

# MOUNTAIN VIEW

*... the heart of the busy San Francisco Peninsula!*



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# Welcome!

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**IdaRose Sylvester**  
Vice Chair, Mountain View  
Human Relations Commission

*July 26, 2022*

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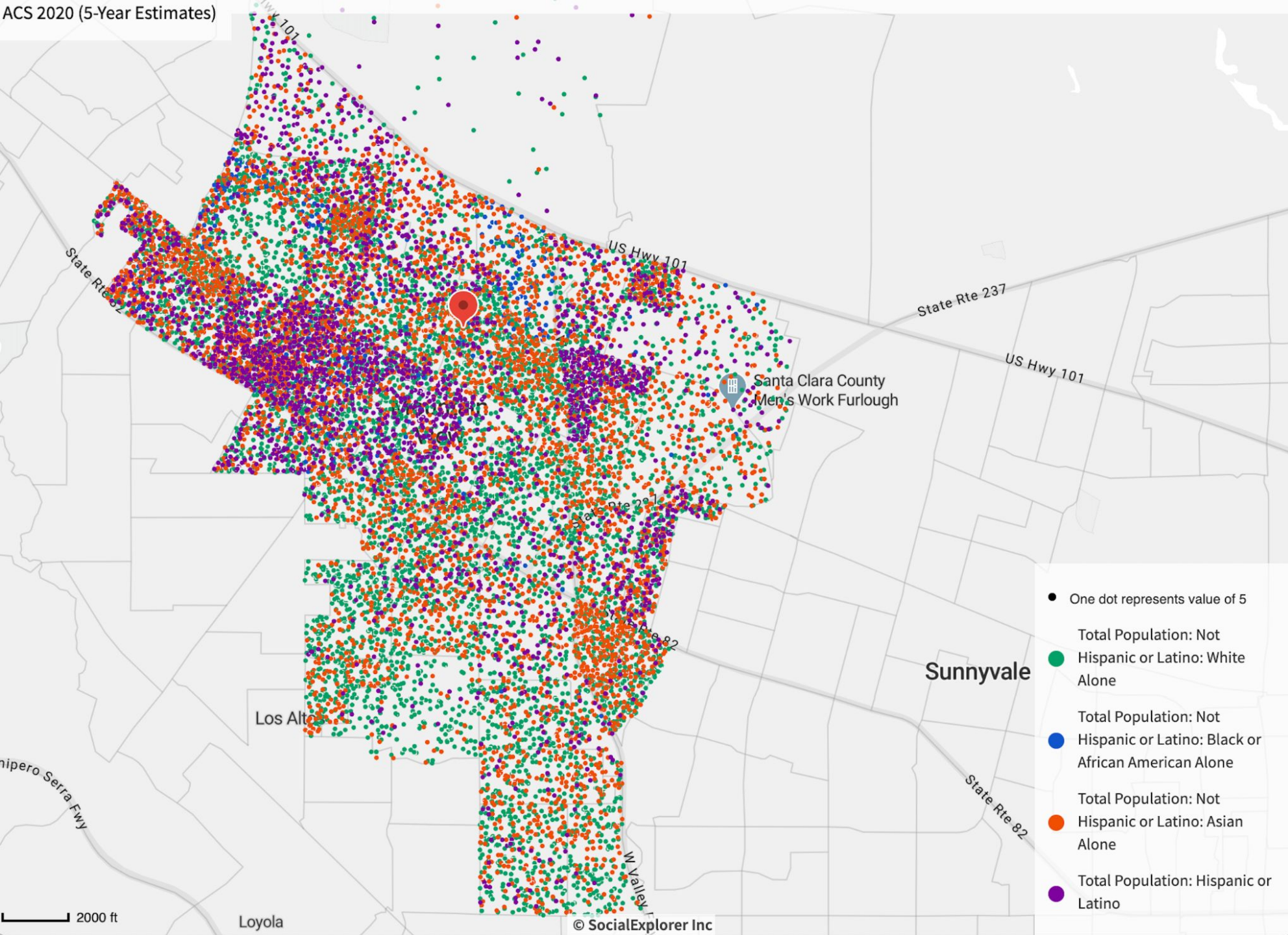
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# The City of Good Neighbors? The History of Housing in Mountain View

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**Michael Kahan**  
Stanford University

