

Appendix D

Historical Resources Assessment

HISTORICAL RESOURCES ASSESSMENT

San José Flea Market

1590 Berryessa Road

San José, Santa Clara County, California

(APNs 241-03-020, 241-04-006, & -007; 254-17-007, -052, -053, 084, & -095)



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1.0 INTRODUCTION

This document constitutes a historical and architectural assessment of properties associated with the San José Flea Market site (1590 Berryessa Rd, San José, Santa Clara County, California). The properties that encompass this facility are owned by The Flea Market, Inc. and Bumb and Associates, and all are presently utilized by the San José Flea Market operation.

This study was conducted from April through August of 2005 by the firm of Archives & Architecture: Heritage Resource Partners of San José, California. The report was prepared at the request of Demetri Loukas of David J. Powers and Associates, Inc., an environmental consulting firm also located in San José, California.

The purpose of this Historical Resources Assessment (HRA) was to conduct a review and assessment of historic resources for the San José Flea Market site that may be affected by future development projects in the study area. The intent of the HRA is to:

- Identify potentially significant historic and architectural resources within the project areas;
- Present the results of an assessment of the impacts of the project on these properties; and
- Suggest mitigation options for known or potential resources that may be impacted.

The City of San José has determined that an Environmental Impact Report (EIR) is required to address the future development of the San José Flea Market site, which is the subject of Planned Development rezoning # PDC03-108. This rezoning is to accommodate future development of up to 2,855 residential units and up to 1,500,000 square feet of commercial/industrial uses which could include offices, research and development, neighborhood retail, and/or retail uses. This HRA has been prepared to meet both state and city regulatory and planning requirements for historical resources in accordance with the California Environmental Quality Act (CEQA) and historic preservation policies of the City of San José.

1.1 Project Location

The proposed project incorporates all the lands presently utilized by the San José Flea Market, encompassing just over 120 acres, of which 57.05 acres are located on the north side of Berryessa Road and 63.25 acres on the south side of Berryessa Road. These properties are located on both sides of Berryessa Road between the Coyote Creek and the Santa Clara Valley Transit Authority (VTA) right-of-way. The properties are currently identified by the Santa Clara County Assessor as APNs 241-03-020, 241-04-006, & -007; and 254-17-7, -52, -53, -84, & -95. The site is bisected east/west by the public properties that contain Berryessa Road, Upper Penitencia Creek, and an underground facility of the Santa Clara Valley Water District (SCVWD). The SCVWD facility is identified by the County Assessor as 254-17-34 and crosses the southern parking area of the flea market near Mabury Road. The Universal Transverse Mercator coordinates for the site, placed at the main entry off Berryessa Road is UTM Zone 10S 599318mE 4136461mN, and the area falls within the USGS 7.5 minute series topographic San José East quadrangle in Township 6 South, Range 1 East of the Mount Diablo Base Meridian.

1.2 Qualifications of the Consultants

The principal author of this report and evaluator for significance was Franklin Maggi, Preservation Planner, and a partner in the firm of Archives & Architecture. Mr. Maggi consults in the field of historic architecture and urban development. Mr. Maggi has a professional degree in architecture with an area of concentration in architectural history from the University of California, Berkeley. Charlene Duval, Public Historian and partner in the firm of Archives & Architecture, has a Master of Social Science with emphasis in History, Geography and Archeology from San José State University. Ms. Duval conducted

the property research within this report. Leslie Dill provided architectural and site analysis. She is an Architectural Historian and partner in the firm of Archives & Architecture and has a Master in Architecture with a Certificate in Historic Preservation from the University of Virginia. Consulting historian Bonnie Montgomery conducted research into the context of flea markets and prepared the historical background of the San José Flea Market. Ms. Montgomery has a Master of Arts degree and is owner of Bay and Valley Publishers, a firm specializing in local history books. Mr. Maggi, Ms. Duval, and Ms. Dill meet the Secretary of the Interior's qualifications to perform identification, evaluation, registration, and treatment activities within the fields of Architectural History, History, and Architectural History, respectively, in compliance with state and federal environmental laws.

1.3 Methodology

This assessment is presented in a report format for use in development of the draft Environmental Impact Report for the Flea Market Planned Development Rezoning. The buildings and site within the scope of this report were examined in the summer of 2005, by Franklin Maggi, Leslie Dill, and Bonnie Montgomery. Notes on the architecture, characteristic features of the buildings, and the physical context of the area were made. Photographs of the exterior of the buildings and structures and the related sites were taken during a number of weekday and weekend visits to the site during open hours of operation of the market. Unlabeled photographs within this report were taken digitally by Franklin Maggi during these visits. Architectural descriptions within this report were written based on these notes and photographs. Historical research was conducted by Charlene Duval and Bonnie Montgomery, and included visits to major repositories of local historical source material. These repositories included the California Room at the Martin Luther King Jr. Joint Library, the historical archives at History Park in San José, and the Santa Clara County Recorder's and Surveyor's Offices. Leslie Dill added oversight and analysis throughout the process. This report was prepared utilizing the methodology recommended by the National Park Service, as outlined in Preservation Briefs #17 - Architectural Character: Identifying the Visual Aspects of Historic Buildings as an Aid to Preserving Their Character (1988), and #35 - Understanding Old Buildings: The Process of Architectural Investigation (1994).

The historical background was generated by combining the data from historic maps, property title information, tax assessment records, city/county directories, population and agricultural census data, and biographical information in published histories. The goal was to develop an understanding of the persons and activities associated with the study area since the first occupation of the region by non-indigenous peoples. Discussion of the pre-historic period is not a part of this report; that investigation and assessment is being performed by others. The context of flea markets and the history of the San José Flea Market was developed using secondary references such as newspaper articles and online sources. Oral interviews were not conducted as a part of this study, and no contemporary technical studies of the San José Flea Market are known to exist. The site vicinity has been the subject of at least two other relevant studies; an investigation related to archeological site CA-SCL-438H by Archeological Resource Management in 1981 near the southern areas of the subject site, and the study of Coyote Creek prepared by Glory Anne Laffey and Rob G. Detlefs of Archives & Architecture in 1993.

1.4 Survey Status

Neither the subject property nor any of the individual extant buildings within the study area are presently listed on the California's State Historic Property Data File. The site underwent a preliminary study for cultural resources within a 2001 review by Holman & Associates of San Francisco for the San José Housing Opportunities Study Phase II, of which both Charlene Duval and Franklin Maggi contributed. Additionally, an intensive-level investigation of potential historical sites was conducted by Charlene Duval earlier in 2005 for use by the archeological consultant on this project. The data generated by that preliminary study is incorporated and enhanced in this report. The subject site has not been recorded on any local, state, or national inventories of historic (or potentially historic) resources.

1.5 Summary of Findings

1.5.1 Significance Summary

The properties were evaluated for significance under CEQA for this report, as well as for the project's compliance with City of San José policies and regulations relative to historic resources. The original San José Flea Market site of about 40 acres located along the south side of Berryessa Road reflects a unique pattern of commercial development in Santa Clara Valley that has made a significant contribution to the broad patterns of local and regional history. The provision of physical service buildings and the maintenance of an open physical space have provided a framework that allows a distinctive economic and social culture to flourish in San José. The buildings and structures on the site are not distinguished; most of the built environment of the flea market facility consists of vernacular structures or temporary covers that have been erected in the last 25 years. The site contains a small number of buildings that pre-date the establishment of the flea market, but these buildings are also vernacular in construction and do not represent important patterns of development that occurred on the site prior to 1960. The significance of the original flea market site is found in the unique character of this permanent, open-air, public market, within the context of local commerce in San Jose from 1960 to about 1980.

The original flea market site is found to meet the minimum criteria for listing in the California Register of Historical Resources as representing a significant local pattern of development. Although listing on the California Register normally requires that resources be at least 50 years old, the San José Flea Market, now slightly over 45 years old, is of exceptional importance in the context of local history and culture.

The larger site consisting of about 80 acres of parking has additional historical associations that are important to the evolution of contemporary society in Santa Clara Valley. Part of the north parking area was once part of George Hobson's dairy, the first such facility in Santa Clara Valley. The same site was also the early home of two important woman physicians, Amy and Jane Bowen. Daisy Bowen, sister of Amy Bowen, also lived on the property for a time. Although she was disabled, she established a career locally as a pharmacist and later attorney. Additionally, a portion of the market site was once the rural residence of the Borchers family who established in early San José a well-known construction supply business that existed for almost a century. These associations are not evident today, and do not have direct relation to the significance of the property from an extant historic resources perspective.

1.5.2 Impact Summary

Demolition of the extant buildings on the original flea market site constructed during the period of significance (1960-1980) and alteration of the site's open space to accommodate the construction of the proposed project will have a significant effect on the environment in the context of historic resources as defined by CEQA. Even though the facility is privately owned and operated, and the significance is associated with the culture of the market space, not the buildings and structures, of which most are temporary in nature and which in themselves are secondary to the site's significance, the buildings provide a framework and a support function for the significant cultural resource.

Cumulative impacts were also considered as a part of this historical evaluation. The closing of the San José Flea Market at this location, and demolition of the buildings and structures, will not have a cumulative impact, as the flea market is not a part of a larger context of similar, historically associated, resources; therefore, the project would not appear to have cumulative impacts associated with extant historic resources as defined by CEQA.

1.5.3 Mitigation Summary

The final section of this report suggests actions to mitigate some of the impact that may result from implementation of the proposed project. Because most of the site consists of buildings and structures that are vernacular in character and temporary in construction, preservation of the existing physical environment as it exists today is not suggested as mitigation to preserve the historic resource in any scenario other than a no-project alternative or a project that is substantially reduced in scope. Partial preservation of the flea market use however could maintain enough of the original market area to retain its historic value as an important venue of local commerce.

Preservation of the open space and related physical support structure that provides for the maintenance of this historic cultural landscape is a complex issue that does not conform to traditional preservation or conservation analysis. The associative cultural landscape of the San José Flea Market consists of diverse communities that have converged within the framework of commerce, but that are dependent upon centralized ownership and operational management that is not within their control. The sustainability of this support system would require collaborative strategies to identify and retain the values of the market as it has historically developed.

As with all cultural landscapes, change has modified the physical aspects of the place known as the San José Flea Market over time. Preservation of this urban place within the context of the metropolitan San José requires further investigation into broader patterns, processes, and interactions that have developed that help define its essential character. While this additional analysis would be necessary to implement mitigation actions, the analysis could be undertaken independently from this report, as its conclusions are not needed to determine the resource's historical and/or cultural significance under CEQA.

1.6 Regional Map

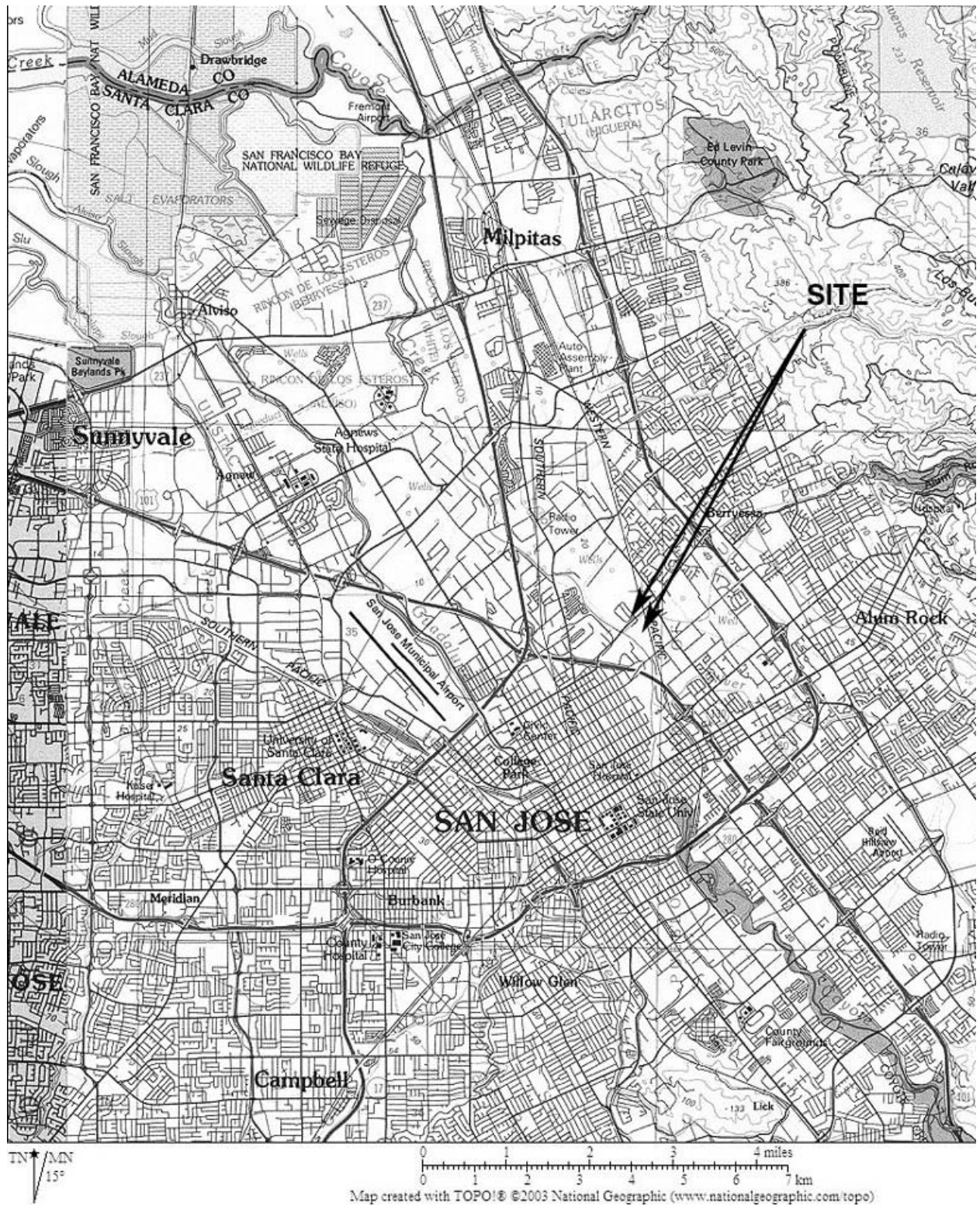


Figure 1: Portion of USGS San José East and West quadrangles, (photo revised).

1.7 Neighborhood Map

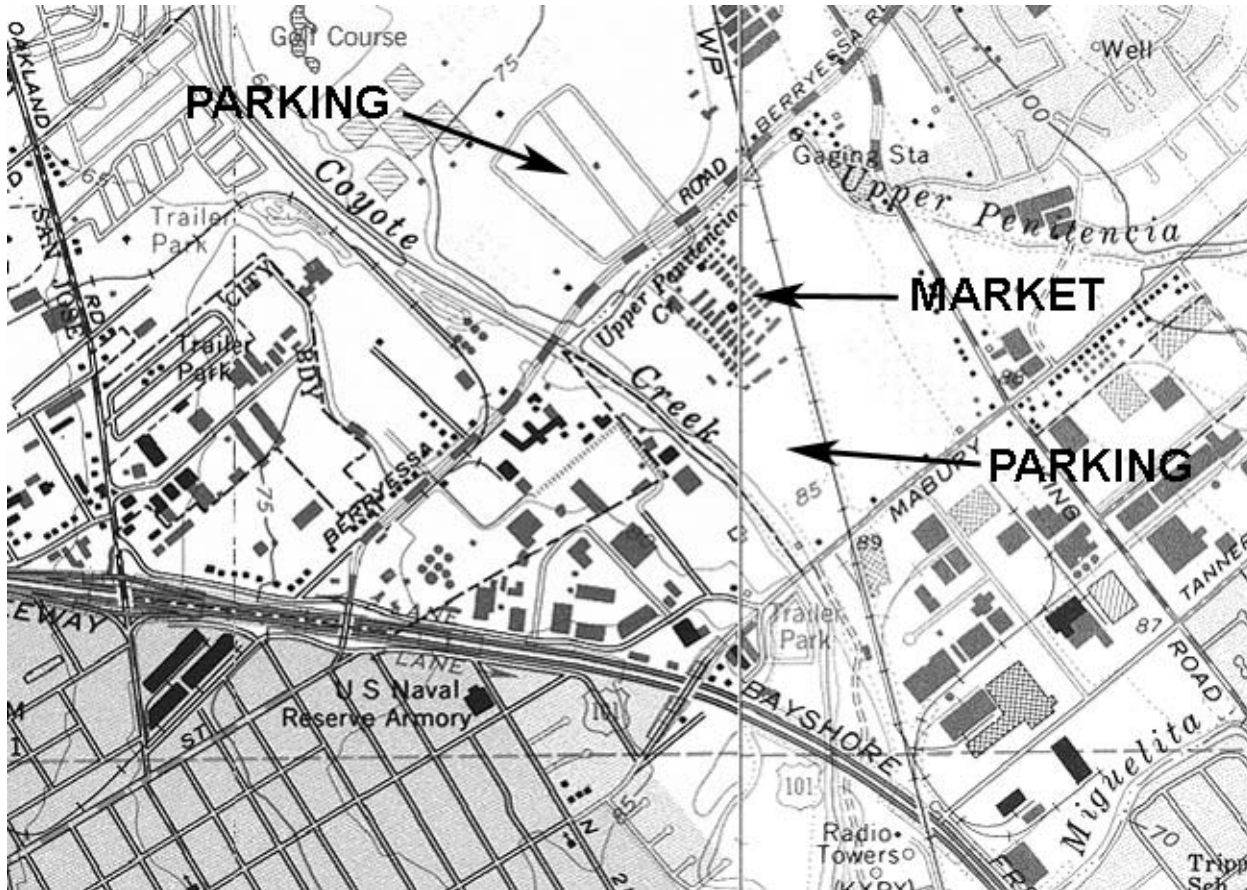


Figure 2: Detail view of portion of USGS San José East quadrangle, 1980 (photo revised).

