retained sufficient integrity of location, materials, workmanship, and feeling. Important integrity considerations include:

- Resources should retain a readily discernible original form and outline, some semblance of original door and window openings, and sufficient visible, original materials and workmanship to represent railroad use.
- Substantial additions, new window and door openings, replacement cladding, and addition of ornament popular in later periods would likely alter the resource to such a degree that it could no longer convey its association with the context.
- In circumstances where a property is the oldest or best example of a resource associated with an important property type, a higher degree of alteration may be acceptable.

Agriculture (1797-present)

Agriculture was a primary economic driver in the settlement, development, and growth of Pleasanton from the earliest period of European settlement until after World War II. Early agricultural activities in the area were limited to grazing cattle and sheep in the Spanish Mission and Rancho periods, but crop agriculture and animal husbandry grew exponentially in Pleasanton over the course of the nineteenth century. The Gold Rush boom of the early 1850s encouraged increased crop agriculture and the beef cattle trade, while the coming of the railroad in the late 1860s fostered greater connection to major regional markets.

1878 drawing of Joseph Black's farm, which includes the Juan Pablo Bernal's adobe (from *Pleasanton*. Images of America, 20).

Large-scale agricultural development in Pleasanton was slow until the 1870s purportedly because large landowning families such as the Bernals still retained title to much of the farmable land in the vicinity. Increased competition from eastern cattle suppliers in the late 1850s, floods and drought in the early 1860s, and an economic depression in the early 1870s, spurred the Bernals and many other major California land holders, to subdivide their large rancho tracts and sell to smaller interests.[1] By the mid-1870s, the largest farms in Alameda County were in Murray Township, which included what is now Pleasanton. Pleasanton resident Joseph Black owned the most acreage, farming 7,776 acres north of the Arroyo del Valle that he purchased from the Bernal family in the early 1860s.[2]

Between the 1870s and World War II, Pleasanton became a major regional supplier of commodity crops like grain, livestock, and agricultural products like hay destined for the Bay Area urban centers of Oakland and San Francisco. Local farmers and later major corporate agricultural interests grew or raised grass crops, hops, feed and table grains, market fruits and vegetables, wine grapes, sugar beets, and dairy cows. During the mid to late nineteenth century, Pleasanton farmers shipped barley, wheat, hay, and horses via rail, exploiting the excellent local growing conditions for grains and high quality grass crops.[3] The community also became nationally and internationally known

F1 Wood, M. W, *History of Alameda County, California*, 479.
F2 Merritt, *History of Alameda County, California*, 189.
F3 Joseph E. Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed* (Chicago: The S.J. Clarke publishing company, 1914), 444.

as a center of horse breeding and training by the late nineteenth century.

Major agricultural interests owned substantive portions of land in Pleasanton in the late nineteenth and early twentieth centuries. In 1902, the largest land holders and employers in Pleasanton included the Pleasanton Hop Company, the Alameda Sugar Beet Company, the Pleasanton Training Track, and Ruby Hill Vineyard.[4] San Francisco's water supplier, the Spring Valley Water Company, purchased the water rights to Alameda Creek in the late 1880s, and subsequently acquired large tracts of land in Pleasanton along Alameda Creek tributary Arroyo del Valle. The company subdivided and cash or sharecrop leased its property in Pleasanton through its agricultural department, restricting types of use and crop coverage to preserve its interests in the associated water rights.[5]

The abundance of agricultural jobs available in Pleasanton in the late nineteenth and early twentieth centuries attracted thousands of temporary and migrant laborers each year, most of whom lived in temporary quarters on employers' properties. Historical accounts document Native Americans, Chinese, Japanese, Filipinos, East Indians, Mexicans, African Americans, and recent immigrants from Italy, France, and Portugal as agricultural laborers in Pleasanton.

By the turn of the twentieth century, dairy operations were also a growing agricultural industry in Pleasanton, supplying fresh milk, butter, and later cheese to the region.[6] There is little information about the impact of the Great Depression on agricultural production in Pleasanton, though the U.S. Soil Conservation Service (SCA), opened a nursery in Pleasanton in 1939. The SCA was a New Deal program focused on improving agricultural practices and production. Situated on Rose Avenue, the nursery and associated SCA office provided information on pasture planning, range improvement, forage plantings, fertilization, and residue control. The SCA also entered into management agreements with farmers holding 28,000 acres of farmland,

F4 McGown, J.E., *Progressive Pleasanton 1902 Murray Township, Alameda County, California* (Pleasanton Times, 1902).
F5 Spring Valley Water Company, *San Francisco Water, Volumes 1-8*, vol. 1–8, Google EBook. (San Francisco, 1928), lxiii–lxiv.; P. A. Haviland and Tribune Publishing Company (Oakland, Calif.), "Map of Pleasanton Township: Alameda County, California" (Oakland, Calif: Tribune Pub. Co, 1915).
F6 G.B. Drummond, *A Guide to the Architectural Styles in the Livermore-Amador Valley* ([s.l: s.n.], 1978).

incentivizing farmers to utilize SCA-recommended agricultural techniques.[7]

Pleasanton experienced a second agricultural boom in the 1940s with the intense food supply demands of World War II.[8] By this decade, the major crops in Pleasanton included barley, market fruits and vegetables, dairy products, and sugar beets. Because farm labor was in short supply during the war years, farmers in Pleasanton took part in the Farm Security Administration's Mexican Labor Program, which allowed local agricultural interests to temporarily contract with Mexican nationals to provide farm labor. According to FSA records, the Holly Sugar Company in Pleasanton employed approximately forty workers through this program, though local accounts recall as many as 200 Mexican nationals working in the area.[9]

After World War II, agricultural production declined dramatically in Pleasanton, first in crop agriculture and then in the dairy industry. Corporate and research interests seeking land for large-scale research and development, office, and industrial campuses and high taxes on agricultural land resulted in widespread sale of agricultural land throughout Alameda County. Employment opportunities in turn drove housing development, and much of Pleasanton's former agricultural land went out of production by the late 1960s.

Cattle, Sheep, and Hay (ca. 1797-ca.1950)

Cattle and sheep ranching and hay growing are the earliest and most long-lived agricultural pursuits in Pleasanton, spanning the period from Spain's establishment of Mission San Jose in Fremont until after World War II. The Mission San Jose community (founded 1797) grazed cattle and sheep on the local hillsides, and the first European residents of the area tended these herds. The Augustín and Juan Bernal families continued using the Pleasanton vicinity for grazing cattle and sheep after the Mexican government granted the family most of the present city of Pleasanton as the Rancho del Valle de San Jose in 1839. They also harvested hay from the hillsides to feed livestock.

F7 Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town In the West,"* 20.
F8 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 47.
F9 Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town In the West,"* 19; Farm Security Administration, *Consolidated Progress Report of the Mexican Farm Labor Transportation Program of the Farm Security Administration*, 1943 1942, Calisphere; Trimingham, Bill, *A Walk Through Pleasanton, Circa 1930-46 with the Amador High School Class of 1946* ([S.l: Bill Trimingham, 2006), 35, 49.

Early cattle ranchers in the San Francisco Bay Area raised cows primarily for their hides and to render beef fat for tallow.

With the onset of the Gold Rush, the cattle business boomed in California from the increased local demand for meat. The Bernals capitalized on the boom with more intensive livestock operations, moving to their Rancho permanently and refocusing their business on raising animals as food rather than hides and tallow.[10] Historians estimate the Bernal's herds in Pleasanton in 1861 at approximately 25,000 head.[11] Floods and droughts during the early 1860s, along with competition from eastern cattle drivers ended the California cattle boom, but beef cattle remained a contributing local agricultural commodity into the 1940s.[12]

Wool and hay continued to be important crops for industrial production and local use after the 1860s. In 1874, Pleasanton shipped 140 tons hay and 35-tons straw to market, along with 51,000 pounds of wool.[13] Large hay warehouses under the names Chadbourne and Arendt lined the Central/Southern Pacific Railroad tracks by the late 1880s.[14] Hay was also an important factor in the strength of the local horse breeding and training operations, as many trainers and owners attributed the quality of the local hay and grass crops with the health and speed of horses trained at the Pleasanton Race Track.

Grain (ca. 1860-ca. 1950)

Early landowners and settlers in Pleasanton thought little of the potential of the area for crop agriculture, considering the landscape best suited for grazing and grass harvesting. Beginning in the 1850s, Joseph Livermore, Joseph Black, and other local residents began sowing grain in the adjacent Livermore Valley with great success.[15] By the 1860s, there were several thousand acres of wheat and other grains under cultivation in the

F10 Ryan, Mary Ellen and Breschini, Gary S., "The California Cattle Boom, 1849-1862", n.d., http://www.mchsmuseum.com/cattle.html.
F11 Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California*, 262.
F12 Ibid.; Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town In the West,"* 18.
F13 Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed*, 178.
F14 Sanborn Map Company, *Pleasanton, California, 1888, 1893*.
F15 Wood, M. W, *History of Alameda County, California*, 464.

Livermore and Amador valleys, and the grain boom continued through the 1870s. In 1874, Pleasanton shipped 60,000 pounds of oats, 9,488 tons wheat, and 1,325 tons of barley via rail.[16] By the late 1880s, large grain warehouses operated by H. Arendt & Co., Chadbourne, and Hall lined the Central/Southern Pacific Railroad tracks.[17] Barley grew to become the primary grain crop in Pleasanton in the early twentieth century, including barley for brewery malting, feed, and pearling barley.[18]

Sugar Beets (ca. 1880-ca. 1950)

Pleasanton farmers began growing sugar beets in the late nineteenth century, likely in conjunction with the development of the first successful sugar beet refining plant in the United States in nearby Alvarado (now Union City). Brothers Ephraim and Ebenezer Dyer presided over a succession of companies operating a sugar beet refinery at Alvarado, including the Standard Sugar Company (1879) and the Alameda Sugar (or Sugar Beet) Company (1889).[19] In 1902, the Alameda Sugar Beet Company was among the largest land holders and employers in Pleasanton, with some land holdings of its own and growing contracts with independent farmers.[20] With the loss of hop production in Pleasanton in the mid-1910s as a result of World War I, sugar beets became one of the newly favored cash crops in Pleasanton. The Alvarado refinery operated as the Holly Sugar Company beginning in 1926 and closed in 1976. The sugar beet operations in Pleasanton often employed Japanese, East Indian, and Filipino workers.[21]

Horse Breeding and Racing (ca. 1850-present)

The Bernals and other early residents of Pleasanton augmented their cattle and sheep ranching activities with horse breeding and training beginning in the mid-nineteenth century, and the equestrian tradition continued in Pleasanton into the mid-twentieth century. The former Pleasanton race track, now the site of the Alameda County

F16 Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed*, 178.
F17 Sanborn Map Company, *Pleasanton, California, 1888, 1893*.
F18 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 20.
F19 The Oakland Tribune, *Alameda County Illustrated; The Eden of the Pacific; the Flower Garden of California* (Oakland: The Oakland Tribune, 1898), 186–187.
F20 McGown, J.E., *Progressive Pleasanton 1902 Murray Township, Alameda County, California*; Prather, "Map of Pleasanton Township."
F21 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 42, 53.

Australian millionaire Monroe Salisbury purchased the race track in 1883 ((from *Pleasanton*. Images of America, 54).

Fairgrounds, was the center of equestrian training and racing in the region. In 1858, Augustín Bernal's son Refugio Bernal laid out a race track in Pleasanton (the site would later be converted to the fairgrounds.) The Bernal family owned the track for nearly twenty years primarily as a recreation and social venue for horse racing enthusiasts. In 1876 or 1877, the Bernals sold the track to relation and local businessman Joseph Nevis, who improved the track and operated the concern as a business.[22]

In 1883, Nevis sold the race track to famed horse trainer Monroe Salisbury, who operated the Pleasanton racetrack as the Pleasanton Stock Farm and attracted Eastern horses to California for winter training and racing. Salisbury trained and stabled four generations of world record holding harness racing horses in Pleasanton. The other major horse stock and training interest in Pleasanton in the late nineteenth and early twentieth century was R.E. Lopez's Merriwa Ranch, located north of the Arroyo del Valle near the Pleasanton hop yards. Lopez imported Australian racing stock and trained several record holders in Pleasanton.[23] The Santa Rita Stock Farm in the same vicinity also raised horses in the early twentieth century and was later purchased by the Christensen family.[24] Trainers and owners credited Pleasanton's sandy soil, climate, and quality hay for their successes.[25]

The Pleasanton race track had a succession of owners after Salisbury, including Thomas Ronan of Walla Walla, WA; California lumberman H.E. Armstrong; and railroad magnate Thomas Heathcote. Heathcote purchased the property in 1898 and invested in better landscaped racing tracks and large barns and stables.[26] In 1900, J. Farnsworth Anderson, who represented a corporate interest, purchased the track, lengthening the race course and adding more stables.[27] By 1911, Roger MacKenzie, son of Northern

F22 Willard and Alameda County Historical Society, *Alameda, California Crossroads*, 28; Miller, Dennis, "Fair Time Means Horse Races," *Pleasanton Weekly*, June 22, 2012, http://www.pleasantonweekly.com/story.php?story_id=9491.
F23 McGown, J.E., *Progressive Pleasanton 1902 Murray Township, Alameda County, California*, 147; Tays, United States, and Alameda County Free Library, *Historical Sites and Landmarks of Alameda County, California*, 263.
F24 Spring Valley Water Company, *San Francisco Water, Volumes 1-8*, 1:–8:199.
F25 McGown, J.E., *Progressive Pleasanton 1902 Murray Township, Alameda County, California*.
F26 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 44; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 55.
F27 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 44.

Canadian Railroad founder William MacKenzie, owned the track and hosted Canadian horses for winter training and racing. He constructed a house on the property ca. 1905 that remains on the present fairgrounds.[28]

Regular horse racing stopped at the Pleasanton track from 1916 to 1932 because of the passage in 1912 of a California law outlawing race track gambling as part of anti-vice legislation. During the stoppage, Roger MacKenzie allowed use of the track as the site of the first Alameda County Fair in 1912. After repeal in 1932, the track enjoyed a revival. Alameda County purchased the track and grounds in 1941, ending almost 100 years of private ownership but continuing an annual tradition of horse racing at the track.[29]

Ruby Hill Winery in 1897 (destroyed by fire in 1989) (from *Pleasanton*. Images of America, 41).

Viticulture and Winemaking (ca. 1855 to present)

John Kottinger was among the earliest documented growers of wine grapes and winemakers in Pleasanton. He began making wine shortly after settling in the area in 1852, reportedly importing vine cuttings from his native Austria.[30] Early histories credit Joseph Black with planting one of the largest early commercial dry land vineyards in the Livermore and Amador valleys, eventually growing nearly 200 acres of wine grapes and producing wine on his property off present-day Hopyard Road.[31] Before the Chinese Exclusion Act of 1882, growers utilized primarily Chinese agricultural labor to tend their vineyards, but after restriction on Chinese immigration, growers increasingly turned to French and Italian immigrants to assist with the work.[32] By the 1880s, the wine grape growing industry was thriving in Pleasanton, and early vineyards included that of A.J. Araundon (ca. 1881) and Theodore Gier (ca. 1894) on Vineyard Avenue. By the early 1890s, Pleasanton was among most important grape growing districts in Alameda County.[33]

The Villa Armanda Winery was located on St. John Street (from *Pleasanton*. Images of America, 41).

The largest winemaking interests in Pleasanton began their operations at the turn of

F28 Crolly, Betty, "National Register Registration Form for Heathcote-MacKenzie House, Pleasanton, California.", 1991.
F29 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 46; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 56, 102–103.
F30 Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed*, 444; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 20.
F31 Wood, M. W, *History of Alameda County, California*, 851.
F32 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 40.
F33 Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed*, 187.

the twentieth century. John Crellin founded Ruby Hill Vineyards about three miles southeast of downtown Pleasanton in 1898. In 1902, the Garratti family, founders of the Garratti Winery, began producing wine in a small facility on the north side of St. John Street, just east of the Western Pacific Railroad right-of-way. By the early 1940s, the small operation expanded into a large complex of production, storage, and administrative buildings.[34]

Prohibition (1920-1933) stalled the winemaking business in Pleasanton, but after repeal both Ruby Hill Vineyards and the Garratti Winery continued production. The Garrattis sold their operation to the Scotto family in 1960, who produced Villa Armando brand wines at the St. John Street facility until the 1980s.[35] The Ruby Hill Vineyard operation continued under successive owners until the early 1980s when development interests purchased the site and constructed a corporate campus. Wente Vineyards, founded in the late nineteenth century in Livermore, took over the winery buildings, but lost them to fire in 1989.[36]

Hops (ca. 1880-ca. 1915)

Hops production in Pleasanton began as early as the 1870s when Joseph Black planted the first twenty-five acres of hops in the vicinity in concert with his vineyard and winemaking operation.[37] By 1893, the Pleasanton Hop Company had purchased 300 acres of Black's former land north of the Arroyo del Valle and northwest of downtown Pleasanton to produce hops.[38] Backed by Ernest R. Lilienthal, partner in the major San Francisco liquor distribution company of Lilienthal and Company, the Pleasanton Hop Company drained a larger portion of the swampy property northwest of downtown via a series of canals.[39] The wet ground was ideal for growing hops, and in 1897 the

F34 Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town Inthe West,"* 22; Sanborn Map Company, *Pleasanton, California, 1907, 1943.*
F35 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 27.
F36 Grossman, Deborah, "Pleasanton Welcomes a New Winery," *Pleasanton Weekly* (Pleasanton, CA, August 30, 2002), Online edition, http://www.pleasantonweekly.com/morgue/2002/2002_08_30.winery30.html.
F37 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 37.
F38 Nevin, Con, Mrs., "Pleasanton Hopyard History," *Pleasanton Times* (Pleasanton, CA, August 13, 1910), http://www.epleasanton.com/beer.htm.
F39 Drummond, *A Guide to the Architectural Styles in the Livermore-Amador Valley*, 3–4; McGown, J.E., *Progressive Pleasanton 1902 Murray Township, Alameda County, California*.

