IDENTIFICATION
1. Common name: Montgomery Ward Building
2. Historic name: 
3. Street or rural address: 7542 Monterey City Gilroy Zip 95020 County Santa Clara
4. Parcel number: 84100557
5. Present Owner: Unknown Address: 
City Zip Ownership is: Public Private
6. Present Use: Commercial Original use: commercial

DESCRIPTION
7a. Architectural style: Spanish Colonial Revival --
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 two-story stucco and tile building constructed on a rectangular plan and designed in a stripped Spanish Colonial revival style. The building exhibits very minimal detailing with a simple molded cornice line and a large horizontal incised panel providing the upper story its only ornament. An extended metal awning separates the second and first floors and is supported by long metal cables. The street front itself is very simple with large plate glass windows and aluminum framed double doors. The building is another example of a downtown building which is less significant as an individual piece of architecture, but which exhibits the siting, massing, building height and breakup of space on the street facade that reinforces the urban design qualities of Gilroy's central business district.

8. Construction date: 1929- Estimated 1930
9. Architect: Unknown
10. Builder: Unknown
11. Approx. property size (in feet) Frontage 64 Depth 140 or approx. acreage
12. Date(s) of enclosed photograph(s) Mar. 1986

8674-16
13. Condition: Excellent ☒ Good ☒ Fair ☒ Deteriorated ☒ No longer in existence ☒

14. Alterations: Facade cover

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.)

The building is another example of downtown building which is less significant as an individual piece of architecture, but which exhibits the siting, massing, building height and breakup of space on the street facade that reinforces the urban design qualities of Gilroy's central business district.

Originally constructed for the retail store of Montgomery Ward and Company the Bonanza Variety Store moved in when Montgomery Ward experienced its cut back in retail sales in the 1970s.

20. Main theme of the historic resource: (If more than one is checked, number in order of importance.)
   Architecture ☒ Arts & Leisure ☒
   Economic/Industrial ☒ Exploration/Settlement ☒
   Government ☒ Military ☒
   Religion ☒ Social/Education ☒

21. Sources (List books, documents, surveys, personal interviews and their dates).
   American Architecture Since 1780
   Whiffen

   Sanborn Map 1888,1908

   Gilroy Museum File

22. Date form prepared April 1986
   By (name) The Firm of BONNIE L. BAMBURG
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