



NAME	Gilmaker Broadway Block			REF. NO. 249
ADDRESS	302-310 North Broadway			
CITY	Santa Ana	ZIP	92701	ORANGE COUNTY
YEAR BUILT	1922	LOCAL REGISTER CATEGORY: Key		
HISTORIC DISTRICT	Downtown Santa Ana	NEIGHBORHOOD		
NATIONAL REGISTER CRITERIA FOR EVALUATION	C	NATIONAL REGISTER STATUS CODE	1D	

Location: Not for Publication Unrestricted

USGS 7.5" Quad _____ Date: _____ T _____ R _____ of _____ of Sec _____ : _____ B.M

Prehistoric Historic Both

ARCHITECTURAL STYLE: Italian Renaissance

DESCRIPTION/BACKGROUND RELATED TO PERIOD ARCHITECTURE:

The Italian Renaissance, popular from the late 19th century until 1930, was inspired by the designs of the palazzi of northern Italy and popularized by American architects McKim, Mead, and White. Utilized on public buildings and ornate homes, the vocabulary of the style also influenced the appearance of commercial buildings. Characteristic features generally include masonry construction, often with different treatments on lower and upper stories; stringcourses or beltcourses between stories; flat roofs screened by parapets or hipped roofs; cornices, dentils, pilasters, quoins, and other classical details; and a balanced, often symmetrical appearance. Taller, more elaborate buildings often feature terracotta facade cladding or ornamentation while more modest one to three story examples utilize bricks of contrasting colors as trim. Ground floors of multi-story buildings often housed banking rooms; more modest buildings may contain storefronts with recessed entries and large plate glass display windows with transoms and bulkheads. Upper story windows are most commonly one-over-one wood framed double-hung sash.

CONSTRUCTION HISTORY: (Construction data, alterations, and date of alterations)

Built in 1922

RELATED FEATURES: (Other important features such as barns, sheds, fences, prominent or unusual trees, or landscape)

None.

DESCRIPTION: (Describe resource and its major elements. Include design, materials, condition, alterations, size, settings, and boundaries.)

The Gilmaker Broadway Block is located on the northwest corner of Broadway and Third Streets. The two-story wire-cut brick building is unevenly divided into five storefronts on the Broadway façade, and two entrances on the Third Street elevation. The storefronts entrances are recessed, and include newer aluminum framed display windows, square colored tile bulkheads, and transoms that have been covered. Two of the storefronts have hexagonal tile floors. Along the Third Street elevation, a series of square, wood-framed windows are located at the mezzanine level. Second story fenestration is irregular, consisting of modified Chicago-style wood windows of eight-over-one double hung central panels flanked by narrower four-over-one double-hung sash. White glazed brick provides decorative interest at the beltcourses and parapet. A broad frieze with decorative vents and a projecting cornice of terra cotta cap the building.

HISTORIC HIGHLIGHTS:

This large business block appears as one façade but was constructed as two buildings by two development groups at the same time in late 1922 (National Register Nomination Form, 7:26). Joe Gilmaker constructed the building on the corner, and the Santa Ana Development Company (National Register Nomination Form, 7:26) constructed the northerly portion. The building was the location of many real estate and building trade related businesses. In 1923 the upstairs apartments were named the Broadway Apartments, and by 1930 they were known as the Aubry Apartments. Businesses included the Wilmax Land Company associated with A.G. Burton, the Santa Ana Improvement Company associated with D.L. Aubry, the Western Loan and Building Company, and a constant flow of real estate enterprises (Les, 68).

RESOURCE ATTRIBUTES: (List attributes and codes from Appendix 4 of Instructions for Recording Historical Resources, Office of Historic Preservation.)

(HP 6) 1-3 story commercial building

RECORDED BY: (Name, affiliation, and address)
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DATE RECORDED: January 19, 2001

SURVEY TYPE: (Intensive, reconnaissance, or other)
Intensive Survey Update

REPORT CITATION: (Cite survey report and other sources)
Les, Kathleen. "Santa Ana Historic Survey, Final Resources Inventory: Downtown." May 1980.
Thomas, Harold M. "Downtown Santa Ana Historic District" National Register nomination form, 1984.

REFERENCES: (List documents, date of publication, and page numbers. May also include oral interviews.)
Harris, Cyril. *American Architecture: An Illustrated Encyclopedia*. 1998.
Heritage Orange County Inc. "Downtown Santa Ana Historic District Walking Tour." nd.
McAlester, Virginia and Lee. *A Field Guide to American Houses*. New York: Alfred A. Knopf, 1984.
National Register Bulletin 16A. "How to Complete the National Register Registration Form."
Washington DC: National Register Branch, National Park Service, US Department of the Interior, 1991.
Whiffen, Marcus. *American Architecture Since 1780*. Cambridge: MIT Press, 1969.

EVALUATOR: Leslie Heumann **DATE OF EVALUATION:** January 19, 2001

EXPLANATION OF CODES:

- **National Register Criteria for Evaluation:** (From Appendix 7 of Instructions for Recording Historical Resources, Office of Historic Preservation)
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.
- **National Register Status Code:** (From Appendix 2 of Instructions for Recording Historical Resources, Office of Historic Preservation)
ID: Contributor to a listed district.