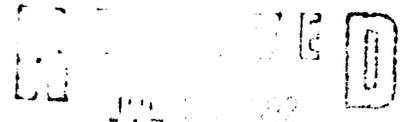


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NPS Form 10-900  
(Rev. 8-86)

OMB No. 1024-0018

United States Department of the Interior  
National Park Service



NATIONAL REGISTER OF HISTORIC PLACES  
REGISTRATION FORM

NATIONAL  
REGISTER

1. Name of Property

historic name: Downtown Hollister Historic District

other name/site number: N/A

2. Location

street & number: San Benito and intersecting streets between 4th and South

not for publication:     

city/town: Hollister

vicinity:     

state: CA county: San Benito code: 069 zip code: 95023

3. Classification

Ownership of Property: private, public-local, public-Federal

Category of Property: district

Number of Resources within Property:

Contributing	Noncontributing
<u>54</u>	<u>29</u> buildings
<u>0</u>	<u>0</u> sites
<u>0</u>	<u>0</u> structures
<u>0</u>	<u>0</u> objects
<u>54</u>	<u>29</u> Total

Number of contributing resources previously listed in the National Register: 1 (Carnegie Library)

Name of related multiple property listing:  
N/A

4. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act of 1986, as amended, I hereby certify that this   x   nomination        request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property   x   meets        does not meet the National Register Criteria.        See continuation sheet.

Stanley P. Craizer Signature of certifying official June 24, 1992 Date

California Office of Historic Preservation  
 State or Federal agency and bureau

In my opinion, the property        meets        does not meet the National Register criteria.        See continuation sheet.

Signature of commenting or other official \_\_\_\_\_ Date \_\_\_\_\_

State or Federal agency and bureau \_\_\_\_\_

5. National Park Service Certification

I, hereby certify that this property is:

- entered in the National Register        See continuation sheet.
- determined eligible for the National Register        See continuation sheet.
- determined not eligible for the National Register
- removed from the National Register
- other (explain): \_\_\_\_\_

Entered in the National Register

Greg M. Kapley 8/14/92

Signature of Keeper \_\_\_\_\_ Date of Action \_\_\_\_\_

6. Function or Use

Historic: <u>Commerce</u>	Sub: <u>specialty store</u>
<u>Government</u>	<u>city hall</u>
<u>Social</u>	<u>meeting hall</u>
Current : <u>Commerce</u>	Sub: <u>specialty store</u>
<u>Government</u>	<u>city hall</u>
<u>Social</u>	<u>meeting hall</u>

7. Description

Architectural Classification:

Late Victorian: Italianate
Late Nineteenth and 20th Century Revivals: Mission/Spanish Colonial Revival
No Style

Other Description: N/A

Materials: foundation concrete roof terra cotta
walls stucco other
brick

Describe present and historic physical appearance. X See continuation sheet.

8. Statement of Significance

Certifying official has considered the significance of this property in relation to other properties: locally

Applicable National Register Criteria: A

Criteria Considerations (Exceptions) : N/A

Areas of Significance: Commerce
Politics/Government
Social History

Period(s) of Significance: 1880-1942

Significant Dates : N/A

Significant Person(s): N/A

Cultural Affiliation: N/A

Architect/Builder: unknown

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above. X See continuation sheet.

9. Major Bibliographical References

X See continuation sheet.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67) has been requested.
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # \_\_\_\_\_
- recorded by Historic American Engineering Record # \_\_\_\_\_

Primary Location of Additional Data:

- State historic preservation office
- Other state agency
- Federal agency
- Local government
- University
- Other -- Specify Repository: \_\_\_\_\_

10. Geographical Data

Acreage of Property: 22

UTM References: Zone Easting Northing    Zone Easting Northing

A	10	642 400	4079 420	B	10	642 760	4079 520
C	10	642 650	4078 950	D	10	642 510	4078 900

See continuation sheet.

Verbal Boundary Description: See continuation sheet.

The boundary is shown as the broken line on the accompanying map entitled "Downtown Hollister Historic District."

Boundary Justification: See continuation sheet.

The boundary includes the historic resources and their immediate setting.

11. Form Prepared By

Name/Title: Donald S. Napoli

Organization: \_\_\_\_\_ Date: February 7, 1992

Street & Number: 1614 26th Street Telephone: (916) 455-4541

City or Town: Sacramento State: CA ZIP: 95816

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NATIONAL REGISTER OF HISTORIC PLACES  
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Section number 7

Downtown Hollister Historic District Page #1

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The Downtown Hollister Historic District gives a strong sense of a small city's downtown in the period before World War II. The district contains 83 buildings, most in retail use, constructed during the past 120 years along San Benito and adjacent streets in downtown Hollister. The district includes 54 buildings that contribute to its historic character, 29 that do not contribute, and 10 empty parcels. The district's integrity is high due to the concentration of resources, the large number of contributors, and the inconspicuousness of non-contributors.

San Benito Street forms the spine of the district. It extends north and south for more than four blocks. About half of the district's buildings front San Benito Street. All but a few of the remaining buildings face one of five crossing streets, the most important of which is Fifth Street. Only seven buildings are located more than one block from San Benito Street.

Retailing provides the main use of buildings in the district. About half are used exclusively to provide goods and services to retail customers. Another quarter mix retail use on the ground floor with another use, usually residential, above. In addition, the district contains: civic and religious buildings, auxiliary structures such as garages and warehouses, a few residential units, and one office building.

The similarity of use helps to define the visual characteristics of the district. Almost all the retail buildings are constructed to their lot lines on each side and front the sidewalk directly with no intervening set-back. The storefronts contain recessed entrances and flanking display windows. The two gas stations and the savings and loan building are the exceptions. The two largest civic buildings, the veterans memorial and the post office, are both set back from the sidewalk and have no immediately adjoining neighbors.

Within the overall uniformity of the district, the individual buildings vary somewhat. Most are one or two stories, but several are taller. Generally, rooflines are not prominent, either because the roofs are flat or are hidden by parapets. The parapets run from plain and rectangular to segmental and decorated. Stucco is by far the most popular siding, although a few buildings are faced in brick, board, or corrugated metal. Detailing is minimal on most buildings. The most common motifs are bracketed cornices, dentil and belt courses, and tiled awnings or false mansards.

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The design of most buildings defies stylistic terminology. Although they may contain a few decorative elements, the buildings aim at functionality. Nevertheless, the district does contain examples of styles popular at various times during the period of significance. These include: Italianate, Late Gothic Revival, Greek Revival, Neo-Classical Revival, and Mediterranean Revival. In general, only the larger buildings exhibit designs in specific styles.

Most of the retail buildings have suffered alterations over the years. The most frequent change is the replacement of the original storefront with a more modern treatment. Often this involves the use of aluminum framed windows instead of the original wood. Stucco siding over original board or brick is another alteration found on several buildings. A few buildings have lost all of their original detailing.

All of the district's contributors retain original materials and design elements above the first floor. These include original cornice treatments, ornamentation, and windows. Although only a few of the retail buildings have unaltered storefronts, many of the contributors not in retail use have first stories without substantial alteration. About half of the non-contributors were constructed during the period of significance. These are either single-story buildings with modernized storefronts or two-story buildings without original materials or design elements above the storefront. Most of remaining non-contributors are thirty to forty years old and inconspicuously blend in with the older buildings. Only a handful of structures are egregiously contemporary in appearance.

The district has major contributors at its extremities and at its main intersection. On the north is the Masonic Lodge with its domed corner cupola; on the south is the Tiffany Motors building, an unaltered auto showroom and maintenance facility; on the east is the former post office, a carefully if unspectacularly designed building that is also unaltered; and on the west is the Methodist Church, an unaltered Late Gothic Revival edifice constructed in brick. At the intersection of San Benito and Fifth Streets are important buildings on all four corners: a pair of two-story nineteenth commercial structures that have recently been restored; a former fraternal lodge building with original terra cotta detailing on its upper stories; Hollister's tallest building, a four-story hotel, which is also unaltered above the storefront; and a recently restored two-story bank building.

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Downtown Hollister Historic District Page #3

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The district is bounded by areas of distinctly different character. To the north a scattering of commercial buildings continues on San Benito Street for about a mile. On the south is a small collection of industrial, residential, and new commercial structures. On the east is Hollister's industrial area of warehouses and packing plants. On the west is the town's original residential neighborhood. A hill to the northwest provides some topographic definition to the district, which is itself completely flat. The boundaries follow contiguous parcel lines (except at the south edge, where the border excludes a non-historic used car lot) and encompass virtually all of Hollister's pre-1943 commercial buildings.

