

**HISTORIC CONTEXT OF
GLENMOOR GARDENS AND
MISSION RANCH SUBDIVISIONS
AND
RANCH HOUSE ARCHITECTURE**

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1. RESIDENTIAL DEVELOPMENT IN FREMONT: AN INTRODUCTION

Prior to the 1950s, the Fremont area was a rural landscape of farms, ranches, and towns. The area had changed little over the previous century; large farms had been cut up into small farms and the towns had grown in size, but the essential character of the township remained the same. Rail lines and roads crisscrossed Washington Township, linking its eight towns to each other and to the urbanized sections of the Bay Area. The economy centered on orchards and row crops. In the area that became Fremont, the unincorporated towns of Centerville, Niles, Mission San Jose, Irvington, and Warm Springs served as mercantile and shipping centers for the area's farmers and ranchers. There were also canneries and manufacturing plants in most of these towns, particularly Niles. [1]

The partitioning of farmland into smaller pieces of property typified land-use patterns in southern Alameda County in the late 19th and early 20th centuries. The agricultural estates of the 1850s and 1860s (which ranged in size from about 50 acres to 200 acres or more) began to be broken up in the 1880s. This was due in part to the passing of the pioneer settlers and the division of the land among heirs. The process was also driven by a shift in agricultural production—from grain and hay on large farms, to fruits and vegetables on small farms—abetted by rising property values caused by an influx of new residents, mostly Portuguese immigrants from the Azores islands. A few large properties became farm “subdivisions” of 10-to-20-acre lots. In 1904, Palmdale, the state's largest winery, partitioned 600 acres of vineyards near Mission San Jose and Irvington into nearly 50 farm tracts; in 1921, the California Nursery subdivided 200 acres of its grounds near Niles into about 20 parcels. [6]

Widespread and intensive subdivision activity of the sort that has characterized the modern history of Fremont was not present in Washington Township during its first century. From the waning years of the Gold Rush in the early 1850s, to the onset of large-scale residential development in the early 1950s, around 30 block-and-lot tracts were platted in the Fremont area—about the same number of tracts that were laid out in 1955 alone, with far more lots.

1.1 Early Subdivisions

Prior the 1950s, the largest subdivisions in Washington Township were the town plats of Mission San Jose (1868) and Niles (1888). The Town of Mission San Jose contained seven blocks and 146 lots; the Town of Niles, eight blocks and 176 lots. The lots tended to be of uniform size, with depths of 150 feet and frontages of 50 feet (Mission San Jose) and 25 feet (Niles). In both plats, most lots were eventually developed with houses. The few other 19th-century subdivisions in the Fremont area, in Centerville and Irvington, contained generally large lots for residential and agricultural use. Of the five towns that became part of Fremont, Niles and Centerville had the most active real estate markets in the early 20th century, through World War II. At least 17 subdivisions were platted in Niles between 1900 and 1942; six were laid out in Centerville between 1906 and 1926; and four were platted in Irvington between 1907 and 1924.

In Niles, a robust economy gave rise to speculation by landowners on the fringes of the town plat, particularly to the west. Three adjacent tracts in this area extended the grid west to the California Nursery. The 20-acre Mortimer farm was subdivided in 1906 and 1909 as the Mary E. Mortimer Addition to Niles. The 10-acre orchard of Thomas J. Sullivan became the Sullivan Addition to Niles (1910) and Sullivan Villa Tract (1922). The Shinn family owned the farm farthest to the west, a 94-acre parcel extending to the California Nursery; in 1935, Joseph C. Shinn laid out Tract 508 at the north edge of the property. In Centerville, tracts were arrayed around the town's crossroads center between Central and Thornton Avenues—the August May Tract (1906), Overacker Tract (1920), Parish Homes Tract (1923), and Hansen Tract (1926). Their developers included the Alvarado banker August May, the Niles real estate firm of Jones & Ellsworth, and the owner of the township's leading lumber company, Peter C. Hansen.

Most early 20th century “town” tracts in the Fremont were small, containing no more than 30 lots. A few were larger, such as the August May Tract (43 lots), Hansen Tract (69 lots), and Mortimer Addition to Niles (133 lots). Tracts built at the edge of the towns had the smallest lots. In Niles, the lots ranged from 3,750 square feet in the Mortimer Addition, with 25-ft. frontages, to 7,500 square feet or more in the Sullivan and Shinn tracts, with 50-ft. frontages. Similar sizes prevailed in Centerville: from 4,000–6,000 square feet in the Parish Homes and Hansen Tracts to 7,500 square feet in the Overacker Tract. The exception was the May Tract, with lots ranging up to a half-acre in size.

A small number of tracts catered to families seeking larger parcels in more rural settings. The Ellsworth and Clarke Subdivisions, platted in 1907 in scenic Niles Canyon, had spacious lots (up to an acre in size) overlooking Alameda Creek. The Salz Addition to Centerville, also dating from 1907, offered half-acre lots on a crossroads east of town. The single most impressive example of this type of suburban development was Adobe Acres, a tract of 28 one-acre lots near Niles, laid out in 1928 by the California Nursery Co.

1.2 Early Developers

In Washington Township in the late 19th and early 20th centuries, tracts were platted by local landowners or by locally based real estate developers and investors. Only in one instance did a large “outside” company undertake such a development—the Central Pacific Railroad’s Town of Niles plat. Owners of tracts did not improve the parcels with houses, as became common practice in the 1950s; rather, the lots were sold to others to improve.

The foremost developers were the Ellsworth clan, spanning several generations. Elias L. Beard and his stepson, Henry G. Ellsworth, were among the principal landowners in the area after the Gold Rush. They laid out the Town of Mission San Jose, the first subdivision in present-day Fremont. Henry Ellsworth later moved to a ranch at the mouth of Niles Canyon, where his widow, Hattie, developed the Ellsworth Subdivision and Niles Glen Tract. Henry and Hattie’s son, Edward A. Ellsworth, as a partner in the Niles real estate firm of Jones & Ellsworth, would develop several tracts in that city as well as the Overacker Tract in Centerville. In 1941, following Jones’s death, Ellsworth laid out the last prewar subdivision in present-day Fremont—Orchard Homes, a rural tract of large lots next to the old Ellsworth residence on Mission Boulevard.

The leading real estate developer in Irvington was Otto N. Hirsch, member of a prominent mercantile family. During the 1910s and 1920s, he erected several commercial buildings and laid out two small residential tracts in the town. His most ambitious scheme, the Bond Tract (1907), envisioned a development of 17 blocks and more than 450 lots in the countryside north of town, straddling Driscoll Road. The Bond Tract remained a “paper subdivision.” Lots were sold, but none were improved, and no streets were opened. Hirsch’s vision for a large residential development in farmland north of Irvington would be realized a half-century later, by another developer, as Mission Ranch. Begun the year Hirsch

died, Mission Ranch was the product of new approaches to financing, building, and marketing houses in the postwar era.

2. POSTWAR SUBDIVISIONS: AN OVERVIEW

Subdivision activity resumed in Washington Township after World War II, peaking in the years leading up to Fremont's incorporation in 1956. Between 1945 and 1949, one or two tracts were platted every year in the vicinity of Niles, Centerville, and Irvington: a total of seven tracts in five years. Twice as many tracts were laid out between 1950 and 1952. This first wave of postwar development crested between 1953 and 1955, when nearly 60 tracts were platted in present-day Fremont. After a two-year hiatus, during which Fremont's new city government instituted new policies, approving fewer than 15 new subdivisions, growth resumed in the late 1950s, continuing strong through the 1960s. When incorporated, Fremont had about 20,000 residents, double the area's population at the end of the war. By 1970, there were over 100,000 residents—about half the current population.

2.1 Postwar Metropolis

Postwar growth in the Fremont area reflected growth in the Bay Area at large. Veterans were marrying and starting families—the Baby Boom had begun—and new residents were drawn to the region by a robust economy. Homebuyers took advantage of newly-enacted lending policies. Long-term loans with low (or zero) down payments, guaranteed by the Federal Housing Administration and Veterans Administration, were now available through the Serviceman's Readjustment Act of 1944 ("GI Bill"), and the phrase "FHA and VA financing" became standard in advertisements for new tracts. The combination of liberal financing and a rapidly growing population created a strong residential market, and Bay Area builders responded by mass-producing houses in large subdivisions.

With employment centers at some distance from southern Alameda County, developers could attract homebuyers to the area only if roads were adequate for commuting. Existing state highways (Mission Boulevard, Fremont Boulevard, and Thornton Avenue in present-day Fremont) allowed commuters to drive south to San Jose and Santa Clara; north to Hayward, San Leandro, and Oakland; and west (via the Dumbarton Bridge) to Palo Alto and Sunnyvale.

Though outmoded, this road system made possible the subdivisions of the late 1940s and early 1950s. The main catalyst for growth was the East Shore Freeway, soon renamed the Nimitz Freeway (today's I-880). Begun in 1946, the new freeway did not open between Oakland and San Jose until 1957. Yet with each new mile, the six-lane corridor not only improved access to and from Washington Township, it also heightened anticipation over its ultimate completion.

As subdivisions spread south across farmland and fields in tandem with the freeway, from the outlying districts of Oakland through San Leandro and Hayward, land in the newly urbanized areas became more expensive and the permitting process more onerous. The unincorporated and relatively cheap farmland of Washington Township represented the new frontier of the expanding East Bay metropolis, beckoning builders as if to greener pastures. Developers that had been based in the cities to the north—firms with deeper pockets, larger payrolls, and more ambitious plans—began migrating south, inaugurating the modern era of development in Fremont. Tracts quickly grew in size, surpassing anything that had come before. Most were in the vicinity of Centerville and Irvington, near the main state highway (Fremont Boulevard) and the projected route of the Nimitz Freeway. [9, 10]

Incorporated in January 1956, Fremont was one of three new municipalities carved from Washington Township in the latter half of the 1950s, largely in response to unbridled growth. Like Newark and Union City, Fremont sought control over its own destiny. The new cities of the township represented home rule—local decision-making and local planning versus county governance—and they removed the threat of annexation by the two burgeoning cities at their borders, Hayward and San Jose. In terms of planning, Fremont was the most ambitious of the three new cities. The municipal government quickly adopted a general plan, undertook traffic studies, proposed a civic center and park, and instituted new policies for new residential development, including minimum lot sizes and the requirement that land be provided for schools at reasonable cost.

Prior to the 1950s, each of the six school districts located within present-day Fremont had operated with a single school, and one high school served the entire township. In 1950, school enrollment in the Fremont area totaled around 2,300 students; by 1960, the figure exceeded 20,000, peaking at 33,000 in the early 1970s. During this period, over 45 new schools were opened, including four high schools, five junior high schools, and more than 30 elementary

schools. In the heavily impacted Centerville School District, where enrollment increased tenfold during the 1950s, a new school was opened nearly every year between 1953 and 1964, when the various school districts were consolidated as the Fremont Unified School District.

2.2 Development in the Fremont Area, 1945-1955

Early postwar subdivisions in Washington Township were laid out by locally based developers who had been active in real estate prior to the war. The seven tracts platted in the Fremont area between 1945 and 1949 were comparable in size to prewar subdivisions, averaging fewer than 30 lots. One reason for the modest level of development in these years was the ready availability of lots. The last prewar tracts (Hansen, Adobe Acres, and Shinn) had been surveyed shortly before or during the Depression, and remained largely undeveloped. Dozens of houses were built in these three subdivisions in the late 1940s and 1950s, and many others were built on vacant lots in other tracts.

Joseph Shinn platted the area's first postwar subdivision in the fall of 1945, enlarging his 1935 tract in Niles. In 1947, Edward Ellsworth expanded his 1941 Orchard Homes Tract, and that same year Otto Hirsch opened a new tract in Irvington. In 1948, Peter Hygelund, a longtime manager with the Hansen Lumber Company, added two new streets to Centerville's Hansen Tract. Some local developers were new to real estate, such as the Stevenson family of Irvington, who laid out a tract in 1947-49. All of these subdivisions were handled like prewar tracts; that is, lots were sold for others to improve. In the Stevenson and Hirsch tracts, for instance, local builder J. H. Holland bought numerous lots and built houses on speculation. Another kind of local developer to emerge after the war was the owner-builder who subdivided the land and also built the houses. Cotton Brothers of Newark and K. P. Suhnel of Centerville were two such developers. Suhnel opened Mt. Vernon Avenue, a cul-de-sac off Mowry Avenue, in 1946, and built most of the tract's 16 houses.

Between 1950 and 1955, the first large subdivisions appeared in the Fremont area, developed by owner-builders based elsewhere in the county. These new firms took the place of long-established local developers like Ellsworth, Hirsch, and Shinn (all of whom died in the 1940s or 1950s), and they pushed small-scale owner-builders to the periphery. They handled the full gamut of tasks associated with tract development: acquiring land, surveying blocks and lots,

installing infrastructure, building houses, and transacting sales. These developers had served their apprenticeship in the newly urbanized flatlands to the north, from Hayward to Oakland, where the leading builders had learned about large-scale residential development as contractors for federally-funded housing projects during World War II. [7, 8]

The master in this regard was David D. Bohannon, a noted wartime contractor who developed the East Bay's first large subdivision, San Lorenzo Village, comprising 3,000 houses built between 1944 and 1952 (and later enlarged by other developers). Bohannon created a complete community, with parks, schools, churches, and shopping centers, employing as many as 2,500 workers at a time. His industrialized construction methods included a mixing plant and reusable forms for concrete foundations; a sawmill for pre-cut lumber that was delivered to the site, including pre-assembled walls; and specialized crews that went from house to house performing a single task. This assembly-line approach reduced construction costs, as did bulk purchases of materials and replicated fixtures. While it is unlikely than any developer in the Fremont area emulated Bohannon in all of his methods, labor-saving techniques and economies of scale were fundamental aspects of postwar residential construction.

The Lincoln Lumber Company was typical of the new firms that began working in Washington Township in the 1950s. Established before the war, with yards in Berkeley and Oakland, the company moved its main yard and office to east Oakland in the late 1940s, settling in San Leandro by 1950. Led by builder Richard H. Lincoln, the firm undertook its first project in the Fremont area in 1950–51, developing a tract of nearly 60 houses at the north edge of Centerville, adjoining the 1920 Overacker Tract on present-day Peralta Boulevard. Between 1952 and 1954, Lincoln would also develop the first postwar tracts in Mission San Jose, totaling over 300 houses, as well as the town's first shopping center.

Smith-Peters, Inc., headed by Oakland builder George O. Smith, developed Centerville's second large postwar subdivision in 1950–52. Containing around 165 houses, the four-block tract at Thornton Avenue and Blacow Road briefly ranked as the area's largest residential development. It was soon dwarfed by Glenmoor Gardens and Cabrillo Park, begun in 1951 and 1952, respectively. The 1,624 houses of Glenmoor Gardens were developed by Glenmoor Homes, Inc., a firm out of San Leandro. Cabrillo Park was started by Frank J. Leonardo, a Hayward builder active in Oakland before the war. His firms, F. J. Leonardo &

Son and Best-Bilt Construction Company, would build at least one-fourth of the 1,700 houses in the Cabrillo Park subdivision.

Dan Bodily, who moved to Niles from the Oakland area in 1949, began his career as a developer after coming to the township. He started by building speculative houses on the remaining vacant lots in Edward Ellsworth's 1941 Orchard Homes subdivision, which he extended in the early 1950s with a 50-lot tract called Niles Crest. In 1954, he began work on Valley Sierra, a 100-lot subdivision next to the California Nursery, on land acquired from Joseph Shinn's widow. His last big project, Parkmont, was laid out between Niles and Centerville beginning in the 1960s. In all, the Bodily Construction Company would build several thousand houses in Fremont and other Bay Area cities.

Fremont's best-known developer of the late 20th century was Jack Brooks, credited with building more houses in the city than any other person. Raised in Oakland, he earned degrees in engineering and law. While at law school in the late 1940s he took a weekend job selling houses for F. J. Leonardo & Son, going on to become a manager, junior partner, and sole owner of the firm, involved in all phases of planning and construction at Cabrillo Park. In 1954, he formed a new firm, Besco, which grew to 400 employees by 1970, the year it merged with Singer to form the Singer Housing Company. Besco/Singer's local projects, including Cabrillo Park, Sundale, Rancho Coronado, Brookvale, Northgate, Mission View, and Arden Forest-New Town, comprise much of modern Fremont northwest of Thornton Avenue, as well as other areas of the city. Besco/Singer also built townhouses, apartment buildings, shopping centers, and industrial parks. Toward the end of his career, in the 1980s, Brooks estimated that he had built 8,000 units of housing in Fremont.

2.3 Characteristics of Postwar Subdivisions

Many subdivisions of the postwar era shared common features, such as curving streets, cul-de-sac courts, and sequestered sites set apart from the surrounding street grid. Larger projects in the Fremont area invariably included curvilinear street patterns. Curving streets had been an aesthetic element of residential developments in America since the mid-19th century, becoming widespread by the 1920s. Their widespread use in postwar subdivisions, however, had more to do with reducing driving speeds, as a safety precaution for residents, particularly children, than with allaying visual monotony. Loop streets and cul-

de-sac courts with circular turnarounds were also common features, for similar reasons. Yet many smaller projects of the period were built entirely on rectilinear grids, lacking any curvilinear features, as occurred in the Smith-Peters tract in Centerville and Lincoln's early subdivisions in Mission San Jose.