*July 26, 2022*



- One dot represents value of 5
- Total Population: Not Hispanic or Latino: White Alone
- Total Population: Not Hispanic or Latino: Black or African American Alone
- Total Population: Not Hispanic or Latino: Asian Alone
- Total Population: Hispanic or Latino

# Partners



# Process

- Archival research
- 32 Survey responses, English and Spanish
- 24 Interviews, English and Spanish

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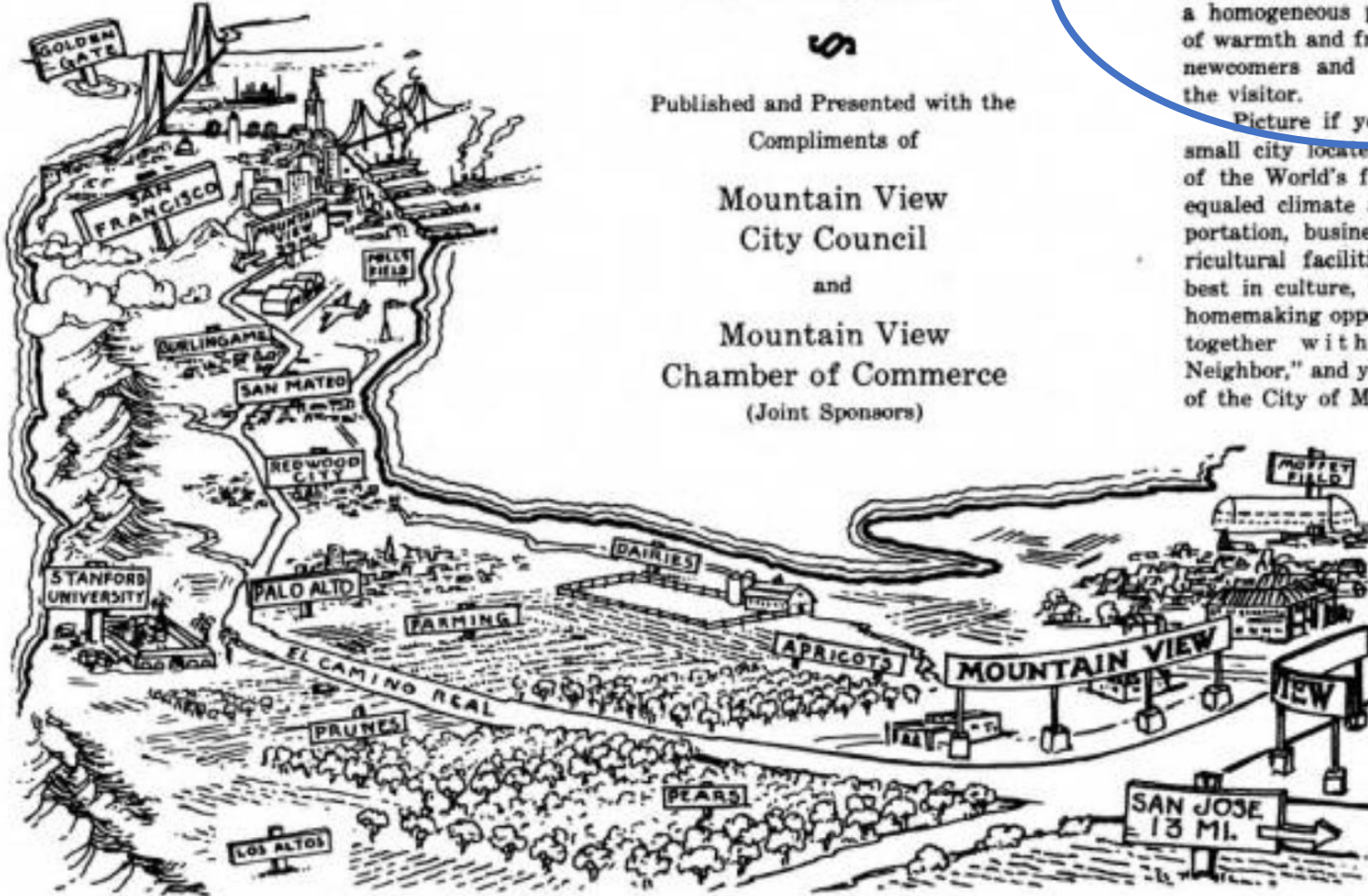
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### The City of Good Neighbors

Mountain View is truly the city of the "Good Neighbor." All creeds and races of people with almost every type of diverse interests are molded into a homogeneous population. A feeling of warmth and friendship is felt by the newcomers and long remembered by the visitor.

