

VII. AN ESTABLISHED CITY (1900-1919)

Summary Statement

By the turn of the century, Pomona was again experiencing rapid growth. Transportation diversified with the automobile, bicycles, and railroad; businesses were established to serve new and old residents alike, including new garages and service stations. Residential growth accelerated with subdivisions and proliferation of the popular Craftsman style. New civic and institutional development also accelerated across the city to accommodate the growing population. Citrus production boomed, and Pomona remained a largely agricultural community into the 1910s. Demographics shifted during this period and the racial makeup of Pomona increasingly turned white, partially due to discriminatory practices.

This context examines built resources that are associated with the early years of the 20th century. This period is characterized by suburbanization and residential growth, expanded institutions, and changing demographics.

Historical Background

Following the relative lull in development of the 1890s, the turn of the century looked up for Pomona, as the population steadily grew, and improvement efforts intensified. By the turn of the 20th century, it transformed: “from a street (hardly more) of scarce a hundred stores and places of business of all kinds, [Pomona had] grown into a compact city, with miles of business blocks.”²⁰¹

One reason for the reinvigorated growth of Pomona was due to boosterism in the city. Like in many other Southern California communities, several commercial booster organizations were established in Pomona to help promote the economic operations of the community. Organizations lauded the city’s robust agricultural yields and citrus industry, numerous “modern” schools, various social institutions, and opportunities for further growth and development. These groups sought to enchant citizens, mostly in the Eastern and Mid-Western United States, with the balmy, Mediterranean climate, endless opportunities, and health benefits of Pomona. By selling a romantic version of Pomona, groups hoped new residents would settle, and thereby invest, in the newly established city. Perhaps the most notable booster organization in Pomona was the Pomona Board of Trade. As recorded by the Board of Trade in a booster publication titled “Pomona: Where the Luscious Orange Grows” from 1900:

While Pomona grows all the time, there is always room for newcomers. No community in California offers more favorable inducements for people with small capital, a desire to work and a liking for horticultural pursuits. The matchless climate which renders possible outdoor life all the year round makes these pursuits in this valley most enjoyable. Much land is undeveloped. Some homes surrounded

²⁰¹ Brackett, 155.

by bearing trees may be purchased where one does not wish to wait to harvest from trees of his own planting.²⁰²

As in much of Southern California, boosterism worked in Pomona and the community's population began to swell through the 1900s and 1910s. In 1911, *The Architect and Engineer of California* noted:

In July 1908 Pomona was just then awakening from a long period of building inactivity. As if by magic homes began to spring up as mushrooms in a night. With the coming of the home, Pomona and surroundings possess a people of culture, refinement and means, who have come to make home the principal object of life's attractions, came the demand for larger and better churches, more schools and lastly, commercial interests are awakening to the need of better and more artistic places to conduct their business.²⁰³

As the population grew, and Pomona's civic and institutional demands increased, governance shifted in the 1910s. In 1910, the City elected a Board of Freeholders to prepare a new charter for the City. Differences between the old and proposed charter included providing a salary for the mayor and councilmembers; appointing (rather than electing) the chief of police; and options to either remain a dry city or open Pomona to the sale of liquor.

Citizens voted in favor of the charter and for remaining a dry city in February of 1911. That month, the *Pomona Morning Times* reported on the victory with the tag line "Get Together and Boost is the Big Word in Pomona."²⁰⁴ The charter was approved by the state of California in March of that year.²⁰⁵ Pomona thereby replaced county constables and justices of the peace with locally elected ones. This changed the structure of governance from the Pomona Board of Trustees to the Pomona City Council.

Transportation was a driving force in the expansion and growth of Pomona during this period. Following on the heels of the Southern Pacific and the Santa Fe, the Salt Lake Railroad (also known as the Union Pacific) arrived in Pomona in 1902, and a new station was constructed near the existing railroad tracks. Horse travel remained somewhat popular into the turn of the century, and the Pomona City Stable (later Pomona City Yards) was designed by architect Ferdinand Davis in 1909 to house city horses (636 W. Monterey Avenue).²⁰⁶ Shortly after its construction, horses were replaced by motorized trucks, and the building came to house the city's fire and police wagons and mail buggies.

Additionally, bicycles provided a new form of transportation for many residents. Pomona hosted several bicycle shops and repair shops. In 1904, the *Pomona Daily Review* noted that Pomona had

²⁰² Pomona Board of Trade, *Pomona*, 1900, <https://archive.org/details/pomona00pomo/page/n11/mode/2up> (accessed April 25, 2022).