When sites were large enough, tracts often had street systems sequestered from existing roads; a typical tract of this type had only two or three ingress/egress routes linking the streets of the subdivision to the city grid. Such layouts fostered a feeling of security among homeowners, not only by allaying concerns about traffic but also by instilling a sense of neighborhood identity. Irvington Square, stretching over a mile along the east side of Fremont Boulevard, between Blacow Road and Auto Mall Parkway, is one example of a "sequestered" subdivision of the period. Laid out in 1954-55 as Irvington's first large residential development, the 700-lot subdivision was initially served by only two ingress/egress roads. The same holds true for the 1,700 houses of Cabrillo Park, near Centerville. The site plan includes a wide variety of curvilinear, rectilinear, and cul-de-sac streets, with few roads linking the internal street system to adjoining thoroughfares.

Most large subdivisions of the period were developed over a number of years, as successive tract maps were filed with the county recorder. In the largest developments, such as Cabrillo Park and Glenmoor Gardens, 20 or 30 separate tract maps might be surveyed over a period of 15 or 20 years. This incremental approach to development, a reflection of the incremental acquisition of land, resulted in site plans that often felt improvisational, with streets extended and cul-de-sacs added as land became available. Only Glenmoor Gardens attempted a more ambitious site plan, in the manner of San Lorenzo Village, incorporating a community center with park, school, and shopping center. Other developments included shopping centers and schools, but not as ensembles. Typically built at the edges of tracts, shopping centers were important sources of revenue, and tract developers continued to own them long after a subdivision was finished.

Lots in standard subdivisions tended to be small, with frontages ranging from 50 to 60 feet and depths from 100 to 150 feet, covering between 5,000 and 7,500 square feet. In Irvington Square, for example, lots were 5,000 square feet; in Cabrillo Park, they ranged from 5,500 to 7,500 square feet. Houses tended to be replicated models, or models with slight variations. Building contracts published in the *Daily Pacific Builder* between 1949 and 1955 list construction costs for

hundreds of houses in dozens of subdivisions in the Fremont area. Nearly all of the contracts from those years ranged from \$5,500 to \$8,500, with a few as high as \$9,500. In the 1950–52 Centerville tract of Smith-Peters, Inc., for example, houses cost \$5,500 and \$6,000. In his Centerville tract of 1950–51, Richard H. Lincoln built houses that cost \$5,900 or \$7,300. The 500 houses erected in Cabrillo Park between 1953 and 1955 cost between \$5,500 and \$8,500. The major exceptions from those years were Glenmoor Gardens and Mission Ranch, where no house cost less than \$8,000, and many cost considerably more.

3. GLENMOOR GARDENS

Glenmoor Gardens is Fremont’s largest subdivision, dating back to the 1950s. Covering over 600 acres, nearly one square mile, Glenmoor comprises about two-thirds of the area bounded by Central Avenue, Fremont Boulevard, Mowry Avenue, and the I-880 freeway. Its 1,624 houses are arrayed along a variety of streets, from thoroughfares and curving avenues to cul-de-sac courts. Schools and parks are integral to the development, and a shopping center once formed part of the community center.

Blacow Road divides the subdivision into two sections. The area above Blacow Road, to Fremont Boulevard, is the larger and mostly older section, including nearly 400 acres and nearly 1,100 houses; the section below Blacow Road, to the I-880 freeway, comprises over 200 acres and over 800 houses.

3.1 Site History

In the 19th century there were seven large farms in the Glenmoor area, ranging in size from 80 acres to 188 acres. These early settlers, including Garrett Norris, Herman Eggers, Robert Blacow, Martin Brophy, and Ashley Cameron, raised stock and grew grain. Glenmoor Gardens was largely developed on the sites of the Norris, Eggers, Cameron, and Brophy farms. The lands of Norris and Eggers covered 275 acres between Blacow Road and Fremont Boulevard; the Cameron and Brophy farms covered 320 acres below Blacow Road. [2, 3, 4]

The largest of these farms was the 164-acre property of Garrett Schuyler Norris. His story is typical of the early settlers. He came to California from New York during the Gold Rush, settling in Centerville in 1853. Following his death, the

land was divided among his widow and children. The house at 4552 Central Avenue, near Glenmoor Drive, was built around 1890 by his son James Monroe Norris—the sole architectural remnant of the family in the area.

By 1900, most of the large agricultural estates of the pioneer settlers had been broken up into small farms, generally between 15 and 35 acres in size, primarily for growing apricots, cherries, and walnuts. Many of these farms were eventually owned by persons of Portuguese descent, including the Bettencourt, Caldeira, Duarte, Lewis, Rogers, and Silva families. The most prominent Portuguese-American landowner in the area was the attorney and civic leader John G. Mattos, who built a large house on his property and leased out acreage for farming. His residence still stands at 38323 Blacow Road, near Mattos Court. [5]

Tract development in this typical agricultural locale, a mile southeast of Centerville's town center, began in 1950. A local developer named Leland Williams partitioned 12 lots at the northerly end of Norris Road, which were sold and individually developed with residences. This small tract was the only such development in the vicinity of present-day Glenmoor Gardens when Glenmoor Homes arrived on the scene in 1951.

3.2 Developing Glenmoor Gardens

Glenmoor Homes, Inc., exemplified the southward migration of developers in Alameda County in the 1950s. Incorporated April 30, 1951, the company was a successor to a firm established by James R. Meyer in San Leandro after World War II. Meyer's partners were an Oakland civil engineer named Ralph E. Cotter, Jr., and contractors James L. Reeder and Robert H. Reeder. Cotter worked closely with Meyer on project planning. The Reeder brothers, who came to the Bay Area from Nebraska before the war, oversaw house construction. James L. Reeder, Jr., joined the firm several years later to oversee rentals. Another partner from this time was civil engineer Fred T. Duvall, a noted road designer who had worked for the city of Oakland. Duvall managed Glenmoor's engineering department while serving as a liaison with city officials. He and Cotter also formed Fremont Engineers, a consulting firm specializing in subdivision planning and surveying.

Glenmoor Homes, Inc., moved its main office to Centerville in 1952, and most of the partners, including Meyer, ended up residing in Glenmoor Gardens. By

1960, Glenmoor Homes, Inc., and its associated companies—Glenco Homes, Glenview Developments, Glenhaven, Glenmoor Sales Agency, and Glenmoor Shopping Centers (all “Inc.”)—employed over 150 individuals involved in all facets of development, from design, engineering, and construction to sales and financing. In addition to Glenmoor Gardens, the Glenmoor Companies (as they were collectively known) would construct and manage over a dozen apartment complexes, three shopping centers, and several office buildings in Fremont and northern California.

In an article published in the *News-Register* in 1959, Meyer recalled the origins of Glenmoor Gardens. “In the fall of 1951, Glenmoor Homes decided to purchase a piece of land away from the large cities and to develop a community of fine homes where people would really enjoy living,” he stated. “At this time Glenmoor [was] building in Hayward but found too many city problems. My family and I spent many Sundays combing Contra Costa and Alameda Counties looking for the site we wanted. On one of these trips we drove through Centerville . . . My wife, Lenore, insisted we retrace our route as she had been attracted by the wide main street, beautiful trees, and rural characteristics of the town . . . The following week we checked the land and discovered that everything was here that we needed.” The sanitary district had done “an excellent job in anticipating the future growth of the area. Main sewer lines had been installed in strategic locations.” Water lines were nearby, and local industries—notably the Booth cannery and fruit-packing plant, on Baine Avenue—were downwind from the site.

In the summer of 1951, Glenmoor Homes secured an option on a 10-acre parcel fronting on Central Avenue, at the south edge of the former James Monroe Norris farm. Surveyed in July, the map for Tract 1122 was filed with the county recorder on November 30, 1951, shortly after Glenmoor received title to the property. (The seller, Ray Bettencourt, became an in-law of James Meyer; his daughter married Meyer’s son.) Prior to starting construction, the firm acquired an additional 150 acres to the east, from the South Berkeley Creamery. This pattern—acquiring land for later tracts as work was underway on existing ones—was repeated many times by Glenmoor Homes, Inc., over the 15 years it took to complete the subdivision. Between 1951 and 1966, a total of 32 separate tracts would be laid out and developed with houses. [11]

Like nearby Cabrillo Park, Glenmoor Gardens was planned in anticipation of the Nimitz Freeway, which reached Fremont six years after the development was

started. When completed, the freeway bordered the southwest side of the subdivision, with on- and off-ramps at Mowry Avenue. The firm did not always succeed in acquiring parcels it needed to complete its plans. This is evident in the section of Glenmoor Gardens above Blacow Road, where irregular boundaries and truncated streets are adjoined by smaller subdivisions along Central and Mowry Avenues. [17]

The incremental development of Glenmoor Gardens proceeded generally from east to west. The locus of the early tracts—the first third or so, laid out between 1951 and 1955—was the central acreage between Blacow Road and Logan Drive. The largest of these tracts extended north to Fremont Boulevard; two others were laid out below Blacow Road, inaugurating development of that section of the subdivision. When development of Glenmoor Gardens resumed late in 1957, after a two-year hiatus coinciding with the incorporation of Fremont and the opening of the Nimitz Freeway through the area, new tracts were added along the perimeters. The last few tracts, surveyed in 1964 and 1965, filled out the east edge and northwest corner of the subdivision. [15, 16]

Residential construction in Glenmoor Gardens began in April 1952, and the first 25 houses were completed by September of that year. Within four years—by the time Fremont was incorporated—the milestone of 500 houses had been passed; by 1960, the tally exceeded 1,000. When construction was completed in the final tract, in 1966, the subdivision numbered slightly more than 1,600 residences.

3.3 Planning and Promoting Glenmoor Gardens

Emulating larger residential developments like San Lorenzo Village, Glenmoor Gardens was planned to function as a self-contained residential community with shopping center, schools, and parks. “Glenmoor’s master plan . . . was worked out with the cooperation of the Federal Housing Administration and the county planners,” Meyer stated in 1959. “All concerned felt that the location of the school, park and stores in the center of the development was a good plan and met with full approval.” The concept of a “community center” represented sophisticated site planning for a local subdivision of the era, unique among Fremont’s residential developments of the 1950s.

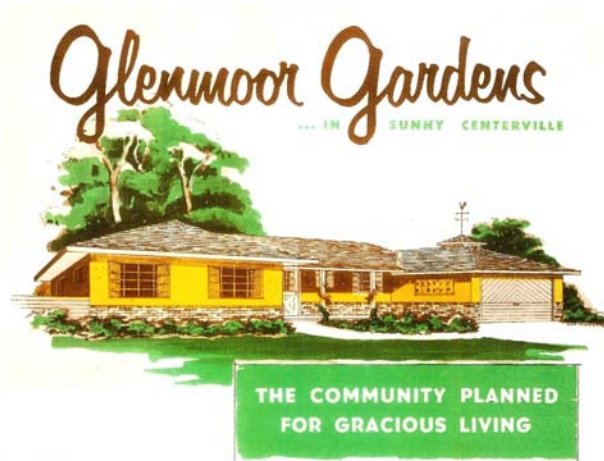
Promotional brochures for Glenmoor Gardens lauded these planned amenities, describing the subdivision as a “community planned for gracious living” and an

“all-new, planned community” catering to young families. “This is the complete community, fully planned to have its own schools, parks, shops and stores, playgrounds, tennis courts, swimming pool and community center,” stated a 1955 brochure. “All these facilities for better living are available for the entire family’s enjoyment in a climate free from summer fog and winds.” Artist’s sketches depicted schools, stores, parks, and churches. Schools would be “modern, sun-lit facilities for all age groups” with “no double sessions.” The shopping center “will fill your daily needs,” with “Oakland, San Jose and Peninsula shopping just minutes away.” Parks and playgrounds “mean happier, healthier children!” “Churches of most every denomination to be located in Glenmoor Gardens or nearby!” [18, 19]

The community center straddled Glenmoor Drive between Mattos Drive and Eggers Drive, covering most of two blocks. The first component was Glenmoor Center, a shopping center opened in 1954; by 1960 the center had two buildings and a service station, and its

15 tenants included a supermarket, drugstore, hardware store, and a branch bank. (Unable to compete with the nearby malls of the Hub, the shopping center would close in the 1990s; most of the site is now housing.) Offices and apartments faced Glenmoor Center on adjoining streets. The prototype office building, built in 1954,

housed the new offices of Glenmoor Homes, Inc. The building had a Ranch House design, with a low profile, shake roof, and setbacks landscaped with lawns. A pair of similar office buildings, for lease to doctors and dentists, opened in 1955–57. Two-story apartment buildings began going up in 1959.



Most homebuyers in Glenmoor Gardens were young families with children, and schools were critical to the success of the development. The Centerville School District began planning Glenmoor Elementary School—its second school of the postwar era—in 1952. The school opened in 1955 and was enlarged in 1957–59. The 10-acre site, on the southerly block of the community center, was provided at cost by Glenmoor Homes, Inc. The Centerville School District would build two

more schools in or near Glenmoor Gardens. John Mattos Elementary School opened in 1959 on Farwell Drive, below Blacow Road, and was enlarged in 1960–62. Maloney Elementary School opened in 1961 on Logan Drive, by the northeast corner of the subdivision. Glenmoor children also attended nearby Centerville Junior High School and Washington High School, located directly across Fremont Boulevard. Walters Junior High School and John F. Kennedy High School, opened in the 1960s beyond Mowry Avenue, later served Glenmoor children residing below Blacow Road.

The recreational focus of the community center was a three-acre park adjoining Glenmoor Elementary School. Privately developed for the residents of Glenmoor Gardens—an amenity included in no other Fremont-area subdivision of the 1950s—the landscaped grounds of Meyer Park included tennis courts, basketball courts, a playground, and a swimming pool (opened July 4, 1958). The parkland was donated by Glenmoor Homes, with construction and maintenance costs financed by assessments levied on the members of the Glenmoor Homeowners Association. A similar facility, Alta Park, located on Alta Drive below Blacow Road, would open in 1963.

When the Glenmoor Gardens Homeowners Association (GGHA) was incorporated, in March 1953, there were no more than 75 houses in the subdivision. It was probably the first such organization in the Fremont area; in its scope and structure, it resembled the San Lorenzo Village Homes Association, established in 1945 by David Bohannon. The five-member board of directors (which included James Meyer, who lived on Glenmoor Drive, and James Reeder, who resided on Blacow) was set up to oversee a full range of services, from police and fire protection to street maintenance (which later became the purview of the city government). The primary focus of the GGHA over the years has been twofold: improvement and maintenance of the two private parks and recreation facilities, and design review pursuant to the association's bylaws and to the covenants and restrictions attached to all property deeds within the subdivision. GGHA levies an annual assessment (originally \$25, now \$120) on each homeowner to finance its activities, which are overseen by a staff person and publicized in a quarterly newsletter. The GGHA sponsors annual events such as a Fourth of July parade, a Halloween carnival, and a Christmas tree-lighting ceremony at Meyer Park.

3.4 Characteristics of Glenmoor Gardens

In contrast to the sequestered quality of many large subdivisions of the period, the layout of Glenmoor Gardens is remarkably open. Numerous streets lead in and out of the development. There are two such roads on Central Avenue, three on Fremont Boulevard and Mowry Avenue, and no fewer than a dozen along Blacow Road. The development is crisscrossed by thoroughfares—Mattos and Eggers Drives (connecting Blacow Road and Fremont Boulevard) and Logan, Glenmoor/Glenview and Farwell Drives (between Central and Mowry Avenues). As a result, Glenmoor's circulation system meshes with the adjoining street grid, integrating the development with the city. Curving streets are not widely used in the subdivision. Major streets tend to be linear, with one or two curving sections. Branching off the main streets are numerous cul-de-sac courts with circular turnarounds and right-angle loop roads with accentuated rounded corners. There are nearly 40 cul-de-sac courts in Glenmoor Gardens—the largest concentration in any Fremont subdivision.

From the outset, the lots in Glenmoor Gardens were large by the standards of the day. The first two phases, Tracts 1122 and 1200, developed between 1951 and 1953, presaged the generous allotment of land. The first street in the subdivision—the block of Glenmoor Drive between Central Avenue and Norris Road—was lined with 30 lots extending back 160 feet. Most had frontages of 70 feet, covering over 11,000 square feet; two were nearly 100 feet wide, covering over 15,000 square feet. These sizes were twice the average for subdivisions of the era, when lots typically covered between 5,000 and 7,500 square feet. In Tract 1200, the 40 or so lots along Norris Road had ample frontages (70 to 80 feet) but shallower depths (about 120 to 135 feet), producing parcels from about 8,500 to 11,000 square feet. This tract also contained the subdivision's first cul-de-sac, Norris Court. The pie-shaped lots on the turnaround were among the largest in the tract, ranging from about 10,000 to 13,000 square feet. [12]

The lot patterns of Tracts 1122 and 1200 became more or less standard in the tracts above Blacow Road. Lot frontages there generally range from 70 feet to 85 feet; lot depths, from 120 feet to 130 feet. Most lots cover between 8,000 and 11,000 square feet. Clustered lots at the ends of cul-de-sacs and on rounded street corners are typically the largest, often between 10,000 and 15,000 square feet, and sometimes even larger (some exceed 20,000 square feet). Scattered among the tracts above Blacow Road are also a number of smaller lots, ranging from 6,500 to 8,000 square feet. In general, the smallest lots in Glenmoor

Gardens are found in the area between Blacow Road and the I-880 freeway. Here frontages alternate between 70 and 75 feet and standard depths range from 100 to 110 feet; most lots cover between 7,000 and 8,000 square feet. As elsewhere, larger lots are clustered at the ends of cul-de-sacs and on rounded corners. [13, 14]

There was no comprehensive landscaping scheme for Glenmoor Gardens, such as street trees and parkways. The landscaping qualities of the neighborhood today are the result of decisions made by homeowners. A 1956 article in the home-and-garden section of Hayward's *Daily Review* complimented residents of Glenmoor Gardens on "the good taste they have shown in general landscaping. Low plantings seem to be in harmony with today's low ranch type houses." The writer suggested that his readers visit the tract on their next "Sunday drive."