The district retains a high degree of integrity. Contributing to the feeling of a traditional downtown are the arrangement of the buildings, which are immediately contiguous and front the sidewalk, the predominant retail uses, and the retention of original design and fabric, especially above the storefronts, on two-thirds of the buildings. Despite some new construction and an earthquake in 1989, which toppled a half-dozen erstwhile contributors, the district has maintained its historic character.

Detailed descriptions of the buildings in the district follow.

139 4th Street (Power Equipment Company/Hollister Battery Station)

Contributing Building--ca. 1930

This commercial building has one story and stucco siding. On the front (north) elevation a parapet with horizontal center section and sloping sides masks the roofline. Above the storefronts is a plain belt course. The storefront on the left (east) has two large anodized aluminum show windows with a door piercing the one on the left. The other storefront has three slightly smaller windows with a door to the left. An addition on the left has a garage door and multi-paned window. The belt course continues along the other (west) street elevation.

203 /217 4th Street (San Benito Glass/Hollister Auto and Machinery Co.)

Contributing Building--ca. 1931

This large, reinforced concrete building has one story and stucco siding. The front (north) elevation has a prominent parapet with a flat center section and sloping sides. The parapet wall, which drops to the storefront, contains two sealed window openings and effects half-timbering through the use of twenty-four vertical panels. Topping the storefront is a series of rafter ends that run the width of the elevation. The two main entrances are protected by gable roofs and are flanked by a series of show windows. There is another entrance on the left. The disposition of

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windows and doors remains much as it was originally, but the current materials reflect post-1941 remodeling. Another recent change are the slopestone piers that rise half way up the building at each corner of the elevation. The other (east) street elevation has anodized aluminum windows and rough stucco siding.

204 4th Street (Don Pedro's/Villa Pace Hotel)

Contributing Building--ca. 1908

This hotel and restaurant has two stories and stucco siding. The main part of the front (south) elevation has a stepped parapet with a diamond-shaped vent in the center section. On the second story are three double-hung windows. Dividing the stories is a narrow belt course, and below it are two horizontal windows well above street level. The windows and the corner entrance are topped with fabric awnings. The other part of this elevation is an addition on the left (west), also two stories but shorter, which has a wide flat cornice, two double-hung windows on the second story, a continuation of the belt course, and a horizontal window and doorway with awnings. The other (east) street elevation has a wide flat cornice, a series of double-hung second-story windows, and several windows and doors on the first floor. The addition, first floor treatment, and perhaps stuccoing appear to date from a ca. 1950 remodeling.

204 4th Street-(West) (Villa Pace Hotel Annex)

Contributing Building--ca. 1940

This small building, which contains residential units, has one story, a shallow gable roof, and horizontal board siding. On the front (east) elevation the overhanging eave acts as a covering for the doors and double-hung multi-paned windows. The building appears unaltered.

204 4th Street-(Rear) (Storage Building/Bocci Ball Court)

Contributing Building--ca. 1940

This long, one-story building is completely functional in design. It has a shallow gable roof and vertical board siding. The south part of the southeast side of the building is open, while two shed-roofed garages, the northern of which dates from before 1943, project from the north part.

220 4th Street (San Benito Hotel/Nunes Hotel)

Non-Contributing Building--ca. 1900

This venerable but severely altered hotel has two stories and stucco siding. The front (south) elevation presents a flat wall with stepped

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parapet on top, vertical windows on the second story, small horizontal windows on the first, and about four feet of slopestone paneling at ground level. The high wall hides the true height of the small saloon addition on the right (east). On the east elevation a series of narrow double-hung second story windows provides a hint of the building's age.

101 5th Street (Coast Counties Glass)  
Contributing Building--ca. 1930

This building has two stories and stucco siding. On the front (north) elevation are a parapet with a zig-zag band and a tiled cornice with false vigas below. On the second story are four multi-paned windows with flat hood moldings. Between the stories is a wide belt course. The first floor has an arched doorway on the right (west) and a ca. 1980 storefront with anodized aluminum door and windows. The other (east) street elevation has multi-paned windows on both floors and doorway at the rear.

101 5th Street-(Rear) (Coast Counties Glass Garage)  
Non-contributing Building--ca. 1950

This garage has one story, a gable roof, and horizontal board siding. The roofline on the front (north) elevation is masked by a plain flat parapet. Located at the rear of its lot, this small building is an inconspicuous non-contributor to the district.

135 5th Street (Post Office)  
Contributing Building--ca. 1935

The former post office building, which exhibits an extremely subdued version of the Spanish Colonial Revival, has a single story and stucco siding. The cornice is flat with a narrow band except on the front (north) elevation, where it steps down on both sides and is tiled. The elevation has a symmetrical design. Beneath the center section of the cornice is the name of the building and beneath that the arched main entrance surrounded by false voussoirs. Flanking the doorway are paired four-over-four double-hung windows; leading to it is a flight of stairs. Smaller windows appear on the elevation near the corners of the building. The east and west elevations have similar windows but are undecorated. The rear of the building has a loading dock. The foundation has been given a darker finish than the rest of the building, which is set back from the parcel lines and surrounded by grass and shrubs. The east half of the parcel contains landscaping and a parking lot.

140 5th Street (Bauder and Co.)  
Contributing Building--ca. 1880

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This long, single-story building has a gable roof and stucco siding on the street elevations. On the front (south) elevation is a stepped parapet and a storefront with clerestory windows, recessed central entrance, and flanking show window with wood casing. The east elevation, with its wide board siding and bracketed cornice, gives a hint of the building's nineteenth century origins, while the overall appearance dates from a ca. 1915 remodeling.

140 5th Street (Bauder Quonset Hut)  
Non-contributing Building--ca. 1946

This Quonset hut has one story and is sided in corrugated metal. The half-rounded shape is truncated to form the main (south) facade, which is formed by four nearly square panels. The two on the left are plain; the one at the center right contains a garage door with multipaned windows; the one at the far right has a three-part double-hung window.

140 5th Street-(Rear) (Bauder Storage Building)  
Non-contributing Building--ca. 1950

This gable-roofed building has one story and corrugated metal siding. A band of paired double-hung windows, which extends around three sides of the building, is interrupted on the north by two large plain garage doors. Although not constructed until after 1942, the building has a purely functional design and is not a conspicuous non-contributor.

201 5th Street (Lido Hotel)  
Contributing Building--ca. 1918

This hotel and saloon building has two stories and stucco siding. The front (north) elevation has a plain parapet and a tiled cornice. The second story windows are one-over-one, double-hung, and framed in wide casings. The storefront shows signs of a ca. 1970 remodeling, with the recessed central entrance topped by a large carved redwood sign and flanked by large-paned windows in wide wood casings. The other street elevation (on the east) has a row of double-hung windows on the second story and a transomed doorway on the first.

202 5th Street (French's)  
Non-contributing Building--ca. 1915

This commercial building has a flat cornice and stucco siding. A narrow band for signs tops the storefront. The corner entrance is covered by a cloth awning, contains an arched doorway, and is flanked on both south and east elevations by large horizontal windows with single panes. The

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building presumably had architectural detailing that was removed in a ca. 1950 remodeling.

206 /208 5th Street (JM, The Hair Elite)

Non-Contributing Building--ca. 1920

This single-story commercial building, the original appearance of which is unclear, has a flat cornice and stucco siding. The front (south) elevation is divided into equal parts horizontally by a metal awning that runs the width of the building. The area above the awning is marked only by guy rods. At ground level are two storefronts. The one on the right (east) has a central doorway flanked by two wood-framed show windows. The other one, which is approximately half as wide, has a doorway on the right and a smaller window on the left. The unequal division of the building came no later than 1926 and may be original.

211 5th Street (Baroness Beauty Boutique)

Contributing Building--ca. 1940

This single-story commercial building, designed without architectural pretension, has a flat cornice and vertically corrugated metal siding. The storefront includes a central recessed entrance and flanking aluminum show windows and is topped by a thick horizontal band. Beneath the windows is approximately two feet of brick facing.

214 /216/218 5th Street (Pioneer Realty, Hollister Barber)

Contributing Building--ca. 1923

This building, which retains much of its 1920s appearance, has two stories and stucco siding. Beneath the tiled cornice, which is supported by large brackets, is a sextet of windows, presumably once double-hung and now single-paned. A narrow belt course separates the two stories. The main entrance on the first floor is offset to the right (east) and has an arched doorway. The storefront on the right has clerestory windows, a guyed metal awning, one single-paned window, and a doorway. The other storefront, which uses the clerestory window area for signage, has a central entrance flanked by single-pane aluminum show windows. Its remodeling appears much more recent (perhaps ca. 1980) than that of its neighbor.

