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City of Goleta Citywide Historic Context Statement September 27, 2017

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INTRODUCTION

As part of the ongoing efforts to identify the City's historic resources, in 2016 the City of Goleta embarked on a citywide historic resources survey and development of a comprehensive historic context statement. The historic context statement for the city's built environment was developed by Historic Resources Group, including Christine Lazzaretto, Principal; and Molly Iker-Johnson, Associate Architectural Historian, both of whom meet the Secretary of the Interior's Professional Standards in history and architectural history.¹ The archaeological study was completed by John M. Foster, RPA of Greenwood and Associates. The tree and landscape study was completed by Cy Carlberg and Christy Cuba of Carlberg Associates. The City's Planning and Environmental Review Department is responsible for management and coordination of the project.

The City of Goleta was incorporated in 2002, and comprises approximately eight square miles. As of the 2010 United States Federal Census, the City of Goleta had a population of 29,888. Goleta is located in Santa Barbara County, California, approximately ten miles northwest of the City of Santa Barbara, and approximately 100 miles southeast of the City of San Luis Obispo. Access to Goleta is via the US 101 Freeway. Situated on the Pacific Ocean, Goleta is bordered by unincorporated Santa Barbara County on the north, east, and west; and to the south by unincorporated Santa Barbara County, the University of California Santa Barbara, the Santa Barbara Municipal airport, and the Pacific Ocean. The geography and topography in the region created a natural barrier for the City, which influenced the way in which it developed.

The historic context statement is divided into three chapters:²

Chapter 1: Built Environment

Chapter 2: Archaeological Study

Chapter 3: Tree and Landscape Study

The area of study for all three chapters is the current boundary of the City of Goleta (shown in the map in Figure 1).

¹ Federal Register, Vol. 48, No. 190, p. 44738-44739, September 29, 1983.

² This draft includes Chapter 1. Chapters 2 and 3 to follow for separate review.

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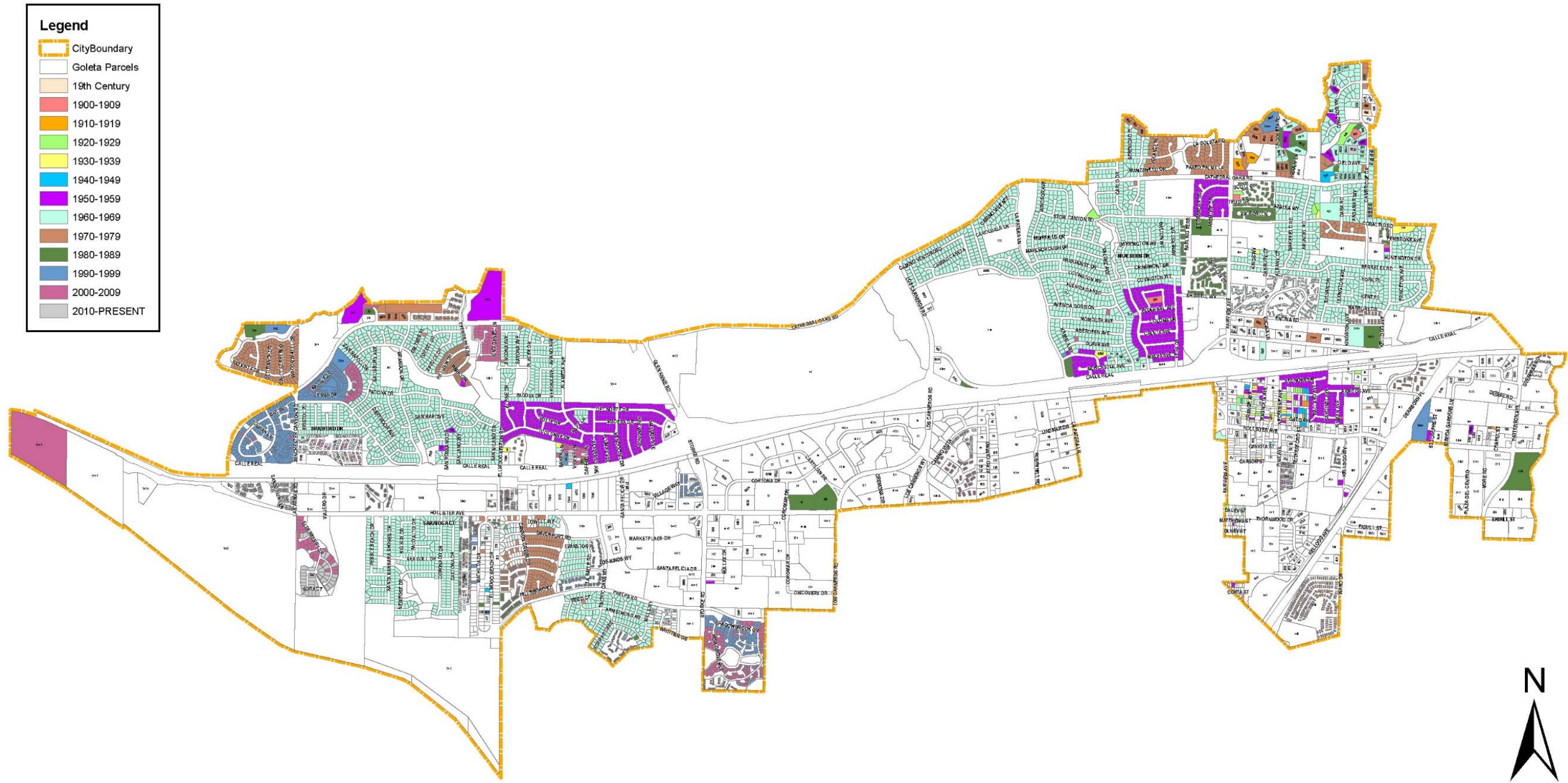


Figure 1. City of Goleta study area and development by decade.

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Chapter 1

Historic Context Statement: Built Environment



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HISTORIC CONTEXT STATEMENT

Purpose

In order to understand the significance of the historic and architectural resources in the City of Goleta, 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 so that 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 California Office of Historic Preservation and the National Park Service, as 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.³

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.⁴

This historic context is not intended to be a comprehensive history of the City of Goleta. 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 patterns of physical development. The historic context provides a framework for the continuing process of identifying historic, architectural, and cultural 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 potential historic resources and to provide a framework for the development of a comprehensive preservation program.

³ 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.

⁴ National Park Service, "National Register Bulletin 24: Guidelines for Local Surveys," Washington, DC: U.S. Department of the Interior, National Park Service, 1977; revised 1985.

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Methodology

The historic context statement uses the National Register of Historic Places Multiple Property Submission (MPS) approach, and covers each significant phase of the city's built environment, from the 19th century through 1969. Existing studies were used in the development of this document; where possible, information provided by secondary sources was corroborated by primary source materials. Information in existing studies was supplemented by additional research using both primary and secondary sources and consultation with local experts to develop the historical narrative and obtain additional information about significant individual properties and neighborhoods. Special thanks to Fermina Murray and Ron Nye, who reviewed a draft of the context statement and provided valuable insights and commentary.

Research efforts to inform both the context and field study included:

- Literature review of published and online sources for property-specific information about potentially architecturally or culturally significant properties in Goleta.
- Review of building permits, tax assessor data, Sanborn Fire Insurance Maps (available for select areas in 1930), and aerial photographs.
- Development of study maps illustrating the growth of Goleta by decade in order to review development and settlement patterns. Map included in Figure 1 for reference.
- Mapping of residential tracts in Goleta subdivided prior to 1969 using information from tract maps and survey records. Map included in Figure 2 for reference.
- Research on ownership of all tracts to confirm individuals, developers, or investor consortia.
- Search of local newspapers for key developments, owners, architects, and other historic personages.
- Search of the archives at the Goleta Valley Historical Society.
- Search of the archives at the Santa Barbara Historical Society.
- Search of the archives at the University of California, Santa Barbara.
- Online and manual search of Goleta city directories up to 1970, as available.
- Online searches of the Avery Index to Architectural Periodicals and review of articles generated.
- ProQuest searches of newspapers and other publications, including period trade publications.
- Review of American Institute of Architects (AIA) membership files.
- Outreach (email/in person): Fermina Murray and Ron Nye.
- Kickoff meeting with City planning staff.
- Meetings with the Goleta Valley Historical Society, South Coast Railroad Museum, and members of the community.

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Organization

There are several overarching forces that influenced the development of Goleta, and together represent the city as we know it today. These include the area's proximity to the Mission Santa Barbara, which formerly owned the lands which now comprise the City of Goleta; the early and continued development of Goleta as an agricultural area; the development of a strong industrial center anchored by the oil and aerospace industries; and a racially and economically diverse population. These factors influenced all types of development in the city (residential, commercial, institutional, and industrial).

The historic context statement provides a narrative historical overview of the overarching forces that shaped land use patterns and development of the built environment of the City of Goleta, and provides a framework for the identification and evaluation of historic resources in the city. Within each context is an identification of the relevant themes associated with that context. The themes outline the historical development patterns, significant events or activities, and significant individuals and groups in Goleta's history in order to establish the potential historical significance of properties associated with each context and theme.

The context is organized chronologically, and the relevant themes are organized by type of development (single- and multi-family residential, commercial, industrial, and civic/institutional) within each chronological period. A discussion of each architectural style identified in the city, including an identification of character-defining features, is included in the Architecture Context.

Five broad periods have been identified to provide the framework for evaluating built resources within the City of Goleta prior to 1970; see Chapter 2 for a discussion of Goleta's early history and potential archaeological resources. For some of the early development periods, there may be limited extant resources. Within each period are themes relative to the development of the built environment in Goleta during that period:

- Context: Mexican Settlement and the Rancho Period (1821-1865)
 - Theme: The Rancho Period (1821-1865)

This context addresses the development of the Goleta Valley after Mexico achieved independence from Spain, the evolution of the Rancho period, and the transition from Mexican to American sovereignty after the Mexican-American War.

- Context: Late 19th/Early 20th Century Development (1866-1918)
 - Theme: The Development of Two Towns (1869-1918)
 - Theme: Early Industrial Development (1866-1918)
 - Theme: Agricultural Development (1866-1918)
 - Theme: Early Civic and Institutional Development (1866-1918)

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This context explores the development of the Goleta Valley after the close of the Rancho period in 1865, and the founding of the towns of La Patera and Goleta in 1869.

- Context: Development Between the Wars (1919-1940)
 - Theme: Residential Development (1919-1940)
 - Theme: Commercial Development (1919-1941)
 - Theme: Civic & Institutional Development (1919-1941)
 - Theme: Industrial Development (1919-1940)

This context explores the transformation of Goleta from two neighboring towns and a scattered grouping of ranches and farms into a booming citrus producer and oil town in the years between the First and Second World Wars.

- Context: Goleta During World War II (1941-1945)

This context explores the development of World War II-related military facilities in and around Goleta, and the commercial, industrial, and institutional development of the town during the War.

- Context: Post-World War II Development (1946-1969)
 - Theme: Post-World War II Residential Development
 - Theme: Post-World War II Commercial Development
 - Theme: Post-World War II Industrial Development
 - Theme: Post-World War II Civic & Institutional Development

This context addresses the population and economic changes in the Goleta area after World War II, and the town's transformation from a small agricultural town in 1945 to a booming industrial zone and single-family residential area in 1969.

- Context: Architecture & Design
 - Theme: Adobe Construction
 - Theme: Residential Vernacular
 - Theme: Commercial Vernacular
 - Theme: Industrial Vernacular
 - Theme: Period Revival Styles
 - Theme: Post-World War II Modernism

This context discusses each construction method and architectural style identified in the city, including an identification of character-defining features. Present-day Goleta is home to a variety

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of buildings exhibiting an array of architectural styles, including a collection of simply-designed bungalows; large tracts of Ranch houses; commercial vernacular, Spanish Colonial Revival, and Googie commercial buildings; and Mid-century Modern tract homes and institutional buildings.

Eligibility Standards

In addition to the historical narrative and identification of contexts and themes, the historic context statement is intended to provide guidance on evaluating properties that may be eligible for historic designation. Eligibility standards for evaluating potential resources under each context/theme will be added to the final draft of this document, following the development of a local preservation ordinance, which will include community input. The eligibility standards will include a discussion of the relevant criteria, integrity considerations, and registration requirements for determining whether a property may be eligible for designation at the federal, state, or local levels.

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CONTEXT: MEXICAN INDEPENDENCE AND THE RANCHO PERIOD (1821-1865)

The Goleta Valley continued to develop after Mexico achieved independence from Spain, through the evolution of the Rancho period and the transition from Mexican to American sovereignty after the Mexican-American War. Important figures associated with this period include Don Nicolas Den, holder of the first land grant in Goleta; and Daniel Hill, Goleta's first American settler, Nicolas Den's father-in-law, and recipient of the Rancho La Goleta land grant. During this period, the Goleta Valley was predominately composed of cattle ranches. Though most resources from this period are no longer extant, Goleta's development during the Rancho period provided the foundation for future growth and contributed to Goleta's continued agricultural character.

Theme: The Rancho Period (1821-1865)

In 1821, Mexico won its independence from Spain, assumed control of present-day California, and began to secularize the mission properties. The process, completed in 1833, converted the missions into parish churches and established regional commissions to dispose of associated land and resettle Native Americans previously affiliated with the missions.⁵ As part of this process, Mission Santa Barbara was secularized, and its lands granted to private landholders. Approximately 40 land grants were made in Santa Barbara County during the Rancho Period, two of which lie within the present boundaries of the City of Goleta: Rancho Los Dos Pueblos and Rancho La Goleta.⁶ Thus began the Rancho Period, when rancheros controlled California.

Daniel Hill (1797-1865) was the Goleta Valley's first American settler. Born on a farm in South Billerica, a suburb of Boston, Massachusetts, Hill ran away from home at an early age to begin a seafaring life. In 1823, Hill arrived at Refugio Beach, then the property of Don José Vincente Ortega. There he met Ortega's daughter Rafaela, and fell instantly in love. The prospect of romance and the beauty of the Goleta Valley enticed Hill to settle in the area. He was offered a position as a vaquero on Don Ortega's Refugio Ranch, but instead decided to open Santa Barbara's first American trading post.

Hill's trading post was so successful that before the end of his first week in business, his shelves were completely empty of stock, which he could not replace until another Boston ship arrived at Santa Barbara. Having "sold himself out of the mercantile business," Hill turned to carpentry, soap making, and stone masonry for his living.⁷ He also built himself the one-story Hill-Carrillo Adobe (11 E. Carrillo Street, Santa Barbara), and worked toward achieving Mexican citizenship

⁵ "4.11.1.1.3 Historic Background," *Final Environmental Impact Report for the Comstock Homes Development and Ellwood Mesa Open Space Plan*, 4.11-6.

⁶ "4.11.1.1.3 Historic Background," *Final Environmental Impact Report for the Comstock Homes Development and Ellwood Mesa Open Space Plan*, 4.11-6.

⁷ Walker A. Tompkins, *Goleta: The Good Land* (Goleta, CA: Goleta Amvets Post No. 55, 1966), 22.

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by learning Spanish and converting to Catholicism. Hill and Rafaela Ortega were married in 1826, despite the fact that Hill's naturalization papers did not arrive for another three years.

Nicholas Den (1812-1862), another prominent early Goleta citizen, traveled from Ireland to America after financial ruin devastated his family. He took a job with a merchant cousin in Nova Scotia, but was disappointed to discover that his new career primarily consisted of playing valet to his cousin. Den quickly left the position, and traveled to Boston to book passage back to Ireland. Upon learning that the Mexican government, as an inducement to colonize its California provinces, was giving away 48,000-acre cattle ranchos to qualified Catholic citizens, Den signed on as a forecastle hand with the *Kent* on its journey to California. He arrived in Santa Barbara in December 1836, where he was befriended by Daniel Hill. Den focused on becoming a Californio, speaking only Spanish and changing the spelling of his name to "Nicolas," and was embraced by the Californians as a result.

In 1837, while Den was learning to rope, ride, and use a branding iron, large swaths of land were being granted to prominent families across California. Several large grants were located near Santa Barbara, and Den began to worry that someone would claim Dos Pueblos before he was able to do so. Father Narciso Duran at the Mission Santa Barbara lent Den the money to buy 500 head of cattle from Alpheus B. Thompson. Den knew that the best way to establish priority to a given piece of ex-mission land was to run cattle on it, and Duran knew that if private ownership of the Mission lands was inevitable, it would be best for a devout Catholic such as Den to become the owner.

In 1841, Den formally became a naturalized Mexican citizen, and applied to the Mexican government for 15,534 acres, the Rancho Los Dos Pueblos. His request was granted on April 18, 1842, and he formally took possession of the rancho on December 21, 1842. As originally surveyed, Rancho Los Dos Pueblos included the entire Goleta Slough area (now occupied by part of the Santa Barbara Airport).⁸ The deed described the grant as follows:

Los Dos Pueblos [Rancho is] located in the neighborhood of the Mission of Santa Barbara, and is bounded as follows: by the beach of the Channel of the same name; by the high hills in the direction of the sierra; by Cañada del Corral, a boundary of the rancho of Antonio Maria Ortega; and by the place called La Cochera, in the direction of the presidio.⁹

⁸ When a U.S. Patent was issued for the property in February 1877, the Slough was excluded for an unknown reason. This became the crux of a 1930s litigation between the federal government and the T.B. Bishop Company over ownership of the potentially oil-rich Goleta Sandspit, with the U.S. Supreme Court finding in favor of the original land grant.

⁹ Tompkins, *Goleta: The Good Land*, 34.

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Fr. Duran protested the granting of mission trust property to a private citizen, but his argument was ignored as mere formality. However, in March 1843, Manuel Micheltoarena replaced Alvarado as Governor, promptly repealed Secularization laws, and restored the missions to Franciscan control. Fr. Duran promptly petitioned the new governor to return Dos Pueblos Ranch to the Mission, much to Den's dismay. He had just become betrothed to Daniel Hill's sixteen-year-old daughter Rosa; the wedding was set for June 1843. An official hearing of the case before the governor, held in Los Angeles on March 21, 1843, resulted in a compromise whereby the church regained the area now known as Ellwood Canyon, while Den retained the rest of the rancho. This effectively reduced Den's grant by half, including the La Patera tract north of the Slough. The loss was only temporary, however: Micheltoarena was soon ousted from power, and the Franciscans permanently lost control of the mission lands.

In March 1845, James K. Polk, a statesman dedicated to the annexation of California by the United States, became President of the United States. Less than a week later, California Governor Micheltoarena abdicated his office and sailed for Mexico. His successor, "political opportunist and anti-mission extremist" Pio Pico, began granting thousands of acres of real estate to eligible Mexicans, either by grant or sale.¹⁰ He also accepted bids for the sale or rental of various California missions, which were later declared null by American courts. Desperate not to lose mission lands to non-Catholic landowners, Fr. Duran turned to Nicolas Den and Daniel Hill. In November 1845, they struck a deal allowing Den and Hill to lease the mission for nine years at \$1,200 annually. Governor Pico approved the lease in December 1845.

By this time, Daniel Hill feared he had postponed his petition for a grant of the remaining acres of the Goleta Valley too long. Knowing that an American takeover of California would bring land-hungry Americans with it, Hill hastily sketched a map of the land he wanted and dispatched it to Governor Pico. He proposed boundaries for Rancho La Goleta as:

...bounded on the south by the seashore; on the north by the foot of the ledge of mountains about one league distant from said shore; on the east by the lands known as the Mission Lands of Santa Barbara; and on the west by the lands of Don Nicolas Den, called Dos Pueblos.¹¹

Governor Pico granted Hill the 4,426-acre Rancho La Goleta on June 10, 1846. For the first time in history, all the land in the Goleta Valley was privately owned.¹²

Four days after Hill received confirmation of his land grant, the Bear Flag Revolt occurred at Sonoma, foreshadowing the American annexation of California. By this time, though the news

¹⁰ Tompkins, *Goleta: The Good Land*, 37.

¹¹ Tompkins, *Goleta: The Good Land*, 38.

¹² Tompkins, *Goleta: The Good Land*, 40.

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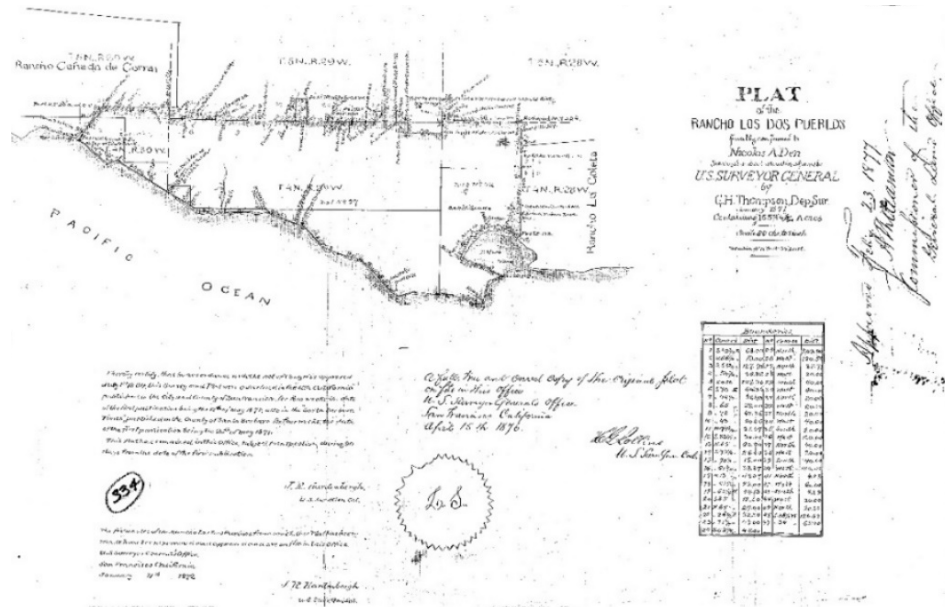
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had not yet reached California, the United States and Mexico were already at war over the annexation of Texas.

In 1848, to end the Mexican-American War, the countries signed the Treaty of Guadalupe-Hidalgo, in which Mexico ceded California to the United States. The annexation of California by the United States “dislocated the dominant Hispanic culture” due to the change in government and subsequent influx of Americans.¹³ The transition between Hispanic and early American settlement began when Santa Barbara County was created as one of the original counties into which the new state of California was divided in 1850.¹⁴



Confirmation of the Rancho Los Dos Pueblos by the United States Government, 1867. Source: Santa Barbara County Surveyor’s Office.

In approximately 1850, Hill built an adobe at 35 S. La Patera Lane (Santa Barbara County Place of Historic Merit).¹⁵ The following September, Den deeded Hill the Cochera tract, on which

¹³ “4.11.1.1.3 Historic Background,” *Final Environmental Impact Report for the Comstock Homes Development and Ellwood Mesa Open Space Plan*, 4.11-6.
¹⁴ Morro Group, Inc., “E. Cultural Resources,” *Draft Environmental Impact Report for the AT&T Fiber Optic Cable Project San Luis Obispo to Los Angeles*, June 2002, V-153.
¹⁵ Tompkins, *Goleta: The Good Land*, 52. Various historians cite differing dates for the adobe’s construction, ranging from 1832 to 1854. However, when he applied for a homestead on the property in 1864, Hill noted that he had been living in the house for 14 years, thereby lending credibility to the assertion that the adobe was built in 1850.

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Hill's adobe stood, for 50 cents an acre. Also in 1851, the United States passed a land act that required both Mexican and American courts to confirm Spanish land grants. Hill's claim to Rancho La Goleta and Den's claim to Rancho Los Dos Pueblos were confirmed in 1854. Not all landowners were so fortunate, however: many ranchos were broken up as owners were unable to produce sufficient documentation to satisfy the courts.¹⁶

In January 1854, Colonel William Welles Hollister of Hanover, Ohio, drove his flock of 6,000 sheep 2500 miles from central Ohio to the Goleta Valley.¹⁷ Though Hollister's intended destination was the San Benito Valley, by the time they reached the Goleta Valley, his flock was severely diminished and could be driven no further. Hollister arranged grazing privileges for his sheep in Nicolas Den's Tecolotito Arroyo (present-day Glen Annie Canyon). Hollister fell in love with the land, promising Den that he would soon return to buy Tecolotito Arroyo at such a high price that there could be no refusal.

After Den's death in March 1862, Rancho Los Dos Pueblos was subdivided into a number of smaller ranches, two of which were owned by his sons, Alphonse and August.¹⁸ Per Den's will, his personal property and the portion of Dos Pueblos Ranch lying west of Tecolote Canyon was left to his widow, Rosa, while the remaining half of the ranch, extending into the Goleta Valley to Los Carneros Creek, was to be held in trust for his heirs, each to receive a one-tenth portion of the estate as he or she came of age. Unfortunately for Hollister, who returned to buy it less than a month after Den's death, Tecolotito Canyon lay inside the portion of the Den estate which was tied up in a trust agreement until the last minor heir came of age in 1882, when Hollister would be seventy years old.



Hill Adobe, 35 S. La Patera Lane (Santa Barbara County Structure of Merit), n.d. Source: goletahistory.com.

¹⁶ Tompkins, *Goleta: The Good Land*, 52.

¹⁷ Col. Hollister's title came from a brief tenure with a neighborhood militia.

¹⁸ "4.11.1.1.3 Historic Background," *Final Environmental Impact Report for the Comstock Homes Development and Ellwood Mesa Open Space Plan*, 4.11-6.

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A major drought, which lasted from 1863 to 1865, resulted in the death of Daniel Hill's cattle, and ultimately, the end of the rancho way of life. To raise money to buy more cattle in an attempt to save his rancho and continue his livelihood, Hill borrowed \$8,000, giving La Goleta Rancho as security to Juan Camarillo, a Ventura loan shark. As a term of the loan, Hill had to cancel his homestead rights. To meet his payments, Hill sold 1,000 acres of choice ranchland lying south of Hollister Avenue, including the area now known as More Mesa and the asphalt outcrop on the beach, to his son-in-law, T. Wallace More, for five dollars per acre. In his desperation to meet the other \$3,000 owing to Camarillo, Hill sold the oil and gas rights under La Goleta Ranch to Russell Heath, the walnut king of the Carpinteria Valley, for \$6,000.¹⁹

When Hill died in 1865, his land was subdivided between his widow Rafaela and their thirteen children. To raise money, the family had the rancho surveyed and divided into 38 smaller farmsteads, thirteen chosen by lot by the heirs, and the remainder advertised for sale in San Francisco and Los Angeles newspapers. This sale was the first time that any of the rancho land in the Goleta Valley was opened for sale to those not associated with the Mission or Presidio, and marked a transition in land use from cattle ranching to small crop farming.²⁰

¹⁹ Justin Ruhge, "Looking Back: Tree stands witness to notorious drought," *Goleta Sun*, May 9, 1991. Unfortunately for Heath, he never recovered any of that money.

²⁰ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 1.

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CONTEXT: LATE 19TH/EARLY 20TH CENTURY DEVELOPMENT (1866-1918)

The drought that ended the rancho era influenced agricultural activity in the Goleta Valley in the late 19th and early 20th centuries. Former ranchos were subdivided into individual farms, and farmers focused their efforts on drought-tolerant crops, such as lemons, walnuts, olives, and lima beans. The subdivision of rancho lands into individual farms influenced the establishment of small towns to provide the necessary goods and services for farmers, such as blacksmith shops and general stores. Important figures associated with this period include W.W. Hollister, a rancher and entrepreneur who in 1869 purchased 5,000 acres of land from the estate of Goleta pioneer Nicolas Den and established Glen Annie Ranch; Ellwood Cooper, who purchased 2,000 acres of the former Den estate in 1869 and made groundbreaking environmental discoveries; Joseph Sexton, who operated Sexton's Nursery and introduced exotic plants to the area; and Sherman P. Stow, one of the first commercial lemon ranchers in California.