3.5 The Houses of Glenmoor Gardens

"We planned a development of larger than usual lot sizes, large setbacks, varied select plans, and well-built homes," James Meyer stated in his 1959 interview with the *News-Register*. "All of the plans were developed by us and some of them I drew myself. We later added Edward Paul Rodrigues, home designer, to our staff. He is the man mainly responsible for our excellent and popular home plans." The firm also had a "color specialist" who advised new homeowners on interior finishes.

Glenmoor Gardens brochures from the 1950s included floor plans for various models, ranging in size from under 1,300 square feet to over 2,000 square feet. "In addition to the floor plans shown here, there are many others to choose from," noted the text. "Or, if you prefer, features of various plans may be combined or changed to suit your individual taste. Rooms may be enlarged, baths or fireplaces added, kitchens or laundries designed just as you want them."

A review of construction contracts and building permits provides an overview of the construction costs in Glenmoor Gardens in the 1950s and 1960s. In general, houses cost between \$8,000 and \$12,500 to build in the 1950s, with a small number costing up to \$15,000. The first 25 houses in the subdivision, built in 1952 on Glenmoor Drive, cost between \$8,000 and \$10,000. (One house in Tract 1122—possibly the residence of James Meyer—had a contract price of \$18,000.)

These figures were far above the standard \$5,500–\$8,500 range for tract houses in the early 1950s. A sampling of building permits in Glenmoor Gardens from the 1960s lists costs from \$13,000 to \$21,000.

Like construction costs, sales prices in Glenmoor Gardens were at the upper end of the local market. In the 1950s, tract houses generally cost the consumer between \$9,000 and \$14,000, depending on the size of the lot and the size and amenities of the residence. The first 25 houses on Glenmoor Drive sold in 1952 for between \$14,000 and \$19,000. A 1954 advertisement in Hayward’s *Daily Review* listed prices from \$13,500 to \$25,000; two years later, the *Oakland Tribune* cited a range of \$16,500 to \$26,550. Financing for homebuyers was a common theme in these advertisements. The *Daily Review* ad touted “New Low FHA Down Payments.” Referring to Glenmoor Gardens as “the residential hub of the new City of Fremont,” the *Tribune* ad noted, “25 year loans through F.H.A. and Veterans financing are still available with minimum down payments.”

4. MISSION RANCH

In 1950s Fremont, Mission Ranch shared with Glenmoor Gardens a reputation for quality—the cachet of a subdivision known for its careful planning, large lots, and fine homes. Developed by Eugene Gardiner’s Mission Land Development Company, Mission Ranch was the last local subdivision planned before creation of the City of Fremont; the initial tract map was filed in December 1955, two weeks before the vote to incorporate. The last of Mission Ranch’s six tract maps was filed four and a half years later, in the spring of 1960, and the construction of its 318 houses extended from 1956 to 1961.

Bordered on the west by Driscoll Road and on the north by Mission Creek, with the nearby hills as a scenic backdrop, the 120-acre site had been in agricultural use for over a century. Mission Ranch was the first large subdivision in the area, a mile’s drive from the center of Irvington, via Washington Boulevard and Driscoll Road, and two miles from Mission San Jose on Mission Boulevard.

4.1 Site History

Originally grazing lands for nearby Mission San Jose, the Mission Ranch site formed part of the John Horner ranch during the Gold Rush. A Mormon

missionary who came to San Francisco in 1846 on the ship *Brooklyn*, Horner was one of the owners of the Ex-Mission San Jose Rancho; he raised crops on a vast scale, marking the start of commercial agriculture in California.

Though Horner lost most of his land in the financial panic at the end of the Gold Rush, he retained a 196-acre farm along Mission Creek, stretching south from the base of the hills between present-day Mission Boulevard and Paseo Padre Parkway. In 1874, Driscoll Road was opened through the center of the property, connecting the town of Washington Corners (Irvington) to the road between Mission San Jose and Niles (Mission Boulevard). That same year Horner sold his land east of Driscoll Road—over 90 acres—to Ezra Decoto, one of the three brothers for whom the town of Decoto, in present-day Union City, was named. Decoto enlarged the parcel to about 105 acres. By the 1890s, the property was owned by Martin Carter, a partner in the famed Newark firm of Carter Brothers, manufacturers of railroad cars. Carter, like Decoto, leased the land to sharecroppers. [20]

The next owner, Joshua Chadbourne, was from Irvington; a rancher's son, he married Margaret Rix, from another prominent local family. By 1900, the Chadbournes had established an apricot farm on Driscoll Road. According to Fremont historian Philip Holmes, they “had one of the biggest apricot drying businesses in the area.” Joshua is also remembered as the area's pioneer car dealer, as recounted in the second edition of the Country Club *History of Washington Township*: “[Irvington] has come a long way since Josh Chadbourne opened, on April 1, 1906, the first garage between San Jose and Hayward, and the first automobile agency . . . An excellent mechanic, he was the first to admit that most of the cars ran by ‘manpower.’ But these ‘demons, rushing about at ten miles an hour,’ are perhaps the most dramatic evidence of our modern march. Irvington and the Township have been gaining speed ever since.” By World War II, most of the Mission Ranch site was owned by Driscoll Farms, a company known for its big strawberry fields in the vicinity of Driscoll Road; the subdivision site, however, remained under cultivation with apricot orchards.

4.2 The Mission Land Development Company

In 1950, when the second edition of the Country Club *History* was published, residential development in Washington Township was indeed “gaining speed.” More subdivisions had been platted in that year than in any other previous year

in the area's history. By 1955, numerous new tracts were being laid out all across the township, among them Mission Ranch.

Eugene Gardiner, the developer of Mission Ranch, was a 42-year-old Oakland builder who had recently moved to Washington Township. Born in 1913 in Columbus, Ohio, where his father manufactured screens for movie theaters under the brand name "Gardiner Silver Screens," he spent time in Alaska as a young man before marrying during World War II and working at an aircraft factory in Los Angeles. He and his wife, Marjorie, moved to Oakland with their young son after the war. Gardiner obtained a contractor's license and began building houses; the family would live in one while the next was being built, then move into the new house. He gradually took on bigger jobs, from a few houses at a time to tracts with dozens of houses. The Gardiner Construction Company worked primarily in San Leandro, Hayward, and San Jose.

Around 1953, the family moved from their hillside home in Oakland to a new house on Glenmoor Drive, in Centerville, purchasing one of the early houses in Glenmoor Gardens. Gardiner moved to the area for several reasons. In part, he wanted to be closer to San Jose, where he had projects underway. Like most East Bay builders, he had also grown tired of regulations and fees in the cities to the north. In a 1956 article about the new city of Fremont, in the *San Mateo Times*, Gardiner was quoted on the subject of Hayward, where "subdividing got so mixed up in politics I moved out and I'll never go back to building there." Ultimately, Gene Gardiner came to Washington Township seeking a fresh start and new opportunities; he ended up making the biggest deal of his career.

Incorporated on September 15, 1955, the Mission Land Development Company was formed for "the purchasing, developing and sale of land and the construction of homes and other improvements thereon." The company was created expressly for the development of Mission Ranch. The articles of incorporation listed Eugene V. Gardiner as president and Gene Rhodes as vice president. Gardiner's wife served as the assistant to the company's secretary-treasurer, Catherine d'Anjou. (In the spring of 1957, a year after house construction began at Mission Ranch, Marjorie Gardiner would die of a sudden illness, at age 42, leaving Gene Gardiner a 44-year-old widower with a 13-year-old son. He would remarry and finish work on the subdivision.)

Gene Gardiner and Gene Rhodes made an effective team in the development of Mission Ranch. Gardiner oversaw planning, design, and construction. As the

attorney for the Mission Land Development Company, Rhodes addressed legal, financial, and regulatory issues. A resident of the area since 1948—he had recently moved into a new house in Glenmoor Gardens—Gene Rhodes was one of Fremont’s leading political figures of the 1960s and 1970s. Active in the drive to incorporate the city, he went on to one of the longest tenures of any member of the city council, serving from 1964 to 1978. He also served two terms as council-appointed mayor, in 1970–71 and 1975–78, and became Fremont’s first elected mayor, in 1978–1980. During his years in public office, Rhodes espoused sound planning as a prerequisite for new development.

Mission Ranch was financed by the Oakland Title Insurance Company and California Pacific Title Insurance Company. The former company is listed as property owner on the first two tract maps for the subdivision; the latter appears on the other maps. Both firms were apparently under the same ownership, with E. E. Jones listed as vice-president of both companies.

4.3 Building Mission Ranch

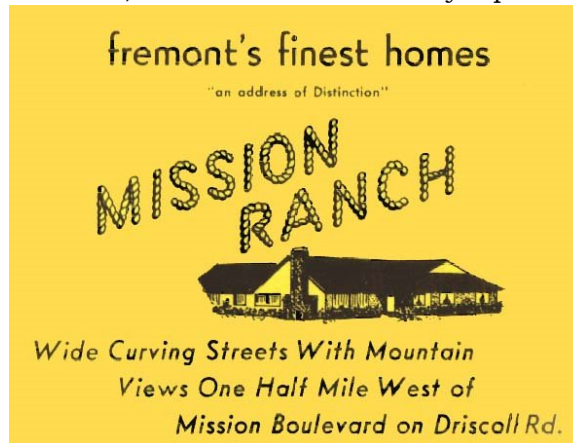
The same month that the Mission Land Development Company was incorporated, a civil engineer named James J. Breen surveyed the first of Mission Ranch’s six tracts. His map of Tract 1684 was filed with the Alameda County Recorder on 28 December 1955, nine days after the property was purchased. Over the next four and a half years, as land was acquired piece by piece, five more of Breen’s maps would be recorded as part of the incremental development of the subdivision: Tract 1784 (November 1956); Tract 1848 (May 1958); Tract 1962 (November 1958); Tract 2008 (April 1959); and Tract 2030 (May 1960).

Mission Ranch was built between 1956 and 1961, in six phases corresponding to the six tract maps. The first four tracts, comprising the northerly portion of the subdivision, generally ran from west to east—from Driscoll Road to Covington Drive. The fifth tract was laid out along the south edge of the subdivision, bordering Paseo Padre Parkway. The first five tracts of Mission Ranch cohered into a self-contained plat of internally linked streets and shared ingress/egress roads. By contrast, Tract 2030 felt like the beginning of an entirely new subdivision (despite the tract map being titled “Mission Ranch Unit No. 6”). Developed on a separate farm parcel east of Covington Drive, and connected to the earlier tracts only by an extension of Plymouth Avenue, the

truncated streets of Tract 2030 were designed to connect with new tracts to the east. The development of Mission Ranch ended with Tract 2030, however, and its streets would later be joined to tracts laid out by other developers. [21]

Aerial photographs depict the pace of development at Mission Ranch, showing house-lined streets branching into orchard land. In a photograph from May 1957, about a year after construction began, all but one of the 44 houses in Tract 1684 were built. In the adjoining Tract 1784, laid out only six months earlier, two-thirds of the 64 lots were vacant, and one street was not yet paved.

By March 1958, most of the houses in Tract 1784 were built; by July 1959, work was well along on the next three tracts. A photograph taken in July 1960 shows no more than a dozen vacant lots in Mission Ranch's first five tracts (mostly larger parcels at the ends of cul-de-sacs). In Tract 2030, where work had started two months before,



streets were under construction and a third of the tract's 36 houses were underway. Preliminary work in each phase involved infrastructure: streets, sidewalks, sewers, water, gas, etc. Houses were built after these improvements were in place; the process was incremental, with infrastructure and house construction proceeding in tandem, street by street. All of the 318 houses in Mission Ranch were likely finished by 1961. [23, 24, 25]

The subdivision was not sufficiently large to warrant a community center like the one in Glenmoor Gardens. Stores and schools were built along the edges of the development. In the early 1960s, Gardiner built the Mission Ranch Shopping Center at Driscoll Road and Paseo Padre Parkway, a prominent corner site formerly occupied by the sales office of the Mission Land Development Company. Originally one multi-tenant building and a service station, the shopping center has since been remodeled and enlarged.

Mission Ranch was fortunate when it came to schools. Three new facilities were built within walking distance of its homes, providing the full gamut of primary education from kindergarten to 12th grade. Chadbourne Elementary School occupies an approximately 10-acre site at the north edge of the subdivision,

adjoined by houses. It was dedicated in 1960 under the auspices of the Irvington School District, with Margaret Rix Chadbourne in attendance. Directly to the north, across Mission Creek, are the adjacent campuses of Hopkins Junior High School and Mission San Jose High School, covering over 50 acres. Both schools opened for classes in 1964. [26]

4.4 Marketing Mission Ranch

The name “Mission Ranch” was aptly chosen, invoking both the Franciscan heritage of nearby Mission San Jose and the township’s agricultural history. These themes, however, were not carried through in the naming of the subdivision’s streets; Kensington, Chiltern, Plymouth, Covington, Bedford, and Devon are more evocative of England than California (one name, Chadbourne, reflects the historical theme). This mix of nomenclature conveyed a generalized sense of fine country living—English gentility with a patina of local history.

A woodcut of the adobe at Mission San Jose adorns the cover of a 1958 sales brochure bearing the title “Mission Ranch: An exclusive development of luxury homes in the famous Mission San Jose district, in the far-flung new city of Fremont, California.” The brochure spoke of “spacious modern ranch homes set among trees near rolling hills,” where the “lots are huge (about 3 to an acre), odd-shaped, [and] heavily wooded.” [27, 29]

“Bring your family to live in one of California’s most renowned ‘garden spots,’ a section rich in natural beauty with prosperous orchards and ranches on every side and the often snow-flecked Mt. Hamilton range in the background. This part of California charmed the Franciscan monks, and they established Mission San Jose in 1797. Here the soil is rich, the climate mild. And while you enjoy all the delights of casual country living, you are conveniently located for commuting to work anywhere. Mission Ranch is strategically located, on a quiet country road but less than two miles off two main highways . . . on Driscoll Road, about halfway between Mission San Jose (on Highway 9) and Irvington (on Highway 17) . . . Yet Mission Ranch is within walking distance of a fine new school and proposed shopping center and just a short drive away from key shopping centers.” A map showed Mission Ranch’s proximity to prestigious employment centers—the Lockheed aerospace plant near Sunnyvale and the Sandia, General Electric, and UC Berkeley research facilities in the Pleasanton-Livermore area.

State Highway 9 (Mission Boulevard), State Highway 17 (Fremont Boulevard), and Driscoll Road would later be widened into four-lane thoroughfares, improving access to Mission Ranch. Another thoroughfare, Paseo Padre Parkway, was opened along the south edge of the development. As one of the first projects of Fremont's municipal government, the road was planned as a unifying artery, winding through the new city from one end to the other. Subdivisions along the route, such as Mission Ranch, were required to donate land for the right-of-way. Paseo Padre Parkway was opened between the civic center and I-680 in 1966, though it would not be completed until the 1980s.

4.5 Characteristics of Mission Ranch

With the hills as a backdrop and two state highways nearby, the site of Mission Ranch combined natural beauty with reasonably good access. When planning began on the development in 1955, few subdivisions had been platted so close to the hills or so far from the projected route of the East Shore Freeway. The precedents were set in the towns at the base of the hills, Niles and Mission San Jose, where several sizable tracts were laid out in the early 1950s. What made Mission Ranch stand out from these early "outlying" tracts was the careful thought given to site planning and the generous dimensions of the lots.

The site plan of Mission Ranch combined sequestered and open qualities. Only four ingress/egress routes connect with adjoining roads: Harrington Street and Chiltern Drive, on Driscoll Road, and Chadbourne and Covington Drives, on Paseo Padre Parkway. Houses at the west edge of the subdivision turn their backs to Driscoll Road; a wall screens backyards from the street. Yet along Paseo Padre Parkway the tract's houses front on the thoroughfare.

The layout of the original five-tract ensemble combined curvilinear and rectilinear patterns. Borders are delineated by straight roads—Covington Drive, Bedford Street, and (for much of its length) Kensington Drive—which serve to frame the curvilinear features at the heart of the subdivision. "The streets are curving," noted the 1958 brochure. "There are no traffic hazards for your children." Chiltern Drive winds diagonally through the center of the development from Driscoll Drive on the northwest to lower Covington Drive on the southeast, crossed at midpoint by the curving route of Chadbourne Drive/Plymouth Avenue, which sweeps around from Paseo Padre Parkway to upper Covington Drive. Branching off from and crossing these two streets are short cul-de-sac

courts and curvilinear streets ending in cul-de-sacs next to the elementary school.

