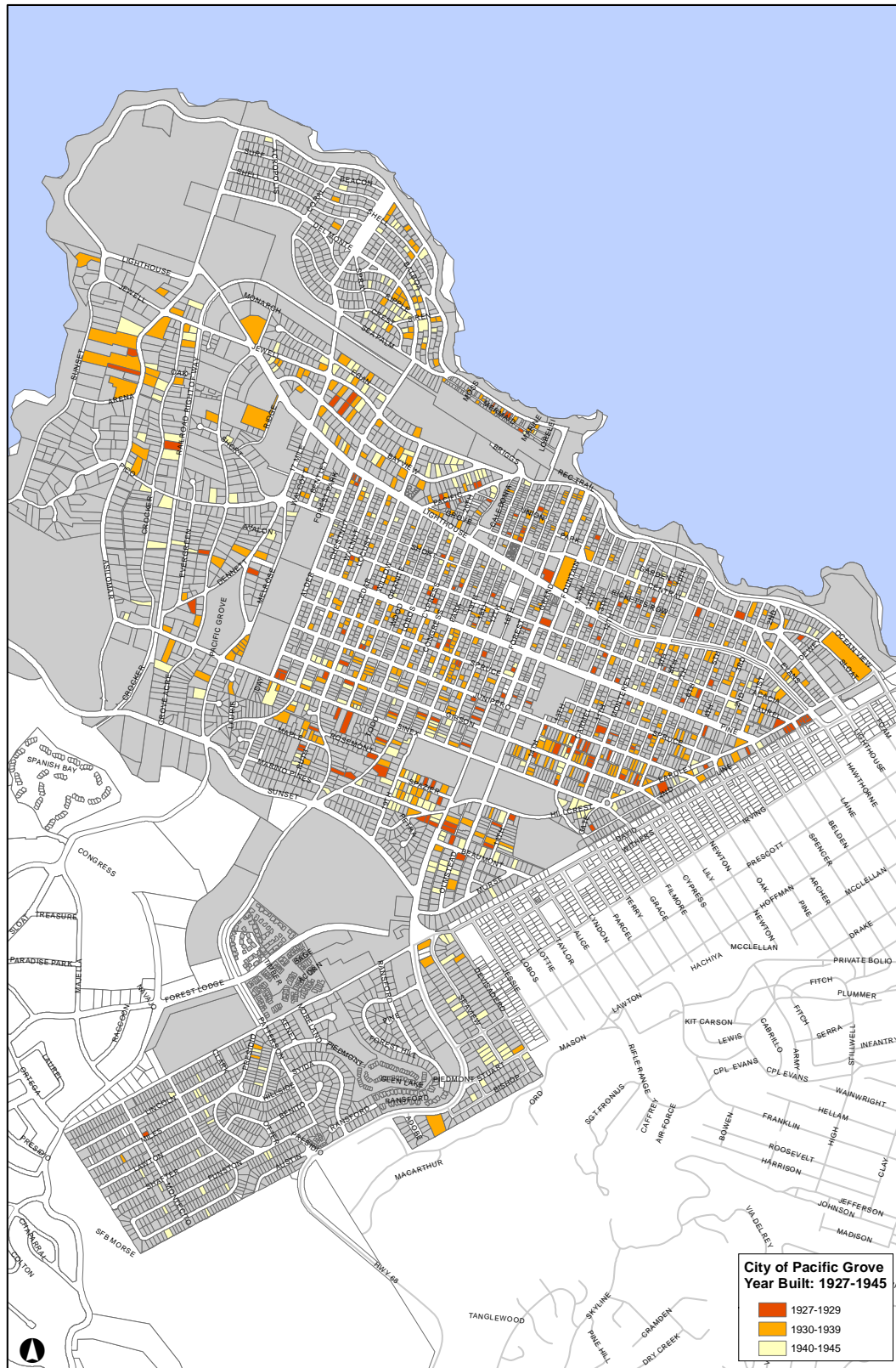


E. City of Homes (1927 - 1945)

Promotional brochures from the 1920s and 1930s touted Pacific Grove as the “City of Homes,” emphasizing the city’s impressive residential architecture from previous periods. Although this period of development begins during the final years of the “Roaring Twenties,” the majority of the period is dominated by the impacts of the Great Depression, which simultaneously curbed private development while still allowing for several notable civic improvements. Some of the key events and historic themes of this period include the following:

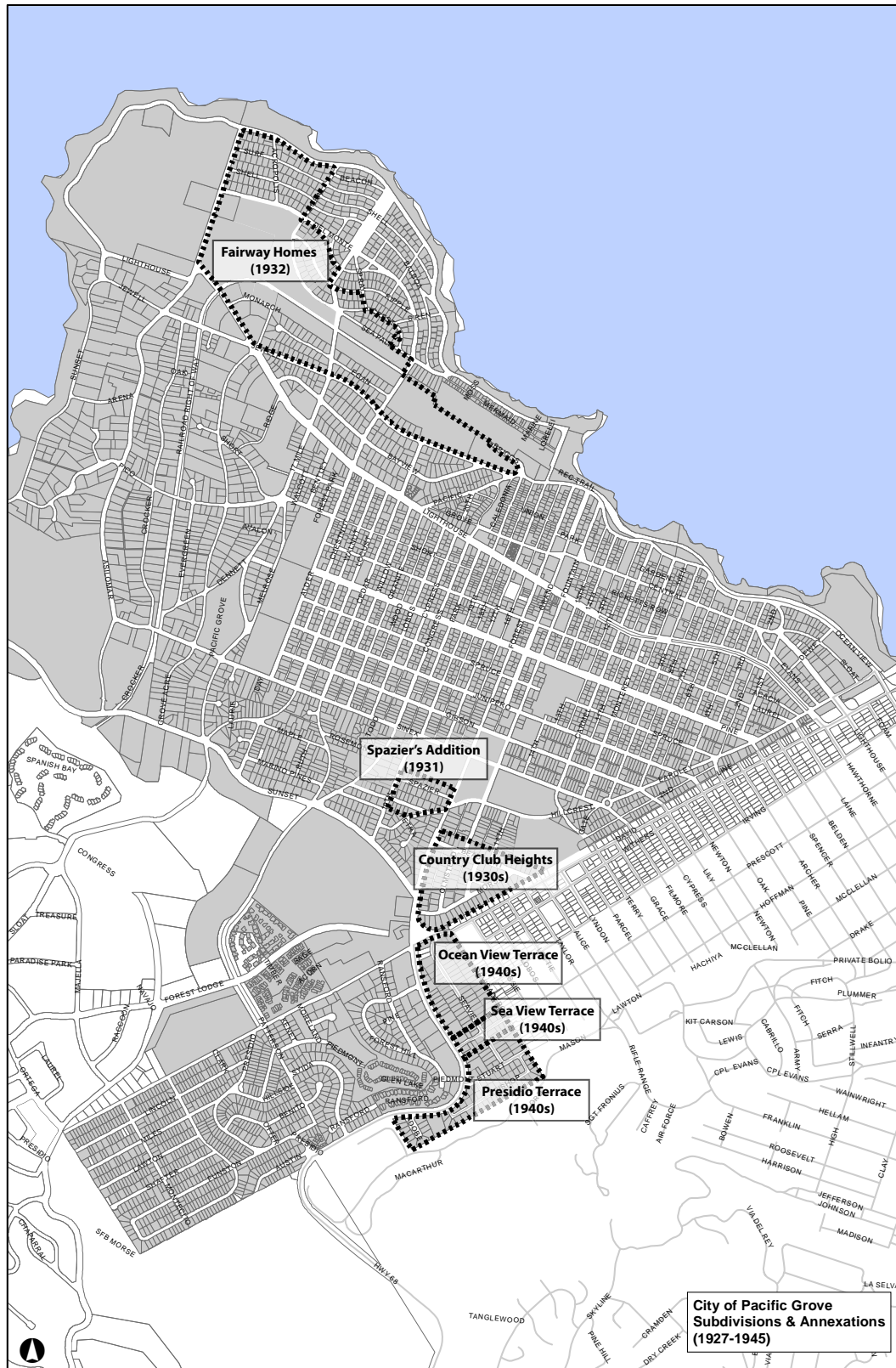
- Public ownership and management of the city’s key recreational facilities, including the beach facilities at Lovers Point, a new municipal golf course, and a new public auditorium.
- The continued development of auto camps as a significant part of the city’s tourist infrastructure.
- The impact of Depression-era work programs on the city, particularly the development or improvement of recreational facilities.
- The protection of natural resources, including acquisition of the city’s coastline and the passing of the “butterfly ordinance.”
- The influence of Cannery Row operations on Pacific Grove.
- The impact of World War II on the city, including the internment of Japanese citizens.

Extant properties capable of representing these significant themes include residential properties, commercial properties, auto camps & cottage courts, civic & public assembly properties, industrial properties, and cultural landscape elements. The overwhelming majority of surviving buildings constructed between 1927 and 1945 are residential, primarily consisting of infill construction consistent with the town’s established character. Civic improvements were also a key facet of this period, and included four of the city’s most recognizable buildings: the Pacific Grove Museum, the Post Office, the Pacific Grove High School Auditorium (now the Pacific Grove Performing Arts Center), and the Loeb Laboratory at Hopkins Marine Station.



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Properties constructed during “City of Homes” period (1927-1945)
 (Page & Turnbull)



Page & Turnbull, Inc. / 24 June 2011

Subdivisions and additions platted during “City of Homes” period (1927-1945)
 (Page & Turnbull)

PUBLIC OWNERSHIP OF THE WATERFRONT

Following the 1919 reorganization of the PIC as Del Monte Properties, the company worked to divest itself of its holdings in Pacific Grove and concentrate on the development of Pebble Beach. As part of this effort, the company began to entertain the possibility of selling all of its coastal waterfront property between Hopkins Marine Station and the Point Pinos Lighthouse to the city. Up until this time, only a “gentleman’s agreement” was in place, with the company promising that it would not allow any canneries in the city or erect buildings that obstructed coastal views.⁴⁰⁶ Much like the previous investments that the PIC had made in the city, the sale of the waterfront land by Del Monte Properties was governed both by economics and altruism. The company would ensure that portions of the 17 Mile Drive would remain a scenic gateway to Pebble Beach, and the value of its remaining holdings in Pacific Grove would likewise benefit. It would also engender a great deal of public goodwill. Samuel F. B. Morse said of the sale:

We determined that it was in the best interest (of Pacific Grove) ... That the city own its own waterfront and that this waterfront be forever restricted against building or use other than what would be desirable to the citizens of Pacific Grove. This resulted in the sale of the waterfront at a nominal figure.”⁴⁰⁷

The prospect of the sale was met with eagerness by City Council member Charles K. Tuttle, who was alarmed by the prospect of development that might block coastal access. It was said that, “During a trip along the southern California coastline a number of years ago, C. K. Tuttle ... perceived the all too frequent ‘Keep Out’ signs along the beaches. It irked him to find access to the ocean denied so many by the huge blocks of privately-owned waterfront property.”⁴⁰⁸

In 1925 Councilman Tuttle made a motion to acquire the waterfront land through a lease-purchase arrangement, with the total cost not to exceed \$12,000. After a series of negotiations, Del Monte Properties finally agreed to sell all of the land to the city for \$6,000, and the sale was concluded in 1927.⁴⁰⁹ The city subsequently consolidated its hold on the waterfront through California Senate Bill Number 306, passed in 1931. This legislation granted Pacific Grove title to its waterfront to a depth of 60 feet, with the state ceding its title to the same area. The following year, the City Council adopted an ordinance establishing the area as a “Refuge and Marine Gardens” with a \$300 fine or 30 days in jail for anyone caught taking any invertebrate animal life or marine plant life, except by hook and line.⁴¹⁰

The forces that led the city to acquire its submerged lands—a unique arrangement in California—are not entirely clear. Certainly the “Marine Gardens” were a highlight of the glass bottom boat operations at Lovers Point. But there are also some indications that the legislation was geared toward curbing the abalone diving operations of Japanese fishermen. The fact that the bill passed the California legislature also suggests considerable political influence, which may have come through channels associated with Stanford University and Timothy Hopkins. A writer of the 1930s described the protected area as the “Hopkins Marine Life Refuge” which encompassed a “two-mile stretch of municipal beach water extending a thousand feet into the bay ... persons not connected

with the Marine Station or the university are prohibited by local ordinance from catching or collecting any marine life in this protected area.”⁴¹¹

DEPRESSION-ERA CIVIC PROJECTS

The Great Depression of the 1930s was a time of immense hardship for many Americans. To curb widespread unemployment, agencies such as the California State Emergency Relief Administration, as well as federal agencies such as the Civilian Conservation Corps (CCC) and the Works Progress Administration (WPA), were created to provide funding for a variety of work programs. The City of Pacific Grove also undertook a series of projects that, combined with state and federal aid, led to a number of civic improvements—particularly in the form of recreational facilities. Consequently, civic buildings and cultural landscapes from this period may be significant as representations of the Great Depression and associated federal work programs in Pacific Grove.

The impact of the financial crisis took several years to be fully realized in Pacific Grove. In fact, the city entered the 1930s with a considerable amount of optimism and economic momentum. Only a few years earlier, the city had witnessed the construction of two of the largest buildings in its history, and the city’s primarily middle-class demographics insulated it from hardships associated with industrial unemployment. Pacific Grove’s city government was also reorganizing itself at this time, producing some of the city’s first planning documents to deal with expected growth.

In 1927, the City began administration under a city-manager form of government, and by 1929 the City Council had created a Planning Commission.⁴¹² Its duties at the time were primarily in the field of zoning administration, but it also spent three years creating a traffic and master plan for the city.⁴¹³ In part this was driven by the sale of the Del Monte Properties waterfront holdings to the city, as well as an additional donation of land by the company for a municipal golf course.

Pacific Grove Golf Links

The land for the golf course was comprised of the old Bodfish Dairy site, which occupied a wedge-shaped area stretching westward from the intersection of 19th Street and Jewell Avenue out past Del Monte Avenue. In donating the land, Samuel F. B. Morse of Del Monte Properties likely felt that the new golf course would increase interest in the company’s Beach Tract subdivision, as well as the company’s new “Fairway Homes” subdivision (see the Residential Development section for more information). In 1931, a municipal bond was passed to provide materials for the new nine-hole golf course, which was designed by Jack Beaumont, namesake of Beaumont Avenue. The Pacific Grove Golf Links opened in 1932 with the first ball hit by Mayor Julia Platt.⁴¹⁴ The election of a woman as mayor was unusual in California during this period, but it may be explained in part by the large number of widows who retired to Pacific Grove, as well as the long history of women’s organizations in the city.



Pacific Grove Golf Links, ca. 1934
(Pat Hathaway Collection, reproduced in *Images of America: Pacific Grove*, p. 103)

Pacific Grove High School Auditorium

At the same time the city was constructing the golf course, workers were also completing a large new Auditorium for the Pacific Grove High School. The building was designed in the Mediterranean Revival style by William Weeks, who had also designed the main school building in 1911. The new auditorium was the largest public venue yet constructed in the city, succeeding the Methodist Assembly Hall as the centerpiece of the city's arts and music programs. The Auditorium could seat over 1,000 people, and was used by a variety of local organizations—including Pacific Grove's summer music program, which continued to be popular. Most recently, the Auditorium was renovated as a community performing arts center.⁴¹⁵

Acquisition and Redevelopment of Lovers Point

When Del Monte Properties sold its waterfront land to the city, the only area that had been exempted—other than the Hopkins Marine Station—was the commercial beach area at Lovers Point. Within a few years, however, momentum would build for the city to acquire this area as well.

Since 1917, the Lovers Point Bathhouse and beach area had been controlled by the McDougall family of Salinas, with ownership passing in 1923 to Mrs. Mattie L. McDougall after the death of her husband James.⁴¹⁶ The beach concessions remained popular throughout the 1920s, but time and weathering eventually took their toll on the buildings, and by 1931 the city condemned the bathhouse as unsafe. In retaliation, Mattie McDougall fenced off the area, which denied public

access to the beach. This drew the ire of Pacific Grove’s mayor, Dr. Julia B. Platt, who had been active in civic organizations since the turn of the century. Platt contended that the original deed issued by the PIC guaranteed public access to the beach, and in December 1931 used an axe to chop down a portion of the fence—much as Judge Langford had opened the old Retreat wagon gate in the 1880s.⁴¹⁷ Platt stated at the time that, “Pacific Grove men were too timid to chop down the gate.”⁴¹⁸



Dr. Julia B. Platt opens the gate to the bathhouse, 1931.
(Heritage Society of Pacific Grove, reproduced in
Images of America: Pacific Grove, p. 115)

McDougall continued to erect barriers to the beach, which were repeatedly destroyed by Platt. By 1932, McDougall had filed a restraining order against Julia Platt, contending that she had on several occasions “used axes, saws, sledge hammers and files” to clear the entrance.⁴¹⁹ The feud was subsequently resolved through the work of the next mayor, Sheldon Gilmer, who convinced McDougall to lease the property to the city with an option to purchase. Gilmer then supported a bond measure to acquire the Lovers Point property and construct a new municipal swimming pool to replace the bath house. A \$60,000 bond measure was approved in May 1934, with \$50,000 paid for the land and \$10,000 earmarked for the new swimming pool. That same year, the City Council Bath House Advisory Committee also recommended that the old dance hall and McDougall house at Lovers Point be demolished.⁴²⁰

By this time the Monterey region was experiencing the full impact of the Great Depression, and both the Pacific Grove and Monterey Chambers of Commerce had begun issuing “trade warrants” in one and fifty-cent denominations in order to fund work and keep people employed.⁴²¹ Pacific Grove’s ambitions to redevelop the Bath House were also hampered by increasing costs, and so it looked to the state and federal government for assistance. Ultimately, the redevelopment of the

property became a \$45,000 State Emergency Relief Administration project, with the city contributing \$20,000 and the government providing the rest in labor.⁴²²



**Swimming Pool at Lovers Point, 1940
(Pomona Public Library)**

The old bath house was demolished and a new outdoor salt water pool called “The Plunge” was opened in 1935 as part of the Feast of Lanterns celebrations.⁴²³ This work also included the construction of a boiler room to heat the pool, as well as new dressing rooms which replaced the old dance hall and boxball alley.⁴²⁴ Around the same time, Nathaniel Sprague constructed a small concrete office building on the concrete pier where tickets were sold for the glass bottom boat rides (extant).⁴²⁵ More beach beautification projects funded by the WPA followed, including construction of the rock wall terracing and stairways leading down from the pool to the beach, as well as barbecue and picnic areas. By 1939 most of these projects had been completed, although a newspaper article of that year mentions that dressing rooms for bathers had yet to be completed.⁴²⁶

Municipal Ballpark

The WPA and Civilian Conservation Corps were also instrumental in helping to complete other recreation-related projects in Pacific Grove, including the construction of a new municipal baseball park. In 1932, the city inaugurated a recreation program which included men’s and boy’s baseball leagues. About the same time, the city traded land with Del Monte Properties and acquired a site for a new ballpark located at 17 Mile Drive and Short Street in a “pine-sheltered amphitheater formed by the Del Monte Properties’ old abandoned quarries.”⁴²⁷ At the time, the site was described as

“little more than a swamp,” and soon CCC crews were at work improving the area’s drainage and constructing the baseball diamond and bleachers, which were completed in 1933.⁴²⁸

Nearby, the old Del Monte Military Academy was converted into a CCC camp, and then used as a camp school for the State Emergency Relief Administration, which housed single women who sewed uniforms for CCC employees working in Carmel Valley. Federal funding was also used to rebuild the Boy and Girl Scout Homes (presumably clubhouses) and improve the golf course.⁴²⁹ The impact of these relief programs was so significant that in 1938, Pacific Grove’s City Manager stated that less than half of the civic projects undertaken in the last five years could have been completed using only city funds. The most important projects were listed as drainage facility work, the beach improvements, and construction of the salt-water pool.⁴³⁰ By 1941, the city counted fourteen parks, as well as the golf course, baseball park, and a roque court (a type of croquet court) which had stood in Jewell Park since the turn of the century.