2.0 HISTORICAL INFORMATION

2.1 Historical Overview

The San José Flea Market is within the bounds of what were once the public lands of the *Pueblo de San José de Guadalupe*. The *pueblo* was originally established in November 1777, when colonists from *Nueva España* (New Spain) settled north of present Downtown San José near what are now known as Hobson and San Pedro Streets. This location was subject to frequent flooding, and the *pueblo* was relocated in the 1790s a little over one mile south, centered near what is now the intersection of San Fernando and Market Streets. The *pueblo* was the first civil settlement established by Spain in *Alta California* (Upper California). Its primary function was to supplement the crops grown within the Franciscan mission system and to support Spain's military garrisons at Monterey and San Francisco. During the Colonial Period (1777-1821), as well as during the era that Mexico had jurisdiction over the region (1822–1846), the lands east of the *pueblo*, known as the *ejidos*, were used for cattle grazing. Early Spanish documents also indicate a *pueblo* garden area along the Coyote Creek. The San José Flea Market is to the northeast of Coyote Creek and is within the historic *ejidos*. The local area may be associated with early agriculture during the pre-American settlement of Santa Clara Valley in historical times. Human occupation and use of land associated with the San José Flea Market properties by pre-historic communities is not a part of this study.

Both the Coyote and Penitencia Creeks appear to have been named during the Spanish Period. Coyote Creek widened out north of present-day Julian Street into a large flood plain that extended from about North 21st Street on the west to where the present channel of the creek currently exists. Penitencia Creek once flowed to near the eastern corner of the San José Flea Market site, where it angled northwesterly and ran parallel to the Coyote Creek. It had once continued northwesterly to its eventual confluence with the Coyote Slough at the northerly edge of San José's city limits, but was re-routed about 1852 when apparently an early farmer plowed between the two creeks; then heavy rains permanently diverted the creek west, to its outfall into Coyote Creek, as it exists today. The Franciscan Fathers at Mission Santa Clara during the late 1790s reportedly established an area of mutual confessions at the intersection of the northwesterly flowing Penitencia Creek (hence the likely source of its name) and the road to the mission *milpas* (cornfields) that were planted in present day Milpitas (Loomis 1982; Hoover 1932; Spearman 1963). Penitencia Creek was also known as *Arroyo Aguaje* (cattle watering place) according to *Signpost*/author Patricia Loomis. At some point after the creek was permanently diverted into the Coyote Creek in its current location at Berryessa Road, it was renamed Upper Penitencia Creek; the lower portion of the creek was filled from Berryessa Road northward, to where it connects to Berryessa Creek.

The historic channel of Silver Creek also appears to have crossed the subject site prior to the twentieth century, and portions of this channel reached Upper Penitencia Creek as late as 1931 as shown on the USGS aerial taken at that time. The 1876 Thompson & West Atlas as well as the historic 1899 USGS map of San José shows Silver Creek running parallel to the Coyote Creek to where it tees into the re-routed Upper Penitencia Creek. The lower portion of Silver Creek at that time drained a swampy area where Lake Cunningham Park is presently located; its outfall was either into the Coyote Creek just north of Berryessa Road or more likely it veered northerly and merged into the historic channel of Penitencia Creek that once flowed through the property that is now the San José Flea Market parking lot north of Berryessa Road. The Thompson & West Atlas shows a jog in Berryessa Road that may have been the site of a bridging of this early alignment of Silver Creek. Most of the canyons in the east foothills southeast of San José once emptied into the bog near Tully and White Roads. The upper portion of the historic Silver Creek has been diverted to the Coyote Creek south of Capital Expressway, and the historic lower portion of Silver Creek collects Babb, Flint, Norwood, Quimby, Fowler, Yerba Buena, Thompson, and Dry Creeks and now T's into the Miguelita Creek culvert southwest of King Road across from Schulte Drive. The diversion from the San José Flea Market site was affected with a concrete-lined channel which outfalls to the Coyote Creek at the southeasterly corner of Fred Watson Park.

During American territorial control prior to the concession of Upper California by Mexico in the Treaty of Guadalupe Hidalgo, residents in San José began to plan the future city based on the traditional grid pattern found throughout the West. By 1848, the grid as we know it now had been formally established based on the work of William Campbell and engineer Chester Lyman; it is known as the area of the Original Survey. It extended from Market Street to Eleventh Street, and from what is now called Julian Street on the north to Reed Street on the south. The completion of these surveys paved the way for future development, traffic flow, land speculation, and expansion. By 1851, the limits of the city had been extended to the northeast to Berryessa Road and the Coyote Creek near what is now the present day San José Flea Market site.

Beyond the lands of the Original Survey to the east were the greater public lands of the Pueblo, known as Pueblo Tract No. 1. The first attempt to subdivide this large area was the Hutton Survey¹ in the summer of 1847, shortly after the May adoption of the Campbell Survey by the *Junta* (San Jose's first transitional government after Mexican rule). The Pueblo Lands were divided by lot among the heads of families living in the town at the time, and were located to the east of town beginning at about Eleventh Street.

¹ These lots were identified in a compilation out of the County Surveyors Office in 1862 by S. Worsley Smith and are referred to as the Pueblo Farm Lots (Book A Page 49 of Maps). He found that most of the lots fell far short of the so-called 500-acre description in the Hutton Survey – the original map had disappeared by 1871 (Hall 1871).

Almost immediately, these lots were acquired by land speculators. The Hutton Survey, also referred to as the 500-lot survey or later as the Pueblo Farm Lots (Maps A:49) was later contested and ruled invalid by the courts; however, the early deeds and tax assessment records usually refer to the property numbers of the Pueblo Farm Lots map within their property descriptions. In the mid 1860s, many new titles were issued to holders of property identified in this first rural survey by San Jose's Commission of the Funded Debt which was established by the San José City Council in 1858. The commissioners took possession of the Pueblo lands in 1858, and over the next thirteen years litigated over titles to these lands. Final settlement occurred on January 28, 1871 (Arbuckle 1986). The discussion that follows in the detailed property history mentions numerous transactions that probably occurred prior to these properties gaining legal status sometime in the 1860s timeframe. Many of these transactions may have been recorded with the County, but their status may not have been legitimate until the Commission resolved their titles.

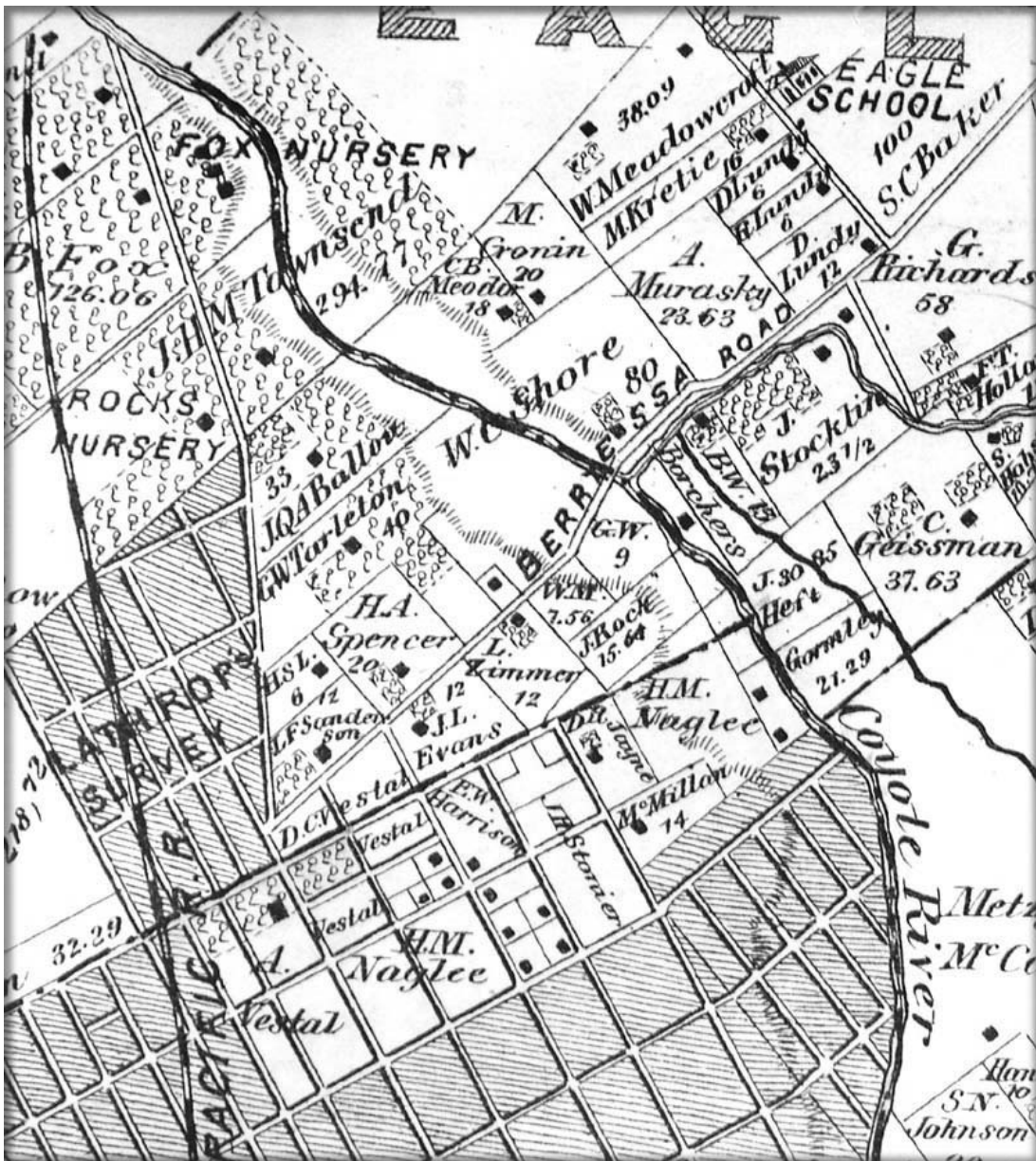


Figure 3: Thompson and West *Historical Atlas Map of Santa Clara County, 1876* (Partial).
Note that the San José Flea Market site was then owned by Shore, Murasky, Borchers, Stocklin, Heft, and Gormley.

The San José Flea Market is located within what was identified as Lots 18, 28, and 29 of the Pueblo Farm Lots. During the Early American Period (1846-1869) this locale was known as Eagle, the name also associated with a rural school which served the area that was located to the north of the study area. During San Jose's period of Horticultural Expansion (1870-1918), the area on the west side of Coyote Creek in the vicinity of Berryessa Road was owned by persons who engaged in the dairy and cattle slaughtering business, with names including Wendt, Munn, and O'Connell associated with parcels in the area. Most of these parcels appear to have been located in the broad flood plain that encompassed the historic Coyote Creek and its confluence with Penitencia and Silver Creeks. To the east of this flood plain, early agricultural uses were established in the later part of the Early American Period, with orchards appearing in the area in the 1870s. By 1880, J. H. Flickinger, an early cattle rancher in Santa Clara County was expanding his holdings in the region, and had obtained a large parcel north of Berryessa Road and Lundy Avenue. By 1886, he had built one of the valley's earliest canneries on the site and during the remainder of the Period of Horticultural Expansion, it dominated the economic vitality of the district; the cannery remained in operation until the 1920s (Loomis 1985). By the beginning of the Interwar Period (1918-1945), canning operations had evolved throughout the valley and what then was known as the Berryessa District had become primarily a rural orchard area with perhaps a remnant of slaughterhouse operations that predated the horticultural land uses.



Figure 4: Portion of 1899 USGS topographic 15 minute San José quadrangle (surveyed in 1895). Subject area is in the square at center. Note alignment of Silver Creek through property.

In 1906, property was acquired for a streetcar line of the San José and Santa Clara County Railroad Company (later San José Railroads) by Lewis E. Hanchett and John Martin which bisected the study area from west to east parallel and just to the south of Berryessa Road, following Upper Penitencia Creek to Alum Rock Park. During its early years, the streetcar line also served Luna Park which was developed by Hanchett, located north of Berryessa Road to the northeast of Oakland Road². The streetcar line was subject to flooding from

Penitencia Creek in early 1911 which closed the line, Hanchett and his partners selling the system to Southern Pacific that year. The line was rebuilt from narrow to standard gauge about 1912 as Southern Pacific invested heavily in improving the San José Railroads system. The line lasted until late 1934, when, with the help of the State Emergency Relief Administration (SERA) rails were removed and the metal scraped and sold to buyers in Japan by Oregon based scrap dealer R. L. Martin (McCaleb 1981). By 1938 the last streetcar line was closed in San José, and the Berryessa Road right-of-way was conveyed to Southern Pacific from San José Railroads on April 3, 1939 (OR 927:162).

² Oakland Road has had a number of names in the past. Originally referred to as "Old Mission Road", it also was named Milpitas Road prior to becoming Oakland (or Old Oakland Road). Presently it is named North 13th Street to its crossing of Highway 101. Luna Park closed during World War I.

In 1917, the Western Pacific Railroad acquired a right-of-way on the eastern border of the study area for their railroad, now owned by the Santa Clara Valley Transit Authority.

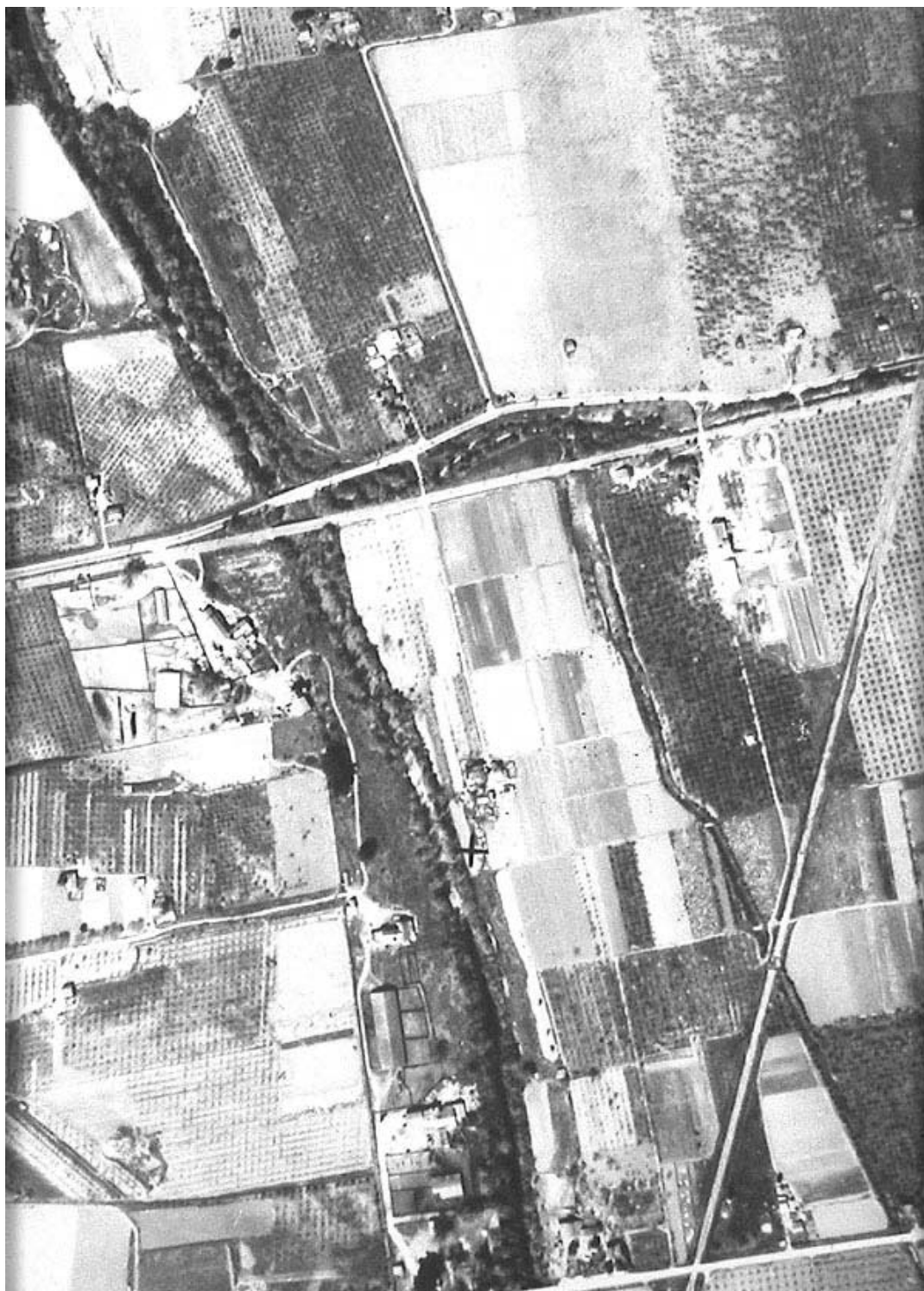
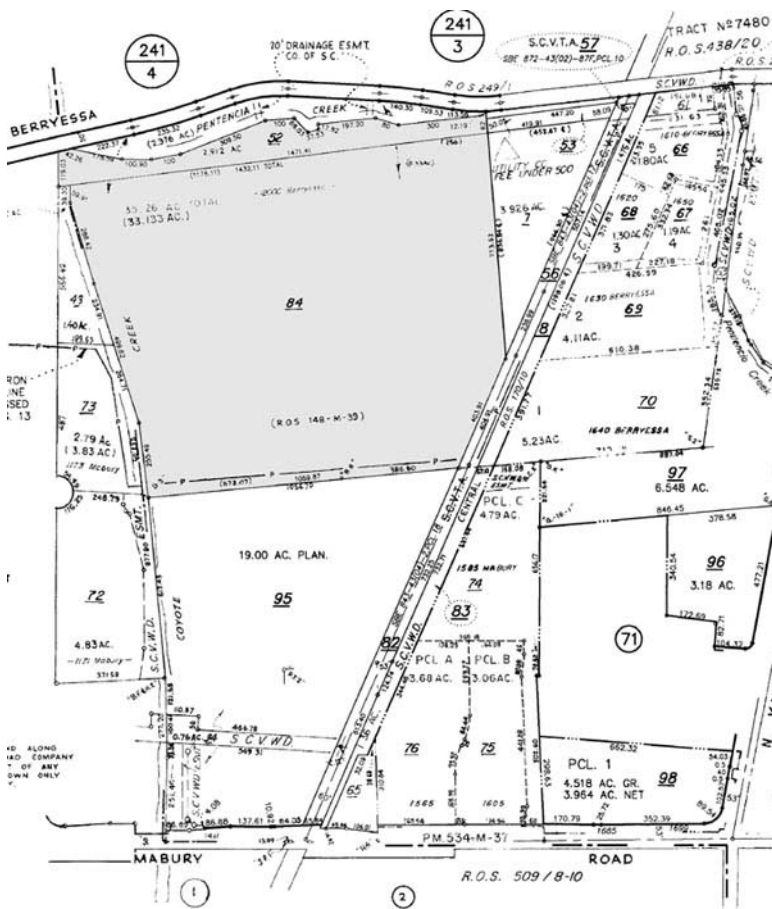