As in Glenmoor Gardens, the lots in Mission Ranch were larger than average. Most lots cover between 8,000 and 10,000 square feet, with typical frontages of 72 feet or 82 feet and depths ranging from 110 feet to 125 feet. Smaller lots are concentrated on the perimeters; yet even these are equivalent to larger lots in standard subdivisions of the period. The smallest lots in Mission Ranch—aligned along the west side of Kensington Drive, backing onto Driscoll Road—have frontages of 70 feet and depths of 115 feet, covering 8,050 square feet. Lots fronting on Paseo Padre Parkway measure 72 by 120 feet, covering 8,640 square feet; those on Bedford Street and Covington Drive range from 8,400 square feet to over 9,800 square feet. [22]

A number of larger lots are found on corners and mid-block sites; they often have irregular shapes, produced by the curving street pattern. With frontages approaching 100 feet and depths up to 150 feet, these lots range from 10,000 to 12,000 square feet. In general, the largest and deepest lots are found at the circular ends of cul-de-sacs. Often covering up to 15,000 square feet, these trapezoidal or pie-shaped parcels extend back from deceptively narrow frontages, widening as they recede, with side and rear property lines at times exceeding 200 feet. The largest lot in Mission Ranch (23,395 square feet, or 0.54 acre) is of this type, located at the end of Devon Court. Overall construction costs in Mission Ranch have not been documented; a sampling of building permits from the years 1958–1960 provides a typical cost range of \$13,000–\$14,000.

Landscaping in Mission Ranch was the purview of the individual property owner. The developer installed a lawn with each house sold, but did not plant street trees or create parks. A major landscape element of the development in its early years was the remnant of the orchard: numerous apricot trees were left standing in yards. By the 1970s, privately planted trees had reached a stage of maturity presaging the lushly landscaped look of Mission Ranch today.

4.6 The Houses of Mission Ranch

“Luxurious ranch homes on large level lots, with a sweeping view of the mountains and the valley” stated a 1958 ad for Mission Ranch in the *Oakland*

Tribune. Houses with “3–4–5 Bedrooms, 2–2.5–3 Baths, [and] Maid’s Quarters” were offered, with “new liberal FHA terms available, as low as \$1900 down.” The 1958 brochure for Mission Ranch used similar terms: “Finest materials and solid construction assure you a lifetime of satisfaction and enjoyment in your home. FHA and VA financing is readily available.” The brochure included floor plans for nine models, ranging from 1,431 square feet to 2,100 square feet, with corresponding sales prices from \$19,100 to \$26,750. [28]

Though the identity of the architect(s) who designed the houses of Mission Ranch is not known with certainty, a hint is provided by a 1960 building permit for a house on Chadbourne Drive, owned and built by the Gardiner Construction Company. The permit refers to plans dated November 1957, titled “A Residence Plan for the Gardiner Construction Co., from the Studio of David Archibald Wright, Oakland.” A prolific designer of tract houses, Wright may have been the architect for the Mission Land Development Company. He is known to have designed houses for at least two other subdivisions, Arroyo Vista (1956), in San Lorenzo, and Way Out West (1964), near Mission San Jose, by Brad-Rick Homes.

In 1959, Gardiner built for himself one of the most luxurious houses at Mission Ranch, a 2,100-square-foot model that cost nearly \$18,000 (and normally sold for \$26,750). The house sat at the end of a cul-de-sac on the largest parcel in the subdivision. He didn’t keep the house long, selling it after his son graduated from high school in the early 1960s. By then his work at Mission Ranch was done—the last houses built and sold, the shopping center up and running. Gardiner moved to Hayward, but often came back to visit.

5. RANCH HOUSE DESIGN

Thousands of Ranch Houses were built in the Fremont area in the quarter-century after World War II. Their ubiquity in postwar subdivisions like Mission Ranch and Glenmoor Gardens made them the most common house type in the city. What is a Ranch House? What are its characteristics and origins?

Known for its low-slung informality, the house style or type known as “Ranch” became popular in California during the 1930s, inspired by the work of William Wurster, Cliff May, and other inventive designers. Ranch Houses dominated residential architecture in California (and in many other parts of the nation) in

the postwar era, disseminated in myriad tract homes through the 1960s. The pervasive presence of the Ranch House in mid-century America represented a convergence of culture, technology, finance, and architecture.

In its most common guise, the 20th-century Ranch House looked back to the 19th-century farmhouse or ranch house; hence the name. This imagery fed the public's fascination with its own fabled past in an era of unsettling change. Promulgated in movies and on television, mythic tales of the American West coincided with the ascendancy of Ranch House design. Seen in this light, the postwar flight to the suburbs was a quest for old ways and old values, close to nature—an escape from urban realities. A house in the suburbs also appealed to increasingly casual lifestyles; it was a place to relax and let the kids run free. The exodus was made possible by plentiful automobiles, cheap gasoline, and freeways, while federal laws made it easier to get home loans and builders became adept at mass production. The Ranch House was a product of its age.

5.1 The Ranch House: A Profile

Standard Ranch House designs evoke traditional rural life, with materials and details suggestive of dwellings on working farms and ranches. Board and batten siding, shake roofs, Dutch doors with braces, garage doors resembling barn doors, and rooftop dovecotes are typical features. They are low-to-the-ground residences, with an overall horizontal feeling, capped by low-pitched roofs with wide eaves. Plans and elevations lack symmetry, reflecting the informality of mid-century America. Larger houses ramble, with wings extending in various directions. A hallmark of Ranch design is the prominence of the attached garage to accommodate the automobile, the icon of the new American suburbs.

A major aspect of Ranch House design is the connection to the outdoors, another reflection of mid-century lifestyles—front and rear porches, picture windows, sliding glass doors, and integral patios are common features. The breaking up of the mass of the house into linear wings enhances this sense of indoor-outdoor connectivity, allowing for more windows, doors, porches, and patios. U-shaped and H-shaped plans are common features, creating landscaped areas enclosed by wings projecting at the front and rear. Interior planning emphasizes openness between the principal rooms, which in turn are opened to the exterior through generous amounts of glass.

In the same way that bungalows can be understood as standardized Arts and Crafts cottages, the replicated tract homes of postwar America can be seen as mass-produced versions of Ranch Houses, with less variety in plan, elevations, and materials. The typical tract home was stucco-sheathed, with a rectangular footprint incorporating a front ell for the garage. Architectural historian Alan Hess has suggested the phrase “minimal ranch” for such houses. Yet even the most modest models tended to include Ranch House features like front and rear porches, picture windows, and sliding glass doors adjoined by rear patios. The rows of replicated tract homes in many postwar subdivisions, however “minimal,” were indeed Ranch Houses.

Though typically traditional in styling, Ranch Houses can also be modern in appearance. Ranch imagery runs the gamut from traditional to contemporary, from down-home ranch to pared-down box; the subdivisions of Joseph Eichler comprise one notable example of modernist tract homes. Yet all Ranch Houses, whatever their appearance, are descended from architectural modernism as much as they are from frontier revivalism. This is particularly true as regards the open-plan interior and the intimate rapport between house and garden, both rooted in the Arts and Crafts movement.

5.2 Forerunners: Arts and Crafts and Period Revival

Residential architecture in America in the early 20th century began to emphasize principles of rational design. The focus was on a house’s plan and spatial arrangements in opposition to its surface treatment and ornament. This outlook, which would mature into architectural modernism by mid-century, was rooted in the Arts and Crafts movement, notably in the Prairie Houses of Chicago architect Frank Lloyd Wright and in the work of California practitioners like Bernard Maybeck (in Berkeley) and Greene & Greene (in Pasadena).

Embodying a natural aesthetic, Arts and Crafts houses typically were clad in wood siding or shingles and had unadorned porch posts, plain rafter ends and angled brackets under gable eaves. Rough clinker brick or stone was used as trim. Unlike older styles, the interiors had more or less open plans (a hallmark of modernism) with wide halls, wide openings between rooms, and combined living and dining areas. Windows were larger, providing a more direct connection with the outdoors.

The style, which flourished through World War I, tended to be more popular in the cities (where nature was more easily romanticized), and few examples were built in rural Washington Township. The McCarthy House (1911), on the outskirts of Mission San Jose, and the Milicent Shinn House (ca. 1916), near Alameda Creek, were both designed by Berkeley architects for clients with ties to that city. Both sat on large rural parcels overlooking orchards and vineyards, exemplifying Arts and Crafts ideals of closeness to nature.

After World War I, residential architecture in the region once again looked to the past—a retreat from modernity in an increasingly complex world. Period Revival is a useful umbrella term for the many houses of the era that sought to revive the feeling of various periods of history. Some were neo-medieval in feeling, with steeply pitched roofs, faux half-timbering, and picturesque massing. Others expressed the symmetry and classicism of Colonial Revival.

The most widespread revivalist style in California was Spanish Colonial Revival, which used a stucco and tile palette to evoke the state's Spanish-Mexican past. Arts and Crafts ideals persisted most clearly in Spanish Colonial Revival houses, which often were designed in harmony with their sites, incorporating linear wings lined with gallery-like porches opening onto gardens. Centerville's Santos House (1934), by the Oakland firm Miller & Warnecke, is a good local example.

The pre-eminent house type in California in the early 20th century was the standardized Arts and Crafts cottage, or bungalow. Enjoying their greatest popularity in the Fremont area between about 1910 and 1930, bungalows were typically one-story cottages with rectangular footprints, more or less open plans, and gable roofs. The nature aesthetic that gave rise to the bungalow was expressed most directly in the prominence of porch and windows, allowing a degree of interaction with the out-of-doors. After World War I, bungalows often took on attributes of the newly fashionable revivalist styles, e.g., symmetrical façades and classical porch columns borrowed from the Colonial Revival, or the steeper roof pitches and half-timbering of neo-medievalism.

In its scale, ground-hugging profile, spreading gable roof, ample porch, wide windows, open plan, indoor-outdoor connectivity, and general uniformity the Arts and Crafts bungalow was the direct ancestor of the modern Ranch House. The Ranch House, like the bungalow, was considered the ideal residence for the modern family—a mass-market dwelling that met the needs of 20th century

America. And like the bungalow, it was not so much a style as a type, with designs ranging from traditional and folksy to sleekly modern.

5.3 Birth of the Ranch House: Wurster and May

The Arts and Crafts movement, with its dual focus on nature and abstraction, was a bridge to architectural modernism in the mid-20th century. The simplified vernacular forms and stylized open interiors of English Arts and Crafts houses had informed the work of Frank Lloyd Wright, who fused nature-romanticism and abstraction into an integral whole. In him the Arts and Crafts movement reached its culmination as an avenue of artistic exploration, and in him architectural modernism began in earnest.

Wright influenced a generation of modernist European architects who rose to prominence in the 1920s, notably at the Bauhaus workers' collective in Germany, where an architecture of formal purity and structural clarity was developed. The new modernism was brought to America in the 1930s by the Bauhaus architects Walter Gropius, Marcel Breuer, and Mies van der Rohe, who became influential teachers and designers. Though he never said so, Wright absorbed the lessons of the European masters. He reinvented himself in the 1930s, producing houses of a geometric sleekness that clearly owed something to the Bauhaus.

The Usonian House, from the late 1930s, was Wright's major contribution to the development of the Ranch House. Intended as a replicated, prefabricated, and affordable residence for middle-class Americans, the small, open-plan, modernist dwelling incorporated a roofed shelter for cars (dubbed a "carport"). Wright's vision extended beyond individual houses to town planning. Broadacre City was his model for the ideal middle-class suburb: families living in Usonian Houses on large lots in car-oriented communities in the countryside. This prophetic scheme sketched out the general shape of postwar American development.

In California, modernism took root in different places in different ways. In Los Angeles, where Frank Lloyd Wright's few post-World War I houses were concentrated, expatriate Austrian architects Rudolf Schindler and Richard Neutra designed houses as advanced as any in Europe, making Los Angeles a center of progressive architecture in the 1920s. In northern California, less-is-

more modernism seeped into Bay Area architecture as an abstracted mood in certain revivalist buildings of the 1920s before assuming more overt form in the 1930s.

The modernist pioneer in the Bay Area was William W. Wurster (1895–1973), a northern California native who graduated from the UC Berkeley School of Architecture in 1919. In his signature work, the so-called Gregory Farmhouse of 1927, he combined ranch house revivalism with a subtle abstraction of form and space. Built in the forested backcountry near Santa Cruz, the compound (house and guesthouse) looked back to California’s pioneer farmsteads for its formal inspiration of low gabled house and hip-roofed guesthouse-tower, as well as its palette of white-painted vertical planks and details like windows with operable shutters and plank doors with Z-pattern braces.

The Gregory farmhouse was a prototype for a new kind of residence, rooted in the vernacular past yet thoroughly modern in its flowing plan, minimalist elevations, and integration with site—set on grade, with gallery-like porches opening onto patios and gardens. Though he would never again be quite so literal in his references, Wurster would continue to explore, in a series of increasingly abstract prewar residences, the idea of the low-to-the-ground, wood-clad house mixing vernacular and modernist motifs. In this regard, he can be considered the principal high-art progenitor of the modern Ranch House.

Wurster’s embrace of vernacular tradition and wood craftsmanship, evidence of an abiding Arts and Crafts sensibility extending back to Maybeck, gave rise in the late 1940s to the term “Bay Tradition” to connote a regional architecture. Other Bay Tradition architects who would contribute to the development of the Ranch House included Gardiner Dailey, John Funk, Worley Wong, Henry Hill, and Joseph Esherick. Landscape architects like Thomas Church also participated in the movement, creating understated, naturalistic gardens and “outdoor rooms” to complement the elegantly rustic houses of his colleagues.

If the Gregory Farmhouse was the prophetic prototype of the Ranch House—and there is nothing comparable from the 1920s—the 1930s houses of the southern California designer Cliff May (1910–1989) represented the work of a zealous proselyte who somehow felt compelled to spread the word. May was the leading promoter and popularizer of the Ranch House during its formative years. A furniture designer from San Diego who settled in Los Angeles, he designed scores of houses in those two urban areas during the 1930s, including his first

subdivision, Riviera Ranch. After the war, in partnership with architect Chris Choate, he became a developer of large subdivisions across the western United States.

Cliff May had no formal training as an architect, contributing to his relaxed approach to design. In his early career he was very much a revivalist who drew from a variety of sources: adobe architecture, ranch house architecture, even Arts and Crafts architecture. His early houses often felt casual and improvised. Instead of placing wings at right angles, for example, he splayed them to create more spacious patio areas and wider views. These rambling footprints made room for impromptu additions and set the stage for informal lifestyles; in a sense, they embodied the sprawling, ad-hoc quality of postwar subdivisions. May's early houses also featured carefully wrought textures and details, as in his use of textured stucco and hand-carved wood, creating an impression of vernacular craftsmanship—of a house that had grown over time. Finally, his site plans and generous use of windows and glass-paneled doors seamlessly integrated house and garden, giving equal value to interior and exterior space.

Published articles by and about May reached a national audience, helping pave the way for the Ranch House's widespread acceptance after World War II. Particularly notable were two books he produced in collaboration with the editors of *Sunset Magazine*. In the foreword to *Sunset Western Ranch Houses* (1946), May essayed an overview: "Today, almost any house that provides for an informal type of living and is not definitely marked by unmistakable style references is called a ranch house . . . Most of us describe any one-story house with a low, close-to-the-ground silhouette as a ranch house. When a long, wide porch is added to this form, almost everyone accepts the name. And when wings are added and the house seems to ramble all over the site, the name is established beyond dispute."

"Sunset Western Ranch Houses typify today's demand for convenient, comfortable living!" proclaimed the dust jacket for *Western Ranch Houses*. "Straightforward design, economical, practical welding of indoor and outdoor living areas function to make the Western ranch house spacious or cozy as the home owner may require . . . The form called a ranch house has many roots. Some feed directly on the Spanish period. Some draw upon the pioneer years. It has never known a set style. It was shaped for a special way of living—Western, informal, yet gracious." An introductory chapter ("History of the ranch house")

discussed adobe houses and pioneer dwellings, with illustrations, followed by photographs, drawings, and plans of new house designs.

Architectural Historian David Bricker has summarized the features of the houses included in the book: “*Western Ranch Houses* stressed three basic concepts about the ranch house rather than discussing its style: livability, flexibility, and an unpretentious character. Coupled with the importance of using climate as an element of design, these concepts were applied to conditions of the site and orientation of the house. Outdoor living areas extending beyond the house on the same level were also emphasized, so that interior space merged with the exterior, separated merely by large areas of glass and sliding glass doors. Other typical characteristics included a linear arrangement of rooms, elevations composed asymmetrically, and a telescopic effect of low wings spreading out from the rectangular core of the house.”

Thanks to the pioneering work of Wurster, May, and other inventive designers, the Ranch House gained wide acceptance over the course of the 1930s. As it became fashionable, the architectural profession was more than capable of meeting the demand. The hiatus in private construction brought on by World War II delayed only briefly the Ranch House’s arrival as residence of choice among a new generation of homebuyers. After the war, as plans and photographs filled the pages of *Sunset*, *House Beautiful*, *Good Housekeeping*, *Better Homes & Gardens*, and other publications, untold thousands of Ranch Houses were built across California and the nation.

5.4 The Ranch House in Fremont

A regional heritage of ranchos and farms provided the backdrop for the emergence of the Ranch House in Fremont. As elsewhere in California, local precedent dated to the 19th century—the Spanish and Mexican rancho adobes of the first half of the century, and the pioneer ranch houses and farmhouses of the second. The extant Vallejo Adobe (ca. 1842), a small gabled rancho structure in a lushly landscaped setting on the grounds of the California Nursery, in Niles, embodies Ranch House ideals of close-to-nature informality. The 1850s Cameron and Proctor farms (now part of Glenmoor Gardens) included simple gabled residences looking out over gardens to farmland and hills.