Pacific Grove Museum

Some fifty years after its founding, a new Pacific Grove Museum was constructed in 1932 on the same lot the museum had occupied since the 1890s. Unlike most of the civic projects of the 1930s, construction of the museum was not funded by federal works programs, but rather was the gift of Pacific Grove resident, Mrs. Lucie A. Chase—with the opening ceremony held on her ninetieth birthday. The new museum was designed in the Spanish Colonial Revival style and was reported to have cost \$40,000. It originally consisted only of the wing located on the western half of the lot; the eastern portion was then occupied by the Women’s Civic Improvement Club, which Mrs. Chase had also helped found. In 1935 the American Association of Museums named the museum as one of the best of its size in the United States, and in keeping with its Chautauquan roots, the building continues to house important natural history collections. The present eastern annex of the museum was constructed in 1985. Of interest, Chase had once owned the Page Cottage at 550 Ocean View Boulevard, which she and her husband expanded into what is today the Seven Gables Inn.⁴³¹ In 1925, Chase also constructed the Prairie-style residence located at 1051 Ocean View Boulevard.⁴³²

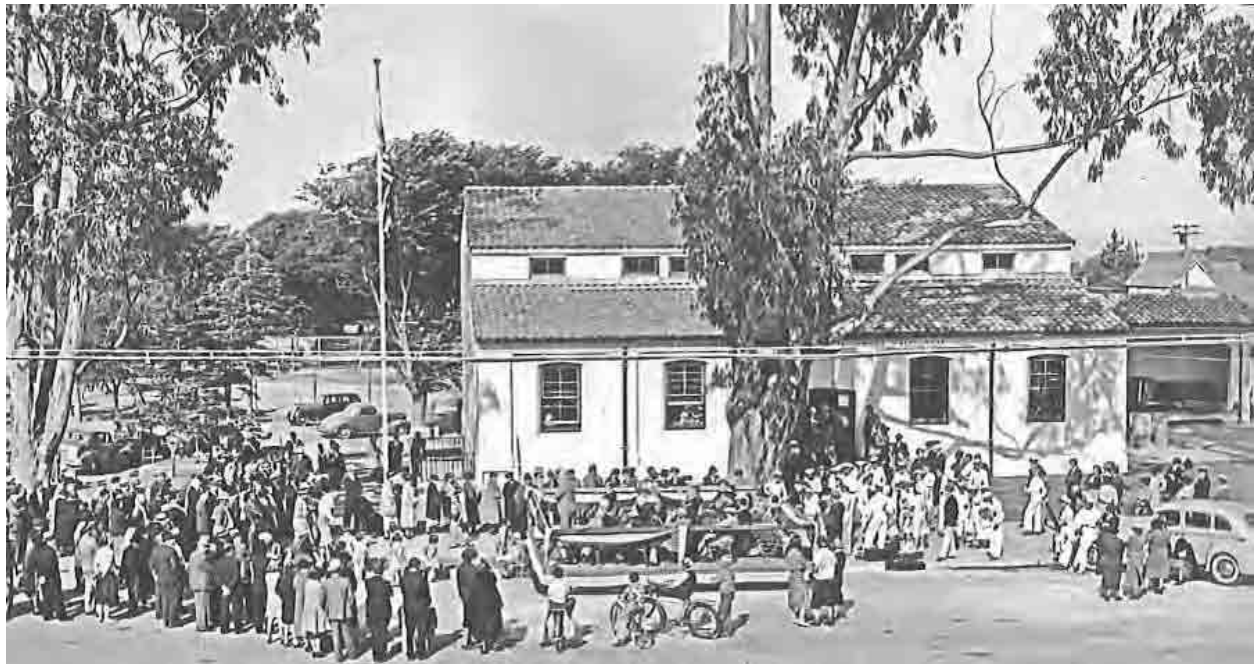


Pacific Grove Museum of Natural History, circa 1935

(Photo by Beauford Fisher; courtesy Phyllis Fisher Neel, reproduced in *Images of America: Pacific Grove*, p. 112)

A New Post Office

Although America was beginning to pull out of the Great Depression by the late 1930s, WPA funding was also responsible for the construction of a new U.S. post office at 680 Lighthouse Avenue in 1938. Designed by architect Louis A Simon and constructed at a cost of \$55,000, its opening was attended by over 1,000 residents.⁴³³ As with the Pacific Grove High School Auditorium and the Pacific Grove Museum, the building was designed in the Spanish Colonial Revival style, which proved to be the most popular style for both civic and commercial buildings constructed during this period in Pacific Grove.



Dedication of the new post office, 8 October 1938
(Pat Hathaway Collection, reproduced in *Images of America: Pacific Grove*, p. 114)

In 1939, Russian-born artist, Victor Arnautoff, painted a mural of scene at the Lover' Point beach on the interior, which survives today.⁴³⁴ Arnautoff had trained for a time with the prominent artist, Diego Rivera, and was then serving on the faculty of the California School of Fine Arts. His work in Pacific Grove was carefully supervised, as several years earlier his mural, "Metropolitan Life," painted in San Francisco's Coit Tower, was viewed to be tinged with Communist references.⁴³⁵

Another WPA mural was also commissioned for the Pacific Grove High School, completed by Gus Gray and the noted writer and artist, Bruce Ariss Jr. (1911 – 1994). This work, however, was subsequently destroyed by a fire.

Chamber of Commerce

In 1938, a new building was constructed for the Chamber of Commerce at 584 Central Avenue.⁴³⁶ This was a modest hip-roofed building, but apparently an improvement over its former building, which was originally constructed as a bandstand for the El Carmelo Hotel and had been located across the street in Jewell Park. The building continues to be occupied by the Pacific Grove Chamber of Commerce today.



Left: Original Chamber of Commerce, formerly El Carmelo Hotel Bandstand, 1925
(C.K. Tuttle Collection, Pacific Grove Museum of Natural History #41.4-1018-BPL),
Right: New Chamber of Commerce on Central Avenue, 1938
(*Monterey Peninsula Herald*, 25 February 1938)

Loeb Laboratory

In 1928, the two-story reinforced concrete Loeb Laboratory was constructed as part of the Hopkins Marine Station at China Point. Named for biologist Jacques Loeb, the building was designed in a U shape, with one-story flat-roofed wings flanking a two-story hip-roofed section at center. The wings were largely utilitarian in design, while the central section showed Spanish architectural influences, including a red clay tile roof. Sanborn maps indicate that a small auxiliary building featuring a heating plant and carpenter's shop was also built a short distance away to the northeast.

Fraternal Organizations

Fraternal organizations continued to be popular in Pacific Grove during this period, but the only new development associated with such organizations appears to have been the construction of a new two-story Odd Fellows Hall and classroom building at 225 Laurel Avenue circa 1940 (extant). The building is largely utilitarian in design, featuring a hip roof and stucco cladding. Sanborn maps indicate the hall was occupied by the Odd Fellows through at least 1962, although today it is used as the Blind and Visually Impaired Center of the Monterey Peninsula.

The Butterfly Ordinance

Following the 1932 ordinance protecting Pacific Grove's marine life, in November of 1938 the City passed the "Butterfly Ordinance," designed to protect the thousands of Monarch butterflies that

visited Pacific Grove during their annual migrations between Canada and Mexico. The ordinance called for a \$500 fine or six months imprisonment for anyone caught molesting Monarch butterflies. Among those who had previously collected butterflies was Edward Ricketts for his biological supply laboratory.

Although this ordinance had no immediate effect on the city's built environment, it did anticipate by many decades the environmental movement, making Pacific Grove one of the earliest cities to enact legislation protecting its natural resources. It also had a profound effect on the way the city promoted itself, with the Monarch butterfly emerging as one of the most recognizable icons of Pacific Grove. By 1939, the city directory stated that Pacific Grove's motto was "City of Homes," but that "our new slogan: Follow the Butterflies to Pacific Grove." That same year, the city's Parent-Teacher Association organized the first annual Butterfly Pageant held at the Municipal Ballpark. This event would grow during the 1940s to include all public, private and church schools, and by the 1950s as many as 1,500 students would parade down Lighthouse during the festival.⁴³⁷ A newspaper article in 1941 declared that Monarch butterflies are a community trademark "until today almost as many of the brightly-hued creatures are pasted on the back windows of speeding automobiles as are found flitting through the Peninsula's tall pine forests."⁴³⁸ That same article also mentioned that, "Butterfly grove was moved a few yards back when a new auto court went up and some old trees came down."

The annual visits of the Monarch butterflies had caught the attention of writers at least as early as 1911, when an article in the *Overland Monthly* mentioned that:

Behind the quiet town is an extensive pine-forest where a sight of almost unique interest awaits the careful observer. About October of each year, immense numbers of Monarch butterflies begin to appear in the gardens of Pacific Grove, alighting upon flowers, bushes, and vegetation of almost any kind. After making various excursions, they settle on certain of the pine-trees that line the road leading to the light-house at Point Pinos, and remain there until early in March of the following year ... They are not disturbed by the noise of wagons or motor-cars passing on the neighboring roads; though there were driven away one season by the noise of heavy blasts of dynamite exploded by men who were constructing new roadways through the forest.⁴³⁹

For many years, the majority of the Monarch butterflies roosted in the pines of George Washington Park. However, it was reported that, "as the Monterey pines in the park aged, losing the lower branches where the Monarchs like to protect themselves from the wind, the butterflies all but abandoned it."⁴⁴⁰ Some of the new roosting sites were located quite close to developable land, and in 1990 Pacific Grove residents agreed to a tax increase in order to purchase 2.4 acres of Monarch butterfly habitat that was threatened by development. Today this area is known as the Monarch Grove Sanctuary, located near Lighthouse Avenue and Short Street.

El Carmelo Cemetery

In October 1945 the city acquired El Carmelo Cemetery through ordinance 79 N.S. Prior to that time, ownership of the cemetery grounds had been controlled primarily by two entities. Between 1909 and 1921, the cemetery was owned by Hind Harper, who subsequently sold his interest in the burial ground to the El Carmelo Cemetery Association. In turn, the Association granted the city control of the cemetery in 1945, which included a Perpetual Care Trust consisting of cash and securities in the amount of \$23,746.⁴⁴¹

However, the portion of the site originally donated by David Jacks for the burial of Methodist Ministers remained in the hands of the Trustees of the California Annual Conference of the Methodist Episcopal Church. In July 1945 the Methodists agreed to sell their portion of the cemetery to the city for \$10, but reserved a “continuous right to all grave sites.”⁴⁴² In 1987, the city concluded a new agreement with the Methodist Church, which specified that the city would reserve 787 grave sites for Methodist ministers. The remaining 4,226 planned sites would be owned by the city and available for sale to the public. Today the oldest portion of the cemetery features wooden grave markers and upright monuments, while sections that have been opened more recently have burial markers that are flush with the ground.

The “Magic Carpet”

During the early 1940s, Pacific Grove resident Hayes Perkins began planting the Pacific Grove shoreline across from his home at 667 Ocean View Boulevard (extant) with a variety of plants including geraniums, scarlet aloe and mesembryanthemum. As these plantings took hold, money was raised to help him clear new areas for landscaping, and by 1947 the city installed water pipes to the garden to provide irrigation. In time, the lavender-colored blooms of the mesembryanthemum would come to be known as Pacific Grove’s oft-photographed “Magic Carpet,” and in 1947 he was honored by the inauguration of the city’s first “Flower Day.” In 1950, a plaque was placed on a boulder across from his house to honor his efforts, and the area is today known as Perkins Park.⁴⁴³

FROM AUTO CAMPS TO COTTAGE COURTS

During the Depression, the relative affordability of auto camps meant that they were able to endure and even prosper while other types of tourist accommodations struggled. In Pacific Grove, their popularity was also aided by the development of a new highway connection that put the city within easier reach of travelers. In 1923, Wilford Holman had begun lobbying for the development of a road connection between Pacific Grove and the new highway linking Monterey and Carmel. He enlisted the help of Samuel Morse of Del Monte Properties, who agreed to donate much of the land for the right-of-way—in no small part to protect unwanted intrusion into the Pebble Beach area. Forest Avenue was chosen as the starting point for the new road, and the highway was completed in 1930 as the Carmel-Pacific Grove Highway, subsequently designated as part of Highway 68. In 1972 it was renamed the Holman Highway in honor of its earliest supporter.⁴⁴⁴

Even before its construction was complete, new auto camps continued to develop in Pacific Grove. In 1927, Camp Ideal was opened by M. V. Santos near the intersection of Asilomar and Lighthouse avenues.⁴⁴⁵ By 1937, Camp Ideal featured fifteen cabins as well as trailer facilities and a gas station. The cabins were described as having two rooms with pine floors, a shingle roof, and board and batten walls inside and out—an arrangement quite similar to the early tent cottages of the old Pacific Grove Retreat.⁴⁴⁶ Research in this area is hampered by the lack of Sanborn maps, but Camp Ideal appears to have been redeveloped as the Lighthouse Lodge, although the posts for the original Camp Ideal sign may survive near the entrance.

Camp Ideal was followed in 1928 by the Kil Kare Auto Camp operated by Charles and Ella Sebree. This camp was located on three acres along Lighthouse Avenue, and featured cabins, showers and Red Crown gasoline.⁴⁴⁷ In 1933, it was renamed as “Sebree’s Lodges & Tourist Camp.” It appears this camp may have later been redeveloped as the Sea Breeze Auto Court by Charles Lemos. In 1937, the Sea Breeze Auto Court was described as having 17 cabins for rent on 4.5 acres. Natural rock fireplaces were also constructed for the enjoyment of guests, and the camp boasted that it was the closest auto court to town. The facility could also accommodate “trailer houses” with fixtures for delivering water.⁴⁴⁸ It appears likely that some of the cabins associated with this camp are still present at the Sea Breeze Inn and Cottages, located at 1100 Lighthouse Avenue.

Another facility, Carl’s Camp Cottages, was also opened in 1928 by Charles Carl on the northwest corner of Sinex and Crocker avenues. By 1937 it was described as having nine units on two acres built in the “Carmel style of individuality ... No attempt to cater to trailer or camper type of tourists.”⁴⁴⁹ At the time, it was reported that several new cottages were planned for a one-acre lot across from the entrance to Asilomar. These new cottages may be part of the current Rosedale Inn, although further research is required. Carl’s Camp Cottages operated until at least 1956, when it was known as the Carlwal Cottage Court (no longer extant).⁴⁵⁰

Perhaps the most well-known of all the auto camps was the 17-Mile Drive Cottage Court, developed between 1928 and 1929 by Fred Workman. The camp was spread out across nine acres located at 1000 Sinex Avenue. In 1928 it was reported as having eight, three-room cottages and six, two-room cottages—each with its own kitchen and small bath. Over the course of the following year, some sixty additional cottages were constructed in rapid succession, described as having white exteriors and oiled pine interiors. Workman also built small swimming pools, a general store, office, filling station and a small restaurant. By 1937, the 17-Mile Drive Cottage Court was reputed to be the fourth largest in California between Los Angeles and San Francisco. By that time it had grown to occupy 11 acres, and at capacity could house 220 people, along with additional trailer facilities.⁴⁵¹ In 1961, Workman sold the entire block, and many of the cabins were rented out to low-income tenants. The old buildings were subsequently torn down in 1985 and replaced by the 17-Mile Drive Village complex.⁴⁵²



Advertisement for 17-Mile Drive Cottage Court, 1960
(Pacific Grove City Directories)



Pacific Grove Municipal Campground, 1938
(Monterey Peninsula Herald, 25 February 1938)

At least as early as 1930 the City of Pacific Grove was also operating its own campground in Municipal Park, today known as George Washington Park. This facility appears to have primarily served tent campers, as the city directory of 1930 states that visitors may find a “camping ground among the pines ... the city owns the ground and has had it equipped with newer connections.” Notwithstanding the city campground, many residents were alarmed by the rapid development of the auto camps, and in 1930 a new “campground ordinance” was passed that prohibited the establishment of any new campgrounds. Existing campgrounds also could not be enlarged. However, because there was no formal definition of what constituted a campground, cottage court owners worked around the ordinance by taking out permits for new single-family homes—which by law should have required a lot of no less than 4,000 square feet. Then City Manager Erwin Dames explained that allowing them to build was the best way he knew of to get rid of [tent] campgrounds, in his interpretation of the ordinance.⁴⁵³

In 1937, residents in the Asilomar area complained that these new buildings violated the campground ordinance, which in November 1937 led Pacific Grove voters to repeal the old ordinance in favor of a new one that allowed the improvement of existing auto camps as long as plans were submitted and public hearings held. It entirely prohibited new campgrounds, which were defined as using portable tents—except for the campground in Municipal Park. At the time of the ordinance there were at least seven cottage courts operating in Pacific Grove.⁴⁵⁴ The city’s municipal camp would close in the 1940s in part due to declining business.⁴⁵⁵

Although no extant cottage courts from this period have been definitively identified, should one be discovered—such as remnants of the Sea Breeze Auto Court or Rosedale Inn—it may be significant for its association with the nascent development of these auto-related facilities within the larger context of Pacific Grove’s tourist infrastructure.

RESIDENTIAL DEVELOPMENT

Given the economic difficulties of the time, residential development was relatively scant during this period, with most new construction taking place either before or after the worst years of the Depression. City directories of the era indicate that Pacific Grove’s population grew rapidly from

4,750 in 1928, to 5,550 in 1930. By the end of the 1930s, however, less than 500 new residents had moved to the city. Nevertheless, this was a period of expansion, both physically and stylistically, including the early development of two of the city's more affluent subdivisions. Residential buildings from this period are not currently well-represented in the City's Historic Resources Inventory, but they may be capable of conveying strong patterns of residential growth. This may include residences designed in one of the new period revival styles, cohesive residential blocks developed during this period, or clusters of housing associated with a specific subdivision.

The Spazier Subdivision

The Spazier Subdivision was recorded in 1928 as a project of the Monterey County Holding Company, and was named for its president, M. Spazier. It encompassed the blocks bounded by 19th Street, Sinex, Forest and Hillcrest avenues, immediately west of the Pacific Grove High School. Although only about half of the available lots were developed by the end of the 1930s, the size and architectural detail of the houses that were constructed—including fine examples of Mediterranean Revival style architecture—are indicative that it was intended to be a relatively affluent neighborhood. In this respect, it is one of the first subdivisions in the city to show clear socio-economic distinctions. Clearly, large and ornate residences had been constructed previously in many areas of the city—perhaps most concentrated in the area between Central Avenue and Ocean View Boulevard. But these were not enclaves. Sanborn maps indicate that large houses were frequently constructed immediately adjacent to much humbler neighbors.



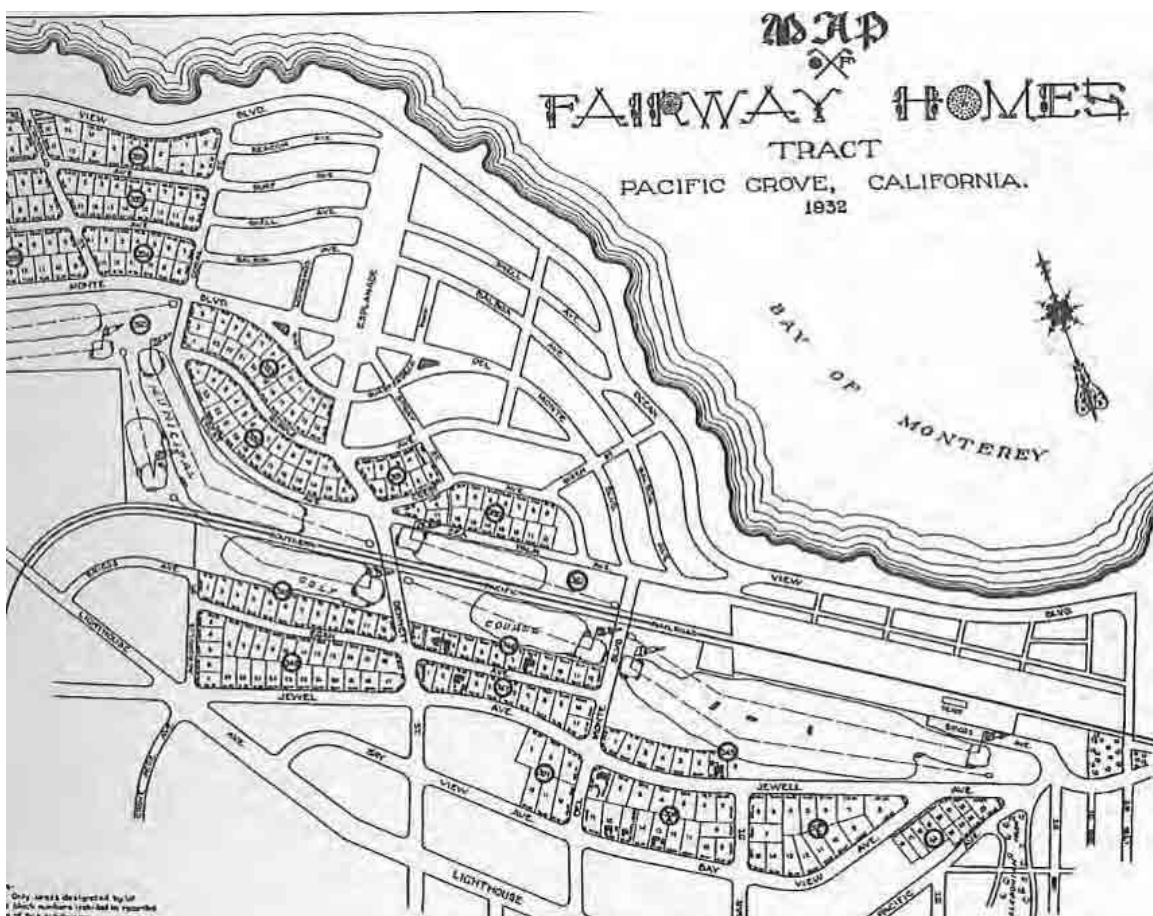
Office Building developed by M. Spazier, 1001 Forest Avenue
(Page & Turnbull, 2011)

The Monterey County Holding Company also appears to be connected with development of the Country Club Heights subdivision to the south. An article appearing in the *Monterey Peninsula Herald* of January 29, 1931, states that the building at 1001 Forest Avenue was constructed by the Monterey County Holding Company at a cost of \$5,000 as a “novel office building” with a reception hall, a general office and private office. According to the article, the office building was, “seemingly radical in design, the building is unorthodox only by comparison with prevailing types of architecture on the Monterey Peninsula. The design is early rural English.” The building is further said to presage

“what is hoped will be a period of unprecedented activity in Country Club Heights and Spazier Subdivision.” The architect of the building was by J. W. Swope, general manager and superintendent of the Monterey County Holding Company. Swope had also designed the city hall in Portland, Oregon, and worked for the city of San Francisco as an architect.⁴⁵⁶ Further evidence of the connection between the Spazier and Country Club Heights subdivisions is evident in the distinctive metal light standards within these neighborhoods, as well as along adjacent areas of Forest Avenue.