215 /217 5th Street (B&R Barber Shop)

Contributing Building--ca. 1914

This commercial building has one story and horizontal board siding. It has a stepped parapet with a bracketed belt course. The storefront features a recessed central entrance and clerestory windows across two-thirds of the facade. The wooden door and adjacent surfaces are paneled. Flanking the

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doorway are a double-paned aluminum window on the right (west) and another entrance with accompanying window and hooded transom on the left. The overall treatment of the storefront, including the two entrances, is either original or dates from an early remodeling.

221 5th Street (Muezner's)

Non-contributing Building--ca. 1950

This concrete block commercial building has one story and a large flat-topped parapet that serves as a signage area. Beneath the large sign a gabled, flat porch roof overhangs the entire storefront. The entrance is centered and flanked by aluminum show windows on both sides. The building dates from slightly after the district's historic period but blends in inconspicuously with the contributors.

222 5th Street (Rowe Upholstering, Mary's/New England Hotel)

Contributing Building--ca. 1880

This building, which has provided lodging for over a century, has two stories and mostly stucco siding. Its dramatic stepped parapet features a prominent false cornice. On the second story are three windows, once double-hung and now aluminum, in plain wood architraves. The first story, which is sided in vertical board and batten and topped by a shallow marquee, has two sections. To the right (east) is a doorway and adjacent window. To the left a storefront with central doorway and flanking show windows. The building has a long and somewhat narrower addition on the rear.

230 5th Street (Fashion Crossroads)

Non-Contributing Building--ca. 1907

This commercial building, the facade of which retains none of its original fabric, has one story and stucco siding. The parapet steps up in the center and at each end. Atop the storefront are two horizontal bands and a cloth awning. The storefront, which was remodeled ca. 1990, has a recessed entrance and two slanting large-paned show windows.

321 5th Street (Winn and Co.)

Non-contributing Building--ca. 1985

This three-story building, which is a clearly modern attempt to accommodate its narrow lot, has a flat roof. The front (north) elevation is faced in brick. The cornice is marked by a slightly projecting brick band. The second and third stories have three arched anodized aluminum windows. The first story has two signs and a recessed entrance. Other elevations are stuccoed.

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327 5th Street (FAST Travel/Pacific Telephone and Telegraph Office)

Contributing Building--ca. 1920

This small commercial building has one story and stucco siding. On the front (north) elevation, a parapet slopes down from a raised center section and back up to banded end sections. The storefront has an entrance on the left (east) which is topped by a shallow tiled shed roof supported by large brackets. On the right is a window with two single panes and a clerestory section with many rectangular panes. Between the windows and the sidewalk is an area with brick facing.

334 /336 5th Street (Granada Theatre)

Non-contributing Building--ca. 1940

This reinforced concrete theater building, which has been stripped of its original detailing, has two stories. On the front (south) elevation is a plain flat cornice and stucco siding. The second story has a set of aluminum sliding windows and is unadorned except for a projecting ca. 1950 sign. The first story has a recessed entryway topped with a shallow, guyed roof. On each side are storefronts with recessed entrances and flanking show windows.

338 /344 5th Street (Kearney Building)

Contributing Building--ca. 1929

This commercial building, which retains much of its original appearance, has two stories and stucco siding. On the second story of the front (south) elevation are a flat banded cornice, another band with dentil course, and two sets of paired windows. The windows were presumably once double-hung but are now have aluminum sliders. The first story is marked by a thin band, beneath which are clerestory windows. On ground level two small storefronts with doors and show windows are separated by a central entrance with guyed porch roof. The area between the windows and the sidewalk is faced with banded tile.

339 /339A 5th Street (Public Safety Building/City Hall)

Contributing Building--ca. 1908

This building, a replacement for an earlier town hall damaged in the 1906 earthquake, has two stories and stucco siding. The front (north) elevation is arranged symmetrically. The parapet is flat and divided vertically into panels. The banded cornice has a dentil course and is supported by decorative brackets that cut the horizontal band below. Beneath the band are six double-hung windows and two more horizontal band. The first story, on which the siding has been scored to resemble granite, has an arched

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central entrance flanked by two window openings. Both are topped with clerestory windows and have anodized aluminum show windows extending to the sidewalk. Missing from the building is its original domed cupola.

345 5th Street (Ross Building)

Non-contributing Building--ca. 1948

This office building, which appears to have been constructed soon after the end of World War II, has one story and stucco siding. The front (north) elevation, which is arranged symmetrically, has a strong horizontal orientation and includes a plain, flat cornice. The central entrance is topped by a shallow, curved marquee and flanked by a pair of stubby colonettes that form an extension for bands of single-paned windows. The aluminum framed door appears to be the only alteration to this ca. 1950 building.

357 5th Street (Mid-State Mutual)

Contributing Building--ca. 1940

This building has one story, stucco siding, and a mansard-like roof that slopes toward the street. On the symmetrical front (north) elevation two adjacent large, multi-paned windows with rounded upper corners are flanked by arched entrances with multi-paned doors. Doors and windows begin almost at the eave, have wood casings, and are separated by downspouts that are used as design elements. The building appears unaltered from its original ca. 1940 appearance.

375 5th Street (City Hall/Hollister Carnegie Library)

Contributing Building--ca. 1912

The Hollister Carnegie Library, which has been nominated for individual listing in the National Register, is an example of the Classical Revival in which the center of three bays is projected toward the street. It has one story over a slightly raised basement, which gives the effect of a podium, and is constructed of reinforced concrete scored to resemble granite blocks. The building has a flat roof that is masked by a parapet. The projecting cornice has several bands, including a dentil course, while the frieze is plain. The main entrance is recessed within the center bay, surrounded by molded panels, and flanked by a fluted Ionic column on each side. In the unrecessed wall on each side of the entryway is a narrow slit window. The pedestal of each column projects forward to encase the stairway. In each of the flanking bays is one large casement window, divided vertically and horizontally into six sections and containing many panes. The windows are slightly recessed within a wide frames and rest upon bracketed sills. Small basement windows pierce the foundation below

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first floor windows. There are no windows in the side walls. The library is set back from the sidewalk and is on a slightly raised site. The major alteration is a concrete block extension added to the rear in 1986 to house city council chambers.

201 6th Street (Cheung Sheng, Stove & Spa)  
Contributing Building--ca. 1940

This one-story building, which has never claimed architectural distinction, has corrugated metal siding and gable roofs of sheet metal which intersect in a T. On the front of the building the gable faces to the side and extends forward in a short shed roof. Beneath the cornice is a area for signage. At ground level are two adjacent storefronts, both with large single-pane windows encased in wood, one with a recessed entrance and the other with an entrance at the corner of the building. The entrance is topped by a small shingled awning. The rear section is approximately three feet higher and substantially larger. On the east the gable has a shed roof extension that carries the building to the parcel line. The structure has a shed-roofed addition on the southeast.

221 /226 6th Street (Pacific Coast Mortgage)  
Non-contributing Building--ca. 1980

This concrete block building has two stories and a flat roof. On the front (north) elevation the second story is clad in vertically ridged siding. The first story has a central recessed entrance flanked on each side by three single-paned windows. The building is clearly of modern construction but is of small scale.

325 /333 6th Street (Ladd's Ace Hardware Annex)  
Contributing Building--ca. 1923

This commercial building has one story. The front (north) elevation has stucco siding, a flat cornice, and a set of clerestory windows that run the width of the facade. The storefront has two sections. The one on the left (east) has no windows; the other has paired show windows flanking a center entrance.

335 6th Street (House/Office)  
Contributing Building--ca. 1923

This small building, which is now a residence but was originally an office, has one story, a gable roof, and horizontal board siding. From the roof rises a brick chimney with chimney pot. The front (north) elevation has a paneled door with window and transom and a single-paned window. The west elevation has two double-hung windows.

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352 7th Street (Black-Cooper Furniture Warehouse)

Contributing Building--ca. 1940

This large one-story warehouse is completely functional in design. It has a gable roof and siding of corrugated metal sheets. In the center of the front (south) elevation is a small doorway topped by a metal awning. The building seems to retain virtually all of its original appearance.

000 Brown Alley (Paul's Meats Warehouse)

Contributing Building--ca. 1920

This small, extremely simple one-story brick building has a flat roof, a slightly projecting band at the cornice, and a sliding wood door in the front (north). It is set back from the alley and has a gable-roofed shed in the rear.