Theme: The Development of Two Towns (1869-1918)

During the 1870s, the character of the Goleta area began to shift from sparsely populated cattle ranches to farmsteads and towns. The new farmers required goods and services such as farm machinery, wagons and buggies, blacksmithing, and general supplies. To serve their needs, two towns grew up along the County Road (present-day Hollister Avenue), the main road linking the isolated farms with Santa Barbara, More's Landing, and points north.²¹

La Patera, named for the gathering of ducks in the adjacent marshy slough, was located at the corner of Fairview and Hollister Avenues, and was established in 1869 with the opening of Hiram Hill's blacksmith shop. Jean Marie Birabent's Birabent Hotel and saloon followed, as well as a store and saloon run by Jean Baptiste Deu.²² St. Raphael's Catholic Church was built in La Patera in 1890.²³



Birabent Hotel, n.d. The Birabent Hotel (1870; demolished) was for many years the largest building in La Patera. Source: Tompkins, *Goleta: The Good Land*.

²¹ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 2.

²² According to Walker A. Tompkins in his text *Goleta: The Good Land*, the wood from the demolished Birabent Hotel was used to build the Ellwood Hotel (170 Magnolia Avenue, 1915). This has not been confirmed.

²³ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 2.

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La Goleta, located on the north side of Hollister Avenue at Patterson Avenue,²⁴ was situated on the southwestern portion of the La Goleta land grant. It too was founded in 1869, with the establishment of a general store by I. G. Foster. Benjamin Pettit's blacksmith shop followed in 1872, along with Rafaela School, Methodist and Baptist churches, and a post office.²⁵ The post office, situated in Foster's store (which also served as the town dance hall), was the focal point of La Goleta. I.G. Foster served as the town's first postmaster until his death in 1880.²⁶ In 1898, after two others served in the position, blacksmith Benjamin Pettis sold his blacksmith shop and became postmaster, moving the post office from the store to a new building on his property, a quarter block east of Patterson Avenue on Hollister Avenue.²⁷

Between 1870 and 1890, the population of the Goleta Valley increased from 200 to 700 people.²⁸ The two towns continued to serve the farming community as separate entities for approximately 60 years. Though the Valley's population grew steadily, the towns themselves saw little development. In 1887, a brief growth spurt occurred at La Patera when engineer George F. Wright platted the "Town Site of La Goleta" there. The subdivision was located south of Hollister Avenue and including Lemon, Orange, and Magnolia Avenues, and Gaviota, Rutherford, Fremont, and Thompson Streets. However, other than a few new dwellings and shops, the town did not develop further at that time.²⁹ By 1891, Goleta was still described as "nothing more than a trading post for outlying ranches," with "a couple of dairy ranches and a flourishing creamery," a railroad depot, a post office, "one store, a hall, Methodist and Baptist churches."³⁰

New amenities and services were established in the Goleta Valley in the late 19th and early 20th centuries. Among these were the telegraph, telephone, and railroad, which paved the way for the two towns to grow from small trading posts and into slightly larger commercial and residential centers. However, a lack of available water prevented significant residential development, a problem that would persist until after World War II.

²⁴ At this time, Patterson Avenue was a county road leading over the Santa Ynez Mountains, on land belonging to J.D. Patterson, a developer from Geneva, New York.

²⁵ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 2.

²⁶ Foster's store and dance hall burned down in 1891.

²⁷ Walker A. Tompkins and Horace A. Sexton, *Fourteen at the Table: An Informal History of the Life and Good Times of the Sexton Family of Old Goleta* (Goleta, California: Goleta Valley Historical Society and Institute for American Research, 1983), 21-22.

²⁸ "4.4 Cultural Resources," *Revised Draft Environmental Impact Report for the Heritage Ridge Residential Project*, n.d., 151.

²⁹ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 1.

³⁰ "Santa Barbara County," *Los Angeles Times*, October 21, 1891; "Sketching the Principal Valleys, Ranchos, and Districts," *Los Angeles Times*, September 5, 1891.

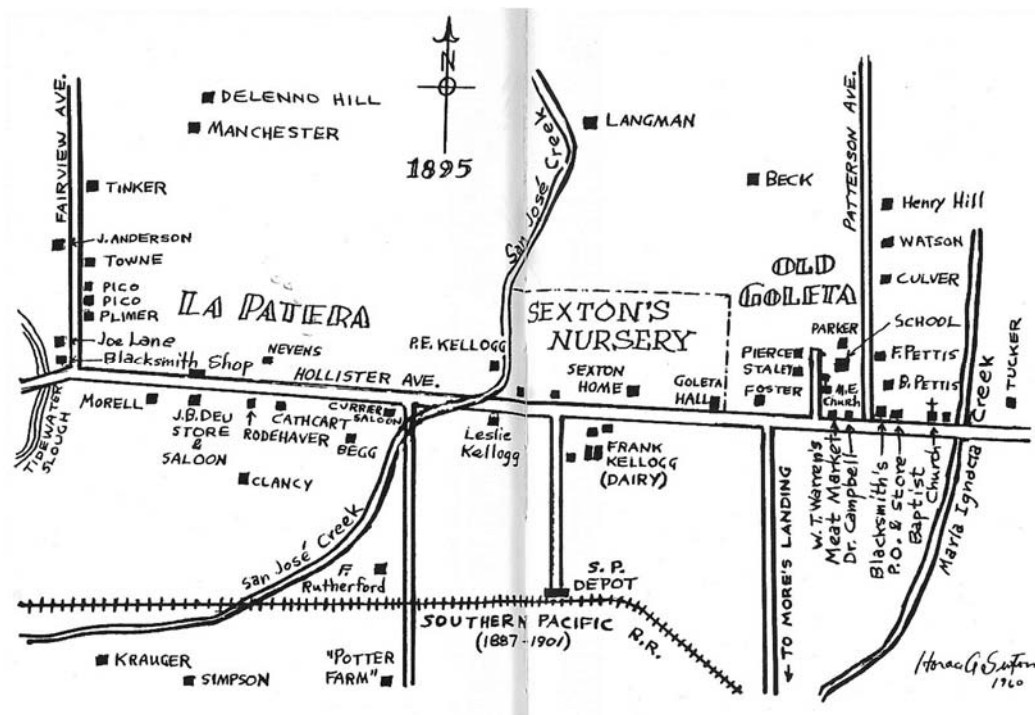
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The telegraph reached Goleta in September 1870, and the telephone arrived later in the 19th century. The first record of a telephone installation was by Frank Kellogg shortly after 1910.³¹ The first phone service in the area was provided by the Sunset Telephone Company. However, after Sunset's complete monopoly on phone service alienated customers, a new company, Home Telephone Company, was formed to force improvements in service.³² Home Telephone Company, headquartered on Carrillo Street in Santa Barbara, installed Goleta's first telephone exchange in Edgar Blakeway's general store on Hollister Avenue, east of Patterson Avenue, in August 1910. During World War I, Home and Sunset merged into Santa Barbara Telephone Company, and were absorbed by the Associated Telephone Company.³³



Map of Goleta and La Patera, 1895. Drawn by Horace Sexton, 1960. Source: Walker A. Tompkins and Horace A. Sexton, *Fourteen at the Table: An Informal History of the Life and Good Times of the Sexton Family of Old Goleta* (Goleta, California: Goleta Valley Historical Society and Institute for American Research, 1983).

³¹ Justin Ruhge, "Looking Back: Telephones First Arrived in the Late 1800s," *Goleta Sun*, June 13, 1991. All telephone records before 1910 were lost.

³² Ruhge, "Looking Back: Telephones First Arrived in the Late 1800s."

³³ Ruhge, "Looking Back: Telephones First Arrived in the Late 1800s."

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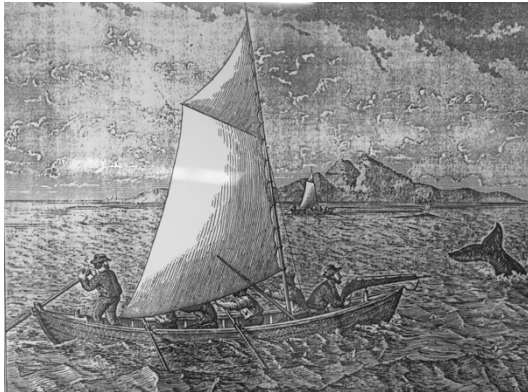
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Theme: Early Industrial Development (1866-1918)

A number of industrial endeavors took hold in the Goleta Valley in the late 19th and early 20th centuries. These included a variety of agricultural practices, shore whaling, and asphalt mining.



Whaling skiff with Greener's Gun. Source: Walker A. Tompkins Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

Shore whaling in California began in Monterey. The enterprise proved so profitable that whaling stations were established at various points along the California coast, beginning in approximately 1855.³⁴ In December 1871, A. Von Doress established a whaling station at Goleta Sandspit, joining many such establishments along the California coast.³⁵ Men from Jamaica, the Azores, and New England, who had spent long years at sea on whaling ships, were drawn to shore whaling, which offered them the opportunity to settle on land with their families and still ply their trade. The spring and winter migrations of whales along the California coast provided a steady source of income. Six Jamaicans and a Chinese cook were the residents of a two-building establishment on the Sandspit at the foot of the bluffs (near present-day University of California, Santa Barbara).

Shore whaling was conducted from a skiff with sail, manned by six men. The bow of the boat carried a Greener's Gun (harpoon). When a whale was harpooned, the skiff pulled up to it, and one of the men thrust a bomb lance into the whale, the explosion which would usually kill the

³⁴ Edwin C. Starks, "A History of California Shore Whaling," *State of California Fish and Game Commission Fish Bulletin No. 6* (Sacramento: California State Printing Office, 1923), 18.

³⁵ Information on shore whaling adapted from Justin Ruhge Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

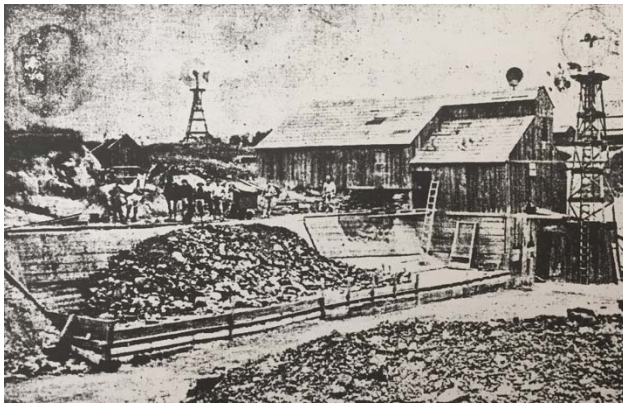
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whale. After towing the whale to shore, the men cut it up to remove the blubber, which would then be rendered down to whale oil for heating and lamps. Because the rendering process required large quantities of wood, Goleta lost many of its oak trees. Work at the Goleta whaling station was suspended in approximately 1880.³⁶

In the 17th and 18th centuries, ships passing by Goleta were commonly greeted by miles of tar and oil floating on the water. Local Chumash used the tar to caulk their tomals, to attach shells to stone bowls, and to waterproof baskets. These tar flows indicated nearby asphalt deposits, which were mined at the Alcatraz Asphalt Mine near the slough, on the present-day University of California at Santa Barbara campus. Asphalt was shipped by coastal steamer from More's Landing to San Francisco and points south during the late 1800s.³⁷ The asphalt mine operated at full capacity for eight years. Each week, five wagons hauled 420 tons of asphalt to the siding at La Patera to await pickup.³⁸ To increase production, the company built a second installation in present-day Isla Vista.³⁹



Alcatraz Asphalt Mine, c. 1890. Source: Walker A. Tompkins Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

Shore whaling and asphalt mining were short-lived industrial endeavors in the Goleta Valley; both eventually gave way to the significantly more profitable oil and natural gas industry. Oil, gas, and agriculture would remain the primary industries in Goleta until the post-World War II period. All relied on the railroad to transport their goods to the ports.

³⁶ Starks, "A History of California Shore Whaling," 30.

³⁷ Justin Ruhge, "History runs deep at the slough," *Goleta Valley Voice*, September 13, 2007.

³⁸ Justin Ruhge, "Looking Back: When 'asfelt' was the town industry," *Goleta Sun*, October 3, 1991.

³⁹ Ruhge, "Looking Back: When 'asfelt' was the town industry." In 1898, the company decided to close the mine to concentrate its efforts on a more profitable mine, located forty miles away at Break Canyon on the Sisquoc Ranch.

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The railroad history of the Goleta Valley began in the late 1880s, when the Southern Pacific completed the southern quarter of the Coast Line, from Saugus to Ellwood. The first train from Los Angeles arrived in Santa Barbara on August 19, 1887. Four months later, tracks were extended to Goleta, where the “Ventura Division” of the Southern Pacific was opened to Ellwood (11 miles west of Santa Barbara) on December 21, 1887. Between the Goleta and Ellwood depots “lay a scant four miles of track.”⁴⁰ In between them, the Southern Pacific built a third station at La Patera. The original 1887 route from Santa Barbara into the Goleta area followed a meandering course, more level and requiring less cuts, fills, and bridges than a shorter, more direct route.⁴¹

In 1887, following a series of buy-outs of smaller competitive lines, including the Pacific Coast Railway, the Southern Pacific Railroad completed a link between Los Angeles and Santa Barbara. However, the link between Santa Barbara and San Francisco was not completed until 1901.⁴² Construction of the Coast Line from the south was halted at Ellwood in December 1887, while the progress from the north had reached as far south as Templeton, 137 miles from Ellwood. Track building was slowed by an economic recession and daunting geographical challenges. It took another 14 years for the railroad to close the gap between Templeton and Ellwood.⁴³

In 1896, after bridging the Santa Ynez River, the Southern Pacific Railroad reached as far south as Surf, 56 miles from Ellwood. Three years later, Southern Pacific planners resumed work in the south, and on April 7, 1900, the first construction train pulled into Naples, approximately four miles west of Ellwood. The 661-foot-long bridge over Dos Pueblos Canyon was completed in May 1900, while track-building continued north. Finally, on December 31, 1900, the gap was closed. However, the Coast Line needed much work before it could handle regular rail traffic.⁴⁴

During the race to close the gap, the Southern Pacific also focused on improving and straightening the original 1887 rail line from the south. After three months of ballasting and surfacing, the track was officially opened for service, causing a stampede for tickets on the first trains. The realigned route through the Goleta Valley was located well north of the original alignment, and most of the bends and curves had been eliminated in favor of a greater dependence on engineered cuts and fills to maintain a relatively level grade.⁴⁵

⁴⁰ Gary B. Coombs, *Goleta Depot: The History of a Rural Railroad Station* (Goleta, CA: Institute for American Research, 2015), 7.

⁴¹ Coombs, *Goleta Depot*, 7.

⁴² Morro Group, Inc., “E. Cultural Resources,” *Draft Environmental Impact Report for the AT&T Fiber Optic Cable Project San Luis Obispo to Los Angeles*, June 2002, V-153.

⁴³ Coombs, *Goleta Depot*.

⁴⁴ Coombs, *Goleta Depot*.

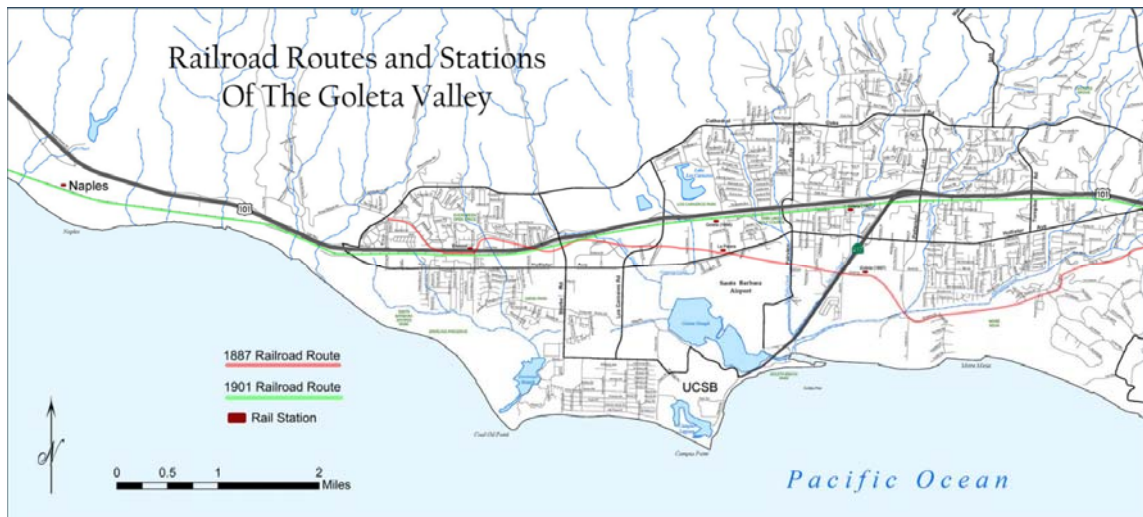
⁴⁵ Coombs, *Goleta Depot*.

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Railroad routes and stations in the Goleta Valley. Source: South Coast Railroad Museum.

The initial Goleta Depot, a one-story building with a freight-loading platform, was located near where Ward Drive and Ekwil Street now meet.⁴⁶ However, after the railroad was realigned in 1900, only the Ellwood station remained along the railroad right-of-way.⁴⁷ In 1900, Goleta citizens and the Southern Pacific Railroad agreed on a new depot site on the Kellogg estate, with the intention of making the station the centerpiece of the town center (relocated to 300 N. Los Carneros Road in 1981, Santa Barbara County Landmark #22, listed in the National Register of Historic Places). The Goleta Depot served both the railroad and the local community in a variety of functions, such as handling freight, passengers, and communications, all of which were performed by the station agent, who lived in the Depot's second-story apartment.⁴⁸

The Southern Pacific coastal route came to have a major impact on patterns of settlement, tourism, agriculture, and other forms of social and economic development in Santa Barbara County throughout much of the 20th century. Scores of depots and ancillary buildings were erected in the county during the final years of the construction of the Coast Line. A number of new roads were established linking commercial areas in La Goleta and La Patera to the station. When the railroad was completed in 1901, Goleta had “a good train, express and telegraph

⁴⁶ Coombs, *Goleta Depot*. The original depot building was shipped north by rail to become the depot in Sunnyvale, California.

⁴⁷ Coombs, *Goleta Depot*. The Ellwood depot was retired in 1936.

⁴⁸ Information about Goleta Depot adapted from “History & Architecture,” *South Coast Railroad Museum*, http://goletadepot.org/depot_history.php, accessed May 2017.

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service.”⁴⁹ Train service into the Goleta Valley consisted of mixed trains (trains carrying both passengers and freight) operating on Wednesdays and Sundays. At harvest time, rail traffic increased, as special freight trains transported Goleta Valley produce to market.⁵⁰



Goleta Depot, 1912. Source: South Coast Railroad Museum.

Numerous two-story, wood-frame railroad depots based on the Combination Station Plan No. 22, like the Goleta Depot, were built by the Southern Pacific Railroad from approximately 1890 to 1920. Because of the plan’s popularity during the rush to close the Coast Line gap, eight depots were built according to Plan 22 in Santa Barbara County, more than any other county or state.⁵¹ Character-defining features of this plan include wood sash divided-light double-hung windows, clapboard exterior wall cladding with shingled gable ends, prominent freight-office bay window, and the Railroad’s standard Colonial Yellow paint.⁵²

Theme: Agricultural Development (1866-1918)

Farmers and homesteaders from the eastern and midwestern United States moved into the former La Goleta rancho between the 1860s and 1880s. They initially grew grains, fruits, and vegetables. During the 1870s, the region boasted the largest almond orchard in the country.

⁴⁹ “Santa Barbara County: Goleta’s Depot Site,” *Los Angeles Times*, February 21, 1900. Also in 1901, the first automobile passed through the Goleta Valley.

⁵⁰ Coombs, *Goleta Depot*.

⁵¹ Coombs, *Goleta Depot*.

⁵² Information about typical Southern Pacific Railroad depots adapted from “History & Architecture,” *South Coast Railroad Museum*, http://goletadepot.org/depot_history.php, accessed May 2017. Because it was constructed approximately five years before the Southern Pacific began to use Colonial Yellow as their standard depot color, the depot would originally have been painted slate grey.

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Later, the Goleta Valley became a major producer and exporter of walnuts, lemons, and lima beans, transforming the region into a considerable force in the agricultural industry.⁵³

In 1882, the Goleta area was described as having “some of the richest of California soils,” as well as “pleasant homes” and a “good wharf, where much shipping is done.”⁵⁴ The Hollister, Cooper, and Stow ranches were lauded as “abounding in fruits of all kinds, in corn, grain, olives, nuts and oil.”⁵⁵ The following year, the *Los Angeles Times* reported that “Goleta is the only section of Santa Barbara county which reports good crops of all kinds. The grain is good, fruit is good and the Goletans are happy.”⁵⁶

By 1891, Goleta comprised “one league of land – 4444 acres,” which did not include Rancho Los Dos Pueblos.⁵⁷ In one newspaper account, Goleta was noted as “the ‘garden spot’ of Santa Barbara bounty [sic].”⁵⁸ The writer went on to describe Goleta’s agricultural landscape:

The great staple of Goleta is the English walnut. Formerly the hard-shell nuts were cultivated, but now the soft-shell variety is exclusively put out...It is the habit at Goleta to plant summer crops between the walnut rows up to the third year of their growth...Beans are quite a feature of Goleta productions, and formerly the pampas occupied considerable of the land, but is now being rapidly superseded by other and more profitable crops...The hills and mesas are devoted to barley and wheat...Oranges, lemons and limes do well in the canons some distance back from the sea, yielding a fair profit, the lemons being excellent.⁵⁹

Settlers who would have an enduring impact on the development of the area came to Goleta during this period. Some of the city’s most well-known resources are related to this period of settlement. Horticulturalist Joseph Sexton established one of California’s early plant nurseries at his home in Goleta, introducing exotic plants to the area. Col. W.W. Hollister brought English walnut trees to the area, planting the Goleta Valley’s first walnut grove at his Glen Annie Ranch. Ellwood Cooper introduced ladybugs to the area, along with several varieties of eucalyptus trees.

As property owners sought viable commercial crops to raise on former cattle grazing lands, walnut growing became the first major commercial agricultural business in Goleta. Joseph Sexton

⁵³ Science Applications International Corporation, “Historic Context,” *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 1.

⁵⁴ “Santa Barbara: The Zenith City by the Shore of the Sunset Sea,” *Los Angeles Times*, September 8, 1882.

⁵⁵ “Santa Barbara: The Zenith City by the Shore of the Sunset Sea.”

⁵⁶ “The State and the Coast,” *Los Angeles Times*, July 31, 1883.

⁵⁷ “Sketching the Principal Valleys, Ranchos, and Districts,” *Los Angeles Times*, September 5, 1891.

⁵⁸ “Sketching the Principal Valleys, Ranchos, and Districts.”

⁵⁹ “Sketching the Principal Valleys, Ranchos, and Districts.”

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developed a soft-shell walnut using Chilean nuts he had imported from San Francisco, and W.W. Hollister introduced English walnut trees on his Glen Annie ranch. The Santa Barbara County Walnut Growers Association, a cooperative designed to serve the financial interests of the farmers, was formed in 1896.⁶⁰ In 1899, Goleta walnut farmers shipped 33 carloads of walnuts via the Southern Pacific Railroad.⁶¹

Lima beans, another successful crop, were often planted in new walnut orchards, providing a cash crop until the walnut trees were old enough to produce. In the 1880s, Goleta and La Patera provided most of the lima beans on the market, with growers realizing “gross returns of from \$66 and \$110 per acre.”⁶²

Joseph Sexton moved to California at age ten, when his parents relocated the family from Ohio to join the Gold Rush in 1852.⁶³ In November 1866, Sexton followed his parents, who had moved several years previously, to Santa Barbara, bringing with him enough stock to establish a nursery. He constructed a board and batten structure (demolished) near his parents’ house (229 Castillo Street, Santa Barbara, demolished), and set up his first nursery nearby. Soon thereafter, Sexton bought his father’s property in the Goleta Valley for \$2,200, and built a two-story house on the property, one of ten houses constructed in the Goleta Valley in 1869.⁶⁴ Sexton established a nursery at his Goleta Valley home the same year. It was known for its ornamental plants, such as pampas grass and soft-shelled walnut trees.⁶⁵



Sexton House, 1898. Source: Walker A. Tompkins Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

⁶⁰ The first walnut packing house in Goleta was built by Florentine Kellogg near his creamery south of Hollister Avenue and east of Ward Drive.

⁶¹ “All Along the Line,” *Los Angeles Times*, December 3, 1899.

⁶² “Lima Beans,” *Los Angeles Times*, September 7, 1882.

⁶³ History of Sexton Nursery adapted from Walker A. Tompkins and Horace A. Sexton, *Fourteen at the Table: An Informal History of the Life and Good Times of the Sexton Family of Old Goleta* (Goleta, California: Goleta Valley Historical Society and Institute for American Research, 1983).

⁶⁴ Sexton’s father had purchased the land from the heirs of Nicolas Den for \$2,200 several years prior. Sexton sold the north sixty acres of his holdings to J.D. Patterson for \$2,200, thereby retaining his 40-acre farmstead free of cost.

⁶⁵ Justin Ruhge, “Looking Back: Farmhouse Tradition Remains in Goleta,” *Goleta Sun*, June 6, 1991.

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Per Sexton's writings, in the winter of 1868, the area south of present-day Hollister Avenue was alive with blackberry vines, willow thickets, and a few creek bank sycamore trees. North of Hollister, extending as far as the foothills, the land was covered with clusters of oak trees and giant mustard.

Eleven years and eight children later, Sexton and his family had outgrown their first home. He engaged Santa Barbara architect Peter Barber to design a two-story Italianate home 150 feet southeast of their current house (5490 Hollister Avenue, 1880; Santa Barbara County Landmark #14, listed in the National Register of Historic Places).⁶⁶ The Sexton House has eleven rooms and one bathroom, which boasted the first metal bathtub in Goleta. The roof was clad in zinc-galvanized sheet steel. The house had the first running water in Goleta. A tall tank house behind the home stored water, which ran to the bathroom, an upstairs washbasin, and the kitchen.

In the late 1860s, only three of Nicolas Den's heirs were old enough to receive their share of the former Rancho Los Dos Pueblos. Their siblings were to wait until age twenty-one to receive their shares of the land, as dictated by their father's will. However, Den's heirs were struggling financially due to the drought that ended the Rancho period. C.E. Huse, the executor of Nicolas Den's estate, arranged for the sale of several tracts of land in the former Den estate, despite the terms of the will, which dictated that no portion of the land should be sold before his heirs reached age twenty-one. Huse argued that, if all the heirs and trustees agreed to the sale, there was no obstacle to the transaction. Summarily, W.W. Hollister offered Huse \$10 an acre for 5,000 acres of the former Den estate bisected by Tecolotito Creek, between the east ridge of Ellwood Canyon and Carneros Creek.

Hollister took immediate possession of Glen Annie Ranch (present-day Bishop Ranch, Santa Barbara County Structure of Merit). However, because the sale went against Den's will, the Santa Barbara Probate Court did not approve the sale, foreshadowing a future legal battle. Regardless, after receiving provisional agreement from Dr. Richard Den, the only trustee who had withheld approval of the sale, Hollister began a building program, ordered nursery stock, and fenced his land.