The mid-century Ranch House emerged gradually in Washington Township during the 1930s, initially as a transitional mode in Period Revival residences. The Spanish Colonial Revival Santos House (1934), cited above, has the stucco walls and red-tile roofs typically associated with the style. The long living-room wing, however, with a low-pitched gable roof extending out over a gallery-like porch lined with French doors, reveals the influence of contemporary Ranch design.

One of the earliest documented Ranch House designs in the Fremont area was built in 1939 in Adobe Acres, the subdivision of one-acre country lots laid out in 1928 by the California Nursery Co. (and named for the Vallejo Adobe). Designed by San Francisco architect Frederick Reimers, for the nursery's superintendent, J. A. McDonald, the low-slung, gable-roofed residence was "of early California farm house design," according to an article published in the *Township Register*. This description in a newspaper serving rural subscribers is evidence of widespread familiarity with Ranch House design on the eve of World War II. (The house, on Niles Boulevard, is extant but altered.)

Postwar residential development in the township was almost universally in a Ranch House idiom, ranging from custom-built houses in country settings to recurring models in large subdivisions. Modernism had a brief heyday in the 1940s, when a number of flat-roofed residences with carports were built that would have felt at home in Broadacre City. They were the exception, however. Postwar style references in the area were overwhelmingly traditional, with rustic materials and old-fashioned detailing suggestive of the dwellings of the pioneer settlers. This was the kind of Ranch House that prevailed at Mission Ranch and Glenmoor Gardens.

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Martha Dehart, Mission Ranch homeowner (November 2008).
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Robert L. Gardiner, son of Eugene Gardiner (December 2008).
Barbara Loud, Glenmoor Gardens Homeowners Association (November 2008).
Mary Rebello, Mission Ranch homeowner (November 2008).

7. FIGURES

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FIGURE 1.
Map of Washington Township, 1878. For over a century, the towns served as mercantile and shipping centers for local farms, becoming nodes of large-scale urban development after World War II. The towns of Centerville, Niles, Mission San Jose, Washington Corners (Irvington), and Harrisburg (Warm Springs) became part of the city of Fremont, incorporated in 1956. (Thompson & West, *Official Historical Atlas Map of Alameda County*, 1878.)

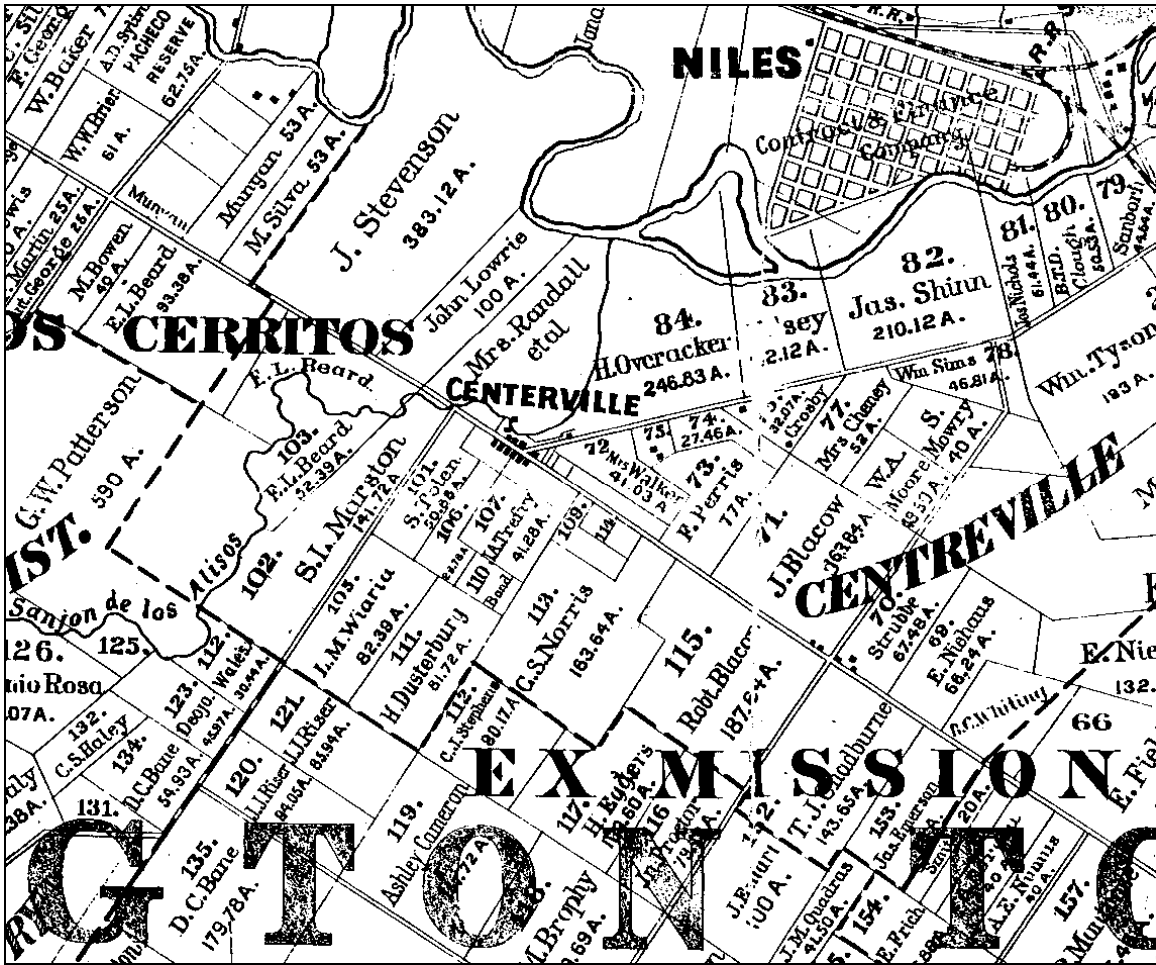


FIGURE 2.
Map of Centerville area, 1874. The town is clustered at the crossroads, encompassed by large farms. The adjoining properties of the Norris, Blacow, Stephens, Eggers, Proctor, Cameron, and Brophy families, at the center of the map, take in the site of Glenmoor Gardens. (George F. Allardt, *Official Map of Alameda County*, 1874.)

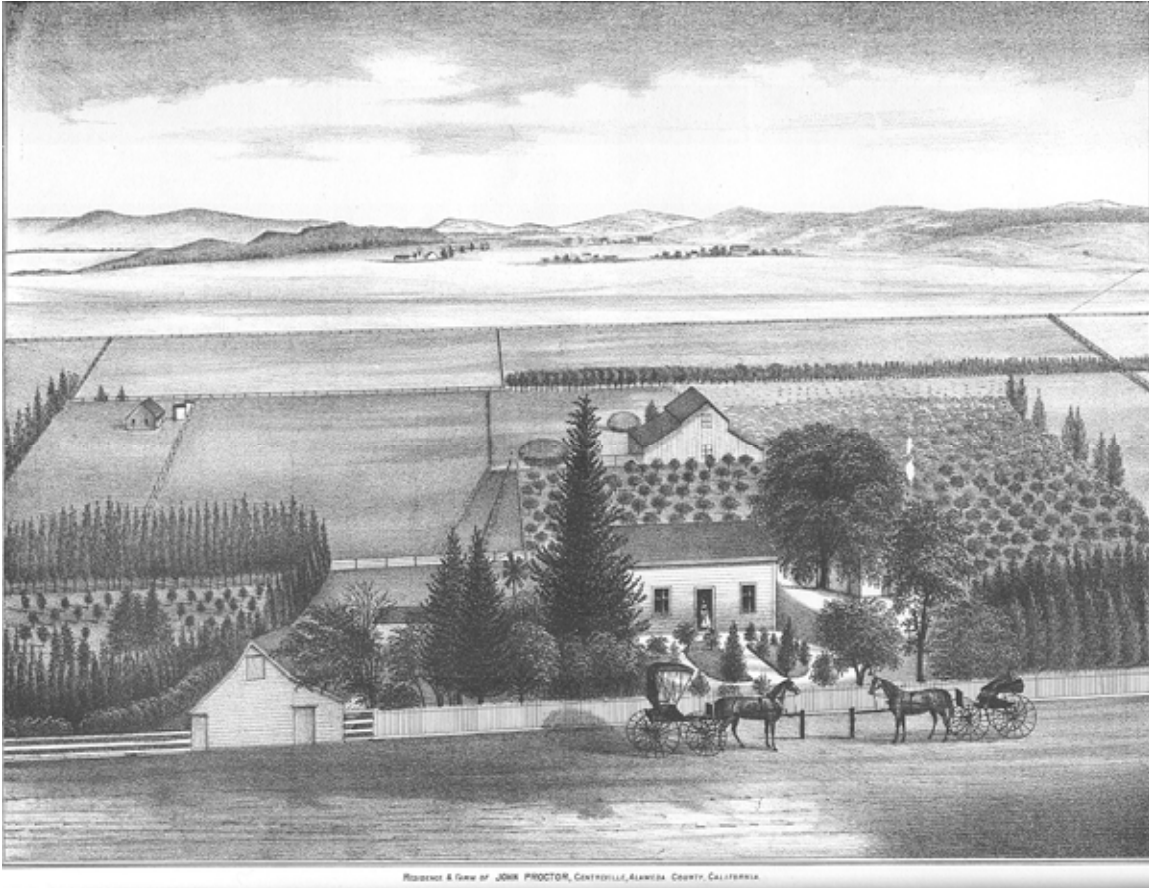


FIGURE 3.

Lithograph of Proctor farm, Centerville, in the 1870s. English-born John Proctor settled in the area in 1854, establishing an 80-acre grain farm and nursery at Mowry Avenue and Blacow Road. The simple vernacular buildings, typical of Gold Rush-era farmsteads, were a source of inspiration for Ranch House architecture of the mid-20th century. The view looks west to the Coyote Hills, over farmland developed in the 1950s and 1960s as Glenmoor Gardens. (Thompson & West, *Official Historical Atlas Map of Alameda County*, 1878.)

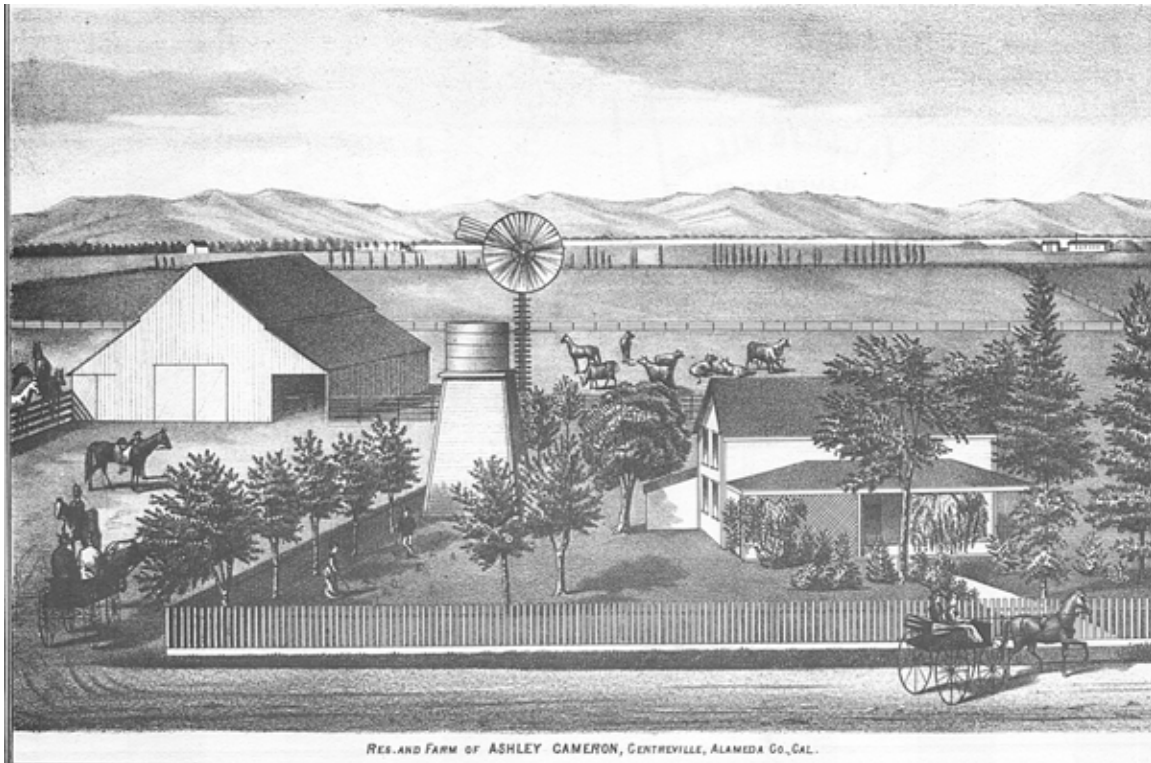


FIGURE 4.

Lithograph of Cameron farm, Centerville, 1870s. Ashley Cameron came to California from New York in 1857, taking up residence on a 160-acre grain farm and livestock ranch at Blacow Road and Central Avenue, on land later developed as Glenmoor Gardens. Like his neighbor John Proctor, Cameron erected straightforward, functional buildings. The view looks southwest to Newark and the bay, with the hills of the San Mateo Peninsula in the distance. (Thompson & West, *Official Historical Atlas Map of Alameda County*, 1878.)

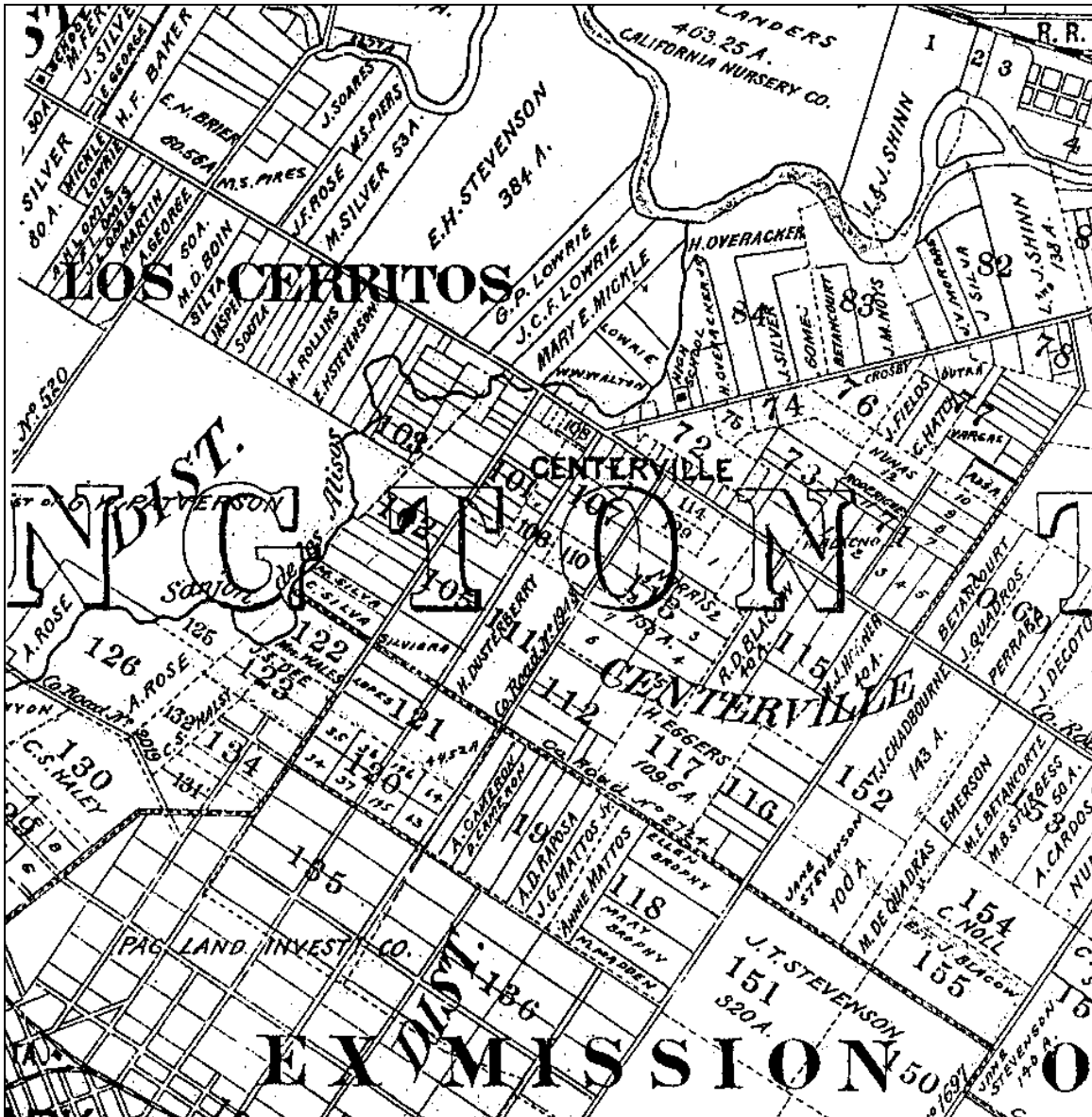


FIGURE 5.
Map of Centerville area, 1900. Most the large landholdings have been broken up into smaller farms. The original seven properties on the site of Glenmoor Gardens have been partitioned into more than 40 parcels; only the Eggers farm is intact. (George L. Nusbaumer, *Official Map of Alameda County*, 1900.)



