NO: 12-239

Council Date: October 16, 2012

SUBJECT: 2012-7115 - Cultural Heritage of Sunnyvale (Study Issue)

REPORT IN BRIEF

Since the 1970s the City has transitioned to a highly diverse community. As different ethnic groups locate in the City, they add to Sunnyvale's story and character. Concerns have been expressed that much of Sunnyvale's history focuses on European immigrants, without acknowledging other cultural and ethnic groups that are an important part of Sunnyvale's character.

This study examines available historical information about additional cultural and ethnic groups. City staff met with the Heritage Preservation Commission and the Human Relations and Cultural Diversity Committee to discuss additional sources of historical information and ideas about moving forward.

Staff finds that while there is good information about cultural and ethnic history in Sunnyvale, more can be done to publicize this information and collect additional histories. Staff is recommending that the City Council:

- Accept a context statement that publishes known research of Sunnyvale history;
- Acknowledge the newly-launched Sunnyvale Heritage website that aggregates links to books, podcasts, videos and other resources on Sunnyvale's history and cultural richness; and
- Direct staff and the Heritage Preservation Commission to continue to make a special effort to reach out to cultural and ethnic groups for the ongoing Sunnyvale Voices digital history program. More recent immigrants to Sunnyvale can also contribute to the digital history which will provide legacy information for future residents to understand the cultural history and diversity of the community.

BACKGROUND

The Heritage Preservation Commission identified a need to research and publicize the cultural heritage of the City of Sunnyvale. Much of the existing published information focuses on the European background of the City.

EXISTING POLICY

Community Character Chapter

GOAL CC-6 KNOWLEDGE OF SUNNYVALE'S HERITAGE.
To promote knowledge of, and appreciation for, Sunnyvale's heritage and to encourage broad community participation in heritage programs and projects.

> *Policy CC-5.1* Preserve existing landmarks and cultural resources and their environmental settings.
>
> *Policy CC-5.5* Seek out, catalog and evaluate heritage resources which may be significant.

DISCUSSION

Existing Information on Cultural History

Current Ethnic Mix: The City of Sunnyvale is an increasingly diverse community with a wide range of ethnicities and languages. The following is a comparison of the one-race statistics from the 1970 and 2010 Census:

Race	**1970 Census** (% of total population)	**2010 Census** (% of total population)
White	94%	45%
Asian	4%	43%
Some other race	<1%	9%
Black or African-American	<1%	2%
American Indian and Alaska Native	<1%	1%
Hispanic or Latino *(this category is counted separately from the above)*	13%	19%

In 40 years, the City of Sunnyvale has transitioned from a 95% "white" City to a majority-minority City (less than 50% white), with all "minorities" increasing in representation, some significantly. This ethnic mix is consistent with the overall trend in California which is one of the four states in the 2010 Census that is considered majority-minority.

This change in ethnic mix has resulted in new histories regarding the arrival of minorities and the impact they have had on the community. To highlight the

more recent contributions of these residents to Sunnyvale's history, the City should seek out and collect more information from these cultural groups.

Staff has conducted research of existing publications and has established a work plan to better publicize existing information and gather new histories of other cultural and ethnic groups in Sunnyvale.

Research Existing Publications and Resources: Some of the following publications have information about cultural heritage in Sunnyvale:

- *City of Destiny:* published by the California History Center in 1974.
- *Collage II*: a compilation of local history and articles compiled by Kay Peterson in 2000.
- *Sunnyvale: From the City of Destiny to the Heart of Silicon Valley* by Mary Jo Ignoffo in 1994.
- *Passing Farms, Enduring Values*: California's Santa Clara Valley by Yvonne Jacobson in 1984.
- *Library Podcasts and Videos:* There are approximately 50 videos and podcasts on the Sunnyvale Public Library website for the Sunnyvale Voices program, recording oral stories of longtime residents. Some of these videos include cultural stories from minority groups. Older recordings on VHS were converted to digital video. The dates of these videos range between 1980 and 2011.

Staff also researched many of the culture-specific histories for the Santa Clara County, including a history of African-Americans and Hispanic-Americans and the canning industry. Unfortunately, these histories had almost no Sunnyvale-specific information; they had the tendency to specialize in San Jose. Information about these groups would need to be collected individually from Sunnyvale community members.

Identify Cultural Festivals, Community Groups, and Works of Art: Sunnyvale is home to a rich diversity of cultural groups. From 2004 through 2007, the City spearheaded a campaign to acknowledge and celebrate cultural diversity in the City as part of a broader effort towards increasing community engagement. The following is a sample list of groups that contribute to the cultural diversity and heritage of the City and surrounding areas:

- **Festivals and Events** – Local events include the Basant Kite Festival, held at Baylands Park. This event is of Indian and Pakistani heritage. Cupertino's Cherry Blossom Festival celebrates their sister-city relationship with Toyokawa and the connection with Japanese heritage.
- **Cultural Centers -** Cultural centers both inside and outside Sunnyvale, including the Chung Tai Zen Center on East Arques Avenue, the Korean

Culture Center on Mercury Drive, Chinese American Culture Center on Forgewood Avenue and the Indian Community Center in Milpitas.

- **Recreation Classes** – The City of Sunnyvale sponsors a wide variety of cultural and ethnic interests and classes in arts and dance.
- **Cultural and Music Events** – The Community Services department also hosts "Evenings of Cultural Arts" and "Hands on the Arts" which strive to represent a wide variety of visual and performing arts.
- **Library Events -** The Library hosts events that feature literature and presentations from a variety of cultural groups, including a recent event about Santa Clara County and the Civil War and a discussion of Japanese-American internment during World War II.

New Resources for Cultural History

Assemble Additional Resources: Staff has collected information from the Heritage Park Museum and interested community members on Sunnyvale's non-European cultural history. This information includes:

- Video of Paul Fong speaking about his parents' farming experience in Sunnyvale.
- *Memories of a Spaniard* by Manuela Rodriguez, a memoir about her experience as a Spanish-American in Sunnyvale.
- Newspaper articles about conversion of James Imahara's strawberry farm to residential development. The articles contain some of his personal history.

Develop a Comprehensive Website: Many existing resources are difficult to access, being only available in the reference section of the Library or the Heritage Park Museum. Planning and Library staffs have been coordinating to develop a Sunnyvale History website that brings together available resources, including:

- Videos of oral histories
- Links to books on Sunnyvale's history
- Highlights of events that celebrate local and cultural history
- Links to outside resources such as the Heritage Park Museum and the California History Center

To address the issues of access, staff has already launched the website at http://History.InSunnyvale.Com. The website also offers the opportunity to listen to a story or sign up to share a story.

Create a Complete Context Statement: A context statement is a report that summarizes the history and heritage of a particular time period or building. Over the last 20 years, Sunnyvale has commissioned various context statements to examine subjects such as the historic homes in Sunnyvale, the history of the Hendy Ironworks Plant, Eichler developments and early

Sunnyvale history. These context statements are scattered in various locations and not easily available to the public.

Context statements are useful in evaluating new heritage structures, programs and heritage. The scattered location of these documents and their paper form makes it difficult for community members, staff and decision makers to find and use documented history.

To solve this problem, staff has compiled these various documents into one complete context statement of Sunnyvale's history (see Attachment B, Context Statement). Not only will this context statement be informative to the public, it will be useful for future work on historic resources, cultural history, or similar projects. Staff recommends the City Council accept this Context Statement for the City. Staff will continue to modify and update the Context Statement as new information becomes available.

Collect and Publicize Digital Stories: The City has taken additional steps to publicize existing digital stories and collect additional stories. An online sign-up sheet is available at http://History.inSunnyvale.com and the Library has applied to Cal Humanities for a grant to further support the digital story program. This grant is targeted towards residents who have immigrated to Sunnyvale within the past forty years with emphasis on residents from non-European countries. The focus on new arrivals to the community will provide their unique perspective and add to Sunnyvale's future cultural heritage.

FISCAL IMPACT

The Sunnyvale Public Library has an ongoing program to complete up to six digital stories a year. As part of the effort to capture cultural history of the City, the Planning Division and the Library Division will make a concerted effort to reach out to cultural groups in the area and record their stories as part of the Sunnyvale Voices program.

PUBLIC CONTACT

Heritage Preservation Commission (HPC): The HPC reviewed this item at their meeting of May 2, 2012 and provided staff with direction on individuals to contact and discover more history about the City (see Attachment C, Minutes from HPC Meeting of May 2, 2012). Staff has noted these suggestions in the minutes, and will work with the Library to reach out to these groups and individual for possible oral histories.

On September 5, 2012, the HPC discussed this study. While they were generally pleased with the steps that had been taken, they felt that more could be done to describe cultural heritage within the context statement. Staff explained that the purpose of the context statement is traditionally to assist in

the evaluation of historic buildings and events, and less a complete history of Sunnyvale. For example, the political history of Sunnyvale is almost entirely omitted in the context statement, and this is common.

The HPC recommends directing staff to produce more original cultural heritage research in the context statement and return to them within one year.

Centennial Celebration: The Community Development Department hosted a public information table on August 26, 2012 at the Centennial Celebration with information about cultural heritage in Sunnyvale and sign-ups for digital stories.

Cultural Groups: Staff has contacted various cultural groups to inform them about the study and solicit additional information or ideas for cultural heritage. These groups include the Indian Community Center, the Korean Cultural Center, coordinators for the Adobo Festival (Filipino), the Pakistani American Center, and the Indo-American Community Center. The Korean Cultural Center and the Pakistani American Center responded and have passed on the information to their members.

Community Members: Staff contacted Florence Oy Wong, a prominent local artist. She has experience gathering oral history for art projects like *made in usa: Angel Island Shhh* (a Chinese American immigration experience) and *1942: Luggage From Home To Camp* (a Japanese American internment experience). She has offered to assist with her expertise in this project as time permits.

Staff also contacted Assemblymember Paul Fong to discuss local cultural heritage. The Assembly member, as a childhood resident of Sunnyvale, has agreed to do a digital story, which staff is in the process of scheduling.

Human Relations and Cultural Diversity Advisory Committee (HRDAC): The HRDAC reviewed this item at their meeting of May 23, 2012 and provided staff with direction on groups and methods to find more history about the City (see Attachment C, Notes from HRDAC Meeting). Staff has noted these suggestions in the minutes, and will work with the Library to reach out to these groups and individual for possible oral histories.

Other Public Contact: Public contact was made through posting of the Heritage Preservation Commission agenda on the City's official-notice bulletin board, on the City's Web site, and the availability of the agenda and report in the Office of the City Clerk. The cultural centers described in this report will be contacted as part of the implementation phase.

ALTERNATIVES

1. Recognize the comprehensive Sunnyvale History website; and, direct staff and the Heritage Preservation Commission to make a special effort to reach out to cultural and ethnic groups for the Sunnyvale Voices digital story program including outreach to recent arrivals to the community.
2. Direct staff to produce additional original research on cultural heritage and include it in the written context statement for the City, in accordance with Heritage Preservation Commission recommendation.
3. Direct staff to take additional action to pursue documenting and publicizing Sunnyvale's cultural history.
4. Do not take any action at this time.

RECOMMENDATION

Alternative 1. This recommendation will establish a foundation for history and heritage collection efforts. The website creates a public, easily accessible repository for existing and future historical data. The Library will be able to use existing technology and training to collect further oral histories. Staff acknowledges the Heritage Preservation Commission's desire for additional cultural context; however staff suggests completion of Alternative 1 as an initial step. After a year of further collection of digital stories and information for targeted cultural groups, staff can provide an informational update to the Heritage Preservation Commission and City Council on the program progress and potential alternatives for further action.

Reviewed by:

Hanson Hom, Director, Community Development
Reviewed by: Trudi Ryan, Planning Officer
Prepared by: Diana O'Dell, Senior Planner

Reviewed by:

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Approved by:

Gary M. Luebbers
City Manager

Attachments

A. Council Study Issue Paper
B. City of Sunnyvale Context Statement
C. Minutes from HPC Meeting of May 2, 2012
D. Notes from HRDAC Meeting of May 23, 2012
E. Draft Minutes from HPC Meeting of September 5, 2012

2012 Council Study Issue

CDD 12-03 Cultural Heritage of Sunnyvale

Lead Department Community Development

History **1 year ago** None **2 years ago** None

1. What are the key elements of the issue? What precipitated it?

The Heritage Preservation Commission has identified a need to research and publicize the cultural heritage of the City of Sunnyvale. Much but not all of the published information that currently exists provides a history from a European background of the City. Through collaborative efforts, a study would examine the efforts of the many ethnic groups that have contributed to the history of Sunnyvale. Through early periods of the City's history to the present, the efforts of certain ethnic communities have been known to a certain degree but not well documented including contributions in the agricultural and technological fields.

Outreach would be conducted to the various ethnic communities and organizations in Sunnyvale and the South Bay community. The result of the effort would be to further acknowledge these contributions through published material and other forms of recognition.

2. How does this relate to the General Plan or existing City Policy?

GOAL CC-6 KNOWLEDGE OF SUNNYVALE'S HERITAGE
To promote knowledge of, and appreciation for, Sunnyvale's heritage and to encourage broad community participation in heritage programs and projects.

Policy CC-5.4 Seek out, catalog and evaluate heritage resources which may be significant.

3. Origin of issue

Board or Commission Heritage Preservation Commission

4. Staff effort required to conduct study Moderate

Briefly explain the level of staff effort required
Staff would conduct outreach and interviews with various community organizations, research historical records, prepare reports and schedule public hearings.

5. Multiple Year Project? No **Planned Completion Year** 2012

6. Expected participation involved in the study issue process?

Does Council need to approve a work plan?	No
Does this issue require review by a Board/Commission?	Yes
If so, which?	Heritage Preservation Commission
Is a Council Study Session anticipated?	No

7. Briefly explain if a budget modification will be required to study this issue

Amount of budget modification required

Explanation

8. Briefly explain potential costs of implementing study results, note estimated capital and operating costs, as well as estimated revenue/savings, include dollar amounts

Are there costs of implementation? Yes

Explanation
Costs may include additional publications that are produced. On-line publication and historic grants can reduce costs.

9. Staff Recommendation

Staff Recommendation Defer

If 'Support', 'Drop' or 'Defer', explain
Staff acknowledges that this project provides an opportunity to further recognize the various achievements of a continually growing diverse community, but due to the heavy workload of long-range planning work for 2012 (completion of the LUTE and other General Plan updates, Lawrence Station Are Plan, sign code revision, zoning code rewrite), staff recommends deferring this study to another year.

Reviewed by

10/6/11

Department Director **Date**

Approved by

10/18/11

City Manager **Date**

CITY OF SUNNYVALE

HISTORICAL CONTEXT STATEMENT

The City of Sunnyvale
Community Development Department
Planning Division
planning@ci.sunnyvale.ca.us

The following is a summary of the historic and cultural forces that shaped Sunnyvale.

INTRODUCTION

Purpose of a context statement: Defining the historic theme, locale, and chronological period. It describes different aspects of the historic development of an area and may consider history, architecture, engineering, culture, archaeology and so on.

The context within which the City will operate its heritage resource program is very important in determining what the program should be. The context includes Sunnyvale's historical development, the existing community conditions and future trends. This information helps us to understand the problems that may be encountered and the resources that are available. It therefore provides the framework for setting the goals, policies and action statements that will direct the City's heritage preservation program.

While Sunnyvale is commonly referred to as the "Heart of Silicon Valley", it is more than the development of the semiconductor industry that makes Sunnyvale significant among California communities. A rich land use heritage and a history of continual innovation marks Sunnyvale's evolution. The City has transformed from a center of agriculture and heavy industry to a community with a wide range of high-tech industries conducting research, development, and manufacturing.