Pleasanton Hop Company harvested over 1.7 million pounds of product.[40]

The Pleasanton Hop Company had a large drying operation north of the Arroyo del Valle approximately one mile northwest of downtown Pleasanton by 1907.[41] The company employed hundreds of seasonal workers from diverse backgrounds as pickers, kiln workers, and packers late each summer. Most of the labor was migratory, and included Japanese, Mexican, and Native Americans, but local families also found extra employment in the hop fields.[42] Workers lived in large tent cities on Pleasanton Hop Company property or sanctioned automobile camps like those situated at the intersection of Stanley Boulevard, Vervais Avenue, and Main Street and off St. John Street, west of the Western Pacific Railroad tracks.[43]

Low water tables, labor agitation, the interruption of World War I, and lower profits on hops threatened the Pleasanton Hop Company and hop production in general in Pleasanton by the second decade of the twentieth century. Most of Pleasanton's hops were shipped to Europe, and the loss of trade with major beer makers during the war cut deeply into most growers' profitability. By 1914, most hop production had ceased in Pleasanton, and the Spring Valley Water Company purchased the former Pleasanton Hop Company properties.[44]

Market Gardening and Small-Scale Orchards

While Pleasanton's nineteenth-century agricultural wealth was based largely upon commodity crops, by the early twentieth century market produce and orchard products were also an important component of Pleasanton's agricultural production. Market garden operations, or "truck farms," produced almonds, apricots, blackberries, cherries, pears, prunes, walnuts, and olives for regional distribution. Pleasanton area market produce operations peaked in the 1930s.[45]

F40 Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed*, 188.
F41 Sanborn Map Company, *Pleasanton, California, 1907*.
F42 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 53, 60–61.
F43 Sanborn Map Company, *Pleasanton, California, 1943*; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 63.
F44 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 53; Haviland and Tribune Publishing Company (Oakland, Calif.), "Map of Pleasanton Township."
F45 Oakland Land & Improvement Co, *Description of the Santa Rita Ranch and the Surrounding Country of Pleasanton, Alameda County, California* ([Oakland, Calif: Issued by the Oakland Land & Improvement Co, 18),

Dairy Farming (ca. 1915-ca. 1970)

With the onset of Prohibition in 1920, much of the hop growing area of Pleasanton transitioned to dairy farming and pasturage. Dairy farming operations quickly dominated the western side of the Amador Valley, supported by the availability of local feed from Pleasanton's grain and grass crops. Many of the dairy operators in Pleasanton were Swiss, Danish, and Portuguese.[46]

The two largest dairy operations in Pleasanton began in the 1920s. Hans Hansen and Thomas Orloff began a dairy partnership in 1921 and by the 1940s operated three separate dairy farms on 5,000 acres of land. These farms included the former site of the Pleasanton Hop Company kilns off Hopyard Road, a site immediately west of the Pleasanton Race Track, and a site at the corner of Santa Rita Road and Black Avenue.[47] The other major dairy in Pleasanton was the Meadowlark Dairy, located west of downtown Pleasanton on the Francisco Alviso Adobe property on Foothill Road. Walter Briggs founded the 152-acre dairy in 1923, operating it as Alameda County's first certified dairy until 1960.[48]

The community dairy industry remained strong through the 1950s, but in the 1960s high agricultural taxes, lower profits, and demand for developable land led many farmers to sell off their herds and land. The major dairies all sold their properties by the mid-1960s, though the last owners of the Meadowlark Dairy continued processing milk at their facility at 57 West Neal Street (1969).[49]

The Parnassus Cheese Company/Standard Cheese Company/Cheese Factory at 830 Main Street was built in 1916 (ARG, June 2012).

Cheesemaking

With the marked increase in commercial dairy farming in Pleasanton in the early twentieth century, cheesemaking became a small subsidiary commercial enterprise in the city. The two primary cheese-making interests in Pleasanton were the Adrianople Cheese Company, founded in 1916 by Turkish immigrant Konstantin Beratlis and the Parnassus Cheese Factory founded in the same period by Greek immigrant Jim Voultside. The Parnassus Cheese Factory, which later operated as the Standard Cheese

13–14; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 45.
F46 Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town Inthe West,"* 21.
F47 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 53, 60–61, 67.
F48 Ibid., 65–66.
F49 Ibid., 53, 60–68.

Company and the Cheese Factory, constructed a building at 824-830 Main Street in 1916. The business closed in the mid-1980s.[50]

Commercial Flower Gardening (1939-ca 1970)

In 1939, the national commercial flower growing company Jackson and Perkins established its rose hybridization center on leased land in Pleasanton and opened a local headquarters on Main Street. Founded in 1872 in Newark, New York as a retail garden plant center, Jackson and Perkins grew in the early decades of the twentieth century into the nation's leading rose hybridizer and sales outlet. Jackson & Perkins donated the 1,000 rose bushes that line the north boundary of the Alameda County Fairgrounds in 1948. Jackson and Perkins relocated to Hesperia, California in the mid-1960s, though local growers such as the DeVor Nursery on Mohr Avenue continued producing roses until the last quarter of the twentieth century.[51]

Associated Property Types and Registration Requirements

Extant property types associated with agricultural development in Pleasanton may include **permanent and temporary residential buildings** associated with agricultural production; **outbuildings** and **support structures** such as **barns, sheds, processing facilities, tank houses**, or **well heads**; **commercial buildings** such as **warehouses** used for crop storage and sale; and **landscape features** such as **fences, earthworks, roadways,** and **designed plantings.** These buildings and features may exist individually or as part of a farmstead grouping. Properties associated with specific agricultural products or production such as horse breeding and training, viticulture, hops, dairy farming, or flower growing would include **specialty buildings and structures** such as **stables, hay barns, training rings** and **corrals, hop kilns, wine storage warehouses, excavated wine cellars, fermenting sheds, milking sheds, milk houses, or creameries**. (Note: for domestic agricultural outbuildings servicing household needs, see thematic context for Residential Development.)

F50 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 42.
F51 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 46–47; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 109; Lane and Lane, *The Amador-Livermore Valley: a Pictorial History*.

Agriculture

The John Kottinger Barn at 200 Ray Street was built in 1852 (ARG, June 2012).

3988 First Street (ARG, June 2012).

There are limited resources associated with the history of agricultural development in Pleasanton within the downtown area. Most properties associated with this context were situated outside of the downtown, and many properties within the downtown area, such as the Garratti Winery and grain and hay warehouses, are no longer extant. Known extant properties associated with agricultural development within or immediately adjacent to the downtown area include:

- **John Kottinger Barn**, 200 Ray Street (built 1852) – The adobe and frame Kottinger Barn was listed on the National Register of Historic Places in 1985.
- **The Heathcote-MacKenzie House**, 4501 Pleasanton Avenue (ca. 1905) –The Heathcote-MacKenzie house served as a residence and guest accommodations for Pleasanton Race Track owner Roger MacKenzie. The house was listed on the National Register of Historic Places in 1991.
- **Parnassus Cheese Company/Standard Cheese Company/Cheese Factory**, 830 Main Street (built 1916)
- **3988 First Street, a farmhouse complex with related agricultural outbuildings and ancillary structures**

Some commercial properties in the downtown area may also be associated with commercial agricultural production if the buildings housed substantive marketing or trading operations for agricultural commodities. Further research may identify other properties associated with agricultural development in Pleasanton in the downtown area. Most notably, residential accommodations for temporary or migratory agricultural workers or worker associated with the Pleasanton Race Track may be extant in the downtown residential neighborhoods.

Agricultural properties in Pleasanton may be significant for their association with commercial agricultural production in Pleasanton (NR Criterion A/CR Criterion 1). Agriculture was a primary economic driver in the settlement, development, and growth of Pleasanton from the earliest period of European settlement until after World War II. Properties associated with agricultural production in Pleasanton may also be significant for their association with important agricultural innovators or pioneers in Pleasanton such as prominent horse breeders and trainers, or wine grape growers and vintners (NR Criterion B/CR Criterion 2). Properties may also be significant as representative

examples of the design and construction of general or specialty agricultural buildings or in a group as a preserved example of period or crop-specific farmstead or growing operations such as hop farms (under NR Criterion C/CR Criterion 3).

Because commercial agricultural production in Pleasanton declined dramatically in the second and third quarters of the twentieth century, most potential historic properties related to this context are unlikely to maintain association with agricultural production and have lost integrity of setting through the redevelopment of adjacent agricultural land. Because of the rarity of agriculture-related resources in Pleasanton across all component contexts, these losses of integrity would not likely preclude historic recognition of such resources if the property retained sufficient integrity of location, materials, workmanship, and feeling to convey its association with agricultural production. Important integrity considerations include:

- Resources should retain a readily discernible original form and outline, some semblance of original door and window openings, and sufficient original or historic period physical materials and workmanship to convey association with agricultural use.
- Substantial additions, new window and door openings, replacement cladding, ornament popular in later periods, and substantial alterations to interiors would likely alter the resource to such a degree that it could no longer convey its association with the context. However, alterations associated with technological or scientific advances could be significant in their own right.
- Adaptive reuse of a property for non-agricultural purposes would not necessarily preclude historic recognition if the property retains sufficient physical integrity to convey its association and significance within the context of agricultural production.
- In circumstances where a property is the oldest or best example of a resource associated with an important property type or context, a higher degree of alteration may be acceptable.

G. Commercial and Industrial Development (ca.1850-1962)

Pre-Railroad Commercial Development (ca. 1850 to 1869)

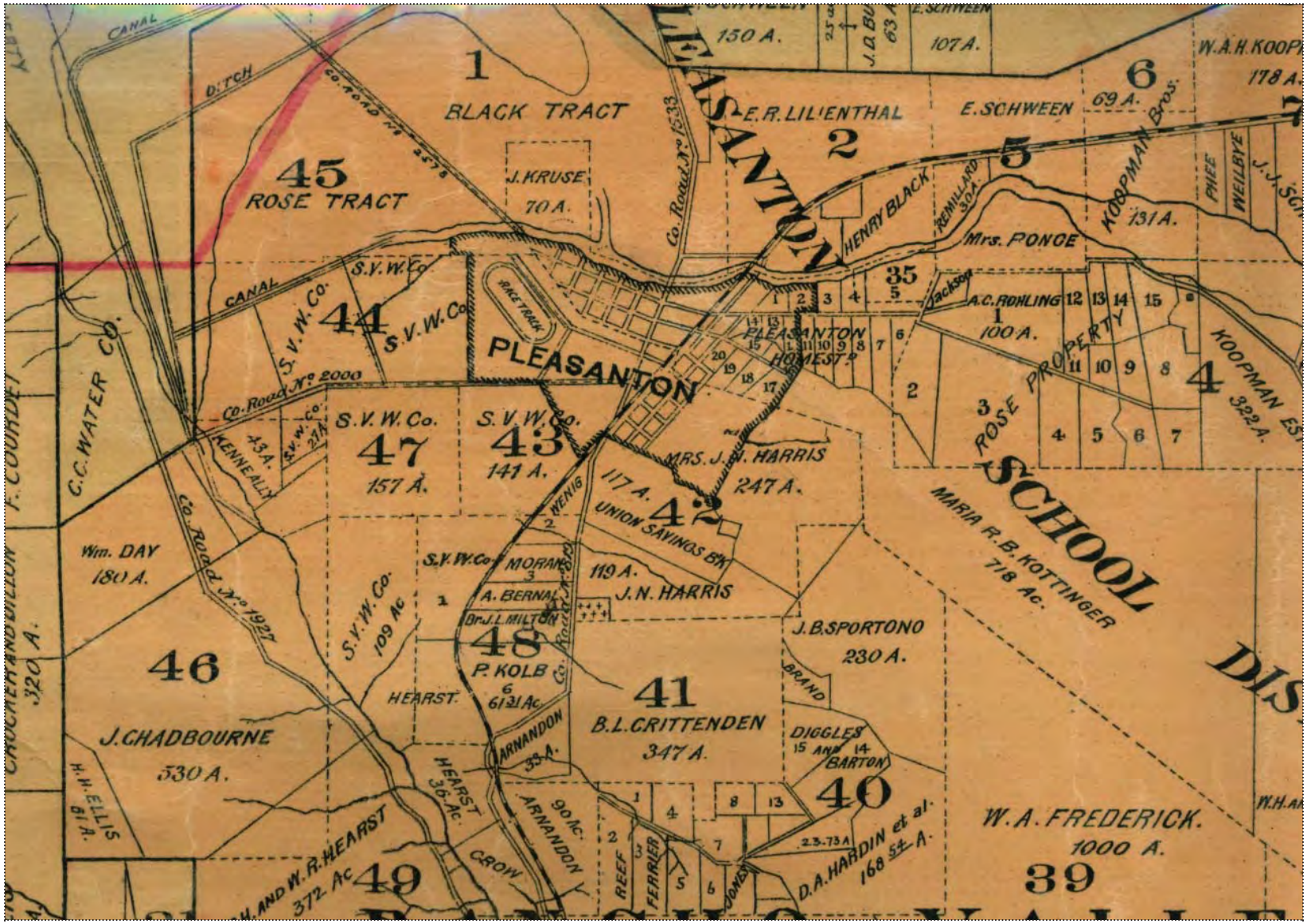
Commercial development in Pleasanton before the arrival of the Central Pacific Railroad was limited and focused on providing essential services to a small population of permanent settlers such as ranchers and farmers. John Kottinger opened the first store in Alisal on his property near the corner of Main and Ray Streets in 1855, and his commercial lessees, Carl Duerr and Louis Nusbaumer opened the town's first public house at the same site in 1857.[1]

Alisal saw an early increase in commercial development in the 1860s in anticipation of the construction of the Western Pacific Railroad (later Central and Southern Pacific railroads) through the settlement. The section of county road (Main Street) paralleling the planned route of the tracks was a natural center for residential and commercial subdivision and development. John Kottinger constructed the Farmer's Hotel at the north end of Main Street in 1865 (burned 1898) and Anton Bardellini constructed the first Pleasanton Hotel on the east side of Main Street, north of Division Street in 1867 (no longer extant). Pleasanton enjoyed some tourism in the period because of its warm climate and the racing entertainment at the Pleasanton Race Track. The town also gained its first industrial interest during this period. Carriage and machine works manufacturer J.A. Bilz began constructing what would evolve into a small complex of manufacturing buildings at the southeast corner of Main and Spring Streets in 1865. Bilz patented the Bilz Excelsior 2-wheel buggy in 1882 and remained in business on Main Street until ca. 1903 (no longer extant).[2]

Associated Property Types and Registration Requirements

There are no known extant pre-railroad commercial or industrial properties in Pleasanton, though some photographic evidence exists regarding the character and form of buildings constructed after 1860. Historic photographs of the first Farmer's **Hotel** and the Pleasanton Hotel show two-story, wood-frame buildings with public

G1 Halley, *The Centennial Year Book of Alameda County, California*, 500-501; Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 7; Merritt, *History of Alameda County, California*, 88.
G2 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 44; Sanborn Map Company, *Pleasanton*, *California*, 1903.



George L. Nusbaumer and W. F. Boardman. *Official Map of Alameda County, California, 1900.* Oakland, Cal: Tribune Pub. Co, 1900.

spaces on the ground story and rooms on the upper stories. The Farmer's Hotel had a simple end-gable form with a false front parapet, a full-length front porch, and overhanging eaves with brackets referencing Italianate styling. The Pleasanton Hotel from this period was more developed stylistically with a mansard roof; full-length front porch; and cladding, corner quoins, and robust door and window trim referencing the French Second Empire style. The J.A. Bilz Carriage **Factory** was a utilitarian set of connected, one- and two-story wood-frame buildings with gable roofs, false fronts along the street elevations, bay doors, double-hung sash windows, and shiplap siding.[3]

Properties associated with pre-railroad commercial and industrial development in Pleasanton may be significant for their association with early settlement and economic growth in the town in anticipation of the arrival of the Central Pacific Railroad (NR Criterion A/CR Criterion 1). The properties reflect the services and goods necessary to sustain residents and visitors to the community in the speculative phase of the town's growth. Properties may also be eligible as representative examples of a type, period, or method of construction for specific commercial or industrial building types (NR Criterion C/CR Criterion 3).

If properties associated with pre-railroad commercial development in Pleasanton are identified in the future, primary considerations in evaluating the property should focus on the strength of the association of the resource with the historic context and the physical integrity of the resource. Because of the rarity of resources from this period in Pleasanton, any structures or buildings associated with this context would likely possess sufficient association with the context to be considered for historic recognition. However, properties should possess sufficient integrity of materials, design, workmanship, and feeling to convey their significance and association with the context. Important integrity considerations include:

- Resources should retain a readily discernible form, massing, and outline; some semblance of door and window opening; and sufficient materials and workmanship from the context period to convey association with pre-railroad commercial development.

G3 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 44, 49–50.

- Additions, window and door replacements, porch alterations, and ornament or surface treatments reflecting later periods of use are common in resources of this age, and would not necessarily preclude historic recognition. Additions and alteration should be consistent with commercial use from the historic period.
- Identified properties associated with this context may have been moved from their original locations. Because of the rarity of the survival of properties associated with the context, the loss of integrity of location and setting would not typically prohibit historic recognition of these resources.
- In circumstances where a property is the oldest or best example of a resource associated with an important property type, a higher degree of alteration may be acceptable if the resource is significant under NR Criteria A and B/CR Criteria 1 and 2)

Post-Railroad Boom and Growing Agricultural Service Town (1869-1900)

With the arrival of the Central Pacific Railroad in 1869 and increased access to the San Francisco and Oakland markets, newly renamed Pleasanton experienced a combined commercial, residential, and agricultural boom. The community developed a full complement of commercial services centered on Main Street to support residential and agricultural uses and facilitate marketing of Pleasanton's agricultural products. By the late 1870s, Pleasanton contained two blacksmiths, two general stores, four hotels, a carriage manufacturer, a livery stable, a harness shop, a bakery, a milliner, two shoe stores, a tailor shop, a barber shop, a commercial laundry, several saloons, two grain warehouses, a hay barn, a brick factory, two physicians, and an attorney. Among these businesses was the John Kottinger's Germania Hotel (1874, demolished 1931) at the northwest corner of Main and St. Mary Streets.[4]

During the 1870s and 1880s, Main Street remained a mixture of residential and commercial properties, with numerous single-story homes set well back from the street interspersed with one- and two-story commercial properties set close to the street line. In 1888, major commercial interests in Pleasanton demonstrate the basis of the local economy in agricultural commodities, livestock, and related local services. By this date H.A. Arendt and Joshua Chadbourne had constructed large grain and hay warehouses

G4 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 23, 50; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 33.

along the railroad tracks north of Division Street. Horse-related businesses remained a strong presence, with the Wells and Schweer's Fashion Livery & Feed opening in the late 1880s at the southeast corner of Main and Division Streets and the construction of the C.H. Dall Harness and Saddlery in 1889 at 520 Main Street. A small cluster of Chinese owned businesses lined the west side of Main Street between Rose Avenue and Division Street. Some commercial development also occurred near the Pleasanton Race Track in this period, mostly limited to saloons and restaurants serving racing patrons and track staff.[5]

In the early 1890s, on the eve of Pleasanton's 1894 incorporation as a city, Main Street continued to host a mixture of commercial and residential properties. Several substantial brick buildings joined the predominantly wood-frame commercial structures. H.A. Arendt constructed the Arendt Commission House in 1893 at 438 Main Street. Three years later, in 1896, George Johnston constructed the brick Johnston Block at 465 Main Street. H.A. Nevis, who owned the Pleasanton Race Track and much of the land adjacent, constructed a single-story, wood-frame rental hall, later known as the Nevis Pavilion on the west side of Main Street between Angela and Rose Streets by 1898.[6] The Nevis Pavilion was demolished in1942.

Mercantile businesses also increased with the construction of the P.H. Kolb General Store at 620 Main Street in 1890, the Lewis/Koln Hardware Store at 500 Main Street in 1898, and the Pleasanton Lumber Yard at the corner of Railroad and Division Streets.[7] Many storekeepers were also heavily involved in other local commercial ventures. Bavaria native Philip Kolb began his bakery and store in Pleasanton in 1878, but had expanded by the 1890s into warehousing, real-estate investment, sugar beets, cattle ranching, horse breeding, and hogs.[8] Pleasanton garnered its first financial services during this period with the establishment of the Bank of Pleasanton in 1893.[9]

P.H. Kolb Store at 620 Main Street (built 1890) (from *Pleasanton*. Images of America, 46).

Dean's Cafe now occupies 620 Main Street (ARG, June 2012).

G5 Sanborn Map Company, *Pleasanton, California, 1888*; Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 62.
G6 Sanborn Map Company, *Pleasanton, California, 1898*.
G7 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 48; Sanborn Map Company, *Pleasanton, California,1893*.
G8 McGown, J.E., *Progressive Pleasanton 1902 Murray Township, Alameda County, California*.
G9 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 39; Sanborn Map Company, *Pleasanton, California, 1893*.

