

From: [Hill, Shannon](#)
To: [Downtown West Project](#)
Subject: FW: Site Visit Follow up - 1
Date: Sunday, October 18, 2020 9:31:54 PM
Attachments: [SJSP Booklet FIN-MAP.pdf](#)

From: Arroyo, Juliet
Sent: Friday, February 7, 2020 3:51 PM
To: 'Becky Urbano' <BUrbano@esassoc.com>
Cc: Linda S. Peters <lspecters@esassoc.com>; Karl Heisler <KHeisler@esassoc.com>; Hillary Gitelman <HGitelman@esassoc.com>; Pete Choi <PChoi@esassoc.com>
Subject: RE: Site Visit Follow up - 1

Hello Becky – in response to question no. 1 attached is the agenda and memo on adding the first 10 signs to the Historic Resources Inventory. Attachment 3 has a very brief context which will be expanded for the second set of signs but not for another couple of months. Also attached is the San Jose Sign Project. Let me know if you need anything else on this questions. THANKS JULIET ARROYO

<https://www.sanjoseca.gov/Home/ShowDocument?id=51375>

From: Becky Urbano <BUrbano@esassoc.com>
Sent: Wednesday, February 5, 2020 9:52 AM
To: Arroyo, Juliet <Juliet.Arroyo@sanjoseca.gov>
Cc: Linda S. Peters <lspecters@esassoc.com>; Karl Heisler <KHeisler@esassoc.com>; Hillary Gitelman <HGitelman@esassoc.com>; Pete Choi <PChoi@esassoc.com>
Subject: Site Visit Follow up

[External Email]

Juliet –

It was great to get to tour the Google site with you, Anton, Charles, and Erica yesterday. I wanted to follow up on a few of the questions regarding City process and possible other information that would be useful to us during the CEQA process.

1. Discontiguous Sign District – We understand the context is in development. At this point, we do not need the entire context or evaluation of every sign. A summary of the reasoning for establishing the district and some of its characteristics may be enough for us to determine

potential impacts on the sign as a result of the project. If you could send that to us as soon as possible, it would be of great help.

2. Groupings of buildings – For the 3 houses on West Julian, they only qualify as a Candidate City Landmark as a grouping. Individually they would not rise to the level needed for Landmark status. Can you please confirm this approach.
3. Relocation Process – The City is fairly lenient regarding relocation of historic buildings, taking the stand that relocation is better than demolition even if the relocation site is not necessarily within a similar neighborhood. The criteria are generally that the relocation site be visible, that the structure is maintained to a reasonable level, and that it remains within the City of San Jose. There is no approval process to select a site, however a permit for relocation would require approval from the City. Can you please confirm or correct our understanding of the City's relocation policy and approval process.
4. Interpretive Panels – Interpretive panels go to the HLC for comment, but otherwise are subject to permitting by the City. Can you please confirm or correct our understanding of the City's interpretive panel policy and approval process.
5. Lakehouse District – If you have any additional information regarding the Lakehouse district aside from the 2006 Landmark nomination packet, we would love to review that. Specifically, information on the Arata House at 454 West San Fernando would be helpful.

Thanks again for any assistance on the above issues. We look forward to working with you as we move the CEQA process forward.

Regards-

Becky Urbano

Senior Architectural Historian

ESA | [Environmental Science Associates](#)
[*Celebrating 50 Years of Work that Matters!*](#)

180 Grand Avenue, Suite 1050
Oakland, CA 94612
510.839.5066 main
510.463.6748 direct
510.393.9274 mobile
burbano@esassoc.com

NEW! www.esassoc.com

Follow us on [LinkedIn](#) | [Facebook](#) | [Twitter](#) | [Instagram](#) | [Vimeo](#)

This message is from outside the City email system. Do not open links or attachments from untrusted sources.

the SAN JOSE Signs Project

Sponsored in part by:



A Guide to the Vintage Signage of San Jose

The words, symbols, pictures, and structural components that comprise historic signs and signage convey to an inestimable extent a sense of time and place... they are an integral part of the built environment and cultural landscape...

Los Angeles Citywide Historic Context Statement, Theme: Commercial Signs

Because of a still substantial sign inventory here, there's an overwhelming capacity for San Jose to take a leading role in Bay Area sign preservation efforts... But most of all, the great hope is that rallying around sign preservation can become San Jose's signature...

Genevieve Roja, Telltale Signs, Metro News article, 2001

This guidebook was funded by a generous grant from the San Jose Preservation Action Council's Jo Drechsler Memorial Fund. Jo was a passionate supporter of San Jose history, an antique sign enthusiast and an admirer of anything old and vintage. There couldn't be a better way to let his memory live on than supporting this guide which is just the first step towards preserving San Jose's unique sign heritage.



THE SAN JOSE SIGNS PROJECT

A Guide to the Vintage Signage of San Jose

THE SAN JOSE SIGNS PROJECT

A Guide to the Vintage Signage of San Jose

The San Jose Signs Project is a partnership between the community, historical organizations, and local businesses.

We believe that signs are important place markers in our collective story, and that San Jose history belongs in San Jose.

The mission of *The San Jose Signs Project* is threefold:
to educate, advocate, and to preserve.

San Jose Tour	2
Tour Map	18-19
Gone But Not Forgotten	34
Acknowledgements	36
Thank Yous	37