NATIVE AMERICANS IN THE PRE-SUNNYVALE AREA – SUNNYVALE IMAGES

Sunnyvale possesses some of the most fertile land in California, a product of centuries of geologic action and alluvial settlement. Stevens Creek and other streams running out of the Santa Cruz mountains deposited heavy loam sediments top a course gravel base, forming rich soil with excellent drainage. The same geologic forces created a belt of Artesian wells, which would provide economical irrigation with the introduction of agriculture in the 19th century. Finally, a moderate climate generally free of coastal fogs historically associated with the San Francisco Peninsula contributed greatly to the region's natural abundance.

Human habitation may have begun in the area as much as 20,000 years ago, while earliest permanent occupation of the Central Coast appears to have been about 10,000 years ago. Archaeological and historical research established the Ohlone people as the descendants of the earliest inhabitants. The Spanish called them *Constenos* or People of the Coast. Before the Spanish arrival in the 18th century, as many as 10,000 of these hunters and gatherers lived in the coastal area between San Francisco Bay and Point Sur, south of Monterey. Demographically they were broken into about forty different groups speaking twelve to fourteen distinct but related languages. Around 250 people comprised the average group or village.

The Ohlones maintained villages along the San Francisco Bay shore, in close proximity to fresh water sources. Their conical hut dwellings were made by lashing bundles of tule rush to a framework of arched willow poles. Acorns gathered from the vast oak forests of the Santa Clara Valley were their principle staple, but the Ohlones were also expert hunters and fishers. They practiced land management by using fire to keep brush from taking over meadowlands, and this

provided grazing habitat for game and fostered certain grass and flower types for the dietary chain. In short, they maintained a balanced rather than exploitive relationship with nature, and balance seems to have been the key to their culture as well.

Unfortunately, the Spanish did not see a native civilization which had achieved a balanced way of life "capable of perpetuating itself for a century without people destroying each other or their natural environment." They did not recognize that the park-like beauty of the pre-European peninsula was a product of the Ohlone's superb range management. Rather they saw an "idle, improvident, and brutish" society, the ideal raw material for "an abundant harvest of souls."

EARLY SUNNYVALE HISTORY – SUNNYVALE IMAGES

Initial Spanish settlement in the Sunnyvale region came with the Mission Santa Clara de Asis, founded on January 12, 1877. It was the eighth in the chain of 21 California missions which eventually stretched from San Diego to Sonoma, each separated by a day's horseback ride along a dusty trail called the King's Highway: *El Camino Real.*

Under Spanish colonization policy, the missions were not intended to be permanent. Each mission was to draw in the indigenous native population for a period of about ten years, where padres would teach the Indians to be agriculturists, tradespeople and good Christians. At the end of this training, the Indians were to receive their own farmland. The missions were to become parish churches. Admirable in theory, this proved impracticable, and the California missions continued until forced secularization in the 1830s.

Very few Christianized Indians realized the promise of land after secularization. Instead, California's Mexican governors granted the mission lands principally to the descendants of the early Spanish-Mexican settlers. An exception was Rancho Posolmi y Posita de Las Animas, now part of Sunnyvale. This 1,696 acre land grant was made to the Indian Lupe (or Lopez) Ynigo on February 15, 1844.

But 8,800 acres of former Mission Santa Clara sheep pasturage were granted in 1842 to Francisco and Inez (Castro) Estrada. Their Rancho Pastoria de Los Borregas today is encompassed by the cities of Sunnyvale and Mountain View. It had formerly been used as pasture land by the Mission Santa Clara. Through a series of circumstances, the land was passed to Inez' father, Mariano Castro, the former Alcade (mayor) of San Jose. He occupied the Rancho in 1843, where he raised cattle, horses, sheep and a few crops.

Murphy purchased one half of the Pastoria de las Borregas, a total of 4,800 acres (7.5 square miles) for approximately $1 per acre. It was the Murphy property that was destined to become Sunnyvale.

In 1850, Martin Murphy, Jr. purchased 4,800 acres of Castro's Pastoria de Los Borregas for about a dollar an acre. Among the earliest Anglo settlers in the Santa Clara Valley, the Murphy family was part of the first successful immigrant crossing of the Sierra Nevada Mountains, narrowly avoiding the winter conditions that fatally trapped the Donner Party, Martin Murphy, Sr. and his family first settled in the Sacramento area, moving to the Santa Clara Valley in 1850. They expressly sought to live in a Catholic community, and Martin Murphy Jr.'s purchase of the land south of Permanent Creek began their life in California as landed Irish aristocracy.

Murphy designed a 30 room manor house for his new "Bayview Farm." As there were few sawmills in California capable of doing the work he required, in 1851 he had the house prefabricated in Bangor, Maine and shipped around the Horn for assembly. Murphy raised grain and stock, introducing American strains of cattle and the Norman breed of horses to the region. He planted some of the first orchards in the Santa Clara Valley and also is credited with early use of farm machinery.

Bayview Farm became a political and social center for the region, and the family's "Old World" hospitality was unfailing. The Murphy's set aside a room for Archbishop Alemany and hosted many weddings and baptisms. In 1850 the initial meeting of the State Supreme Court occurred in the house. The Murphys made major contributions to development of the valley, including support for Santa Clara University and Convent of Notre Dame. A large wooden platform used at their golden wedding anniversary in 1881 was employed to construct the first chapel in Mountain View, and a huge barbecue initiated at their anniversary party became one of the valley's biggest annual social events for the next twenty-five years.

In 1864 Murphy allowed the San Francisco and San Jose Railroad a right of way across his property, his agreement securing passenger stops at "Lawrence Station" in Santa Clara and "Murphy Station" in what would become Sunnyvale. The railroad afforded swift and easy access to the San Francisco market and paved the way for greater settlement and broader agricultural development in the Santa Clara Valley.

Ideal growing conditions brought other enterprising farmers to the Sunnyvale area during the last half of the 19th century. In 1851 William Wright of Maryland arrived by way of the Mother Lode to mine the golden harvest of Santa Clara Valley's wheat and barley. In the 1860s George H. Briggs came from Boston and introduced steam powered irrigation in his orchards and vineyards. The Collins brothers of New York established the 320 acre Pebbleside Winery in 1862, which daily produced 300 gallons of prize-winning wine for the San Francisco market. Their achievements are still recognized by well known local place names and through the City Landmarks program.

After Martin Murphy, Jr.'s death in 1884, his children divided almost 5,000 acres of land. Smaller farms began to appear in the area now called *Encinal*, the Spanish word meaning "where the live oak grows." Murphy's son, Patrick, inherited the Bayview Farm, kept it in agriculture, and leased 200 acres west of the Southern Pacific Railroad tracks to Antone Vargas, a Portuguese farmer. Vargas cultivated wheat and avoided high railroad charges by shipping his crop to market by water from Jagel's Landing, near the site of present-day Moffett Field on San Francisco Bay.

The local self-supporting farms required little outside labor, even for the harvest. Neighbors helped neighbors, and during the off-season the county paid farmers $4 a day to haul gravel for paving county roads. Yet Encinal residents felt the nationwide depression of the 1890s, and Patrick Murphy was forced to sell all but seven acres of his Bayview Farm. In 1897 realtor Walter E. Crossman purchased for $38,000 the 200 acres which Antone Vargas had been leasing. Vargas then bought 10 acres on Mary Avenue from Crossman and continued to farm on vacant parcels of land. Today, redwoods planted by his son Manuel in 1900 flank the entrance to the old 10 acre ranch on Murphy Avenue.

The 1900 Santa Clara County Directory listed about sixty entries for Encinal, including Murphy Station, Fred Cornell's general store and Encinal Post Office on the corner of Murphy and Evelyn avenues, and the grammar school built in 1899. On his site immediately south of the Southern

Pacific right of way between Bayview and Mathilda avenues and extending to the County Road, Crossman planned a town, but the area grew slowly at first. Only one carpenter, Thomas Spencer, was listed in the 1900 directory.

Local tradition suggests that Crossman may have come up with the name Sunnyvale, which the new community adopted on March 24, 1901. Certainly, he was responsible for the establishment of the "City of Destiny" and its initial economic growth. He was far more than a real estate developer. He laid out the City in such a way as to facilitate future physical expansion as well as placate nervous neighbors in Mountain View, Santa Clara and San Jose. Crossman drew a "shoe string strip" of land into the bay as far as the Alameda County line to secure potential port access. Jagel's Landing became Port Sunnyvale, part of the original town site, and the strip of land became a spine from which more of Sunnyvale's future industrial expansion would grow.

Carl and Hannah Olson typified the multi-national immigrant families that responded to W.E. Crossman's offer of a free train ride, barbecue and generous terms for five acre orchard sites. The Olsons paid $750 for their parcel on McKinley Street, between Taaffe and Murphy streets across from Encinal School. They hired Danish carpenter Byrnal Brynelson for $2 a day to build their modest $300 three-room wood framed house, and they spent another $150 to sink an 80 foot well.

The town had a Volunteer Fire Department, its own brass band, and a newspaper, the *Sunnyvale Standard*, established by J.H. McCarthy in 1905. C.C. Spalding had started development of the south end of Murphy Avenue and opened Sunnyvale's first bank. With his brother-in-law, C.L. Stowell, he also built the S. and S. Block, which included a public hall. Many new business buildings went up in the Mission and Mediterranean architectural styles, reflecting a then-current revival of interest in California's Spanish heritage. They replaced the wood-framed, false-fronted stores that characterized Sunnyvale's earliest commercial development.

Following the San Francisco earthquake in 1906, W.E. Crossman began to promote Sunnyvale as an ideal industrial community, offering free land to industries that wished to relocate. He attracted the Joshua Hendy Iron Works, Jubilee Incubator Company, Goldy Machine Company, Hydro Carbon Company and the Libby, McNeil and Libby Food Processing Plant. In 1906 about $200,000 was invested in plant development and another $150,000 in residential and commercial construction. To accomplish the building, over 18 carpenters, five contractors, two lumber yards, McGlauflin's Milling Company, and the newly established Century Paint and Roofing Company located in town.

A nationwide depression which started in 1907 temporarily slowed Sunnyvale's rapid growth. Nevertheless, contractor George D. Huston still offered free plans and bonded work to build housing in return for 25 percent down "and the rest at your leisure six percent net." Despite the financial hard times, which lasted for five years, City boundaries expanded from 200 to 2,000 acres. From a population of not much over 100 in 1900, Sunnyvale grew to over 1,200 people by 1912.

That year an advertisement in *Collier's Magazine* described Sunnyvale as "a manufacturing suburb of San Francisco" and the Santa Clara Valley as "a poor man's paradise." Modern municipal sewer and water systems and two new schools had been completed, and the community's Chamber of Commerce paid for an election which resulted in Sunnyvale's formal incorporation on Christmas Eve. In 1913 El Camino Real was paved, denoting the automobile's rise and improved access to markets. A number of additions to the new town also were developed, among them Diana Park and the Fair Oaks Addition. Colonel Harvey C. Fuller, who laid out another tract, named Florence, Charles and Waverly streets after family members and his Iowa birthplace.

Despite industrial growth, agriculture remained the mainstay of Sunnyvale. Most land parcels were between five and ten acres in size, and a five-acre plot which sold for $750 in 1900 had increased in value to $3,500 by 1912. Older families continued to hold some of the best acreage, such as the Spalding Tract along both sides of El Camino Real in the area now known as the Old San Francisco Road. Such areas boasted Queen Anne cottages and Colonial Revival residences, while the California Bungalow became common in areas developed after 1910. Low and comfortable with open plans, bungalows were reasonably priced and appropriate to the environment.

World War I brought an influx of new settlers. The Hendy Iron Works' 900 employees went on a 24-hour work schedule, producing marine engines and armaments, while other companies and farms expanded to meet new demands. The war and postwar era witnessed stabilization of the community axis from which modern Sunnyvale would develop. Industrial plants and the railroad stretched east-west, while the Murphy Avenue business district ran north-south. Single family homes, generally built on 25' x 100' lots, bridged the manufacturing and commercial areas. Cottages for factory and cannery workers clustered around the plants, and more pretentious residences lined Sunnyvale and Mathilda avenues.

Some of the more substantial public buildings in the community benefited from professional architectural design. William H. Weeks, for example, planned the 1925 Fremont High School. But the majority of new buildings were the product of contractors and carpenter builders. Their use of popular pattern book designs established the residential and commercial character of the City. One such builder was Welford Cochrane, whose daughter Edwinna (Annette) Cochrane Benner served on the City Council for 27 years and in 1924 became one of California's first women mayors.

The Tudor and Mediterranean revival houses prevalent in the historic neighborhoods adjacent to Murphy Avenue particularly were popular during the 1920s, their fashionable Old World look symbolizing the benefits gained from a growing economy. Yet Sunnyvale remained a close, neighborly community. Local farmers still gathered to exchange daily news at the Murphy and Evelyn avenues corner watering trough, and everyone enjoyed Saturday night dances at the City Hall during canning season.

In the late 1920s considerable growth occurred. Sunnyvale's economic base expanded with over a million dollars in industrial development. The Schuckl Canning Company brought out Sunnyvale Canneries in 1929, building a new facility in 1931 and pioneering asceptic canning. The firm had its own kindergarten for employees' children, and about 40 worker cottages were built for seasonal help in what is now Washington Park. An expanding poultry industry brought development of Easter Gables subdivision along Crescent Avenue, where neat bungalows on deep lots had chicken houses built behind them. Meanwhile, the South Shore Port Company improved Port Sunnyvale to accommodate vessels of up to 500 tons, and the U.S. Navy began to investigate the area as a potential site for a West Coast lighter-than-air landing facility.

The railroad and industrial buildings running east-west, and the business district along Murphy Avenue, running north-south, provided the base from which Sunnyvale grew. Single family homes, generally built on 25' by 100' lots, bridged the industrial and business areas. Cottages for factory workers were clustered around the plants, while finer homes lined Sunnyvale and Mathilda Avenues toward the Murphy Ranch.

Despite the developing industrial base, agriculture remained the primary economic activity until the 1930's. However, after World War I, fierce regional efforts went into winning a Santa Clara

county site for the nation's new dirigible airship base. As a result, the National Air Station Sunnyvale (later renamed Moffett Field Naval Air Station) was commissioned in 1933. Since then, the presence of the military has had a significant influence on Sunnyvale's economy.

The Collins-Scott winery, built in 1868, was a major producer until 1910 when blight destroyed the vineyards.

Because of the foresight of W.E. Crossman and others, the 1930s depression did not affect Sunnyvale as adversely as it did other communities. A decline in manufacturing put some factory workers off their jobs, but many, as in the brief economic turn down after World War One, were able to find work in agriculture. Indeed, 1934 marked the peak year for Sunnyvale's canning industry.

Construction of the Sunnyvale Naval Air Station, later renamed Moffett Field after Admiral William A. Moffett, Chief of the Bureau of Aeronautics, required 850,000 man hours of work. The project generated almost 5 million dollars in wages for Bay Area residents by the time it was completed in 1933. Development of the air station facilitated the widening of Murphy Avenue and prompted more growth along the commercial artery in anticipation of a business boom.

The onslaught of World War II brought the boom in both business and new building. Because a large number of Sunnyvale companies turned to war production, the region was declared a Critical Defense Area and permitted to build new housing. Victory Village, between Fair Oaks and Bartlett Avenues east of the Hendy Iron Works (today's Northrup Grummon plan) was constructed between 1943 and 1944. It remains as one of the best single examples of California's important wartime housing tracts.

The war tipped the balance between agriculture and industry. Both high wages and available work created an agricultural labor shortage. Orchards were still profitable but now secondary to industrial development. Population increased to 4,300, and larger industrial firms moved into the community, with Westinghouse, for example, taking over the Hendy Iron Works. Sunnyvale became "the industrial economic hearth throb of the Peninsula."