George Johnston Building at 465 Main Street (from *Pleasanton*. Images of America, 46).

The First Presbyterian Church was built in 1876. The foundation was made of Pleasanton Company bricks (from *Pleasanton.* Images of America, 51).

Toward the turn of the twentieth century, commercial properties on Main Street surpassed residential properties. One- and two-story, wood-frame and brick commercial buildings lined most of both sides of Main Street between the bridge over the Arroyo del Valle and Angela Street.[10]

Brickmaking (1875-1935)

Brickmaking was one of Pleasanton's earliest industrial enterprises, as local entrepreneurs capitalized on the natural clay beds along the Arroyo del Valle and proximity to rail transportation. Local farmer and rancher Joseph Black owned a substantial clay deposit on the Arroyo del Valle, about one mile east of downtown Pleasanton. He leased the property in 1875 to Peter Merrill, who established the Pleasanton Brick Company works between the Arroyo del Valle and the Central Pacific Railroad line, near the present-day intersection of Stanley Boulevard and Valley Avenue. The Pleasanton Brick Works, with headquarters in Oakland, operated until 1881 and produced up to one million common red bricks a year. Many of the foundations and chimney stacks of early homes in Pleasanton likely contain bricks from the Pleasanton Brick Company, and the foundation of the First Presbyterian Church at 118 Neal Street is made of Pleasanton Brick Company bricks.[11]

In 1881, the Remillard Brick Company, also headquartered in Oakland, took over the former Pleasanton Brick Company. Founded by brothers Peter, Hilaire, and Edward Remillard in 1861, the Remillard Brick Company added the Pleasanton yards to its growing regional subsidiary yards, including locations in Greenbrae, San Pablo, and Hayward. The Pleasanton and Remillard brick works both used local clay from the banks of the arroyo to manufacture bricks on the site. Remillard Brick expanded the Pleasanton yard to 70 acres by the 1890s, making it the company's largest single brick manufacturing site. The Remillard Brick Company was one of the largest employers in Pleasanton in the early twentieth century, employing as many as 200 seasonal workers. Many of these workers were Portuguese and Italian immigrants. The company provided a small cluster of single-story, square-plan cabins, two larger dwellings, and a mess hall

G10 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 49.
G11 Mosier, Dan L., "California Bricks: Pleasanton Brick Company (Merrill and Black)", 2001, http://calbricks.netfirms.com/brick.black.html; Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 32.

on the brick yard site, situated along the bank of the arroyo.[12]

Remillard's Pleasanton yard produced most of the common red-brown brick used in construction in the late nineteenth and early twentieth centuries in Alameda County.[13] Most of the earliest brick commercial buildings in Pleasanton are constructed of Remillard brick, including the Johnston Building (1896) at 450 Main Street, the Arendt Commission House (1893) at 438 Main Street, the brick buildings at 443 Main Street and 609A Main Street, Firehouse No. 1 (1928) at 4444 Railroad Avenue, and the P.V. Wenig Building (1882/1895) at 62 West Neal Street. The Remillard Brick Company Pleasanton yard was destroyed by fire in 1935, and the company relocated its operations to its San Jose facility.[14]

The brick building at 438 Main Street used Remillard brick (ARG, June 2012).

Grain and Hay Warehousing and Shipping

As Pleasanton's grain, hay, and other agricultural production increased in the late nineteenth century, Pleasanton residents founded three companies for warehousing and shipping these commodities to markets elsewhere. Joshua Chadbourne operated a large hay, grain, and lumber warehousing and shipping operation in Pleasanton in the late nineteenth and early twentieth centuries with warehouses lining both sides of the Southern Pacific Railroad tracks. By 1907, the Hall Warehouse Company had taken over Chadbourne's facilities. H.A. Arendt also operated several hay and grain warehouses along the railroad lines on the west side of First Street and on the west side of Main Street at Old Bernal Avenue from the 1890s through the early twentieth century. Rose-grower Jackson & Perkins took over several of the former Chadbourne and Hall buildings in the late 1930s and early 1940s as part of their rose shipping operation.[15]

515 Main Street was built ca. 1888 (ARG, June 2012).

Associated Property Types

There are limited readily accessible building and property records from the late

G12 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 43; Sanborn Map Company, Pleasanton, California, 1907, 1943.
G13 Mosier, Dan L., "California Bricks: Remillard Brick Company, Pleasanton Yard", 2001, http://calbricks.netfirms.com/brick.pleasanton.html.
G14 Mosier, Dan L., "California Bricks: Buildings (Pleasanton)", 2001, http://calbricks.netfirms.com/brickbldg.html; Mosier, Dan L., "California Bricks: Remillard Brick Company, Pleasanton Yard."
G15 Sanborn Map Company, Pleasanton, California, 1888-1943; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 47; McGown, J.E., *Progressive Pleasanton 1902 Murray Township, Alameda County, California*.

The Pinkley Tin Shop was built ca. 1876. It was later dismantled and reconstructed in 2004 (from *Pleasanton*. Images of America, 47).

Pinkley Tin Shop was moved to the rear of 600 Main Street. The rear portion was demolished and reconstructed in 2004 (ARG, June 2012).

nineteenth century for Pleasanton. Identification of associated property types for this period are based on written historic accounts, historic photographic and map evidence, previous historic resource survey efforts, and visual analysis of building types and styles known to be associated with this time period in California.

Extant property types associated with the post-railroad commercial boom in Pleasanton include **commercial retail, office,** and **service buildings** primarily located along Main Street between the Arroyo del Valle and Old Bernal Avenue and the first blocks of adjoining side streets. There are no known extant properties in Pleasanton associated with commercial brick making or grain and hay warehousing and storage, though commercial properties constructed with locally made brick remain in the downtown Pleasanton area.

The majority of extant post-railroad commercial buildings in Pleasanton consist of wood-frame, one- or two-story commercial blocks with the narrow end oriented to the street, minimal setbacks, and decoration limited to the facades. Brick buildings became more common in the 1890s but remained a minority of commercial structures on Main Street. Historically, the multi-story buildings generally included public spaces for retail or other business uses on the first story and more private uses such as offices, meeting rooms or halls, domestic quarters, or hotel rooms on the upper stories. In both forms, the public spaces on the first story were often subdivided and had multiple entrances corresponding with each business. In multi-story examples, there was often a separate entrance for the upper story uses. Toward the later decades of the nineteenth century, commercial buildings had increasingly large expanses of glass windows on the first story of the façade. Single-story porches sheltering the first story of the street elevation were also common.

Architectural styles applied to commercial buildings in Pleasanton in the second half of the nineteenth century included Italianate, Queen Anne, and Romanesque Revival, though many buildings displayed an eclectic mix of styles possibly chosen by builders and contractors from period architectural pattern books.[16]

G16 Richard W. Longstreth, *The Buildings of Main Street: a Guide to American Commercial Architecture*, Updated ed., American Association for State and Local History Book Series (Walnut Creek, Calif: AltaMira Press, 2000), 24; Tri-Valley History Council, *Tri-Valley Directory of Historical Resources and Places*

Italianate

Extant commercial buildings from the post-railroad period in Pleasanton with Italianate styling consist of one- and two-story, wood-frame buildings with gable roofs and rectangular or false fronts, some with a small centered pediment. The buildings are typically set with the short elevation toward Main Street and have no setback from the street line. Ornament is generally modest and consists of a projecting cornice line on the false front with scrolled brackets or a modillion course. Historically, store fronts often had large, narrow, double-hung sash windows that gave way in later years to large expanses of fixed sash, divided display windows. Window detailing, where present, is often found on second-story windows. Other detailing often consists of decorated surrounds imitating carved stone, window hoods, and occasionally projecting bay windows. Original exterior sheathing materials included clapboards and shiplap siding, though some buildings received later coats of stucco cladding in the early twentieth century.

- Pinkley Tin Shop and Dressmaker's Shop, rear of 600 Main street (built ca. 1876); moved from Main Street, 1898; rear portions demolished and reconstructed 2004. DPR
- 4417 Railroad Avenue (built ca. 1880) DPR
- 515 Main Street (built ca. 1888) DPR
- P.H. Kolb Store, 620 Main Street (built 1890); stuccoed 1920s when the Kolb store closed; Dean's Restaurant since 1954 DPR
- Fiorio's Market, 272 Rose Street (built 1898)
- Farmer's/Pleasanton Hotel, 855 Main Street (built 1898, reconstructed 1915) DPR

Documented, but no longer extant example of wood-frame commercial buildings from this period in Pleasanton consistent with forms and styling from the period include:

- Germania/Pleasanton Hotel, Main Street (built 1874, demolished 1931
- Fashion Livery Stable, 550 Main Street (built ca. 1890, demolished between 1907 and 1943)

4417 Railroad Avenue was built ca. 1888 (ARG, June 2012).

Built as the Germania Hotel in 1874, it was later known as the Pleasanton Hotel (demolished 1931) (from *Pleasanton*. Images of America, 50).

of Interest (Tri-Valley History Council, 2011), 142, 171, http://www.nps.gov/euon/planyourvisit/upload/TVdirectory-FINAL-Sept-19-2011.pdf.

The George Johnston Building was built at 465 Main Street in 1896 (ARG, June 2012).

Arendt Commission House/Warehouse and Store was originally built in 1896 and reconstructed in 1984 (from *Pleasanton*. Images of America, 47).

- Louvre Restaurant, Main Street (built ca. 1890)
- Nevis Pavilion, Main Street (built ca. 1890, demolished 1942)

Beginning in the 1890s, commercial interests in Pleasanton began constructing brick commercial buildings in the downtown utilizing brick from the nearby Remillard Brick Company works. The forms of the brick commercial buildings on Main Street are similar to the wood-frame examples, but are primarily two-story blocks with retail spaces on the first story and offices, halls, or storage on the upper stories. Stylistic treatment is more elaborate than on the wood-frame examples, including arched door and window openings, tripartite window arrangements, and articulated piers on wall surfaces. Emphasis continues on the roofline and building envelope openings with projecting cornices with modillion blocks or scrolled brackets and window surrounds evoking carved stone. Rooflines also typically had a decorative parapet and a small pediment centered over the entrance bay of the façade. Multi-story examples of brick commercial buildings from this period typically have multiple entrances for upper and lower stories and large, divided, double-hung or fixed-sash display windows on the primary elevation. Full-length or wrapped porches on the first story were also common.

- Arendt Commission House/Warehouse and Store, 450 Main Street (built 1896; reconstructed 1984)
- George Johnston Building, 465 Main Street (built 1896) DPR
- Wenig's Market/Gale Building, 62-74 West Neal Street (built 1882, expanded 1895)

Queen Anne

There is one extant example of a commercial building in Pleasanton with Queen Anne styling. The Lewis Brothers/Cruikshank and Kolln/Kolln Hardware building at **600 Main Street** (DPR) is a two-story, wood-frame commercial block constructed in 1898. Designed by local carpenter-builder Charles Bruce, the building has many elements consistent with Queen Anne styling, including a rounded, projecting corner tower, projecting gable bays on the ends of the street elevations on the second story, a decorated frieze with swags under a projecting cornice line with dentils and modillion blocks, and a false hipped roofline along the primary street elevations. Also typical of Queen Anne styling is the separation of the stories with an intermediary cornice line and the simple upper-story window surrounds with small stops under the sills.

Romanesque Revival

The single-story brick commercial building at **443 Main Street**, built as a saloon between 1893 and 1898, has a highly decorated façade displaying elements of Romanesque Revival style, including a flattened arcade of rounded arch window openings. As with other brick commercial buildings from the period, stylistic emphasis is on the cornice line, here with a decorative corbelled cornice, and on façade articulation in the form of decorative piers.

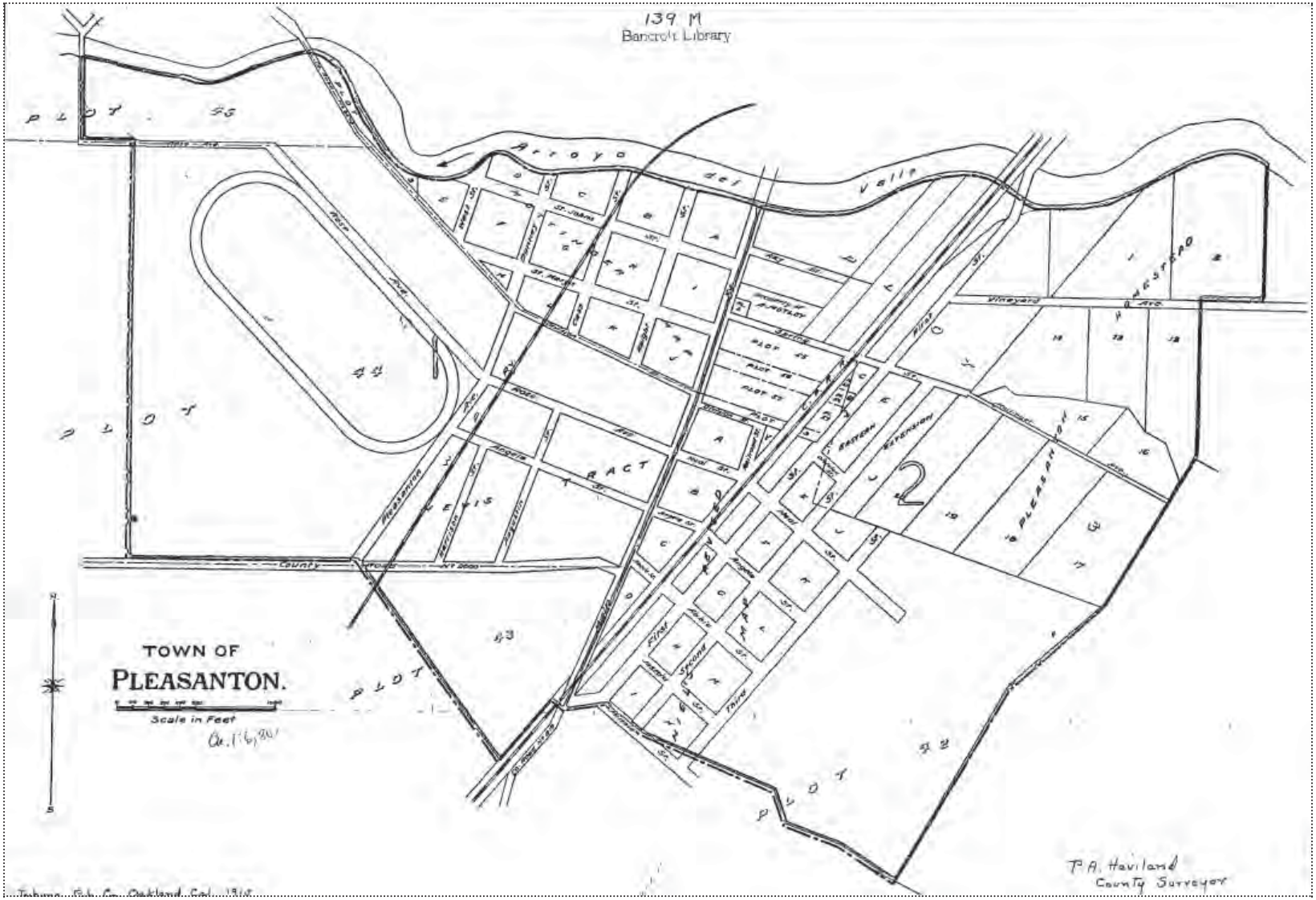
A Romanesque Revival building at 443 Main Street (ARG, June 2012).

Registration Requirements

Properties associated with post-railroad, late nineteenth-century commercial and industrial development in Pleasanton may be significant for their association with Pleasanton's growth from an agricultural hinterland to a prosperous commercial town servicing a large surrounding agricultural district (under NR Criterion A/CR Criterion 1). Commercial growth in Pleasanton rose dramatically between 1869 and 1900 as businesses focused on marketing and sale of local agricultural products and residents' retail, service, and leisure needs. Properties associated with this context may also be eligible as representative examples of late nineteenth-century commercial buildings and period architectural styles (under NR Criterion C/CR Criterion 3). Most commercial buildings in the downtown area of Pleasanton would likely be significant as contributors to the downtown historic commercial area, though some individual examples would also be individually significant based on historical association or architectural merit.

Properties associated with post-railroad, late nineteenth-century commercial development in Pleasanton should possess sufficient integrity of materials, design, workmanship, and feeling to convey their significance and association with the context and commercial use. Most buildings from this period will have undergone some degree of alteration over time, but those alterations should not significantly change the form and architectural expression of the property. Considerations regarding resource integrity include:

- Resources should retain a readily discernible form, massing, and outline; the majority of original door and window openings in their original locations and configurations; and where applicable, some original ornament. Ornament retention is particularly important in key locations such as door and window openings and rooflines.



P. A. Haviland, and Tribune Publishing Company. "Map of Pleasanton Township: Alameda County, California". Oakland: Tribune Publishing Co., 1915. Collection of the Earth Sciences and Map Library, University of California, Berkeley, CA.

- Alterations to storefront configurations and materials are common in commercial buildings from this period and would not necessarily preclude historic recognition. However, alterations to storefronts should maintain key features outlined above, be in keeping with the commercial character of the property, and not dominate the overall architectural character of the building. Alterations that reflect a subsequent commercial use within the period of significance or evolving commercial design patterns from the historic period are acceptable. Storefront remodeling outside the historic period or incorporating architectural elements unrelated to commercial use (e.g. domestic doors and windows) would not be acceptable.
- Additions from the historic period related to commercial use may be considered part of the historic development of the property and would not necessarily impede historic recognition. More recent additions may also be acceptable if they do not substantively alter building form and massing and respect the scale of the earlier portion of the structure.
- Non-commercial window replacement on secondary elevations or upper stories of commercial buildings from the period is acceptable if the windows conform to the original window openings and sash patterns.
- Some closure of door and window openings would not necessarily preclude historic recognition, particularly if the location and outline of openings remains discernible and the building retains sufficient character-defining features from the historic period to convey association and significance.
- Substantially rehabilitated or reconstructed properties may be eligible for historic recognition (depending on the reason for significance) if the rehabilitation and reconstruction work meets the Secretary of the Interior's Standards for the Treatment of Historic Properties.

Modern Main Street (1900-1945)

Commercial development in Pleasanton in the early twentieth century continued many of the trends and business sectors initiated in the last quarter of the nineteenth century. Local services such as retail merchandise, restaurants, legal, and medical continued, as did business interests focused on agricultural products, livestock, and horse racing and breeding. Significant new commercial and industrial interests in Pleasanton during the early twentieth century included supplying water to major urban centers, automobile-

The First National Bank of Pleasanton at 700 Main Street was built in 1911 (ARG, June 2012).

New Lincoln/Roxy Theater at 641 Main Street was built in 1927 (ARG, June 2012).

related services, banking, motion picture shows, and gravel mining.

Along Main Street, key twentieth-century commercial additions included two movie theaters: the Gem Theater at 511 Main Street in 1910 and the New Lincoln/Roxy Theater at 641 Main Street in 1927.[17] Pleasanton also acquired its second banking interest, the newly chartered First National Bank of Pleasanton in 1911. The arrival of the Western Pacific Railroad in Pleasanton in 1910 provided an alternative to shipping freight, but the center of warehousing and shipping operations remained along the Central Pacific Railroad line. Main Street also saw the first substantive replacement of earlier commercial buildings in the late 1910s and early 1920s, with new buildings primarily constructed for retail use. Downtown Pleasanton experienced the loss of several major commercial structures during this period, including John Kottingers' Germania (later Pleasanton) Hotel at the corner of Main and St. Mary Streets, destroyed by fire in 1931.[18] The Remillard Brick Company works were also destroyed by fire in 1936.