Fairway Homes

As previously mentioned, the Fairway Homes subdivision was associated with the development of the city’s golf course, constructed on land donated by Del Monte Properties. The subdivision was recorded in 1932, and comprised primarily of areas along Jewell, Bay View and Foam avenues, as well as areas adjacent to the Beach Tract.⁴⁵⁷ It is unclear how many speculative homes were built by Del Monte Properties, but the number was likely small. More commonly, the company could provide buyers with various standardized architectural plans, or coordinate custom designs through architects that were kept on retainer. A brochure issued circa 1928 states that the company was affiliated with an “up to the minute architectural and building department” so that “every idea of yours may be incorporated in any plan you decide upon.”⁴⁵⁸



Map of Fairway Homes Tract, 1932
(Pebble Beach Company, reproduced in *Images of America: Pacific Grove*, p. 103)

In 1935, a model home was constructed by Del Monte Properties at 830 Jewell Avenue overlooking the golf course (extant, but altered). Designed by architect Robert Stanton, the house was completed “according to the specifications of the Federal Housing Administration’s home ownership plan.”⁴⁵⁹ The model home appears to have been based on a prototype factory-built “honeymoon cottage” that Stanton had previously worked on with noted architect, Wallace Neff.⁴⁶⁰ To attract buyers to the Fairway Homes model home, an open house contest was held, and a newspaper article of the time mentions that the house contained numerous modern conveniences, including an electric fan in the kitchen and a chimney reinforced with steel to withstand earthquakes. The timing of its construction was not auspicious, however, and only a handful of homes were constructed in the subdivision prior to World War II. During the 1950s, however, both Fairway Homes, as well as the adjacent Beach Tract, would develop in earnest.

The fact that the model home at 830 Jewell had been constructed to the specifications of Federal Housing Administration (FHA) plan was not insignificant. The FHA had been created by the National Housing Act of 1934, and was designed to improve the purchasing terms for prospective home buyers. By the mid 1930s, it was the primary vehicle for most people to purchase homes, and builders rushed to meet the demand. Advertisements from 1938 for both the G. A. Good Lumber Company and the Homer T. Hayward Lumber Company—respectively located north and south of the railroad tracks near Lovers Point, state that they were willing to make loans according to the FHA plan, with the Hayward Lumber Company offering a 90 percent loan-to-value ratio at a term of five percent.⁴⁶¹ That lumber companies had gone into the mortgage business is indicative of their need to secure business at a time when private development was grindingly slow.

Other developments of the period were less ambitious than Fairway Homes. About 1930, a bungalow court featuring “six stucco buildings” was developed on the south side of Lighthouse Avenue between Chestnut and Alder streets. These had been developed by Thomas A. Work, who sold them to Pacific Grove realtor M. W. Crowley, in June 1930 for approximately \$21,000 (extant). Though many were subsequently altered, these buildings appear to have originally been designed in the Pueblo Revival style, and at the time a newspaper article mentions that the “appearance of the court is to be further enhanced by the landscaping of the grounds surrounding with gardens in keeping with the modern appearance of the group.”⁴⁶²

Into the Hills

This period also witnessed the first concerted development reaching into the hills along Forest Avenue, almost certainly because of that thoroughfare’s recent development as a connection to the Holman Highway. These new subdivisions were all located east of Forest Avenue and included the triangular area formed by Beaumont and Morse avenues on the Monterey border, as well the Ocean View Terrace, Sea View Terrace and Presidio Terrace subdivisions roughly bounded by Forest, David, Devisadero and Bishop avenues. Bishop Avenue was almost certainly named for James D. Bishop, who had developed the Pine View Nursery in 1928 near Congress and David avenues in Del Monte Park. Following the construction of the Holman Highway in 1930, he moved his nursery to the Presidio Terrace tract near the intersection of Bishop and Forest.⁴⁶³ Build out of these areas was

quite slow, and prior to 1945 only a handful of homes were built, primarily clustered near the intersection of Beaumont and Olmstead avenues, as well as another cluster near the intersection of Seaview and Stuart avenues.

Many of these homes—which appear to have been constructed during the late 1930s—were vernacular designs that presaged the Ranch houses of later years. Between 1925 and 1935, architecture in Pacific Grove had been dominated primarily by Spanish influenced designs, particularly the Mediterranean Revival style, such as two homes at 411 and 415 Park Street that were constructed by M. J. Murphy, a prominent builder at the time. The Spanish influence was also realized in the Pueblo Revival style homes, such as the bungalow court described previously. Tudor Revival and Cape Cod style bungalows were also common. But by the late 1930s a stylistic shift was underway, with Minimal Tradition designs becoming commonplace, as were vernacular style buildings based on English cottage precedents. Some Victorian homes were also “modernized” during this period, including the Queen Anne style Martin House at 283 Lighthouse Avenue. In 1938 it was altered with Art Moderne influences by E. C. Ricklefs, who also converted the house into apartments for two families.



283 Lighthouse Avenue, a Queen Anne residence altered with Art Moderne influences
(Page & Turnbull, 2011)

The majority of residences constructed during this period were located south of Pine Street, although the continued presence of scattered empty lots meant that they were also built in areas of the original Retreat boundaries more closely identified with Victorian architecture.

COMMERCIAL DEVELOPMENT

As with residential development, the opening of new businesses during this period was hampered by the economic hardships of the Depression. In fact, the majority of new commercial buildings constructed during this period were all in place before 1933. As with the city’s civic buildings, nearly all of the commercial buildings of this period were designed with Spanish-influenced architecture.

Commercial buildings from this period may be significant as examples of the modest expansion of the commercial district, as well as increasing architectural cohesion and the dominance of the Spanish Colonial Revival style.

Among the most prominent was the First National Bank, completed in 1930 by Thomas A. Work on the northwest corner of Lighthouse and Grand avenues (extant). By this time Work was considered the most successful businessman in the city, said to have furnished “ninety percent of the commodities used in the construction of the town, including business houses, churches, schools and private residences,” and that he “owns more cottages than any other one citizen in Pacific Grove.”⁴⁶⁴ To construct the building, Work had razed the old Robson Block in 1929, erecting in its place a new Spanish Colonial Revival bank and office building said to be influenced by the design of the Kocher and Merrill buildings in Carmel. The bank opened on January 11, 1930, with a contemporary newspaper article describing it as having gone “all the way in following the Spanish motif” and that the completed building “brings an unusual beauty to the business district. When the many external finishing touches are applied, it will have an air of informality, of quaint charm, quite different from the rigid, stern plainness of many buildings or the flamboyant ornateness of others.”⁴⁶⁵ Thomas Work served as president of the bank, and it was reported that a carving over the bank door included a scene of Work struggling with baggage and an unruly horse. The building also provided commercial space for “prominent” stores, as well as professional offices on the second floor.⁴⁶⁶



Lighthouse Avenue, 1940
(Pomona Public Library)

Although Holman's Department Store added a third floor and rooftop solarium in 1931, it was by no means the only furniture store in town. In 1932 a large new Mediterranean Revival style furniture store was constructed for the Rose Brothers at 480 Lighthouse Avenue on the northwest corner of 13th Street (extant).⁴⁶⁷ Though located on a prominent corner near downtown, this lot does not appear to have been previously developed, and may have stood vacant because of drainage issues associated with the nearby stream in Greenwood Park.

Around the same time that the Rose Brothers store was constructed, a new two-story Mediterranean Revival style mixed-use building was constructed by the Raymond Brothers at 230 Grand Avenue. This was called the Varien Building, named after a longtime resident who had operated a barber shop nearby on Forest Avenue. The new building included the Pacific Grove Cleaners store on the ground floor, and a four-room apartment above. A one-story pressing plant was located adjacent. Today, this location continues to house Pacific Grove Cleaners.⁴⁶⁸

An aerial photo from 1936 indicates that another large store had opened by that time at 167 Fountain Avenue, replacing the Old Parlor that had previously been used for Edward Ricketts for his laboratory. By 1962, Sanborn maps show the building was being used as a furniture store, with hospital supplies stored in the rear.

CANNERY ROW & JOHN STEINBECK

The pioneering efforts of the Chinese fisherman at Point Alones to develop Monterey Bay as a commercial fishery was in many respects the precursor to the development of Cannery Row in Monterey. However, it would ultimately take a confluence of several cultures, including American, Chinese, Japanese, Italian, Portuguese and Scandinavian, to give rise to the famous row of canneries. The earliest of the canning facilities had developed around the turn of the century, primarily to pack salmon. But the focus soon shifted to sardines after Sicilian fisherman discovered that using fast haul lampara nets greatly increased the catches.⁴⁶⁹

Improvements were also made in the canning and cleaning process, including several inventions developed at the Booth Cannery under the supervision of Knut Hovden, a Norwegian-born manager at the facility. In 1916, Hovden opened his own cannery (today the site of the Monterey Bay Aquarium), but by this time fish reduction at the canneries had become far more profitable than the actual canning itself. Most of the sardine catch was either processed into sardine oil for paint and soap manufacturing, or reduced to fish meal fertilizer. The smell of these operations was infamous, and it was joked: "Carmel by the Sea, Pacific Grove by God, and Monterey by the smell!"⁴⁷⁰

Most of the workers employed in the Canneries lived near the Pacific Grove border in an area known as New Monterey. This was practical, as the area lay directly above the canning facilities. But the prohibition against the sale of alcohol may also have influenced the fact that few cannery workers appear to have lived in Pacific Grove. A notable exception was Knut Hovden, who in 1920

purchased the home of Dr. Oliver S. Trimmer at 230 6th Street, and lived there with his wife until 1928.⁴⁷¹

The American Can Company

While no canneries were located in Pacific Grove, the city did have one large facility tied to the Cannery Row operations in Monterey. During the late 1920s, large purse seine boats were introduced into Monterey Bay, which greatly increased the size, capacity and range of the fishing fleet. Offshore floating reduction plants were also developed, and during the 1930s record catches exceeding 200,000 tons were made.⁴⁷² It is during this period that the American Can Company constructed a massive can manufacturing facility adjacent to the Pacific Grove-Monterey city border, located on the block bounded by Dewey, Sloat, Eardley and Ocean View Boulevard. Opened in 1927, the plant soon gained fame for producing the “famous Monterey one-pound oval sardine can” for fish packers at Cannery Row.⁴⁷³

The American Can Factory was one of the only large industrial operations in Pacific Grove. It included three primary sections: a one-story reinforced concrete shipping office at its western end; a 36’ tall wood frame production area clad with corrugated metal at center; and an eastern section with steel columns supporting a register roof lined with skylights. A 1941 book describing Pacific Grove’s industrial operations said of the plant:

Transported by truck from Monterey’s Municipal Wharf, huge sheets of tin are converted by the \$1 million factory into oval cans used by the sardine canneries at Monterey. Other industries located in Pacific Grove are two boatbuilding yards, the larger established in 1915 and equipped for construction and repair of all types of fishing and pleasure craft. A planing mill and lumber yard and a steam laundry, both built before the enactment of restraining ordinances, comprise the remainder of the city’s industries.”⁴⁷⁴

John Steinbeck

At the time the description of the American Can Company was published, the famed writer John Steinbeck was then living in Pacific Grove at 425 Eardley Avenue. This location, only a few blocks above the canneries, proved fertile inspiration for the writer, and within a few years he would complete one of his most famous works, *Cannery Row*, published in 1945.

Born in Salinas in 1902, Steinbeck had a long and significant association with Pacific Grove, primarily through a family cottage purchased by his father, John Ernst Steinbeck, Sr., at 147 11th Street in 1903.⁴⁷⁵ At the time it appears that Steinbeck Sr. purchased two lots: one on the southeast corner of 11th and High (now Ricketts Row) where the cottage was constructed, and the other lot immediately south which was reserved for a garden. The Sanborn maps from 1905 indicate that vacant lots were still plentiful in this area at the time, even though it had been some 30 years since the initial subdivision.



Steinbeck Cottage at 147 11th Street, n.d.
(Courtesy the Heritage Society of Pacific Grove)

After attending Stanford University, Steinbeck lived in several locations before moving into the family cottage in Pacific Grove in 1930 with his wife, Carol Henning. Steinbeck was then struggling financially, and helped his father enlarge the structure while also pursuing his writing. This included enclosing the front porch, building a fireplace in the living room, and relocating the main entrance to the south side of the cottage.⁴⁷⁶ Steinbeck lived at the cottage until 1936, producing five novels: *The Pastures of Heaven* (1932); *To a God Unknown* (1933); *The Red Pony* (1933); *Tortilla Flat* (1935); and *In Dubious Battle* (1936). He subsequently moved to Los Gatos between 1936 and 1941, although it is said he frequently visited Pacific Grove during this period, which included the publication of *Of Mice and Men* (1937) and *the Grapes of Wrath* (1939). In 1941 he moved to the house on Eardley Avenue, which he owned between 1941 and 1943. Steinbeck would return again to the family cottage between 1948 and 1950, after which he moved to New York.⁴⁷⁷

Steinbeck and Edward Ricketts

In 1930, during Steinbeck's initial period of residency at the cottage, he was introduced to Edward F. Ricketts, who had recently moved his Pacific Biological Laboratory from 165 Fountain Avenue in Pacific Grove to 740 Ocean View Avenue in Monterey. During the 1930s, Ricketts amassed a detailed intertidal record of the West Coast and in 1939 Stanford University published his landmark work, *Between Pacific Tides*, which continues to be regarded as one of the most authoritative works on the intertidal zone. For a time, however, the director of Stanford's Hopkins Marine Station, Dr. W. K. Fisher, slowed publication of the work because he felt it was not appropriately scientific and had a "certain vulgarity."⁴⁷⁸ During this period Ricketts lived at several homes in Pacific Grove, including 331 Lighthouse Avenue and later 221 4th Street.

During the 1930s Ricketts and Steinbeck developed a close relationship, and in 1940 traveled together on a marine expedition to Baja Mexico and the Gulf of California, resulting in the book *Sea of Cortez: A Leisurely Journal of Travel and Research* published in 1941 by Ricketts and Steinbeck. Ricketts also served as the basis for “Doc” in Steinbeck’s *Cannery Row* novel, with the name of his company changed to “Western Biological Laboratory.”

In 1948 Ricketts was killed in his car at a railroad crossing in New Monterey by a Del Monte Express train on its way to Pacific Grove.⁴⁷⁹ As a tribute to his friend, Steinbeck subsequently republished a portion of their book in 1951 as *The Log from the Sea of Cortez* with a preface about Ed Ricketts. In 1994, the City of Pacific Grove renamed High Street—which formed the corner of both Ricketts’ original laboratory on Fountain Avenue, as well as the Steinbeck family cottage on 11th Street—as Ricketts’ Row.

Bruce Ariss

Among Steinbeck and Ricketts’ close circle of friends were Bruce Ariss, Jr. and his wife, Jean. The couple was highly influential in the Monterey area artistic community, and lived in Pacific Grove from 1934 to 1937, although more research is required to determine the location.⁴⁸⁰ They then moved to a house constructed by Bruce in the “Huckleberry Hill” area of New Monterey. This was part of a small art colony that had been founded by the noted artist, Ellwood Graham.⁴⁸¹ In 1936 Bruce Ariss and August Gay completed a large mural for the Pacific Grove High School that was subsequently destroyed by a fire in 1946.⁴⁸² Bruce Ariss also accompanied Ricketts and Steinbeck on the expedition to the Sea of Cortez.

RELIGIOUS DEVELOPMENT

Relatively few new churches were established in Pacific Grove during this period. As previously mentioned, the Bethlehem Evangelical Lutheran Church moved in 1939 from a location on Pine Street into a building at 160 Monterey Avenue that had previously been erected as the Theosophical Society Hall. This same building had also been used by a Catholic congregation in Pacific Grove.

In 1928, the first meetings for the St. Angela Merici Parish—better known as St. Angela’s Catholic Church—were held at the Theosophical Society Hall. Within a year church members erected a new wood-frame church building at 325 Central Avenue (extant).⁴⁸³ The design of the church was fairly restrained, consisting of a one-story (double-height) hall with a small corner tower. The interior, however, was decorated by the Monterey Guild, founded by noted painter Euphemia Charlton Fortune, whose paintings were used on the altar. By the 1950s, church membership had outgrown the original church, and in August 1956 ground was broken for current St. Angela’s Church located at 9th Street and Lighthouse avenues.⁴⁸⁴ During the 1960s the original church was used as a gym for St. Angela’s School, but in the mid-1970s the building was purchased by the Monterey-Korean Central Presbyterian Church.

Another church building was constructed circa 1940 at 409 Pine Avenue for the Church of Jesus Christ of Latter Day Saints. Designed in a vernacular style, the wood frame building features stucco cladding and is capped by a combination gable and flat roof. Sanborn maps indicate that it continued in use by the Latter Day Saints until at least 1962, but is today occupied by the Community Missionary Baptist Church.

WORLD WAR II

Even before the outbreak of World War II, the turbulent events taking place in Europe and Asia convinced U.S. military officials that the country should embark on a program of military preparedness. In the Monterey area, this was made most visible by activity at Ford Ord, which had been improved during the 1930s using WPA funding to construct new roads and clear encampment areas. As early as January 1940 the first joint Army and Navy maneuvers were held at the post, involving over 10,000 troops and 1,000 vehicles.⁴⁸⁵ In 1940, hundreds of wooden barracks were erected, and the 7th Infantry Division became the first major Army unit to occupy the camp. By the end of 1941, approximately \$12 million dollars worth of improvements had been made, and by the end of the war Fort Ord emerged as one of the largest and most important military facilities on the West Coast.⁴⁸⁶

The Presidio of Monterey also grew active during this period. Between the two world wars the post had been home to the 11th Cavalry and the 2nd Battalion, 76th Field Artillery, which remained at the Presidio until 1940. In 1941, the post became a reception center for selectees, and for a while it housed the headquarters of the III Corps. Around the same time, the Del Monte Hotel was used as a flight training center by the U.S. Navy.⁴⁸⁷

The whirlwind of military activity, particularly at Ford Ord, had an immediate effect on Pacific Grove's economy. An August 1, 1941 article in the *Pacific Grove Tide* mentions that:

The town has benefited in that local carpenters, plumbers and other building tradesman now have plenty of work at high wages ... Pacific Grove has benefited from the military establishment in the fact that all rentable houses now are rented, many of them at unusual prices ... a year ago it seemed that every house in town was for sale ... Pacific Grove has benefited by a large amount of new home construction. This has been brought about by the increased scale of rents. Many local people have found it cheaper to own a home through FHA payments, than to pay rent. There has been little speculative building ... Stores catering particularly to the military trade have not been established here ... If the army were ordered away tomorrow, our business district would experience a falling-off in patronage, but there would be no establishments automatically closing because they had put all their eggs in the military basket.

Perhaps the most dramatic event of World War II in the Pacific Grove area came shortly after Pearl Harbor, when a Japanese submarine attempted to sink a Richfield oil tanker off Pebble Beach. Coastal communities in California were considered at particular risk of attack, and thus for most of the war access to the majority of Pacific Grove's beachfront was restricted. One battery of the African-American 54th Coast Artillery manned 155 mm guns along the shoreline, and between May and December 1943, 120 men of the Pacific Grove Beach Patrol were encamped near the Point Pinos Lighthouse. Residents were also asked to keep blackout curtains on their windows.⁴⁸⁸

Like so many communities across the country, Pacific Grove's residents aided the war effort by purchasing war bonds, growing Victory gardens, and participating in scrap drives. This included the donation of the metal fountain that had been located on the grounds of the El Camelo Hotel, as well as a Spanish cannon that stood in front of the Pacific Grove Museum.⁴⁸⁹ The metal cresting that had once graced the roofs of many Pacific Grove Victorian-era residences was similarly taken down and donated to the war effort. The rationing of goods became the norm, including food, gasoline, clothing and building materials. Thus, few if any non-military buildings were constructed in Pacific Grove during the war years.

Given the influx of military and civilian personnel, many of Pacific Grove's blue laws—such as restrictions on certain types of dancing—were repealed in 1941. The sale of alcohol, however, remained prohibited.⁴⁹⁰ By far the greatest hardship of the war was the loss of several of Pacific Grove's citizens on foreign battlefields, including Thomas Gall, who in 1942 became first resident to lose his life in the war. Three Navy fliers also lost their life in March 1944, when their low-flying torpedo bomber snagged a power line and crashed on the grounds of the Pinchurst mansion at 1081 17 Mile Drive.

Pacific Grove's industrial facilities also joined in the war effort. Thomas A. Work's large lumber yard at David and Central avenues manufactured wooden assault landing craft.⁴⁹¹ The Del Monte sand plant, now operated by the Owens-Illinois company, also produced materials for the war effort. In 1936, the plant had been modernized with additional equipment, including a clam shell loader with a 400-foot belt conveyor that brought sand to the plant so it could be screened, dried and then placed into sacks. Between 1942 and 1943 the plant was largely rebuilt, with new shop buildings, maintenance sheds and offices to meet the changing needs of the industry. The sand was purchased from Del Monte Properties and then shipped to Owens-Illinois factories in Oakland and Los Angeles where it was used to produce glass.⁴⁹² A newspaper article at the time reported that the rebuilding work was carried out entirely by local contractors, and that the plant employed between 25 and 30 staff members.⁴⁹³

Asilomar during the War

Asilomar had its own role in the homefront effort during World War II, providing rooms for families of servicemen stationed at Fort Ord and other nearby military facilities. Prior to that time, the Depression had placed tremendous pressure on YWCA funding for Asilomar, which had never been financially self-sufficient. The crisis reached a head in 1934, when the YWCA voted to close

the facility, as well as all other YWCA conference centers in the United States. The property was put up for sale, but found no buyers.