FARMING AND SUNNYVALE'S CULTURAL HERITAGE - CITY OF DESTINY

The look of the land changed dramatically. What had been wheat fields became orchards. The average size of farms in Santa Clara County declined substantially between 1880 and 1900. In the mid-1880s, there were roughly 700 Santa Clara County farms over one hundred acres and 700 under one hundred acres. In 1890, 1,400 county farms had fewer than one hundred acres, while 750 farms had more. By the turn of the century, over 3,000 farms in Santa Clara County were smaller than one hundred acres and 938 were larger. (Lukes and Okihiro, Japanese Legacy, 15)

The changes in land use were accentuated by the development of new business ventures that encouraged fruit production. In 1871, James and Eloise Dawson established the first cannery in Santa Clara County, initially out of the kitchen of their farm on The Alameda, and later on a larger scale. Other local canneries opened, primarily to compete with San Francisco canners. The emerging canning industry in the valley kept the demand for fruit high and encouraged farmers to plant more trees, Fruit drying gained popularity with the discovery that a sulphur additive made

the sun more effective at drying fruit than costly evaporators. The introduction of the refrigerated rail car in 1888 also made fruit growing a more viable endeavor, Fruit orcharding and the canning industry grew up virtually side by side, establishing a symbiotic relationship which lasted until the next century when orchards and fruit production were eliminated by residential and industrial land development.

The arrival of Southern European immigrants to the valley reinforced the changes in the land. Louis and Pierre Pellier, Paul Masson, and Pierre Mirassou were among those who brought with them an expertise in fruit and vine growing. They capitalized on the natural availability of water and farmers like George Briggs developed effective irrigation systems for their crops. Lemuel and Salvin Collins bought 160 acres and planted grapes, making their own spirits at their distillery which still stands on today's Cascade Drive. Later their vines succumbed to phylloxera (root louse) and the land was replanted with fruit trees. All these factors contributed to the development of fruit production in California in general, and Santa Clara County in particular. The state agricultural society journals from the 1880s say that wheat production would not have sustained the state's economy as it had in the past, but vineyards and orchards saved the state's agricultural industry from ruin (Carey McWilliams, Factories in the Field, the story of (footnote 36)

The former Murphy ranch and surrounding area began to become more heavily populated by families establishing orchards and farms. In 1881, Rolla and Emma Butcher, he of Virginia and she an English immigrant, bought a 160-acre oak-dotted hayfield near what is today's Wolfe Road and El Camino Real. Rolla died shortly after arriving, but Enuna planted fruit trees like many other farmers in the valley and managed the property herself. She was one of only three women farmers at the 1886 Fruit Growers' convention held in Sacramento. Although she was forced to sell bits of land, just barely escaping foreclosure, she farmed successfully and raised three children on her orchard property that became known locally as "Butcher's Corners." (Footnote 37)

In the 1890s, Charles Morse of Santa Clara leased 1,400 acres on the former Murphy ranch for his Morse seed-growing operation. Morse Avenue was laid out in in 1898 on a portion of the leased property, and a few homes on that street today date from that period. Charles Morse died in 1900, but the seed business continued under the name Ferry Morse in San Francisco and later in Mountain View.

Heavy immigration from Italy, the Azores and Portugal begain in the 1890s. Many immigrants had been agricultural workers in their homeland and some became tenant farmers and worked in the canneries on a seasonal basis. Most lived with relatives who had arrived earlier and had already purchased property. Eventually many were able to buy land for themselves, although they had to supplement their income with cannery work. Italians and Portuguese, therefore, were not long-term sources of cheap labor for the orchardists, as the Chinese had been.

By 1900 there were several Japanese men living in the area of today's Sunnyvale. They were accepted only to fill the labor gap left by the decreasing number of Chinese. As was the case with the Chinese, there were almost no women. Interestingly enough, however, many Japanese men identified themselves as married, some for as long as thirty or forty years. Presumably their wives, who did not live in Santa Clara County, remained in Japan or Hawaii when the men came to California in search of work all those years before. (Footnote 38)

Even though the Japanese could not own land, they did not remain a source of cheap labor for very long, but became competitors in the market. They began to form permanent communities because

women began to arrive as "picture brides" after the turn of the century, and families formed. The movement from migratory labor to farm tenancy for the Japanese was the combined result of the establishment of families, group resistance to labor exploitation, and formation of partnerships and collectives. Footnote 39. Japanese farmers became increasingly independent when they sold their surplus crops directly to San Francisco, Sacramento, or Oakland markets via bay transportation from Alviso. In 1908 the Japanese tenant farmers at Agnew formed the Japanese Agricultural Alliance to establish social and economic solidarity among the Japanese of the valley. (Footnote 40). Other farmers resented the independence of the Japanese because it deprived them of a cheap source of labor (Footnote 41).

In the mid 1890s, a German couple, Rudolph and Charlotta Muender bought twelve acres at Evelyn and Pastoria avenues and planted prunes, cherries and peaches. Rudolph is credited with building the Sunnyvale Water Works and contributing to the construction of the Encina School (Footnote 42). The two also became merchants in town, building the Muender hotel.

A Portuguese immigrant, Antone Vargas, also personified the changes that occurred in land ownership on the former Bay View land and throughout the valley. He was a farm laborer on the Martin Murphy, Jr. land that was to become Sunnyvale. Early in the 1890s, managing Murphy heri, Bernard Murphy, stipulated that Vargas could continue farming wheat in return for 25% of the crop. Vargas hauled his harvest to Jagle's Landing, near present-day Moffett Field, for water shipment to San Francisco because he could not afford the rail shipping rates. When much of the Murphy estate succumbed to the depression in the 1980s and was divided and sold, Murphy heirs sold two hundred acres to realtor Walter Crossman for $38,000. Antone Vargas and his new wife Mary, purchased ten acres from Crossman and built a house for their large family on Mary Avenue. In 1900, one of their twelve children, Manuel, planted two redwood saplings he had brought home from an outing to Pescadero, on either side of the entryway to the Vargas farm. Towering over Mary Avenue today, the trees have been designated local heritage landmarks. After the turn of the century, Antone Vargas decided to get out of wheat farming and he planted apricot trees to supply local canneries. He supplemented his seasonal income by hauling gravel for the county's road-paving projects. (Footnote 43.)

Nurseryman Frank Chapman Wilson had bought a small piece of property near today's El Camino and Pastoria Avenue in 1984 and in 1898 he added a larger parcel of land and built a home. According to Chapman's son Harold, this property was the first piece of the Murphy ranch that was sold. Wilson operated his "Encinal Nursery," experimented with hybridization of various strains of walnuts and produced "Willson's Wonder Walnuts." By 1912, Willson went out of the nursery business and concentrated his efforts on his orchards. (Footnote 44). The oversized Willson walnuts gained notoriety in gourmet shops across the country, and for a few years, the prestigious department store Neiman Marcus bought the gian walnut shells and actually used them as unique packaging for expensive ladies' gloves. Willson's efforts were carried on by his son who continued to farm the land until the 1950s.

The collection of small orchardists of diverse ethnic origin, farm laborers, cannery workers and managers, and local merchants combined to form the emerging town clustered near "Murphy Station," completing the dramatic transition from a highly lucrative wheat and cattle ranch to hundreds of immigrant family-owned, commercial farms. The community was ripe for consolidation, which caught the attention of San Jose real estate developer Walter Crossman as he planned his "City of Destiny."

SUNNYVALE PRIOR TO WORLD WAR II BY NANCY STOLTZ

Sunnyvale had been christened "City of Destiny" by founding father and real estate entrepreneur, Walter Everett Crossman nearly 100 years ago. His efforts at marketing the town extended to potential home owners, businesses and especially industries attracted by the opportunities afforded by the Southern Pacific Railroad line (originally the San Francisco and San Jose Railroad) adjacent to the lands of the original plat of his town, which he named Murphy. Crossman envisioned a "factory town", but what emerged at the turn of the century was still principally a farming town, with a commercial district clustered near the railroad station on the south side of the tracks and a few agriculture related industries, such as fruit drying and packing, seed germinating and a poultry farm supply firm, located close by.

Crossman persisted in promoting industrial growth, however, and seized upon the opportunity presented by the misfortune of the 1906 earthquake by offering free land to companies that would relocate or build new facilities in Sunnyvale. Crossman's real estate firm, the Sunnyvale Land Company, deeded thirty-two acres of land on the north side of the railroad tracks to Joshua Hendy Machine Works of San Francisco. The foundry had lost all three of its San Francisco buildings in the 1906 quake and fire. Renamed the Joshua Hendy Iron Works, the company moved all but its sales office from San Francisco to Sunnyvale. The new plant was fully operational within six months of announcing its decision to relocate to Sunnyvale in November of 1906. Its eight structures comprising approximately 150,000 total square feet covered about 12 acres of land.[1] It was the largest foundry on the West Coast for many years.[2]

The Hendy Company had pioneered the development and production of all types of mining machinery, including the Hendy Hydraulic Giant Monitor, Hydraulic Gravel Elevator and stamp mills and ore cars which made possible large scale hydraulic gold mining. Despite the virtual banning of hydraulic monitors for mining before the turn of the century, Hendy continued to find buyers outside California for these products into the 1930s. Hendy hydraulic equipment was used to open the Pacific entrance to the Panama Canal, as well as to level 81 square blocks in Seattle to build a new waterfront. In addition to mining equipment, the company manufactured a range of valves, hydrants and decorative arches and street lamps, including those in San Francisco's Chinatown.[3]

At the same time, Libby, McNeill & Libby of Chicago also took advantage of Crossman's offer to launch its first venture into canned fruits and vegetables, and began construction of its fruit cannery some three-fourths of a mile west of the railroad station in 1906. It soon became the largest employer in Sunnyvale. The bank of Sunnyvale also opened its doors in 1907 to help finance the town's new growth. By 1908 the population had exceeded 1,200 residents. Santa Clara County granted Sunnyvale separate township status in 1909 and three years later the town was incorporated. Improvements such as street paving proceeded and the town enjoyed moderate population and economic growth prior to World War 1.[4]

The war years brought more activity to Sunnyvale and the surrounding countryside ads the Hendy Iron Works along with the fruit growers, canners and packers geared up for the defense effort. The Hendy plant, previously a leader in the production of mining equipment, expanded its facility to manufacture its first marine propulsion engines under contract with the Navy, employing two shifts

of 500 men during the day and another 400 at night to produce 11 of the massive, 125-ton reciprocating steam engines to power cargo ships. These engines were essentially the same design as those that would power the Liberty ships in the next Great War. Various other marine valves, fittings and some deck machinery were also produced during World War I.[5] At the same time there was a huge increase in demand for canned and preserved fruits and vegetables with which to supply the troops. The outgrowth was prosperity for the City in the form of new housing tracts of bungalows to accommodate the increased workforce. The population grew within the incorporated area of Sunnyvale to over 1,600 by 1920, with nearly 3,400 people in the entire township, which included the surrounding unincorporated area.[6]

After the War, Sunnyvale enjoyed relative prosperity as marked by the construction of two major civic buildings, Fremont High School and the first City Hall, since demolished, at McKinley and Murphy Avenues. Agriculture continued to dominate the local and regional economy throughout the 1920s and industries geared to preserving the local produce continued to expand. In 1925, the Schuckl Cannery of Niles bought out the local Sunnyvale Canneries, adding a warehouse, separate cooling plant, a day-care facility and forty-five cottages for transient workers. By 1930, the city's resident population had grown to just over three thousand; however, during the summer picking and canning season it would more than double.[7] During this period between the wars, the Hendy plant went through a period of transition and a marked slump in production.

John Hendy, president of the company and nephew of founder, Joshua Hendy, died in May of 1920 and the company was eventually sold to Frederick Bennerman.[8] Production at the Hendy plan had returned to its standard pre-war lines, with a few new products, including the Hendy Auto-Crane and Stutes Mar tractor being introduced along with the production of large scale water valves and gates, diesel engine parts and a floating dredge.[9] Employment naturally dropped due to post war production cuts, but the plant prospered along with the town until the onset of the Depression in 1929.

The company managed to stay afloat during the 1930s principally by executing major orders for huge gates and valves for both the Hoover (formerly Boulder) and Grand Coulee Dams. The former was built by a consortium of heavy construction companies called the Six Companies, Inc., which was headquartered in San Francisco with William H. Wattis, head of the Utah Construction Company, as president.[10] This relationship with the Six Companies would soon figure prominently in the future of the Hendy plant. However in the meantime, employment at the Hendy plant declined to approximately 250 by 1940, well below the labor force of 400 that the plant required for full operation back in 1907.[11] Despite his efforts, the plant's new owner, Frederick Bennerman, lost the Iron Works in the late 1930s to the Bank of California, which continued to operate the plant until it was purchased once again in 1940.[12]

Despite the declining fortunes of the Hendy Iron Works during the 1930s, Sunnyvale held out considerable hope for economic relief at the beginning of the decade when a nearby site was selected over San Diego for the U.S. Navy's West Coast dirigible airbase for the airship *Macon*. The regional campaign to win the base was launched and spearheaded locally by real estate agent Laura Thane Whipple. Once again, it owed its success, in large part, to the promise of free land. Funds were raised throughout the Bay Area and locally to purchase the land from the various owners and donate it to the Navy. The 1,000 acre site, located halfway between the towns of Sunnyvale and Mountain View, was originally referred to as Naval Air Station Sunnyvale, although presently it lies within the Mountain View corporate boundary. Once the site was chosen, Congress authorized the

expenditure of $5 million for a combined airbase and aeronautical research center. Ground-breaking occurred in October of 1931,; by the end of 1932, several buildings stood complete, overshadowed by the immense elongated dome of Hangar One, standing 18 stories high and covering eight acres, and featuring gargantuan, rail mounted "orange peel" doors manufactured by the Joshua Hendy Iron Works.[13]

The NAS Sunnyvale was commissioned on April 12, 1933, but its glory was short lived. Both the *Macon* and her sister ship the *Akron* tragically crashed in separate incidents within two years and the Navy's program was abandoned shortly thereafter. In 1935, the station, renamed Moffett Field in honor of Rear Admiral William Moffett who perished on the *Akron*, was traded to the Army and renamed "Moffett Field Army Air Corps Base." Although the construction of the station provided increased employment opportunities, Sunnyvale also had to absorb growing numbers of dust bowl migrants who flocked to California and sought seasonal employment in the fields and canneries. However the establishment of a military base on the outskirts of town would help to define Sunnyvale's role in the next war. The presence of the base would become one of the determining factors in qualifying Sunnyvale and Santa Clara County for inclusion as part of a regional "critical defense area" during World War II. The other principal factor was the presence of the Hendy plant which was revived by an enterprising machinist, salesman, and entrepreneur named Charles E. Moore.

WAR TIME HOUSING PRODUCTION IN SUNNYVALE
BY NANCY STOLTZ

Images The onslaught of World War Two brought the boom in both business and new building. Because a large number of Sunnyvale companies turned to war production, the region was declared a Critical Defense Area and permitted build new housing. Victory Village, between Fair Oaks and Bartlett avenues east of the Hendy Iron Works, was constructed between 1943 and 1944. It remains as one of the best single examples of California's important wartime housing tracts.

Sunnyvale's contribution to the war effort in terms of manufacturing and fruit production/canning is well recognized and documented in local historical accounts. However, there has been some misinformation regarding wartime housing construction, specifically, that Victory Village was unique in that it was constructed during the war to house workers in critical defense industries. The first 55 unit phase of the project was, in fact, built during World War II and at least 33 units of the second phase were also built during the War. However, it was not the only privately built wartime housing tract in Sunnyvale.