424 East Street (East Street Service Center)

Contributing Building--ca. 1940

This one-story automobile service building is constructed of concrete block that gives the appearance of narrow banding. On the front (east) elevation are a multi-angled parapet, a square vent, a service bay door with horizontal windows, a plain door for pedestrians, and a pair of double-hung windows. A band of multi-paned windows extends the length of the south elevation. Constructed of a material that defies easy remodeling, the building appears to have remained virtually unaltered.

524 East Street-(South) (Lido Hotel Unit #2)

Contributing Building--ca. 1940

This small building, like its neighbor on the north, is hidden from view by a tall vertical board fence. It has one story, a gable roof, and corrugated metal siding.

524 East Street-(North) (Lido Hotel Unit #1)

Contributing Building--ca. 1930

This small building, most of which is hidden from view by a tall vertical board fence, has one story, hipped roof, and horizontal board siding.

528 East Street (Lido Hotel Unit #3)

Contributing Building--ca. 1920

This small building, which may contain only one room, has one story, a gable roof with rear shed-roof extension, and horizontal board siding. The front door on the east and the double-hung windows on all elevations are surrounded in wood casing.

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501 Monterey Street (Methodist Episcopal Church (North))  
Contributing Building--ca. 1880

This large two-story church marks the western edge of the district. A representative of the Late Gothic Revival, the building has two sections and is sided in brick. The main section, on the southeast corner of 5th and Monterey Streets, faces west and has a three-part symmetrical facade. The center section, over which rests a large conical roof, has a stepped parapet and large multi-paned window with pointed arch. The flanking two-story sections are in the form of square towers with false battlements at the cornice and conical roof above. Both have a pointed-arch window opening on the second story. On the first story the right (south) section has a larger pointed-arch window and the left a pointed-arch entryway and approaching staircase. Horizontal brick banding marks both this and the other (north) street elevation. The building's smaller south section is set further back from the sidewalk. Its facade is also symmetrical. Below its stepped parapet on the second story are a circular false vent, window and door opening with triangular hoods and drip molding. Running the width of the first story are a porch with stepped parapet and three large openings with pointed hoods. A central staircase leads to the porch. Behind the facade are visible the cornice returns and board siding of the original church building, which was moved to the south when the main section was constructed ca. 1907.

355 San-Benito Street (Masonic Lodge)  
Contributing Building--ca. 1908

This large building, which marks the north edge of the district, has two stories and stucco siding. Its roof is hidden behind a flat parapet with stepped center sections. The most prominent feature is the rounded bay that projects from the second story of the southwest corner of the building. The bay is topped by a domed cupola and two clocks that face south and west. On the second story is band of windows, all one-over-one and double-hung. The first floor has a round-arched entry on the north edge of the west elevation. To the south is the building's retail storefront, which features a set of single-pane show windows and accompanying entrances which extends around the corner beneath the bay and about one-third of the length of the south elevation. Atop the windows and doors is a shingled awning. In addition to the modernized storefront, other changes to the building include the placement of stucco siding over original brick and the removal of a plain belt course beneath the cornice.

401 San-Benito Street (New Life Fellowship/Hollister Rochdale Company)

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Contributing Building--ca. 1907

This building, constructed immediately after the 1906 earthquake, has two stories and stucco siding. Its most striking feature is its fanciful segmented parapet, which on the front (west) elevation has two square corner sections and curved center section connected by a dentil course. Second-story windows on the front are single-paned and framed in wide casing. On the north the windows are narrow, arched, and double-hung, indicating perhaps that they were saved from the structure that stood here before the 1906 earthquake. The first floor has a modern (ca. 1975) storefront with shingled awning, anodized aluminum windows, and false rock surfacing. Besides the replacement of its original storefront, the building has also lost a shallow balcony that originally extended from the center of the front elevation.

411 San-Benito Street (Nino's/Hiram Pond)

Contributing Building--ca. 1907

This single-story commercial building, apparently constructed after the 1906 earthquake, has stucco siding and a flat parapet. Beneath the parapet is a sloping cornice with a dentil course beneath its bottom edge. The storefront has three windows and a door, each of anodized aluminum and covered by a small fabric awning.

417 San-Benito Street (Simon's Barber Shop)

Contributing Building--ca. 1880

This commercial building has one-story and stucco siding. Its most dramatic feature is its parapet, which slopes down from a raised center section and back up to more slightly raised end sections and which features a diamond-shaped false vent below the center section. Below the parapet is a sloping cornice with a dentil course. The storefront, which may date from a post-earthquake (ca. 1906) remodeling, has a clerestory window with narrow panes, single-pane show windows, and a recessed entrance.

419 San-Benito Street (Kim's Place)

Contributing Building--ca. 1880

This single-story commercial building has stucco siding and a parapet with a stepped center section. The parapet may reflect a remodeling completed as a consequence of the 1906 earthquake. Beneath the parapet are two banded belt courses. The storefront, which appears to date from ca. 1975, has several windows of different shapes and a recessed entrance.

427 San-Benito Street (Unknown)

Contributing Building--ca. 1915

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This commercial building has two stories and stucco siding. On the front (west) elevation the cornice is flat with raised center and corner sections. Beneath the cornice are two three-part windows topped by tile-shingled awnings. The south elevation has several double-hung windows and a small raised section in the cornice. Unlike the rest of the building, which reflects its era of construction, the storefront, which has two recessed doorways and an oval window, dates from a ca. 1970 remodeling, .

435 San-Benito Street (Granger Printing)  
Non-Contributing Building--ca. 1900

This single-story commercial building has a gable roof masked on the front (west) elevation by a simple rectangular parapet. The storefront contains a recessed entrance flanked by two multi-paned windows and two large one-paned windows. Over the entrance is a fabric awning. The building's overall design appears to date from the turn of the century, but no original external fabric remains. It is an example of a non-contributing building that retains the scale and feeling of its era of construction.

443 San-Benito Street (Espinoza Shoe Repair & Happy Dogs)  
Non-contributing Building--ca. 1920

This commercial building has one story, stucco siding, and a rectangular parapet with raised bands at top and bottom. The storefront has two parts. The northerly one, dating from ca. 1940, has a single-paned wood-framed door and a horizontal single-paned window; the other has a multi-part anodized window and a door of the same material.

445 San-Benito Street (Las Palmas Restaurant)  
Contributing Building--ca. 1882

This two-story commercial building is one of the district's last designed in a nineteenth century style. It has a hipped roof and stucco siding. The cornice shows typical Italianate details: curved brackets, dentil course, and recessed panels. Beneath the cornice are two flat window bays, each with five narrow windows, originally double hung and now presenting a flat surface. The first-floor storefront, which includes clerestory windows, show windows, and recessed doorways, is currently being restored to its early appearance.

446 /452 San-Benito Street (South Valley National Bank/Bank of America)  
Contributing Building--ca. 1930

This reinforced concrete building is one of the district's most architecturally impressive commercial structures. It has two stories of uneven height and a flat roof masked by a tapering tile parapet that gives

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the effect of a shallow mansard. The decorated frieze is surrounded on top and bottom by a prominent cornice and architrave. The second story, the smaller of the two, is marked by a series of closely spaced one-over-one double-hung windows. Beneath the windows is another belt course. The openings on the first floor are much larger and recessed within banded architraves. The windows are multi-paned; the doors have multi-paned transoms.

459 San-Benito Street (Mode O'Day Building/Farmers and Merchants Bank)  
Contributing Building--ca. 1882

Because of its rich Italianate detailing and prominent corner location, this structure is one of Hollister's most striking buildings. It has two stories, with brick siding on the first and stucco on the second. The top of the cornice projects slightly and is supported by a series of closely spaced decorative brackets. The bottom is marked by double banded bed molding. Beneath the cornice are five slanted bay windows, one on the west elevation, one at the corner, and three on the south elevation. The bays have several molded bands and narrow one-over-one arched windows. The second story has four other windows, all tall, double-hung, and topped with fully pedimented hood molding. A double-banded belt course separates the first and second floors. The first story, the restoration of which is now underway, features a series of pointed arch openings for windows and doors.

500 San-Benito Street (Union Bank Building/Pendergrass Hotel)  
Contributing Building--ca. 1928

This reinforced concrete building, Hollister's tallest commercial structure, has four stories and a flat roof. The cornice tapers forward, giving the effect of a shallow mansard roof; the frieze is decorated; and the architrave is a simple band. Multi-paned casement windows mark the top three stories. The corner windows on the fourth floor of the street (north and east) elevations have curved hood moldings. A decorative paneled band marks the first story on these elevations. The ground floor has a corner entrance and large paned aluminum windows in a treatment that appears to date from the 1960s.