In 1936, David and Paulsen Visel leased the property for use as a motel, but in 1940 it was turned over to the National Youth Administration—another New Deal work program—for use as a training camp. In 1943, with military activities on the Monterey Peninsula reaching a crescendo, the YWCA decided to make all empty rooms available to families of military personnel, who would stay there until the end of the war.⁴⁹⁴

Japanese Internment

Among the darker aspects of World War II in Pacific Grove was the forced relocation and internment of the city's Japanese residents, many of whom were native born. The city's Japanese population was not large—there were only a handful of families living in Pacific Grove prior to the war, including the Ichiuji, Murakami, Sugano and Uchida families. But despite their small numbers, they had integrated themselves into the city's commercial community, particularly in dry cleaning and shoe repair enterprises. As early as 1911, G. Masuda and M. Suzuki were operating the New Grove Cleaning and dyeing works at 301 Fountain Avenue. Pacific Grove historian, Donald Howard, states that this building was part of the old Gosbey Building that had formerly occupied 569 Lighthouse Avenue.⁴⁹⁵ Today, parts of that building appear to remain extant on the lot, indicated by the presence of a small gable roof incorporated within a larger building.

In 1919, Kikujiro Ichiuji purchased a shoe-repair shop known as the Grove Shoe Hospital, which occupied a number of locations over the years, staying in business as a family concern until 1984.⁴⁹⁶ Similarly, during the early 1920s, Kakutarō Uchida, purchased a dry cleaning business in Pacific Grove, which became Pacific Grove Cleaners at 230 Grand Avenue.⁴⁹⁷

The Japanese residents of Pacific Grove do not appear to have been concentrated in any particular neighborhood. By contrast, many of the Japanese residents living on the Monterey Peninsula resided in a close-knit community in Monterey near Lake Estero. On the eve of World War II, these families operated about two dozen retail businesses, many of which were tied to fishing and ship chandlery. A Japanese American Citizens League (JACL) hall had also been built at 424 Adams Street in Monterey in 1926 (extant), but the Pacific Grove and Monterey communities did not interact much, except for church on Sundays.⁴⁹⁸

In February 1942, President Franklin D. Roosevelt signed Executive Order 9066, which allowed military commanders to exclude persons from “military areas” at their discretion. Initially, this was primarily aimed at persons of German and Italian ancestry, but a subsequent Civilian Exclusion Order issued in May ordered all persons of Japanese ancestry—whether or not they were American citizens—to report to assembly centers where they would be assigned to “relocation centers.” Japanese residents of Pacific Grove were assigned to internment camps scattered across the western United States: the Uyeda family was sent to Topaz, Utah, and the Uchida family was sent to Poston,

Arizona.⁴⁹⁹ Also included was noted artist Miki Hayakawa (1899 – 1953) who had arrived in Pacific Grove in 1939 and was sent to an interment camp in Santa Fe, New Mexico.⁵⁰⁰

During the war, the Grove Shoe Hospital was kept open as a shoe-shining business by a person named Clay Spats, and Kikujiro Ichiuji would return to manage the store following the war's end. Others were not as fortunate. After the war the JACL hall, which had been converted into an armory, was used as a hostel for returning Japanese Americans who had lost their homes. The JACL also assisted returning families with compensation claims.⁵⁰¹

ASSOCIATED PROPERTY TYPES & REGISTRATION REQUIREMENTS (1927 – 1945)

The dominant themes of the “City of Homes” period are recreation and tourism, the Great Depression, and World War II. Specifically, this period saw new public ownership and management of the city's key recreational facilities, the rise of auto camps as a significant part of the city's tourist infrastructure, the protection of natural resources via acquisition of the city's coastline and the passing of the “butterfly ordinance,” and the improvement of recreational facilities as part of Depression-era work programs. The influence of Monterey's Cannery Row operations on Pacific Grove would also prove to be a major factor. Property types associated with these significant themes include residential properties, commercial properties, auto camps & cottage courts, civic & public assembly properties, industrial properties, and cultural landscape elements.

RESIDENTIAL PROPERTIES

The overwhelming majority of surviving buildings constructed between 1927 and 1945 are residential, primarily consisting of single-family residences consistent with the town's established character. Generally speaking, these buildings exist as infill rather than cohesive developments, although they may occasionally be found in small groups. Given wartime rationing of building materials, it also appears that few if any private buildings were constructed during World War II.

Residential architecture of the period encompasses a range of styles, with the most popular roughly following a chronology that included the Spanish Colonial Revival style (1920s - 1930s), which also includes the related Pueblo Revival style; Tudor Revival style (1920s – 1930s); the Minimal Traditional Style (1930s – 1940s); and the Ranch Style (1940s – 1970s). As was the case in previous eras, vernacular buildings are common, most frequently appearing as simplified versions of Craftsman style buildings or following English cottage precedents.

As a general rule, most residences are rectangular or L-shaped, and typically only one story in height. However, in recognition of the growing dominance of the automobile, during the 1930s split-level houses begin appearing, typically with second-story bedrooms above an integral garage. Wood frame construction is near universal, although brick structural systems are possible. Gable roofs are most common, although hip roofs (or combination gable and hip roofs) are also apparent. Building associated with the Spanish Colonial Revival and Pueblo Revival styles most frequently have flat or combination gable and flat roofs.

Houses typically feature a moderate set back from the front and rear lot lines, which is consistent with patterns established around the turn of the century. The growing dominance of the private automobile increases the likelihood of encountering detached garages, although beginning in the mid-1930s houses for the first time begin to be constructed with integral garages.

Multi-unit construction is extremely rare with only a few examples noted during reconnaissance efforts. These include 419 Forest Avenue, which originally consisted of a circa 1910 residence converted into a four-unit apartment building and remodeled with Spanish architectural influences.

Nearly all residential buildings dating to this period would have originally featured wood-sash windows and wood doors—although industrial steel-sash casement windows were occasionally used. Typical cladding varied depending on architectural styles. Spanish Colonial Revival and Tudor Revival buildings are almost exclusively clad in stucco, while Minimal Traditional houses most frequently feature wood shiplap siding.

These buildings may be found as scattered infill throughout the central portion of the city, but are most common south of Pine Avenue. Clusters of residences constructed during this period may be found on 19th Street between Pine and Junipero avenues; Gibson Avenue between Fountain and Carmel avenues; and the east side of 17 Mile Drive between Melrose and Sinex avenues.

Architectural Styles & Character Defining Features

The following section provides an outline of the relevant residential architectural styles and the character-defining features associated with each style. Residences from this period are typically one story in height, and are generally modestly-sized bungalows.

1. Spanish Colonial Revival Style (1920s – 1950s)



**Spanish Colonial Revival villa in Country Club Heights,
528 Beaumont**

- Rectangular or L-shaped massing is most common
- Asymmetrical facades
- Gable, or combination gable and flat roof (often with a shaped parapet for flat roofs)
- Typically no roof overhang
- Stucco cladding, either smooth or textured
- Clay tile roofing; also clay tiles used as decorative accents
- Arched openings
- Stucco wing walls and courtyard enclosures
- Metal balconettes beneath windows
- Clay pipe attic vents
- Also includes related Pueblo Revival style

1. Spanish Colonial Revival Style (1920s – 1950s), continued



Spanish Colonial Revival residence in the Beach Tract,
831 Bayview

2. Tudor Revival Style (1920s – 1930s)



Tudor Revival-style residence at 648 Spazier



Tudor Revival-style residence at 420 Gibson Avenue

- Rectangular massing with asymmetrical facades
- Steeply-pitched gable roofs, usually in combination of side and front-facing gables
- Shallow eaves or eaveless
- Stucco cladding, smooth or textured
- Arched entries, sometimes set within gabled porch elements
- Rusticated masonry accents around doors and windows
- Vertical attic vents in the gable end, sometimes with arched tops
- Exterior chimney, sometimes with decorative brickwork

3. Minimal Traditional Style (1930s – 1940s)



911 Ripple Avenue, circa 1940

- Rectangular or L-shaped massing
- Eaveless gable roofs, usually in combination of a side and front-facing gable
- Typically shiplap wood siding
- Porches with wood posts
- Decorative trim in gable ends, often with a scalloped edge
- Decorative window shutters

4. Traditional Ranch Style (1940s – 1970s)



Ranch style residence at 1120 Seaview

- Rectangular or shallow L-shaped massing with a horizontal emphasis
- Hip roofs are typical, but gable roofs are also common.
- Shallow eaves
- Typically shiplap wood siding
- Integral porches with wood posts, or shed extensions of the main roof at the entry.
- Decorative window shutters
- Garages less common prior to World

Significance

The table below discusses the significance of residential buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code. It appears that few residences constructed during this period are currently listed on the City of Pacific Grove's Historic Resources Inventory.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	Residential buildings from this period may be significant for their association with the theme of residential development, particularly when they illustrate strong patterns in the growth and character of

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
			<p>residential neighborhoods. This would include generally cohesive residential blocks developed during this period, or clusters of housing associated with a specific subdivision, such as the Spazier Subdivision. Residences from this period may also illustrate the importance of FHA loans on development in Pacific Grove.</p> <p>Groups of residences may be better able to convey these patterns than individual structures; evaluators should consider the presence of historic districts that illustrate this criterion, though some properties may also qualify individually for their architectural merits or associations with prominent individuals (see below).</p>
B/2	C	Persons	Residential buildings from this period may be significant for their association with persons important to Pacific Grove history, such as John Steinbeck, Ed Ricketts, or a prominent local artist. If this is the case, however, the residence should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Residential buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. Buildings may also qualify as the work of a master architect or prominent builder. Resources qualified under these criteria should be good examples of types and/or styles, and retain most of their original features.
D/4		Information Potential	Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution of local residential building development may be significant for their potential to provide information important to history. However, such examples would be extremely rare.

In order to be eligible for listing in the local, state, or national historic registers, a residential property must retain sufficient integrity to convey its significance in association with residential development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. The aspects of integrity deemed most important for this period are location, setting, design, materials, association and feeling.

Buildings from this era have not had as long a period to accumulate changes, and thus require a higher overall standard of integrity versus previous periods. A property must retain most of the physical features that made up its historic character. Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources at the state or national level should retain all or nearly all of their original features.

Minimum Eligibility Requirements:

- Clear example of residential architecture from this period
- Retains original form and roofline
- Retains the original pattern of window and doors
- Retains original cladding (or the original cladding has been repaired/replaced in kind such that it substantially duplicates the original pattern)
- Retains most of its original ornamentation, if applicable.

Other Integrity Considerations:

- Prior replacement of doors and windows can be acceptable, but the replacements must conform to the original size of the openings. All other character-defining features must be retained.
- It is acceptable for entry stairs or steps to have been replaced, as these are subject to greater deterioration from weathering and use.
- Only rear additions that have respected the scale of the original building are generally acceptable.
- Many residences from this period originally had an associated detached automobile garage designed to coordinate with the architectural details of the main house. A Pacific Grove residence that retains its original detached garage should be considered a particularly good example. These outbuildings derive their significance from the significance of the residence, however, and are typically not eligible in their own right.

COMMERCIAL PROPERTIES

Given the hardships of the Great Depression, new commercial construction was relatively sparse during this period, with most of it concentrated prior to 1935. These buildings typically are one to two stories in height, and construction is typically reinforced concrete. Architecturally, most of the buildings were designed with Spanish Colonial Revival influences, and thus nearly all buildings feature stucco cladding.



Spanish Colonial Revival-style commercial buildings, 220-230 Grand Avenue, circa 1930s

Roofs are generally gable or flat, although some buildings, such as the First National Bank, incorporate both gable and flat sections. Originally, nearly all buildings would have incorporated plate glass window systems in their storefronts, with wood-sash windows used elsewhere. Wood doors, typically fully glazed, would have been used prior to about 1930, after which fully glazed metal doors become more common. Here it is worth noting that the third floor addition to Holman's Department store did not originally included glass block windows, which is a later alteration dating to the 1950s.

All or nearly all new commercial development during this period is concentrated in or near the central business district, although this period did witness the extent of commercial development encompass areas a bit further to the east along Lighthouse Avenue. It appears that several commercial buildings constructed during this period are currently listed on the City of Pacific Grove's Historic Resources Inventory.

Significance

The table below discusses the significance of commercial buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	Commercial buildings from this period may be significant for their association with the theme of commercial development during this period, which witnessed both modest expansion of the commercial district, as well as increasing architectural cohesion. Most buildings would most easily be qualified at the

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
			state or national level as contributors to a historic district, although some would qualify individually for their architectural merits or associations with prominent individuals. Businesses owned by a member of an ethnic or cultural group may also represent the contributions of that group under this criterion.
B/2	C	Persons	Commercial buildings from this period may be significant for their association with persons important to Pacific Grove's history, such as a prominent merchant. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant. For commercial properties potentially eligible for the HRI, this criterion may also apply to businesses or organizations.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Commercial buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. Buildings may also qualify as the work of a master architect or prominent builder. Individual resources qualified under these criteria should be good examples of types and/or styles, and retain most of their original features.
D/4		Information Potential	Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution of local commercial building development may be significant for their potential to provide information important to history. However, such examples would be rare.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, a commercial property must retain sufficient integrity to convey its significance as part of commercial development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. Commercial properties from this era are not common, and therefore some discretion is warranted when considering integrity (see

below: “Other Integrity Considerations”). Nevertheless, a commercial property must retain essential physical features that made up its historic character. The aspects of integrity deemed most important for this period are location, design, materials, association and feeling.

Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources at the state or national level should retain a substantial majority of their original features. However, discretion should be exercised when assessing storefront alterations—particularly in multi-story commercial or mixed-use buildings where a storefront alteration may be subordinate to the overall character of the building.

Minimum Eligibility Requirements:

- Clear example of commercial architecture from this period
- Retains original form and roofline
- Substantially retains the original pattern of window and doors. Storefront alterations, particularly in multi-story commercial buildings, may be acceptable.
- Retains a substantial portion of its original ornamentation
- Retains original cladding
- Replacement of doors and windows is acceptable as long as the replacement have substantially conformed to the original door/window pattern and the size of the openings

Other Integrity Considerations:

- Commercial buildings from this period that retain their original storefront configurations are not common. In multi-story commercial buildings, ground floor alterations may be considered acceptable as long as they are subordinate to the overall character of the building. Similarly, storefront alterations that demonstrate evolving commercial design patterns associated with a subsequent historically significant context may be acceptable.
- Replacement/repair of the original cladding may be acceptable if it has been replaced in kind and substantially duplicates the original pattern
- Rear additions that have respected the scale of the original building are generally acceptable. However, more recent additions, especially those that compromise a building’s form and scale, are not acceptable.

AUTO CAMPS & COTTAGE COURTS

The wave of auto camp and cottage court construction that had begun in the early 1920s carried through into this period, and today appears to be represented by at least some extant built resources. These include cabins associated with the Sea Breeze Auto Court developed at 1100 Lighthouse Avenue in 1937, as well as buildings associated with Milar’s Motel developed around the same period (today known as the Butterfly Grove Inn). It is important to note, however, that several of the Milar’s Motel buildings were actually constructed as part of the Del Monte Military Academy. However, these were likely refurbished for use as tourist facilities and thus have been grouped with this period of development.



See Breeze Inn and Cottages at 1100 Lighthouse Avenue, a typical auto camp developed in 1937

All of the cottage courts developed during this period were clustered toward the western end of the city in the Pacific Grove Acres subdivision. These included areas near or adjacent to Lighthouse Avenue, as well as areas closer to Asilomar. These buildings typically included small wood frame vernacular structures featuring gable or hip roofs and wood board and batten, channel drop or shiplap siding. Duplex or dormitory type structures are also possible.

Most cottage courts were arranged around a loop drive or central parking area, and frequently features offices, as well as ancillary buildings such as camp stores, restroom facilities and fire pits. As mentioned earlier in this document, the lack of Sanborn maps for this area hampers definitive identification of many properties. Thus further research should be employed when qualifying these types of buildings for historic listing.

Significance

The table below discusses the significance of auto camp and cottage court buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code. Currently it appears that few auto camp developments from this period are currently listed in the City of Pacific Grove's Historic Resources Inventory. The only such development noted was the Butterfly Grove Inn (formerly Milar's Motel) at 1073 Lighthouse Avenue.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	Auto camp and cottage court buildings from this period may be significant for their association with the development of auto-related tourist facilities, which was a key facet of the city's identity and economic base during this period. Their significance may be enhanced by their relative scarcity, as few auto camp facilities

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
			from this period are known to exist.
B/2	C	Persons	Auto camp and cottage court buildings from this period may be significant for their association with persons important to Pacific Grove's history. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Auto camp and cottage court buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. The evaluation of cottage courts should also take into account the relationship between the cottages and related facilities (e.g., reception office, fire pits, parking areas), such that the whole is considered as an ensemble. Buildings may also qualify as the work of a master architect or prominent builder. Individual resources qualified under these criteria should be good examples of types and/or styles, and retain most of their original features.
D/4		Information Potential	Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution of local building development may be significant for their potential to provide information important to history. However, such examples would be exceptionally rare.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, an auto camp or cottage court building must retain sufficient integrity to convey its significance as part of development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. The aspects of integrity deemed most important for this period are location, design, materials, association and feeling.

Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources at the state or national level should retain a substantial majority of their original features.

Minimum Eligibility Requirements:

- Clear example of auto camp/cottage court design
- Substantially retains original configuration (e.g., cluster of cottages and at least some of the original related facilities)
- Retains original form and roofline
- Substantially retains the original pattern of window and doors
- Retains some of its original ornamentation, if applicable.
- Retains original cladding (or the original cladding has been repaired/replaced in kind such that it substantially duplicates the original pattern)
- Replacement of doors and windows may be acceptable as long as they conform to the original door/window pattern and the size of the openings

CIVIC & PUBLIC ASSEMBLY PROPERTIES

Civic improvements were a key facet of this period, and included four of the city's most recognizable buildings: the Pacific Grove Museum, the Post Office, the Pacific Grove High School Auditorium (now the Pacific Grove Performing Arts Center), and the Loeb Laboratory at Hopkins Marine Station. On a smaller scale, new public assembly buildings included the Chamber of Commerce building, the Odd Fellows Hall on Central Avenue, as well as the Theosophical Hall on Monterey Avenue

These buildings are typically one-to-two stories in height, and their construction frequently varies according to scale and architectural style. The Pacific Grove Museum, the Post Office, Auditorium and Loeb Laboratory were all constructed using reinforced concrete, and all were designed with Spanish Colonial Revival influences. While this style is most frequently associated with stucco cladding, the Auditorium building is clad with a brick veneer. Gable, hip or combination gable and flat roofs were used, either wholly or partially clad in red clay tiles. Originally, these buildings would have incorporated wood or metal doors, and wood sash or steel-sash windows.



**Top: Pacific Grove High School Auditorium (left) and Pacific Grove Museum (right)
Bottom: Pacific Grove Post Office (1938, left) and Hopkins Marine Station (right)**

The smaller-scale buildings employ wood frame construction, and feature hip or gable roofs. Most buildings are clad with stucco, and originally would have incorporated wood-sash windows. Architecturally there is little cohesion between these buildings, and most are vernacular in nature.

The Chamber of Commerce, Post Office, and Pacific Grove Museum are all located in the downtown area, which remained the most popular area for civic architecture. However, the rest are sited further afield, illustrating the city's growth during this period and the increasing need to site public buildings in proximity to new residential areas.

Significance

The table below discusses the significance of civic & public assembly buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code. It appears that most of the surviving civic and public assembly buildings from this period are already listed on the City of Pacific Grove's Historic Resources Inventory. The exceptions are the former Theosophical Society Hall and the Odd Fellows Hall.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	<p>Civic & public assembly buildings from this period may be significant as expressions of civic and cultural values tied to Depression-Era development of the city. These buildings, whether funded privately or through government work programs, symbolized the ability of Pacific Grove’s citizens to act collectively during a period of extreme economic hardship, and their significance is enhanced by their relative scarcity. Civic & public assembly buildings may also be significant under this criterion for their association with social, community, or ethnic groups.</p> <p>Please note that historic significance for a church or other religious property cannot be established on the merits of a religious doctrine, but rather on secular terms for its architectural or artistic values or as a representation of important historic or cultural forces.</p>
B/2	C	Persons	<p>Civic & public assembly buildings from this period may be significant for their association with persons important to Pacific Grove’s history. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person’s achievements or reasons for being significant.</p>
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	<p>Civic & public assembly buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. In particular, the Pacific Grove Museum, Post Office and High School Auditorium are among the finest examples of Spanish Colonial Revival design in the city. Buildings may also qualify as the work of a master architect or prominent builder, such as William Weeks. Individual resources qualified under these criteria should be good examples of types and/or styles, and retain most of their original features.</p>
D/4		Information Potential	<p>Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution</p>

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
			of local building development may be significant for their potential to provide information important to history. However, such examples would be extremely unlikely.

As mentioned previously, if a church from this period is to be considered for listing in the National Register, it must also meet National Register Criteria Consideration A, which deals specifically with religious properties (see *National Register Bulletin #15 – How to Apply the National Register Criteria For Evaluation*). This information may also prove useful in evaluating the significance of a church for inclusion in the state or local register. Additionally, please note that under California Assembly Bill 133, a religious property cannot be listed in the Pacific Grove HRI above the objection of the religious institution.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, a civic & public assembly building must retain sufficient integrity to convey its significance as part of development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. The aspects of integrity deemed most important for this period are location, design, materials, association and feeling.

Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources at the state or national level should retain a substantial majority of their original features.