⁶⁶ "Sexton Inn," Justin Ruhge Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

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Hollister established the first large walnut grove in the Goleta Valley with 3,000 English walnut trees, and also planted an almond grove. The grove, planted with 10,000 trees obtained from a nursery in San Jose, “gave the Goleta Valley the distinction of having the largest almond orchard in America, if not the world.”⁶⁷ A “serpentine avenue bordered by cypress and pines” was laid out to the county road, later re-named Hollister Avenue in the Colonel’s honor.⁶⁸ At the entrance to the ranch, a monumental white archway was installed, equipped with trundle gates powered by a counterweight in a 30-foot dry well, allowing drivers to operate the gates without alighting from their vehicles.⁶⁹ The landscaping in front of the ranch house featured such exotic plants as weeping acacias, gingko, Moreton Bay figs, Abyssinian bananas, Korean cinnamon, and California redwoods.⁷⁰



Glen Annie Ranch house (demolished), n.d. Source: goletahistory.com.

Another Goleta settler known for introducing exotic flora to the area, Ellwood Cooper, became convinced that Santa Barbara olive oil could compete commercially with Italian oil. In 1869, he purchased 2,000 acres of the former Den estate, seven-eighths of a mile wide, running along the coast between Winchester and Glen Annie canyons.⁷¹

⁶⁷ Tompkins, *Goleta: The Good Land*, 85.

⁶⁸ Tompkins, *Goleta: The Good Land*, 85. Around 1900, Hollister’s avenue of cypress and pines was replaced with palm trees, some of which were later transplanted along the north side of Hollister Avenue with varying success.

⁶⁹ Tompkins, *Goleta: The Good Land*, 85. The arch remained in its original location until 1962, when it was moved to the Howard Goldman ranch at 570 Glen Annie Road, beyond the present boundaries of the City of Goleta.

⁷⁰ Tompkins, *Goleta: The Good Land*, 86.

⁷¹ Tompkins, *Goleta: The Good Land*, 114.

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Cooper intended for his family to live in Santa Barbara while he traveled to and from his ranch daily. However, after a year of traveling the twelve-mile round trip on horseback, Cooper became frustrated with this arrangement, and built himself a board and batten shack for overnight use. His wife, Sarah, moved with him, and additions were made as needed. The house became the focus of a complex of barns, machine shops, an olive mill, and other outbuildings, most of which were removed by subsequent owners.⁷²

In 1872, Cooper's orchards contained 7,000 olive trees and 12,500 walnut trees, making Ellwood Ranch the largest olive and walnut ranch in California.⁷³ Cooper's olive mill was the largest in the country, and featured vertically-mounted eight-foot iron cogwheels which drove the millstones. It attracted "droves of wealthy winter tourists from Santa Barbara, bringing nationwide publicity to the Cooper Ranch."⁷⁴



Cooper Ranch house, painting by Ellen Cooper. Source: "Some Incidents in the Life of Ellwood Cooper," *NOTICIAS: Quarterly Magazine of the Santa Barbara Historical Museums* XXXIX, no. 2 (Summer 1993).

Cooper's oil operation was a financial failure due to competition provided by inferior Sicilian oil, which was imported at a fraction of the cost of Cooper's product.⁷⁵ However, Cooper was successful in other endeavors. The eucalyptus "was transplanted up from the Southern Hemisphere through the promotional efforts, initially, of Santa Barbara rancher and college president Ellwood Cooper."⁷⁶ Alarmed by the deforestation of the United States and foreseeing a solution in eucalyptus, in 1870, Cooper "commenced large planting operations to test many species."⁷⁷ Cooper imported 50 varieties of eucalyptus from Australia, planting "some fifty

⁷² Tompkins, *Goleta: The Good Land*, 115-116.

⁷³ Kevin Starr, *Material Dreams: Southern California through the 1920s* (New York: Oxford University Press, 1990), 246.

⁷⁴ Tompkins, *Goleta: The Good Land*, 116.

⁷⁵ Tompkins, *Goleta: The Good Land*, 118.

⁷⁶ Starr, *Material Dreams*, 184.

⁷⁷ Starr, *Material Dreams*, 184; Jean Broadhurst, "The Eucalyptus Trees of California," *Torreya* 10 no. 4 (April 1910), 85.

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thousand” trees.⁷⁸ His primary eucalyptus nursery was situated south of the Gaviota stage road, on a plot near present-day Ellwood School. “By the 1880s the planting of eucalyptus had become a California crusade, cheered on by Cooper, the Los Angeles-based Forest Grove Association, and Abbot Kinney, the state forester.”⁷⁹ By 1907, Cooper had planted 200 acres of eucalyptus trees on his 2,000-acre ranch.⁸⁰ With the exception of the Santa Maria Valley, where most of the existing eucalyptus trees were grown from seedlings sold by Joseph Sexton’s nursery, most of Santa Barbara County’s eucalyptus trees originated with Ellwood Cooper.⁸¹

In the early 1880s, Cooper’s almond trees became infected with cottony cushion scale, and, soon after, his walnut groves were threatened by black scale. Searching for solutions to his problem, Cooper learned of a natural parasite that fed on the scale – the ladybug. He sent to China for a supply of the insects, and turned them loose in Ellwood Canyon. Within weeks, the scale had disappeared.⁸² Following Cooper’s example, farmers throughout the state imported ladybugs and eradicated black scale from their orchards. To honor his accomplishment, Cooper was elected president of the California State Board of Horticulture in 1883, and held the post for several successive terms.⁸³



Former entrance to Glen Annie Ranch, including Hollister Arch. Source: goletahistory.com.

⁷⁸ Starr, *Material Dreams*, 184.

⁷⁹ Starr, *Material Dreams*, 184.

⁸⁰ California State Board of Forestry, *A Handbook for Eucalyptus Planters* (Sacramento, CA: Superintendent State Printing, 1908), 37; Starr, *Material Dreams*, 246.

⁸¹ Tompkins, *Goleta: The Good Land*, 119.

⁸² Tompkins, *Goleta: The Good Land*, 119.

⁸³ Tompkins, *Goleta: The Good Land*, 119.

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In the mid-1870s, Hollister and Cooper's claims to former Den lands were contested. In October 1875, Charles Huse filed a petition to be released from liability for his actions as trustee for the Den estate. Kate Den Bell, Den's oldest daughter, retained San Francisco attorney Thomas B. Bishop to contest Huse's petition. Bishop, an expert in finding loopholes in land titles, challenged all of Huse's actions as trustee.⁸⁴

Charles Fernald and E.J. Wilson represented the purchasers of the Den Estate. The case was tried before Judge Ygnacia Sepulveda in Santa Barbara in 1877, and, after two years, Sepulveda ruled in favor of Hollister and his codefendants. However, the Dens appealed, and the case was remanded for trial in Santa Clara County. Hollister and the Sturgis brothers retained Bay Area attorney Henry Highton to represent them, while Cooper settled with the Dens, surrendering all of his property west of Goleta, south of Hollister Avenue. Highton lost the retrial, though the court confirmed Hollister's title to Winchester Canyon, as he had purchased it from Den heirs who were of age at the time. Hollister unsuccessfully appealed the decision to the California Supreme Court, which ruled that the Den estate was entitled to recover Glen Annie Ranch in 1890.⁸⁵ Thomas Bishop received the Sturgis brothers' property and most of Hollister's property as payment for his successful prosecution of the Dens' case. Now known as Bishop Ranch (96 Glen Annie Road; Santa Barbara County Structure of Merit), the property remained in the Bishop family until 1959.⁸⁶

In 1877, Frank E. Kellogg purchased 20 acres of property west of Joseph Sexton's nursery, and "engaged quite extensively in bean culture."⁸⁷ By 1882, he established a dairy at the south side of Hollister Avenue at the intersection with present-day Ward Memorial Boulevard (demolished). Kellogg Dairy kept fifty to sixty Jersey milk cows, and covered 150 acres of land. Twenty-five acres of the tract were dedicated to soft-shell English walnut trees, while other areas were dedicated to Pampas grass for market. The dairy produced a majority of the dairy products sold in the Goleta area in the 1890s.⁸⁸ In 1892, Kellogg constructed a steam-power creamery

⁸⁴ "The Den Vs. Hollister Case," Price, Postel & Parma LLP, <http://www.ppplaw.com/history/the-den-vs-hollister-case>, accessed February 2017.

⁸⁵ Colonel Hollister died in August 1886, before the courts reached their decision. Upon hearing of the verdict, Hollister's widow Annie James Hollister swore that no member of the Den family would set foot in her house. Fifteen minutes after she vacated the premises on November 20, 1890, the house mysteriously caught fire, and burned to the ground. Annie claimed she did not know what caused the fire.

⁸⁶ "The Den Vs. Hollister Case."

⁸⁷ Yda Addis Storke, *A Memorial and Biographical History of the Counties of Santa Barbara, San Luis Obispo, and Ventura, California* (Chicago: Lewis Publishing Company, 1891), 500.

⁸⁸ "Goleta's Forgotten Past: The Dairy Industry That Once Flourished in Goleta and Santa Barbara," unpublished essay, Goleta Valley Historical Society archives.

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on his property, soon “one of the most important institutions of its kind in Southern California.”⁸⁹ It was the first creamery erected in Santa Barbara County, and produced 150 pounds of butter daily, using about 2,000 pounds of milk from 150 local cows.⁹⁰



Kellogg Dairy, c. 1900 (demolished). Source: Tompkins, *Goleta: The Good Land*.

⁸⁹ Storke, *A Memorial and Biographical History*, 500-501.

⁹⁰ Storke, *A Memorial and Biographical History*, 500-501. Per Justin Ruhge, there were eight dairies in the Goleta Valley, most of which were operated by Italian families.

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Rancho La Patera (now called Stow Ranch), another significant agricultural establishment in 19th century Goleta, was established in 1871 when W.W. Stow purchased 1,043 acres of the La Patera tract from Rafaela Hill and her second husband, German Senter. The land lay between Carneros and San Pedro creeks, from the foothills to the north boundary of George Williams' ranch (now the railroad). W.W. Stow fenced the land, shopped for eucalyptus seedlings, and employed Italian and Scottish immigrants setting out the eucalyptus plants.

W.W. Stow retained architect Frank Walker of the Bay Area to design the ranch house (304 N. Los Carneros Road, 1872; Santa Barbara County Landmark #6, listed in the National Register of Historic Places). The Gothic Revival style house is of balloon frame construction, and originally had three gables that dominated the roof line on the east, west, and south. A rectangular ground floor featured bay windows facing south and east. The projecting porches had slender wooden posts with a molded banister and crisscross balusters. Upon completion of the main house, Walker was engaged to design a single-walled summer cottage (demolished) for W.W. Stow, on a hill overlooking the pond north of the main house.⁹¹



Stow House, c. 1925. Source: Goleta Valley Historical Society.

In 1876, W.W. Stow deeded his son, Sherman P. Stow, who ran the farm and lived on the land, a portion of La Patera Ranch. In 1883, W.W. Stow mortgaged the entire ranch to Sherman for \$40,000, to be paid off in ten years with seven percent interest. Sherman Stow paid his father back in seven years.

Stow Ranch farmed several crops over the years, searching for a profitable venture. One of the first crops planted at Stow Ranch was tobacco, which ended in failure due to the Goleta Valley's mild climate and an influx of grasshoppers. Sherman P. Stow bought enough walnut and almond

⁹¹ This house was later occupied by blacksmith Jim Smith and family. It was demolished in the 1920s.

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trees to make a 100-acre orchard, “planting at a ratio of five almonds to four walnuts, with a scattering of pecans.”⁹² W.W. Stow later added another 1,500 walnut trees to his son’s orchards. However, Stow Ranch became known for its lemons. W.W. Stow obtained a number of grafting shoots from a Lisbon lemon tree in Alameda, California, which were shipped to Los Angeles for grafting to sweet orange rootstock. Crews of Italian woodchoppers were set to clearing oak trees from Stow Ranch, which were then replaced by 1,000 lemon trees, alongside orange and walnut trees, in 1875.⁹³ This lemon grove, located just east of present-day Stow Grove Park, was the first commercial lemon grove in the Goleta Valley.

Lemons became such a successful crop on Stow Ranch that the packing and marketing of the crop was turned over to Harleigh Johnston of San Ysidro Ranch in Montecito. Ultimately, Johnston’s private packing house could not handle the growing volume of lemons, so growers from Goleta to Carpinteria joined together to form the Johnston Fruit Company in 1897. Between 1889 and 1892, Johnston packed lemons on the Stow Ranch under the “Mission Brand” label.⁹⁴

Consistent with development patterns throughout Southern California in the mid- to late-19th century, residents of the Goleta Valley were increasingly diverse. Immigrants from France, Mexico, Ireland, and Germany had moved into the area by 1870, working as laborers, retail merchants, and farmers.⁹⁵ The 1870s witnessed a further influx of immigrants to the area, including farmers, shopkeepers, laborers, cooks, stock raisers, and other workers from Ireland, Mexico, Germany, Prussia, Wales, China, Spain, Italy, France, and England. As local ranchers hired new arrivals to plant trees and pick produce throughout the 1880s and 1890s, still more immigrants from North America, Asia, and Europe arrived in the Goleta Valley.⁹⁶ Immigrants from China worked primarily as cooks, laundrymen, and farm laborers, and lived on their employers’ land, while workers of Mexican descent found work in Goleta in the early 20th century as farm laborers, slaughterhouse employees, produce pickers, and railroad workers, living at or near their places of work.⁹⁷ In *Goleta: The Good Land*, specific information about European immigrant groups coming to the area is included based on oral histories conducted

⁹² Tompkins, *Goleta: The Good Land*, 125.

⁹³ Tompkins, *Goleta: The Good Land*, 126.

⁹⁴ Tompkins, *Goleta: The Good Land*, 127-128.

⁹⁵ 1870 United States Census data.

⁹⁶ Tompkins, *Goleta: The Good Land*, 171-178, 203-213. Although people from many different ethnicities came to the area in the late 19th century, a majority of immigrants to Goleta at the end of the 19th century came from Scotland and Italy. The 1920 United States census is the first to record Japanese immigrants living in Goleta. Per Ron Nye, many Japanese lived in nearby Santa Barbara but held jobs in the Goleta Valley.

⁹⁷ United States census data, 1880-1940. Most families of Mexican descent lived in enclaves along Fairview Avenue or Hollister Avenue, near their places of employment.

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with descendants of those groups, providing greater detail about the arrival and settlement of those families than is typically available. This includes immigrants of Scottish and Italian descent, who arrived in Goleta in the late 19th century.

In 1872, prompted by a letter from Ellwood Cooper to a friend in Scotland, six Scotsmen arrived at Cooper Ranch, the “vanguard of an influx of Scotsman” in the Goleta Valley.⁹⁸ After working for Cooper for a few months, the six original Scottish settlers scattered, some moving back to Scotland, and others purchasing land in the Santa Barbara County area.⁹⁹

In 1874, Stephen Rutherford purchased a 100-acre tract located south of Hollister Avenue between San Jose Creek and Fairview Avenue, and built a two-story house on present-day Rutherford Avenue (demolished). Rutherford later purchased five sections of land perpendicular to Dos Pueblos Canyon, and began raising potatoes, corn, and hay. In 1888, he built a large redwood home (demolished) on the property. He operated the ranch until 1917, when he sold it to oil tycoon Herbert G. Wylie.¹⁰⁰

The first Italian immigrants to the area came in 1882, when Carlo Spezzibottiani sailed to California. Upon arrival, he changed his last name to “Bottiani.” By 1884, Bottiani had brought his wife and brother over from Italy and moved to Santa Barbara, where Bottiani was employed on the Hollister estate. When the Den estate took over Glen Annie Ranch in 1890, Bottiani went to work for Stow Ranch, and in 1892 bought 37 acres of land between San Pedro Creek and Fairview Avenue from Sherman P. Stow. This was the first land owned by Italians in the Goleta Valley.¹⁰¹

Between 1866 and 1918, many resources related to the agricultural industry were established in the Goleta Valley. These include walnut-, lima bean-, and lemon-packing warehouses, lemon orchards, and machine shops. Cooperative organizations focused on the packing and distribution of walnuts, lima beans, and lemons were also founded during this period, allowing farmers to more easily sell their produce at higher prices.

Despite the local success of the citrus industry, walnuts continued to dominate the Goleta Valley’s agricultural production throughout the early 20th century. In 1903, Goleta wainwright George “Fritz” Maiers invented a labor-saving mechanical walnut huller, and later established a walnut hulling operation at 5970 Hollister Avenue (1915). In 1913, a new, expanded walnut

⁹⁸ Tompkins, *Goleta: The Good Land*, 171.

⁹⁹ Tompkins, *Goleta: The Good Land*, 172.

¹⁰⁰ Tompkins, *Goleta: The Good Land*, 172.

¹⁰¹ Tompkins, *Goleta: The Good Land*, 203-204.

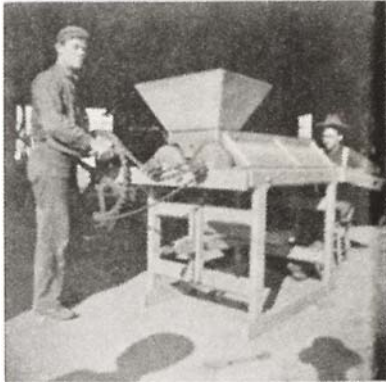
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packing warehouse measuring 110 feet by 40 feet (demolished) was built on Kellogg Avenue east of Depot Road near the Southern Pacific Depot and railroad tracks, to store walnuts for shipping.¹⁰²



L: Fritz Maier and his original walnut huller, n.d. R: Goleta Walnut Grower's Warehouse, c. 1915. Source for both: Tompkins, *Goleta: The Good Land*.

In August 1913, Goleta Valley lima bean growers, led by Edgar Stow (son of Sherman P. Stow), formed a cooperative named Goleta Farmers, Inc. (renamed the Goleta Lima Bean Growers' Association in 1916). In October of the same year, they built a large warehouse and processing facility (demolished) measuring 120 feet by 150 feet on Kellogg Avenue, adjacent to the walnut packing warehouse.¹⁰³ During the co-op's first year of operation, the associated farmers raised, harvested, and sold 2.6 million pounds of lima beans.¹⁰⁴

In 1915, Goleta experienced a large increase in agricultural activity, notably in the setting out of lemon orchards, doubling the acreage of citrus fruits in the area. As the United States entered World War I, agricultural growth in the Goleta Valley continued. Walnuts, lima beans, and lemons continued to be the Goleta Valley's main products, exported via cooperative associations to large markets.

¹⁰² Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 1; Justin Ruhge, "Looking Back: Goleta was the home of the soft shell walnut," *Goleta Sun*, May 2, 1991.

¹⁰³ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 1-2; Justin Ruhge, "Looking Back: Goleta was the home of the soft shell walnut," *Goleta Sun*, May 2, 1991. Both the lima bean and walnut co-op buildings were destroyed by fire on March 22, 1966.

¹⁰⁴ Ruhge, "Looking Back: Goleta was the home of the soft shell walnut."

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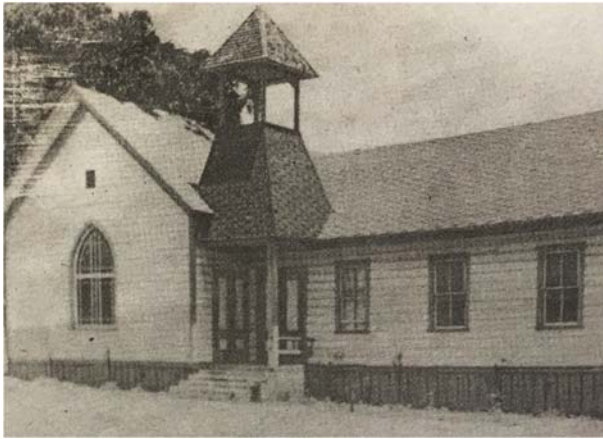
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Theme: Early Civic and Institutional Development (1866-1918)

As the Goleta Valley transformed from scattered cattle ranches into farms and town settlements, public services and infrastructure, schools, churches, and other local institutions were established in La Goleta and La Patera to meet the needs of the growing population. Though no civic or institutional resources from this period remain extant, these amenities formed part of the cultural fabric of the Goleta Valley, and served to link community members together and to their towns.

Churches

Several religious buildings were constructed during this period to provide a gathering place and a place of worship for Goleta Valley residents. Though the original buildings are no longer extant, most of the institutions remain active in the City of Goleta.



Goleta Federated Church, 1875. Source: Goleta Valley Historical Society.

When Goleta Valley pioneer Florentine Kellogg arrived in 1872, he immediately began to campaign for the construction of a Methodist church. On October 11, 1875, a board of five trustees was chosen, and a building committee was appointed. In less than two months, though the interior was as yet unfinished, services took place in the new church.¹⁰⁵

St. Raphael's Catholic Church was founded in June 1896 by Fr. Polydore Stockman on land donated by Rafaela Hill, widow of Goleta pioneer Daniel Hill. The church stood at 6015 Hollister Avenue (demolished) until 1929, when it moved to Mandarin Avenue.¹⁰⁶

¹⁰⁵ "Goleta Community Church," Justin Ruhge Papers, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

¹⁰⁶ "History of Saint Raphael Catholic Church," St. Raphael Catholic Church, Santa Barbara, CA, <http://straphaelsb.org/history-of-saint-raphael-catholic-church/>, accessed February 2017.

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New religious organizations formed in the early 20th century, fracturing the Methodist congregation. These groups attempted to erase the boundaries between Protestant denominations, allowing for greater religious freedom and harmony among Goleta residents.

On August 12, 1912, 85 Goleta Valley Protestants organized into the “United Church.” However, because the Methodist Conference would not allow their church to become independent, nearly 60 of the members reorganized into “The Federated Church” on September 22, 1913. While waiting for their church (5320 Hollister Avenue; demolished) to be constructed, members of the Federated Church met at Sexton Hall.¹⁰⁷ After approximately eight months, the congregation moved into their new church on May 10, 1914.

Only a small congregation remained at the original Methodist church when the denomination maintained that the church could not become independent as a “United Church” of the Protestant people of the valley. Subsequently the Methodist Conference sent some of their ablest ministers to the Goleta Methodist Church. Regardless, the church had lost the majority of its congregation. The church building and property was sold in 1921 to the Goleta Farm Center.¹⁰⁸ The building then became a meeting hall and community center.¹⁰⁹

Schools

Early Goleta Valley children were schooled at home or in Santa Barbara. However, after the Rancho period, the growing populations of La Goleta and La Patera necessitated the creation of local schools and school districts.

In 1875, the first school in the area, Rafaela School, was constructed on the southwest corner of Hollister and Patterson Avenues (later moved across the street and one block north on Patterson Avenue; demolished).¹¹⁰ Approximately 25 children attended the school, which employed one teacher.¹¹¹ Meanwhile, the farm population continued to grow in the foothills north of Goleta and west toward La Patera. In keeping with the desire for locally run schools, districts were established at Cathedral Oaks and old San Marcos roads in 1877. A third school

¹⁰⁷ “Goleta Community Church,” Justin Ruhge Papers, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California. See below discussion of Sexton’s Hall. Although the Federated Church (now Goleta Community Church) had invited all Goleta Valley Protestants to join, local Baptists maintained their own church.

¹⁰⁸ “Goleta Community Church.”

¹⁰⁹ “Goleta Community Church.” By 1948 the need for both the Farm Center Organization and its meeting place had run out. At that time the membership of the Farm Center voted collectively and had an attorney draw up a petition to be signed individually by the members and owners of the shares to transfer over and give their vested interest to the Federated Church next door for its growing needs.

¹¹⁰ Dr. Lou Hale Smitheram, “A Chronology of Goleta Valley History,” *Goleta Historical Notes*, 3(2), Fall 1988; Tompkins, *Goleta: The Good Land*.

¹¹¹ Justin Ruhge, “Looking Back: Schools went up and down with population,” *Goleta Sun*, April 25, 1991.

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district was established that same year at La Patera along present-day Fairview.¹¹² Two school buildings (demolished) served the district, one of which was moved from Fairview to La Patera Lane at Momouth Avenue and completely remodeled in 1895.¹¹³



Rafaela School. Source: Tompkins, *Goleta the Good Land*.

In 1883, after growing attendance overwhelmed the original school building, the Rafaela School building was replaced by the Two-Story School, located on South Patterson Avenue north of Hollister Avenue (demolished). As a result of a petition, the school's name was changed in 1909 from Rafaela to Goleta School.¹¹⁴ In 1911, the student population again outgrew its building. To remedy the situation, an imposing one-story structure of two wings with a two-story belfry at the left of an arched stone entrance was erected on the same site as the Two-Story School (demolished).

Civic Development

The Goleta Valley's first civic amenities were established during this period, facilitating the area's transformation from a scattering of cattle ranches to farms and town settlements. These establishments allowed La Patera and La Goleta to function collectively as a modern settlement, as opposed to collections of individual farms, businesses, and residential areas.

In 1875, the first post office opened in the town of La Goleta. Although there was disagreement among residents about the name of the town, with some preferring Oakdale and others

¹¹² Ruhge, "Looking Back: Schools went up and down with population."

¹¹³ Ruhge, "Looking Back: Schools went up and down with population."

¹¹⁴ Ruhge, "Looking Back: Schools went up and down with population."

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advocating for La Goleta, the United States Postal Service assigned the name “Goleta” to the local post office, settling the debate.¹¹⁵

The Goleta Valley volunteer fire department organized after the minister’s residence at the Federated Church burned to the ground in 1914. A campaign was launched to raise funds with which they bought a 50-gallon soda-acid tank, cart, and hose. To celebrate the purchase of firefighting equipment, trash and fuel were piled in the schoolyard, and a bonfire was set. The soda-acid cart was placed for duty at the blacksmith shop at the corner of Patterson and Hollister Avenues.¹¹⁶ No firehouses were established during this period.

Social Institutions

There were no social institutions in La Patera or La Goleta for the majority of the 19th century. To rectify the situation and to provide a safe place for young people to socialize, Joseph Sexton established Sexton Hall (5410 Hollister Avenue; demolished) in May 1890. The hall, which housed a 38--by-80-foot auditorium, served as the center of Goleta social life for several decades.¹¹⁷ Elections, weddings, funerals, dances, graduations, parties, and lodge meetings were held there. The first movie was shown at Sexton Hall in 1897, and two years later, cartoonist, vaudeville comedian, and actor Leo Carrillo is rumored to have made his theatrical debut in the hall.¹¹⁸

In 1895, the Philomathic Club of Goleta was formed. Renamed the Goleta Woman’s Club in 1904, the club campaigned for the establishment of a library, and championed educational, religious, and other, similar causes. Charter members included Elizabeth Sevoy Warren, Serepta Hardcastle Campbell, Lucy Foster Sexton, and Mollie Miller Baker.¹¹⁹



Sexton Hall, 5410 Hollister Avenue.
Source: Tompkins, *Goleta: The Good Land*.

¹¹⁵ Smitheram, “A Chronology of Goleta Valley History.”

¹¹⁶ “Goleta Community Church.”

¹¹⁷ Tompkins, *Goleta: The Good Land*, 225.

¹¹⁸ Smitheram, “A Chronology of Goleta Valley History.”; Tompkins, *Goleta: The Good Land*.

¹¹⁹ Tompkins, *Goleta: The Good Land*, 228.

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CONTEXT: DEVELOPMENT BETWEEN THE WARS (1919-1940)

Between the First and Second World Wars, Goleta transformed from two towns and a scattered grouping of ranches and farms into a booming citrus producer and oil town. Agriculture continued to be a major economic engine in the Goleta Valley during this period, with major crops including lemons, walnuts, tomatoes, and lima beans. Both oil and natural gas were discovered in the Goleta Valley during the period between the wars, which impacted the development of the early settlements of La Patera and La Goleta.

Development in the town of La Patera took precedence over its sister town La Goleta in the 1920s and 1930s for a number of reasons, including the construction of Goleta Union School in 1927 on a ten-acre parcel at the La Patera end of Hollister Avenue, the discovery of oil in 1928 at the Ellwood Oil Fields to the west, and the creation of an airfield and hangar near the intersection of Fairview and Hollister Avenues.¹²⁰ In 1933, the United States Postal Service moved the post office from Hollister and Patterson Avenues in La Goleta to a new building developed by realtor Robert E. Smith at the corner of Hollister and Orange Street in La Patera, bringing with it the name “Goleta.” Thus, La Patera officially became Goleta.