²⁰³ *The Architect and Engineer of California* 26, no. 1 (August 1911): 79-83.

²⁰⁴ "Both Charter and Alternative Carry," *Pomona Morning Times*, February 17, 1911.

²⁰⁵ Brackett, 175.

²⁰⁶ The Pomona City Stable is listed in the National Register. Marla Griffin, "Pomona City Stable," National Register of Historic Places Nomination Form, February 14, 2004; The Pomona City Stable is in the process of being adaptively reused for the City Water Department.

over 1,300 bicycles and was one of the “greatest wheeling towns of its size in America.”²⁰⁷

Even more significant in the daily transportation for Pomona residents, and the ultimate steady expansion of the city, was the arrival of the interurban railway. In 1911, the Pacific Electric Railway was completed, and by the following year, the Covina Pomona line of the Pacific Electric Railway was making 12 round trips daily from Pomona to downtown Los Angeles.²⁰⁸ The Pacific Electric’s motto of “Live in the Country and Work in the City,” fueled the sprawling expansion of greater Los Angeles, streetcar suburbs, and more rural communities such as Pomona.

At the same time that the railroad was expanding, new advances in transportation that would transform the architectural landscape of Southern California were on the horizon. The automobile in particular made an impact on the expansion and growth of Pomona. By 1915, Southern California’s affair with the automobile was in full swing: 55,000 county residents owned cars.²⁰⁹

Improvement of green spaces and an increased interest in the arts and culture also characterized Pomona during this period. In 1917, a Greek Theater was completed in Ganesha Park for community events (partially extant).²¹⁰

Nestled in a clay ravine, the theater featured a broad concrete amphitheater with twelve rows of semi-circular seats and tall columns. Designed by architect Paul F. Higgs and constructed by William J. Wilton Company, the theater was privately financed by a group of 25 citizens.²¹¹



Greek Theater, 1922. *Pomona Public Library*.

²⁰⁷ “A Fortune in Bicycles,” *Pomona Daily Review*, January 16, 1904, 1.

²⁰⁸ Ricci Lothrop, 70.

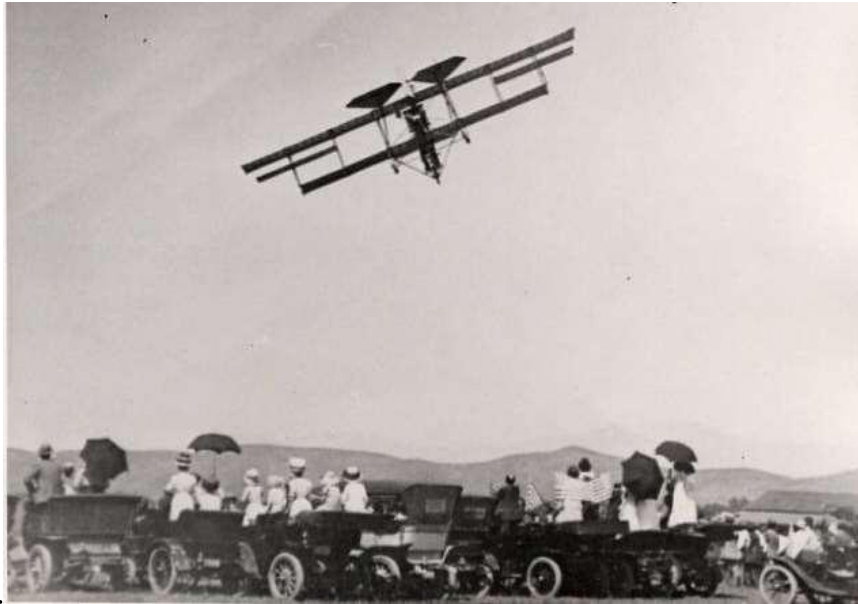
²⁰⁹ Ricci Lothrop, 71.

²¹⁰ The Greek Theater’s backdrop was razed in 1966, leaving only the seating and stage.

²¹¹ “Great New Greek Theater’s Formally Opened at Pomona,” *Los Angeles Times*, May 13, 1917, 15; Gallivan, 96.