501 /511 San-Benito Street (Elks' Temple)  
Contributing Building--ca. 1923

This large building was constructed for the Elks' lodge and shows the historical importance of fraternal organizations in the district. It is designed in the spare "Mediterranean Revival" mode and has three stories and stucco siding. Both of the main elevations (west and north) have symmetrical compositions. The cornice projects slightly and is supported

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by small, closely spaced brackets. The second and third stories have no horizontal bands. The decorative elements all involve window treatment, which includes terra cotta arches, cornice window heads with brackets, and shallow balconies. A double-banded belt course separates first and second story. The first floor, once divided into distinct storefronts with clerestory windows on the west elevation, now has several single-pane aluminum windows from ca. 1960. The entrance near the southwest corner retains its original transom.

510 /512 San-Benito Street (Eduardo's/Bob's Video)

Non-contributing Building--ca. 1900

This commercial building has one story and stucco siding. The cornice is marked by a simple band. The storefront is divided into two sections and is topped by a shingle awning. The sections are not the same size and are arranged somewhat differently, but both have large aluminum show windows and recessed entrances. Nothing in the appearance of the building indicates a construction date before 1950.

520 San-Benito Street (Video Mas)

Non-contributing Building--ca. 1900

This single story commercial building has a stucco sided parapet with a rectangular recession. The storefront, which is topped a projecting horizontal band, has aluminum windows, a recessed entrance, and false stone siding. Although too modified to convey a sense of its construction date, the building retains its original form and scale.

522 /526 San-Benito Street (Johnnie's Bar and Grill)

Non-contributing Building--ca. 1955

This single-story concrete-block commercial building has one story and a flat roof. The storefront, which is protected by a shallow marquee, has two sections. The one on the right (north) has a recessed doorway flanked by show windows. The other has a door, no windows, and brick "wainscoting." Its size and scale help it to fit in with the older buildings in the district.

535 San-Benito Street (Maddux Jewelers)

Non-contributing Building--ca. 1950

This one-story commercial building has a flat, thin cornice, stucco siding, and no ornamentation except a striped fabric awning over the storefront. The recessed entrance is flanked by single-paned show windows. A garage addition in the rear opens onto the alley that runs along the north

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elevation. Although constructed after the district's historic period, it blends in well with nearby contributors.

542 San-Benito Street (Enterprise Electric)

Contributing Building--ca. 1915

This commercial building, which retains its architectural integrity above the storefront, has two stories and stucco siding. The parapet, which is on the front (east) elevation, is divided into two curved sections. The cornice has a paneled band, a dentil course, and decorative brackets that appear to re-emerge above the paneling and give the effect of clamps. On the second story are four double-hung windows with curved hoods to match the parapet. Below the windows is a plain belt course. The first story has a centered door flanked by two storefronts with recessed entrances and aluminum show windows. The three elements of the first floor, which appears to be the result of a remodeling ca. 1970, are separated by plain pilasters and united by new stucco.

542 San-Benito Street-(Rear) (Enterprise Electric Warehouse #1)

Contributing Building--ca. 1928

This one-story building, which faces 7th Street, is constructed of concrete block. The front (south) elevation has stucco siding, a stepped parapet, and a large garage door with two sections and a band of multi-paned windows. The west elevation is unadorned.

542 San-Benito Street-(Rear) (Enterprise Electric Warehouse #2)

Non-contributing Building--ca. 1950

This large concrete block building, which faces the alley at the rear of its parcel, has one story and a gable roof. On the front (north) elevation are paired windows in the gable, two small windows well above ground level, and a garage door. The east elevation has four windows of similar size.

544 San-Benito Street (Stationers/Baughman's Department Store)

Non-contributing Building--ca. 1920

This commercial building has one story and stucco siding. The front (east) elevation is divided horizontally into a signage area topped by a thin cornice and three-part storefront. The center section has a recessed entrance and the other two have large single-pane windows. The side (south) elevation is divided by raised stucco bands into rectangular sections. The appearance of the building seems to date from the 1970s.

549 San-Benito Street (Penny Wise Drugs)

Contributing Building--ca. 1940

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This reinforced concrete commercial building has one story and a cornice that tapers slightly from its centered apex. The storefront, which is topped by a flat awning, has a recent treatment of large anodized aluminum windows flanking a central door of similar construction.

575 San-Benito Street (World Savings)  
Non-contributing Building--ca. 1975

This single-story concrete-block commercial building is the district's only example of strikingly incompatible design. It has a composite tile roof that overhangs the building and is supported by a series of plain piers. Doors and windows are encased in aluminum. The main entrance, which faces the southwest corner of the lot, is flanked by large flower-boxes.

610 /628 San-Benito Street (Ladd's Ace Hardware)  
Contributing Building--ca. 1922

This large commercial structure has been the home of the same business for almost 70 years. The building has two stories and brick siding. The parapet is plain, the cornice defined by a dentil course, the frieze decorated, and the architrave a simple band. Slightly raised brick divides the second story on the front (east) elevation into a series of sections. Each section contains one or two six-over-six double-hung windows with prominent sills. Beneath the windows is a plain signage area that runs the length of the elevation. The storefronts have recessed entrances and show windows of various casing. The north elevation has a set of four windows on the second story and show windows on the front half of the first story.

625 San-Benito Street (Nancy's Beauty Salon)  
Contributing Building--ca. 1908

This commercial building has two stories and stucco siding. The cornice is flat and marked by a thin band. The second story has shallow three-sided bay windows on the street (west) and alley (south) elevations and paired windows at the southwest corner. Windows are one-over-one and double-hung. The storefront is shielded by a flat awning and has a large show window, two flanking doorways, and brick facing near ground level. The building's stripped appearance apparently dates from a renovation in the 1930s.

632 /636 San-Benito Street (Paul's Meats)  
Non-contributing Building--ca. 1914

This brick commercial structure gives a sign of its age only on its alley (north) elevation). The building has two stories and a flat roof. The front (east) elevation has three horizontal sections: a plain panel on

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top, a corrugated area in the middle, and the storefront below. The storefront, which is topped by a flat, guyed porch roof, has two parts, each with aluminum show windows and recessed entrance but each arranged differently. Below the windows is siding of narrow brick, indicative of a ca. 1955 remodeling.

642 San-Benito Street (The Bookstore)  
Non-contributing Building--ca. 1912

This brick commercial building has two stories, a flat roof, and stucco siding. The second story is without architectural features. The storefront, which is topped by a shingled awning, has a slightly recessed central entrance flanked by large single-pane windows. Despite its modifications, which have thoroughly obscured the era of construction, the building retains its original size and scale.

648 San-Benito Street (Black-Cooper Furniture/W. R. Black Furniture)  
Non-contributing Building--ca. 1911

This large two-story commercial building suffers from a split personality. The front (east) elevation, which reflects a ca. 1950 remodeling, has a flat parapet above a large unadorned area, a shallow banded marquee roof topped by the company name in large free standing letters, and a storefront with recessed entrance and many large show windows. The side (south) elevation retains some of the original (ca. 1910) appearance, including stepped parapet and prominent cornice, although, like the front, its brick siding has been stuccoed.

649 San-Benito Street (Veterans Memorial Building)  
Contributing Building--ca. 1929

This reinforced concrete building, the largest publicly owned structure in the district, has two stories and a flat roof. The front (west) elevation is divided into three bays. The center bay, approximately twice the width of those on the sides, is set off by an elaborate, classically inspired portico. The portico has a tapered parapet, banded cornice, and paneled frieze. Massive piers support the portico on each side and are linked by a quartet of evenly spaced octagonal columns. Sheltered by the portico roof are rounded windows on the second story and three arched entrances with fanlights and french doors on the first story. Bands of double-hung windows appear on both stories of the side bays and the second story of north and south elevations. Those elevations also have doorways near the front of the building and a row of first-floor windows extending to the rear. A landscaped lawn separates the front of the building from the sidewalk.

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710 San-Benito Street (BP Service Station)

Non-contributing Building--ca. 1975

This small metal-clad building, which is one of the district's newest, has one story and a flat roof. It is set in the rear of the parcel. The main (south) section has a plain cornice, a band of windows, and a prominent horizontal band above the two service bays. The office section has a sloping roof and several large single-pane windows. Protecting the gas pumps in front of the building is carport with a flat roof supported by two pylons. A small, unsided structure is to the north of the office and service building. The parcel is paved with asphalt.

713 San-Benito Street (Sears Catalog)

Non-contributing Building--ca. 1920

This building is constructed on reinforced concrete and has one story. Its roof is masked by a tall, unadorned parapet. The storefront has two single-pane show windows on the right and a doorway on the left. The wall at each corner takes on the appearance of a pillar with a recessed panel and gives a clue what the building looked like before the latest (ca. 1960) remodeling.