After 1930, commercial construction in downtown Pleasanton slowed, though many of the commercial sectors represented in the downtown remained strong. Pleasanton had a well-developed commercial district with purveyors of hay, grain, feed, tack, general merchandise, and personal and financial services. With the onset of World War II in 1941, Pleasanton experienced a short-lived boom in commercial and agricultural activity spurred by the needs of the war effort and the nearby presence of tens of thousands of American armed service members and war workers. The U.S. Navy constructed the Naval Construction Battalion Center, later Camp Parks and Camp Shoemaker, just north of Pleasanton in 1943. The installation served as a Naval Personnel Distribution Center for the duration of the war and grew to include 200 buildings and more than 4,000 employees. Twenty-thousand servicemen a week embarked to the Pacific theater from the camp on a weekly basis during the war.[19]

G17 Lane and Lane, *The Amador-Livermore Valley: a Pictorial History*, 55; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 98; Tri-Valley History Council, *Tri-Valley Directory of Historical Resources and Places of Interest*, 172.
G18 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 50.
G19 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 76.

Supplying Water

In the early twentieth century, Pleasanton's natural artesian water supplies provided a major source of water for thirsty urban centers of the Bay Area. Before the development of the Hetch Hetchy water system, Alameda County was a primary water source for the City of San Francisco, supplying up to half the city supply by the 1920s. The Spring Valley Water Company (SVWC), which provided water service to San Francisco, began expanding its operations to Alameda County in the late 1880s. After purchasing the riparian rights to Alameda Creek in 1888, the company began seeking additional sources of water in the vicinity. By 1898, the SVWC owned real property in the vicinity of Pleasanton, primarily along the Arroyo del Valle, a seasonal tributary to Alameda Creek. Initial purchases included large tracts of land west and southwest of downtown Pleasanton encompassing a seasonally flooding area known historically as the "Laguna." The SVWC began drilling what would grow to a series of 75 wells on this property to supply water to San Francisco, reaching enough capacity to lay a six-mile, thirty-inch pipeline for the Pleasanton supply in 1909.[20] The SVWC pumped water from the Pleasanton wells to the Sunol Water Temple, where the combined Pleasanton and Sunol water supplies fed into an aqueduct through Niles Canyon and across the bay to San Francisco (SVWC 1928:93). SVWC hired San Francisco architect Willis Polk to design the Classical Revival Sunol Water Temple and the small Classical Revival structure that housed the Pleasanton Pumps.[21]

The City of San Francisco purchased the SVWC in 1930. With the completion of the Hetch Hetchy Aqueduct system in 1934, the Alameda County water supply system became a secondary supply with minimal usage. San Francisco's Public Utilities Commission continues to own several wells in the area and pump small amounts of water for local use.

Automobile Sales and Service

With the increased and more affordable availability of the mass-produced automobile after 1910, automotive services began replacing livery and carriage related businesses in

G20 Spring Valley Water Company, *San Francisco Water, Volumes 1-8*, 1:–8:lxxxvii, 230, 257; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 43; Nusbaumer, Alameda County (Calif.), and Tribune Publishing Company (Oakland, Calif.), "Official Map of Alameda County, California, 1900."
G21 Spring Valley Water Company, *San Francisco Water, Volumes 1-8*, 1:–8:135.

Pleasanton. The earliest automotive businesses in the city began in the early 1910s and were primarily small garages offering repair and maintenance services. J.P. Thiessen may have opened one of the earliest garages on Main Street in Pleasanton ca. 1910. Lincoln Ziegenfuss constructed an early automobile dealership and storage facility at 720 Main Street in 1920.[22] A decade later, in 1931, J.J. Amaral constructed a gasoline and service station at 699 and 707 Main Street on the site of the Germania/Pleasanton Hotel, which burned the same year.

Gravel Mining

The natural gravel beds of the Amador and Sunol valleys attracted industrial development attention beginning in the 1930s when Henry Kaiser began mining operations on the banks of the Arroyo del Valle. By 1949, there were six gravel operations in Pleasanton, the largest being Kaiser's Radum Plant on Livermore Road.[23]

Associated Property Types

Early twentieth century commercial development on Main Street marked a shift in materials, forms, styles, and building types from commercial development in the late nineteenth century. **Commercial buildings** from this period were typically one- to two-story buildings, but were almost exclusively masonry buildings of brick, concrete-block, or reinforced concrete with brick, terra cotta, or stucco exterior cladding. Wood-frame commercial buildings from the period often had exteriors coated in stucco to appear as masonry buildings.

Many early twentieth-century commercial buildings were similar to earlier building stock in form and setting, with rectangular plans and the narrow end of the building oriented to the street, minimal to no setback from the street line, and lower-story public space and upper-story specialty or private space in multi-story examples. Storefronts began exhibiting wider expanses of glass to display goods and allow visual access to the interior, often consisting of fixed, undivided plate-glass windows with divided transoms running the full length of the primary elevation. New building types related to changes

G22 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 85; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 43; Tri-Valley History Council, *Tri-Valley Directory of Historical Resources and Places of Interest*, 163.
G23 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 43; Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town Inthe West,"* 23.

in building and other forms of technology also began to appear along Main Street during the period. These included theaters, automobile service and sales facilities, gas stations, and retail buildings with enframed window walls. Architectural styles applied to commercial buildings during the period included Beaux Arts, Spanish Colonial Revival, and Mission Revival.

There are no extant properties in the downtown area of Pleasanton associated with the contexts of supplying water or gravel mining, though both commercial activities shaped the built environment in other parts of Pleasanton.

Mission Revival

Mission Revival-style commercial buildings in Pleasanton consist of primarily single-story, masonry structures, characterized by mission shaped parapet roofs, red tile roof sheathing, tile roofs cantilevered from wall surface, stucco cladding, arcaded arched window and door openings, forms imitating domed and arched mission bell towers, and tile and plaster ornament. Mission Revival commercial buildings take symmetrical and asymmetrical forms.

- First National Bank of Pleasanton, 700 Main Street (built 1911)
- Graham Mortuary, 706 Main Street (built 1910)
- Lincoln Ziegenfuss Automobile Dealership/Rancho Theater, 720 Main Street (built 1920)
- 747 Main Street (remodeled in this style)

Spanish Colonial Revival

The most prevalent formal and stylistic treatment for commercial buildings in Pleasanton in the first four decades of the twentieth century was the Spanish Colonial Revival style. Forms included simple, one-story rectangular plan buildings and one-and-a-half and two-story side-gable buildings with rear ells. Architectural styling on Spanish Colonial Revival commercial buildings typically consists of brick or stucco exterior cladding, low pitched roofs with minimal eave overhang, red clay tile roof sheathing, and arched door and window openings with decorated surrounds. Most decorative emphasis is reserved for door and window openings, though wall surfaces may also have decorative reliefs, vents, or tiling. Many commercial buildings on Main

The Graham Mortuary at 706 Main Street was built in 1910 (ARG, June 2012).

The Lincoln Ziegenfuss Automobile Dealership was built at 720 Main Street in 1920.

The Arendt Building/Bank of Pleasanton was constructed at 500 Main Street in 1912 (from *Pleasanton*. Images of America, 88).

The Christesen's building was constructed at 629-633 Main Street in 1926.

Street were also remodeled in the Spanish Colonial Revival style during the early twentieth century.

- French Steam Laundry, 560 Main Street (built 1937)
- 514 Main Street
- Hagstrom Food Store, 690 Main Street (built 1932)
- Shanks Medical Building, 808 Main Street (built 1941)
- J.J. Amaral Service Station and Garage, 699 and 707 Main Street (built 1931)

Beaux Arts

There is one extant example of a commercial building in Pleasanton with Beaux Arts styling. The **Arendt Building/Bank of Pleasanton** at 500 Main Street was constructed in 1912. Characteristics typical of Beaux Arts styling include a flat roof with low parapet, symmetrical façade arrangement, stucco exterior cladding, and an eclectic mix of classical architectural elements such as pilasters, dentils, egg-and-dart molding, and molded crests at the cornice line.

Enframed Window Wall Commercial Buildings

Beginning in the 1920s, commercial interests along Main Street in Pleasanton began developing a series of buildings utilizing a new formal expression in retail architecture: the enframed window wall. Popular between the turn of the twentieth century and the 1940s, the enframed window wall building form consisted of a large, central expanse of windows framed within the structure of the primary building elevation. In Pleasanton, these buildings were almost solely single-story, brick or concrete block buildings with yellow and dark brown brick or terra cotta facades and low parapet walls on the primary elevations. Architectural styling in enframed window wall commercial buildings varies, but is often simple to provide focus on the glazed display space that makes up the majority of the primary elevation. In Pleasanton, decorative treatments include the coloring and bond patterning of the masonry cladding, parapet shaping and detailing, and modestly corbelled cornices.[24]

- Harzell's/Jorgensen's Drug Store, 645-649 Main Street (built 1928)
- Christesen's, 629-633 Main Street (built 1926, 1929)

G24 Longstreth, *The Buildings of Main Street*, 68–69.

- Safeway Store, 533 Main Street (built ca. 1929)
- Radio Shop/Pleasanton Electric Company, 459 Main Street (built 1929)
- IGA Grocery Store, 405 Main Street (built 1929)

Movie Theaters

Movie theaters from the early twentieth century in Pleasanton included adapted and purpose-built spaces, typically consisting of small, one- or one-and-a-half-story buildings similar in size and scale to other commercial buildings in the downtown area from the period. Based on evidence from Sanborn maps and historic photographs, Pleasanton's theaters were single-screen movie houses with small lobbies. Typical of most movie theaters from the period, the buildings had an open, but sheltered entrances from the street and prominent glazed display areas for movie advertising. More developed examples of the form like the New Lincoln/Roxy Theater at 641 Main Street also had a free-standing ticket booth in the sheltered entry and a modest marquis. Early and adapted theater spaces like the Gem/Lincoln Theater (a nickelodeon) at 511 Main Street or the converted Rancho Theater at 720 Main Street had theater spaces designed only for projection, while the New Lincoln/Roxy Theater also had a modestly sized stage with fly space for other types of theater productions. Buildings such as the New Lincoln/Roxy Theater also incorporated other commercial uses such as retail and office space. Architectural styling of theaters in Pleasanton included Spanish Colonial Revival, Mission Revival, and classical detailing.

- Gem/Lincoln Theater, 511 Main Street (built 1910); later converted to a garage and remodeled as pool hall
- New Lincoln/Roxy Theater, 641 Main Street (built 1927); designed by Miller and Warnecke; converted to retail use in 1955
- Rancho Theater, 720 Main Street (built 1920); originally an automobile dealership and storage facility; converted to Spanish language movie theater 1945.

Automotive Sales and Service Facilities

Extant examples of automotive sales and service facilities from the early twentieth century include a reinforced-concrete gas and service station and a reinforced-concrete automotive dealership and storage facility. Gas stations from the early twentieth century typically include separate service and fuel structures, with the fuel pumps set

The Gem Theatre was built in 1910 at 511 Main Street (from *Pleasanton*. Images of America, 98).

The New Lincoln/Roxy Theater was built at 641 Main Street in 1927 and converted to retail use in 1955 (from *Pleasanton*. Images of America, 98)

The J.J. Amaral Service Station and Garage were built in 1931 (from *Pleasanton*. Images of America, 123).

close to adjacent roadways. The fueling area of the station is often sheltered with a canopy connected to a small, enclosed area for staff. Service garages from the period are characterized by large bay openings for vehicles and partitioned office or finished interior space for customer transactions. Automobile sales buildings from the early twentieth century were typically one to two story structures enclosing display, sales, service, and auto storage spaces. Most sales facilities of the period had large display windows on the primary elevation.

- Lincoln Ziegenfuss Automobile Dealership/Rancho Theater, 720 Main Street (built 1920)
- J.J. Amaral Service Station and Garage, 699 and 707 Main Street (built 1931)

Registration Requirements

Properties associated with early-to-mid twentieth commercial and industrial development in Pleasanton may be significant for their association with the evolution of Pleasanton's commercial district in the period (NR Criterion A/CR Criterion 1). During the early twentieth century, downtown Pleasanton continued to be an important retail, service, and leisure destination for area residents as well as an important business center related to local agricultural production and marketing. The downtown commercial district also changed to incorporate new building forms, technologies, and business types in conjunction with changing architectural trends, the rise of the automobile, and the popularity of new forms of entertainment such as motion pictures. Properties associated with this context may also be eligible as representative examples of early twentieth-century commercial buildings, specialty building types, and period architectural styles (under NR Criterion C/CR Criterion 3). Most commercial buildings in the downtown area of Pleasanton would likely be significant as contributors to the downtown historic commercial area, though some individual examples would also be individually significant based on historical association or architectural merit.

Properties associated with early twentieth-century commercial development in Pleasanton should possess sufficient integrity of materials, design, workmanship, and feeling to convey their significance and association with the context and commercial use. Considerations regarding resource integrity include:

- Resources should be clear, recognizable examples of their form and/or style and retain readily discernible form, massing, and outline from the period of significance.

- Buildings should retain the majority of original door and window openings in their original locations and configurations. Window replacement on secondary elevations or upper stories of commercial buildings from the period is acceptable if the windows conform to the original window openings and sash pattern.
- Some closure of door and window openings would not necessarily preclude historic recognition if the location and outline of openings remain discernible and the building retains sufficient character defining features from the historic period to convey association and significance. Closure, obscuring, or reconfiguring of the majority of window openings on a building would not be acceptable.
- Where applicable, buildings should retain substantive, original architectural finishes and ornament or replacement finishes and ornament similar in type, scale, and architectural expression. Original ornament in key locations such as door and window openings and rooflines is particularly important.
- Alterations to storefront configurations and materials are common in commercial buildings from this period and would not necessarily preclude historic recognition. However, alterations to storefronts should maintain key features outlined above, keep with the commercial character of the property, and not dominate the overall architectural character of the building. Alterations that reflect a subsequent commercial use within the period of significance or evolving commercial design patterns from the historic period are acceptable. Storefront remodeling outside the historic period, incorporating architectural elements unrelated to commercial use (e.g. domestic doors and windows), or which closes or obscures the historic commercial storefront space would not be acceptable.
- Additions from the historic period related to commercial use may be considered part of the historic development of the property and would not necessarily preclude historic recognition. More recent additions may also be acceptable if the additions do not substantively alter building form and massing and respect the scale of the earlier portion of the structure.
- Substantially rehabilitated or reconstructed properties may be eligible for historic recognition if the rehabilitation and reconstruction work meets the Secretary of the Interior's Standards for the Treatment of Historic Properties.

The Pleasanton Hotel was constructed at 548 Main Street in 1863. By the 1890s, it was known as the Rose Hotel (demolished 1950s) (from *Pleasanton*. Images of America, 50).

Meadowlark Dairy processing and sales facility at 57 West Neal (ARG, June 2012).

Post WW II Commercial and Industrial Development (1945-1962)

After World War II, the boom in commercial development in Pleasanton moved outside of the downtown area as corporate and research and development interests increasingly moved out of urbanized areas and developed suburban campuses. In 1950, the California Research and Development Company (CDRC), a subsidiary of Standard Oil, opened a nuclear lab development east of Livermore. The University of California partnered with CDRC and eventually took over the facility as the Lawrence Livermore Lab. The Scandia Corporation and General Electric's Vallecitos Nuclear Center also completed campuses in the region in 1956, attracting thousands of new residents to the Pleasanton area.[25]

In downtown Pleasanton, commercial development in the late 1940s, 1950s, and early 1960s was minimal, though based on visual analysis of extant buildings development picked up again briefly in the late 1960s and early 1970s. Pleasanton also lost a series of older commercial properties during this period, including the Rose Hotel on Main Street, demolished in the 1950s.[26] Outside the downtown area, developers constructed several major shopping centers, including the Amador Valley Shopping Center at Valley and Santa Rita Roads (1968), and the Pleasanton Shopping Center (1965). Nationally-recognized landscape architect Robert Royston (1941-1990) designed landscapes for these two shopping facilities.[27]

Associated Property Types

There are few identified commercial properties in the Pleasanton downtown commercial district from this period. The properties are commonly single-story, **enframed window wall** forms with minimal ornament. There are several extant buildings in the commercial district from the late 1960s, including the Pleasanton Plaza **shopping center** on First Street and the Meadowlark Dairy **processing and sales facility** at 57 West Neal Street. Registration requirements for properties from this period are largely identical to those for buildings from the early twentieth century.

G25 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 49.
G26 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 50.
G27 "Inventory of the Robert R. Royston Collection", n.d., 1999-12, Environmental Design Archives, University of California, Berkeley, http://www.oac.cdlib.org/findaid/ark:/13030/kt8b69q7nx/.

H. Residential Development (ca.1850-1970s)

Residential development on a substantive scale began in Pleasanton after the arrival of the Central Pacific Railroad in 1869, with development peaks in the 1880s and 1890s and the early decades of the twentieth century. Most of the surviving residential buildings in Pleasanton date from after 1900, though the downtown residential districts contain a mixture of housing from all eras of Pleasanton's post-railroad period development.[1] Housing development resulted from individual efforts as well as from speculative land sales and home construction. John Kottinger, Joshua Neal, and J.H. Nevis were early land subdividers, selling property to individuals for home construction on their lands adjacent to the Central Pacific Railroad and Pleasanton Racetrack. Commercial interests such as the Spring Valley Water Company also subdivided small tracts for residential development in the early twentieth century, primarily north of the Arroyo del Valle.

World War II brought the first modern speculative real estate development to Pleasanton, characterized by developers selling not only a subdivided housing lot but also a speculatively constructed dwelling. The Harris Acres tract on East Angela, Gale, Whiting, and Abbie Streets was the first such tract in Pleasanton, developed in the early 1940s to provide housing for service members, civilian employees, and families migrating to the area to work at Camp Parks. Similar developments of speculative housing began in earnest in the mid-1950s and early 1960s along Santa Rita Road, Walnut Avenue, and the east ends of Neal Street, Kottinger Drive, and Vineyard Avenue. Though single-family housing predominates in Pleasanton before the third quarter of the twentieth century, more multifamily housing was developed after World War II.

Residential buildings in Pleasanton before the mid-twentieth century took common nationally and regionally popular housing forms and styles as well as some regional vernacular forms. Local carpenter-builders were typically responsible for residential design and construction work, often relying on stock plans and ornament from commercially available residential design books.[2] During World War II, housing developments such as the Harris Acres tract utilized stock plans developed and

H1 Drummond, *A Guide to the Architectural Styles in the Livermore-Amador Valley*, 4.
H2 Ibid., 5.

recommended by the Federal Housing Authority for affordable working and middle-class housing. Speculative housing using stock plans, forms, and styles continued to be the norm in housing development in Pleasanton through the mid to late twentieth century. Designed, rather than adapted multifamily housing was limited, and primarily dates to the second quarter of the twentieth century. Multifamily dwellings general took the form of small-scale, axial arrangements of connected single-story, single-family units. Permanent subdivision of existing buildings into multiple units was minimal, though this practice was prevalent for a temporary period during World War II.

Each style described below includes a description of character-defining features. For a more complete discussion of residential styles and character-defining features, see architectural field guides such as Virginia & Lee McAlester's A Field Guide to American Houses.

Early Permanent Settlement and Division (ca. 1850-1869)

Pleasanton was minimally populated before the onset of the California Gold Rush and American annexation of California in the early 1850s. Residents of the area were limited to agricultural workers living temporarily on the Rancho del Valle de San Jose to tend cattle herds. Rancho grants required owners to construct a house on the property, but historical accounts do not describe early buildings on the rancho.