Image 2: 1931 aerial, source unidentified, Courtesy of Fairchild Maps
Note Brochers complex in upper right corner near triangular Stocklin property, and Silver Creek to the west. San José Railroad was in operation at this time just south of Penitencia Creek.

2.2 Detailed Property History (Prior to Establishment of the San José Flea Market)

The current San José Flea Market is located on both sides of Berryessa Road northeast of Coyote Creek. The market area is to the southeast of Berryessa Road and generally south of Upper Penitencia Creek, which T's into Coyote Creek at the westerly corner of the market site. There are two large parking areas; one located to the northwest of the market, north of the intersection of Berryessa Road and Coyote Creek, and a second area located to the southeast of the market, which extends to Mabury Road. The following property history is broken into three sections; the first concerns the area that presently contains the market in which the Flea Market was founded in 1960 (Original Flea Market). The second section includes a small triangular area that was added to the holdings in the early 1970s; the third section addresses the expansion areas across Berryessa Road to the northwest and the area southeast of the market area, that today are used for parking.

2.2.1 Original Flea Market site (APNs 254-17-052 and -084)



The Original Flea Market site is located on the southeast side of Berryessa Road midway between Coyote Creek and the historic Western Pacific Railroad right-of-way now owned by VTA. It was on a portion of the present APN parcel 254-17-084. This area was originally by-and-large a portion of Pueblo Farm Lot 28, granted to Leandro Rochin in 1847. By 1851, Dr. Peter Van Caneghan claimed ownership 160 acres of Lot 28, which were unimproved.

Figure 5: 2005 Assessor's Parcel Map of Original Flea Market site shaded.

Ownership of the northwest half of Pueblo Farm Lot 28, of which the present market area is a portion, was claimed early on by Henry Boné of San Francisco. Boné sold this property to Francis Jacob and Verena Muller, also of San Francisco, in 1855 (Deeds K:16). Although reconciling early boundary descriptions with those currently identified by the County Assessor is often difficult, it appears

that most of the property purchased by Francis J. Muller and his wife in 1855 coincides with APNs 254-17-007, -052, -053 and -084, which include the current market site. The Muller property also appears to have included a portion of the northwesterly portion of APN 254-17-095, which is within the south parking lot area of the current San José Flea Market.

The Mullers, natives of Switzerland, held title to land in the study area between 1855 and 1867. In 1861, Muller sold 37.1 acres to Adolph Rahn, leaving 20 acres for himself.

The following two sections discuss the two sections of the Original Flea Market site (see Figure 5 on previous page).

2.2.1.1 Northeastern portion of Original Flea Market area (northeastern portion of APNs 254-17-084 and -052)

The property sold by Francis J. Muller in February 1861 to August Rahn included an 18.5 acre parcel, which Rahn sold to Herman Bracher in January 1862 (Deeds O:79; P:133). This parcel eventually would become the original Flea Market site, which is now the northeastern portion of APN 254-17-084. Bracher sold this piece to Louis & Heinrich Walter in September 1862. In 1869, Heinrich Walter sold the southwestern half of his property to Benjamin W. Borchers; Walter maintained the northeastern half where he and his family resided. Within a short time, Borchers acquired the rest of the Walter property, bringing his holdings up to 18.5 acres. Benjamin W. Borchers, a native of Germany, raised his family on this property. It is not known at what point access to the property across Upper Penitencia Creek was installed or what type of bridge existed; the earliest confirmation of the bridge location is in a 1931 aerial which shows a crossing of the Upper Penitencia Creek at about where the current easterly bridge access to the flea market is located. When Western Pacific extended their railroad line across the eastern corner of his property, his parcel was reduced to about 14 acres. Borchers primarily raised poultry on his farm. In 1906, he sold a right-of-way to Hanchett and Martin for a streetcar line (Deeds 302:120), which is now the northeastern portion of APN 254-17-052, adjacent to Upper Penitencia Creek along Berryessa Road. In the late 1890s, two of Borchers' sons, Robert and George, founded Borchers Brothers, a well-known building supply business in San José. Charles Borchers continued to operate the ranch after his father's death, but in 1930, Borchers sold the property to the Continental Packing Company (OR 519:288). The 1931 aerial photograph of the area shows what had been the Borchers site fairly developed at that time along the easterly side (see image 2, page 13), although it is not known if the site was still used for poultry farming as it had originally or if other uses were active in the later years of the Borchers ownership. A large structure was located near the streetcar line along Upper Penitencia Creek near its confluence with the historic Silver Creek channel which traveled along the westerly side of the site. In 1935, Clover Realty sold the property to Ben Kaufmann of Kaufmann Meats (OR 73186). On May 5, 1935, the *San Jose Mercury Herald* wrote that the San Joaquin Valley Meat company, Ben Kaufman, president, was in process of remodeling the old Continental Packing Plant into "the largest and most modern slaughterhouse, meat and sausage factory in this section of the state." The purchase by Kaufman was for \$60,000, and some 30 employees were transferred from Los Banos in establishing the site as the company headquarters. Kaufman doubled the slaughterhouse, increased cooling and refrigeration, and built a sausage kitchen for the manufacture of sausage, ham, bacon and lard. Monthly capacity at that time was to be 800 to 1000 head of cattle, 1250 hogs, 1000 to 1250 lambs, and 400 to 500 calves to be distributed with a fleet of 30 trucks throughout Central California. In 1947, the earliest year that Santa Clara County maintains permit records, Kaufmann Meat Co. applied for four permits for construction on the site; a 4-story feed building valued at \$15,000 (B5087), a shed alteration valued at \$400 (B5166), a 1-story fallow rendering building valued at \$30,000 (B5204), and a 2 ½ story abattoir (slaughterhouse) valued at \$200,000 (B6660).³ Kaufmann Meats operated a slaughterhouse and meat packing company on the property until at least 1952, which included numerous buildings and associated cattle pens that can be seen on a 1948 aerial photograph (USGS 1948 – see next page) and on the 1953 USGS map, surveyed in 1953. Kaufmann Meats obtained one last permit in 1952 prior to selling the property to Central Eureka Mining Company that year; a one-story office building valued at \$18,000 (B30739) that is still extant on the market site just south of the easterly bridge entry. During this period, the property was addressed as 12000 Berryessa Road.

³ During this time, San Jose Meat Co. (also known as San Jose Tallow) was constructing similar slaughterhouse and rendering facilities to the southwest across Coyote Creek from the Kaufmann Meat Co. site at 11740 Berryessa Rd.



Image 3: 1948 USGS aerial of site.

Note Kaufmann Meat Co. on old Borchers property, and feed lot to the southwest of the building complex adjacent Coyote Creek. San José Railroads right-of-way is no longer extant and San José Meats is located across Coyote Creek to the west.

In 1960, George Bumb leased a portion of the property, then owned by Eureka Mining Company property, turning it into the original San José Flea Market site. The 1960 USGS aerial (see next page) of the site shows many of the Kaufmann Meat Co. buildings remaining but the site was in transformation. A few of the buildings associated with the slaughterhouse and rendering facility of Kaufmann Meat Co. remain extant on this portion of the subject site today. On March 11, 1964, The Flea Market, Inc. purchased the property from Pacific Industries, Inc. (OR 6420:164). No permits were found within the County of Santa Clara permit database during the early years of the flea market operation, but by late 1967 the City of San José had annexed the market site and re-addressed it from 12000 Berryessa Road to 1590 Berryessa Road, and subsequently physical development of the San José Flea Market fell under the City of San José permitting process. The first buildings with permits were a number of food concession structures and an office building built in 1968. The 1968 city directory also lists a sub-plant of Edgewater Disposal Co. co-existing on the site. It is not known if this disposal operation was related to the market activities and other businesses owned by the operators of the Flea Market; at this time George Bumb Sr. also owned Story Road Disposal Grounds.



Image 4: 1960 USGS aerial of site.

Note Kaufmann Meat Co. buildings in the upper right corner of the photo have been partially removed. The southwestern portion of the original Flea Market site has been cleared of the feed lot and has been set up for vendor rows and parking. . There is what appears to be a motocross track east of the intersection of Coyote Creek and Berryessa Road.

2.2.1.2 Southwestern portion of Original Flea Market site (southwestern portion of APNs 254-17-084 and -052 adjacent to Coyote Creek)

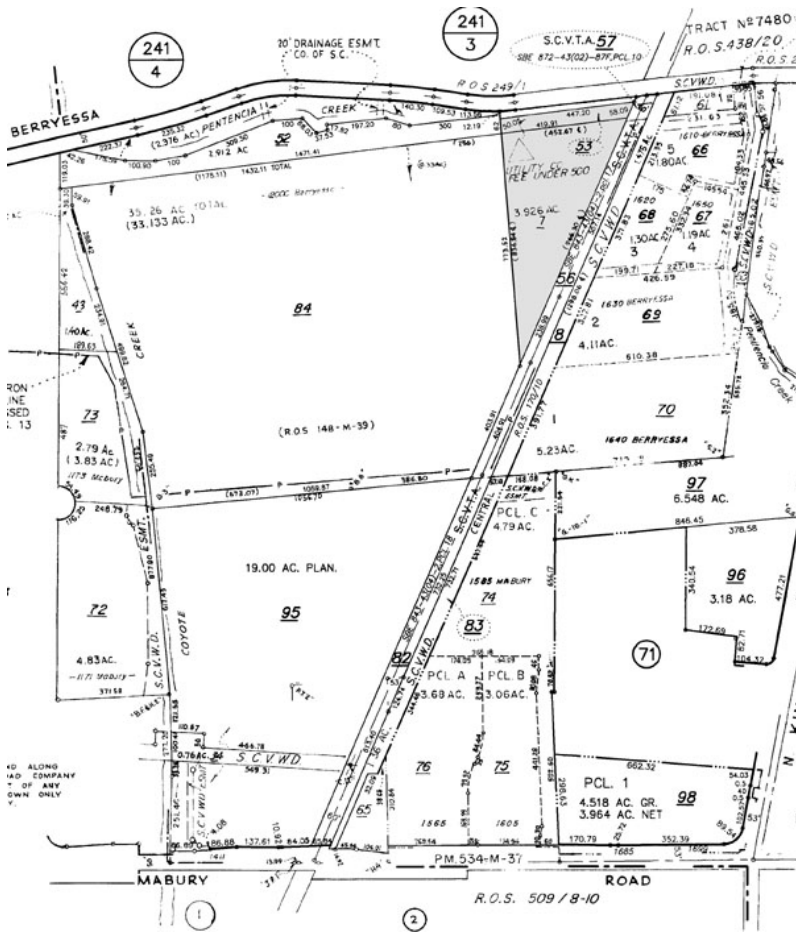
In 1862, the twenty acres Francis J. Muller had retained in the sale to August Rahn had \$600 worth of improvements, so the farm complex known to have been on this property would likely have dated from the mid-to-late-1850s. In 1867, Muller's widow, Verena, and her daughter and son-in-law, Adam and Verena Hinklebein, sold 17.8 acres of land on the northeast side of Coyote Creek to Mathias Uhlman (Deeds X:602). Also in 1867 the Hinkelbeins sold an interest in their own separate 23.38 acres to the south of this property to Robert Nelson (Deeds X:176). Robert Nelson and his family were listed in the 1870 census for this area, so they appear to have been the occupants of the property at this time, perhaps leasing the Muller/Uhlman home and property, as these other families were not listed in the census. In 1871, Nelson sold the 23.83-acre parcel he had purchased from Adam and Verena Hinklebein to Mathias Uhlman, bringing Uhlman's total acreage to 41.63 acres (Deeds 22:421).

Uhlman sold the adjacent two parcels to Jacob Heft in 1873, who then sold the 10 acres on the southwest side of the Coyote Creek in 1874; therefore, it is Jacob Heft who is shown owning 30.85 acres of the study area on the 1876 Thompson and West Atlas. A house is shown on the Heft property on the atlas, and it can be assumed that it represents the improvements present on the property from Muller's ownership. Jacob Heft was a boot and shoemaker who worked and resided in San José in 1870. In October 1882, he sold his Berryessa Road property to John C. Green (also known as Gruen). Green was listed in the city directory as a fruit and vegetable dealer, living on Berryessa Road between 1883 and 1888. Green sold his property to William F. Babcock, a dealer in agricultural implements and carriages. Babcock did not live on the property, but, rather, maintained his residence in San José on North Second Street. In October 1890, Babcock sold 19.19 acres (most of what was the original 23.83-acre Adam and Verena Hinklebein parcel) to William and Georgia Hannibal, who likewise did not live on the property. In December 1891, the Hannibals sold this property to Pietro LeFranchi, Roland Nicora, and Giovanni Nobile for \$8,000 (Deeds 142:360).

In 1894-95, W. F. Babcock sold his remaining 11.66 acres fronting Berryessa Road to James T. C., Lizzie T. and Annie L. Murphy, siblings who moved from their San José home to the house on Berryessa Road. The 1899 USGS Map (surveyed in 1895) shows an access road from Berryessa Road that crosses Upper Penitencia Creek to two residences at the rear of the property near Coyote Creek. The Murphys were three of the five children of Clement and Mary Murphy who came to the southern Santa Clara County area in the early 1850s. Clement was a member of the extended Martin Murphy family, a well-known local pioneer family, and by the 1860s Clement owned a large ranch near the 18-Mile House south of present day Morgan Hill. Clement died in 1873 and his widow and children moved to San José. In 1905, the Murphys sold a right-of-way along Berryessa Road to Hanchett and Martin for the streetcar line along Penitencia Creek.

The Murphys maintained ownership of their property on Berryessa Road until 1919 when they sold 17.8 acres to Nick Scott (Deeds 498:427). The acreage around the house was planted in orchard and vineyards. Nick Scott, a native of Italy, maintained the fruit ranch on the property until the early 1940s when he sold 19+ acres (by then he had obtained the Southern Pacific right-of-way next to Penitencia Creek) to the Sonora Products Company. Sonora sold out to the Kaufmann Meat Co. in 1948, who in turn sold to the Central Eureka Mining Company in 1952. An aerial photograph of this property in 1948 shows the homestead still extant but the farm had by then been converted to what appears to be feed lots. During the 1950s, the parcel appears to have been held by two other groups; in 1955 10.23 acres along the northeast side of Coyote Creek was conveyed from Joseph Branden and G. B. Weston to Donald Baxby, William B. Carroll, and David Levin (OR 3366:161). In 1960, George Bumb leased what appears to be a portion of the property then owned by Eureka Mining Company property, turning it into the original San José Flea Market site. On March 11, 1964, The Flea Market, Inc. purchased the property from Pacific Industries, Inc. (OR 6420:164). It is not known when the portion along the Coyote Creek was obtained.