717 /721 San-Benito Street (Radio Shack)

Non-contributing Building--ca. 1925

This two story building has stucco siding and a flat roof. The second story of the front (west) elevation has three pairs of double-hung windows. The first floor has two storefronts, separated by a doorway and topped by a shingled awning. Each storefront has a recessed entrance flanked by single-paned show windows. Vertical board paneling is used as siding for the storefronts. The second story lost its parapet sometime after 1945, and the treatment of the first floor seems to date from ca. 1960.

722 /728 San-Benito Street (Pets-R-Us, Hollister Western Store/Tradewell)

Contributing Building--ca. 1915

This reinforced concrete commercial building, which has two stories, is notable for the detailing on the facade. On the main (east) elevation are a flat parapet with four bas-relief urns and a multi-banded cornice with dentil course. On the second story are four large windows with wide casing and hood ornamentation. The original double-hung windows have been replaced by simple metal-sided panes. Beneath the windows is a prominent belt course with dentils. The first story has a central entrance and two storefronts with recessed entrances and ca. 1955 aluminum show windows. All three sections are topped by a band of clerestory windows.

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725 San-Benito Street (Family Bargain Center/Winneville Hotel)

Contributing Building--ca. 1915

This reinforced concrete building has two stories. At the roofline of the front (west) elevation are a slightly tapered parapet and a banded cornice supported by curved brackets. On the second story is a quintet of evenly spaced double-hung windows. The treatment of the cornice and second story date from the building's time of construction. The storefront, which appears to have been remodeled in ca. 1970, has a recessed entrance flanked by several large single-paned show windows. There is another doorway beyond the storefront to the north.

730 San-Benito Street (Charlie's Interiors/Evening Free Lance Building)

Contributing Building--ca. 1907

This commercial building has a thin, two-story, stucco-sided section on the front (east) and a shorter, gable-roofed, metal sided section that extends to the rear of the parcel. The front elevation has a flat cornice and a shallow, tiled awning well above the storefront. On the first story are a four-part recessed band, once the location of clerestory windows, a recessed entrance, and flanking single-paned windows. The treatment of the storefront appears to date from ca. 1955.

737 San-Benito Street (San Andreas Brewing Co./Baywood Creamery)

Non-contributing Building--ca. 1970

This reinforced concrete building has one story and a flat roof. The symmetrical facade is unadorned except for a large sign over the recessed entrance and false slopestone piers at each corner. The front door is flanked by anodized aluminum windows. The facade also has two pairs of larger aluminum windows. The building has the same scale as the district's contributing structures.

738 /750 San-Benito Street (Shelton Insurance, Stephens Medical Rentals)

Contributing Building--ca. 1922

This two-story commercial building has stucco siding and a flat roof. Beneath the cornice is a shallow, tile-clad awning that covers three sets of paneled, former window openings. The first story has three differently arranged storefronts, each with awnings, recessed entrances, large-paned windows and approximately three feet of tile facing at ground level. The overall treatment seems to reflect an effort ca. 1940 to unite three previously distinct units.

756 San-Benito Street (Brothers Market)

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Contributing Building--ca. 1930

The front section of this two-story commercial building has a side-facing tiled gable roof and stucco siding. The overhanging eave is supported by large brackets. Various patterned wall recessions provide the building's ornamentation, especially the hoods over first story door and window openings. The single-paned windows and corner entrance both employ tile facing at the ground level. Behind this section are two others, one with a shallow shed roof and decorative stucco work, and horizontal windows, and the other with a flat roof and no ornamentation.

759 San-Benito Street (Alvarez Auto Repair/Whalen's Service Station)

Contributing Building--ca. 1936

This typical 1930s-era gas station has one story, a flat roof with overhanging eave, and sheet metal siding. The front (west) elevation has two sections. On the right is an office area enclosed by large single-pane windows. On the left are two auto service bays, the doors to which have windows with eight horizontal panes. A multi-paned horizontal window fills most of the building's north elevation. In front of the office is a flat-roofed carport with narrow supports. The building is set back from the sidewalk and is surrounded by a concrete slab.

801 San-Benito Street (Dabo Liquors)

Non-contributing Building--ca. 1960

This L-shaped building has one story, a flat roof, and worn brick siding. The wide cornice is used for signage. Each wing has a set of aluminum sided doors and windows. Those on the front (west) elevation are topped with a fabric awning. Between the building and the sidewalk is an asphalt parking lot.

820 San-Benito Street (Tiffany Motor Co.)

Contributing Building--ca. 1933

This large single-story building, which has housed an auto dealership for some 60 years, marks the southern edge of the district. The structure has two sections in an L shape. Both sections have tile roofs with bracketed eave supports, stucco siding, and dark wood casing for windows and doors. The north section, which is set back from the front of the parcel, has a gable roof and four service bays. The south section, which contains offices and the showroom, extends nearly to the sidewalk and has a truncated hipped roof. Cutting the roofline at the northeast corner of this section is clipped nearly cubically shaped tower that displays the business name in raised letters and houses the building's main entrance.

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The building appears virtually unaltered from its ca. 1933 appearance. The concrete parking lot in the crook of the L is another original feature.

829 San-Benito Street (Fortino's)  
Contributing Building--ca. 1929

This commercial building has one story and stucco siding. On the front (east) section the cornice is broken into alternating panels of different height. Beneath it is a large signage area. The storefront, which is topped on south and west elevations by a flat, guyed roof, features a set of adjacent double-paned show windows. At the corners of the building vertically banded pilasters extend from ground level to a height slightly above the cornice. The rear section has a flat roof and is broken into large panels on north and south elevations.

320 South Street (Brothers Market Warehouse)  
Contributing Building--ca. 1930

This storage building, one of the district's minor structures, has one story and a shed roof. The front (south) elevation has stucco siding, while the visible side (west) elevation is sided in corrugated metal. The front has a flat parapet and a large paneled garage door. The side has a large sliding door at the rear.

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The Downtown Hollister Historic District represents the center of commercial and civic activity in the city from the late nineteenth century to the end of the Great Depression. In particular, it illustrates economic growth and changes in commercial enterprise, the expansion of government and the importance of civic groups to the community. Although the district is changed somewhat from its historic appearance, it retains a high degree of architectural integrity and maintains its associations to the developments of the period of significance.

Civic and commercial activity in the downtown area began with the founding of the town in 1868. Before that, the area served as headquarters for the sheep ranch owned by W. W. Hollister, who had arrived in the San Juan Valley in 1855. Hollister sold his holdings to the San Justo Homestead Association in 1868. The owners of the association knew that the Southern Pacific Railroad planned to extend its line from San Francisco and Gilroy farther south into the San Juan Valley. They confidently subdivided the ranch lands and laid out the new town.

The arrival of the railroad in 1870 insured the success of the venture. Local boosters hoped that the line would continue south, cross the coast range, and link Hollister to the Central Valley. That plan, talked about for the next 50 years, never went into effect. The main southern route went through Santa Cruz and down the coast. Although left on a long spur, Hollister quickly became the center of a productive agricultural region. Grain was the main crop. By 1876 Hollister boasted of the world's largest hay warehouses and began calling itself the "Hay City."

With the agricultural boom came other changes. Population grew rapidly in Hollister and throughout the San Juan Valley. Hollister had more than 1,000 inhabitants in 1880, making it twice the size of the nearby mission town of San Juan Bautista and over half the size of established farm communities in neighboring counties such as Gilroy, Salinas, and Watsonville. With growing numbers came increasing political power. Local politicians engineered the detachment of San Benito from Santa Cruz County in 1874. Hollister was incorporated in the same year and became the county seat. Downtown business activity also grew. The area, centering on Fourth and San Benito Streets, offered an assortment of retail shops, over a dozen hotels and boarding houses, and a variety of service establishments. Most of the early commercial buildings had a single story and frame construction. But larger, brick structures also appeared, especially after a severe fire destroyed several buildings in 1878.

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The district quickly differentiated itself from the town's other sections. Industrial activity, reflected in such structures as warehouses and processing plants, arose to the east along the railroad tracks. The main residential area, meanwhile, grew up to the west.

Although the location and function of the district were well established by 1880, changes occurred during the next 60 years. Hollister's population continued to increase, with growth averaging 16.5 percent for each decade between 1880 and 1940. The downtown district responded by intensifying the use of many parcels and expanding, primarily to the south. Two-story buildings began replacing smaller structures after 1900--a process that received a major impetus from the earthquake of 1906, which took a heavy toll of downtown buildings. The 1920s saw the construction of the city's two largest non-industrial buildings, one three stories and the other four, at the intersection of Fifth and San Benito Streets. That corner became the center of the district, as new commercial buildings were constructed to the south on San Benito. The coming of the automobile led to the most dramatic changes in usage, with feed lots and livery stables giving way to gas stations and auto showrooms.