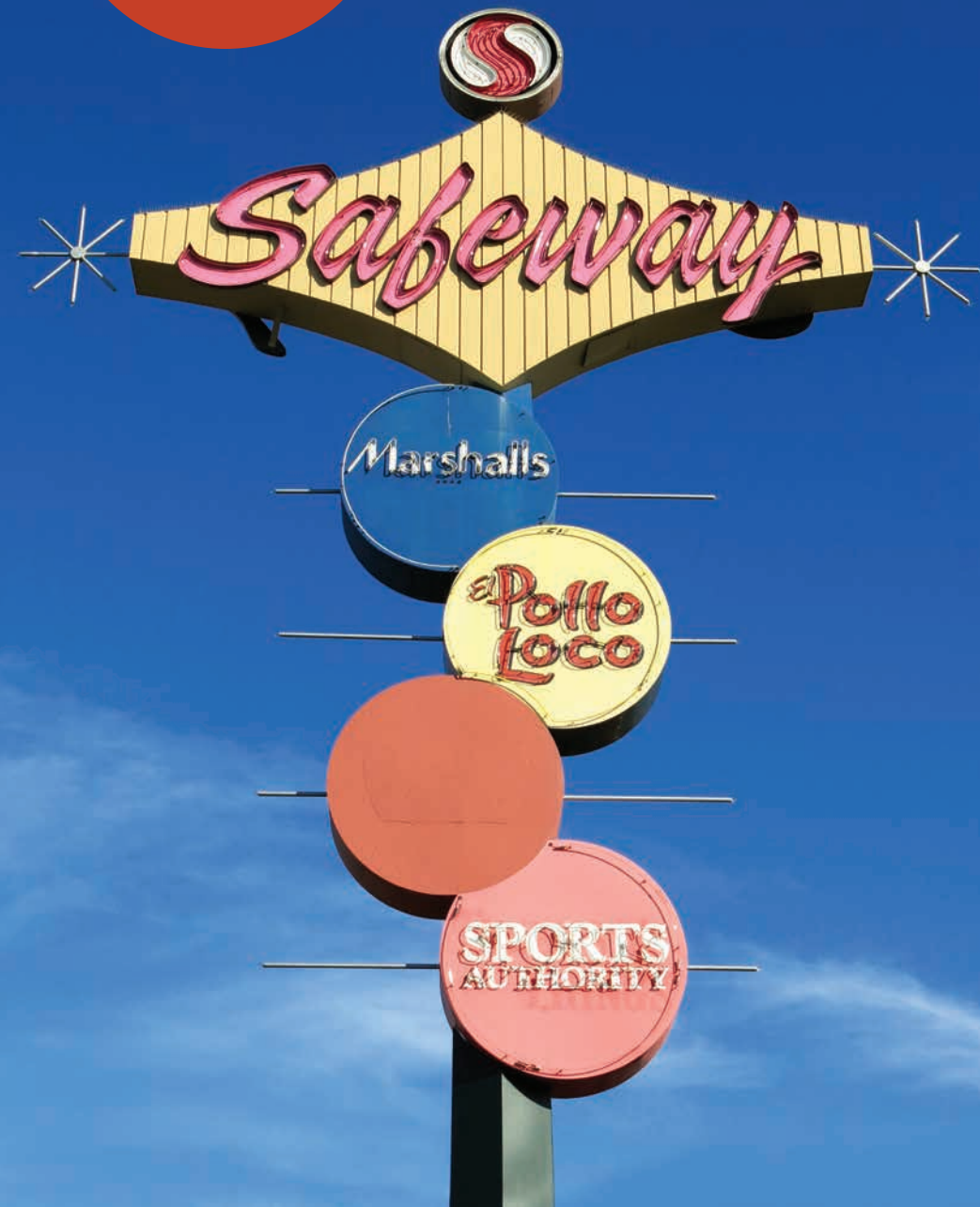


First Street, Downtown San Jose

the SAN JOSE Signs Project

This guidebook was funded by a generous grant from the San Jose Preservation Action Council's Jo Drechsler Memorial Fund. Jo was a passionate supporter of San Jose history, an antique sign enthusiast and an admirer of anything old and vintage. There couldn't be a better way to let his memory live on than supporting this guide which is just the first step towards preserving San Jose's unique sign heritage.

The Futurama Bowl/
Safeway sign is an excellent
example of Googie.



1

Safeway Sign—formerly Futurama Bowl

5390 Stevens Creek Boulevard — circa 1961

Promoted as “San Jose’s Newest and Finest Bowling Alley,” Futurama Bowl opened in 1961. Designed by architects Powers, Daly, and DeRosa, Futurama featured 42 “automatic” lanes, a restaurant/cocktail lounge called the “Magic Carpet Room,” and a fitness center called the “Glamorama Room.” After a 30+ year run, the bowling alley was closed to be transformed into a Safeway grocery store. All that remains today is Futurama’s quintessentially Googie sign, revamped and repurposed, its towering bowling pin supplanted by a giant Safeway logo. The sign has been so tastefully modified that many do not know that it began its days advertising a bowling alley.



Photo: Alan Hess

Googie. It’s that wacky, whimsical, space-age architecture that permeated the American landscape in the 1950s and 1960s. Three parts Jetsons, one part Flintstones, Googie was a form of mid-century modern architecture designed to attract an ever-expanding American leisure class. Common Googie design elements include boomerangs, amoebas, starbursts, domes, slanted or upswept roofs, zig-zag or butterfly rooflines, and the use of natural or faux rock.

Century Theatres

**Corner of Olsen Drive
& Winchester Boulevards —
1964, 1966, 1967**

San Jose's Century 21 Theatre opened in 1964, the mothership in a series of Vincent Raney-designed dome theaters that would grace the Bay Area roadside in the 1960s. In 1966, the Century 21 was joined by the Century 22, and in 1967, the Century 23. The Century Theatres marquee, manufactured by Arrow Sign Co., began as one readerboard advertising the Century 21. But by 1968, there were three stacked signs, each advertising its respective theater's offerings, the theater names and numbers outlined in white neon, with yellow neon arrows pointing to the features. (Arrow Sign Co.)



Photo: Arrow Sign Co.



Winchester Shopping Center

**Corner of Stevens Creek & Winchester Boulevards —
circa 1952**

The Winchester Shopping Center sign, with its giant red arrow and bouncy mid-century script, dates to around 1952. This great neon beacon predates its neighbor Valley Fair and has survived countless incarnations of its associated shopping center. In the 1950s, the center used to be home to a supermarket, toy store, barber shop, bank, and restaurant. Today, just the sign remains from the original lineup. Sadly, the sign has been dark for many years...but when it used to light up the night sky, the interior of the arrow was outlined in red neon, and the arrow would flash.



Photo: California Pioneers of Santa Clara Co.

6
4

Falafel's Drive-In — formerly the Sno-White Drive-In

2301 Stevens Creek Boulevard — circa 1963

Before becoming one of the South Bay's preferred destinations for Middle Eastern food, the drive-in joint on the corner of Stevens Creek Boulevard and Revey Avenue served up "Super Burgers." In the early 1960s, this location was home to a Sno-White Drive-In. In 1966, Anton and Zahie Nijmeh purchased the business. They started out selling hamburgers, but slowly introduced Middle Eastern items to the menu. You can still purchase a burger at the drive-in, and thanks to the Nijmeh family, you can still enjoy the Sno-White Drive-In flashing arrow sign too.