FIGURE 6.
Area of present-day Fremont, 1936. This aerial view looks southeast over the orchard farms of Alder Avenue and Thornton Avenue to Centerville. (Courtesy of Museum of Local History, Fremont. R. B. Fisher Collection.)

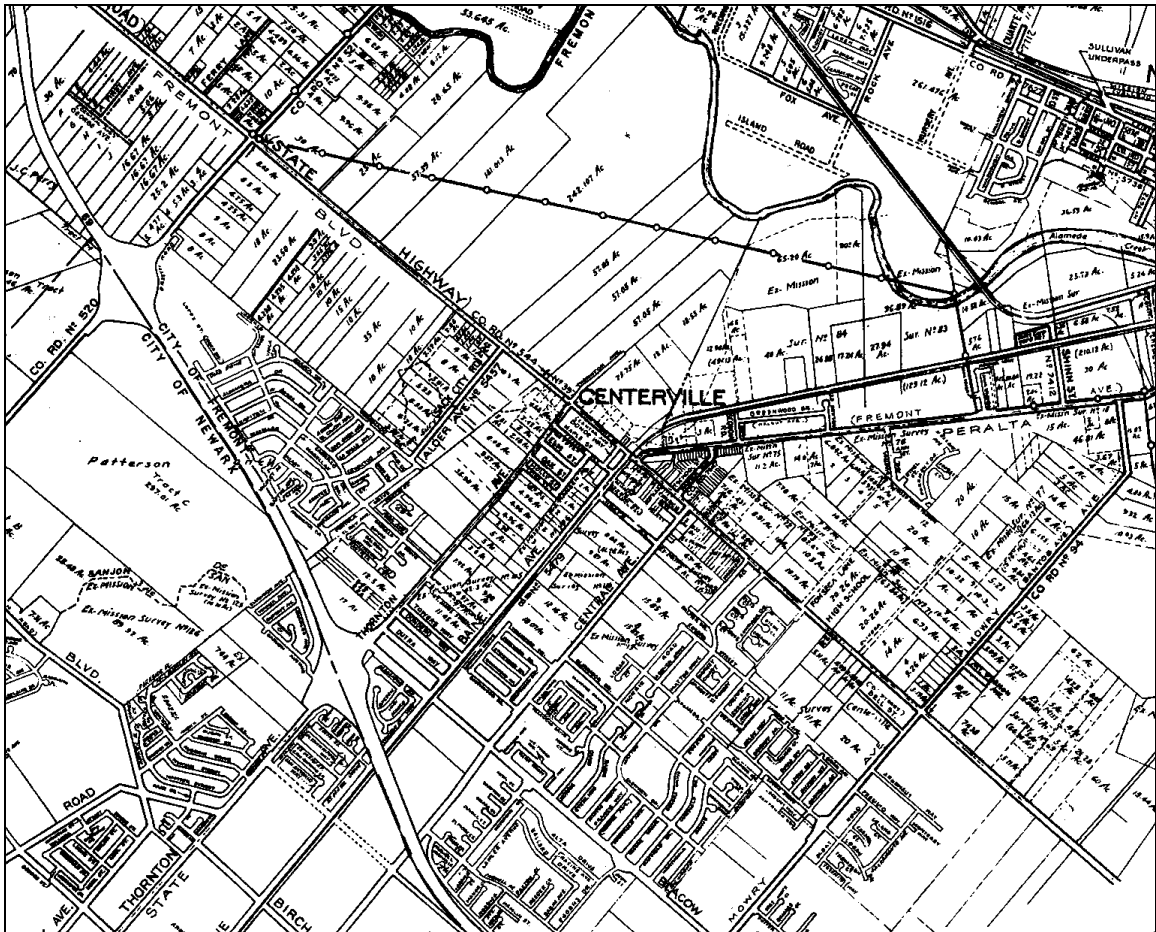


FIGURE 7.
Map of Centerville District, Fremont, 1961. The streets of the unfinished Cabrillo Park and Glenmoor Gardens extend from the vicinity of Decoto Road (left) to Mowry Avenue (right), adjoining the Nimitz Freeway (I-880 today). (Office of Alameda County Surveyor, *Washington Road District, Division No. 1*, April 1961.)



FIGURE 8. Fremont, 1962. This aerial view, looking southeast from the Patterson Ranch on Decoto Road, shows the extent of tract development in the area six years after the city's incorporation. The Nimitz Freeway (I-880 today) passes through the city (lower left to upper right), adjoined by the two largest subdivisions in the Centerville District—Cabrillo Park (foreground, lower left) and Glenmoor Gardens (middle distance, center). The tracts on the other side of the freeway are in the city of Newark. (Courtesy of Museum of Local History, Fremont. R. B. Fisher Collection.)

Historic Context of Glenmoor Gardens and Mission Ranch Subdivisions
and
Ranch House Architecture

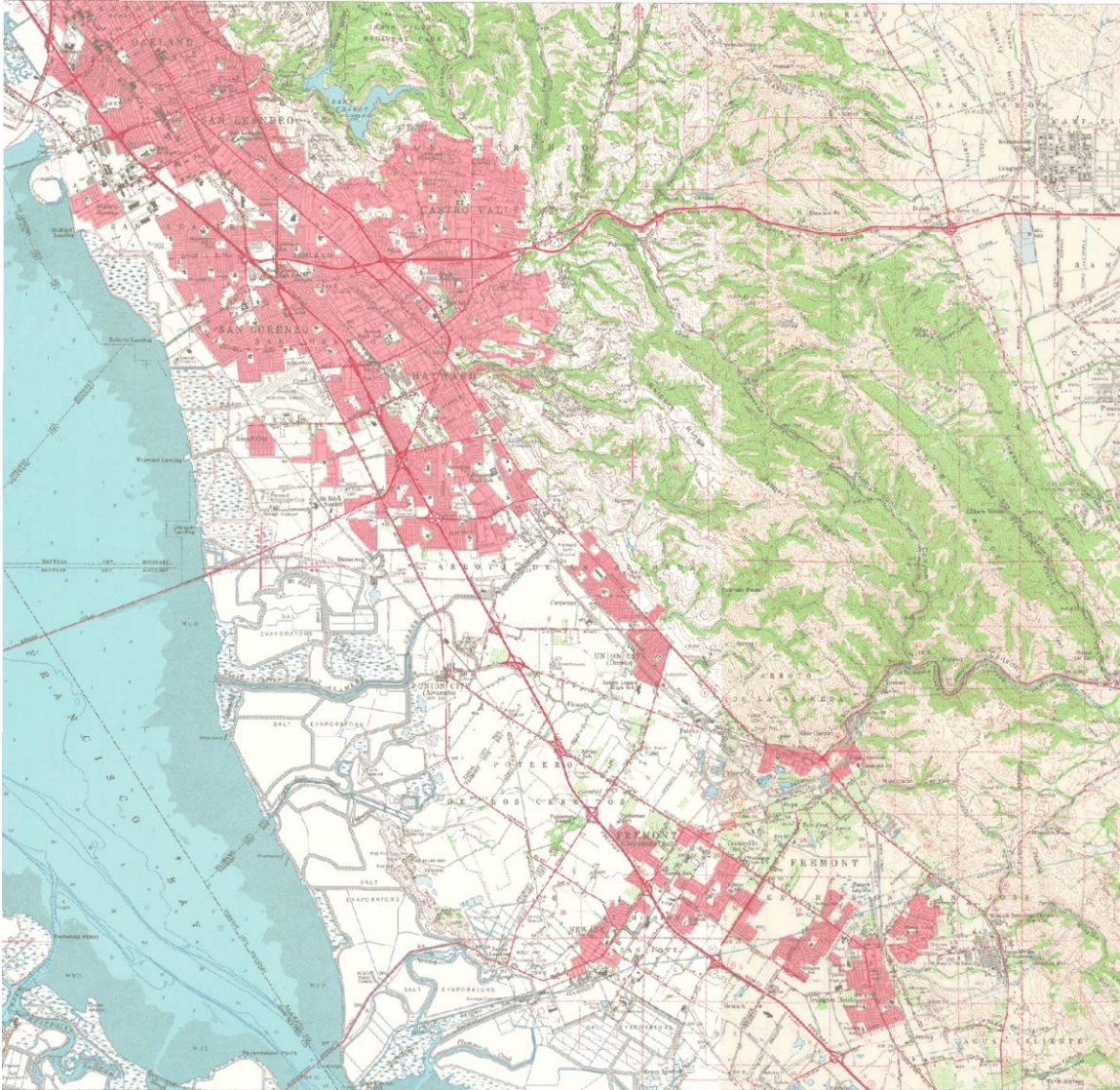


FIGURE 9. Composite USGS map of Southern Alameda County, 1959 (left) and 1961 (right). The pink areas show urban development, primarily new residential subdivisions. The cities to the north, including Hayward, have been extensively developed, and large subdivisions have begun to spread south along the route of the newly completed Nimitz Freeway (then highway 17, today I-880) in Union City, Newark, and Fremont. (USGS Hayward, Calif. 1959 and Livermore, Calif. 1961.)

Historic Context of Glenmoor Gardens and Mission Ranch Subdivisions
and
Ranch House Architecture

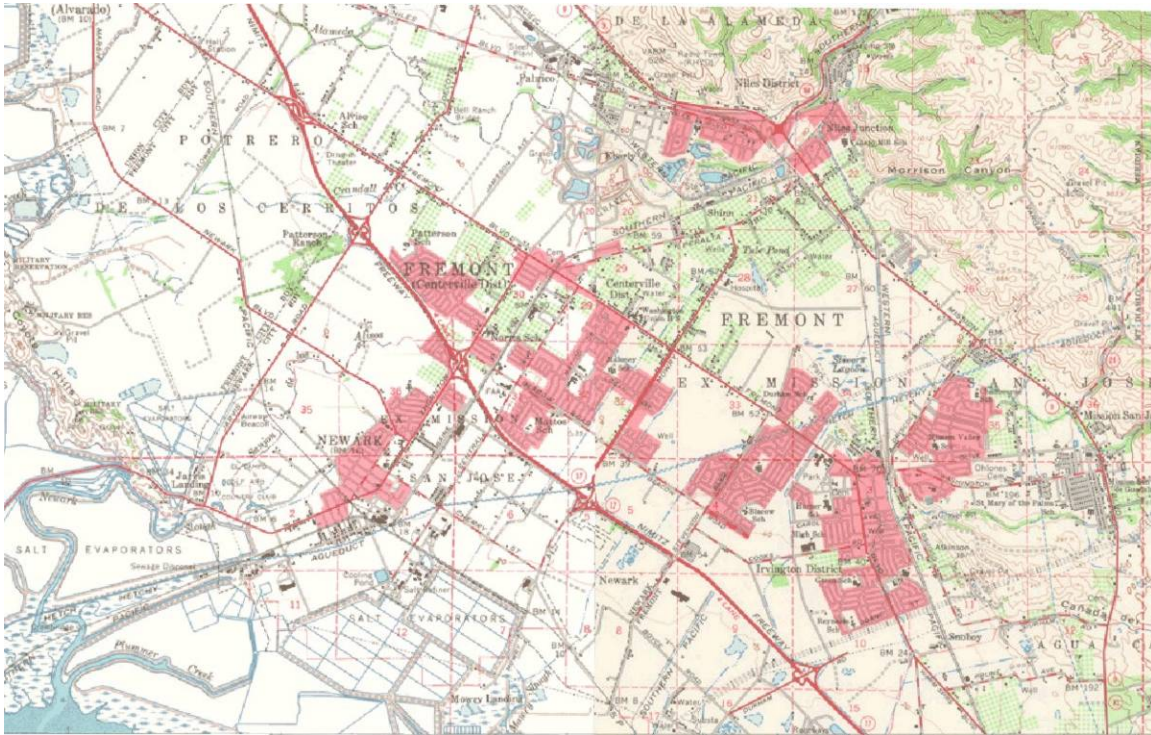


FIGURE 10.

Composite USGS map of Fremont, 1959 (left) and 1961 (right). The tracts of Glenmoor Gardens branch out between Central and Mowry Avenues north of the Nimitz Freeway (I-880 today), with Cabrillo Park to the left, beyond Thornton Avenue. Extensive subdivision activity is also evident around Irvington. Mission Ranch is the northernmost subdivision on Driscoll Road (right). (USGS Hayward, Calif. 1959 and Livermore, Calif. 1961.)



FIGURE 11.
Aerial view of Glenmoor Gardens site, 1950. Outlined in blue, the area is bordered by Central Avenue (left), South Main Street (now Fremont Blvd., top), Mowry's Landing Road (now Mowry Avenue, right), and the tree-lined rear property lines of farms below Blacow Road (bottom). (United States Department of Agriculture. Production & Marketing Administration. Photo BUT-5G-82, 31 March 1950. Courtesy of Basin Research Associates.)

Historic Context of Glenmoor Gardens and Mission Ranch Subdivisions
and
Ranch House Architecture

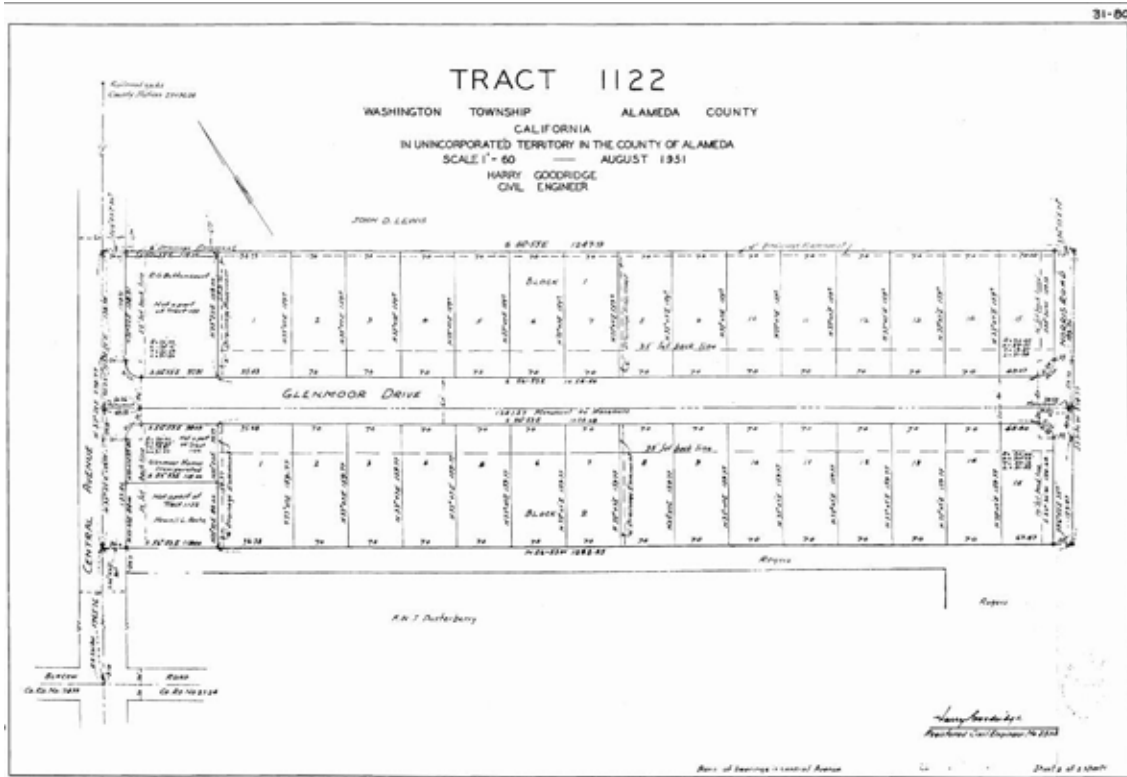


FIGURE 12.
The beginning of Glenmoor Gardens. Laid out in 1951 as the first unit of the subdivision, Tract 1122 was notable for its deep, wide lots. It lacked the curvilinear street patterns of later tracts, however. (Courtesy of City of Fremont Engineering Department.)

