



BAYWOOD
NEIGHBORHOOD
ASSOCIATION

Historic Asset Analysis

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Baywood Neighborhood Historic Asset Analysis
San Mateo, California

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Table of Contents

Contents

Purpose and Scope of Study	1
Findings	1
Study Area	1
Definition	1
Description	3
Historic Context	4
San Mateo	4
Baywood	5
Development of Baywood	6
Baywood as a Historic Residential Suburb	10
Baywood Architectural Styles	12
Builders and Architects of Baywood	13
Architects Working in Baywood	16
Architects and Builders from Permits	22
Baywood	27
Significance Under the National Register of Historic Places	27
Historic Districts	27
Period of Significance 1927–1950	28
Historic Integrity	28
Integrity of the Baywood Study Area	30
Conclusion	31
Future Research	31
Consultant Qualifications	32

List of Tables

Table 1: Contractors in Baywood in 1929	14
Table 2: Architects working in Baywood	16

List of Figures

Figure 1: Baywood Owners Improvement Association Area.....	2
Figure 2: Baywood Study Area	3
Figure 3: Baywood in 1940 at Third Avenue (foreground) and Eaton	4
Figure 4: Third Avenue foreground and Eaton Road.....	4
Figure 5: Baywood before development, undated. View looking west/southwest toward Alameda de las Pulgas	6
Figure 6: Baywood subdivision maps, filed May 16, 1927	8
Figure 7: Advertisements boasted curving streets, underground utilities, and a 35-minute commute to San Francisco.	9
Figure 8: Streets cut through the tract, looking west.....	10
Figure 9: 326 Parrott Drive	13
Figure 10: George Brothers/Grimes and Scott homes on Cornell Ave.	15
Figure 11: 365 Virginia Avenue.....	16
Figure 12: 321 Georgetown Ave.	17
Figure 13: 639 Fordham Road.....	18
Figure 14: First Baywood House at 419 Jackson	19
Figure 15: William Toepke designed Baywood School.....	20
Figure 16: 375 Virginia Ave.	21
Figure 17: 362 Georgetown.....	22
Figure 18: 335 Virginia, first house in Baywood	22
Figure 19: 323 Virginia	23
Figure 20: 244 Virginia	23
Figure 21: 502 Cornell	24
Figure 22: 311 Parrott.....	24
Figure 23: 251 Parrott.....	25
Figure 24: 460 Cornell	25
Figure 25: 510 Cornell	26

Purpose and Scope of Study

The purpose of this report is to assess whether the Baywood Neighborhood appears to be eligible under the National Register of Historic Places as a historic district.

The scope of work consisted of research to produce a historic context of the Baywood study area, a visual inspection of the neighborhood, and a sample of historic building permits. Under the consultant's direction, community volunteers conducted historical newspaper research, online searches, and archival research at San Mateo County Historical Society and San Mateo Library.

In the interests of cost and time, a survey of the Baywood study area was not conducted. A survey would identify and list the specific houses that are part of the historic district (contributors) and those that are not (noncontributors). A full survey requires each house to be researched, photographed, and described in writing, with a list of exterior changes, the house's date of construction, and designer (if known), as well as whether it fits within the period of significance and retains its historic integrity. It is assumed that this additional work, following appropriate protocols, would be conducted at a later date.

Findings

Based on the findings in this report, the Baywood study area meets the requirements of a historic district under the criteria of the National Register of Historic Places. It is the professional opinion of this historic consultant that the Baywood study area qualifies as a historic district and historical resource under the California Public Resources Code section 5024.1, which defines eligibility for listing in the California Register of Historical Resources and the National Register of Historic Places.

Study Area

Definition

The initial study area included the Baywood Owners Improvement Association (OIA) neighborhood (Figure 1), as identified by the City of San Mateo. Baywood was initially developed in the late 1920s as a residential subdivision. It was later expanded to the west to include Baywood Knolls, and to the east to include multi-family buildings.

After the initial review of the Baywood Knolls area west of Alameda de las Pulgas and the multi-family building area, the investigation focused on the area of the original Baywood subdivision map filed in 1927 (Figure 2) because of consistency of the revival architecture and the predominant development era of the 1920s and 1930s. The Baywood Study area is bounded by Crystal Springs Road, Eaton Road, Virginia Avenue, Edinburgh Street, Notre Dame Avenue, and

Baywood Neighborhood Association
Historic Asset Analysis

the Alameda de las Pulgas. A visual review of the neighborhood made it clear that this area is cohesive in the styles of architecture and the period of development.

Later extensions of the Baywood area from the initial development followed to the east with multi-family apartment buildings (Phase 2) and west of Alamedade las Pulgas as Baywood Knolls (Phase 3). These three areas make up the Baywood Owners Improvement Association (OIA) neighborhood (Figure 1).