POMONA DURING WORLD WAR I

As the world anticipated the start of World War I, a notable aircraft demonstration, dubbed “The Battle of the Clouds,” was held in Pomona. The event was held on the grounds of the future Pomona County Fairgrounds (Pomona Speedway) in April of 1914. Pioneer aviator Glenn Martin demonstrated the use of airplanes in warfare in an attempt to win federal contracts for new aircraft production. Martin put on a theatrical exhibition; he built a mock fort at the fairgrounds and dropped “bombs” (of oranges) on the fort from his airplane, detonating pre-planted explosives buried in the ground for effect. The exhibition was a great success, and was held mere months before the onset of World War I.²¹²



Battle of the Clouds, 1914. *Pomona Public Library.*

During World War I, Pomona residents planted vegetable gardens and surpassed Red Cross quotas. The Home Defense League was organized to defend the community.

Some Pomona soldier volunteers for Company D (later Company B) of the Seventh regiment, a local National Guard unit, were summoned for active duty.²¹³ Company members served at the frontlines and also helped guard the shipyards in Long Beach in 1917. The Company was disbanded in 1919.

²¹² Todd, 12; Wayne Biddle, *Barons of the Sky: From early Flight to Strategic Warfare* (Baltimore, MD: John Hopkins University Press, 1991), 64.

²¹³ “Company D Now Known as Company B; Pomona Officers are Retained,” *Pomona Progress*, October 15, 1917; Ricci Lothrop, 75.



Company D Ball at Pomona Opera House, N.d. *Pomona Public Library*.

POPULATION DEMOGRAPHICS

From the turn of the 20th century through the conclusion of World War I, Pomona saw a dramatic increase in population and a shift in the demographic make-up of the city. Between 1900 and 1910, the population of Pomona nearly doubled: from 5,526 to 10,207, and by 1920, the population had grown to 13,505. A review of Pomona Census records from 1900 confirms that during this period of growth, the city became overwhelmingly white. The individuals and families that moved to Pomona during this period were primarily white people with European backgrounds.

In 1900, there were approximately 27 Black residents in Pomona; by 1910, there were only 15 Black residents.²¹⁴ According to Census data, Black residents primarily lived in the 600 and 700 blocks of West First and Second Streets, and virtually all were employed as laborers.²¹⁵ James Gordon, however, lists his occupation as preacher in the “negro church.” Little is currently known about this church, but it likely held services in a private residence.²¹⁶

For the Chinese residents who remained in Pomona, California’s passage of the Alien Land Law of 1913 had a profound impact on their lives. In response to anti-Asian sentiment, the law prohibited “aliens ineligible for citizenship” from owning land or holding long-term leases.²¹⁷ After many

²¹⁴ The term “African American” is used interchangeably with the term “Black,” as has been suggested by Keith Mayes, Associate Professor of African American and African Studies at the University of Minnesota. Historically, the term “African American” has been used to refer to those who were direct descendants of slaves. Over time, the U.S. has experienced the migration of Black people from other parts of the diaspora and other parts of the continent, including East Africans, West Africans, and Caribbean Blacks. For these groups, some may identify as American Blacks, rather than African Americans. “African American or Black, Which Term Should You Use,” <https://www.kare11.com/article/news/local/breaking-the-news/african-american-or-black-which-term-should-you-use/89-0364644d-3896-4e8b-91b1-7c28c039353f> (accessed April 18, 2022).

²¹⁵ Ricci Lothrop, 79.

²¹⁶ Additional research was unable to identify the location or name of this church.

²¹⁷ “Alien Land Laws,” Densho Encyclopedia, http://encyclopedia.densho.org/Alien_land_laws (accessed March 11, 2022).

Chinese left Pomona, enmity was redirected toward a wave of Japanese immigrants that had come to America to fill the labor gaps left by Chinese exclusion.

By 1910, Pomona had two boarding houses for Japanese laborers, one on N. Garey Avenue (exact location unknown) and one on San Bernardino Avenue (exact location unknown), each housing approximately 25 male boarders. All of these men immigrated to the United States in the late 1800s and early 1900s as part of the legalization of emigration from Japan. The Japanese were actively recruited to fill the railroad jobs previously held by the Chinese. However, many Japanese immigrants ended up as agricultural laborers, fishermen, or farmers. Frank C. Sanaki, who ran the boarding house on N. Garey Avenue, also provided an employment agency for the men—as was common at the time.

Towards the end of the 1910s, some Japanese immigrants began to take “Picture Brides” to establish families in the United States.²¹⁸ An early Japanese American family in Pomona was Sam Inouye and his wife Hisa and their two children. Sam migrated to the U.S. in 1906, with Hisa following in 1911. Sam Inouye operated the city’s first Japanese business, Inoyue & Oshima (255 S. Main Street, not extant), which was established sometime between 1914 and 1919. Inoyue & Oshima was a small market and billiards parlor.