Vintage Postcard, Sno-White Drive-In, Modesto



Photo: Sam Carlino

5

Time Deli

349 S. Bascom Avenue — circa 1950

Time Deli began its days as a neighborhood market run by the Carlino family. In addition to sandwiches, the store offered fresh meats, produce, and wine. The building was once covered in signs including its iconic neon clock, a giant cow, and a fish. The clock actually predates the market. It was there when the Carlinos moved in, in 1950—hence the name "Time Market." The cow and the fish signs were added in the 1960s.





6

Kentucky Fried Chicken Bucket

250 N. Bascom Avenue — circa 1964

People come from all over the country to photograph San Jose's Kentucky Fried Chicken bucket sign, but why? As it turns out, San Jose's KFC bucket is one of the *last in the country*, and the oldest still standing. The bucket features an illustration of the Colonel and the early "Kentucky Fried Chicken" typeface—both introduced in 1952. But it also includes the slogans "finger lickin' good" (introduced in 1956) and "North America's Hospitality Dish" (1956 to 1966). The only other original KFC bucket sign in the United States has a later candy stripe design. It is located in Grinnell, Iowa. How did San Jose's beloved bucket get spared the wrecking ball? In the mid 1990s, when a new restaurant was under construction, the San Jose Planning Department required the architects to retain the sign.

Western Appliance

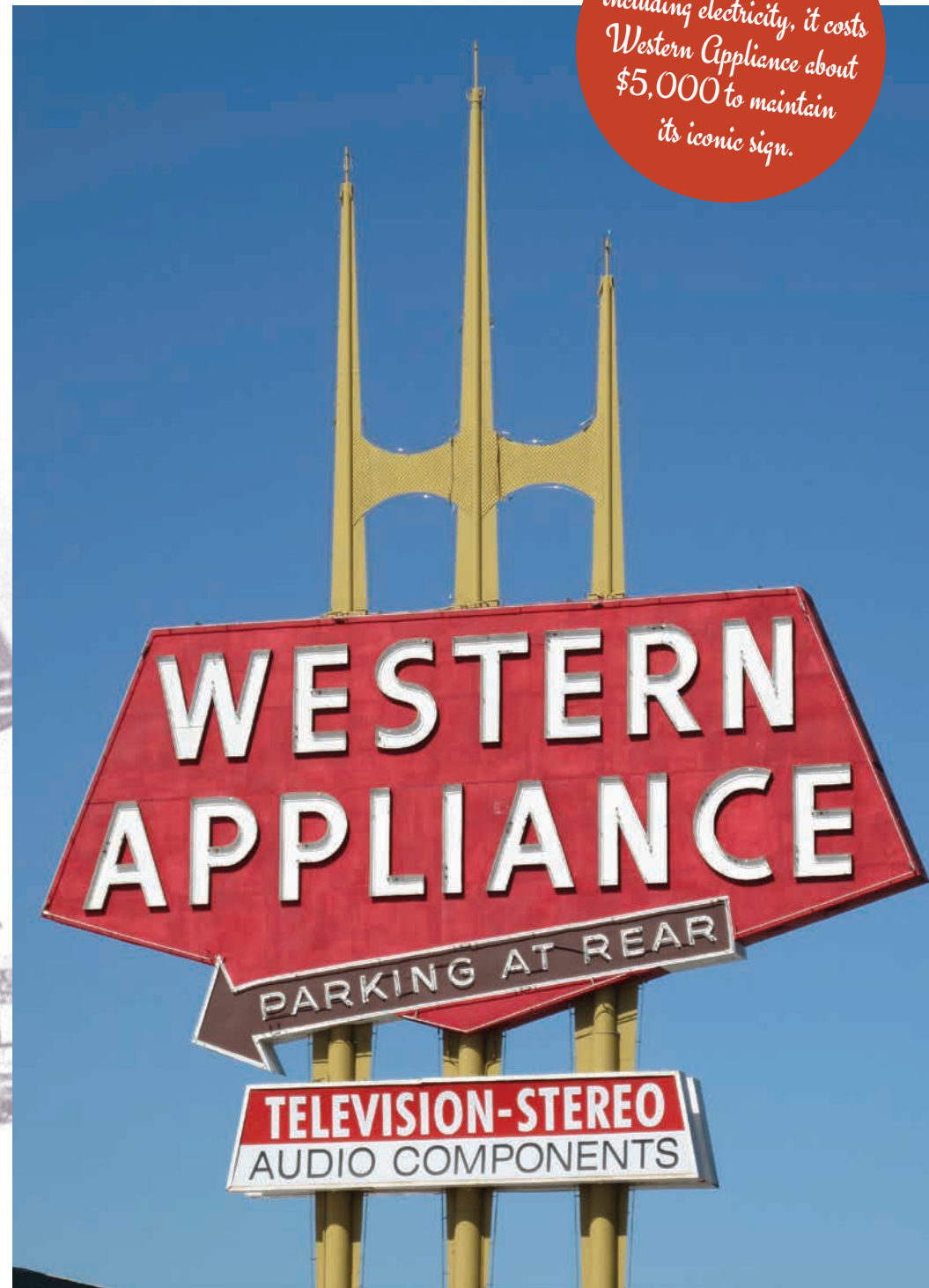
1976 W. San Carlos Street, San Jose—1962

San Jose's Western Appliance sign, surely the South Bay's most spectacular example of neon signage, stands regally on West San Carlos Street, once a major artery to and from the city's downtown. 1960s city sign ordinances restricted the construction of a rooftop sign, so the legs of the sign pierce the roof and go straight through the store. There used to be three blinking balls adorning the sign's spires but the orbs were removed when they proved to be a distraction to planes flying in to San Jose Airport. The arrow also used to be animated. (*Federal Sign*)



Photo: Western Appliance

On a good year, not including electricity, it costs Western Appliance about \$5,000 to maintain its iconic sign.