Picture if you will, a progressive, small city located in the heart of one of the World's finest valleys with unequalled climate and fertile soil, transportation, business, industrial and agricultural facilities. Add to this the best in culture, recreational and quiet homemaking opportunities. Tie this all together with a friendly "Howdy Neighbor," and you have a brief picture of the City of Mountain View.

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City of Good  
Neighbors?

# Restrictive Covenant

## Vincent Drive, Mountain View, 1946

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number less than 20 feet to the side street line.


3. No residential lot shall be re-subdivided into building plots having less than 2000 square feet of area.

4. No noxious or offensive trade or activity shall be carried on upon any lot, nor shall anything be done thereon which may be, or become, an annoyance or nuisance to the neighborhood.

5. No part of said real property shall ever be used or occupied by any person who is not of the white or Caucasian race except in the capacity of a servant.

6. No trailer, basement, tent, shack, garage, barn, or other outbuilding erected or maintained in the subdivision shall at any time be used as a residence.

7. No dwelling costing less than \$1000.00 shall be permitted on any lot in the



“5. No part of said real property shall ever be used or occupied by any person who is not of the white or Caucasian race except in the capacity of a servant.”



“..We were looking for a diverse neighborhood to start our family... we couldn't find any diverse neighborhoods. They were all really white. And we said out loud to somebody - and I wish I could remember who that person was - that we were disappointed because we couldn't find any diverse neighborhoods. And that person said 'Oh that's easy, you just have to stick to Eichlers.'”

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***Joan MacDonald, 62-year resident of Mountain View***

So our family home is in the Monta Loma Eichler tract. In 1955, my parents were initially denied the ability to purchase their home being told because of being Asian. This set dad off. Complained to Eichler that he served the country overseas as an Army veteran during the war, Mom worked at the Kaiser shipyard during the war, he had a VA guaranteed loan, a well paying job at United Airlines and was offended that he was denied. It was only after this appeal that he was approved for the purchase.

***Anonymous survey respondent***

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*San Francisco (Vicinity) Calif. 1942* WAR MIGRATION OF AMERICAN JAPANESE

*LC566* D-5066 - Members of the Shibuya family before evacuation from their Mountain View, *home* Calif. home. The father and mother were born in Japan and came to this country in 1904. At that time the father had \$60 in cash and a basket of clothes. He later built a prosperous business of raising select varieties of chrysanthemums which he shipped to eastern markets under his own trade name. Six children in the family were born in the United States. The four older children attended leading California universities. PLEASE CREDIT: OFFICIAL OWI PHOTO *Lange, Dorothy - (per NARA)*

*A-60*

**OFFICE FOR EMERGENCY MANAGEMENT**

*57-000*  
*LC-DIG-PPH-CO-74857*

Of course, saying, "I'm sorry" cannot undo the past and bring back the freedom we lost, the property we lost, and the self esteem we lost. Yet it serves as a reminder never to repeat such an injustice again. I love America not because it's perfect but in spite of its imperfection trying to improve.

**Margaret Nakamura  
Cooper**



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*"I accuse the council of institutionalized racism in its systematic demolition of Mexican-American housing...I and my friends and sons of my friends fought for this country in a place called Vietnam. I come back to find the old people displaced and nothing done about them."*

**-Manuel Avila**

August 12, 1969 as quoted in the *Sunnyvale Standard*

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**Aerial View of Bailey Avenue Widening, c. 1969**



“...The one thing that really hurt her [in reference to her mother] is that my dad had planted cherry trees on her property. And I remember climbing the trees, picking the cherries, and then we had apricot and kumquat... To the day she died, she’s like, “I used to have cherry trees”. It just hurt her to leave - not the house, because we took the house with us, but the neighborhood.”

***Gloria Sias Perry***

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COUPLE CHARGES RACISM IN M.V.