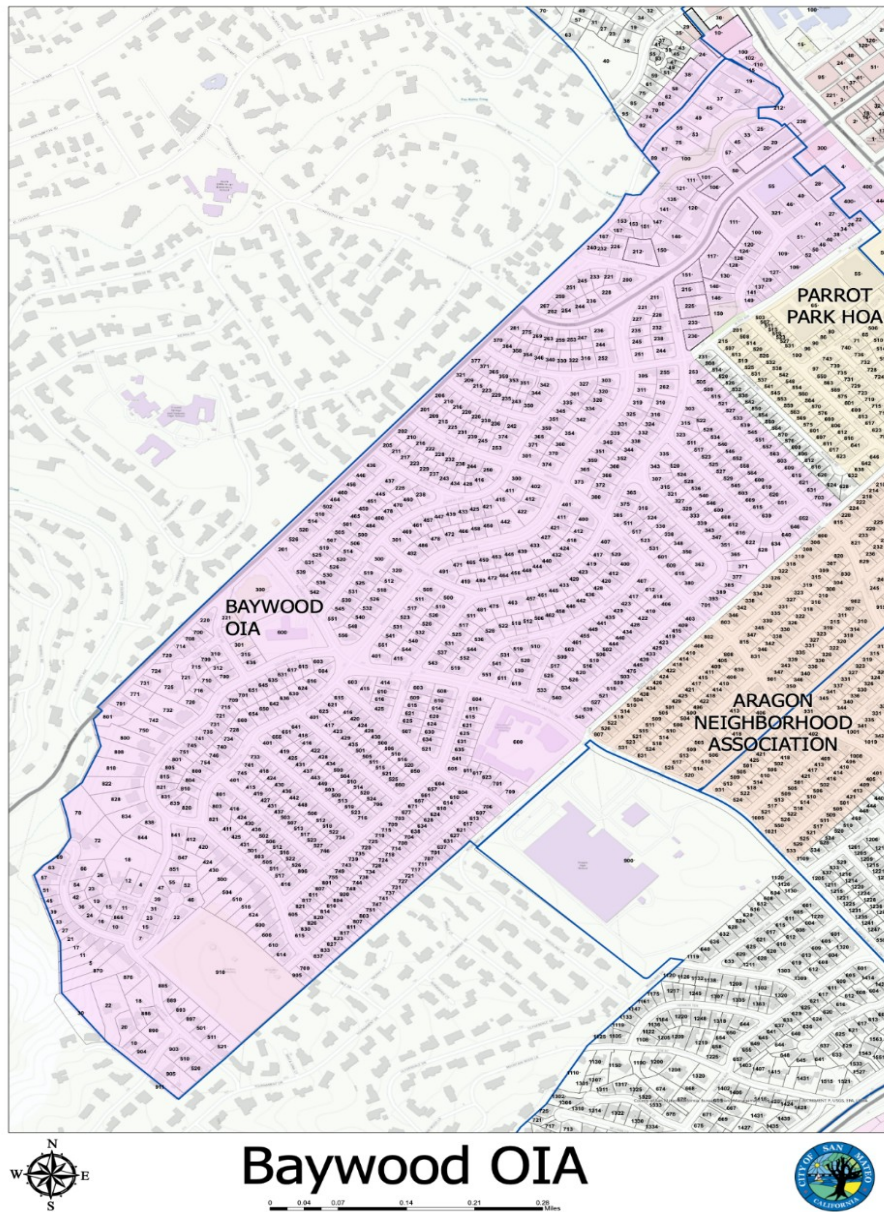


Figure 1: Baywood Owners Improvement Association Area

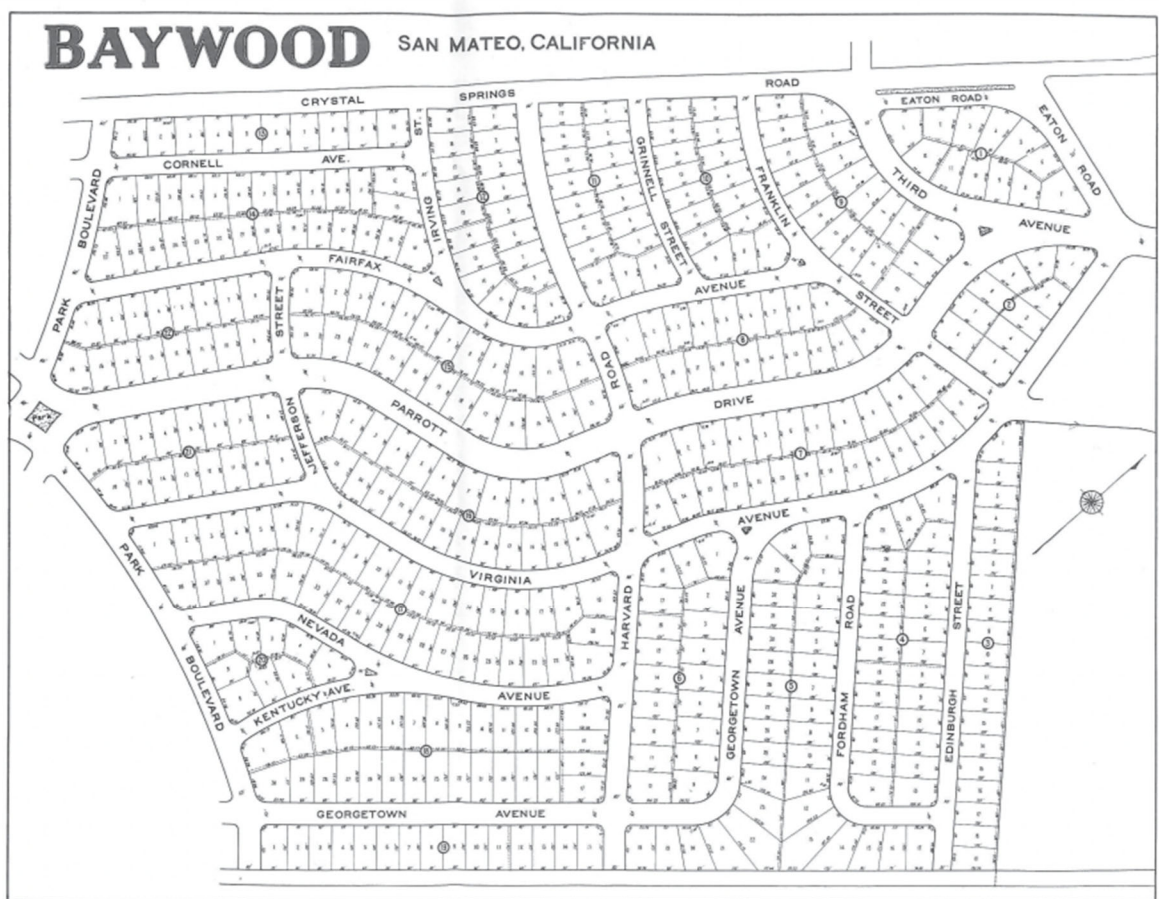


Figure 2: Baywood Study Area

Baywood subdivision map, filed May 16, 1927. Source: San Mateo County Assessor's Office.

Description

The Baywood study area is a residential neighborhood located on gently undulating ground west of El Camino Real between Hillsborough and the Aragon neighborhood of San Mateo. The tract is made up of single family, detached houses, usually two stories with front and side setbacks and extensive landscaping. There are no commercial uses or multi-unit buildings within the Baywood study area, although there are several of historic merit in Phase 2 of the development. The entrance from Third Avenue becomes Parrott Drive. There is no ceremonial statuary to mark the tract.

Figures 3 and 4 show the entrance to Baywood at Eaton Road and Third Avenue in 1940 and 2022.

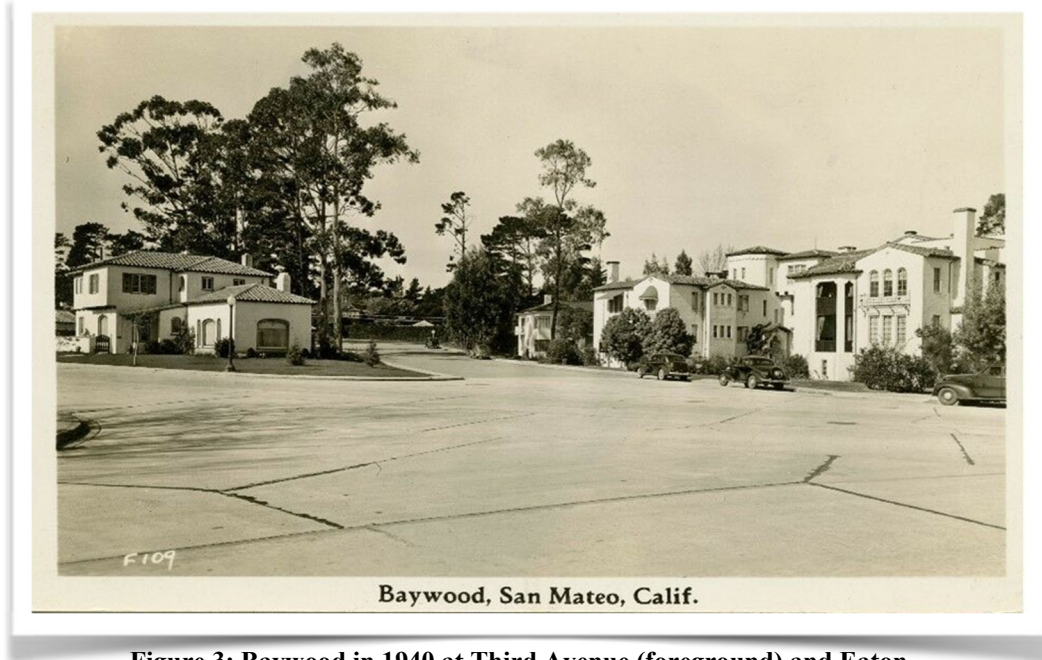


Figure 3: Baywood in 1940 at Third Avenue (foreground) and Eaton
Source: San Mateo Public Library.



Figure 4: Third Avenue foreground and Eaton Road
Source: Google Earth 2022.

Historic Context

San Mateo

During the 19th and early 20th century San Mateo, like many of the towns south of San Francisco,

were dominated by large estates of wealthy San Franciscans. The city incorporated in 1894, and during the three decades that followed, patterns for the community's development took shape as large estates were sold and subdivided. This pattern accelerated after the catastrophic San Francisco earthquake and fire in 1906. The population of San Mateo doubled to more than 4,000 by 1910.

By 1920 the city had become a middle-class suburban community of about 6,000. During the 1920s a number of developers opened residential tracts often on land of the former estates, including the Parrott estate west of El Camino Real. Between 1920 and 1923 the town's population increased to 8,500, then to 10,000 by 1925 and another 30% to 13,000 by 1930.

Eighty-five percent of the residents had a family member who commuted to San Francisco for employment. To meet the demand, the Southern Pacific Railroad increased its commuter service by 50 percent, from 40 to 60 trains a day. Streetcar service also expanded on the #40 car line, connecting San Francisco and San Mateo, beginning in 1903.² El Camino Real a two-lane, unpaved country road, served as the transportation link between San Francisco and San Jose. In 1912, it was paved, and in 1925, it became the first Highway 101.³

Baywood

A study of the early history of the Baywood study area has found that:

Originally a section of the Rancho de Las Pulgas, the area of land that currently comprises the Baywood Subdivision was purchased in 1860 from the Arguello family by native Virginian and San Francisco resident John Parrott. Parrott, a trader turned banker who lived with his family on Folsom Street in San Francisco. Parrott and his wife, Abby Eastman Maher, desired a country residence within driving distance of the city, and the couple purchased 455 acres near San Mateo, christening the estate "Baywood" after the numerous bay trees on the property. Upon completion of the main residence (the present-day location of 120 W. Third Avenue), John Parrott ordered dozens of redwood, eucalyptus, acacia, magnolia, sycamore, chestnut, palm, spruce, and pine trees to be planted throughout the estate. Many of these trees remain in the vicinity of the current Baywood subdivision.