Minimum Eligibility Requirements:

- Clear example of civic and public assembly architecture of the period.
- Retains original form and roofline
- Substantially retains the original pattern of window and doors
- Retains some of its original ornamentation. (The retention of entry, window and/or roofline ornamentation should be considered most important)
- Replacement of doors and windows may be acceptable as long as they conform to the original door/window pattern and the size of the openings
- Retains original cladding (or the original cladding has been repaired/replaced in kind such that it substantially duplicates the original pattern)

Other Integrity Considerations:

- Rear additions that have respected the scale of the original building are generally acceptable. However, additions that compromise a building's form and massing are not acceptable.

INDUSTRIAL & LIGHT INDUSTRIAL PROPERTIES

Industrial development during this period was quite sparse, and only a few light industrial buildings dating to this period appear to be extant. However, this period also witnessed the construction of Pacific Grove's largest surviving industrial facility: the American Can Company, which filled the entire block bounded by Dewey, Sloat, Eardley and Ocean View Boulevard.



American Can Company building, Ocean View Boulevard

Other than the American Can Company building, light industrial facilities of this period followed earlier precedents in design and materials. Most were one story height and comprised of wood frame or reinforced concrete construction. Roofs are typically gable, and stucco finishes are most common. Most are also utilitarian in design, and typically featured at least one large entrance bay to allow for the passage of vehicles. Original windows would have most typically incorporated industrial steel sashes with awning or hopper mechanisms.

Light industrial buildings of this period are typically located in proximity to the downtown area, but examples may also be found at the extreme western edge of the city along Central Avenue near the Monterey border.

Significance

The table below discusses the significance of industrial buildings from this period according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code. It is unclear how many industrial buildings of this period are currently listed on the City of Pacific Grove's Historic Resources Inventory, although the former American Can Company is included.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events	Industrial buildings from this period may be significant for their associations with industrial development

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
			during this period, particularly as it relates to themes including the development of Cannery Row. Industrial facilities repurposed for new use during World War II may also be significant for those associations, although no extant examples are known.
B/2	C	Persons	Industrial buildings from this period may be significant for their association with persons important to Pacific Grove's history. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Industrial buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. Buildings may also qualify as the work of a master architect or prominent builder. Individual resources qualified under these criteria should be good examples of types and/or styles, and retain most of their original features.
D/4		Information Potential	Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or help demonstrate the evolution of local industrial development. However, such examples would be exceptionally rare.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, an industrial property must retain sufficient integrity to convey its significance as part of development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings.

Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources at the state or national level should retain a substantial majority of their original features.

Minimum Eligibility Requirements:

- Clear example of industrial architecture from this period

- Retains original form and roofline
- Retains original work bays/vehicular openings
- Retains original cladding (or the original cladding has been replaced in kind and substantially duplicates the original pattern)
- Substantially retains the original pattern of windows and doors

CULTURAL LANDSCAPE ELEMENTS

Cultural landscapes from this period may include designed landscapes such as the Pacific Grove Golf Links (1931) and other public parks. Items from this era might also contribute to a cultural landscape at Lovers Point, first established during previous periods. As in previous periods, site features such as retaining walls, fences, and large specimen trees associated with a residence should be evaluated in conjunction with that residence. Similarly, landscaped or designed grounds of a church or other institutional facility should be evaluated in conjunction with those properties.



Pacific Grove Golf Links

Character-defining features that may collectively contribute to a cultural landscape from this period include:

- Topography
- Vegetation
- Circulation (e.g. roads, paths, steps, and walls)
- Site features and objects (e.g. fences, benches, lights, and sculptures)
- Structures or buildings
- Recreational use

Significance

The table below discusses the significance of cultural landscapes from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code. These properties do not appear to be listed in the City of Pacific Grove's Historic Resources Inventory.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	Cultural landscapes from this period may be significant as illustrations of the city’s important Depression-era civic improvements, namely the new public ownership and management of the city’s key recreational facilities. Landscapes may have been the site of an important event.
B/2	C	Persons	Cultural landscapes from this period may be significant for their association with persons important to Pacific Grove history, such as Mayor Julia Platt, or other city officials. If this is the case, however, the site should be compared to other associated properties to identify which property(s) best represent that person’s achievements or reasons for being significant.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Cultural landscapes from this period may be significant for their distinctive design values. In order to qualify under this criterion, the landscape must be purposefully designed, and must clearly express aesthetic principles or technological achievements in city planning, landscape architecture, engineering, or sculpture. These properties may also be significant if they represent the work of a master landscape architect.
D/4		Information Potential	Cultural landscapes from this period are not likely to yield important information not available in built resources or other extant documentary evidence.

Integrity

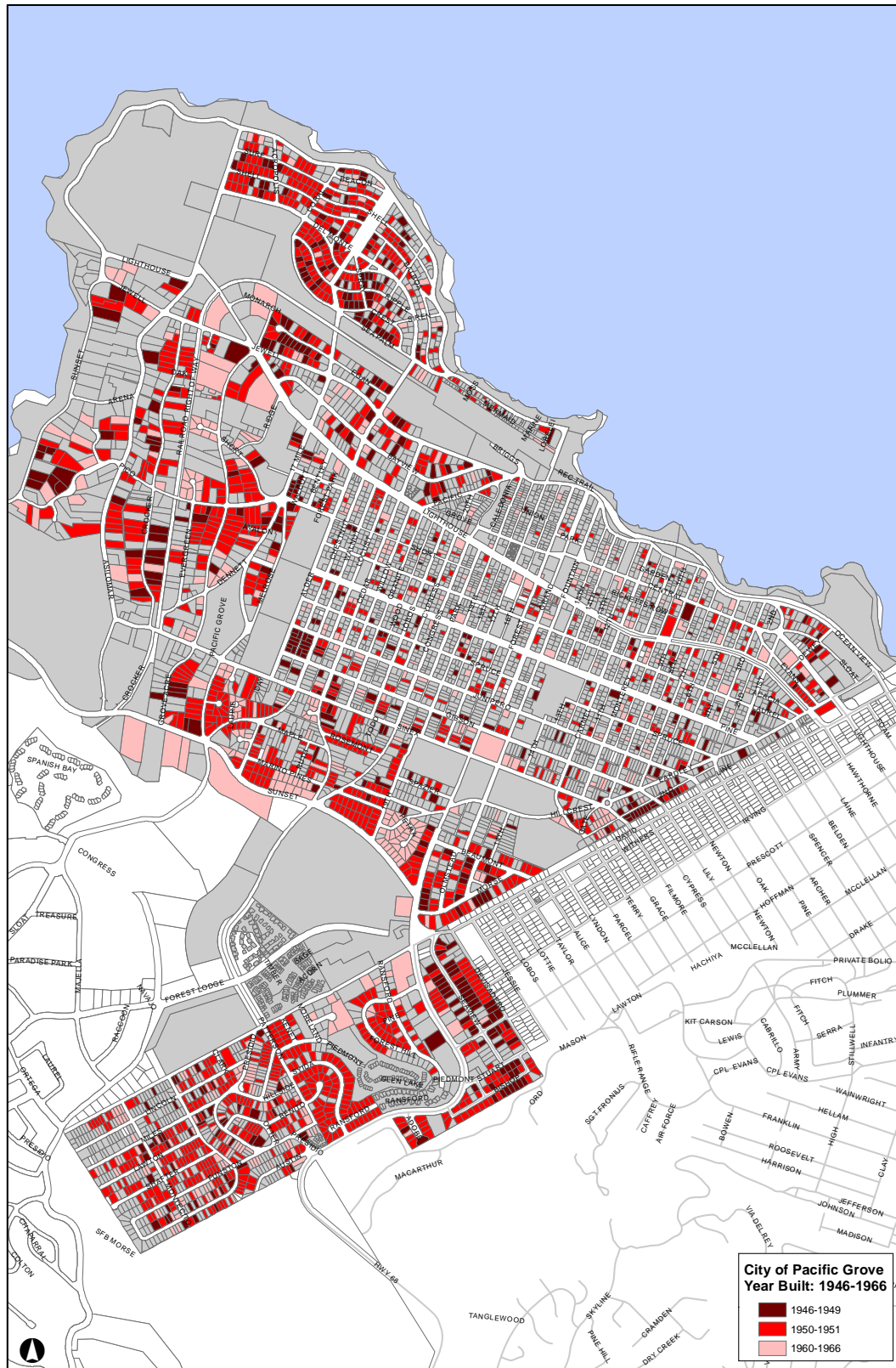
In order to be eligible for listing in the local, state, or national historic registers, a cultural landscape must retain sufficient integrity to convey its association with development trends during this period. Even more so than buildings, cultural landscapes—especially vegetation—are anticipated to experience change over time. An understanding of the landscape as a continuum through history is therefore critical in assessing its cultural and historic value, and a clear definition and understanding of the landscape’s period of significance is essential. In order for the landscape to have integrity, these character-defining features or qualities that contribute to its significance must be present. Landscapes qualified as individual resources at the local, state or national level should generally retain a majority of their original features. In some cases, changes subsequent to this period of development—such as the addition of the “back nine” to the Pacific Grove Golf Links in the 1950s—may not be a detriment to the landscape’s integrity.

F. Suburban Expansion (1946 -1966)

The post-war years in Pacific Grove ushered in the largest and most rapid expansion of the city's population in its history. Population figures given in city directories show the city's pre-World War II population of around 6,000 had grown to 8,750 by 1947. By 1953 the population grew to nearly 11,000, and by 1960 would reach 12,000—as well as an additional 4,140 people in the suburban area, which included Del Monte Park (1,855) and the Monterey Country Club (2,285). This had a wide range of repercussions, including the rapid development of new residential subdivisions, as well as new civic, commercial and religious facilities. The primary themes and events of this period include:

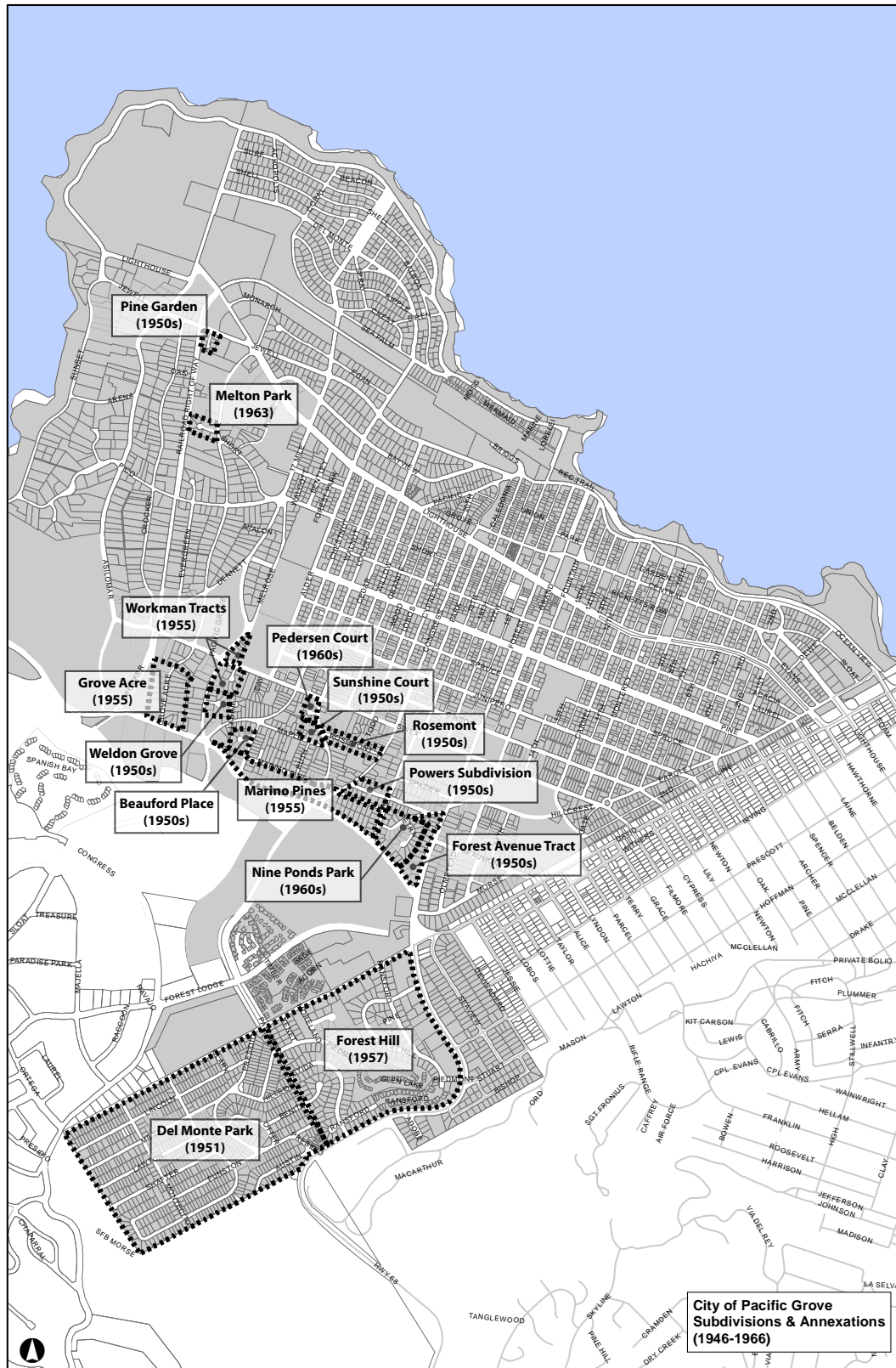
- The post-war growth of the city, primarily in the form of single-family residences constructed in the hills south of downtown and along the city's western edge. This includes a departure from the original grid layout of streets, as well as the build-out of older subdivisions where development had previously been sparse.
- The proliferation of hotels and motels, as well as the increasing construction of multi-family dwellings throughout the city.
- Expansion of civic infrastructure to accommodate growth, including new schools, a city yard, and firehouse.
- The continued impact of automobiles on the city, including the clearance of older buildings for parking lots.
- Infill and redevelopment of the central business district, as well as commercial development of Forest Avenue.
- Redevelopment of the beach area at Lovers Point.

Extant properties capable of representing these significant themes include residential properties, commercial properties, motels & cottage courts, civic & public assembly properties, and light industrial properties. Of these, civic & public assembly buildings are most likely to distinctively embody characteristics of Modern architectural styles. There do not appear to be any significant cultural landscapes from the post-war period. Few resources constructed during this period are currently listed on the City of Pacific Grove's Historic Resources Inventory.



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Properties constructed during "Suburban Expansion" period (1946-1966)
 (Page & Turnbull)



Page & Turnbull, Inc. / 24 June 2011

Subdivisions and additions recorded during “Suburban Expansion” period (1946-1966).
 Many of these post-war tracts were further subdivided from older plats. (Page & Turnbull)

RESIDENTIAL EXPANSION

In the fifteen years following the end of World War II, residential development in Pacific Grove was as intensive as it had ever been in the city's history. This not only included suburban-type developments in areas such as Del Monte Park, but also included the build out of areas subdivided decades before, such as the Beach Tract and Pacific Grove Acres. A large amount of development also appeared as infill construction in lots in the original Retreat, as well as the First through Fifth additions to the city.

Geographic Information System (GIS) analysis using construction dates provided by the Assessor's Office indicates that approximately 723 buildings were constructed during the 1940s, rising to 1,302 during the 1950s. By comparison, these numbers exceed all the extant buildings in Pacific Grove constructed between 1870 and 1940.

Build-Out & Further Subdivision of Existing Neighborhoods

Within the city limits, the majority of new development took place in the Fairway Homes, Beach Tract and Pacific Grove Acres subdivisions, all of which had been platted years earlier by the Pacific Improvement Company or by Del Monte Properties. During the late 1940s, Jewell and Egan avenues adjacent to the Golf Links were largely built out, as were many lots to the north along Crest Avenue. By the close of the 1950s, however, nearly all the lots in the Beach Tract had been developed, as well as significant areas in Pacific Grove Acres. Here, much of the focus was centered on Pico, Grove Acre and Crocker avenues, with much less development occurring west of Asilomar Avenue.

As opposed to the Beach Tract, which had been subdivided in 1919 and typically featured much smaller lot sizes, residential development at the west end of the city reflected the larger lots sizes, which more easily accommodated the sprawling Ranch style designs that became popular in California after the war. Houses were sited much deeper on their lots, and there was less need to clear trees. Thus, today the west end of Pacific Grove still retains large portions of the original pine forest, while the small lots of the original Retreat meant that the majority of trees in the "Piney Paradise" had to be removed in order to make way for development.

Several of the larger, multi-acre parcels in Pacific Grove Acres were developed as small subdivisions during the 1950s and early 1960s. This included the Marino Pines, Powers, and Workman Tract subdivisions, all opened around 1955 at the city's southern limits and built out by the end of the decade. The lot sizes in these new subdivisions were generally much larger than the 30 x 60 lots that characterized the older, 19th century subdivisions. For example, the Powers Subdivision was comprised of seven, approximately 62 x 90 foot lots, while the adjacent Marino Pines Subdivision featured lots as large as 68 x 190 feet. Such lots could accommodate larger homes, as well as provide space for front and backyards—both attractive features for families during the post-World War II "baby boom." A few concentrated developments also occurred within more established neighborhoods. This included the wholesale development of the block bounded by Alder, Walnut, Junipero and Gibson avenues during the late 1940s. Similarly, a small strip at the eastern edge of the

city was also built out at this time, comprised of the area east of 2nd Street between Sinex and Junipero avenues. However, because the layout of these neighborhoods reflects the City Beautiful movement, not post-war suburban trends, the residences in these areas are generally not able to accurately demonstrate the post-war suburban development theme.



**1961 Aerial Photograph, showing post-war build-out of the Beach Tract, which had been subdivided in 1919
(*Monterey Peninsula Herald*, 8 May 1961)**

New Suburbs

The late 1940s also marked the period when residential construction increasingly focused on undeveloped areas in the hills adjacent to Forest Avenue. This area had already been home to sporadic development, particularly in the Country Club Heights area along Beaumont and Morse streets, where scattered buildings had been constructed as early as the 1920s and 1930s. At this time, the city's southern limit ran roughly along the lines of Marino Pines, and Sunset Drive was frequently referred to as the County Road. Following the war, however, the area developed in earnest, as did the Ocean View Terrace, Sea View Terrace and Presidio Terrace subdivisions to the southeast, located in an area roughly bounded by David, Divisadero, Bishop and Forest avenues. In particular, Seaview Avenue appears to have been developed wholesale during the late 1940s.

Development then moved south and west into what is today Del Monte Park, opened around 1950. This area was then outside the city limits, and had previously been occupied by the Pine Ridge

Dairy, which traced its origins to a ranch first developed by Felipe Neri Gomez in the 1870s. Following Gomez's death in 1907, part of his land—known as the Gomez Tract—was purchased by Louise Dobbins, who developed a dairy on the property. It was subsequently sold several times, and in 1924 became known as the Pine Ridge Dairy.⁵⁰² Another part of the Gomez Ranch was developed as the Pacific Grove Nursery, opened in 1920 by Murray White. Shortly before the opening of Del Monte Park, a sawmill operated by the General Box Company also operated between 1949 and 1950 on a parcel south of Shafter Avenue.⁵⁰³

Following its subdivision, Del Monte Park developed rapidly. By 1954, the loop area around Syida Drive, Benito Court and nearby Kenet Place were all built out, followed by the build out of the area encircled by Forest Hill Boulevard, Pine Circle and Ransford Avenue in 1957. By 1960, most of the residential lots east of Montecito and south of Miles Avenue had all been developed, although sporadic infill also occurred during the 1960s and later. It was not until 1972, however, that Del Monte Park was annexed by the city.

Del Monte Park developed as a prototypical suburban-style development of the 1950s, employing curving streets, loops and cul-de-sacs, which wholly rejected the urban grid. The influence of the automobile is also readily apparent, with nearly all houses featuring paved driveways and integral garages. Despite this orientation to car travel, however, houses were also sited much farther back from the street than they had been during earlier periods of city's history. This provided space for landscaped front yards, which by this time were considered a necessary amenity by most home buyers. Another characteristic of Del Monte Park—as well as many other mid-century subdivisions—is that there is also almost no interaction between residential and commercial areas; residents would drive to go shopping, not walk. The only notable exception in Del Monte Park was Phillip's Park Grocery, opened in 1949 in a small hip-roofed building at 1202 Shafter Avenue (extant).

Generally speaking, most of Pacific Grove's mid-century residences employed relatively simple designs—quite frequently variants of the Ranch or Modern Contemporary styles.⁵⁰⁴ This included several “post-adobe” buildings, named for a construction method developed by Carmel builder Hugh Comstock during the 1930s and 1940s. Comstock used timber framing in-filled with watertight adobe bricks, and in 1948 published an instructional booklet about the technique.⁵⁰⁵ It was adapted by at least a few builders in Pacific Grove, including Phil Haskins, who in 1950 built the first post-adobe house in Pacific Grove at 888 Maple Street (extant).⁵⁰⁶ Local historian Kent Seavey states that several other examples are extant, including several along Maple Avenue and Bishop avenues, as well as along Forest Avenue in the Forest Hill area.⁵⁰⁷

A few high-style Modernist residences were also constructed in Pacific Grove. This includes the Kong House, designed by noted Carmel architect, Marcel Zedletsky, and constructed at 859 Seapalm Avenue in 1961.⁵⁰⁸ Zedletsky practiced in the Monterey area between 1960 and 1974, and subsequently became an instructor at California Polytechnic State University in San Luis Obispo.

COMMERCIAL DEVELOPMENT

As described above, residential development during the post-war era accommodated an increasing reliance on the automobile, and corresponding changes occurred to the design of commercial properties. In Pacific Grove, this car-focused lifestyle resulted in the construction of new commercial building types, such as large gas stations and shopping centers with expansive surface parking, especially along Forest Avenue.

