

CITY OF OCEANSIDE

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# APPENDIX: HISTORIC CONTEXT STATEMENT

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# 1 INTRODUCTION



Figure 1: Lithograph of Oceanside, CA

Source: Oceanside Historical Society

## 1.1 Purpose

This project is part of the City of Oceanside's ongoing efforts to identify and evaluate potential historic resources. In order to understand the significance of the historic and architectural resources in the City of Oceanside, it is necessary to examine those resources within a series of contexts. The purpose of a historic context statement is to place built resources in the appropriate historic, social, and architectural context, the relationship between an area's physical environment and its broader history can be established.

A historic context statement analyzes the historical development of a community according to guidelines written by the National Park Service and specified in *National Register Bulletin 16A: How to Complete the National Register Registration Form* and *National Register Bulletin 24: Guidelines for Local Surveys*. Bulletin 16A describes a historic context as follows:

*Historic context is information about historic trends and properties grouped by an important theme in pre-history or history of a community, state, or the nation during a particular period of time. Because historic contexts are organized by theme, place,*

*and time, they link historic properties to Important historic trends. In this way, they provide a framework for determining the significance of a property.<sup>1</sup>*

A historic context statement is linked with tangible built resources through the concept of "property type" which is a grouping of individual properties based on shared physical or associative characteristics.

This historic context is not intended to be a comprehensive history of the City of Oceanside. Rather its purpose is to highlight trends and patterns critical to the understanding of the built environment. It identifies the various historical factors that shaped the development of the area, including historic activities or events, important people, building types, architectural styles, and materials, and patterns of physical development. The historic context provides a framework from the continuing process of identifying historic and architectural resources in the City. It is meant to serve as a guide to enable citizens, planners, and decision-makers to evaluate the relative significance and integrity of individual properties.

Specific examples referred to in this context statement are included solely to illustrate physical and associative characteristics of each resource type. Exclusion from the context statement does not diminish the significance of any individual resource.

## 1.2 Methodology

The first phase of the project involved collecting and reviewing existing documentation. Three previous studies have been conducted in the City of Oceanside which included historic overviews of the City. In particular, the 19<sup>th</sup> and early 20<sup>th</sup> centuries have been well documented. These previous studies largely formed the basis for the discussion of these periods in this context statement.

Background information in this report on state and national trends that generally influenced the development of Oceanside were borrowed or tailored for this report. Additional research was conducted with the assistance of the Oceanside Historical Society and through a literature review of sources documenting the history of the area.

## 1.3 Historic Preservation Policy

This Historic Context Statement is part of ongoing historic preservation efforts in the City of Oceanside. The City of Oceanside has a historic preservation program in place since the 1970s. The policy document was soon followed by a City historic resources survey in 1985

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<sup>1</sup> National Park Service, "National Register Bulletin 16A: How to Complete the National Register Registration Form," Washington DC: U.S Department of the Interior, National Park Service, 1997.

and in 1993. In 2007, the City adopted a Citywide Mills Act Ordinance in order to bolster preservation incentives throughout the city.

Historic preservation is one of the many community goals in the General Plan. It is part of the community's core values and identity and to help ensure the City's valuable and finite historic resources will continue to enhance the lives of Oceanside generations to come.

## 1.4 Historic Resources Survey

There are two historic resources surveys documenting architectural resources within the City of Oceanside. "Survey Inventory of Historic, Architectural and Landscape Resources" was completed in 1985 and "Oceanside, California's Pride: 1992 Cultural Resource Survey" served as an update to the 1985 survey and documented over 260 properties. Most of the surveyed properties were located primarily near the central downtown core. Those sites found to be architecturally significant formed the basis of the City's list of potential historic resources. In addition, the City established the San Luis Rey Historic Area Development Program and Design Guidelines.

## 2 GUIDELINES FOR EVALUATION

No formal survey was undertaken as part of this study. However, the following designation programs guide the discussion of eligibility criteria and integrity thresholds in Part 3 of this historic context statement.

Federal, state, and local historic preservation programs provide specific criteria for evaluating the potential historic significance of a resource. Although the criteria used by the different programs (as relevant here, the National Register of Historic Places, the California Register of Historical Resources, and the City of Oceanside's Locally Designated Resources) vary in their specifics, they focus on many of the same general themes. In general, a resource need only meet one criterion in order to be considered historically significant.



Figure 2: Corner of Coast Highway and Mission (formerly Hill Street and 2<sup>nd</sup>). Source: Oceanside Historical Society

Another area of similarity is the concept of integrity — generally defined as the survival of physical characteristics that existed during the resource’s period of significance. Federal, state, and local historic preservation programs require that resources maintain integrity in order to be identified as eligible for listing as historic.

The following Oceanside resources have been designated:

National Register of Historic Places:

- Americanization School
- Charles Libby House
- Oceanside City Hall and Fire Station
- Rosicrucian Fellowship Temple
- San Luis Rey Mission Church

California Register of Historical Resources

- Oceanside Athletic Club
- Oceanside City Hall and Fire Station

Oceanside Locally Designated Resources

- Heritage Park
- Heritage Park, All Saints Episcopal Church and the San Luis Rey Mission Historical District
- 602 N. Clementine, now located at 524 S. Hill Street
- 322 N. Cleveland Street
- Mission San Luis Rey Historic Area
- Oceanview Memorial Cemetery
- 1818 Soto Street
- Coast Highway/Historic Route 101
- 618 S. Freeman Street

## 2.1 National Register of Historic Places

The National Register of Historic Places (commonly referred to as the “National Register” or “NRHP”) is a Congressionally-authorized inventory of buildings, structures, objects, sites, and districts that possess historic, architectural, engineering, archaeological, or cultural significance at the national, state, or local level. According to the *National Register Bulletin Number 15, How to Apply the National Register Criteria for Evaluation*, resources over fifty years of age are typically eligible for listing if they meet any one of four significance criteria and if they possess historic integrity.

The following are the four basic criteria set forth by the National Register (listed alphabetically):



**Criterion A:** Properties that are associated with events that have made a significant contribution to the broad patterns of our history; or

**Criterion B:** Properties that are associated with the lives of persons significant in our past; or

**Criterion C:** Properties that embody the distinctive characteristics of a type, period, or method of construction; represent the work of a master; possess high artistic values; or represent a significant and distinguishable entity whose components may lack individual foundation; and

**Criterion D:** Properties that have yielded or is likely to yield information important in prehistory or history.

### *Criteria Considerations*

According to the National Register, not all property types are eligible for listing in the National Register. However, these properties can be eligible *if* they meet specific requirements, or Criteria Considerations, as well as meeting one or more of the four evaluation criteria described previously. These National Register Criteria Considerations are:

**Criteria Consideration A:** A religious property deriving primary significance from architectural or artistic distinction or historical importance; or

**Criteria Consideration B:** A building or structure removed from its original location but which is primarily significant for architectural value, or which is the surviving structure most importantly associated with a historic person or event; or

**Criteria Consideration C:** A birthplace or grave of a historical figure of outstanding importance if there is no appropriate site or building directly associated with his or her productive life; or

**Criteria Consideration D:** A cemetery which derives its primary importance from graves of persons of transcendent importance, from age, from distinctive design features, or from association with historic events; or

**Criteria Consideration E:** A reconstructed building when accurately executed in a suitable environment and presented in a dignified manner as part of a restoration master plan, and when no other building or structure with the same association has survived; or

**Criteria Consideration F:** A property primarily commemorative in intent if design, age, tradition, or symbolic value has invested it with its own exceptional significance; or

**Criteria Consideration G:** A property achieving significance within the past 50 years if it is of exceptional importance.

## 2.2 California Register of Historical Resources

The California Register of Historical Resources (“California Register” or “CRHR”) is an authoritative guide to California’s significant historical and archaeological resources to be used by state and local agencies, private groups, and citizens in identifying the existing historical resources of the state, and to indicate which resources deserve to be protected, to the extent prudent and feasible, from substantial adverse change.

The California Register includes:

- Resources formally determined eligible for, or listed in, the National Register
- State Historical Landmarks number 770 or higher;
- Points of Historical Interest recommended for listing by the State Historical Resources Commission;
- Resources nominated for listing and determined eligible in accordance with criteria and procedures adopted by the State Historical Resources Commission, including
  - Individual historic resources and historic districts;
  - Resources identified as significant in historical resources surveys which meet certain criteria; and
  - Resources identified as significant in historical resources surveys which meet certain criteria; and
  - Resources and districts designated as city or county landmarks pursuant to a city or county ordinance when the designation criteria are consistent with California Register criteria.

Resources eligible for listing include buildings, site, structure, objects, or historic districts that retain historic integrity and are historically significant at the local, state, or national level under one of the following four criteria:

**Criterion 1:** Properties that are associated with events that have made a significant contribution to the broad patterns of local or regional history, or the cultural heritage of California or the United States;

**Criterion 2:** Properties that are associated with the lives of persons important to local, California, or national history;

**Criterion 3:** Properties that embody the distinctive characteristics of a type, period, region, or method of construction, or represents the work of a master or possess high artistic values; or

**Criterion 4:** Properties that have yielded or has the potential to yield information important in prehistory or history of the local area, California, or the nation.

In addition to having significance, resources must have integrity for the period of significance. The period of significance is the date or span of time within which significant events transpired, or significant individuals made their important contributions.

The California Register does not have strict Criteria Considerations as the National Register and are more flexible for properties that have been relocated, properties less than fifty years of age, and reconstructed buildings.

For **moved properties**, the California Register may consider eligibility if the resource was moved to prevent demolition at the former location and if the new location is compatible with the original character and use of the historic resource. The historical resource should retain its historic features and compatibility in orientation, setting, and general environment.

Properties that are have **achieved significance within the past fifty years** may be considered for listing in the California Register if it can demonstrate that sufficient time has passed to understand the resource's historical importance.

**Reconstructed buildings** are those buildings not listed in the California Register under the criteria stated above. A reconstructed building less than fifty years old may be eligible if it embodies traditional building methods and techniques that play an important role in a community's historically rooted beliefs, customs, and practices.

## 2.3 City of Oceanside Historical Preservation Ordinance

The City of Oceanside retains a Historical Preservation Ordinance of the City of Oceanside within their city code (Oceanside City Code Section 14A). The policy declares that the "recognition, preservation, enhancement, perpetuation and use of structures, landscape features, sites and areas within the City of Oceanside having historical, architectural, archaeological, cultural or aesthetic significance is required in the interest of the economic prosperity, cultural enrichment and general welfare of the people." Its purpose is as follows:

- (1) Safeguard the heritage of the City of Oceanside by providing for the protection of historical sites and areas representing significant elements of its history;
- (2) Encourage public knowledge, understanding and appreciation of the city's past;
- (3) Enhance the visual character of the city by encouraging and regulating the compatibility of architectural styles within historical areas reflecting significant architectural traditions;
- (4) Foster civic and neighborhood pride and a sense of identity based on the recognition and use of historical areas and sites;
- (5) Strengthen the economy of the city by protecting and enhancing the city's attractions to residents, tourists, and visitors;
- (6) Stabilize and improve property values and increase economic and financial benefits to the city and its inhabitants;

- (7) Identify as early as possible and resolve conflicts between the preservation of historical areas and sites and alternative land uses; and
- (8) Promote the private and public use of historical areas and sites for education, prosperity and general welfare of the people.