Pomona also had a small Latino population. Despite the city’s roots in the Rancho San José of Palomares and Vejar, descendants of the former landowners were designated as Spanish in the U.S. Census, whereas the city’s community of relatively low-income Latino laborers were known as Mexican.²¹⁹ Many of these residents lived in the Latino neighborhood on West Second Street.²²⁰ The city also experienced a brief surge in its Hispanic population following the 1911 Mexican Revolution, during which thousands fled north.

²¹⁸ “Picture brides” were Japanese women brought to the United States for arranged marriages where the two individuals never met—only exchanged photographs.

²¹⁹ Ricci Lothrop, 79.

²²⁰ Ricci Lothrop, 79.

Theme: Residential Development

By the turn of the 20th century, residential growth had picked up speed in Pomona. Partially due to the introduction of increased public transportation, residences reached ever further north and south, and the subdivision of land for residential developments accelerated. Table 3 at the conclusion of this section lists several early housing developments that are now located within the City limits. Details about select early tracts in Pomona are included in Appendix A.

Between 1907 and 1909, it was estimated that approximately 300 acres were bought by various syndicates and subdivided into town lots “in order to make room for the increasing homes that have been demanded by the newcomers who have flocked to [the] city from all parts of the globe.”²²¹

One of the largest tract subdivisions was the Ganesha Park Tract, which subdivided 80 acres of orange groves into approximately 300 residential lots. As recorded in a 1909 advertisement for the Ganesha Park Tract in the *Pomona Daily Review*:

The subdivision of lands through the demand of the home builders has transformed the aspect of things in Pomona in the past five years. The visitor must see the city each year in order to maintain any adequate idea of the community as it really is, for the changes are rapid, although with a fundamental strength in the growth which means stability for all time... There is a standing building restriction on the property which provides that any bungalow erected in the subdivision cost at least \$1,800, and those build in the more ambitious form of residences must not fall below the \$3,000 mark.²²²

Different neighborhoods of Pomona were advertised for their relative wealth and exclusionary practices (such as the required spending amounts in the Ganesha Park Tract) versus those areas that were accessible for lower income residents (such as the area southeast of downtown). In 1910, the *Pomona Progress* noted, “the east side of Pomona south of the railroad tracks ...offers the moderate wage earner the chance for a home at prices now within reach of his earning and saving possibilities... thousands of homes have been bought and paid for...on the easy payment plan.”²²³

Several other large tract developments during this period included Crabb’s Subdivision (1903); Alvarado Court Tract (1906); Kenoak Drive (1907); Antonio Heights (1909); Lincoln Park (1910); Monte Vista (1910); Palomares Heights (1911); and Naranja Val-Vista (1918).

²²¹ Morris H. Wilson, “The Real Estate Situation in Pomona,” *Pomona Daily Review*, October 27, 1909.

²²² “The Rapidly Growing Ganesha Park Tract,” *Pomona Daily Review*, March 20, 1909.

²²³ “Opening New Residence Tract,” *Pomona Progress*, May 10, 1910.

TABLE 3: SELECTED TRACT DEVELOPMENTS IN EARLY 20TH CENTURY POMONA

NAME	DATE	DEVELOPER
Crabb's Subdivision	1903	Palmer & Dewey
Alvarado Court Tract	1906	Mark H. Potter
Kenoak Drive Tract	1907	Mark H. Potter
Ganesha Park Tract	1908	Morris H. Wilson; Pacific Electric Land Co.
Antonio Heights Tract	1909	Lee Pitzer, Fred E. Graham, Grant Pitzer, Mark H. Potter, and Pomona Investment Company
Lincoln Park Tract	1910	Mark H. Potter; Pomona Investment Company
Monte Vista Tract	1910	Walter A. Lewis and Hutchings & Squires
Palomares Heights Tract	1911	Morris H. Wilson
Naranja-Val Vista Tract	1918	Lorseer Bros. Co; Frank E. Adams; S. M. Fulton

This period of development continued to be substantially characterized by single-family homes, although some multi-family homes were also constructed. Popular architectural styles included Craftsman, Victorian Vernacular, transitional Victorian, Queen Anne, and Dutch Colonial Revival styles. Other less common styles included the American Foursquare and American Colonial Revival styles. There are several historic districts in Pomona that were developed during this period: the Lincoln Park Historic District; Wilton Heights Historic District; and Hacienda Park Historic District.

