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Appendix: **West End Place Names** **By Tully Gerlach**

West End: Properly, there is no area or neighborhood in Boise known as or called “The West End.” The term was coined by Dr. Todd Shallat of Boise State University to describe the neighborhoods known as the “30th Street Extension Impact Area.” “West End” is used by this author and others to denote the neighborhoods bounded by State Street to the north, the Main/Fairview couplet to the south, 19th Street to the east, the Boise River to the west and Rose Street to the northwest.

“West End” should be understood as distinct from “West Boise,” the term used to describe the suburban neighborhoods that sprawl across the west Bench towards Meridian. “End” is typically a historic designation, denoting the early physical limits of a city, either geographically or politically. The “West End” was the westernmost limit of Boise in the early twentieth century, just as the North and East Ends were the contemporary limits in those directions. Where the North and East Ends maintained their historic names even as the city grew beyond them to the north and east, the West End did not, though it is historically and geographically analogous to both. The term “West End” restores proper historic context and redresses the elision of this area from standard understandings and classifications of Boise’s historic neighborhoods.

The West End is also known as the “30th Street Area,” in a planning context, and more commonly as the “Veterans Park Neighborhood.”

Veterans Park Neighborhood: The West End is part of what is known as the Veterans Park Neighborhood and the Veterans Park Neighborhood Association, which also includes the neighborhoods adjacent to the park in the Clithero Street area. The State of Idaho began planning to build a park at the site of the old Veterans Home in the early 1970s. The original plan for the park covered an area from its current location southwest to Main Street, encompassing all of the gravel pits along the riverbank. In anticipation of the new park, the Ada Council of Governments commissioned an impact study on the adjacent neighborhoods in 1974. This plan termed all the neighborhoods, including the West End, as the Veterans Park Neighborhood.

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When the state attempted to purchase the lands adjacent to the West End, the owners, the Quinn family, refused to sell, as they were still pulling several thousand tons of gravel out of their quarries at the time. When completed in 1976, Veterans Park ended up being smaller than planned, but the name stuck to the West End neighborhoods, and the neighborhood association kept it when it formed in 1984. Though many residents identify their area as the Veterans Park Neighborhood, some fiercely, the name is based on an unfulfilled plan and is not accurate geographically or historically. When the City builds the Esther Simplot Park on the former Quinn properties, the “Veterans Park” name will be confusing and obsolete.

Quinn’s Pond: The pond just east of the Greenbelt north of Main Street is named for the Quinn family, who owned most of the riverside land from Main to Veterans Park throughout the twentieth century. The Quinns also ran the Quinn-Robbins contracting company, whose sign above their offices at River and Americana was a familiar sight to several generations of Boiseans. Quinn’s Pond, as well as the former Bob Rice Ford lot just to its south, is an old gravel quarry pit. The riverbanks along this stretch of the Boise River are part of the Broadway Terrace and particularly rich in gravel deposits. In 1914, the Idaho State Highway Commission opted to replace the volcanic ash surfaces of the state highways with gravel surfaces, making gravel excavation a highly profitable enterprise.

Fairview: The Fairview Addition was so named because it was the site of the fairgrounds through the late nineteenth century, and for Fairview Avenue which, running just to the south, gave a literal view of the fair. By the 1903 platting of Fairview Addition, the fairgrounds had moved a mile west up the road, to where the intersection of Fairview and Orchard is today. The developers also played on the connotations of the name, for with the river to the west, the Davis farms to the north, and the undeveloped foothills beyond, the view was most certainly quite fair.

West Side: The developers of the West Side Addition went for the descriptive rather than the evocative, which ended up fitting the humbler neighborhood, home to workers of smaller means and industrial activities on its periphery. Until Boise finally annexed the west Bench much later in the century, this was indeed the West Side of town. Today, the West Side Drive-In, which is not in the West Side Addition, is the only remaining indicator of this historic position.

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Pleasanton: Evidence suggests that Hester Davis called her house, or perhaps even her entire farm, “Pleasanton.” When she began developing and selling her land, she kept the name for her first Addition, which included her home and in which she kept a sizeable lot for herself. (The Davis home still stands today at the northwest corner of State and 25th Streets. The angled streets at the “head” of Pleasanton are so in order to bypass the house.) The early residents of Pleasanton took the name to heart, forming neighborhood improvement associations and lobbying for annexation into the city. Today, it is still identified as Pleasanton within the Veterans Park Neighborhood.

Frank Davis and Hester Davis Additions: In 1910, Hester Davis developed the rest of her farmlands fronting the Valley Road (also called Park Place at that time) just to the northwest of Pleasanton, across 28th Street and the streetcar line. (The 28th Street of 1910 is 27th Street today.) Davis named this addition for her late husband Frank, who died in 1891. An early settler in Boise City, Frank Davis was brother to Tom Davis, one of the city’s founders and for whose wife Julia Davis Park is named. Although the exact reasons are not known, it appears to be the case that Hester Davis did not get along with her sister-in-law. Julia was a leading society matron, while Hester seems to have preferred the rural life of her farm, which she managed and maintained for two decades after her husband’s death. Not a retiring widow by any means, Hester was an active member of the First Methodist Church, and hosted large church picnics on her lawn in 1915 and 1916.

In 1911, Davis platted the remainder of her lands, south of Frank Davis and north of West Side. In this instance, she allowed herself, or allowed her surveyors and land agents, the vanity of naming it after herself.