Early permanent dwellings in Pleasanton dating from the 1850s were primarily small, adobe buildings with wood-frame roof structures and porches. Brothers Juan and Augustín Bernal constructed the first permanent dwellings in Pleasanton after moving to the Pleasanton vicinity from Santa Clara in the early 1850s. Augustín Bernal constructed a single-story adobe home with gable roof off Foothill Road in 1850 and Juan Bernal constructed a similar adobe on the north side of the Arroyo del Valle, near the future site of the Amador High School, in 1851. Francisco Alviso, the foreman of the neighboring Rancho Santa Rita also constructed an adobe house with gable roof on Old Foothill Road in 1854. In 1852, Juan Bernal's son-in-law, John Kottinger, built a single-story, adobe house on the opposite side of the Arroyo del Valle. Kottinger's home was similar in scale and form to the Bernal and Alviso adobes, with a side gable orientation, small rear ell, center entry, and extensive porches along the front and side elevations. The Kottinger House was demolished in 1930.[3]

H3 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 20–21; Lane and Lane, *The Amador-*

Augustín Bernal's son-in-law, Joshua Neal arrived in Pleasanton in 1863, shortly after the Western (later Central) Pacific Railroad announced plans to construct a rail line through the vicinity. Neal constructed a wood-frame dwelling at 431 Neal Street in 1863. An 1878 engraving of the Neal property shows what is perhaps a later expansion of the home. The house in the engraving is a two-and-one-half-story dwelling with a prominent off-center gable bay on the primary elevation and Stick style architectural details. A long, low ell with gable roof, side gable orientation and full-length porch may be the earlier portion of the house.[4]

1878 sketch from Thompson and *West's Historical Atlas* showing the residence of Joshua and Angela Neal. A portion of this house remains at 431 Neal Street ((from *Pleasanton*. Images of America, 23)

During the early 1860s, the first modest residential subdivision of former Bernal lands began in Pleasanton. John Kottinger began dividing and selling home lots from his property holdings in the early 1860s. Historical accounts record only a handful of buyers, likely because of the Western Pacific Railroad's slow start and the halting of the line destined for Pleasanton in Niles Canyon in 1865.

Associated Property Types and Registration Requirements

Evidence regarding the character of residential properties constructed during the early development of Pleasanton is largely limited to historic drawings and photographs from later periods, after properties had seen successive alterations, additions, and expansion. Residential property types associated with early permanent settlement of Pleasanton include **vernacular adobe and frame dwellings**, typically consisting of single-story, rectangular plan buildings with gable roofs, side gable orientation, and extensive porches.

Extant, identified examples of residential properties from this period include:

- Augustín Bernal Adobe, 1780 Foothill Road (built 1850)
- Francisco Alviso Adobe, 3546 Old Foothill Road (built 1854)
- Joshua A. Neal House, 431 Neal Street (built 1863)

Livermore Valley: a Pictorial History, 12; Sanborn Map Company, Pleasanton, California, 1888.
H4 Drummond, *A Guide to the Architectural Styles in the Livermore-Amador Valley*, 3; Thompson & West, "Map of Washington Corners; Map of Haywards Park Homestead Union, Alameda Co., Cal.; Niles or Vallejo Mills, Alameda Co., Cal.; Map of Pleasanton, Alameda Co., Cal."

Residential properties associated with the early permanent settlement of Pleasanton may be historically significant for their association with the early development of Pleasanton (NR Criterion A/CR Criterion 1) and persons such as members of the extended Bernal Family who made significant contributions to the early development of Pleasanton (NR Criterion B/CR Criterion 2). Resources from this period may also be significant as rare surviving examples of period design and construction and for information the resources might yield about early Californian building practices (NR Criteria C or D/CR Criteria 3 or 4). The rarity of resources from this period in Pleasanton and throughout the state heightens the potential significance of any identified resource associated with the context.

Residential properties associated with the early permanent settlement of Pleasanton are rare and likely to have had substantive alterations over time. Structures or buildings associated with this context would likely possess sufficient integrity to qualify for historic recognition with substantial physical alteration, altered setting, relocation, and changed use. However, properties should retain sufficient historic fabric to convey association with the context and historic significance. Considerations regarding physical integrity include:

- Resources should retain a readily discernible original form and outline, some semblance of original door and window openings, and sufficient original materials and workmanship (visible or obscured) to represent the period.
- Additions, window and door replacements, porch alterations, and ornament reflecting later periods of use are common in resources of this age, and would not necessarily preclude historic recognition.
- Remnants, architectural fragments, or highly altered properties should be evaluated based on the degree of period material or design left intact and the information such properties might yield about the aspects of early permanent Mexican and American settlement in the area.
- Identified properties associated with this context may have been moved from their original locations. Because of the rarity of the survival of properties associated with the context, the loss of integrity of location and setting would typically not prohibit historic recognition of these resources.
- In circumstances where a property is the oldest or best example of a resource

associated with an important property type or context, a higher degree of alteration may be acceptable.

Post Railroad Subdivision and Development (ca. 1869-1900)

With the confirmed continuance of the Western (later Central/Southern) Pacific Railroad through Pleasanton in the late 1860s, large property holders in the vicinity of the Pleasanton town site began rapidly subdividing property into house lots and laying out streets. In 1868, John Kottinger laid out a regular grid of streets on his irregularly shaped parcel of land between Division Street on the south, the Arroyo del Valle on the north, and Main Street on the east, creating a series of regular, square property blocks and various partial blocks and lots in anticipation of continuance of the grid south of Division Street at a later date. The division includes the present day St. John and St. Mary Streets between Main and Division Streets. Lot sizes varied in the Kottinger division from small house lots to larger double lots, perhaps for combined residential and commercial or small-scale agricultural or industrial use.[5]

Joshua Neal laid out a similar grid on his property east of Main Street flanking both sides of the route of the Central Pacific Railroad line. His eight-block division was bounded by Division Street on the north, Main Street on the west, and a street approximating Second Street on the east. The division extended a block south of present-day Abbie Street on the south. By 1878, streets in the Neal division extended east to present-day Third Street, ended in the south at Abbie Street, and extended southeasterly on the east side of the railroad tracks to maximize the division potential of the Neal property. Lots ranged in size from small home lots to more substantial parcels along the rail line for commercial or industrial use.[6] In the late 1870s, Joshua Nevis began subdividing land between the Pleasanton Race Track and Division Street. He laid out Rose Street and sold of parcels off in various acreages but reserved a section of land at the east end of Rose Street for subdivision into particularly small parcels, perhaps for housing for race track and visiting staff and trainers.[7]

H5 Duerr, "Map of the Town of Pleasanton, Alameda County, California,1869."
H6 Ibid.; Thompson & West, "Map of Washington Corners; Map of Haywards Park HomesteadUnion, Alameda Co., Cal.; Niles or Vallejo Mills, AlamedaCo., Cal.; Map of Pleasanton, Alameda Co., Cal."
H7 Thompson & West, "Map of Washington Corners; Map of Haywards Park HomesteadUnion, Alameda Co., Cal.; Niles or Vallejo Mills, AlamedaCo., Cal.; Map of Pleasanton, Alameda Co., Cal."

Residence at 386 Division Street (ARG, June 2012).

Residence at 733 Division Street was built in 1895 (ARG, June 2012).

Investors in the Western Pacific Railroad company also subdivided and sold real estate near the Pleasanton town site in the second quarter of the nineteenth century. "Mrs. McLaughlin," likely the wife of Western Pacific Railroad investor Charles McLaughlin, was selling lots in Pleasanton in 1875 for between $295 and $500.[8]

Charles Bruce and C.A. Bruce & Sons

One of Pleasanton's best known and most prolific designers and builders began constructing homes in Pleasanton during the 1890s. Charles A. Bruce (d. 1955) constructed between thirty and forty residential buildings in Pleasanton between the late nineteenth and early twentieth centuries, as well as several prominent public and commercial buildings and bridges. His firm, C. A. Bruce and Sons, was in business for over forty years. While much of Bruce's work was reportedly based on designs and plans distributed via commercial building literature, the firm collaborated with architect J.L. Weilbye on some projects.[9] Known residential properties in Pleasanton attributed to Charles Bruce include:

- 386 Division Street
- 733 Division Street, built 1895
- 443 St. Mary Street, built ca. 1880
- 462 St. Mary Street
- 517 St. Mary Street, built early 1920s
- 530 St. Mary Street, built 1923
- 637 St. Mary Street
- Benedict/Harris House, 303 Neal Street, built 1890
- Joseph Arendt House, 4397 Second Street, built 1893
- Charles Bruce House, 4636 Second Street, built 1894
- 4672 Second Street

Bruce also designed the Lewis/Kolln Hardware Building at 600 Main Street (1898), the Amador Valley High School on Santa Rita Road (1924), and Pleasanton Fire Station No. 1 at 4444 Railroad Avenue (1929).

H8 Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed*, 444.
H9 Drummond, *A Guide to the Architectural Styles in the Livermore-Amador Valley*, 5; Pelletier, Janet, "Pleasanton's 'Master Craftsman'," *Pleasanton Weekly* (Pleasanton, CA, March 13, 2009), http://www.pleasantonweekly.com/story.php?story_id=5309.

Associated Property Types and Registration Requirements

There are limited readily accessible building and property records from the late nineteenth century for Pleasanton. Identification of associated property types for this period are based on written historic accounts, historic photographic and map evidence, previous historic resource survey efforts, and visual analysis of building types and styles known to be associated with this time period in California.

Property types associated with post-railroad residential subdivision and development in Pleasanton include residences exhibiting nationally popular forms and architectural detailing consistent with the Gothic Revival, Italianate, and Queen Anne styles as well as common nineteenth-century vernacular housing forms. Based on historic map evidence, residential buildings in the downtown neighborhoods of Pleasanton from the period consisted of largely **single-story, rectangular or square plan dwellings with small rear dependencies.** Toward the later decades of the nineteenth-century, more **asymmetrical plan houses** consistent with Queen Anne style housing forms appeared in greater numbers. Residential properties typically had one or more single-story, wood-frame **outbuildings** on the property to shelter horses, wheeled vehicles, poultry, and other uses.[10] Few properties maintained **tank houses** after 1890.

Gothic Revival (1840s-1880s)

The earliest surviving residential buildings in Pleasanton date from the immediate pre- and post-railroad periods and typically have forms consistent with modest interpretations of the Gothic Revival style. These properties are generally one or one-and-a-half-story, wood-frame dwellings with gable roofs, often with a prominent, steeply-pitched gable wall dormer on the primary elevation. Some properties also had a modest cross-gable plan with a prominent projecting gable bay and full or partial-length, single-story porches on the primary elevation. Windows are typically tall and narrow. Many properties from this period likely had little architectural ornament, but some examples display Gothic Revival treatments such as pointed arch or arched windows often with molded surrounds.[11] Cladding typically consists of wood clapboard siding.

The Charles Bruce House was built at 4636 Second Street in 1894 (ARG, June 2012).

The Bessie Stover Wells House was built at 4466 Second Street ca. 1870 (ARG, June 2012).

H10 Sanborn Map Company, *Pleasanton, California, 1888, 1893, 1898*.
H11 Drummond, *A Guide to the Architectural Styles in the Livermore-Amador Valley*, 25–28.

The Joseph Arendt House at 4397 Second Street was built ca. 1893 (ARG, June 2012).

Queen Anne residence at 844 Division Street (ARG, June 2012).

- Century House, Bicentennial Park, 2401 Santa Rita Road (built ca. 1870) DPR
- Bessie Stover Wells House, 4466 Second Street (built ca. 1870) DPR
- 692 St. John Street

Italianate (1840s-1880s)

Italianate residential building forms in Pleasanton include one-and-a-half, and two-story wood-frame dwellings with rectangular or asymmetrical plans and shallowly-pitched hipped or gable roofs. Architectural detailing varies, but may include small peaked wall dormers; semi-hexagonal bay windows; porches; wide fascia boards with scroll-sawn eave brackets; flat, bracketed door hoods; arched, paired, or tripartite windows; and wood sheathing consisting of clapboard or shiplap siding.

- Jerome Arendt House, 625 Main Street (built before 1888)
- Joseph Arendt House, 4397 Second Street (built ca. 1893)
- 219 Division Street

Queen Anne (1880s-1910s)

The majority of the extant residential properties from the late nineteenth century in Pleasanton have forms and architectural detailing consistent with the Queen Anne style. These properties typically have asymmetrical forms composed of hipped, gable, or combination roof forms. Common architectural features include one-story partial, full-length, or wraparound porches, cutaway or shaped bay windows, and wood clapboard, shiplap, or shingle wall sheathing. Architectural ornament may include spindle and turned work, finials, classical elements such as columns and cornice work, plaster or wood ornament, and decorative brackets at roofline corners. Window types include beveled double-hung sash and multi-light. Decorative emphasis is typically on gables, porches, and bay windows.

The most popular Queen Anne house form in Pleasanton was a one-and-one-half-story, wood-frame structure with rectangular or square plan and hipped roof. These properties often had a prominent projecting gable bay and partial-length front porch on the primary elevation. Others had smaller bay windows and engaged or attached partial and full-length front porches. Ornament is typically limited to the primary elevation and concentrated on window openings, porches, door openings, and rooflines. This "Queen

Anne cottage" form and its variants were widely popular in the late nineteenth century, providing affordable, flexible housing space and a variety of options for architectural ornament.

- 844 Division Street
- 1015 Rose Avenue
- Charles Bruce House, 4636 Second Street
- 4140 Stanley Boulevard
- 309 Neal Street

Queen Anne-style residential buildings in Pleasanton also took more elaborate forms, characterized by complex compound roof forms, greater asymmetry of plan, increased story height, addition of corner towers, and more complex architectural ornament and wall surface treatments.

- 303 Neal Street (built 1890)
- 4512 Second Street (built ca. 1896)
- 4329 Railroad Avenue
- 733 Division Street (built 1895)
- 4336 First Street

The Queen Anne style residence at 303 Neal Street was built in 1890 (ARG, June 2012).

Vernacular Forms

Late nineteenth-century residential development in Pleasanton included several wood-frame, vernacular housing forms common in the period. Some of the examples display architectural ornament and detailing consistent with popular recognized styles, though most are architecturally modest.

Vernacular housing forms in Pleasanton from this period include three distinct types: small, single-story, ell-shaped dwellings, one or one-and-a-half-story side gable dwellings, and one or one-and-a-half-story end dwellings. The most numerous are the one-and-a-half-story, wood-frame, side gable dwellings, typically measuring a single room deep. These properties may have had modest classical or Greek Revival detailing such as cornice returns on gable ends, though most surviving examples retain little ornament. The dwellings typically had a symmetrical façade with a slightly off-center

The residence at 204 Kottinger Drive is an example of a vernacular house form.

Vernacular residence at 159 Ray Street (ARG, June 2012).

main entrance, and full-length, attached front porch.

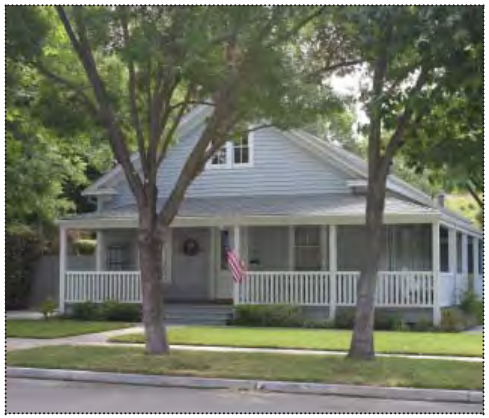
- Beauford Hall House, 215 Neal Street (built ca. 1890)
- 204 Kottinger Drive
- 493 St. John Street

Ell-shaped dwellings are slightly less common and consist of a prominent end gable block and perpendicular ell featuring the main entrance. The ell commonly has a partial-length porch.

- 1162 Division Street
- 159 Ray Street

End gable dwellings from the period have entrances situated on the end gable elevation, and typically have symmetrical facades and porches.

- 4376 Second Street
- 4362 Second Street



End gable residence at 4376 Second Street (ARG, June 2012).

Registration Requirements

Residential properties from the post-railroad subdivision and development period in Pleasanton may be significant for their association with early residential development patterns in Pleasanton (NR Criterion A/CR Criterion 1) or for their association with persons important in the history of Pleasanton (NR Criterion B/CR Criterion 2). Resources from this period may also be significant for embodying the distinctive characteristics of types, periods, and methods of construction common during post-railroad residential development in Pleasanton or as outstanding works of a recognized, skilled craftsperson such as Charles Bruce (NR Criteria C/CR Criteria 3). Most historic residential buildings in the downtown area of Pleasanton would likely be eligible for inclusion in historic neighborhood designations, though some individual examples would also be individually significant based on association with the historic context or design.