From the 1900s to the 1920s, the Craftsman bungalow became a favorite architectural style for residences in Pomona. As recorded in the *Pomona Daily Review* in 1909, “there have been numerous attractive bungalows erected in Pomona and vicinity, and this popular style of architecture continues to entice homemakers.”²²⁴



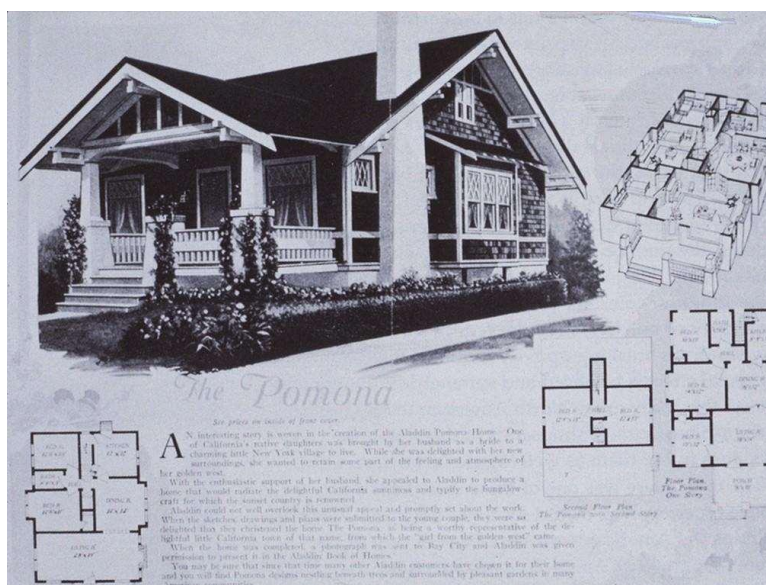
Residences in Ganesha Park Tract, 1909. *Pomona Daily Review*.

²²⁴ “A Glimpse at Our Bungalowland,” *Pomona Daily Review*, March 20, 1909.

In his book, *The California Bungalow*, author and architectural historian Robert Winter discusses the perfect storm that was the favorable climate, relatively low cost of land, and the economy of materials and building costs that made the bungalow attractive to waves of migrants from the east seeking to purchase “their own piece of the sunshine.”²²⁵

Plans for bungalows were widely published in national magazines. Bungalow books proliferated. Additionally, a new technology, the “kit home,” was perfectly suited to bungalow construction. Catalogs for pre-cut and shipped housing construction kits became wildly popular. Pre-cut lumber, roofing materials, kitchen and bathroom equipment for each home was loaded on a boxcar and delivered to the site owner, who could either use the plans and instructions to build it himself, or to hire a contractor to do. The Aladdin Company, based in Bay City, Michigan specialized in prefabricated bungalows and larger homes. Aladdin even had a model called “The Pomona.” Other important local purveyors of kit homes included the California Ready-Cut Bungalow Company and the Pacific Ready-Cut Company.

Kit home catalogs featured a variety of styles for the buyer to choose from with photographs of just what to expect the finished product to look like. Styles changed with the changing times, but Craftsman-style designs were extremely popular in the early 20th century. However, there were also designs for Mission-style bungalows and Spanish Colonia Revival-style bungalows as the decades advanced.



The “Pomona” Bungalow by Aladdin Company, 1919. *University of California, San Diego.*

²²⁵ Robert Winter, *The California Bungalow*, (Santa Fe, NM: Hennessey and Ingalls, 1980), 23.

ELIGIBILITY STANDARDS

Summary Statement of Significance

This period saw the introduction of tract development in Pomona, as some agricultural fields gave way to residential construction. Boosterism also influenced the development, as many people traveling from the East settled in Pomona. Residences from this period span outwards from the earlier downtown area, and more consistently have planned subdivision infrastructure, such as curbing, wide streets, and sidewalks. Resources significant under this theme include single- and multi-family residences constructed from the turn of the century in 1900 to 1919.

Properties evaluated under this theme may be significant as a collection of residences associated with a notable tract development (as a potential historic district), as an excellent example of a rare multi-family residence, or for an association with an ethnic or cultural group or a person important in local, state, or national history. Individual residences are typically eligible for representing an important development pattern as part of a historic district; individual examples typically must represent an important catalyst or have a proven association with influencing development during a particular period, or be the last remaining example illustrating a significant development period or pattern. Properties may also be significant as an example of a style or type; architectural styles in Pomona are discussed in the Architecture and Design Section.

