HISTORIC RESOURCES INVENTORY

IDENTIFICATION
1. Common name: 
2. Historic name: 
3. Street or rural address: 1401 Monterey Street
   City: Gilroy Zip: 95020 County: Santa Clara
4. Parcel number: 79900765
5. Present Owner: Hall’s of Gilroy Address: P.O. Box 606
   City: Gilroy Zip: 95020 Ownership is: Public Private X
6. Present Use: Clothing Store Original use: Commercial

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

The site contains a tall two story rectangular structure that is stripped and sheathed in stucco. The upper story has a regular pattern of paired double hung windows. The upper window is painted out. Above the window top is a tall band of undecorated stucco that ends at the full height of the parapet. A wide band with molded top encircles the structure below these windows. The storefront is composed of display windows and two recessed doorways, a broad fixed awning extends across the front facade and around the corner onto 6th Street. The focal point of this orderly structure is a full relief horse and rider sculpture that are placed with front hooves down and the horse kicking. This form of advertising art is almost entirely removed from our cities.

8. Construction date:
   Estimated: 1906 Factual:
9. Architect: Unknown
10. Builder: Unknown
11. Approx. property size (in feet)
    Frontage: 68 Depth: 140
    or approx. acreage:
12. Date(s) of enclosed photograph(s)
    Mar. 1986

DPR 523 (Rev. 11/85)
The significance of this structure is greater as a component of the downtown than it would be individually. Particularly the horse and rider that are a form of advertising that no longer exist in most areas. These combine to provide a scene of complexity to the Gilroy downtown. Previously a fraternal hall with commercial uses on the ground floor, the building has been a haberdashery store most of the time. In 1926, Silverstines's occupied the building, then the The Regent, later Brown's and now Hall's have all occupied this structure.