John Parrott died in 1885, and the estate was left to his heirs. By the 1920s, the western expansion of San Mateo's city limits had been halted by the Parrott estate. Parrott's heirs offered the property for a one-time cash payment of \$850,000, a deal that was non-negotiable. San Mateo residents began to collect cash subscriptions to raise the necessary capital to purchase the

² Mitchell P. Postel, *San Mateo: A Centennial History* (San Francisco: Scottwall Associates, 1994), 125, 137, 155, 175.

³ www.smdailyjournal.com/news/local/cruising-the-history-of-the-el-camino-real/article_e7728d54-5f7b-51fa-b8df-54a772272918.html

property. After collecting approximately \$200,000 in cash subscriptions, the residents approached Bank of Italy and Bank of America founder A.P. Giannini regarding a loan for the remaining \$650,000. Giannini, a San Mateo resident, recognized the importance of acquiring the property to accommodate the expansion of San Mateo and agreed to finance the loan. By 1927, the Dunn Williams Company secured an \$850,000 loan from the San Mateo citizens group and purchased the property outright from Parrott's heirs. The purchase was the largest real-estate transaction in San Mateo up to that time.

In that same year, the Baywood Park Company of San Francisco and San Mateo subdivided the Parrott estate. The new Baywood tract's "Rolling hills, pleasantly wooded knolls, and sheltered vales give the place the charm of endless variety. Three spacious driveways planned to the contours of the estate already give access to a large portion of the property... The main approach is a new thoroughfare, a continuation of Third Avenue, San Mateo west from Camino Real into the heart of Baywood." The subdivision was planned in several phases. The first phase developed west of Eaton Road and Virginia Avenues and comprised 114 acres and 445 single-family lots. The second phase, located between the eastern border of the first phase and El Camino Real, consisted of 27 acres allocated for the construction of multiple-family apartment buildings. Homes in the subdivision were marketed largely to affluent professionals, many of whom worked in San Francisco.⁴ Figure 5 shows the Baywood area prior to development.



Figure 5: Baywood before development, undated. View looking west/southwest toward Alameda de las Pulgas
Source: Raybould Scrapbook.

Development of Baywood

The development of Baywood is associated with efforts of D. A. "Doc" Raybould, a legendary figure in San Mateo's real estate history. Raybould entered the real estate business in 1919 when

⁴ Historic Evaluation of 236 Third Avenue, Architectural Resources Group Architects, Planners & Conservators, San Francisco, California, May 2012.

he joined M. J. Conway to form Conway & Raybould. The firm engaged in sales, loans, insurance, appraising, property management, and investments. Over the years, the firm and its successors were involved in the development of major projects and subdivisions in San Mateo, including Third Avenue, tracts along the Bayshore Highway (Bayshore Highway Tract, Peninsular Manor, Howard Tract, Shore View Tract), and many others.⁵

Raybould claimed credit, along with Clarence Coleman of Caldwell Banker and Co. of San Francisco, for negotiating the purchase of the Baywood property for the Dunn-Williams Company of San Francisco.⁶ The Dunn-Williams company reportedly paid \$1 million for the land and marketed the tract through its Baywood Park Company.⁷

The Baywood site was described as a beauty spot.⁸ In March 1927, the noted California landscape designer Mark Daniels was asked by Dunn-Williams to inspect the trees on the former Parrott estate. Daniels had gained fame for designing premiere residential tracts, including Bel Air and Beverly Park in Los Angeles, Forest Hill in San Francisco, and Thousand Oaks in Berkeley.¹⁰ He found in Baywood “the variety is truly amazing, and the arrangement could not be improved.”¹¹ He recommended caution in removing any of the old trees. It appears his involvement did not extend beyond a general recommendation.

A map for the Baywood subdivision was filed on May 16, 1927 (Figure 6), on behalf of Baywood Park Company. The land was surveyed and subdivided into 445 lots by George A. Knesse, a Civil Engineer in Redwood City. He was also the San Mateo County Surveyor.¹²

Knesse avoided a conventional street grid and laid out the streets in broad, gentle curves. Figures 7 and 8 shows the initial grading of the main streets in Baywood. The widest street, Parrott Drive, continues Third Avenue, at the time extending to Alameda de las Pulgas (then called Park Boulevard) as it bisects the tract. As the principal street, Parrott Drive (originally called Baywood Drive¹³) was made 80 feet wide, while other streets are 50–60 feetwide.¹⁴ This kind of hierarchical and curvilinear street pattern was popular at the time in residential subdivisions.¹⁵

⁵ The San Mateo County Historical Society has a folio of material about Raybould, herein called the *Raybould scrapbook*.

⁶ Raybould had invested \$5,000 as part of the community investment. Raybould Scrapbook.

⁷ *San Francisco Chronicle*, February 15, 1927, and April 30, 1927.

⁸ *San Francisco Chronicle*, April 30, 1927.

¹⁰ Richard Brandi, *Garden Neighborhoods of San Francisco: The Development of Residence Parks 1905–1924*, (NC: Jefferson, McFarland Publishing, 2021), 180.

¹¹ *San Francisco Chronicle*, March 12, 1927.

¹² Raybould Scrapbook.

¹³ *San Francisco Chronicle*, March 26, 1927.

¹⁴ *San Mateo County Times*, May 28, 1927.

¹⁵ Richard Brandi, *Garden Neighborhoods of San Francisco, The Development of Residence Parks 1905–1924*, (NC: Jefferson, McFarland Publishing), 2021, 3.

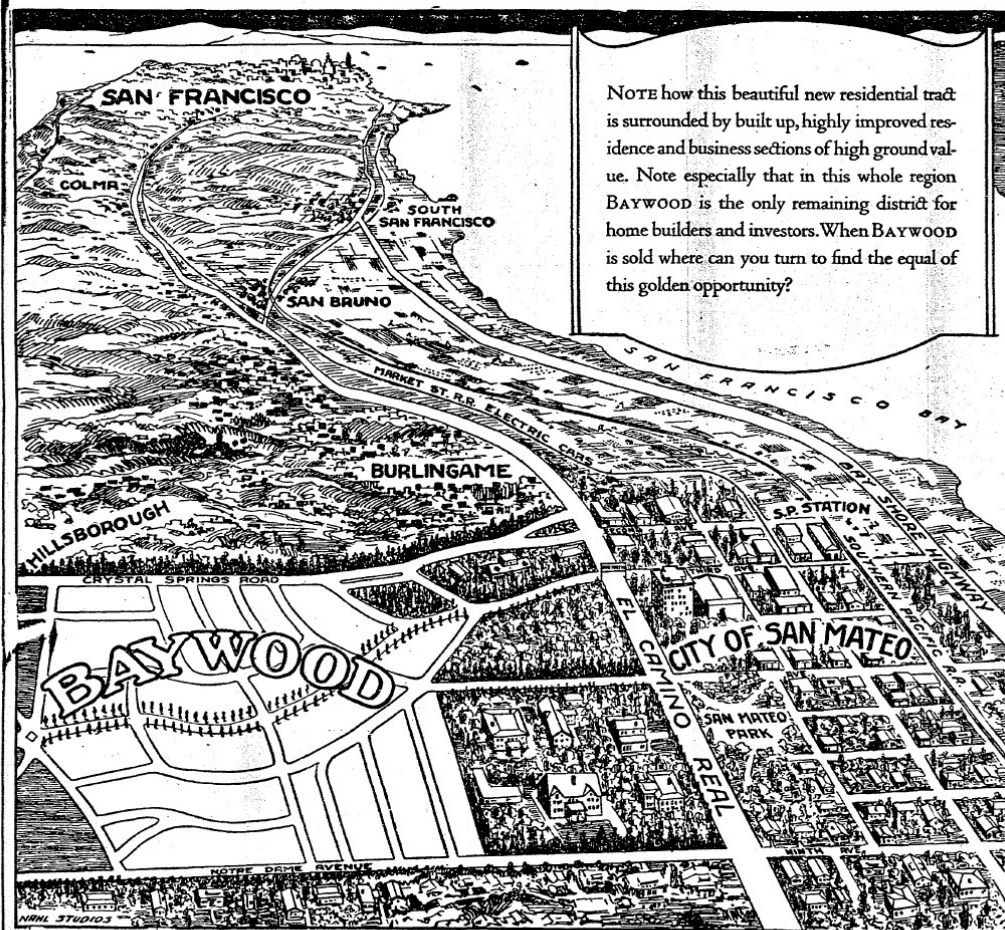
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Figure 6: Baywood subdivision maps, filed May 16, 1927
Source: San Mateo County Assessor's Office.