Period of Significance	1900-1919
Period of Significance Justification	Broadly covers the period of early tract residential development in Pomona from the turn of the century to 1919.
Geographic Location	Many early tract developments were located north and southeast of the historic downtown core.
Associated Property Types	Residential: Single Family Residence, Multi-Family Residence, Tract Features/Amenity, Historic District.
Property Type Description	Significant property types are those representing important periods of residential development in Pomona, including single-family residences, tract features and amenities including street trees, significant landscape features, and streetlights. These properties can be single-family or multi-family residences and may collectively form a historic district.

Criterion A/1/1,9 (Events/Patterns of Development)

Individual residential properties that are eligible under this criterion may be significant:

- As the site of an event important in history; or
- For exemplifying an important trend or pattern of development; or
- As a rare remaining example of a residential building type (ex. multi-family residence).

Note that in order to be individually eligible for designation for representing a pattern of development, the property must be the first of its type, a rare remnant example of a significant period of development, or a catalyst for development in the city or neighborhood. Merely dating from a specific period is typically not enough to qualify for designation. Residences that are eligible for an association with a trend or pattern of development from this period may be more appropriately evaluated as part of a historic district.

A collection of residential properties that are eligible under this criterion as a historic district may be significant:

- For representing an important pattern or trend in residential development, such as the establishment of a notable tract.
- As an intact collection of residences that represent the growth of Pomona in the early 20th century.

Note that some residential tract development may span several themes or periods of development. Local designation for historic districts includes Criteria 4, 6, and 8.

Integrity Considerations:

In order to be eligible for designation under this criterion, a property must retain sufficient integrity to convey its historic significance.

- Residential properties from this period should retain integrity of location,²²⁶ design, workmanship, feeling, and association, at a minimum, in order to convey their significance.
- An individual property that is eligible for a historic association must retain the essential physical features that made up its character or appearance during the period of its association with an event or historical pattern.
- A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation.
- The setting may have changed (surrounding buildings and land uses).

²²⁶ Unless the property was moved during the period of significance.

- Note that some properties that may not retain sufficient integrity for listing in the National Register may remain eligible for listing at the state and local levels.

For historic districts:

- The majority of the components that add to the district's historic character must possess integrity, as must the district as a whole.
 - The historic district must retain a majority of contributors that date from the period of significance.
 - A contributing property must retain integrity of location, design, workmanship, setting, feeling, and association to adequately convey the significance of the historic district.
 - Some alterations to individual buildings, such as replacement of roof materials, replacement garage doors, and replacement of windows within original openings may be acceptable as long as the district as a whole continues to convey its significance.
 - Original tract features may also be contributing features.

Registration Requirements:

To be eligible under this criterion, an individual property must:

- Date from the period of significance; and
- Have a proven association with an event important in history; or
- Represent an important catalyst for a pattern or trend in residential development; or
- Display most of the character-defining features of the property type or style; and
- Retain the essential aspects of historic integrity.

To be eligible under this criterion, a historic district must:

- Retain a majority of contributing buildings from the period of significance; and
- Retain significant character-defining features from the period of significance, including any important landscape or hardscape features; and
- Retain the original layout, reflecting planning and design principles from the period; and
- Retain the essential aspects of historic integrity.

Criterion B/2/2 (Important Persons)

Individual residential properties eligible under this criterion may be significant:

- For an association with persons significant in our past; or

- For a proven association with a specific significant ethnic or cultural group that made a demonstrable impact on the community.

Note that according to National Park Service guidance, persons significant in our past refers to individuals whose activities are demonstrably important within a local, state, or national historic context. A property is not eligible if its only justification for significance is that it was owned or used by a person who is a member of an identifiable profession, class, or social or ethnic group. In addition, the property must be associated with a person's productive life, reflecting the time period when he or she achieved significance.

Integrity Considerations:

In order to be eligible for designation under this criterion, a property must retain sufficient integrity from the period of significance to convey its association with the important person.

- Residential properties from this period should retain integrity of design, workmanship, feeling, and association, at a minimum, in order to convey the property's association with the significant person's productive period.
- A general rule is that the property must be recognizable to contemporaries of the person with which it is associated.

