

General Historic Overview and Context Statement

Sacramento began with the settlement established by John Sutter near the banks of the American River in 1839. After exploring other sites along the American and Feather Rivers, he chose a little knoll on the land now designated as 26th to 28th Streets, between K and L Streets. This was the first permanent settlement in the area, and Sutter built his fort, constructed a flour mill, developed an irrigation system for his pastures, erected a distillery, and organized extensive hunting and trapping expeditions. When an employee discovered gold at Sutter's sawmill in Coloma in 1848, the news created an international Gold Rush to

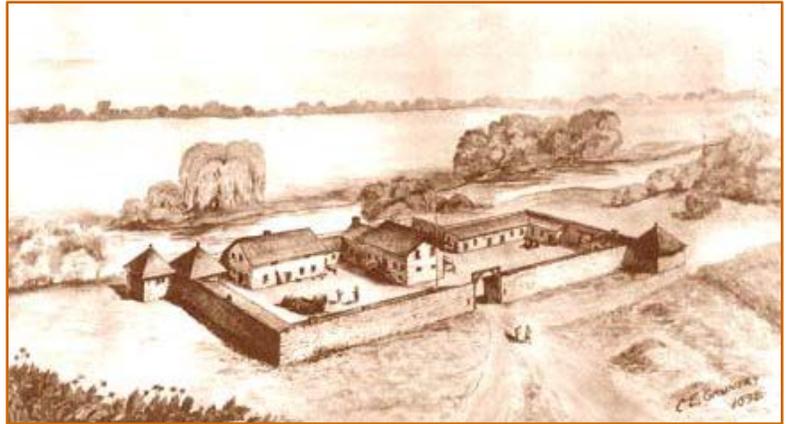


Figure 1 – Sutter's Fort

Sacramento and the foothill areas to the north and east. Overnight, Sacramento was transformed from its beginnings as a fort and agricultural settlement, to a busy new city.

At that time, the American River entered the Sacramento south of the current Sacramento River Water Filtration Plant, near what is now the area of the Railyards, north of the current I Street . The flow of the river deposited a sand bar just below the mouth of the river, significantly raising the bed of the river and diminishing its depth. Ocean-going ships coming up the Sacramento River could get no closer to the Gold fields and were forced to unload their cargo and passengers along what is now called Front Street on Sutter's embarcadero. This area became the critical point of entry to Sacramento and

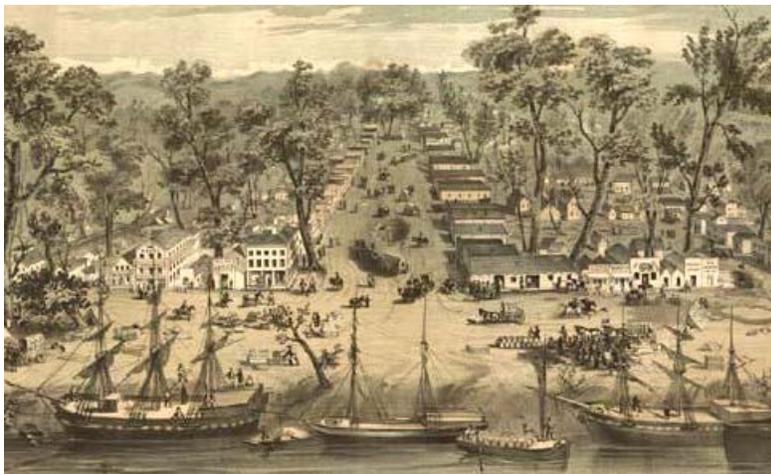


Figure 2 - The Sacramento waterfront in the 1849 flood

Gold Rush sites and grew quickly, outdistancing the growth of both Sutter's Fort and Sutter's planned settlement further south near the river and current Land Park, called Sutterville.

The first growth took place along the Sacramento River, (presently the site of Old Sacramento) encouraged by the coming and going of river traffic that tied the new city to the bay area and the sea. The Old City area of Sacramento was laid out in a grid in 1848, at John Sutter Jr.'s request, by Captain W. Warner. From east to west, it extended from what was originally called 30th Street, now Alhambra Boulevard, to the Sacramento River. From north to south, it extended essentially from the south banks of the American River to just south of X Street, now the Highway 50 freeway. The street pattern included a numbering system for north to south running streets from Front Street, then called 1st Street, to 30th Street. From east to west, the streets were letters of the alphabet, from what is now just south of the railroad levee, now B Street, to what is now called Broadway. Each block of lots within this rectangle contained eight 80 foot by 160 foot lots, with an alley running between the four lots on the north side of the alley and the four on the south of it. The one exception to this pattern is the strip of larger blocks between 12th and 13th Streets, which held ten 80 foot by 160 foot lots, with the east-west alley separating five on the north and five on the south.