Theme: Residential Development (1919-1940)

This theme explores the transition from ranch and agricultural properties to the early growth of the city and the development of residential neighborhoods. Many residences from this period are located near the town of La Patera, which became the commercial center of Goleta in 1933, when the United States Postal Service established the Goleta post office there. Residences from this period may be eligible as rare examples of the development of the township, or as remnant residences in areas that were later redeveloped or subdivided. Residential properties associated with this context are typically in the Craftsman or Spanish Colonial Revival style, with many vernacular examples. Residential tract development is discussed in a separate sub-theme, below. Multi-family residential development was limited during this period; most multi-family residential development occurred after World War II.

Residential development was disorganized during this period. Several housing tracts were laid out in the 1920s, but were generally not highly developed due to the area’s lack of available water. Most surviving residences from this period originated as a result of scattered development within these subdivisions. A map of Goleta residential tracts and subdivisions is included in Appendix B.

¹²⁰ Science Applications International Corporation, “Historic Context,” *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 2-3.

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PRE-WORLD WAR II SUBDIVISIONS

NAME	DATE	DEVELOPER
Elwood Acres ¹²¹	1927	W.A. Potter & Son
Goleta Center	1927	Los Angeles First National Trust & Savings Bank; Margaret O'Brien; Katie Kelly

In the late 1920s, there was a decided effort to further develop La Patera. In 1927, W.A. Potter and his son, Julius Potter, laid out Elwood Acres No. 1 and No. 2 on a portion of Rancho Los Dos Pueblos. The tract consisted of 154 parcels laid out along a portion of Hollister Avenue, Ellwood Beach Drive, Mathilda Drive, and Strehle Lane.¹²² Though the subdivision map was filed with the County of Santa Barbara in May 1927, the tract was not developed until the post-World War II period, likely because a pipeline carrying oil from the Ellwood oil fields to the Ellwood Railroad Depot was routed through the tract in the late 1920s. Aerial photographs of the tract in 1947 show the northern portion of the subdivision occupied by orchards.¹²³

Also in 1927, Santa Barbara realtor Robert E. Smith and Goleta landowner Frank Dow laid out a tract north of Hollister Avenue, extending from Fairview Avenue to Nectarine Avenue, with three north/south streets (Orange, Magnolia, and Nectarine, matching the names of those streets laid out south of Hollister in 1887) and one east/west street (Mandarin).¹²⁴ The same year, the adjacent property to the east was platted, with one north/south street (Tecolote) and three east/west streets (Gato, Aguila, and Armitos).¹²⁵ The owners were listed as the Los Angeles First National Trust & Savings Bank, Margaret O'Brien, and Katie Kelley. Residences constructed in this subdivision during this period were scattered. Those that remain are characterized by simple, rectangular, one- and two-story massing, wood clapboard or textured cement plaster exterior wall cladding, and gabled roofs.

¹²¹ This context statement utilizes the spelling "Ellwood" to refer to both Ellwood Cooper and the places named after him, with the exception of Elwood Acres No. 1 and No. 2, which was listed as such on the tract map filed with Santa Barbara County.

¹²² Elwood Acres No. 1 and No. 2 map, County of Santa Barbara, May 1927.

¹²³ 1947 aerial photograph of Goleta, historicaerials.com, accessed February 2017.

¹²⁴ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 2.

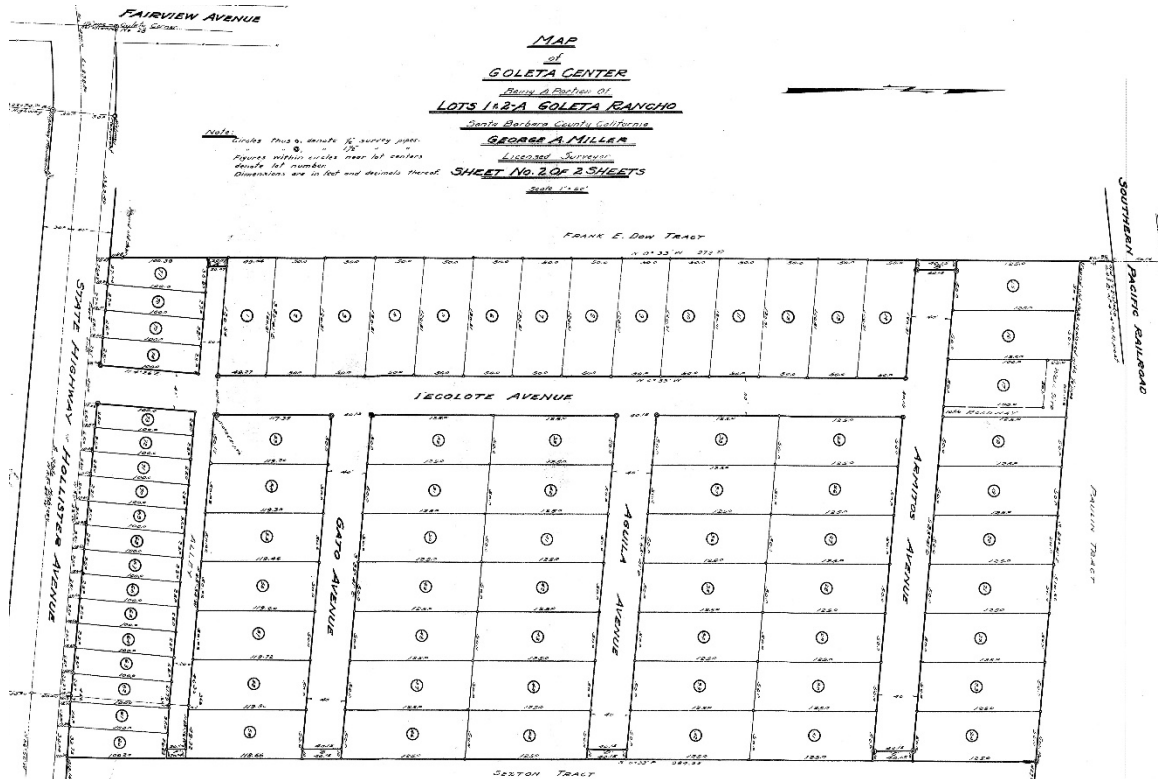
¹²⁵ Goleta Center map, County of Santa Barbara, November 1927.

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Map of Goleta Center, 1927. Source: County of Santa Barbara.

At about the same time, a hog and poultry farm along south Fairview Avenue was subdivided into nine cul-de-sacs (Daley, Matthews, Olney, Cloer, Carson, Avion, Payara, Placencia, and Corta Streets), with 40-foot wide lots laid out in a development called Fairfield. A few houses were constructed; however, due to frequent flooding of the adjacent San Jose Creek, the subdivision was never fully developed.¹²⁶

Theme: Commercial Development (1919-1940)

The period between World War I and World War II witnessed a number of changes in the Goleta Valley's commercial centers. At the beginning of the 1920s, the towns of La Goleta and La Patera formed Goleta's original commercial districts, centered on Hollister and Patterson Avenues, and Hollister and Fairview Avenues, respectively. The advent and rise in popularity of the automobile led to many changes, while the budding oil industry necessitated new businesses and provided a growing clientele for established enterprises. Goleta and La Patera's commercial

¹²⁶ Science Applications International Corporation, "Historic Context," *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 2.

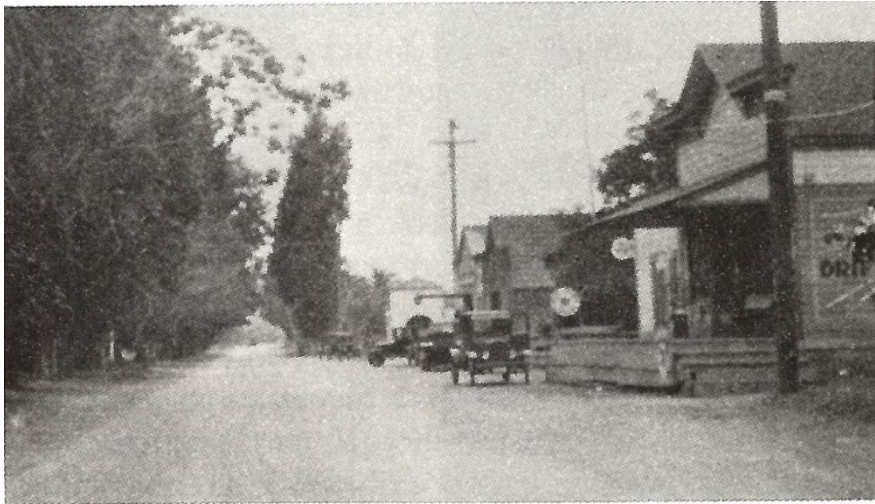
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districts combined to become one commercial center in 1933, when the United States Postal Service established the Goleta post office in La Patera, changing that town's name and effectively combining the neighboring settlements.

In the 1920s, the automobile was the leading consumer product in the country, and by 1925 there was one automobile for every six Americans (compared to one for every 100 in Great Britain).¹²⁷ The automobile and the freedom it represented touched the American spirit of individualism and exploration, and the new motor tourist – upper and middle class alike – was lured by the adventure of the open road, unencumbered by the routes and schedules of the railroads. To cater to this new phenomenon, the first auto garages in Goleta were established in 1921 by Ernie Vogel and Fred and Frank Acres.



Looking west on Hollister from Patterson Avenue, 1925. Source: Tompkins, *Goleta: The Good Land*.

Osborne “Bud” and Josephine Coffey bought a building at 5968 Hollister Avenue in 1923 and began a café and soda fountain catering to truckers traveling the state highway to Santa Barbara. After oil was discovered in 1928, the Coffeys gradually changed their business to a general store, stocking gloves and clothes for oil workers, and then into a grocery store, becoming the first self-service store in Goleta.¹²⁸

¹²⁷ “Transportation – General 1923-28: Automobiles and the Highways,” Calvin Coolidge papers, Library of Congress, American Memory Collection.

¹²⁸ Science Applications International Corporation, “Evaluation of Historic Buildings within the Goleta Project Area,” *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 7.

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On June 29, 1925, a large earthquake struck the Santa Barbara area, damaging or destroying many properties in Goleta, including: 175 Chapel Street (demolished); the Goleta Walnut Association packing house (demolished), shifted several feet off its foundation; the Goleta School on South Patterson Avenue (demolished), considerably damaged; Simpson's Garage on Hollister Avenue, partially collapsed during the initial earthquake and fully demolished during an aftershock; and most masonry chimneys and brick veneer walls.¹²⁹

By 1930, the north side of Hollister Avenue between Fairview Avenue and Pine Street contained eighteen businesses, the majority of which served local needs. These included a carpenter, an auto repair shop, a grocery store, a blacksmith and machine shop, a lumber yard, a barber, a restaurant, a pool hall, a butcher, a baker, a drugstore, and a beauty parlor. However, several businesses catered to the new breed of automobile tourists, including the Camel Auto Court and gasoline station (171 Nectarine Avenue; c. 1920) and the Ellwood Hotel (170 Magnolia Avenue; 1915). The south side of Hollister Avenue remained predominately the domain of walnut and lemon fields, except for the areas located within the 1888 subdivision of the Town Site of La Goleta.



Ellwood Hotel, 1954. Source:
Goleta Valley Historical Society.

The Great Depression all but halted building development in Goleta. Nevertheless, by 1939, the town had grown to the extent that boosters producing the first Goleta directory called the

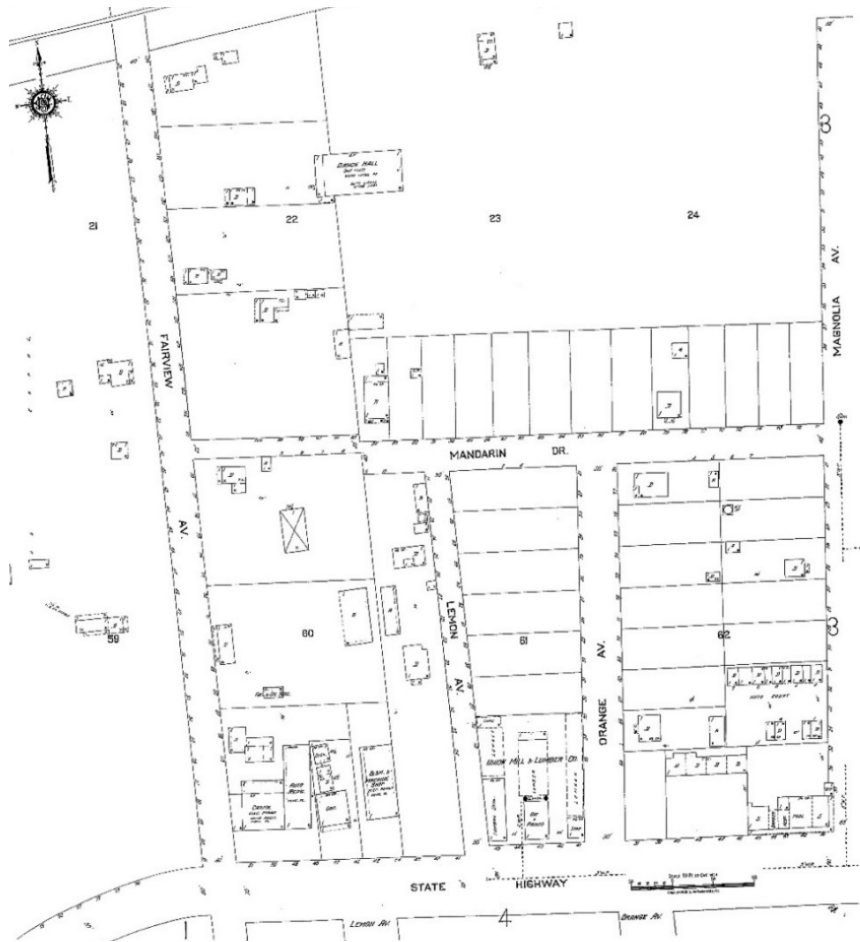
¹²⁹ Tompkins, *Goleta: The Good Land*, 269-270.

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town “The Most Prosperous Community in the Wealthiest County of the Richest State in the World.”¹³⁰ There was some limited development during this period, including a one-story Spanish Colonial Revival building at 5890 Hollister Avenue (1934) built by Frank Dow and Richard E. Smith. The north side of the building housed the Bank of America, and the newly-relocated post office was located on the south side. As Goleta began to emerge from the Great Depression, Associated Telephone replaced the operator at the telephone exchange in Edgar Blakeway’s store with modern switching equipment at a small building at 195 Patterson Avenue. This became the Goleta Central Office for Associated Telephone.¹³¹



Sanborn Fire Insurance Map of Goleta, 1930. State Highway (present-day Hollister Avenue) was the focus of Goleta’s early commercial district.

¹³⁰ Goleta Valley Directory, 1939, *Goleta Valley Leader*.

¹³¹ Justin Ruhge, “Looking Back: Telephones First Arrived in the Late 1800s,” *Goleta Sun*, June 13, 1991. All telephone records before 1910 were lost.

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Theme: Civic & Institutional Development (1919- 1940)

As La Patera and La Goleta continued to grow, public services and infrastructure, schools, churches, and other cultural institutions were established to meet the needs of the growing population. These institutions became part of the social and cultural fabric of the city. During this period, the two towns established in 1869 became one when the post office was moved from Patterson to Fairview in 1933, bringing with it the name Goleta. Publicly accessible picnic grounds, like the redwood grove now called Stow Grove Park, were also established in the Goleta Valley.

Goleta was home to a succession of newspapers, most of which published weekly or bi-weekly, though at least one was published daily. Marshall Selover began the *Goleta Valley Leader*, the first local paper and the only one founded before World War II, in 1936.¹³² The *Leader* was located in a two-story building at 5876 Hollister Avenue (demolished). Marshall's wife, Esther, worked at the newspaper, and, later, Mrs. H.C. Hammond served as news and society editor. The *Leader* operated with this staff until about 1943, when Marshall Selover decided to join the war effort by going to work at the Port Hueneme Naval Base. The paper was then taken over by Stanley Lucas, who operated the paper until about 1945, when it went out of circulation.

Schools

By the early 1920s, Goleta Valley schoolhouses were struggling to accommodate the 200 students in the district. To address the situation, the former Cathedral Oaks, La Patera, and Goleta Districts combined to form the Goleta Union School District in 1925. Construction of the Goleta Union School (5679 Hollister Avenue) at La Patera began the following year, spurring the shift of the center of influence from La Goleta to La Patera.

The new school required an \$85,000 bond issue to purchase a 10-acre lot situated near the business district in La Patera, and to construct the Mediterranean Revival style schoolhouse designed by Santa Maria architect Louis N. Crawford.¹³³ The new schoolhouse had six classrooms, an administration office, teacher and student restrooms, special rooms for cooking and manual arts instruction, a library, kitchen, and 390-seat auditorium. The building was

¹³² Information about the *Goleta Valley Leader* adapted from Justin Ruhge Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

¹³³ Stella Haverland Rouse, "Goleta Union School: The Center of Things," *Those Were the Days: Landmarks of Old Goleta*, ed. Gary B. Coombs (Goleta, CA: Institute for American Research, Kimberly Press, 1986), 50; "Goleta Union School," pamphlet, 1926, Walker A. Tompkins Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

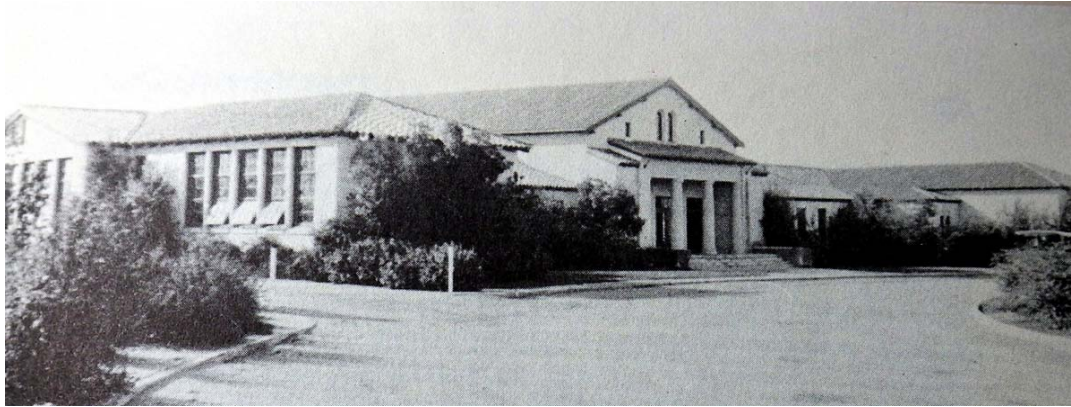
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promoted as “earthquake resistant,” with “fireproof walls and roof.”¹³⁴ The former Goleta School, built in 1884, was moved to the rear of the Goleta Union School in 1928.¹³⁵ It was used as an auxiliary classroom for many years, and served as a segregated school room for children of Mexican braceros in the early 1940s.¹³⁶



Goleta Union School (5679 Hollister Avenue; 1926), c. 1930. Source: goletahistory.com.

To address overcrowding further west along Hollister Avenue, the Den School (1878; demolished) and Tecolote School (1891; demolished) formed the Ellwood Union School District in 1929, and a new schoolhouse was dedicated in 1933 (Ellwood School, 7686 Hollister). The Ellwood School District would not merge with the Goleta Union School District until the mid-1960s. No new school buildings were required until the post-war period, as development in the Goleta Valley stagnated between 1930 and 1955.

Social Institutions

The Goleta Valley remained limited in its social institutions. Sexton Hall closed and another dance hall opened on Fairview Avenue in the 1920s. The Goleta East 4-H Club, which promoted hands-on experimental learning for youth ages 10 to 20, was established in 1930 by

¹³⁴ “Goleta Union School,” pamphlet.

¹³⁵ Rouse, “Goleta Union School: The Center of Things,” 46. The building was demolished in 1951.

¹³⁶ Gilardo Garcia, interview by David Russell, January 15, 2001, Old Town Goleta Oral History Collection, c. 2000, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California; Albert Jaramillo, interview by David E. Russell, transcribed by Laura Funkhouser, November 4, 2000, Old Town Goleta Oral History Collection, c. 2000, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California. According to Dr. Ian Crow, principal of the school in 1946, in the fall, the school rented a room in the church on Chapel Street “for walnut pickers’ children.” Playgrounds were also segregated. Mexican-American schoolchildren were integrated with the other Goleta schoolchildren at Goleta Union School in grades 6 and 7, and attended Santa Barbara High School for grades 9 through 12.

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the Agricultural Extension Service of the United States Department of Agriculture, the State University, and co-operating volunteer local lenders and parents. Most club activities revolved around the interests of the farm and rural communities. Club members learned all-around farm work, ranging from food preservation to machine work.¹³⁷

Theme: Agriculture (1919- 1940)

Lemons, walnuts, and lima beans, continued to be profitable crops in the period before World War II, and drew in new settlers, who established farms and built houses in the area.¹³⁸ In 1925, the first carload of lettuce ever sent from the Goleta Valley was dispatched to Los Angeles for shipment east, marking the beginning of vegetable growing on a commercial scale throughout the Goleta Valley.¹³⁹

By 1925, despite the increase in lemon growing in Santa Barbara County around the turn of the 20th century, only 1,560 acres of land was dedicated to citrus crops. By comparison, walnut orchards “occupied 5,500 acres of land, although significantly, the annual value of the citrus crop exceeded that of walnuts by over \$100,000.”¹⁴⁰ Lima beans were “sown on over 49,000 acres in 1925.”¹⁴¹



Walnut trees near La Patera School, no date. Source: Black and Gold Cooperative Library System.

During the Great Depression, Goleta Valley’s agricultural landscape was transformed. In the 1930s, a fungus began destroying Goleta’s walnut trees, prompting a surge in the acreage

¹³⁷ “Goleta East 4-H Club, 1930-1972,” Community Development and Conservation Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

¹³⁸ “Oil Development in Santa Barbara County,” *Los Angeles Times*, January 1, 1921.

¹³⁹ “Farm News of the Great Southwest,” *Los Angeles Times*, February 22, 1925.

¹⁴⁰ Ronald L. Nye, Ph.D., “The Lemon: Symbol of Goleta Valley History,” *Goleta Valley History: The Journal of the Goleta Valley Historical Society* 12, no. 1 (Winter 2004), 9.

¹⁴¹ Nye, “The Lemon,” 9.

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devoted to lemons. The reduction in acreage devoted to walnuts also led to a decline in lima bean farming. Though the national economy took a major hit during the Great Depression, lemons continued to command high prices, keeping Goleta's agricultural industry afloat.



Lemon orchard at Rancho La Patera, 1954. Source: Goleta Valley Historical Society.

The rapid expansion of lemon production in the Goleta Valley created a need for a local lemon packing facility. In 1935, 60 growers, who collectively represented 600 acres of lemon groves, formed the Goleta Lemon Association.¹⁴² During its first six months of operation, the Goleta Lemon Association shipped 306 carloads of lemons across the United States.¹⁴³ In 1936, the association built a lemon packing plant on La Patera Lane (destroyed by fire, 1950; rebuilt

¹⁴² Nye, "The Lemon," 9-10. Per Justin Ruhge, the Goleta Lemon Association continued to operate until 1976, when it was dissolved and purchased by interests in the Central Valley, who operated it as the Goleta Lemon Company. In 1977, the buildings were sold and became the Santa Barbara Lemon Association, which operated them as a lemon packing house until 1986, when the organization left, ending the lemon packing business in the Goleta Valley.

¹⁴³ Nye, "The Lemon," 9-10.

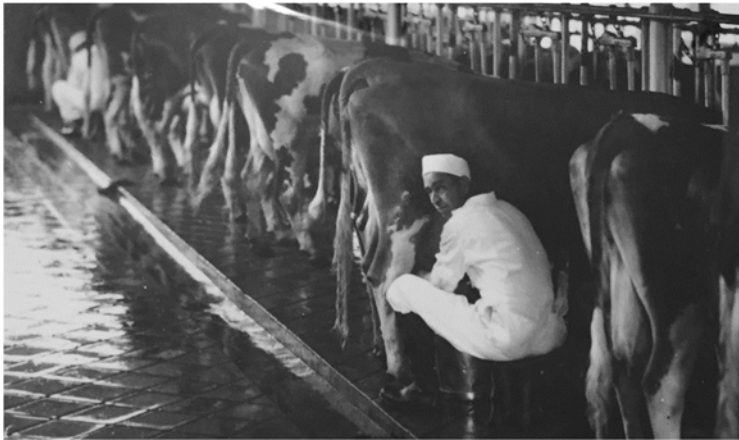
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1951).¹⁴⁴ The all-wood structure, designed by William W. Ache, spanned 80,000 square feet, and included a 120-foot by 300-foot washing and packing section and a two-story, 120-foot by 154-foot storage area.¹⁴⁵ The storage rooms were insulated with “thick redwood planks, while the exterior of the building was covered in aluminum paint to increase solar reflectivity.”¹⁴⁶

Tomatoes also transformed the agricultural landscape in the Goleta Valley during the Great Depression. In the late 1930s, Marvin Shrode and his son Earl, both experienced farmers, experimented with various crops that could be dry farmed (not irrigated) along the coast.¹⁴⁷ Tomatoes proved the best crop for Goleta’s mild climate and adobe-type soil. Marvin Shrode presented dry farming¹⁴⁸ as a technique for growing tomatoes to local farmers, who agreed to plant a portion of their land (ordinarily planted with lima beans) with dry-farmed tomatoes. Over 2,000 acres of tomatoes were grown on farmable land between Gaviota and Carpinteria. Contract farmers prepared the soil, and the Shrodes handled planting, pest control, harvesting, and shipping the tomato crop.¹⁴⁹ The tomato business quickly became a major employer between June and September, and provided year-round employment for several hundred farm workers who worked in the fields and in the packing house.¹⁵⁰



Earl Painter milking cows at Ellwood Dairy, 1942. Source: Goleta Valley Historical Society.

¹⁴⁴ Science Applications International Corporation, “Historic Context,” *Final Historic Resources Study: Goleta Old Town Revitalization Plan*, January 1997, 2.

¹⁴⁵ Nye, “The Lemon,” 10-11.

¹⁴⁶ Nye, “The Lemon,” 11.

¹⁴⁷ The Shrode Family, *Shrode Produce Company Landmark Proposal*, August 1998, 3. Earl and Marvin Shrode came to the Goleta Valley in 1933 to oversee the farming and general operation of the 3,000-acre El Capitan Ranch for the San Diego Fruit and Produce Company.

¹⁴⁸ The dry-farming technique was to give each plant one gallon of water at the time of planting, and no further moisture during the growing season. Tomatoes flourished under these conditions along the coast.

¹⁴⁹ *Shrode Produce Company Landmark Proposal*, 3-4.

¹⁵⁰ *Shrode Produce Company Landmark Proposal*, 4.

