

# San Roque Historic Context Statement and Historic Resources Survey Report

City of Santa Barbara, California

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# Certified Local Government Grant Disclaimer

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The activity which is the subject of this project has been financed in part with Federal funds from the National Park Service, Department of the Interior, through the California Office of Historic Preservation. However, the contents and opinions do not necessarily reflect the views or policies of the Department of the Interior or the California Office of Historic Preservation, nor does mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior or the California Office of Historic Preservation.

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# 1 Introduction

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The City of Santa Barbara (City) retained South Environmental to prepare the Historic Context Statement and Historic Resources Survey Report for the City's San Roque neighborhood. The project is being undertaken as part of the City's commitment to "continue to identify, designate, protect, preserve and enhance the City's historical and architectural resources" as stated in the Historic Resources Element in the General Plan. The historic context statement portion of the study identifies and documents information about the neighborhood, important events and people, and information about significant buildings, structures and sites. The historic context statement is followed by a historic resources survey that identifies properties within the neighborhood that may be eligible for historic designation in advance of project planning, thereby streamlining the planning process.

The San Roque neighborhood is made up of single-family residences on large lots with wide streets and lush landscaping. Development of the neighborhood began in the 1920s and continued through World War II. The focus of the survey efforts for the project were the original central core of the neighborhood which dates to the 1920s and 1930s with the most prevalent architectural styles being Craftsman, Spanish Colonial Revival, English Vernacular, and Tudor Revival. There are also a few non-residential landmarks like the San Roque Catholic Church and the Peabody School.

## 1.1 Contributors

This document was prepared by South Environmental Principal Architectural Historian Sarah Corder, MFA, and Architectural Historian Marlena Krcelich, BA who meet the Secretary of the Interior's Professional Qualifications Standards for Architectural History, History, and/or Historic Preservation. Additional research, assistance, and survey was provided by South Environmental Architectural Historian Drulena Haller, BA and Senior Architectural Historian Laura Carías.

## 1.2 Study Area

The study area for the historic context statement is defined as the area included in the Rutherford Park and San Roque Park tracts maps from 1925 and 1927. The historic resources survey area was determined by the City's Architectural Historian, Nicole Hernandez. It is approximately 82.16-acres, and its boundaries are as follows: San Roque Road (west), Calle Fresno (north), East Calle Laureles (east), and Foot Aly (south) (alleyway between Calle Noguera and State Street). The survey area boundaries are based on evidence from the 1931 Sanborn Fire Insurance Maps (Sanborn Maps), which indicate that these boundaries formed the center of the neighborhood by 1931.

## 1.3 Historic Preservation Policies and Regulations

### 1.3.1 Historic Resources Element of the General Plan

The City's 2012 Historic Resources Element of the General Plan identifies the following goals for the City's historic resources:

- **Protection and Enhancement of Historical Resources:** Continue to identify, designate, protect, preserve and enhance the City's historical, architectural, and archaeological resources. Ensure Santa Barbara's sense of place" by preserving and protecting evidence of its historic past, which includes but if not limited to historic buildings, structures, and cultural landscapes, such as sites, features, streetscapes, neighborhoods, and landscapes.
- **Increased Awareness and Appreciation:** Increase public awareness and appreciation of Santa Barbara's history and pre-history, its historical, cultural, and paleontological resources, their value and the need to protect them. Recognize that historic resources are necessary contributors to attaining sustainability, environmental and economic vitality, and preservation of the city's quality of life.
- **Governmental Cooperation:** Incorporate preservation principles as a valid and necessary component in decision-making, at every phase of City government, and secure cooperation from all levels and agencies of government in these efforts.
- **Neighborhood Historic Preservation:** Protect the significant contribution made by Santa Barbara's neighborhood historic resources to the City's charm and sense of historical context.

### 1.3.2 Municipal Code – Chapter 30.157 Historic Resources

#### **30.157.025 Significance Criteria**

In considering a proposal to designate or recommend designation of any structure, site or feature as a Landmark, Structure of Merit or for inclusion on the Historic Resources Inventory, any structure, site or feature must be at least 50 years of age, meet one or more of the criteria outlined below, and retain historic integrity. The designating authority must find that the structure, site or feature retains enough historic integrity of location, design, setting, materials, workmanship, feeling, and association that it conveys its historic significance in accordance with the most recent National Register of Historic Places Bulletin *How to Apply the National Register Criteria for Evaluation*. The designating authority must find that the structure, site or feature meets one or more of the following Significance Criteria:

1. It is associated with events that have made a significant contribution in our past;
2. It is associated with the lives of persons significant in our past;

3. It embodies the distinctive characteristics of a type, period, architectural style or method of construction, or represents the work of a master, or possesses high artistic or historic value, or represents a significant and distinguishable collection whose individual components may lack distinction;
4. It yields, or may be likely to yield, information important in prehistory or history; or
5. Its unique location or singular physical characteristic represents an established and familiar visual feature of a neighborhood. (Ord. 6006, 2021)

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## 2 Document Organization

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The organization and content of this study are based on the preferred format presented in the National Park Service (NPS) guidelines of National Register Bulletin No. 15 *How to Apply the National Register Criteria for Evaluation*, National Register Bulletin No. 16A *How to Complete the National Register Registration Form*, National Register Bulletin No. 16B *How to Complete the National Register Multiple Property Documentation Form*, and National Register Bulletin No. 24 *Guidelines for Local Surveys: A Basis for Preservation Planning*. Additional California Office of Historic Preservation (OHP) resources and guidelines were also consulted, including the OHP Preferred Format for Historic Context Statements, Instructions for Recording Historical Resources, and a white paper on Writing Historic Contexts.

1. **Introduction** provides a study overview, identifies report contributors, and establishes the regulatory framework for the study.
2. **Document Organization** provides a breakdown of how the document is laid out and summaries of each of the sections.
3. **Methodology** provides a breakdown of the methodology employed for the study with regards to the research and the survey.
4. **Historical Background** provides a discussion of the early development of the neighborhood prior to residential development.
5. **Significant Themes** discusses the important themes and subthemes (as applicable) that relate to major development periods of the neighborhood's history. Each theme includes a discussion of associated property types and registration requirements.
6. **Registration Requirements** discusses the associated property types and eligibility standards for properties found to be eligible for the identified themes. It also discusses the integrity considerations for potentially eligible properties.
7. **Architectural Styles** provides information on the most common architectural styles identified throughout the neighborhood.
8. **Notable Architects** provides information on identified notable architects who designed buildings throughout the neighborhood.
9. **Important People** provides information on notable people associated with the neighborhood.
10. **Survey Findings** provides the results of the reconnaissance-level survey and intensive-level survey conducted as part of this study.

**11. Preservation Priorities** provides information on potential topics for further study and survey based on the results of this study.

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## 3 Methods

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### 3.1 Research Methods

#### 3.1.1 Archival Research

Research for the project was gathered from primary and secondary sources located at a variety of local, regional, state, national, and online repositories. Archival materials were predominately assembled from the Gledhill Library Special Collections at the Santa Barbara Historical Museum, the City of Santa Barbara, and other previously published works on the history of San Roque. Primary source materials included Sanborn Fire Insurance Maps, United States Census records, historic aerial photographs, newspapers, and historical photographs. Secondary source materials included reference books, newspaper articles, magazine articles, and past historic resource studies. Multiple databases were also reviewed to generate a list of historical resource information including the Built Environment Resource Directory (BERD) and the City of Santa Barbara's current list of designated properties and "Historic Treasures" map. Specific information on archival research is available in the document footnotes and in the Bibliography presented at the end of study.

#### 3.1.2 Information Provided by the City

The City Architectural Historian Nicole Hernandez provided several different sources of information related to the history of the neighborhood, individual properties, architects, builders, important people, and the City. Sources included but were not limited to reference books, local architect information, architectural style guidelines, building plans, and permit files. The City also provided a binder with a collection of photos titled "Tudor Revival Homes, San Roque Neighborhood, Santa Barbara" curated by Rick Clossen and dated November 4, 2001.

#### 3.1.3 Previous Studies

Nine properties within the survey area were identified as previously evaluated by the City. These properties were identified through use of the City's Historic Treasures Map and coordination with the City Architectural Historian Nicole Hernandez. Based on a review of the previous studies completed in the survey area boundaries, one property (18 Calle Alamo) was designated as a Structure of Merit. The remaining eight properties are listed on the City's Historic Resource Inventory and are identified by the following addresses: 201 Calle Granada, 225 Calle Manzanita, 3018 Calle Noguera, 3135 Calle Mariposa, 3204 Calle Pinon, 3214 Calle Cedro, 3225 Calle Pinon, and 3240 Calle Pinon. All designated and inventoried properties are also included in the Survey Matrix (Appendix A).

## 3.2 Community Outreach and Stakeholder Engagement

Community outreach efforts were undertaken for this project to learn about San Roque's history. Outreach efforts included online research, discussions with local research repositories and City staff, and individual discussions with neighborhood residents. This study employed multiple means of communication to gather information from stakeholders including email, flyers, telephone calls, social media, and in-person events.

A public meeting was held by the City's Community Development Department at Peabody Elementary School on March 13, 2025. All property owners within the survey area were notified about the meeting by flyers mailed via the United States Postal Service. A project webpage was also created by the City to provide the community members with project information and updates throughout the project.

## 3.3 Survey Methods

For the purposes of this study two types of field survey were undertaken: a reconnaissance-level survey and an intensive-level survey. These surveys were undertaken between May and September 2025 by South Environmental architectural historians and City Architectural Historian Nicole Hernandez.

### 3.3.1 Reconnaissance-Level Survey

Following completion of the background research and the preparation of the draft historic context statement, properties were identified for survey. Sources of information for the reconnaissance-level survey included publicly available County Assessor data, Sanborn Fire Insurance Company Maps, and information from the historic context statement. The majority of the properties within the neighborhood are residential properties constructed prior to 1980, but there were also important non-residential properties such as San Roque Catholic Church and the Peabody School that were also included in the survey. Once all of the properties were identified, South Environmental's GIS team built a customized ArcGIS Collector database with a map of the survey area that was preloaded with parcel information including the Assessor's Parcel Number (APN), address, and year of construction.

South Environmental architectural historians completed a detailed review of each street and individual property within the survey area constructed before 1980. Reconnaissance-level survey efforts were conducted from the public right-of-way between May and June 2025. During the survey, architectural historians used iPads with preloaded neighborhood information and maps to review each property to determine the following: accuracy of the recorded date of construction, alterations, and potential historical significance. Any potentially eligible properties were flagged for intensive-level survey and further research. If properties were not visible from the public right-of-way, they were flagged as "not visible" and are identified as such in the Survey Matrix (Appendix A).

### 3.3.2 Intensive-Level Survey

Following the reconnaissance-level survey, an intensive-level survey was conducted for all properties flagged as potentially eligible. This included additional field work; photographing each property from multiple angles; and noting architectural styles, features, potential modifications, and overall integrity. This survey was conducted from July to September 2025.

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## 4 Historical Background

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Before San Roque was developed with early housing tracts in the mid-1920s, the area was primarily agricultural. During the Mission Parish Period (1786-1834), the land was used as grain fields and vineyards. Following the secularization of the Missions in 1834, the land that San Roque now occupies was primarily vacant and undeveloped. It was briefly occupied by Jack Powers in the late 1840s and early 1850s. Powers was a former military sergeant who gained a reputation as a gambler and bandit. He had a headquarters for his men and horses near San Roque Canyon and built a barn and corrals for horses near present day Cañon Drive and Calle Fresno. He named the land the Arroyo Burrow Ranch.<sup>1</sup>

By the 1850s through the 1890s, the land of the future San Roque neighborhood was used by stagecoaches passing through the area near present day De la Vina and State Streets. From this period through the early 20<sup>th</sup> century, the area was also used for farming, including beans and walnuts, as well as for cattle raising, operating under the name Ontare Ranch.<sup>2</sup>

From circa 1858 until 1917, the land that would become developed as the San Roque neighborhood was known as Ontare Ranch. The Ontare Ranch was owned and operated by Dixey Wildes Thompson, a well-known Santa Barbara pioneer who was born in Maine in 1826. In 1846, Thompson went to sea to work as a cabin boy. The ship he worked on engaged in the cotton trade between the United States and Europe, and for the next few years Thompson spent his time visiting ports throughout both regions.<sup>3</sup>

Attracted by the potential for success in the Gold Rush, Thompson traveled to California in 1848. He arrived in San Francisco in December of that year, where he remained until 1850. With a lack of success in striking gold, Thompson returned to the sea for work. He worked on several vessels before purchasing his own schooner in 1852. At this point, he had steady work transporting livestock between the mainland and the California Channel Islands, primarily Santa Rosa Island. This island was owned by another relative of his, Captain Alpheous B. Thompson.<sup>4</sup>

After years of working, Thompson was able to save enough money to purchase his own land. In the early 1860s, he bought a tract of land in Ventura County, which was located on Rancho San Miguel. He developed the land as one of the largest bean farms in the United States and was one of the first in the region to use power-driven mechanical threshers to harvest bean crops. In addition to his Ventura County property, Thompson also purchased a tract of land on the outskirts of Santa Barbara,

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<sup>1</sup> Walker A. Tompkins, *San Roque*, Neighborhood Series no. 1 (Santa Barbara: Southern Santa Barbara County Board of Realtors, 1977); Walker A. Tompkins, *Santa Barbara History Makers* (Santa Barbara, CA: McNally & Loftin, 1983), 104-105.

<sup>2</sup> Tompkins, *San Roque*.

<sup>3</sup> Tompkins, *San Roque*; Michael Redmon, "Q: 'Who Was Dixey Thompson?'" *The Santa Barbara Independent* (Santa Barbara), February 9, 2006, <https://www.independent.com/2006/02/09/q-who-was-dixey-thompson/>; Tompkins, *Santa Barbara History Makers*, 157-159.

<sup>4</sup> Tompkins, *San Roque*; Redmon, "Who Was Dixey Thompson?"; Tompkins, *Santa Barbara History Makers*, 159.

which became Ontare Ranch. Ontare Ranch was roughly bounded by Foothill Road, Alamar Avenue, Hollister Avenue (modern day State Street), and San Roque Creek, and was used as a walnut and bean farm. Crews harvesting the crops brought in steam engines and separators, as well as cookhouses and bedroll wagons which served as accommodations for the crew.<sup>5</sup>

Ontare Ranch was primarily open agricultural land, with large barns and corrals that provided a visual landmark near the intersection of Hollister Avenue (now State Street/Verde Vista Drive) and Alamar Avenue, at the southwestern corner of the present-day San Roque area. These barns remained in place until 1927 when they were lost in a fire. Further south of present-day San Roque, at the intersection of Alamar Avenue and De la Vina Street, Thompson established a blacksmith shop and other buildings that served as a rest stop for produce farmers hauling their crops from Goleta into the City markets.<sup>6</sup>

In addition to his agricultural endeavors, Thompson was involved in other local businesses. He was friends with W. W. Hollister, owner of the Arlington Hotel in the City. In the late 1870s, Hollister asked Thompson to take over management of the establishment, which he continued to do for several years. In 1885, he sold the Ontare Ranch to continue focusing on this other work.<sup>7</sup>

Ontare Ranch was purchased by Francis T. Underhill in February 1885, who operated it as a horse and cattle ranch offering high quality, pure blood livestock imported from around the United States and Europe (Exhibit 1).<sup>8</sup> Chas F. Swan was the on-site manager of the ranch. Within a year of the purchase, Underhill made several improvements to the land, including adding fencing to divide it into large fields, constructing ranching buildings and stables, piping in spring water for a reliable water source, and the construction of a residence.<sup>9</sup>

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<sup>5</sup> Tompkins, *San Roque*; Redmon, "Who Was Dixey Thompson?"; Tompkins, *Santa Barbara History Makers*, 159-160.

<sup>6</sup> Tompkins, *San Roque*; Redmon, "Who Was Dixey Thompson?"; Tompkins, *Santa Barbara History Makers*, 159; "A Pyramid of Hay," *The Morning Press* (Santa Barbara, CA), August 19, 1874, 3, <https://www.newspapers.com/image-view/929533754/>.

<sup>7</sup> Tompkins, *San Roque*; Redmon, "Who Was Dixey Thompson?"; Tompkins, *Santa Barbara History Makers*, 160; Advertisement for the Arlington Hotel, *The Morning Press* (Santa Barbara, CA), November 27, 1880, 2, <https://www.newspapers.com/image-view/929539419/>.

<sup>8</sup> "Ontare Ranch!" *The Independent* (Santa Barbara), March 4, 1885, 1, <https://www.newspapers.com/image/626066305/>; "Important Arrival," *The Independent* (Santa Barbara, CA), January 26, 1885, 4, <https://www.newspapers.com/image-view/626064514/>; "Ontare Rancho!" *The Independent* (Santa Barbara, CA), July 9, 1885, 1, <https://www.newspapers.com/image/626069783/>.

<sup>9</sup> "Ontare Ranch!," *The Independent*, 1; "Thoroughbred Stock," *The Independent* (Santa Barbara), March 2, 1885, 4, <https://www.newspapers.com/image/626066259/>; "Santa Barbara," *The Morning Press* (Santa Barbara), February 1, 1886, <https://www.newspapers.com/image/995501566/>; Tompkins, *Santa Barbara History Makers*, 229.

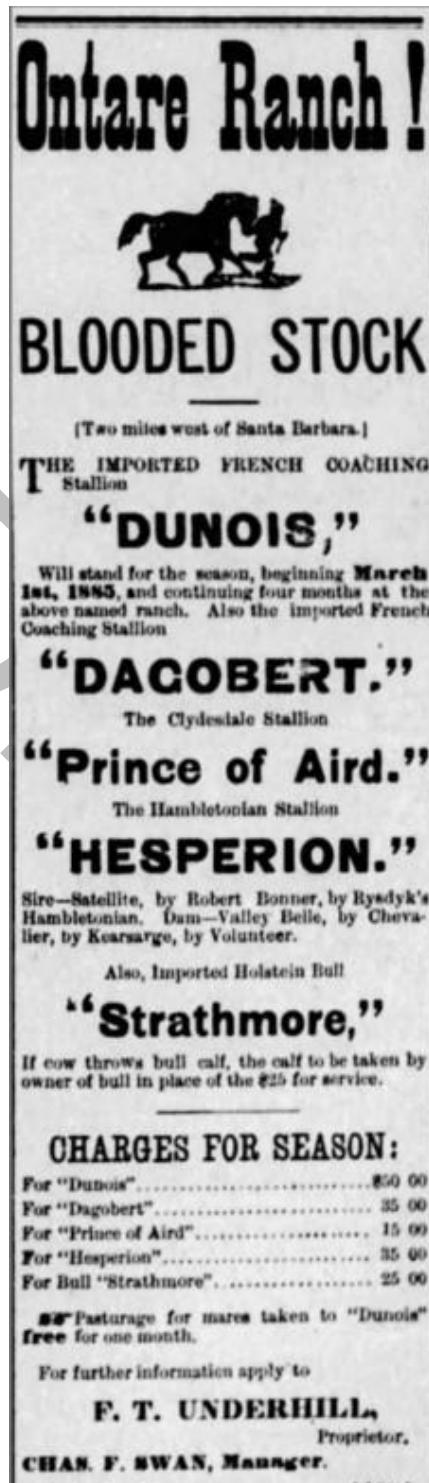


Exhibit 1. Advertisement for Ontare Ranch, 1885.<sup>10</sup>

<sup>10</sup> "Ontare Ranch!" *The Independent*, 1.

By 1887, Ontare Ranch was sold to the Pacific Improvement Company for a total of \$125,000.<sup>11</sup> The property continued as an agricultural property and was occupied by the Van Robbins family. Historical photographs from the 1890s show that farm hands were still working bean fields on Ontare Ranch (Exhibits 2-4).<sup>12</sup> In 1905, the land was briefly proposed as a potential site for the construction of a new women's college in the City, but it was ultimately not selected.<sup>13</sup> Throughout the 1900s and 1910s, some parts of Ontare Ranch were sold and developed with single-family homes, such as an adobe home designed by architect J. L. Curietti from Peru, for Mr. and Mrs. G. Orena. This adobe style home was constructed on a 40-acre site up north in the foothills.<sup>14</sup> Other parts of the Ontare Ranch were leased to the Enterprise Dairy Co., who operated it as a dairy farm.<sup>15</sup> The future San Roque neighborhood remained undeveloped during this time, until 1917 when Stephen Rutherford bought 123 acres of the Ontare Ranch between San Roque Road and Alamar Avenue. At this point, the portion of land within the present-day survey area boundaries was no longer utilized for agricultural purposes and was officially slated for residential tract development.<sup>16</sup>



**Exhibit 2. Photograph of workers on a bean threshing crew on Ontare Ranch, 1894.<sup>17</sup>**

<sup>11</sup> "The Times", *Santa Maria Times* (Santa Barbara), August 27, 1887, 3, <https://www.newspapers.com/image/629331925>.

<sup>12</sup> Tompkins, *San Roque*, "A Hot Time In Hope," *The Morning Press* (Santa Barbara), April 28, 1900, 5, <https://www.newspapers.com/image/995740069/>.

<sup>13</sup> "Looking For College Sites," *The Morning Press* (Santa Barbara), May 19, 1905, 8, <https://www.newspapers.com/image/995720653/>.

<sup>14</sup> "Orena Home to Be Renaissance of Architecture of Pioneer," *The Santa Barbara Daily News and the Independent* (Santa Barbara), August 15, 1914, 3, <https://www.newspapers.com/image/929580350/>.

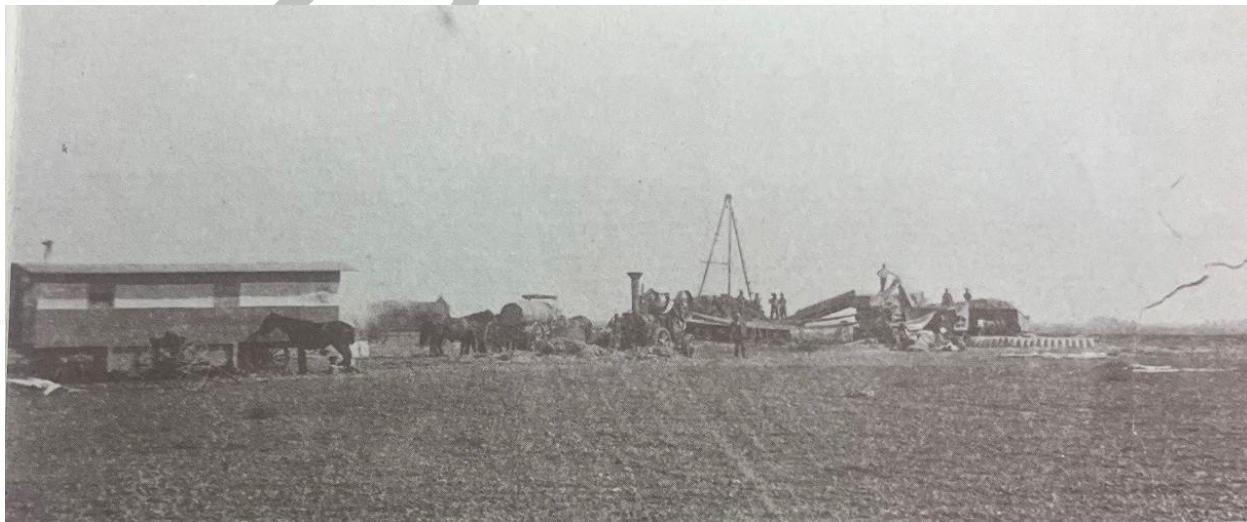
<sup>15</sup> "Hope Ranch Sold; Land Cost \$500,000," *The Santa Barbara Daily News and the Independent* (Santa Barbara), October 3, 1918, 2, <https://www.newspapers.com/image/929648884/>.

<sup>16</sup> Tompkins, *San Roque: Tompkins, Santa Barbara History Makers*, 274.

<sup>17</sup> Tompkins, *San Roque*.



**Exhibit 3. Photograph of steam engine and other workers and equipment on Ontare Ranch, no date.<sup>18</sup>**



**Exhibit 4. Photograph of workers' kitchen and mess hall within crop fields on Ontare Ranch, no date.<sup>19</sup>**

In 1918, the remaining undeveloped and unsold portions of Ontare Ranch, as well as the neighboring Hope Ranch Park to the west, were sold to G. Maurice Hecksher of New York City. Hecksher was a wealthy investor looking to invest in property on the West Coast.<sup>20</sup>

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<sup>18</sup> Tompkins, *San Roque*.

<sup>19</sup> Tompkins, *San Roque*.

<sup>20</sup> "Hope Ranch Sold; Land Cost \$500,000," *The Santa Barbara Daily News and the Independent* (Santa Barbara), October 3, 1918, 2, <https://www.newspapers.com/image/929648884/>.

## 5 Significant Themes

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### 5.1 Residential Development

Residential development encompasses both the physical forms and patterns of residential buildings in San Roque as well as the changing demographics and identity of residents who have resided in the community over time.