Sacramento expanded to the east, with J Street becoming a major path to and from the gold fields of the Sierra foothills. At 12th Street, the path split, with one road continuing along J Street toward Hangtown (Placerville) and Coloma, and the other branching toward Auburn and Marysville. Thus J Street became the principal path to the gold fields for wagon trains, suppliers and gold seekers, as well as the principal route

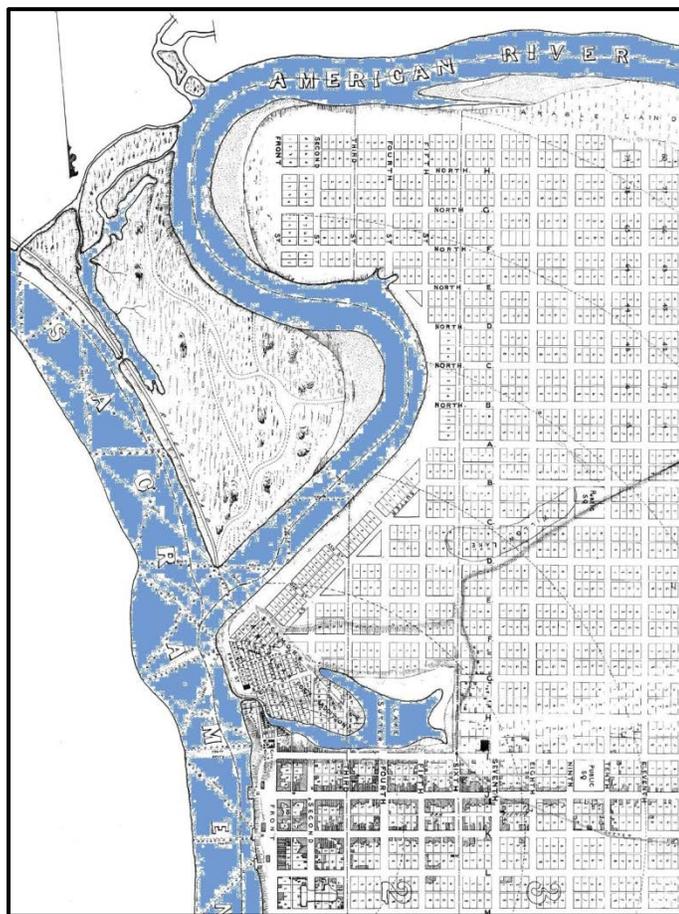


Figure 3 - This 1854 map shows the original channel of the American River. It was moved in 1868 to prevent flooding.

back from the mines, a conduit bringing millions of dollars of gold down J Street into Sacramento over time. As a result, the block faces on J Street and nearby K Street became occupied with buildings first, before much other construction had taken place. By 1854, Sacramento extended down J Street to 12th Street. There was some construction in Alkali Flat and south of M Street, but J Street was the business focus.

Flooding was a major problem throughout the nineteenth century, with most businesses, residences and farms devastated at one time or another by extensive floods. In the early twentieth century, the Natomas Consolidated Company initiated the first major efforts to reclaim flood plain lands and open the area just north of Sacramento to wider agricultural use. Efforts to control the flooding of Sacramento City began earlier.

The original geographical configuration of the American River in this area was different than today. In the 1840s, the American River originally approached within a few hundred feet of the Sacramento River and then turned south. It emptied into the Sacramento River through Sutter Slough, north of the present location of I Street. In 1868, another new channel for the river was created by deepening the slough north of the original location, and blocking the original channel. The bend was filled in and a spur levee built to deflect the current. When the river was relocated farther to the north, a flood plain area between it and the City was created. The area became populated with willows and the north levee secure.



Figure 4 - Flooding was a major problem in early Sacramento

Disastrous floods occurred in Sacramento in the winter of 1861-62 and the decision was eventually made to raise the levels of all the streets by fourteen feet along J Street and K Street to the east. This general effort began in 1869. Some merchants jacked their buildings up and put new foundations and storerooms underneath them in order to have the main floor of the building at the new street level. Others added floors on top of the structure already in place. A few remnants of this early Sacramento era still remain in downtown Sacramento today.

During the early years of Sacramento's history (1850s-1860s) the main business area of Sacramento was to the northwest of the Capitol Area. In the latter half of the 1850s and early 1860s, California began a transition from a mining economy to an agricultural based economy. This development, coupled with the permanent establishment of Sacramento as the site for the State Agricultural Fair helped produce growth in Sacramento. In 1860 construction began on the Capitol Building, just southeast of the main business district at that time. Single-family residences, many large and imposing, and as well as multi-family buildings and residential rooming houses comprised most of the neighborhood around Capitol Park during this era.

During the 1920s and 1930s, the Capitol and state government grew more active as many statewide issues gained in importance, and political activities increased. Legislators drew more

Figure 5 - The SP Shops, established in 1863, were one of the major Sacramento employers for decades. 1870 Map of Sacramento, Britton & Rey



attention, and key issues had an ever greater impact throughout the state. A number of notable hotels for visitors to the legislature, lobbyists, and businessmen, were built downtown, and the core of the city was an active, attractive, and economically successful area. The presence of the State Capitol, Capitol grounds, and accompanying classical and impressive sister buildings contributed stature, elegance and stability to the downtown area of Sacramento.