BAYWOOD

The PARROTT ESTATE, SAN MATEO



Fronting BAYWOOD is the State Highway. The Southern Pacific station and the electric lines are five minutes away. Motor busses pass the gates. San Mateo business is across the Highway. Time-distance to San Francisco—35 minutes.

Home sites are selling, and selling fast, at prices actually lower than other property hereabouts not half so attractive.

BAYWOOD plans call for the finest improvements ever placed on a subdivision in the Bay district. Broad, curving, concrete-paved streets; all utility installations underground, no unsightly poles or conduits; ornamental electroliers, and everything else that home-makers desire.

BAYWOOD means a lovely home and a profitable investment.

BAYWOOD PARK COMPANY

156 Montgomery Street, San Francisco. Telephone Douglas 2178

TRACT OFFICE: Third Avenue & State Highway, San Mateo

Telephone San Mateo 1727

Figure 7: Advertisements boasted curving streets, underground utilities, and a 35-minute commute to San Francisco.

Source: San Mateo Times and Daily News, May 7, 1927

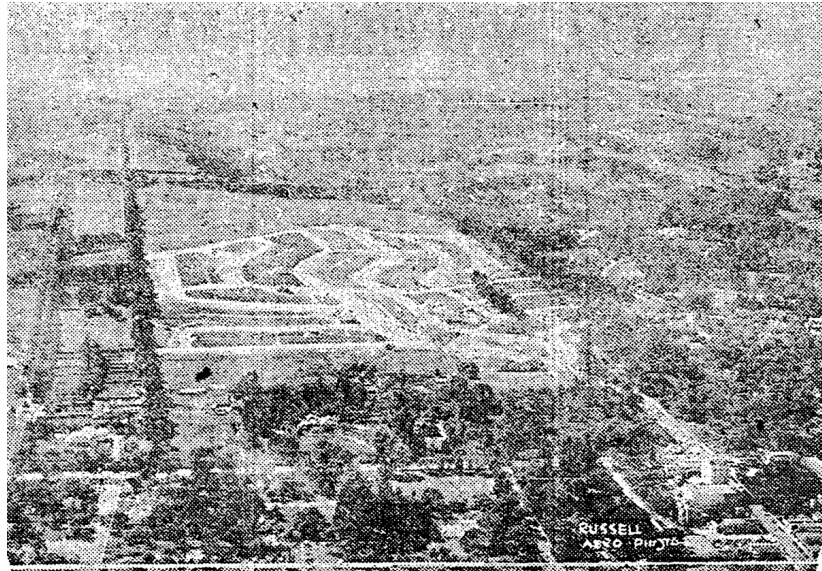


Figure 8: Streets cut through the tract, looking west.

Source: San Mateo Times

The Baywood Park Company was based in San Francisco, and perhaps for this reason the company was able to convince the San Francisco Mayor, James Rolph, to attend the kickoff ceremony for a model home, along with civic leaders of San Mateo and Burlingame.¹⁶ Homes in Baywood were marketed to affluent professionals, many of who worked in San Francisco, and were expected to make up 85 percent of the buyers.¹⁷ The tract was within a 35-minute commute to San Francisco, with proximity to the state highway (El Camino Real), Southern Pacific line (Caltrain), and electric streetcar line (40 Line, abandoned in 1949). The average cost of houses was \$15,000, which places it in the realm of upper-income professions.¹⁸

Baywood as a Historic Residential Suburb

It appears the initial pace of building in Baywood was brisk, based on newspaper announcements. By the end of 1928, 75 houses were completed, and a further 160 homesites were being planned, according to the company.¹⁹ That amounts to 52 percent of the 445 lots. The 1935 Sanborn map shows houses on 261 lots or 59 percent.²¹ By 1950, only 53 vacant lots are

¹⁶ *San Francisco Chronicle*, September 23, 1927.

¹⁷ *San Francisco Chronicle*, April 30, 1927.

¹⁸ *San Francisco Chronicle*, January 5, 1929.

¹⁹ *San Mateo County Times*, January 5, 1929.

²¹ Hard copy from the San Mateo Library, Laurie Hietter.

shown on the Sanborn map, a completion rate of 88 percent.

The timing and type of development makes Baywood a textbook example of the historic residential suburb. According to the Historic Residential Suburbs Guidelines for Evaluation and Documentation for the National Register of Historic Places:²²

Each successive generation of suburb has been named for the predominant mode of transportation that spawned it—“railroad suburb,” “streetcar suburb,” “automobile suburb,” and “freeway suburb.”

The evolution of American suburbs from 1830 to 1960 can be divided into four stages, each corresponding to a particular chronological period and named for the mode of transportation which predominated at the time and fostered the outward growth of the city and the development of residential neighborhoods:

1. Railroad and Horsecar Suburbs, 1830 to 1890
2. Streetcar Suburbs, 1888 to 1928;
3. Early Automobile Suburbs, 1908 to 1945;
4. Post-World War II and Early Freeway Suburbs, 1945 to 1960.

The chronological periods listed above should be viewed as a general organizing framework, rather than a fixed set of dates, thereby allowing for overlapping trends, regional influences, and variations in local economic or social conditions.

Baywood has elements of a streetcar suburb and the automobile suburb:

“Streetcar Suburbs, 1888 to 1928. By 1890, streetcar lines began to foster a tremendous expansion of suburban growth in cities of all sizes. In older cities, electric streetcars quickly replaced horse-drawn cars, making it possible to extend transportation lines outward and greatly expanding the availability of land for residential development. Growth occurred first in outlying rural villages that were now interconnected by streetcar lines and, second, along the new residential corridors created along the streetcar routes ... By the 1940s, streetcar ridership had dropped precipitously. The vast increase in automobile ownership and decentralization of industry to locations outside the central city after World War II brought an end to the role of the streetcar as a determinant of American urban form.”²³

²² https://shpo.nv.gov/uploads/documents/NR_Bulletin_Suburbs-compressed.pdf

²³ Ibid

Streetcar service to San Mateo began in 1903 and ended in 1949. Baywood benefitted proximity to the Number 40 streetcar line that ran to San Francisco and operated during Baywood's launch and development.

"Early Automobile Suburbs, 1908 to 1945. During the "golden age of highway building" from 1921 to 1936, more than 420,000 miles of roads were built in the United States. The increase in intercity highways and roads connecting farms with markets made new land available for suburbanization."²⁴

Baywood was founded and developed during the golden age of highway building. In addition to El Camino Real highway, commuters could take advantage of the new Bayshore Highway that ran from 10th and Market Street in San Francisco to Redwood City by 1931.²⁵

Baywood Architectural Styles

The architecture of Baywood is a mix of revival styles popular between WWI and 1940. Builders did not impose a particular style. They were inspired by architects using the vocabulary of various period revival styles to meet customer's tastes and budgets. Designers often fused and blended elements associated with several styles. As a result, few pure examples of any style exist in Baywood. Revival styles found in Baywood include:

- Neoclassical
- Colonial Revival
- Tudor
- French Revival
- Beaux-Arts
- French Provincial
- Italian Renaissance
- Mission/Spanish Colonial Revival
- Monterey Colonial

Although examples of many revival styles can be found in Baywood, two styles predominate—Spanish Colonial Revival and Tudor Revival.