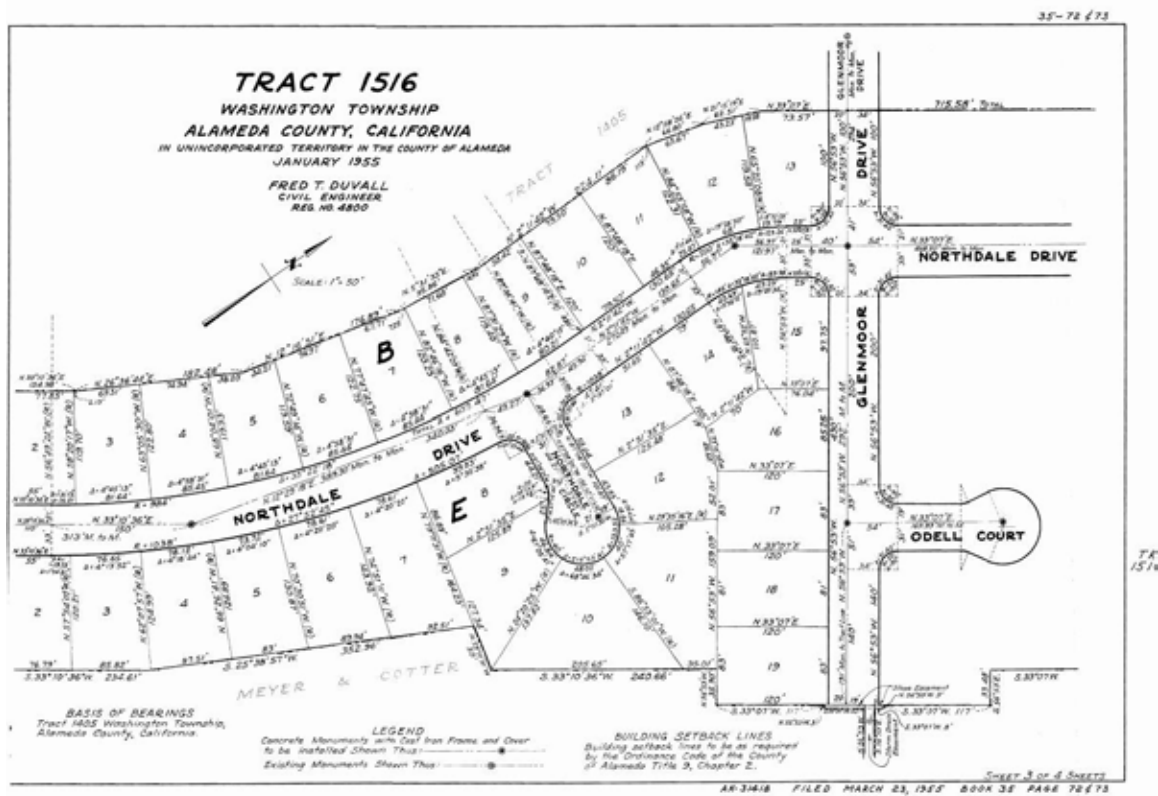


FIGURE 13.
Tract 1516 was one of four tracts laid out in Glenmoor Gardens in 1955, the single most productive year in the development's history. Over 340 houses were built in the four tracts. Curving streets adjoined by short cul-de-sacs were a recurring street pattern in the subdivision. (Courtesy of City of Fremont Engineering Department.)

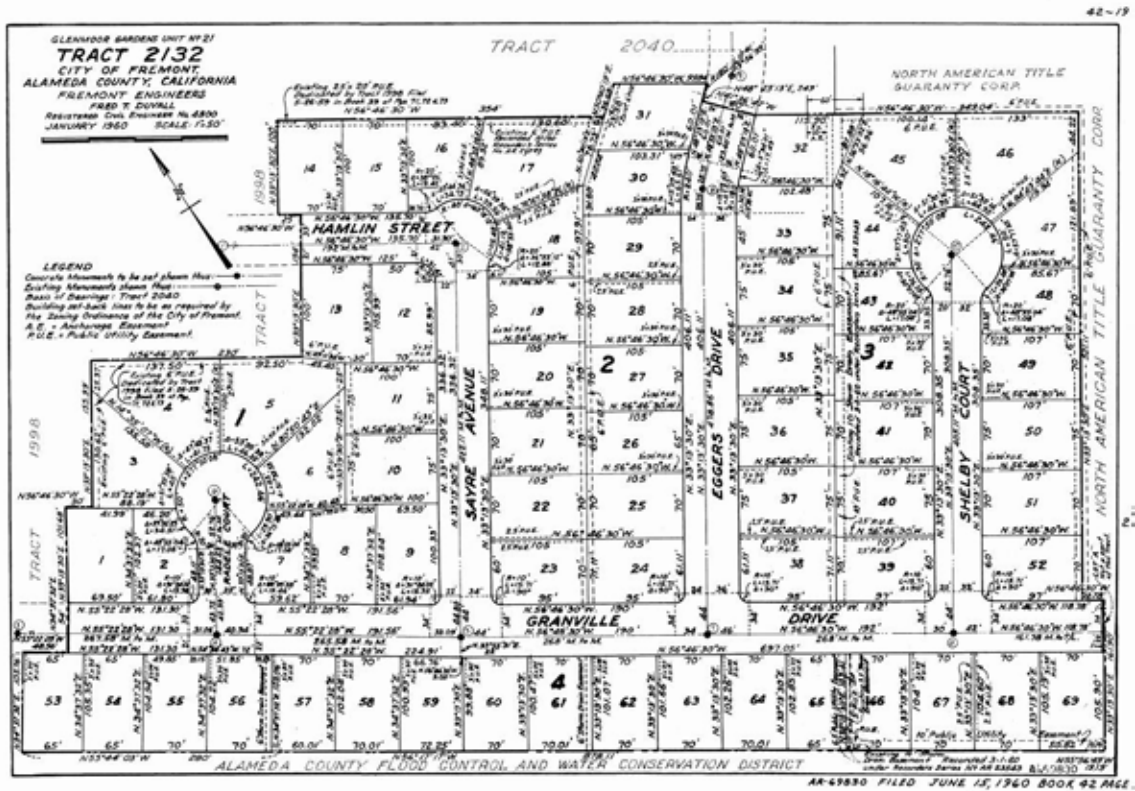


FIGURE 14.
Cul-de-sac courts with turnarounds and loop roads with accentuated circular corners allowed for varied lot sizes as well as reduced traffic speeds and greater privacy. Fred T. Duvall, a partner in Glenmoor Homes, Inc., drew the map for Tract 2132 in 1960. It was the seventh of a dozen tracts platted below Blacow Road between 1954 and 1964, all with generally smaller lots. (Courtesy of City of Fremont Engineering Department.)



FIGURE 15.
Glenmoor Gardens, March 2, 1958. This photograph was taken soon after work resumed following a two-year hiatus coinciding with the incorporation of the City of Fremont. More than 700 houses have been built in the subdivision, concentrated in the area above Blacow Road. The first two tracts have been laid out between Blacow Road and the recently completed Nimitz Freeway (I-880). (Courtesy of Pacific Aerial Surveys.)



FIGURE 16.
Glenmoor Gardens, April 22, 1968. Taken two years after construction ended in Glenmoor Gardens, this view shows the completed development. The two blocks of the community center are clearly visible above Blacow Road. Alta Park and Mattos Elementary School occupy separate sites southwest of the road. New subdivisions encompass Glenmoor Gardens along Central and Mowry Avenues. (Courtesy of Pacific Aerial Surveys.)

Historic Context of Glenmoor Gardens and Mission Ranch Subdivisions
and
Ranch House Architecture

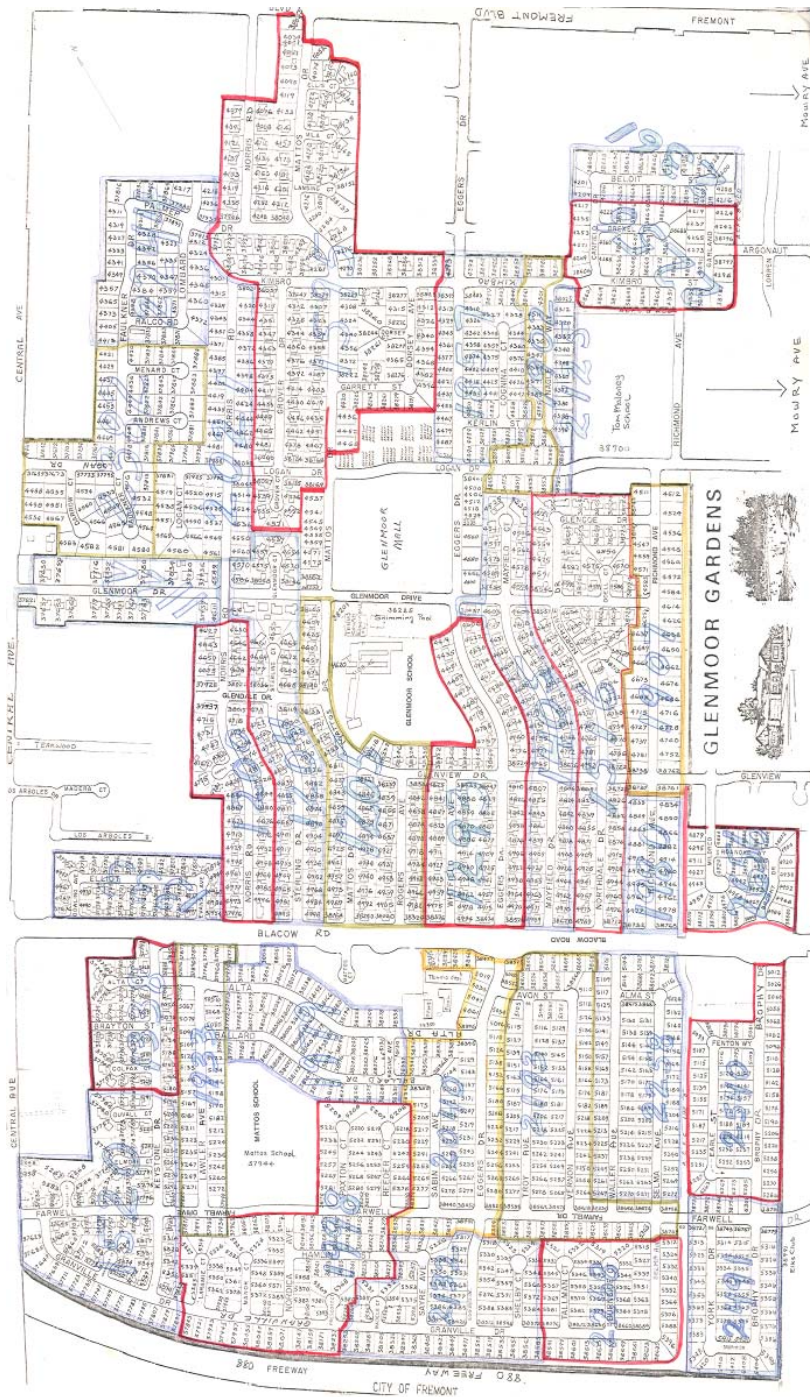


FIGURE 17. Platted between 1951 and 1965, the 32 numbered tracts of Glenmoor Gardens are shown on this map of the subdivision. (Courtesy of the Glenmoor Gardens Homeowners Association.)



FIGURE 18.
Sales brochure for Glenmoor Gardens, ca. 1955.

Historic Context of Glenmoor Gardens and Mission Ranch Subdivisions
and
Ranch House Architecture

First-In Quality, Design



Schools—Centerville's largest is now open for classes. It is one of several schools to be located within Glenmoor Gardens. Modern, sun-lit school facilities for all age groups.



Shopping—U-Save Super Market, Glenmoor Hardware, Beauty Salon, Barber Shop, Dry Cleaners, Drug Store, Shoe Repair Shop and Medical Building are now open to serve your daily needs.



Parks—Safe recreational areas mean happier, healthier children! The builders of Glenmoor Gardens are developing more than 10 acres of land for parks and playground use!



Churches—Churches of most every denomination to be located in Glenmoor Gardens or nearby!




A Full Year's Warranty goes with every home!
EHA Inspected

ONLY THE BEST QUALITY materials and workmanship go into Glenmoor Gardens homes. Inspect and compare!

Homes in Glenmoor Gardens have the following features!

From 1300 to 3500 square feet of planned living space (does not include spacious garage area!) - Large Double Garages - Three and Four Bedroom Ranch Type Homes - All Electric Kitchens - Two to Three Bathrooms - Stucco and Rustic Exteriors - Central Hall Plans - Fireplaces: Stone, Brick, Swedish and Regular - Thermostatically Controlled Perimeter Heating Systems with Heat Piped to Every Room - Ceramic Tile Kitchens with Birch Cabinets - Waste King Garbage Pulverizers - Range Hoods with Exhaust Fan - Inlaid Linoleum with Coved Bases - Tile Bath with Vanity and Stall Showers with Glass Door - Colored Bathroom Fixtures - Laundry Trays with Plumbing for Automatic Washers - 40 Gallon Water Heaters - Electric House Numbers and Chimes - Hardwood Floors - Hardwood

Wall Paneling - Mahogany Doors - Aluminum Sash and Screens - Weatherstripped and Insulated - "Custom" individual styling throughout - Front Lawns Seeded - 5 1/2 Foot Stained Redwood Fences - Wide, safe curvilinear streets, vertical curbs, sidewalks and sewers installed and paid for - Picturesque suburban setting with sweeping valley and mountain views - In the fog-free thermal belt.

A GLENMOOR GARDENS EXTRA
Experienced decorating counsel at no cost!
Glenmoor Homes, Inc. offers buyers the service of an experienced color stylist and decorator to coordinate tasteful exterior and interior color combinations.

More than 2,000 "custom-designed" homes are planned for Glenmoor Gardens.

Choose Your Home of Tomorrow Today!

In the event the Glenmoor Gardens home design of your choice is not immediately available, we suggest you discuss your lot location now! Lots Average One-Fourth Acre.

GLENMOOR SALES
PHONE
Centerville 8-2555



Indoor-outdoor living at its finest!
You'll be happier in a Glenmoor Gardens home!



FIGURE 19.
Sales brochure for Glenmoor Gardens, ca. 1955.

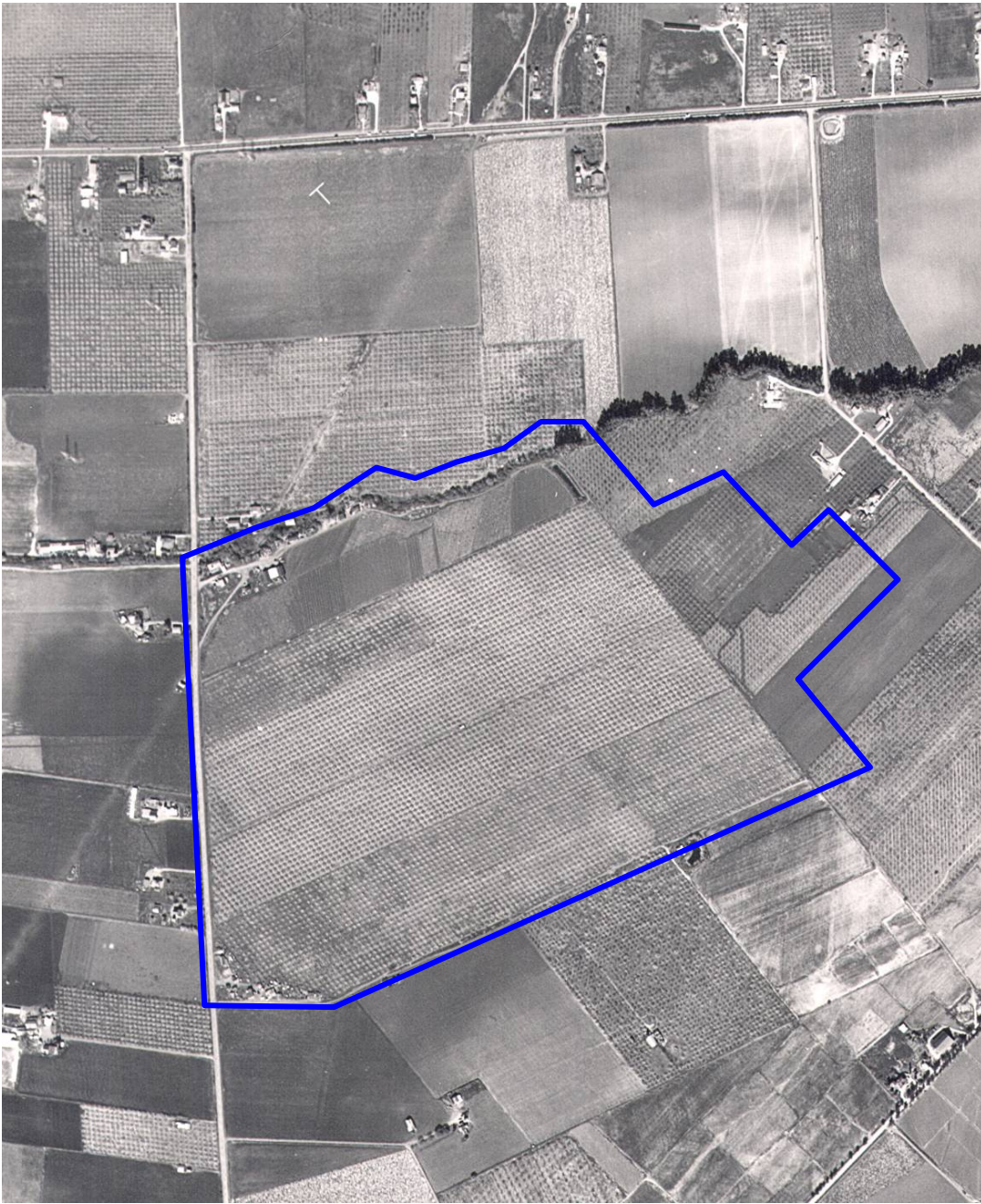


FIGURE 20.
Aerial view of Mission Ranch site, 1950. The orchards and fields outlined in blue show the extent of the subdivision, adjoined by Driscoll Road (left). (United States Department of Agriculture. Production & Marketing Administration. Photo BUT-4G-150, 13 March 1950. Courtesy of Basin Research Associates.)

