HISTORIC RESOURCES INVENTORY

IDENTIFICATION
1. Common name: Winston Tires
2. Historic name: Byers Ford Dealership
3. Street or rural address: 7743-7751 Monterey Street
   City: Gilroy Zip: 95020 County: Santa Clara
4. Parcel number: 84100419 - 79900353
5. Present Owner: Unknown Address:
   City: Zip: Ownership is: Public Private X
6. Present Use: Commercial Original use: Commercial

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

The site is one of the most unique commercial forms extant in the city of Gilroy. It consists of a very large concrete and stucco single-story building constructed on a variable "U" floor plan and designed in a Mission Revival architecture style. The structure was built originally as a car dealership, and as such, reflects the many uses associated with that business. The building consists of a large warehouse space which is heavily ornamented on its street facade. The roofline exhibits a varied parapet with thin esplanadas. The curvilinear spaces are punctuated by large round arches which contain bells which appear to be made out of plaster. A band of red tiles further defines the roofline. Two rectangular wings project from both ends of the street facade. They are characterized by large square pillars with flat roofs and huge, oversized rectangular apertures (which contain large plate glass windows). The facade is defined by a large centered incised panel and various molded string courses. The automotive front entrance to the building consists of two segmental arched openings (Note the new use has filled in this space on the northern portion of the building). The other distinctive street facing aperture are the large horizontal shaped display window, which are multi-paned by the original design and stuccoed over in the northern renovation. Metallic movable shutters add further detail to the building. Landscaping is minimal, consisting primarily of mature bushes under the surrounding the street-side windows. The site is satisfactory condition. Further ornamentation is provided by the panels above the squared pillars on the window and the tile and diamond pattern below the ball spaces.

11. Approx. property size (in feet): Frontage Depth or approx. acreage 1/4
12. Date(s) of enclosed photograph(s): Mar. 1988

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In late December of 1929, Maurice and Justine Byers opened their new Ford automobile agency on Monterey Street, and the Gilroy Advocate called it the "classiest" garage building between San Francisco and Los Angeles. At the time of the new dealership's grand opening, in January of 1930, the newspaper described the modified Spanish style of the structure as a fitting memento of the history or that section of the town and an artistic addition to the city's architecture. The building was designed by Binder and Curtis Architects, of San Jose and was built by well known local contractor William Radkte. There were two showrooms at either end, with the garage placed back from the street to provide space for a service station. An interesting feature was the heating system, which was economically fueled by refuse oil from the garage. The arrival of the automobile was very influential on the changing life style of the Santa Clara Valley. The Ford was certainly a leader in this revolution and the Byers Brother's dealership in Gilroy did much to further it. The building has been divided and a portion of the building houses Winstone Tire Company.

Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):

NORTH

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Gilroy Museum File - Byers