The downtown district also reflected the growth of government. The city government continued to expand the size and scope of its operations during the historic period. The period between 1905 and 1915, a decade in which Hollister's population increased about 40 percent, was especially important. The city government constructed a new city hall (with fire department), began paving the streets, took control of the local hospital, and erected a new library. The county government, located in Hollister, also grew during the period, providing more services and drawing more people to the downtown district. The federal government always had a role in Hollister, but its functions expanded as a result of various New Deal programs during the 1930s. Dramatizing this growing prominence was a new building for the post office and other federal agencies, which was constructed in the mid-thirties. Today the district is missing only one important government building from the historic period--the original county courthouse, which was demolished in the 1960s.

Like all cities, Hollister had a wide array of groups dedicated to benefitting the community in one way or another. Most of their activity occurred in the district. Much of this--planning and staging the Independence Day parade, for example--left no mark on the district. But some civic activity is represented. It was through the efforts of the Women's Christian Temperance Association and the Native Sons of the Golden

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West that the city obtained its Carnegie library. The local chapter of the American Legion was largely responsible for the Veterans Memorial Building. Other groups, including the YMCA and the Boy Scouts, planned their undertakings from a headquarters in the Methodist Church. Fraternal organizations had the largest impact on the district, however. The Masons, Elks, and Oddfellows were the most influential of the groups. They established chapters in the nineteenth century and continued to undertake civic projects of various kinds throughout the historic period. Their lodge halls (constructed with storefronts on the ground floors) symbolized the importance of the groups.

The district's period of significance includes the time during which the developments discussed above occurred and from which resources remain. The opening date of 1880, which is an approximation, represents a period between the major downtown fire of 1878 and the earliest Sanborn fire insurance map of 1886. The closing date, fifty years ago in 1942, indicates that developments of the historic period have continued to the present time but have no exceptional significance. The district reflects the period through a large collection of contributing buildings that retain their architectural integrity and were constructed during the years between 1880 and 1942. Of the district's contributors, six were built before 1886, eight between 1910 and 1887, sixteen between 1911 and 1926, and twenty-four between 1927 and 1942.

The district retains historic and architectural cohesiveness in a number of ways. First, it contains a relatively large number of contributing buildings, with roughly two-thirds of the total falling in this category. Second, the contributors, although constructed during a 60-year period, usually share two important characteristics. They extend to the parcel lines in the front and on the sides, and they have storefronts with recessed entrances and flanking display windows. In addition, because many of the non-contributors share these attributes, the district retains an overall coherence that is greater than might be expected through an analysis of its components. Since parcel sizes have remained small, new buildings have maintained the scale of those from the historic period. District boundaries are much as they were in 1942, especially in the sense that the commercial area is clearly bordered by industrial and residential sections on the east and west, respectively. Also, the streets have maintained their original uses, widths, and grid pattern. As a result, all buildings face a street rather than, for example, a mall or parking lot, and anyone visiting the district (whether as driver or pedestrian) must confront it in the same manner as visitors did 50 years ago. Finally,

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because its current uses are so much like those of the historic period, the district has avoided trendiness and mummification and has retained its feeling of a functioning downtown.

Some aspects of the district intrude upon its historic character. A number of buildings, although they still fit downtown, have lost so much of their original detailing that they no longer convey their historic associations. A couple new buildings have a suburban look and are clearly out of place in the district. In addition, several of the contributors have undergone storefront modifications out of keeping with their original designs. Also important are the ten empty parcels, largely the result of the 1989 earthquake that devastated many places in Northern California and left the district smaller in size and without several of its historic buildings. These intrusions, however, do not undermine the district's architectural integrity or substantially diminish its association with the commercial and civic development of Hollister.

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Photographs

Photographer for all 1991 photographs (1-4, 8-22): Donald S. Napoli  
Photographer for all historic photographs (5-7): unknown

Location of original negatives: Hollister Redevelopment Agency

No. 1

View looking north  
July 1991

No. 2

View looking north  
July 1991

No. 3

View looking south  
July 1991

No. 4

View looking south  
July 1991

No. 5

View looking south  
Ca. 1947

No. 6

View looking north  
Ca. 1930

No. 7

View looking south  
Ca. 1930

No. 8

View looking northeast  
July 1991

No. 9

View looking east  
July 1991

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No. 10  
View looking northwest  
July 1991