For many decades the Southern Pacific Railroad, originally called the Central Pacific Railroad, was one of Sacramento's largest employers. The railyards, located near the former Sutter's Lake just south of the original American River channel, grew to be the largest working and manufacturing railyard west of the Mississippi. It manufactured rail cars, locomotives, and everything that went into the cars, including wheels, trucks, upholstery, steam boilers, table service silver plating, and engine blocks. The yards contained giant forges, stamp mills, blacksmith shops, lumber mill, electrical and brake shops, paint shops, and a hospital. It

was essentially a city unto itself. There are still many Sacramentans whose families were part of the railroad production and who remember the connection with interest and warmth.

The completion of the transcontinental railroad in 1869 and the location of the Central Pacific railroad shops on the north side of the business district brought a great deal of commercial activity and growth to Sacramento. The development of streetcar lines, and eventually the automobile, gave residents the ability to live further away from the place where they worked. This also influenced growth to the east and southeast of the business district.

After the turn of the century, an atmosphere of prosperity and energy seemed to engulf the nation. The promise of a new century, economic health, a certain maturation of “frontier towns” into stable established settlements with some history of prosperity, and a national self-awareness generated a surge of interest in enhancing cities and towns both physically and functionally.

Construction boomed, particularly of civic buildings, parks, monuments, and other public facilities.

For example, the Sacramento City Hall, Memorial Auditorium, Elks Building, California State Life Building (926 J Street), Masonic Hall, Bank of D.O. Mills, Federal Building/Post Office, Central Library, and



Figure 6 - Sacramento City Hall, ca 1911

the Alhambra Theater were all constructed between 1912 and the early 1932. This atmosphere also generated a mass of new consumers, interested in improving their life styles and domestic comforts. In answer to these calls, the department store, already evolving, became an important retail instrument. Stores, large and small, proliferated providing more and more choices to the fledgling crop of consumers which included the large number of Southern Pacific railyard and railroad workers, and many employed in one aspect or another in agriculture.

One of the most significant factors leading to the growth of Sacramento in the Capitol Area was the building of the State Capitol between L Street and N Street east of 10th Street, and the ensuing addition of other government buildings in the area. This led to another major effect on

the Capitol Area, the growth of the state government itself. By the mid-1910s the state government needed additional office space. In 1913, the City of Sacramento voted to spend \$700,000 to purchase property for an expanded Capitol area. The next year the State approved a \$300,000,000 bond measure for construction of the new property. Subsequently, the Jesse Unruh Building, formerly known as Office Building 1, and the Library and Courts Building were built in the 1920s. During the mid-1930s, two more office buildings were added across N Street from the Capitol; the Public Works Building and the Department of Motor Vehicles Building.

Downtown Sacramento was no exception to this atmosphere of growth, and former mining outfitters evolved into millinery shops, haberdasheries, and furniture stores. Two Sacramento retail stores that were established in the late 1800s, Weinstock-Lubin, (Weinstock's) and Hale Brothers, (Hale's) remained in business with their original names (but not corporate structures) and downtown locations until the late twentieth century, about 100 years.

David Lubin opened a very small and crude Mechanic's Store in Sacramento about 1875. He was soon joined by his half-brother, Harris Weinstock, and by 1888, the flourishing business had expanded, now catering to family trade as well as workers. Hale's began in 1876 and by 1880 had stores in



Figure 7 - The Hale Brothers store at 9th & K

several Central California locations. Over time the small market stores were sold off and Hale's focused their business on the larger retail markets in Sacramento, San Jose, Stockton, San Francisco and Oakland. By 1921, a J.C. Penney's chain store joined the list of downtown retail enterprises. Weinstock's and Hale's continued, with Hale's purchasing a controlling share of Weinstock's stock in 1926.

In a July 2, 1927 article the *Sacramento Bee* noted how Sacramento had become a retail magnet drawing shoppers from around the region because, "The Capitol City's six department stores form one reason why residents of nearby communities come to Sacramento to do their shopping..." The major department stores listed in the article were: Weinstock-Lubin, John Breuner's (furniture), Hale Brothers, the Non Pareil, Charles P. Nathan, and Rosenthal's. Several

new stores were added by 1930 including: Gardiner's, Garfinkles, Montgomery Ward, Sears Roebuck, and Tregalis. In 1940, Enos opened, as did D.P. Fletcher and National Dollar Stores, another chain. In 1950, the list of stores represented in downtown Sacramento had almost doubled.

During World War II, building construction slowed dramatically, with building materials conserved for war effort uses. After the war, architectural styles imported from Europe or generated in California, such as the International Style, became popular and were introduced to Sacramento. The local interpretation of the style tended to create building images that eschewed ornamentation, and were directed toward plain unornamented cement plaster surfaces and simple rectangular planes. This type of construction design was also less expensive. The adoption of such imagery generated considerable renovation of downtown Sacramento and the removal of much ornamentation from existing buildings to "bring them up to date." The many upper-floor angled bay windows so popular in earlier times were largely removed and replaced with blank, "clean" wall surfaces, substantially changing the downtown image.



Figure 8 - The Oddfellow's Hall at 9th and K was modified to give it the "clean" lines of the International Style.