8

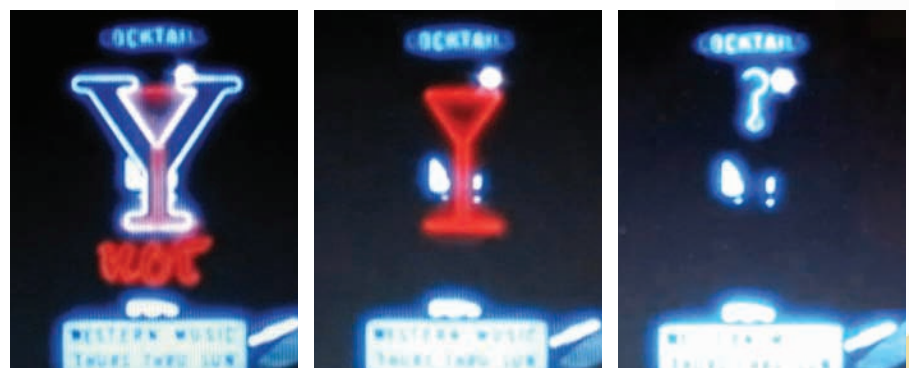
Y NOT

1933 W. San Carlos Street—
circa mid 1960s

"Y NOT" reuse the 1960s-era signage of a country and western bar for your 1970s-era porn shop? Sure enough, San Jose's tongue-in-cheek Y NOT sign used to advertise a bar, and it was animated too. It was a brilliant piece of advertising—starting with the sign, fully lit—the dominant image, a giant white neon "Y." Then, the Y would go dark, and a red cocktail glass would appear. Then, the glass would fade into the darkness, only to be replaced with a bright blue neon question mark. Today, the word "cocktail" has been replaced with the word "open," a personal characteristic perhaps required by the store's current patrons.



Photo: Frank Kelsey



Screen shots from the 1968 film "Lights"—digitized by the Santa Clara Co. Pioneers

9

Westside Billiards

1050 W. San Carlos Street—
circa 1947

San Jose's premier place for snooker since 1947 (or thereabouts). Some locals remember the joint as Westside Joe's. The neon sign and star appear to be original. When the sign is working, the light bulbs in the star flash. Bets are that the 8 Ball was a later accoutrement. The neon trim along the roofline was also a later addition.



CKET-BILLIARDS





10

Photo: Orchard Supply Hardware

Orchard Supply Hardware

720 W. San Carlos Street — circa 1947

A reminder that this used to be the "Valley of Heart's Delight." San Jose's ORCHARD Supply Hardware was founded in 1931 as a farmer's cooperative. As the store's customer base grew, hardware, gardening supplies, and housewares were added to the product offering. The OSH store location on West San Carlos Street dates to 1947. The neon sign is the only one of its kind.

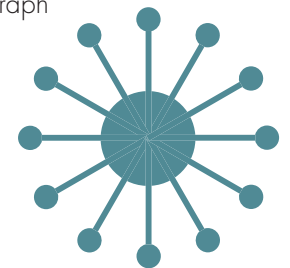


11

Mr. T's Liquor Locker

**900 Lincoln Avenue —
circa 1963**

Inquiring minds want to know... "Who was Mr. T?" And no, we are not talking the A-Team here. San Jose's "Mr. T." predates the 1980s television show by about two decades. Indeed, we may never know. The original Mr. T got out of the booze business years ago. Thankfully, his 1960s-era neon signage remains. "Sign geeks" come from all over to photograph this sign.





The Table Sign—formerly Elite Cleaners

1110 Willow Street—circa 1950s

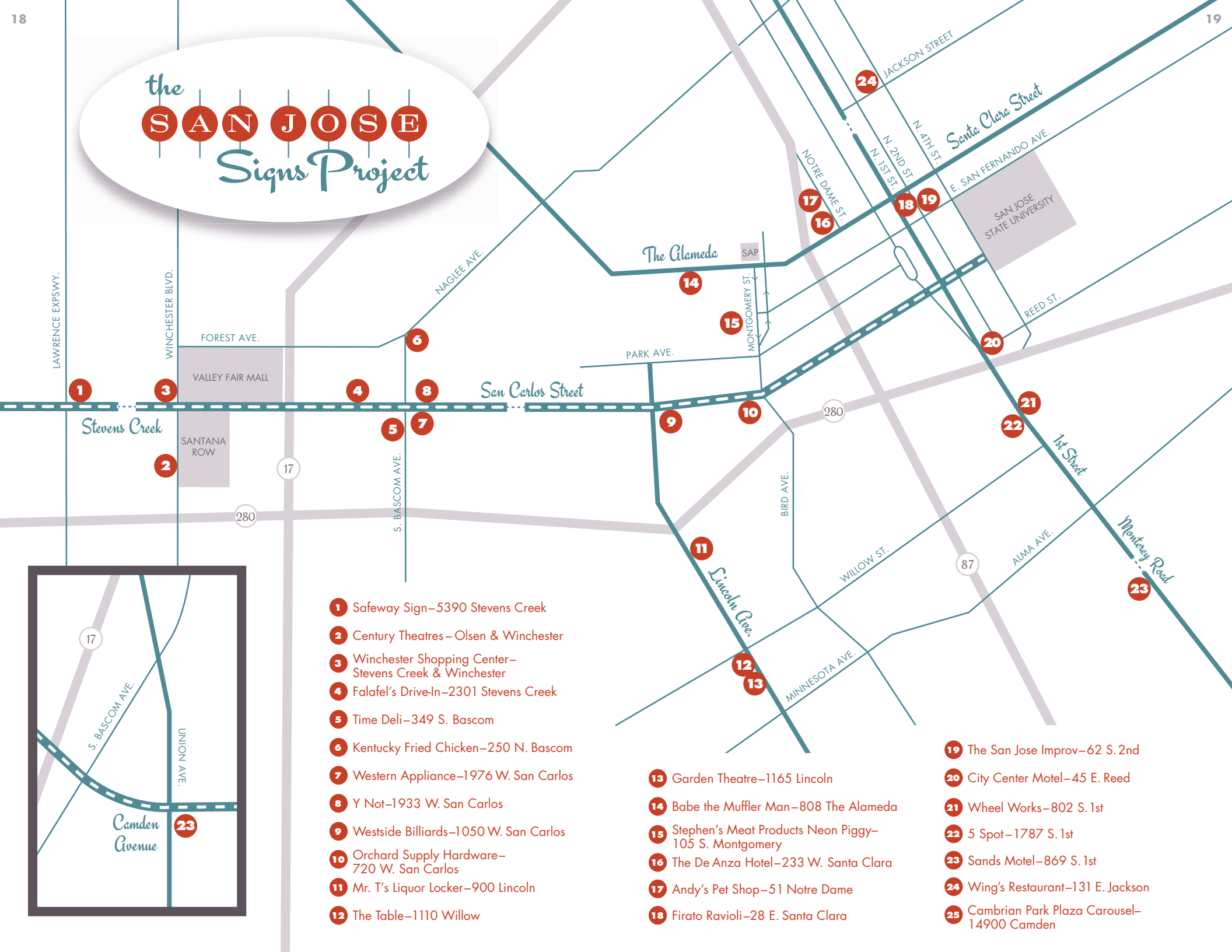
The giant animated arrow points to The Table—but it used to point to Elite Cleaners. For some 50 years, the corner of Lincoln Avenue and Willow Street was home to a place that would wash and press your shirts. Over time, the neon tubing on the sign was “washed” away too. As recent as 2009, the only neon left on the sign was on the arrow. And then the cleaners moved. Enter The Table Restaurant—“New American” cuisine with locally sourced ingredients. The same forward-thinking approach to the menu was applied to the signage. Instead of knocking the sign down, and sending the pieces to a scrap yard, the cleaners sign was brought back to life by Michael Mulcahy and SDS NexGen Partners. The arguably new and improved signage was designed by the folks at AD-ART... the same people responsible for some of the best Las Vegas Strip signage in the 1960s. Today, the word “ELITE” has been replaced with the words “WILLOW GLEN” and the neighborhood has its own “Welcome to Las Vegas” sign. (original sign company unknown, remodel by AD-ART)