# *Blacks Looking for Home 'Harassed'*

SJM 2-3-73

By CHARLES BRICKER  
Staff Writer

MOUNTAIN VIEW — A

Avenue area have been describing her and her husband to neighbors as "dirty little

which is located at the end of a short cul-de-sac and which is still on the market for

firmed that the Skipworths were giving up. They withdrew their application for a



Susan Russell

I remember going in and the manager took a liking to me, I guess. And he said, "You know, at the end of the day", he said, "I put a little W at the bottom of the application if the person is White, and I put a little B if the applicant is Black." And he said, "Guess what happens to the ones with a B? They go into the circular barrel [trash]."

***Susan Russell***

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Mtn. View  
Harvest  
Festival  
Photos c.  
1950-51

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Mexican Community Parade Float



Filipino Community Parade Float



Portuguese Community Parade Float



Crowd Watching Multicultural Pageant



Japanese Community Parade Float

Over several years I lived in three places in Mountain View and did not experience the same kind of overt racism that my son, who is Black, and I experienced in other places, including in Stockton, Palo Alto, and La Honda. I rented homes twice, and purchased a home once in Mountain View where my son went to Middle School and High School and we felt welcomed and at home there.



***Carol Lamont, longtime housing  
advocate*** \_\_\_\_\_



Fair housing demonstration against California Real Estate Association outside Cabaña Hotel, 1964

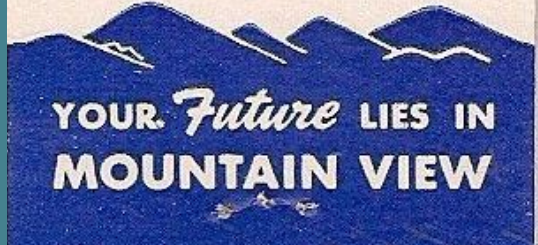


**Mtn. View  
Planning Director  
Bob Lawrence  
presenting 1968  
General Plan Land  
Use Map**

-  Multi-Family Residential
-  Single Family Residential

★ **INDUSTRY**  
★ **COMMERCE**  
★ **RESIDENCE**  
★ **RECREATION**  
★ **AGRICULTURE**

**YOUR *Future* LIES IN  
MOUNTAIN VIEW**





Thurs., Aug. 2, 1962 San Jose Mercury

# Mt. View Fast Becoming An Apartment City

MOUNTAIN VIEW — chants seem happy with the influx of residents. tain View a boom?

6—PALO ALTO TIMES, WEDNESDAY, OCT. 24, 1962

## Old neighborhoods give

## way to new in Mt. View



Old and new, side by side

One of the most striking changes in Mountain View has been the construction of modern apartment buildings among the city's oldest homes in the area called "old Mountain View." The strange contrast has the blessing of city officials, who

feel the allowance of apartment construction is the fastest way to spruce up the community's older neighborhoods which surround downtown Castro Street.

1962 Palo Alto Times article on Mtn. View housing development, photo showing Pettis Avenue

By the time I was a kid in the 1980s it was a very diverse neighborhood, both in income and race. My neighbors were a mix of families who had lived there for decades, working class immigrants from around the world, wealthy young tech workers, all living side by side in an eclectic mix of homes, cottages, duplexes, and apartments. I loved growing up there.

***MV Historical Association  
Past President Nick Perry***

# REDLINING and DISINVESTMENT as a DISCRIMINATORY PRACTICE in RESIDENTIAL MORTGAGE LOANS



Betsy Collard

“I called, Wells Fargo and Wells Fargo said, no, they were sorry, they couldn't give us a loan on that because it only had one bathroom... Then I called Northern California Savings, and they said no they were sorry, but it was a very transient neighborhood of multiple use... So then, Bank of America. Bank of America said, well, they would consider a loan but it would be two points higher or something like that... Of course I had to tell, and a staff member said, ‘Oh, that’s redlining!’”

***Betsy Collard***



Carol Lamont

“Mountain View is doing - compared to other cities in the Bay Area - Mountain View is doing an excellent job. Redwood City and Mountain View have taken the lead in looking at their housing elements and their zoning policies and practices to be much more inclusive; to see the whole community, to try to prevent displacement of residents and try to include a more diverse community, both income diversity, family diversity, racial diversity, ethnic diversity. And I think it’s led to the charm of the community.”



## **SAN VERON PARK**

**A Low-Moderate Income Non-Profit Private Housing Development**

Sponsored by

**THE STANFORD MID-PENINSULA URBAN COALITION**

in cooperation with

**THE CITY OF MOUNTAIN VIEW**

***Carol Lamont,  
longtime housing advocate***

1/5/79

# Renters seeking Jarvis benefits

*my Rent Relief*

Escadero Community Council.