Hubbell Home Addition: In 1910, Hester Davis' neighbor to the northwest, another widow and successful farmer and landowner, began subdividing her land. The Hubbell Home Addition consisted of around 54 acres of fertile farmland once owned by Norman S. and Elizabeth Hubbell. Norman Hubbell settled in Boise in 1872, opening a butcher shop as his first business venture and later expanding into sheep ranching. Around 1890 he and his family moved to a farm between the Davis property and the Soldiers' Home further northwest, where they cultivated apples, prunes, wheat and alfalfa. In May 1900, Hubbell died of sudden heart failure in a blacksmith shop

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downtown, leaving his wife Elizabeth in possession of the farm. In 1910, Elizabeth Hubbell sold the property to a pair of real estate investors for the reputed sum of \$50,000, allowing her to move to a downtown home where, as the *Statesman* reported at the time, "she can spend her declining years free from the cares and responsibilities of ranch life."

Today, the Idaho Transportation Department campus occupies almost the entire Hubbell Home Addition. Of the original street grid, only Rose Street remains, marking the northwest boundary of the West End.

Street Names: Like all streets in the city core and North End, the West End utilized the standard practice of numbering the north-south and naming the east-west streets. Although the Fairview Addition butted against the neighboring McCarty Addition at a cant—Fairview being oriented north-south while McCarty maintained the original townsite northeasterly bearing—the developers kept the names of the major downtown streets and aligned their grid as close as they could to them. Thus, the distinct turning that Main, Idaho, Bannock and Jefferson make at 19th Street as they transition into the West End.

The southeast track of the Valley Road on its route into the city left Pleasanton a bit further north than the McCarty Addition and without contiguous streets to its east. Running a line from its grid into that of the North End across the Valley Road, Hester Davis' surveyors hit close matches with Ada, Sherman and Alturas Streets, and so named the northernmost east-west streets in Pleasanton. This naming scheme extended into the Frank Davis Addition, except that with this addition being north of Pleasanton, it had extra, non-contiguous streets. The developers opted to maintain the pattern of the North End Streets whose names they were appropriating, and after Alturas came Eastman, Brumback and Ridenbaugh, just as in the North End. In Pleasanton, Ada, Sherman and Alturas, though physically unconnected, bore at least an approximate spatial relation to their namesakes in the North End. No similar relation existed between the upper Frank Davis Addition and the streets whose names it bore.

Hubbell Home Addition maintained a grid pattern roughly contiguous to that of Frank Davis, but with no continuity in the street names. Hubbell Home did, however, use the same pattern of appropriating the names of North End streets. Like Frank Davis, Hubbell Home used Alturas Street, but pushed it up to one block away from the Valley Road. For the three streets below, it used Sherman, Ada, and Resseguie, though it called them "Avenues" rather than "Streets."

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While this pattern did maintain the order of those streets' real progression, it bore no real spatial relation to them whatsoever, only a loose association with streets better-known as part of the North End. For its cross streets, Hubbell Home eschewed the traditional numbering system and here advertised its rural roots with Rose, Cherry, Pine and Vine Streets.

Beginning in 1912, a process of street re-numbering and re-naming in the North and West Ends contributed to the separation of each into distinct areas of their own. Changes happened first in Fairview and Pleasanton. In July, 1912, the City Engineer recommended to the City Council that Washington Street be renamed to Madison, presumably after the president, and State Street to Resseguie. Although changing State to Resseguie maintained the effort to synchronize the layout of West End streets with those of the North End, Madison was unique, and marked the first of later changes in street names throughout Pleasanton. The engineer also recommended that the Park Avenue/Valley Road duality be laid to rest and the road rechristened State Street, in continuity with the downtown street with which it junctioned, and the former State Street did not. The council agreed to the changes, and the process of renaming non-contiguous streets in the West End began.

Street renumbering occurred soon after the initial renaming of streets in Fairview and Pleasanton. Of all subjects in Boise history, the renumbering of streets in the North and West Ends remains one of the most confusing and obscure. For the purposes of this Appendix, all that need be noted is that in 1913 or 1914, Boise renumbered several of the north-south streets in large parts of the North End west of Harrison Boulevard and all of the West End. Thus, all West End number streets are today one digit lower than their original designations.

After the first renaming and subsequent renumbering of streets, the residents of Pleasanton took the lead in further adapting their street names for a unique location. Rejecting the original attempt to link their neighborhood to the North End, in July 1921, they referred a petition to the city to change the names of Resseguie, Ada, Sherman and Alturas, maintaining that "these streets had no connection with the streets of similar names in older portions of the city." At a meeting later that month, the City Council approved all changes, and so Resseguie became Pleasanton, Ada changed to Woodlawn, Sherman to Regan and Alturas to Stewart. The names Pleasanton and Woodlawn reflected the distinct identity and sense of place the residents felt for their neighborhood. Regan honored First Lieutenant John Regan, killed in action in the First World War and Stewart the late chief justice of the Idaho Supreme Court George H. Stewart. It is unclear

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what, if any connection either man had with the West End. Judge Stewart lived on 5th Street, and Lieutenant Regan's home prior to service is as yet undetermined. It is possible that the civic-minded residents of Pleasanton wished to incorporate the names of two honored and honorable citizens into their neighborhood. By declaring their uniqueness and actively taking part in the re-identification of their neighborhoods, the citizens of the upper West End definitively broke off their relationship with the North End and claimed a distinct identity of their own.

At some point as yet undetermined, street names were also changed in the two Davis Additions. Aside from Davis and Hester Streets, the origins of the names Driscoll, Ross, Moore, Gooding and Jordan Streets are unknown. It can be presumed that they are named after distinguished Idahoans and/or local property owners.

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MAP 2: Historic West End