Registration Requirements:

To be eligible under this criterion a property must:

- Have a proven association with the productive period of a person important to local, state, or national history; and
- Display most of the character-defining features of the property type or style from the period of significance (i.e., the period when the property was associated with the important person); and
- Retain the essential aspects of integrity.

Criterion C/3/3,5,7 (Architecture and Design)

Individual residential properties that are eligible under this criterion may be significant as:

- A good/excellent or rare example of an architectural style, property type, or method of construction; or
- A distinctive work by a noted architect, landscape architect, builder, or designer.

Integrity Considerations:

In order to be eligible for designation under this criterion, a property must retain sufficient integrity from the period of significance to convey its architecture.

- Residential properties significant under this criterion should retain integrity of design, materials, workmanship, and feeling, at a minimum.

- A property that is eligible for designation as a good/excellent or rare example of its style or type retains most - though not necessarily all - of the character-defining features of the style.
- A property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique. A property can be eligible if it has lost some historic materials or details but retains the majority of the essential features from the period of significance. These features illustrate the style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation.
- A property is not eligible if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style.

Registration Requirements:

To be eligible under this criterion a property must:

- Date from the period of significance; and
- Represent a good/excellent or rare example of a style or type; and
- Represent quality of design and distinctive details; and
- Display most of the character-defining features of the style or type; and
- Retain the essential aspects of integrity.

Theme: Commercial Development

As residential development accelerated, new commercial enterprises were founded to assist and facilitate development and spending. This included the establishment of several banks, including the Savings Bank of Pomona (1904) and the State Bank of Pomona (1906). In 1908, the Home Builders Association was founded, which assisted in the rapid residential development of Pomona in the 1910s. By 1919, the Mutual Building and Loan Association, which had been founded in 1892, boasted over \$2 million in resources.

Another important early Pomona business was the meat market established by Albert C. Gerrard in 1900 at 297 W. 2nd Street (not extant). Gerrard's meat market was the precursor to his Gerrard's Triangle Groceteria that used "the Alpha Beta System." Two decades later it would become the chain of Alpha Beta markets that were found throughout Southern California.

Several significant businesses were associated with the nascent car industry, including Wurl's Garage (1906, 590 W. Second Street) and Clark's Garage (1910, 501 W. Second Street).²²⁷ Several of these buildings started out as stables. These garages accommodated the steady growth of automobile ownership in Pomona and the larger valley.

Modern office buildings included the Investment Building, in which the Chamber of Commerce was housed, and the Fruit Exchange, where several leading residents had their offices. Tourism also played an increasingly important role in Southern California during this period. As a result, hotels were constructed to accommodate the many people visiting and moving to Pomona. One example is the Avis Hotel (later the Edgar Hotel, 109 E. 3rd Street), which was designed by architects Meyer & Holler and opened in 1915.²²⁸



Avis Hotel, Pomona. *CardCow.com*

²²⁷ Diann Marsh, "Edison Historic District."

²²⁸ The building is now known as the Mayfair Hotel.

ELIGIBILITY STANDARDS

Summary Statement of Significance

Relatively few examples of early commercial development are extant, and many have been altered over the years. Commercial buildings from the turn of the 20th century to 1919 reflect a growing and diversifying population. Resources that are eligible under this theme may be significant as the site of an important event in history, as a rare or remnant example of commercial development in the City of Pomona, or for an association with an ethnic or cultural group or a person important in local, state, or national history. Properties may also be significant as an example of a style or type; architectural styles in Pomona are discussed in the Architecture and Design Section.

Period of Significance	1900-1919
Period of Significance Justification	Broadly covers the period of commercial development in Pomona from the turn of the 20 th century to 1919.
Geographic Location	Citywide. Resources associated with this theme are concentrated in the historic downtown of Pomona, centered on Second Street.
Associated Property Types	Commercial: One-story Building; One-story Commercial Storefront Block; Mixed-use Building; Mixed-use Commercial Block; Retail store; Commercial Office; Bank; Restaurant; Theater; Hotel; Recreational Facility; Historic District.
Property Type Description	Commercial property types include the one-story building, consisting of one or more storefronts, and the multi-story mixed-use building, consisting of storefronts on the ground floor and offices, meeting spaces, or residential units above. One-story buildings were often called storefront blocks, while the multi-story mixed-use buildings were commonly known as commercial or business blocks. Buildings may be individual resources and/or contributing features to a historic district.