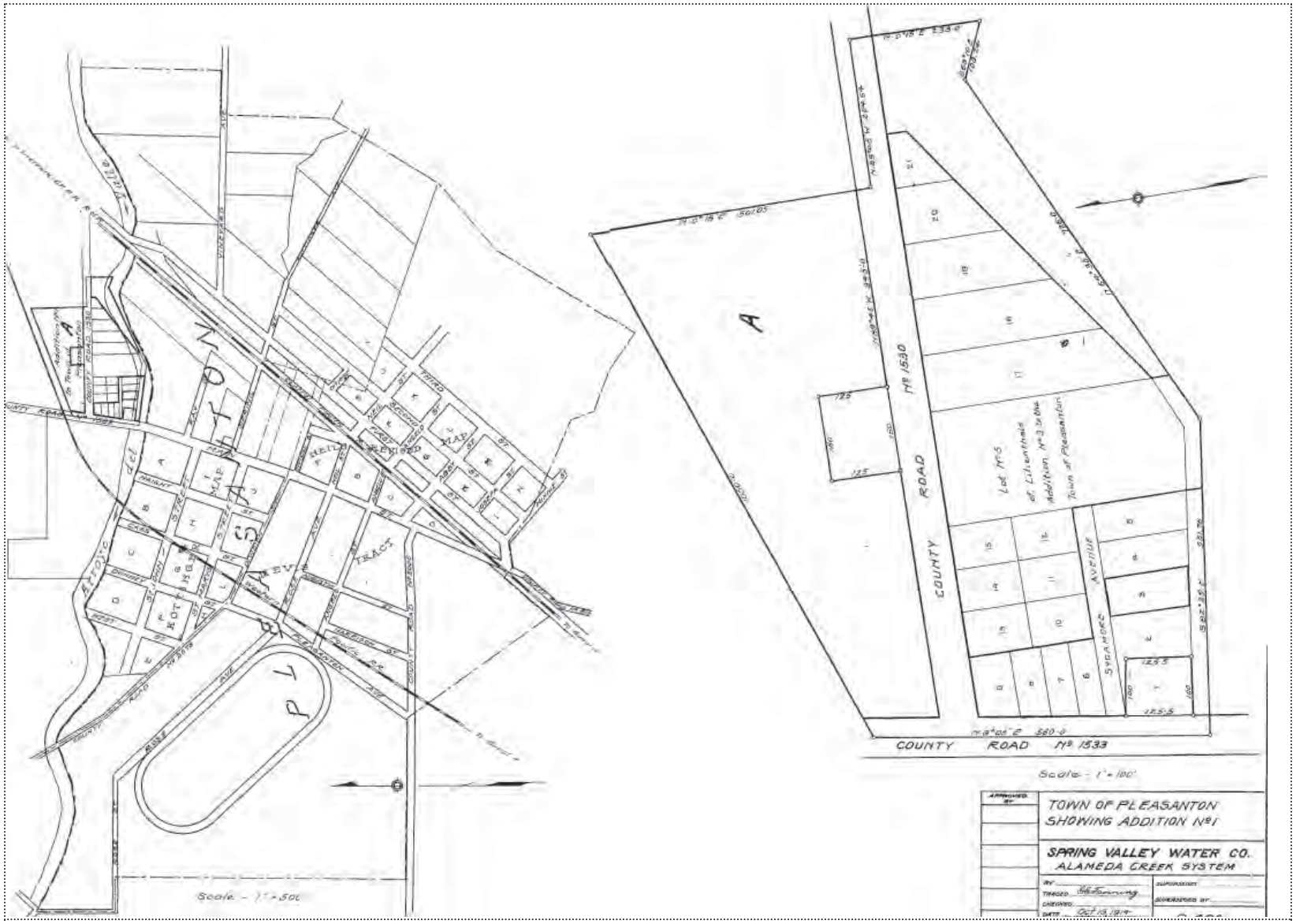
Properties associated with post-railroad, late nineteenth-century residential

development in Pleasanton should possess sufficient integrity of materials, design, workmanship, and feeling to convey their association with the context. Most buildings from this period will have undergone some degree of alteration over time, but those alterations should not significantly change the form and architectural expression of the property. Considerations regarding resource integrity include:

- Resources should be distinct examples of the types, forms, or styles of residential architecture from the context period and retain readily discernible form, massing, and outline.
- Resources should retain the majority of their original cladding materials and door and window openings in their original locations and configurations.
- Window and door replacement is acceptable if the replacement elements conform to the original openings and sash patterns and the property still retains sufficient integrity of materials, workmanship, and feeling based on other elements of the property to convey its significance.
- Where applicable, resources should retain some original ornament. Retention of original ornament is particularly important in key locations such as door and window openings, porches, and rooflines.
- Replacement of porches and entry stairs in buildings from this period is common due to deterioration. Replacement in similar configurations and materials as the original feature is acceptable, particularly within the historic period. Porch enclosure would generally not be acceptable.
- Additions from the historic period related to residential or related use can be considered part of the historic development of the property and would not necessarily impede historic recognition. More recent additions may also be acceptable if they do not substantively alter building form and massing and respect the scale, materials, and workmanship of the earlier portion of the structure.
- The addition of ornament schemes and architectural features from later periods of construction within the historic period are acceptable if the scheme is applied consistently and comprehensively to the building. Restyling comprised of a mixture of elements from different periods would not be acceptable.
- Substantially rehabilitated or reconstructed properties may be eligible for historic recognition if the rehabilitation and reconstruction work meets the

End gable residence at 4362 Second Street (ARG, June 2012).

Residential Development



"Town of Pleasanton Showing Addition No. 1", 1914. Collection of the Earth Sciences and Map Library, University of California, Berkeley, CA.

Secretary of the Interior's Standards for the Treatment of Historic Properties.

- Alterations that include conjectural decorative or structural elements are not acceptable.
- Resources converted to commercial or other use may remain eligible for recognition if the property retains sufficient integrity to convey its original use and retains the preponderance of its original form, materials, and architectural features.

Early Twentieth-Century Expansions and Additions (1900-1940)

Residential development in Pleasanton during the early twentieth century continued to occur within the downtown Pleasanton area and the original residential Kottinger, Neal, and Nevis subdivision zones. The early twentieth century also brought a second wave of residential subdivision and development to Pleasanton focused on the edges of the nineteenth-century town site. John Kottinger and his family moved to San Jose by the early 1880s and by 1900 had begun selling off their remaining land in Pleasanton. Kottinger sold over 1,400 acres of his property along Vineyard Avenue and Kottinger Drive, east of Railroad Avenue and Second Street as the Pleasanton Homesteads. The large 10-acre lots in this area were sufficient for residential and small-scale agricultural use, but by 1915, most had been subdivided into much smaller parcels of one to two acres.[12]

With the impending arrival of the Western Pacific Railroad on the west side of Pleasanton in the first decade of the twentieth century, the Nevis Family laid out new streets on their property south of Rose Street, between Pleasanton Avenue and Main Street along the proposed path for the rail line.[13] Because most of the rail-related commercial activity in Pleasanton was already centered on the Central Pacific Railroad line on the east side of town, development on the Nevis tract was primarily residential.

The Spring Valley Water Company, which owned substantive property in Pleasanton by the turn of the century, also entered speculative real estate subdivision during this

H12 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 29; Nusbaumer, Alameda County (Calif.), and Tribune Publishing Company (Oakland, Calif.), "Official Map of Alameda County, California, 1900"; Spring Valley Water Company, "Town of Pleasanton"; Spring Valley Water Company, "Subdivision Map of S.V.W. Co.'s Pleasanton Properties" (San Francisco: Spring Valley Water Co, 1915).
H13 Spring Valley Water Company, "Town of Pleasanton."

The Bay Tradition residence at 101 Neal Street was built between 1898 and 1903 (ARG, June 2012).

Bay Tradition residence at 621 St. Mary Street (ARG, June 2012).

period. The company laid out a small "addition" of twenty-two variously sized lots along the south side of Stanley Boulevard and on both sides of what is now Vervais Avenue (historically Sycamore Avenue) in 1907. The SVWC later subdivided the property north of Stanley Boulevard in 1914.[14] The company appears to have held title to the property into the 1920s, likely granting long-term leases on the land for home builders. North of the downtown Pleasanton area, the SVWC once had more ambitious, albeit unrealized, subdivision plans.

Associated Property Types and Registration Requirements

There are limited readily accessible building and property records from the early twentieth century for Pleasanton. Identification of associated property types for this period are based on written historic accounts, historic photographic and map evidence, previous historic resource survey efforts, and visual analysis of building types and styles known to be associated with this time period in California.

Property types associated with early twentieth-century residential subdivision and development in Pleasanton include **residences** exhibiting forms and architectural detailing consistent with the Craftsman, Prairie, Bay Tradition Spanish Colonial and Mission Revival, Tudor Revival, and Minimal Traditional styles as well as common vernacular housing forms that persisted into the early twentieth century. Based on historic map evidence, residential properties in Pleasanton during this period were diverse in form, though single-story dwellings continued to predominate. Residential properties typically had one or more single-story, wood-frame **outbuildings** on the property to shelter horses, vehicles, poultry, and other uses in the early decades of the twentieth century. By the early 1940s, most of these outbuildings had been replaced with single-story, free-standing **automobile garages**.[15]

Bay Tradition (1880s-1900s)

Bay Tradition is a regional San Francisco Bay area variant of eastern Shingle style architecture characterized by a complex and often irregular forms sheathed in smooth wall surfaces clad in wood shingles or combinations of shingles and other

H14 Spring Valley Water Company, "vA Addition No. 1", 1914; Spring Valley Water Company, "Addition No. 1 to the Town of Pleasanton", 1907.
H15 Sanborn Map Company, Pleasanton, California, 1903, 1907, 1943.

wood sheathing. Similar to Shingle style dwellings, Bay Tradition homes display little architectural ornament at rooflines or door and window openings, relying on the texture and continuous surface of the cladding for decorative effect. Bay Tradition homes may have various configurations of gable roof or gambrel roof shapes with prominent dormers; porches with classical, stone, or shingled details; bay windows; and windows set in pairs or tripartite arrangements.

- 101 Neal Street (built between 1898 and 1903)
- Magoffin House, 621 St. Mary Street

Craftsman (1900s-1930s)

The majority of the extant residential properties from the early twentieth century in Pleasanton have forms and architectural detailing consistent with the Craftsman style. Craftsman homes in Pleasanton are typically a single story in height with a vented or minimally lit attic story. Forms include end gable, side gable, and hipped bungalow variants. Craftsman residential buildings are characterized by low-pitched roofs, wide unenclosed eave overhangs, and partial or full-width engaged or attached porches. Primary elevations are often asymmetrical in arrangement, with the porch set off-center on the elevation. Common decorative details include exposed rafter ends and false braces or beam ends at the eaves; brackets; square or round column porch supports on piers, solid balustrades, or resting directly on porch decking; and wood shingle, clapboard, or stucco cladding.

- 113 Neal Street
- 4348 Second Street
- 4443 and 4453 Second Street
- 541 St. Mary Street
- 4318 Second Street
- 119 Neal Street

Several dwellings in Pleasanton exhibit more highly developed Craftsman forms. These properties are primarily two-story, wood-frame residential buildings with more complex plans, larger story heights, and greater architectural detailing.

Craftsman-style bungalow at 541 St. Mary Street (ARG, June 2012).

Craftsman-style residence at 4672 Second Street (ARG, June 2012).

Prairie-style residence at 4582 Second Street (ARG, June 2012).

Mission Revival-style residence at 240 Spring Street (ARG, June 2012).

- 4672 Second Street
- 471 St. Mary Street
- 4547 Third Street

Prairie Style (1900s-1920s)

The Prairie style is characterized by dwellings with form and decoration emphasizing horizontality. Prairie-style residential buildings often have low-pitched hipped roofs, appearing nearly flat in profile; simple square or rectangular plans; wide eave overhangs; stone or concrete coping; closed soffits; architectural decoration such as banding, clustered window groupings that create a horizontal visual emphasis; and massive square or rectangular piers as porch supports, where present. Typical wall cladding includes stucco and horizontal wood siding.

- 4582 Second Street
- 4363 Second Street

Mission Revival (1890s-1920s)

Mission Revival residential buildings in Pleasanton are typically single-story, wood-frame dwellings, characterized by flat or hipped roofs, stucco cladding, shaped roof parapets evoking Spanish mission churches or massively constructed masonry shapes, red roof tile accents, and inset tile or low relief decoration on wall surfaces. Most examples have small engaged or attached entry porches with plain stuccoed piers, solid parapet walls, and arched openings. In Pleasanton, the Mission Revival style is most commonly applied to modest dwellings similar in form to early twentieth-century bungalows. The greatest concentration of Mission Revival style residential buildings in the downtown area is in a small development of ten homes on Spring Street constructed ca. 1928.

- 204 Spring Street
- 240 Spring Street

Spanish Colonial Revival (1915-1940s)

Popularized after the 1915 Panama-California Exposition, Spanish Colonial Revival residential architecture is characterized by cross-gable or side-gable plans; low-pitched gable or hipped roof lines, often with red clay tile sheathing or accents; asymmetrical

form; arched window and door openings; shed roofs on braces over primary door and window openings; ornamental vents; and stucco cladding. Porches are typically small with arched openings and squared pier supports and no balustrade. Examples in Pleasanton are typically modest, though there are several well-developed forms.

- 670 St. John Street
- 377 St. Mary Street
- 252 Main Street
- 4467 Second Street (this is best example but very difficult to photograph)
- J.J. Amaral Residence, 327 St. Mary Street (built ca. 1931)

Spanish Colonial Revival-style residence at 377 St. Mary Street (ARG, June 2012).

Mediterranean Revival (1910s-1930s)

Mediterranean Revival buildings incorporate eclectic mixes of features and materials found in Renaissance-period Mediterranean cultures, most notably Italy and Spain. Most examples of this style in Pleasanton are modest, and typically feature low-pitched hipped or gable roofs, asymmetrical plans, engaged porches with arched openings, arched door or window openings, and stucco cladding. Ornament is typically minimal, often consisting of low relief decoration in the gable end. Some examples have similarly-styled port-cocheres extending from the main block.

- 517 St. Mary Street
- 4620 Pleasanton Avenue
- 4698 Second Street

Tudor-style residence at 653 St. John Street (ARG, June 2012).

Tudor/Medieval Revival (1890s-1940s)

Tudor Revival residential architecture embraces features from European medieval architecture. The dwelling are typically characterized by a cross-gable plan with a prominent cross gable on the main elevation; steeply pitched gable rooflines; pitched-roof dormers; stucco or imitation masonry wall cladding; clapboards; decorative half-timbering; rubblework masonry; groupings of narrow windows, often with casement sash; and substantive exterior chimney stacks. Clipped gable roofs, gable end decorative treatments, towers, and arched door openings are common variants in architectural detailing.

- 4239 Pleasanton Avenue

Minimal Traditional-style residence at 4549 Augustine Street (ARG, June 2012).

- 653 St. John Street
- 530 St. Mary Street
- 4484 Second Street

Minimal Traditional (1935-1950s)

Minimal Traditional residential architecture incorporates common forms and materials from earlier period revival architecture but renders these features in more modest expressions. Minimal Traditional dwellings typically have a cross-gable plan with prominent front-facing gable on the main elevation, though some variants have a hipped roof profiles. The entrance is typically situated at the intersection of the gables and is sheltered by a partial-length attached or engaged porch. Cladding may include brick, wood shingles or clapboards, or imitation stone. Accent material in the gables is common; many examples have shaped, vertical flush board siding as gable decoration. Porch supports are typically thin and delicate members, with well-developed examples displaying decorative lattice screening.

- 4549 Augustine Street
- 690 Division Street
- 4646 First Street

Vernacular-style residence at 4449 Pleasanton Avenue (ARG, June 2012).

Vernacular Forms

Small, single-story, wood-frame dwellings with gable roofs and side gable orientation were the most common vernacular housing form constructed in Pleasanton in the early twentieth century. These dwellings are most common on the former Nevis Tract south of Division Street and west of Main Street. The properties are typically three bays wide and a single bay deep with rear ells, full-length front porches, and slightly off-center entrances. Most properties display no architectural ornament. These properties are distinguished from earlier vernacular side gable dwellings by a narrower depth of plan on the main block.

- 4449 Pleasanton Avenue
- 4779 Harrison Street

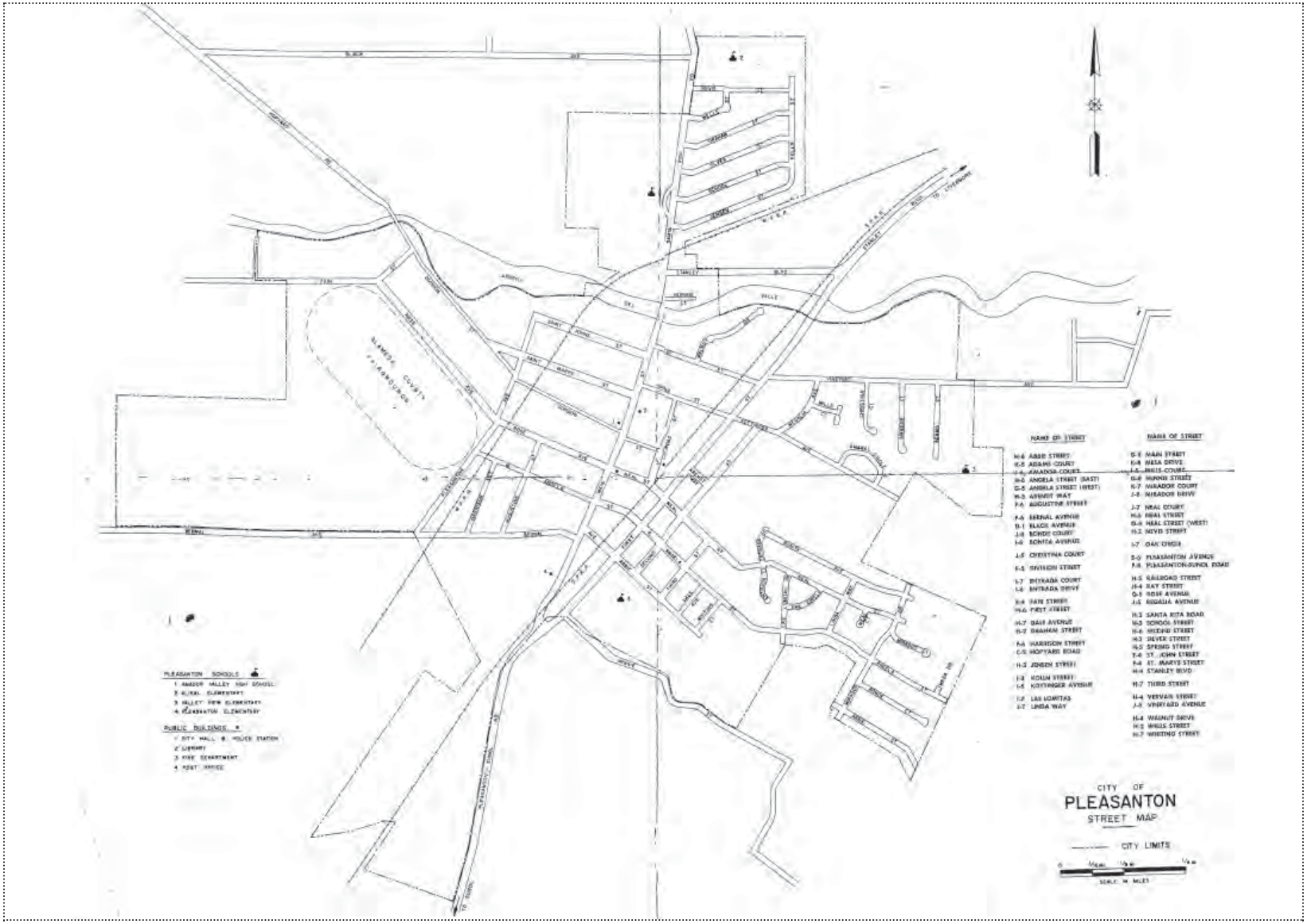
Registration Requirements

Residential properties from the early twentieth century in Pleasanton may be significant for their association with expanded community residential development patterns (NR Criterion A/CR Criterion 1) or for their association with persons important in the history of Pleasanton (NR Criterion B/CR Criterion 2). Resources from this period may also be significant for embodying the distinctive characteristics of types, periods, and methods of construction common during the early twentieth century in Pleasanton (NR Criteria C/CR Criteria 3). Most historic residential buildings in the downtown area of Pleasanton would likely be eligible for inclusion in historic neighborhood designations, though some individual examples would also be individually historically or architecturally significant.

Properties associated with early twentieth-century residential development in Pleasanton should possess sufficient integrity of materials, design, workmanship, and feeling to convey their association with the context. Where present, alterations should not significantly change the form and architectural expression of the property. Considerations regarding resource integrity include:

- Resources should be distinct examples of the types, forms, or styles of residential architecture from the context period and retain readily discernible form, massing, and outline.
- Resources should retain original cladding materials or like replacement cladding and door and window openings in their original locations and configurations. Recladding in another material may be acceptable if properties retain the majority of original architectural features and ornament and the recladding occurred within the historic period.
- Window and door replacement is acceptable if the replacement elements conform to the original openings and sash patterns and the property still retains sufficient integrity of materials, workmanship, and feeling based on other elements of the property to convey its significance.
- Where applicable, resources should retain the majority of their original ornament. Retention of original ornament is particularly important in key locations such as door and window openings, porches, and rooflines.
- Replacement of porches and entry stairs in similar configurations and materials

Residential Development



Pleasanton Area Junior Chamber of Commerce. City of Pleasanton Street Map. [Pleasanton, Calif.]: Pleasanton Area Junior Chamber of Commerce, 1963.

as the original feature is acceptable, particularly within the historic period. Porch enclosure or removal or restyling of substantive porch members such as rooflines, eave ornament, and posts or piers would generally not be acceptable.