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The dairy industry continued in Goleta during this period as well. The Doty family ran Ellwood Dairy from 1937 to 1958. The dairy, housed on the former Cooper Ranch, boasted 300 cows and a bottling facility. Other area dairies included the Golden State Dairy (400 W. Carrillo Street, Santa Barbara), the Mission Dairy, the Riviera Dairy, and the San Marcos and Montecito Dairy, all of which operated outside of the present-day City of Goleta, but proved ample competition for the Ellwood Dairy.¹⁵¹ Ultimately, however, the dairy industry in the Goleta Valley disappeared as a result of a 1950s California state law requiring dairies to lower the butterfat content in their milk products. This lowered the usable product of each milking, which meant that smaller dairies such as those in the Goleta Valley could no longer compete with the larger dairies of the Central Valley. Additionally, the cost of hauling feed into the Goleta Valley was costly, and ultimately proved too steep for small dairies in the area.¹⁵²

Theme: Industrial Development (1919-1940)

Sub-Theme: Goleta Oil Fields¹⁵³

Oil played a significant part in Goleta's development between the wars. The Goleta area had long seemed likely for oil discovery: a natural offshore seep had allowed for the harvesting of tar from surface strata since the mid-1800s, asphalt was mined in the late 1800s, and a petroleum strike in Summerland in 1894 triggered a dramatic boom in population and land speculation. However, early explorations west of Santa Barbara had failed.¹⁵⁴

In 1920, Katie Den Bell, daughter of Nicolas A. Den, noted at a family gathering on Ellwood Terrace (present-day Sandpiper Golf Course) that, if an oil well was sunk there, oil would be struck. However, she would not allow drilling to commence during her lifetime, because an oil strike would only mean escalated property values, and therefore astronomically higher inheritance taxes for her children.¹⁵⁵

Meanwhile, others continued to search for oil in Goleta. In 1927, E.J. Miley sunk test wells in Tecolote Canyon. The effort yielded both oil and gas for a brief time, but then salt water was

¹⁵¹ "Goleta's Forgotten Past: The Dairy Industry That Once Flourished In Goleta and Santa Barbara," unpublished essay, Goleta Valley Historical Society archives.

¹⁵² "Goleta's Forgotten Past."

¹⁵³ History of the oil industry in the Goleta Valley largely adapted from Gary B. Coombs and Phyllis J. Olsen, *Sentinel at Ellwood: The Barnsdall-Rio Grande Gasoline Station* (Goleta, CA: Institute for American Research, Kinko's Graphics by Cole, 1985).

¹⁵⁴ Coombs and Olsen, *Sentinel at Ellwood*, 3.

¹⁵⁵ Coombs and Olsen, *Sentinel at Ellwood*, 3.

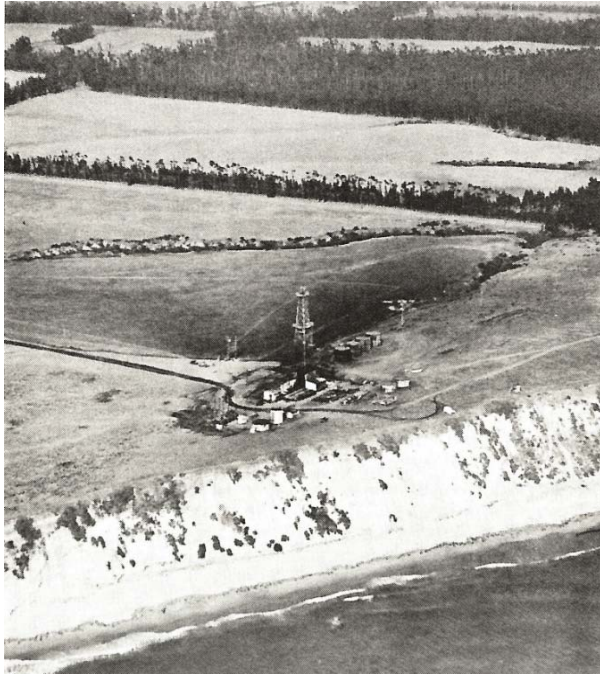
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encountered, and the effort was abandoned. At about the same time, Frank A. Morgan, a geologist, became convinced that Kate Bell (who died in 1927) had been correct in her assessment of Ellwood Terrace. He convinced his employer, Rio Grande Oil Company, to obtain exploration rights from Bell's heirs.¹⁵⁶ Rio Grande formed a partnership with Barnsdall Oil Company, which had just abandoned testing on the neighboring Edwards Ranch. The pact called for Barnsdall to sink a well to 3,000 feet, with Rio Grande paying half of the drilling costs and relinquishing a one-half interest in its oil rights.¹⁵⁷



Luton-Bell No. 1. Source: Gary B. Coombs and Phyllis J. Olsen, *Sentinel at Ellwood: The Barnsdall-Rio Grande Gasoline Station* (Goleta, CA: Institute for American Research, Kinko's Graphics by Cole, 1985), 5.

The first well sunk on the property, Luton-Bell No. 1, was named in honor of the property owners. The well was begun on June 1, 1928. In three weeks, Barnsdall had gone 160 feet beyond the agreed-upon limit, with no signs of oil or gas. Barnsdall notified Rio Grande that they would remove the rig, or Rio Grande could rent Barnsdall's machinery for \$100 a day to continue drilling. Before Rio Grande responded to the offer, Frank Morgan visited Ellwood for

¹⁵⁶ Coombs and Olsen, *Sentinel at Ellwood*, 3-4.

¹⁵⁷ Coombs and Olsen, *Sentinel at Ellwood*, 4.

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a final inspection, where he detected faint signs of petroleum in the last coring from the well. He reported his findings to Rio Grande, which attempted to contact Barnsdall to formally dissolve the partnership. However, Barnsdall's geologist ordered a final coring before abandoning work. The coring broke into an oil-rich deposit less than ten feet below the bottom of the well. The partnership continued.¹⁵⁸

Luton-Bell No. 1 produced crude oil at 180 barrels per hour during its first hours of production. "It was unusually high gravity oil, coming in under extremely high pressure, with no water present, and only a trace of sulfur."¹⁵⁹ The companies, which did not have enough equipment to handle the volume of flow from the well, worked quickly to secure all of the apparatus of the Santa Barbara Oil Company, which had been drilling unsuccessfully on Hollister Ranch. Production was reduced to 100 barrels per hour, and additional storage facilities were built. A 1,000-barrel tank was quickly completed, and several others of 500-barrel capacity or more were constructed soon thereafter.¹⁶⁰ After a month, the Barnsdall-Rio Grande well was under control.

Plans called for oil to be shipped by rail to Rio Grande's Vinvale refinery, located near Los Angeles. A trenching crew began laying an 8,000-foot-long oil pipeline west from the Barnsdall-Rio Grande well, through Ellwood Acres No. 1, to the Ellwood railroad station, where carpenters assembled a special loading platform.¹⁶¹ While these facilities were under construction, Barnsdall and Rio Grande arranged for the Seaside Oil Company to take the surplus flow. On July 27, 1928, "a fleet of six Seaside trucks drove through town [...], hauling the Goleta Valley's first captured oil to the company's Ventura refinery."¹⁶² Two days later, workers finished the pipeline and loading dock, and the Southern Pacific Company had side-tracked a string of Rio Grande tank cars at the Ellwood depot. That day, "a train pulling eight of the cars carried the first rail shipment of petroleum to the Rio Grande processing plant."¹⁶³

¹⁵⁸ Coombs and Olsen, *Sentinel at Ellwood*, 4-5.

¹⁵⁹ Coombs and Olsen, *Sentinel at Ellwood*, 6.

¹⁶⁰ Coombs and Olsen, *Sentinel at Ellwood*, 6-7.

¹⁶¹ Howard C. Kegley, "Oil News," *Los Angeles Times*, October 2, 1928.

¹⁶² Coombs and Olsen, *Sentinel at Ellwood*, 7.

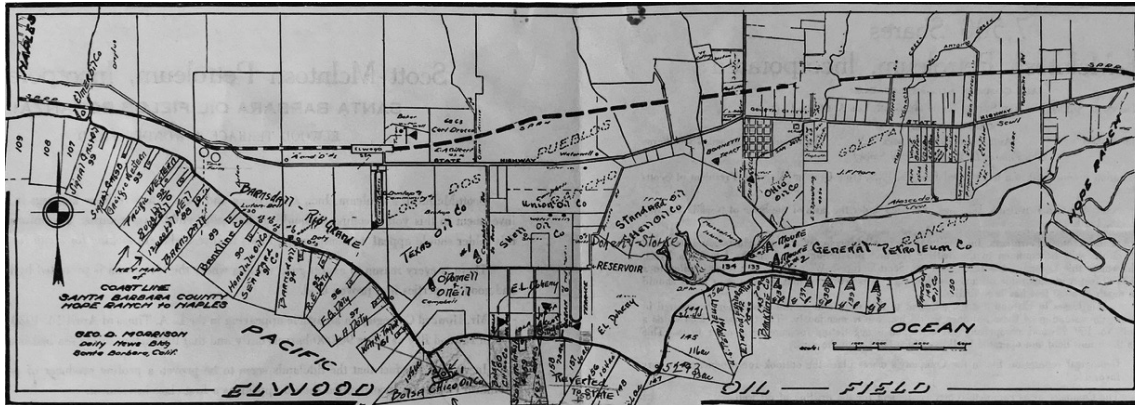
¹⁶³ Coombs and Olsen, *Sentinel at Ellwood*, 7.

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Map of oil fields and pier placements, 1930. Source: Scott-McIntosh Petroleum, Incorporated Collection, circa 1928-1930, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

Barnsdall and Rio Grande quickly announced their plans to sink a series of companion wells near Luton-Bell No. 1. In early August, they began Luton-Bell No. 2, 3,000 feet east of the discovery well.¹⁶⁴ However, the companies were no longer alone in their efforts, as news of their success had spread. Geologists and negotiators from oil companies large and small scoured the area in search of likely drilling sites. Soon, dozens of oil leases throughout much of the Goleta Valley were signed, including one giving the Reservoir Hill Gasoline Company exploration rights on 60 acres of Ellwood Ranch and 300 acres of Bishop Ranch.¹⁶⁵ By April 1930, the Ellwood oil field was home to 28 oil wells, netting about 42,000 barrels of oil per week, or 1,500 barrels per well.¹⁶⁶

Goleta's burgeoning oil industry needed buildings to support their operations. Ellwood leaseholders built administrative offices, field workers' housing, and maintenance sheds and equipment storage warehouses. Many of these buildings were located on the state highway near the Southern Pacific Railroad crossing. The "strategic spot along the western approach into the Goleta Valley" was also an ideal location for a filling station.¹⁶⁷

¹⁶⁴ "Luton Bell Well Controlled," *Los Angeles Times*, August 6, 1928.

¹⁶⁵ Coombs and Olsen, *Sentinel at Ellwood*, 7.

¹⁶⁶ Scott-McIntosh Petroleum, Incorporated Collection, circa 1928-1930, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

¹⁶⁷ Coombs and Olsen, *Sentinel at Ellwood*, 9.

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Barnsdall-Rio Grande Service Station (1929, Morgan Walls & Clements), 1931. Source: Coombs and Olsen, *Sentinel at Ellwood*, 13.

Located beside the vast oil field, the Barnsdall-Rio Grande Gasoline Station (1929, Morgan, Walls & Clements; Santa Barbara County Landmark #29) was the product of the oil strike, which quickly made the Barnsdall-Rio Grande oil company a major player on the New York Stock Exchange. Almost overnight, they were Goleta's biggest taxpayer. Most other Ellwood facilities were utilitarian in style, and most filling stations time were boxlike structures with little ornamentation. However, when Barnsdall and Rio Grande decided to build a filling station at the entrance to their oil field, they wanted it to be a showpiece. Taking direction from the architectural aesthetic promoted in Santa Barbara by Pearl Chase, which emphasized Spanish Colonial and Mediterranean Revival styles, the companies hired Los Angeles-based master architects Morgan, Walls & Clements, who had designed service stations in Santa Barbara, to design their service station in the Spanish Colonial Revival style. The station building, once finished, was flanked by two flag poles (one each for the American and Californian flags), and sheltered by a curved, five-foot-high masonry wall with octagonal piers to hold spotlights and hoses for water and compressed air. Landscaping included two japonica hedges and flower beds, one of which also featured a sign designed in the form of an oil derrick, emblazoned with the words "Barnsdall & Rio Grande" in paint and neon lettering.¹⁶⁸

The Barnsdall-Rio Grande service station, situated at the entrance to the companies' oil field, served as a corporate showpiece. Before long, the companies added a restaurant next to the filling station. The restaurant (demolished) was utilitarian in style, housing the Spud Inn, a play on the term for beginning an oil well. By 1931, the diner had become El Bar Rio Café. Shortly thereafter, Goleta restaurateurs Laurence and Hilda Wheeler took over the operation, and

¹⁶⁸ Coombs and Olsen, *Sentinel at Ellwood*, 12-13.

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changed the name to Wheeler's Inn. They expanded the facility, adding a family apartment and, following the repeal of Prohibition, a liquor store.¹⁶⁹

Ellwood was at one time the most productive oil field in the world, yielding more than 100 million barrels of oil in over 3 decades. Goleta's oil fields remained among largest in the United States from the 1920s to 1937, when oil production in Goleta began to decline.¹⁷⁰



Wheeler's Inn and Barnsdall-Rio Grande Service Station, c. 1940. Source: Coombs and Olsen, *Sentinel at Ellwood*, 19.

Sub-Theme: Development of the Airport (1928-1940)

Though the airport is not situated within the boundary of the City of Goleta, it influenced the development of the city, as businesses were established to serve the airport and its clientele. A brief overview of its historical development is therefore included here.

In 1928, Gordon Sackett and Royce Stetson established a flight school in a cow pasture near the corner of Hollister and Fairview Avenues. The 3,000-foot dirt airstrip marked the beginning of Santa Barbara Municipal Airport. In the 1920s, Earle Ovington, who became the first pilot to carry US mail by air in 1911, constructed a private hangar for his biplane on the present-day Santa Barbara Community Golf Course.¹⁷¹

As airplane manufacturing grew in the late 1930s, the airstrip developed into an airfield.¹⁷² In 1930, Frederick Stearns II established Santa Barbara Airways, built the first paved runways, and installed the first radio equipment at the airfield. General Western Aircraft Corporation manufactured the Meteor, an open cockpit monoplane, at the airport. Air travel was expanded

¹⁶⁹ Coombs and Olsen, *Sentinel at Ellwood*, 15.

¹⁷⁰ 1930 Sanborn Fire Insurance Map of Goleta.

¹⁷¹ Justin Ruhge Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California. In 1938, after Ovington's death, the hangar was dismantled and sold to Robert O. Giffin. Giffin reconstructed it the following year at 5757 Hollister Avenue (now Santa Cruz Market), where it served as the Goleta Caterpillar tractor showroom until 1955, when it was converted to a market.

¹⁷² Tompkins, *Goleta: The Good Land*, 289.

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when the General Western Aero Corp. Ltd. built two hangars adjacent to the existing airfield at Fairview Avenue in 1931, and initiated service to San Francisco, Los Angeles, Tucson, and San Diego. In 1932, Century Pacific Airlines began the first commercial airline passenger service at the airport, followed in 1936 by United Airlines.



Goleta Airport, 1934. Source: Walker A. Tompkins Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

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CONTEXT: GOLETA DURING WORLD WAR II (1941-1945)

During World War II, industrial and commercial activity in Southern California all but halted as all resources were directed toward the war effort. In Goleta, war-related activities ranged from the establishment of a Marine base at the Santa Barbara Municipal Airport, to the Japanese bombing of the Ellwood oil fields, to the establishment of a prisoner-of-war camp west of the present City limits. The population of the Marine base brought new business to Goleta's commercial core, while the prisoners of war housed at the nearby camp picked and packed lemons and walnuts, helping the local agricultural industry remain afloat while local landowners and laborers were fighting overseas. The attack on the oil fields generated a burst of publicity for the area, briefly transforming Goleta into a tourist destination. However, despite its wartime population increase and momentary surge in tourism, Goleta remained relatively small in population, with an agricultural-based economy throughout the 1940s.

In 1941, Santa Barbara citizens passed a bond measure to develop a commercial airport. The City of Santa Barbara purchased land in the Goleta Valley, and invested \$1 million in the airport under an agreement with the Civil Aeronautics Administration. They began a building program, constructing hangars and runways, and filling in the marshland on which the airport sat with land from Mescalitlan Island, a former Chumash village site in the Goleta Slough.

On December 7, 1941, the Empire of Japan launched a surprise attack on the U.S. Navy at Pearl Harbor, setting in motion a wave of anti-Japanese sentiment in America that would ultimately disrespect, incarcerate, and economically devastate Japanese American families and communities. Fear and prejudice against the Japanese community surged in the aftermath of the attack. Hundreds of Japanese American workers were fired from their jobs throughout Southern California, including those who worked for the Union Pacific Railroad.

In 1942, as the prospect of war escalated, the United States Navy leased the airport property from Santa Barbara for a Marine pilot training base. At the time, the airport consisted of two hangars, a new United Airlines terminal, and four 4,000-foot runways on 580 acres. In June 1942, the first contingent of contractors arrived in Goleta to begin construction of the new Marine Corps Air Station. A railroad spur was constructed to handle the influx of materials needed to lengthen the runways to 4500 feet each, and to construct 103 temporary wooden buildings. The base, which was activated in August 1942, contained mess halls, chapels, post exchanges, theaters, a laundry, administration buildings, a control tower, maintenance shops, hangars, an Olympic-sized swimming pool, libraries, a sewer system and disposal plant, telephone and electrical systems, and approximately 40 barracks.¹⁷³ The Marine base was intended to be used for training Marine pilots, who would then be deployed overseas.

¹⁷³ Tompkins, *Goleta: The Good Land*, 307-309.

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Aerial photograph of barracks at the Marine base, c. 1942. Source: goletahistory.com.

On February 18, 1942, President Franklin D. Roosevelt signed Executive Order 9066 that authorized the Secretary of War and any military commander designated by him “to prescribe military areas...from which any or all persons may be excluded.”¹⁷⁴ Although the order did not specify the exclusion of Japanese Americans, the intention was clear. On March 18, 1942, the War Relocation Authority (WRA) was established by Executive Order 9102 to administer the incarceration camps and Executive Order 9066.

“Civil control stations,” the first step in the incarceration process, were established around Southern California. Japanese residents first registered at one of the control stations and then reported on their designated day of travel. For the Goleta Valley area, the Veterans Memorial Building (112 W. Cabrillo Boulevard, Santa Barbara) served as the civil control station.¹⁷⁵ Before they were incarcerated, the twelve Japanese Americans noted on the 1940 United States census

¹⁷⁴ “Executive Order 9066,” Densho Encyclopedia, http://encyclopedia.densho.org/Executive_Order_9066/, accessed August 2017.

¹⁷⁵ Barney Brantingham, “When Fear Reigned in Santa Barbara,” *Santa Barbara Independent*, July 21, 2016.

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in Goleta worked primarily as farm laborers or domestic servants, and lived on their employers' land.¹⁷⁶ Other Japanese Americans worked in Goleta, but lived in nearby Santa Barbara.

As an interim step on the way to their final destinations, most Japanese Americans were taken to temporary detention centers (historically called assembly centers). Those from Santa Barbara County (approximately 450 in total) were taken first to the Tulare Assembly Center in the San Joaquin Valley, where "a county fairground had been converted to a prison, with high barbed wire fencing, tall towers with guards, and floodlights."¹⁷⁷ The majority of Santa Barbara County Japanese American residents were then bused to Manzanar Camp near Lone Pine, California, or Gila River, Arizona.

Between 1942 and 1945, approximately 120,000 Japanese Americans were incarcerated in ten remote concentration camps.¹⁷⁸ To comply with the incarceration mandate, many Japanese Americans were forced to sell their businesses or property for pennies on the dollar. Others turned to trusted non-Japanese friends or religious organizations to store their possessions and look after their property. On December 17, 1944, President Roosevelt issued Public Proclamation Number 21, which rescinded the exclusion order.

At sundown on February 23, 1942, a large Japanese submarine surfaced off Ellwood Mesa and fired its deck cannon at the oil production facilities clustered along the shore. Goleta residents reported between 16 and 29 shells fired. At least three shells struck near the Bankline Company's oil refinery.¹⁷⁹ Rigging and pumping equipment at an oil well approximately 1,000 yards inland were destroyed, but no other damage was incurred. One shell overshot its target by three miles and landed on the Tecolote Ranch, where it exploded. Another landed on the nearby Staniff Ranch, failing to explode but creating a five-foot deep crater. Numerous shells dropped into the sea, landed on the beach, or hit nearby cliffs.¹⁸⁰

Immediately after the attack on Ellwood, the Goleta Valley experienced an increase in tourism, and businesses thrived. However, soon thereafter, a steady decline in sales, brought on by fear

¹⁷⁶ United States census data, 1940. One man is listed in the census as a produce salesman, but it is not clear whether he owned his business.

¹⁷⁷ Frank Miori, "Manzanar ID Card," Manzanar National Historic Site visitor booklet, National Park Service; "Tulare Detention Facility," Densho Encyclopedia, http://encyclopedia.densho.org/Tulare_%28detention_facility%29/, accessed August 2017.

¹⁷⁸ Greg Robinson, *After Camp, Portraits in Midcentury Japanese American Life and Politics* (Berkeley, CA: University of California Press, 2012), 60.

¹⁷⁹ "Avenge Ellwood! The Japanese Attack on CA," The Stow House, <http://stowhouse.com/past-exhibitions/>, accessed August 2016.

¹⁸⁰ "Avenge Ellwood! The Japanese Attack on CA," The Stow House, <http://stowhouse.com/past-exhibitions/>, accessed August 2016.

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of another attack, local blackouts, and gasoline rationing, halted economic growth in the Ellwood area. This “boom-and-bust” was devastating for Wheeler’s Inn, which was closed shortly after the shelling.¹⁸¹ The Barnsdall-Rio Grande filling station also suffered from a decline in business, but continued to operate until the early 1950s.¹⁸²



Left: Water tower, Goleta prisoner of war camp, no date. Top: Quonset hut (demolished), Goleta prisoner of war camp, no date. Source for both: goletahistory.com.

During World War II, the U.S. Army captured hundreds of thousands of prisoners in North Africa and Europe. Rather than house prisoners in local camps where resources were limited, the Army moved German and Italian detainees to the United States in empty Liberty ships. Large prisoner-of-war camps were scattered all over the country, but were primarily located in the Southern states and California. Approximately 9,000 prisoners were shipped to Camp Cooke (Vandenberg Air Force Base) near Santa Maria, and from there, distributed to sixteen branch camps up to 300 miles away.¹⁸³

One such branch camp was located in the Goleta Valley in 1944. The camp, specifically for German soldiers, was situated at the edge of Gatos Canyon, approximately 9 miles west of Fairview Avenue along Highway 101.¹⁸⁴ The camp operated from October 1944 to December

¹⁸¹ Coombs and Olsen, *Sentinel at Ellwood*, 19-20.

¹⁸² Coombs and Olsen, *Sentinel at Ellwood*, 20.

¹⁸³ Justin M. Ruhge, “Looking Back: POW camp begins historic sightseeing,” *Goleta Sun*, October 3, 1990.

¹⁸⁴ Though the prisoner-of-war camp was not located within the present boundaries of the City of Goleta, the presence of the camp nearby affected the town of Goleta during the war.

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1945, consisted of about 20 Quonset huts and canvas buildings, and was managed and guarded by two officers and 30 enlisted men. It housed approximately 250 prisoners. Placing the prisoners in local towns gave them a glimpse into American life. Because prisoners could not engage in war-related work by terms of the Geneva Convention, they were used as laborers in nearby farms, harvesting lemons, walnuts, and other crops, or processing walnuts at the packing house on Kellogg Avenue. Some were assigned road work. Prisoners earned an income while temporarily replacing American laborers who were fighting in the war.¹⁸⁵

Apart from the lemon and walnut harvesting and packing duties performed by inmates at the nearby prisoner-of-war camp, few agricultural activities continued in Goleta during the war. Among these was the Shrode family's continued practice of dry-farming tomatoes. In 1944, the Shrodes formed the Shrode-Nelson Produce Company to pack and ship their tomatoes, and began to process their produce at a space in the Goleta Railroad Depot building. Because tomatoes are fragile and perishable, a properly-equipped, centrally-located packinghouse was imperative. After investigating several locations, they decided in 1944 to relocate on the Southern Pacific Railroad property at 26 S. La Patera Lane, the site of the Goleta Lemon Association packinghouse. Shrode-Nelson added onto an existing 2,000-square-foot utilitarian packinghouse on the property, formerly used by the Goleta Lemon Association. They ultimately created a 12,000-square-foot wood frame packinghouse clad in corrugated metal siding (Santa Barbara County Landmark #40). The Southern Pacific Railroad installed a spur line leading to the packinghouse, and a separate spur for the Goleta Lemon Association facility next door.¹⁸⁶ At peak production, approximately 150 railroad cars of tomatoes were shipped each season under the "Barbara Coast" and "S-N Tomatoes" labels.

On August 4, 1942, the United States instituted the Mexican Farm Labor Program, a temporary intergovernmental agreement for the use of Mexican agricultural labor on United States farms. From 1942 to 1964, the program, also referred to as the Bracero Program, brought millions of migrant Mexican farm laborers to the United States.¹⁸⁷ Groups of braceros moved through Goleta, living on or near the land where they worked. Other workers of Mexican descent were employed by farmers, the local slaughterhouse, the railroad, or produce cooperatives, and lived in enclaves near their places of employment.¹⁸⁸ Children of braceros and local Mexican workers attended school in a building behind the Goleta Union School.

¹⁸⁵ Ruhge, "Looking Back: POW camp begins historic sightseeing."

¹⁸⁶ *Shrode Produce Company Landmark Proposal*, 4.

¹⁸⁷ "About," Bracero History Archive, <http://braceroarchive.org/about>, accessed August 2017.

¹⁸⁸ United States census data, 1940.

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During the 1940s and 1950s, the agricultural industry employed about half of the population in the coastal area. The tomato business accounted for over 25% of the total agricultural employment. Goleta's tomato industry slowly faded away in the late 1950s due to rising labor and leased land costs, increasing scarcity of land due to competition for housing developments, and new automated harvesting machines capable of picking tons of tomatoes per acre on the flatlands of the San Joaquin Valley.¹⁸⁹

World War II also spurred institutional development in the Goleta area, while civic spending remained stagnant. In 1942, local women organized to set up a completely equipped Disaster Center in the Farm Center Hall on Chapel Street. There they conducted classes in first aid, created a casualty station with a stand-by staff of registered nurses on 24-hour call, and established a surgery room with professional operating table, autoclave, and anesthesia equipment. This effort led to the establishment of the Junior Women's Club of Goleta in April 1943 by a group of women interested in helping the war effort. A notable early member, Mrs. William Hollister was president of the club four times.¹⁹⁰ The club, the only known institution formed in Goleta during World War II, took on numerous projects. These included collecting for the Red Cross, providing refreshments at the USO Center at the Goleta Union School, sponsoring Community Chest campaigns, decorating the mess hall at the Marine base (present-day Santa Barbara Municipal Airport), organizing dances for servicemen, and sewing slippers for veteran patients at Hoff Hospital in Santa Barbara. The club later became a Junior-Senior club, changing its name to "the Woman's Service Club of Goleta," and joining the General Federation of Women's Clubs in 1948.¹⁹¹ The club was instrumental in the establishment of the Goleta Valley Library, initially housed in a store near the corner of Hollister and Patterson Avenues.¹⁹² The club also helped to establish the Girls Club of Goleta Valley in 1955, conducted an annual Halloween carnival and parade, helped the Am Vet Auxiliary summer playground, staffed the tuberculosis mobile van and Well Baby Clinic, and provided trees for each new school site in the Goleta Valley.¹⁹³

¹⁸⁹ *Shrode Produce Company Landmark Proposal*, 5.

¹⁹⁰ *Stories of Goleta Valley Pioneers* (Goleta, CA: Golden Coast Publishing, 1971).

¹⁹¹ *Goleta Historical Notes*, Goleta Valley Historical Society 8 (Fall 1993).

¹⁹² The library was moved to Goleta Union School by 1950, then to a shopping center off South Fairview Avenue in 1960, and, ultimately, to its present location at 500 N. Fairview Avenue.