#### 5.1.1 Early Residential Development (1925-1938)

The origins of the development of the current San Roque neighborhood began in 1917 when Stephen Rutherford bought 123 acres of land between San Roque Road and Alamar Avenue. Following the sale of his Dos Pueblos Ranch in nearby Goleta to oil tycoon Herbert Wylie, Rutherford purchased and began development of the Rutherford Park residential tract in San Roque. The tract was designed with a series of curving streets radiating from Argonne Circle in honor of his son, Lawrie, who died in the Battle of Argonne in World War I. He named the rest of the streets in the neighborhood "Calles" to honor the Spanish traditions that had been established throughout the City by this time.<sup>21</sup>

The design of the neighborhood followed the general principles of the City Beautiful Movement that was popular in the United States from the 1890s to the 1920s. This movement deviated from many previous planning movements seen in the United States, where rectilinear, grid cities were commonplace. During the City Beautiful Movement, cities like Chicago and Washington, DC embraced the movement and created beautiful urban spaces with grand buildings that were enhanced by radial features, landscape elements, and wide streets and boulevards. These principles trickled down over the years into many different types of planning and became popular in the context of neighborhood planning in the early 20<sup>th</sup>-century. San Roque's unique design of curving streets radiating from a fixed circular feature (Argonne Circle), installation of wide streets with landscape elements and home setbacks to create front lawns paired with the planting of trees throughout the neighborhood is reflective of this style of planning and its application in residential neighborhood design.<sup>22</sup>

By the mid-1920s, the streets and lots of the neighborhood were officially laid out (Exhibit 5). At this time, the City's limits only went as far as Mission Creek, but Rutherford successfully lobbied the City to annex his new tract. This development also resulted in the extension of State Street (then known as Hollister Avenue) and solidified it for continued development as a main thoroughfare in the decades to come. Before the Rutherford Park tract, State Street ended abruptly at Constance Avenue.

<sup>21</sup> Tompkins, *San Roque*; Tom Modugno, "Stephen Rutherford," *Goleta History*, April 13, 2018, <https://goletahistory.com/stephen-rutherford>; Tompkins, *Santa Barbara History Makers*, 274; "\$250,000 Deal in County Realty," *The Santa Barbara Daily News and the Independent* (Santa Barbara, CA), September 13, 1917, 5, <https://www.newspapers.com/image/929659874/>.

<sup>22</sup> "City Beautiful Movement," *New York Preservation Archive Project*, accessed April 7, 2025, <https://www.nypap.org/preservation-history/city-beautiful-movement>; Mariana Leandro Pizzol, "The City Beautiful Movement" (master's thesis, Purchase College State University of New York, 2020), 17-25; Thomas S. Hines, "The Imperial Mall: The City Beautiful Movement and the Washington Plan of 1901-1902," *Studies in the History of Art*, Vol. 30, Symposium Papers XIV: The Mall In Washington, 1791-1991 (1991): 79-80.

Rutherford constructed a street in the tract which extended from the curve of Hollister Avenue (now De La Vina Street) and connected to Calle Laureles (Exhibit 5). Although Constance Avenue was small and not particularly useful at the time, Rutherford had the foresight that it would one day be connected to State Street and serve as a major thoroughfare for the neighborhood that provided access to the City's downtown. As predicted, in 1951, the City extended State Street past Constance Avenue and connected it to the former Hollister Avenue, resulting in State Street being a continuous thoroughfare through the northwestern part of the City.<sup>23</sup>

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<sup>23</sup> Tompkins, *San Roque*; Modugno, "Stephen Rutherford"; "Rutherford Tract Active," *The Morning Press* (Santa Barbara), August 23, 1925. 28, <https://www.newspapers.com/image/995878670/>; Michael Redmon, ed., "The South Coast: An Historical Overview," *Noticias: Quarterly Magazine of the Santa Barbara Historical Museums* 40, no. 2 (Summer 1994).



**Exhibit 5. Map of the Rutherford tract (more commonly known as Rutherford Park tract), including State Street Extension, 1925.<sup>24</sup>**

<sup>24</sup> 1925 Map of Rutherford Tract, 1925, Gledhill Library, Santa Barbara.

Rutherford's initial plans for the Rutherford Park tract included Argonne Circle serving as a centralized community playground, with radiating streets containing single-family homes. Lots were for sale by 1924 (Exhibit 6), and several homes were already under construction. The lots were for sale under the management of John S. Edwards and E.G. Hawkins, who worked for the San Roque Investment Company. Advertisements also promoted that paving on the State Street extension was completed, and that contracts were continually being awarded to add and develop new blocks.<sup>25</sup> Although this was the same year as the Santa Barbara earthquake which destroyed many buildings across the City, particularly unreinforced masonry buildings, the earthquake did not appear to have any impact on the early development stages of the tracts within San Roque. However, the earthquake did lead to more locals moving outward, away from the damage downtown, to more suburban areas. San Roque was one of the areas able to meet the needs of people seeking to be farther removed from the denser parts of the City. In addition, the popularity of the automobile began to rise at this time, which pushed the spread of people outward from downtown even further, to areas such as San Roque.<sup>26</sup> By 1926, an aerial image shows that the streets on the south side of the Rutherford Park tract, such as Calle Noguera, Calle Rosales, Calle Alamo, and Calle Palo Colorado were graded and paved, with several houses constructed or under construction by this time (Exhibit 7). The portion of the Rutherford Park tract north of Argonne Circle remained undeveloped, though grading for streets was underway.<sup>27</sup>

<sup>25</sup> "Large Lots," *The Morning Press* (Santa Barbara), July 26, 1925, 16 <https://www.newspapers.com/image/995876065/>; "Drive Out Today," *The Morning Press* (Santa Barbara), August 23, 1925, 2, <https://www.newspapers.com/image/995878518/>.

<sup>26</sup> City of Santa Barbara, *General Plan Elements & Appendices* (2011), accessed April 14, 2025, <https://santabarbaraca.gov/government/priorities-policies/general-plan/general-plan-elements-appendices>; City of Santa Barbara, *History of Santa Barbara*, accessed April 16, 2025, <https://santabarbaraca.gov/government/priorities-policies/historic-preservation/history-santa-barbara>; Neal Graffy, *Historic Santa Barbara: An Illustrated History* (San Antonio: HPN Books, 2010).

<sup>27</sup> "Aerial View Shows Growing Home Section," *Santa Barbara News-Press* (Santa Barbara), February 27, 1926, 17, <https://www.newspapers.com/image/929655291/>; "San Roque Firm In New Quarters," *Santa Barbara News-Press* (Santa Barbara), April 2, 1927, 12, <https://www.newspapers.com/image/929581755/>.

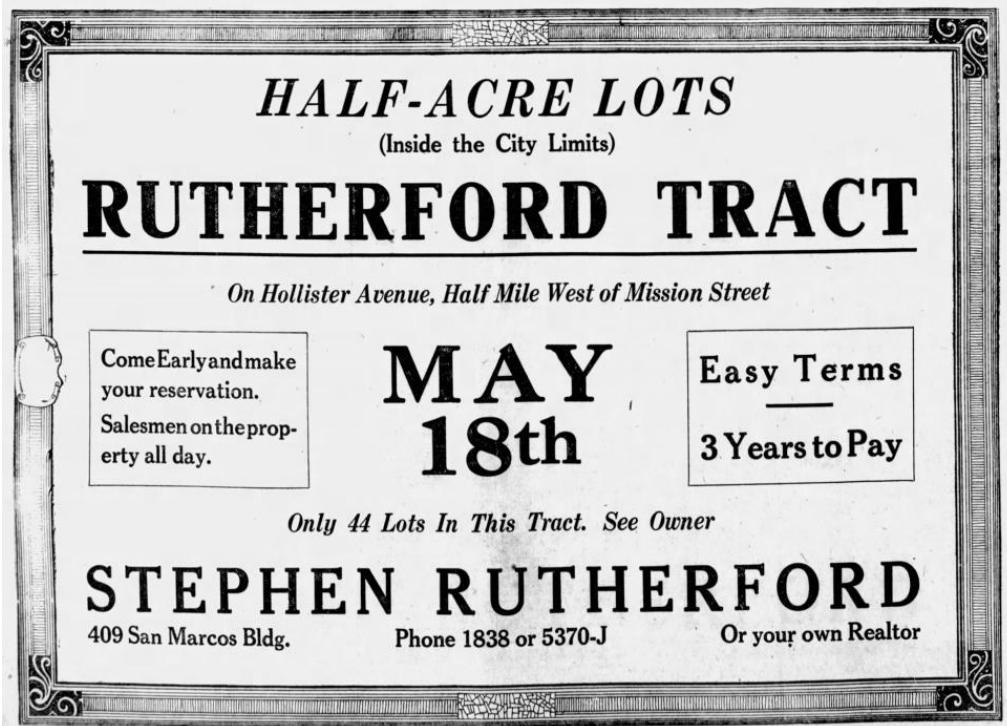
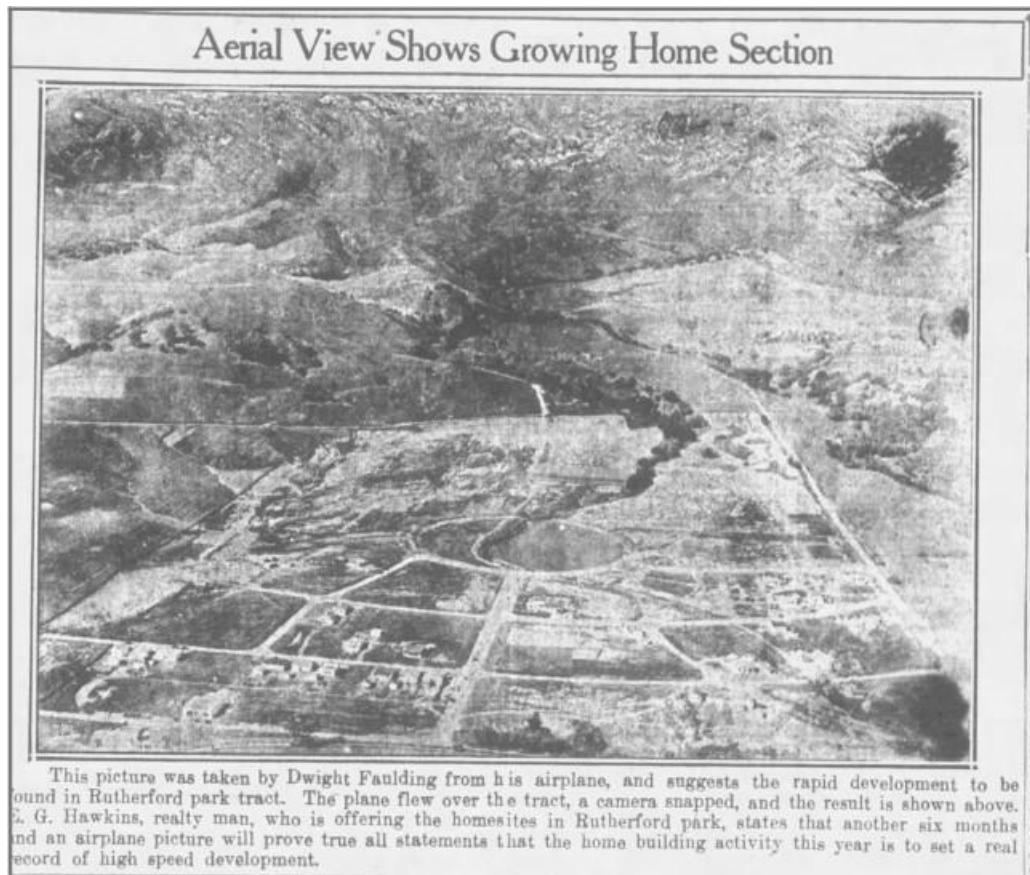


Exhibit 6. 1924 newspaper advertisement for lots in the Rutherford Park tract.<sup>28</sup>

<sup>28</sup> Advertisement, *The Morning Press* (Santa Barbara, CA), May 18, 1924, 12, <https://www.newspapers.com/image-view/995806137/>.



**Exhibit 7. Newspaper article and aerial image showing development progress of the Rutherford Park tract, 1926.<sup>29</sup>**

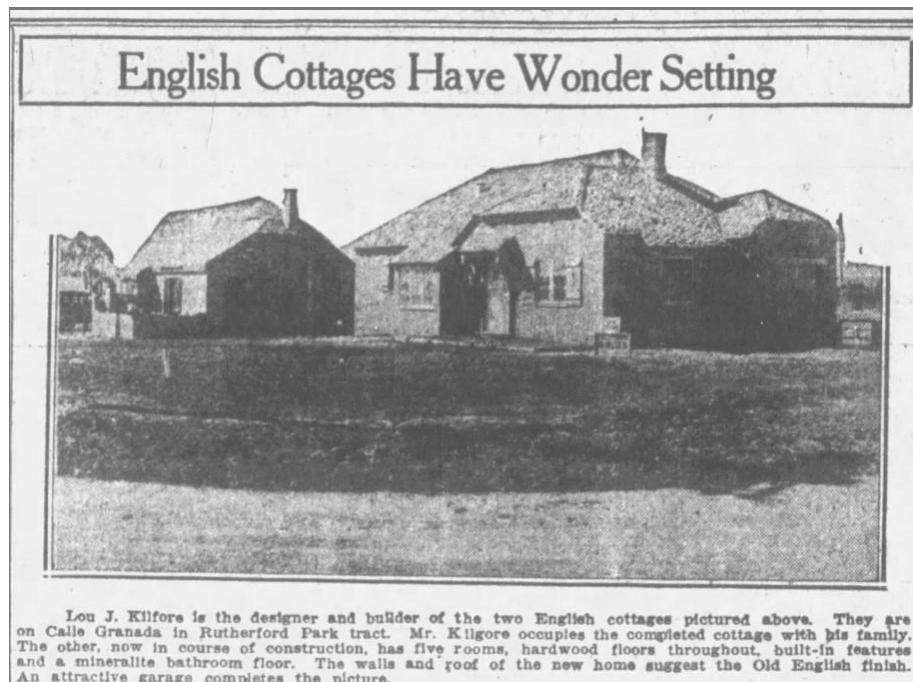
The Rutherford Park tract received recognition for its inclusion of English style homes and cottages, which were touted as pleasant and charming (Exhibit 8). The tract was advertised as a relief from the prevailing styles found in the area, which were inspired by Spanish and Italian designs.<sup>30</sup> Following the Panama-California Exposition of 1915 held in San Diego, which celebrated the beauty of the Spanish Colonial Revival architectural style, the City saw a new vision for the design of its civic buildings. It hosted design competitions for civic buildings in Santa Barbara that required the design be done in a Spanish Colonial Revival style, and public exhibitions were held to showcase how downtown could be redone to showcase a more unified architectural style and theme. In 1922, the City of Santa Barbara Plans and Planting Committee was formed, and members Pearl Chase and Bernhard Hoffmann were the driving force behind the City's transformation to a unified architectural aesthetic rooted in Spanish Colonial Revival style. While this brought uniformity and cohesive beauty to the City, San Roque was

<sup>29</sup> "Aerial View Shows Growing Home Section," *Santa Barbara News-Press* (Santa Barbara), February 27, 1926, 17, <https://www.newspapers.com/image/929655291/>.

<sup>30</sup> "Rich Architectural Types Suggests Splendid Growth of Rutherford Home Park," *Santa Barbara News-Press* (Santa Barbara), February 27, 1926, 17, <https://www.newspapers.com/image/929655291/>.

able to offer homes that countered these newly prevailing styles and used it as an effective selling point within their advertising campaigns.<sup>31</sup>

It was also noted in advertisements and newspapers that not only were the homes unique and original in design, but that the soil was fertile and could support intricate gardens and full lawns, creating a natural, lush, and attractive environment for prospective buyers and developers.<sup>32</sup> While Rutherford Park became known for its English Vernacular and Tudor style cottages, other styles consistent with the time period were also constructed in the neighborhood, such as Craftsman, Spanish Colonial Revival, and Italian Mediterranean.



**Exhibit 8. Newspaper article and photograph showing "English cottage" style homes being developed in the Rutherford Park tract, 1926.<sup>33</sup>**

While the Rutherford Park tract was steadily under development by the mid-1920s, planning also began for the San Roque Park tract, which was located directly west of the Rutherford Park tract. This tract was developed under the direction of John S. Edwards and E. G. Hawkins, who also managed the sale of the lots, as they did for Rutherford Park tract. The tract map for San Roque Park was accepted by the City in March 1926 (Exhibit 9) and the first lots went on sale April 1<sup>st</sup>, 1926. It was advertised as being developed as a "Park System" with broad, winding roads through large parks, with a variety of

<sup>31</sup> City of Santa Barbara, *General Plan Elements & Appendices*; City of Santa Barbara, *History of Santa Barbara*; Graffy, *Historic Santa Barbara*.

<sup>32</sup> "Rich Architectural Types Suggests Splendid Growth of Rutherford Home Park," *Santa Barbara News-Press*, (Santa Barbara), February 27, 1926, 17, <https://www.newspapers.com/image/929655291/>.

<sup>33</sup> "English Cottages Have Wonder Setting," *Santa Barbara News-Press* (Santa Barbara), February 27, 1926, 20, <https://www.newspapers.com/image/929655322/>.

trees. It included a mountain setting with panoramic views of the ocean, and a unique canyon running through the area (Exhibit 10).<sup>34</sup>



### **Exhibit 9. Tract map of San Roque Park, 1927/1928.<sup>35</sup>**

<sup>34</sup> "Formal Opening of San Roque Park," *Santa Barbara News-Press* (Santa Barbara), April 3, 1926, 18, <https://www.newspapers.com/image/929649882/>; "Council Accepts San Roque Park Map", *Santa Barbara News-Press* (Santa Barbara), March 29, 1926, 12, <https://www.newspapers.com/image/929662765/>.

<sup>35</sup> 1927-1928 Map of San Roque Park Tract 1927-1928, Gledhill Library, Santa Barbara, Barbara), March 29, 1926, 13, <https://www.newspapers.com/image/929663765/>.



**Exhibit 10. Newspaper advertisement for San Roque Park tract, 1926.<sup>36</sup>**

In 1926, plans were announced to construct the San Roque Country Club (County Club) near the northern section of the San Roque Park tract. Consisting of 12-acres, the Country Club would be accessed through the San Roque Park tract and contain a golf course that ran along San Roque Creek. Having a home along the creek and the golf were selling points that were utilized in the advertisements to boost sales for the tract. However, plans for the Country Club were later abandoned due to the hardships of the Great Depression. The land was later annexed into the 25-acre Stevens Park located to the north of San Roque Park and named after Ralph Stevens who served as Superintendent of the Parks Department and later Park Commissioner. Stevens was also a highly regarded landscape architect who ran his own private practice in the City.<sup>37</sup>

Lots and houses continued to be advertised for sale through the 1920s and 1930s. One notable advertisement from *The Morning Press* in 1928, stated the lots for sale in San Roque were "carefully restricted" (Exhibit 11). Given the prevalence of discriminatory housing practices throughout the United States in the first half of the 20<sup>th</sup>-century it is assumed that there were discriminatory restrictive

<sup>36</sup> "Formal Opening of San Roque Park," *Santa Barbara News-Press* (Santa Barbara), April 3, 1926, 18, <https://www.newspapers.com/image/929649882/>.

<sup>37</sup> "San Roque Country Club to be one of Features Making New Home Section Unique," *Santa Barbara News-Press* (Santa Barbara), May 5, 1926, 19, <https://www.newspapers.com/image/929658791/>; Tompkins, *San Roque*.

covenants in place to prevent people of color or certain religious denominations from purchasing property in the neighborhood.<sup>38</sup>

From the mid-to-late 1920s to 1931 the Rutherford Park tract and San Roque Park tract continued to develop with single family homes. The 1931 Sanborn Map shows that by this time, 20 houses had been constructed in the San Roque Park tract (Exhibit 12), and 112 houses had been constructed in Rutherford Park tract around or to the south of Argonne Circle (Exhibits 13 and 14).<sup>39</sup>

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<sup>38</sup> Advertisement, *The Morning Press* (Santa Barbara), April 1, 1928, 11, <https://www.newspapers.com/image/995899510/>.

<sup>39</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara, California* (New York: Sanborn Map Company, 1931, Volume 2), sheets Sheets 255, 256, 257, 258, and 262, <https://www.lapl.org/>.



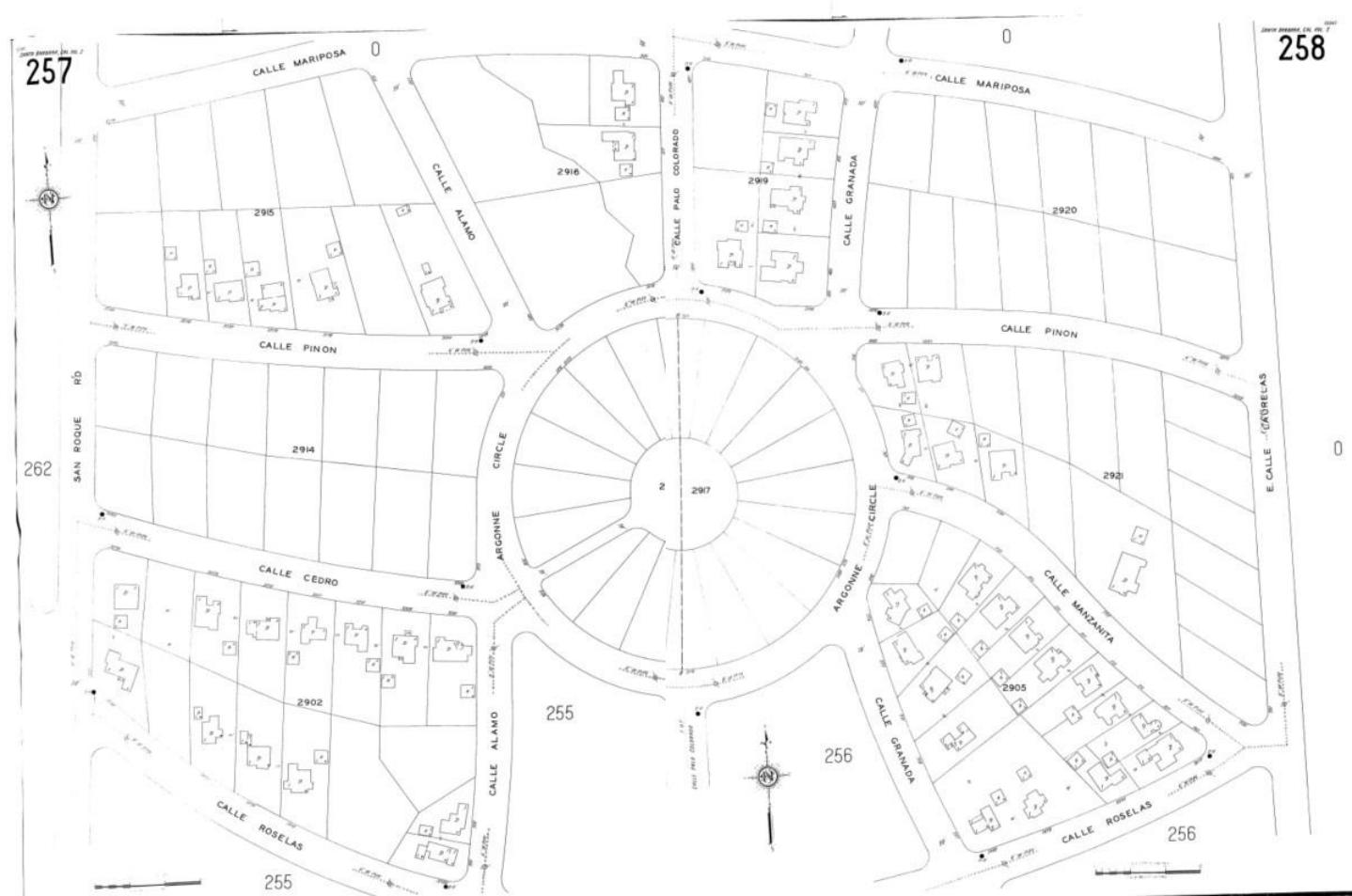
Exhibit 11. *Morning Press* Advertisement for San Roque (1928)<sup>40</sup>

<sup>40</sup> Advertisement, *The Morning Press* (Santa Barbara), April 1, 1928, 11, <https://www.newspapers.com/image/995899510/>.



**Exhibit 12. 1931 Sanborn Map showing the development of the San Roque Park tract.<sup>41</sup>**

<sup>41</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara*, 1931, sheet 262.



**Exhibit 13. 1931 Sanborn Map showing the development of the northern section of the Rutherford Park tract.<sup>42</sup>**

<sup>42</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara*, 1931, sheets 257 and 258.



**Exhibit 14. 1931 Sanborn Map showing the development of the southern section of the Rutherford Park tract.<sup>43</sup>**

<sup>43</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara*, 1931, sheets 255 and 256.