Due to the "flight to the suburbs" that occurred after the war, the above-mentioned efforts to retain downtown customers by modernizing its buildings, and accommodating the expanded age of the auto with parking meters and garages, the area became less inviting to shoppers and dwellers, and the downtown area began to decline. This decline in activity, along with the introduction of a number of buildings to accommodate state workers and daytime offices, and the

popularity of free parking at suburban shopping centers, combined to create a downtown less friendly to residential uses, lacking schools, and fairly deserted on evenings and weekends.

Major efforts on the part of the City of Sacramento and Sacramento Housing and Redevelopment Agency resulted in the creation of an attractive new Downtown Plaza shopping area, a panoply of regenerative activities including night markets and weekly farmers' markets, and a renewed interest in downtown lifestyles and activities. Current programs focus on this goal, and many buildings downtown have been rehabilitated or renovated and returned to a useful contemporary life, taking a positive role in the regeneration of this critical "heart of the city."

The Growth of the City to the East

In the early years of Sacramento's history many people lived within walking distance of where they worked. Much as it is today, most people live within a twenty to thirty-minute commute to work. What has changed over time was the mode of transportation. Many shopkeepers in early Sacramento lived at the back of their store, or in a suite of rooms on the second floor.



Figure 9 - [The Huntingtons, 1863] "On November 21 they bade farewell to their friends...and shut the door of the upstairs flat at 54 K Street behind them. When they would open it again, if ever, they had no way of telling." *Lavender*

Collis P. Huntington, a member of the Big Four who founded the Central Pacific Railroad, lived above his store with his wife and adopted daughter Clara until he left to represent the railroad in the East in 1863. Anthony Coolot, another prominent Sacramento merchant, lived with his family above his store at 812 J Street from 1856 to the 1880s. The central district was always a busy, noisy, smelly place to live. Horse droppings littered the streets and industrial businesses mixed right in with the merchants. A pickle factory and a cooperage making barrels and boxes might be mixed right in with shops and the residences above. In many downtown blocks, there were several saloons along each street. Activity went on day and night. This was hardly a place

to raise a family and eventually merchants abandoned the spaces above their shops and built houses out in districts that were quieter and had less street traffic. Alkali Flat was one of the first of these primarily residential districts. The spaces above the shops were then turned into rental units for people who worked at more menial jobs in the central district. They were also converted offices for businesses that did not rely on foot traffic, such as lawyers, dentists, physicians, and music teachers. Sprinkled in among the merchants and professionals were the skilled workers from the Southern Pacific Shops. The direction of growth was limited by the presence of the rivers and so the primary directions of growth were east and south. When the State Capitol was built (1860-1871) and Capitol Park was developed, it was soon surrounded by elegant Victorian homes. As the commercial center grew and pushed outward, so did the residential growth.

Transportation was a key factor in the growth of neighborhoods. The main transportation corridors helped define the direction of growth. The street names of these corridors often took the name of the destination from Sacramento such as: Marysville Road, Auburn Boulevard, Fair Oaks Boulevard, Stockton Boulevard, Folsom Boulevard, and Freeport Boulevard. J Street was known as the “Pathway to the Goldfields,” and many of the old roads branched off from it. As transportation improved, development moved eastward along either side of J Street.

From the early day, the wealthier resident could always either walk to work or use a carriage. The next development was the use of horse drawn street cars. The first version was known as the “omnibus” and these were passenger cars pulled by horses. Omnibuses ran during the 1860s. Pulling passengers down dirt streets limited the range and utility of the omnibus, particularly when it rained. Starting in 1870, horse drawn cars moved down steel rails and the range of the horse drawn service expanded.

The omnibus cars then traveled from Front Street to the grounds of the State Fair at 20th and G Streets. Service also extended south to the vicinity of the City Cemetery and east as far as 31st Street.

In the late 1880s a local realtor, Edwin Alsip, had an idea for a new suburb on the outskirts of Sacramento to the southeast. He put together a group of investors and purchased the 380 acre



Figure 10 - A horse drawn Omnibus carries passengers past the remnants of Sutter's Fort.

Dolan ranch. The development they created was Oak Park. Alsip and his investors felt that to make their development successful, they would need to expand the range of the street car system. They formed another company called the Central Street Railway. In 1887, they outfitted several of the horse drawn cars with batteries and electric motors. In 1890 wires were strung overhead and the electric driven street cars became practical. With the advent of the electric street car, the trolley system in Sacramento expanded.