¹⁹³ *Goleta Historical Notes*, Goleta Valley Historical Society 8 (Fall 1993).

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CONTEXT: POST-WORLD WAR II DEVELOPMENT (1946-1969)**Introduction**

The Goleta area underwent dramatic changes during and after World War II. The creation of a Marine base at the Santa Barbara Municipal Airport temporarily increased the local population and created new business for local commercial enterprises. The Goleta Valley also housed a prisoner-of-war camp during World War II, and the inmates were used to pack and pick produce while local farmers and laborers were overseas fighting in the war. This practice served to buoy Goleta's agriculturally-based economy during the war, and helped the area to remain relatively prosperous during wartime rationing. The nearby Ellwood oil fields also proved pivotal in the war effort, providing some of the oil and gasoline necessary for military ships, planes, and vehicles.

The Southern California phenomenon of a postwar population boom and concurrent housing shortage experienced by returning GIs and their families largely bypassed Goleta, which remained a small farming community into the mid-1950s. Many factors contributed to the area's slow development after the war, including the lack of a reliable water source. Additionally, the Highway 101 bypass, constructed in 1947, drew traffic to the freeway instead of the city's surface streets, isolating downtown Goleta during this period, and hampering commercial development immediately after the war.

Agriculture continued to be the driving economic force in Goleta during the 1940s and early 1950s. However, the farming industry was threatened by the lack of water in 1948. It was not until the Cachuma Dam was completed in 1953 that Goleta experienced significant post-World War II growth. Its subsequent development was so rapid that only a few commercial buildings constructed prior to 1946 remain on Hollister Avenue, the town's original commercial corridor. New industries flooded Goleta, including aerospace and manufacturing corporations, which would play a significant role in the city's growth in the decades after the war.

In the mid-1950s, the completion of the Cachuma Dam project and the arrival of aerospace companies radically changed Goleta's economic structure and built landscape. The newly-completed dam and reservoir provided a reliable water source for Goleta, allowing for new development in the area. Companies such as Raytheon, Aerophysics, and Delco moved to Goleta after the completion of the dam, as Fortune-500 companies headquartered on the east coast realized the prudence of developing high-tech divisions or subsidiaries on the west coast. Tracts of single-family residences were frantically subdivided to cater to the rapid population increase caused by the arrival of the aerospace companies, each of which brought several hundred employees to the area. The establishment of the University of California at Santa Barbara campus in 1954 on the former Marine base also increased local demand for housing and amenities in Goleta. As the only available land in Goleta was dedicated to agriculture, the

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creation of residential subdivisions necessarily caused a decrease in the area's agricultural activity. By 1969, Goleta had transformed from a small agricultural town to a booming industrial zone and accompanying residential suburb.

Prior to World War II, Goleta's residential development consisted of isolated farmhouses and a neighborhood of small single- and multi-family homes. The neighborhood, situated to the north of Goleta's commercial center, was laid out on a grid pattern, with narrow lots and few sidewalks. Property owners purchased parcels and subsequently constructed their own homes. During the postwar era, Goleta's residential subdivisions were developed on land formerly dedicated to walnut and lemon orchards. Developers offered three to four Ranch- or Mid-century Modern-style models, which were constructed prior to sale. These subdivisions typically reflect postwar planning patterns, including curvilinear streets, cul-de-sacs, concrete curbs and sidewalks, and integrated two-car garages. By 1969, former agricultural land in the northeastern and western sections of Goleta was developed with the single-family subdivisions, industrial and commercial expansion, and institutional buildings necessitated by the rapid surge in population caused by the arrival of aerospace companies and the University of California at Santa Barbara in the mid-1950s.

In the two decades after the war, Goleta was transformed with new commercial and institutional buildings and several large housing tracts. Between 1956 and 1958, nearly \$30,000,00 in construction occurred in the Goleta Valley, including nearly 1,000 new homes in seven subdivisions, as well as stores, industrial buildings, and schools. The dollar figure excluded the millions of dollars being spent on building improvements at the nearby University of California at Santa Barbara.¹⁹⁴ By 1959, the Goleta Valley was described as the "greenland of the lemon and bustling home of electronics establishments."¹⁹⁵ At that time, work on the El Sueno to Ellwood freeway extension had begun, and several tracts of homes, a new elementary school, and new commercial buildings were under construction.¹⁹⁶

¹⁹⁴ "New Homes, Plants Mark Goleta Gain," *Santa Barbara News-Press*, 1958.

¹⁹⁵ Steve Sullivan, "Goleta Valley Booming with Developments," *Santa Barbara News-Press*, August 27, 1959.

¹⁹⁶ Sullivan, "Goleta Valley Booming with Developments."

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Aerial view of Old Town Goleta, 1952. Source: Goleta Valley Historical Society.

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Theme: Post-World War II Residential Development

The aerospace companies flooding into the Goleta Valley in the mid-1950s each brought with them several hundred employees and their families, quickly exceeding the limited housing stock available in the area. A projected 166 people per month were expected to move to the Goleta Valley from the late 1950s to the mid-1970s, “an increase of 34,000 people” from the estimated population of 28,000 in the mid-1950s.¹⁹⁷ The new residents of the Goleta Valley created intense demand for housing, prompting the subdivision of almost 100 tracts between 1955 and 1969. The University of California at Santa Barbara (UCSB) also spurred residential development in Goleta when it was established on the former Marine base in the Goleta Valley in 1954. Between 1955 and 1959, at least 12 new residential subdivisions were platted. A map of residential subdivisions/tracts is included in Appendix B; a list of the postwar subdivisions is included in Appendix C.¹⁹⁸

The promise of profit in Goleta drew many developers to the area, including Paul and Elias Miller, R.A. Watt, William Koart, and perhaps the most well-known, Harry Cecil “H.C.” Elliott (1913-2009). Heralded as “one of California’s true pioneer builders,” and the “largest homebuilder in the [Santa Barbara] area,” Elliott was credited with building over 20,000 homes in California and Arizona over the course of his 40-year career.¹⁹⁹ Between 1960 and 1965, Elliott was responsible for the development of five tracts in the northeastern portion of Goleta.²⁰⁰

Goleta’s postwar housing tracts were developed on land formerly dedicated to walnut and lemon orchards. As the demand for housing in Goleta increased, agricultural land rapidly gained value, until it had escalated to the point that many ranch owners felt they would make more money selling their property to developers than they “could hope to make in twenty years of hard work.”²⁰¹ Examples include Corona del Mar Ranch (also known as Bishop Ranch, County of Santa Barbara Place of Historical Merit), which was sold to Chicago financier Henry Crown in 1957. Two years later, Crown’s Exchange Building Corporation hired William L. Pereira & Associates to prepare a master plan for the future development of the ranch. The plan included

¹⁹⁷ Steve Sullivan, “Goleta Master Plan Gives Idea How Area Will Develop,” *Santa Barbara News-Press*, no date (c. 1956).

¹⁹⁸ This narrative discussion is intended to provide an overview of residential development during this period, including the tracts that appear eligible as potential historic districts. A list of known post-World War II residential tracts and subdivisions is included in Appendix C. The information included in the table is intended to provide additional data about residential development in Goleta and inform future researchers about this facet of Goleta history; a complete history of each tract is outside the scope of this project.

¹⁹⁹ “1987 Honoree: H.C. Elliott: Elliott Homes, Inc.,” California Homebuilding Foundation, <http://www.myCHF.org/elliott-hc.html>, accessed March 2017.

²⁰⁰ Elliott developed tracts 10,111 (1960); 10,124 (1960); 10,141 (1960-1961); 10,225 (1962); and 10,402 (1965), all of which were located north of Calle Real between La Patera Lane and Patterson Avenue.

²⁰¹ Tompkins, *Goleta: The Good Land*, 341.

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industrial parks near Hollister Avenue and golf courses in the foothills. Stow Ranch sold 156 acres from La Patera Lane to Los Carneros Creek, between the freeway and Cathedral Oaks Road, where a new, upper-income-bracket subdivision was launched above Los Carneros Lake (the former Stow Pond).²⁰²



L: 6255 Newcastle Avenue, 1959 (Tract 10,051, Paul and Elias Miller); R: 235 Saratoga Ct, 1965 (Tract 10,358, Carodale, Inc.). Source for both: Historic Resources Group.

Most postwar subdivisions in Goleta featured three to four Ranch-style models, with consistent set-backs. Developers employed postwar planning techniques, including curvilinear streets, cul-de-sacs, concrete curbs and sidewalks, and integrated two-car garages accessed by concrete driveways. Models were generally characterized by their one-to-two-story height; asymmetrical massing in L-shaped plans; low-pitched hipped or gabled roofs with wide overhanging eaves; a variety of materials for exterior cladding, including plaster and board-and-batten; and divided light wood sash windows, sometimes with diamond-shaped panes. Decorative details include scalloped bargeboards and shutters. Goleta subdivisions of this type include El Encanto Heights No. 1 and No. 2 (1957-1959), Holiday Park (1957-1958), Lake Los Carneros North (1964), and Fairview Gardens No. 1 and No. 2 (1957).

Kellogg Park, subdivided by the Goleta Development Corporation (owned by Garfield Sorensen and Ralph Beckman) in 1955, was the first post-World War II subdivision in Goleta, and the only one with Mid-century Modern style residences.²⁰³ Construction of the 118-home tract, roughly bounded by the railroad on the north, Mallard Avenue on the west, Hollister Avenue

²⁰² Tompkins, *Goleta: The Good Land*, 336. Pereira & Associates was also hired to do a master plan of Stow Ranch.

²⁰³ "Work Will Begin on Kellogg Tract," *Santa Barbara News-Press*, November 4, 1956; Santa Barbara County tract maps.

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on the south, and Kinman Avenue on the east, began in November 1956, and was completed in August 1957.²⁰⁴ The models, designed by Los Angeles-based master architects Jones & Emmons, each featured three bedrooms and one-and-one-half bathrooms.²⁰⁵ Built-in ranges, ovens, and fireplaces were optional. The homes were situated on approximately 6,500 square foot lots, and ranged in price from \$13,300 to \$16,200.²⁰⁶ Neighborhood shopping facilities were provided at the intersection of the tract's main street, Kinman Avenue, at Hollister Avenue.²⁰⁷ Most buyers for the homes were employees of Aerophysics Development Corporation or Raytheon Manufacturing company, or faculty members at University of California at Santa Barbara.²⁰⁸



Examples of Kellogg Park homes. L: 87 Mallard Avenue, August 2016; R: 84 Mallard Avenue, February 2016. Source for both: Historic Resources Group.

Goleta reported a 122% increase in population between April 1960 and October 1965. By 1966, the town boasted fifteen physicians and surgeons, twelve dentists, two optometrists, four chiropractors, three attorneys, two mortuaries, “five banks, one savings and loan institution, two finance companies, a weekly newspaper, a branch library, three movie theaters,” eight parks and playgrounds, two discount department stores, and several shopping centers.²⁰⁹ Tract development continued at a rapid pace through 1969. Most of Goleta's building stock today consists of one- and two-story, single-family tract homes, many of which were constructed between 1955 and 1969 in response to the increased demand for housing brought about by the arrival of aerospace companies in Goleta and the establishment of UCSB campus nearby.

²⁰⁴ “118-Home Project Nearing Completion,” *Los Angeles Times*, August 3, 1957.

²⁰⁵ “Kellogg Park Goleta Subdivision Due Soon,” *Santa Barbara News-Press*, June 23, 1956.

²⁰⁶ “Kellogg Park Goleta Subdivision Due Soon.”

²⁰⁷ “Work Will Begin on Kellogg Tract.”

²⁰⁸ “118-Home Project Nearing Completion.”

²⁰⁹ Tompkins, *Goleta: The Good Land*, 337.

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Sub-theme: Multi-Family Residential Development

During the postwar period, multi-family residences were constructed as infill in older tracts. Many multi-family residences were constructed in the prewar neighborhood north of Goleta's commercial center. Additional multi-family residences were constructed as infill in the industrial area south of Goleta's commercial center, and mobile home parks were also established, likely first serving as temporary housing for newly-arrived employees in the aerospace industry. Small subdivisions of Ranch style multi-family residences can be found at the outskirts of Goleta, primarily near Mills Road and Whittier Drive. However, Goleta primarily catered to single-family residential developments during the postwar period.



An example of multi-family housing constructed in the post-World War II era in the prewar neighborhood north of Goleta's commercial center is Casablanca Apartments, c. 1965, 5362 Hollister Avenue. Source: Historic Resources Group.

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Theme: Post-World War II Commercial Development

There was limited commercial growth in Goleta in the years immediately following World War II, as the city remained primarily an industrial town during that period. In addition, the construction of the Highway 101 bypass in 1947 drew commercial traffic away from downtown Goleta. The commercial district established in the prewar period along Hollister Avenue between Patterson and Fairview Avenues continued to be the main commercial thoroughfare after the war, and commercial activity along Hollister and Fairview Avenues grew starting in the 1950s. Many existing businesses along Hollister constructed new buildings or remodeled their existing storefronts after the war. New commercial corridors were also established in the 1950s and 1960s, including along Calle Real.

Several new businesses were established in Goleta between 1950 and 1951. The area boasted three cafes and a bakery, along with barber and beauty shops, three auto repair shops, a department store, five grocers, four service stations, a mortuary, a pharmacy, several clothing stores, and numerous agricultural and petroleum supply stores.²¹⁰ By 1967, the Goleta Valley had 30 restaurants and three bakeries, seven barber and eight beauty shops, four department stores, eight grocery stores, 21 service stations, a mortuary, four pharmacies, numerous clothing stores, and dozens of construction-related businesses. The area was also home to a travel agency, two golf courses, three motels, and a surf board shop.²¹¹



View looking west on Hollister Avenue from approximately Magnolia Avenue, 1957. Source: Community Development and Conservation Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

²¹⁰ *Goleta Guide: A Business and Professional Directory of Goleta, 1951-1952* (Goleta, CA: Barker Advertising Sales and Service, 1951).

²¹¹ *1967 Goleta Valley Business Directory* (Goleta, CA: Goleta Valley Chamber of Commerce, 1967).

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Theme: Post-World War II Agricultural Development

Walnuts, lima beans, and lemons remained profitable for Goleta ranchers in the postwar years.²¹² However, several factors contributed to the ultimate demise of agriculture in the region. Among these were the oak root fungus that killed many of the region's walnut trees and thereby removed the ability of farmers to raise lima beans while waiting for their trees to mature; the growing population necessitating the construction of new housing stock on formerly agricultural land; and fires destroying packing houses of each of the area's three farming cooperatives. Walnut growers left the Goleta Valley for the Santa Ynez Valley, and lima bean production halted as well.²¹³

On January 26, 1950, a fire of unknown origin²¹⁴ began in the Goleta Lemon Association Packing House. The wood frame packing house and the lemons stored within were destroyed.²¹⁵ The building was replaced in November 1950 by a new, larger facility able to "process 12 carloads of lemons per eight hour day," increasing its output from 300 to 1200 carloads of lemons per year.²¹⁶ "Advances in automation" allowed the Goleta Lemon Association to reduce its packing force from 300 to 125.²¹⁷



Goleta Lemon Association Packing House, 1952.
Source: Walker A. Tompkins Papers, Department of Special Collections, University of California at Santa Barbara, Santa Barbara, CA.

²¹² During the postwar period, Goleta ranchers employed Mexican *braceros*, farm workers guaranteed food, shelter, sanitation, and a minimum wage under the Mexican Farm Labor Act (1942-1951), to pick and pack their produce. However, because *braceros* lived in one place only so long as they had work, they did not remain in Goleta. Their housing consisted of temporary camps along the railroad or in the fields, which are no longer extant.

²¹³ Ruhge, "Looking Back: Goleta was the home of the soft shell walnut."

²¹⁴ Walker A. Tompkins speculates in *Goleta: The Good Land* that a "firebug" set the fire.

²¹⁵ Justin M. Ruhge, "Looking Back: Goleta once known as major lemon producer," *Goleta Sun*, February 7, 1991.

²¹⁶ "New Million Dollar Lemon Packing Plant Under Construction," *Goleta Valley Leader*, September 7, 1950.

²¹⁷ Ruhge, "Looking Back: Goleta once known as major lemon producer."

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During the 1960s, the Goleta Lima Bean Growers' Association's packing house, no longer used by the organization, was leased to Valley Merchandise Mart, one of the first discount stores in the region. However, Valley Merchandise Mart's tenure in the building was short-lived, because, on March 22, 1966, both the lima bean and walnut packing houses were destroyed in a fire.²¹⁸ Neither was replaced.

At about the same time, the last local train along the Coast Route passed through Goleta. On May 20, 1965, passenger rail service in Goleta came to an end. Electronic signaling and the eventual computerization of the Southern Pacific system eliminated the need for order-issuing stations along the line. Beginning in the late 1950s, Southern Pacific began to close many of its Santa Barbara County depots. With the closures of the Naples, Concepcion, and Gaviota depots, Goleta Depot inherited much of the business of the depots lying to the west along the coast. By 1973, however, though train orders were still issued from Goleta and the depot continued to handle freight, business had dropped substantially, and the Southern Pacific decided it had no further need of the Goleta Depot.²¹⁹ After defending the building against vandalism and threats of demolition, Goleta Beautiful's Depot Committee successfully found a new location for the structure in 1981, at 300 North Los Carneros Road, near the Stow House. The depot was moved on November 18, 1981, and was subsequently rehabilitated and adaptively reused as the South Coast Railroad Museum. It was named Santa Barbara County Landmark No. 22 in October of 1982.²²⁰

During the postwar period, the Goleta Valley's predominately agriculture-based economy faced ruin due to a prolonged drought. The local water table dropped from twenty-four feet to forty-eight feet in 1948. Nearby Santa Barbara made washing cars and watering lawns misdemeanors, and the federal government proposed a reclamation dam be built on the Santa Ynez River.²²¹ Planning for the Cachuma Dam project had begun in the early 1940s, when the Board of Supervisors of Santa Barbara County requested that the Bureau of Reclamation investigate a county-wide plan to utilize local water resources for maximum benefit. The Goleta Water District formed in 1944 to establish a legal entity representing the Goleta Valley area that could enter into contracts for a water supply from the Cachuma Water Project.²²² On November 22, 1949, county voters overwhelmingly approved the contract for the Cachuma Dam, along with

²¹⁸ Ruhge, "Looking Back: Goleta was the home of the soft shell walnut," The walnut packing house had ceased operations in 1960.

²¹⁹ Combs, *Goleta Depot: The History of a Rural Railroad Station*, 77.

²²⁰ Combs, *Goleta Depot: The History of a Rural Railroad Station*.

²²¹ Tompkins, *Goleta: The Good Land*, 318.

²²² "Goleta Water District, 1944," *Goleta Magazine*, 1988-1990. Organizations – Smaller Holdings: Community Development and Conservation Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

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the connecting Tecolote Tunnel and South Coast Conduit. The dam, an earth and rock filled structure standing 206 feet tall by 2975 feet wide, was located on the Santa Ynez River approximately twenty-five miles northwest of the City of Santa Barbara. The dam was built by Mitty Constructors, Inc.; construction began in August 1950, and was completed in 1953. The reservoir formed by the dam had a normal capacity of 205,000 acre-feet, and covered an area of 3250 acres when full.²²³ The dam provided a steady water supply for Goleta and the surrounding area, which paved the way for future progress.



Cachuma Project concept drawing, 1956. Source: Bureau of Reclamation, *Cachuma Project, Santa Barbara County, California*, United States Department of the Interior, 1956. Local History Files, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

²²³ Bureau of Reclamation, *Cachuma Project, Santa Barbara County, California*, United States Department of the Interior, 1956. Goleta was served by the South Coast Conduit of the Tecolote Tunnel. The area was also served by the Glen Annie reservoir, an earth dam, 102 feet tall by 240 feet wide, which could hold 500 acre-feet of water.

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Theme: Aerospace Industry

Agriculture continued to be the driving economic force in Goleta during the immediate postwar period, and the oil industry continued through the mid-1950s.²²⁴ However, the aerospace industry became a significant factor in Goleta starting in the mid-1950s, with Aerophysics, Raytheon, Applied Magnetics, Hughes, and Clenet each establishing a presence in the city. The space needed to house both the industries and their employees radically transformed Goleta's landscape. No longer was Goleta a small agricultural town, but a booming industrial center. Former walnut and lemon orchards gave way to industrial development and dozens of new, single-family residential subdivisions.

In 1950, the Goleta Valley had a population of 7,000 people, 1,800 of which resided in the town of Goleta.²²⁵ By 1960, the Goleta Valley's population had grown to 19,000, and by 1966, had increased to 47,000. Twenty-nine manufacturing and research corporations were listed in the 1967 Goleta Valley business directory. Many of these corporations manufactured plastic containers, while others specialized in electronics or aerospace. Several aircraft manufacturing plants and automobile repair businesses had been established at the nearby airport.²²⁶

During the early 1950s, Fortune-500 companies headquartered on the east coast realized the prudence of developing high-tech divisions or subsidiaries on the west coast. As a result, in 1956, the aerospace industry began to move into the Goleta Valley. While a few small aerospace companies were already in operation at the Santa Barbara Municipal Airport, the mass influx of aerospace companies marked the first major planned development in the Goleta Valley by east coast corporations.²²⁷

By September 1956, Aerophysics, Raytheon, Ratel, and Josten were located in the Goleta Valley. Aerophysics, a division of the Studebaker-Packard Corporation, was the first in the area. Aerophysics was the outgrowth of the Aerophysics Development Corporation, founded by Dr. W. Bollay in 1951 in the basement of his Pacific Palisades home. Bollay ultimately moved the company to Santa Monica and was doing work on the Dart missile²²⁸ when he sold the business to Studebaker-Packard in 1955. Bollay and his employees moved with the business to Goleta in 1956, where ground was broken for their new facility (6745 Los Carneros Road, 1957;

²²⁴ The La Goleta oil field, located four miles east of the Ellwood oil field, overtook the Ellwood oil field in 1947 in oil and gas production. "Drillings Provide Large Contribution to Local Resources," *Santa Barbara News Press*, November 2, 1947.

²²⁵ *Goleta Guide: A Business and Professional Directory of Goleta, 1951-1952* (Goleta, CA: Barker Advertising Sales and Service, 1951).

²²⁶ *1967 Goleta Valley Business Directory* (Goleta, CA: Goleta Valley Chamber of Commerce, 1967).

²²⁷ Justin M. Ruhge, "Looking Back: Since the 1950s, high-tech industries have dominated Goleta's economy," *Goleta Sun*, December 20, 1990.

²²⁸ The Dart was an early anti-tank missile. Development was slow, and the project was cancelled in 1958.

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Howell, Arendt, Mosher & Grant) on March 30.²²⁹ Studebaker-Packard purchased a 104-acre site, formerly part of Rancho Los Dos Pueblos, in February 1956. In September 1956, Curtiss-Wright acquired Aerophysics, its 300 employees, and its 103,000-square-foot facility from Studebaker-Packard.²³⁰ Curtiss-Wright completed the four building Aerophysics campus in April 1958.

With the Aerophysics facility as a nucleus, companies such as Hughes' Santa Barbara Research Center (SBRC), Raytheon, Burroughs, Applied Magnetics, Tracor, Edgerton, Germeshausen & Grier, Inc. (EG&G), and more built facilities of their own along Hollister Avenue, forming a high-tech aerospace center in the Goleta Valley.²³¹ By 1956, Raytheon employed 150 people in a 36,000-square-foot plant on 15 acres, Ratel employed 300 people in a 18,000-square-foot facility on 6 acres, and Josten employed 285 people in a 37,000-square-foot facility on 18 acres.²³²

In October 1960, General Motors (GM) purchased the former Aerophysics facility for its Defense Systems Division.²³³ Two years later, GM created the GM Research Laboratories to conduct research and development activities on defense systems. GM Research Laboratories later merged with Delco Electronics, and was renamed Delco Systems Operations. The company was involved in developing early missile guidance systems during the Cold War, guidance systems for NASA's Apollo lunar program, and systems engineering for the Apollo Lunar Roving Vehicle.²³⁴ To test the maneuverability of the rovers, a moonscape was built behind the engineering building.²³⁵



Aerial view of Delco, 1961. Source: Walker A. Tompkins Papers, Department of Special Collections, University of California at Santa Barbara, Santa Barbara, CA.

²²⁹ "Ceremony Marks Aerophysics Ground Breaking at Goleta," *Santa Barbara News-Press*, March 31, 1956.

²³⁰ "Industrial Zoning in the Master Plan for Goleta Valley," *Santa Barbara News-Press*, September 21, 1956.

²³¹ Ruhge, "Looking Back: Since the 1950s, high-tech industries have dominated Goleta's economy."

²³² "Industrial Zoning in the Master Plan for Goleta Valley."

²³³ Ruhge, "Looking Back: Since the 1950s, high-tech industries have dominated Goleta's economy."

²³⁴ Per Justin M. Ruhge, three lunar rovers built in Goleta remained on the moon as of 1990, and two others were in museums.

²³⁵ Ruhge, "Looking Back: Since the 1950s, high-tech industries have dominated Goleta's economy."

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By the mid-1960s, such firms as General Motors, Raytheon, Edgerton, Germeshausen & Grier, Hughes Aircraft, Applied Magnetics, Joslyn Electronic Systems, Defense Research Corporation, Ratel, Inc., and Bausch & Lomb had established think tanks in the Goleta Valley. The employees the companies brought with them to the area, who in turn brought their families, significantly increased the local population. Between the massive facilities constructed to house aerospace companies and the sprawling subdivisions constructed to accommodate their employees, aerospace dramatically transformed Goleta's built landscape from bucolic farmland to a busy industrial town.



Raytheon (75 Coromar Drive, 1957; Howell, Arendt, Mosher and Grant), 1958. Source: Local History Collection, Department of Special Collections, University of California at Santa Barbara, Santa Barbara, CA.

Theme: Post-World War II Industrial Development

Aerospace was not Goleta's only new industry during the postwar period. Goleta's postwar economy "showed a marked shift from primarily agricultural to residential-industrial."²³⁶ Manufacturing firms ranging from one-man shops in wooden buildings at the airport to large, modern plants with up to 700 employees were established around the Goleta Valley. The factories manufactured a diverse array of products, including electronic components, truck bodies, plastic model kits, food dispensers, magnetic recording heads, asphalt, meteorological instruments, wrought-iron furniture, parts for guided missiles, and toys.²³⁷

In addition, due to Goleta's beach-front location, a local surfing and surfboard industry developed. Surfing in the Goleta area began on Goleta Beach in the late 1930s and early 1940s. Early Goleta Valley surfers used 9- to 11-foot balsa wood boards. However, after World War II, surfboard manufacturers had access to new materials, such as fiberglass, plastic, and polyurethane foam, radically changing surfboard construction and manufacturing, though the surfboards remained between 9 and 11 feet in length. In the late 1960s, the "shortboard

²³⁶ Tompkins, *Goleta: The Good Land*, 335.

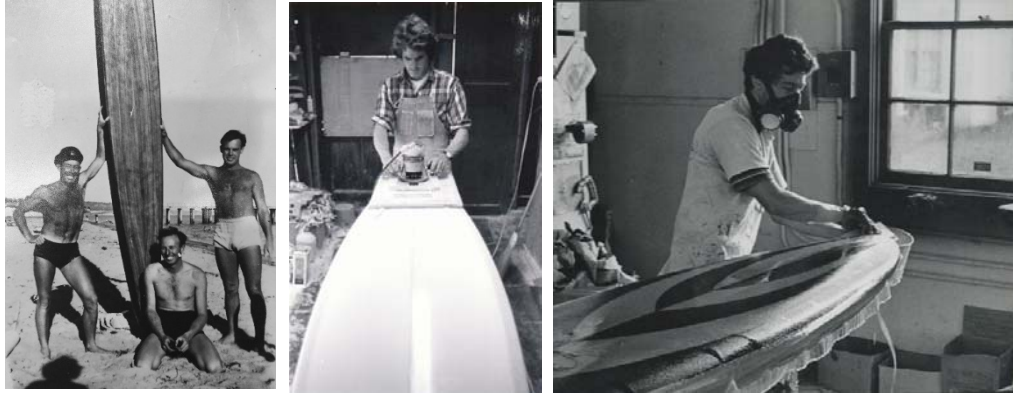
²³⁷ Tompkins, *Goleta: The Good Land*, 335.

