

HISTORIC RESOURCES INVENTORY

MAPS _____ PAER _____ LOC _____ SML NO. _____ INR Status _____
 UTM: A 10/626055.4099528 C _____
 B _____ D _____

IDENTIFICATION

1. Common name: _____
2. Historic name: Serra Motel
3. Street or rural address: 9345 Monterey Street
 City Gilroy Zip 95020 County Santa Clara
4. Parcel number: 79000703
5. Present Owner: Unknown Address: _____
 City _____ Zip _____ Ownership is: Public _____ Private _____
6. Present Use: Apartments Original use: Motor Court

DESCRIPTION

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

The site consists of a cluster of attached and detached single story building's constructed on simple rectangular plans and designed in a very late, stripped mission revival architectural style. Roof lines are generally flat with either espanadas, on huge curvilinear parapet or flat with very narrow red tile shed roofs. Building surfaces are almost completely lacking in ornamentation. Fenestration is simple rectangular shaped and generally double hung. A detached rectangular building located in the center of the great "U" exhibits slightly more variety of form. A round arched portico and narrow tile window heads embellish this building. The sign is of a wonderful curvilinear metal construction. Landscaping is mature, fairly well tended and noted particularly for the trees located in the island in the center of the "U". Tiny two concrete step entries lead to standard rectangular wooden doors. The buildings are in satisfactory condition. The site is significant as a pleasant example of auto-oriented "motel" accommodations which characterized small town strip commercial construction in the first half of the 20th century. The buildings are distinctive local hybrid designs of mission revival/Spanish colonial revival cottage style. More importantly, however, the site perfectly reflects a particular era in the development of the City of Gilroy.



8. Construction date:
 Estimated 1925 Factual _____
9. Architect Unknown
10. Builder Unknown
11. Approx. property size (in feet)
 Frontage _____ Depth _____
 or approx. acreage 3
12. Date(s) of enclosed photograph(s)
Mar. 1986

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 multi 8677-5-8

13. Condition: Excellent ___ Good X Fair ___ Deteriorated ___ No longer in existence ___
14. Alterations: enclosed garages minor cosmetic changes; earlier cottages c. 1920 were remodel-
elec
15. Surroundings: (Check more than one if necessary) Open land ___ Scattered buildings X Densely built-up ___
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: Plaza with mature trees

SIGNIFICANCE

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

After World War I, the hotel industry faced a major addition. No longer was the railroad the major source of travel. Auto's became an important component of travel and with that came the need for stopping placing that the traveler could motor into. Motels, the early ones termed auto camps, since they were closer in appearance to a camp cabin than a hotel, began to appear on the major highways. Monterey Street was U.S. 101 a very important connecting highway for the West Coast. Because the auto camp required more land than a hotel, they were constructed on the outskirts of cities. The Serra Motel is a classic example of the industry as it formed into the motel. Stylistic in design, the architecture was its marketing statement. This mission revival style together with the name Serra, evoked a sense of historicism that attracted the travelers making their journey in the footsteps of California's most famous travelers. This fantasy in accommodations and travel ended abruptly with the modular motel in the international or box style in the 1930's. The Serra Motel, little changed over the years, is designed in the mode of a mission with a central plaza surrounded by the small cottages all linked by parking spaces. This pattern is very supportive of the historic theme. A significant site in the history of Gilroy's lodging retains its architectural integrity making it a significant historic and architectural site in Gilroy.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
 Architecture 2 Arts & Leisure 1
 Economic/Industrial ___ Exploration/Settlement ___
 Government ___ Military ___
 Religion ___ Social/Education ___
21. Sources (List books, documents, surveys, personal interviews and their dates).
 Built in the USA - Preservation Press
 American Architecture Since 1780, Whiffen
 Summer Places, Gill
 Gilroy Museum File
22. Date form prepared April, 1986
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