Criterion A/1/1,9 (Events/Patterns of Development)

Individual commercial properties that are eligible under this criterion may be significant:

- As the site of an event important in history; or
- For exemplifying an important trend or pattern of development, such as significant commercial growth or the establishment of a new commercial corridor; or
- For an association with an important early or longtime business or commercial use that made a demonstrable contribution to the commercial development of Pomona, or became an important community gathering place or iconic commercial establishment in the community; or
- For a specific association with an ethnic or cultural group significant in Pomona.

Integrity Considerations:

In order to be eligible for designation under this criterion, a property must retain sufficient integrity to convey its historic significance.

- Commercial properties from this period should retain integrity of location, design, workmanship, feeling, and association, at a minimum, in order to convey their significance.
- An individual property that is eligible for a historic association must retain the essential physical features that made up its character or appearance during the period of its association with an event or historical pattern.
- A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. Changes to signage and replacement of storefronts are common, and typically acceptable, alterations to commercial buildings from the early 20th century.
- The setting may have changed (surrounding buildings and land uses).
- Note that some properties that may not retain sufficient integrity for listing in the National Register may remain eligible for listing at the state and local levels.

Registration Requirements:

To be eligible under this criterion, an individual property must:

- Date from the period of significance; and
- Have a proven association with an event important in history; or
- Represent an important catalyst for a pattern or trend in commercial development; or
- Represent a significant or long term business or commercial establishment that made a demonstrable contribution to the commercial development of Pomona; and

- Display most of the character-defining features of the property type or style; and
- Retain the essential aspects of historic integrity.

Criterion B/2/2 (Important Persons)

Commercial properties eligible under this criterion may be significant:

- For an association with persons significant in our past; or
- For a proven association with a specific significant ethnic or cultural group that made a demonstrable impact on the community.

Note that according to National Park Service guidance, persons significant in our past refers to individuals whose activities are demonstrably important within a local, state, or national historic context. A property is not eligible if its only justification for significance is that it was owned or used by a person who is a member of an identifiable profession, class, or social or ethnic group. In addition, the property must be associated with a person's productive life, reflecting the time period when he or she achieved significance.

Integrity Considerations:

In order to be eligible for designation under this criterion, a property must retain sufficient integrity from the period of significance to convey its association with the important person.

- Commercial properties from this period should retain integrity of design, workmanship, feeling, and association, at a minimum, in order to convey the property's association with the significant person's productive period.
- A general rule is that the property must be recognizable to contemporaries of the person with which it is associated.

Registration Requirements:

To be eligible under this criterion a property must:

- Have a proven association with the productive period of a person important to local, state, or national history; and
- Display most of the character-defining features of the property type or style from the period of significance (i.e., the period when the property was associated with the important person); and
- Retain the essential aspects of integrity.

Criterion C/3/3,5,7 (Architecture and Design)

Individual commercial properties that are eligible under this criterion may be significant as:

- A good/excellent or rare example of an architectural style, property type, or method of construction; or
- A distinctive work by a noted architect, landscape architect, builder, or designer.

Integrity Considerations:

In order to be eligible for designation under this criterion, a property must retain sufficient integrity from the period of significance to convey its architecture.

- Commercial properties significant under this criterion should retain integrity of design, materials, workmanship, and feeling, at a minimum.
- A property that is eligible for designation as a good/excellent or rare example of its style or type retains most - though not necessarily all - of the character-defining features of the style.
- A property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique. A property can be eligible if it has lost some historic materials or details but retains the majority of the essential features from the period of significance. These features illustrate the style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation.
- A property is not eligible if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style.
- The setting may have changed (surrounding buildings and land uses).

Registration Requirements:

To be eligible under this criterion a property must:

- Date from the period of significance; and
- Represent a good/excellent or rare example of a style or type; and
- Represent quality of design and distinctive details; and
- Display most of the character-defining features of the style or type; and
- Retain the essential aspects of integrity.

RESIDENTIAL VERNACULAR

The term “Residential Vernacular” is used to describe simple houses or cottages with little or no distinguishing decorative features. These buildings are characterized by their simplicity and lack of any characteristics of recognizable styles. Typically these properties are not eligible as an example of residential vernacular architecture, but instead would be evaluated as a remnant example of residential development from the period.

Character-defining features include:

- Simple square or rectangular form
- Gabled or hipped roof with boxed or open eaves
- Wood exterior cladding
- Simple window and door surrounds

Residential Vernacular: Extant Examples



359 E. Pearl Street (1903; Lincoln Park Historic District).



135 E. Alvarado Street (1911; Lincoln Park Historic District).