Photo: Frank Kelsey



the SAN JOSE Signs Project



- 1 Safeway Sign-5390 Stevens Creek
- 2 Century Theatres-Olsen & Winchester
- 3 Winchester Shopping Center-Stevens Creek & Winchester
- 4 Falafel's Drive-In-2301 Stevens Creek
- 5 Time Deli-349 S. Bascom
- 6 Kentucky Fried Chicken-250 N. Bascom
- 7 Western Appliance-1976 W. San Carlos
- 8 Y Not-1933 W. San Carlos
- 9 Westside Billiards-1050 W. San Carlos
- 10 Orchard Supply Hardware-720 W. San Carlos
- 11 Mr. T's Liquor Locker-900 Lincoln
- 12 The Table-1110 Willow

- 13 Garden Theatre-1165 Lincoln
- 14 Babe the Muffler Man-808 The Alameda
- 15 Stephen's Meat Products Neon Piggy-105 S. Montgomery
- 16 The De Anza Hotel-233 W. Santa Clara
- 17 Andy's Pet Shop-51 Notre Dame
- 18 Firato Ravioli-28 E. Santa Clara

- 19 The San Jose Improv-62 S. 2nd
- 20 City Center Motel-45 E. Reed
- 21 Wheel Works-802 S. 1st
- 22 5 Spot-1787 S. 1st
- 23 Sands Motel-869 S. 1st
- 24 Wing's Restaurant-131 E. Jackson
- 25 Cambrian Park Plaza Carousel-14900 Camden

13

Garden Theatre

1165 Lincoln Avenue — 1949

San Jose's Garden Theatre opened on June 22, 1949. From the tile and etched glass boxed office to the chandeliers in the auditorium, the neighborhood theater exuded an air of opulence. Owners Ben Levin and Jimmy Lima seemed to spare no expense. Not surprisingly, the Garden Theatre's signage was a real show-stopper—with the business name framed by a giant neon flower, its animated leaves flashing in the night sky. Sadly, the Garden Theatre—which had remained virtually unchanged for nearly 40 years—closed in 1988. The following year, the building was adapted for retail use. The happy ending to this story is that developer Michael Mulcahy and SDS NexGen Partners opted to retain and restore the beautiful theater signage—exemplifying that the initiatives of redevelopment and historic preservation need not be mutually exclusive. (Original sign company unknown, rehabilitation by Arrow Sign Co.)



Photo: Michael Halberstadt

14

Babe the Muffler Man

808 The Alameda — circa early 1960s

Babe's Muffler Service has been doing business on the Alameda in San Jose since 1953. In an effort to attract more customers, Babe "The Muffler Man" was brought onto the scene in the 1960s. Babe is one of approximately 225 giant muffler men statues situated throughout the United States, but he's the only one who carries a hockey stick. In gratitude for his years of dedication to both sound mufflers and the San Jose Sharks, Babe has been designated a San Jose City Landmark.



Photo: Roadsideamerica.com



Interested in the origins of these fiberglass giants? Visit www.roadsideamerica.com/story/47459

15

Stephen's Meat Products Neon Dancing Piggy

105 S. Montgomery Street — circa 1950s

The dapper dancing piggy of the former Stephen's Meat Products in San Jose has been happily hoofing it up for over half-a-century. While many lament the loss of the Stephen's enterprise itself, demolished in 2007 to make way for new development, there was a widespread sigh of relief when Mr. Piggy was spared the wrecking ball. Having escaped the meat grinder, and demolition, the Stephen's pig's main cause for concern these days is deterioration from neglect. *(Electrical Products Corp.)*



Look for the
ZEON label —
The Hallmark
of Quality in
Electrical Signs



Note the ZEON label
on the Stephen's Meat
Products sign. In the 1950s

and 1960s, ZEON was an industry standard that represented the highest quality in signs. The California-based Electrical Products Corp. was one of a select number of companies licensed by the ZEON Corp. to manufacture ZEON signs.

16

The De Anza Hotel

233 W. Santa Clara Street — circa 1931

The striking Hotel De Anza, designed by architect William Henry Weeks, dates to 1931. Once the tallest hotel in San Jose, the De Anza is one of only a few remaining Art Deco buildings in the city. It's hard to believe but in the 1970s, this gorgeous building was headed for the wrecking ball. Thankfully, the San Jose Redevelopment Agency intervened and facilitated its preservation. Barry Swenson, grandson of the original builder, was hired for the hotel's renovation in the late 1980s. Great care was taken to restore the De Anza to its original beauty. The neon rooftop sign is original, as is its marquee. *Note:* The Hotel De Anza is listed on the National Register of Historic Places.