Under Section 14A.6 of the City's Historical Preservation Ordinance provides designation criteria under the following for a historical area or site:

- (a) It exemplifies or reflects special elements of the city's cultural, social, economic, political, aesthetic, engineering, or architectural history; or
- (b) It is identified with persons or events significant in local, state, or national history; or
- (c) It embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship; or
- (d) It is representative of the notable work of a builder, designer, or architect; or
- (e) It is found by the council to have significant characteristics which should come under the protection of this chapter.

## 2.4 Integrity

The concept and aspects of integrity are defined in "Section VIII. How to Evaluate the Integrity of a Property Historical Resource" in *National Register Bulletin Number 15: How to Apply the National Register Criteria for Evaluation*. According to the Bulletin, "Integrity is the ability of a property to convey its significance." The evaluation of integrity must be grounded in an understanding of a property's physical features, and how they relate to the concept of integrity. Determining which of these aspects are most important to a property requires knowing why, where, and when a property is significant. To retain historic integrity, a property must possess several, and usually most, aspects of integrity:

- *Location* is the place where the historic property was constructed or the place where the historic event occurred.
- *Design* is the combination of elements that create the form, plan, space, structure, and style of a property.
- *Setting* is the physical environment of a historic property, and refers to the character of the site and the relationship to surrounding features and open space. Setting often refers to the basic physical conditions under which a property was built and the functions it was intended to serve. These features can be either natural or manmade, including vegetation, paths, fences, and relationship between other features or open space.
- *Materials* are the elements that were combined or deposited during a particular period of time, and in particular pattern or configuration to form a historic property.

- *Workmanship* is the physical evidence of crafts of a particular culture or people during any given period of history or prehistory, and can be applied to the property as a whole, or to individual components.
- *Feeling* is the property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, when taken together, convey the property's historic character.
- *Association* is the direct link between the important historic event or person and a historic property.

### 3 HISTORIC CONTEXT



Figure 3: Oceanside Pier, Beach, and Tent City, ca. 1915. From "Oceanside, California: 'The Carnation City.'" Source: UC San Diego Digital Library.

#### 3.1 Introduction

The City of Oceanside has a rich and varied history. This historic context provides a broad-brush historical overview of the influences that shaped land use patterns and development of the built environment. It is not meant as a complete historical narrative of the City, but instead provides a framework for the identification and evaluation of historic resources. Much of the history contained here is drawn from existing narratives, particularly the City's early development, which has been well documented by previous studies. Within each context is an identification of relevant themes associated with the context; a description of associated property types; a discussion of relevant criteria and integrity considerations; and specific eligibility standards.

The overarching goal of the historic context statement is to serve as a planning tool that will assist the City staff and officials, residents, and interested stakeholders identify those properties that tell the story of Oceanside and contribute to the architectural, cultural, or social history of the City. Oceanside retains important properties from each significant period of development, from the earliest built resources associated with the establishment of the Mission San Luis Rey, through post-World War II expansion and growth. Properties represent the City's residential, commercial, institutional, industrial/agricultural, and civic growth throughout history. There are properties that may be significant as excellent or rare examples of a particular architectural style, or as the work of a master architect. Properties

may be significant under multiple contexts, but only need to meet criteria under one context or theme in order to be eligible for designation.

### Summary of Contexts and Themes

For the purposes of this historic context, the following broad historical periods in the history of Oceanside have been identified:

- Early History (Pre-1798)
- Spanish Colonization and Mission San Luis Rey (1798-1822)
- Mexican Rule (1822-1860)
- Late 19<sup>th</sup> Century (1860-1900)
- Early 20<sup>th</sup> Century Development (1900-1930)
- The Great Depression and World War II (1930-1945)
- Mid-20<sup>th</sup> Century Expansion (1945-1975)

Within each broad time period, the following themes are discussed relative to the development of the built environment in Oceanside:

- Residential Development
- Commercial Development
- Civic and Institutional Development
- Industrial Development

## 3.2 Early History (Pre-1798)

Oceanside is the most northerly coastal community of San Diego County along a part of the San Luis Rey River Valley. The earliest development of Oceanside was influenced by the Native American populations who lived in the area. From north to south, coastal San Diego encompasses the Juaneno, Luiseno, and Kumeyaay Native American groups. The Juaneno and Luiseno are Shoshonean speakers whose territory ranged from Agua Hedionda Lagoon in the south to Aliso Creek in Orange County, to near Santiago Peak in the northeast, and to the Palomar Mountain area in the southeast. They are linguistically and culturally related to the Gabrielino and the Cahuilla. The terms Juaneno and Luiseno are derived from association with the San Juan Capistrano and San Luis Rey Missions on the coast.<sup>2</sup>

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<sup>2</sup> ASM Affiliates, "Archaeological Survey Report for the Oceanside Beach Restrooms and Beach Operations Facility Project, Oceanside, California." Prepared for Kimley-Horn. Draft, February 2016.

Oceanside was first settled by Shoshone tribe whom the Franciscan Fathers called “San Luisenos” which was later shortened to Luiseno. The Luiseno have been considered one of the more complexly organized Native California groups with noteworthy characteristics including fairly rigid social structure and a moderately high population density.<sup>3</sup> Villages were located along the large drainages of the San Luis Rey and the Santa Margarita Rivers. Long occupied communities include *Keish* near the site of the Mission San Luis Rey and *Wahaumai* in the Guajome Ranch area.

### 3.3 Spanish Colonization and Mission San Luis Rey (1798-1822)



Figure 4: Mission San Luis Rey.

Source: David Marshall Historic Postcard Collection

Spain was the first European nation to achieve a foothold in present-day California. Spanish explorers came to California in the early sixteenth century led by Don Gaspar de Portola, as emissary, assisted by Father Junipero Serra. The Spanish typically sent small groups of soldiers and clergy to colonize a new land, establish missions to convert the indigenous people to Catholicism, and teach them agriculture and animal husbandry. In theory, the missions were mandated to occupy the land and make the land fruitful for the benefit of the Native Californians. However, in reality the proliferation of the missions ended the traditional way of life for the Native Americans who lived there.<sup>4</sup>

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<sup>3</sup> Ibid.

<sup>4</sup> Dorothy Krell, *The California Missions*. (Menlo Park, CA: Sunset Books, 1979), p. 35.

In 1798, Mission San Luis Rey de Francia, named for Louis IX of France, was founded by Fathers Lasuen, Santiago, and Peyri under the leadership of Father Junipero Serra. Its location shortened the distance between the two established missions at San Diego and San Juan Capistrano.<sup>5</sup> The establishment of the mission, however, would ultimately have a devastating effect on local native cultures. The majority of the Luiseno were conscripted into service for the mission, becoming church neophytes and effectively ending their traditional way of life. Diseases brought to the area from Europe, along with the significant changes to the culture resulted in a decrease in the Native American population during the mission era. The Mission, however, prospered and soon became self-sufficient, establishing vineyards and orchards and cultivating the surrounding land for agriculture.

The task of building the mission was delegated to Father Antonio Peyri. Construction of the Mission and compound was completed around 1815 and by 1826 it was the center of a flourishing community. The mission is a vast quadrangle, measuring 630 by 550 feet. At its height in the 1830s, Mission San Luis Rey, known as the “King of the Missions” because of its size and land occupation, was the most successful of the 21 missions, with a Native American population of almost 3,000, approximately 60,000 head of domesticated stock, and an annual yield of approximately 13,000 bushels of grain.

#### *Mission Era Institutional Development Associated Property Types*

##### Property Type: Institution

It is unlikely that any other extant structure or portion of a structure directly associated with the Mission will be discovered. Remnant structures, landscape, or hardscape features such as retaining walls, and other infrastructure that was constructed as part of the Mission should be considered and evaluated under this theme. These include mission wall foundations and subterranean remnants.

##### Criterion:<sup>6</sup> A/1/a and b

Regardless of integrity, any extant property or feature would be considered a historic resource for its association with the historic events of Spanish mission settlement in Oceanside.

##### Eligibility Standards:

- Must date from the period of significance; and

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<sup>5</sup> Kristi Hawthorne, “History of Mission San Luis Rey.” Accessed June 5, 2020. [www.oceansidechamber.com/oceanside-blog/history-of-mission-san-luis-rey](http://www.oceansidechamber.com/oceanside-blog/history-of-mission-san-luis-rey).

<sup>6</sup> Resources throughout the document are evaluated using National Register, California Register, and local criteria. Letters and numbers associated with designation criteria are listed according to the National Register, California Register, and local conventions (for example Criterion A/1/a refers to National Register Criterion A, California Register Criterion 1, and local Criterion a and b)



- Have known association with the Mission San Luis Rey

### 3.4 Mexican Rule (1822-1860)

After a long struggle, Mexico won its independence from Spain in 1821. The land that had been entrusted in the name of the King of Spain now belonged to Mexico. The wealth and power of the mission lands were coveted by the new government, so steps were taken to supersede ecclesiastical power with secular authority. In 1833, the Mexican Congress passed the *Act of Secularization of the Mission of California*, and in 1834, the governor issued orders for its enforcement which would take effect in 1835. As a result, between the 1830s to the 1840s, California governors granted lands for ranchos, as it was determined that the vast mission lands were no longer needed for ranching and agricultural purposes. Grants were given to wealthy families or military officers as reward for their service to the Mexican government.



Figure 5: Ranchos of San Diego County. Source: UC San Diego Digital Library.

During the Mexican rule, the Mission San Luis Rey lands were parceled into five ranchos including Santa Margarita, Las Flores, Buena Vista, Agua Hedionda, and Guajome. Three of the five ranchos directly associated with the history of Oceanside. This includes Santa Margarita y Las Flores, located in present day Camp Pendleton. The rancho had 133,440 acres including 18 miles of coastline, three mountain ranges, several lakes, five rivers, and 260 miles of roads. Its holdings contained large amount of sheep, cattle, and horses. The Pico brothers, Andres and Pio, were granted title to the Rancho Santa Margarita in 1841 as a

reward for their efforts by the government. Pio Pico was governor of California twice while Andres became a general in the Mexican army.

In 1850, California was admitted to the Union and by this time Pio Pico, a former governor of California, was the sole owner of the Santa Margarita y Las Flores Ranchos and claimed the buildings and remaining land of the Mission San Luis Rey. He later sold his holdings to his brother-in-law, Juan Forster, in 1864. Rancho Guajome was granted to Andres and Jose Manuel in 1845 by Governor Pico. Abel Sterns later purchased land and then gifted it to his sister-in-law, Ysidora Bandini and her husband Lieutenant Cave Coutts, for their wedding. Cave Coutts was a native of Tennessee who graduated from West Point in 1843. In 1849, he was commissioned to survey the Pueblo Lands of San Diego. A seasoned soldier and frontiersman, Coutts kept detailed records of his survey.