2.2.2 Northeast portion of current market area (APNs 254-17-007 and -053)



This section discusses the parking expansion area located to the east of the Original Flea Market, first utilized in the early 1970s.

The triangular property identified by these two Assessor's parcel numbers were part of the larger ranch lived on by Joseph Stocklin (or Stocklyn) since at least the late 1850s. In 1862, Adolph Rahn sold Joseph Stocklin 18 acres, which included this portion of the project area (Deeds P:132). The Stocklin family owned this property well into the twentieth century except for the parcel along Berryessa Road which appears to have been sold to Hanchett and Martin for the streetcar line in 1906 and then conveyed to Southern Pacific Railroad in 1936 (OR 927:162).

Figure 6: 2005 Assessor's Parcel Map of 1970s parking expansion area.

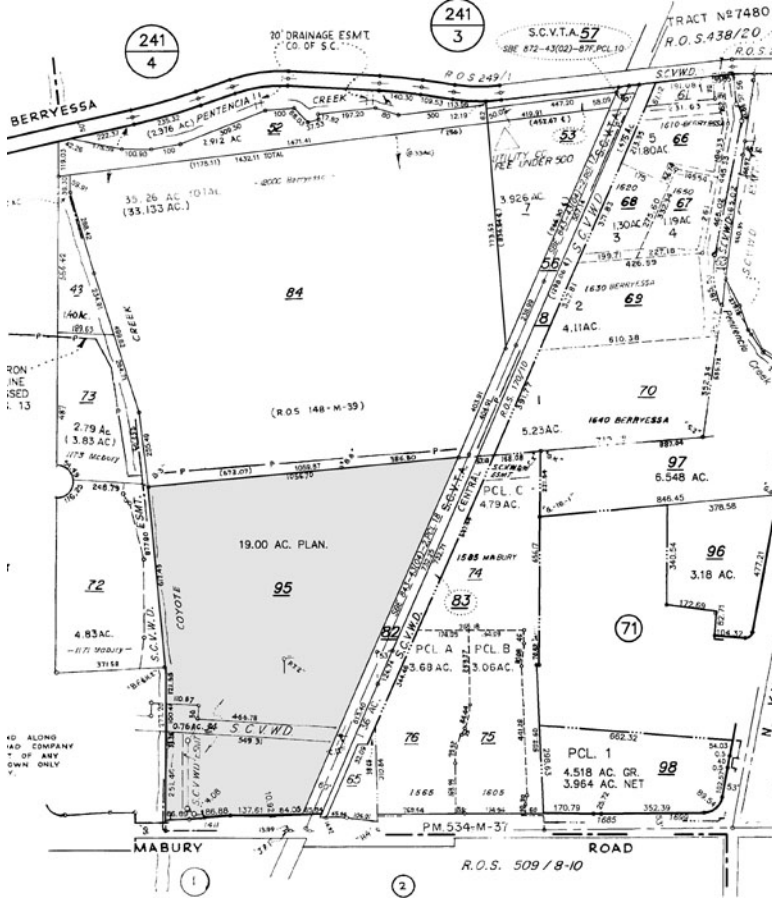
The family's larger holdings were reduced by the streetcar line and were then bisected by the Western

Pacific Railroad right-of-way in 1917. The historic USGS 15 minute quadrangle map of San José in 1941 shows a structure located on this parcel to the south of the intersection of the Railroad right-of-way and Penitencia Creek by 1941, however this structure does not show on either the 1931 or 1948 aerials. This small triangular property to the west of the railroad right-of-way was eventually included in The Flea Market, Inc. holdings by the mid-1970s. Used initially for parking, the 1981 aerial confirms its parking use until later incorporated into the market area, as it exists today. This area is the second parking expansion area, as parking was first added to the Original Flea Market in the late 1960s across Berryessa Road. The triangular area is now used as a seller's area with both fixed structures and open selling areas extant on this parcel.

2.2.3 Flea Market expansion areas (APNs 254-17-095, 241-04-006 and -007, 241-03-020)

The following sections discuss the expansion areas to the northwest and southeast east of the Original Flea Market. These areas, originally used for agricultural purposes, are now open parking areas with access off Berryessa and Mabury Roads. They were first utilized in the late 1960s with final acquisition in the late 1990s of the triangular parcel adjacent Mabury Road. All of these parcels once had buildings and structures associated with their previous agricultural uses. The parcel to the south of the Original Flea Market is bisected by property owned by the Santa Clara Valley Water District.

2.2.3.1 Flea Market Parking Lot adjacent to Mabury Road (APN 254-17-095)



The property to the southeast of the Original Flea Market and present day market area was incorporated into the current San José Flea Market site in the last decade. This area was part of Pueblo Farm Lot 28 during the Early American Period.

Figure 7: 2005 Assessor's Parcel Map of 1990s parking expansion area.

In 1850, Peter McCaneghan sold the northeast half of Pueblo Farm Lot 28 to Corneille de Boom, who was Belgian consul and instrumental in the early development of San Francisco. He was business partner of Dr. John Townsend who owned Pueblo Lot 30 to the north (Deeds G:292-293).

De Boom sold the property to Caspar Geissman and Herman [Joseph] Stocklin in January 1859 (Deeds M:170). In December 1859, Stocklin sold his half of the parcel to Geissman. Through a court action in 1867, 90 acres of Geissman's land transferred to Dr. A. J. Spencer

(Deeds J:678). In 1873, Dr. Spencer's son, F. E. Spencer, a well-known local attorney, sold 23 acres of this land to Michael Gormley (Deeds 30:432). In their 1876 atlas, Thompson & West show the Gormley parcel as unimproved, and the 1880 Federal Census indicates that Gormley was at that time living in San José.

Gormley died in 1883, and his property was subsequently subdivided into four parcels, two of which are now a part of the Flea Market parking area. A 4 1/2-acre parcel was owned by A. J. Sears, and a 4 9/16-acre parcel was owned by R. J. Huff. Huff was a resident of the local Eagle District from about 1884-1888, and his small fruit ranch was devoted primarily to apple trees. Sears raised a variety of fruits, but also had a vineyard, garden vegetables and poultry. The property lines of this area were redrawn by 1890, and the principal property owner at the southern tip of the study area was Manuel Vierra.

In January 1892, Manuel and Maria Vierra sold their 4.8 acre parcel to Rolando Nicora, Pietro LeFranchi, and Giovanni Nobile (Deeds 140:672). This group had a few days earlier purchased the 20+ acres to the north from the Hannibals, giving them a total of 25.32 acres. Also involved in this partnership was Geroma Fattalini and the groups' business name was G. Fattalini & Co, fruit and produce dealers. Initially, all the partners lived on their Mabury Road property, however, by the mid-1890s, Rolando Nicora and his family, were the primary occupants of the property. This property, as well as additional acreage acquired later, remained in the Nicora family for many years. The older residence was replaced with a ranch-style home about the 1950s, but the Nicora barn was a prominent building on Mabury Road until sometime in the early 1980s.

In 1969, the barn was memorialized in a sketch and painting by local artist Anthony Quartuccio and the drawings published the 1986 booklet *Santa Clara Valley California – An Artist's View – Today & Yesterday*.

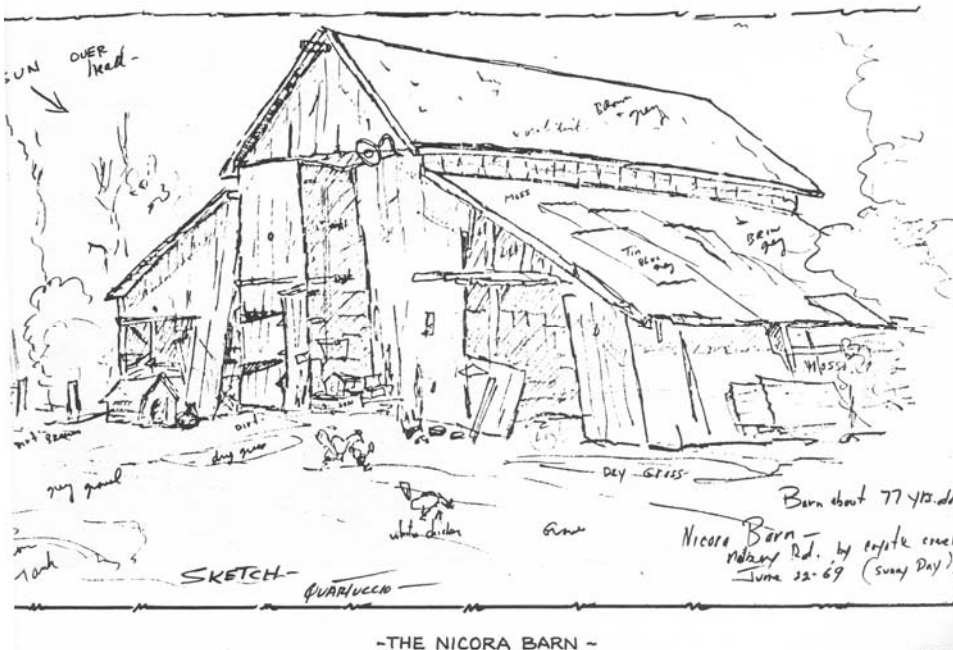


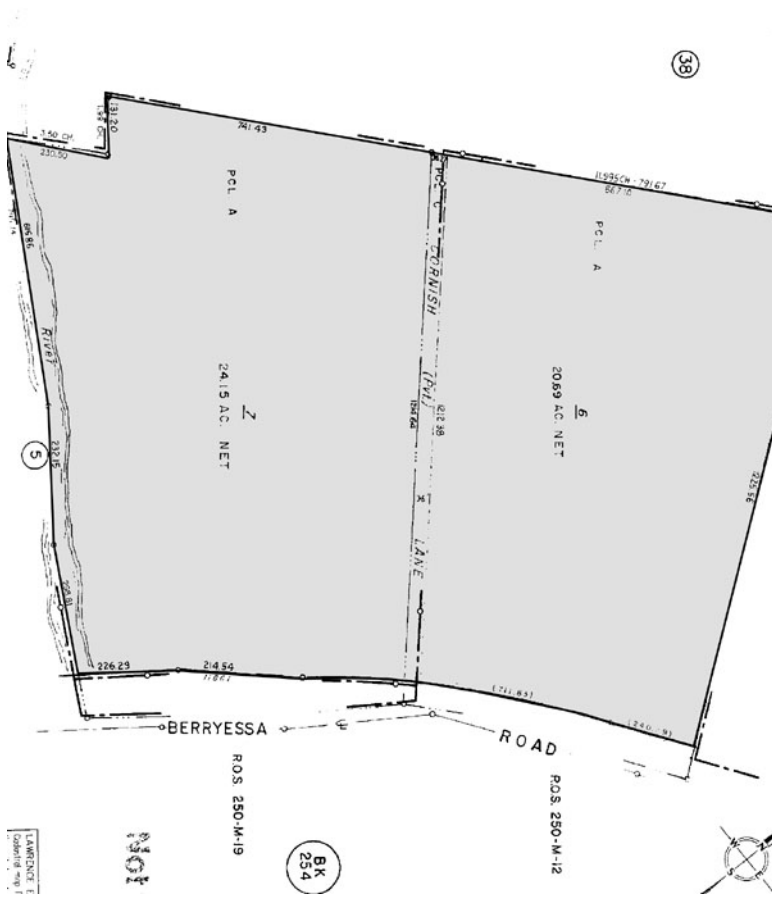
Image 5: excerpt from *Santa Clara Valley California An Artist's View – Today & Yesterday*

In 1997, the portion of the Nicora holdings that included the house and outbuildings was acquired for use by the San José Flea Market and now provide parking and southern access to the market area. The area is bisected by an underground facility of the Santa Clara Valley Water District which is located on property in which that entity holds separate title.

2.2.3.2 Flea Market Parking Lot northwest of Berryessa Road (APNs 241-04-006, -007 and 241-03-020)

Portions of the large parking lot located to the northwest of Berryessa Road northeasterly of Coyote Creek was purchased by Bumb and Associates for the San José Flea Market in the late 1960s and 1980s for parking in order to increase the capacity of the market. It consists of three parcels; the property history is described in two sections that begin on the following page:

2.2.3.2.1 Southwest portion of parking lot northwest of Berryessa Road (APNs 241-04-006 and -007)



The portion of the parking area that lies northwesterly of Berryessa Road was originally part of both Pueblo Farm Lots 18 and 29. The original grantee of Lot 18 was Manuel Pinto, and Lot 29 was granted to Juan Soto. By 1850, these two lots had been acquired by early American speculators, Robert Neleigh (Lot 18) and Daniel Murphy (Lot 29).

Figure 8: 2005 Assessor's Parcel Map of 1960s and 1980s parking expansion areas.

In 1852, George Hobson acquired the land adjacent to Coyote Creek, on the northwest side of Berryessa Road (Deeds E:88). In the 1852 census, George Hobson, age 29, and his wife Sarah and three children were living on the parcel where Hobson operated the first dairy established in Santa Clara Valley during the Early American Period. His biography in Foote (1888) states that the Hobson home was located near the intersection of North Twelfth Street and Berryessa Road, and not located within the study

area. It appears likely that the portion of his property on the northeast side of Coyote Creek was used as pasture for the 300 milk cows that were associated with the historic Hobson dairy.

In December 1861, George Hobson sold 68.67 acres that included the study area to William C. Shore. Hobson then moved his home to North First Street, where Hobson Street commemorates his name; his house still extant but relocated to nearby George Street. In 1862, Shore was assessed for 68 acres with \$300 worth of improvements. These improvements were located on the portion of the property located on the northeast side of Coyote Creek, within the current San José Flea Market parking lot, as shown by Thompson and West on their 1876 atlas.

In 1881, William C. Shore sold 40 acres on the northeast side of Coyote Creek to Garn B. McNeal (Foote 1888). McNeal, a former resident of Alameda County, acquired the house and outbuildings previously belonging to Shore. In 1889, McNeal sold the 20 acres adjacent to the northeast bank of Coyote Creek to John J. Bowen (Deeds 119:622). Bowen's property included the structures formerly associated with William Shore. The Bowen and McNeal's properties were separated by a private access road to the property north of the Bowen property. Today, this road is identified as Cornish Lane on the Assessor's Parcel Map, and appears about where the main entry driveway to the parking lot is presently located.

John J. Bowen, born in Indiana in 1829, was a civil engineer who came to San José in the 1861, then serving as the Santa Clara County Surveyor. By 1870, he was a bank cashier; and about 1872-73, he relocated to Hollister, where he continued in banking. During the first years of his ownership of the property which now is the parking lot on Berryessa Road, he also owned acreage to the southwest on the

opposite side of Coyote Creek. By 1893, however, Bowen's total acreage consisted of 24.63 acres on the northeast side of the creek where he operated a fruit ranch.

Bowen's daughter Amy was an 1886 graduate from the Hahnemann Hospital College in San Francisco and became a homeopathic physician. His wife, Jane M. Bowen, graduated from the same institution in 1891. In the 1890s and early 1900s, the Bowens also had a home in San Francisco where the Drs. Bowen had their medical practice. They also had a practice in San José (*San Jose Mercury* 1896). By the 1890s, the Bowens' other daughter Daisy, who was disabled, was a pharmacist.

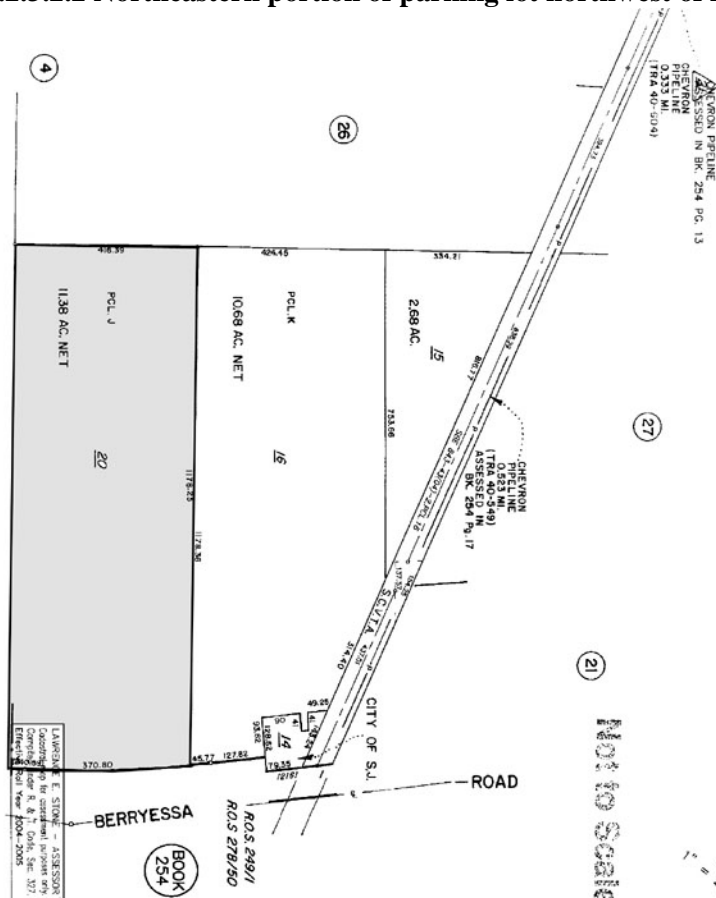
In 1906, J. J. Bowen passed away and his family took up full time residence at the Berryessa Road ranch, and the Drs. Bowen appears to have moved their medical practice to San José. In 1907, Amy Bowen was also operating the Monte Vida Sanatorium for Tuberculosis near Alum Rock Park. It was also in 1907, that the women had their Berryessa property surveyed into smaller lots, although the parcels of the subdivision were never sold (Herrmann Map #1200b). At that time, at least five structures were located within the farm complex. By the 1910 census, the Bowens were living in two households on the ranch, implying that the Bowens had constructed an additional home on the property. Daisy Bowen by 1910 was an attorney with an office in San José. Also living on the property with the Bowens in 1910 was Victor Solari, an Italian immigrant who was their hired man. By 1920, only Jane Bowen and her daughter Daisy were living on the Berryessa Road property, although Victor Solari continued to work the farm after 1920 (Salameda 1984).