Further research using the City's subdivision map records and articles in the weekly newspaper, Sunnyvale Standard, revealed a number of other housing projects built during the War and a marked increase in total housing production overall. In fact, nearly 500 and possibly more, privately developed housing units were completed during the war years from 1941 to 1944. David D. Bohannon built the 212-unit Homewood project, as well as the 72-unit Southwood and John Rodda built a total of 93 units in the three units of Homewood tract, for a total of 377 units in addition to the 88 or more built in Victory Village during the War. This rate of construction broke previous records for total building permit valuations in Sunnyvale for several years in a row. This

increased valuation was due principally to the marked increase in wartime housing construction, as opposed to the considerable industrial expansion that was fueling it.

During the first six months of 1942, building permit valuations passed the one million dollar mark for the first time, nearly double the total for the previous "record" year of 1941.[14] The other major reason for the increase was the extensive on-going expansion of the Joshua Hendy Iron Works plant for defense production. The year 1942 went down as a record year, with building permit totals exceeding $2.25 million.[15] Approximately one million dollars of this total was attributable to expansion at the Hendy plant, while the balance was due primarily to housing construction. Building permits for nearly 300 housing units were issued in 1942 alone.[16] Prior to the War, total housing construction was around 80 units per year in Sunnyvale which, according to the 1940 census, had a population of 4,373.[17]

What is noteworthy about these figures is not only the rapid rate of growth they illustrate, but also the fact this was a permanent, rather than temporary housing, built by private developers, not government agencies. In addition, most of the housing was built for sale, rather than as rental housing. So the impacts on the future growth and development of the city were lasting and perceived locally as positive, because "this type of housing is not the cheap, temporary construction which has marred such areas as Vallejo and the southern part of the state."[18] Marilynn S. Johnson in her book *The Second Gold Rush, Oakland and the East Bay in World War II*, notes the importance of WWII in shaping twentieth century suburban development, particularly with respect to the East Bay. She states that "the defense subdivisions were thus the prototypes for working class suburbs that would proliferate throughout postwar California."[19] Similarly, WWII shaped Sunnyvale's future, inspiring the label "City of Destiny" and set the city irrevocably on the course of converting from farmland to suburbia.

Although there were significant numbers of private housing developments built in the Bay Area during the War, most of these were built in unincorporated areas along the East Bay's urban fringe, especially near San Pablo and San Leandro. In these locations, developers could circumvent municipal building codes and stretch scarce building materials farther. (See *The Second Gold Rush*,p.91-93 for discussion of some of these projects including Rollingwood – 700 units in San Pablo, Brookfield Village – over 1200 units in East Oakland, and San Lorenzo Village – 1,329 units, the nation's largest Title 6 program at that time.) However, in Sunnyvale, housing was built within city limits and subject to municipal building codes as well as the policies of federal agencies, principally the War Production Board (WPB), the National Housing Agency (NHA) and the Federal Housing Agency (FHA).

WAR-TIME RESTRICTIONS ON HOUSING PRODUCTION BY NANCY STOLTZ

In order to understand the potential significance of Victory Village as a district, it is necessary to have some understanding of the circumstances under which housing was constructed during the War years. A number of special federal government organizations were set up to handle production problems on the home front immediately preceding the country's entry into the War. One of these early agencies, the Office of Production Management (OPM – established Jan. 1941), was charged with handling issues of industrial production, raw materials, and labor. This agency was combined with the Supply Priorities and Allocations Board into the War Production Board in January of 1942,

with Donald M. Nelson, a former Sears Roebuck executive, as chairman. Although this board appeared powerful, it did not actually control the awarding and scheduling of military production contracts. The various divisions of the armed services retained that authority. Nor did it control the supply of certain scarce raw materials, particularly petroleum and rubber. These were allocated by separate agencies. However, the WPB did control supplies of domestic goods and, in particular, building materials.

The regulation of housing construction during World War II was a joint effort of the War Production Board and the Federal Housing Administration (FHA). To allocate critical shortages of building supplies while providing desperately needed housing for defense workers, the FHA was authorized to allocate housing permits only in locales which had been declared "critical defense areas." Locally, this area was to extend initially from Santa Rosa in the North Bay only as far south as Palo Alto. However, pressure from local citizens and interested builders succeeded in convincing federal officials to extend the area south as far as San Jose. Officials undoubtedly were influenced by the presence of Moffett Field, soon to be returned to the Navy as an air station, and the Hendy plant which at that time was already actively engaged in the production of $10 million worth of ordnance for the Navy. With this designation, the City of Sunnyvale became eligible for the FHA's Title 6 housing allocations and financing program which provided mortgage financing at 4.5% interest for 20 years.[20] In addition the program established price caps on the construction costs of single family homes.

WAR TIME EXPANSION OF THE HENDY PLANT

By 1940, the Joshua Hendy Iron Works was nearly moribund, although still in operation after being taken over by the Bank of California. It was revived by a former machinist turned entrepreneur, Charles Moore, who acquired the plant along with investors from the Six Companies, Inc., which had built Hoover dam.[21] Charles Moore's company, Moore Machinery of San Francisco, had sold some machinery to Hendy Iron Works which in turn had supplied gates and valves for the construction of Hoover dam. Although Moore did not have a major role in the dam project, he had become acquainted with the principals of the Six Companies, which included McDonald & Kahn, W.A. Bechtel Company, Henry J. Kaiser Company, Morrison-Knudsen Company, Inc., J.H. Shea Company, and The Utah Construction Company.[22]

Moore had visited the Hendy plant in November of 1940 in an attempt to settle a dispute over the alleged failure of the machinery which Hendy had acquired from Moore's company. Moore, who dealt extensively in second-hand machinery, was immediately taken with the possibility of purchasing the plant from the bank and turning a quick profit by selling off its machinery, possible to the British under the Lend-Lease program.[23]

Moore convinced Felix Kahn, partner in the construction company of MacDonald & Kahn, to join him in taking out a $325,000 option on the property. But instead of junking the plant, they proceeded to Washington on a tip from a Hendy sales manager and returned with a commitment of $1.3 million from the Navy to construct a new plant on the premises along with a $10 million contract to produce torpedo tube mounts.[24]

Despite this infusion of capital, Moore and Kahn decided they needed an additional $175,000 in working capital and so invited various principals from the Six Companies to become partners. In addition to the Six, several other companies had a stake in the new venture, including California Shipbuilding Corporation (John McCone, President), Bechtel-McCone Corporation – Aircraft Division, General Construction Company and Pacific Bridge Company.[25] Charles Moore retained a 35 percent controlling interest and was named president, while Felix Kahn controlled 17.5 percent and became treasurer. The other partners owned shares of 7.5 percent or less.[26]

The continued survival of the Hendy plant hinged on a series of propitious circumstances coupled with the outbreak of the war in Europe in 1939 and the prewar congressional mandate for the production of merchant ships under the Merchant Marine Act of 1939. The act established the United States Martime Commission which first began letting contracts for ships under this legislation in 1938. The program went into high gear with the authorization of the "Lend-Lease" program in March of 1941. The first order of what became known as "Liberty Ships" was placed in early 1941, with 60 ships destined for Britain, followed shortly by an order of 200 for the U.S. government. These mass produced cargo ships, based on a modified 1879 design for a British tramp steamer, were built in larger numbers than any other ship design in history. More than 2,700 of the ships were completed at 19 American ship yards between 1941 and 1945. Of these, 2,580 were the "standard" Liberty Ships, designated EC-2, (for Emergency Cargo – large size) which would figure prominently in Sunnyvale's wartime economy.[27]

To help fill one of its first orders for thirty cargo ships for the British, the U.S> Maritime Commission turned to industrialist Henry Kaiser, whose contract to build Hoover dam as a member of the Six Companies conglomerate represented the biggest contracting job ever undertaken in this country up to that time.[28] Though new to the shipping business, Kaiser, as president of the Todd-California Shipbuilding Company, began construction of his first shipyard in Richmond, California, by January of 1941 and laid his first keel eighty-five working days later.[29] Three more yards were constructed adjacent to the first under the newly organized Kaiser and Permanente Corporation, and the Richmond yards went on to produce a total of 727 cargo ships, many of them Liberty ships. Though Kaiser's was certainly not the only shipyard in the Bay Area, it was possibly the largest, employing 90,634 people at its peak of production.[30]

The San Francisco Bay Area was a west coast hub of shipbuilding during the War and the story of its shipyards, including Kaiser, Moore Dry Dock, Mare Island, Bethlehem Steel, Marinship and Hunter's Point is well known. What is generally left out is the story of the engines that powered them. No matter how fast Kaiser might turn out ships, they were useless without the engines, which had to be produced just as rapidly by Hendy and others. It was through its connections with Kaiser and the Six Companies that the Hendy plant once again entered into the production of marine engines. With the heads of two major west coast ship building companies – John McCone and Henry Kaiser as investors – and the plant's history producing maritime steam engines in World War I, it was nearly a foregone conclusion that the Joshua Hendy Iron Works would once again enter into engine production. In addition, Moore was well known in government circles, having been appointed to serve in the Office of Production Management's Tool Section in 1941.[31]

Such connections were extremely beneficial to industries in securing defense contracts, as the military suspended competitive bidding and awarded cost-plus-fixed-fee contracts which guaranteed profits. In addition, manufacturers were paid up to 30 percent in advance with promises of covering the costs of postwar retooling.[32] It is little wonder that by 1944-45, Hendy had

joined the ranks of the blue chip corporations, grossing $100,000 million or more.[33] As a company whose investors controlled a handful of other large companies, the Hendy Iron Works was part of a larger trend. The 100 large use companies which up until 1940 had supplied 30 percent of the manufacturing output of the country held, by 1943, some 70 percent of all government contracts. The 175,000 companies which had once provided 70 percent of the output were left to scramble for the remaining 30 percent.[34]

It was reportedly a conversation between Admiral H.L. Vickery, vice-chairman of the U.S. Maritime Commission, and Henry Kaiser, that led to the initial order for Hendy in March of 1941 for 12 EC-2 engines. When Vickery, desperate for a West coast supplier of engines, asked Moore if he could double that, he replied in characteristic fashion, "Sure, but I can tool up just as easily for a hundred."[35] Thus the Joshua Hendy Iron Works began a burst of rapid physical expansion and production which lasted for five years and saw the plant grow to over one million square feet on 55 acres of land. Total capital investment grew to $16.5 million, of which the lion's share was funded by the government, with the Navy investing $1.3 million and the Maritime Commission $11 million in both buildings and equipment.[36] The government in fact held title to the property thus funded until much of it was bought by Hendy at a discount at the end of the War. Many of the buildings were evidently built and held by the Defense Plant Corporation.[37] Whether private construction contracts were let for them is not known at the present time. However, if that were the case, numerous construction companies could be found among the list of owners of the Hendy plant, any one of which would have been a likely bidder.

The Hendy plant would shatter previous records to become the nation's fastest producer of marine engines and would exceed in numbers Kaiser's record for ship production, turning out 754 EC-2 three-cylinder, 137-ton triple expansion steam engines alone in three and one-half years. All told, Hendy supplied 30 percent of the country's total production of EC-2 engines, a rate unmatched by any other plant in the country.[38] At an average price of just under $100,000 apiece, this achievement alone represented approximately $75 million in production for the plant. The joint effort of the ship builders and the engine manufacturers helped to beat the blockade and save the British. Although none of the Hendy built engines evidently survive, the last working EC-2 engine can be seen powering the *Jeremiah O'Brien*, the last sea worthy Liberty ship, berthed in San Francisco.

Nor were Hendy's other achievements in defense production insignificant. With the EC-2 engine production barely up and running, Moore agreed to tackle the Navy's Corvette engine program and became the lead company in that program in which it modified a British design and broke it down for production at the Hendy plant and elsewhere. The plant manufactured 101 of these Vickers 4-cylinder triple expansion engines for the Navy's escort vessel program. Five hundred diesel engines were manufactured by Hendy as well between 1941 and 1945.[39] Moore also tackled the highly specialized and exacting requirements of turbine production for the Maritime Commission to power faster, longer range C-3 ships which were combination passenger/cargo carriers. This program was undertaken in conjunction with Westinghouse, which, like Moore had before the War, would ultimately come to the plant's rescue afterwards.

The production of naval ordnance, which launched the plant's wartime expansion, was also quite significant. The value of these contracts grew from an initial $10 million for the torpedo tube mounts in 1941 to $30 million in 1944 for, in the censored words of Charles Moore, "secret naval material...for the manufacture of three separate items the Hendy Company has never before

undertaken."[40] He was likely referring to the manufacture of 16-inch shells and rockets that took place in Building 61. However, among the list of other Hendy products during the war is the rather cryptic "Atomic Bomb Parts."[41]

One of Hendy's most highly acclaimed wartime achievements was the "the Rocket Launcher Job" in December of 1943. In answer to a high-ranking naval officer's urgent request, 310 Hendy workers labored around the clock for 176 hours – nearly one week – to produce 252 portable rocket launchers which were desperately needed for the capture of Japanese-held Kwajalein in the Marshall Islands. Plant officials scrambled to obtain the 50 tons of material and additional skilled workers needed from plants throughout the Bay Area. The job was finished one minute before the midnight deadline and the launchers were flown out before the paint had dried. Of all the jobs undertaken by Hendy this one seemed to most embody a favorite plant motto which read: "The difficult things can be done right away, the impossible will take a little longer."[42]

So it was during World War II that the facility saw its greatest output, turning out a record 754 Liberty Ship engines, diesel engines, turbines and naval ordnance with a peak work force of 7,677, including many women, by the end of the War.[43] During the War, the complex grew to occupy some 55 acres of land north of the Southern Pacific Railroad line, between Sunnyvale and Fair Oaks Avenue, south of California Avenue and west of the line of Bayview Avenue. (The Northrop-Grumman property now encompasses approximately 80 acres.) The amount of building area grew from approximately 150,000 square feet to over one million square feet. Aside from an expansion to the main machine shop, Building 11, during World War I, virtually all of this expansion took place between 1940 and 1943.

After War A brief economic decline at war's end spurred the City and Chamber of Commerce into action. A Citizens Committee was formed to hire a dynamic Chamber manager and draw new industry to the area. The new manager, Al Spiers, arrived in 1946 and industry followed. Spiers brought almost 100 new companies to Sunnyvale during his tenure in office. By 1948, the City and Chamber had worked out a five point development program which included safety, new housing, new industries and businesses, a new post office, and a City recreation program.

Spiers spent much of his time working with residents on economic development needs and clean industry concepts. He sought non-polluting industrial parks which in part would develop off the "shoe string strip" which W.E. Crossman had created when he laid out the town in 1898. Meanwhile, the City adopted a council-manager government under a new charter and combined police and fire responsibilities in a Public Safety Department, one of the state's first such agencies. This began a series of innovative actions that in time would make Sunnyvale one of the most efficient local governments in the country.

AFTER WORLD WAR II BY IMAGES

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By 1950 Sunnyvale population reached 9,852, and its first major industrial annexation occurred the next year. Lockheed Corporation's Missile and Space Division gave three reasons for coming to Sunnyvale; the climate, access to the academic environment of the peninsula, and the City's quality planning. Lockheed's arrival increased the community's population to 22,500 in four years. Taxes on farmland rose rapidly, making agricultural use impracticable and spurring land owners to sell or develop residential subdivisions and shopping centers. A new City Hall was constructed by decade's end, and an urban renewal program began to assure downtown health and vitality.