With the increased range of the trolley system, a decision was made to move the California State Fair from 20th and G Streets to Oak Park. The land vacated by the State Fair, roughly B to G

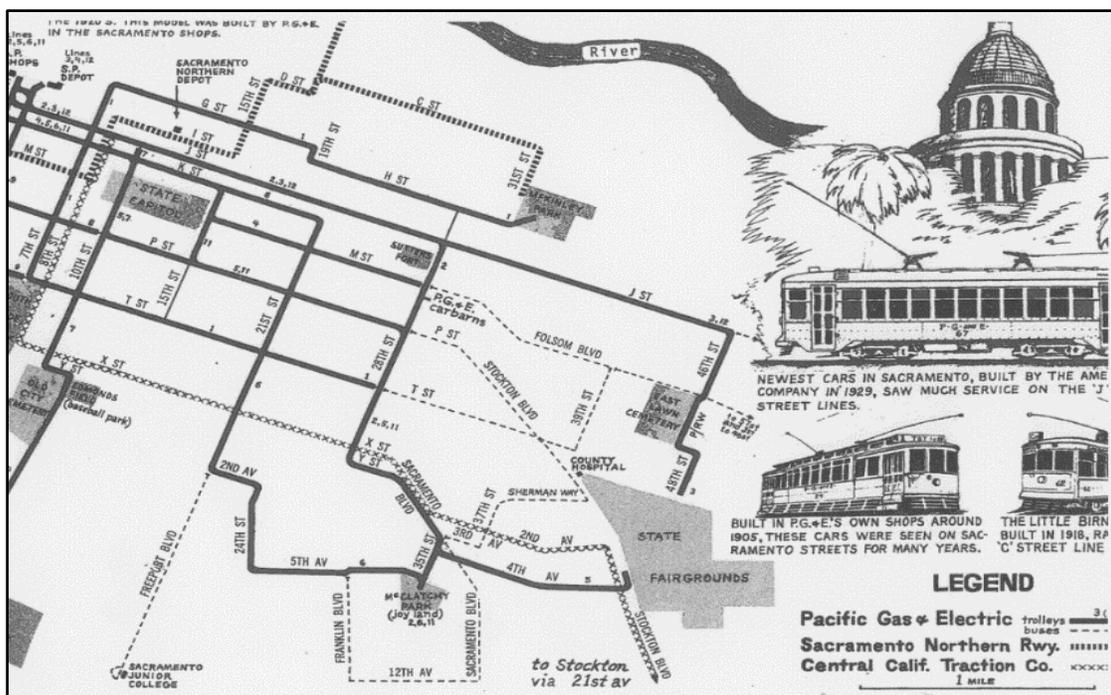


Figure 11 - The trolley line that serviced Maple Avenue ran along J Street. It was built in 1914.

Streets and 20th to 23rd Streets was quickly purchased by the real estate firm of Wright & Kimbrough and became the development known as Boulevard Park. As Boulevard Park began to develop, New Era Park began its initial growth stage. This spurred the Sacramento Northern Railway to extend a street car line down C Street all the way out to McKinley Park. Growth in Sacramento was moving to the east.

The growth that Sacramento was experiencing was in part fueled by its strategic position as a transportation center. The transcontinental railroad had opened up the Midwest and eastern

markets for California’s agricultural products. As agriculture expanded Sacramento became one of the financial centers of that growth. Food processing and packing plants of various types began to locate in Sacramento. Commodity marketing companies, headquartered in Sacramento began to organize, such as the California Fruit Exchange and Pacific Fruit Exchange.

“By 1910 practically all of the deciduous fruit of the state was shipped through Sacramento, 85 percent of it grown within an 85-mile radius... The development of the railroads, and the agricultural production it supported, played a key role in the growth of the state. Railroads delivered agricultural products, and canneries were established to accommodate produce that was not shipped fresh. Soon valley products were

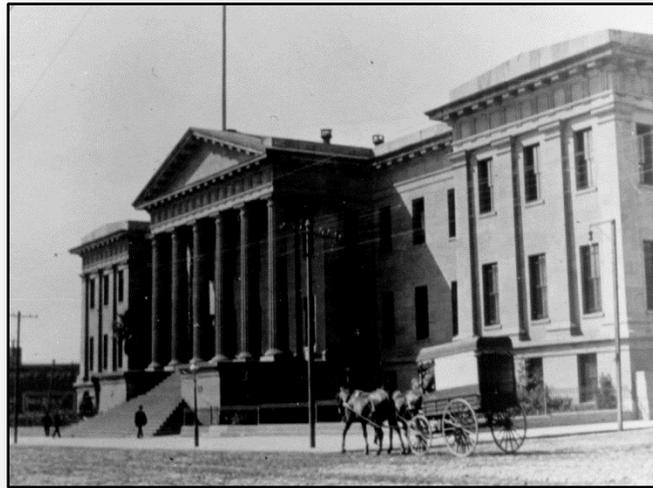


Figure 12 - Sacramento County Courthouse, shown in 1907.

traveling around the world. Canneries and irrigation restructured the face of the valley between 1890 and 1910. At the height of the industry, two of the largest canneries in the world were said to have been in Sacramento.” [Boghosian, Cox]

Population growth and improvements in transportation were causing the urban landscape of Sacramento to expand to the east and south. In 1900 Sacramento had a population of 29,282 and by 1940 it was 105,958, which represents an increase of 362 percent. In 1911, as the result of a local election, Sacramento annexed East Sacramento, Oak Park, Elmhurst and the south area as far as Sutter Ville Road.

The next big factor in this growth was the automobile. In 1907 a picture of the Sacramento County Courthouse was taken. It shows horse-drawn wagons ambling slowly by it on dirt streets.