From 1930 through 1938, before the start of World War II, substantial development occurred to the north of Argonne Circle in the Rutherford Park tract. Clusters of houses on Calle Granada, Calle Palo Colorado, and Calle Alamo (all north of Argonne Circle) appeared during this time. The southern side of the tract continued to see development as well, with the majority of the lots on Calle Noguera and Calle Rosales developed during this time. In addition, the two blocks bound by Calle Palo Colorado to the west, Calle Manzanita to the east, Argonne Circle to the north, and Calle Rosales to the south, were entirely developed with single-family homes by 1938. The block bound by Calle Cedro to the north, Calle Rosales to the south, San Roque Road to the west, and Calle Alamo to the east, had only a few remaining undeveloped lots. At this time there was still no development north of Calle Fresno, and the streets within this area (Calle Rinconada, Calle Madera, and the north end of Calle Granada) were not formally laid out or paved (Exhibit 15).<sup>44</sup>

The San Roque Park tract also continued to develop throughout the 1930s but was not as prevalent as the Rutherford Park tract. Clusters of homes were constructed on Canon Drive south of San Roque Park, as well as to the northeast along Carizo Drive and Calle Fresno. The north side of San Roque Park above San Roque Creek still only had rough grading of lots and streets done at this time and contained no single-family development (Exhibit 15).<sup>45</sup>



**Exhibit 15. Aerial image of the Rutherford Park tract (right) and San Roque Park tract (left), with survey area outlined in red, 1938.<sup>46</sup>**

<sup>44</sup> University of California, Santa Barbara Library, *FrameFinder*, aerial image from 1938, accessed April 17, 2025, [https://mil.library.ucsb.edu/ap\\_indexes/FrameFinder](https://mil.library.ucsb.edu/ap_indexes/FrameFinder).

<sup>45</sup> UCSB Library, *FrameFinder*, 1938.

<sup>46</sup> UCSB Library, *FrameFinder*, 1938.

## 5.1.2 The Small House Movement and Better Homes in America (1919-1945)

The Small House Movement arose throughout the United States in the 1920s and continued through the Great Depression and World War II. The movement set the standard for high quality, well-designed small houses for the working class, during a time when many new neighborhoods were being developed across the country.

In 1919, the American Institute of Architects (AIA) founded the Architect's Small Home Service Bureau. This was a non-profit organization that allowed prospective homebuyers to purchase blueprints for small houses through the mail. These houses were defined as compact, containing three to six principal rooms, such as a kitchen, living room, one to four bedrooms, and sometimes a dining room. The plans were designed by architects and provided affordable and accessible well-designed home plans for homeowners who would otherwise not be able to afford an architect-designed home (Exhibit 16). The homes were targeted at a cost of \$5,000, which reached a large segment of the housing market during the first half of the 20<sup>th</sup> century. The service became popular, setting the standard for the quality and design of Small Houses, resulting in several other architectural plan services being established throughout the 1920s. However, the Architect's Small Home Service Bureau continued to maintain their focus on those with moderate incomes.<sup>47</sup>

<sup>47</sup> Valerie Smith, *The Small House Movement of the 1920s: Preserving Small "Better" Houses* (master's thesis, Columbia University, 2022), iv, 2, 13–15.



DESIGN #K-20

## A TWO-STORY HOUSE ENGLISH STYLE

Everything changes, house designs along with the rest. And why not? Certainly we live differently today than we did years, even a few years, ago. This means requirements that should be given careful consideration in planning our homes. Many of us do not want the expense and care of a large, formal dining room, yet neither do we always want to eat in the kitchen. Here is a house that satisfactorily takes care of this problem.

The plan is intelligent, workable, and will make home building dollars stretch to the farthest limit. The house not only has an excellent plan, but an exterior with qualities of true architecture.

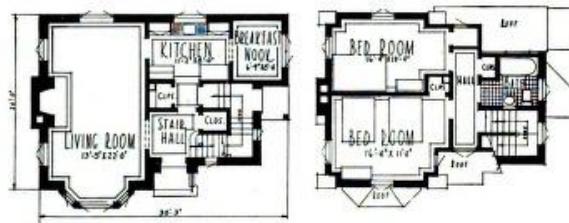
The bay window in the living room, the beautiful fireplace, the conveniently arranged kitchen, and the broad window in the dining alcove—shown in the sketch—are only a few of the many details making up this pleasant home. This dining alcove is not one of the built-in pullman type, but is large enough for a table and chairs.



The bedrooms are very large, pleasant rooms, both suitable for twin beds. The front bedroom has windows on three sides.

The house, too, has fire-safe qualities which should mean reduced insurance rates. The exterior walls of masonry are a safeguard. The roof is of non-inflammable material, and the concrete slab that forms the first floor is a positive shut-off for any fires that might originate in the basement.

Construction: Exterior walls of furred concrete masonry, stucco finish, roof of cement asbestos shingles.



**Exhibit 16. Example of a “Small House of Distinction” in the “English Style” designed and offered for sale by the Architect’s Small Home Service Bureau.<sup>48</sup>**

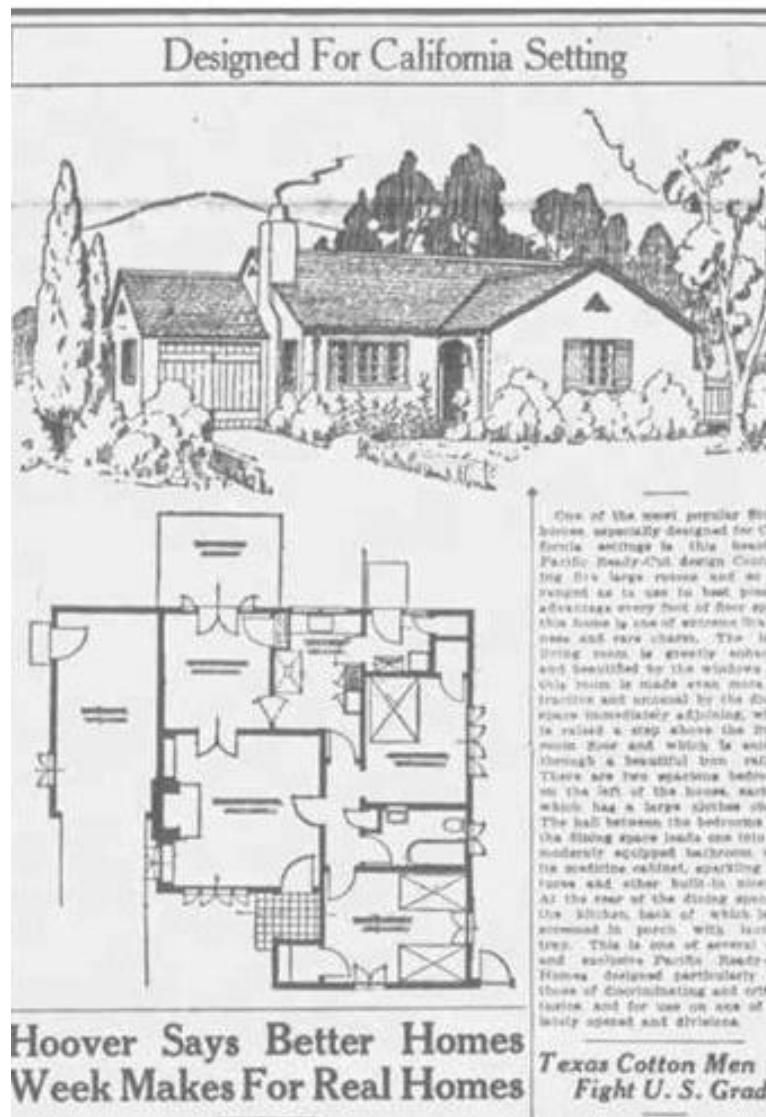
<sup>48</sup> Robert Jones, AIA, *Small Homes of Architectural Distinction: A Book of Suggested Plans Designed by the Architects’ Small House Service Bureau, Inc.* (New York: Harper and Brothers Publishers, 1929), 37.

Another organization that fueled the popularity of the Small House Movement across the United States was the Better Homes in America organization and program. It was established in 1922 and aimed to change the knowledge of the average homeowner about quality design and construction of homes. It was founded by Marie William Brown Meloney, who was interested in reforming housing conditions for the working class. Meloney organized the first of many Better Homes Weeks from October 4 to 9 in 1922. Better Homes Weeks was a national program that promoted Better Homes in America by involving local governments, women's groups, civic associations, and chambers of commerce, as well as architects, builders, contractors, banks, schools, and other groups related to home building and buying. By 1923, the program was endorsed by President Calvin Coolidge, and Better Homes in America was incorporated as a non-profit with its headquarters in Washington D.C. Herbert Hoover, who as the Secretary of Commerce at the time, was President of the organization's Board, and Dr. James Ford was the Executive Director. As a Board member and Secretary of Commerce, Hoover lobbied for improved construction methods, materials, and costs for quality small homes throughout America (Exhibit 17).<sup>49</sup>

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<sup>49</sup> Smith, *The Small House Movement of the 1920s*, 16-19, 26.; J Jane Hutchinson, "The Cure for Domestic Neglect: Better Homes in America, 1922-1935," *Perspectives in Vernacular Architecture* 2 (1986): 168-69.



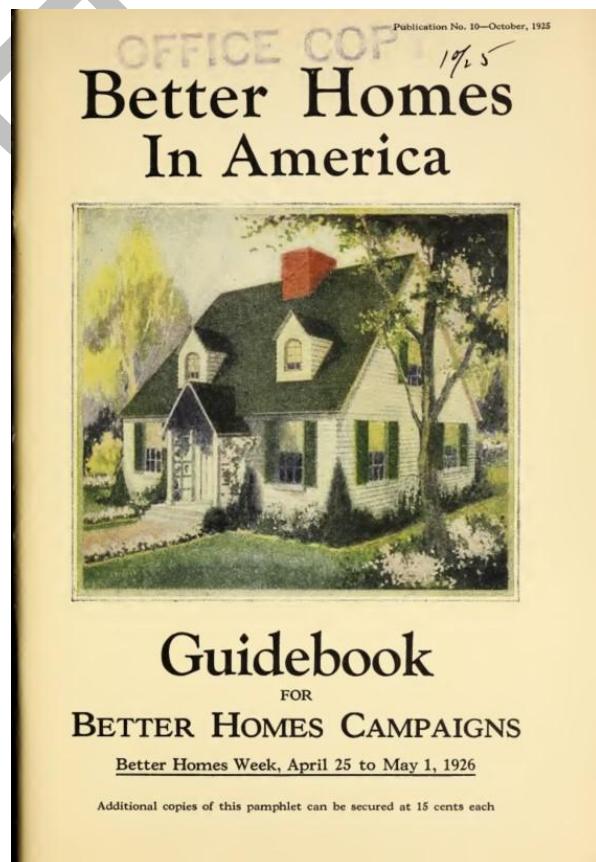
**Exhibit 17. *Santa Barbara News-Press* article detailing Herbert Hoover's support of the Better Homes in America movement, and showing an example of an architect designed plan, 1926.<sup>50</sup>**

As the Better Homes in America program was so popular and successfully promoted small, well-designed homes, homeowners looked to organizations like the Architect's Small Home Service Bureau to provide these types of homes. Therefore, the two organizations worked in tandem, which resulted in the rise of quality small homes across America. This also coincided with the rise of the development of streetcar and automobile suburbs. As many major cities began to rapidly industrialize and become crowded, they were perceived as dangerous and unhealthy. People began moving to the suburbs on larger lots and would commute to cities in their new automobiles. Better Homes in America argued that single-family homes were the best for the "ideal family" and reflected a family's character and

<sup>50</sup> "Hoover Says Better Homes Week Makes For Real Homes," *Santa Barbara News-Press* (Santa Barbara), March 20, 1926, 25, <https://www.newspapers.com/image/929661636/>.

happiness. These concepts capitalized on the idea of a wholesome American home and the influence it had on one's life.<sup>51</sup>

As a part of the Better Homes annual week-long campaigns, Better Homes in America would release an annual *Guidebook for Better Homes Campaign*, providing details on how to organize a campaign and what components to include (Exhibit 18). They detailed the purpose behind the program, why communities should participate, how to organize the program and what subcommittees to create, and how to involve local stakeholders, such as businesses, churches, schools, clubs, and organizations. The level of effort a community put into the campaign often resulted in what they got out of it, and most invested communities had greater success with the programs. The guidebooks also provided information on how to select award recipients and provided reference to notable local demonstrations and campaigns from previous years.<sup>52</sup>



**Exhibit 18. Cover of the 1925 Better Homes in American Guidebook.<sup>53</sup>**

<sup>51</sup> Smith, *The Small House Movement of the 1920s*, 22-23, 26-29.

<sup>52</sup> Better Homes in America, *Guidebook of Better Homes in America: How to Organize the 1926 Campaign: Better Homes Week, April 25 to May 1, 1926* (1926); Hutchinson, "The Cure for Domestic Neglect," 173-174.

<sup>53</sup> Better Homes in America, *Guidebook of Better Homes in America*, 1926, Cover page.

The City of Santa Barbara was very active in the Small House Movement and Better Homes in America campaigns from 1925-1927 and continued participating in the program through 1931. One of the leaders of the local program was Pearl Chase, a pioneer in the fields of conservation, preservation, social services, and civic planning, who later formed the Santa Barbara Trust for Historic Preservation in 1963. She was the daughter of Hezekiah Griggs Chase, a major real estate developer in the City in the 1910s and 1920s, which fostered many connections in her goal to beautify the City and promote the construction of quality houses for those with moderate incomes.<sup>54</sup>

In the early 20<sup>th</sup> century, new industries such as tourism, movies, and agriculture brought new groups and classes of people into the City. This influx of working-class residents created a need for more moderately sized homes on smaller lots. Existing housing for the working class in the City of Santa Barbara was largely subpar and considered unsanitary in many cases. Chase, with her constant concern for housing conditions and suitability, was interested in supplying the poor and working class with small cottages that would be available for rent. This interest in small, quality homes, planted the seed for what would later bloom into a successful Small House and Better Homes in America movement in the City.<sup>55</sup>

In 1920, the City established The School of Arts, which later became known as the Community Arts Association. They offered courses in music, French, and graphic and decorative arts. In 1922, they added an architecture branch to the organization called the Plans and Planting Committee. This subcommittee of architects provided guidance on the design of homes and commercial buildings and offered suggestions to beautify the City. They also facilitated the City's involvement in the Small House Movement through the organization of local competitions that focused on celebrating quality small homes.<sup>56</sup>

In 1922, the Plans and Planting committee held their first Small House competition, followed by another in 1923, which was for houses costing less than \$5,000. The competition's rules were quite strict, requiring that the participating homes have less than five rooms and be located on a modest-sized lot. They received over 100 submissions, and designs were displayed at an exhibit located at 21 East de la Guerra Street. As a result of this competition, the Community Arts Association published 62 of the best submissions into a book called *Small House Designs*. Similar to the Architects Small House Service Bureau plan book, the book published architect designed plans for the public at a low cost. The book was edited by architects Carleton Monroe Winslow and Edward Fisher Brown.<sup>57</sup>

The architectural styles featured in *Small House Designs* included those described as "Spanish-California", "English Rural Stucco", "English Stucco", "Wood Exterior", and one "Cape Cod". In addition to providing architectural plans, the book also provided tips for home builders, including ways to lower

<sup>54</sup> Smith, *The Small House Movement of the 1920s*, 98-101.

<sup>55</sup>, *The Small House Movement of the 1920s*, 102-105.

<sup>56</sup> Smith, *The Small House Movement of the 1920s*, 106-107.

<sup>57</sup> Carleton Monroe Winslow and Edward Fisher Brown, *Small House Designs* (Santa Barbara, California: Community Arts Association of Santa Barbara, 1924).

home building costs and how to finance Small Homes, as well as general property and site considerations of the location of Small Homes. It provided an evaluation of what constituted a good house plan and quality construction, with guidance on the important factors to take into consideration for each individual room, as well as elements important to the home exterior. One example includes bedrooms having plenty of light and air, and being of a large enough size to accommodate a bed, dresser, chest of drawers, and chairs that would not interfere or cover doors and windows. Another example includes a bathroom having a window large enough to be well-aired and not having the sole access point be through a bedroom. Additional guidance was offered on Small House maintenance, such as regular repainting of interior walls and wooden window sashes.<sup>58</sup>

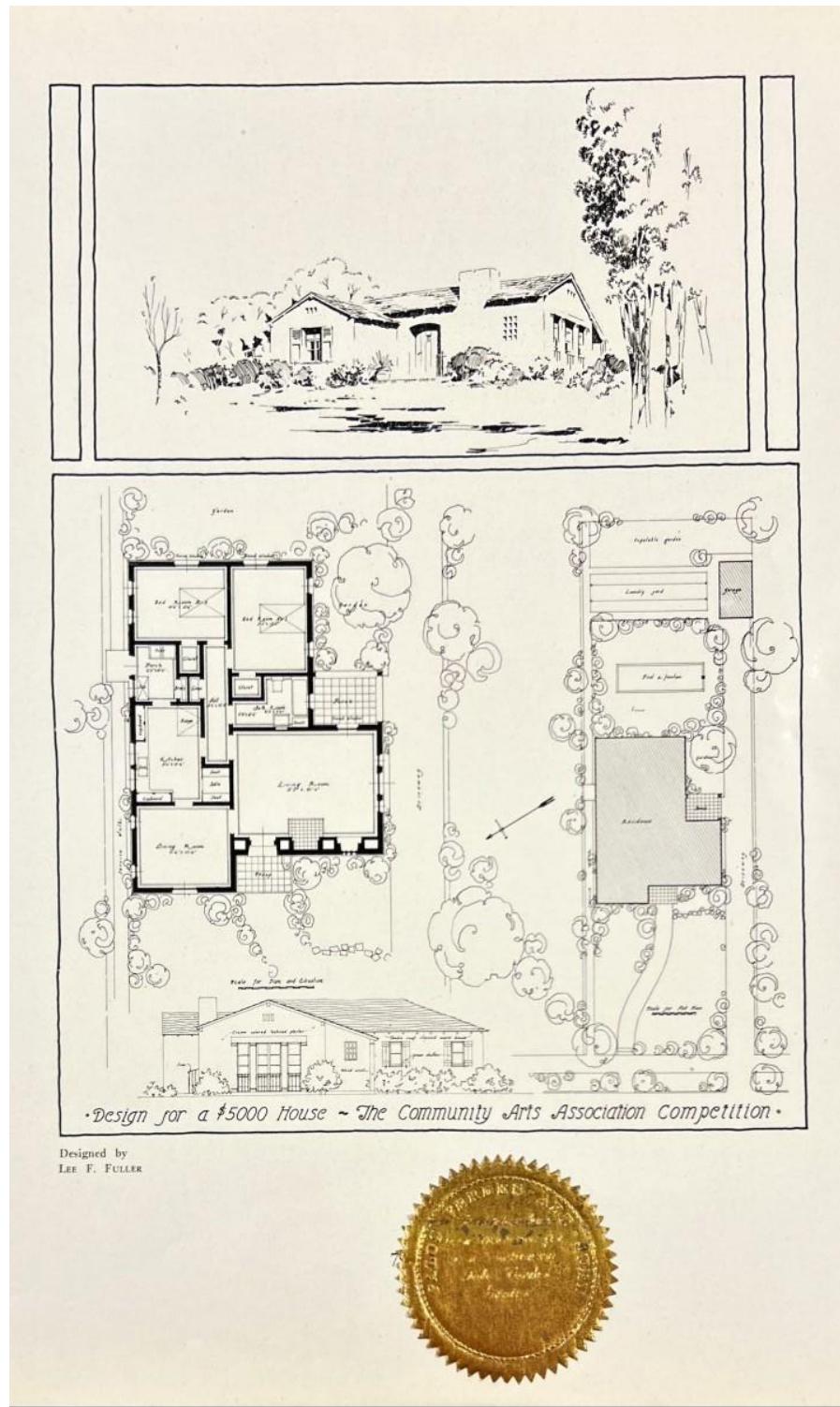
Houses selected to be included in *Small House Designs* were evaluated on a basis of their architectural components, including everything from the layout of the plan and placement of the front door to the location of the fireplace to the view of the garden from the living spaces and location of the kitchen sink. The following images show examples of houses featured in the book (Exhibits 19, 20 and 21).<sup>59</sup>

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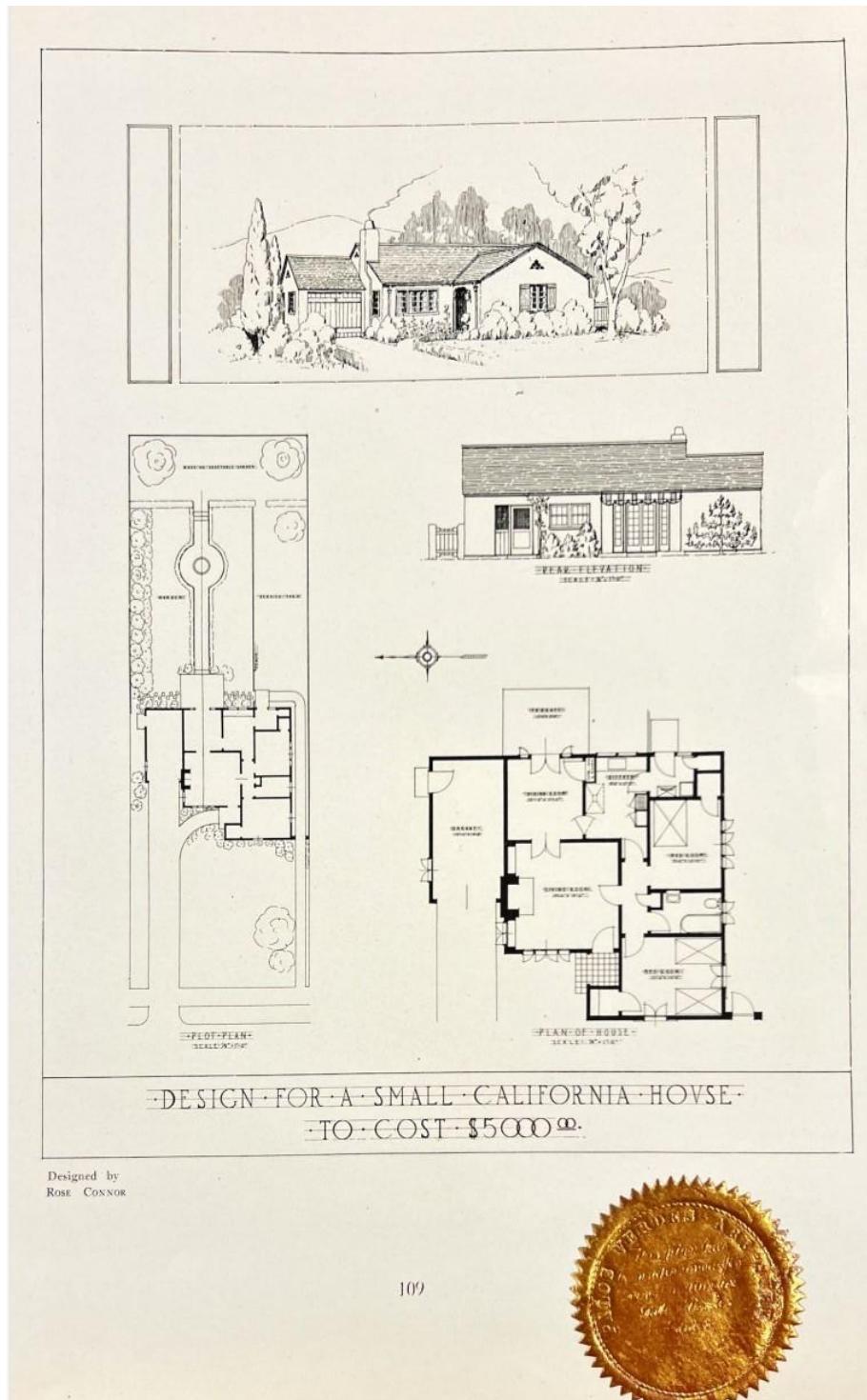
<sup>58</sup> Winslow and Brown, *Small House Designs*, 9-22.

<sup>59</sup> Winslow and Brown, *Small House Designs*, 21-22.