The Spanish Colonial Revival style was popularized by the Panama-California Exposition held in San Diego in 1915. Drawing inspiration from the Spanish Colonial architecture of Latin America and the Mediterranean, architects developed an eclectic mix of Spanish, Spanish

²⁴ Ibid

²⁵ *San Mateo Daily Journal*: www.smdailyjournal.com/news/local/history-traces-the-bayshore-from-highway-to-freeway/article_019163ed-1238-5afb-b415-a6c1386b51ef.html

Colonial, Northern Italian, and North African Islamic elements. By the 1920s, the Spanish Colonial Revival style was *the* style in coastal California, linking California's Spanish past and its Mediterranean climate and landscape. Hollywood stars built Spanish Colonial mansions and the style appeared in movie sets. The Spanish Colonial Revival style was particularly popular in San Mateo during its boom years of the twenties and thirties.²⁶

Another very popular style was the Tudor Revival, influenced by English architecture from the time of Shakespeare and French architecture from Normandy and Brittany. The Tudor style was used primarily for homes in the suburbs. And because the Tudor Revival style was based on rural architecture, it helped to enhance the image of the suburban home as a country retreat. The Tudor Revival style was especially popular in San Mateo during the twenties and thirties.²⁷

Builders and Architects of Baywood

Generally, the Baywood Park Company sold improved lots, not houses.²⁸ Lots were sold to builders who would construct speculative houses or build to suit. Also, lots were sold to individuals who could hire their own architects and construct houses.²⁹

However, to promote the tract, the Baywood Park Company built the first 14 houses on speculation. One of the houses was 326 Parrott Drive (Figure 9).³⁰

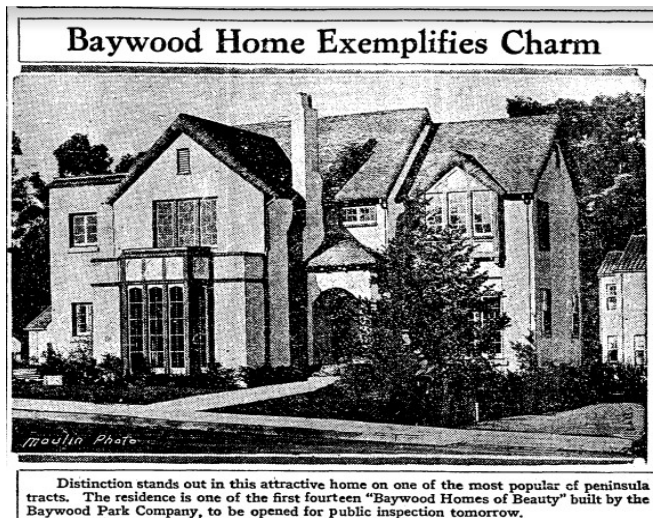


Figure 9: 326 Parrott Drive

Source: *San Francisco Chronicle*, November 26, 1927 and Google Earth 2022

²⁶ City of San Mateo Historic Building Survey Final Report, September, 1989.

²⁷ Ibid

²⁸ *San Francisco Chronicle*, January 5, 1929.

²⁹ *San Francisco Chronicle*, May 28, 1927.

³⁰ *San Francisco Chronicle*, November 26, 1927.

Apparently, there was no official tract builder or tract architect, and many builders were active in Baywood. In 1929, 30 contractors were listed in the following order as having worked in Baywood (Table 1).³¹ Additional builders included George Brothers (Figure 10) and J. C. Wells (Figure 11).

Lengfeld & Olund	E. S. Shaver	R. W. Thompson
Robert H. Smith	Ida F. McCain	Albert M. Schulte
A. S. Bramlett	Fred O. McCay	Berquist & Ryan
C. W. Levissee	Buschke & Johnson	Hardin & Peterson
A. W. Kock	George Brothers	Grimes & Brugger
Thomas A. Cavanaugh	Frank J. Ferrea	J. C. Wells
J. B. Oswald	Leadley & Wiseman	Louis Johnson
J. W. Donnelly	Oscar L. Cavanaugh	Charles Hammer
Charles L. Dell	Frank Cavanaugh	W. W. Casey
S. A. Wisnom	Neil Donovan	C. H. Besset

Table 1: Contractors in Baywood in 1929

One of the Baywood contractors, Ida McCain, was an architect in San Francisco. McCain designed many residences in Lincoln Manor and Westwood Park in San Francisco during the teens and early twenties. She moved to San Mateo in the early 1920s and is known to have designed buildings in San Mateo.³²

Buschke & Johnson were credited with building 17 houses on Georgetown Avenue, each selling for \$10,000 to \$12,000.

³¹ *San Francisco Chronicle*, January 12, 1929.

³² Inge Horton, *Early Women Architects of the San Francisco Bay Area* (Jefferson, NC: McFarland, 2010).

Baywood Neighborhood Association
Historic Asset Analysis



Figure 10: George Brothers/Grimes and Scott homes on Cornell Ave.

The George Brothers were active in the Baywood study area. These houses are on the 400 block of Cornell. The name of the architect is not mentioned in this newspaper article, but the houses were designed by Grimes & Scott, circa 1928. Trees obscure the street view today. Source: *San Francisco Chronicle*, January 5, 1929.

Although there were many builders, the Baywood study area is remarkably consistent with houses and landscaping, weaving together different styles into a cohesive look and feel. The widespread use of architects and custom houses is a notable feature of Baywood. A drive through the development shows that there were few, if any, repeated designs.



Figure 11: 365 Virginia Avenue

Architect: none listed on permit Builder: J. C. Wells Date: 1931 Photo L. Hietter, 2022.

Architects Working in Baywood

The architects working in Baywood represent a who's who of very active and prolific regional residential designers of the time, responsible for hundreds of homes in San Francisco, Marin and San Mateo counties. The architects listed in Table 2 were mentioned in newspaper articles or building permits as working in Baywood. There were probably more.

Samuel Heiman	E. H. Denke	E. L. Norberg
Ida F. McCain	George E. Ralph	Angus McSweeney
Peter D. Canali	Charles Frederick Strothoff	E. E. Cavasso
C. O. Clausen	Grimes & Scott	Harris Allen
William H. Toepke	Grimes & Schoening	Harold G. Stoner

Table 2: Architects working in Baywood

(Note: E. L. Norberg designed Casa Baywood, an apartment building on El Camino, in Phase 2 of the Baywood Development).

Newspaper articles promoting Baywood feature a number of houses designed by notable Bay Area architects, including Grimes & Scott, Charles Frederick Strothoff, and Ida McCain.

Ida F. McCain, who lived in San Mateo Park, was a prolific designer of many homes and small apartments in San Francisco and San Mateo, often working for tract developers. Ida McCain was featured and lauded by Baldwin & Howell for her elegant designs in Westwood Park. At one point she was identified as the head of the architectural department."³³ The home(s) she designed in Baywood are yet to be identified.

Strothoff designed a house in Baywood at 321 Georgetown (Figure 12) for builder Buschke & Johnson, also of San Francisco.³⁴ Strothoff was one of the most prolific designers of homes in San Francisco's Westwood Park neighborhood, credited with designing most of the homes there.

³³ *San Mateo Country Times*, January 21, 1928; *San Francisco Chronicle*, January 22, 1928.

³⁴ *The San Mateo Times and Daily News Leader* July 14, 1928.



Figure 12: 321 Georgetown Ave.
San Mateo Times, July 14, 1928

Grimes & Scott designed several of the early Baywood homes built on Cornell Avenue. The firm subsequently became Grimes & Schoening. Working out of their San Mateo office, they designed a group of six Spanish style bungalows on Georgetown Avenue. Built by Buschke & Johnson, "they form one of the most striking home groups in Baywood," according to the *San Francisco Chronicle*.³⁵ Grimes & Schoening designed 25 "beautiful" Baywood homes, including the Californian demonstration home (Figure 13).

The Chronicle write up boasted, "Fine as artistic planning, excellent craftsmanship and the best of materials can make it, the Californian reproduces authentically the architecture of Spain as adapted to this soil by the early Californians. That love of the great out-of-doors which found expression in graceful balconies and flowered patios is as much a part of Baywood's dwelling as it was of the Spanish hacienda."

According to J. A. Williams, then vice president of the Baywood Park Company, the Californian "has been the most successful demonstration home in the history of the bay region," bringing almost 50,000 people to Baywood.³⁶

³⁵ *San Francisco Chronicle*, October 19, 1929.