Other than Phillip's Park Grocery, the closest shopping options for residents living in Del Monte Park area was the new commercial strip developing along Forest Avenue south of David Avenue. Almost certainly, this area developed with an overtly commercial character because of its proximity to the large volume of automobile traffic along Forest Avenue. Among the earliest business to locate there was the Forest Hill Court Store, opened in 1949 by Dode and M. A. Davis at 1188 Forest Avenue (extant). This location was then outside the city limits, and thus the store was able to offer a "complete line of liquors." The building was constructed at the rear of a commercial court that included three other establishments facing a large parking area.⁵⁰⁹ As opposed to the other buildings, however, the Forest Hill Court Store was constructed in a decidedly Modern style, with a slanted shed roof that rose from back to front.

By 1951, the new Forest Hill Market was completed to the south, along with a new Chevron gas station at Forest Avenue and Prescott Lane in 1952.⁵¹⁰ By the end of the 1950s several more commercial buildings were constructed on the east side of Forest Avenue, although pinpointing the exact extent of development is hampered by a lack of Sanborn maps for the area.

New commercial buildings also appeared in downtown Pacific Grove during this period, including the Super Save Market at 242 Forest Avenue, today known as the Grove Market. Constructed circa 1955, the building is one of Pacific Grove's most distinctive Modern-style structures, featuring concrete arches supporting a barrel vaulted roof, and wide expanses of window glass. Commercial buildings such as this may be significant as examples of mid-century modern architectural styles.

MIDCENTURY REDEVELOPMENT

The two decades following World War II was a period of buoyant growth, both in Pacific Grove and across the country. While much of this growth occurred in suburban settings, downtown areas were also redeveloped. In large part this was deemed necessary in order to replace outmoded buildings with new facilities. However, a tremendous amount of pressure also came from the growing ubiquity of the private automobile, which forced downtown businesses to provide parking in order to compete with suburban shopping centers. Pacific Grove was fortunate in this respect, as it had already developed several parking garages by the 1920s, and vacant lots remained available in the central business district into the 1950s. Nevertheless, some buildings were demolished for parking lots during this period, and more would follow in the coming decades. The popularity of the

automobile also pressured the railroads, and after nearly 75 years of service Pacific Grove would see the end of passenger rail service before the end of this period.

Downtown Demolitions

As early as 1949, Pacific Grove Planning Commissioner, Wilford R. Holman, recommended that the city “acquire for parking lots all except 100 feet of frontage on Lighthouse Avenue in lots bounded by (a) Laurel, 15th and Fountain, and (b) Laurel, 17th and 18th streets.”⁵¹¹ Although this plan was not adopted, several older buildings were subsequently demolished in order to create parking lots. These included the old Del Mar Hotel, demolished in 1953 to make way for the current Bank of America parking lot.⁵¹² Construction of the new L-shaped bank also necessitated the demolition of a two-story store that had been constructed in the 1890s, as well as a two-story flats building constructed around the turn of the century on 17th Street.

Similarly, the Security National Bank constructed by E. C. Smith in 1916 at 569 Lighthouse Avenue was enlarged during the early 1960s through the construction of a new two-story addition at the southeast corner of Lighthouse and Forest avenues.⁵¹³ This new wing was designed to blend with the original bank design, including a continuation of the cornice at the roofline. To make way for the new bank wing, one of Pacific Grove’s oldest commercial buildings—a small one-story Western False Front-style grocery constructed around 1886 (the J. B. Norton Building)—was demolished.⁵¹⁴

Some older buildings were also demolished because of safety concerns. In 1958, the building at 214 Grand Avenue—then in use by the Full Gospel Pentecostal Church—was declared in dangerous condition by city officials and ordered to be torn down within 90 days. This was another of Pacific Grove’s oldest buildings, having served as the Retreat’s first post office and later used by the Salvation Army during the 1920s. At the same time, the city also condemned two other buildings: a vacant store at 210 Grand Avenue (subsequently demolished), as well as a building at 216 Grand Avenue occupied by Walters Rug and Upholstery Cleaners. The building’s owner, Wilford R. Holman, asked for a postponement in order to complete renovations to the property, and it remains standing today.⁵¹⁵

Doubtless the most iconic building to be demolished during this period was the old Methodist Episcopal Church and Assembly Hall at 620 Lighthouse Avenue. Built in 1889 as a successor to the Chautauqua Hall, it had initially served as the centerpiece of the summer retreat season and accommodated a multitude of functions over the ensuing decades. By the 1950s, however, the congregation appears to have outlived the space, and a 1956 tourist brochure mentioned that the building was for sale.⁵¹⁶ In 1962 the congregation broke ground on a new church at 915 Sunset Drive, which was completed in 1963. That same year the old Assembly Hall was demolished and subsequently replaced by a commercial development. Around the same time, the First Baptist Church of Pacific Grove also replaced their church building (see section on Religious Development).

In 1965, another of Pacific Grove's oldest and largest structures—the John Tennant Memorial Home at Forest and Sinex avenues—was demolished and subsequently replaced by the Canterbury Woods retirement home.⁵¹⁷ Around the same time, the 1879 house built by Dr. Frank F. Jewell on the northwest corner of Forest Avenue and Park Place was torn down, having been described by some as a “firetrap.”⁵¹⁸

The redevelopment of some of Pacific Grove's buildings also occurred by accident. In June 1951 a fire largely destroyed the Grove Theater, which was rebuilt the following year and later converted for use as stores and offices.⁵¹⁹ Other buildings underwent changes in use. In 1954, California-Nevada Methodist Homes purchased the Forest Hill Hotel and converted it into a retirement home.⁵²⁰ New buildings were also added to the hotel grounds around this time. Sanborn maps indicate that by 1962, a large wood frame dormitory had been constructed at the western end of the hotel grounds, while a new reinforced concrete health unit building was constructed on the south side.

The Railroad is Retired

Passenger rail service had reached an all-time high during World War II, as soldiers were moved across the country from induction centers, to training camps, to ports of embarkation. But during the post-war era, the construction of new highways and popularity of the private automobile led to a steady decline in the number of passengers traveling by rail. This included the Southern Pacific's operations in Pacific Grove, which by the 1950s were in severe decline. This stemmed from the simple fact that it had become much faster to reach the city by car. A tourist guide of the era mentions that the Southern Pacific's Del Monte Special train arrived in Monterey at 7:00 p.m., unloaded for a half-hour, and then proceeded to Pacific Grove. Given the delay, the guide mentions that “Most people [traveling to Pacific Grove] are met at the Monterey S-P station ... or go over by Bay Rapid Transit bus or in their own car.”⁵²¹

In 1957 the Southern Pacific decided to cease passenger service to Pacific Grove, and the depot closed on September 15.⁵²² The station sat idle for a number of years, and was subsequently burned down during a practice exercise by the Pacific Grove Fire Department in 1962. This was not the end of all rail operations, however. Special “sand trains” continued to make runs out to the sand mining operations near Lake Majella until the late 1970s.⁵²³ In part because of environmental concerns due to solid waste filtering onto Asilomar Beach, the sand plant was demolished in April of 1978, heralding the final end of rail operations.⁵²⁴ Today, the former railroad right-of-way east of Lovers Point has been redeveloped as a walking path. The former Homer T. Hayward Lumber Yard, located south of the railroad tracks was moved circa 1965 to a new location at Crocker and Sinex avenues, where it presently remains in business.

CIVIC GROWTH

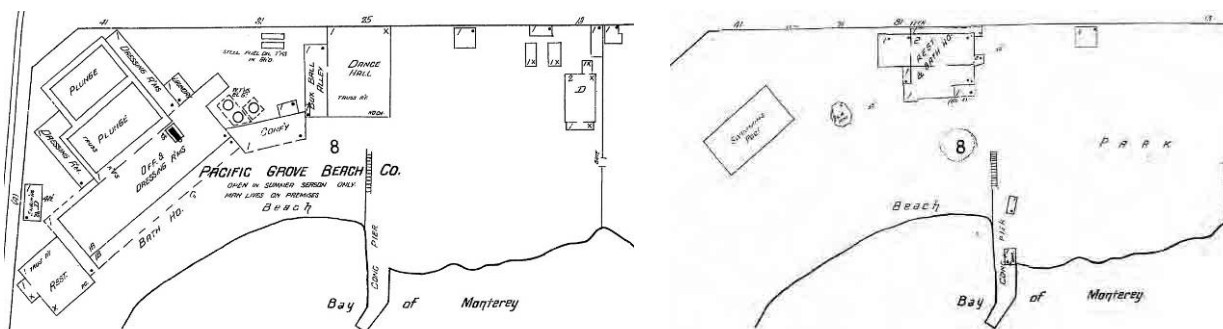
The tremendous post-war growth forced city officials to scramble to keep up with demands for public services, and over the next fifteen years the city would embark on a number of new civic-related projects to support the growing number of residents.

As early as 1946, the city was already considering plans to construct a new fire station and bath house, as well as grappling with increasingly divisive zoning issues. This included considerable debate as to whether Pacific Grove should annex the Asilomar area in order to recoup fees for sewer connections.⁵²⁵ By 1949 there was also talk of a proposed annexation of the Hilltop Park area between Jessie and Devisadero streets in New Monterey.⁵²⁶

By this time the city had already commenced work on the projects contemplated in 1946. This included a new reinforced concrete fire station, located on the south side of Pine Avenue between 16th and 17th streets (extant). Previously, the fire department occupied a space in City Hall, but the new facility proved larger than City Hall itself, featuring a two-story wing on its west end and a three-story tower for drying hoses. Completed about 1949, the fire station replaced a Victorian era residence that had previously stood on the large lot.

Lovers Point Remade Again

Likewise, between 1948 and 1949 the beach facilities at Lovers Point were remade for the fourth time in sixty years. In 1948 a new snack bar was built on the south side of the Plunge, operated by Carol and Bert Walker, who also owned a restaurant where the Lovers Point Inn is located today.⁵²⁷ Also in 1948, Nathaniel Sprague, long-time owner of the glass bottom boat concession died, and his son John Russell Sprague took over the business, operating it until 1966.⁵²⁸



A comparison of Sanborn Maps from 1926 (left) and 1962 (right) illustrates the changes to the bathhouse and Lovers Point in the post-war era.

Far more major changes to Lovers Point arrived in 1949, when the City Council approved plans to construct a new bath house north of the Plunge in an area previously occupied by the Auditorium. The Robert Jones firm served as architects, while construction was handled by the F. C. Stolte Company. The Thomas A. Work lumber yard provided woodwork. Completed in July of that year

at a cost of \$47,000, the new bath house featured a restaurant called the Pacific Grove Bath House Soda Fountain and Lunch Room above the dressing rooms.⁵²⁹

The lunch counter was remodeled between 1959 and 1960 by new owner Sal Lucido and renamed Slats Roof Garden Restaurant. In 1969, this would become the first establishment in Pacific Grove to receive a liquor license. The building was remodeled again in 1975 and renamed the Old Bath House.⁵³⁰ Around the same time the municipal pool had fallen into poor condition and in 1973 was condemned. The city subsequently demolished the pool and installed volleyball courts and a wading pool in its place.⁵³¹

New Schools

Given the tremendous growth of this period, as well as the post-war baby boom, it is not surprising that the city's most ambitious projects during this period were all focused on school construction—a need made all the more acute after a large wing of the old Pacific Grove High School was destroyed by fire in 1946. As reconstruction efforts moved forward at the high school, two new elementary schools also opened. These included the new Lighthouse Elementary School, completed about 1948 on a parcel of land located southeast of the intersection of Lighthouse Avenue and Ridge Road (now the Pacific Grove Adult Education center at 1025 Lighthouse Avenue). The school was designed by Robert Stanton, and included a wood frame building constructed in a boomerang shape facing Lighthouse Avenue, as well as auxiliary classrooms to the south along Ridge Road.⁵³² The building is largely utilitarian in design, although it does show some mild influences of Modern style architecture.

About 1952 the 17 Mile Drive Elementary School was constructed a short distance away at 224 17 Mile Drive (extant). This small facility included only two wood frame buildings, with one for administration and another for classrooms. During this same period, the need to accommodate recreational facilities for Pacific Grove's children drove the construction of a new Youth Recreation Club, dedicated in 1950 by Bing Crosby and located directly adjacent to the west side of City Hall (no longer extant).⁵³³ Of interest, the Ketchum Barn located nearby at 607 Laurel Avenue (today headquarters of the Pacific Grove Heritage Society) is shown on Sanborn maps of the period as being used as tire storage for City Hall.

As the children of the post-war baby boom grew older, Pacific Grove also constructed a new high school in 1961 at 615 Sunset Drive near its intersection with Forest Avenue. This was the city's largest educational facility to date, with a number of individual classroom wings, as well as large athletic fields that stretched west all the way to Congress Avenue. It featured a distinctly Modernist design, with low-slung gable roofs supported by concrete block columns, and classrooms illuminated by window walls. When completed, its construction allowed the old high school on Forest Avenue to be converted to a middle school.

At least until the late 1950s, the massive old high school auditorium constructed in 1931 continued to be used for concerts produced by the Monterey Peninsula Concert Association. Likewise, the old

high school also hosted the Pacific Grove Adult School, which had begun in 1934 and was described as the most active in the state with 1,500 adults attending classes in everything from painting to marine biology to landscaping.⁵³⁴ Given the emphasis on adult education and music appreciation, it seems clear the some of the old impulses from the Chautauqua years still permeated the city's cultural life.⁵³⁵

By 1962 the city's Board of Education offices were housed in a circa 1910 two-story residence at 716 Lighthouse Avenue. Of interest, this building is labeled on a 1914 Sanborn map as having plaster on the outside—almost certain a reference to stucco. Today the building remains standing and is occupied by businesses, although it was somewhat altered after 1962 with the addition of a tower at the center of the roof.

City Maintenance Yard

Other city-funded projects of this era included the construction of a new yard for city work vehicles and other equipment near the Del Monte Sand Plant at Sunset Drive and Crocker Avenue. The plans were approved in 1957, and the land purchased from Del Monte Properties for \$30,250. An additional \$50,000 was earmarked for construction.⁵³⁶ Buildings slated for the new yard included garages and servicing facilities for city equipment, a warehouse, and shower facilities for sanitation crews. A related article from that same year states that originally the city had considered using part of Washington Park north of Pine Avenue for the yard, but met with large protests at the Pacific Grove Planning Commission meeting.⁵³⁷ The city yard is still in use today, operated by the Public Works Department and addressed as 2100 Sunset Drive.

New city infrastructure constructed around this time also included a Pacific Gas & Electric substation, built in 1958 on the west side of Grand Avenue between Spruce and Junipero avenues (extant). Although neighbors were not pleased with the development of a substation immediately adjacent to their homes, construction of the facility did not require demolishing any residences—only the relocation of a small, detached auto garage that had previously stood on the lot. The fact that large vacant lots persisted in the midst of blocks initially developed in the late nineteenth century and early twentieth century is indicative of Pacific Grove's scattered development pattern during those periods.⁵³⁸

Municipal Golf Links

Another major civic project of the era was the expansion of the municipal golf course into a full 18-hole course, begun in 1959. Constructed just below the Point Pinos Lighthouse on land leased from the Federal Government, the nine new holes were completed by 1961.⁵³⁹ The new section became the first nine holes of the course, while the original section became the back nine. At the time, the golf course clubhouse stood near Pacific and Jewell avenues, but would subsequently be moved to its present site near El Carmelo cemetery.⁵⁴⁰



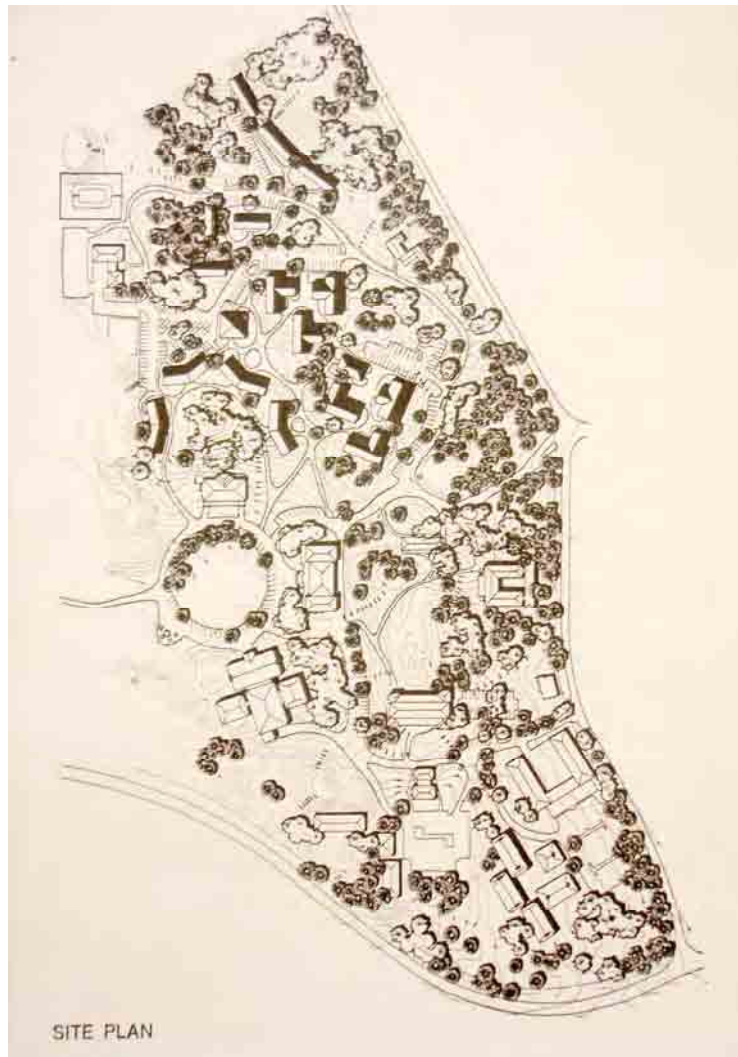
1961 aerial photograph showing the newly-expanded municipal golf links
(*Monterey Peninsula Herald*, 9 August 1961)

Asilomar Refurbished & Sold

Following the financial difficulties of the Great Depression and war years, the YWCA Asilomar Committee refurbished the camp in 1947 as a hotel and full-service conference facility. In 1951, however, Asilomar was put up for sale, which led local citizens to petition the State of California to acquire the facility for a park. The state indicated its interest in purchasing the nearby dunes for ecological reasons, but resisted the idea of taking over management of the buildings. As a compromise, the state agreed to take title to the property, but the leasing and management of the conference center would be the responsibility of the City of Pacific Grove. The official transfer took place on July 1, 1956, with the conference center and 91 acres of land becoming a new unit of the California State Park system.⁵⁴¹

As part of the agreement between the State of California and the City of Pacific Grove, a non-profit entity was established to oversee Asilomar's operations, with the Board of Directors initially composed of members of the Pacific Grove City Council. In the late 1950s, the Board directed San Francisco architect John Carl Warnecke to design a new twenty-year master plan for the facility, which would allow for the construction of several additional buildings over the coming years. In 1965, management of the non-profit agency was transferred to citizens appointed by the Pacific Grove mayor, and during the 1970s more than a dozen additional acres of land would be added to the park.⁵⁴² Despite the close relationship between the City of Pacific Grove and Asilomar, the area

would not be annexed to Pacific Grove until 1980.⁵⁴³ In 1987, the Julia Morgan-designed buildings were declared a National Historic Landmark.



1959 Asilomar Master Plan by John Carl Warnecke and Associates
(Monterey Public Library, California History Room)

Plans for a New Civic Center

One of the largest projects contemplated by the city in the late 1950s envisioned a dramatic redevelopment of the area around Jewell Park. In 1958 a bond issue was proposed to construct a new Civic Center on the block bounded by Park Place, Fountain Avenue, Grand Avenue and Ocean View Boulevard—an area then described as “blighted.” The Civic Center would face Jewell Park and include a new city hall, jail and police station surrounded by parking lots which could also be used by visitors to Lovers Point. The poor state of City Hall was cited as the primary reason for the redevelopment project, with a newspaper article stating that the “offices in the old city hall are little more than cubbyholes. The roof leaks and foundations are cracked.”⁵⁴⁴ Although the bond measure

failed, it does speak to the desire of city government to modernize and improve its facilities during this period—an impulse which carried over into private businesses and religious facilities as well.

MOTELS AND COTTAGE COURTS

Pacific Grove continued to actively promote itself as a tourist-friendly resort area following World War II. City directories of the era repeatedly highlight the scenery, parks and recreational facilities, proclaiming Pacific Grove featured the “greatest number of public parks of any city of its kind in the state ... a number of supervised children’s playgrounds ... the tourist will find plenty to see and do ... marine gardens, fishing, tennis and a municipal golf course.” While the auto camps continued to be popular during this period—in 1956 the 17-Mile Drive Cottage Court counted 80 cottages and a trailer court—new motels and hotels were also constructed. These cottage courts and motels may be significant as representations of the continued development of auto-related tourist facilities during the post-war era, or may be important for their architectural design (especially if they served as prototypes for future properties).