## Rent control backers file suit to get issue on ballot

The organizers of a Mountain the 1980 municipal ballot, but not this," because it actually chal- voters in the June primary el-  
through for the general election longer the state elections code ac- tion the registrar deleted abo

## Tenants organizing drive for rent relief

10-6

# RENT RELIEF

By EYE  
*file*  
*map 12*

*W*



Elena Pacheco & Paula Perez



Lourdes Rangel & Evan Ortiz



Marilou Delgado & Evan Ortiz

“...Fue duro, mucho trabajo, y se unieron todos los grupos que se formaron en el vecindario, siempre con mucho civismo. Fue en el año de 2016. Lo cual nos llenó de mucho positivismo, porque continuarían viviendo más familias dedicadas al trabajo de servicio (limpieza, construcción, jardinería, etc)

“...It was hard, a lot of work, and all the groups that were formed in the neighborhood joined, always with a lot of community spirit. It was in 2016. This filled us with a lot of positivity, because more families dedicated to service work (cleaning, construction, gardening, etc.) would continue to live [here].

***Rosario Portocarrero***

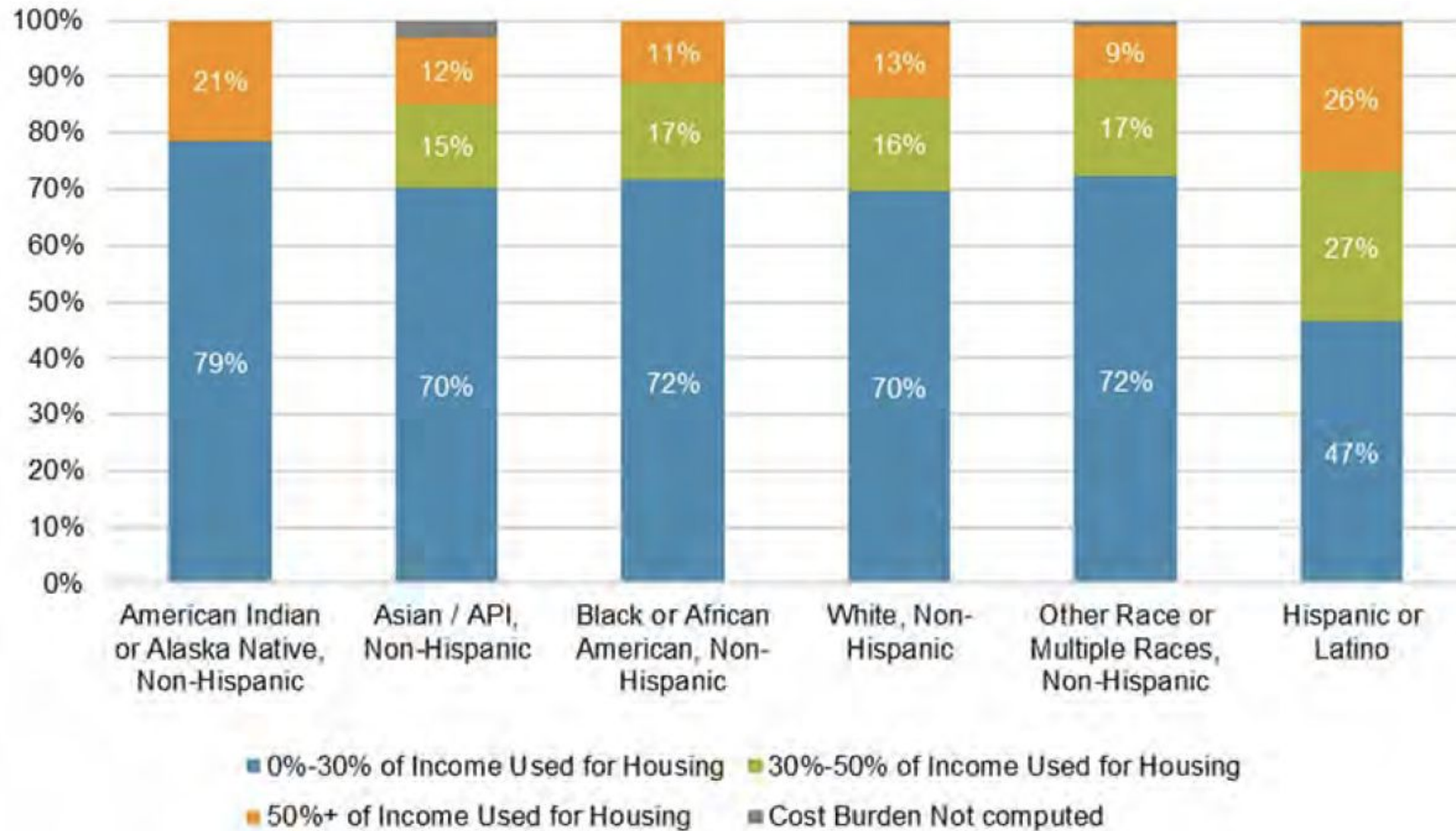
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## The Most Integrated Cities in the Bay Area