³⁶ *San Francisco Chronicle*, May 31, 1930



Figure 13: 639 Fordham Road

Built as a demonstration home at 639 Fordham dubbed the “Californian,” this house was featured in the April 19, 1930 edition of the *San Francisco Chronicle*.

A *San Francisco Chronicle* model home was commissioned by the Baywood Park Company. The builder was T. A. Cavanagh of San Mateo, and it was designed by architect Samuel Heiman of San Francisco (Figure 14).³⁷ In 1922, *The Architect and Engineer* reported that Heiman was one of the busiest architects in San Francisco. During his career, Samuel Heiman designed commercial, industrial and apartment buildings in Marin and San Francisco and houses in many of the neighborhoods. His most well-known structure is probably the San Francisco Public Health Department at 101 Grove Street designed in 1931.³⁸ Heiman designed in many revival styles, but he chose Tudor Revival for the model home at 419 Jackson in San Mateo.

³⁷ *San Mateo Country Times*, January 21, 1928; *San Francisco Chronicle*, January 22, 1928.

³⁸ San Anselmo Historical Museum, *Samuel Herman - A Busy San Anselmo Architect*, undated.

Baywood Neighborhood Association
Historic Asset Analysis

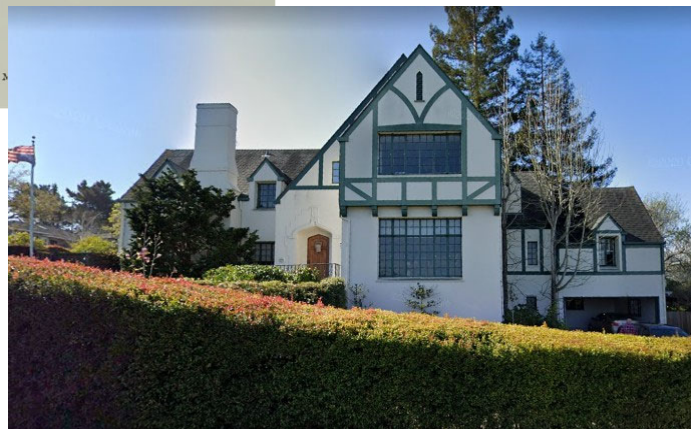
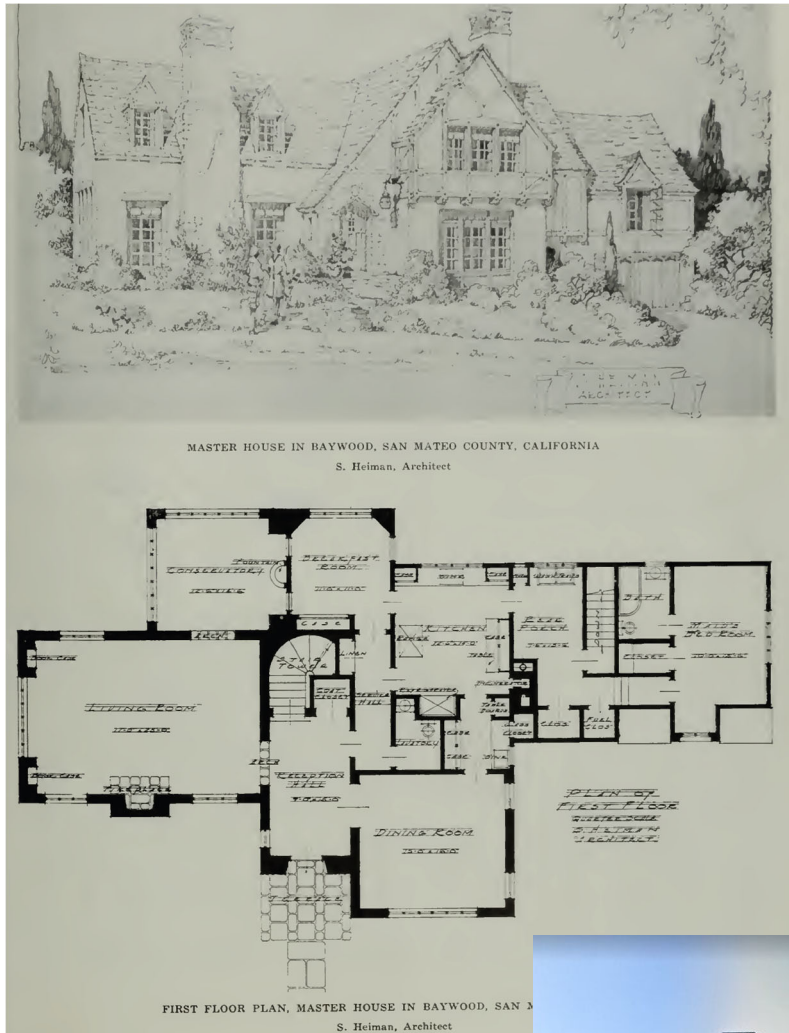


Figure 14: 419 Jackson

Above: this house at 419 Jackson, designed by architect Samuel Heiman as the Baywood Master House, was featured in *Architect and Engineer* magazine in the November 1927 issue. Right: 419 Jackson today.
Source: Google Earth 2022.

William H. Toepke, who lived in San Mateo, was a well-known local architect who designed many institutional, commercial, and residential buildings. The September, 1933 issue of *Architect*

and Engineer credits Toepke with designing a six room, two bath Spanish style residence with oak floors, tile roof and garage in Baywood (location presently undetermined). Other buildings in San Mateo designed by William Toepke include the 1940 Spanish Colonial style Civic Center complex in downtown. Most of the complex was demolished, but the original fire station remains as a contributor to the Downtown Historic District³⁹. Toepke's other contributions to San Mateo's growth include the old City Hall, San Mateo High School and gymnasium (demolished 2002), Baywood School (shown below), the Loewe and Zwierlein building, office buildings at Third and B St., and many other public and private buildings too numerous to mention.⁴⁰ Toepke also is known to have remodeled 15 N. Ellsworth, a Tudor Revival style commercial building eligible for the California Register⁴¹, Choep Hospital, and the Flatiron Building in San Francisco.

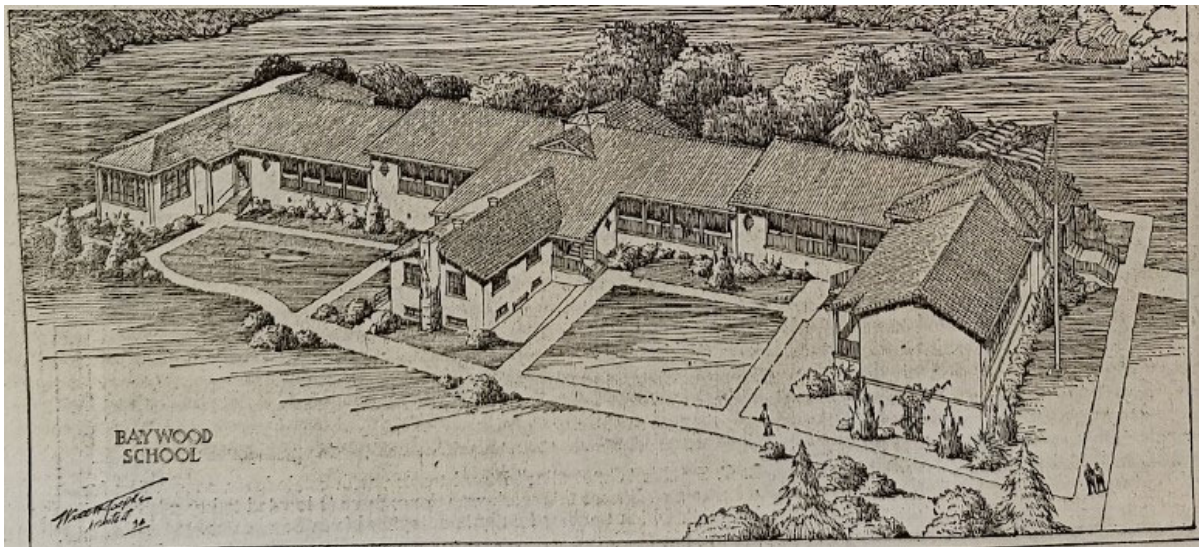


Figure 15: William Toepke designed Baywood School.