In 1853, Coutts permanently moved to Rancho Guajome with his wife and two children, making him the first white settler of San Luis Rey. He was appointed subagent for San Luis Rey Native Americans at that same time. After establishing his home at Guajome, he developed a water supply for irrigation and planted an extensive orchard, fully recognizing the natural agricultural and horticultural advantages of the area. He employed aboriginal labor to improve the property and built a 20-room adobe mansion. Although he never lived to see the founding of Oceanside, he is counted among its forefathers who pioneered in the San Luis Rey Valley.<sup>7</sup>

#### *Mexican Era Residential Development Associated Property Types*

Residential development from this period will largely be associated with the Mexican ranchos. Due to the relatively narrow time frame, it is not anticipated that there will be a significant number of extant resources associated with the era of Mexican rule. Residential development during this period largely followed patterns established during the Mission era, and therefore is anticipated that resources from this period will largely consist of single-family properties constructed of adobe and simple, wood-frame structures.

Property Type: Single-Family Residence

Criterion:

Residential properties from this period are extremely rare, and may be significant:

- Criterion A/1/a and b: As a rare extant representation of the early settlement of the region, or for a specific association with the development of a Mexican rancho.
- Criterion B/2/b: For its association with the life of a significant early resident.

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<sup>7</sup> Langdon Sully and Taryn Bigelow, *Oceanside Crest of the Wave*. (Oceanside, CA: Windsor Publications, Inc., 1988), p. 22-23.

- Criterion C/3/c: A rare remaining example of adobe construction or an early wood frame structure; any remaining examples from this period would likely be individually significant as an example of this theme.

#### Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Mexican-era Residential Development theme. Properties from this period are rare and represent some of the earliest development in Oceanside; therefore a greater degree of alteration may be acceptable.

- Residential properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- A residential property significant under Criterion B/2/b should retain integrity of design, feeling, and association in order to convey the historic association of a significant person.
- Residential properties significant under Criterion C/3/c should retain integrity of location, materials, workmanship, and feeling. Any remaining examples of adobe construction from this period with fair integrity would likely be eligible. In general, the adobe walls should remain largely intact and the residence should retain the majority of the character-defining features associated with an adobe structure of its age. Alterations that are consistent with upgrades typically seen in early adobe structures, including later additions constructed with wood framing and replacement windows within original window openings, are acceptable. It is expected that the setting will have been compromised by later development.

#### Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features of adobe construction; and
- Retain the essential aspects of integrity.

### **3.5 Late 19<sup>th</sup> Century Settlement (1860-1900)**

In 1850, California became a state. By 1855, the United States Land Commission upheld the Church's claim, and the Church re-established ownership of the remaining buildings, cemeteries, and gardens associated with the Mission. All other acreage previously farmed by the Mission was divided into ranchos with only a portion of the original Guajome Ranch is located within the present City boundary. Settlement of the land began to flourish by the late 1860s through the 1870s just west of the Mission. The San Luis Rey Townsite was located

on El Camino Real. Settlers from across the country as well as England, France, Australia, and Germany began to cultivate the land and raise cattle.<sup>8</sup>



Figure 6: San Luis Rey Valley, ca. 1898 showing the Mission San Luis Rey in the background and the Ivey Ranch in the foreground. Source: [www.iveyranch.com/history](http://www.iveyranch.com/history)

Most of the settlers took up farming or ranching in the isolated valley.<sup>9</sup> Crops grown in the valley included barley, alfalfa, and citrus.<sup>10</sup> Herbut Crouch and Majory Lee Utt ventured in importing Merino sheep, renowned for their fine, white fleece. By the termination of their partnership, the sheep were considered among the nation's finest.<sup>11</sup> By 1879, it was reported that sixty families had settled around the Mission including James M. Griffin, Herbert Crouch, D.C .Pitts, Tomas Alvarado, D.R. Foss, E. Ormsby, and the Freeman family. The local paper also noted a livery stable and large schoolhouse with nearly 30 in attendance.<sup>12</sup>

Commercial establishments were slower to arrive in the valley. Prussian-native Simon Goldbaum established the first general store in the valley in 1872 just northwest of the mission. He would eventually own several stores in the area and in Oceanside.<sup>13</sup> Soon a post office, hotel, livery stable, telegraph station, and creamery would follow. By 1887, there were approximately 600 people living in the valley.<sup>14</sup>

By 1893, Father Joseph Jeremiah O'Keefe arrived in the area to oversee the restoration of the Mission San Luis Rey which was in a deteriorated state. On May 12, 1893 the Mission

<sup>8</sup> Kristi Hawthorne, *Oceanside Where Life is Worth Living*. (Virginia Beach, VA: The Donning Company Publishers, 2000), p. 18.

<sup>9</sup> Sully, p. 24.

<sup>10</sup> Kathleen Flanigan, Susan Carrico and Richard Carrico, "Oceanside, California's Pride: 1992 Cultural Resource Survey." Prepared for the City of Oceanside, March 3, 1993.

<sup>11</sup> Sully, p. 24.

<sup>12</sup> Kristi Hawthorne, "History of Mission San Luis Rey." Accessed June 5, 2020. [www.oceansidechamber.com/oceanside-blog/history-of-mission-san-luis-rey](http://www.oceansidechamber.com/oceanside-blog/history-of-mission-san-luis-rey).

<sup>13</sup> Sully, 24.

<sup>14</sup> Sully, 26.

was rededicated with more than 300 in attendance. Restoration work continued slowly throughout the years even following Father O’Keefe’s departure in 1912.

In 1881, a survey was conducted of the southern Pacific slope by the U.S. government. The California Southern Railroad would soon begin operations in 1880 with Chinese crews laying down track the following year. By 1882, the railroad line from Los Angeles to San Diego was established. The rail spanned the coast from San Diego to just north of the San Luis Rey River then headed eastward to Temecula where it connected with the Southern Pacific Railroad. The commencement of the rail line spurred growth within the area.<sup>15</sup>

Two individuals who recognized the potential of the area were Andrew Jackson Myers, a San Luis Rey storekeeper, and Francis H. Whaley, newspaper publisher and valley resident. Hearing about the arrival of the railroad pushed Myers to move from the valley to the area closer to the coast. A year later in 1883 he would file for a patent for 160 acres. Whaley also wrote to Washington for a patent. While both requests arrived at the same time, it was Myers letter that was opened first and was allotted the patent.<sup>16</sup> Myers would retain the services of Cave Coutts Jr, a 27 year old surveyor, to stake out the boundaries of his claim in 1885. Myers also engaged J. Chauncey Hayes as sole agent for the promotion and sale of the newfound town of Oceanside. Thus, the Hayes and Hicks Land Company was established.<sup>17</sup>

Myers constructed Oceanside’s first residence in 1883 as well as a “primitive wooden depot” adjacent to the mouth of the San Luis Rey River. However, a storm would wash out the tract in 1884 along with sections of the track that ran through Santa Margarita Valley halting travel for a year until the Surf Line opened between San Diego and Los Angeles in 1885. The final arrival of the railroad through Oceanside initiated the area’s land boom.



Figure 7: Downtown Oceanside, ca. 1910s. Source: San Diego History Center.



Figure 8: Third and Tremont Streets, ca. 1900. Source: Oceanside Historical Society.

<sup>15</sup> Sully, 27.

<sup>16</sup> Flanigan, p. 2-4. Also, Sully, p. 27.

<sup>17</sup> Ibid.

In 1885, Myers built his mansion located at 3<sup>rd</sup> and Coast Highway. Other structures began to develop including bathhouses and various rental cottages.<sup>18</sup> A Victorian style train station, was erected near the tracks at Cleveland Street and Second Street (Mission). Hotels such as the Oceanside Hotel, the South Pacific Hotel, and the Tremont were one of the earliest hotels within the city.<sup>19</sup> Frank Whaley relocated his newspaper from the valley to Oceanside and remained it the Oceanside Star. Russ Mill & Lumber Company of San Diego opened a branch at Third and Broadway (Pier View Way and Cleveland), bringing in a much needed enterprise essential to building a new town.<sup>20</sup>

By 1887, Oceanside had grown to nearly 1,500. Three railroad lines accessed the town, and the San Luis Rey Valley provided produce for markets in San Diego, Los Angeles, and San Bernardino.<sup>21</sup> In 1888, as a result of the economic, population, and commercial growth, Oceanside voted for incorporation. City Trustees were elected and included C.W. Maxson, John Schuyler, J.V. Hicks, F.S. Trumbower, and Col. Daniel Horne. Horne would later be appointed as President of the City of Trustee.

Growth and optimism continued through the 1890s. The Oceanside Chamber of Commerce was established “for the purpose of the general improvement and benefit of the town and its citizens.”<sup>22</sup> The Libby School District was also formed during this period providing education in a small one-room schoolhouse. Other institutions including churches were erected in the city such as the All Saints Episcopal Church, the First Congregational Church, and St. Mary’s Chapel.



Figure 9: St. Mary’s Chapel (right) was originally constructed in 1896 on Pier View Way. St. Mary’s Star of the Sea church was built in 1927. Source: Oceanside Historical Society.



Figure 10: St. Mary’s Chapel relocated to Lemon Street in the Eastside neighborhood.

<sup>18</sup> Sully, p.29.

<sup>19</sup> Ibid.

<sup>20</sup> Kristi Hawthorne, “History of Oceanside 1888-1912.” Accessed June 5, 2020. [www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1888-1912](http://www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1888-1912)

<sup>21</sup> Flanigan, p. 2-5.

<sup>22</sup> Hawthorne, “History of Oceanside 1888-1912.”

Success soon halted with the tragic razing of the South Pacific Hotel by fire in 1896. The South Pacific was Oceanside's foremost showcase of this time. A series of other hotel fires prompted the establishment of adequate water supply to the town. By 1897, the town moved the waterworks to a five-acre parcel along the San Luis Rey River establishing a reservoir. By mid-1910, the city had built a water system with a capacity for domestic and irrigation purposes sufficient for a city five times its size.<sup>23</sup>

#### *Late 19<sup>th</sup> Century Residential Development Associated Property Types*

Residential properties constructed in the last decades of the 19<sup>th</sup> century represent Oceanside's establishment as a City. Neighborhoods from this period are located close to downtown commercial and civic center.

Wood frame residences in Oceanside were being design within the vernacular vocabulary exhibiting more modest housing, including cottages and Folk Victorian examples. This period also saw the construction of prominent residences erected in architectural styles representative of the period.

Property Type: Single-Family Residence

#### Criterion:

Residential properties from this period may be significant:

- Criterion A/1/a and b: As an increasingly rare example of late-19<sup>th</sup> century residential development;
- Criterion B/2/b: For its association with a significant person in Oceanside's early history;
- Criterion C/3/c or d: A good or rare example of a particular architectural style associated with this period and/or represents the work of a significant architect or designer;
- A collection of residences from this period that are linked geographically may be eligible as a historic district.

#### Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Late 19<sup>th</sup> Century Development theme.

- Residential properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.

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<sup>23</sup> Sully, p. 39.

- A residential property significant under Criterion B/2/b should retain integrity of design, feeling, and association in order to convey the historic association of a significant person.
- Residential properties significant under Criterion C/3/c should retain integrity of location, materials, workmanship, and feeling. Wood frame buildings from this period should retain good integrity, although minor alterations are acceptable.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.