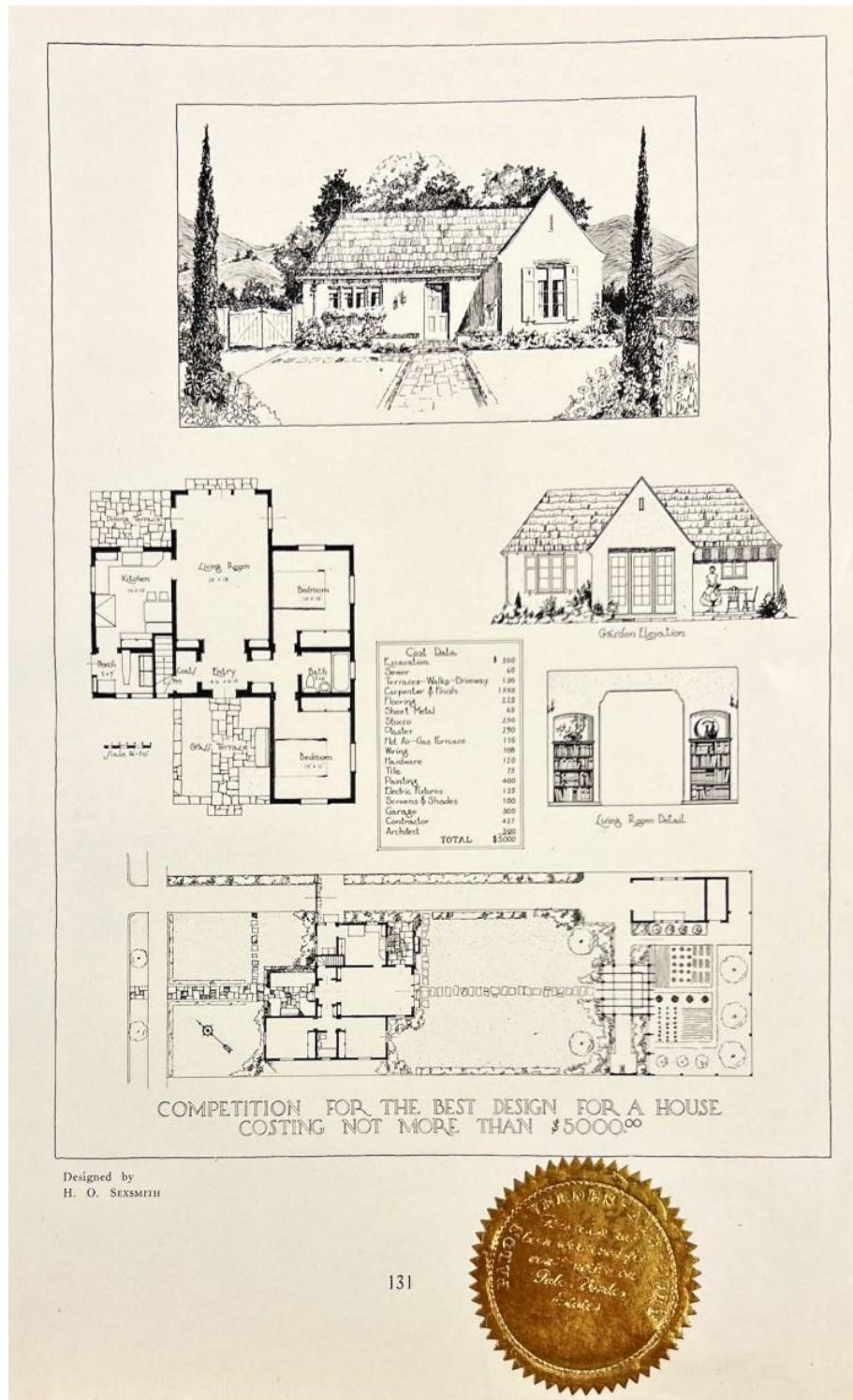
**Exhibit 19. Example of a “Spanish-California” style Small House from *Small House Designs*.<sup>60</sup>**

<sup>60</sup> Winslow and Brown, *Small House Designs*, 79.



**Exhibit 20. Example of an “English Rural Stucco” style from *Small House Designs*.<sup>61</sup>**

<sup>61</sup> Winslow and Brown, *Small House Designs*, 109.



**Exhibit 21. Example of an "English Stucco" style from *Small House Designs*.<sup>62</sup>**

<sup>62</sup> Winslow and Brown, *Small House Designs*, 131.

Several of the houses included in *Small House Designs* were later featured as Demonstration Homes in the national Better Homes campaigns in the mid-1920s. These Demonstration Homes were featured in Better Homes in America annual guidebooks to showcase good examples of demonstration homes and Small Houses. In Santa Barbara, Demonstration Homes were open to the public during Better Homes Week and served as examples of exceptional design for people to inspect and gather inspiration. These homes were typically Small Homes at a modest price (Exhibits 22 and 23).<sup>63</sup> For example, the *Guidebook of Better Homes in America: How to Organize the 1926 Campaign* has a section titled "Notable Local Demonstrations in 1925", which highlighted Santa Barbara as one of the standouts in producing quality examples of Small Houses. The Better Homes in America organization recognized the City's early commitment to Small Houses and their acknowledgement of the benefits to the working class and the overall living standards within the community. The Community Arts Association's Plans and Planting committee was responsible for organizing and running the Better Homes campaigns each year in the City. Given how strongly the Plans and Planting committee and the Better Homes in America's morals and priorities aligned when it came to the construction of Small Homes, the program was quite successful in the City.<sup>64</sup>



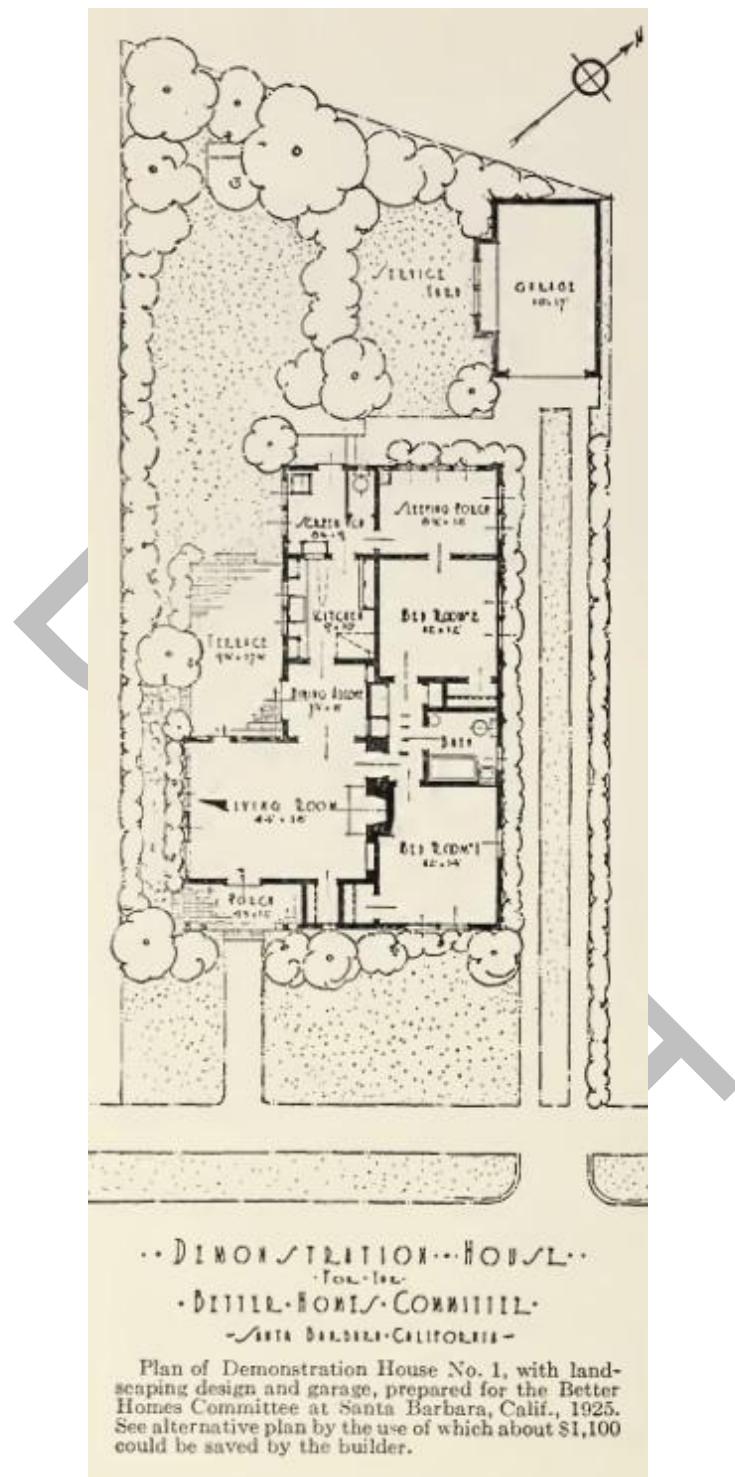
The six-room Demonstration House No. 1 at Santa Barbara, Calif., 1925. This house cost \$6,109 to build. The planting around the house adds a great deal to its appearance

**Exhibit 22. Photograph of one of Demonstration House No. 1 from the 1925 Better Homes Week in Santa Barbara.<sup>65</sup>**

<sup>63</sup> Pearl Chase, *Better Small Homes in Santa Barbara* (Santa Barbara: The Plans and Planting Committee of the Community Arts Association, 1926), 48-52; Smith, Smith, *The Small House Movement of the 1920s*, 121-122.

<sup>64</sup> Smith, *The Small House Movement of the 1920s*, 107-108; Better Homes in America, *Guidebook of Better Homes in America*, 46-49.

<sup>65</sup> Better Homes in America, *Guidebook of Better Homes in America*, 9.



**Exhibit 23. Plan of the above Demonstration Home from the 1925 Better Homes Week in Santa Barbara.<sup>66</sup>**

<sup>66</sup> *Better Homes in America, Guidebook of Better Homes in America*, 9.

The 1926 Community Arts Association's competition and Better Homes Week showcased the City's dedication to Small Houses and the success of these programs. In 1926, competitions included the Small Gardens from 5,000 to 25,000 square feet, Small Houses and Gardens for houses less than five years old and on lots smaller than 10,000 square feet, and Small Houses of four, five, or six rooms that were built within the prior 18 months. Judges were architects, landscape architects, gardeners, and home economics instructors. Prize winning homes were found across town, but many of the best houses were from architectural plan books designed by accredited architects. Several of these homes were selected to serve as Demonstration Homes to the public during Better Homes Week in April (Exhibit 24). These homes were done in various styles, such as Spanish Colonial Revival, French, or English Cottage styles, and were meant to showcase what good quality Small Houses were like. The City won first place in the Better Homes Week competition out of 3,000 communities that participated throughout the country. Approximately 10,000 people visited the model homes in the City during 1926.<sup>67</sup>



**Exhibit 24. Santa Barbara News-Press article showing a Spanish Colonial Revival Demonstration Home in that year's Better Homes Week campaign, 1926.<sup>68</sup>**

<sup>67</sup> Chase, *Better Small Homes In Santa Barbara*, 48-52.; Smith, *The Small House Movement of the 1920s*, 121-122.

<sup>68</sup> "Here's Demonstration Home No. 1," *Santa Barbara News-Press* (Santa Barbara), April 24, 1926, 11, <https://www.newspapers.com/image/929654744/>.

The City was consistently awarded prizes for the model home entries into the Better Homes campaign from 1925 to 1931. Their model homes were diverse in size, material, and type, but consistently prioritized good design and quality materials. The houses included styles such as Cape Cod, Monterey Revival, Italian Revival, Tudor, English Vernacular, French Cottage, and Spanish Colonial Revival. Several of these homes were featured as national examples of quality homes, and therefore continually put the City on the map as a leader in participating in the Small House Movement.<sup>69</sup>

Multiple homes within San Roque were awarded prizes and/or received recognition as part of the annual Better Homes campaigns. For instance, in 1926, 121 Calle Granada was showcased as a "Model House C" and 3201 Calle Cedro was a Demonstration House. Both homes are extant in the present day.<sup>70</sup> In 1928, 225 Calle Manzanita, referred to as the L. J. Kilgore residence, received special mention for its "unusually good arrangement of rooms in good proportion to each other." It was specifically noted for its lack of an entrance vestibule, because that provided for the greatest workable value of the interior space for a compact home. Another home in San Roque, referred to as the Charles M. Upton home on Calle Alamo (address could not be confirmed), received special mention for its exterior, noting its "peculiar interest in the grouping of various units [sections] of the house to create the floor plan."<sup>71</sup> In 1931, 3078 Calle Rosales, owned by Mrs. S. J. Bingham, was chosen as a Demonstration Home and 217 Calle Manzanita was chosen for its gardens.<sup>72</sup> In 1933, 3216 Calle Noguera, occupied by Miss Emmaline Livingstone, was awarded third place in the small gardens competition of the Better Homes Week that year.<sup>73</sup>

In the 1930s, the City stopped participating in the Better Homes in America campaigns. Despite the lack of City participation, new Small Houses continued to be constructed, but under new motivations and in new architectural styles. One of the main motivating factors for the continued construction of Small Houses in the mid-to late 1930s through the early 1940s was the establishment of the Federal Housing Administration (FHA). The FHA was an essential feature of the New Deal legislation enacted to rescue decreased home building from the impacts of the Great Depression. The FHA was established in 1934 under the National Housing Act to expand the possibility of homeownership for working class families in America, as well as broaden the availability of mortgages and stimulate home construction. The FHA insured mortgages made by lenders, and in doing so, provided single-family housing for low-to moderate-income families. In addition to being a catalyst for home building for the working-class family in America, the FHA programs also helped finance military housing and homes for returning veterans and their families in the 1940s after the war. These programs in combination with other

<sup>69</sup> Smith, *The Small House Movement of the 1920s*, 116-117.

<sup>70</sup> Smith, *The Small House Movement of the 1920s*, 162-163.

<sup>71</sup> "Better Homes Exhibits Draw Hundreds; Program for Today Given; New Awards are Made," *The Morning Press* (Santa Barbara), April 26, 1928, 3, <https://www.newspapers.com/image/995900822/>.

<sup>72</sup> "Many Homes to be Open Today," *The Morning Press* (Santa Barbara), April 26, 1931, 4, <https://www.newspapers.com/image/995850234/>; "One New House a Day Record In Santa Barbara Past Year; Luncheon for Contest Winners," *The Morning Press* (Santa Barbara), May 1, 1931, 4, <https://www.newspapers.com/image/995840342/>.

<sup>73</sup> "Better Homes Week Prizes Presented by Miss Chase," *The Morning Press* (Santa Barbara), April 27, 1933, 3, <https://www.newspapers.com/image/995851977/>.

programs, such as those enacted by the Veterans Administration (VA), which offered guaranteed housing loans, permitted Veterans to secure housing for their families in new cities.<sup>74</sup>

As a result of the FHA, buildings began to increase across America. The FHA recommended curvilinear and hierarchical street plans with long blocks and no alleyways, resulting in neighborhoods that differed greatly from the gridlocked, shorter blocks seen in early urban development. In addition to new neighborhood layouts, new housing styles also emerged or rose in popularity. One of these styles served as a continuation of the Small House characteristics in a stripped down and simplified form that was known as Minimal Traditional (at the time advertised as "Monterey" style homes). Known by various nicknames including the "FHA House", the "Depression-era Cottage", the "War Years house", or the "Victory House", Minimal Traditional style homes were more modern and streamlined than their earlier counterparts. They were typically one-story in height and featured minimal decorative elements such as wooden trim work and metal or wooden porch posts. Though they had minimal details and decoration, they still possessed a comfortable and traditional feel, with just enough features to satisfy the average middle-class homebuyer. Many Minimal Traditional homes were standardized and published in home pattern books, thus making the designs readily available to builders and contractors across the country. The other feature of Minimal Traditional homes was that they could be easily and cost-effectively mass produced, while still being customizable to appeal to broad ranges of taste and incorporate slight variations to customize them for each buyer.<sup>75</sup>

The impact of the FHA and its introduction of new styles could be seen in the 1930s and 1940s in San Roque. Two examples of the Minimal Traditional style could be found at 404 Calle Palo Colorado and 3118 Calle Rosales, which were constructed in 1937 and 1938 respectively (Exhibits 25 and 26).<sup>76</sup> In 1941, the *Santa Barbara News-Press* was still advertising these styles of houses as "small homes" noting that "small homes [led] record building parade in Santa Barbara." Three houses in San Roque on Calle Noguera (one specifically being 3228 Calle Noguera) were highlighted as being examples of affordable, small homes within San Roque (Exhibit 27).<sup>77</sup> These new designs marked the initial transition of the neighborhood aesthetic to include more modern styles in the second development boom, which predominately occurred in the Post World War II era.

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<sup>74</sup> Melissa Stegman and Mike Calhoun, "Federal Housing Administration," in *Advocates' Guide 2021: A Primer on Federal Affordable Housing & Community Development Programs*, National Low Income Housing Coalition, 2021, [https://nlihc.org/sites/default/files/AG-2021/05-01\\_FHA.pdf](https://nlihc.org/sites/default/files/AG-2021/05-01_FHA.pdf).

<sup>75</sup> Stegman and Calhoun, "Federal Housing Administration"; Deb Richey, "Minimal Traditional: America's 'Can Do' Architectural Style," *Fullerton Heritage*, Winter 2020, [https://www.fullertonheritage.org/News/newsletter%20archive/2020\\_Winter.pdf](https://www.fullertonheritage.org/News/newsletter%20archive/2020_Winter.pdf); Virginia Savage McAlester, *A Field Guide to American Houses: The Definitive Guide to Identifying and Understanding America's Domestic Architecture* (New York: Knopf, 2013), 587-589.

<sup>76</sup> "Charming Model Home in Rutherford Park," *Santa Barbara News-Press* (Santa Barbara), February 13, 1938, 14, <https://www.newspapers.com/image/996154556/>; "New Home Has Charm," *Santa Barbara News-Press* (Santa Barbara), June 13, 1937, 8, <https://www.newspapers.com/image/996149874/>.

<sup>77</sup> "Small Homes Lead Record Building Parade in Santa Barbara," *Santa Barbara News-Press* (Santa Barbara), January 19, 1941, 15, <https://www.newspapers.com/image/997275343/>.

## New Home Has Charm



There is "loads of room" in the attractive, Monterey residence just completed by Contractor H. C. Laskey in Rutherford Park. The home, pictured above, is of frame and stucco construction with shingled roof. It has been opened for inspection by appointment.

Exhibit 25. *Santa Barbara News-Press* article advertising a new "Monterey residence" in Rutherford Park tract, 1937 (404 Calle Palo Colorado).<sup>78</sup>

<sup>78</sup> "New Home Has Charm," *Santa Barbara News-Press* (Santa Barbara), June 13, 1937, 8, <https://www.newspapers.com/image/996149874/>.

## *Charming Model Home In Rutherford Park*



Picturesque Rutherford park provides an effective setting for the charming model home just completed by Contractor Jack Hunter at 3118 Calle Rosales. Upper view above shows the front elevation of the home which is finished in white plaster and siding with green decorative shutters. Lower photo shows the old-fashioned picket fence, which bounds two sides of the lot, and the intriguing, brick-paved, partly-roofed patio in the rear.—(Photos by News-Press staff photographer).

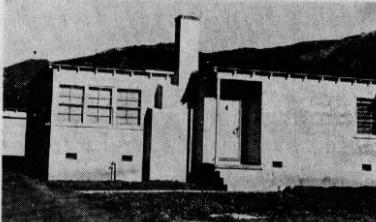
**Exhibit 26. 1938 *Santa Barbara News-Press* article advertising a new "Monterey" style residence in Rutherford Park tract (3118 Calle Rosales).<sup>79</sup>**

<sup>79</sup> "Charming Model Home in Rutherford Park," *Santa Barbara News-Press* (Santa Barbara), February 13, 1938, 14, <https://www.newspapers.com/image/996154556/>.

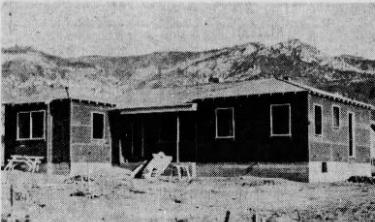
# SANTA BARBARA NEWS-PRESS

SANTA BARBARA, CALIFORNIA, SUNDAY MORNING, JANUARY 19, 1941

## Small Homes Lead Record Building Parade In Santa Barbara



One of the many new houses being built in the Verde Vista district is shown above. This home cost \$3,600, including a garage, to build.



Soon this home at 3328 Calle Noguera will be completed. The cost of building this six-room house will amount to \$4,200, and the garage, which is off to one side, will cost \$300.

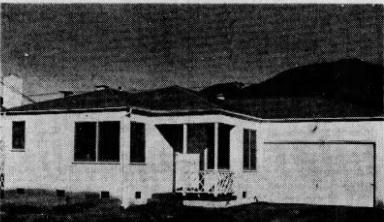


This home was built for a total cost of \$4,350 for Mr. and Mrs. D. Rowland Hancock. It is located at 1312 Robbins street.

### L.A. Air Field Need Like City's Bond Approval Urged by Mayor

"Los Angeles has just given the 'go-sign' on new airports to cost \$20,000,000. Santa Barbara shouldn't hesitate one minute in approving the \$149,000 airport bond issue at the Feb. 4 election."

This statement came last night from Mayor Maher as he commented on last week's action of



Mr. and Mrs. V. L. Cartwright are now living in their recently completed home at 2900 Ventura drive. The house, which was built at a cost of \$3,100, has five rooms and a two-car attached garage which is shown at the right.



The homes shown above are in San Roque park on Calle Noguera. The one in the foreground will cost \$4,500 to build and the other \$4,300.

### Mrs. Kirk Trial

### Hale And Hearty At 80, Laughs At

### Adult Education

**Exhibit 27. 1938 *Santa Barbara News-Press* article showcasing new small homes, with three being located on Calle Noguera in San Roque.<sup>80</sup>**

### 5.1.3 Kit Houses (1908-1940)

Many of the modestly scaled houses in San Roque reflect designs found in early 20<sup>th</sup>-century pattern books and factory-built catalogs. Between 1908 and 1940, the Pacific Ready-Cut Homes Company sold ready-to-assemble houses based on more than 1,800 plans, along with some custom designs. These plans offered practical alternatives to the elaborate Victorian homes of the late 1800s, featuring styles such as Craftsman bungalows, English Revival, and Spanish Colonial Revival (Exhibit 28).<sup>81</sup>

While most Pacific Ready-Cut homes were single-story, the company also produced two-story residences, duplexes, bungalow courts, as well as commercial buildings like hotels, gas stations, and

<sup>80</sup> "Small Homes Lead Record Building Parade in Santa Barbara," *Santa Barbara News-Press* (Santa Barbara), January 19, 1941, 15, <https://www.newspapers.com/image/997275343/>.