- Additions from the historic period related to residential use can be considered part of the historic development of the property and would not necessarily preclude historic recognition. More recent additions may also be acceptable if they do not substantively alter building form and massing and respect the scale, materials, and workmanship of the earlier portion of the structure.
- The addition of ornament schemes and architectural features from later periods of construction within the historic period are acceptable if the scheme is applied consistently and comprehensively to the building. Restyling comprised of a mixture of elements from different periods would not be acceptable.
- Substantially rehabilitated or reconstructed properties may be eligible for historic recognition if the rehabilitation and reconstruction work meets the Secretary of the Interior's Standards for the Treatment of Historic Properties.
- Alterations that include conjectural decorative or structural elements are not acceptable.
- Resources converted to commercial or other use may remain eligible for recognition if the property retains sufficient integrity to convey its original use and retains the preponderance of its original form, materials, and architectural features.

WWII and Post WWII Residential Development (1940-1970s)

Though residential growth in Pleasanton was strong during the early twentieth century, development lulled during the Great Depression of the late 1920s and early 1930s. With the onset of World War II in 1941, Pleasanton experienced a brief population and economic boom related to increased agricultural product demand and the presence of tens of thousands of American armed service members in Alameda County. In 1943, the U.S. Navy constructed the Naval Construction Battalion Center, later Camp Parks and Camp Shoemaker, just north of Pleasanton. The installation served as a Naval Personnel Distribution Center for the duration of the war and grew to include 200 buildings and more than 4,000 employees. Twenty-thousand servicemen a week embarked to the Pacific theater from the camp on a weekly basis. By the end of the war, Pleasanton's population had nearly doubled, rising from 1,278 in 1940 to 2,244 people in 1950.

The influx of war personnel to the region created a severe housing shortage in the area. Naval civilian employees and service members' families lived in garages, attics, chicken coops, and a temporary "Hut City" near Camp Parks. The Navy eventually constructed a series of housing areas for wartime personnel, including one for civilian employees off Kottinger Avenue in Pleasanton called Kottinger Village.[16] The housing shortage also brought about Pleasanton's first modern speculative subdivision in the early 1940s, incorporating sale of both land and a constructed dwelling. Harris Acres, on the former Neal/Harris Tract west of Third Street, was comprised of approximately fifty small, single-family homes laid out along extensions of East Angela and Abbie Streets. The affordable homes in the Harris Tract conformed to Federal Housing Authority minimum house standards for the period, and may have been part of a development effort subsidized by federal loan guarantees to alleviate housing shortages and improve affordable housing standards.[17] Small developments of multi-family housing also began appearing in downtown residential neighborhoods during this period, typically in the form of small, single-story connected units.

Residential subdivision increased sharply after 1950 in concert with commercial development and population growth. The California Research and Development Company (CRDC, later the Lawrence Livermore Lab), Scandia Corporation, and General Electric's Vallecitos Nuclear Center completed facilities in the area in the early 1950s, attracting employees to the Amador and Livermore valleys. The population of Pleasanton doubled again between 1950 and 1960, rising to 4,203 people. Individual developers began a series of housing tracts on the outskirts of the downtown Pleasanton commercial and residential district in response to a new wave of housing demand. Early subdivisions included the Roy Jensen Tract north of Stanley Boulevard, opposite the Amador Valley High School, and Amaral Acres on Kottinger Avenue in the early 1950s. The Jensen tract development was marketed primarily to CRDC employees.[18]

In the 1960s, population growth due to expanded employment opportunities in the Amador and Livermore valleys and high taxes on agricultural land spurred many agricultural property owners to sell their land to development interests. The 1960s

H16 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 76–77.
H17 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 49.
H18 Ibid., 49-50.

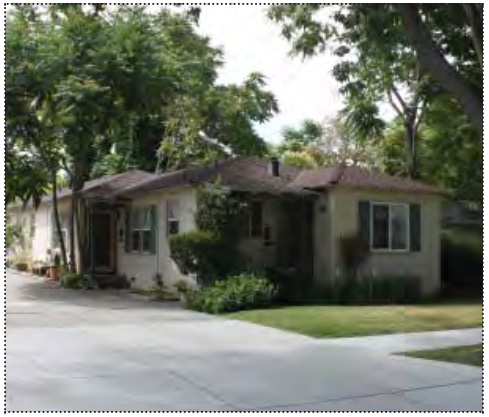
saw the most intensive, rapid growth in housing in Pleasanton as the population exploded from just over 4,000 people in 1960 to more than 18,000 people in 1970. New developments began at the east end of Neal and East Angela Streets by 1963. Morrison Homes, a large-scale, mid-priced home development company, constructed the Pleasant Valley and Birdland developments off Hopyard and Valley Roads in the mid-1960s.[19] Strong residential growth continued in Pleasanton until the early 1970s when the Regional Water Quality Control Board put a moratorium on development in Pleasanton until the city could expand water treatment capacity. Federal funding for wastewater treatment facility development in Pleasanton mandated a slowdown to residential growth to two percent per year beginning in 1976.[20]

Associated Property Types

Most of the residential subdivision and development in Pleasanton in the second half of the twentieth century occurred at the outskirts of the downtown Pleasanton area and between the downtown area and major points of connection between local arterial roads and interstate highways. Residents and developers also constructed housing forms and styles popular during the period as infill or replacement dwellings within earlier downtown residential neighborhoods. Most of the housing constructed during this period consisted of single-story, single-family, wood-frame **residences** conforming to nationally popular forms and styles. The most common housing forms and styles from the mid-twentieth century in Pleasanton include the **minimum house forms** promoted by the Federal Housing Authority and **ranch houses**. During the 1940s and early 1950s, there were also several small developments of **multi-family housing** on infill lots in the downtown area.

Multifamily Dwelling Units (1940s-1950s)

Multifamily dwellings in Pleasanton typically take the form of single-story structures containing between two and five small units. Individual multi-unit residential buildings are often grouped axially on a single lot around a central access drive. Automobile garages may be located between dwelling units or component buildings in the complex or in banks at the rear of the lot. Multi-unit residential buildings in Pleasanton are



Multifamily dwelling unit at 4388 Second Street (ARG, June 2012).

Multifamily dwelling unit at 104 Abbie Street (ARG, June 2012).

H19 Richard T. LeGates, *Planning Tommorrowland [sic]: The Transformation of Pleasanton, California*, Working Paper 89-12 (San Francisco: San Francisco State University, Public Research Institute, 1989), 32; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 109.
H20 LeGates, *Planning Tommorrowland [sic]*, 6.

An FHA Minimum House at 340 East Angela Street (ARG, June 2012).

An FHA Minimum House at 360 East Angela Street (ARG, June 2012).

typically modest in their architectural detailing, which may include Spanish Colonial Revival or Craftsman elements. Several forms of multifamily dwelling units appear consistent with Federal Housing Authority minimum house specifications (see below.)

- 4388 Second Street
- 104 Abbie Street
- 4622 First Street
- 435 Old Bernal Court

FHA Minimum House (1936-1948)

Beginning in the 1936, the Federal Housing Authority (FHA) published housing plans and standards for what the agency termed affordable, comfortable homes, meeting "maximum accommodation within a minimum of means." As the federal agency responsible for guaranteeing home construction and purchase loans and mortgages, the FHA had considerable influence over the type and form of housing constructed during the nationwide boom years of housing construction after World War II. Many developers adopted the FHA housing specifications and plans wholesale in their developments. Based on a simple floor plan typically encompassing less than 700 square feet, minimum houses could be constructed in a wide range of materials and with myriad architectural ornament and features, particularly after 1940.[21]

In Pleasanton, the Harris Acres tract has the largest concentration of minimum house types in the downtown area. Constructed in the early 1940s, these simple, single-story, wood-frame houses consist of two primary types: square plan dwellings with hipped roofs and a partial-length, engaged entry porch and a rectangular plan, side gable form with small gabled wing with a full-length porch. Some examples have secondary entrances on main elevations, which allowed owners to rent bedrooms set near the front of the building to boarders.[22] In the Harris Acres tract, the houses had primarily stucco cladding and minimal to no ornament. Some examples have three-part picture windows on primary elevations and closely placed window openings at one corner of the primary elevation. FHA minimum houses were designed to be expandable and

H21 David L. Ames and Linda Flint McClelland, "National Register Bulletin, Historic Residential Suburbs: Guidelines for Evaluation and Documentation for the National Register of Historic Places", 2002, 61.
H22 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 49.

I. Civic, Religious, and Institutional Development (1860s-1970s)

Though not incorporated as an independent city until 1894, Pleasanton had an active civic and public life as early as the 1860s centered public education and fraternal and religious organizations. Public educational facilities were the earliest civic buildings constructed in Pleasanton, with more common public buildings such as a fire stations and city hall constructed in the early twentieth century after Pleasanton incorporated as a city. After 1960, Pleasanton's population growth spurred substantial new development of civic buildings and public landscapes.

Schools

The earliest civic organization in Pleasanton centered on providing public education. By 1864, Pleasanton (then Alisal) had a one-room school house at the corner of present-day Division and Main Streets. Residents established the local school district in 1867 and began planning for an expanded school building, likely in anticipation of and response to population growth associated with the arrival of the Central Pacific Railroad. In 1869, Joshua Neal donated land at the intersection of Abbie and Second Streets for a new school building, beginning what would be over 100 years of public education service on the site. Between 1872 and 1909, Pleasanton's school district issued bonds and constructed two successive wood-frame schools on the Abbie Street site. After losing both early school buildings to fire, the city built a new two-story, reinforced concrete Mission Revival-style school in 1910. In the early twentieth-century, the Pleasanton school district had its offices in the former Jerome Arendt House at 625 Main Street.[1]

Former Jerome Arendt House at 625 Main Street (ARG, June 2012).

While Pleasanton provided local public education through the eighth grade for most of its history, students wishing to continue on to high school commuted to Livermore for classes until 1924. Local parent and student activism in support of a local high school began in the early 1920s, culminating in a voter referendum supporting a bond issue to construct a high school building, the Amador Valley High School, in Pleasanton in 1922. Local builder Charles Bruce designed and constructed the Mediterranean Revival style building, which was located on Santa Rita Road. The school educated students

I1 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 52, 59.

from Dublin and Pleasanton between 1924 and the late 1960s when Dublin established its own high school.[2]

Post World War II population growth in Pleasanton and the surrounding communities sparked a boom in new school construction in the second quarter of the twentieth century as well as the demolition of most historic period school facilities. The school district demolished the Mission Revival-style Pleasanton grammar school on Abbie Street in 1955 and replaced it with a larger facility.[3] The district constructed a series of new elementary and middle schools in Pleasanton, situating them near new residential developments. New schools from the period included Alisal Elementary (1956), Valley View School (1960), Walnut Grove (1968), Fairlands (1973), and Vintage Hills (1975). In 1968, the Pleasanton Unified School district largely demolished and substantively reconfigured the Amador Valley High School. The district opened a second high school, Foothill High School, in 1973.[4]

Associated Property Types

There is only one extant property in downtown Pleasanton associated with the development and administration of public education. The former **Jerome Arendt House** at 625 Main Street housed the Pleasanton Unified School District offices for an unknown duration in the early twentieth century.[5]

Civic and Fraternal Organizations

Nineteenth-century fraternal and civic organizations in Pleasanton included the Masons, the Ancient Order of Druids, and the International Order of Odd Fellows. Among the groups, only the Odd Fellows constructed a dedicated lodge hall. Other organizations rented space from the Odd Fellows or from commercial interests with hall space such as at the Arendt Commission House and Nevis Pavilion. The Odd Fellows constructed their initial two-story, wood-frame hall building on the west

I2 Ibid., 57.
I3 Ibid., 54; Jerri Pantages Long and Amador-Pleasanton School History Committee, *Echoes of School Bells: a History of Amador-Pleasanton Public Schools, 1864-1988*, 1st ed. (Livermore, Calif: Quali-Type, 1989), 19.
I4 Long and Amador-Pleasanton School History Committee, *Echoes of School Bells*, 97, 101.
I5 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton, 59*.

side of Main Street between St. John and St Mary Streets by 1888. By 1911, the group had taken over the site of the former Methodist Episcopal Church at 328 St. Mary Street, moved the church building to the rear of the lot, and constructed a substantive Mediterranean Revival addition at the front of the lot.[6] Portuguese immigrants who settled in Pleasanton in the late nineteenth and early twentieth centuries also formed fraternal organizations, including local chapters of Portuguese Union of the State of California, and women's auxiliaries *Sociedade Portuguesa da Rainha Santa Isabel*, and *Uniao Portuguesa Protectora do Estado da California*.

Residents of Pleasanton established more publicly oriented civic organizations in the early twentieth century. City business interests formed a Chamber of Commerce in 1907, and local women formed the city's Women's Improvement Club (WIC) in 1908. The Women's Improvement Club was responsible for several lasting public projects in Pleasanton, including establishing the city's first reading room and library, initiating a campaign of street tree planting, successfully advocating for passing a bond for a city sewer system, organizing the first Parent Teacher Association and kindergarten classes in the city, and funding local playground construction.[7] The WIC's reading room was at the corner of Main and Division Streets, now the site of the former Pleasanton City Hall at 603 Main Street. The WIC donated the reading room property to the city in 1914 for construction of the city hall building.[8] The WIC also donated funds to construct the Pleasanton Main Street sign arch at the intersection of Main and Division Streets in 1932. In addition to marking the historic center of the Pleasanton community, the arch held the city's first neon sign and a siren and horn to summon local police if needed.[9]

Associated Property Types

Extant property types associated with civic and fraternal organizational development in Pleasanton include **lodge hall buildings** such as the International Order of Odd Fellows Hall at 328 St. Mary Street (1888/1911) and civic improvement projects initiated by local organizations such as the Pleasanton Sign Arch on Main Street (1932).

I6 Stock, Jody and Watson, Shayne, "California Department of Parks and Recreation Primary Record: 328 St. Mary Street, Pleasanton.", May 6, 2004.
I7 Pleasanton Bicentennial Heritage Committee, *A Pictorial History of Pleasanton*, 63–64.
I8 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 37.
I9 Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 92.

The First Presbyterian Church at 118 Neal Street was built in 1876 (ARG, June 2012).

Religious Organizations

The earliest organized religious group in Pleasanton was the United Presbyterian Community Church, founded in the mid-1870s. The church constructed the first church building in Pleasanton in 1876 on land donated by Joshua Neal at the corner of Neal and Second Streets. The wood-frame building had Italianate details and an engaged tower on a side elevation. The congregation remained in the building until the 1970s, enacting several campaigns of renovation and restyling between the late 1880s and mid-1920s. Other religious groups in Pleasanton, including Methodists and Lutherans, used the Presbyterian Church for meetings in the late nineteenth century.[10] Currently the building retains integrity and is used as a church.

The Catholic community in Pleasanton organized as the St. Augustine Mission in 1882. The congregation constructed a one-and-a-half-story, wood-frame, Gothic Revival church on Rose Avenue the same year. Clergy from Mission San Jose in Fremont served the congregation until Pleasanton became a parish in 1901. The church also constructed a modest social hall across the street from the church at 337 Rose Avenue after 1907. The St. Augustine's church building on Rose Avenue remained in use until 1968 when the parish constructed a new church east of downtown on Bernal Avenue and demolished the Rose Avenue building.[11]

In 1898, Portuguese Catholic residents of Pleasanton established a local chapter of a common Portuguese religious and fraternal society, *Irmandade do Divino Espirito Santo* (IDES), or Brotherhood of the Divine Holy Spirit. The local Council No. 15, *Conselho Piexoto*, celebrated the most important religious feast of the Azorean Portuguese, the *Festa do Divino Espirito Santo*, expressing their devotion to the Holy Trinity and Pentecost. The first festival took place in Pleasanton in 1901 at the Nevis Pavilion on Main Street. In 1910, the Pleasanton IDES constructed a fraternal hall and adjacent building at 444 St. Mary Street for chapter and festival events. Interest in the festival declined in the 1930s, and the last local Holy Ghost Festival took place ca. 1936.[12]

I10 Pleasanton Bicentennial Heritage Committee, A Pictorial History of Pleasanton, 70; Hagemann and Amador-Livermore Valley Historical Society, A History of the City of Pleasanton, 35; Petrin, Katherine, "California Department of Parks and Recreation Primary Record for 118 Neal Street, Pleasanton", March 15, 2003.
I11 Lane and Lane, *The Amador-Livermore Valley: a Pictorial History*, 158; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 35.
I12 Goulart, Tony P., ed., *The Holy Ghost Festas: A Historical Perspective of the Portuguese in California*

The Methodist Episcopal Church in Pleasanton organized in 1885 and constructed a small, wood-frame, Gothic Revival-style church building on St. Mary Street by 1888. The International Order of Odd Fellows fraternal organization purchased the Methodist church by 1911, and the Methodist congregation appears to have disbanded by 1915. A portion of the Methodist church building survives as a rear addition to the Odd Fellows Hall building at 328 St. Mary Street.[13]

From the late 1880s through at least the first decade of the twentieth century, the small Chinese community in Pleasanton maintained a joss house, or temple, in a small, single-story, wood-frame building on Main Street, between Ray and Spring Streets.

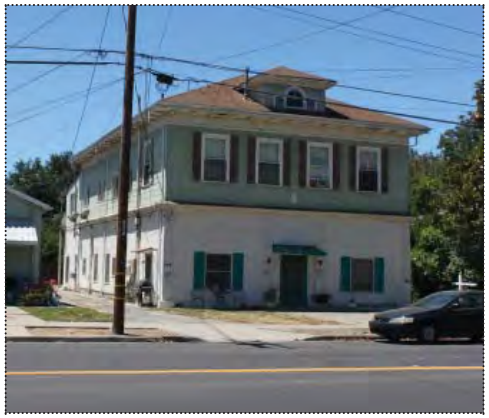
Associated Property Types

Property types associated with religious organizational development in Pleasanton include **churches** and related buildings such as **social halls**. Most of the church buildings were modest wood-frame, one-and-a-half-story buildings with end gable orientation; engaged, squared tower set off-center on side or main elevations; and Gothic Revival or Italianate details. Social halls varied in form and style, but typically had one large massing to enclose a large hall gathering space. Extant properties include:

- Presbyterian Church, 118 Neal Street, built 1876
- St. Augustine's Social Hall, 337 Rose Avenue, built between 1907 and 1943 (no photo)
- IDES Hall and related building, 438 and 444 St. Mary Street, built 1910

Civic Buildings

Pleasanton had no known civic buildings before incorporation as a city in 1894. Community business and local legal proceedings took place in local school buildings or in rented space in commercial properties in the downtown district. The Wenig's Market/Gale Building at 62-74 West Neal Street, for example, housed the local justice



The IDES Hall at 438

Wenig's Market/Gale Building was constructed at 62-74 West Neal Street in 1882 (ARG, June 2012).

(San Jose: Portuguese Chamber of Commerce of California, 2002), 229–230; Vaz, August Mark, *The Portuguese in California* (Oakland: IDES Supreme Council, 1965), 100–108.

I13 Stock, Jody and Watson, Shayne, "California Department of Parks and Recreation Primary Record: 328 St. Mary Street, Pleasanton."; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 35.

Pleasanton's second firehouse was built in 1929 (from *Pleasanton*. Images of America, 87).

Pleasanton's firehouse 2012 (ARG, June 2012

court in the late nineteenth or early twentieth century.[14] Civic buildings were limited in number in Pleasanton before the late twentieth century, likely due to the relatively small population of the city before 1960.