No. 11  
View looking southeast  
July 1991

No. 12  
View looking northwest  
July 1991

No. 13  
View looking southwest  
July 1991

No. 14  
View looking southeast  
October 1991

No. 15  
View looking southeast  
July 1991

No. 16  
View looking southeast  
July 1991

No. 17  
View looking southeast  
July 1991

No. 18  
View looking north  
October 1991

No. 19  
View looking northeast  
July 1991

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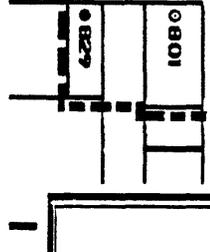
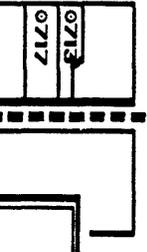
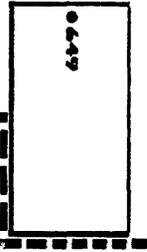
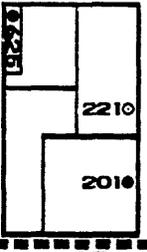
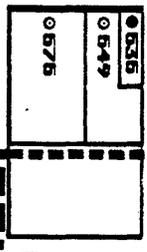
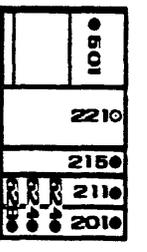
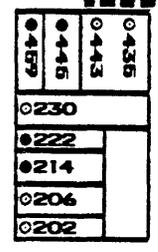
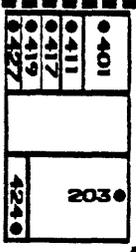
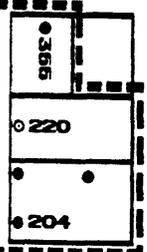
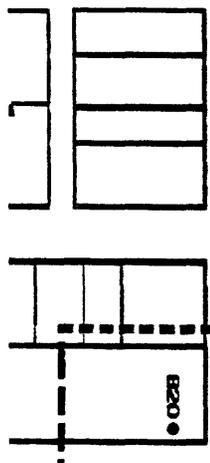
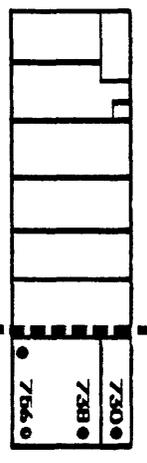
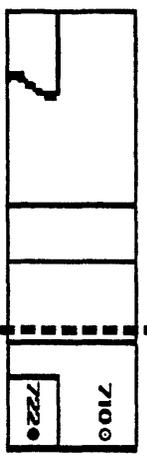
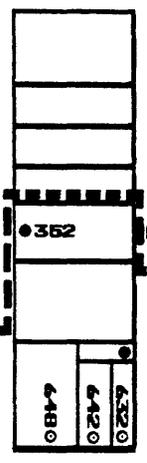
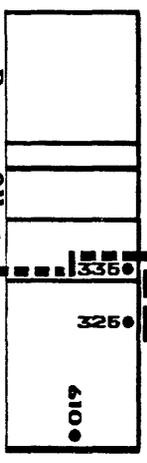
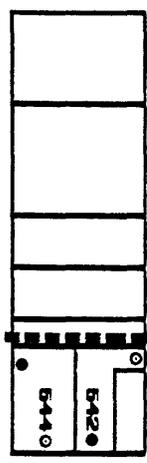
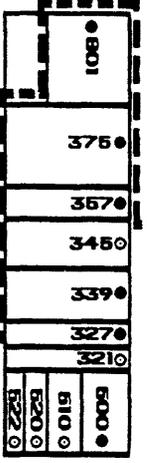
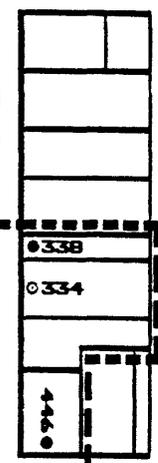
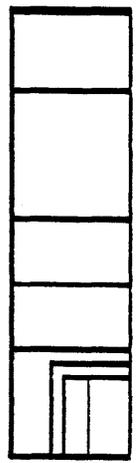
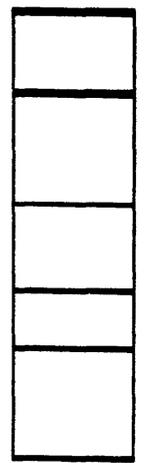
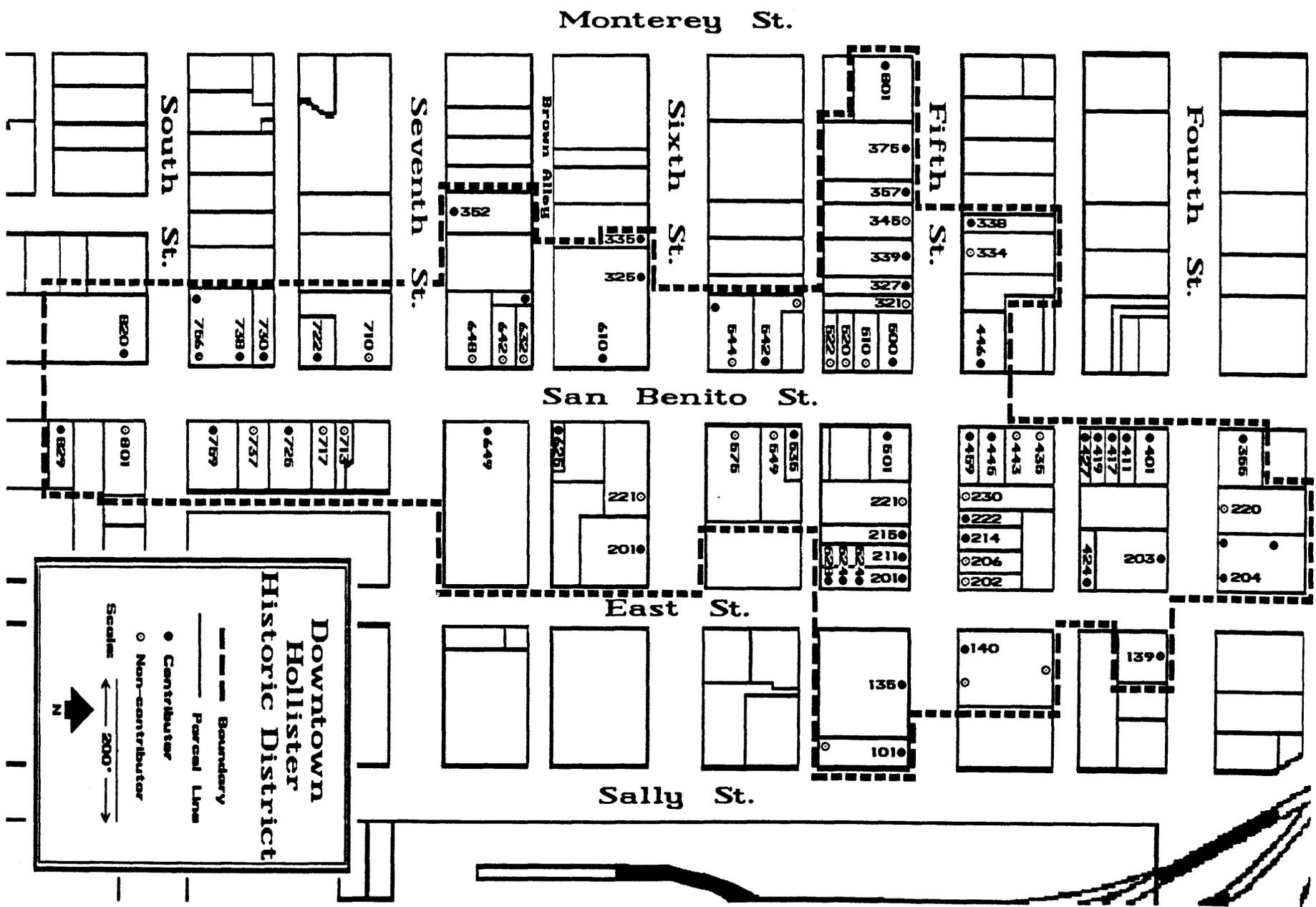
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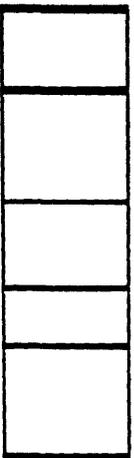
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July 1991

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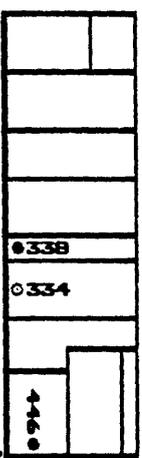
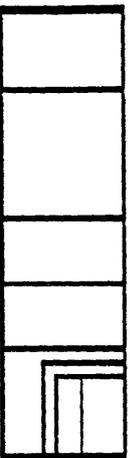
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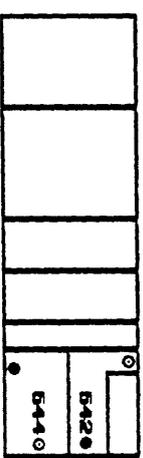
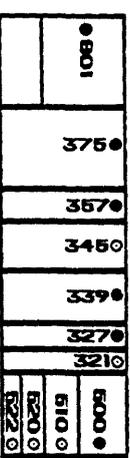
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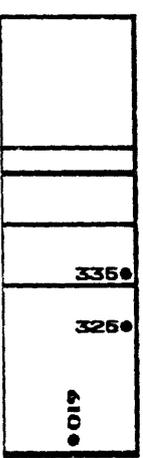
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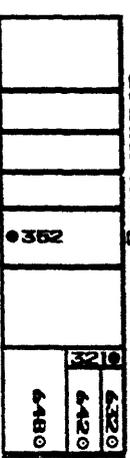
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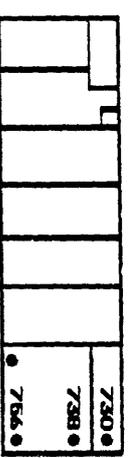
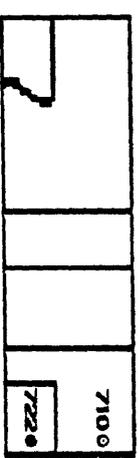
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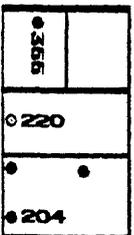
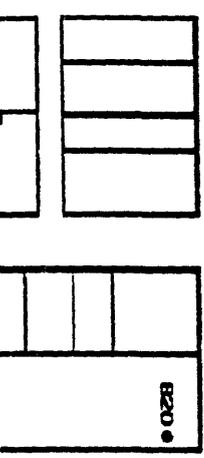
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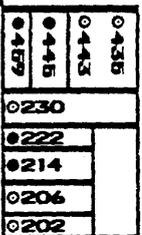
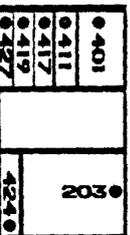
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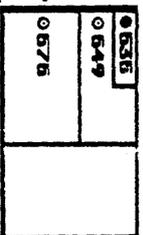
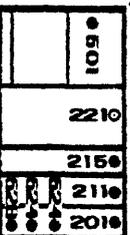
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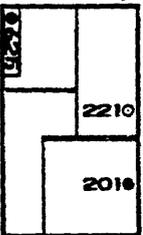
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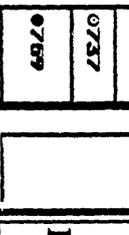
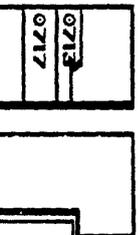
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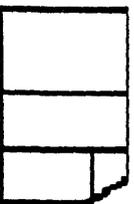
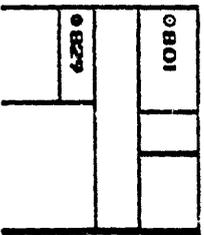
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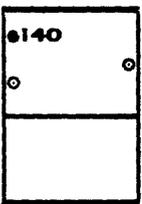
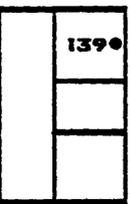
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12]



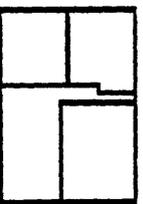
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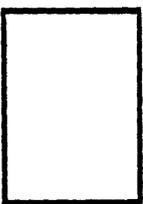
17]



18]



East St.



Sally St.

PHOTO KEY  
Downtown  
Hollister  
Historic District