<sup>81</sup> Gayle Pollard-Terry, "12,000 Easy Pieces," *Los Angeles Times*, July 16, 2006, <https://www.latimes.com/archives/la-xpm-2006-jul-16-re-kit16-story.html>; Pacific Ready-Cut Homes, Inc., *Pacific's Book of Homes*, Vol. 25 (Los Angeles: Pacific Ready-Cut Homes, Inc., 1925), accessed September 16, 2025, <https://archive.org/details/PacificReadyCutHomesIncPacificsbookofhomesvol250001>; Sears, Roebuck and Co., *Sears Modern Homes*, 1927, accessed September 16, 2025, <https://archive.org/details/SearsModernHomes1927Pg00>; [Sears%20Modern%20Homes%201927%20pg101%2C%20Bedford.jpg](https://archive.org/details/Sears%20Modern%20Homes%201927%20pg101%2C%20Bedford.jpg).

offices. Buyers could select from a variety of design elements and combine them in different ways, giving each home a sense of individuality despite being based on standardized plans (Exhibits 29-31).<sup>82</sup>

After World War I, the prefabricated housing market in Southern California surged as returning soldiers sought affordable housing. In response, Pacific Ready-Cut Homes began producing larger and more sophisticated designs. The company's peak came during the 1920s, when California's rapid population growth and strong economy fueled demand for housing. At its height, the firm operated branch offices in 53 California cities, expanded nationally, and even shipped kit houses to international markets including Mexico, Venezuela, Argentina, Guatemala, and Japan.<sup>83</sup>

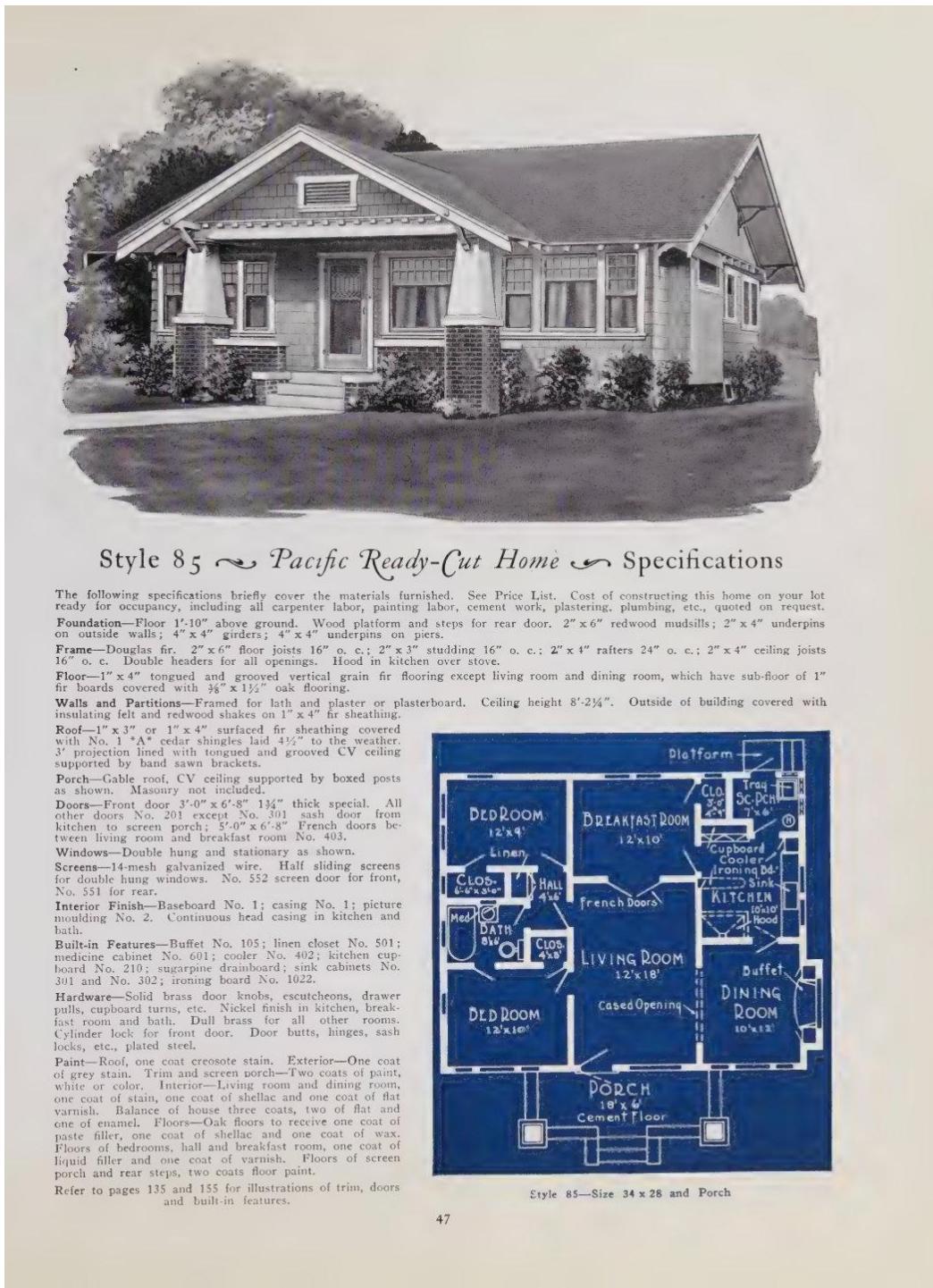


**Exhibit 28. A streetscape scene from 1925 volume of the Pacific Ready-Cut Homes catalog similar to a streetscape in San Roque featuring a variety of English and Spanish Colonial Revival style buildings.<sup>84</sup>**

<sup>82</sup> Pollard-Terry, "12,000 Easy Pieces"; Pacific Ready-Cut Homes, Inc., *Pacific's Book of Homes*; Sears, Roebuck and Co., *Sears Modern Homes*

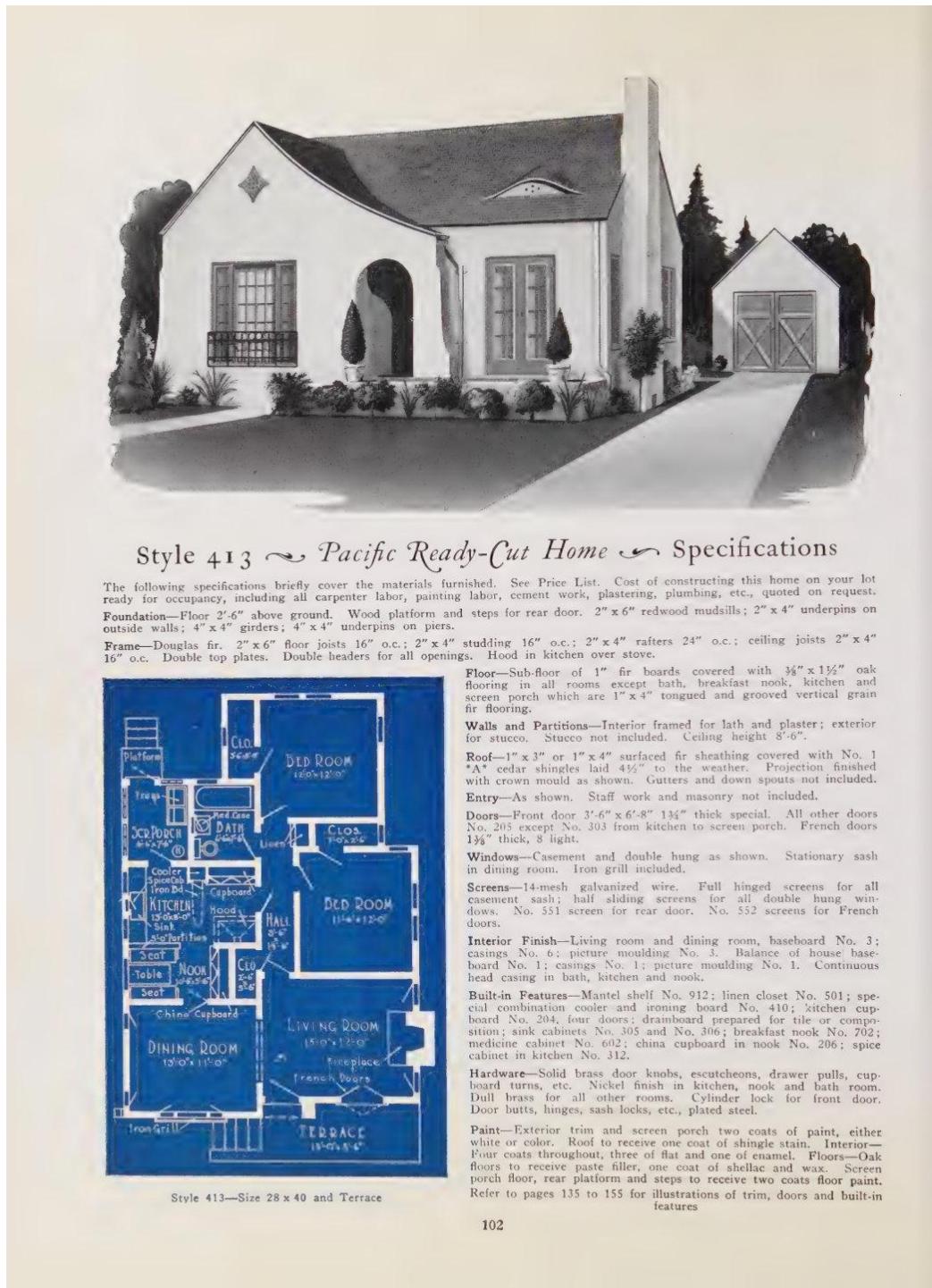
<sup>83</sup> Pollard-Terry, "12,000 Easy Pieces"; Pacific Ready-Cut Homes, Inc., *Pacific's Book of Homes*; Sears, Roebuck and Co., *Sears Modern Homes*

<sup>84</sup> Pacific Ready-Cut Homes, Inc., *Pacific's Book of Homes*, 81.



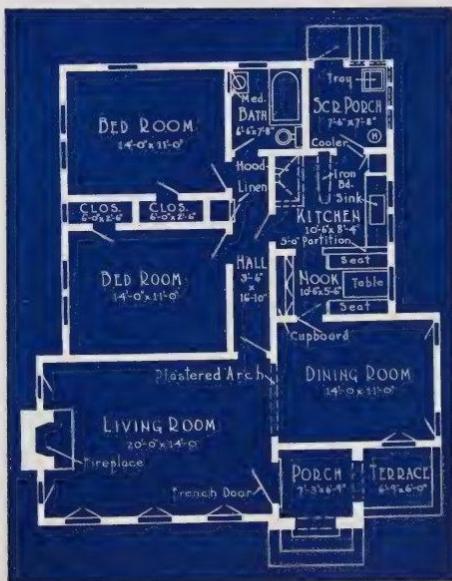
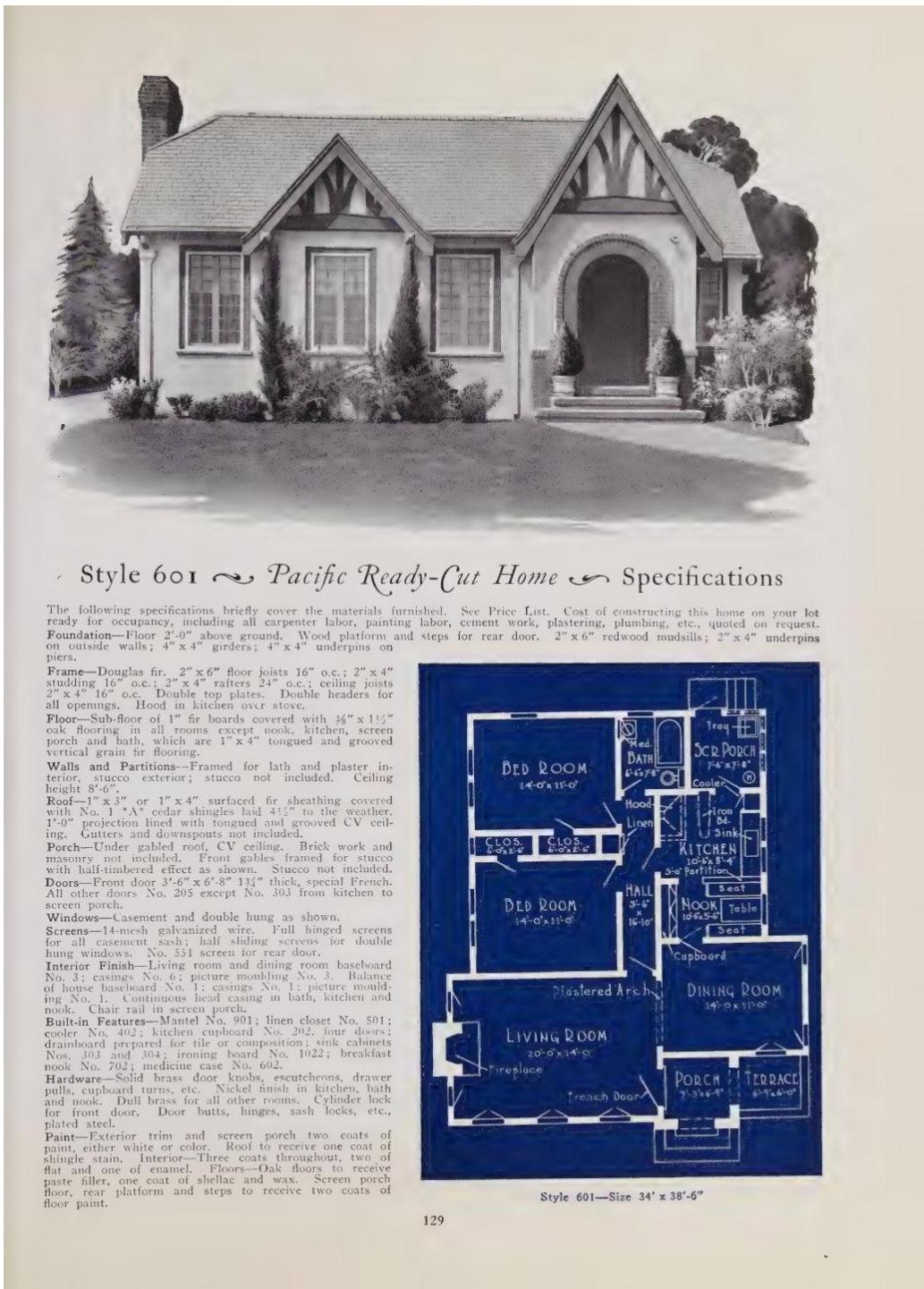
**Exhibit 29. Example from the 1925 volume of the Pacific Ready-Cut Homes catalog of a Craftsman style home similar to those seen in San Roque.<sup>85</sup>**

<sup>85</sup> Pacific Ready-Cut Homes, Inc., *Pacific's Book of Homes*, 47.



**Exhibit 30. Example from the 1925 volume of the Pacific Ready-Cut Homes catalog of an English Revival style home similar to those seen in San Roque.<sup>86</sup>**

<sup>86</sup> Pacific Ready-Cut Homes, Inc., *Pacific's Book of Homes*, 102.



129

**Exhibit 31. Example from the 1925 volume of the Pacific Ready-Cut Homes catalog of a English Revival style home similar to those seen in San Roque.<sup>87</sup>**

<sup>87</sup> Pacific Ready-Cut Homes, Inc., *Pacific's Book of Homes*, 129.

### 5.1.4 World War II and Post-War Tract Housing (1939-1964)

During and post-World War II, the remainder of San Roque Park and Rutherford Park tracts were infilled with single-family homes. By 1940, the City's population reached 34,438, not many more than it had prior to the Great Depression. However, as with many places across California, Santa Barbara experienced a construction boom at the conclusion of World War II. Development occurred wherever it could, including within already established tracts such as the Rutherford Park and San Roque Park tracts.<sup>88</sup>

During World War II, the United States Navy and Army chose to establish Santa Barbara as a center of war support on the West Coast. Within Santa Barbara County, the military constructed Camp Cook, Santa Maria Airfield, the Marine Air Base, Hoff General Army Hospital, and the Allen Hancock College of Aeronautics. A German prisoner of war camp was also constructed near Goleta in 1944. The City served as a Rest and Relaxation Port for the U.S. Navy, whose ships patrolled the waters just outside the harbor. Other military infrastructure installed throughout the City included mounted artillery battery installations and searchlights on the hillsides. By 1942, the Goleta Air Station was commissioned for the United States Marine Corps.<sup>89</sup>

The postwar construction boom was essential in providing housing for returning World War II veterans and those who were stationed in and around the City and decided to stay at the end of the war. Like many cities throughout the United States, local builders turned to mass produced materials and housing forms and styles like Ranch, Minimal Traditional. The introduction of these styles, influences, and materials began to shift the architectural character of parts of the City during the mid-century.<sup>90</sup>

The San Roque neighborhood was one of the areas where postwar housing was prevalent. During the 1940s, nearly all of the lots south of Calle Fresno in the Rutherford Park tract were developed or under construction. Even Argonne Circle, which has previously remained untouched open space, was filled with housing framing its circular border. In the San Roque Park tract, the northwestern section still remained largely undeveloped, but the majority of the lots to the south of Canon Drive were

<sup>88</sup> City of Santa Barbara, *General Plan Elements & Appendices*, 2011; , City of Santa Barbara, "History of Santa Barbara," accessed May 1, 2025, <https://santabarbaraca.gov/government/priorities-policies/historic-preservation/history-santa-barbara>; Justin M. Ruhge, *Repair and Recovery: The Story of Hoff General Army Hospital 1940-1954* (Goleta, CA: Quantum Imaging Associates, 1990), Santa Barbara Historical Museum Collection, Gledhill Library, Santa Barbara; Justin M. Ruhge, "Historic California Posts, Camps, Stations and Airfields: Hoff General Hospital," last modified February 8, 2016, accessed May 2023, <http://www.militarymuseum.org/HoffGen%20Hosp.html>; Graffy, *Historic Santa Barbara*.

<sup>89</sup> City of Santa Barbara, "History of Santa Barbara."; Mary Louise Days, "Hoff General Hospital: Reminders of War," *Noticas: Quarterly Magazine of the Santa Barbara Historical Society* 37, no. 1 (Spring 1991), Santa Barbara Historical Museum Collection, Gledhill Library, Santa Barbara, California; Ruhge, *Repair and Recovery*; Ruhge, "Hoff General Hospital."

<sup>90</sup> City of Santa Barbara, "History of Santa Barbara."; Mary Louise Days, "Hoff General Hospital: Reminders of War," *Noticas: Quarterly Magazine of the Santa Barbara Historical Society* 37, no. 1 (Spring 1991), Santa Barbara Historical Museum Collection, Gledhill Library, Santa Barbara, California; Ruhge, *Repair and Recovery*; Ruhge, "Hoff General Hospital"; Graffy, *Historic Santa Barbara*.

developed.<sup>91</sup> Houses continued to be advertised for sale, and a new bus service was added to serve the neighborhood and connect it to the downtown area.<sup>92</sup>

By the 1950s, the Rutherford Park tract had only a few vacant lots remaining and it began to resemble the neighborhood as it appears in the present day (Exhibits 32, 33, and 34). The San Roque Park tract still had several vacant lots on its southern edge, and north of Canon Drive, but development continued at a steady pace.<sup>93</sup> Houses constructed from the 1940s through the 1960s were primarily Minimal Traditional style, with some Ranch style homes as well. Many advertisements for houses for sale during this time described them as “ranch-type” homes and continued to boast about the neighborhood’s charming qualities.<sup>94</sup> A comparison of aerial images from 1948, 1954, and 1964 demonstrates how each decade brought the Rutherford Park and San Roque Park tracts closer to completion (Exhibits 35, 36, and 37). By the mid-1960s, residential development in both tracts appears to have been complete.<sup>95</sup>

A large, semi-transparent watermark in a light gray color. The word "DRAFT" is written in a bold, sans-serif font, oriented diagonally from the top-left towards the bottom-right. The letters are thick and have a slight drop shadow, giving them a 3D appearance as if they are floating.

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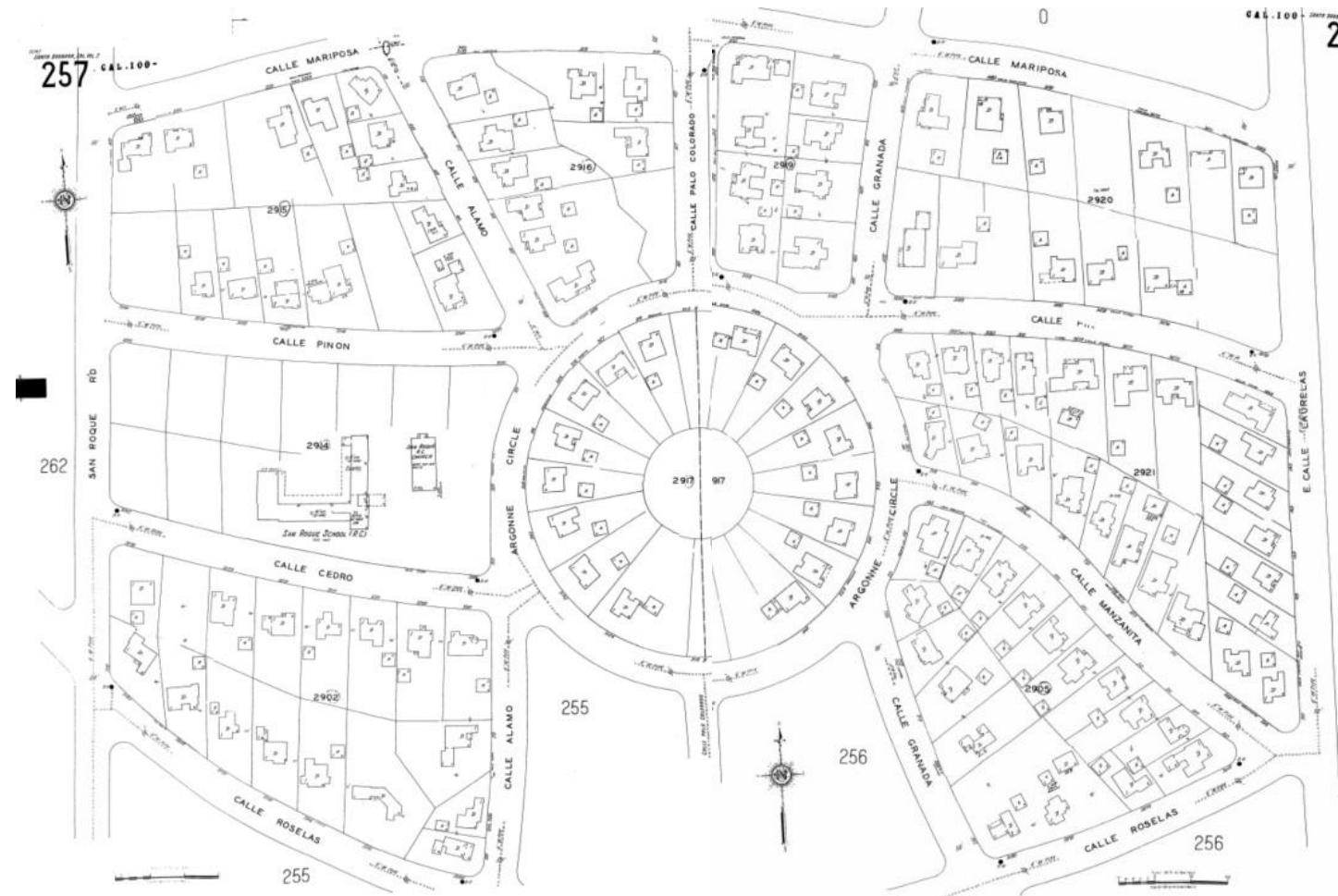
<sup>91</sup> UCSB Library, *FrameFinder*.

<sup>92</sup> “Spreitz Transportation announces the purchase of 3 new busses.” *Santa Barbara News-Press* (Santa Barbara), April 19, 1940, 12, <https://www.newspapers.com/image/997872282/>.

<sup>93</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara*, 1950, sheets 255, 256, 257, 258, and 262.

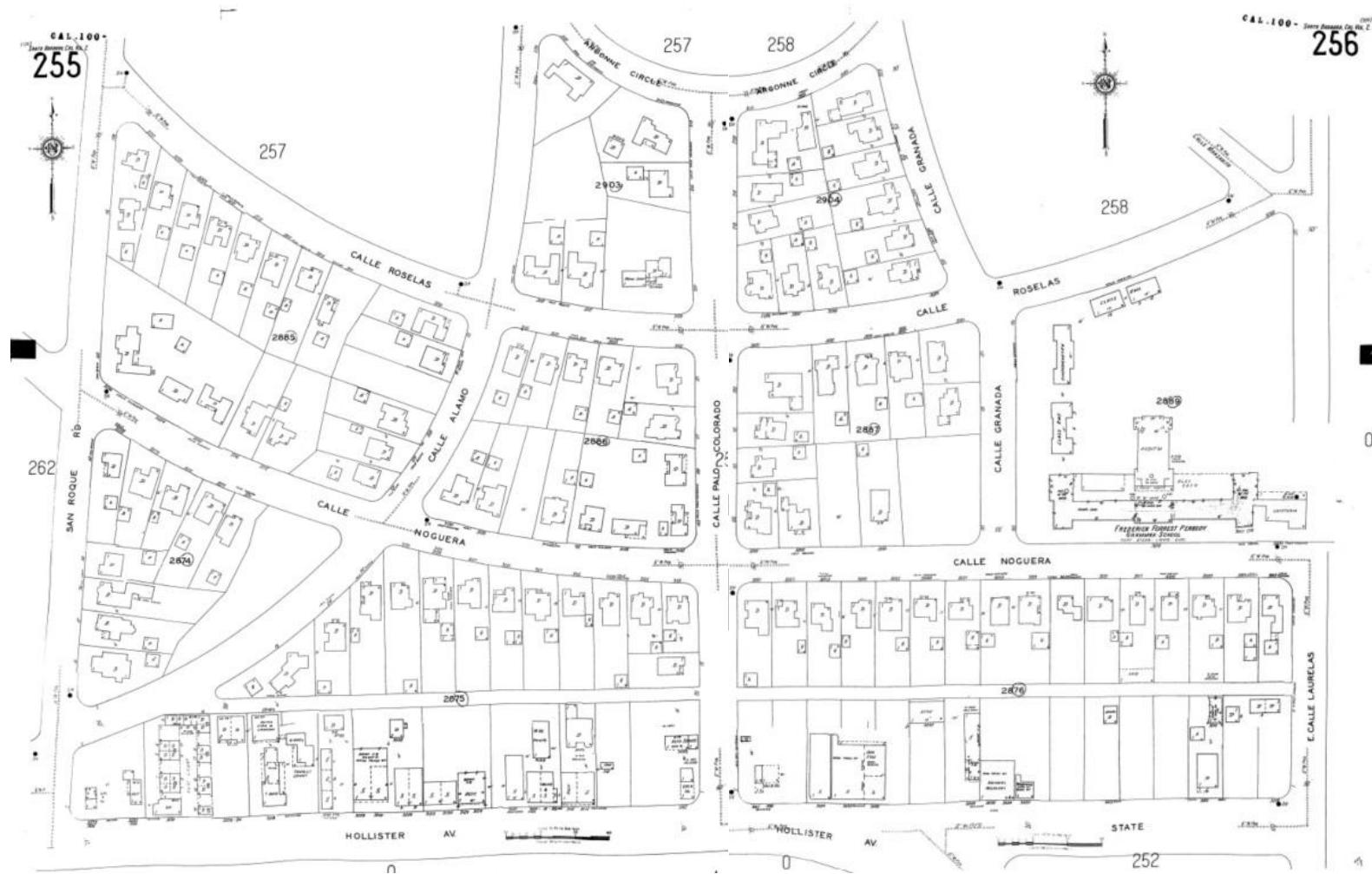
<sup>94</sup> “Upper Rutherford Park,” *Santa Barbara News-Press* (Santa Barbara), January 1, 1960, 22, <https://www.newspapers.com/image/997937903/>.

<sup>95</sup> UC UCSB Library, *FrameFinder*.