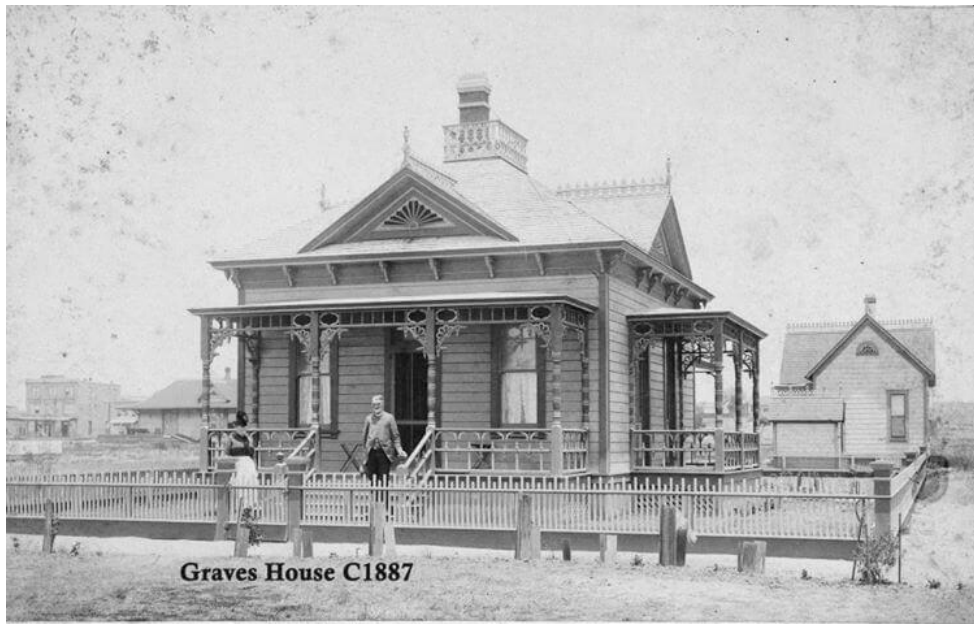


Figure 11: Graves House, ca. 1887. Source: Oceanside Historical Society.

*Late 19<sup>th</sup> Century Commercial Development Associated Property Types*

Commercial development during this period was in a transitional state: moderate buildings along with the grand hotels and other businesses were populating the commercial core. Wood frame and brick construction were becoming more prevalent, and more elaborate details and materials were used. Commercial architectural styles during this period include Commercial Vernacular, Italianate, and Victorian.

Property Type: Commercial Building

Commercial properties from this period may include markets, hotels, and low-rise storefront buildings. Example range from modest one-story commercial storefronts, many with pioneer “false fronts,” to more elaborate two-story banks and hotels. The commercial center



continued to grow along with the City's population. Commercial buildings constructed during this period are located within the town center and represent some of the earliest extant commercial buildings that represent the establishment of Oceanside as a City.

Criterion:

A commercial property from this period may be significant:

- Criterion A/1/a and b: A rare, intact example of late-19<sup>th</sup> century commercial development or with the city's original commercial core;
- Criterion B/2/b: For its association with a significant person in Oceanside's late 19<sup>th</sup> century history;
- Criterion C/3/c or d: A good or rare example of a particular architectural style associated with this period and/or represents the work of a significant architect or designer;
- A collection of commercial buildings from this period that are linked geographically may be eligible as a historic district.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Late 19<sup>th</sup> Century Development theme.

- Commercial properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- A commercial property significant under Criterion B/2/b should retain integrity of design, feeling, and association in order to convey the historic association of a significant person.
- Commercial properties significant under Criterion C/3/c should retain integrity of location, materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.

*Late 19<sup>th</sup> Century Civic and Institutional Development Associated Property Types*

Property Type: Civic and Institutional Building

Civic and Institutional properties from this period may include schools, buildings associated with public infrastructure agencies such as those providing power and water. Non-governmental institutional buildings include churches, meeting halls, and other buildings potentially associated with social organizations. Civic and institutional building from this era

represent some of the earliest institutional development in Oceanside and represent the establishment of Oceanside as a city.

Criterion:

A civic or institutional property from this period may be significant:

- Criterion A/1/a and b: A rare, intact example of late-19<sup>th</sup> century civic or institutional development from this period; for its association with an important religious, social, cultural, or civic institution;
- Criterion C/3/c: A good or rare example of a particular architectural style associated with this period;

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Late 19<sup>th</sup> Century Civic and Institutional Development theme.

- Civic and institutional properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- Civic and institutional properties significant under Criterion C/3/c should retain integrity of location, materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.
- For listing in the National Register, religious properties must meet Criteria Consideration A, which states that a religious property is eligible if it derives its primary significance from architectural or artistic distinction or historical importance.

### **3.6 Early 20<sup>th</sup> Century Development (1900-1930)**

Early 20<sup>th</sup> century marked a time of steady growth and citywide improvements. Oceanside was on its third pier by the turn of the century. Completed in December 1903, this replacement pier was constructed of railway steel and jugged out into the ocean by nearly 1,400 feet. Despite its construction, storms would continue take its toll on the pier and 1915, only 800 feet remained.

Telephone service was connected to Oceanside in 1904 while at the same time a new plunge and electric plant was built.<sup>24</sup> The Oceanside Electric Light Plant and Bath House

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<sup>24</sup> Flanigan, p. 2-7.

supplied electricity for downtown Oceanside including streetlights and incandescent lamps at major intersections in town. They also provided heat to the newly constructed plunge just north of the Third Street wharf.

The Oceanside Public Library was also established in 1904 by way of city ordinance. The newly formed library received a donation of 250 of its first books through the Women's Christian Temperance Union. By 1905 the library was opened in the Bank of Oceanside building on the northwest corner of Second and Hill (Mission and Coast Highway).<sup>25</sup> A year later, ten elementary school districts combined to form the Oceanside-Carlsbad Union High School in 1906. Its first graduating class comprised of five students in 1909. It was not until 1911 when Oceanside voted in a bond issue for its own high school to be located adjacent to the grammar school.<sup>26</sup> Four classrooms and an auditorium were completed in 1913 serving five students and a staff of four. Expansions took place in 1920 (science building) and in 1921. Structural renovation occurred in the 1930s. The school was originally designed by well-known school architect, Theodore Kistner.<sup>27</sup>

In 1908, the San Diego County Road Commission was formed with John D. Spreckels, E.W. Scripps, and A.C. Spaulding appointed. They were instructed to build 1,250 miles of County roads. A petition for Oceanside included the development of a highway along the coast from San Diego to Orange County and a thoroughfare from Oceanside through San Luis Rey, Bonsall, and eastward.<sup>28</sup> A main north-south corridor through town began to center at Hill Street (Coast Highway) causing downtown to shift along this thoroughfare rather than along Cleveland and Mission.<sup>29</sup> Access to Oceanside was expanded when a 17-mile length of railroad track connected eastward towards agricultural lands in the Fallbrook community from Oceanside.<sup>30</sup> With added access to Oceanside, the *San Diego Union* officially coined Oceanside with the title 'Gateway to San Diego County.' Now with a growing population of 1,200, Oceanside was exalted as "a resort for summer and winter with equable climate and magnificently sandy beach." Oceanside was no longer seen as a sleepy little coastal railroad town, rather, it had expanded into a developing metropolis based on the coast route and the burgeoning auto and tourist trade.<sup>31</sup>

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<sup>25</sup> Hawthorne, "History of Oceanside 1888-1912."

<sup>26</sup> Sully, p. 46.

<sup>27</sup> Flanigan, p. 2-8.

<sup>28</sup> Leland Bibb and Kathleen Flanigan, "The Role of Transportation in the Growth of the City of Oceanside." Prepared for the City of Oceanside, August 1997.

<sup>29</sup> Flanigan, p. 2-9.

<sup>30</sup> Flanigan, p. 2-9.

<sup>31</sup> Bibb, p. 101.

Oceanside experienced a minor building boom in 1912 as a result of the improved roads and the published map of tours from the Auto Club of Southern California showing routes from San Diego to Oceanside, Escondido Ramona, and back. By the end of that year, expenditures on improvements and additions exceeded \$50,000 on local structures such as the Jones Block, the Kolb Garage, and the Franklin building, as well as with residences for Land, Johnson, Marsh, and others.<sup>32</sup> Max and Augustus Heindel also arrived in Oceanside around this time and purchased 40 acres to develop the Rosicrucian Fellowship. The imposing Healing Temple on Mt. Ecclesia was built on a hilltop at a cost of \$15,000 and would serve as worldwide headquarters for the fellowship. Other site buildings would be added including an administration building, chapel, temple, sanitarium, and other structures and residences.<sup>33,34</sup>



Figure 13: Rosicrucian Fellowship's Temple of Healing, ca. 1915. Source: David Marshall Historic Postcard Collection.

Tourism continued with the establishment of Tent City in 1914. Although it was a popular pastime, Tent City was now organized where beach goers and visitors could rent 12x16 tents with six foot walls and wooden floors. The popular tents could accommodate two to six persons and were fully equipped with couches, stoves, chairs, cutlery, and cooking utensils. Promotional material circulated throughout the southland into Riverside, San Bernardino, Redlands, Elsinore, and Santa Ana. Each year, Tent City's popularity grew, and accommodations increased to meet the need.



Figure 12: Tent City, ca. 1920s. Source: San Diego History Center.

A destructive flood, never experienced before, devastated the entire County in January 1916. With over 10 inches of rain in one month, the San Luis River overflowed, filled with debris, and wiped out bridges. Railroad tracks were displaced, and roads were destroyed.<sup>35</sup> As a result, Oceanside became isolated. Supplies to the city could only reach the city by boats that were unloaded at the pier. Relief efforts to provide new bridges across the San Luis Rey river came from the state highway commission with portions of the bond covering the paving

<sup>32</sup> Bibb, p. 71.

<sup>33</sup> Flanigan, p. 2-8.

<sup>34</sup> Hawthorne, "History of Oceanside 1888-1912."

<sup>35</sup> Hawthorne, "History of Oceanside 1913-1937." Accessed June 5, 2020. [www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1913-1937](http://www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1913-1937)

of Hill Street (Coast Highway). Plans were also in place to rebuild the Santa Fe railroad from Oceanside to Fallbrook.<sup>36</sup>

Despite the setback from the flood, the 1920s proved to be a decade of growth. Population increase about 200% and the city expanded from 2.6 to 8.6 square miles during this period. Newly paved roads, affordable cars, aggressive promotional campaigns directed at tourists, and new roadside conveniences were a boon to this seaside community and kept local boosters optimistic. A newly erected pier, the city's fourth, and bandstand at the beach as well packed beach cottages with inlanders who migrated west to escape the summer heat also bolstered the city's reputation from a sleepy little coastal railroad town to a developing metropolis.<sup>37</sup> The Chamber of Commerce not only promoted its seaside but also boosted the natural beauty and agricultural benefits of the valley to the east. Oceanside was coined the "Gateway to San Diego County" by the San Diego Union.