17

Andy's Pet Shop

51 Notre Dame Avenue — 1950

The bright neon parrot of Andy's Pet Shop sat perched high above The Alameda for 60 years before relocating to his new home on Notre Dame Avenue. Much has changed since Andy Camilleri and his wife Geraldine went into the business of peddling pets in 1950. Current Andy's owner Lissa Shoun has changed the store's focus from exotic breeds and mail-order puppies to a rescue operation. The beloved signage sits inside the store, in two pieces... awaiting a long-term lease, and the necessary permits to resurrect it. The parrot is original. The base of the sign is a well-matched replica. At several points in the sign's history on The Alameda, it suffered significant damage. *Note:* The Andy's Pet Shop mural remains on its former building (1280 The Alameda), a reminder that the shop used to specialize in animals before it started selling bikes.



18

Firato Ravioli

28 E. Santa Clara Street— circa 1926

The bright red Firato Ravioli sign is one of the oldest extant signs in the city of San Jose. For over half a century, it marked the home of Carlo Firato & Sons

Delicatessen—a family run business known far and wide for its authentic Italian foods and homemade cheese raviolis. The sign was erected in the mid-1920s, when U.S. sign companies were aggressively marketing opal glass signs. The salamis in the store window are long gone, but the sign stands as a reminder of the significant contributions of the Italian community in San Jose. *Note:* Next door is the Bank of Italy building, the precursor of the Bank of America.



Photo: Al Firato



Photo: Robby Virus



Photo: Al Firato



19

The San Jose Improv Signage (JOSE Theatre)

62 S. 2nd Street— 1940s and 1950s

Over a century after its opening, San Jose’s oldest remaining theatre, the JOSE (1904), is essentially back to its original offering— vaudeville. After spending years as a second-run movie house, and about a decade hanging in limbo, the JOSE was purchased by the San Jose Redevelopment Agency in 2000. Fortunately, and with expert guidance provided by PAC*SJ, the SJRA opted to preserve the majority of the theatre’s surviving historical features, including its signage. The JOSE’s neon marquee dates to the 1940s. The neon vertical, having originated with the Crest Theatre, dates to the 50s. *Note:* There other great theater signs within walking distance, the California Theater, at 345 S.1st Street, and the Studio Theatre, 396 S.1st Street.

Swimming



20

City Center Motel

45 E. Reed Street — circa 1960

In the 1950s and 1960s, diving ladies appeared on U.S. motel signs to advertise the presence of swimming pools. Once a common sight off the American roadside, these signs have become increasingly rare. The neon diver sign at San Jose's City Center Motel arrived around 1960, following the addition of a swimming pool to the motel property. She is one of only TWO original motel sign divers left in the entire state of California.



Photo: Sourisseau Academy for State and

Local History, Arnold Del Carlo, photographer

21

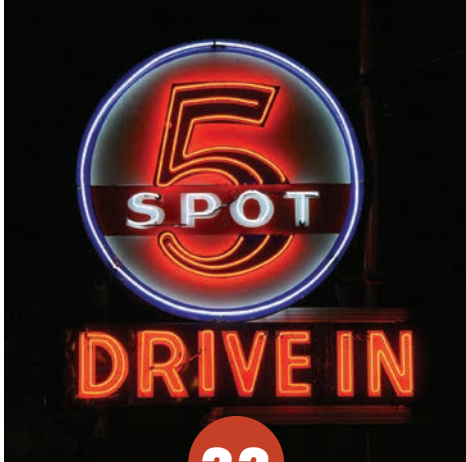
Wheel Works

802 S. 1st Street — circa mid 1950s

There are two notable neon signs on the corner of Virginia and S. 1st Streets in Downtown San Jose. Both signs began their days advertising Leonard D'Amico's Tire Service Company. D'Amico opened for business in 1946...and business was good. He added a five bay garage in the mid-1950s. Best guesses are the two signs date to the period of the garage addition. Note: the neon on the wheel of the smaller sign—the work of a highly skilled neon bender. The larger sign used to promote U.S. Royal Tires but was later modified to advertise Wheel Works.



Photo: The Real Devil Doll



22

5 SPOT

869 S. 1st Street — circa early 1950s

Burgers, shakes, and carhops on skates. In the 1950s, San Jose had numerous drive-in restaurants. Perhaps the most beloved was the 5 SPOT on South First Street. In the 1930s, the 5 SPOT building was home to a classic sit-down diner. Following its purchase by brothers Thomas and Russell Spivey in 1945, the restaurant was converted into a drive-in.

The neon signage appears to be a holdover from the drive-in conversion, which took place in the 1950s. Per architectural critic Alan Hess, said signage is "popular art worthy of a museum collection." Lucky for us, this art remains on public display. The 5 Spot is a San Jose City Landmark.



23

Sands Motel

1787 S. 1st Street — circa 1959

The Sands Motel originated as the 101 Motel along a stretch of South 1st Street—Monterey Highway designated as a "101 Business" route. At some point in the 1950s, the 101 Motel became the Sands—the name change perhaps inspired by the popularity of the Sands Hotel in Las Vegas. With the name change came new signage. The hosts of the Sands Motel—Mary Lou and Barney Wyman—were committed to providing their guests with a most memorable stay. In the 1960s, they even added a special "Tiki Lei Suite."





24

Wing's

131 E. Jackson Street — circa late 1940s

The red flapping wings mark the spot of the oldest restaurant in San Jose. Wing's Chinese Restaurant dates to 1925. A Chinese restaurant in Japantown, you ask? Well, yes. Before there was Japantown, the area was home to San Jose's Chinatown. The restaurant started its days as Yuen Fong. A historic photograph documents a change to the signage in 1943, perhaps corresponding with a change in ownership—Mr. WING J. Chan. Although the Wing's building is original, the signage is not. The current sign appears to date to the late 1940s.