Figure 13 - Sacramento County Courthouse built in 1913

About a decade after the 1907 photograph, a new County Courthouse had been built and the curb in front of it was lined with parked cars and the streets were paved. The extension of trolley and bus service, as well as the advent of the automobile, made it possible for East Sacramento to develop as a suburb.

In 1937 when Sutter Maternity Hospital was built, there was no trolley service to it. However, it had an ample parking lot in the rear. Just ten years later, in 1947, the trolley system ceased to function.

Electricity

Electricity was first applied to lighting and the first experiments with electric lighting occurred in Sacramento in the 1880s. Illumination by gas had preceded electricity. Gas lighting in Sacramento started in 1855 and slowly spread until it was in general use by the 1860s. The first experimental use of electricity for street lighting came in 1885. However, this experiment was with arc lighting, which was glaringly bright, smoked and made a hissing sound. The general use of electricity for lighting did not come until the introduction of the incandescent lamp. The first use of incandescent lamps in Sacramento was in 1890. Using electricity for power was first limited to lighting because the generators that produced the power were driven by coal and steam. Coal had to be imported to the region and made electricity expensive.

“There was one glaring example of the need for electric energy in huge amounts at cheap rates... This was the battery operated electric street car...”. [McGowan]. Hydroelectric power was the answer to the problem and the first successful plant was in Wisconsin in 1882. The first in California was in San Bernardino in 1892. Horatio Gates Livermore had the idea for a hydroelectric plant in Folsom that would use the American River as a power source. Prior to beginning work on the powerhouse he first obtained a franchise from the City of Sacramento for an electric streetcar system. He incorporated the Sacramento Electric Power and Light Company in 1892 and one of his first major investors was Albert Gallatin, general manager of the Huntington and Hopkins Hardware Store. Gallatin



Figure 14 - The Folsom Powerhouse

persuaded others to invest the project.

Electric power, from hydroelectric power sources, first arrived in Sacramento from Folsom in July of 1895 [McGowan, Vol. II, pp 31-32]. The Sacramento Bee had suggested a celebration and the idea caught on quickly. It was planned to coincide with the State Fair in early September. *“The night of the parade, September 9, found J and K Streets brilliantly illuminated with three miles of electric lights and paper lanterns.”* [McGowan]. Sacramento was recognized nationally as one of the first American cities to demonstrate the practical use of long-distance transmission at high voltage.

The evolution of gas and electric utilities throughout the nation followed a similar pattern of development. Many small, independent gas and electric companies were established and they very quickly merged to provide local and regional service. In 1903 the Sacramento Electric Power and Light Company was bought out by California Gas and Electric Company. In 1905, that company merged with San Francisco Gas and Electric Company to form the Pacific Gas and Electric Company (PG&E). *“The first impact of electricity was to bring illumination to city homes, city streets, and into many farm homes located near transmission lines...Hydro-electric energy was applied to transportation in the form of street-cars in Sacramento, Marysville, and Chico and to the old Sacramento Northern.”* [McGowan, Vol. II, pp. 43-44]

The Automobile

“The years between 1905 and World War I saw autos gradually replace horses, and bring about a completely new type of life.” [McGowan, Vol. II, p. 71]

While it was the advent of the electric trolley system that aided the growth of Sacramento’s suburbs to the east and south, it was the automobile that was the major influence on growth in East Sacramento and on Maple Avenue. In contrast, in Boulevard Park where construction began in 1906, the main transportation emphasis was the horse. Although they are somewhat rare today in Boulevard Park, one can see vestiges of the horse and buggy era by the presence of hitching posts.



Figure 15 - This circa 1910 photo of the little boy near 21st & H Streets in Boulevard Park, shows a hitching post at the curb, just behind the boy and to the left. You can see another one further down the street.

The critical time period for the automobile was 1909-1911. Henry Ford introduced the Model T in 1909 for \$825. Two years later, the cars could be purchased on an installment plan. After that, all you needed was the down payment and a steady job and the car was yours. Automobile registration in Sacramento Valley reached 10,000 by 1914, and then doubled by 1916. Registration increased rapidly in every year after 1916. As a result of mass production, mass efficiencies were achieved and the price of a Model T continued to drop. By 1925, you could buy a Model T for \$260.

East Sacramento and Maple Avenue

What enabled home building in East Sacramento was a growing population and improvements in the transportation system that allowed people to live farther from their workplace. The trolley-car system eventually extended out to 46th Street. The ride from 7th and J Streets to 46th Street was reported to be about 20 minutes, which made it a comfortable commute. Automobile ownership was becoming affordable to a larger portion of the population. Jobs were moving further out from the central district as well. In the 1890s, Oak Park emerged as Sacramento's first trolley-car suburb [Boghosian-Cox].