Cities/Towns	Inter-municipal Divergence	Population	Hispanics/Latinos	whites	African Americans	Asians	Others
Mountain View	0.0249	74066	21.70%	45.98%	1.98%	25.74%	4.61%
Dublin	0.0292	46036	14.47%	44.27%	9.15%	28.14%	5.67%
San Mateo	0.0306	97207	26.56%	46.54%	2.16%	18.67%	6.07%
Pinole	0.0334	18390	21.78%	37.05%	13.03%	22.60%	5.54%
American Canyon	0.0342	19454	25.75%	28.49%	7.59%	32.18%	5.98%
San Francisco	0.0367	805235	15.12%	41.91%	5.81%	33.00%	4.16%
Brisbane	0.0410	4282	16.63%	50.56%	1.87%	24.73%	6.21%
San Bruno	0.0419	41114	29.23%	35.95%	2.05%	24.88%	7.90%
Campbell	0.0467	39349	18.42%	58.11%	2.82%	15.81%	4.84%
El Cerrito	0.0512	23549	11.13%	48.26%	7.53%	27.13%	5.95%
Pacifica	0.0545	37234	16.77%	55.60%	2.42%	18.92%	6.29%
San Leandro	0.0580	84950	27.35%	27.08%	11.83%	29.34%	4.39%
Santa Clara	0.0592	116468	19.40%	36.08%	2.51%	37.38%	4.63%
Alameda	0.0596	73812	10.96%	45.34%	6.12%	30.92%	6.66%
Newark	0.0614	42573	25.22%	27.54%	4.48%	26.78%	5.97%