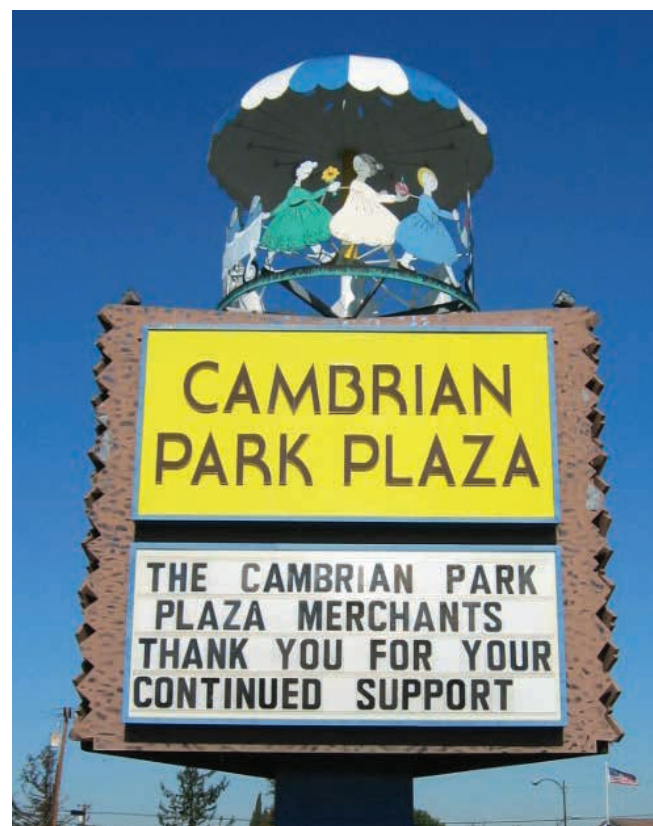
Photo: Wing's

25

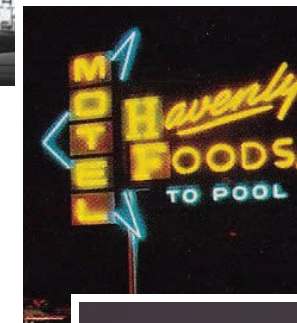
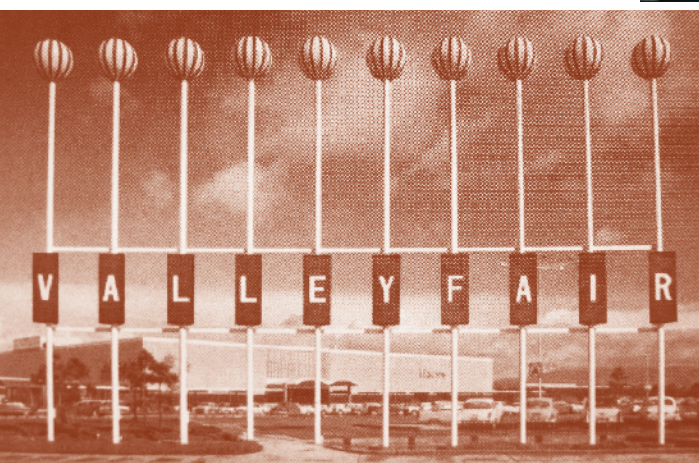
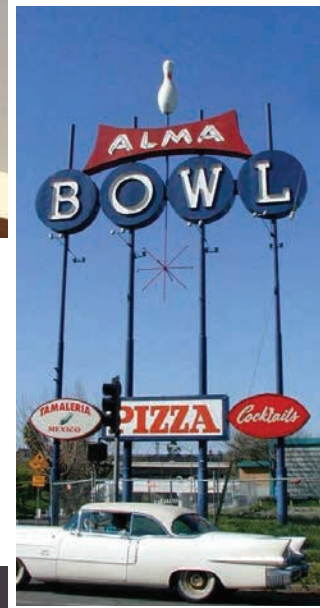
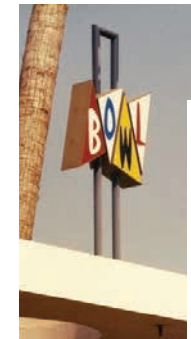
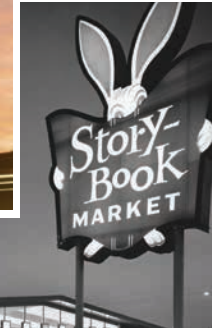
Cambrian Park Plaza Carousel

14900 Camden Avenue — circa 1953

Round and round it goes. The Cambrian Park Plaza's whimsical carousel sign has been spinning for over 60 years. Hopefully, it will never stop. Public outcry ensued following the announcement that the Cambrian Park Plaza Shopping Center would be razed and the property redeveloped. But what would happen to the wonderful sign? When the sign was first erected, the shopping center name featured a bouncy mid-century script, outlined in neon. At some point, the neon was replaced with backlit plastic panels—a change requiring less maintenance. The sign, nonetheless, was deemed historic and will, thankfully, remain somewhere on the property.



LOST BUT NOT FORGOTTEN



Photos: Tropicaire Twin Vue—History San Jose, Shirlee Montgomery photographer; Courtesy Chevrolet—George Sakkestad; LIQUORS Sign—Eric Carlson; Spivey's; Story-Book Market, Ann Darling/McKee Bowl, Tiny's Drive-In—Sourisseau Academy for State & Local History, Arnold Del Carlo photographer; Magic Village Toy Store—Jack Dubois; Alma Bowl—Mathew McNatt; Valley Fair—Santa Clara Valley AIA

Acknowledgements

Printing Grant Funded by—

Preservation Action Council of San Jose www.preservation.org

Research and Production by—

Heather David Research, text, and
photography (unless otherwise noted)

Lisa Wangsness, LWGraphics
Design and editing

Our Historical Advisors—

**Sourisseau Academy for State and
Local History** www.sourisseauacademy.org

History San Jose www.historysanjose.org

Museum of Neon Art www.neonmona.org

Gary Lee Parks

Debra Jane Seltzer www.roadarch.com

Society for Commercial Archeology
www.sca-roadside.com

Roadside America
www.roadsideamerica.com

With Our Thanks—

Chuck Barnard

Edwin Bruce Assoc., Architects AIA
www.edwinbruce.com

Sam Carlino, Sam's BBQ
www.samsbbq.com

Kevin Chong, Silica Valley Glass Studio
Patt Curia

Devil Doll Photographer and Sign Historian
www.flickr.com/photos/therealdevildoll

