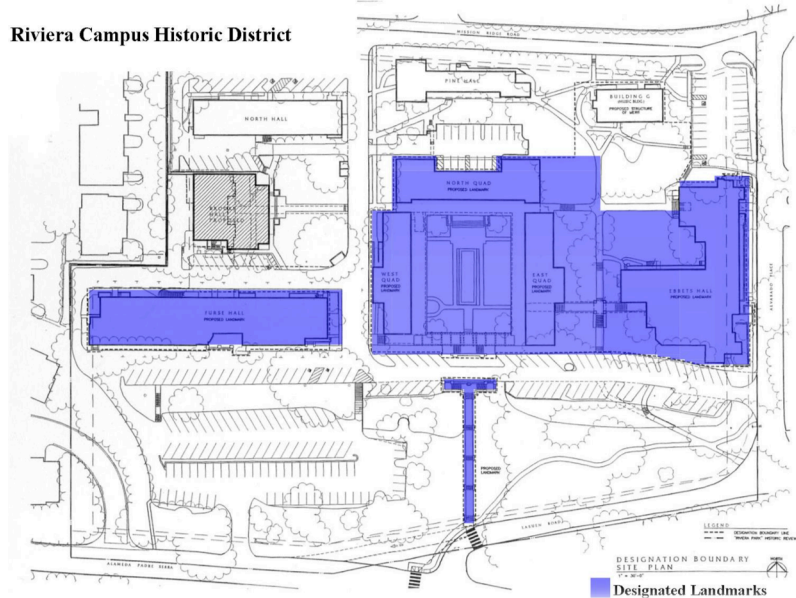


Riviera Campus Historic District



The Riviera Campus Historic District is located on Alameda Padre Serra and covers the entirety of the old University of California Santa Barbara Campus.

INTRODUCTION

The Riviera Campus Historic District (“Riviera Campus”) is located at 2020-2064 Alameda Padre Serra in the Riviera neighborhood north of downtown Santa Barbara. The area consists primarily of residential buildings; however, several commercial and institutional uses have also been established. The Riviera neighborhood is topographically higher than the downtown core of the city, and offers sweeping views of the city, ocean, and islands. This beautiful neighborhood got its start at the beginning of the 20th century when Santa Barbara built the Normal School of Manual Arts and Home Economics, what is now known as the Riviera Campus in 1909. The new school drew developers to what was once a barren hillside to the north of Santa Barbara and kick started a period of intense infrastructure development with the expressed purpose of creating what the world now recognizes as the American Riviera.

Riviera Campus Historic District



Looking north across the lawn of the Quadrangle Building, which is situated atop of the Grand Staircase

HISTORY

Period of significance: 1909-1914

In 1909, the State of California selected Santa Barbara as the site of a new Normal School of Manual Arts and Home Economics. As part of the terms to establish the school, the state required the city to provide land for the campus and transportation for students and faculty. Local banker Charles A. Edwards responded by donating 14 acres of his Upper Riviera tract. To which the city extended its streetcar line from the Santa Barbara Mission up what is now Lasuen Road to the Normal School site, later adding a short extension to Moreno Road; both of which would be removed in 1930.

With the opening of the Normal School campus in 1914, an immediate shortage of housing developed on the hillside. To help fill that need, James M. Warren built a two-story dormitory, two 10-room houses, and three cottages on his property adjacent to the Normal School along Lasuen Road. These buildings would prove unpopular with students and would go on to house Santa Barbara's tourists as the El Encanto Hotel. Also spurred by activity of the Normal School, developer George Batchelder and a group of investors formed the Riviera Company in 1913. Mr. Batchelder sought to promote the southern slope of the Mission Ridge as the Pacific equivalent of the Mediterranean Riviera and thus appropriated the name "Riviera" to create a new image for what was once little more than a barren and undesirable hillside.

These new subdivisions prompted the opening of more educational institutions on Riviera hill, including Boyland, situated above the Normal School near Las Tunas and Tremonto Roads, the Riviera School on Putnam (later renamed Loma) Avenue, and Jefferson School on Alameda Padre Serra. Over the years, various tenants have occupied the Riviera Campus, including the Brooks Institute of Photography, ABC-Clio Press, and the Riviera Theatre. Today, the complex is known as the Riviera Park Research and Communications Center, and is valued by residents and visitors alike for its beautiful ocean views, historic architecture, and lush semi-tropical landscaping.



Two landmark designated structures located on the campus. The east elevation of Ebbets Hall (top) and gorgeous window detailing on Furse Hall (bottom).