SUNNYVALE'S EARLY EICHLER DEVELOPMENTS BY NANCY STOLTZ

Joseph Eichler and the "Eichler" Home

Joseph Eichler was best known as a housing developer who came to prominence during the early 1950s for his modern, some would say "radical", housing styles which came to be known simply as "Eichlers." These early developments, located on the San Francisco Peninsula, were moderately priced with the goal of bringing high quality, modern, uncluttered designs within the reach of ordinary families. His signature homes were designed for the California casual lifestyle, as popularized in magazines such as *Sunset*, and featured open plan living areas and large expanses of glass opening onto private patios to enhance the illusion of free-flowing space and to emphasize the relationship of the house to the garden and patio. The orientation to the private back yard, however, produced rather blank street facades with very few window openings and often no readily visible front door, especially in the earliest designs.

Eichler achieved his goal of providing high style for those of moderate means by utilizing the services of talented, modernist architects, especially, in the initial years, the firm of Anshen and Allen. They designed a limited number of standard model homes, often repeated from one development to the next, with slight variations in plan, roofline or building orientation to avoid monotony. The homes often featured integrated planters and fences in their design as well. They utilized a system of post and beam construction, with natural redwood ceiling/roof planks and radiant heat, using hot water piped through metal tubing embedded in concrete slab floors.

Additionally, Eichler developed his own production system of building construction to keep costs down. He achieved high standards of construction quality by using small, specialized crews to complete specific construction tasks. He maintained a huge, central supply yard from which materials were repacked and precut, then sent to building sites. In some cases he even made direct arrangements with materials suppliers to produce a sufficient supply of consistent quality materials, such as Philippine mahogany plywood paneling. And he took great interest in personally developing the color schemes for his homes, custom mixing colors that eventually became standard paints and stains produced by Cabot's Stains.

In its heyday during the late 1950s and early 1960s, Eichler Homes Inc. was building 700 houses a year, expanded from northern into southern California and even went public with a stock offering in 1959.[44] The firm became one of the three largest home builders in Northern California and eventually built some 11,000 homes throughout the state. The firm was also notable as the first large, tract home builder to sell to minority buyers, including Asian and African Americans. In fact, Joseph Eichler's position on this issue was so firm that he resigned in July of 1958, on behalf of himself and his firm, from the Associated Home Builders for its failure to issue a "forthright" denunciation of racial discrimination in housing tract sales.[45]

The firm flourished until the early sixties when trends in housing preferences began to change and key materials such as glass, redwood and mahogany plywood became more expensive. Many potential buyers of Eichlers were lured away by ever more sophisticated imitations by other builders; others wanted more customized designs. Still others, especially in areas of higher summer temperatures, wanted air conditioning. Consequently, Eichler turned to building urban high-rise apartments with disastrous financial results and the firm went bankrupt in 1967. Subdued but not defeated, Eichler continued to build small tracts of custom homes until his death in 1974.

Sunnyvale's Early Eichler Developments

The Sunnyvale Heritage Resources Reconnaissance Survey update, completed in August of 1996, identified three single family residential subdivisions in Sunnyvale which were developed by Joseph Eichler and completed within the previous 45 years. Generally, resources which are at least 50 years of age are evaluated for significance under State historic resource survey guidelines. However, since the documentation and evaluation process is often a multi-year effort, an initial survey will include properties from 45 to 50 years of age as well. For this reason, the three Eichler developments built between 1948 and 1950 have been identified for evaluation at this time, but those completed in later years were not. The three early housing tracts were developed in rapid succession, with some overlap occurring, so their histories are closely linked and must be understood within the larger context of the early Eichler developments at both the local and the regional level. A description and brief discussion of each tract follows.

- **Sunnyvale Manor** (Tract 371) – Subdivision plat for 104 lots recorded by Joseph and Lillian Eichler on September 3, 1947. Homes built late 1948 to early 1949.[46] Location: North side of Maude Avenue, west of Morse Avenue.

This development is the first of the Sunnyvale subdivisions undertaken by Eichler and was apparently built prior to his professional association with Anshen and Allen Architects. However, by this time, Eichler had personally retained Robert Anshen to design his family's residence.[47] The builder of record is listed on the permits as Sunnyvale Building Company. This may, in fact, be the name of the small housing prefabricating firm in Sunnyvale (or its successor), which Eichler initially invested in, then acquired, around 1947. Prior to that time he had built only two houses in Sunnyvale using a set of plans he had acquired from Early "Flat-top" Smith, a Bay Area developer known for his unconventional flat-roofed houses which utilized a concrete slab on grade and a post and beam construction system.[48] He had also built a small subdivision of standard ranch0style tract houses in Mountain View with the Sunnyvale Building Company in 1947.[49]

Of the 104 houses built, approximately two dozen are what was described as "modern, flat-roofed" types in a contemporary newspaper account; the remainders were ranch style homes. According to this same account, permits for only 12 more homes out of the 104 remained to be issued as of May

21, 1949.[50] Of the 19 permits issued in 1949 up until that date, 18 were for modern-type houses. This indicates that the majority of the modern-style houses were built later in the project's development. They were built principally on the east-west streets but are intermixed with the ranch-style homes in an alternating pattern. The architect or designer of the Sunnyvale Manor homes is unknown. However, the ranch-style homes are similar in style and materials to those built in Mountain View in 1947.

All of the homes were built with attached, single garages and both the modern and ranch styles were built on raised foundations. The modern houses feature plank and beam ceilings and large expanses of glass in the living areas on the street-side of the house. A two-bedroom house of 1,000 square feet sold for $9.850; a three-bedroom of 1,141 square feet sold for $10,850. One three-bedroom house with an extra toilet in the garage was advertised for sale at $12,750. The typical lot size was 52 ft. by 100 ft., or 5,200 sq. ft.[51]

- **Sunnymount Gardens** (Tract 452) – Subdivision plat for 60 lots recorded by Joseph and Lillian Eichler and others on January 6, 1948. Homes built in first half of 1948 and 1949.[52] Location: north of Remington Drive, west of Sunnyvale-Saratoga Road.

The subdivision plat map was filed for this tract only a few months after the Sunnyvale Manor tract. Both projects were under construction in 1948 and the first part of 1949. IN fact, based on the available building permit record data, it appears that construction of homes on this tract may have preceded Tract 371 by a few months. So for all practical purposes they can be considered contemporary with one another.

In fact, both tracts share common stylistic house types, though on the whole the homes in this subdivision are larger. The lots are also larger, typically 75 ft. by 117 ft, or 8,775 sq. ft. The subdivision layout is more interesting, and more self-contained than that of Sunnyvale Manor, with the modern-style homes grouped together, largely at the outer perimeter of the development, rather than scattered among the ranch-style homes. A total of 36 out of the 60 homes were originally of the modern type, placing them in the majority for this tract. Several of these appear to have been originally built as two-story homes, which is unusual in Eichler projects. Although the majority of building permits were issued in the name of Sunnyvale Building Company (or variations thereof), the builder listed in ads for the subdivision is Eichler Homes in Sunnyvale.[53] The architect or designer of the homes is unknown.

Like the Homes in Sunnyvale Manor, these were all built on raised foundations with attached garages, but for two cars, rather than one. Similarly, the modern houses feature plank and beam ceilings and large expanses of glass in the living areas on the street-side of the house. Unlike the modern style houses of Sunnyvale Manor, which generally have the front door on the street side, these houses consistently have entries located on the side. Newspaper ads for the modern homes indicate that the three-bedroom 1-1/2 bath homes, approximately 1,250 sq. ft., sold for $13,000.[54]

- **Sunnyvale Manor Addition No. 1** (Tract 647) – Subdivision plat for 51 lots recorded by Lillian Eichler on November 7, 1949. Homes built in first half of 1950.[55] Location: North side of Maude Avenue, east of Morse Avenue.

This development marks the first collaboration on the design of a housing tract between Joseph Eichler and the architect, Robert Anshen, of the firm Anshen and Allen. The architect and the developer joined forces sometime in 1949, along with James San Jule as marketing director and Jack

Harlow, construction manager to form Eichler Homes, Inc. However, Mr. San Jule, who served as marketing director until 1954, was not involved in this project according to his own account.[56] Mr. Harlow had evidently been involved in Eichler's initial business of prefabricating homes in Sunnyvale. According to accounts by Ned Eichler, the builder's son, Anshen designed three plans for a fee of $2,500 as a challenge to show Joe Eichler that good architecture could be had for a limited fee and budget.[57] The three-bedroom, one-bath homes of 900 sq. ft. sold for $9,500, or according to one current long-time resident, $8,700. Ned Eichler writes, "These first Anshen designs in 1949 were the basis for over ten thousand houses built during the next eighteen years."[58]

These prototype home designs included the features that would become signatures of the Eichler home: the open plan living areas with floor to ceiling glass on the rear façade, the concrete floor slab with radiant heat, the use of redwood siding and plank and beam ceilings, and the use of post and beam construction techniques. The tract sold out so rapidly that Eichler immediately proceeded with his first subdivision in Palo Alto, Green Gables, also designed by Anshen and Allen. What is notable about that development in the context of Eichler's Sunnyvale project is that it featured a three-bedroom, one-bath model home which, though larger than the Sunnyvale version, was virtually the same design.

Early Eichler Developments: Local Context

Eichler's selection of Sunnyvale for the development of his first housing tracts may or may not have been in accordance with some grand design or scheme, but it certainly was fortuitous. The demand for housing gin the Bay Area, as throughout much of the nation, was practically insatiable after the War. Eichler was already involved in a limited way in home building in Sunnyvale due to his 1947 investments there. Coincidentally, in the spring of that year, the fate of Sunnyvale's largest manufacturing facility, the Hendy Iron Works was finally decided. When World War II ended in 1945 and war-related production ground to a halt, 8,000 workers were let go.[59] Sunnyvale's population in 1950 was only 10,000, so this was clearly a blow to both the City and the regional economy, which was heavily dependent on defense industries. Even its agricultural sector had been geared toward canning and shipping out fruit for the war effort.

Sunnyvale's Chamber of Commerce, headed by Navy Veteran Al Spiers, organized an aggressive industrial recruitment strategy with the goal of averting economic decline. The Chamber's efforts were instrumental in convincing Westinghouse Corporation to assume operation of the Hendy plant under a ten year lease/purchase option. By the end of 1948, the company had exercised the option and purchased "the largest electrical manufacturing plant in the entire West."[60] Sunnyvale, with its secure base of regional employment and acres of surrounding orchard lands was clearly "ripe" for housing development.

Early Eichler Developments: Regional Context

The Anshen and Allen design for the Green Gables tract in Palo Alto was featured in the November 1950 issue of *House Beautiful*. It was chosen as one of the 1950 Pace-Setting homes which were featured over several issues of the magazine. According to the magazine article, this design was also included in an architectural exhibition at the San Francisco Museum of Art which was a "rare honor for a merchant builder's house." Other Pace-Setter homes featured in *House Beautiful* included models in San Mateo developed by the David D. Bohannon Organization.[61] However, these "custom houses" sold for about $20,000 to $23,000, considerably more than Eichler's Green Gables, where

the sales prices averaged about $12,500. Clearly those homes were geared toward a different, more affluent section of the market than were Eichler's.

Despite the recent interest in Eichler homes, marked by the publication of several newsletters and the publication in 1995 of the book Design for Living – Eichler Homes by Jerry Ditto and others, there still remains a good deal of mystery about why Joseph Eichler became a housing developer. Prior to 1945 he had worked for 20 years in the wholesale butter, egg and poultry business owned by his wife's family, eventually becoming chief financial officer of the company in San Francisco. Evidently, the company was either sold or dissolved, leaving Joseph Eichler with no job, but some money to invest. At the same time Eichler and his family had been living for several years in a rented house in Hillsborough designed by Frank Lloyd Wright which seems to have greatly affected him. However, according to his son Ned, he had shown very little interest in architecture or the arts up until that time.[62] He is quoted in an interview by Sally Woodbridge as saying:

I used to sit around that house wondering what I was going to do next. I admired Wright's rich design, with its wooden walls and beamed ceiling, and I asked myself if such houses could be built for ordinary people.[63]

Eichler's admiration for Wright also led him to hire Robert Anshen to design a house for his own family based on Wright's principles of design. But despite the fact that he had a working relationship with Robert Anshen, it did not seem to occur to him initially to involve Anshen in the design of his housing tracts. This was due largely to his belief that Anshen could not design according to the strict budget of production homes. Although architects, both in private practice and academia, had long been interested in the issues of designing production housing, seldom were they given commissions to do so. Some opportunities presented themselves during World War II when some architects were called upon to design government funded housing for wartime workers, but most of these projects were temporary in nature. Overwhelmingly, private developers relied on the services of engineers or surveyors to lay out their subdivisions and in-house designers or draftsmen to draw up the house designs. Commissioning architects and/or landscape architects and collaborating with them on the design of their projects as Eichler did was a radical idea for its time.

In the first two Sunnyvale tracts, Eichler seems to be testing the market for "modern" style homes. The fact that these are "modern" in style but largely conventional in plan, street orientation and construction technique may be a result of several factors. Eichler and/or his designer may not have fully understood or agreed with some of the fundamentals of Modern design. The design tenets called for a new order of spatial organization in the house, which focused the living area toward the private garden and resulted in designs in which the house inevitably turned its back to the street. Eichler may have been concerned that these new high-style Modern house designs would not sell, but that some of their features, such as the open plan living area and the large window walls would. Furthermore, Eichler was limited by the standards of what the Federal Housing Administration (FHA) and the Veterans' Administration would accept and underwrite when it came to financing the low-cost mortgages of the day which were essential to the success of any moderately priced housing tract.[64]

Although Eichler and his marketing director would prove very persuasive in dealing with the FHA, the challenge of adapting the features of a truly Modern house to the tight confines of a standard urban lot would clearly require the services of a talented design professional, schooled in Modernism. Robert Anshen proved to Eichler that it could be done. After the success evidenced by the rapid sales of the 51 homes in the Sunnyvale Manor Addition tract, they went to build an initial

phase of 57 homes in the Green Gables subdivision in Palo Alto in 1950. This tract was quickly built out with a total of 300 homes. In June of that same year, Eichler was announcing plans to build 64 new Anshen and Allen homes at "Atherwood" in Redwood City. The first homes were scheduled for completion in August of 1950 and would sell for just under $13,000.[65]

From these beginnings, the success of Eichler Homes, Inc. grew so rapidly that it becomes difficult to trace the chronology of the various housing tracts. Several were likely under construction at any given time and most seemed to be built in several phases, further complicating the establishment of a meaningful development sequence beyond the first few years. Activity was concentrated on the San Francisco peninsula, particularly in Palo Alto where the firm had its headquarters. By the spring of 1952, Eichler Homes, Inc. had built 500 homes in Palo Alto alone, in the space of a year and a half.

On April 16, 1952, the firm and its architects, Anshen and Allen of San Francisco and Jones and Emmons of Los Angeles, were honored at a luncheon at San Francisco's Fairmont Hotel.[66] They received the Housing Research Foundation's top award, the Award of Merit, for four developments built or under construction in 1951, three in Palo Alto and one in Menlo Park. They were the first west coast firm to win this award. Members of the Foundation's Board of Review included Philip Johnson, then Chairman of the Department of Architecture at the Museum of Modern Art in New York, editors of the prominent architectural magazines of the day and a professor of Architecture from Columbia University.

Twenty other leading home builders in the nation made it to the finals of the competition. But the Eichler homes were chosen by the Board of Review because:

...these homes best exemplified the aim of our Quality House Program to make houses of high quality available to the public at moderate cost...Architecturally, the four developments of this Palo Alto builder were clearly outstanding. The materials and equipment specified were generally of high quality and the sales prices were very low in relation to the size and quality of the houses.[67]

Indeed, Joseph Eichler proved that such houses could be built for ordinary people.