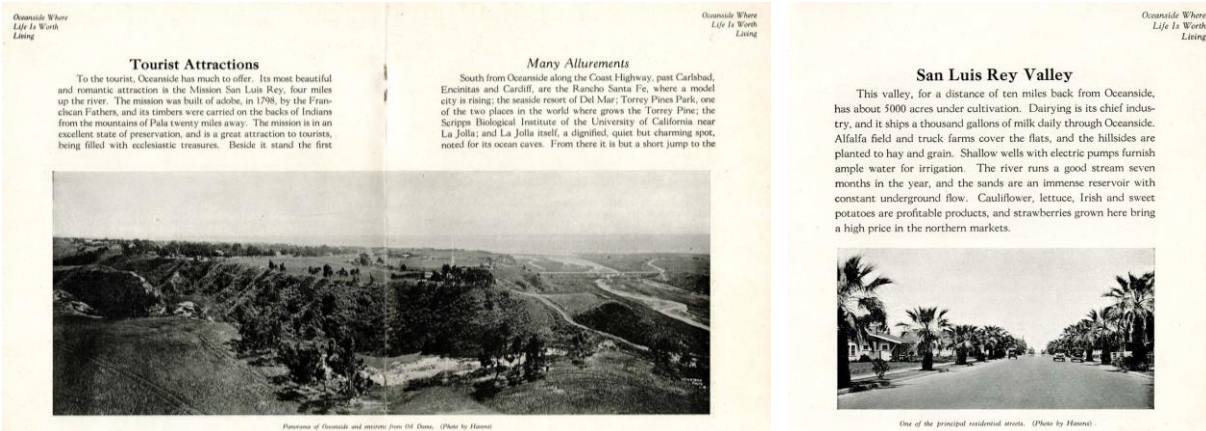


Figure 14: Chamber of Commerce promotional brochures not only captured the seaside attraction of Oceanside's beaches but also boosted the agricultural benefits and beauty of the San Luis Rey Valley. Source: UC San Diego Digital Library.

In 1922, George Chell purchased Tent City and in 1925 changed the name to Cottage City. More substantial cottages were constructed. The new cottages contained two rooms, a kitchen, and garage. Just down the street, A.J. Clark built 24 cottages on the 700 block of North Strand. They were designed by the Whiting-Mead Company and built at a cost of \$25,000. Harry and Virginal Roberts later acquired the cottages in 1941 and gave them their present name. The iconic double row of pink houses became a favorite vacation spot for tourists.<sup>38</sup>

<sup>36</sup> Sully, p. 56.

<sup>37</sup> Flanigan, p. 2-9.

<sup>38</sup> Kristi Hawthorne, "Oceanside: A City Built on Tourism." Accessed June 9, 2020. [www.visitoceanside.org/history-tourism-oceanside](http://www.visitoceanside.org/history-tourism-oceanside).



Figure 15: Cottage Row, ca. 1928.

Source: Oceanside Historical Society

By the end of 1922, new building revenues had topped \$150,000.<sup>39</sup> Builders such as Edward Rutherford, G.W. Schmidt, George Gaither, and Charles Rieke constructed numerous dwellings in period-style architecture that was popular during this time, such as Spanish Eclectic, Craftsman Bungalows, and Mission Revival. Simpler Beach Cottages were also popular during this time. Further, Oceanside’s first subdivision was laid out east of Ditmar Street and north of Ocean Boulevard.<sup>40</sup> Plumosa Heights was a historic turning point in Oceanside’s major leap in development during this period. Here, the city sold land, not full-constructed houses, to potential residents. The sprawling 12-block area was named Plumosa Heights for the *Cocos Plumosa* palms lining the streets laid out by B.C. Beers, and included period streetlights.<sup>41</sup> Many of the Plumosa Heights homes were designed in the Spanish and Mission Revival styles purchased by mainly middle-class professionals. Further, St. Malo subdivision also emerged in 1926. Located in an unincorporated area of south Oceanside near the Rancho Buena Vista Lagoon, the French Normandy and English Cottage inspired homes filled a 27-acre gated tract. It was later annexed to the city in 1955. These residential developments were largely responsible for the doubling of home construction within the city.<sup>42</sup>

At the townsite, various financial establishments were locating to Hill Street, such as the First National Bank and the Bank of Italy. Merchants were also slowly moving from Cleveland and 2<sup>nd</sup> Streets to Hill Street to increase their visibility.

<sup>39</sup> Sully, p. 61-63.

<sup>40</sup> Sully, p. 64.

<sup>41</sup> “Plumosa Heights.” Accessed July 6, 2020. [www.oceanside.com/place/plumosa-heights](http://www.oceanside.com/place/plumosa-heights).

<sup>42</sup> Flanigan, p. 2-10.



Figure 16: Aerial of downtown at Hill and 2nd, now Coast Highway and Mission Avenue, ca. 1920s. Source: Oceanside Historical Society.

*Early 20th Century Residential Development Associated Property Types*

Property Type: Single-Family Residence

Criterion:

Residential properties from this period may be significant:

- Criterion A/1/a and b: As an excellent example of early 20th century residential development in Oceanside;
- Criterion B/2/b: For its association with a significant person in Oceanside’s history;
- Criterion C/3/c or d: An excellent or rare example of a particular architectural style associated with this period and/or represents the work of a significant architect or designer;
- A collection of residences from this period that are linked geographically may be eligible as a historic district.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Early 20th Century Development theme. There are numerous extant residential properties from this period, so potentially eligible resources should have a high level of integrity.

- Residential properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- A residential property significant under Criterion B/2/b should retain integrity of design, feeling, and association, at a minimum, in order to convey the historic association of a significant person.

- Residential properties significant under Criterion C/3/c should retain integrity of location, setting, design, materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display the significant character-defining features of the property type or architectural style; and
- Retain the essential aspects of integrity.

*Early 20th Century Commercial Development Associated Property Types*

Property Type: Commercial Building

The town center continued to flourish and there is a number of representative commercial enterprises established during this period particularly organized along Hill Street (Coast Highway) and Second Street (Mission Avenue).

Architectural styles were primarily one- and two-story commercial block, or modest vernacular commercial buildings that may have minimal stylistic detailing or do not represent a particular style.

Criterion:

A commercial property from this period may be significant:

- Criterion A/1/a and b: As an intact example of early 20<sup>th</sup> century commercial development; for its association with the City's original commercial core;
- Criterion B/2/b: For its association with a significant person in Oceanside's early 20th century history;
- Criterion C/3/c or d: An excellent or rare example of a particular architectural style associated with this period and/or represents the work of a significant architect or designer;
- A collection of commercial buildings from this period that are linked geographically may be eligible as a historic district.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Early 20th Century Commercial Development theme. There are some extant commercial properties from this period, so eligible examples should retain a high level of integrity.

- Commercial properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, setting, feeling, and association.



- A commercial property significant under Criterion B/2/b should retain integrity of design, feeling, and association, at a minimum, in order to convey the historic association of a significant person.
- Commercial properties significant under Criterion C/3/c or d should retain integrity of location, design, setting materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features of the architectural style or property type; and
- Retain the essential aspects of integrity.

*Early 20th Century Civic and Institutional Development Associated Property Types*

Property Type: Civic and Institutional Building

Civic and Institutional properties from this period may include schools, libraries, buildings associated with public infrastructure agencies such as those providing power and water. Non-governmental institutional buildings include churches, meeting halls, and other buildings potentially associated with social organizations.

Criterion:

A civic or institutional property from this period may be significant:

- Criterion A/1/a and b: A rare (first, last remaining, only), intact example of early 20th century civic or institutional development from this period;
- Criterion C/3/c and d: A good or rare example of a particular architectural style associated with this period, and/or the work of a significant architect or designer;

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Early 20th Century Civic and Institutional Development theme.

- Civic and institutional properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- Civic and institutional properties significant under Criterion C/3/c or d should retain integrity of location, design, setting, materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.

- For listing in the National Register, religious properties must meet Criteria Consideration A, which states that a religious property is eligible if it derives its primary significance from architectural or artistic distinction or historical importance.

### 3.7 Great Depression and World War II (1930-1945)

The stock market crash of 1929 precipitated an economic depression in the United States that would last until the Second World War. Despite unemployment and the dissolution of the First National Bank of Oceanside in 1933, the city still reflected a population increase of 1,000 at the end of the decade.<sup>43</sup> Just prior to crash, a new police, fire station, and courtroom was built at the intersection of Nevada and 3<sup>rd</sup>. The buildings were designed by master architect Irving J. Gill. Gill was also responsible for the design of the Americanization School. Funded by the Federal Public Works Administration, a 1935 Post Office was constructed at 517 First Street at the corner of First and Freeman. In addition, Oceanside High School underwent some renovations led by school architect Theodore Kistner. Funds were advanced by the Works Progress Administration and the scope included structural renovation to the main building, west wing, and science hall, and a new auditorium.

In 1938, the construction of a new Oceanside Hospital was underway with local builder Charles Rieke as the general contractor. A year later, the San Diego Gas and Electric district office was erected at 620 Second Street (Mission Avenue). The building was designed by San Diego architect Frank Hope Jr. The ever-increasing popularity of the automobile also forged the development of auto related businesses in town. A Chevrolet dealership, owned by Charles B. Weseloh, Sr. was opened in 1940 at Hill and Topeka Streets. Homer Heller opened his Ford dealership in 1941 and later partnered with Vince Dixon to form the Dixon-Heller Motors at 229 South Hill Street.<sup>44</sup>



Figure 17: Weseloh Chevrolet on South Hill Street, ca. 1950s. Source: Oceanside Historical Society.

The federal government had high interest in the area as hostilities in World War II escalated. Searching for suitable land near the Pacific Ocean for the establishment of a military base, the military settled on the vast Rancho Santa Margarita y Las Flores site of 125,000 acres just north of the city for \$4.15 million in February 1942. The land, which was suited for training purposes for amphibious training, also provided hills, valleys, streams, and steep

<sup>43</sup> Flanigan, p. 2-10.

<sup>44</sup> Kristie Hawthorne, "History of Oceanside 1938-1962." Accessed July 6, 2020. [www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1938-1962](http://www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1938-1962)

canyons—nearly every type of terrain needed for military exercises.<sup>45,46</sup> Within six months, the base was built with the help of both civilian and military construction workers. They constructed roads and railroad tracks; water, sewer, and electrical systems; as well as barracks, warehouses, dispensaries, a hospital, and shop buildings. Named after Joseph H. Pendleton, a Marine Corps hero, the new camp was the largest Marine base in the world at the time and was dedicated by President Franklin D. Roosevelt in 1942.<sup>47,48</sup>

The development of the Marine base had a profound impact on the city. At first, the thousands of workers and families that came to the city to aid in the construction of the base developed an unprecedented housing shortage. Apartments and humble dwellings sprinkled infilled lots and open spaces throughout the town. Oceanside’s population nearly tripled reaching 12,881 by 1950 eventually affecting other local service businesses. The 1888 Santa Fe depot could no longer accommodate the high volume of commuters, so a new “modern concrete depot” was constructed in 1946 by Santa Fe architect H.L. Gilman.<sup>49</sup>

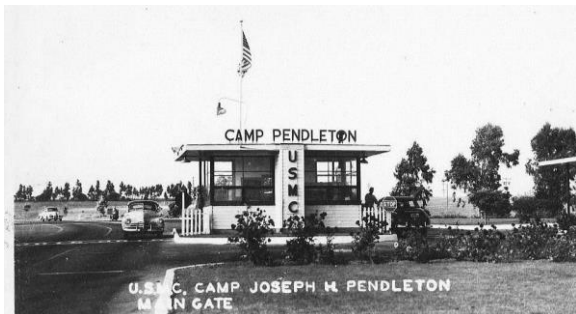


Figure 18: Camp Pendleton Main Gate, ca. 1950. Source: [www.pendleton.marines.mil](http://www.pendleton.marines.mil)



Figure 19: Camp Pendleton Barracks building, ca. 1949. Source: [www.pendleton.marines.mil](http://www.pendleton.marines.mil)

In order to meet the housing shortage, the city and chamber of commerce urged homeowners to rent rooms to military personnel or their families. Out of town property owners were contacted by the chamber of commerce and asked to rent their summer homes to help with the housing crisis. Detached garages located at the rear of many of the downtown homes were converted to small houses or apartments to accommodate the growing population. Trailer parks formerly used for tourists were now permanent homes. In 1944, federal housing unit called Sterling Homes was built in 1944. The housing project was located near Mission Avenue and Lemon Street.<sup>50</sup>

<sup>45</sup> Sully, p.70.