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revolution” occurred, and the average length of a surfboard went from ten to six feet. At the same time, local surfboard shapers began to move into the Goleta area. Among these were Reynolds Yater (Yater Surfboards, 10 State Street, Santa Barbara), John Bradbury (Creative Freedom Surfboards), Jeff White (White Owl Surfboards), Al Merrick (Channel Islands Surfboards, 36 Anacapa Street, Santa Barbara), Marc Andreini (Andreini Surfboards), and Dave Johnson (Progressive Surfboards, 286 S. Fairview Avenue).²³⁸



L: Surfers on Goleta Beach, c. 1930. Source: Local History Collection, Department of Special Collections, University of California at Santa Barbara, Santa Barbara, CA. Center: Marc Andreini, 1971. R: Dave Johnson, 1978. Source for both: goletasurfing.com.

Theme: Post-World War II Civic & Institutional Development

In the years after World War II, Coast Highway (U.S. 101) underwent a major improvement. In October 1945, construction began on a new two-lane highway between Hollister Wye and Tecolote Creek.²³⁹ The new right-of-way opened in January 1947, and had an immediate effect on the Goleta Valley. It “siphon[ed] a tremendous flow of cars away from Hollister Avenue” from State Street in Santa Barbara to its western terminus in Ellwood, drawing the “steady flow of post-war traffic” away from Goleta businesses.²⁴⁰ Concerned that Goleta’s economy would suffer due to the new freeway, local businessmen formed the area’s first cohesive booster organization to meet the need for an “organized promotional and advertising program.”²⁴¹ The

²³⁸ Progressive Surfboards was founded in 1975 at the Santa Barbara Municipal Airport, after the close of the period of significance for this study. However, Progressive is the only custom surfboard manufacturer remaining in present-day Goleta.

²³⁹ This is referred to as Hollister Wye in Tompkins, *Goleta: The Good Land*, 312. Hollister Wye is also referenced in a City of Goleta Staff Report regarding a revised Caltrans freeway agreement dated April 1, 2008.

²⁴⁰ Tompkins, *Goleta: The Good Land*, 312-313.

²⁴¹ Tompkins, *Goleta: The Good Land*, 313.

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Goleta Valley Chamber of Commerce formed in 1947, when the highway was moved from Hollister to north of the railroad. The Chamber offices were in downtown Goleta.²⁴²

Other local institutions were established in the postwar period to cater to the local population. One such institution was the *Goleta Valley Review*, begun in 1949 by R. Barker to fill the void left by the *Goleta Valley Leader* after it closed in approximately 1945. The *Review* was headquartered at 5840 Hollister Avenue. Another Goleta Valley newspaper, the *Goleta Gazette*, was run by Richard R. Buffum from 1960 to 1968. Thomas Maurice began the *Goleta Coast News*, a tri-county business paper, in 1968, followed by the *Goleta Valley Sun* in 1969. Alvin Remmenga took over the *Goleta Advisor* (founded 1967 by Frank Morales and J. Paul Jewkes) in 1969.²⁴³

The Marine air base at the Santa Barbara Airport went on a caretaker status in March 1946. Two months later, the Navy declared the facility surplus, and turned it over to the War Assets Administration (WAA).²⁴⁴ In June 1948, the WAA awarded the deactivated Marine base, excepting the airport (which had been returned to the City of Santa Barbara), to the Regents of the University of California for use as a college campus. The library and geology buildings were the first buildings constructed to supplant the barracks.²⁴⁵ After implementing an aggressive building program, the school, then called the University of California, Santa Barbara College, opened its doors for the 1954 autumn semester. Its initial student population was 1,725, and there were 152 faculty members. The Regents' original maximum enrollment number of 3,500 students was met in 1960. By the fall of 1965, enrollment had grown to 9,750, and plans were in progress for an eventual enrollment of 15,000 students.²⁴⁶ The exponential growth of UCSB's student body necessitated growth in faculty as well. The rapid influx of UCSB faculty and staff, along with their families, strained the already limited housing stock of the Goleta Valley, and prompted the development of still more single-family residential subdivisions in the area.

²⁴² "Goleta Valley Chamber of Commerce," *Goleta Magazine*, 1988-1990. Organizations – Smaller Holdings: Community Development and Conservation Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

²⁴³ Information about postwar Goleta newspapers adapted from Justin Ruhge Collection, Department of Special Collections, University of California, Santa Barbara, Davidson Library, Santa Barbara, California.

²⁴⁴ Tompkins, *Goleta: The Good Land*, 312.

²⁴⁵ Smitheram, "A Chronology of Goleta Valley History."

²⁴⁶ Tompkins, *Goleta: The Good Land*, 332.

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Cambridge Community Church, 1963, 550 Cambridge Drive. Source: Goleta Valley Historical Society.

In the 1950s and early 1960s, many religious institutions in Goleta constructed new sanctuaries. The Goleta Federated Church moved to a new sanctuary in 1950. Goleta area Baptists built a new sanctuary in 1963 (550 Cambridge Drive), as did the local Lutheran congregation (Good Shepherd Lutheran Church, 380 Fairview Avenue, c. 1960). In 1959, St. Raphael Catholic Church moved from its first building on Mandarin Avenue to a new church building on the northeast corner of Hollister Avenue and St. Josephs Street.²⁴⁷ The new property, purchased by the Archdiocese in March 1958, was also home to a rectory, and St. Raphael School, which opened its doors with three classrooms in September 1963. Four classrooms were added to the school in August 1965.²⁴⁸

In the mid-1950s, the Goleta Valley's population growth necessitated the establishment of several new schools. In February 1962, the Fairview School opened (401 N. Fairview Avenue), joining Goleta Union School in the Goleta Union School District.²⁴⁹ Quickly thereafter, Kellogg School (1963) was constructed at 475 Cambridge Drive, and La Patera School (1964) was built

²⁴⁷ The original sanctuary, constructed in 1896, had been moved to Mandarin Avenue from the southwest corner of Hollister and Fairview Avenues (present-day Jiffy Lube) when the property was sold to Seaside Oil in 1929.

²⁴⁸ "History of Saint Raphael Catholic Church," St. Raphael Catholic Church, Santa Barbara, CA, <http://straphaelsb.org/history-of-saint-raphael-catholic-church/>, accessed February 2017.

²⁴⁹ Cathedral Oaks and Isla Vista Schools were also constructed in the late 1950s or early 1960s.

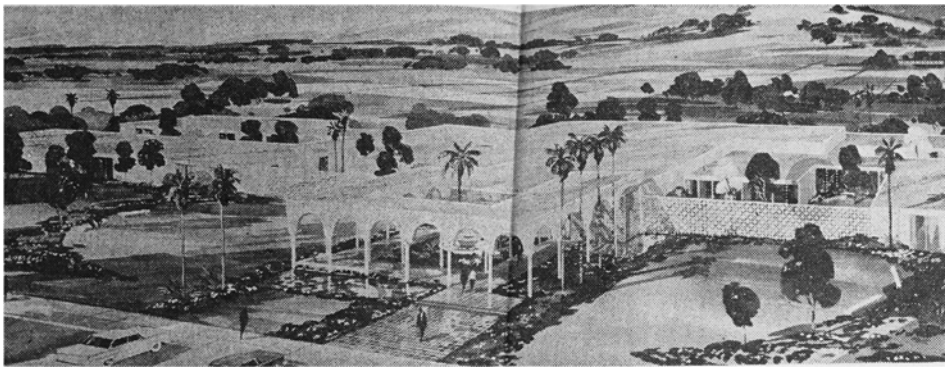
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at 555 N. La Patera Lane.²⁵⁰ In 1969, Ellwood School joined Goleta Union School District. In 1963, after “soaring enrollment” forced nearby La Colina Junior High School to operate year-round, Goleta Valley Junior High (6100 Stow Canyon Road, 1964) was built on the former Fairview (Walora) Ranch north of Stow Canyon Road and west of Fairview Avenue.²⁵¹ Six years later, Dos Pueblos High School (7266 Alameda Avenue, 1966; Cook, Frost, Greer, and Schmandt) opened, which was the Goleta Valley’s first four-year high school.

Goleta’s postwar population growth also created a need for reliable medical care. As a result, several doctors moved to the area in the mid-1950s. In 1959, five doctors purchased 1.25 acres of land on Storke Road for a medical center, medical laboratory, and pharmacy.²⁵² This served the Goleta area for several years, but could not fully meet the demands of the growing town. By 1966, the town boasted 15 physicians and surgeons, 12 dentists, two optometrists, and four chiropractors.²⁵³ The same year, several area doctors joined together to found the 118-bed Goleta Valley Hospital at the corner of Hollister and Patterson Avenues.²⁵⁴ The hospital, built in two phases, consisted of five buildings on an eleven-acre site. The first phase, which consisted of the hospital and a 26-suite medical center “of Spanish modern architecture,” was scheduled to be completed in February 1964.²⁵⁵ The second phase comprised two medical buildings and nurses’ quarters. This state-of-the-art hospital met the needs of the Goleta Valley’s expanded postwar population, further transforming Goleta’s formerly agricultural landscape.



Rendering of the postwar hospital complex at Hollister and Patterson Avenues, 1962. Source: “At Hollister, Patterson Avenues: Hospital Ground-Breaking Set for Thursday,” *Santa Barbara News-Press*, December 16, 1962.

²⁵⁰ “Goleta Union School District – And How It Grew,” *Your Schools* 2 (13), June 1969. Other schools, such as Hollister, El Camino, El Rancho, Brandon, and Mountain View, joined the Goleta Union School District during this time, but are not located within the boundaries of the City of Goleta.

²⁵¹ Tompkins, *Goleta: The Good Land*, 337; Smitheram, “A Chronology of Goleta Valley History.” Per Tompkins, this site was the cheapest that the Board of Education could find.

²⁵² “New Goleta Area Medical Center Slated,” *Santa Barbara News-Press*, August 12, 1959.

²⁵³ Tompkins, *Goleta: The Good Land*, 337.

²⁵⁴ Smitheram, “A Chronology of Goleta Valley History.”; “At Hollister, Patterson Avenues: Hospital Ground-Breaking Set for Thursday,” *Santa Barbara News-Press*, December 16, 1962.

²⁵⁵ “At Hollister, Patterson Avenues: Hospital Ground-Breaking Set for Thursday.”

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CONCLUSION

Goleta's economy and built landscape both changed dramatically after World War II. The Cachuma Dam, completed in 1953, provided Goleta with a reliable water source, which allowed for new development. Former walnut and lemon orchards were transformed into residential and industrial subdivisions to cater to the rapid population increase caused by the arrival of aerospace companies with several hundred employees apiece, as well as the establishment of the University of California at Santa Barbara campus on the former Marine base. By 1969, Goleta was no longer the small, agricultural town it had been prior to World War II, but rather, a booming industrial city.

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CONTEXT: ARCHITECTURE AND DESIGN

Present-day Goleta is home to a variety of buildings exhibiting an array of construction methods and architectural styles, including a collection of simply-designed bungalows; large tracts of Ranch houses; commercial vernacular, Spanish Colonial Revival, and Googie-style commercial buildings; and Mid-century Modern tract homes and institutional buildings.²⁵⁶

The accompanying table identifies the architectural styles found in Goleta, and includes a brief discussion of the origins of the style and a list of character-defining features intrinsic to each. A property that is eligible for designation as an excellent 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. A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style.²⁵⁷ A property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique.²⁵⁸

²⁵⁶ The list of architectural styles may be refined as additional fieldwork is conducted. Each style will be illustrated with a local example in the next draft.

²⁵⁷ National Park Service, *National Register Bulletin 15: How to Apply the National Register Criteria for Evaluation*. Washington DC: U.S. Department of the Interior, National Park Service, 1995.


²⁵⁸ *National Register Bulletin 15*.

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STYLE/TYPE	DESCRIPTION/SIGNIFICANCE	CHARACTER-DEFINING FEATURES	LOCAL EXAMPLE
Adobe Construction	<p>Early adobe buildings were typically small, single-story structures, with thick adobe walls, flat roofs framed with <i>vigas</i>, and usually a long, covered porch supported on wood posts, called a <i>corredor</i>, along one or more sides. Adobe construction consists of thick walls composed of large sun-dried bricks, usually made from mud and straw and covered with earth plaster to protect the unfired bricks. The unreinforced adobe walls typically vary from one and one-half to six feet thick, resting on a dirt or rock foundation. Door and window openings are usually framed with heavy timber lintels, often left exposed. Adobe construction demonstrates a continuation of indigenous building traditions that were passed down from generation to generation of craftsmen. Adobe construction used locally available resources, and was appropriate for the climate in the Southwest, staying cool in the summer and warm in the winter. Following California's cession to the United States in 1850 there was a migration of settlers from the east. During this period, many adobe structures were destroyed to make way for new development. Others were altered with the addition of steep gable or hipped roofs, usually clad in wood shakes but occasionally in clay tiles, and wood framed wings. Some adobes were clad in clapboard siding with Federal or Greek Revival decorative details and double hung windows to create a more Anglicized appearance. In some cases, adobes were covered with a cement plaster finish.</p>	<ul style="list-style-type: none"> • Rectangular or L-shaped plan with simply arranged interior spaces • Thick masonry walls of adobe brick • Simple, unadorned exteriors (often with cement plaster veneer) • Few, small window and door openings with wood lintels • Double hung, wood sash windows • <i>Corredores</i> along one or more sides 	 <p>Daniel Hill Adobe, 35 S. La Patera Lane (c. 1850; Santa Barbara County Structure of Merit). Source: Goletahistory.com</p>

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STYLE/TYPE	DESCRIPTION/SIGNIFICANCE	CHARACTER-DEFINING FEATURES	LOCAL EXAMPLE
Residential Vernacular	<p>The term “Residential Vernacular” is be used to describe residential buildings with little or no distinguishing decorative features, including modest wood-frame houses or cottages and workers’ housing. They were widely constructed in the late 19th and early 20th centuries by builders without design input from professional architects. Many were built from “plan books” or kits. These buildings are characterized by their simplicity and lack of any characteristics of recognizable styles, but frequently feature pre-fabricated wood trim such as brackets, porch posts, and spindles. The “Shotgun” building type consists of a linear organization of rooms, front to back, opening one to the other without intervening corridors.</p>	<ul style="list-style-type: none"> • One- or two-story height • Rectangular or L-shaped plan and simple massing • Wood frame construction • Gabled or hipped roof with boxed or open eaves • Horizontal wood siding • Full- or partial-width porch, sometimes with decorative brackets, posts, or spindles • Double-hung, wood sash windows • Simple window and door surrounds 	 <p>Beck House, 5399 Overpass Road (1887)</p>

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STYLE/TYPE	DESCRIPTION/SIGNIFICANCE	CHARACTER-DEFINING FEATURES	LOCAL EXAMPLE
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 th and early 20 th centuries. They are typically brick in construction, with minimal decorative detailing.	<ul style="list-style-type: none"> • Simple square or rectangular form • Flat roof with a flat or stepped parapet • 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 	 <p data-bbox="2250 711 2560 737">5970 Hollister Avenue (c. 1915)</p>

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STYLE/TYPE	DESCRIPTION/SIGNIFICANCE	CHARACTER-DEFINING FEATURES	LOCAL EXAMPLE
Industrial Vernacular	<p>The term “Industrial Vernacular” is used to describe simple industrial buildings with little or no distinguishing decorative features. These buildings are characterized by their utilitarian design, prosaic materials, and lack of any characteristics of recognizable styles. This term encompasses buildings constructed as agricultural support structures (i.e. barns, corncribs), airport structures (i.e. hangars), factories, and packinghouses.</p> <p>Prior to the widespread use of electric lighting, controlling and capitalizing on daylight was a necessary component of the design of manufacturing buildings. Daylight was brought into the building using a variety of methods, including expansive industrial sash windows, orientation of intensive hand work next to the exterior walls of the building, skylights, and specialized roof forms to bring light into the interior. With the development of better illumination from fluorescent bulbs, manufacturers changed their focus in design from capitalizing on available light to controlling lighting and ventilation through closed systems. Controlled conditions factories are distinguished by their minimal use of windows for light and ventilation. While some windows may be located on the front-facing façade or on an attached office, the building relies on internal systems for circulation and climate control.</p>	<ul style="list-style-type: none"> • Square or rectangular plan and simple massing • One- or two-story height • Flat, truss, or sawtooth roof, usually with parapet • Roof monitors,²⁵⁹ skylights, or clerestory windows • Brick masonry construction, expressed or veneered in cement plaster • Divided-light, steel-sash awning, hopper, or double-hung windows • Oversized bays of continuous industrial steel sash on two or more façades (daylight factory) • Lack of fenestration or sky-lighting (controlled conditions factory) • Architecturally notable entrance or overall design (controlled conditions factory) • Loading docks and doors 	 <p>Santa Cruz Market, 5757 Hollister Avenue (former Earle Ovington plane hangar, dismantled and moved to site in 1939)</p>

²⁵⁹ A roof monitor is a raised structure running along the ridge of a double-pitched roof.

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<p>Quonset Hut</p>	<p>A Quonset hut is a semi-cylindrical structure constructed of corrugated steel sheeting placed atop arched wood or metal rib framing. Typical features include oversized door and steel-frame industrial windows. Due to the portability and versatility of this building type, these structures can be found throughout the city and adapted to a variety of uses, though they are most commonly found in industrial areas. A Quonset hut is significant as an important World War II-era building type and method of construction, notable for its simple construction, distinctive shape, use of prefabricated materials, and flexible interior plan. Intact examples represent the design and development of a low-cost and highly-versatile structure by the U.S. Navy for military use during World War II, and its adaptive reuse for housing and other uses during the postwar years.</p>	<ul style="list-style-type: none"> • Half-cylinder shape, with wood or metal rib framing • Rectangular plan • Clad in corrugated metal sheeting • Oversized doors • Steel-frame industrial windows, typically with divided-lights 	 <p>903 S. Kellogg Avenue (c. 1945)</p>  <p>Quonset hut (demolished), Goleta prisoner of war camp, no date. Source: goletahistory.com</p>

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STYLE/TYPE	DESCRIPTION/SIGNIFICANCE	CHARACTER-DEFINING FEATURES	LOCAL EXAMPLE
Italianate ²⁶⁰	<p>The Italianate style was first developed in Britain. In 1802, architect John Nash designed Cronkhill, a small country house in Shropshire that resembled an Italian villa. This house became the model for what was known as the Italianate Villa style during the early Victorian era. The first Italianate style buildings in the United States were constructed in the late 1830s, and most surviving examples in Southern California date from the 1870s through the 1890s.</p> <p>The Italianate style in the United States grew out of the Picturesque movement, which was a reaction to the classical revival styles popular in the 18th and early 19th centuries. The style was promoted by the architectural pattern books of Andrew Jackson Downing. It was Downing's friend and follower, Henry W. Cleveland, who brought the Italianate style to the West Coast. Cleveland designed the Bidwell Mansion for John and Annie Bidwell in 1868. Located in Chico, it became the social and cultural center of the Sacramento Valley. While most Italianate style houses on the East Coast were constructed of masonry, those on the West Coast were constructed of wood.</p> <p>The people of Southern California may have embraced the Italianate style because of the similarities between the area's topography and climate and that of southern Europe. The style became popular for domestic architecture in Southern California, but was applied equally to commercial architecture.</p>	<ul style="list-style-type: none"> • Vertical emphasis • Two stories in height • Wood, masonry, or concrete construction • Brick or shiplap exterior wall cladding, occasionally with quoined corners • Low-pitched roofs, sometimes with towers • Projecting eaves supported by elaborate brackets • Frequent use of angular bays • Narrow front porches and second-story balconies with thin columns and spindled balustrades • Heavy articulation of headers over windows and doors 	 <p>Sexton House, 5490 Hollister Avenue (Peter Barber, 1880; Santa Barbara County Landmark #14, listed in the National Register of Historic Places). Source: National Register nomination, Sexton House, 1992.</p>

²⁶⁰ Adapted from City of Los Angeles, Department of City Planning. "Architecture and Design," *SurveyLA: Los Angeles Historic Resources Survey Project, Draft Historic Context Statement*, 2011.

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STYLE/TYPE	DESCRIPTION/SIGNIFICANCE	CHARACTER-DEFINING FEATURES	LOCAL EXAMPLE
Gothic Revival ²⁶¹	<p>Like the Italianate style, the Gothic Revival style grew out of the Picturesque movement, which was a reaction to the severe classical revival styles of the late 18th and early 19th centuries. The style gained popularity in Britain in the late 18th century and remained the preferred style of ecclesiastical, educational, and other institutional architecture through the 19th century. The style spread across the United States in the 19th century, initially as a style for ecclesiastical buildings. Its visual references to old world roots also made it a popular style for educational and institutional buildings that needed to convey continuity with tradition. The style's popularity continued into the 20th century, until the 1930s when Gothic forms were abstracted into the geometric style of Art Deco. In Southern California, the Gothic Style tended to be simpler in massing and ornament than earlier interpretations across the United States. Silhouettes were more compact, with abstracted references to buttresses hugging close to façades. Gothic Revival style domestic buildings were typically constructed of wood; ecclesiastical and institutional examples were typically of wood or masonry, and later of concrete, sometimes scored to resemble stone.</p>	<ul style="list-style-type: none"> • Vertical emphasis • Wood, masonry, or concrete construction • Steeply-pitched front or cross gable roof, often with corbeled or crenellated gable ends and overhanging eaves • Towers, spires, pinnacles, and finials • Buttresses, usually engaged • Windows and doors set in pointed arched openings • Leaded and stained glass windows, sometimes with tracery 	 <p>Stow House, 304 N. Los Carneros Road (Frank Walker, 1872; Santa Barbara County Landmark #6, listed in the National Register of Historic Places). Source: Goleta Valley Historical Society</p>

²⁶¹ Adapted from City of Los Angeles, Department of City Planning. "Architecture and Design," *SurveyLA: Los Angeles Historic Resources Survey Project, Draft Historic Context Statement*, 2011.

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Neoclassical Cottage	<p>One-story, hipped roof or Neoclassical cottages are a common subtype of the late 19th and early 20th centuries. These are modest one-story houses or cottages with simplified forms and hipped roofs with minimal decorative features. Neoclassical cottages usually have hipped roofs with prominent central dormers. The portico featured on grander Neoclassical buildings is here reduced to a simple porch that may be either full- or partial-width. The porch may be included under the main roof or have a separate flat or shed roof supported on classical columns.</p>	<ul style="list-style-type: none"> • One-story height • Square or rectangular plan and simple massing • Frequently symmetrical composition • Hipped roof with prominent central dormer and boxed eaves with cornice; sometimes front gable roof with open eaves • Horizontal wood siding • Full- or partial-width front porch with classical columns • Double-hung wood-sash windows • Simple window and door surrounds 	 <p>175 Chapel Street (c. 1915)</p>

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<p>Craftsman</p>	<p>Craftsman architecture grew out of the late-19th century English Arts and Crafts movement. A reaction against industrialization and the excesses of the Victorian era, the movement stressed simplicity of design, hand-craftsmanship, and the relationship of the building to the climate and landscape. Craftsman architecture developed in the first decade of the 20th century as an indigenous California version of the American Arts and Crafts movement, incorporating Southern California’s unique qualities. Constructed primarily of stained wood, with wide overhanging eaves, balconies, and terraces extending the living space outdoors, the style embodied the goals of the Arts and Crafts movement.</p> <p>The Craftsman bungalow dates from the early 1900s through the 1920s. The bungalow’s simplicity of form, informal character, direct response to site, and extensive use of natural materials, particularly wood and stone, was a regional interpretation of the reforms espoused by the Arts and Crafts movement’s founder, William Morris. Craftsman bungalows generally have rectangular or irregular plans, and are one to one-and-a-half stories tall. They have wood clapboard or shingle exteriors and a pronounced horizontal emphasis, with broad front porches, often composed with stone, clinker brick, or plastered porch piers. Other character-defining features include low-pitched front-facing gable roofs, and overhanging eaves with exposed rafter tails.</p> <p>As opposed to smaller developer-built or prefabricated bungalows, two-story Craftsman houses were often commissioned for wealthy residents and designed specifically with the homeowner’s needs and the physical site in mind. They generally feature a low-pitched gable roof, wide overhanging eaves with exposed rafter tails, and windows grouped in horizontal bands. A high-style Craftsman house is distinguished by the quality of the materials and complexity of design and may feature elaborate, custom-designed woodwork, stained glass, and other fixtures.</p> <p>By World War I, the Craftsman style declined in popularity and was largely replaced by Period Revival styles. The Craftsman bungalow continued to be built into the 1920s, but was often painted in lighter colors, stripped of its dark wood interiors, or blended with characteristics of various revival styles.</p>	<ul style="list-style-type: none"> • Horizontal massing • Low-pitched gable roof with rolled or composition shingle roofing • Wide overhanging eaves with exposed rafter tails, outriggers, or knee braces • Exterior walls clad in wood shingle, shake, or clapboard siding • Projecting partial- or full-width, or wrap-around front porch • Heavy porch piers, often of river stone or masonry • Wood sash casement or double-hung windows, often grouped in multiples • Wide front doors, often with a beveled light • Wide, plain window and door surrounds, often with extended lintels • Extensive use of natural materials (wood, brick or river stone) 	 <p>Kellogg House, 110 S. Kellogg Avenue (1914)</p>

STYLE/TYPE	DESCRIPTION/SIGNIFICANCE	CHARACTER-DEFINING FEATURES	LOCAL EXAMPLE
Spanish Colonial Revival	<p>The Spanish Colonial Revival style attained widespread popularity throughout Southern California following the 1915 Panama-California Exposition in San Diego, which was housed in a series of buildings designed by chief architect Bertram Grosvenor Goodhue in the late Baroque <i>Churrigueresque</i> style of Spain and Mexico. The <i>Churrigueresque</i> style, with areas of intricate ornamentation juxtaposed against plain stucco wall surfaces and accented with towers and domes, lent itself to monumental public edifices, churches and exuberant commercial buildings and theaters, but was less suited to residential or smaller scale commercial architecture. For that, architects drew inspiration from provincial Spain, particularly the arid southern region of Andalusia, where many young American architects were diverted while World War I prevented their traditional post-graduate “grand tour” of Great Britain, France, Italy, and Germany. The resulting style was based on infinitely creative combinations of plaster, tile, wood, and iron, featuring plaster-clad volumes arranged around patios, low-pitched tile roofs, and a spreading, horizontal orientation. It was a deliberate attempt to develop a “native” California architectural style and romanticize the area’s colonial past, though it drew directly from Spanish and other Mediterranean precedents and bore little resemblance to the missions and rustic adobe ranch houses that comprised the state’s actual colonial-era buildings.</p> <p>The popularity of the Spanish Colonial Revival style extended across nearly all property types, including a range of residential, commercial, and institutional buildings, and coincided with Southern California’s population boom of the 1920s, with the result that large expanses of Santa Monica, Los Angeles, and surrounding cities were developed in the style. Some towns, such as Santa Barbara, even passed ordinances requiring its use in new construction. It shaped the region’s expansion for nearly two decades, reaching a high point in 1929 and tapering off through the 1930s as the Great Depression gradually took hold. Like other revival styles, the Spanish Colonial Revival style was often simplified, reduced to its signature elements, or creatively combined with design features of other Mediterranean regions such as Italy, southern France, and North Africa, resulting in a pan-Mediterranean mélange of eclectic variations (see Mediterranean Revival Style). It was also sometimes combined, much less frequently, with the emerging Art Deco and Moderne styles.</p>	<ul style="list-style-type: none"> • Asymmetrical façade • Irregular plan and horizontal massing • Varied gable or hipped roofs with clay barrel tiles • Plaster veneered exterior walls forming wide, uninterrupted expanses • Wood-sash casement or double-hung windows, typically with divided lights • Round, pointed, or parabolic arched openings • Arcades or colonnades • Decorative grilles of wood, wrought iron, or plaster • Balconies, patios or towers • Decorative terra cotta or glazed ceramic tile work 	 <p>74 Tecolote Avenue (1929)</p>  <p>5811 Mandarin Drive (c. 1925)</p>