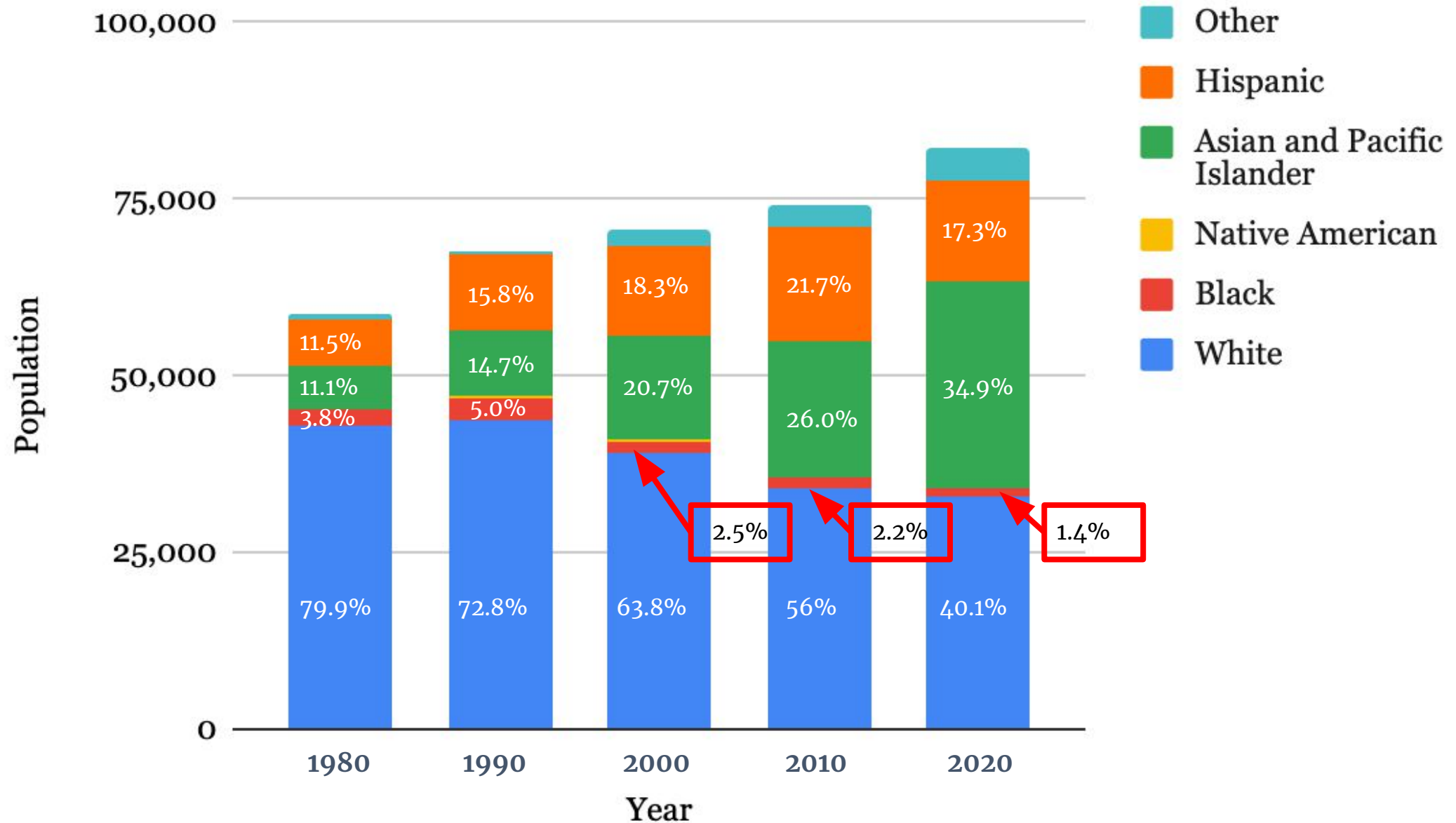
Source: Stephen Menendian, Arthur Gales, Samir Gambhir, “The Most Segregated (and Integrated) Cities in the San Francisco Bay Area,” Othering and Belonging Institute, UC Berkeley, November 18, 2020. Accessed July 9, 2021. <https://belonging.berkeley.edu/most-segregated-and-integrated-cities-sf-bay-area>

**Figure 86: Housing Cost Burden by Race/Ethnicity, Mountain View**



Sources: U.S. Department of Housing and Urban Development, 2013-2017 Comprehensive Housing Affordability Strategy (CHAS) data; BAE, 2022.

# Mountain View Racial Demographics 1980-2020







“We end up having those people leave the area. And that’s pretty much my only option. I’m looking at ‘Well, where I’m going to move after my son graduates?’, because I gotta buy a house eventually and I don’t think it can be here. I would like to stay here; I’ve invested a lot of time in this community, both civically and personally. And I love it here - but the market is the market, and so I don’t think that I would be able to stay here.”

***Cleave Frink***

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Yo anduve buscando donde rentar un apartamento... Y le dije [a la mánager, en español], “Quería saber si tenían apartamento o estudios disponibles.” Gran discriminacion y gran indignación cuando me dijo, “Sí tengo” me dijo, “pero no te voy a hablar español si andas buscando apartamento o quieres rentar un apartamento o estudio. Todo te tengo que hablar en inglés. Te puedo hablar en español otras cosas, fuera de la renta. Pero si yo te voy a rentar, te voy a hablar todo el proceso, y todo tiene que ser en inglés.”

I was looking for where to rent an apartment... And I said [to the manager, in Spanish], “I wanted to know if you had an apartment or studios available.” Great discrimination and great indignation when she told me, “Yes, I do,” she told me, “but I'm not going to speak to you in Spanish if you're looking for an apartment or want to rent an apartment or studio. I have to explain everything to you in English. I can explain other things to you in Spanish, outside of the rent. But if I am going to rent to you, I am going to talk to you about the whole process, and everything has to be in English.”