In the late 1920s, Amy Bowen married Charles Hittell, son of the late nineteenth century California historian Theodore Hittell and a well-known California artist. She and her husband established their residence in Pacific Grove. Jane and Daisy Bowen remained living on their Berryessa Road property until their deaths. During much of this period, the ranch orchards were leased to Victor A. Solari, their former hired man (Sawyer 1922). Daisy died in 1931 at the age of 56 and her mother Jane died in 1934 at the age of 90. Upon their deaths, the property title transferred to Amy Bowen Hittell and Victor A. Solari. Amy died in 1941 and Victor Solari (the uncle of San José Mayor Louis Solari) died a bachelor in 1952. Solari had continued to make his residence on the property until at least 1950. The property title then transferred to Albert W. DeRome, apparently a family friend or relative, as he was the informant on Amy Bowen Hittell's death certificate.

Now demolished, this farm complex appears to have remained intact until at least the early 1980s, for many years having been owned by Giacomo and Isabella Bruzzone. In 1983, Isabella Bruzzone and her family sold the property to Bumb & Associates, owner of the San José Flea Market (Official Record H376:513). The San José Flea Market started leasing a portion of the property prior to the purchase, and then developed it later as it exists today. The incorporation of this parcel facilitated the construction of the market entry adjacent Coyote Creek under the bridge at Berryessa Road.

Garn B. and Mary McNeal maintained ownership of the twenty acres east of Cornish Lane (APN 241-04-007), north of Berryessa Road for many years, but did not live on the property, rather choosing to live in San José. After her husband's death, Mary McNeal maintained ownership of the twenty acres, leaving it to her son, Harvey McNeal after her death in the 1930s. The property was sold by Maebelle E. McNeal to Joseph Gurgiolo et al in 1944 (OR 1232:415). Subsequent owners besides Gurgiolo include Joseph and Jennie Gomes, however, no evidence was found that the property had any building improvements, being used as orchard land during this period. At the southwesterly corner of the property, a well and pumping plant appears to have existed as early as 1926 (OR 16181195). By 1969, Bumb and Associates appear to have purchased the 21 acres for parking to serve the Original Flea Market area, and the 1968 aerial shows both properties under use with driveway access directly across from the two entry bridges at the market entry that exist today. The area is now part of the large parking area northwest of Berryessa Road.

2.2.3.2.2 Northeastern portion of parking lot northwest of Berryessa Road (APN 241-03-020)



By 1850, this portion of the study area was acquired by John Trimble (Deeds D:517). The first person known to have occupied the parcel was Oscar Decatur Dryden who owned 23 acres of Pueblo Farm Lot 29, bounded on the west by William C. Shore and on the south by what was then called the County Road to Berryessa by 1862 (Tax Assessment Roll 1862-63). In April 1865, Dryden sold the property to James Richardson (Deeds T:430-431). By the late 1860s, this parcel had been sold to Patrick Lee. Lee sold 14 acres, which included the study area, to Henry Smith in August 1869 (Deeds 14:35). Smith then sold the property to August Murasky of San Francisco in April 1870 for \$3,000 (Deeds 17-350).

Figure 9: 2005 Assessor's Parcel Map of one of the 1980s parking expansion areas.

Lee Murasky and his wife Mary and two children were still living on the adjacent 9.63 acres in August 1870

when the federal census was taken. He then sold this property, which included a house to Murasky, bringing Murasky's total acreage to 23.63 acres (Deeds 18:548).

August Murasky was born in Germany and was naturalized in 1887. He and his Irish wife Ann raised their son William F. and daughter Helena on the property. Ann Murasky was still owner of the parcel until at least 1914. By 1929, the parcel had been split into two 11.5-acre pieces, the southwestern half of the property now a portion of the San José Flea Market parking lot.

The farmstead associated with the Dryden, Lee and Murasky families appears to have been located on the northwester half of the property, just within the parking lot area. William F. Murasky, and later by his son Fred F. Murasky still owned the adjacent parcel until at least the 1950s. The portion of the Murasky parcel which includes the parking lot area was sold to John and Mary A. Tripoli (Document #502632). Although identified as a farmer in the 1954 *City Directory*, John and Mary Tripoli lived in San José on Forest Avenue. In 1968, it was owned by Sotaro Takasaki, and by the next year by J. Uchiyama. Bumb and Associates purchased and developed the property for parking by 1981. The southwesterly boundary is adjacent the driveway that existed since the late 1960s across from the easterly entry bridge at the market site. There exists a large swale along this interior property line. This is potentially the original alignment of the lower end of Silver Creek where it may of merged with the historic creek bed of Penitencia Creek prior to 1876 (Thompson and West 1876).

2.3 Development of the San José Flea Market

2.3.1 Historical Development

The San José Flea Market was established in 1960 on a portion of the present-day market site on land leased from Eureka Mining Company. By 1960, the slaughterhouse and tallow rendering facility was being dismantled, and Bumb and Associates did not purchase the property until 1964. It is not clear at what specific point the existing buildings were converted for use by The Flea Market, Inc., but by 1968 the area to the southwest of the earlier slaughterhouse facility had been established as a series of long rows of open-air stalls for sellers and the area to the northeast with extant buildings began development with concession building, offices, restrooms, and more permanent structures for full-time seller use.



Image 6: 1968 USGS aerial of site.

Note: parking area to northwest of site across Berryessa Road. Large building at southeast corner of site is the old Kaufmann Meat Co. rendering building, and large building near the northeast entry off Berryessa Road is the Kaufmann office built in 1952.

The San José Flea Market is presently one of the only permanently sited, open-air markets in the San Francisco Bay Area, as it has been since its inception in the early 1960s. Alemany Farmers' Market in San Francisco is older; it was opened at its permanent location in the mid-1940s. The San José flea market site originally consisted of about 40 acres, and presently encompasses over 120 acres and attracts four million people a year. About 80,000 people presently visit the San José Flea Market over the five days it is open each week, with the greatest attendance on Sundays (2,000 sellers), followed by Saturdays (2,000 sellers), Wednesdays (600 sellers), Fridays (400 sellers), and Thursdays (200 sellers). The Flea Market's original 40 acres located on the southeast side of Berryessa Road are used for the market itself and the remaining 80 acres across Berryessa Road to the northwest and extending southeast to Mabury Road have over 10,000 parking spaces.

The late George Bumb Sr., the founder and long-time principal owner of The Flea Market, Inc., was born in San José in 1924, the son of Frank and Mary Bumb. His father, a German immigrant who came to the United States when he was a teenager, worked for a local bakery. Frank and Mary Bumb lived at 381 North Eighth St. in San José in 1920 (Federal Census 1920). Mary Bumb died in 1937 at the age of 51, leaving her husband with five children ranging in age from 9 to 17. George Bumb was then 12 years old; he would go on to attend Bellarmine College Preparatory while working at the Oakland shipyards in the summer (Sulek, 2000; Vasquez, 2000).

During the 1940s and 1950s, George Bumb was an entrepreneur in a number of businesses, having his first success with a trash dump he opened in 1958 near the current site of the Pruneyard Shopping Center in Campbell. According to the historical summary provided by The San José Flea Market, Inc.'s public relations venues and recent accounts by staff writers of the *San Jose Mercury News*, he observed during this early period that many people would pay money to dispose of their unwanted possessions, and that many would come to the disposal grounds and pay for the privilege of picking through other people's discards. From this initial observation, George Bumb is said to have researched the type of market he would eventually create (San José Flea Market, 2005; Sulek, 2000; Vasquez, 2000). The early relationship of the San José Flea Market to the operation of disposal grounds was not determined as a part of this study. By 1968, George Bumb Sr. was still operating Story Road Disposal Grounds and the Flea Market site is listed in the city directory as also the location of a sub-plant of Edgewater Disposal Co. Over a decade later, the Bumb family was involved in efforts to establish a trash dump in Hellyer Canyon in South San José.

George Bumb made a trip to Paris with his wife, the former Lorraine Allen (San José Flea Market, 2005). On the outskirts of the city in Saint-Ouen, Mr. and Mrs. Bumb visited *la marché aux puces*, literally "the market of the fleas", a term coined by a browsing shopper in the 1880s. These Parisian markets date their origins back several centuries to the "rag and bone" men who would rummage through rubbish at night and resell their finds at local markets. These merchants banded together around 1880 and held a regular scrap metal market on Sundays. In 1885, city authorities assisted them by enforcing health and safety regulations and providing street and paving infrastructure. In 1920, Romain Vernaison, a large local landowner in Paris, set up a series of pre-fabricated huts to be rented to local traders, dealers, and rag sellers. Other entrepreneurs established nearby markets in the 1920s and 1930s, and the Paris flea markets became a well-known tourist attraction. Today, the Paris Saint-Ouen Flea Market is reportedly the world's largest flea market, attracting between 120,000 and 150,000 shoppers from around the world each week (Paris Puces, 2005).

Following his Paris trip, George Bumb then traveled to Southern California to see the swap meets that were being organized in drive-in theaters at that time. In establishing the San José Flea Market, Bumb utilized the permanent market site approach to allow vendors to rent spaces by the month and keep their inventory on site during days the market was not open (San José Flea Market, 2005).

George Bumb and his two partners, Joe Kokes and Larry Headrick, leased the site on Berryessa Road (APN 254-17-084), and on opening day in March 1960, the San José Flea Market had 20 sellers and about 100 patrons (Bunting, 1980). The Flea Market's first mention in the *San Jose Mercury News* was on July 3, 1960, in which it was reported, "The former cattle feed lot's vast spaces of asphalt paving has been cleared of most stalls to make way for a modern-day buy-sell-trade fair..."

The San José Flea Market was organized as The Flea Market Inc., a corporation consisting of investors George Bumb, Sr., Joseph Kokes, and Larry Headrick. By 1979, Bumb had bought out his other two investors, and the market is now run as a part of the holdings of Bumb & Associates and The Flea Market, Inc. George Bumb Sr. passed away in 2000.

According to San José Mercury News staff reporter, Glenn Bunting, writing about the Flea Market in 1980, George Bumb and his partners began the venture cautiously. The first office, staffed part-time by family members, housed the only restrooms and snack bar on the original site. As the flea market grew in popularity, the partners became more confident, and four years after the flea market opened, they purchased the site. Before the end of the 1960s, they had also purchased property across Berryessa Road and established a parking lot to serve the growing market area, with two crossing areas were installed where the present entry bridges area located. Further purchases between 1972 and 1983 allowed expansion of the market area on the original site by adding more parking near the railroad tracks, then more across Berryessa Road on both sides of the original parking lot. The parking area was further expanded in recent times with the incorporation of the property to the southwest to Mabury Road.

By 1966, when the City of San José commenced proceedings to annex the site, the market was drawing 1.5 million visitors a year with over a million dollars in annual revenues. The site had been in an unincorporated area of Santa Clara County, but its prosperity induced the City of San José to plan a 99-acre annexation district (Orchard 44) that included not only the flea market, but also the nearby Standard Oil Co. (now Chevron) storage area, Northern California Fertilizer Company, San Jose Tallow Company, and several other properties (*San Jose Mercury News*, 4/27/1966).

The San José Flea Market has not grown appreciably in size or attendance figures since about 1980. In that year, it was reported that the Flea Market took in \$12 million in annual revenue; \$900,000 was in parking, \$2 million in sellers' fees; the remainder was concession sales, sold by 500 part-time employees (Bunting, 1980).

2.3.2 Physical Development

Little physical documentation is available to determine the physical changes at the Flea Market site over time. Much of what is known is based on aerial photographs of the site and the property histories of the use of the various parcels. No building permits were available for most or the built facilities as these structures are of a temporary nature. In concert with review of site photographs, visual observation of the existing service structures, including restroom, concessions, and offices, concludes that the buildings are of very recent materials and methods of construction. Only two older buildings can be dated with any accuracy, and both pre-date the flea market operation: one is the 1952 office building near the north entrance, the other is the large two-story slaughterhouse located to the southeast edge of the market area built in 1947-48. Santa Clara County building permits are available for some early concession buildings, and San Jose City building permits are available for the most recent additions to the site, including the larger restroom facilities.

Prior to 1960 (see image 4, page 18), the site included agricultural lands that flanked the large slaughterhouse facility that was centered in the large area between Berryessa Road, Penitencia Creek, and the railway. By 1968 (see image 6, page 26), the market had expanded northeastward into the old slaughterhouse site—small structures dot the area between the remaining larger buildings, and the market

clearly extends to both the northeast and southwest sides of this area with parking and/or stalls. An area of unpaved parking is visible across Berryessa Road, within land previously used for agriculture. There appear to be some buildings remaining at this time that were associated with the slaughterhouse; however, many of the larger structures have disappeared by the 1968 aerial photograph. By 1981 (image 1 on cover page and image 13 on page 36), most of the study area is being used for the market and associated parking, including the land both north and south of Berryessa Road. Only area adjacent Coyote Creek north of Berryessa Road was unpaved, and the area between the market and Mabury Road had not been included into the site. The two early-1980s photographs indicate covered booths in the central section and smaller stalls and/or parking to the northeast and southwest, as well as parking to the northwest across Berryessa Road. The current configuration shows a much more consistent style of booth—there are many tent-like and corrugated-metal-roof structures that span rows of booths—in lieu of individual stalls.

2.4 The Context of Open-Air Markets

2.4.1 General Definition

An open-air market goes by a variety of names in the United States; besides a *flea market*, it can also be known as a *fair*, a *farmers market*, an *auction*, a *swap shop*, or a *swap meet*. All open-air markets in the United States however share one main characteristic: an organizer or entity arranges for the site, sells or grants spaces to vendors, and provides for the necessary customer amenities such as parking, food concessions, and restrooms. Open-air markets are organized and run by local governments, chambers of commerce, non-profit groups, educational institutions, and by private businesses.

Other characteristics of open-air markets are variable. Some have thematic merchandise, such as antiques, automobile parts, food, or livestock. Some markets and fairs are ongoing enterprises with permanent sites while some ongoing markets are set up in temporary locations. Periodic fairs and markets occur at both permanent and temporary facilities as well. Customer amenities vary; often, public entertainment is provided, as well as playgrounds and rides for children.

In contrast with shopping malls, open-air markets, even large flea markets, are rarely open seven days a week. Most markets have historically begun as weekend events, with the larger more mature markets commonly adding days on Wednesday, Thursday, and/or Friday.

2.4.2 Land Use Types Associated with Open Air Market Sites

Open-air markets are held at either temporary or permanent sites. Some of the earlier examples of temporary sites in the United States are the front yard of a farmer's homestead or the closed-off streets of a town. A market on a farm has its origins in the occurrence of livestock auctions. As these types of open-air markets expanded, farm produce and used farm equipment were also available for sale. Some of these farm livestock auctions have developed into permanently sited modern open-air markets. Among the oldest and largest east of the Mississippi are Rice's Market in New Hope, Pennsylvania (with livestock auction sales dating back to 1860) and the Englishtown Auction in Englishtown, New Jersey (established in 1929), and Hartville Marketplace and Flea Market in Hartville, Ohio (established in 1939). Given the market for cattle in California, it is likely that some of the older flea markets in the region developed from livestock auctions. Likely candidates are the Stockton Flea Market and the Cherry Avenue Auction in Fresno. The largest street market in the region is the Niles Antique Faire & Flea Market in the Niles district of Fremont. Sponsored by the Niles Main Street Association, this annual one-day event began in 1965 and attracts about 100,000 people and about 200 sidewalk vendors and many more Fremont homeowners at a large coordinated community garage sale.

As automobile culture developed in the United States during the twentieth century, parking lots became a common temporary site for open-air markets. When drive-in theaters began to experience a decline in

attendance during the late 1950s, theater operators began converting the parking spaces into selling spaces, using their concession stands, restrooms, and extra parking spaces as amenities. Many of those drive-ins already had playgrounds to entertain children. Most of the remaining drive-in theaters in the United States incorporate a daytime market, including the 800 spaces at the Capitol Flea Market and Drive-In at 3630 Hillcap Avenue in San José, which opened in 1981. This market attracts about 25,000 customers a week over four days (Find a Flea, 2005).