Source: San Mateo Times Picture of Progress.

³⁹ City of San Mateo Historic Building Survey Final Report, 1989.

⁴⁰ San Mateo Times, *Picture of Progress, a recording of 10 years of progress 1930-1940*, August 16, 1940

⁴¹ Architectural Resources Group, *Standards Compliance Review*, 303 Baldwin Avenue, April 6, 2018

The Spanish Colonial Revival Home at 375 Virginia Avenue (Figure 16) was designed by Harold G. Stoner. John King, architecture critic for the *San Francisco Chronicle* has called Harold Stoner “one of the most prolific and influential architects working in the San Francisco neighborhoods west of Twin Peaks...who could leap from storybook cottages to Spanish castles and give each a romantic air.” Stoner’s architectural artistry endures in the hundreds of homes he designed in San Francisco’s Balboa Terrace, Forest Hill, Monterey Heights, Sea Cliff, St. Francis Wood, West Portal, Ingleside Terraces, and Lakeside neighborhoods, along with more in Hillsborough, San Mateo, Ross, San Anselmo, San Rafael, Oakland, Berkeley, and beyond to Angels Camp, Lake Tahoe, and Los Angeles.⁴²

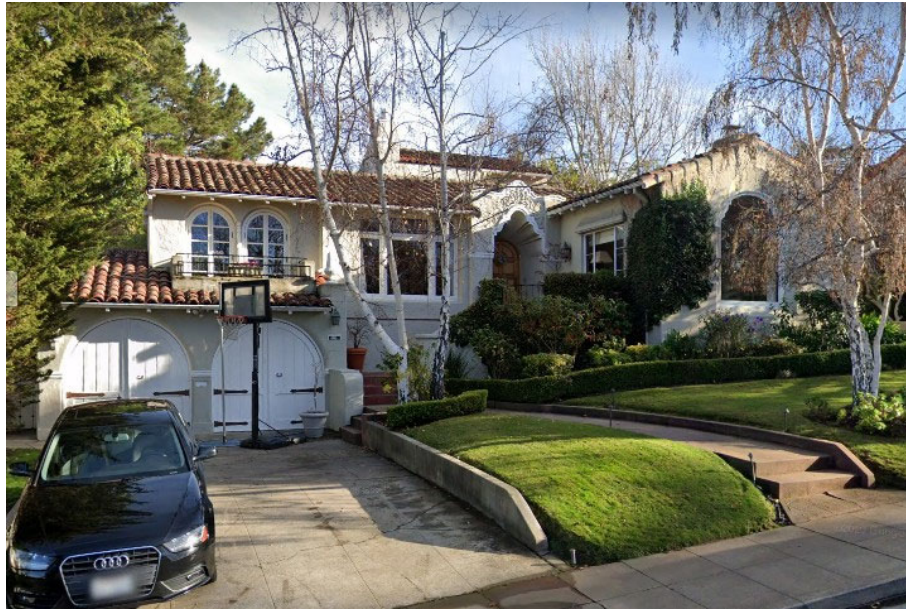


Figure 16: 375 Virginia Ave.

**Architect: Harold G. Stoner Builder: E. S. Shaver Owner: Arthur Scott
Date: October 5, 1933 Source: Google Earth 2022. Source: Google Earth 2022.**

Peter D. Canali of San Francisco, designed the house at 362 Georgetown in 1928 (Figure 17). Canali was known for a number of significant homes he designed in the Marina District of San Francisco. From 1929 to 1941 Canali lived in San Mateo with his family. He designed several houses in San Mateo and a parking garage on San Mateo Drive.⁴⁴

⁴² Procter, Jacquie, *Bay Area Beauty: The Artistry of Harold G. Stoner, Architect*. 2011.

⁴⁴ David Parry, *Architect - Schnaittacher*, 2016



Figure 17: 362 Georgetown
362 Georgetown. Architect Peter D. Canali Date: 1928.
Source: Realtor.com.

Architects and Builders from Permits

Historic building permits were requested from the City of San Mateo to identify example of houses with varied architectural styles. Figure 18 shows the brick colonial purported to be the first house in Baywood.



Figure 18: 335 Virginia, first house in Baywood
Architect/Builder/Owner: Thomas Cavanaugh
Date: July 26, 1927 Photo R. Brandi, 2022.

Baywood Neighborhood Association
Historic Asset Analysis

Figures 19-21 show representative Spanish revival style homes.



Figure 19: 323 Virginia
Architect: E.E. Cavasso Date: March 31, 1930 Photo R. Brandi, 2022.



Figure 20: 244 Virginia
244 Virginia Architect: E. H. Denke Date: June 3, 1935
Photo: Google 2022.



Figure 21: 502 Cornell

**Architect: Grimes & Scott Builder: George Brothers Date: February 14, 1928
Photo R. Brandi, 2022.**

Figures 22-25 Show representative Tudor revival style homes.



Figure 22: 311 Parrott

Architect: C.O. Clausen Date: October 4, 1932 Photo R. Brandi, 2022.

Baywood Neighborhood Association
Historic Asset Analysis



Figure 23: 251 Parrott

**Architect: George E. Ralph, San Francisco Date: March 6, 1929
Photo: R. Brandi, 2022.**



Figure 24: 460 Cornell

**Architects: Grimes & Scott Builder: George Brothers Date: May 3, 1928
Photo: R. Brandi, 2022.**



Figure 25: 510 Cornell

Architect: Grimes & Scott Builder: George Brothers Date: March 12, 1928

Photo: R. Brandi, 2022.

Baywood Significance Under the National Register of Historic Places

The criteria to assess historic significance under the National Register of Historic are properties:

- A. That are associated with events that have made a significant contribution to the broad patternsof our history; or
- B. That are associated with the lives of persons significant in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or

That have yielded, or may be likely to yield, information important in prehistory or history.

In addition, resources must generally be at least 50 years old.⁴⁵

Historic Districts

According to the National Park Service, districts that are significant will usually meet the last portion of Criterion C plus Criterion A, Criterion B, other portions of Criterion C, or Criterion D.

Criterion A

The Baywood study area meets criterion A for its development as a commuter suburb of San Francisco as a historic streetcar and a historic automobile suburb. These are events that are “associated with events that have made a significant contribution to the broad patterns of our history”

Baywood meets the National Register test for districts for having “a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development. A district derives its importance from being a unified entity, even though it is often composed of a wide variety of resources. The identity of a district results from the interrelationship of its resources, which can convey a visual sense of the overall historic environment ...”

Baywood streets were laid out by an engineer working for a developer, the Baywood Company. A number of builders either by formal or informal agreement constructed houses targeted to similar buyers with period revival designs and similar site and building characteristics. Even though there are different architectural styles, the overall neighborhood has a visual cohesiveness. This was accomplished in a relatively short time: 1927 to 1950.

⁴⁵ Properties that have achieved significance within the past 50 years shall not be considered eligible for the National Register. https://www.nps.gov/subjects/nationalregister/upload/NRB-15_web508.pdf

Criterion C

The Baywood study area meets criterion C: “It represents a significant and distinguishable entity whose components may lack individual distinction.” The houses in the Baywood study area reflect the popular revival styles of the 1920s and 1930s, including Mission/Spanish Colonial Revival, Mediterranean Revival, Tudor Revival, Classical Revival, and Italian Renaissance; and they were often architect designed. Secondly, the revival style homes in Baywood “embody the distinctive characteristics of a type, period, or method of construction.” This is consistent with the Historic Residential Suburbs Guidelines for Evaluation and Documentation for the National Register of Historic Places.⁴⁶

Following World War I, great interest in America's rich and diverse cultural heritage resulted in the popularity of revival house styles and types, typically drawn from English, Dutch, Spanish, and other Colonial traditions and associated with a particular geographical region.

Period of Significance 1927–1950

According to the National Register:

Period of significance is the length of time when a property was associated with important events, activities, or persons, or attained the characteristics which qualify it for National Register listing. For properties associated with historic trends, such as commercial development, the period of significance is the span of time when the property actively contributed to the trend.