SUNNYVALE'S DEVELOPMENT IN THE 1960'S AND 1970'S – IMAGES AND THE HERITAGE PRESERVATION SUB-ELEMENT

Sunnyvale entered the 1960s with 53,000 residents. Transportation corridors and street patterns changed to accommodate steadily increasing automobile traffic, and Sunnyvale became the second largest city in Santa Clara Valley. Libby, McNeil, and Libby's work force expanded to 2,900, making the agricultural processing firm the third largest employer in the City. But more and more orchards were being torn out, and houses tied to Sunnyvale's past were being razed, including Murphy's Bayview Farm. Change seemed unalterable.

By the 1970s, Sunnyvale came to the end of an expansionist period, in which 30 years of growth principally had seen agricultural land converted to urban uses. Its boundaries pressed against those of its neighbors and little undeveloped land remained within them. The City entered a new phase of its life, one in which growth and change would involve the replacement, remodeling, or

conservation of earlier structures. Any new development would be immediately adjacent to earlier structures and neighborhoods, and it inevitably would affect the old.

Recognizing the potential loss of important historical and cultural resources as well as areas of community character, interested citizens began working with the City during the 1970s to survey and inventory the remaining historical structures, sites and neighborhoods. That continuing process has led to this publication in an effort to help Sunnyvale citizens understand the importance of preserving as much of their community's rich legacy as possible. Since learning from the past prepares us for the future, today's existing cultural resources will insure the visual vitality of Sunnyvale streetscapes, serve as reminders of the "City of Destiny's" past, and help us build even a stronger tomorrow.

The basic development pattern as seen now in the southern portion of the city was established during the period of growth in the 1950s, with a "planned neighborhood" concept of growth dominating residential development. This concept involved creating neighborhoods large enough to support an elementary school and provided a school, neighborhood shopping facilities and a park within walking distance for each planned neighborhood.

As vacant land diminished, higher density multi-family housing dominated development in the 1960s. By the 1970s, residential growth became primarily an infill process.

Intel introduced the microprocessor in 1971, and in 1977 Sunnyvale native Steve Wozniak formed Apple Computer and introduced the personal computer. The first computer game, "Pong," was invented in Sunnyvale. The editor of Electronic News wrote a series of articles on the semiconductor industry and coined the nickname "Silicon Valley." Sunnyvale has since been recognized as the industry's "heart" because it was home to more high-tech companies than any other City in the world.

Much of the City's industrial land was developed in the 1970s in response to the needs of the semiconductor industry. The Moffett Industrial Park was developed. The City of Sunnyvale, the Southern Pacific Railroad and the City of Santa Clara participated in a joint venture to develop the 370 acre Oakmead Industrial Park.

Unfortunately, the rapid pace of development engendered some significant losses to the City's heritage resources. Perhaps the greatest loss of all was the loss of Bayview Ranch, the Murphy homestead, which was demolished in 1961. In 1977, the City razed approximately 37 acres of its old downtown to make way for the Sunnyvale Town Center Mall, leaving only the 100 block of South Murphy Avenue intact. This action involved the loss of the old city hall, a landmark of great importance to Sunnyvale residents.

However, Sunnyvale still retains several intact 1920s, 1930s, 1940s industrial, commercial and residential buildings and neighborhoods. The Heritage Resources Inventory, completed in 1980, encourages the retention of these buildings and streetscapes to provide a visual record of Sunnyvale's vital past.

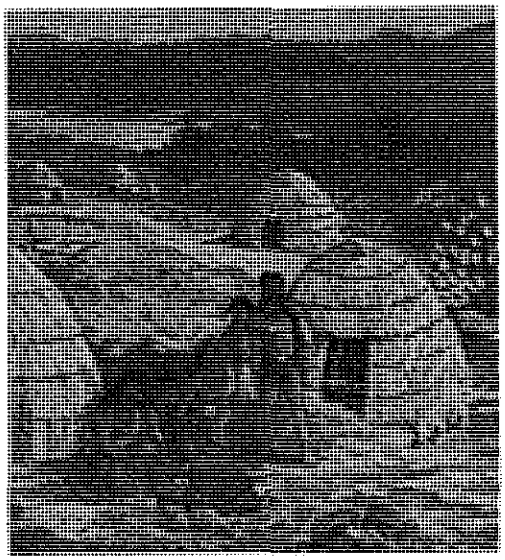
Sunnyvale's expansionist period is now essentially over, with its outer boundaries pressed against those of its neighbors and with little land left within its boundaries for new development. The end of expansion does not signify completion or the end of change. It signifies, only a new phase in the City's ongoing development process. There will, however, be a marked difference. The rapid

expansion of the previous thirty years had primarily converted agricultural land to urban use, tending, with some exceptions, to by-pass previously developed land. From now on, virtually all change will either involve the replacement or renovation of earlier structures or redevelopment of previously developed sites and will take place in the immediate proximity of earlier development.

In recent years the City has received recognition for demonstrating excellence in providing government service, as marked by a visit from President Bill Clinton and Vice President Al Gore in 1993. That reputation has now become part of Sunnyvale's identity, and therefore, a part of its heritage.

TIMELINE

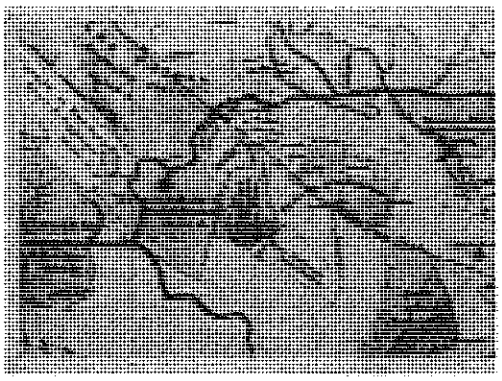
3,000 B.C.
Pre-historic "Sunnyvale girl" lived. Discovered in 1972, providing evidence of early human habitation in the area



1770s
Santa Clara Valley populated by Ohlone Indians. The large village of Posolmi located along shore of San Francisco Bay, near location of present Moffett Field

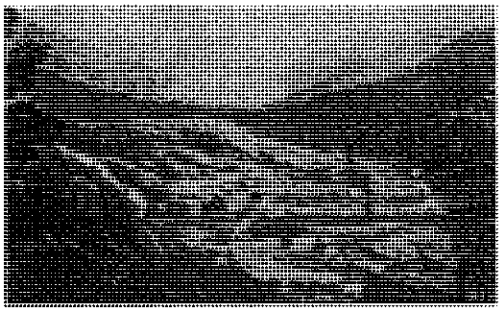
Spanish arrive

1777
Mission Santa Clara founded, built and populated mainly by Christian Ohlone Indians from the Santa Clara Valley

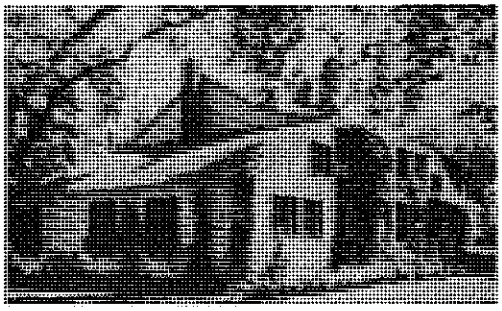


1842
Rancho Pastoria de las Borregas granted to Estrada and Inez Castro. Mountain View and Sunnyvale later develop in the area of the land grant.

1844
Lupe Yñigo receives Rancho Posolmi, 1700 acre land grant at the site of the Posolmi Ohlone village, one of only a few land grants held by natives. Later known as Rancho Ynigo

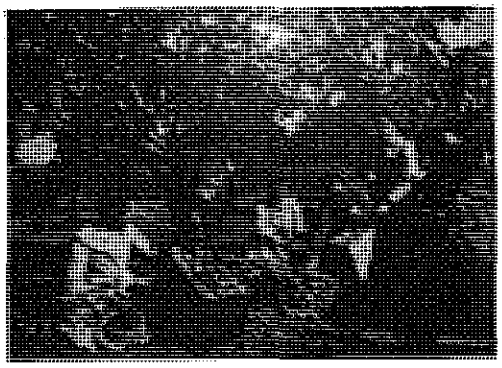


1844
Martin Jr. and Mary Murphy leave Missouri for California on first wagon train to successfully cross the Sierra Nevada mountains



1850
Martin Murphy Jr. buys a portion of Rancho Pastoria de las Borregas for $12,500, establishing a wheat farm. Bay View established, first frame house in Santa Clara County, shipped from New England

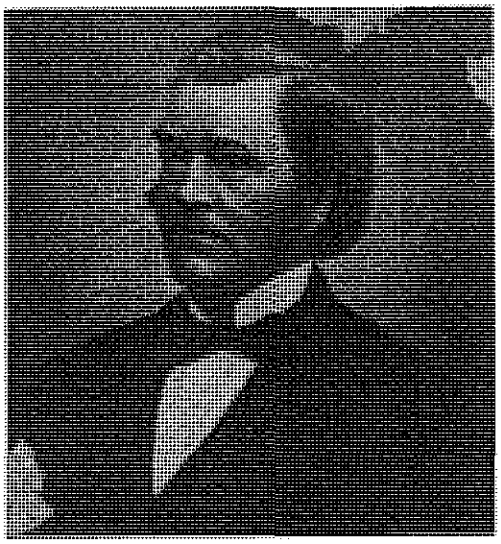
1861
San Francisco and San Jose Railroad given right of way by Murphy to lay tracks through the property, agree to use Murphy Station. Lawrence Station later built at southern edge of Bay View



1870s
County property tax laws and state enclosure laws, along with soil degradation and imports, contribute to making wheat production uneconomical in the Bay Area. Small landholdings, especially fruit orchards, are replacing large wheat farms in Santa Clara County

1871
James and Eloise Dawson establish first cannery in Santa Clara County

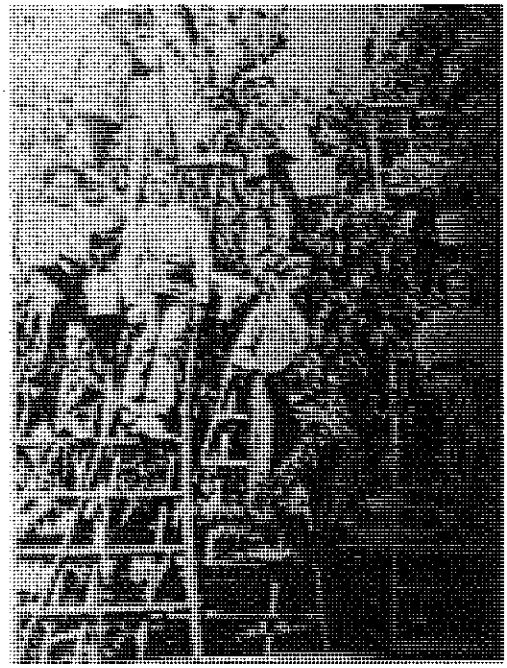
1880s
Chinese workers make up 48% of farm labor in Santa Clara County. Population declines in following decades because of Chinese Exclusion Act



1884
Martin Murphy Jr. dies, land divided among heirs

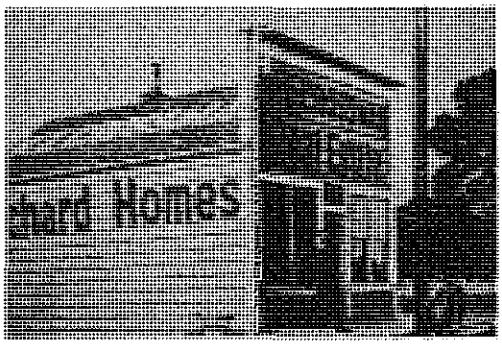
1886
San Jose Board of Trade promotes Santa Clara County as the "Garden of the World"

1880s
William Wright builds a two-story house, now the oldest building in Sunnyvale

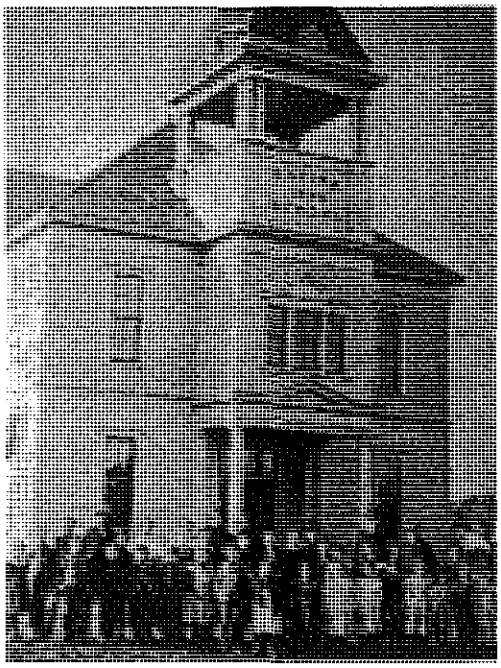


1888
Refrigerated rail car further increases economic viability of orchards

1890s
Large-scale immigration from Italy, Azores, Portugal and Japan to the orchards of Santa Clara County



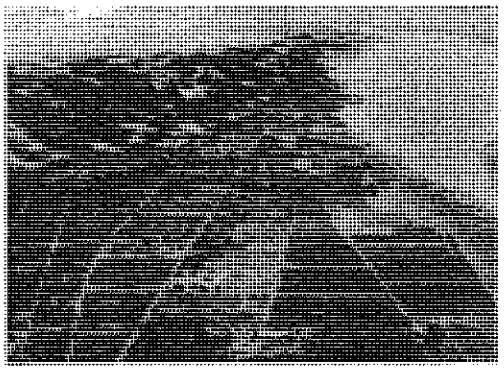
1897
Walter Everett Crossman buys 200 acres, lays out streets and surveys one acre lots. Advertises land in "Beautiful Murphy"



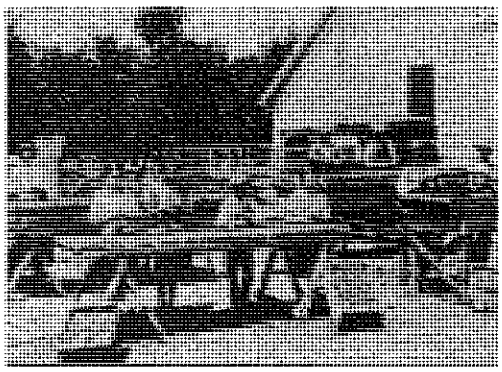
Encinal School opens. Sunnyvale children no longer traveled to school in Mountain View

1899
Encina School District established

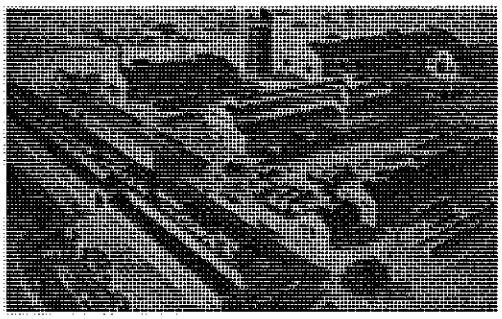
1901
Informed that they could not use "Encinal" or "Murphy" for the name of their post office, town residents choose "Sunnyvale" for the name of their town



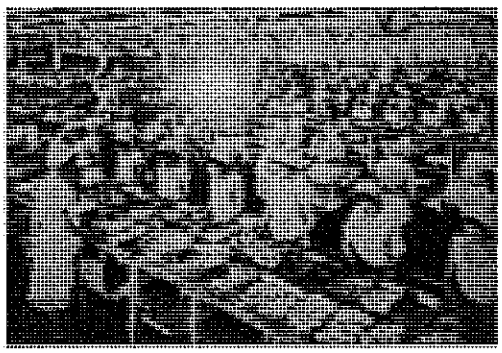
1900s
Developer Walter Crossman advertises Sunnyvale as "the City of Destiny"