<sup>46</sup> Flanigan, p. 2-11.

<sup>47</sup> Ibid.

<sup>48</sup> Sully, p. 71.

<sup>49</sup> Hawthorne, “History of Oceanside 1938-1962.”

<sup>50</sup> Ibid.



Figure 20: Many Oceanside trailer parks originally used by vacationers, were now utilized to meet the housing shortage in the 1940s. Source: Oceanside Historical Society.

At the end of the war, Oceanside turned its attention back to tourism. A fifth pier replaced the previous one which was damaged in a 1943 storm. Spanning 1,900 feet in length, it became the longest pier on the Pacific Coast.

#### *1930-1945 Residential Development Associated Property Types*

Property Type: Single-Family Residence; Multi-Family Residence; Historic District

Criterion:

Residential properties from this period may be significant:

- Criterion A/1/a and b: As an excellent example of 1930-1940s residential development in Oceanside or as a rare example of multi-family residential development or a particular multi-family residential property type from the period;
- Criterion B/2/b: For its association with a significant person in Oceanside's history;
- Criterion C/3/c or d: An excellent or rare example of a particular architectural style associated with this period and/or represents the work of a significant architect or designer;
- A collection of residences from this period that are linked geographically may be eligible as a historic district.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the 1930-1940s Residential Development theme. There are extant residential properties from this period, so potentially eligible resources should have a high level of integrity.

- Residential properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.

- A residential property significant under Criterion B/2/b should retain integrity of design, feeling, and association, at a minimum, in order to convey the historic association of a significant person.
- Residential properties significant under Criterion C/3/c should retain integrity of location, setting, design, materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display the significant character-defining features of the property type or architectural style; and
- Retain the essential aspects of integrity.

1930-1945 Commercial Development Associated Property Types

Property Type: Commercial Building

One- and two-story commercial block; hotels; low-rise storefront building; historic district.

Criterion:

A commercial property from this period may be significant:

- Criterion A/1/a and b: As an intact example of 1930s-1940s commercial development;
- Criterion B/2/b: For its association with a significant person in Oceanside history;
- Criterion C/3/c or d: An good or rare example of a particular architectural style associated with this period and/or represents the work of a significant architect or designer;

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the 1930-1945 Commercial Development theme. There are some extant commercial properties from this period, so eligible examples should retain a high level of integrity.

- Commercial properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, setting, feeling, and association.
- A commercial property significant under Criterion B/2/b should retain integrity of design, feeling, and association, at a minimum, in order to convey the historic association of a significant person.
- Commercial properties significant under Criterion C/3/c or d should retain integrity of location, design, setting materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features of the architectural style or property type; and
- Retain the essential aspects of integrity.



Figure 21: Oceanside City Hall and Public Library designed by master architect Irving J. Gill. Source: David Marshall Historic Postcard Collection.

1930-1945 Civic and Institutional Development Associated Property Types

Property Type: Civic and Institutional Building

Civic and institutional development in Oceanside continued throughout the 1930s and 1940s, some of which were the result of New Deal programs and funding. Properties under this theme may also be significant examples of a particular architectural style. Architectural styles associated with this period include Art Deco, Moderne, and period revival styles.

Civic and institutional property types include city halls, post offices, fire stations, auditoriums, and office buildings for public agencies. Infrastructural improvements and other civic amenities may also be eligible under this theme, as roadways, bridges, and other improvements funded by the WPA and the PWA during this period. This theme also encompasses military-related properties constructed during this period. Non-governmental institutional buildings include churches, meeting halls, and buildings associated with social organizations.

Criterion:

A civic or institutional property from this period may be significant:

- Criterion A/1/a and b: For its direct association with New Deal funding programs, military establishments, important religious, social, cultural, or civic institution from this period;
- Criterion C/3/c and d: An excellent or rare example of a particular architectural style associated with this period, and/or the work of a significant architect or designer.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the New Deal-era Civic and Institutional Development theme.

- Civic and institutional properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- Civic and institutional properties significant under Criterion C/3/c or d should retain integrity of location, design, setting, materials, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.
- For listing in the National Register, religious properties must meet Criteria Consideration A, which states that a religious property is eligible if it derives its primary significance from architectural or artistic distinction or historical importance.

### **3.8 Mid-20<sup>th</sup> Century Expansion (1945-1975)**

The presence of nearby military installations and overall post-World War II growth throughout California all played a role in the City's post-World War II residential development. There was a great deal of residential development in Oceanside from the 1940s to the 1970s. Earlier development from this period included some infill construction in previously established neighborhoods, along with new residential subdivisions. Constructing single-family residences in the numbers required by the population boom necessitated developing large parcels of land. This led to an increase in both the size and number of subdivisions and annexations recorded in Oceanside during this time. As the need rose for more housing stock, development moved eastward capturing neighborhoods such as Fire Mountain, Loma Alta, Mira Costa, Lake, Oceana, Tri-City, Peacock, San Luis Rey, North Valley, and Morro Hills. Smaller pockets of development occurred in Guajome, Ocean Hills, and Rancho Del Oro.



Figure 22: Aerial of the pier and downtown, 1946. Source: Oceanside Historical Society.

In January 1945, reports noted that building construction in Oceanside reached an all time high for the previous year. New residence topped the list with \$581,350 expended for 158 units while commercial buildings recorded 60 permits that were issued. These figures did not include governmental buildings or temporary housing projects.<sup>51</sup>

In 1946, Oceanside’s new public library was completed at a cost of \$34,000. Located on North Nevada Street, this new facility was the first permanent home since its inception in 1904.<sup>52</sup> The Santa Fe Depot could no longer accommodate the influx of commuters and a new “modern concrete depot” was designed by Santa Fe architect, H.L. Gilman. This same year, two airports were approved by city council. The Hi-Hi Sky Ranch airport was located just south of present-day Oceanside Boulevard. The second airfield was located adjacent to the San Luis Rey river. It was initially leased for a period of 10 years to William Lake and James Carr but was later designated Oceanside’s municipal airport.<sup>53</sup>

The outbreak of the Korean War in the early 1950s fueled the growth of neighboring Camp Pendleton which became know as the “Gateway to Korea.”<sup>54</sup> The increasing military population and their families continued to look to Oceanside to build their homes. The demand for goods and services inspired by the housing development, spurred growth in business and entertainment establishments through theaters, restaurants, and bars. This included the 1951 Crest Theater at the corner of First (Seagaze) and Freeman Streets and the 960-seat Star Theater in 1956.<sup>55</sup>

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<sup>51</sup> Bibb, p. 224.

<sup>52</sup> Hawthorne, “History of Oceanside 1938-1962.”

<sup>53</sup> Ibid.

<sup>54</sup> Flanigan, p. 2-12.

<sup>55</sup> Hawthorne, “History of Oceanside 1938-1961.”



By 1950, population numbered at 12,000. Development in South Oceanside included the Potter Homes subdivision. In 1952, Walter H. Potter began constructing 73 Minimal Traditional style houses between Stewart and Hunsaker Streets which later expanded throughout South Oceanside. By the late 1950s, housing developments branched eastward throughout the valley. Subdivisions like “Hennie Hills,” named after Olympic skater Sonja Henie and her brother Lief Hennie who initially purchased the property in 1943. They later sold the surrounding acreages to developers. Portions of the land were later used for the Tri-City Hospital and Mira Costa College.

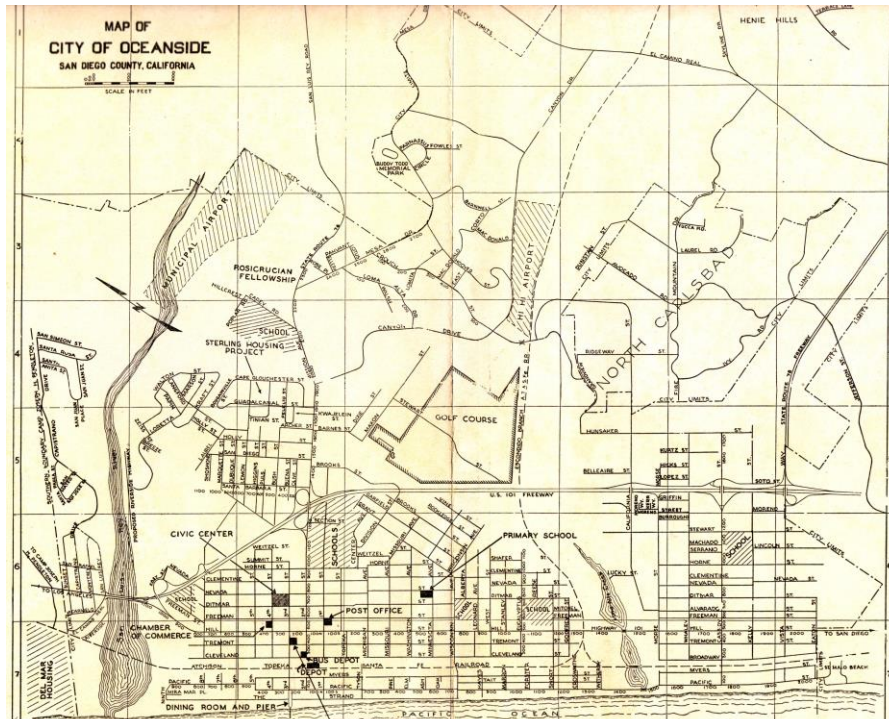


Figure 23: Map of Oceanside, ca. 1956. Note Henie Hills at the upper right section and Sterling Housing Project located west of the Rosicrucian Fellowship. Source: Friends of Fire Mountain.

The Tri-City Hospital had its groundbreaking ceremony in 1959. It was the first public hospital in the north coastal area. The original 88 bed capacity, 4-story hospital included a basement and was completed in 1961.<sup>56</sup> Mira Costa College was developed in response to a growing need for higher education. By 1960, there were 300 students enrolled at the Oceanside-Carlsbad Junior College which held classes at the high school. Oceanside residents voted for a \$3.5 million bond issue to develop the junior college at southeast Oceanside.<sup>57</sup> Over 1,500 students enrolled for classes on the new campus in 1964.<sup>58</sup>

Another development that would change the city’s landscape was the arrival of the industrial park. Vacuum Tube Products Company started in the 1950s in the garage of Harold Ulmer.

<sup>56</sup> Ibid.

<sup>57</sup> Sully, p. 77.