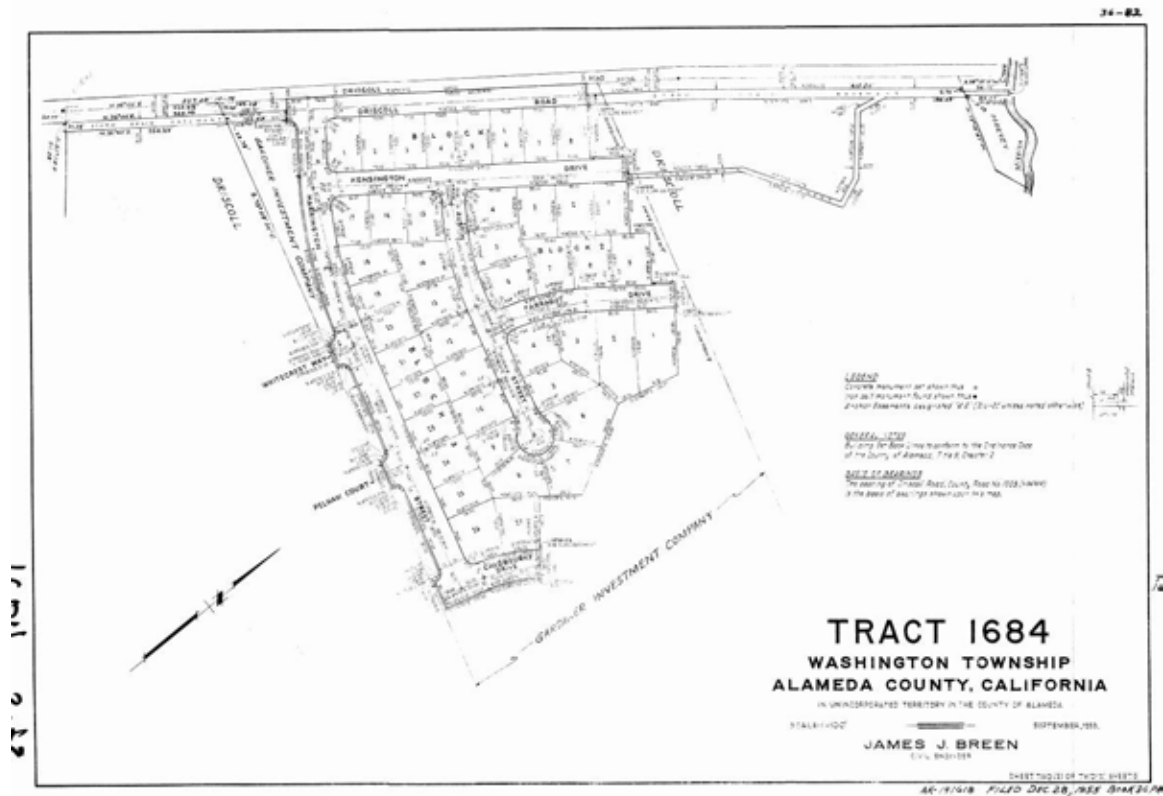


FIGURE 21.
Tract 1684 (1955), filed two weeks before the vote to incorporate the City of Fremont, was the first unit of Mission Ranch. Curving streets, cul-de-sacs with circular turnarounds, and large lots with irregular shapes were characteristic features of the subdivision. (Courtesy of City of Fremont Engineering Department.)

Historic Context of Glenmoor Gardens and Mission Ranch Subdivisions
and
Ranch House Architecture

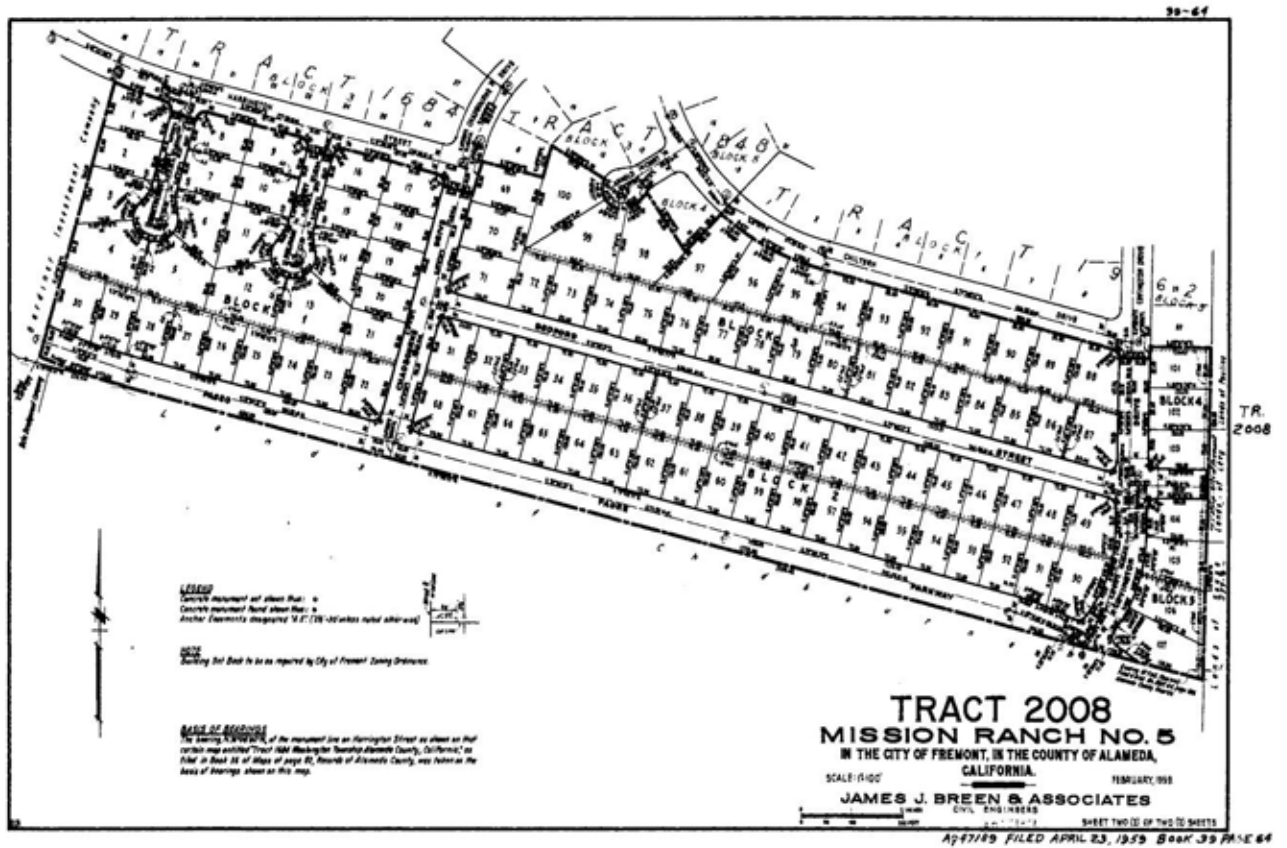


FIGURE 22.
James J. Breen's survey of Tract 2008 (1959) exhibits a combination of rectilinear and curvilinear street patterns, including cul-de-sac courts. This was the final unit in the original five-tract ensemble of Mission Ranch. (Courtesy of City of Fremont Engineering Department.)



FIGURE 23.
Mission Ranch, May 3, 1957. Taken about a year after the start of construction, this aerial photograph shows work underway on Units 1 and 2 (Tracts 1684 and 1784). Characteristic curving streets and cul-de-sacs branch out into orchard land. (Courtesy of Pacific Aerial Surveys.)



FIGURE 24.
Mission Ranch, March 7, 1958. Work is nearly complete on the first 108 houses of the subdivision, in Tracts 1684 and 1784, lacking only a dozen or so houses along Kensington Drive. The third unit, Tract 1848, was laid out two months later. The contemporaneous Mission Valley subdivision is lower down on Driscoll Road. (Courtesy of Pacific Aerial Surveys.)



FIGURE 25. Mission Ranch, July 7, 1960. No more than a dozen of the 282 lots in the first five tracts are still vacant. Beyond Covington Drive, work is underway on the 36 houses of the final unit, Tract 2030 (right), where construction started two month before. Adjoined by Mission Ranch houses, Chadbourne Elementary School (right center) is ready to open. Mission Valley has made contact with Mission Ranch, and the first-ever segment of Paseo Padre Parkway is being laid out between the two subdivisions. (Courtesy of Pacific Aerial Surveys.)



FIGURE 26.

Mission Ranch, May 16, 1966. The subdivision is encompassed by new development. North of Mission Creek are the recently opened Hopkins Junior High School and Mission San Jose High School. In Tract 2030 (right), Wisteria Drive has been extended in a new subdivision. The Mission Ranch Shopping Center (left center), corner of Driscoll Road and Paseo Padre Parkway, has been open for business for several years. (Courtesy of Pacific Aerial Surveys.)

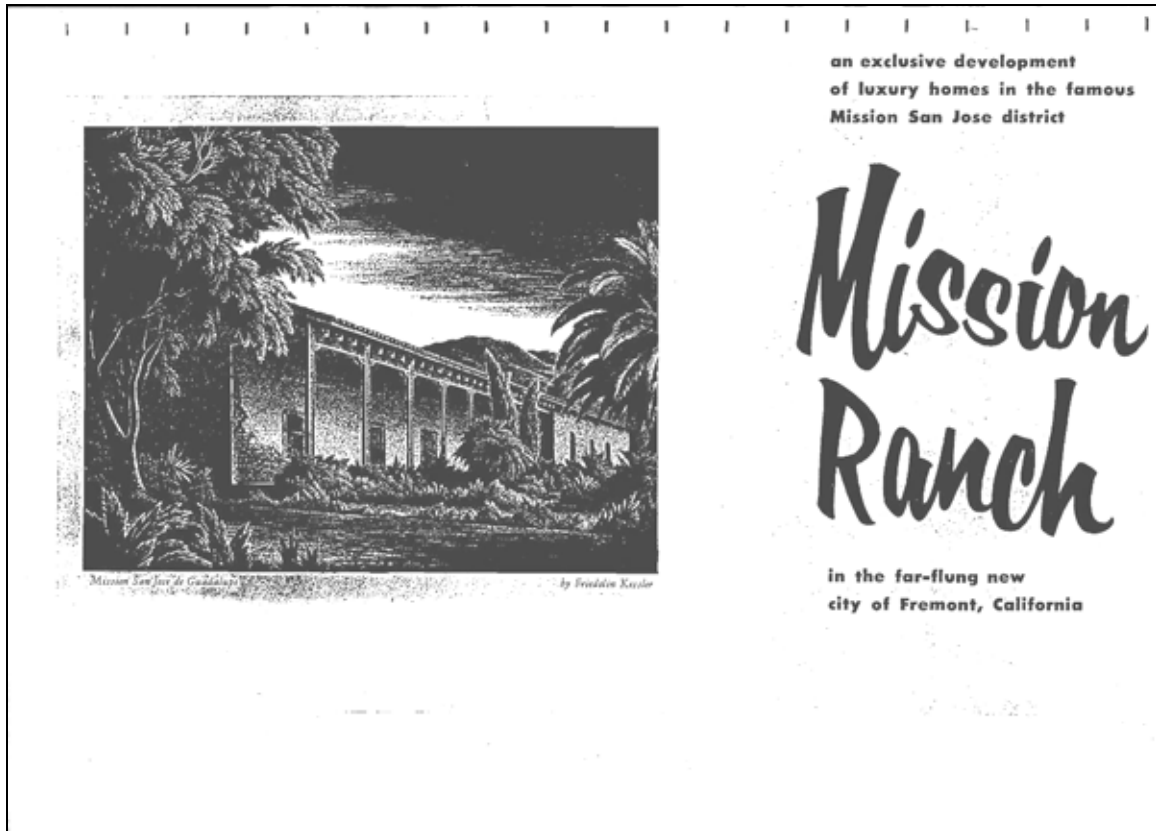


FIGURE 27.
Sales brochure for Mission Ranch, 1958.

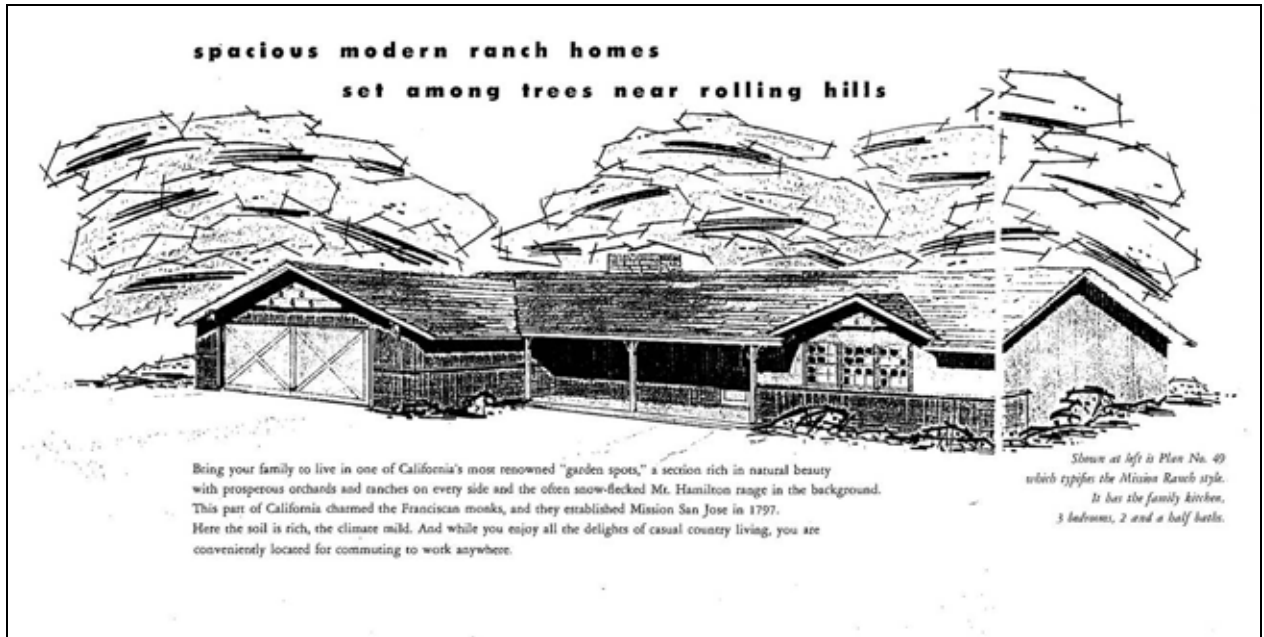


FIGURE 28.
Sales brochure for Mission Ranch, 1958.

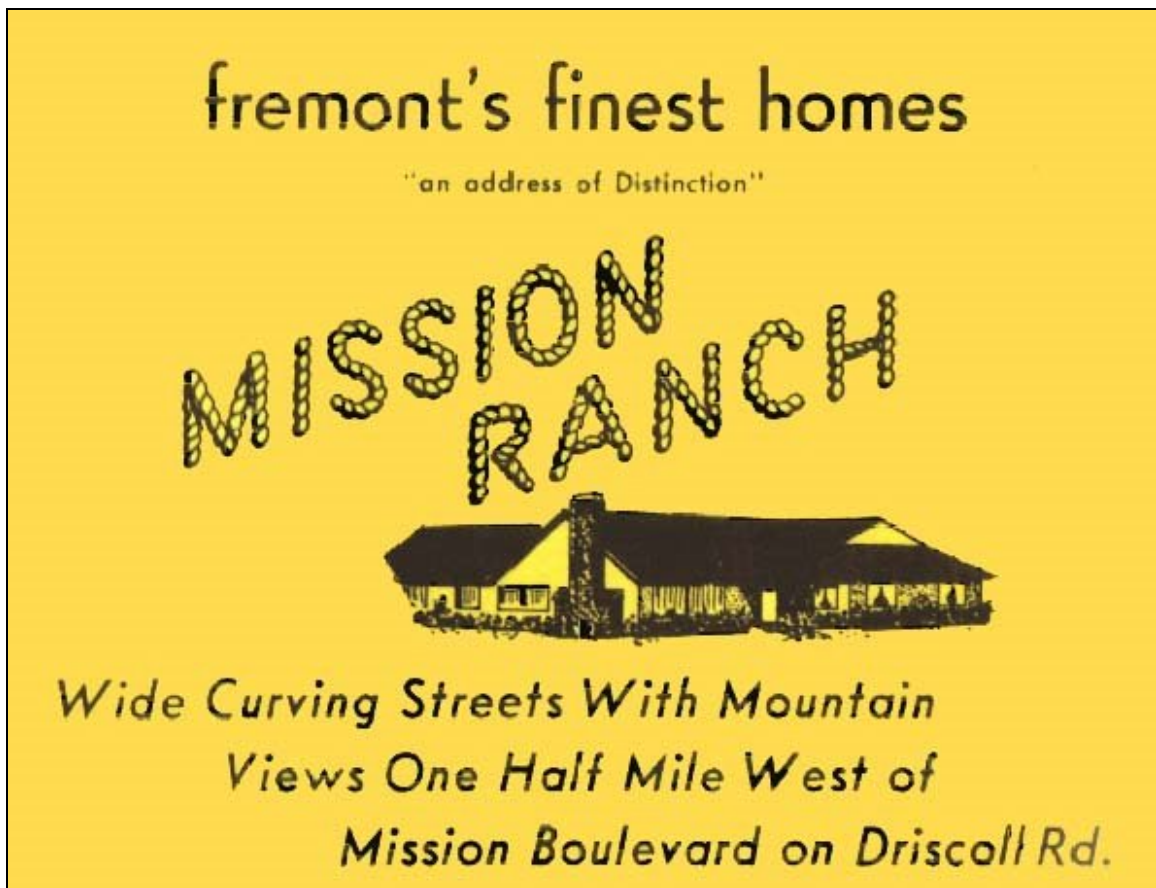


FIGURE 29.
Advertisement for Mission Ranch, ca. 1956.