

HISTORIC RESOURCES INVENTORY

IDENTIFICATION

1. Common name: Winston Tires
2. Historic name: Byers Ford Dealership
3. Street or rural address: 7743-7751 Monterey Street
- City Gilroy Zip 95020 County Santa Clara
4. Parcel number: 84100419 - 79900353
5. Present Owner: Unknown Address: _____
- City _____ Zip _____ Ownership is: Public _____ Private X
6. Present Use: Commercial Original use: Commercial

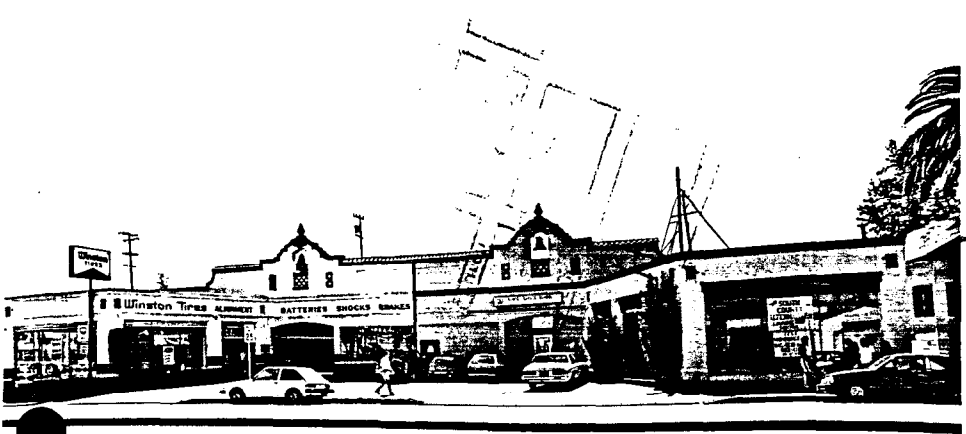
DESCRIPTION

- 7a. Architectural style: Mission Revival
- 7b. Briefly describe the present physical appearance of the site or structure and describe any major alterations from its original condition:

The site is one of the most unique commercial forms extant in the city of Gilroy. It consists of a very large concrete and stucco single-story building constructed on a variable "U" floor plan and designed in a Mission Revival architecture style. The structure was built originally as a car dealership, and as such, reflects the many uses associated with that business. The building consists of a large warehouse space which is heavily ornamented on its street facade. The roofline exhibits a varied parapet with thin espanadas. The curvilinear spaces are punctuated by large round arches which contain bells which appear to be made out of plaster. A band of red tiles further defines the roofline. Two rectangular wings project from both ends of the street facade. They are characterized by large squared pillars with flat roofs and huge, oversized rectangular apertures (which contain large plate glass windows). The facade is defined by a large centered incised panel and various molded string courses. The automotive front entrance to the building consists of two segmental arched openings (Note the new use has filled in this space on the northern portion of the building). The other distinctive street facing apertures are the large horizontal shaped display window, which are multi-paned by the original design and stuccoed over in the northern renovation. Metallic movable shutters add further detail to the building. Landscaping is minimal, consisting primarily of mature bushes under the surrounding the street-side windows. The site is satisfactory condition. Further ornamentation is provided by the panels above the squared pillars on the window and the tile and diamond pattern below the bell spaces.

Attach Photo Envelope Here 8. Construction date: _____
Estimated _____ Actual _____

9. Architect Binder & Curtis
10. Builder William Radtke
11. Approx. property size (in feet)
Frontage _____ Depth _____
or approx. acreage 1 1/4
12. Date(s) of enclosed photograph(s)
Mar. 1986



13. Condition: Excellent ___ Good X Fair ___ Deteriorated ___ No longer in existence ___
14. Alterations: Storefronts in display areas
15. Surroundings: (Check more than one if necessary) Open land ___ Scattered buildings ___ Densely built-up X
Residential ___ Industrial ___ Commercial X Other: _____
16. Threats to site: None known X Private development ___ Zoning ___ Vandalism ___
Public Works project ___ Other: _____
17. Is the structure: On its original site? X Moved? ___ Unknown? ___
18. Related features: _____

SIGNIFICANCE

19. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site.)

In late December of 1929, Maurice and Justine Byers opened their new Ford automobile agency on Monterey Street, and the Gilroy Advocate called it the "classiest" garage building between San Francisco and Los Angeles. At the time of the new dealership's grand opening, in January of 1930, the newspaper described the modified Spanish style of the structure as a fitting memento of the history of that section of the town and an artistic addition to the city's architecture. The building was designed by Binder and Curtis Architects, of San Jose and was built by well known local contractor William Radtke. There were two showrooms at either end, with the garage placed back from the street to provide space for a service station. An interesting feature was the heating system, which was economically fueled by refuse oil from the garage. The arrival of the automobile was very influential on the changing life style of the Santa Clara Valley. The Ford was certainly a leader in this revolution and the Byers Brother's dealership in Gilroy did much to further it. The building has been divided and a portion of the building houses Winstone Tire Company.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
Architecture 1 Arts & Leisure _____
Economic/Industrial 2 Exploration/Settlement _____
Government _____ Military _____
Religion _____ Social/Education _____

21. Sources (List books, documents, surveys, personal interviews and their dates):
American Architecture Since Whiffen

Gilroy Museum File - Byers

22. Date form prepared April 1986
By (name) The Firm of
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