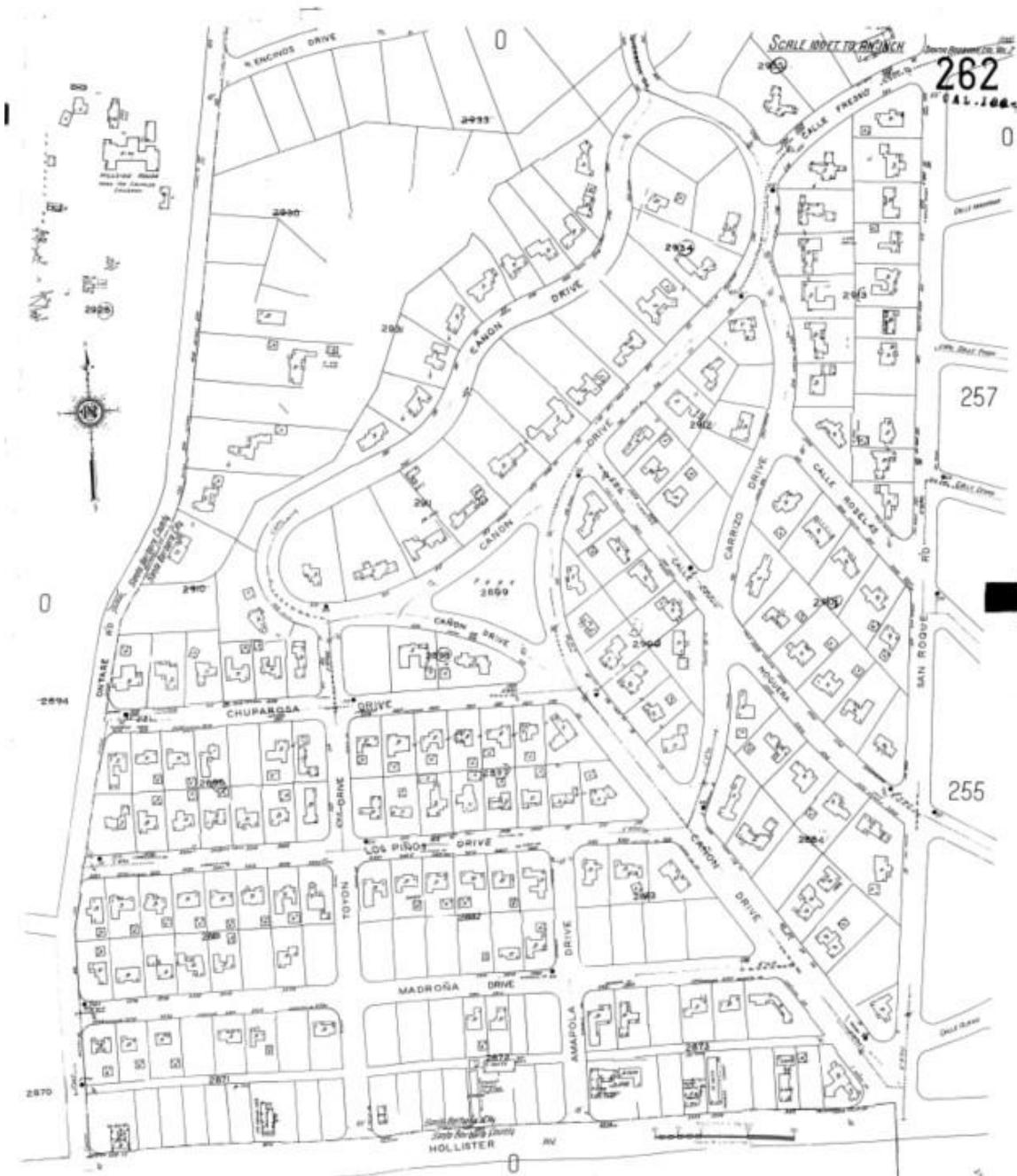
**Exhibit 32. 1950 Sanborn Map showing the development of the northern section of the Rutherford Park tract.<sup>96</sup>**

<sup>96</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara*, 1950, sheets 257 and 258.



**Exhibit 33. 1950 Sanborn Map showing the development of the southern section of the Rutherford Park tract.<sup>97</sup>**

<sup>97</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara*, 1950, sheets 255 and 256.



**Exhibit 34. 1950 Sanborn Map showing the development of the San Roque Park tract.<sup>98</sup>**

<sup>98</sup> Sanborn Map Company, *Insurance Maps of Santa Barbara*, 1950, sheet 262.



**Exhibit 35. 1948 aerial photograph of the Rutherford Park and San Roque Park tracts showing development throughout the post-World War II decades.<sup>99</sup>**

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<sup>99</sup> UCSB Library, *FrameFinder*, 1948.



**Exhibit 36. Aerial photograph of the Rutherford Park and San Roque Park tracts showing development throughout the post-World War II decades, 1954.<sup>100</sup>**

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<sup>100</sup> UCSB Library, *FrameFinder*, 1954.



**Exhibit 37. Aerial photographs of the Rutherford Park and San Roque Park tracts showing development throughout the post-World War II decades, 1964.<sup>101</sup>**

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<sup>101</sup> UCSB Library, *FrameFinder*, 1964.

### 5.1.5 Recent Residential Development (1970-Present)

By 1970, the San Roque neighborhood was fully developed. Since that time, the changes that have occurred in the neighborhood have included the construction of additions to existing houses, Junior Accessory Dwelling Units (JADUs) or freestanding Accessory Dwelling Units (ADUs) added to existing lots. Interviews conducted with long-term residents indicated that the neighborhood has more visual and physical barriers than it did around the mid-century. One example of this is shown in the following exhibit, where there are low wooden fences that separated the houses versus the tall hedges and/or fences/walls that separate adjacent properties in the neighborhood today (Exhibit 38).



**Exhibit 38. Example of property fences in the 1950s in San Roque, circa 1950.<sup>102</sup>**

### 5.2 Institutional Development

The neighborhood of San Roque has enjoyed a rich educational history. Since its foundation in the 1920s, the neighborhood has included both public and religious education options. From an educational standpoint, the neighborhood of San Roque falls within the current boundaries of the Santa Barbara Unified School District, which was formed in 1866.<sup>103</sup> During the early 1900s, the School District included Franklin Elementary (1899), Washington School (1901), Garfield and McKinley schools (1906) and the Wilson school (1922).<sup>104</sup> Children residing in the new San Roque neighborhood

<sup>102</sup> Photograph of 322 Calle Rosales, provided by Patrice Onheiber, March 14, 2025.

<sup>103</sup> City of Santa Barbara Unified School District, "District Historical Timeline," accessed April 11, 2025, <https://www.sbusd.org/about/district-historical-timeline>.

<sup>104</sup> Santa Barbara Unified School District, "District Historical Timeline."

predominately attended Garfield and Roosevelt schools, but as the neighborhood grew, the existing public schools quickly became overcrowded with the influx of new residents. In response to overcrowding, the Frederick Forrest Peabody Elementary School (Peabody School) was established in 1928. The local catholic church also established a school in the neighborhood known as the San Roque School.

### **Frederick Forrest Peabody Elementary School (1928)**

The Frederick Forrest Peabody Elementary School (Peabody School) is located at 3018 Calle Noguera and was constructed as a single building with seven classrooms. The building was designed by architects Soule, Murphy and Hastings with A.L. Vezina as contractor (Exhibit 39).<sup>105</sup> The school was named in the honor of former president of the Santa Barbara Board of Education, Frederick Forrest Peabody.<sup>106</sup>



**Exhibit 39. Historic photograph of Peabody Elementary School n.d.<sup>107</sup>**

When the school officially opened its doors in 1928, enrollment was only 115 students. Former Peabody student Margery Baragona recalled that when the school first opened, it combined all grades and classes together due to its limited enrollment.<sup>108</sup> By the 1950s, in the midst of the World War II baby-boom, enrollment jumped from 210 students to almost 500.<sup>109</sup> To support the population and

<sup>105</sup> "Masons Lay School Cornerstone Next Week," *The Morning Press* (Santa Barbara), February 3, 1928, 7, <https://www.newspapers.com/image/995893031/>.

<sup>106</sup> Michael Redmon, "History 101," *The Santa Barbara Independent*, February 2–9, 2006, accessed April 2025, Gledhill Library.

<sup>107</sup> Historic photograph of Peabody Elementary School, n.d., Gledhill Library, Santa Barbara, California.

<sup>108</sup> "The Female Side," *Ancestors West*, Santa Barbara County Genealogical Society, 2015, accessed April 2025, Gledhill Library.

<sup>109</sup> "Peabody Charter School, "History/Mission Statement," accessed April 11, 2025, [https://www.peabodycharter.org/79373\\_2](https://www.peabodycharter.org/79373_2).

subsequent enrollment surges, the school completed a large expansion which included an auditorium, kindergarten wing, cafeteria, and new classrooms. It was during these late 1940s and early 1950s renovations that Calle Laureles was closed to traffic and the campus was expanded eastward to Vista de la Cumbre.<sup>110</sup> The school continued through the years as a public school until The State of California deemed Peabody School a "charter school". The school now goes by "Peabody Charter School" and has autonomy over its governance, including on-site administration, staff development, curriculum development, methodology, and delivery instructions.<sup>111</sup>

The Peabody School has also served as an important community gathering place in the neighborhood. Notable activities held at the school include the annual Spring festivals and various school functions, with the auditorium serving as a community gathering place. For example, over the years the school's auditorium has been the location of events such as adult square dancing sponsored by the Santa Barbara Recreation Department, New Years Parties, and rummage sales.<sup>112</sup> Today, the Peabody Charter School remains an important fixture of the neighborhood, continues to provide educational facilities for the neighborhood's children, and serves as a central location for the community to gather.

### **San Roque School (1937) and San Roque Catholic Church (1962)**

Since the establishment of San Roque, the neighborhood was predominantly occupied by people of the Catholic faith. Between the 1920s and 1930s, the Rutherford Park tract officially opened and contributed to a population influx which resulted in new Catholic families in the area. In 1936, when Mission Santa Barbara celebrated its 150<sup>th</sup> anniversary, Bishop of Los Angeles and San Diego, Rev. John Joseph Cantwell, D.D., expressed his wish to Father Augustine that the Mission parish build a school to serve the growing Santa Barbara communities. This project was enthusiastically agreed upon by Father Augustine, and the site for the school was chosen in the Rutherford Park tract. The new school site included an entire city block just west of Argonne Circle. The new school marked the Catholic church's first physical presence in the neighborhood when it officially opened in 1937. The original purpose of the San Roque School was twofold: to serve as a school for the Catholic youth, and act as the neighborhood's first Catholic place of worship. The school's faculty consisted of sisters from Manitowoc, Wisconsin who came to California on a mission by Father Augustine to help him in his pioneering endeavor in San Roque. The building's architects were Windsor and Soule, and the contractor was Andrew McDonough. The school served as the first catholic place of worship in San

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<sup>110</sup> Peabody Charter School, "History/Mission Statement."

<sup>111</sup> Capistrano Unified School District, "Frequently Asked Questions – Charter Schools," accessed April 11, 2025, <https://www.capousd.org/documents/Schools/Charter-Schools/faqs-charter-schools.pdf>.

<sup>112</sup> "Peabody Pupils Hold Gay Spring Frolic," *Santa Barbara News Press* (Santa Barbara), May 22, 1937, 11, <https://www.newspapers.com/image/996147216/>; "Square Dancing is Fun!," *Santa Barbara News-Press* (Santa Barbara), February 2, 1956, 7, <https://www.newspapers.com/image/928147366/>; "New Years Eve Party," *Gazette-Citizen* (Goleta) December 31, 1964, 10, <https://www.newspapers.com/image/929548545/>; "Rummage Sale," *Santa Barbara News-Press* (Santa Barbara), November 12, 1966, 3, <https://www.newspapers.com/image/929571137/>.

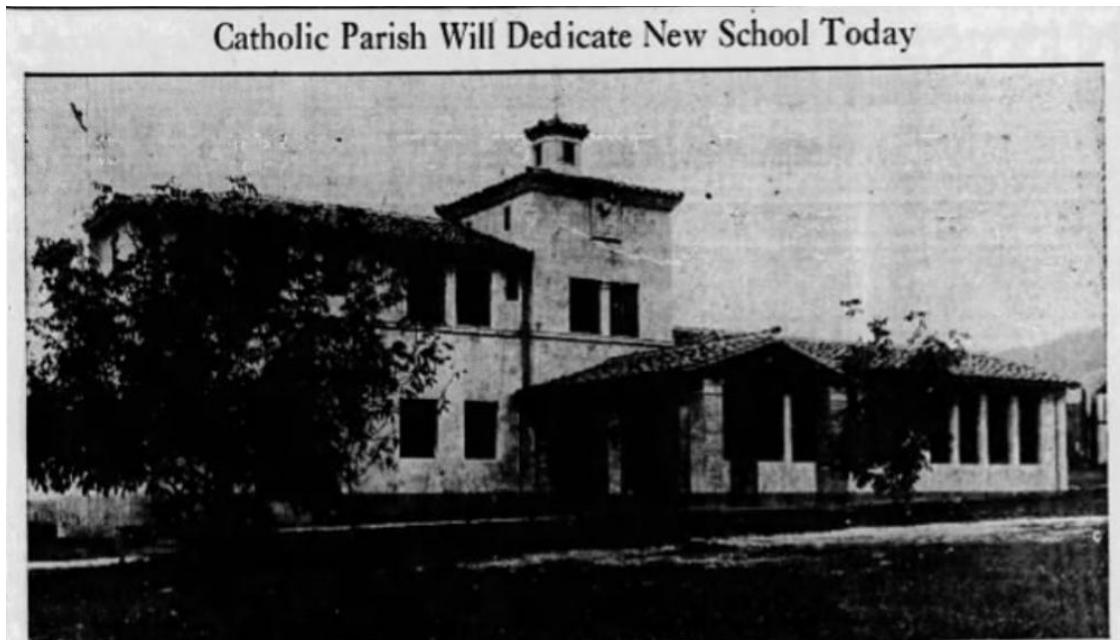
Roque and was led by Father Augustine until 1940 when he was succeeded by Father Clement Berberich (1940-1941) (Exhibits 40 and 41).<sup>113</sup>



**Exhibit 40. Historic photograph of San Roque school, n.d.<sup>114</sup>**

<sup>113</sup> Tompkins, *San Roque*; Fr. M. Geiger, OFM, *Dedication and History of the Parish of San Roque*, 1965, accessed Mission Archives, 2025.

<sup>114</sup> Historic photograph of San Roque School, undated, Santa Barbara Mission Archives, accessed April 11, 2025.



**Exhibit 41. Santa Barbara News Morning Press December 7, 1936, displaying original San Roque Parish School<sup>115</sup>**

As the school continued to serve the growing neighborhood, the physical landscape expanded. Under Father Gratian, an army chapel from Hoff General Army Hospital was purchased and moved to the San Roque School where it was put to church use just in time for Christmas 1948.<sup>116</sup> The chapel became the school's first separate building and provided much needed space for parishioners in the growing community (Exhibit 42).

<sup>115</sup> "Catholic Parish Dedicate New School Today," *The Morning Press* (Santa Barbara), December 27, 1936, 5, <https://www.newspapers.com/image/995840245/>.

<sup>116</sup> Tompkins, *San Roque*.



**Exhibit 42. Undated photograph of converted Army chapel—Second San Roque Church.<sup>117</sup>**

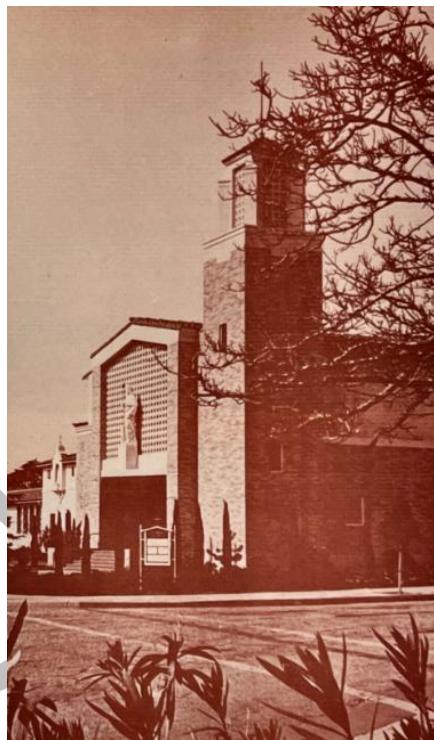
By the 1950s, there were 650 Catholic families residing in the neighborhood.<sup>118</sup> As a result of the needs of the neighborhood, James Francis Cardinal McIntyre designated San Roque as an independent parish making its eastern limits Alamar Avenue, and its western limit at La Cumbre Road.<sup>119</sup> With the neighborhood being primarily Catholic, the church continued to expand. In 1961, under the incumbency of Father Gratian, the original army chapel was moved to Calle Pinon, and a new church was constructed on the old site of the chapel. The new San Roque Catholic Church was completed in the fall of 1962 by architects Barker & Ott of Los Angeles with J.W. Bailey Construction Company of Santa Barbara (Exhibit 43). After the new church opened to the San Roque community, it held numerous marriage ceremonies, festivals, and fashion shows which further cemented the relationship of church and community in San Roque.<sup>120</sup>

<sup>117</sup> Undated photograph of converted Army chapel—Second San Roque Church, Santa Barbara Mission Archives, accessed April 11, 2025.

<sup>118</sup> Geiger, *Dedication and History of the Parish of San Roque*.

<sup>119</sup> Geiger, *Dedication and History of the Parish of San Roque*; Bob Barber, "San Roque Church Early Pillar for Area," April 1, 1995, accessed April 11, 2025, Santa Barbara Mission Archives.

<sup>120</sup> "San Roque Church Festival," *Santa Barbara News-Press* (Santa Barbara), October 3, 2025, 3, accessed via Newspapers.com, <https://www.newspapers.com/image/928875796/>.



**Exhibit 43. 1965 Photograph of the new San Roque Church.<sup>121</sup>**

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<sup>121</sup> 1965 photograph of the new San Roque Church, Santa Barbara Mission Archives, accessed April 11, 2025.

## 6 Registration Requirements

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### 6.1 Residential Properties

#### 6.1.1 Associated Property Types

Residential development in San Roque's Rutherford Park tract primarily dates from 1925 to 1964. There were noticeable boom periods in the early years of development and during and after World War II. Early development was primarily clustered in the southern section of the tract, with many of the earliest houses located on Calle Noguera, followed by later development in the northern section of the tract, ultimately surrounding and infilling the neighborhood's central anchor, Argonne Circle.

The largely residential neighborhood is comprised of single-family residences. Some residences remain intact, with limited modifications and alteration, but many houses have undergone alterations on primary façades that have resulted in a loss of integrity, such as large additions, fenestration modifications, and replacement of original materials. Houses constructed within the early development period between 1925 and 1938 were primarily designed in the English Vernacular, Tudor Revival, Spanish Colonial Revival, and Craftsman architectural styles. Common architectural styles within the later period included Minimal Traditional and Ranch. As a whole, the neighborhood retains original character-defining features such as winding, curvilinear streets and moderate setbacks, side driveways, and mature lawns and trees.

In addition, the residential development within San Roque was found to be influenced, and some cases even directly participating in, the national Small House and Better Homes in America movements. Elements and characteristics of these movements seen in the neighborhood include overall modest scale, one-story, high-quality materials, builder designed homes, and distinct stylistic architectural features reflecting styles common of the time, including Spanish Colonial Revival, English Vernacular, Tudor Revival, Craftsman, and Minimal Traditional.

#### 6.1.2 Eligibility Standards

Associated architectural styles:

- English Vernacular and Tudor Revival (1900-1939)
- Spanish Colonial Revival (1915-1940)
- Craftsman (1905-1935)
- Minimal Traditional (1935-1950)
- Ranch (1930-1975)

### **City Criterion 1**

In some cases, residential properties may be eligible for designation under City Criterion 1 for being associated with events that have made a significant contribution in the City's past. To be eligible under this criterion, properties must have a distinguishable characteristic that connects to a larger pattern of development in the neighborhood, City, or nation. For example, being a tract house or a kit house is not enough of a distinguishing characteristic for eligibility under this criterion. Eligible residences must also have sufficient eligibility to convey historical significance and retain integrity of design, materials, and workmanship to the period of significance.

### **City Criterion 2**

In some cases, residential properties may also be eligible for designation under City Criterion 2 for being associated with the lives of persons significant in the City's past. The person's activities in their personal or professional lives must be demonstrably important within the City's history. In addition, the person's connection to the property must be substantial, reflecting the time period in which they achieved significance. This criterion is restricted to properties that demonstrate a connection to a person's important achievements and direct association with their productive life. Properties that pre- or post-date an individual's accomplishments are not eligible. Length of association is also an important factor to consider in determining the connection between the individual and the property. To be eligible under City Criterion 2, a residential property should:

- Be associated with the lives of persons significant in the City's past
- Retain sufficient integrity to reflect the period of association in which the individual was associated with the property.

### **City Criterion 3**

Residential properties within San Roque are primarily eligible for designation for their architectural style under City Criterion 3, which applies to properties that embody the distinctive characteristics of a type, period, architectural style or method of construction, or represent the work of a master, or possess high artistic or historic value, or represent a significant and distinguishable collection whose individual components may lack distinction. Embodying the distinctive characteristics of a type, period, architectural style or method of construction means that the property must reflect a high number of character-defining features of a recognized, defined, and important architectural style such that it is an accurate and true representation of the collection of features. It should be recognized as achieving a high level of design and good craftsmanship. A residence that only displays simple form, massing, and materials of the architectural style is not enough to rise to the level necessary for designation under Criterion 3. It must retain a series of architectural features that distinguish it as a good example of a style. In addition, the property should retain integrity and have overall minimal modifications to its primary façade. To be eligible under City Criterion 3, a residential property must:

- Embody the distinctive characteristics of one of the above architectural styles
- Serve as a good example of one of the above architectural styles
- Have minimal alterations on or impacting its primary façade
- Intact kit houses and Small House award winners may also be eligible for designation based on archival evidence

## 6.2 Institutional Properties

### 6.2.1 Associated Property Types

Institutional development within San Roque occurred concurrently with the community's residential development. Institutional development in the neighborhood consists of both religious institutions and schools. As more houses were built and the neighborhood population increased, institutional properties were necessary to meet the needs of the growing population. Property types associated with institutional development include educational and religious campuses with a variety of building types (i.e., churches, schools, gathering spaces, etc.) from various periods of development. Due to continuous growth and development of the neighborhood, various architectural styles may be present from period revival to Mid-Century Modern. Properties representing this theme may reflect both the growth of the neighborhood and the demographics of its increasing population.

### 6.2.2 Eligibility Standards

Institutional properties are potentially eligible for designation under City Criterion 1, for their association with events that have made a significant contribution in the City's past; City Criterion 2, for their association with the lives of persons significant in the City's past; or City Criterion 3, for embodying the distinctive characteristics of a type, period, architectural style, or method of construction, represents the work of a master, possesses high artistic or historical value, or represents a significant and distinguishable collection whose individual components may lack distinction. Only properties with direct, demonstrated significance in relation to San Roque and/or the City and a high level of integrity are eligible for designation under the theme of institutional development. Properties only exhibiting the character-defining features of an institutional property type without demonstrated significance as it relates to the neighborhood are not eligible. A building or campus evaluated under this theme may be eligible if it has attained historical importance as the location of an important event or if it is a place most directly associated with an important and influential community member. Religious campuses and schools may also be eligible if they derive their primary significance from their architectural style or represent the work of a notable architect.

To be eligible under City Criteria 1 an institutional property must retain integrity of location, feeling, setting, and association for a specific and direct connection to a historical event connected to the

neighborhood. It must also retain sufficient integrity of design, materials, and workmanship to convey significance and be recognizable to its period of significance.

To be eligible under City Criteria 2 an institutional property must retain integrity of location, feeling, setting, and association to a specific historical person(s), or group that has made significant contributions to the neighborhood/the City. Simply being associated with a religious or educational group or person is not enough to justify eligibility. The person/group must have reached importance in the overall greater context of institutional development within San Roque and/or the City or be the primary location or founding location of an organization. To be eligible under City Criteria 3, an institutional property must embody the distinctive characteristics of an architectural style and retain the majority of its character-defining features, or be the work of a master architect or builder. It must also retain sufficient integrity of design, materials, and workmanship to convey significance and be recognizable to its period of significance.

### 6.3 Integrity Considerations

Integrity is the ability of a property to convey its historical significance. To be eligible as a City Structure of Merit, a resource must not only be shown to be significant under one of the City's criteria but also retain overall historic integrity. Properties are found to either retain their historic integrity or not. The City recognizes the seven aspects that define integrity as location, design, setting, materials, workmanship, feeling, and association. To be defined as retaining historic integrity, a property must possess several, and usually most or all, of these seven aspects. While most buildings do undergo changes over time, the alterations should not significantly impact a property's historic character or appearance. Eligible properties should retain integrity of location, design, setting, materials, workmanship, feeling, and association.