Stadium and arena parking lots are another favored temporary site for open-air markets. In the Southern United States, parking lots at dog tracks are often used for flea markets. In California, probably the largest sports stadium open-air market is Kobey's Swap Meet at the San Diego Sports Arena. Started in 1976, it draws 1000 vendors and 30,000 customers every week (Kobey's Swap Meet, 2005). In Pasadena, the Rose Bowl Flea Market operates once a month, and in Oakland, The Coliseum Swap Meet is not at the Oakland Coliseum parking lot, but a few blocks away at the former site of the Coliseum Drive-In.

Colleges often put their parking lots to use as flea markets during the weekend when class is not in session. The Berkeley Flea Market leases the parking lot of the Ashby BART station for its weekend events. Operating since 1976, it can accommodate 280 vendors. BART unsuccessfully attempted to evict the Berkeley Flea Market vendors in 1982 (*San Jose Mercury News*, 2/10/1982). The former site of the Alameda Point Naval Air Station in Alameda is presently used as an antiques and collectibles fair the first Sunday of the month. It hosts 500–800 vendors selling to about 10,000 customers (Find a Flea, 2005).

One of the earliest types of permanent open-air markets have been fairground sites, plots of land set aside for regular market days in a community. The Santa Clara County Fairgrounds site at 344 Tully Road originally utilized 170 acres on a site that developed after 1940 after the County purchased the Macomber Ranch on the site of the Mira Monte horse farm, but has never developed as an open market site; the uses including trade shows, cultural festivals, private parties, and the annual County Fair. Alemany Farmer's Market in San Francisco has a permanent site that evolved from a World-War-II effort to support local efforts to provide local produce to the city.

The San José Flea Market is an example of a permanently sited open-air market. Because such markets incorporate fixed structures, they can grow larger than temporary market sites. The San José Flea Market has evolved as the one of the largest—if not the largest—open-air markets in the Bay Area in part because it has a permanent site and permanent support facilities.



All permanent flea markets are combinations of indoor and outdoor vendor accommodations, plus parking. Depending on the location's climate, permanent flea market sites vary in how much space they devote to inside and outside sales. Many flea markets feature one or more large buildings that house many vendors. Most of the San José Flea Market's indoor vendor accommodations are limited to small buildings housing a single vendor. Building permits show that some were constructed especially for certain vendors and uses, such as a dental office built in 1988.

Image 7: permanent stalls

Permanent flea markets dating from the 1970s and later tend to feature indoor buildings and covered outdoor pavilions at the center of a large parking lot, more like the layout of a modern shopping mall. However, larger covered structures have been incorporated into the site in the last twenty years, including the central produce row and three “expo pavilions” located to the southwest of the produce row that provide cover to automobile sales and other larger vendors. Additional large canopies with space-frame roof structures have been added over food concession areas for additional year-round weather protection. Because the San José Flea Market expanded in stages from 40 to 120 acres, and because of pre-existing barriers such as Berryessa Road, it was not able to achieve a more efficient layout. Consequently, parking spaces at the north end of the parking lot across Berryessa Road are a great distance from the market area.

2.4.3 Regional and National Prototypes

In addition to the San José Flea Market, many other flea markets nationwide are also privately held family-owned businesses with a single site. An example of a private operator of multiple flea markets is Robert Dauley who began his business in 1962, opening markets in drive-in theater and shopping center parking lots in Southern California. By 1970, he was earning about \$200 million in sellers’ fees from flea markets at the Cow Palace in South San Francisco, and markets in Fresno, Galt, Concord, and Stockton. He also operated two markets in Chicago and several in Southern California. In April 1970, he converted the Tropicaire Drive-In on Alum Rock Avenue (easterly of King Road) for daytime use as a flea market (*San Jose Mercury News*, 4/24/1970). That flea market was short-lived, but Dauley went on to operate the Santa Clara City’s flea market from 1973 to 1982.

As the flea market industry grew in the 1960s and 1970s, corporations began to buy or lease multiple flea market sites from their original owners. The assertiveness of the owners and the very success of the San José Flea Market have contributed to keeping national flea market chains out of the Santa Clara Valley, but some very large chains exist in other parts of the United States⁴. American Park N Swap, headquartered in Buffalo, New York, began as a swap meet in Phoenix, Arizona, and now runs seven large flea markets around the country (Delaware North, 2005). Swap Shop of Fort Lauderdale, Florida, operates several flea markets, mostly in drive-in movie theaters, throughout Florida. The biggest, the Swap Shop and Circus, in Fort Lauderdale, began in 1967 as a drive-in movie swap meet and has evolved into an 88-acre site with 2000 vendors, a daily performing circus, and 14 drive-in movie screens (Swap Shop, 2005). Traders Village in Grand Prairie, Texas, opened in 1973. It has 2500 vendors on 120 acres; it opened a branch market in Houston in 1989 with 105 acres and 1000 vendors (Traders Village, 2005).

City-run flea markets include the City of Galt, near Sacramento, which has run a successful flea market in cooperation with its local chamber of commerce since 1953 (Galt Flea Market, 2005). The City of Santa Clara, however, did not have such a pleasant experience with its own flea market. In August 1971, the Santa Clara City Council approved hiring Irving Cabral to operate a flea market on 23 acres at the southwest corner of Lafayette Street and Highway 237. The land had been purchased as a landfill disposal site, but it was expected not to be developed for 15 to 20 years. In 1973, Cabral sold most of his interest to Robert Dauley, a flea market operator who had come into the Bay Area from Southern California and purchased other area markets. The Santa Clara Flea Market was plagued with problems over the years, including nonpayment of rent to the city, inadequate insurance, and two devastating fires. In 1982, the Santa Clara City Council closed the flea market during negotiations to possibly convert the site into the Santa Clara Convention Center and Visitors Bureau. The convention center went elsewhere, and the Santa Clara Flea Market site remains vacant (*San Jose Mercury News*, 8/27/1971; 5/8/1974; 9/23/1976; 1/16/1980; Stoval, 1982).

⁴ In March 1967, The Flea Market, Inc.’s secretary-treasurer Joseph Kokes asked the Santa Clara County Superior Court to issue an order restraining the International Flea Market (IFM) from doing business in San Jose and Morgan Hill. IFM, a Nevada corporation, was intended to expand into the local area after acquiring the Fremont Flea Market from its original owners (*San Jose Mercury News*, 3/1/1967).

The Berkeley Flea Market is run by Community Service United, a non-profit organization that shares its proceeds with local charitable social service agencies (Bay Area Quests, 2005). Some local colleges, including DeAnza, Foothill, Chabot, and Ohlone, support their programs by running monthly Saturday flea markets. The DeAnza sale is probably the oldest, dating back to at least 1974 (*San Jose Mercury News*, 7/19/1974). Many area high schools have followed suit, including Wilcox High School in Santa Clara and Kennedy High School in Fremont (Bay Area Quests, 2005; Burning Man, 2005).

2.4.4 Open-Air Market Operations

Renting a space at an open-air market is ostensibly one of the easiest ways for a beginning entrepreneur to begin to sell goods. *San Jose Mercury News* writer Clover Cummings reported about the San José Flea Market on May 23, 1965, that, “The ability to go into business on a very short shoestring attracts the hopefuls in surprising numbers: people who have cleaned out the attic or basement, backyard farmers with surplus produce, a few entrepreneurs dealing in others’ white elephants; many are professional pitchmen.”



Advocates in the flea market industry have promoted the opportunities available for small business owners in open-air market venue. Jerry Stokes, a flea market industry observer, wrote in 2000 “Flea Markets are the incubators and breeding grounds of entrepreneurs that represent the Free Enterprise System and they are the representatives and protectors of an American Way of Life. Flea Markets are the only opportunity available for a person to start a business without a large layout of capital and long term commitments.”

Image 8: open seller spaces

In the early days of the San José Flea Market, goods available for sale included, “handicraft items, household goods, leather goods from Mexico, fruit and vegetables, clothing, tools, jewelry...spittoons, old water heaters, diamond rings and TV sets” and were conveyed to the market in “trucks, trailers, station wagons and cars” (*San Jose Mercury News*, 7/3/1960). A 1966 description of vendor offerings included, “A trailer load of garage junk, truck full of day-old cookies, books and magazines, plaster of Paris statues, hand tools, pickup full of Louisiana sugar cane, truck piled high with watermelon; old Gramophones, radios, various western paraphernalia; 150 car radios; rock-bottom bargains in new shoes for kids; grapefruit and avocados; bananas; corn; new potatoes; Bermuda onions” (*Palo Alto Times*, 11/12/1966). Merchandise was displayed, “on the ground, on rickety card tables, in the backs of two-wheeled trailers, or inside hastily erected tents and shacks”. Vendors would come from all over the state on Friday night, some camping overnight on Berryessa Road, to be on hand at daybreak for the first-come, first-served ritual of purchasing stall space.

Before 1972, the only restrictions on vendors were that they were not to sell pornography or pistols. No games of chance, skill or raffles were allowed, and no political literature could be passed out. Professional pitchmen were discouraged. Then-Vice-President of The Flea Market, Inc., Larry Headrick said, “We let the goods in at face value. We’ve got 12 security guards on duty each weekend—they’re all San José reserve policeman—and they check on what’s sold. We can’t police 1,000 sellers and we don’t check serial numbers on goods.” (Moreillon, 1971).

In 1971, attention started to focus on stolen goods appearing in California flea markets, including vendors selling the contents of stolen furniture vans (*San Jose Mercury News*, 7/5/1972). The San José Flea Market had an especially well publicized case of stolen goods that year. A pair of young men sold a \$10,000 Guarneri violin to a vendor for \$30; it had been stolen from the second violinist with the Utah Symphony who had played a concert at Stanford (*San Jose Mercury News*, 11/29/1971). A San José police officer who patrolled the flea market reported remembered "...reports of thieves breaking into homes on their way to the flea market and selling all the goods before the owners even knew they had been ripped off." (Bunting, 1980). The San José Flea Market addressed other related growing pains in the 1970s, shutting down the sales of bootleg tapes (French, 1977) and fake IDs (Romano, 1978). By 1980, a San José police officer who patrolled the flea market reported that it was then "95% clean" of stolen goods (Bunting, 1980). But by then, the mix of goods had substantially changed, from mostly secondhand goods brought by a variety of occasional vendors, to new goods sold by an increasing concentration of vendors in long-term rental spaces.

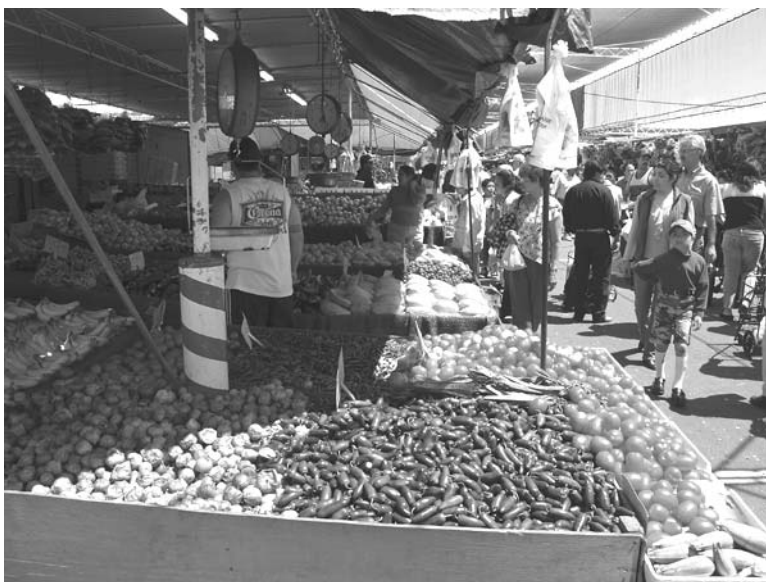


Image 9: produce row

The San José Flea Market is now organized with a quarter-mile produce row in the center of the market. Vendors who sell all five days are given stalls at the front of the market, with weekend-only vendors assigned spots toward the back. A few remaining daily spots on the open asphalt are still available and are located along the easterly side of the market in the triangular parcel that was incorporated into the site in the 1970s. Many of the permanent structures to the northeast of the produce row near the front of the market now house larger business

such as furniture stores, and to the west of the produce market is a large covered area where auto sales are staged. An additional open-air auto sales area has been established at the northwest corner of the market site adjacent Coyote Creek, and a tire and rim store now opens out to the parking lot to the southeast of the market. The current nature of the use is now more closely related to that of a modern shopping mall rather than that of a flea market of occasional sellers of secondhand goods.

It is generally understood that the San Jose Flea Market has historic and ongoing associations with a number of ethnic and immigrant groups in the greater South Bay Area. No studies were located that document these associations, and, while anecdotal evidence supports this conclusion, additional study by a cultural anthropologist could be helpful in outlining specific ethnic and socio-economic connections with the site.

2.4.5 Customer and Visitor Experience

Open-air markets attract customers who often are looking for a day's entertainment filled with shopping, eating, and people watching. Competitively priced goods attract those for whom conventional retail stores might be too expensive, and are a place to find used or imported goods not normally found locally in established stores and malls. Consequently, present-day flea markets such as the San José Flea Market especially cater to the working class and to recent immigrants.



Image 10: mobile food concessions

During the early 1980s, when many Vietnamese and other Asian immigrants were settling in the Santa Clara Valley, many were attracted to the San José Flea Market, first as customers and later as vendors. Immigrants from India and other parts of Asia have also been attracted to the business opportunities the market affords, as can be attested to by casual shopping excursions in the market on any weekend. A demographic analysis has not been conducted on the present sellers and clientele of the San José Flea Market, and little information is recorded on the historic demographic patterns of the market following its 1960 opening. A pedestrian level assessment of the demographics of the market during the preparation of this

study indicates that the majority of users are Latino, consistent with the fact that the valley's largest ethnic group is Mexican-American.

Fast-food concessions remain a significant aspect of the market experience at the San José Flea Market. Since at least 1978, The Flea Market, Inc. has employed 500 weekend employees staffing 30 concession stands and restaurants and operating refreshment carts. By 1966, the number of snack bars had grown to 11, managed by Frank Hamburger, the former manager of room and banquet service at the San Francisco Sheraton-Palace (*San Jose Mercury News*, 8/17/1966). In 1980, the San José Flea Market sold up to 250 kegs of beer on a buy day, making it one of Anheuser-Busch's top accounts (Bunting, 1980). In 1984, the customers at the San José Flea Market constituted the fifth-largest single user-base of Coca Cola products stemming from one location. That year, concession stands sold 300,000 pounds of French fries, 10,000

kegs of beer, 50,000 pounds of hot dogs, and 60,000 pounds of corn dogs (Goldston, 1984). Recently, food service has been contracted out to Ogden Entertainment Services.



Image 11: entertainment provided by Mariachi Band on a permanent stage south of the produce row.

Early entertainment provided for customers at the San José Flea Market as a part of the shopping experience included pony rides, an auto ride, and a giant slide. In 1965, helicopter rides were offered over the flea market area for \$1.00, a by-product of George Bumb, Jr.'s involvement with aviation. The flea market currently

has a carousel and two large playgrounds. Mariachi bands play at the market every weekend, and karaoke is popular on Sunday afternoons. Other flea markets across the country offer similar entertainment.⁵

Parking is free at some flea markets, but in San José, parking fees have been charged at least as early as 1965, when it was 50 cents a car (Cummings, 1965). Parking lots at the San José Flea Market are presently fee based and there is no entry fee to the market itself. An underpassing has been constructed for pedestrian access from the parking lot northwest of Berryessa Road to the market area at the Coyote Creek bridge of Berryessa Road. Access from this parking lot is presently split between this underpass and stoplights along Berryessa Road across from the bridged entries to the market area from Berryessa Road. The construction dates of these entry structures were not determined as a part of this study.



Image 12: pony ride area

2.5 Summary of Historical Information

The 120 acres San José Flea Market site is likely associated with early patterns of land use in the region related to cattle raising during the Spanish /Mexican Periods and was the site of Santa Clara Valley's first dairy in the early 1850s. These early usage patterns are related to the topographic characteristics of the area, as most of the historic creeks that drain the western slopes of the Mount Hamilton Range in Santa Clara County converge in the vicinity. The principal waterway, the Coyote Creek, fanned out into a wide flood plain north of present day East Julian Street and the two other channels were joined by two additional creeks to the north before entering the San Francisco Bay at the North Coyote Slough. Early agriculture related to cattle raising and dairy operations relied on dependable sources of water, and Penitencia Creek was also known historically as *Arroyo Aguaje* (watering place for cattle), a historical signifier of its importance within the early development of Santa Clara Valley in the modern period.

There do not appear to be any significant resources known to exist related to this early pattern of development, although the association with the cattle-based economy continued into contemporary times, just prior to the establishment of the San José Flea Market in 1960 as the property that contained the original flea market was used by a cattle slaughtering and packing company into the 1950s, and another major slaughtering and meat packing facility existed to the west across Coyote Creek until recent times.