The first civic building constructed in Pleasanton was the City Hall at 603 Main Street. The Women's Improvement Club donated the property where the building is now located in 1914. Pleasanton completed the single-story, reinforced concrete, Mediterranean Revival-style city hall building in 1915, and the structure housed city offices, the public library, and the local police department. The building served as Pleasanton's city hall until 1984, and is now the Amador-Livermore Valley Historical Society's Museum on Main.[15] The City of Pleasanton began developing a small civic center of public buildings south of the downtown core along Bernal and Old Bernal Avenues in the mid-1960s.

Pleasanton had a volunteer fire department with hose and hook and ladder vehicles as early as 1888 but did not professionalize firefighting services until the late 1920s. The city constructed its first public fire station at 4444 Railroad Avenue in 1929, employing local builder Charles Bruce to design and construct the Mission Revival building.[16]

In the early 1930s, Alameda County began a campaign to construct a series of memorial buildings in county cities to honor veterans of World War I. A local veterans' planning committee selected the site of the former Arendt hay warehouse at the corner of Main Street and Old Bernal Avenue for Pleasanton's memorial building. Alameda County architect Henry Meyers designed the Spanish Colonial Revival-style building at 301 Main Street, completed in 1933. Works Progress Administration funding, a component program of the New Deal, may have been allocated to assist with the design and construction of the building. During World War II, the Veterans' Memorial Building was an important USO center for service members at Camp Parks. In 1997, the City of Pleasanton took ownership of the building from Alameda County, and it remains in public use.[17]

I14 Petrin, Katherine, "California Department of Parks and Recreation Primary Record for 62-74 West Neal Street, Pleasanton", March 15, 2003.
I15 Lane and Lane, *The Amador-Livermore Valley: a Pictorial History*, 101; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 127.
I16 Lane and Lane, *The Amador-Livermore Valley: a Pictorial History*, 184.
I17 Drummond, *A Guide to the Architectural Styles in the Livermore-Amador Valley*, 5; Lane and Lane, *The*

Associated Property Types

Property types associated with civic development and public services in Pleasanton include properties used for public administration and service. All known extant examples of these properties date from after 1900. Early properties are primarily located in the downtown area, though mid-twentieth-century properties are more widely distributed within the incorporated city limits. Styles and forms vary based on the use and era of construction. Property types include a **city hall, fire house**, and **veteran's building**.

- Pleasanton City Hall/Amador-Livermore Valley Historical Society Museum on Main, 603 Main Street (1915)
- Fire House No. 1, 4444 Railroad Avenue (1929)
- Veterans' Memorial Building, 301 Main Street (1933)

Pleasanton City Hall (now the Amador-Livermore Valley Historical Society Museum) at 603 Main Street was built in 1915 (ARG, June 2012).

The Veteran's Memorial Building at 301 Main Street was built in 1933 (ARG, June 2012).

Parks and Landscapes

Early park and landscape design projects in Pleasanton included late nineteenth-century campaigns of street tree planting and sidewalk improvements as well as private efforts such as ornamental gardens associated with commercial establishments. The Farmer's/Pleasanton Hotel at 855 Main Street, for example, had an ornamental garden on the south side of the property in the late nineteenth and early twentieth centuries.[18]

The first recreational park in Pleasanton was likely McKinley Park on the south side of Kottinger Avenue. Established in 1898, possibly by the Kottinger family, the original landscape at the park included a collection of trees from different parts of the world. After construction of the Pleasanton City Hall in 1914, the city established its first public park, consisting of a small landscaped area behind the building.[19] Though this landscape was extant as of the late 1970s, it has since been removed. Other private beautification and landscape development efforts in the early twentieth

Amador-Livermore Valley: a Pictorial History, 100; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 111.

I18 Wood, M. W, *History of Alameda County, California*, 479; Sanborn Map Company, Pleasanton, California, 1893-1907.

I19 Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 37; Historic Advisory Committee, *Preserving Pleasanton's Heritage, H-O District Survey Forms*, June 1978, MSHA–9, Museum on Main.

century included the Women's Improvement Club's campaign of street tree planting in downtown Pleasanton in the 1910s and the Jackson and Perkins Company donation of rose bushes for the Rose Avenue border to the Alameda County Fairgrounds.

With the dramatic expansion in population and building in the 1950s and 1960s, Pleasanton embarked on its most intensive campaign of public park development. Many of these parks were components of residential subdivisions and developments outside the downtown area, though some were also adjacent to the downtown. Nationallyrecognized landscape architect Robert Royston (1941-1990) designed five public landscapes in Pleasanton between the mid-1960s and early 1970s. These included the city's civic center area on Bernal and Old Bernal Avenues (1966), the landscape associated with Fire Station No. 3 (1969), Muirwoods Community Park (1970), Highland Oaks Park (1971), Orloff Park/Amador Community Park (1968-1971).[20]

Associated Property Types

Resources associated with park development and designed landscapes in Pleasanton include **public parks** and **intentionally designed streetscape or landscape features incorporating landscape materials**. There are few known, extant park and landscape resources within the downtown area of Pleasanton, though some street trees from late nineteenth or early twentieth-century planting campaigns may remain in place. The majority of extant designed park spaces in Pleasanton are outside the downtown area.

Registration Requirements

Civic, religious, and institutional properties in Pleasanton may be significant for their association with the development of community life in Pleasanton in the late nineteenth and early twentieth centuries (NR Criterion A/CR Criterion 1). Properties associated with this context may also be significant as representative examples of types, periods, and methods of construction common for civic, religious, and institutional uses or as the work of a master architects or craftsmen, notably Charles Bruce or Robert Royston (NR Criterion C/CR Criterion 3). According to the National Register of Historic Places Criteria for Evaluation, religious properties would be eligible for historic recognition primarily for their architectural or artistic distinction or historical importance outside of a religious context.

I20 "Inventory of the Robert R. Royston Collection."

Properties associated with civic, religious, and institutional development in Pleasanton should possess sufficient integrity of association, materials, design, workmanship, and feeling to convey their significance and relation with the context. Properties must have a significant association with the historic context to be eligible for recognition as an important civic, religious, or social site. Properties with short-term or ephemeral association with such uses would typically not have sufficient integrity of association with the context to warrant recognition. Considerations regarding the physical integrity of the resource include:

- Resources should be clear, recognizable examples of their form and/or style and retain readily discernible form, massing, and outline from the period of significance.
- Buildings should retain the majority of original door and window openings in their original locations and configurations. Window replacement may be acceptable if the windows conform to the original window openings and sash pattern.
- Where applicable, buildings should retain substantive, original architectural finishes and ornament or replacement finishes and ornament similar in type, scale, and architectural expression. Original ornament in key locations such as door and window openings and rooflines is particularly important.
- Adaptive reuse of a property for another purpose would not necessarily preclude historic recognition if the property retains sufficient physical integrity to convey its significance.
- Additions from the historic period related to public, social, or religious use may be considered part of the historic development of the property and would not necessarily preclude historic recognition. More recent additions may also be acceptable if the additions do not substantively alter building form and massing and respect the scale of the earlier portion of the structure.
- In circumstances where a property is the oldest or best example of a resource associated with an important property type, a higher degree of alteration may be acceptable.

The Secretary of the Interior's "Guidelines for the Treatment of Cultural Landscapes" describes landscapes in terms of larger organizational elements (spatial organization

and land patterns), followed by individual features (topography, vegetation, circulation, water features, structures, buildings, furnishings, and objects) that may contribute to a landscape's historic character. Some features will be more important than others in a particular landscape, but landscape features should always be assessed as they relate to the property as a whole. Considerations regarding the physical integrity of the cultural landscape resources include:

Organizational Elements of the Landscape

- Spatial organization and land patterns: Spatial organization is the three-dimensional arrangement and patterns of natural and cultural features in a landscape. It includes visual links or barriers, such as fences and hedgerows; open spaces or visual connections, such as topography and bodies of water; and groupings or clusters, such as farmsteads. Both the functional and the visual relationships between spaces are integral to the historic character of a property.

Character-defining Features of the Landscape

- Topography: The shape of the ground and its height or depth are character-defining features, whether naturally or artificially created. Topographic features may contribute to the creation of outdoor spaces, serve a functional purpose, or provide visual interest.
- Vegetation: Vegetation may derive significance from historical associations, horticultural or genetic value, or aesthetic or functional qualities. It is a dynamic component of the landscape and subject to the continual process of plant germination, growth, seasonal change, aging, decay, and death. Vegetation may include individual plants, groups of plants, and naturally occurring plant communities or habitats.
- Circulation: Circulation features may include roads, parkways, drives, trails, paths, parking areas, and canals, either individually or linked into networks or systems. Their character is defined by alignment, width, surface and edge treatments, grade, materials, and infrastructure.
- Water features: Fountains, pools, cascades, irrigation systems, ponds, lakes, streams, and aqueducts can be aesthetic as well as functional components of

the landscape. The characteristics of water features include shape, sound, edges and bottom condition and material, level or depth, movement or flow, reflective qualities, and associated plant and animal life. Water supply, drainage, and mechanical systems are important elements of water features.\

- Buildings and structures: Buildings are roofed and walled constructions that shelter human activity, from houses, barns, and sheds, to office buildings, schools, and warehouses, to greenhouses and public restroom buildings. Structures are nonhabitable constructed features, as opposed to buildings. Structures include highways, dams, bridges, arbors, terraces, tennis courts, walls, windmills, and earthworks. Buildings and structures may be individually significant or contributing elements only of a landscape. Their placement and arrangement are important to the character of a landscape.
- Site furnishings and objects: Small-scale elements of a landscape may be decorative or functional or both. They include items such as benches, lights, signs, drinking fountains, flagpoles, urns, planters, trash receptacles, watering troughs, sculptures, and monuments. They may be movable, seasonally installed, or permanent. They can be single items, part of a group of the same or similar items, or part of a coordinated system, such as signage.

Visual Character and Intangible Qualities

Visual character and intangible qualities can be the most compelling evidence of a landscape's historic qualities. Experiencing the landscape can provide a vivid sense of time and place, conveying the essential elements of feeling and association that link an area to its past. The landscape's visual character should be described in detail, especially those sensory qualities that are not well conveyed in photographs. Intangible qualities such as cultural values also require careful interpretation, including the perceptions of both the surveyor and local people regarding the landscape's feeling and association. Consideration of these qualities is essential in landscape studies, but findings must be accurately and precisely documented for credibility. Both visual and intangible landscape components must be fully described, linked to existing physical features, and placed within their historic context.

J. Immigration (1797-ca.1950)

Early European settlers in Pleasanton were of primarily Spanish, Mexican, German, English, and Irish origin. As Pleasanton grew in response to the arrival of the Central Pacific Railroad in the late 1860s, the town's ethnic and racial diversity increased markedly. Railroad and later agricultural job opportunities brought Chinese, Japanese, and Filipino workers to Pleasanton throughout the late nineteenth and early twentieth centuries. French, Italian, Danish, Swiss, and Portuguese immigrants settled in Pleasanton with the increasing availability of small farmsteads and agricultural work in the 1880s. A small number of Greek and Turkish immigrants also arrived in the early twentieth century.[1]

Temporary or permanent agricultural employment in Pleasanton drew the widest variety of immigrant groups to the community during the late-nineteenth and early to mid-twentieth centuries. Many agricultural workers lived on the farms that employed them, all largely outside the downtown Pleasanton area. There is evidence of Japanese Americans residing and working in agriculture in Pleasanton in the early twentieth century, as noted on early assessment maps for rural properties that note at least one "Japanese Camp."[2] Other immigrant groups present in Pleasanton in the twentieth century include Filipino workers employed in the flower growing interests, notably Jackson and Perkins Company. A small wave of temporary Mexican immigration occurred near the end of World War II when 200 Mexican nationals arrived in Pleasanton to assist with the harvest under the auspices of the Farm Security Administration's Mexican Farm Labor Transportation Program.[3]

Chinese

Pleasanton had a small Chinese population beginning in the 1870s, most likely consisting of railroad workers who decided to stay on in the area as agricultural laborers and others attracted by agricultural work opportunities. According to early

J1 Soito, *A Hundred Years of Pleasanton, "The Most Desperate Town Inthe West,"* 21; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 27.
J2 "Maps of Buildings and Property in and Near Pleasanton, Calif.", 191?.
J3 Trimingham, Bill, *A Walk Through Pleasanton, Circa 1930-46 with the Amador High School Class of 1946*, 35, 49.

twentieth-century histories of Alameda County, about 25,000 Chinese worked in the Alameda County fruit farming and vineyard operations. By the 1880s, more than 85 percent of viticulture workers were Chinese as well. Baker credits the Chinese workers with assisting white farmers in implementing better irrigation techniques and more intensive farming patterns to increase crop yields. Chinese residents of Pleasanton and the surrounding agricultural district worked as cooks, launderers, and on threshing machine crews harvesting valley grains.[4] Though no comprehensive history of the contributions and presence of Chinese residents in Pleasanton exists, a small history of the Chinese in nearby Livermore demonstrates that the Chinese population in the Amador Valley peaked in the 1880s and steadily declined between 1900 and 1930. In Pleasanton, there were approximately 132 Chinese residents in 1900 and only 54 ten years later in 1910.[5]

In downtown Pleasanton, Chinese residents maintained several businesses on Main Street, south of St. John Street between the late 1880s and first decade of the twentieth century. Sanborn Fire Insurance maps identify a small, one-story shop on Main at Spring Street noted as "Chinese S." and two additional, similar buildings on west side of Main between Division Street and Rose Avenue in 1888. Though the number and exact location of Chinese businesses on Main Street varied on successive Sanborn maps, Chinese residents maintained between two and five separate businesses on this same block of Main Street until 1907. The 1907 map notes the presence of a "Chin. Joss Ho.," or traditional Chinese house of worship, on this block in 1907.

Portuguese

Portuguese immigrants were among the largest and most prominent ethnic group in Pleasanton. Early Portuguese immigrants arrived in California on whaling expeditions, but like many ethnic groups came in greater numbers after the Gold Rush and the construction of the Transcontinental Railroad. Portuguese made up approximately ten percent of the population of Alameda County in the 1870s, and later waves of immigration came in the 1890s with the financial collapse of the Portuguese

J4 Baker, *Past and Present of Alameda County, California. Joseph E. Baker, Ed*, 181; Drummond, Gary
J5 Drummond, Gary B., *The Chinese Experience in the Livermore Area 1870-1927* (Livermore, Ca., 2002), 1; Hagemann and Amador-Livermore Valley Historical Society, *A History of the City of Pleasanton*, 14–20, 27; Wainwright and Museum on Main (Pleasanton, Calif.), *Pleasanton*, 89.

government and between 1900 and 1930 with the American annexation of the Hawaiian Islands. Most early Portuguese immigrants to the San Francisco Bay Area were from the Azores, though more Portuguese arrived from the mainland in the early twentieth century. While San Leandro and Hayward had the largest Portuguese populations in Alameda County, Pleasanton had a smaller, but active Portuguese population by the late 1880s. Pleasanton was the publishing site of the first Portuguese newspaper in California, *O Amigo dos Catolicos*, from 1889-1893.[6]

By 1898, Portuguese residents had established a local chapter of a common Portuguese fraternal society, *Irmandade do Divino Espirito Santo* (IDES), or Brotherhood of the Divine Holy Spirit. The local Council No. 15, *Conselho Piexoto*, celebrated the most important religious feast of the Azorean Portuguese, the *Festa do Divino Espirito Santo*, expressing their devotion to the Holy Trinity and Pentecost. The first festival took place in 1901 in the Nevis Pavilion on Main Street (no longer extant). Celebrated on the first Sunday in June, the festival included a large parade, daily masses, a ball, auction, and *festa* dinner. In 1910, the Pleasanton IDES constructed a fraternal hall at 444 St. Mary Street for chapter and festival events. Interest in the festa declined in the 1930s, and the last local Holy Ghost Festival took place ca. 1936.[7] Pleasanton also had chapters of other important Portuguese organizations, including Portuguese Union of the State of California, and women's auxiliaries *Sociedade Portuguesa da Rainha Santa Isabel*, and *Uniao Portuguesa Protectora do Estado da California* after 1901.

Portuguese residents of Pleasanton engaged primarily in fruit and vegetable farming and dairy operations, but were also merchants and businessmen. J.H. Nevis owned the Pleasanton Race Track in the late nineteenth century as well as most of the southwestern portion of downtown Pleasanton. He also constructed a large rental hall in the downtown area ca. 1890. Jason A. Rose, who operated the Rose Hotel on Main Street in the 1880s, was another prominent Portuguese immigrant.[8]

J6 John S. Sandoval and Hayward Historical Society, *A Century of the Portuguese in the East Bay* (Hayward CA: Chapel of the Chimes, 197AD), 6–7, 13; Vaz, August Mark, *The Portuguese in California*, 48, 57.
J7 Vaz, August Mark, *The Portuguese in California*, 100–108; Goulart, Tony P., *The Holy Ghost Festas: A Historical Perspective of the Portuguese in California*, 229–230.
J8 Vaz, August Mark, *The Portuguese in California*, 48, 57; Sandoval and Hayward Historical Society, *A Century of the Portuguese in the East Bay*, 6–7, 13.

IDES Hall at 444 St. Mary Street (ARG, June 2012).

Associated Property Types and Registration Requirements

There are no known extant properties associated with Chinese immigration and settlement in Pleasanton. The buildings on Main Street identified as Chinese-owned businesses in Sanborn maps were demolished over the course of the early twentieth century.

Property types associated with Portuguese immigration and settlement in Pleasanton include **social, residential, commercial, and agricultural properties**. Known properties associated with Portuguese residents in downtown Pleasanton include the IDES Hall at 444 St. Mary Street. The IDES Hall was converted to apartments in the mid-twentieth century and has had some moderate physical alteration but remains the most visible and significant building in Pleasanton associated with Portuguese culture in the community.

Property types associated with many smaller groups of immigrants in Pleasanton were largely **agricultural or housing for agricultural workers**. There are no known extant property types associated with less prevalent immigrant groups in Pleasanton, though some resources may survive outside the downtown area in former agricultural zones of the city.

Properties associated with immigrant communities in Pleasanton may be significant for their association with immigration patterns, labor history, and immigrant community life in the community, or for association with persons significant in the history of Pleasanton (NR Criterion A/CR Criterion 1 and NR Criterion B/CR Criterion 2).Properties associated with this context may also be significant as representative examples of types, periods, and methods of construction common for residential, commercial, civic, religious, or institutional uses in the historic period (NR Criterion C/CR Criterion 3).

Properties associated with immigrant groups in Pleasanton should possess sufficient integrity of association, materials, design, workmanship, and feeling to convey their significance and relation with the context. Properties must have a significant association with the historic context to be eligible for recognition. Properties with short-term or ephemeral association with such uses would typically not have sufficient integrity of

association with the context to warrant recognition. Considerations regarding the physical integrity of the resource include:

- Resources should retain readily discernible form, massing, and outline from the historic period and retain the majority of original door and window openings in their original locations and configurations; and substantive original architectural finishes.
- Window and door replacement may be acceptable if the features generally conform to the original window openings and window sash pattern. Similarly, recladding within alternative materials the historic period may be acceptable if the building retains substantive or significant historic materials.
- Adaptive reuse of a property for another purpose would not necessarily preclude historic recognition if the property retains sufficient physical integrity to convey its significance.
- Additions from the historic period related to immigrant may be considered part of the historic development of the property and would not necessarily preclude historic recognition. More recent additions may also be acceptable if the additions do not substantively alter building form and massing and respect the scale of the earlier portion of the structure.
- In circumstances where a property is the oldest or best example of a resource associated with an important property type, a higher degree of alteration may be acceptable.

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