Annexation

The population of the City of Sacramento was beginning to grow in areas outside its corporate limit. As a result, city officials wanted to expand the city limits to add more residents and provide room for future growth. The immediate goal was to annex Oak Park, which had been growing continuously since the 1890s and had become a small town of its own. However, the City's annexation proposal included large areas of east and south Sacramento. When it was voted on in September 1911, Oak Park residents voted in favor by almost three to one (596 yes to 185 no). East Sacramento, which was still thinly settled at the time, voted against annexation (72 yes to 110 no). However, all the suburban voters approved the plan (808 yes to 356 no). Residents of the City of Sacramento voted in favor of annexation (1390 yes to 630 no). Annexation enlarged Sacramento's land area by about three times its original size and increased its population from about 45,000 to about 60,000. An important observation is that in all of East Sacramento there were only 182 voters living there who cast ballots.

Following annexation, the city promptly provided urban services to Oak Park, such as paved streets, street lighting, sewers and storm drainage. These services would become available to East Sacramento in later years.

Employment

There were large sources of employment located nearby. The California State Fair moved from Boulevard Park to its site on the east side of Stockton Boulevard and north of Fifth Avenue in 1905. The Western Pacific railroad built its maintenance and fabrication shops in 1913. They were located just to the west in Curtis Park and they employed about 300-400 well paid mechanics. The Libby, McNeil & Libby cannery on Alhambra was built in 1912, providing hundreds of seasonal jobs. In 1924 the California Highway Commission (now Caltrans) opened its vehicle and equipment repair shops buildings at 34th & R Streets employing more than 100 skilled mechanics.



Figure 16 - Boulevard Park set the standards for suburban development. Uniform setbacks, concrete sidewalks and curbs, and paved streets--as shown in this ca 1910 photo.

Real Estate Development

Real estate developers made buying lots or cottage-style homes easy and affordable. Some developers were selling lots for around \$125. To obtain one of these lots required only \$10 down and a payment of \$5 per month. Around the same time, Wright & Kimbrough were selling completed cottages for \$100-\$500 down with monthly payments ranging from \$20-\$25. [See *Afterward—History of Wright & Kimbrough* by Boghosian-Cox]. The Wright & Kimbrough Company was the largest developer in Sacramento at the time and they developed a large portion of East Sacramento. Their most notable development was Tract 24 which is known today as

“The Fabulous Forties” where many large homes were built by well-known and wealthy Sacramento residents.

Wright & Kimbrough established the standards, which were later followed by later subdivisions, when they established Boulevard Park. The requirements were mandatory uniform setbacks of homes from the street, no front fences, street lighting, concrete curbs and sidewalks, and paved roads. They also prohibited commercial uses. The presence of the large Wright & Kimbrough Tract 24 in East Sacramento appears to have influenced others developments as well.

Despite the fact that Maple Avenue/38th Street was developed as five different subdivisions, they all obey the uniform setbacks. Wording on some of the original building permits instructs the builder to “line-up” with the existing homes.

Maple Avenue had some aesthetic advantages over the development of Wright & Kimbrough Tract 24. Wright & Kimbrough placed the sidewalks immediately adjacent to the roadway on seven of the eight streets located within Tract 24. On Maple Avenue, the sidewalks were separated from the street by planting strips.

Architecture

Visually, Maple Avenue/38th Street dwellings appear to reflect the late nineteenth century English Garden City planning concept where efforts to attract people to a life style closer to rural values became important, as opposed to urban density and intensity. Ebenezer Howard, founder of the English Garden City movement, wrote “*Tomorrow: A Peaceful Path To Social Reform*” in 1898 [Reissued in 1965 as “*Garden Cities of Tomorrow*”]. He advocated the creation of self-sufficient settlements ringed by an agricultural belt. The intent was to reverse the large-scale migration of people from rural areas and small towns to cities, which were becoming overpopulated. The settlements were also intended to be self-sufficient and would provide rural districts with the economic opportunities and the amenities of larger industrial cities. It appears that the overall image of English Garden Cities would interweave agricultural and landscaped areas with dwelling units to create self-sustaining and pleasant living entities. Maple Avenue visually relates to such patterns. The uniform 45-foot set-backs, along with the voluntary practices of not introducing interruptive landscaping such as hedges and fences has creative a broad corridor of open space.

The architecture of the homes also reflects design of the 1910s to 1920s that utilized different versions of past styles, reinterpreted in various images reminiscent of international design themes, and generally termed as either Eclectic or Period Revival. The district buildings reflect modernist versions of Anglo-American, English, French Period, Mediterranean Period and Modern houses. These styles, design references and landscape features are intended to encourage an affinity for rural values.

The eclectic styles began in the last decades of the 19th century. “European-trained architects began to design landmark period houses for wealthy clients” [McAlester, p. 319]. The original designs were built almost entirely of solid masonry. However, a change in technology enabled American built homes based on these designs to be constructed with a brick veneer over a wood balloon-frame house. This enabled even modest cottages to mimic the facades of the Old World landmarks.

All of the contributing houses in the district feature the Eclectic and Revival styles of the 1910-1930 period. Craftsman and Prairie are the pre-WWI styles and the various Period Revival styles are the post war designs. One of the anomalies in Sacramento and California was the persistence of the Prairie style. In most areas in the United States, it was not used much after World War I. However, in Sacramento the style remained popular through the 1920s. Here is a breakdown of the design styles in the neighborhood.