⁵ The Swap Shop in Fort Lauderdale is particularly rich in entertainment possibilities, with an on-site family circus performing daily, 14 drive-in movie screens, and nationally known country musicians on stage. The large swap meets in Phoenix regularly feature well-known names in Latino music.

The San José Flea Market comprises a unique business entity that, during the early 1960s, established itself as a premier open market for the region that remains one of the largest and most successful of its genre of more than 5,000 open-air markets currently operating in the United States (Stokes 2000). The only permanent outdoor attractions that draw a larger yearly attendance are the Disney and Universal Studios theme parks. The flea market acts as a major commercial center for the region, providing a variety of services to the community within its site. Although its physical character is very different from a traditional American city commercial center, the flea market site encompasses most of the business and entertainment concerns that any thriving downtown provides.



Image 13: additional 1981 USGS aerial of site taken on a day in which the market was closed (see cover page for similar photo taken two days before, when the market was open).

3.0 PROPERTY DESCRIPTION

The following section describes the physical characteristics of the flea market - as it exists today:

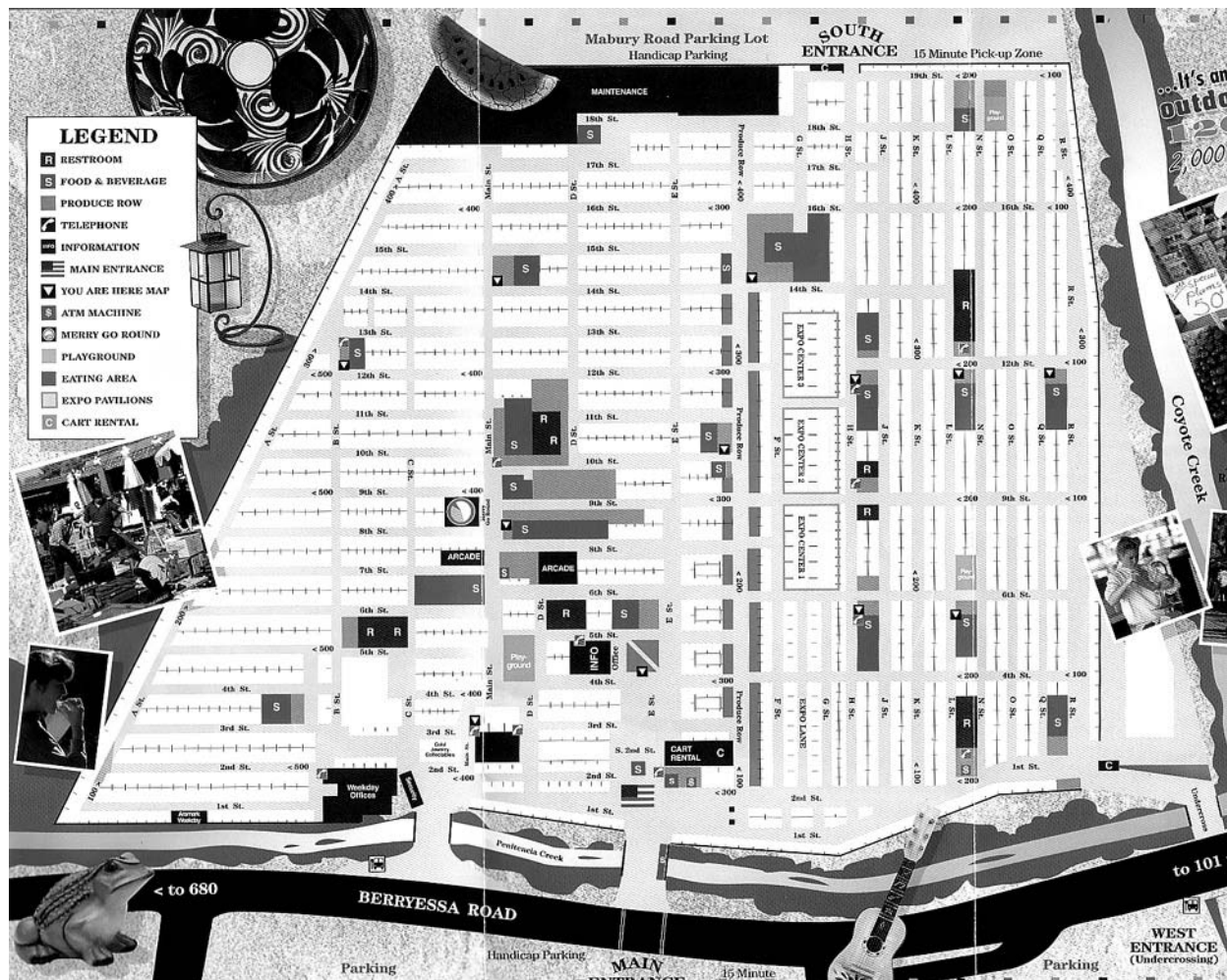


Figure 10: Current market layout – viewed with north/south orientation reversed (from San José Flea Market brochure 2005)

3.1 Site Topology

The San Jose Flea Market is arranged into rectangular grids of parallel pathways, connected by major “cross streets” and narrow service alleys. The grounds are divided into two primary sections, generally easterly and westerly, by a somewhat wider central covered pathway that is called produce row. To the southwest, the main shopping paths run parallel to the produce row; this area is constructed primarily of metal, covered permanent structures that have been built during the last 25 years. This area had originally been used for open seller areas, with some concession and restroom structures located in the open area, which had been added during the 1970s. An additional set of three large open “expo pavilion” structures are located immediately adjacent the produce row in this area. To the northeast of the produce row, the shopping rows run perpendicular to the central aisle and are interspersed with some service alleys. Various concession and service buildings and structures break up the grid in this northeastern section, near its center, and towards the Berryessa Road bridge entries. The length of the eastern boundary, along the railroad tracks, is a continuous series of booths.



Image 14: north parking lot

Customer and vehicular access for sellers to the market area is through three main entrances on the north and one to the south. The main entrance is near the center of the Berryessa Road frontage; it consists of a level pedestrian crossing of Berryessa Road and bridge across Penitencia Creek, as well as a sign that spans the front gate area. To the east is another level crossing and bridge; to the west is a pedestrian underpass of Berryessa Road where the road spans Coyote Creek. The south entrance is located near the south end of the produce row, centered along the southerly boundary of the market area. It is accessed from Mabury Road.

The market is primarily built-out with sales booths, and the “expo pavilion” structures; however, the market is punctuated by service structures, such as food concessions, restrooms, stages, playgrounds, arcades, ATM machines, storage areas, and the flea market has its offices on the grounds as well. Some covered spaces are provided throughout the market, primarily to provide outdoor seating at the food stands. The paved pathways also widen into a few open spaces near the main Berryessa entrance and around some of the service structures and offices in the eastern half of the grounds.



Image 15: underpass viewed from the northwest

In addition to the entrance bridges, also represented on the property are a range of quasi-temporary structures, including metal braced frames that support cloth awnings, corrugated metal awnings on steel posts, concrete block buildings with a series of wide booth openings, and plywood pre-fabricated buildings, primarily for services. Also found on the grounds are two buildings associated with the earlier use of the site by Kaufmann Meat Co.; a one-story stucco building near the easterly Berryessa Road entry that has had various office and security uses in the past, and an older corrugated-metal-sided 2-story

building that appears to be the tallow rendering facility - that is presently used for operations and/or storage. A large area to the northeast of this metal structure contains restricted areas for support operations and includes various temporary buildings.

The common form of the market structures is low and one-story, with rectangular footprints that fit the overall grid. The expo structures, produce row, and some open eating areas are distinguishable by their higher roofs, most of which are covered space-frames. The form, materials, and layout of the structures allow large number of patrons to circulate and gather while the temporary nature of the structures and the open nature of the circulation space eliminate the need for extensive structural analysis and building review.

The grounds are paved with asphalt throughout.

3.2 Building Types

3.2.1 Pre-existing Buildings



Image 16: slaughterhouse building (southeast corner of site, north of parking)

The pre-1950, vernacular building is a two-and-one-half story, gabled, utilitarian structure with corrugated metal siding and a low-pitched roof. Originally constructed about 1948 as a slaughterhouse, fenestration is minimal, with aluminum windows scattered throughout the structure. It is located at the southeasterly corner of the site adjacent restricted services areas, and is not accessible from the parking lot to the south. To the west, are active structures including an auto tire and rim store and an office and sitting area. Auto sales activity takes place in the parking area to the south, a companion use to auto sales areas located within the Expo Pavilion and at the northwest corner of the site adjacent Coyote Creek. The building is now used for maintenance operations, and appears to be in fair to poor condition.



Image 17: office center of site, near Berryessa Road

This stucco, one-story, vernacular building has a typically mid-twentieth-century flat roof and deep overhang. The building is located between the two entry bridges that cross the creek south of Berryessa Road. The building is north of the playground.

The windows at the front of the building are steel casements, and the rear of the building has been expanded or modified subsequent to its construction. Exterior wainscoting under the windowsills has been modified over time, as have the windows themselves. The building includes a bay window that adds a focal point to the side façade. Doors are aluminum-framed glass.

The building does not appear to be occupied or used at this time. In prior times, it was used for customer service and security. On weekends, temporary vendor areas are set up along the front of the building facing Penitencia Creek. To the rear of the building is a canopied area.

The building is not a distinctive example of an early 1950s modern commercial office building, and has lost much of its integrity due to minor additions at the rear and window changes.

3.2.2 Concessions and Service Buildings



Image 18: typical food concession stand

One-story low-pitched buildings with plywood siding are typical of this building type; some appear to be prefabricated structures. These buildings are primarily located in the southwestern portion of the market in an area that originally contained open vendor spaces. Some other examples are interspersed in areas to the northeast and southeast of the produce row, some which are older and associated with the development of the flea market in the 1960s. The first permits issued by the City of San Jose were for taco stands and cable car structures used as concession stands. Other types of concession stands also exist on the site that include small sales booths that sell specific food products, and mobile vehicles that roam the site selling beverages. Shaded open seating areas are provided outside of many of these buildings, which cover eating benches.

The site contains two large food concession areas. The first and what appears to be the oldest is centered in the easterly vendor area to the east of the produce row. The building contains public restrooms and has a large covered outdoor eating area to the north which is framed with arcades and a merry-go-round. The second is located at the south end of the produce row and contains an outdoor barbecue area as well as a stage for outdoor performances.

These buildings are utilitarian and vernacular in design and are not distinctive architectural designs although they include such Mid-century Modern elements as deep overhangs, flat roofs, and aluminum windows.



Image 19: restrooms

Typical of all the structures at the flea market, the restrooms have rectangular footprints to fit into the pathway layout. Most service structures are sided with plywood; natural light is provided wherever possible, and provide handicap access. Larger restroom buildings are located on the easterly side of the market where more permanent facilities were constructed during the early years of the market from 1960-1980. Small restrooms were also constructed during this time in conjunction with concession stands in the open market area on the westerly portions of the market.

The site contains five public restroom structures. The buildings appear to be in good condition, but are not distinctive architectural designs.



Image 20: office

Prefabricated structures are part of the building typology of the flea market. These buildings have rectangular footprints and plywood siding, as well as aluminum windows and utilitarian doors. This example has a flat roof, but low-pitched roofs are also characteristic of service structures. A series of prefabricated buildings are located near the easterly front entrance along Penitencia Creek, and currently house weekday offices and security.

3.2.3 Seller Structures



Image 21: produce row

Shade cloth is stretched on metal space frames across the main central pathway that houses the produce row of the market. This serves a practical purpose, but also visually and physically accentuates this main aisle. The row extends for about a quarter mile across the site and is in operation on all days that the market is open to the public. It is a primary feature of the site today, as during weekdays it serves the local community. It was not determined as a part of this study at what point the produce row took on its current form.



Image 22: sellers' structures

Provided by the flea market, the sales booths represent a variety of buildings and structures. One-story steel, open-frame structures are typically covered with low-slope metal roofs. Structures are mostly sided with corrugated metal, and in the smaller vendor areas on the west side of the site walls are provided between stalls to facilitate permanent housing of goods in these structures. Walls swing open for display areas in some types; in other structures, garage-type doors provide access to the display areas.

In the easterly portion of the site, many of these structures have large footprints associated with long term vendors. Most of the vendor areas are not covered with these semi-permanent structures, with only small areas along the eastern boundary containing open spaces or areas where temporary covers are put up on weekends.



Image 23: expo pavilion

This area to the west of the produce row contains three large-span, rectangular space-frames that are covered with cloth roofing. These structures are taller than the majority of structures in the flea market grounds. Internally they house vendor spaces and the most southerly is presently being used for auto sales. These structures facilitate year-round use where customers are protected from the elements, and also provide for extensive circulation space in an economical manner.

4.0 POLICIES, REGULATIONS AND EVALUATION CRITERIA

4.1 San José 2020 General Plan Policies

The *Goals and Policies for Historic, Archaeological and Cultural Resources* in the *San José 2020 General Plan* include the following:

Goal: *Preservation of historically and archaeologically significant structures, sites, districts and artifacts in order to promote a greater sense of historic awareness and community identity and to enhance the quality of urban living.*

Policy 1: *Because historically or archaeologically significant sites, structures and districts are irreplaceable resources, their preservation should be a key consideration in the development review process.*

4.2 City of San José Historic Preservation Ordinance

Under the City of San José Historic Preservation Ordinance (Chapter 13.48 of the Municipal Code), preservation of historic landmarks and districts is promoted in order to *stabilize neighborhoods and areas of the city; to enhance, preserve and increase property values; carry out the goals and policies of the city's general plan; increase cultural, economic and aesthetic benefits to the city and its residents; preserve continue and encourage the development of the city to reflect its historical, architectural, cultural, and aesthetic value or traditions; protect and enhance the city's cultural and aesthetic heritage,; and to promote and encourage continued private ownership and utilization of such structures.*

Buildings and sites that derive quality based on historical, architectural, cultural, aesthetic or engineering interest or value of an historical nature are evaluated according to the following factors as defined within Section 13.48.020 of Chapter 13. 48:

1. Identification or association with persons, eras or events that have contributed to local, regional, state or national history, heritage or culture in a distinctive, significant or important way;
2. Identification as, or association with, a distinctive, significant or important work or vestige:
 - a. of an architectural style, design or method construction;
 - b. of a master architect, builder, artist or craftsman;
 - c. of high artistic merit;
 - d. the totality of which comprises a distinctive, significant or important work or vestige whose component parts may lack the same attributes;
 - e. that has yielded or is substantially likely to yield information of value about history, architecture, engineering, culture or aesthetics, or that provides for existing and future generations an example of the physical surrounds in which past generation lived or worked; or
 - f. that the construction materials or engineering methods used in the proposed landmark are unusual or significant or uniquely effective.
3. The factor of age alone does not necessarily confer a special historical, architectural, cultural aesthetic or engineering significance, value or interest upon a structure or site, but it may have such effect if a more distinctive, significant or important example thereof no longer exists.

Additionally, the City of San José utilizes a numerical evaluation rating system to assist in the evaluation of potential historical resources. A rating sheet is included in the appendix that assesses the site as a whole.

4.3 The Criteria of the National Register of Historic Places.

Properties in the City of San José that are evaluated for significance within the development review process are considered under the criteria of the National Register of Historic Places. The National Register considers the quality of significance in American history, architecture, archeology, engineering, and culture that is present in districts, sites, buildings, structures, and objects that possess integrity of location, design, setting, materials, workmanship, feeling, and association, and are evaluated according to the following criteria:

- Criterion A that are associated with events that have made a significant contribution to the broad patterns of our history; or
- Criterion B that are associated with the lives of persons significant in our past; or
- Criterion C that embody the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master, or that possesses high artistic values, or that represents a significant and distinguishable entity whose components may lack individual distinction; or
- Criterion D that have yielded, or may be likely to yield, information important in prehistory or history.

Ordinarily properties that have achieved significance within the past 50 years are not considered eligible; however, such properties will qualify if they are integral parts of districts that meet the criteria or if they fall within one of seven supplemental categories. Of these supplemental categories, (G) may have some relevance to the review of properties within this assessment: “a property achieving significance within the past 50 years if it is of exceptional importance.”

4.4 The Criteria of the California Register of Historical Resources

Properties in the City of San José that are evaluated for significance within the Development Review process are also considered under the criteria of the California Register of Historical Resources. The significance criteria are similar to those used by the National Register, but oriented to document the unique history of California. The California Register consists of resources that are listed automatically, under the provisions of AB 2881, and those that may be listed by application and acceptance by the California Historical Resources Commission. In order for a resource to be eligible for the California Register of Historical Resources, a building, site or object must meet three standards of review:

1. A property must be significant at the local, state or national level, under one or more of the following criteria:
 - a. It is associated with events or patterns of events that have made a significant contribution to the broad patterns of the history and cultural heritage of California and the United States.
 - b. It is associated with the lives of persons important to the nation or California’s past.
 - c. It embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.
 - d. It has yielded, or may be likely to yield, information important to the prehistory or history of the State or the nation;
2. The resource must retain enough of its historic character or appearance to be recognizable as an historic property, and to convey the reason for its significance; and

3. The resource should be at least 50 years old. The 50-year limitation is in order to allow for sufficient time to have passed in order to obtain a scholarly perspective on the events or individuals associated with a property. A resource less than fifty years old may be considered for listing if it can be demonstrated that sufficient time has passed to understand its historical importance. The guidelines for determining California Register eligibility encourage that data collection be done for properties with potential resources that are 45 years or older, and that they be evaluated for significance as a part of the planning process due to this common lag in time from resource identification to government development decisions. Determination of eligibility however is not restricted by the 45-year guideline.

