

In 1935, merchants wanted to rename an unsuccessful Valencia Street to "South Market"

Valencia Street Change Asked

Merchants Would Call It 'South Market'

A move to change the name of Valencia street to South Market street is under way and a petition to the Board of Supervisors asking the change is now being circulated.

Merchants along Valencia street are reported to be back of the plan. Their argument is that efforts over many years to make Valencia a first-class commercial street having failed, they believe by adopting the name of South Market street the desired object can be attained.

OPPOSITION SEEN

Strong opposition to the move is being worked up, particularly among the older residents of the Valencia street section, who own their homes and in many cases are among the pioneers or descendants of pioneers of the famous "Sunshine Belt."

Support of the California Pioneers, Native Sons and Daughters and other organizations interested in preserving the monuments of the past is being enlisted.

SETTLED IN FORTIES

Valencia street was named from Jose Manuel Valencia, a soldier of Anza's party, the first settlers in what is now San Francisco. The district around Mission Dolores, the nucleus of San Francisco, was surveyed and platted in the early forties, even before the fishing village of Yerba Buena was changed to San Francisco. Many of the Mission district streets were named from the soldiers accompanying Anza. The name of Valencia thus appears on the oldest maps of San Francisco.

From the wonderful archives of Eric Fischer

All kinds of old San Francisco maps, photos, and history:

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