## ***Latino MV Resident for 18 years***

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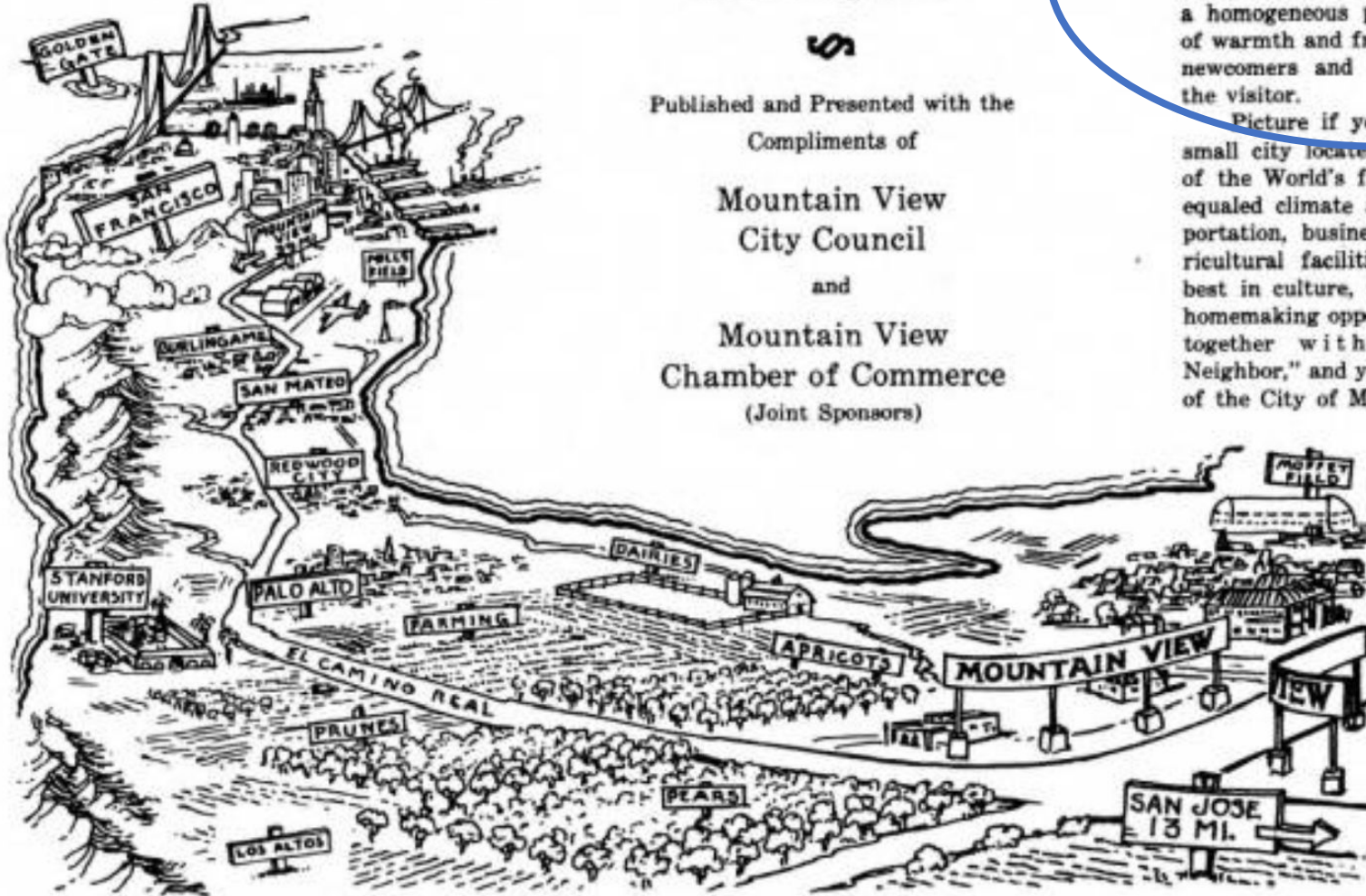
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## *Thank you!*

- *Nick Perry for slides, images, and information*
- *The board of the Mountain View Historical Association*
- *IdaRose Sylvester, Julie Solomon, Xavier Webb, and all the members of the Human Relations Commission*
- *City staffers Christina Gilmore and Laurel James, and intern Samara Parada*
- *Candace Bowers and the Mountain View History Center*
- *Stanford research assistants Nova Meurice, Lucy Chae, and Kamilah Arteaga*
- *All who participated in interviews and responded to surveys*

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# Report Out & Reflection

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