Postcards for the Bide-A-Wee Motel (left) and Sunset Motel (right), 1950s
(Courtesy Charles Huff)

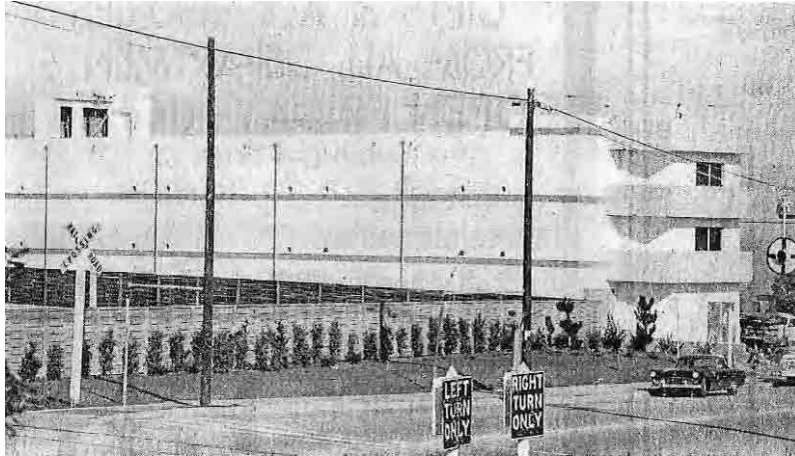
Among the earliest and largest was Borg’s Motel and Apartments, constructed circa 1949 in what appears to be two phases. An article from 1948 indicates that R. R. Borg’s plans for a 23-unit apartment building on Lorelei Street were approved, which appears to be the eastern wing of the current motel complex, constructed on land formerly occupied by the Hopkins Marine Laboratory.⁵⁴⁵ This is a two-story wood frame building capped by a hip roof and designed in a shallow H shape to accommodate parking along Lorelei Avenue. The two-story gable-roofed wing on the north side of Lorelei Avenue was completed no later than 1956, when Borg’s is described as having “59 modern units.” Sanborn maps indicate this wing replaced the earlier Wave Apartments which had stood on the lot, and construction of the parking lot to the south forced the demolition or relocation of at least eight small cottages and several detached garages constructed around 1920. Altogether, Borg’s represented the largest motel constructed in Pacific Grove since the Forest Hotel in 1926.

The majority of new tourist facilities, however, were concentrated at the west end of Lighthouse Avenue. These included Wilkie's Motel (now Wilkie's Inn) at 1038 Lighthouse Avenue, opened in 1955. The Butterfly Lodge at 1050 Lighthouse Avenue was also described as "comparatively new" in the 1956 city directory. By this time, the city counted four hotels, sixteen motels (primarily auto courts) and one trailer court.⁵⁴⁶ Along with Milar's Motel, the Butterfly Lodge and Washington Park were also singled out as among the best places to see the Monarch butterflies during their annual migrations.⁵⁴⁷

Much as the new auto camps had stirred city government to restrain their growth during the 1930s, the construction of new motels and apartment complexes also raised zoning concerns during the 1950s. In the early post-war years, the city still had no master plan to guide its development. A 1946 newspaper article mentions that the Planning Commission typically met "only on special occasions, to argue requests for 'spot zoning,' report minor violations of the zoning law, and hear appeals from special interests."⁵⁴⁸ However, the article does mention that the city adopted a "modern, unified building code" that year, and that the citizens benefited from zoning restrictions that prevented "rampant commercialism."⁵⁴⁹

By 1958, the city had adopted a land use plan, but officials still found it difficult to deal with the rapid growth in an effective manner. Language from that plan stated in part that: "Zoning and rezoning is often considered and adopted in a piecemeal fashion, based only on its effect on property within a couple hundred feet. The effect that each change has on the entire city is seldom considered." The plan concluded that "motel and apartment zoning is higher than warranted." Nevertheless, population growth was deemed necessary to guarantee positive cash flow for the city, and the city projected that by 1980 the city would have a population of 23,000 residents.⁵⁵⁰

Construction of the Caribbean Motel (now the Lovers Point Inn) in 1964 set off a new round of debate about the city's growth. The objection was not necessarily to having a new motel, but rather its architecture, with many residents complaining about the long blank wall on its south façade. Resident quotes in a contemporary news article ranged from, "It ruins the most attractive area of PG," to "The front of it is beautiful, but the back is hideous."⁵⁵¹ The new building replaced the old Surfside Motel, which appears to have been composed of several small buildings on the west side of Mermaid Alley. The Caribbean Motel had also been given a variance to construct the 52-unit motel, where only 12 units were legally allowed.



Caribbean Motel, 1964
(Monterey Public Library, California History Room clipping files)

By this time the O. E. Chase Lumber Yard on the north side of the railroad tracks had been removed and the area was being redeveloped as the Monarch Pines Mobile Home Park. Designed as a retirement community, the mobile home park included bylaws restricting the age of owners to at least 55 years of age.⁵⁵² Thus it would appear that Pacific Grove, as it had at the turn of the century, continued to attract a sizeable number of retirees. Homeowners within the park did not actually own the land, but rather purchased shares in a corporation which entitled them to use the space. Photos accompanying the newspaper article show that the park was only partially occupied in 1964, and that the railroad crossing sign was still up in accordance with the operations of the trains travelling to and from the sand mining operations at Lake Majella.

RELIGIOUS & COMMUNITY DEVELOPMENT

As the city expanded, many religious and community groups remodeled and added to their existing facilities, or built new buildings that were better-suited for life in a modern, post-war city. In fact, civic and public assembly properties from the post-war era comprise some of Pacific Grove's best examples of modern architectural styles.

Fraternal Organizations

Since 1930, the majority of Pacific Grove's civic and fraternal organizations had met in Work Hall, located in the Thomas Work Block on Lighthouse Avenue. This included the Masons, who continued to meet in the building until 1950 when they constructed their own Masonic Hall at 698 Central Avenue (extant).⁵⁵³ This large, L-shaped building featured concrete block construction clad with stucco, and replaced three tent cottages that previously occupied the lot. The building features a prominent front-facing gable, but has few windows and is largely unornamented save for a Masonic symbol applied to the façade. The Masonic Hall appears to have been developed in conjunction with the adjacent commercial building at 700 Lighthouse Avenue, which is shown as an office on the 1962 Sanborn map. Today, the Masonic Hall continues to be occupied by Pacific Grove Lodge #331 Free and Accepted Masons.

Churches

In 1956, St. Angela's Church broke ground on a new church building, and by 1962 had developed the largest religious complex in Pacific Grove. The main church building at 9th Street and Lighthouse Avenue was constructed of reinforced concrete with a brick veneer, and replaced four dwellings that had previously stood on the parcel. To the north, an L-shaped reinforced concrete school spanned eight previously undeveloped lots on the block bounded by 8th, 9th, Central and Ricketts Avenue. South of the school, a circa 1890s two-story Victorian-era residence was converted to the church rectory. In 1961, the church also constructed an adjunct classroom building immediately south of the rectory. At the time, the original church building on the southeast corner of 8th and Central Avenue served as the school gymnasium. Architecturally, the design of the main church building shows clear Modern style influences, featuring a prominent front-facing gable roof with broad eaves. This same basic massing proved a popular choice for many institutional buildings of the period, including the Masonic Hall constructed in 1950, as well as the new Methodist Church in 1963.



**St. Angela's Church, constructed on Lighthouse Avenue in 1959
(Page & Turnbull, 2011)**

Across the street from St. Angela's, a new wood frame Seventh Day Adventist Church was constructed during the 1950s at 375 Lighthouse Avenue (extant). Designed in a shallow H shape, the building takes advantage of the sloping lot by rising from one story at the front, to two stories in the rear. The primary façade—which faces Monterey Avenue—features a front-facing gable end topped with an octagonal steeple. The church also operated a school at that time.

While the demolition of the old Methodist Episcopal Church and Assembly Hall in 1963 represented the loss of one of the city's architectural icons, construction of the new church building at 915 Sunset Drive that same year resulted in one of the most dramatic new buildings of the mid-century. Although simply massed with a front-facing gable roof, the building's primary façade featured hatched stickwork spreading out from two wood columns supporting the roof purlins. At either side, bent wood beams extended over walkways in a manner reminiscent of the flying buttresses used on medieval churches. A large surface parking lot to the east provided ample

parking, and may have been symbolic of parking constraints that led the congregation to leave the old church.

The First Baptist Church of Pacific Grove also replaced their original church building around this time. By 1962, Sanborn maps indicate the old church building had been joined at the rear with a one-story frame building located immediately east on the same lot. Both these buildings were demolished in 1965, and a new church building constructed in 1966 under the direction of Reverend Richard Nance.⁵⁵⁴ Decidedly Modern in style, the new facility featured a colonnaded exterior typically associated with New Formalism. In 1987, a large two-story adjunct facility was constructed on a vacant lot to the east and connected to the 1966 building by a one-story hyphen.

In 1959, the First Church of Christ, Scientist at 522 Central Avenue also modernized their 1920s building by encapsulating it with additions on the east and north ends, as well as adding curved window walls on the north and south facades. Viewed as a group, the design of these new churches clearly show an embrace of the Modern aesthetic by Pacific Grove's congregations, and are among the city's more striking examples of Modern architecture.

POST WAR MILITARY PROJECTS

The end of World War II did not bring an end to military activities in the Monterey area. In part, this stemmed from the emerging Cold War, which required new kinds of military capabilities and specialists. In June 1946 the Military Intelligence Service Language School was established at the Presidio of Monterey, re-designated as the Army Language School in 1947. The Department of Defense subsequently created the Defense Language Institute (DLI) as a joint service program in 1963, and by the 1970s the DLI at Monterey served as one of the Defense Department's primary foreign language instruction centers.⁵⁵⁵

In 1947, the U.S. Navy purchased the Del Monte Hotel, which during the war had been used as a pre-flight training center. In 1951, it was converted to the Naval Postgraduate School, offering a variety of engineering and science courses. The Navy also remained active in Pacific Grove. In 1952, the U.S. Navy acquired a 4.5 acre parcel of the Point Pinos Lighthouse reservation in order to build an air interceptor training facility for navy pilots and ground personnel. Constructed at a cost of \$281,000, the new building was located east of the Lighthouse and addressed as 1352 Lighthouse Avenue. The fortress-like building had no windows, and was designed to resist the forces of an atomic bomb. In 1963 it was deactivated as a training facility and became a Fleet Numerical Weather Facility, which provided atmosphere and ocean current data through the National Oceanic and Atmospheric Administration (NOAA).⁵⁵⁶

In 1974 the Fleet Numerical Weather Facility moved to the Monterey airport, with the building subsequently used as a naval reserve training facility, hosting monthly military drills for reserve officers based in the San Francisco area. The building was renovated in 1989, but by 1994 had been deactivated. The following year the Navy transferred the facility to NOAA's National Marine

Fisheries Service, and it was subsequently occupied by the Pacific Fisheries Environmental Group. Today, the facility is known as the NOAA Southwest Fisheries Science Center and includes a staff of oceanographers who analyze sea surface and ocean current data.⁵⁵⁷ On its exterior, the building features 32 panels comprising a nearly 400-foot-long mural, completed about 2008 as part of the Pacific Grove Historical Mural Project.⁵⁵⁸

It is not presently clear how many military personnel lived in or retired to Pacific Grove during this period, but it seems likely that some would choose to make the city their home. This would include personnel from Fort Ord, which continued to operate as a major military training center during this period. From the 1950s through 1970s Fort Ord also served as a staging area for units departing for wars in Korea and Vietnam, and was subsequently used as headquarters of the 7th Infantry Division before being closed in 1994.

INDUSTRIAL DEVELOPMENT

A few new light industrial buildings were also developed in Pacific Grove's downtown area during this period, including a new plumbing supply warehouse and sheet metal works at 307 to 309 Grand Avenue (extant); a new auto repair shop at 510 Lighthouse Avenue (no longer extant), and a gas station at 520 Lighthouse Avenue, built about 1962 (extant, but now used as a produce market). Among the more prominent new industrial facilities located outside downtown was the Pacific Grove Laundry, built by Del Monte Properties at 801 Sunset Avenue circa 1952. The International-style building was designed by one of California's most prominent mid-century architects, Gardner Dailey, in collaboration with Skidmore, Owings & Merrill.⁵⁵⁹ The building was originally clad with redwood siding that has since been painted.⁵⁶⁰



Pacific Grove Laundry, designed by Gardner Dailey circa 1952.
(Page & Turnbull, 2011)

By far the largest industrial operation in the city was National Automatic Fibers, Inc., which had taken over the old American Can Company facility near Cannery Row. The company manufactured auto upholstery, and by 1962 was served by a spur of the Southern Pacific Railroad. Nearby, on the

southeast corner of Dewey and Sloat, a Quonset hut was erected and presumably used for light industrial purposes. The Monterey County Assessor dates the hut's installation to 1948, but Pacific Grove resident Inga Daumer reports that the hut's foundation is stamped November 22, 1952 "by Bentley." This building was likely World War II surplus, and is today used for auto repair.

ASSOCIATED PROPERTY TYPES & REGISTRATION REQUIREMENTS (1946 – 1966)

The preeminent theme of the "Suburban Expansion" period is the post-war growth of the city, reflecting the corresponding dominance of the automobile. This included expansion of civic infrastructure to accommodate population growth; construction of single-family residences in new subdivisions that departed from the original grid layout of streets; the build-out of older subdivisions where development had been sparse; construction of multi-family residences; infill and redevelopment of the central business district and Lovers Point; and the continued impact of automobiles, including clearance of older buildings for parking lots. The proliferation of hotels and motels also demonstrated changes in the city's tourist industry. Property types associated with these significant themes include residential properties, commercial properties, motels & cottage courts, civic & public assembly properties, and light industrial properties. Of these, civic & public assembly buildings are most likely to distinctively embody characteristics of Modern architectural styles. There do not appear to be any significant cultural landscapes from the post-war period. Few resources constructed during this period are currently listed on the City of Pacific Grove's Historic Resources Inventory.

RESIDENTIAL PROPERTIES

The overwhelming majority of properties from this era are residential, primarily consisting of single-family houses. However, this period marks the first appearance of larger apartment complexes, as well as the increasing frequency of duplexes and other smaller multi-unit buildings.

While many properties appear as scattered infill, this period also marks the first appearance of large-scale suburban style developments such as Weldon Grove, Marino Pines and Del Monte Park. These differed from previous developments in that they tended to be far more self-contained, homogenous, and laid out with street patterns that did not conform to a traditional city grid.

Regardless of location, most residences of this period share many similarities. Nearly all are of wood frame construction, and typically rectangular or L-shaped in plan. Buildings are typically set back from the street, featuring both front and rear yards. One-story houses predominate, although split level and two-story designs are also present. Hip or gable roofs are most common, and most would have originally featured exposed rafter tails at the roofline.

Stucco siding is by far the most common cladding, although wood shiplap, board and batten and clapboards were also used. Some buildings also have asbestos shingle cladding, which by this point in time may have been original or a very early alteration. Driveways and integral garages also become

widespread during this period, with an increasingly large portion of both the lot and residence designed to accommodate automobiles.

As originally constructed, most buildings would have featured double-hung or casement wood-sash windows, although by 1960 aluminum window systems were gaining in popularity. Unglazed paneled wood doors were most typical, and the use of concrete entry steps was near universal.

Residential architecture of the period was dominated by a fairly narrow range of styles, with the Ranch style by far the most common. Scattered examples of Minimal Traditional and Colonial Revival style buildings also persisted into the 1950s, as did Mediterranean Revival designs. Here, the term Mediterranean Revival has been used to indicate a more stripped down interpretation of Spanish influenced architecture—evidenced primarily by clay tile roofs. Vernacular buildings are also common, particularly in the Asilomar area where development tended to be more individualistic. Several examples of mid-century Modern style architecture were noted during this study, such as along the 1100 block of Ripple Avenue, but these are not common. Similarly, a few examples of Art Moderne style residences were noted, such as 632 Spazier Avenue, but these are quite rare.

As previously discussed, residential buildings constructed during this period are most common in the Beach Tract, Pacific Grove Acres, and in areas south of Sinex Avenue. In particular, the subdivisions lining Forest Avenue south of Hillcrest Avenue were developed almost entirely during this period.

Development of multi-unit buildings during this period appears to have become more commonplace during the mid-1950s, and accelerated through the 1960s and 1970s. Most frequently they include three to six units, although a few larger complexes were also constructed. Many of these designs appear to be loose interpretations of the Monterey style, distinguished by the use of second story balconies overhanging the first story, such as 842, 845 and 880 Lighthouse Avenue. Just as common, however, are more utilitarian apartment complexes with little exterior ornamentation.

Regardless of style, most multi-family residences of the period were two stories in height, clad in stucco, and capped by a hip roof. Not infrequently garage parking is inserted beneath the structure. These buildings are typically located in Pacific Grove Acres—particularly in proximity to Lighthouse Avenue—where the larger lot sizes permitted their development. Elsewhere, they are generally found along or in close proximity to principal streets, such as Central Avenue.

The following section provides an outline of the relevant residential architectural styles and the character-defining features associated with each style. Suburban Ranch style ranch residences are the most common property type in Pacific Grove, as well as California as a whole, and therefore careful consideration should be given to qualifying these buildings as historic resources.

Architectural Styles & Character Defining Features

The following section provides an outline of the relevant residential architectural styles and the character-defining features associated with each style:

1. Traditional Ranch Style (1940s – 1970s)



1268 Del Monte Boulevard



1041 Olmsted Avenue

- Rectangular or shallow L-shaped massing with a horizontal emphasis
- Hip and gable roofs are most common.
- Shallow eaves, often with exposed rafter tails
- Typically stucco or wood shiplap siding, sometimes in combination
- Integral porches with wood posts, or shed extensions of the main roof at the entry.
- Frequently a garage
- Decorative window shutters

2. Colonial Revival Style (1940s – 1960s)



Colonial Revival style residence, 626 Hillcrest

- Side-gable roof forms are most common after World War II
- Second-story overhangs are not uncommon
- Entries often accented with a decorative crown supported by pilasters, or with a portico
- Dormer windows are common
- Decorative shutters are common

3. Modern Style (1940s – 1970s)



Modern style residence at 1218 Shell. Note shed roof over garage and entry



Modern style residence, 502 Platt



Modern apartment complex, 601 Forest

- Can be found in single-family homes or apartment complexes
- Two principal subtypes based on shed or gable roofs; both have broad overhanging eaves
- Rectangular massing most common
- Sometimes asymmetrical facades
- Posts or poles supporting gable ends and overhangs are common
- Cladding often a combination of stucco, brick, wood or concrete block
- Large brick chimneys on the primary facade are not uncommon

Significance

The table below discusses the significance of residential buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	<p>Although the single-family and multi-unit residences constructed in Pacific Grove during the post-war era are tied to the largest expansion of residential development in the city's history, these resources are not likely to be individually significant under this criterion. Suburban development patterns in California are typically better represented by groups of residences because the street grid, landscaping and homogeneous, speculative buildings can combine to clearly illustrate this theme.</p> <p>In Pacific Grove, though, most of the post-war construction of single-family homes occurred in the Beach Tract, Fairway Homes, and Pacific Grove Acres, all of which had been laid out in previous decades. Because the layout of these neighborhoods reflects the City Beautiful movement, not post-war suburban trends, the residences in these areas are not able to accurately demonstrate the post-war suburban development theme. Planned subdivisions such as Marino Pines and Del Monte Park do not appear to be significant examples of post-war planning trends, and thus are not likely to qualify for national, state, or local listing under this criterion.</p>
B/2	C	Persons	Residential buildings from this period may be significant for their association with persons important to Pacific Grove history. If this is the case, however, the residence should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	<p>Residential buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. However, suburban Ranch style buildings are extremely common in Pacific Grove and California as a whole. Thus, architectural significance is best reserved for buildings that demonstrate particularly strong artistic merit, or that clearly demonstrate the influence of a particular architect or builder. Consideration should also be given to examples of styles that are relatively rare as compared to other residential buildings of the period. Resources qualified under these criteria must be excellent examples of types and/or styles, and retain most of their original features.</p> <p>In order to qualify for national, state, or local listing under this criterion, a mid-century residence must be an outstanding example of a Modern architectural style, and should ideally represent the work of a master architect.</p>
D/4		Information Potential	<p>Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution of local residential building development may be significant for their potential to provide information important to history. However, such examples are extremely unlikely.</p>

Integrity

In order to be eligible for listing in the local, state, or national historic registers, a residential property must retain sufficient integrity to convey its significance in association with residential development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. The aspects of integrity deemed most important for this period are location, setting, design, materials, association and feeling.

Residential buildings from this era are more common than those from any other period, and likewise have had the least time to accumulate changes. Thus they require a fairly strict interpretation of significance and integrity. Buildings would typically meet the threshold for addition to the local

register if they meet the minimum eligibility requirements. Buildings qualified as individual resources for the National or California Registers should retain all or nearly all of their original features.

Minimum Eligibility Requirements:

- Exceptional example of residential architecture from this period
- Retains original form and roofline
- Retains the original pattern of window and doors
- Retains its original entry, window and/or roofline ornamentation
- Retains original cladding
- Replacement windows must conform to the size of the original openings
- Additions are generally not acceptable

Other Integrity Considerations:

- Residences qualified as historic resources for their association with historic events or persons need not be “exceptional” examples of residential architecture. However, they should retain the majority of features present when the event occurred, or when the building was associated with a significant individual.

COMMERCIAL PROPERTIES

Commercial development in Pacific Grove during this period was relatively modest as compared to the rapid pace of the residential construction. However, this period also witnessed the first determined expansion of commercial development into the hills above the city, almost wholly concentrated along Forest Avenue.

Most commercial buildings of the period are one story in height, clad in stucco, brick veneer or wood shiplap siding—sometimes in combination. Structurally, most feature wood frame or reinforced concrete construction. Roofs are generally flat, although barrel vault or shed style roofs are also present. Storefronts are usually configured as window walls featuring plate glass and metal assemblies, and entries typically consist of single or paired fully-glazed metal doors.