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<p>Mediterranean Revival</p>	<p>The Mediterranean Revival style is distinguished by its eclectic mix of architectural elements from several regions around the Mediterranean Sea, including Spain, Italy, southern France, and North Africa. Much of the American architecture of the late 19th and early 20th centuries can be broadly classified as ultimately Mediterranean in origin, including the Beaux Arts, Mission Revival, Spanish Colonial Revival, and Italian Renaissance Revival styles. But by the 1920s, the lines between these individual styles were frequently blurred and their distinguishing characteristics blended by architects who drew inspiration from throughout the Mediterranean region. These imaginative combinations of details from varied architectural traditions resulted in the emergence of a distinct Mediterranean Revival style.</p> <p>In contrast to the more academic and more literal interpretations such as the Andalusian-influenced Spanish Colonial Revival style or the restrained, dignified Italian Renaissance Revival style, the broader Mediterranean Revival frequently incorporated elements of Italian and Spanish Renaissance, Provençal, Venetian Gothic, and Moorish architecture into otherwise Spanish Colonial Revival designs. The Mediterranean Revival style is sometimes more formal and usually more elaborately composed and ornamented than the simpler, more rustic Spanish Colonial Revival style, and often more flamboyant than the sober Italian Renaissance Revival style. Typical features of the Mediterranean Revival style include arched entrance doorways with richly detailed surrounds; arcades and loggias; stairways and terraces with cast stone balustrades; and Classical decorative elements in cast stone or plaster, including architraves, stringcourses, cornices, pilasters, columns, and quoins.</p>	<ul style="list-style-type: none"> • Frequently symmetrical façade • Rectangular plan and two-story height • Hipped roof with clay barrel tiles and wide boxed or bracketed eaves, or eave cornice • Exterior walls veneered in smooth plaster • Wood-sash casement windows, typically with divided lights; sometimes double-hung windows • Palladian windows or other accent windows • Arched door or window openings • Elaborate door surrounds • Arcades, colonnades, or loggias • Terraces and stairs with cast stone balustrades • Cast stone or plaster decorative elements including architraves, stringcourses, cornices, pilasters, columns, and quoins • Decorative grilles of wood, wrought iron, or plaster • Balconies, patios or towers • Decorative terra cotta or glazed ceramic tile work 	 <p>Goleta Valley Community Center, 5681 Hollister Avenue (Louis N. Crawford, 1926)</p>  <p>5890 Hollister Avenue (c. 1930)</p>

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<p>Mid-century Modern</p>	<p>Mid-century Modern is a term used to describe the post-World War II iteration of the International Style in both residential and commercial design. The International Style was characterized by geometric forms, smooth wall surfaces, and an absence of exterior decoration. Mid-century Modern represents the adaptation of these elements to the local climate and topography, as well as to the postwar need for efficiently-built, moderately-priced homes. In Southern California, this often meant the use of wood post-and-beam construction. Mid-century Modernism is often characterized by a clear expression of structure and materials, large expanses of glass, and open interior plans.</p> <p>The roots of the style can be traced to early Modernists like Richard Neutra and Rudolph Schindler, whose local work inspired “second generation” Modern architects like Gregory Ain, Craig Ellwood, Harwell Hamilton Harris, Pierre Koenig, Raphael Soriano, and many more. These post-war architects developed an indigenous Modernism that was born from the International Style but matured into a fundamentally regional style, fostered in part by <i>Art and Architecture</i> magazine’s pivotal Case Study Program (1945-1966). The style gained popularity because its use of standardized, prefabricated materials permitted quick and economical construction. It became the predominant architectural style in the postwar years and is represented in almost every property type, from single-family residences to commercial buildings to gas stations.</p>	<ul style="list-style-type: none"> • One or two-story configuration • Horizontal massing (for small-scale buildings) • Simple geometric forms • Exposed post-and-beam construction, in wood or steel • Flat roof or low-pitched gable roof with wide overhanging eaves and cantilevered canopies • Unadorned wall surfaces • Wood, plaster, brick or stone used as exterior wall panels or accent materials • Flush-mounted metal frame fixed windows and sliding doors, and clerestory windows • Exterior staircases, decks, patios and balconies • Little or no exterior decorative detailing 	 <p>87 Mallard Avenue (Jones & Emmons, 1957)</p>

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<p>Ranch</p>	<p>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 and in particular, the rustic adobe houses of California’s Spanish- and Mexican-era ranchos. The resulting architectural style – characterized by its low horizontal massing, sprawling interior plan, and wood exterior detailing - embodied the mid-century ideal of “California living.” The Ranch style enjoyed enormous popularity throughout the United States from the 1940s to 1970s. It epitomized unpretentious architecture and dominated the suburbs of the post-World War II period. It was more conservative than other modern residential architecture of the period, often using decorative elements based on historical forms and capitalizing on the national fascination with the “Old West.” The underlying philosophy of the Ranch house was informality, outdoor living, gracious entertaining, and natural materials.</p> <p>The most common style of Ranch house is the California Ranch. It is characterized by its one-story height; asymmetrical massing in L- or U-shaped plans; low-pitched hipped or gabled roofs with wide overhanging eaves; a variety of materials for exterior cladding, including plaster and board-and-batten; divided light wood sash windows, sometimes with diamond-shaped panes; and large picture windows. Decorative details commonly seen in California Ranch houses include scalloped bargeboards, false cupolas and dovescotes, shutters, and iron or wood porch supports. The California Ranch house accommodated America’s adoption of the automobile as the primary means of transportation with a two-car garage that was a prominent architectural feature on the front of the house, and a sprawling layout on a large lot. Floor plans for the tracts of Ranch houses were usually designed to meet the FHA standards, so that the developer could receive guaranteed loans.</p> <p>Another variation on the Ranch house was the Modern Ranch, which was influenced by Mid-century Modernism. Modern Ranches emphasized horizontal planes more than the California Ranch, and included modern instead of traditional stylistic details. Character-defining features included low-pitched hipped or flat roofs, prominent rectangular chimneys, recessed entryways, and wood or concrete block privacy screens. Other stylistic elements resulted in Asian variations.</p>	<ul style="list-style-type: none"> • One-story height • Sprawling L- or U-shaped plan, often with radiating wings • Low, horizontal massing with wide street façade • Low-pitched hipped or gable roof with open overhanging eaves and wood shakes • Plaster, wood lap, or board-and-batten siding, often with brick or stone accents • Divided light wood sash windows (picture, double-hung sash, diamond-pane) • Wide, covered front porch with wood posts • Attached garage, sometimes linked with open-sided breezeway • Details such as wood shutters, attic vents in gable ends, dovescotes, extended gables, or scalloped barge boards • Modern Ranch sub-type may feature flat or low-pitched hipped roof with composition shingle or gravel roofing; metal framed windows; wood or concrete block privacy screens 	 <p>7102 Del Norte Drive (1959)</p>  <p>6586 Camino Venturoso (1967)</p>

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Googie	Googie has been described as Modernism for the masses. With its swooping lines and organic shapes, the style attempted to capture the playful exuberance of postwar America. Named for the John Lautner-designed Googie's Restaurant in Los Angeles, the style was widely employed in roadside commercial architecture of the 1950s, including coffee shops, bowling alleys, and car washes. It exaggerated the vocabulary of Mid-century Modern design to catch the eye of passing motorists with dramatic sculptural rooflines, shimmering walls of glass, abstract shapes, and prominent integral signage.	<ul style="list-style-type: none"> • 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 pervasive use of neon 	 <p data-bbox="2262 721 2831 782">Bishop Event Center, 5555 Hollister Avenue (Louis Mazetti, 1967)</p>

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APPENDIX A: GUIDELINES FOR EVALUATION

A property may be designated as historic by National, State, and local authorities. In order for a building to qualify for listing in the National Register of Historic Places or the California Register of Historical Resources, it must meet one or more identified criteria of significance. The property must also retain sufficient historic integrity to evoke the sense of place and time with which it is historically associated. This historic context statement will provide guidance for listing at the federal, state, and local levels, according to the established criteria and integrity thresholds.

National Register of Historic Places

The National Register of Historic Places is an authoritative guide to be used by Federal, State, and local governments, private groups, and citizens to identify the Nation's cultural resources and to indicate what properties should be considered for protection from destruction or impairment.²⁶² The National Park Service administers the National Register program. Listing in the National Register assists in preservation of historic properties in several ways, including: recognition that a property is of significance to the nation, the state, or the community; consideration in the planning for federal or federally assisted projects; eligibility for federal tax benefits; and qualification for Federal assistance for historic preservation, when funds are available.

To be eligible for listing and/or listed in the National Register, a resource must possess significance in American history and culture, architecture, or archaeology. Listing in the National Register is primarily honorary and does not in and of itself provide protection of a historic resource. The primary effect of listing in the National Register on private owners of historic buildings is the availability of financial and tax incentives. In addition, for projects that receive Federal funding, a clearance process must be completed in accordance with Section 106 of the National Historic Preservation Act. State and local regulations may also apply to properties listed in the National Register.

The criteria for listing in the National Register follow established guidelines for determining the significance of properties. The quality of significance in American history, architecture, archeology, engineering, and culture is present in districts, sites, buildings, structures, and objects:

- A. That are associated with events that have made a significant contribution to the broad patterns of our history; or

²⁶² 36CFR60, Section 60.2.

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- B. That are associated with the lives of persons significant in our past; or
- C. That embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction; or
- D. That have yielded, or may be likely to yield, information important in prehistory or history.²⁶³

Standard preservation practice evaluates geographically contiguous collections of buildings from similar time periods and historic contexts as historic districts. The National Park Service defines a historic district as “a significant concentration, linkage, or continuity of sites, buildings, structures, or objects united historically or aesthetically by plan or physical development.”²⁶⁴

Integrity

In addition to meeting any or all of the designation criteria listed above, the National Park Service requires properties to possess historic integrity. Historic integrity is the ability of a property to convey its significance and is defined as “the authenticity of a property’s historic identity, evidenced by the survival of physical characteristics that existed during the property’s historic period.”²⁶⁵

The National Register recognizes seven aspects or qualities that comprise integrity, which are also referenced in the City’s local ordinance: location, design, setting, materials, workmanship, feeling, and association. These qualities are defined as follows:

- *Location* is the place where the historic property was constructed or the place where the historic event took place.
- *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.
- *Materials* are the physical elements that were combined or deposited during a particular period of time and in a particular pattern or configuration to form a historic property.

²⁶³ 36CFR60, Section 60.3. Criterion D typically applies to archaeological resources.

²⁶⁴ *National Register Bulletin 15.*

²⁶⁵ *National Register Bulletin 16A.*

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- *Workmanship* is the physical evidence of the crafts of a particular culture or people during any given period in history or prehistory.
- *Feeling* is a property's expression of the aesthetic or historic sense of a particular period of time.
- *Association* is the direct link between an important historic event or person and a historic property.²⁶⁶

In assessing a property's integrity, the National Park Service recognizes that properties change over time. *National Register Bulletin 15* provides:

To retain historic integrity a property will always possess several, and usually most, of the aspects. It is not necessary for a property to retain all its historic physical features or characteristics. The property must retain, however, the essential physical features that enable it to convey its historic identity.

A property that has lost some historic materials or details can be eligible if it retains the majority of the features that illustrate its style in terms of the massing, spatial relationships, proportion, pattern of windows and doors, texture of materials, and ornamentation. The property is not eligible, however, if it retains some basic features conveying massing but has lost the majority of the features that once characterized its style.²⁶⁷

A property that has sufficient integrity for listing at the national, state, or local level will typically retain a majority of the identified character-defining features, and will retain sufficient integrity to convey its significance. The required aspects of integrity are dependent on the reason for a property's significance. Increased age and rarity of the property type are also considerations when assessing integrity thresholds. For properties that are significant for their architectural merit (Criterion C), a higher priority is placed on integrity of design, materials, and workmanship. For properties that are significant for their association with important events or people, integrity of feeling and/or association may be more important.

For properties which are considered significant under National Register Criteria A and B, *National Register Bulletin 15* states:

²⁶⁶ *National Register Bulletin 15.*

²⁶⁷ *National Register Bulletin 15.*

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A property that is significant for its historic association is eligible if it retains the essential physical features that made up its character or appearance during the period of its association with the important event, historical pattern, or person(s).

A property important for illustrating a particular architectural style or construction technique must retain most of the physical features that constitute that style or technique.²⁶⁸

Criteria Considerations

Certain kinds of properties are not usually considered for listing in the National Register. These include religious properties, moved properties, birthplaces or graves, cemeteries, reconstructed properties, commemorative properties, and properties achieving significance within the past 50 years.²⁶⁹ These properties can be eligible for listing, however, if they meet special requirements, called Criteria Considerations, in addition to being eligible under one or more of the four criteria and possessing integrity. The National Park Service has defined seven Criteria Considerations; those that are the most relevant to this study include:

Criteria Consideration A: Religious Properties

A religious property is eligible if it derives its primary significance from architectural or artistic distinction or historical importance.

A religious property requires justification on architectural, artistic, or historic grounds to avoid any appearance of judgment by government about the validity of any religion or belief. Historic significance for a religious property cannot be established on the merits of a religious doctrine, but rather, for architectural or artistic values or for important historic or cultural forces that the property represents. A religious property's significance under Criterion A, B, C, or D must be judged in purely secular terms. A religious group may, in some cases, be considered a cultural group whose activities are significant in areas broader than religious history.²⁷⁰

Criteria Consideration B: Moved Properties

A property removed from its original or historically significant location can be eligible if it is significant primarily for architectural value or it is the surviving property most importantly associated with a historic person or event.²⁷¹

²⁶⁸ National Register Bulletin 15.

²⁶⁹ National Register Bulletin 15.

²⁷⁰ National Register Bulletin 15.

²⁷¹ National Register Bulletin 15.

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The National Register Criteria for Evaluation limit the consideration of moved properties because significance is embodied in locations and settings as well as in the properties themselves. Moving a property destroys the relationships between the property and its surroundings and destroys associations with historic events and persons. A move may also cause the loss of historic features such as landscaping, foundations, and chimneys, as well as loss of the potential for associated archeological deposits. Properties that were moved before their period of significance do not need to meet the special requirements of Criteria Consideration B.²⁷²

Criteria Consideration G: Properties that have Achieved Significance within the Past 50 Years

A property achieving significance within the past fifty years is eligible if it is of *exceptional importance*.

The National Register Criteria for Evaluation exclude properties that achieved significance within the past 50 years unless they are of exceptional importance. 50 years is a general estimate of the time needed to develop historical perspective and to evaluate significance. This consideration guards against the listing of properties of passing contemporary interest and ensures that the National Register is a list of truly historic places. The phrase "exceptional importance" does not require that the property be of national significance. It is a measure of a property's importance within the appropriate historic context, whether the scale of that context is local, State, or national.

California Register of Historical Resources

The California Register of Historical Resources is an authoritative guide in California used by State and local agencies, private groups, and citizens to identify the State's historical resources. The California Register was established in 1998, with eligibility criteria based upon National Register criteria. The criteria for listing in the California Register are:

1. 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.
2. Associated with the lives of persons important to local, California or national history.
3. Embodies the distinctive characteristics of a type, period, region or method of construction or represents the work of a master or possesses high artistic values.

²⁷² *National Register Bulletin 15.*

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4. Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.²⁷³

The California Register consists of resources that are listed automatically and those that must be nominated through an application and public hearing process. The California Register includes the following:

- California properties formally determined eligible for (Category 2 in the State Inventory of Historical Resources), or listed in (Category 1 in the State Inventory), the National Register of Historic Places.
- State Historical Landmarks No. 770 and all consecutively numbered state historical landmarks following No. 770. For state historical landmarks preceding No. 770, the Office of Historic Preservation (OHP) shall review their eligibility for the California Register in accordance with procedures to be adopted by the State Historical Resources Commission.
- Points of historical interest which have been reviewed by the OHP and recommended for listing by the commission for inclusion in the California Register in accordance with criteria adopted by the commission.²⁷⁴

Other resources which may be nominated for listing in the California Register include:

- Individual historical resources.
- Historical resources contributing to the significance of an historic district.
- Historical resources identified as significant in historical resources surveys, if the survey meets the criteria listed in subdivision (g) of Section 5023.1 of the Public Resources Code.
- Historical resources and historic districts designated or listed as city or county landmarks or historic properties or districts pursuant to any city or county ordinance, if the criteria for designation or listing under the ordinance have been determined by the office to be consistent with California Register criteria.
- Local landmarks or historic properties designated under any municipal or county ordinance.²⁷⁵

²⁷³ Criterion 4 typically applies to archaeological resources, which is outside the scope of this project.

²⁷⁴ California PRC, Section 5023.1(d).

²⁷⁵ California PRC, Section 5023.1(e).

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California Points of Historical Interest

The California Point of Historical Interest Program was established in 1965 to accommodate an increased interest in recognizing local historic properties not able to meet the restrictive criteria of the State Historical Landmarks program. The criteria for the Points are the same as those that govern the Landmark program, but are directed to local (city or county) areas. California Points of Historical Interest do not have direct regulatory protection, but are eligible for official landmark plaques and highway directional signs.

Local Designation

The City of Goleta is currently developing a comprehensive Historic Preservation Program building upon the City's General Plan and the work previously done by the County of Santa Barbara prior to the City's incorporation. While the City presently does not have any specific historic preservation regulations, there are policies and action items relating to Historic Preservation within the Visual and Historic Resources Element of the General Plan. The Historic Preservation Program is being developed in accordance with the goals identified in the General Plan:

- To identify, protect, and encourage preservation of significant architectural, historic, and prehistoric sites, structures, and properties that comprise Goleta's heritage
- To identify, preserve, protect, and enhance significant historic landscaping, gardens, and open spaces, including agricultural areas and heritage trees, which contribute to the setting or context of Goleta.²⁷⁶

Goleta Historic Resources Surveys

Prior to the incorporation of the City of Goleta in 2002, several surveys were conducted of potential historic resources that are now within the boundaries of the City. These were added to a list of potential historic resources within Santa Barbara County. Additional historic resources were identified and added to a list of potential historic properties within the City during the development of the City of Goleta General Plan (published September 2006). Additionally, individual properties have been evaluated as part of project-based environmental review.

The current survey effort is the first citywide survey for the City of Goleta. This survey project will review all properties on the County's list within the City of Goleta, as well as identify

²⁷⁶ "6.0 Visual and Historic Resources Element," *Goleta General Plan/Coastal Land Use Plan*, September 2006.

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additional properties, neighborhoods, and other features that have potential historic significance.

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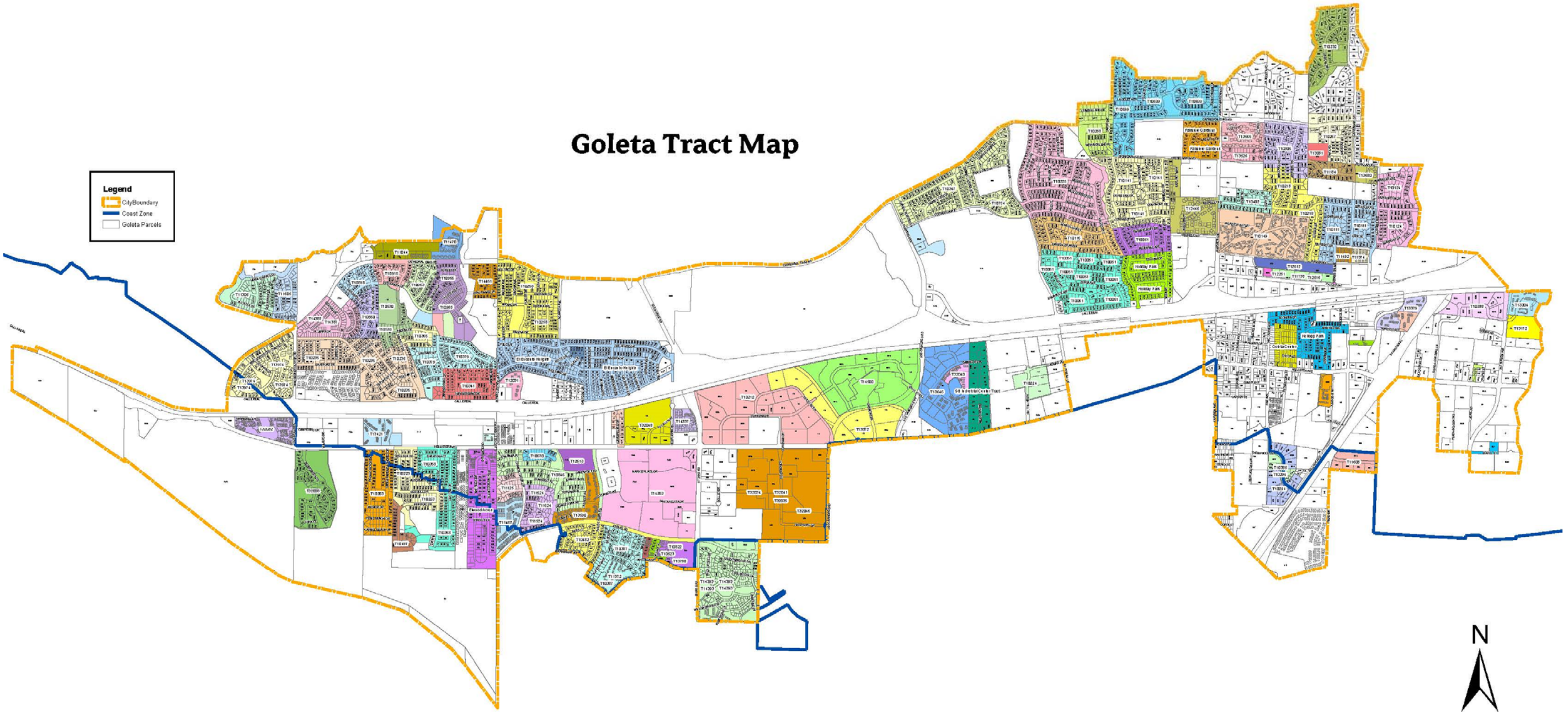
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Goleta Tract Map

Legend

-  City Boundary
-  Coast Zone
-  Goleta Parcels



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APPENDIX C: POST-WORLD WAR II SUBDIVISIONS

NAME	DATE	DEVELOPER
Kellogg Park	1955	Garfield & Florence P. Sorensen
El Encanto Heights No. 1	1957	Sunwood Construction Co.
Fairview Gardens No. 1	1957	Hollyridge Corporation
Fairview Gardens No. 2	1957	Marlin Land Corporation
Holiday Park	1957-58	Holiday Homes Company
Tract 10051 No. 1	1957	William James & Florence L. Hamilton; Effingham Homes
Santa Barbara Industrial Center	1958	John J. Pollon; Pann Mallas; Don Mallas
El Encanto Heights No 2	1959	El Encanto Inc. (Paul M. & Joyce Gainor)
Tract 10051 No. 2	1959	Newsome Homes (Elias Miller)
Tract 10051 No. 3	1959	Bilson Homes
Tract 10061	1959	Holiday Development Company
Tract 10051 No. 4	1960	Dewey Homes (Elias & Paul Miller)
Tract 10051 No. 5	1960	Ladds Homes, Inc. (Paul & Elias Miller)
Tract 10051 No. 6	1960	DeWitt Homes (Elias & Paul Miller)
Tract 10051 No. 7	1960	Personality Homes (Alice & Elias Miller)
Tract 10051 No. 8	1960	Orange Manor
Tract 10051 No. 9	1960	Acme Homes (Paul & Barbara Miller)
Tract 10051 No. 10	1960	Tamar Manor, Inc.
Tract 10111	1960	H.C. Elliott
Tract 10116	1960	R.E. & Edith F. Glikbarg
Tract 10124	1960	Montclair Enterprises (H.C. Elliott)
Tract 10141	1960-61	H.C. Elliott, Inc. (H.C. Elliott)
Tract 10123	1961	Fred G. & Margaret Eichert
Tract 10149	1961	Far West Financial Corporation
Tract 10212	1961	City Title & Insurance Co.
Tract 10203	1961	Dike Land Co.
Tract 10218	1962	Roseglen Construction
Tract 10223	1962-63	Audubon Corporation
Tract 10224	1962	Robin Hill Corporation
Tract 10225	1962	Montclair Enterprises (H.C. Elliott)
Tract 10235	1962	Winchester Homes (Ralph & Shirley Day)
Tract 10158	1962	Commonwealth Savings & Loan
Tract 10218	1963	Roseglen Construction; Far West Financial Corporation

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NAME	DATE	DEVELOPER
Tract 10267	1963	Ranch Development Company; Osborne & Josephine Coffey
Tract 10268	1963	Mound Investment Company; P.W. Brand, Inc.
Tract 10294	1963	Santa Barbara Industrial Park
Tract 10306	1963	Roseglen Construction; Far West Financial Corp.
Tract 10338	1963	Tom & Eve Edwards; E.L. & Lela Kenworthy; Francis & Barbara McGowan; Karl & Marjorie Brendlin; Santa Barbara Humane Society
Tract 10341	1964	William Koart; Russell E. Doty
Tract 10347 (Lake Los Cameros North)	1964	Carodale, Inc.
Tract 10358	1964	Audubon Corporation
Tract 10365	1964	Ralph & Shirley Day
Tract 10362	1965	Joseph & W.H. Airey; Tom Gaggs; Louis & Evelyn Frank; J.R. Lathim
Tract 10379	1965	Edward McCarty
Tract 10385	1965	Santa Barbara Industrial Park
Tract 10387 (University Village)	1965	Transamerica Title Insurance Company
Tract 10402	1065	Montclair Enterprises (H.C. Elliott); Eli & Leatrice Loria
Tract 10379	1966	Cardinal Homes, Inc.
Tract 10384	1966	Cardinal Homes, Inc.; Department of Veterans' Affairs
Tract 10482	1966	Title Insurance & Trust Company
Tract 10530	1966	Ralph & Shirley Day
Tract 10497	1967	Audubon Corporation
Tract 10599	1967	Title Insurance & Trust Corporation
Tract 10623	1967	Title Insurance & Trust Company
Tract 10660	1967	Ko-Art Homes, Inc. (William Koart)
Tract 10670	1967	Title Insurance & Trust Corporation
Tract 10722	1967	R.A. Watt Company
Tract 10754 (Lake Los Cameros East)	1967	R.A. Watt Co. (Lessee); BoWatt Properties (Fee Owner)
Tract 10699	1968	Goleta Development Co.; Live Oak Investment
Tract 10780	1968	University Exchange Corporation

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NAME	DATE	DEVELOPER
Tract 10792	1968	County of Santa Barbara and University Exchange Corporation
Tract 10818	1968	Ko-Art Homes (William Koart)
Tract 10822	1968	University Exchange Corporation
Tract 10915	1968	Ko-Art Homes (William Koart)
Tract 10846	1969	University Village Plaza; TI Corporation
Tract 10953	1969	Ko-Art Homes (William Koart)
Tract 10955	1969	Ko-Art Homes (William Koart)
Tract 11001	1969	George A. Cavaletto

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