<sup>58</sup> Hawthorne, “History of Oceanside 1963-1987.” Accessed July 6, 2020. [www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1963-1987](http://www.oceansidechamber.com/oceanside-blog/history-of-oceanside-1963-1987).

Ulmer later built a plant at East Short Street (now Oceanside Boulevard) and Canyon Drive in 1958 to continue his growing manufacturing firm. That same year, an Ohio-based firm, Triplett Electrical Instrument Corporation, built the first plant in the Oceanside Industrial Center, just east of town on Highway 76 in the San Luis Rey Valley. Tight restrictions were imposed by the City on the industrial parks. They had to be low-rise and set back from the streets with adequate parking and off-road space for load and unloading trucks.<sup>59</sup>

The 1960s brought on continued growth throughout the city. In 1963, the City opened a new Small Craft Harbor adjacent to the Camp Pendleton boat basin. Federal funds helped finance the small-boat harbor in order to remedy some of the erosion on the beach caused by a 1,400 foot jetty located at the base. Nearby Waterside Cape Cod Village was developed and together they added to the tourist asset for Oceanside.<sup>60</sup>

As development moved eastward, neighborhood shopping malls followed in order to service the growing suburban neighborhoods. The first shopping center in Oceanside, Mission Square Shopping Center, was built in 1960 by Elm Glaser. A second shopping center on Mission and Canyon was constructed a year later. It was not until Plaza Camino Real shopping mall opened in Carlsbad that a tremendous impact on Oceanside was felt. Department, clothing, shoe, and jewelry stores eventually made the exodus from downtown to the mall. Empty downtown stores were replaced with military surplus and tattoo parlors.<sup>61</sup> Downtown landscape continued to change with the departure of car dealership along Hill Street to the newly opened Car Country Carlsbad in 1972.

The decline of Oceanside's downtown due to suburban growth had put a toll on the city as a whole. Crime rate had risen and decay and deterioration due to neglect was evident in the downtown area contributing to a difficult period in Oceanside's history. In 1975, redevelopment efforts began. Among the goals were revitalization of the downtown area, eliminating urban blight, promoting quality development, increasing the tax base, creating more jobs, and developing a pleasing environment to attract people back to downtown.<sup>62</sup>

In celebration of the country's Bicentennial, Oceanside dedicated Heritage Park in the San Luis Rey Valley. Located behind the Mission San Luis Rey, the old city jail, Libby Schoolhouse, and the old Blade newspaper office were relocated to the site. A later addition included the home of Soren Johansen who arrived in Oceanside in 1886. The charm of Oceanside's history captured in Heritage Park helped provide hope to the city as they looked forward to a rebirth of their town center.

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<sup>59</sup> Sully, p. 78.

<sup>60</sup> Sully, p. 80.

<sup>61</sup> Hawthorne, "History of Oceanside 1963-1987."

<sup>62</sup> Sully, p. 98.

*Mid-20th Century Residential Development Associated Property Types*

Property Type: Single-Family Residence; Multi-Family Residence; Historic District

In general, tract houses are not individually significant, but a geographically-linked collection may be eligible as a historic district.

Criterion:

A post-World War II residential historic district may be eligible:

- Criterion A/1/a and b: For playing an important role in the post-war suburbanization of Oceanside; or for collectively representing postwar planning and design principles.

Residential properties from this period may be significant:

- Criterion B/2/b: For its association with a significant person in Oceanside's mid-century history;
- Criterion C/3/c or d: A good or rare example of a particular architectural style associated with this period and/or being a custom-designed residence by a noted architect or builder;
- A collection of residences from this period that are linked geographically may be eligible as a historic district.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Mid-20th Century Development theme.

- Residential properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- A residential property significant under Criterion B/2/b should retain integrity of design, feeling, and association in order to convey the historic association of a significant person.
- Residential properties significant under Criterion C/3/c or d should retain integrity of location, materials, workmanship, and feeling. Wood frame buildings from this period should retain good integrity, although minor alterations are acceptable.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.

### Mid-20<sup>th</sup> Century Commercial Development Associated Property Types

Property Type: Commercial Building

Mid-20<sup>th</sup> century commercial development typically includes retail storefronts, service stations, motels, banks, grocery stores, drive-ins, coffee shops, restaurants, car dealerships, department stores, theaters, retail strip malls, and office buildings.

A commercial property from this period may be significant:

- Criterion A/1/a and b: For its role in post-World War II commercial development;
- Criterion B/2/b: For its association with a significant person in Oceanside's mid-20<sup>th</sup> century history;
- Criterion C/3/c or d: An excellent or rare example of a particular architectural style associated with this period and/or represents the work of a significant architect or designer;
- A collection of commercial buildings from this period that are linked geographically may be eligible as a historic district.

#### Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Mid-20<sup>th</sup> Century Development theme.

- Commercial properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- A commercial property significant under Criterion B/2/b should retain integrity of design, feeling, and association in order to convey the historic association of a significant person.
- Commercial properties significant under Criterion C/3/c should retain integrity of location, materials, workmanship, and feeling.

#### Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.

### *Mid-20<sup>th</sup> Century Civic and Institutional Development Associated Property Types*

Property Type: Civic and Institutional Building

The population growth in the post-World War II era resulted in an increased demand for civic and institutional buildings, including schools. Oceanside High School expanded during this era. MiraCosta College developed its own campus as enrollment increased and returning veterans registered in great numbers under the G.I. Bill.

Criterion:

A civic or institutional property from this period may be significant:

- Criterion A/1/a and b: For its role in Mid-20th Century civic or institutional development;
- Criterion C/3/c or d: An excellent example of a Mid-20th Century property type, or an excellent example of particular architectural style associated with this period and/or represents the work of a significant architect or designer.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Mid-20th Century Civic and Institutional Development theme.

- Civic and institutional properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- Civic and institutional properties significant under Criterion C/3/c or d should retain integrity of location, materials, design, workmanship, setting, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.

*Mid-20th Century Industrial Development Associated Property Types*

Property Type: Industrial Buildings

Criterion:

An industrial property from this period may be significant:

- Criterion A/1/a and b: A rare, intact example of Mid-20th Century industrial development from this period; for its association with an important local industry;
- Criterion C/3/c or d: A good or rare example of a particular architectural style or property type associated with this period and/or represents the work of a significant architect or designer.

Integrity Considerations:

In order to be eligible for listing at the federal, state, or local levels, a property must retain sufficient integrity to convey its historic significance under the Mid-20th Century Industrial Development theme.

- Industrial properties from this period eligible under Criterion A/1/a and b should retain integrity of location, design, feeling, and association.
- Industrial properties significant under Criterion C/3/c or d should retain integrity of location, materials, setting, workmanship, and feeling.

Eligibility Standards:

- Must date from the period of significance;
- Display most of the character-defining features; and
- Retain the essential aspects of integrity.

## 4 ARCHITECTURAL CHARACTER

### 4.1 Introduction

This section describes the predominant construction methods and historic architectural styles represented in Oceanside. The information below briefly describes the origin of each style, provides a list of character-defining features, and includes extant local examples. A property that is eligible for designation as a good example of its architectural style retains most - though not necessarily all - of the character-defining features of the style and continues to exhibit its historic appearance.

The diverse architectural character of Oceanside reflects changes in popular tastes over time. These include Victorian-era styles of the late 19<sup>th</sup> century (Folk Victorian, Queen Anne); the Craftsman style, a distinctly regional style that enjoyed widespread popularity in the first two decades of the 20<sup>th</sup> century; Period Revival styles of the 1920s and 1930s which made explicit references to their European predecessors (Mission Revival, Spanish Eclectic, French Normandy, Colonial Revival); and the Modern styles of the late 1930s through the 1960s (Art Deco, Minimal Traditional, Mid-Century Modern, Ranch, and Googie).

While some buildings are representations of a particular architectural style, others are vernacular in their design. Vernacular buildings may display certain characteristics of popular styles of the period but are generally less elaborated than their high-style counterparts.

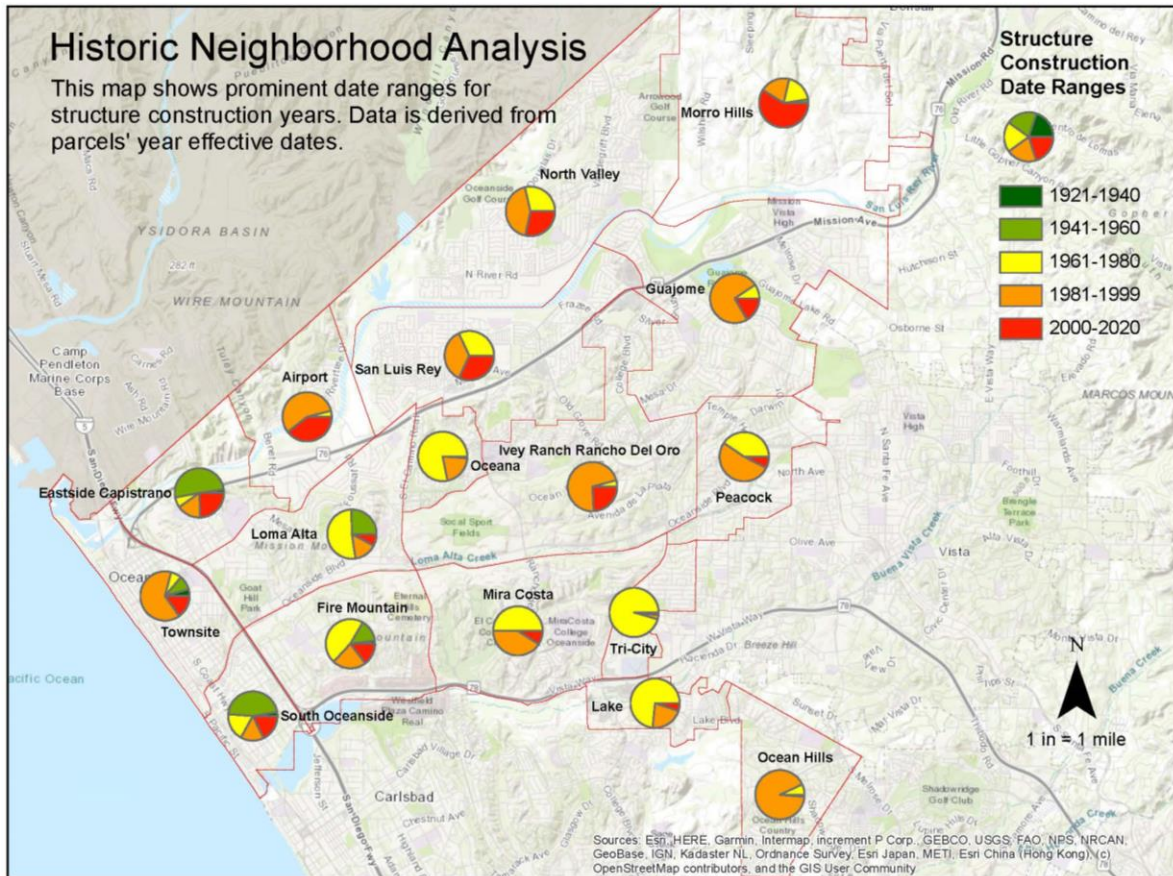


Figure 24: Map tracing the pattern of development and construction dates for each neighborhood. Source: City of Oceanside.