As stated earlier, Baywood was substantially built out by 1950 when 88 percent of the lots had a house. Provisionally, the period of significance is 1927 to 1950. This period is well over the 50-year minimum for listing on the National Register. Further research may refine the time period of the period of significance.

Historic Integrity

To be listed in the National Register of Historic Places, a property must not only be shown to be significant under the National Register criteria, but also have integrity.⁴⁷

There are seven aspects of integrity:

1. Location
2. Design
3. Setting
4. Materials
5. Workmanship

⁴⁶ https://shpo.nv.gov/uploads/documents/NR_Bulletin_Suburbs-compressed.pdf

⁴⁷ *How to Apply the National Register Criteria for Evaluation* website: www.nps.gov/nr/publications/bulletins/nrb15/nrb15_8.htm

6. Feeling
7. Association

According to the National Register of Historic Places:

Location is the place where the historic property was constructed or the place where the historic event occurred. The relationship between the property and its location is often important to understanding why the property was created or why something happened. The actual location of a historic property, complemented by its setting, is particularly important in recapturing the sense of historic events and persons. Except in rare cases, the relationship between a property and its historic associations is destroyed if the property is moved.

Design is the combination of elements that create the form, plan, space, structure, and style of a property. It results from conscious decisions made during the original conception and planning of a property (or its significant alteration) and applies to activities as diverse as community planning, engineering, architecture, and landscape architecture. Design includes such elements as organization of space, proportion, scale, technology, ornamentation, and materials. A property's design reflects historic functions and technologies as well as aesthetics. It includes such considerations as the structural system; massing; arrangement of spaces; pattern of fenestration; textures and colors of surface materials; type, amount, and style of ornamental detailing; and arrangement and type of plantings in a designed landscape.

Materials are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property. The choice and combination of materials reveal the preferences of those who created the property and indicate the availability of particular types of materials and technologies. Indigenous materials are often the focus of regional building traditions and thereby help define an area's sense of time and place. A property must retain the key exterior materials dating from the period of its historic significance. If the property has been rehabilitated, the historic materials and significant features must have been preserved. The property must also be an actual historic resource, not a recreation; a recent structure fabricated to look historic is not eligible. Likewise, a property whose historic features and materials have been lost and then reconstructed is usually not eligible.

Workmanship is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory. It is the evidence of artisans' labor and skill in constructing or altering a building, structure, object, or site. Workmanship can apply to the property as a whole or to its individual components. It can be expressed in vernacular methods of construction and plain finishes or in highly sophisticated configurations and ornamental detailing. It can be based on common traditions or innovative period techniques. Workmanship is important because it can

furnish evidence of the technology of a craft, illustrate the aesthetic principles of a historic or prehistoric period, and reveal individual, local, regional, or national applications of both technological practices and aesthetic principles. Examples of workmanship in historic buildings include tooling, carving, painting, graining, turning, and joinery.

Setting is the physical environment of a historic property. Whereas location refers to the specific place where a property was built or an event occurred, setting refers to the *character* of the place in which the property played its historical role. It involves *how*, not just *where*, the property is situated and its relationship to surrounding features and open space. Setting often reflects the basic physical conditions under which a property was built and the functions it was intended to serve. In addition, the way in which a property is positioned in its environment can reflect the designer's concept of nature and aesthetic preferences. The physical features that constitute the setting of a historic property can be either natural or manmade, including such elements as the topographic features (a gorge or the crest of a hill); vegetation; simple manmade features (paths or fences); and relationships between buildings and other features or open space. These features and their relationships should be examined not only within the exact boundaries of the property, but also between the property and its *surroundings*. This is particularly important for districts.

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character. For example, a rural historic district retaining original design, materials, workmanship, and setting will relate the feeling of agricultural life in the 19th century. A grouping of prehistoric petroglyphs, unmarred by graffiti and intrusions and located on its original isolated bluff, can evoke a sense of tribal spiritual life.

Association is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a property's historic character. For example, a Revolutionary War battlefield whose natural and manmade elements have remained intact since the 18th century will retain its quality of association with the battle. Because feeling and association depend on individual perceptions, their retention *alone* is never sufficient to support eligibility of a property for the National Register.

Integrity of the Baywood Study Area

Houses in the Baywood study area show a high level of historic integrity. Location, setting, feeling, and association appear unchanged. There are few if any visible alterations that degrade design, materials, or workmanship. Additional research and analysis of the houses is necessary to confirm the degree of historic integrity for individual homes, but it appears that many, if not nearly all, have retained their historic integrity.

Conclusion

The purpose of this report was to assess whether the Baywood study area bounded by Crystal Springs, Eaton, Virginia, Edinburgh, Notre Dame, and the Alameda de las Pulgas appears to be eligible under the National Register as a historic district. Based on this research, the Baywood study area does meet the requirements of a historic district under the criteria A and C of the National Register of Historic Places criteria and does appear to be eligible for listing. Other authorities also concluded that Baywood should or could be considered historic.⁴⁹

Future Research

There are a number of possible next steps:

1. Conduct an architectural/historic resource survey of the Baywood study area or the entire Baywood OIA. This survey is a physical canvassing wherein each house is photographed, a description is written, and its history researched to ascertain its date of construction, designer, and owners. A determination is made whether each house retains its historic integrity and, finally, a determination whether each house in the survey area is a contributor or noncontributor to the historic district.
2. Pursue the nomination of the Baywood study area or the entire Baywood OIA neighborhood to the National Register of Historic Places.
3. Discuss zoning changes, such as a historic preservation overlay zone (HPOZ), with the City of San Mateo that recognize the historic nature of the Baywood neighborhood.

⁴⁹ The City of San Mateo Historical Building Survey Final Report concluded that the “Baywood,” “Baywood Knolls,” “Aragon,” and “San Mateo Park” neighborhoods should be documented as potential historic districts (San Mateo Historical Association, 1989); City of San Mateo Historical Building Survey Final Report, Linda Wickert, survey coordinator, September 1989). In 1990, the State Historic Preservation Officer wrote there “were two huge (500+ resources) Register-eligible residential districts” west of El Camino. Letter from Kathryn Gualtieri, State Historic Preservation Officer, to San Mateo Mayor Thomas Mack, January 22, 1990.

Consultant Qualifications

Richard Brandi is a senior level consultant with 16 years of experience. He has produced hundreds of historic resource evaluations, context statements, surveys, mitigations, Section 106 reviews, Historic American Building Survey/Historic American Engineering Record (HABS/HAER) documentation, and National Register of Historic Places nominations. He meets the Secretary of the Interior's Professional Qualifications for Architectural Historian and Historian. He is a qualified Historic Resources Consultant, San Francisco Planning Department; Adjunct Professor in Historic Preservation, University of San Francisco; and a former Advisor to the City of San Jose Planning Department.

Richard has conducted design reviews using the Secretary of the Interior's Standards for the Treatment of Historic Properties in San Francisco, Redwood City, Belmont, South San Francisco, Chico, Pacific Grove, Pebble Beach, and Riverside. Richard specializes in the entitlement process under the California Environmental Quality Act (CEQA); applying the Secretary of the Interior's Standards for the Treatment of Historic Properties; determining whether a project poses an "adverse impact"; and assessing whether a building retains sufficient integrity to be considered a historic resource under CEQA.

Before forming his practice in 2010, Richard worked at historic architecture firms Carey & Co. and Page & Turnbull Architecture. He also worked as a Senior Architectural Historian at the environmental planning firm, Pacific Municipal Consultants and Atkins, a \$2 billion, UK-based design and engineering consultancy. He performed Section 106 reviews in Mississippi for URS after Hurricane Katrina. Richard holds an M.A. in Historic Preservation from Goucher College, Maryland, and a B.A. from U.C. Berkeley.

Richard is the author of three books, several journal articles, and conference papers about historic preservation, architecture, urban history, and city planning. His most recent book, *Garden Neighborhoods of San Francisco: The Development of Residence Parks 1905–1924* by McFarland Publishing, 2021, traces the history of 20th century residence parks, which are similar to the Baywood study area.

He is a board member, of the Alumni of the Victorian Society in America, President of the Northern California Chapter of Society of Architectural Historians, and a former member of the board of directors of Western Neighborhoods Project (20 years on board), an authoritative source of historical information about western San Francisco and recipient of the State of California Governor's Award for Historic Preservation.