## 7 Architectural Styles

The following architectural styles were identified within the San Roque neighborhood based on a survey of the houses throughout the neighborhood as well as an analysis of the primary periods of development. San Roque began to be developed in the mid-1920s and was completed by the 1950s. Therefore, styles popular in the 1920s and 1930s, including period revival styles, and styles popular in the 1940s, including more modern transitional styles, were included as a part of this context. In addition, focus was given to the English Vernacular and Tudor Revival style, due to its particularly common presence in San Roque, and its use as a selling point when the neighborhood was originally developed in the mid-to-late 1920s. There are also numerous examples of the residences that were constructed as part of the nationwide Small House movement in San Roque. The examples of Small Houses in San Roque are largely English Vernacular and Spanish Colonial Revival, but there are also examples of the later Minimal Traditional style homes.

### 7.1 Spanish Colonial Revival (1915-1940)

The Spanish Colonial Revival style has a rich history and popularity in California. The style's architectural forms and ornamentation are heavily influenced by an eclectic mix of historical architectural styles in Spain, such as Moorish, Andalusian, Renaissance, and Baroque, but also drew from the modernist styles of Art Deco and other popular Period Revival styles. In the early 1900s, designs of the style were also influenced by the Spanish missions in the western United States, but widespread popularity of the style came after the 1915 Panama-California Exposition in San Diego, which featured designs by architect Bertram Grosvenor Goodhue. Goodhue had a fascination with Spanish and Mediterranean styles and sought to create a new aesthetic and a specific California architectural style that romanticized the region's past. The California-specific style also departed from the previously popularized Period Revival styles in the United States like American Colonial Revival and Tudor Revival.

Following the exposition, the Spanish Colonial Revival style gained popularity in the 1920s and 1930s and became widespread as a result of the housing and construction booms throughout California. The versatility of the style also permitted designers and builders to customize their designs to be as simple or intricate as desired. This versatility also allowed for a variety of building types to be constructed in the style, including residential, commercial, civic, and institutional buildings. The popularity of the style waned in the 1940s as more functional styles like Minimal Traditional and International took precedent during the later Great Depression and World War II years. Despite the decreased popularity, the Spanish Colonial Revival style continues to influence modern, Neo-Traditional architectural styles in the present-day.<sup>122</sup>

<sup>122</sup> City of Santa Barbara, *Historic Resource Design Guidelines* (Santa Barbara: City of Santa Barbara, 2021), Appendix A: "Historical Architectural Styles Guide."; City of Santa Barbara, *EPV Guidelines* (Santa Barbara: City of Santa Barbara, 2021), <https://www.capousd.org/documents/Schools/Charter-Schools/faqs-charter-schools.pdf>.David Gebhard, "The Spanish Colonial

Spanish Colonial Revival buildings are most easily recognizable by their stucco exterior, red clay tile roofs, arched openings, and asymmetrical design. Character-defining features of the Spanish Colonial Revival style include the following:

- Low pitched roofs with clay tiles, commonly cross or side gabled, hipped, or flat
- Stucco walls
- Simple rectangular or L-shaped plans
- Asymmetrical façades
- Arched entryways and walkways that lead to wooden plank or panel doors
- Irregular fenestration
- Primarily wood windows, most commonly multi-light, often horizontally divided, casement windows and large picture windows, sometimes arched
- Large wood entry doors, typically heavily planked or paneled with a small grille, sometimes elaboratively carved
- Wrought-iron balconies
- Interior decorative tile work
- Emphasis on outdoor spaces like patios, courtyards, and arcaded walkways

## 7.2 English Vernacular and Tudor Revival (1900-1939)

The English Vernacular and Tudor Revival style was popular in Santa Barbara from the 1900s to the 1930s. Named for the Tudor era in England that occurred in the 1500s, the English Vernacular and Tudor styles reference the Medieval era, with small, thatched roof cottages and large, elaborate manors as sources of inspiration. Features such as steeply pitched front gable roofs, half timbering, and brick and plaster walls were all common features of the styles. It was one of the dominant styles of architecture in early 20<sup>th</sup>-century residential architecture.<sup>123</sup>

Character-defining features of the English Vernacular and Tudor styles include the following:

- One to two stories in height
- High-pitched roof front facing or cross gables
- Slate, composite, or wood shingle roof with dormers
- Stucco or masonry exterior with half-timbering sometimes present

Revival in Southern California (1895-1930)," *Journal of the Society of Architectural Historians* 26, no. 2 (May 1967): 131-47, [https://www.c100.org/books/articles/Gebhard\\_Spanish.Colonial.Arch.pdf](https://www.c100.org/books/articles/Gebhard_Spanish.Colonial.Arch.pdf); McAlester, *A Field Guide to American Houses*, 521.  
<sup>123</sup> City of Santa Barbara, *Historic Resource Design Guidelines*, Appendix A.

- Tall wooden casement windows, sometimes including double-hung windows, or diamond shaped windows recessed at the wall with no trim
- Heavy, large wood plank front doors, often arched
- Small stoop as opposed to large porch
- Large, often expressive chimneys

### 7.3 Craftsman (1905-1935)

The Craftsman style of architecture originated in Southern California and evolved from previously popular Prairie style architecture, traditional Asian wooden architecture, and the Arts and Crafts Movement. It focused on a resurgence of human craft in design and featured many hand-crafted details alongside simple forms and natural materials, which was a significant departure from the applied architectural ornament that dominated the Victorian Era. In California, the typical Craftsman residence was heavily influenced by the works of Charles Sumner Greene and Henry Mather Greene of Pasadena, who practiced together from the 1890s through the 1910s. Their work was highly publicized in magazines and as a result, pattern books were developed that offered floor plans and even pre-cut packaged lumber to construct these designs with local labor. Companies such as Sears and the Pacific Ready-Cut Company also began to offer catalogs with Craftsman style kit houses for sale. As a result of the style's popularity and the availability of pattern books, Craftsman homes became one of the most popular house types in the United States in the first half of the 20<sup>th</sup> century. While many of the homes constructed during this time, were simplistic forms with a maximum height of 1.5 stories, larger and more high-style examples of Craftsman homes were constructed, primarily in California. These larger versions were oftentimes two-stories in height, designed by notable architects, and featured complex floor plans, customized interior features like built in cabinetry, and elaborate interior and exterior detailing.<sup>124</sup>

Character defining features for the Craftsman style include:

- Generally 1-1.5 stories in height
- Low-pitched, gabled (sometimes hipped) roof with multiple roof planes
- Wide, unenclosed eave overhang
- Wood frame construction
- Triangular knee brace supports

<sup>124</sup> City of Santa Barbara, *Historic Resource Design Guidelines*, Appendix A; McAlester, *A Field Guide to American Houses*, 567; Randell L. Makinson, *Greene & Greene: Architecture as a Fine Art/Furniture and Related Designs* (Layton, UT: Gibbs Smith, 2001); Herbert Gottfried and Jan Jennings, *American Vernacular: Buildings and Interiors, 1870-1960* (New York: W. W. Norton & Company, 2009); 125 Pacific Homes Ready-Cut: California's Choicest Designs (Los Angeles: Pacific Ready-Cut Homes, Inc., 1923); Sears, Roebuck and Co., *Sears Modern Homes 1913* (Mineola, NY: Dover Publications, 2006).

- Wood shingle siding, wood horizontal siding, cut stone cladding, stucco, or brick exteriors
- Wide windows and door casings
- Wide, wooden entry doors, often with glazing, divided lights, and/or beveled glass detailing
- Wooden windows often featuring double hung styles with ogee lugs present on upper sashes, tripartite, and large picture windows topped with various divided-light transom patterns
- Tapered porch supports that frequently continue to ground level
- Decorative false beams or braces under gables
- Exposed rafters
- Shed, gabled, or eyebrow dormers
- Full or partial-width porches
- Battered (sloping) foundation

## 7.4 American Colonial Revival (1876-1960)

The American Colonial Revival style was rare in Santa Barbara, but like other popular revival styles it peaked in use from 1900 to 1940. After the 100<sup>th</sup> anniversary of American Independence in 1876, architectural decoration now commonly associated with American Colonial Revival style made early appearances in other nineteenth-century popular styles such as Queen Anne and Shingle style buildings. In the twentieth century, as other revival styles grew popular and accessible, American Colonial Revival style emerged as a popular style emphasizing historically accurate architectural recreations of early American architecture, particularly Georgian, Federal, and Neo-Classical elements. Though not common in Santa Barbara, American Colonial Revival was one of the most popular revival styles in early twentieth-century residential architecture nationwide. Character-defining features of the American Colonial Revival style of architecture include the following (City of Santa Barbara 2021; McAlester 2013):<sup>125</sup>

- One to two-and-a-half stories in height; three stories only in narrow urban houses or row houses
- Moderate to steeply pitched hipped, side gabled, side-gabled with a centered, front-facing gable, or gambrel shaped roof
- Composite or wood shingle roof with or without gabled dormers; if dormers are present, they are symmetrically aligned with windows or the central door
- Usually lapped, drop, or other horizontal wood siding; red brick or masonry cladding not typical for California

<sup>125</sup> City of Santa Barbara, *Historic Resource Design Guidelines*, Appendix A; McAlester, *A Field Guide to American Houses*, 410-414.

- Cornice returns and boxed eaves with little roof overhang, sometimes decorated with dentils or modillions
- Symmetrically arranged windows and doors on the front elevation with the door centered
- Georgian or Federal-influenced entryway featuring a portico, pediment, broken pediment, columns, sidelights, fanlights, columns or pilasters, or some variation of these elements
- Incorporation of Palladian windows or vents
- Double or single-hung sash windows
- Solid wood paneled doors are the most common, with fan lights or sidelights rather than glazing on the door itself.
- Small stoop or entry portico as opposed to full width porch
- Brick chimneys, usually aligned with the roof ridge on the gable

## 7.5 Minimal Traditional (1935-1950)

The Minimal Traditional style is characterized by modest, small scale, low-cost, and easy-to-produce housing forms. Along with English Vernacular and scaled back versions of Spanish Colonial Revival, the Minimal Traditional style emerged as a new architectural style in the 1930s as part of the Small House Movement in response to the Great Depression and FHA-insured loans. The fact that Minimal Traditional style homes could be easily built and qualify for home-owners insurance made it one of the most popular architectural styles throughout the United States in the 1930s and 1940s. Minimal Traditional style homes were constructed in large numbers to alleviate housing shortages during the population boom following World War I and the need for worker housing during World War II. The ease of construction and cost-effective nature of the materials used to construct Minimal Traditional homes also made them popular with land developers and government entities. For this reason, Minimal Traditional style homes were often part of planned tract communities. One of the most famous planned communities employing the Minimal Traditional style was in Levittown, New York. While the tract version of a Minimal Traditional house is the most common, there are many examples interspersed throughout older neighborhoods in the United States, like San Roque.<sup>126</sup> Character-defining features of the Minimal Traditional style of architecture include the following:

- One story in height
- Gabled or hipped roofs with minimal overhangs
- Double-hung, multi-light windows

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<sup>126</sup> California Department of Transportation, "Tract Housing in California, 1945-1973: A Context for National Register Evaluation" (Sacramento, CA: California Department of Transportation, 2011), 67-70; City of Glendale, *Comprehensive Design Guidelines* (Glendale, CA: City of Glendale, 2011), 109-116; ; City of San Diego, *San Diego Modernism Historic Context Statement* (San Diego, CA: City of San Diego, 2007); McAlester, *A Field Guide to American Houses*.

- Minimal detailing at the roofline, including scalloped trim
- Wooden shutters with cutout features
- Mass-produced and cost-effective materials
- Modern materials, including concrete and asbestos siding
- Rectangular or L-shaped in plan
- Emphasis on practicality in design; no overly designed features or elements
- Typically built by builders and not architect-designed
- Typically constructed as part of large tract developments in a variety of floor plans to provide choices for buyers

## 7.6 Ranch (1930-1975)

The Ranch style of architecture originated in Southern California starting in the 1930s and began to fall out of popularity by the mid-1970s. In the 1930s and early 1940s, the Ranch house's popularity was largely a result of the fact that it complied with the FHA regulations. FHA guidelines encouraged developers to build entire neighborhoods at once, making Ranch style houses commonplace within large subdivisions and tract developments throughout the country.<sup>127</sup>

Much like Minimal Traditional style homes, Ranch style homes could be constructed quickly with modern, mass-produced materials. The style provided a quick and easy construction option to meet the needs of workforce housing and to provide homes for returning soldiers. The earlier versions of Ranch style houses generally followed the FHA guidelines, as they were modest in scale, one-story in height, lacked exterior ornamentation, utilized mass produced materials, and could be constructed quickly. Most Ranch homes constructed during the 1930s and 1940s were located in either streetcar suburbs or in tract developments, which generally meant that they had to be built on smaller and narrower lots than their later counterparts. These versions of the style are often classified as tract Ranch houses.<sup>128</sup>

After World War II and through the 1960s, the Ranch style shifted and gained even more popularity as size and building restrictions were lifted. This permitted developers to build larger homes on bigger, wider lots along winding roads in suburban areas, which resulted in a sprawling façade with a focus on emphasizing the width. This larger version of the Ranch style home earned it the nickname, "Rambling Ranch". The Rambling Ranch also reflected the nation's increasing use of automobiles as it was common for homes to have attached garages as a highly visible feature of the main facade, which contributed to the sprawling appearance. The automobile also allowed suburban development to exist

<sup>127</sup> California Department of Transportation, *Tract Housing in California*, 71–78; McAlester, *A Field Guide to American Houses*; Gottfried Jennings, *American Vernacular*,; Alan Hess, *The Ranch House* (New York: Harry N. Abrams, 2004).

<sup>128</sup> California Department of Transportation, *Tract Housing in California*, 71–78; McAlester, *A Field Guide to American Houses*; Gottfried and Jennings, *American Vernacular*, Hess, *The Ranch House*.

further from the urban center of the city on larger lots that could accommodate the Rambling Ranch version of the style. These larger lots also allowed for the inclusion of features such as rear lawns, patios, and swimming pools, all of which enhanced the suburban experience.

Given the versatility of the Ranch style house and its ability to be scaled up or back depending on the needs of the property owner or location, the Ranch house was one of the most popular home choices throughout the 20<sup>th</sup> century and were occupied by almost all socio-economic levels.<sup>129</sup>

Character-defining features of the Ranch style include:

- One story in height
- Low pitch gabled or hipped roofs constructed with moderate overhangs
- Offset entry points and general façade asymmetry
- Focus on horizontal massing and rambling forms
- Focus on informality
- Main entry typically placed under the roof overhang or tucked into the facade
- Use of tripartite windows and picture windows on the façade
- Use of aluminum sliding windows throughout, versus wood or metal seen in earlier 20<sup>th</sup> century styles
- Variations on the eave overhang, typically boxed eaves or exposed rafter tails, or the less-common boxed rafters
- Large chimneys made of brick or stone
- Traditional exterior cladding, including brick veneer, wood siding, and stone veneer
- Attached garage or carport, typically incorporated into the façade
- Front and rear yards
- Simple floor plans based on rectangular blocks, usually L, U, or T shaped in plan

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<sup>129</sup> California Department of Transportation, *Tract Housing in California*, 71–78; McAlester, *A Field Guide to American Houses*; Gottfried and Jennings, *American Vernacular*; Hess, *The Ranch House*.

## 8 Notable Architects and Builders

### 8.1 Soule, Murphy & Hastings (1921-1926) and Soule & Murphy (1926-1953)

The architectural firm of Soule, Murphy and Hastings was a partnership between Winsor Soule FAIA, John Frederic Murphy FAIA, and Theodore Mitchell Hastings. All three men were established architects before they decided to establish the firm, Soule, Murphy and Hastings in 1921.<sup>130</sup> Winsor Soule, FAIA, was born in New York State in 1883, and pursued his studies at Harvard and the Massachusetts Institute of Technology, where he earned his degree in architecture. After graduating in 1907, he joined one of the most prolific firms of the time, Cram, Goodhue and Ferguson, specializing in ecclesiastical architecture and public buildings. Soule eventually left and became an associate architect for Bryn Mawr College where he worked with designer, Lockwood de Forest, Sr. He later married Forest's daughter, Judith, and in 1912, the couple relocated to Santa Barbara.<sup>131</sup>

John Frederic Murphy was born in Winterset, Iowa, on September 25, 1887. He initially studied at Grinnell College from 1906 to 1908 before transferring to Columbia University, where he earned his architecture degree. Following graduation, Murphy worked at the architectural firm of Poudgood, Bird and Tawson of Des Moines, Iowa before moving to Santa Barbara in 1914. Shortly after arriving on the West Coast, Murphy married his wife, Marjorie. In 1921, Soule & Murphy, and architect T. Mitchell Hastings formed the firm Soule, Murphy and Hastings (1921-1926) which experienced a brief yet productive period of collaboration. Their first large commission was the design of Lincoln and Wilson Elementary Schools in 1922. Their interpretation of the Spanish Colonial Revival design was so well received that the firm was continuously commissioned to design educational buildings in Santa Barbara for the next twenty years including Peabody Elementary (1927), Harding Elementary (1926), and McKinley Elementary (1931). The firm also designed many residential and commercial properties. Hastings retired in 1926, the same year the subject property was constructed, but the firm continued as Soule & Murphy from 1926 to 1953.<sup>132</sup>

Soule & Murphy and Soule, Murphy and Hastings made significant contributions to Santa Barbara's architectural landscape, encompassing commercial, military, educational, religious, and residential buildings, all reflecting classic Santa Barbara styles such as Spanish Colonial Revival and Mediterranean Revival. The firm(s) has been credited with developing regional architectural styles for California inspired by the Spanish Missions, and rooted in the historical Spanish, Italian, and Mediterranean

<sup>130</sup> "Architect Soule Takes Partners; Three in Firm," *The Morning Press* (Santa Barbara), July 13, 1921, 5, <https://www.newspapers.com/image/995822013>

<sup>131</sup> Chris Marino, *Finding Aid for the Soule, Murphy and Hastings Drawings, circa 1913–circa 1953*, 0000177 (Santa Barbara, CA: Architecture and Design Collection, Art, Design & Architecture Museum, University of California, Santa Barbara, 2007), [https://oac.cdlib.org/static\\_finaids/ark:/13030/c8ws8skp.html](https://oac.cdlib.org/static_finaids/ark:/13030/c8ws8skp.html); City of Santa Barbara, *Soule and Murphy (Hastings 1921–1926)*, Historic Architects and Landscape Architects, accessed April 17, 2025.

<sup>132</sup> Marino, *Finding Aid for the Soule, Murphy and Hastings Drawings*; City of Santa Barbara, *Soule and Murphy*.

architectural aesthetics and traditions. Notable architectural works of Soule & Murphy in Santa Barbara include the following<sup>133</sup>:

- Salvation Army Headquarters, Haley and Chapala Street (1926)
- Harding Elementary (1926)
- Santa Barbara Chamber of Commerce office Carrillo Street (1926-1927)
- Santa Barbara School of the Arts, East Canon Perdido (1928)
- Santa Barbara Building Corp. Williams Building Hotel, State Street and De La Guerra (1928)
- Security Title Insurance building, 1014 State Street (1928-1952)
- Santa Barbara Investment Corp. building, West Cabrillo Street (1930)
- McKinley Elementary School (1931)
- Veterans Memorial Building, 112 West. Cabrillo Street (1935)

## 8.2 Barker and Ott (1929-1948)

The firm Barker & Ott consisted of Merl Lee Barker (1888-1970) and G. Lawrence Ott (1895-1975).<sup>134</sup> Merl Barker was born in Colorado in 1888. Prior to making the move to Los Angeles in the early 1920s, he practiced architecture in Denver, Colorado.<sup>135</sup> Upon moving to Los Angeles, he joined forces with G. Lawrence Ott, AIA, and developed the firm Barker and Ott in 1929. G. Lawrence Ott was born in 1895 and graduated from the University of Notre Dame in 1921 with a degree in architecture. Upon receiving his degree, he moved to Los Angeles where he received his first commission for the Los Angeles Archdiocese, a school building for the Church of the Holy Cross, which marked the beginning of his career in ecclesiastical architecture. After the firm Barker and Ott was founded in 1929, much of their early work was primarily specialized in commercial and institutional commissions.<sup>136</sup> Their works remained largely within the Spanish Colonial Revival style, with many notable buildings for the Los Angeles Archdiocese of the Catholic Church. Such projects include:

- Roman Catholic Archdiocese of Los Angeles, Holy Cross Catholic Church, Los Angeles
- Roman Catholic Archdiocese of Los Angeles, Mount Carmel High School, Los Angeles

<sup>133</sup> Marino, *Finding Aid for the Soule, Murphy and Hastings Drawings*, City of Santa Barbara, *Soule and Murphy*.

<sup>134</sup> Barker and Ott, Architects, Pacific Coast Architecture Database, accessed April 17, 2025, <https://pcad.lib.washington.edu/firm/928/>.

<sup>135</sup> Sian Winship, *National Register of Historic Places Registration Form: St. Vincent's Seminary Historic District* (draft April 2024; revised May 2024), California Office of Historic Preservation, accessed October 20, 2025, [https://ohp.parks.ca.gov/pages/1067/files/CA\\_Los%20Angeles%20County\\_St%20Vincents%20Seminary%20Historic%20District\\_DRAFT.pdf](https://ohp.parks.ca.gov/pages/1067/files/CA_Los%20Angeles%20County_St%20Vincents%20Seminary%20Historic%20District_DRAFT.pdf).

<sup>136</sup> Winship, *National Register Registration Form: St. Vincent's Seminary Historic District*.

- Roman Catholic Archdiocese of Los Angeles, Saint Charles Borromeo Church #2, North Hollywood
- Good Shepherd Catholic Church, Beverly Hills
- Roman Catholic Archdiocese of Los Angeles, Immaculate Heart of Mary Church, Hollywood
- Smith, E.M., House, Berkeley Square, Los Angeles

### 8.3 Edwards, Plunkett, and Howell

The firm Edwards, Plunkett, and Howell was composed of William Albert Edwards (1888-1952), James Joseph Plunkett (1900-1946), and Henry W. Howell (1889-1962).<sup>137</sup> William Edwards was born on May 4, 1888, in Santa Barbara. He attended the University of California at Berkeley and later transferred to the University of Pennsylvania, where he earned a degree in architecture in 1912. After graduation, he landed a brief position with the firm Edwards and Neff, until he organized his own practice in Santa Barbara in 1919. His practice was significantly impacted by the 1925 earthquake, which prompted him to partner with Plunkett, focusing on rebuilding the City in the Spanish Colonial Revival style of architecture. In 1926, Howell joined the firm.

James Plunkett was born in 1900 in Rome, New York. He attended Syracuse State University in 1919.<sup>138</sup> He moved to California in 1922, where he began his architectural career after 1925. In 1925, Plunkett partnered with Edwards, forming Edwards and Plunkett. Known for his creative ability to sketch designs on various surfaces, Plunkett contributed to both commercial and residential projects.<sup>139</sup> Following Howell's departure in 1928, Edwards and Plunkett continued their collaboration until 1940, completing notable works such as the Fox Theater and the National Guard Armory.<sup>140</sup>

Henry W. Howell was born on March 5, 1889, in Butte Montana. He studied engineering at the University of Montana, and architecture at the University of Pennsylvania. Upon graduating, he practiced architecture until he moved to California in 1924. The same year, he married his wife, Elizabeth. In 1925, he settled in Santa Barbara and joined Edwards and Plunkett in 1926 but eventually established his own firm in 1929. Howell focused primarily residential designs, developing a strong reputation by the 1930s.<sup>141</sup> By 1946, Howell formed a partnership with his friend and son-in-law, Wallace W. Arendt, creating the architecture firm Howell & Arendt, which later expanded in 1956 to include Glen Mosher and Robert Grant. Howell's influence on housing designs continued until his

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<sup>137</sup> Edwards, Plunkett, and Howell, Architects, Pacific Coast Architecture Database, accessed April 17, 2025, <https://pcad.lib.washington.edu/firm/33/>.

<sup>138</sup> Michael Redmon, "Architect Joseph J. Plunkett," *The Santa Barbara Independent*, March 2, 2017, <https://www.independent.com/2017/03/02/architect-joseph-j-plunkett/>.

<sup>139</sup> Redmon, "Architect Joseph J. Plunkett."

<sup>140</sup> Redmon, "Architect Joseph J. Plunkett."

<sup>141</sup> City of Santa Barbara, *Henry Howell*, Historic Architects and Landscape Architects, accessed April 17, 2025; Edwards, Plunkett & Howell papers," Online Archive of California, accessed on April 16, 2025, on <https://oac.cdlib.org/findingaid/ark:/13030/c8mw2hrw/>

retirement in 1959, after which the firm evolved into Arendt, Mosher & Grant, operating until 1975. Howell passed away in 1962.<sup>142</sup>

Together, Edwards, Plunkett and Howell made significant contributions to Santa Barbara's built environment, primarily through their work in the Spanish Revival architecture style.

