

HISTORIC RESOURCES INVENTORY

Ser. No. _____
 HABS _____ HAER _____ Loc _____ SHL No. _____ NR Status 3D
 UTM: A 10/627329.4096625 C _____
 B _____ D _____

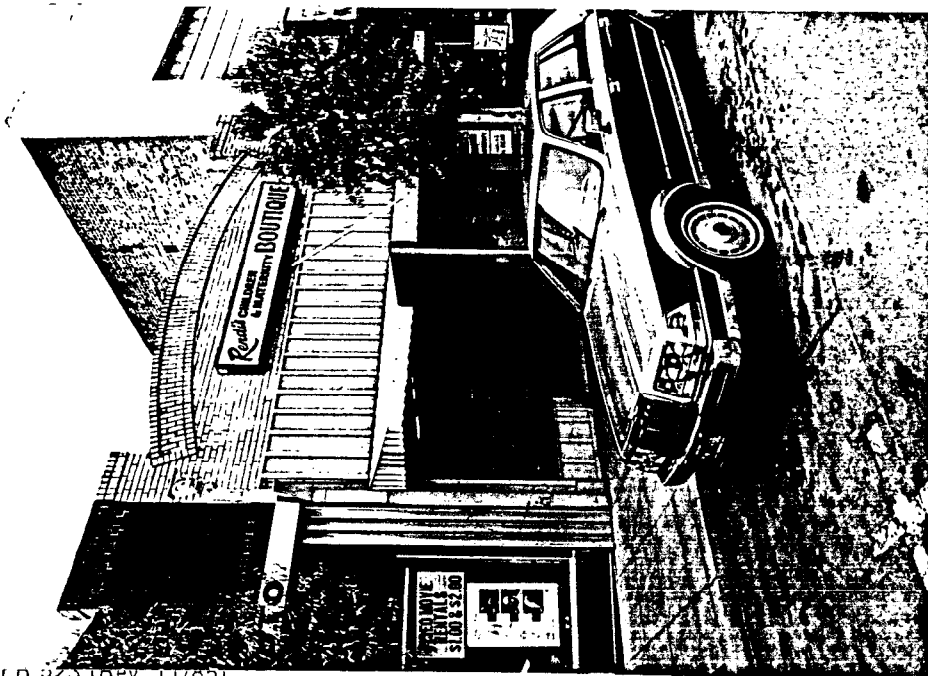
IDENTIFICATION

1. Common name: _____
2. Historic name: _____
3. Street or rural address: 7517 Monterey Street
 City Gilroy Zip 95020 County Santa Clara
4. Parcel number: 79900651
5. Present Owner: John Lang Address: 519 W. 17th Street
 City Merced Zip 95340 Ownership is: Public _____ Private X
6. Present Use: Clothing Store Original use: Commercial

DESCRIPTION

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

The site is a rectangular shaped single story brick commercial structure which has been somewhat altered on the street facade by using aluminum siding and aluminum/plastic signing. The most distinctive feature of the structure is the varied parapet along the roofline of the building which is in the shape of an elongated, arched brick band. The cornice is composed of bricks placed in a right angle to the horizontal placement of the facade wall. Aluminum siding covers the building 1/3 of the way down the street facade to the sidewalk level. The entry is deeply recessed and composed of large plate glass set in aluminum frames. A multi-colored aluminum awning adds the final touch of alteration to the building. Here again, as with many similar sites in the commercial core, the alteration has adversely affected the design quality of the structure, but has not altered the basic composition of the building. Even with its altered looks, the building helps define the old Gilroy commercial business district.



8. Construction date:
 Estimated 1900 Factual _____
9. Architect _____
Unknown
10. Builder _____
Unknown
11. Approx. property size (in feet)
 Frontage 23 Depth 142
 or approx. acreage _____
12. Date(s) of enclosed photograph(s)
Mar. 1986

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

SIGNIFICANCE

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

This all brick building on Monterey Street in the business district of downtown Gilroy began in the early 1900's as the Red and White Grocery Store and Meat Market. In the mid 1920's it was changed to a fashion shop and became the B. Rocca and Company Clothing Store. Today the building houses the Rendi's Clothing Boutique. The curved facade of 7517 Monterey is a unique and important structure in the Monterey streetscape.

B. Roca Co. Clothing Company occupied this building.

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).
 Gilroy Museum Files - Monterey Street

Sanborn Map 1888, 1908, 1926

22. Date form prepared April 1986
 By (name) The Firm of
 Organization BONNIE L. BAMBURG
 Address: 247 N. Third Street
 City San Jose, CA Zip 95112
 Phone: (408) 971-1421