## 4.2 Folk and Victorian Vernacular (1870-1910)

Folk Victorian refers to a style of American home that is relatively plain in its construction but embellished with decorative trim. Folk Victorians were built from "plan books," provided by architectural companies and in circulation from the mid-1800s into the early 1900s. The books contained from a half dozen plans up to a hundred or more, with layouts drawn to scale and usually showing front and side elevations, but without the details of modern blueprints.

Character-defining features include:

- Simple square or rectangular form
- Gabled or hipped roof with boxed or open eaves
- Wood exterior cladding
- Simple window or door surrounds



Figure 25: Renovated Folk Victorian for commercial use.



Figure 26: Grave House prior to its relocation.



Figure 27: Extant Folk Victorian residence on Ditmar Street.

## 4.3 Beach Cottage

The term "Beach Cottage" is used to describe simple house forms or cottages with fewer decorative features than other styles from the period. While vernacular residences may display certain characteristics of recognizable styles, decorative detailing is typically kept to a minimum.



Character-defining features include:

- Symmetrical façade
- Simple square or rectangular form
- Gabled or hipped roof with boxed or open eaves
- Wood exterior cladding
- Simple window and door surrounds



Figure 29: Roberts Beach Cottages



Figure 28: Simple cottage on Ditmar Street.

## 4.4 Commercial Vernacular

Although not an officially recognized style, “commercial vernacular” describes simple commercial structures with little decorative ornamentation, common in American cities and towns of the late 19<sup>th</sup> and early 20<sup>th</sup> centuries. They are typically brick in construction, with minimal decorative detailing.

Character-defining features include:

- Simple square or rectangular form
- Brick exterior wall surfaces, with face brick on the primary facade
- First-story storefronts, typically with a continuous transom window above
- Wood double-hung sash upper-story windows, often in pairs
- Segmental arch window and door openings on side and rear elevations
- Decorative detailing, if any, may include cornices, friezes, quoins, or stringcourses



Figure 30: Commercial vernacular buildings along Coast Highway and Mission.

## 4.5 Mission Revival

The Mission Revival style is indigenous to California. Drawing upon its own colonial past, Mission Revival was the Californian counterpart to the Colonial Revival of the Northeastern states. Never common beyond the Southwest, its regional popularity was spurred by its adoption by the Santa Fe and Southern Pacific Railways as the preferred style for train stations and resort hotels. Features of the California Missions were borrowed and freely adapted, often in combination with elements of other revival styles.



Figure 32: St. Mary Star of the Sea Catholic Church.



Figure 31: Mission San Luis Rey.

Character-defining features include:

- Red clay tile roofs with overhanging eaves and open rafters
- Shaped parapets
- Stucco exterior wall cladding
- Arched window and door openings
- Details may include bell towers, quatrefoil openings or patterned tiles

## 4.6 Craftsman Bungalow

Craftsman architecture in America grew out of the late-19<sup>th</sup> century English Arts and Crafts movement. It stressed simplicity of design, hand-craftsmanship, and the relationship to the climate and landscape. Craftsman architecture was widely published in architectural journals and pattern books, popularizing the style throughout the country. Affordable and easily constructed from local materials, the mostly one- or one-and-a-half-story homes were often referred to as “bungalows” and dominated middle-class residential design during the first quarter of the 20<sup>th</sup> century.

Character-defining features include:

- Horizontal massing
- Low-pitched gabled roof
- Widely overhanging eaves with exposed rafters, beams, or braces
- Wood exterior wall cladding (shingle, shake, or clapboard)
- Projecting partial-, full-width or wrap-around front porch
- Heavy porch piers, often of river stone or masonry
- Wood-frame casement or double-hung sash windows, often grouped in multiples
- Widely-proportioned front doors, often with a beveled light
- Wide window and door surrounds, often with extended lintels
- Extensive use of natural materials (wood, brick or river stone)



Figure 33: Bungalows located on Ditmar and South Nevada.

## 4.7 French Normandy (French Eclectic)

Based upon precedents provided by many centuries of French domestic architecture, the style shows great variety of forms and detailing but is united by the characteristic roof. Informal domestic building in northwestern France, particularly Normandy and Brittany, shares much with Medieval English tradition.

The use of half-timbering with a variety of different wall materials, as well as roofs of flat, tile, slate, stone, or thatch, are common to both. As a result, French Eclectic houses often resemble the contemporaneous Tudor style based on related English precedent.



Figure 34: Private French Eclectic residence located at Washington Street.

Character-defining features include:

- Half-timbering with a variety of different wall materials
- Roofs of flat tile, slate, stone, or thatch
- Doors with simple arched openings or with decorative stone quoins or more elaborate pilaster or pediment detailing
- Windows are usually double-hung or casement sashes sometimes with small leaded panes



Figure 35: St. Malo Beach homes revealing the French Normandy details in both a larger residence and in a more modest home.

## 4.8 Spanish Eclectic



Figure 36: Spanish Eclectic commercial building in the Eastside neighborhood.



Figure 37: A Spanish Eclectic single family residence in the Fire Mountain neighborhood.

Enormously popular in Southern California from the late 1910s through the late 1930s, the Spanish Eclectic style emerged from a conscious effort by architects to emulate older Spanish architectural traditions. Decorative details often borrowed from Moorish, Byzantine, Gothic, or Renaissance inspiration, an unusually rich and varied series of decorative precedents.

Character-defining features include:

- Asymmetrical facade
- Red clay tile hip or side-gable roof, or flat roof with a tile-clad parapet
- Stucco exterior cladding, forming uninterrupted wall planes
- Wood-frame casement or double-hung windows, typically with divided lights
- Arched colonnades, window or door openings
- Decorative grilles of wood, wrought iron, or plaster
- Balconies, patios or towers
- Decorative terra cotta or tile work

## 4.9 Art Deco

Art Deco was the first popular style in the United States that consciously rejected historical precedents. Most commonly used in public and commercial buildings, Art Deco was rarely used in domestic architecture. The highly decorative style employed stylized floral, figurative and geometric motifs as decorative elements on the façade. Towers, piers and setbacks were employed to give the buildings a vertical emphasis.

Character-defining features include:

- Smooth wall surfaces, usually of stucco
- Stylized decorative floral and figurative elements

- Geometric decorative motifs such as zigzags and chevrons
- Towers, piers and other vertical elements
- Setbacks as design elements



Figure 38: Art Deco theatres along Coast Highway.

## 4.10 Streamline Moderne



Characterized by smooth surfaces, curved corners, and sweeping horizontal lines, Streamline Moderne is considered to be the first thoroughly Modern architectural style to achieve wide acceptance among the American public. Inspired by the industrial designs of the period, the style was popular throughout the United States in the late 1930s, particularly with the Federally funded projects of the Works Progress Administration; buildings executed under those programs are often referred to PWA Moderne. Unlike the equally modern but highly ornamental Art Deco style of the late 1920s, Streamline Moderne was perceived as expressing an austerity more appropriate for Depression-era architecture.

Figure 39: Extant Streamline Moderne commercial buildings along Coast Highway.

Character-defining features include:

- Horizontal massing
- Asymmetrical façade
- Flat roof with coping
- Smooth wall surfaces, typically clad in stucco
- Curved end walls and corners
- Glass block and porthole windows
- Flat canopy over entrances
- Horizontal grooves or stringcourses
- Pipe railings along exterior staircases and balconies

## 4.11 Minimal Traditional



Figure 40: Minimal Traditional homes in the Eastside neighborhood.

The Minimal Traditional style is defined by simple exterior forms and a restrained use of traditional architectural detailing. The Minimal Traditional house was immensely popular in large suburban residential developments throughout the United States during the World War II and postwar periods. The style had its origins in the principles of the Modern movement and the requirements of the FHA and other Federal programs of the 1930s. Its open plan reflected the developer's desire for greater efficiency. Modern construction methods addressed the builder's need to reduce costs and keep homes affordable to the middle class. Conventional detailing appealed to conservative home buyers and mortgage companies.

Character-defining features include:

- One-story
- Simple rectangular plan
- Medium or low-pitched hip or side-gable roof with shallow eaves
- Smooth stucco wall cladding, often with wood lap or stone veneer accents
- Wood multi-light windows (picture, double-hung sash, casement)

- Projecting three-sided oriel
- Shallow entry porch with slender wood supports
- Fixed wooden shutters
- Minimal decorative exterior detailing

## 4.12 Ranch

The Ranch style enjoyed enormous popularity throughout the United States during the late 1950s and 1960s, becoming the predominant domestic style in Southern California’s postwar suburbs. The Ranch style emerged from the 1930s designs of Southern California architect Cliff May, who merged modernist ideas with traditional notions of the working ranches of the American West. The resulting architectural style – characterized by its low horizontal massing, sprawling interior plan, and wooden exterior detailing - embodied the mid-century ideal of “California living.”

Character-defining features include:

- One-story configuration
- Sprawling plan, often with radiating wings
- Low, horizontal massing with wide street facade
- Low-pitched hip or gable roof with wide open eaves and wood shakes
- Wood lap or board-and-batten cladding, often with brick or stucco accents
- Large wood multi-light windows (picture, double-hung sash, diamond-pane)
- Wide recessed front porch with wood supports and balustrades
- Attached two-stall garage
- Details may include such as wooden shutters, attic vents in gable ends, hipped dove-cote, extended gables, or scalloped barge boards



Figure 41: Ranch style residences in the Fire Mountain neighborhood.



## 4.13 Modern / Mid-Century Modern

Modern or Mid-Century Modern is a term used to describe a post-World War II architecture that is usually characterized by geometric forms, smooth wall surfaces, and an absence of decoration. Modernism represents the adaptation of these elements to the local climate and topography, as well as to the postwar need for efficiently built and moderately priced homes and buildings.

Modern buildings are characterized by its clear expression of structure and materials, large expanses of glass, and an open interior plan.

Character-defining features include:

- One or two-story configuration
- Simple geometric forms
- Exposed post-and-beam construction, in wood or steel
- Flat roof with wide overhanging eaves and cantilevered canopies
- Unadorned wall surfaces
- Exterior panels of wood, stucco, brick, or stone
- Flush-mounted metal frame full-height and clerestory
- Exterior staircases, decks, patios, and balconies
- Little or no exterior decorative detailing
- Expressionistic/Organic subtype: sculptural forms and geometric shapes, including butterfly, A-frame, folded plate, or barrel vault roofs.



Figure 42: Modernist office buildings in downtown.

## 4.14 Googie/Futuristic

Googie has been described as the Modernism for the masses. With its swooping lines and organic shapes, the style attempted to capture the play full exuberance of postwar America. Named for the John Lautner-designed Goodie Restaurant in Los Angeles, the style was widely employed in roadside commercial architecture of the 1950s, including coffee shops, bowling

alleys, and car washes.

Character-defining features include:

- Expressive rooflines, including butterfly, folded-plate, and cantilevers
- Organic, abstract, and parabolic shapes
- Clear expression of materials, including concrete, steel, asbestos, cement, glass block, plastic, and plywood
- Large expanses of plate glass
- Thematic ornamentation, including tiki and space age motifs
- Primacy of signage, including the persuasive use of neon.



Figure 43: Extant Googie architecture found along Coast Highway and at the Harbor.

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