1904
Dried fruit production in Sunnyvale begins



1906
Joshua Hendy Ironworks relocates to Sunnyvale. First major non-agricultural industry to locate in Sunnyvale, originally makes mining equipment, switches to other products including marine steam engines



Chicago meat-packing company Libby, McNeill & Libby chooses Sunnyvale as the location for their first fruit cannery

First telephone switchboard in Sunnyvale

1908
Sunnyvale Standard, Sunnyvale's first newspaper,

begins publication

1912
Sunnyvale residents vote to incorporate. California women had won the right to vote the previous year, so this was the first vote cast by most Sunnyvale women

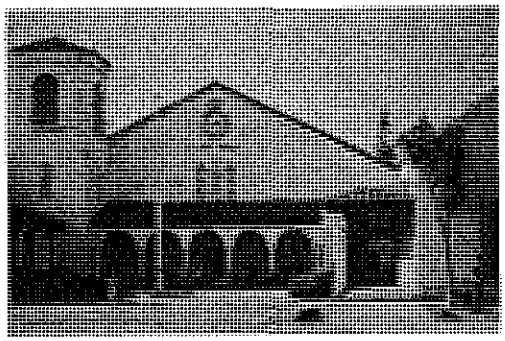
1913
Planning begins for the "Port of Sunnyvale". Sunnyvale never does develop a waterfront on the Bay

El Camino Real is paved

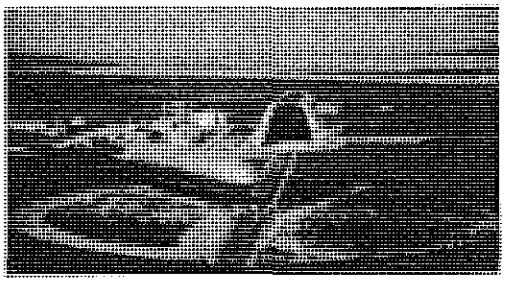
1914
Public library established

1924
Edwina Benner serves as Mayor of Sunnyvale, the first of four terms, in rotation among members of city board of trustees, the first woman mayor in California

1925
Fremont High School opens

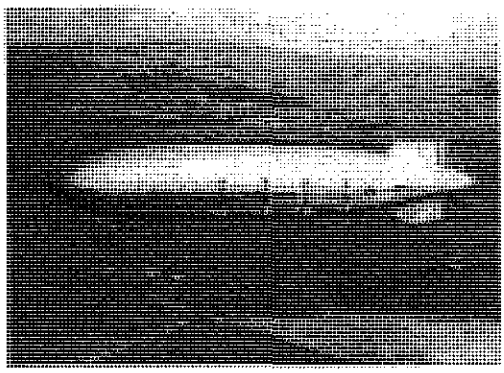


1929
Mission-revival town hall opens



1930
Congress chooses to place its West Coast dirigible base in Sunnyvale/Mountain View. Naval Airstation Sunnyvale later renamed Moffett Airfield

1933
Naval Airstation Sunnyvale opens and the navy dirigible *Macon* arrives

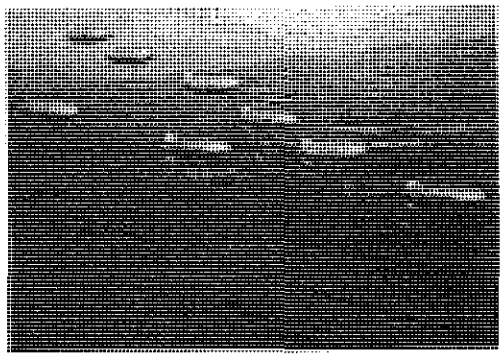


1935
Macon lost off the coast of Monterey

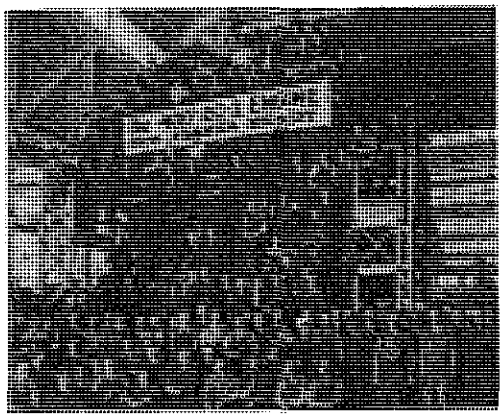
1939
Flight research begins at the Ames Laboratory of the National Advisory Committee for Aeronautics (NACA, the forerunner of NASA)

1940s
War-time economy begins a permanent shift from fruit farming to high-tech industry in the Santa Clara Valley

As defense industry causes a shortage of agricultural workers, large-scale immigration from Mexico to the Santa Clara Valley begins



Navy blimps based at Moffett Field patrol the California coast

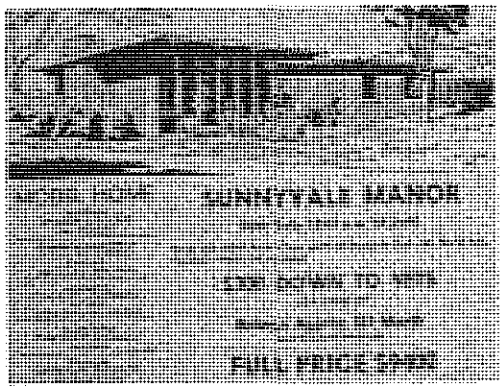


Workforce at Joshua Hendy Ironworks swells to 7,500. Massive marine steam engines were the main product, but development of naval guns, and later rocket launchers, took place at Hendy

1942
Executive Order 9066 directed that residents of Japanese descent be sent to internment camps

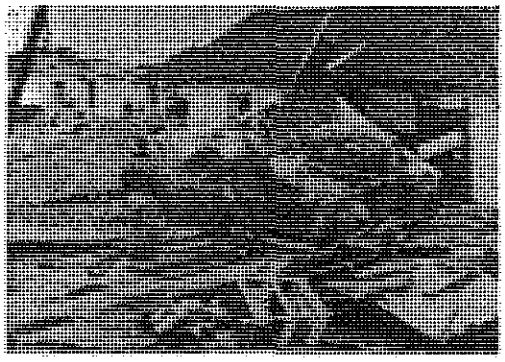
1944
City of Sunnyvale votes to urge Congress to permanently exclude Japanese from California. Rescinded 2001

1949
Sunnyvale government changes to a city manager system. Board of Trustees changed to a city council



Late 1940s
Orchards begin to be cleared away for homes, factories and office parks. Joseph Eichler best known builder of the period

1950
Police and fire services merged into Public Safety Department



1951
Tornado destroys or damages a number of Sunnyvale homes and businesses

1956
Aircraft manufacturer Lockheed moves its headquarters to Sunnyvale

Sunnyvale Historical Society organized

Sunnyvale High School opens

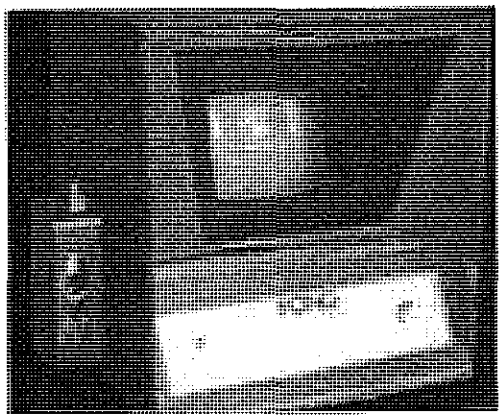
1960
Library relocates to current site on Olive Avenue, shares facility with City Council until 1970

1961
The historic Murphy House demolished

1963
Moffett Industrial Park created

1969
Advanced Micro Devices, Sunnyvale-based computer chip manufacturer, founded

1970
Current City Hall opens on Olive Avenue



1972
A protype Pong game set up at Andy Capp's Bar on El Camino Real in Sunnyvale, starting the computer game craze

5,000 year old remains, known as "Sunnyvale girl," found, evidence of early human habitation in the area

1973
Performance-based budgeting first used by a department of the City of Sunnyvale, the Public Safety Department. Performance-based budgeting later becomes a corner-stone of the city's management success

1975
Two members of ORCHARDS (Organization of Responsible Citizens to Halt Reckless Development in Sunnyvale) elected to city council on a platform opposed to further industrial growth

1977
Sunnyvale native Steve Wozniak's Apple introduces first personal computer

1979
Sunnyvale Town Center opens. Several blocks of homes and businesses, as well as the old town hall, had been demolished for the project. Largely through the work of Fern Ohrt, a grove of trees that had been planted by Sunnyvale residents around the town hall were saved and incorporated into the design of the Sunnyvale Town Center.

SUNNYVALE'S HISTORIC ARCHITECTURE: A BUILDER'S LEGACY

Sunnyvale's architecture is straightforward and direct, reflecting the community's working class character. Even well-to-do farmers and industrialists who figured prominently in the City's growth and development generally chose to build larger examples of practical and efficient bungalow and period revival styles, which today constitute the majority of the City's older housing stock.

Except for a few public structures, Sunnyvale buildings were constructed almost entirely by contract or on speculation by contractor/builders. They used popular house plans from pattern books, catalogs, and lumberyard fliers, plus mail order designs available through the *Sunnyvale Standard*. In most instances the homeowner was an active participant in determining the house's final appearance. Therefore, while practical and moderately priced, these homes were up to date and contemporary with the taste of the times.

Architectural styles change with time and fashion. Often one period overlaps another in local popularity so that design elements of a particular style are found incorporated in another. Such was the case in Sunnyvale, where owners and builders alike freely interpreted the wide variety of available building designs and plans. The following descriptions of building styles associated with Sunnyvale's development offer general guidelines to help citizens better understand their community's architectural heritage.

Pioneer Buildings (1851 – 1900)

Very few of Sunnyvale's pioneer residences still stand, and over time all have been modified from their original appearance. Most were constructed after 1964 when the railroad was built through Martin Murphy's Bayview Farm. Murphy designed his own spacious, rambling two- story home. He

flanked its basic Gable "I" form with large shed wings which enclosed the ends of an open double porch.

Murphy's generic design came from the traditional North American forms that were passed on to successive generations of builders and designers through the use of materials, shapes, textures, spatial organization, proportions among elements, and systems of ornamentation. In the West, simple straightforward "I" or "L" shaped envelopes with gabled and hipped roofs stemmed from remembered older eastern models, and construction depended on availability of materials.

Murphy's home was fabricated in Bangor, Maine, where the parts were numbered and lettered. It was transported by sailing ship around Cape Horn for assembly by Murphy and his ranch hands.

The Landmark William Wright home at 1234 Cranberry probably was built in 1862 and is the only standing example of this pioneer style. A 1918 remodeling modified somewhat.

Queen Anne (1880s –1910)

The Queen Anne style was introduced from England at the Philadelphia Centennial Exposition in 1876. It spread quickly to become one of the most common house styles in America. Its row house form, for example, abounds in San Francisco.

Irregular in composition, Queen Anne structures vary widely in size and design. The most common examples are in wood and display a variety of shapes and decorative details. Common to the style are bay windows (angled and square), stained glass, a variety of surface textures, including shaped shingles, and decorated eaves and porches, gables towers, and turrets.

In Sunnyvale, the Queen Anne's principal expression was in a cottage version. Remaining examples of these one and a half story farm houses and town residences can be seen at 901 Sunnyvale-Saratoga Road and 471 South Frances.

Colonial Revival (1840s – 1950s)

The Colonial Revival style reflects the rebirth of interest in early English and Dutch houses of the Atlantic seaboard which followed the 1876 Philadelphia Centennial Exposition. The Georgian and Adam styles form the backbone of the revival and can be seen best as the application of decorative elements from these modes to earlier house types. Typical features are the palladian window, swags and garlands, classical portico entries, and small square or diamond paned windows appended to Queen Anne, stick and shingle house styles.

The style was popularized nationally through women's magazines, particularly the *Ladies Home Journal*. Local contractor Harold C. Ray illustrated his 1908 *Sunnyvale Standard* advertisement with a photograph of a two story example. In spring 1924, William A. Radford's Chicago Architectural Mail Order House exhibited plans in the *Standard* for a six room Dutch Colonial house designed for a narrow lot.

A Dutch colonial house designed by the San Jose architectural firm of Wolfe and Higgens can be seen at 113 South Mary Avenue. A transitional version from the Queen Anne style can be found at 585 Old San Francisco Road, while architect Louis Scott's 1939 Georgian revival home for the Diesner Family is at 500 South Frances.

Craftsman/Bungalow (1905 – 1930s)

The Craftsman/Bungalow forms come from a variety of sources including the English arts and crafts movement, oriental wooden architecture, California adobe dwellings, Swiss chalets, and log cabin structures. The quality of execution that separates the craftsman style from the later pattern book Bungalow resulted from design by an architect rather than by a builder. The Craftsman/Bungalow structures were generally informal in plan, elevation, and detail. They both answered a recognized need for simpler residences, especially for the working classes.

Despite a multitude of styles, these buildings had certain basic characteristics. They hugged the ground with low pitched, projecting gable roofs generally with exposed rafters. They incorporated large porches, usually under a secondary roof supported by square or elephantine columns. They expressed the material from which they were made and, when carefully sited, settled well into their environment.

Well-designed bungalows abound in Sunnyvale. A wide variety of available ornamentation plus changes in gable motifs, differing window placements, and varied use of materials made it an ideal style for early tract housing. It was possible to build rows of these five and six room working class cottages without having to repeat plans on the same block.

The Obourn Tract on the south side of McKinley between Carroll Street and Bayview Avenue attests to this style's flexibility. Charles Parkinson of Parkinson Brothers Lumberyard used tree trunks to post his full width front porch in a particularly fine example of the craftsman Bungalow at 519 S. Murphy.

Spanish Eclectic Styles (1900 – 1950)

The earliest manifestation of this style was the Mission Revival, begun in the 1890s. It was viewed as a progressive architectural form because of its unadorned simplicity. Its prinicipal features included large expanses of whitewashed stucco walls, usually covering wooden balloon frames. Its low pitched roofs were capped with red tile. Arched windows and arcaded porches were common. Parapet walls and curvilinear gable ends reflected the shapes of California's mission facades.

Its initial appearance in Sunnyvale was in the form of commercial and public buildings. Built between 1907 and 1908, the Administration Buildling at the Joshua Hendy Iron Works and Libby, McNeil and Libby's first cannery structures were in the Mission style as was the First Baptist Church, designed by contractor Harold C. Ray. The vocabulary of the style also was employed in the design of C.C. Spalding's Bank of Sunnyvale at the corner of Washington and Murphy Avenue.

Many of the commercial structures built between 1908 and 1940 along the 100 block of Murphy reflect the Mediterranean influence, be it Mission or Spanish Colonial Revival. The latter was a popular house form in the late 1910s and the 1920s. These generally had twisted decorative columns and cast or curved ornaments, especially around windows and doors. Windows were relatively small and irregularly spaced. The style employed colored tile work and wrought iron window grills and was more formal in appearance than the Mission Revival.

Fremont High School, designed in 1925 by William H. Weeks, is an excellent example of the Spanish Colonial Style, as is local architect Louis Scott's four unit 1930 apartment building at 523-525 South Murphy Avenue. Scott also was responsible for a number of fine residences constructed in this style shortly before World War Two. One of these is at 505 South Frances.