Bernie Drechsler

Jack Dubois, Ad Art Sign Co.
www.adart.com

Al and Rich Firato

Barbara Goldstein

Brian Grayson, PAC*SJ Executive Director,
www.preservation.org

Alan Hess, San Jose Mercury News
Architect, Author, Architecture Critic

Lawrence Johnston, NEON Film Director
www.youtube.com/watch?v=cjAhCbu-i9U

John Law Central Services

Thomas Layton Historian

**Eric Lynxwiler, Museum of Neon Art
(MONA)** www.neonmona.org

Josh Marcotte, Lost San Jose
www.lostsanjose.com

Franklin Maggi, Archives & Architecture
www.archivesandarchitecture.com

Michael Mulcahy, SDS NexGen Partners

Brian Nicholas, The Table thetablesj.com

**David and Jeffrey Niederauer, Western
Appliance** www.westernappliance.com

Jim Reed

Jim Salata, Garden City Construction
www.gardencityconst.com

San Jose Downtown Lions Club

San Jose Woman's Club
www.sjwomensclub.org

Max Schultz, Hotel De Anza

Lissa Shoun, Andy's Pet Shop
www.andyspetshop.com

Gary Singh, Metro News
www.metroactive.com/

Charlie Stroud, Arrow Sign Company
www.arrowsigncompany.com

Matthew Sutton

Tod Swarmstedt, American Sign Museum
www.americansignmuseum.org

Craig Trimble, Antiques Colony
www.antiquescolony.com

West San Carlos Street Business Asso.
www.midtownsanjose.net

The San Jose Signs Project would like to thank—

The San Jose Improv for generously providing our project
launch event space. From Al Jolson and Harry Houdini, to Jo Koy
and Tommy Davidson, this theater has been showcasing some of the
best and brightest performers for over 100 years.

Film Director Lawrence Johnston for generously allowing
us to screen his illuminating film—*NEON*. Since its release
in 2015, this documentary has been making its way around
the globe. Our presentation is the first screening in
the San Francisco Bay Area.

And, once again...

Preservation Action Council of San Jose
whose funding and support made this
booklet possible.

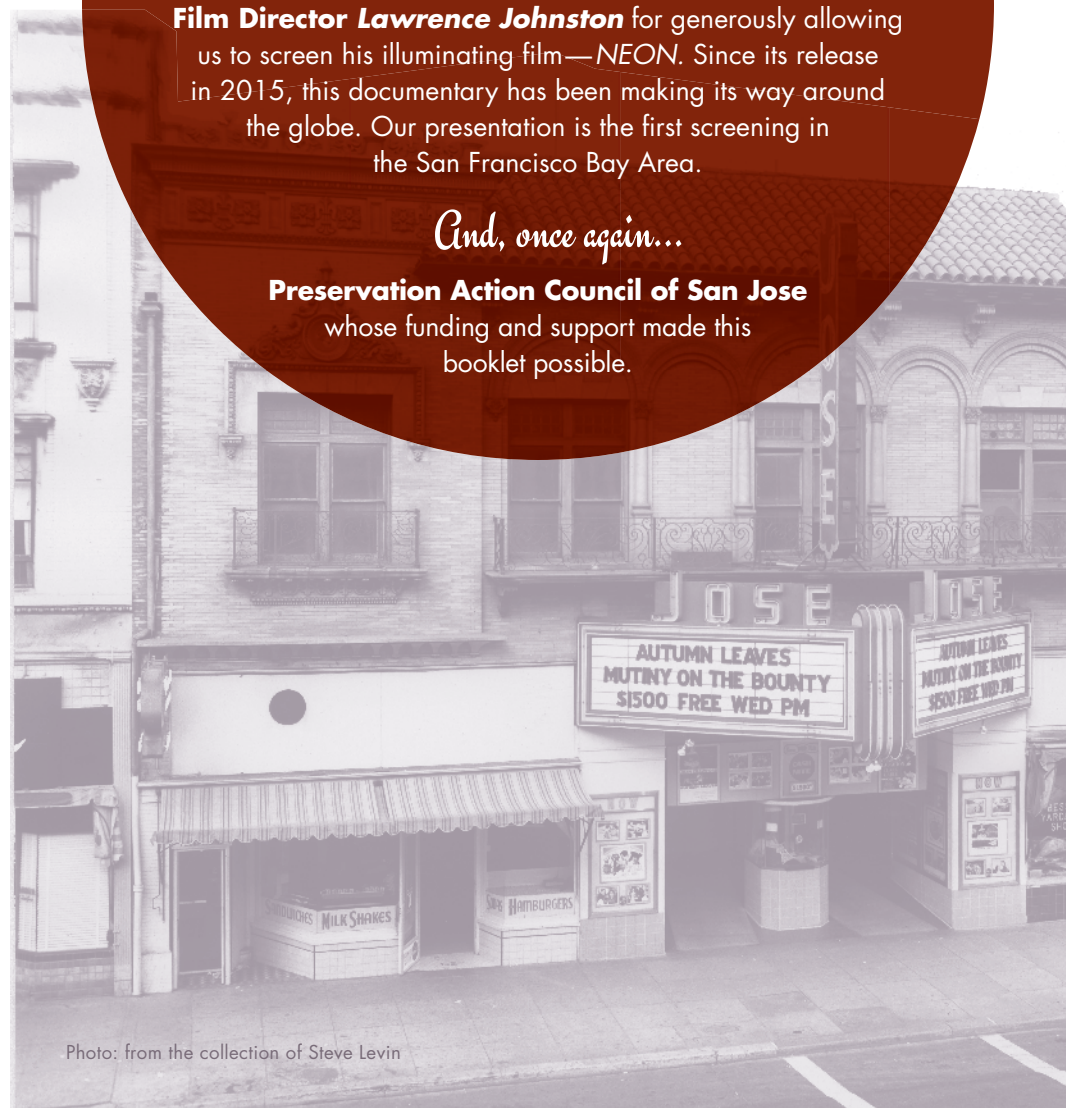


Photo: from the collection of Steve Levin