4.5 Integrity

Integrity is defined as the authenticity of an historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance. Historical resources eligible for listing in the California Register must meet one of the criteria of significance described above, and retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance. Historical resources that have been rehabilitated or restored may be evaluated for listing. Integrity is evaluated with regard to the retention of location, design, setting, materials, workmanship, feeling, and association. A property must also be judged with reference to the particular criteria under which a resource is proposed for eligibility. Alterations over time to a resource or historic changes in its use may themselves have historical, cultural, or architectural significance. It is possible that historical resources may not retain sufficient integrity to meet the criteria for listing in the National Register, but they may still be eligible for listing in the California Register. A resource that has lost its historic character or appearance may still have sufficient integrity for the California Register if it maintains the potential to yield significant scientific or historical information, or specific data.

5.0 EVALUATION AND FINDINGS

The San Jose Flea Market serves as an alternative city center for a large proportion of the citizens of San Jose and adjacent cities. The site acts as a major regional commercial destination, providing shopping, entertainment, and exterior gathering places. Its low, densely packed, open-air shopping aisles provide an extraordinary spatial experience that is unequaled in the region. The provision of physical service buildings and the maintenance of an open physical space have provided a framework that allows a distinctive economic and social culture to flourish in San José. The original flea market site reflects a unique pattern of development in Santa Clara Valley that has made a significant contribution to the broad patterns of local and regional history through the maintenance of a successful commercial culture outside the mainstream venues. The importance of the flea market culture represented by the site on Berryessa Road is recognizable when its size and age is compared to other open-air markets nationwide, not just locally. The buildings and structures on the site are not distinguished for their architecture or distinctive as a vernacular representation of a building type; most of the built environment of the flea market facility consists of utilitarian buildings or temporary structures, which the great majority of them erected in the last 25 years. The site contains a small number of buildings that pre-date the establishment of the flea market, but these buildings are also vernacular in construction and do not represent important patterns of development that occurred on the site prior to 1960.

The primary period of historical significance of the site is from 1960 to 1980. By the 1980s, the market had evolved to a scale that required a major expansion program to accommodate parking to the north of Berryessa Road, and later south to Mabury Road. At this time, the flea market had reached its peak in terms of scale, and during the next few years began a transformation from a casual market of second-hand goods to an outdoor retail market consisting primarily of permanent stalls of consumer goods as it exists

today. This transformation included removal of most of the open seller areas and construction of semi-permanent enclosures for sellers, which could be secured to permanently store goods.

The original flea market site appears eligible for listing in the California Register of Historical Resources, representing a significant local pattern of development. Although listing on the California Register normally requires that resources be at least 50 years old, the San José Flea Market, now slightly over 45 years old, is of exceptional importance in the context of local history.

Within the evaluation framework outlined in Sections 4.1 through 4.5 above, the following findings are presented as a part of this study:

5.0.1. San José 2020 General Plan Policies.

The San José Flea Market has important associations with community identity and enhances the quality of urban living. Preservation of this significant site and use would promote a greater sense of historic awareness and should be a consideration in the development review process of the proposed project for the site.

5.0.2. City of San José Historic Preservation Ordinance.

The City's preservation ordinance, among other goals, seeks to increase cultural and economic benefits to the city and its residents, and to preserve, continue and encourage the development of the city to reflect (enhance, and protect) its historical, ...cultural value(s) and heritage. Although the San José Flea Market is 45 years old, age is not a factor in considering historical significance within the City's preservation ordinance. The San José Flea Market is associated with eras and events of cultural interest and value that contribute to local and regional history, heritage, and cultural in a distinctive, significant, and important way. Utilizing the Evaluation Rating System established by the City of San José, the San José Flea Market site scores 74.36 points, which indicates that it may be eligible as a San Jose Historic Landmark site.

5.0.3. National Register of Historic Places.

Within the criteria of the National Register, the original San José Flea Market meets Criterion A for its association with events that have made a significant contribution to the broad patterns of our history. Normally properties such as the San José Flea Market would not qualify because the resource is less than fifty years old. Under Special Consideration G "a property achieving significance within the past 50 years may be considered if it is of exceptional importance." While the San José Flea Market has exceptional importance within the context of local and regional history, it also has reduced integrity to its period of significance (1960-1980), due to physical changes to the site since that time. It would therefore not appear to qualify for listing on the National Register.

5.0.4. California Register of Historical Resources.

Within the criteria of the California Register, the original San José Flea Market meets Criterion 1 for its association with patterns of events that have made a significant contribution to the broad patterns of the history and cultural heritage of California. Properties such as the San José Flea Market would normally not qualify for the Register because the resource is not at least 50 years old. Although the original market is only about 45 years old and has limited physical character other than its open space and vernacular support structures, it is a historic resource of "exceptionally importance" in California and has sufficient integrity for the California Register, as it continues to retain its significant historical and cultural character. In California, the practice is to consider properties for historical significance when they are 45 years old for their potential for eligibility when they reach 50 years of age. More recent properties can be

identified as significant if special consideration demonstrates that sufficient time has passed to understand its historical importance. It appears that the San Jose Flea Market qualifies for the California Register under Criteria 1 based on its exceptional importance based on the findings stated in this evaluation.

5.0.5. Other considerations.

The larger site also has historical associations that are important to the evolution of contemporary society in Santa Clara Valley. Part of the north parking area was once part of George Hobson's dairy, the first such facility in Santa Clara Valley. The same site was also the early home of two important woman physicians, Amy and Jane Bowen. Daisy Bowen, sister of Amy Bowen also lived on the property for a time. Although she was disabled, she established a career locally as a pharmacist and later attorney. Additionally, a portion of the market site was once the rural residence of the Borchers family who established in early San José a well-known construction supply business that existed for almost a century. The Borchers site would later function as a short-lived slaughter and meat packing facility, of which two extant buildings remain on the site from that period. These associations are not evident today, and do not have direct relation to the significance of the property from a historical perspective. The information about these patterns of use remains important to local history, but do not lend significance to the property within the guidelines of California Environmental Quality Act.

5.1 Summary of Findings

Demolition of the extant buildings on the original flea market site and alteration of the site's open space to accommodate the construction of the proposed project will have a significant effect on the environment in the context of historic resources as defined by CEQA. Even though the facility is privately owned and operated, and the significance is associated with the culture of the market space, not the buildings and structures, of which most are temporary in nature and which in themselves are secondary to the site's significance, the buildings provide a framework and a support function for the significant cultural resource.

Cumulative impacts were also considered as a part of this historical evaluation. The closing of the San José Flea Market at this location, and demolition of the buildings and structures, will not have a cumulative impact, as the flea market is not a part of a larger context of similar, historically associated, resources; therefore, the project would not appear to have cumulative impacts associated with extant historic resources as defined by CEQA.

5.2 Potential Impacts

Under the California Environmental Quality Act, a project will have a significant effect on the environment if:

The project may cause a substantial adverse change in the significance of an historical resource. Substantial adverse change in the significance of an historical resource means physical demolition, destruction, relocation, or alteration of the resource or its immediate surroundings such that the significance of an historical resource would be materially impaired. The significance of an historical resource is materially impaired when a project:

- (A) Demolishes or materially alters in an adverse manner those physical characteristics of an historical resource that convey its historical significance and that justify its inclusion in, or eligibility for, inclusion in the California Register of Historical Resources; or
- (B) Demolishes or materially alters in an adverse manner those physical characteristics that account for its inclusion in a local register of historical resources pursuant to section 5020.1(k) of the Public Resources Code or its identification in an historical resources survey meeting the

requirements of section 5024.1(g) of the Public Resources Code, unless the public agency reviewing the effects of the project establishes by a preponderance of evidence that the resource is not historically or culturally significant; or

(C) Demolishes or materially alters in an adverse manner those physical characteristics of a historical resource that convey its historical significance and that justify its eligibility for inclusion in the California Register of Historical Resources as determined by a lead agency for purposes of CEQA.

A historic resource is one that is listed in or eligible for listing in the California Register of Historical Resources. In determining the significance of impacts to historical resources, “historical resources” included the following:

1. A resource listed in, or determined to be eligible by the State historical Resources Commission, for listing in the California Register of Historical Resources (Pub. Res. Code SS5024.1, Title 14 CCR, Section 4850 et seq.),
2. A resource included in a local register of historical resources, as defined in section 5020.1(k) of the Public Resources Code or identified as significant in an historical resource survey meeting the requirements of section 5024.1(g) of the Public Resources Code, shall be presumed to be historically or culturally significant. Public agencies must treat any such resource as significant unless the preponderance of evidence demonstrates that it is not historically or culturally significant.
3. Any object, building, structure, site, area, place, record, or manuscript which a lead agency determines to be historically significant or significant in the architectural, engineering, scientific, economic, agricultural, education, social, political, military, or cultural annals of California may be considered to be an historical resource, provided the lead agency’s determination is supported by substantial evidence in light of the whole record. Generally, a resource shall be considered by the lead agency to be “historically significant” if the resource meets the criteria for listing on the California Register of Historical Resources (Pub. Res. Code SS5024.1 Title 14 CCR, Section 4852 including the following:
 - (A) Is associated with events that have made a significant contribution to the broad patterns of California’s history and cultural heritage;
 - (B) Is associated with the lives of persons important in our past;
 - (C) Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values; or
 - (D) Has yielded, or may be likely to yield, information important in prehistory or history.
4. The fact that a resource is not listed in, or determined to be eligible for listing in the California Register of Historical Resources, not included in a local register of historical resources (pursuant to section 5020.1(K) of the Public Resources Code), or identified in an historical resources survey (meeting the criteria in section 5024.1(g) of the Public Resources Code) does not preclude a lead agency from determining that the resource may be an historical resource as defined in the Public Resources Code section 5020.1(j) or 5024.1.

Because the original San José Flea Market site appears to be a significant historical resource within the evaluation criteria of the City of San José Preservation Ordinance, and appears to qualify for the California Register of Historical Resources, demolition of the extant buildings and alteration of the open space that serves the San José Flea Market would appear to have an adverse impact on the environment as defined by CEQA.

5.3 Mitigation Recommendations

Mitigation measures and procedures incorporated into government programs and development entitlements can protect designated historic landmarks and other officially recognized significant historical resources that would otherwise be impacted by the actions related to a project. These programs and procedures, however, do not preclude the demolition, relocation or radical alteration of the recognized sites and structures. They do attempt to preclude arbitrary demolition, relocation or radical alteration of the resources, and enable interested members of the community to provide input into the decisions that may affect historic resources by requiring that all feasible alternatives be considered at the time of development. The entire process is accomplished within the framework of the California Environmental Quality Act.

The development of the San José Flea Market site, which will include demolition of all the extant buildings and structures presently existing on the properties the site encompasses and the alteration of the open space the enables the market to succeed on the site, could result in the loss of a historically significant resource.

Section 5020.1 of the California Environmental Quality Act states that demolition, destruction, relocation, or alteration activities that would impair the significance of a historic resource results in a “substantial adverse change.” The San José 2020 General Plan policies for historic resources states, “...historically or archaeologically significant sites, structures and districts are irreplaceable resources, their preservation should be a key consideration in the development review process.” An Implementation Program could be developed and instituted for the partial mitigation of impacts on significant historic resources potentially eligible for or listed in the California Register of Historical Resources. This program should be developed after review and confirmation of the proposed mitigation measures by the City of San José Historic Preservation Officer acting on behalf of the City of San José. The program should specifically focus on the significant historical patterns of development and include public outreach.

1. The City of San José can require documentation of the site according the Level III procedures outlined in the *Standards and Guidelines for Architectural and Engineering Documentation* (U.S. Dept. of the Interior, National Park Service 1990), including the updated HABS/HAER Guidelines – HABS Historical Reports (U. S. Dept. of the Interior, National Park Service 2000). HABS-like local requirements can include, in addition to or in place of the requirements for HABS level documentation, color prints for public exhibits, a 35 mm slide catalogue, or digital images and video. Oral interviews could provide additional appropriate archival information. The intent of this mitigation measure would be to document primarily the culture and use of the site, not solely the structures on the site. In order to adequately capture the character of the site, it may be preferable to utilize both high-resolution digital images and video rather than large format film equipment.
2. Incorporation of residual physical attributes, such as some elements of site layout or open space, incorporation of historic names and other exhibits into any new buildings on the project sites, and/or development of public exhibit/education programs to present interpretive information on the historic patterns of development in the area. These exhibits should be based on additional historical research and personal interviews. The historical associations of the site prior to the establishment of the San José Flea Market site should be included also within this education component, to provide a full understanding and interpretation of the context of the site.
3. Preservation of the open space and related physical support structure that provides for the maintenance of this historic cultural landscape can be achieved through on-site preservation of the original market use, or relocation of the use to another site accessible to the communities that

currently serve as vendors, customers, and other patrons of the market. The establishment of an alternative venue that is economically sustainable within the region would require collaborative strategies to identify and retain the values of the market - as it has historically developed - in ways that maintains its continued vitality. As with all cultural landscapes, change has modified the physical aspects of the place known as the San José Flea Market over time. Preservation of this urban place through relocation within metropolitan San José requires further cultural and anthropological investigation into broader patterns, processes, and interactions that have developed at this site that define its essential character.

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HISTORIC EVALUATION SHEET

Historic Resource Name: San Jose Flea Market

A. VISUAL QUALITY / DESIGN

Justification

		E	VG	G	FP
1. EXTERIOR	Undistinguished				X
2. STYLE	Good example of vernacular flea market			X	
3. DESIGNER	Good example of vernacular flea market			X	
4. CONSTRUCTION	Of no particular interest				X
5. SUPPORTIVE ELEMENTS	Tenants have special significance		X		

B. HISTORY / ASSOCIATION

		E	VG	G	FP
6. PERSON / ORGANIZATION	Organization of primary importance	X			
7. EVENT	No events				X
8. PATTERNS	Patterns of primary importance	X			
9. AGE	1960 and later				X

C. ENVIRONMENTAL / CONTEXT

		E	VG	G	FP
10. CONTINUITY	Establishes area of primary importance	X			
11. SETTING	Market maintains dominant character of area		X		
12. FAMILIARITY	Site a symbol within region	X			

D. INTEGRITY

		E	VG	G	FP
13. CONDITION	Minor surface wear		X		
14. EXTERIOR ALTERATIONS	Minor alterations to character		X		
15. STRUCTURAL REMOVALS	No important structural removals	X			
16. SITE	Has not been moved	X			

E. REVERSIBILITY

		E	VG	G	FP
17. EXTERIOR	Some missing from original layout		X		

F. ADDITIONAL CONSIDERATIONS / BONUS POINTS

		E	VG	G	FP
18. INTERIOR / VISUAL	n/a				X
19. INTERIOR / HISTORY	n/a				X
20. INTERIOR ALTERATIONS	n/a				X

EVALUATION TALLY SHEET

Historic Resource Name: San Jose Flea Market

	E	VG	G	FP	Value	Value	Sub-total	Cumulative sub-total
<u>A. VISUAL QUALITY / DESIGN</u>								
1. EXTERIOR	16	12	6	0	0			
2. STYLE	10	8	4	0	4			
3. DESIGNER	6	4	2	0	2			
4. CONSTRUCTION	10	8	4	0	0			
5. SUPPORTIVE ELEMENTS	8	6	3	0	6		12	
<u>B. HISTORY / ASSOCIATION</u>								
6. PERSON / ORGANIZATION	20	15	7	0	20			
7. EVENT	20	15	7	0	0			
8. PATTERNS	12	9	5	0	12			
9. AGE	8	6	3	0	0		32	
<u>C. ENVIRONMENTAL / CONTEXT</u>								
10. CONTINUITY	8	6	3	0	8			
11. SETTING	6	4	2	0	4			
12. FAMILIARITY	10	8	4	0	10		22	66
	(SUM OF A+C) =				34			
<u>D. INTEGRITY</u>								
13. CONDITION	.00	.03	.05	.10	0.03	x 66	2.0	
14. EXTERIOR ALTERATIONS	.00	.05	.10	.20	0.05	x 34	1.7	
	.00	.03	.05	.10	0.03	x 32	1.0	
15. STRUCTURAL REMOVALS	.00	.20	.30	.40	0	x 34	0.0	
	.00	.10	.20	.40	0	x 32	0.0	
16. SITE	.00	.10	.20	.40	0	x 32	0.0	
							4.6	
ADJUSTED SUB-TOTAL: (Preliminary total minus Integrity Deductions)								61.36
<u>E. REVERSIBILITY</u>								
17. EXTERIOR	3	3	2	2	3			64.36
<u>F. ADD'L CONSIDERATIONS/BONUS POINTS</u>								
18. INTERIOR / VISUAL	3	3	1	0	0			
19. INTERIOR / HISTORY	3	3	1	0	0			