## 8.4 Ralph Stevens (1882-1958)

Ralph T. Stevens was born in Montecito, California, in 1882, as the son of a prominent horticulturist. He attended Michigan State College in 1900, where he earned his bachelor's degree in landscape architecture.<sup>143</sup> After earning his degree, he moved to Chicago, Illinois, to work in the office of O.C. Simonds. Two years later, he left Simonds to return to California, where he worked as a landscape architect and taught at the University of California Berkeley from 1913 to 1917.<sup>144</sup>

In 1917, he opened his own private landscape design firm in Santa Barbara and taught at the Santa Barbara School of the Arts. By 1919, he started his 37-year association with the City's Parks Department, where he served as Superintendent and later as Park Commissioner.<sup>145</sup> While serving as Park Commissioner, during the Great Depression, Stevens was the pioneer for the development of Franceschi Park, the former residence and commercial nursery of Dr. Franceschi, by involving the Works Progress Administration.<sup>146</sup>

Stevens became well known for his mass plantings and elaborate plant palettes, integrating various styles. Many of his projects synthesized International and Californian designs with elements of Mediterranean, Islamic, and Spanish Colonial Revival styles.<sup>147</sup> Key projects of his include

- Franceschi Park (1893)
- Oak Park (1904)
- Plaza del Mar (1899)
- Andrée Clark Bird Refuge (c.1930)
- 1949-1950 Master Plan for the University of California, Santa Barbara.
- Santa Barbara Biltmore Hotel (1927)
- The Royal Hawaiian Hotel in Waikiki (1927)<sup>148</sup>

<sup>142</sup> Edwards, Plunkett, and Howell, Architects, Pacific Coast Architecture Database, accessed April 17, 2025, <https://pcad.lib.washington.edu/firm/33/>; Edwards, Plunkett & Howell Papers, circa 1925–circa 1942, Architecture and Design Collection, University of California, Santa Barbara, accessed April 16, 2025, <https://oac.cdlib.org/findaid/ark:/13030/c8mw2hrw/>.

<sup>143</sup> The Cultural Landscape Foundation, "Ralph Stevens," accessed April 17, 2025, <https://www.tclf.org/pioneer/ralph-stevens>.

<sup>144</sup> Ralph T. Stevens, *Landscape Plan for the Harold S. Chase Estate* (Santa Barbara, CA: Architecture and Design Collection, University of California, Santa Barbara, 1925), accessed February 4, 2025, <https://oac.cdlib.org/findaid/ark:/13030/c8vh5pjs/>.

<sup>145</sup> The Cultural Landscape Foundation, "Ralph Stevens."

<sup>146</sup> Ralph T. Stephens File, Gledhill Library, Santa Barbara, CA, accessed April 15, 2025

<sup>147</sup> The Cultural Landscape Foundation, "Ralph Stevens."

<sup>148</sup> The Cultural Landscape Foundation, "Ralph Stevens."

Stephens contributed to Santa Barbara's growing community when assisted in the San Roque Development project in the land scraping.<sup>149</sup> In 1957, the City of Santa Barbara honored Stevens' contributions to the City by renaming San Roque Canyon Park to Stevens Park. The following year, in 1958, Stevens passed away at the age of 76, leaving behind a legacy defined by his gardens and design achievements.<sup>150</sup>

## 8.5 Louis (Lou) J. Kilgore (1887-1962)

Louis (Lou) Kilgore was born in Springfield, Colorado, in 1887. In 1908 he married Jennie Lorena Richards in Washington state and by 1917 the couple relocated to Santa Barbara, California.<sup>151</sup> In the mid-1920s, Kilgore worked as a builder and specialized in the construction of English Vernacular and Spanish Colonial Revival style homes. He constructed several of the early single-family houses in the Rutherford Park tract of the San Roque neighborhood and his homes were known for their high-quality materials and craftsmanship.<sup>152</sup> In addition to his work as a builder, Kilgore also purchased and developed lots with his homes or enter into design-build partnerships with individuals to build their dream homes on vacant lots.<sup>153</sup> He constructed and resided in two homes in San Roque 119 Calle Granada (1926) and 221 Calle Manzanita (1928).<sup>154</sup> In addition to constructing homes in San Roque, he also developed homes in other parts of the City, including in the Riviera, Lower Riviera, and the Casa Loma Tract, located directly to the south of San Roque.<sup>155</sup> Kilgore continued to develop homes in San Roque and throughout the City until the late 1930s. In 1943, Kilgore relocated to Santa Ana.<sup>156</sup>

The following is a list of properties in San Roque known to have been constructed by Kilgore:

- 119 Calle Granada (residence and work address)<sup>157</sup>
- 121 Calle Granada (1926) (Demonstration Home for Better Homes program)<sup>158</sup>

<sup>149</sup> "Bank Clearings, Building and Realty Deals Setting Record" *Santa Barbara News Press* (Santa Barbara), March 27, 1926, 7, <https://www.newspapers.com/image/929663389/>.

<sup>150</sup> Michael Redmon, "Legendary Landscaper," *The Santa Barbara Independent* (Santa Barbara), April 13, 2010, <https://www.independent.com/2010/04/13/legendary-landscaper/>.

<sup>151</sup> "Louis James "Lou" Kilgore, Ancestry.com, [https://www.ancestry.com/family-tree/person/tree/748490/person/242224904042/facts?\\_phsrc=w0z3&\\_phstart=successSource](https://www.ancestry.com/family-tree/person/tree/748490/person/242224904042/facts?_phsrc=w0z3&_phstart=successSource) (accessed September 15, 2025).

<sup>152</sup> "Home Builders of Santa Barbara," *The Morning Press* (Santa Barbara), March 7, 1926, 13, <https://www.newspapers.com/image/995863943/>.

<sup>153</sup> "Houses for Sale," *The Morning Press* (Santa Barbara), November 9, 1926, 14, <https://www.newspapers.com/image/995822013/>; Advertisement, *The Morning Press* (Santa Barbara), April 22, 1928, 10, <https://www.newspapers.com/image/995900615/>.

<sup>154</sup> Jesse May Bryant, "Daily Round of Society," *The Morning Press* (Santa Barbara), April 16, 1927, 5, <https://www.newspapers.com/image/995880591/>.

<sup>155</sup> "Building Permit on 'Loan' Home Issued," *The Morning Press* (Santa Barbara), February 6, 1935, 14, <https://www.newspapers.com/image/995844897/>; "New California Colonial Home Open to Public Today," *The Santa Barbara News-Press* (Santa Barbara), July 31, 1938, 14, <https://www.newspapers.com/image/997269181>.

<sup>156</sup> "Farewell Given to Mrs. Kilgore," *Santa Barbara News Press* (Santa Barbara), April 16, 1943, 10, <https://www.newspapers.com/image/997300380/>.

<sup>157</sup> "Building Permits," *The Morning Press* (Santa Barbara), June 27, 1925, 11, <https://www.newspapers.com/image/995888556>.

<sup>158</sup> Two Homes Added to Demonstration," *Santa Barbara News-Press* (Santa Barbara), April 15, 1926, 12, <https://www.newspapers.com/image/929652524>.

- 221 Calle Manzanita (residence and work address)<sup>159</sup>
- 225 Calle Manzanita (1928)<sup>160</sup>
- 223 Calle Granada (1929)<sup>161</sup>
- 222 Calle Granada (1929)<sup>162</sup>
- 3108 Calle Pinon (1929)<sup>163</sup>
- 233 Calle Manzanita (1930)<sup>164</sup>
- 415 Calle Granada (1930)<sup>165</sup>
- 207 Calle Manzanita (1930)<sup>166</sup>
- 3109 Calle Cedro (1931)<sup>167</sup>

## 8.6 Henry C. Laskey (c. 1893-1964)

Henry C. Laskey was born in St. Catherine's, Ontario, Canada. In 1914, he married Mary Elizabeth Henderson, and together they moved to the City of Santa Barbara in 1920.<sup>168</sup> While living in the City, he worked as a contractor and builder for 36 years.<sup>169</sup> During the span of his career, he constructed numerous homes in the City, particularly in the San Roque neighborhood's Rutherford Park tract.<sup>170</sup> Following the death of his first wife in 1957, Laskey married his second wife, Minerva G. Facundus in 1962.<sup>171</sup> Laskey had three daughters with his first wife and was a member of Magnolia Lodge 242 and F & AM.<sup>172</sup> He passed away in 1964 at the age of 71.<sup>173</sup>

<sup>159</sup> "Permits Issued," *Santa Barbara News-Press* (Santa Barbara), October 15, 1927, 14, <https://www.newspapers.com/image/92966688>.

<sup>160</sup> "The Perfect 6-Room Home," advertisement, *The Morning Press* (Santa Barbara), April 22, 1928, 10, <https://www.newspapers.com/image/995900615>.

<sup>161</sup> "Local Brevities," *The Morning Press* (Santa Barbara), May 19, 1929, 9, <https://www.newspapers.com/image/995858121>.

<sup>162</sup> City of Santa Barbara, Building Permit Records (various properties, Santa Barbara, CA), accessed between May and August 2025.

<sup>163</sup> City of Santa Barbara, Building Permit Records (various properties, Santa Barbara, CA), accessed between May and August 2025.

<sup>164</sup> "Water Permits," *The Morning Press* (Santa Barbara), August 29, 1930, 11, <https://www.newspapers.com/image/995791265>.

<sup>165</sup> City of Santa Barbara, Building Permit Records (various properties, Santa Barbara, CA), accessed between May and August 2025.

<sup>166</sup> City of Santa Barbara, Building Permit Records (various properties, Santa Barbara, CA), accessed between May and August 2025.

<sup>167</sup> City of Santa Barbara, Building Permit Records (various properties, Santa Barbara, CA), accessed between May and August 2025.

<sup>168</sup> "Married," *The Standard* (St. Catharines, Ontario, Canada), May 1, 1914, 1, <https://www.newspapers.com/image/774740445>.

<sup>169</sup> "Laskey Services," *Santa Barbara News-Press* (Santa Barbara), August 26, 1964, 42, <https://www.newspapers.com/image/929161377>.

<sup>170</sup> "Realty Deals," *The Morning Press* (Santa Barbara), February 21, 1937, 14, <https://www.newspapers.com/image/996170173>.

<sup>171</sup> "Laskey Services," *Santa Barbara News-Press*, 42.

<sup>172</sup> "Henry Laskey," *Santa Barbara News-Press* (Santa Barbara), August 25, 1964, 32, <https://www.newspapers.com/image/929161082>.

<sup>173</sup> "Henry Laskey," *Santa Barbara News-Press*, 32.

Many of his projects in San Roque featured English Vernacular and Tudor Revival styles. His known works include<sup>174</sup>:

- 3092 Calle Rosales
- 3101 Calle Noguera
- 3105 Calle Noguera
- 3105 Calle Rosales
- 3109 Calle Noguera
- 117 Calle Palo Colorado
- 3127 Calle Noguera
- 3219 Calle Rosales

In addition, Laskey collaborated with other builders such as Frank McClelland on residential construction in San Roque. These collaborative projects include 210 Calle Palo Colorado, 3088 Calle Rosales, and 3096 Calle Rosales.<sup>175</sup>

<sup>174</sup> City of Santa Barbara, Building Permit Records (various properties, Santa Barbara, CA), accessed between May and August 2025.

<sup>175</sup> City of Santa Barbara, Building Permit Records (various properties, Santa Barbara, CA), accessed between May and August 2025.

## 9 Important People

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### 9.1 Stephen Rutherford (1848-1939)

Stephen Rutherford was born in Aberlady, Scotland, in 1848. In 1870 at the age of 22 he immigrated to the United States and settled in Santa Barbara, California.<sup>176</sup> His career in real estate began when Colonel William Welles Hollister hired him to work at Glen Annie Ranch located in Goleta. While working in Goleta, Rutherford befriended George Long, who inspired him to pursue real estate investments. In 1872 Long sold Rutherford 100-acres of land between San Jose Creek and Fairview, in which Rutherford built a two-story house and lived there with his wife and eight children.<sup>177</sup>

In 1884, Rutherford's ambitions led him to a significant real estate venture when he purchased over 1,000 acres at Dos Pueblos Canyon from the widow of California pioneer Greenleaf C. Welch. On his new ranch, he planted potatoes and corn, along with walnut and apricot orchards. In 1887, Rutherford sold a 30-acre parcel of Dos Pueblos ranch to developer John Williams. The following year, he sold another 30 acres of his La Patera Ranch, located between Goleta Union School and Fairview Avenue, which became his first major development.<sup>178</sup>

By the early 1900s, Rutherford expanded his holdings by purchasing 500 acres along the coast, including Refugio Cove, located in Goleta. He also acquired a portion of the Hope Ranch and renamed it Arroyo Burro Creek Ranch where he farmed it for many years before passing it down to his son who renamed it Valle Verde. Rutherford remained active in farming and real estate in western Goleta Valley until his seventies when he sold his property to oilman Herbert Wylie in 1917.<sup>179</sup>

The same year, Rutherford purchased 123 acres of farmland along Hollister Avenue between San Roque and Alamar Avenue from owner Dixey Thompson. By 1923, he laid the groundwork for San Roque's first residential subdivision called Rutherford Park. The neighborhood featured a U-shaped plan, which he named Argonne Circle in memory of his son who lost his life in World War I. Rutherford passed away in 1939 at the age of 91, leaving behind a legacy that lives on in the neighborhoods he developed.<sup>180</sup>

### 9.2 George S. Edwards (1859-1930)

George S. Edwards was born in Ione, California, in 1859. He moved to Santa Barbara with his parents in 1869 at the age of 10. He attended Colonel Hollister's Santa Barbara College and continued his

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<sup>176</sup> "Stephen Rutherford," *History of Santa Barbara County* (1925), 54, accessed April 15, 2025, Gledhill Library; Tompkins, *Santa Barbara History Makers*, 271.

<sup>177</sup> Modugno, "Stephen Rutherford"; Tompkins, *Santa Barbara History Makers*, 273.

<sup>178</sup> Modugno, "Stephen Rutherford."

<sup>179</sup> Modugno, "Stephen Rutherford." Martha Lannan, "Stephen Rutherford, a Very Busy Man," *Goleta Valley Voice* (Santa Barbara, CA), February 23, 2007, 8. Tompkins, *Santa Barbara History Makers*, 273-274.

<sup>180</sup> Modugno, "Stephen Rutherford"; Tompkins, *Santa Barbara History Makers*, 274.

studies at Berkeley State University.<sup>181</sup> After graduating in 1879, he returned to Santa Barbara, where he worked for his father's hardware firm, Edwards, Boeseke, and Dawe, until he moved to live on a farm in Goleta, which was owned by his father. After one of his parents became a director for Mortimer Cook's First National Gold Bank, the first bank in Santa Barbara, Edwards developed an interest in banking.<sup>182</sup>

In 1886, the third bank in Santa Barbara was established as the Commercial Bank. The following year, in 1887, Edwards was elected as director of Commercial Bank and became president in 1890, a position he held until his passing in 1930.<sup>183</sup> In 1901, he was elected Mayor of Santa Barbara and served until 1905. Throughout his life, Edwards appraised and donated land for various community projects in Santa Barbara, such as the San Roque Tract.<sup>184</sup>

Edwards passed away in 1930 at the age of 71, leaving behind a legacy for his love of people and his community. His mark on the City is seen today through the projects made possible through his contributions.<sup>185</sup>

### 9.3 Fred L. Johnston (1881-1963)

Fred L. Johnston was born in Chicago, Illinois, in 1881. He attended Santa Barbara High School and went on to study at the University of Southern California, where he graduated with his bachelor's degree in 1904.<sup>186</sup>

Johnston's professional career began in 1916 when he joined the architectural and engineering firm Mayberry and Parker. In 1923, he was elected City Manager of Santa Barbara and served until 1924. During his time with the City, he played a key role in the oversight of various engineering projects, including the development of the Zaca Creek Bridge (1916) and Rutherford Park (1917), which contributed to the City's infrastructure.<sup>187</sup>

In addition to his service in the City, he served as a colonel in the United States Army Corps of Engineers, and was recognized in both World Wars, where he earned several decorations. He also

<sup>181</sup> Walker A. Tompkins, *Santa Barbara History Makers*, ed. Barbara Hathaway Tompkins (Santa Barbara, CA: McNally & Loftin, 1983), 209.

<sup>182</sup> Tompkins, *Santa Barbara History Makers*, 209.

<sup>183</sup> Tompkins, *Santa Barbara History Makers*, 209-210; "Bankers Issue", *Noticias: Quarterly Magazine of the Santa Barbara Historical Museums* (1964), 13.

<sup>184</sup> Tompkins, *Santa Barbara History Makers*, 209-211.

<sup>185</sup> Tompkins, *Santa Barbara History Makers*, 211; "Bankers Issue," *Noticias*, 16-17.

<sup>186</sup> 1900 United States Federal Census, entry for Fred L. Johnston, Santa Barbara, California; digital image, Ancestry.com ([https://www.ancestry.com/search/collections/7602/records/15152000?tid=&pid=&queryId=61369b33-d829-4ed2-8755-cf361ad983a9&\\_phsrc=IJd2076&\\_phstart=successSource](https://www.ancestry.com/search/collections/7602/records/15152000?tid=&pid=&queryId=61369b33-d829-4ed2-8755-cf361ad983a9&_phsrc=IJd2076&_phstart=successSource)), accessed October 30, 2025.

<sup>187</sup> Kevin (Lex) Palmer, *Zaca Creek Bridge No. 2 (Bridge No. 51C-226)*, Historic American Engineering Record No. CA-259 (San Francisco: National Park Service, Department of the Interior, July 1999), <https://tile.loc.gov/storage-services/master/pnp/habshaer/ca/ca2600/ca2635/data/ca2635data.pdf>; "Forty-Niner Joins Silent Majority; G.C. Welch Dead," *The Morning Press*, July 16, 1911, 5, <https://cdnc.ucr.edu/?a=d&d=MP19110716.2.53&srpos=1&e=-----en--20-MP-1--txt-txIN-Forty%252DNiner+Joins+Silent+Majority----->.

supervised flood control work in Glendale and served as city manager for Coronado until 1938.<sup>188</sup> In 1963, Johnston passed away in a hiking accident at the age of 82. His legacy lives on for his significant contributions to California's infrastructure.<sup>189</sup>

## 9.4 Charles Monroe Urton (1887-1977)

Charles Monroe Urton was born in Clarinda, Iowa, in 1887. In 1904, at the age of seventeen, he moved to Pasadena, California. He would go on to marry his then wife Ida Belle Gray five years later in 1909. Urton's path to becoming a contractor was unconventional as he was self-taught. His nascent career as a building contractor brought the family to Santa Barbara California in 1915, where he would make his mark across the city.<sup>190</sup> Urton and his family lived at 18 Calle Alamo in San Roque.<sup>191</sup>

Urton's first jobs as a building contractor were two buildings. First, the DuPont Mansion at 201 East Valley Road which was nicknamed "Casa Del Sueno," which was the home of folksinger Burl Ives.<sup>192</sup> The second was a villa built for John Peshine at 913 San Andres Street. That same villa would become part of the Grace Church Complex much later. Over time, he got the opportunity to construct bigger projects such as the *Daily News* building, The Medical Arts Building on Chapala Street, the now Wells Fargo Bank, and Montecito's Cold Spring School.<sup>193</sup>

In 1923, Urton would build his magnum opus, the Granada Building, which is Santa Barbara's only skyscraper. The building included over 66 office spaces. The project was a costly one for Urton because the financing for the project went bankrupt and Urton had to pay out all his subcontractors without ever being reimbursed. All the buildings Urton constructed survived the 1925 earthquake, which made the demand for his services even greater. Following the earthquake, Urton went on to construct the first Methodist Church in Santa Barbara in 1927, with help from Architect Thomas P. Barber. The 37,645 square foot church was constructed in the Romanesque style, which was quite rare in Santa Barbara at the time.<sup>194</sup> After many successful projects, Urton had a stroke in 1967 and eventually passed away on May 27, 1977, at the age of 90.<sup>195</sup>

<sup>188</sup> Palmer, *Zaca Creek Bridge No. 2*, HAER No. CA-259.

<sup>189</sup> "Fatal Blow Slips Off Bank, Hits Concrete," *Daily News Post* (Monrovia, California), July 2, 1963, 1, <https://www.newspapers.com/image/606154874/>

<sup>190</sup> Tompkins, *Santa Barbara History Makers*, 305.

<sup>191</sup> Tompkins, *Santa Barbara History Makers*, 305.

<sup>192</sup> Tompkins, *Santa Barbara History Makers*, 305.

<sup>193</sup> Tompkins, *Santa Barbara History Makers*, 305.

<sup>194</sup> Christine Palmer, "Architectural Note for the First United Methodist Church," *Noticias: Quarterly Magazine of the Santa Barbara Historical Museums*, 55, no. 4 (2017): 200.

<sup>195</sup> Tompkins, *Santa Barbara History Makers*, 308.

## 10 Survey Findings

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### 10.1 Reconnaissance-Level Survey Findings

In May 2025, South Environmental completed a reconnaissance-level survey of 279 extant buildings constructed prior to 1980 that are located within the survey area boundaries. While the survey was predominately residential, there were a few examples of religious and educational architecture present in the neighborhood. The most common architectural styles identified in the reconnaissance-level survey included English Vernacular, Tudor Revival, Spanish Colonial Revival, and Craftsman, Minimal Traditional, and Ranch. In addition, many residences were also identified as directly associated with the Small Houses movement and competition in Santa Barbara during the survey.

Three types of properties were identified during the reconnaissance-level survey:

**Potentially Eligible Properties:** All properties that have potential for historical significance and physical integrity were flagged for intensive-level survey and detailed research.

**Not Eligible Properties:** All properties that were found to have alterations on the primary/street-facing elevation(s) or not be good representations of architectural styles were flagged as not eligible properties and were not included in the intensive-level survey. Any properties identified as not eligible during the reconnaissance-level survey were assigned a California Historical Resource Status Code of 6Z, "found ineligible for NR, CR or Local designation through survey evaluation." A detailed listing of the not eligible properties is available in the Survey Matrix (Appendix A).

**Not Visible Properties:** These properties were either fully or partially hidden from view from the public right-of-way and could not be surveyed and evaluated. These properties were flagged as "not visible/NV" in the Survey Matrix (Appendix A).

### 10.2 Intensive-Level Survey Findings

Based on the results of the reconnaissance-level survey and collaboration with the City's Architectural Historian, South Environmental conducted an intensive-level survey of 122 residential properties. The historical significance and integrity of these properties was evaluated in consideration of local designation criteria. Extensive archival research and field survey efforts were completed for all of the properties identified for intensive-level survey. Research included but was not limited to reviewing newspaper articles, building permits, architectural plans, architectural publications, historical photographs, information at local repositories, City Directories, and historic aerial photographs. As a result of the research and fieldwork efforts, 62 of the 122 residential properties retained enough physical integrity to be recommended as historically significant for local designation: 61 of the properties were recommended eligible for their architectural merit and 1 property, 201 Calle Palo

Colorado, was recommended eligible for its association with the developer of San Roque, Stephen Rutherford. All residential properties found to be potentially eligible were assigned a California Historical Resource Status Code of 5S3 "appears to be individually eligible for local listing or designation through survey evaluation". A detailed listing of the potentially eligible properties is available in the Survey Matrix (Appendix A).

South Environmental prepared a City of Santa Barbara Historic Significance Form for each of the 62 residential properties and also prepared one (1) Significance Form for the previously identified Peabody School at the request of the City. Each of the 63 forms includes the results of the field survey, archival research, a property description, building photographs, property specific historic context statement, and a historical significance evaluation. All Historic Significance Forms are included as Appendix B.

### 10.3 Summary of Survey Findings

As a result of the reconnaissance-level survey and the intensive-level survey, 182 properties were identified as not eligible for designation, 62 properties were eligible for designation, and 26 properties were not visible during the survey and could not be evaluated. A detailed breakdown of these findings is provided in the Survey Matrix (Appendix A).

## 11 Preservation Priorities

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Following the completion of this study, the City will continue to align their historic preservation goals with the 2013 General Plan and Policy HR8.4 which is defined below:

HR8.4: Designate identified resources expeditiously, at least annually. As soon as possible after the identification of significant eligible resources, process designations of historic resources to have the applicable structure of merit, landmark, or historic district designation (General Plan 2013).

To achieve this goal and comply with this policy, once the study is accepted by the Historic Landmarks Commission the following actions will be taken by the City:

- All identified potentially eligible resources will be added to the Historic Resources Inventory (Register), so that they may be afforded protection under the Santa Barbara Municipal Code. The addition of these resources will ensure all future alterations will comply with the Secretary of the Interior's Standards for Rehabilitation.
- Property owners of potentially eligible properties will be encouraged to pursue the Structure of Merit designation process, so that they may benefit from the Mills Act program.
- Utilize technology to help the public identify and access historic resource information
  - Add all potentially eligible properties to the ArcGIS Historic Treasures Map with access to the historic significance report through the map
  - Update the City's Historic Resources GIS layer with the survey data
  - Post the study online to provide information to the public about the neighborhood to increase awareness

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# Appendix A: Reconnaissance-Level Survey Matrix

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## Appendix B: Intensive-Level Survey Forms

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