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ATTACHMENT C

MINUTES

SUNNYVALE HERITAGE PRESERVATION COMMISSION
Wednesday, May 2, 2012 at 7:00 P.M.
West Conference Room, Sunnyvale City Hall
456 West Olive Avenue, Sunnyvale 94086

DRAFT

CALL TO ORDER/SALUTE TO THE FLAG

ROLL CALL

Present: Chair Jeanine Stanek; Vice Chair David Squellati; Comm. Amrit Verma; Comm. Nirmala Vaidyanathan; Comm. Dale Mouritsen; Comm. Mark Johnson

Absent: None

Staff Present: Ryan Kuchenig, Associate Planner; Diana O'Dell, Senior Planner; Joey Mariano, Recording Secretary

Mayor Tony Spitaleri

SCHEDULED PRESENTATION

None

PUBLIC ANNOUNCEMENTS

None

CONSENT CALENDAR

1. Approval of Draft Minutes of March 7, 2012

Comm. Vaidyanathan noted some grammatical changes.

Comm. Vaidyanathan made a motion to approve the Minutes of March 7, 2012 as corrected. Comm. Mouritsen seconded. Motion carried unanimously 6 - 0.

PUBLIC COMMENTS

None

PUBLIC HEARINGS/GENERAL BUSINESS

2. Board and Commission Member Recognition

Mayor Spitaleri thanked the Commission for their service. He presented a "Certificate of Appreciation" to Vice Chair Squellati for his service to the City.

3. "Cultural Heritage of Sunnyvale" – Study Issue Overview

Diana O'Dell, Senior Planner discussed the study and summarized what she has researched. She also noted that the book "The City of Destiny", by Mary Jo Ignoffo, had some good historical information about Sunnyvale, and that she is in contact with the publisher for permission to use certain material for the study. She noted that there is a Cultural Diversity Committee within the City Manager's Office that may be able to contribute additional information. She further noted a few local community organizations that she would like to contact. She also provided a tentative schedule of the study, and the final product would include a web based publication for easy access to the general public.

Comm. Mouritsen noted that the OHPIE (Orchard Heritage Park Interpretive Exhibit). The OPHIE binders included experiences of growing up and living in that unique orchard culture. He mentioned that these binders are available in the Sunnyvale Heritage Park Museum archives.

Comm. Mouritsen noted that this project would be a great resource for study issue CDD 12-03 (Cultural Heritage of Sunnyvale).

Ms. O'Dell clarified the literature at the Heritage Museum with Comm. Mouritsen.

Comm. Johnson arrived.

Comm. Mouritsen re-affirmed that this information contains names and locations of these family orchards.

Comm. Johnson noted that he had attended Mary Jo Ignoffo's class this quarter at De Anza College.

Chair Stanek noted that she had listened to an audio tape from a man named Delgado. She believes that his family was from Spain. She mentioned that he described a personal story of how life was like in the past in the area.

Comm. Mouritsen asked if it is possible to directly contact cultural groups around the City. Ms. O'Dell responded that she can coordinate with Library staff, as they have experience with conducting these types of interviews.

Chair Stanek mentioned Flo Wong, an artist in Sunnyvale who has given presentations in the area. She noted that although she did not grow up in Sunnyvale, she is very well versed in the local culture and would be a good source for the Chinese community.

Comm. Johnson noted the Imahara family and Jean Libby, a local historian of Africa-American history.

Comm. Mouritsen mentioned a gentleman named Bob Shouse, who is a volunteer at the museum, and is a great source for information regarding German-Russian culture in Sunnyvale.

Ms. O'Dell described this study as a two-step process, to identify the several groups and gather information, and then provide it in a more accessible format.

Chair Stanek noted the July 11 meeting, which is the 2nd Wednesday of the month, rather than the typical 1st Wednesday.

DRAFT

NON-AGENDA ITEMS AND COMMENTS

- BOARD MEMBERS OR COMMISSIONERS ORAL COMMENTS

Comm. Johnson noted that he had recently seen the construction of the building on Washington Avenue and stated that it seems to be going well.

Chair Stanek thanked Vice Chair Squellati, Comm. Mouritsen, and Comm. Vaidyanathan for serving as judges for the writing contest. She noted that awards for the writing contest will be given at the next Council meeting. She described some writings that were submitted.

Chair Stanek noted that she received mail about the Historic Preservation Conference in Sonora in June.

- STAFF ORAL COMMENTS

Mr. Kuchenig pointed out that there will be a meeting on June 6 to review the FY 2012/2013 Program Budget.

INFORMATION ONLY ITEMS

None

ADJOURNMENT

The meeting adjourned at 7:55 P.M

Respectfully submitted by:

_____

Ryan Kuchenig, Associate Planner

DRAFT

Notes from Human Relations and Cultural Diversity Committee

May 23, 2012

Ethnicity – They suggested using Census or school records to see how ethnicity has changed over time in Sunnyvale and help identify groups to collect histories from.

Structures – The following structures or facilities could provide additional history information:

- Stanford University and Santa Clara University
- Heritage Preservation Structures
- Japanese American Museum of San Jose
- Old restaurants and longtime businesses

Groups – The following groups, though not located directly in Sunnyvale, may have members or resources that can contribute to Sunnyvale's history.

- Indian Community Center in Milpitas
- Masonic / Rotary / Elks Lodge
- Yahoo! Groups for local cultural groups, including Israeli groups
- Cherry Blossom Festival organizers
- Senior Center

Other Cities – Look at the resources in neighboring cities such as Cupertino and Mountain View and see what can be contributed from their information.

DRAFT MINUTES
SUNNYVALE HERITAGE PRESERVATION COMMISSION
Wednesday, September 5, 2012 at 7:00 P.M.
West Conference Room, Sunnyvale City Hall
456 West Olive Avenue, Sunnyvale 94086

CALL TO ORDER/SALUTE TO THE FLAG

Present: Chair Jeanine Stanek; Vice Chair David Squellati; Comm. Amrit Verma; Comm. Dale Mouritsen; Comm. Mark Johnson

Absent: Comm. Nirmala Vaidyanathan (Excused)

Staff Present: Ryan Kuchenig, Associate Planner; Diana O'Dell, Senior Planner; Joey Mariano, Recording Secretary

Council Liaison: Jim Griffith

Members of the Public: Deborah Marks

ROLL CALL

SCHEDULED PRESENTATION

None

PUBLIC ANNOUNCEMENTS

CONSENT CALENDAR

1. Approval of Draft Minutes of August 1, 2012

Comm. Vaidyanathan recommended grammar changes on page two.

Vice Chair Squellati made a motion to approve the Minutes of August 1, 2012. Comm. Mouritsen seconded. Motion carried 4-0 with Comm. Vaidyanathan abstaining.

PUBLIC COMMENTS

Deborah Marks, member of the Public, spoke about the Mello's Property on 221 North Mathilda Avenue. She asked staff if the property is a protected City heritage resource. She noted that the owner is planning on selling the property, and she showed concern that the new owner will demolish the home on the property.

Mr. Kuchenig replied that the home on the nursery is on the Heritage Resource List, which has guidelines for preservation.

Comm. Mouritsen asked if there is anything in writing regarding the home at Mello's Nursery.

Chair Stanek replied that the home is listed "Images, Sunnyvale's Heritage Resources" prepared by the California History Center, De Anza College. She also stated that the home is on the City's Heritage Resource list, and clarified if the preservation status agreement between the owner and the City breaches, then the City's Neighborhood Preservation Division would be notified to enforce the City code regarding heritage preservation.

Chair Stanek noted that any property on the Heritage Resource Inventory that is to be demolished or changed must ask for approval by this Commission.

Mrs. Marks asked if there is any protection to the house if the owner cannot afford the upkeep of the Heritage Resource.

Diana O'Dell, Senior Planner noted that the City can work with the owners to provide assistance by referring resources, such as grants and other financial assistance if available.

Comm. Johnson asked if the homeowner can de-list the property from the Heritage Resource list.

Chair Stanek re-instated that the owner cannot just tear down the house, and a comprehensive study will determine by vote by this Commission if the house is approved to be modified or demolished.

Mr. Kuchenig noted that the Department of Public Safety's Neighborhood Preservation Division would be notified to provide enforcement for the owner to maintain their agreements as one of the Division's objective is resolving property maintenance violations in accordance with the Sunnyvale Municipal Code.

PUBLIC HEARINGS/GENERAL BUSINESS

2. FILE #: 2012-7115
   Location: City Wide
   Study Issue: **Cultural Heritage of Sunnyvale:** A study researching cultural heritage of Sunnyvale to establish an ongoing program that collects further history and information.
   Staff Contact: Diana O'Dell, 408-730-7257, dodell@ci.sunnyvale.ca.us

Ms. O'Dell summarized her report and noted three objectives, to accept a context statement that publishes known research of Sunnyvale history; acknowledge the newly-launched Sunnyvale Heritage website that aggregates links to books, podcasts, videos and other resources on Sunnyvale's history and cultural richness; and direct staff and the Heritage Preservation Commission to continue to make a special effort to reach out to cultural and ethnic groups for the ongoing Sunnyvale Voices digital history program.

Ms. O'Dell noted that public outreach was conducted to retrieve feedback from non-European cultures in the City. She noted that the Public Library has plenty of resources that are already available. She also said that the Library is accepting digital stories.

Comm. Vaidyanathan asked Chair Stanek regarding page twenty-eight of the Context Statement, and asked if she meant page 29. Chair Stanek affirmed.

Chair Stanek noted that the actual name of the school known as "Encinal" was actually named Encina, and that the City was once named Encinal. She also noted that the **Libby McNeil** spelling is actually spelled McNeill. She also noted that another major correction was that there is no solid evidence that the Murphy Home was from Bangor, Maine; and that other literature refers that the home is from New England.

Comm. Mouritsen asked if there are any Murphy descendants.

Vice Chair Squellati noted that Anne Joy has recently passed; however, her relative resides in the central valley.

Chair Stanek noted that Allan Roundtree, a volunteer at the Heritage Museum, have been conducting research through www.ancestry.com to try to find relatives of the Murphy family.

Comm. Mouritsen asked who put the Context Statement together. Mrs. O'Dell replied that it was put together from various resources.

Comm. Johnson asked about page three of forty-one of the Context Statement. Ms. O'Dell clarified.

Comm. Johnson commented on several pages of the context statement, and stated that he is generally not satisfied. He expressed concern regarding the lack of ethnic cultures within the context. He noted that his initial objective of bringing up this study was to capture the ethnic cultures in Sunnyvale.

Ms. O'Dell affirmed with Comm. Johnson, and noted that a challenge in preparing this context statement was finding written documentation of other ethnic cultures specific to Sunnyvale. She mentioned that Mary Jo Ignoffo's book regarded Asian farmers working in the fields, but could not find any.

Comm. Johnson agreed, and stated that this is one of the reasons why he had brought up the issue. He was in hopes to create documentation for these groups.

Chair Stanek noted that she learned of a person in the 1819 Census who was from France, married a man form Mexico, but the census did not document her ethnicity.

Ms. O'Dell re-affirmed that it was difficult to find context from non-European cultures, and mentioned that the Context Statement is a starting point for other ethnic cultures in Sunnyvale to be recognized as we find information. She also said that the digital stories and other tools for recording other groups also available.

Comm. Johnson asked staff if they were able to find literature in other languages.

Ms. O'Dell replied that she did find context of other non-European cultures in the county, but was not specific to Sunnyvale.

Comm. Johnson asked if Ms. O'Dell was able to gather information pertaining to Costanoan Indians in Sunnyvale.

Chair Stanek noted Lupe Yñigo, one of the few Native Americans to hold land grants that his home was located in Moffett Air Field Base.

Comm. Vaidyanathan noted the remains of an American Indian descendent in the area of CA Hwy 237 and US Hwy 101 was found by a team from Santa Clara University.

Comm. Johnson noted that Vice Mayor Whittum previously stated that there may be other findings of American Indian remains; however, this location information is not available to the general public.

Chair Stanek noted her experience with creating digital stories, and that it was difficult to speak in front of a camera without someone asking you questions.

Mrs. O'Dell noted that the City conducted oral histories in the form of an interview, where they are available at the library.

Comm. Johnson said he liked the aspects noted in the report, but they did not get into the Context Statement.

Ms. O'Dell noted that the Context Statement is based on events and structures.

Comm. Johnson stated that the Context Statement did not include the cultural diversity he intended to include when he endorsed the study issue.

Vice Chair Squellati noted that the report mentions that information about other ethnic groups should be gathered from the digital books, and he said these groups should be included in the Context Statement and not just the report.

Comm. Johnson agreed with Vice Chair Squellati that more cultural groups should be added to the Context Statement.

Comm. Vaidyanathan questioned staff about the alternatives in the report, and asked for clarification.

Ms. O'Dell commented that the Commission can make any recommendations they may find needed.

Chair Stanek asked council liaison Griffith for any comment.

Council Liaison Griffith stated that they are the primary Commission for this study issue, and City Council will be looking for direction from them. He said the Commission should make their motions and any recommendations for the Council.

Mr. Griffith also stated that the Context Statement is a living document and it does not have to be finalized and approved at this time. He reiterated that their comments and recommendations are more important.

Comm. Johnson noted that he is not contempt with the Context Statement, and he asked staff to include the non-European diversity within Sunnyvale. He stated that he cannot approve the statement until then.

Chair Stanek asked the Commission for any motions.

ACTION: Vice Chair Squellati made a motion on 2012-7115 for Alternative 2 with modifications: Direct staff to take additional action to document and publicize the cultural and ethnic history aspect to the Context Statement, the www.history.inSunnyvale.com website, and to add more ethnic cultures to the digital books program. Comm. Mouritsen seconded

Mr. Kuchenig asked the Commission for clarification to the amended motion.

Chair Stanek asked Comm. Johnson if he was contempt with the motion.

Comm. Johnson noted he is in agreement with Vice Chair Squellati's motion.

Ms. O'Dell noted some examples of motions they can make. She summarized the steps she will take and how it will be presented to the City Council on October 2, 2012.

Comm. Johnson clarified the motion.

Council Liaison Griffith announced to the Commission that their attendance to the City Council meeting for this item may be valuable as the City Council may ask for clarification.

Motion carried unanimously 5-0 with Comm. Verma absent.

Chair Stanek directed staff to send the e-notification link on the City web site to the Commission so that they can receive notice of the City Council agenda.

Mr. Kuchenig noted that this item will be brought to the City Council on October 2, 2012.

3. Discussion of Potential Study Issues for 2013

Mr. Kuchenig noted that the last meeting included this discussion, and that he will be circulating those ideas to the Commission in written form. He also noted last year's study issues, heritage structures, trees, and the other was regarding a study of the downtown area for any possible heritage resources. He then noted the 2013 Study Issue calendar dates to get a sense of the schedule, and that last year's study issue ideas that were dropped can be re-introduced in a revised version.

Comm. Johnson noted that he did not agree with the previous wording to last year's study issue CDD 12-04, Recognition of the Technological Events and Innovations of Sunnyvale. He stated that he would like to re-read the study and re-introduce a revision.

Council Liaison Griffith said that he is not clear of how much change is needed for the City Council to co-sponsor a study issue that was previously dropped.

Vic Chair Squellati asked staff for the exploration of financial assistance to existing heritage resources that may need it.

NON-AGENDA ITEMS AND COMMENTS

- BOARD MEMBERS OR COMMISSIONERS ORAL COMMENTS

- STAFF ORAL COMMENTS

Comm. Johnson asked if there were any comments to the Centennial Celebration. Chair Stanek noted that it was a big effort from many people, and the only comment she received was from the food vendors regarding not able to serve alcohol.

Mr. Kuchenig noted that there is no Heritage meeting in October.

INFORMATION ONLY ITEMS

Council Liaison Griffith summarized Council's action regarding the sale of the homes on Jackson, and they authorized staff to work with Habitat for Humanity to buy the homes and the efforts to add a bike lane on the street.

Ryan Kuchenig noted the upcoming Planning Open House for current issues they are studying.

ADJOURNMENT

The meeting was adjourned at 9:10 p.m.

Respectfully submitted by:

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Ryan Kuchenig, Associate Planner