Colonial Revival	20%
Dutch Colonial Revival	4%
English Tudor Revival	26%
French Eclectic	6%
Italian Renaissance Revival	6%
Monterey Style	2%
Prairie	24%
Craftsman	12%
Spanish/Mediterranean	8%

The People

The Maple Avenue neighborhood consists mostly of two-story dwelling units (94 percent) on large lots. The people who built these homes, as well as those who purchased them in later years were from the middle and upper class. They were doctors, lawyers, city officials, builders,

contractors, realtors and business owners. Some homes could be considered individual Landmark buildings under the Sacramento Register's eligibility criteria for their architecture and/or the contributions of the people who lived in them to the broad patterns of Sacramento history.

Homeowners in the district included:

H. E. Brillhard [1012], Division Manager, Great Western Power Company
Wilbur Brand [1020], Founder of Jones, Brand & Hullin Real Estate

James Hughes [1020], Superior Court Judge
Joseph Saunders [1032], Building Contractor, Subdivided the Claremont Tract
William Rooney [1032], Office Manager, Wright & Kimbrough
Louis Ehret [1050], Chief Engineer, City Water Works
Charles Nathan [1081], Owner, Charles Nathan & Son, and the Bon Marche department stores
Thomas Longton [1081], President, Longton Produce Co.
Charles Root [1101], Sacramento County Recorder
Charleton Katzenstein [1120], Insurance Broker and Owner, C. L. Katzenstein & Co.
Charles Bliss [1130], Attorney, State Legislator, One of the framers of the City Charter
Frank C. Miller [1140], Sacramento County Surveyor
Edward Meister [1149], Builder of carriages and cars; Founder of Sacramento Produce Terminal
George Burnett [1150], Owner, Burnett & Sons Lumber Company, one of Sacramento's oldest businesses
Edwin Brown [1150], Partner, Ennis-Brown, one of the Valley's largest agricultural conglomerates
Richard Cunningham [1210], Attorney
Gilbert Richards [1215], Owner, G.W. Richards Tire Company
Emil Hornstein [1216], Manager, Columbia Market
Frederick Boitano [1217], Owner Boitano's Restaurant and Liquor Distributor
Ed Siller [1301], Partner, Siller Brothers, Building Contractors
George Casey [1303], Director, Pacific Fruit Exchange
Fred Haselwood [1306], Civil Engineer, California Highway Commission
Oscar Miller [1308], Owner, Knox Lumber Co.
John Casey [1311], Owner, Tourist Garage
Jessie Lubin [1315], Vice President, Weinstock-Lubin & Co.
Ray Riley [1315], State Controller
Georgina Bryte [1330], Widow of George Bryte, dairy farm owner
Irving Needham [1340], Attorney, Partner, White, Miller, Needham & Harbor
Waldeman Hansen [1345], Owner, Hansen Machine Works
Steven Downey [1355], Attorney, Partner, Downey, Brand & Seymour
H. Marvin Grandstaff, [1400], Bookkeeper, Scott L&S
Dr. Eleanor Rodgeron & Dr. Donald McKinnon [1401], Physicians, OBGYN
George Murray [1408], Owner, The Maydestone apartment house
Robert Breuner [1415], Manager, John Breuner Co., home furnishings store
Guy Hamilton [1424], Business Director, Sacramento Bee
Dr. Charles McKee [1435], Physician
Dr. William Pope [1440], Physician

Weldon Mansfield [1447], Salesman, Morrissey Company, real estate and insurance

The multi-family dwellings were also fine quality residences that attracted a quality clientele.

Harry Seymour [1044], Attorney, Partner, Downey, Brand & Seymour
Florence Widdowson [1045], Widow, Arthur Widdowson East Sacramento Architect
Robert Chaplin [1049], President, Sacramento Wool Company
Clarence Malm [1056], Accountant
Charles Chenu [1104], Assistant Cashier, Farmers & Merchants Bank
Charles Becker [1109], Salesman, soft drinks
Phillip Danz [1112], Attorney, Bank of Italy
Burt Hodson [1117], Photographer, Owner of Hodson Photography Studios
Harold I. Scholefield [1125], Clerk, Perkins & Co., general grocers
Walter Criswell [1137], Insurance Agent, New York Life Insurance Company
Harry Waterman [1141], Owner and Contractor, plumbing company
Homer Root [1200], Advertising Manager, Sacramento Union
Walter Esycheck [1209], Conductor, Southern Pacific Railroad
Archibald Nelson [1300], Secretary-Treasurer, Homestead Lumber
Frederick Yoerk [1302], Owner, Mohr & Yoerk Realty
Walt Dunphy [1316], Owner, Dunphy & Davis Sheet Metal Works
Edward Florence [1348], Division Manager, PG&E

Whether they were homeowners or renters, most of those living on Maple Avenue/38th Street could afford an automobile. Many of the houses and multi-family dwellings were built with garages. The auto increased the range from work for an ordinary commute, thus creating the existence of automobile suburbs; a place where one could enjoy the landscaped ambiance of a semi-rural environment. However, these were single-car families and there were some who did not have a car. So the nearby availability of a trolley car line was still essential.