There is generally little architectural cohesion, although the influence of Modern style architecture is apparent in the construction of the Forest Hill Court Store and the Grove Market. Perhaps the single most unifying element is that all commercial developments of the period show clear orientation to the automobile. Whereas previously most commercial buildings were constructed flush with the sidewalk, post-war commercial buildings are usually set back or constructed on lots large enough to accommodate parking areas. Strip shopping areas were also developed, with the individual businesses sharing a large common parking area. This is most common along the upper reaches of Forest Avenue, including the Forest Hill Market and Forest Hill Court developments.

Commercial buildings of this period are most commonly located downtown where they appear as infill, or along the upper reaches of Forest Avenue. A small cluster of commercial development is

also present along Central Avenue near the Monterey border. It appears that very few, if any, commercial buildings of this period are currently listed on the City of Pacific Grove’s Historic Resources Inventory.



Top: Grove Market, 242 Forest Avenue (left). Concrete block commercial building, 304 Grand Avenue (right)
Bottom: Postwar commercial development along Forest Avenue included strip malls and gas stations.

Significance

The table below discusses the significance of residential buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	Commercial buildings from this period may be significant for their association with mid-century commercial development in Pacific Grove. This would be best illustrated by commercial properties constructed in proximity to new residential areas, where their presence helped establish new patterns of commercial development. However, few buildings are likely to be individually significant, but rather would be best qualified as contributors associated with a larger development pattern, or within the context of individual strip developments.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
B/2	C	Persons	Commercial buildings from this period may be significant for their association with persons important to Pacific Grove's history, such as a prominent merchant. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant. For commercial properties potentially eligible for the HRI, this criterion may also apply to businesses or organizations.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Commercial buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. Buildings may also qualify as the work of a master architect or prominent builder. Individual resources qualified under these criteria should be good examples of types and/or styles, and retain most of their original features.
D/4		Information Potential	Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution of local commercial building development may be significant for their potential to provide information important to history. However, such examples are extremely unlikely.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, a commercial property must retain sufficient integrity to convey its significance as part of commercial development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. These buildings have not had as long to accumulate alterations, and thus a fairly strict interpretation of integrity is warranted. The aspects of integrity deemed most important for this period are location, setting, design, materials, association and feeling.

Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources for the California or National Registers should retain a substantial majority of their original features.

Minimum Eligibility Requirements:

- Clear example of commercial architecture from this period
- Retains original form and roofline
- Retains all or nearly all of the original storefront configuration.
- Retains a substantial portion of its original ornamentation
- Retains original cladding

Other Integrity Considerations:

- The replacement of some storefront materials can be acceptable as long as it does not fundamentally alter the storefront configuration (overall pattern of windows, doors, display areas, etc.).
- Replacement of doors and windows on secondary facades may be acceptable as long as the original storefront configuration is retained.
- Additions are generally only acceptable if they are set back from the primary facade and respect the building's essential form. In particular, rear additions that have respected the buildings' scale are generally acceptable.

MOTELS & COTTAGE COURTS

The development of new tourist lodgings during this period generally falls into two categories: cottage courts which continued patterns developed in the 1920s through the 1940s, and conventional motel developments which were typically larger and more centralized.



Borg's Motel, Ocean View Boulevard

All of the cottage courts developed during this period continued to be located toward the western end of the city in the Pacific Grove Acres subdivision, and in some cases represented the redevelopment of earlier auto camps. This included Camp Ideal, today known as the Lighthouse Lodge at 1150 Lighthouse Avenue. As with the earlier cottage courts, these developments typically featured discrete clusters of small, one-story individual or duplex wood frame cabins organized around a loop road or courtyard parking area. Frequently, these cottage courts were served by a dedicated office, which may also have been connected to a residence for the manager. Other features of cottage court developments might include dedicated outdoor cooking facilities or fire pits, as well as swimming pools and/or other recreational amenities. Wood shiplap or board and batten cladding is most common, although stucco cladding is also possible.

The larger motels of the period were typically two stories in height, and their design was more closely attuned to apartment complex developments, with one or two large multi-unit buildings serviced by a large parking area. Wood frame construction was most common, as were hip or gable roofs. Wood shiplap or stucco cladding is most common. Examples include Wilkie's Motel (now Wilkie's Inn) at 1038 Lighthouse Avenue, which is designed in a long U shape at the rear of a large parking lot. As with the cottage courts, Wilkie's was located toward the western end of the city along Lighthouse Road. But two of the more prominent motel developments of the period were both located directly adjacent to Lovers Point: Borg's Motel and the Caribbean Motel (now the Lovers Point Inn). Architecturally, there is little cohesion between these buildings, and most are vernacular in nature. The Caribbean Motel does show some influence of the Art Moderne style, but this is principally concentrated on only a small portion of the facade.

Significance

The table below discusses the significance of auto camp and cottage court buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code. It appears that very few, if any, motels and cottage courts developed during this period are currently listed on the City of Pacific Grove's Historic Resources Inventory.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events	Motel and cottage court buildings from this period may be significant for their association with the development of auto-related tourist facilities, which continued to be a key facet of the city's identity during the post-war era. This significance is best realized by buildings that served as prototypes for subsequent developments, or that clearly demonstrate important patterns of development, such as the spatial organization of auto courts (criterion C/3).

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
B/2	C	Persons	Motel and cottage court buildings from this period may be significant for their association with persons important to Pacific Grove's history. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Motel and cottage court buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. The evaluation of cottage courts should also take into account the relationship between the cottages and related facilities (e.g., reception office, fire pits, parking areas), such that the whole is considered as an ensemble. Buildings may also qualify as the work of a master architect or prominent builder. Individual resources qualified under these criteria, however, should be excellent examples of types and/or styles, and retain nearly all of their original features.
D/4		Information Potential	Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution of local building development may be significant for their potential to provide information important to history. However, such examples would be extremely unlikely.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, a motel or cottage court property must retain sufficient integrity to convey its significance as part of development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. Because these buildings have not had as long to accumulate changes, a fairly strict interpretation of integrity is warranted. The aspects of integrity deemed most important for this period are location, design, materials, association and feeling.

Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources at the state or national level should retain all or nearly all of their original features.

Minimum Eligibility Requirements:

- Clear example of motel or cottage court architecture
- If cottage court, retains original configuration of cottages and associated amenities
- Retains original form and roofline
- Retains the original pattern of window and doors
- Retains most of its original ornamentation, if applicable
- Retains original cladding
- Replacement of doors and windows may be acceptable, but they must conform to the original door/window pattern and the size of the openings

CIVIC & PUBLIC ASSEMBLY PROPERTIES

The explosive population growth during this period resulted in a dramatic wave of civic and public assembly building construction, represented most frequently by the development of new schools and churches.

Church buildings of the period—more than any other property type—show a clear embrace of Modern style architecture. Most new church buildings were constructed using reinforced concrete and featured prominent front-facing gables with broad eaves. Exterior finishes are typically brick or stucco, although a combination of claddings is possible.

The educational facilities constructed during this period show a clear demarcation according to age. The earlier buildings, such as the 17 Mile Drive and Lighthouse Elementary schools, are both wood frame buildings employing utilitarian designs. Similarly, the reconstructed portion of old Pacific Grove High School, while much larger than the elementary schools, is also a wood frame building and shows little architectural detailing. All of these buildings were complete by about 1952. The new Pacific Grove High School constructed a decade later, however, was constructed using reinforced concrete and concrete block, and shows strong Modern style design influences including prominent gable roofs with broad eaves.

These churches and schools are scattered throughout the city, but unlike previous periods, very few are located in the downtown area. This is symbolic of the city's growth during this period, which was primarily focused at the periphery.



First Baptist Church, 246 Laurel



First United Methodist Church, Sunset Boulevard



Masonic Hall, 30 Congress



Pacific Grove Fire Department, Pine Street



Pacific Grove High School, Sunset Boulevard



Pacific Grove Middle School, Forest Avenue

Significance

The table below discusses the significance of civic & public assembly buildings from this era according to criteria established by the National Register of Historic Places, California Register of Historical Resources, and the Pacific Grove Municipal Code. It appears that very few, if any, civic

and public assembly buildings from this period are currently listed on the City of Pacific Grove's Historic Resources Inventory.

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events, Patterns & Trends	<p>Civic & public assembly buildings from this period may be significant as expressions of civic and cultural values tied to the dramatic post-war growth of the city. Collectively, this was among the most fruitful periods of institutional development during the city's history, and the buildings frequently represent both the optimistic spirit of the period, as well as the need to upgrade facilities.</p> <p>Please note that historic significance for a church or other religious property cannot be established on the merits of a religious doctrine, but rather on secular terms for its architectural or artistic values or as a representation of important historic or cultural forces.</p>
B/2	C	Persons	<p>Civic & public assembly buildings from this period may be significant for their association with persons important to Pacific Grove's history. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant.</p>
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	<p>Civic & public assembly buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. In particular, St. Angela's Church, the First Baptist Church and the new Methodist Episcopal Church are among the city's most striking examples of Modern architecture. Buildings may also qualify as the work of a master architect or prominent builder. Individual resources qualified under these criteria should be good examples of types and/or styles, and retain most of their original features.</p>
D/4		Information Potential	<p>Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or the evolution</p>

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
			of local building development may be significant for their potential to provide information important to history. However, such examples would be extremely unlikely.

As mentioned previously, if a church from this period is to be considered for listing in the National Register, it must also meet National Register Criteria Consideration A, which deals specifically with religious properties (see *National Register Bulletin #15 – How to Apply the National Register Criteria For Evaluation*). This information may also prove useful in evaluating the significance of a church for inclusion in the state or local register.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, a civic & public assembly building must retain sufficient integrity to convey its significance as part of development during this period. While most buildings undergo change over time, alterations should not significantly change the essential historic character of the buildings. Buildings qualified as individual resources at the state or national levels should retain a substantial majority of their original features. The aspects of integrity deemed most important for this period are location, design, materials, association and feeling.

Minimum Eligibility Requirements:

- Clear example of an institutional property from this period
- Retains original form and roofline
- Retains original pattern of windows and doors
- Retains original cladding
- Retains most of its original ornamentation

LIGHT INDUSTRIAL PROPERTIES

Industrial development during this period appears quite sparse, and was most typically associated with the development of auto facilities and small warehouses. As with commercial properties, a major differentiation between pre- and post-war industrial architecture is a clear orientation to automobiles/trucks as evidenced by driveways, loading platforms and large vehicular openings. Buildings are typically only one story in height, and reinforced concrete, concrete block or steel frame construction is near universal. Stucco cladding is typical. Roof shapes are typically flat or barrel-vault. Original windows would typically be steel-sash or wood sash with awning or hopper mechanisms. Though many industrial buildings of this period are utilitarian and have restrained ornamentation, International style influenced architecture was also gaining in popularity. Generally speaking, new industrial buildings of the period would most likely be located in proximity to automobile routes.



Pacific Grove Laundry at 801 Sunset Boulevard, designed by Gardner Dailey circa 1952.



Quonset hut at Dewey Street and Sloat Avenue

Significance

The table below discusses the significance of industrial buildings from this period according to criteria established by the National Register of Historic Places, California Register of Historical Resources,

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
A/1	A, B	Events	Industrial buildings from this period may be significant for their associations with industrial development, although this was a very small component of the city's development during this period. Few buildings are likely to be individually significant, but rather would be best qualified as contributors associated within a larger industrial development pattern, if identified.
B/2	C	Persons	Industrial buildings from this period may be significant for their association with persons important to Pacific Grove's history. If this is the case, however, the building should be compared to other associated properties to identify which property(s) best represent that person's achievements or reasons for being significant.
C/3	D, E, F, G, H, I, J, K	Architecture/ Design	Industrial buildings from this period may be significant for their architecture, as expressed by intact stylistic features, forms or construction methods. Buildings may also qualify as the work of a master architect or prominent builder. For example, the Pacific Grove

National/ California Register	PG Municipal Code §23.76	Significance	Discussion
			Laundry (pictured above) may be significant as an example of master architect Gardner Dailey's work. Individual resources qualified under these criteria, however, should be excellent examples of types and/or styles, and retain nearly all of their original features.
D/4		Information Potential	Buildings, ruins or subsurface remains that have the potential to yield important information about construction methods and materials, or help demonstrate the evolution of local industrial development. However, such examples would be exceptionally rare.

Integrity

In order to be eligible for listing in the local, state, or national historic registers, an industrial property must retain sufficient integrity to convey its significance as part of development during this period. While most buildings undergo change over time, alterations should not significantly change their essential historic character. The aspects of integrity deemed most important for this period are location, design, materials, association and feeling.

Buildings would typically meet the threshold for addition to the local register if they meet the minimum eligibility requirements. Buildings qualified as individual resources at the state or national level should retain all or nearly all of their original features.

Minimum Eligibility Requirements:

- Clear example of industrial architecture from this period
- Retains original form and roofline
- Retains the original pattern of window and doors
- Retains original cladding
- Replacement of doors and windows may be acceptable, but they must conform to the original size of the openings
- Additions are generally not acceptable.

CULTURAL LANDSCAPE ELEMENTS

With the exception of the addition of nine holes to the Pacific Grove Golf Links in the 1950s (discussed in previous period, when golf course was established), there do not appear to be any significant cultural landscapes extant from this period of development. However, if any, their significant landscapes are discovered, they should be evaluated using the same methodology identified in previous periods.

G. Modern Pacific Grove (1967 – present)

Pacific Grove’s extended period of post-war growth continued through the late 1960s and into the 1970s. This included the annexation of adjacent areas, as well as the build out of many of the city’s remaining undeveloped lots. In 1969, the city also lifted its nearly century-old ban on alcohol sales, ending Pacific Grove’s standing as the last “dry” town in California.

According to city directories, the city’s population in 1965 was pegged at 12,850 residents, with an additional 1,855 persons in Del Monte Park. By 1970, the city’s population had grown to 13,505, with an additional 3,400 persons in the unincorporated areas. In total, the city counted 5,968 housing units. An even greater burst of growth followed, described as a “building boom” which peaked in early 1972, resulting in the development of the “remaining large parcels of land within the city ...”⁵⁶¹

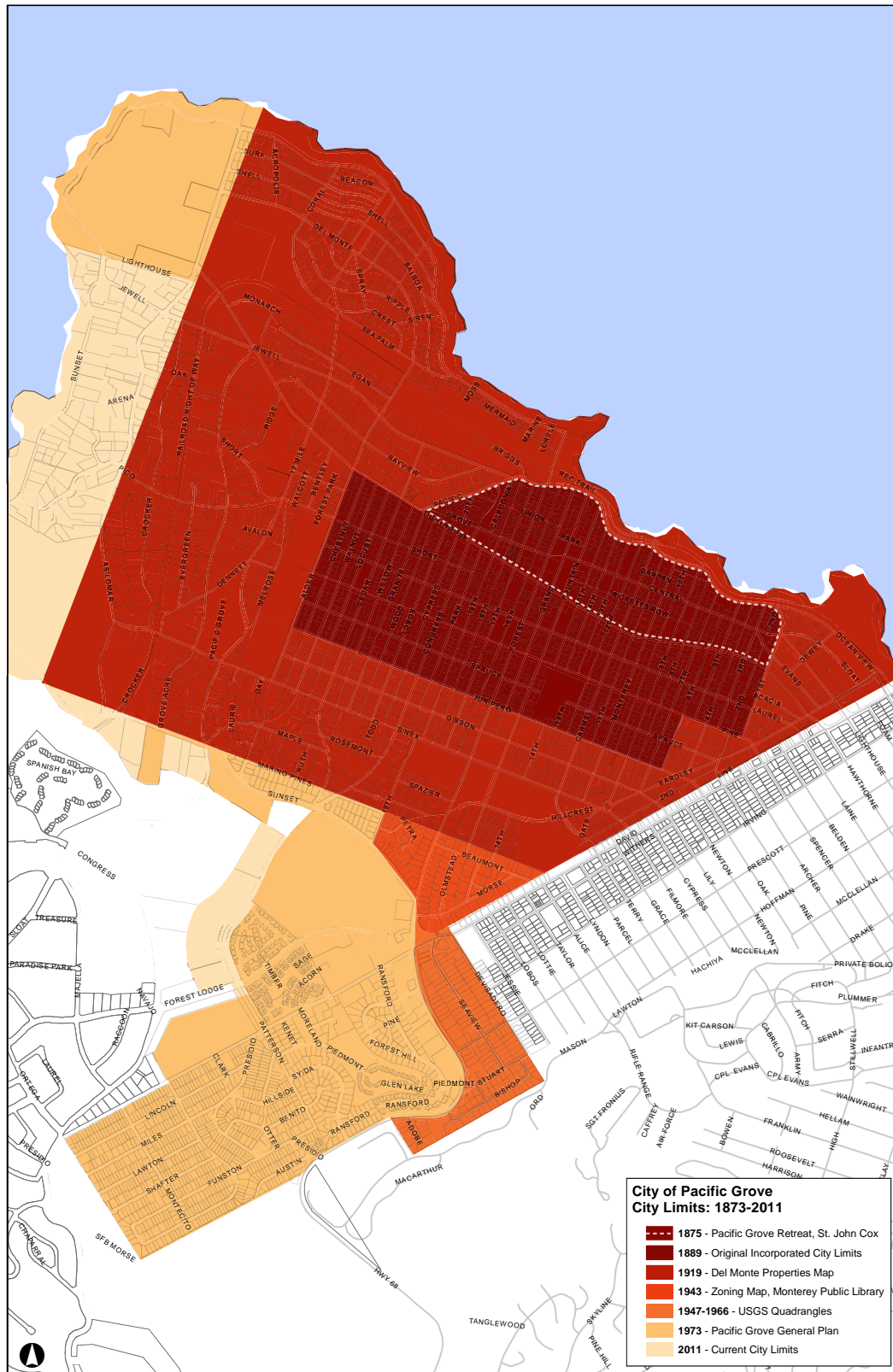
ANNEXATIONS & GENERAL PLAN

In 1973, the City of Pacific Grove’s Planning Board published a new General Plan that described the city’s post-war expansion:

The unforeseen explosion in urban growth which characterized the late 1950’s and the decade of the 60’s was a nation-wide phenomena ... Until the 1960’s urban growth was considered analogous to progress, however, the anarchistic urban sprawl which typified the 1960’s was more analogous to a cancer than to any positive societal value. The Monterey Peninsula was more fortunate than most urban areas during the 1960’s, although here too urban growth accelerated at a tremendous rate ... The 1963 – 1965 growth period was generally regarded by the municipal government in a positive light in part because the intra-urban expansion was dispersed. In 1966 the city updated its 1958 Land Use Plan essentially reiterating conclusions from the earlier plan and proposing some minor recommendations. During 1971 the city established a Planning Department as a step toward surveying and analyzing existing urban conditions and developing a new General Plan.⁵⁶²

According to the 1973 General Plan, the city expected rapid growth to continue into 1975, when the city’s population would reach 14,500—with 3,600 in the unincorporated area (Del Monte Park, Pacific Grove Acres, Asilomar and the County Club).⁵⁶³ To attempt to deal with this growth, the General Plan acknowledged that there would be trade-offs, both in terms of the cost of living, as well as architectural quality.

Although some growth is projected for Del Monte Park, the primary area of growth ... is projected for land owned by Del Monte Properties to the west of Congress Avenue ... if scattered urban and residential development is allowed to take place in the area set aside for future development, the relative cost of living in PG would increase and the quality of development would probably decrease ... The alternative to “residential sprawl” is the logical and planned treatment of the developed part of the area.⁵⁶⁴



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Map showing changes to city limits since Pacific Grove's founding in the nineteenth century
(Page & Turnbull)

The resulting Land Use Plan was to increase density in the city's central and eastern areas, which included many of the oldest neighborhoods in the city. This included all the land north of Central Avenue east of Pacific Avenue, as well as all the land north of Pine Avenue from 13th Street to the Monterey border.⁵⁶⁵ New commercial growth would continue to be directed to the downtown area “to provide a compact readily accessible retail district. Off-street parking within the downtown area is presently provided by several parking lots, both public and private ...”⁵⁶⁶

The city also aggressively annexed areas during the 1960s and 1970s. This included Point Pinos in May 1966 (84 acres); Del Monte Park in 1972 (195 acres); areas around Sunset Avenue in March 1975 (14.81 acres); Forest Grove Numbers 1 and 2 in 1976 (20.11 acres); and Asilomar in 1979 (130.70 acres). By 1994, the city's total area grew to 1,830 acres.⁵⁶⁷

HERITAGE SOCIETY & HISTORIC PRESERVATION ORDINANCE

One consequence of the city's growth was the ongoing demolition of its older buildings. Beginning in 1975, residents worked with city staff to document 528 historic homes located in the Retreat area. This led to the formation of the Heritage Society of Pacific Grove in 1976, and was followed in 1977 by a historic survey of 350 homes conducted by the Pacific Grove Planning Department using a grant from the State of California. This survey resulted in part in the 1978 publication of *Pacific Grove: An Early Seaside Retreat Revisited* by Wendy Salisbury Howe. Within a decade, the city began work on a historic preservation element as part of the city's General Plan. This was driven by the City Council, which in July 1985 had decreed an interim moratorium on the demolition of any building constructed prior to 1925 until a historic preservation element could be developed as part of the city's General Plan.⁵⁶⁸

In 1993, the city held hearings on a proposed Historic Preservation Ordinance which would become part of the city's new General Plan. This ordinance would “require the owners of structures built before 1927 to get special city permits before demolishing or drastically changing their appearance. The ordinance would apply to about a fourth of the houses in the city. It is intended to maintain the ‘existing scale and the eclectic styles’ of Pacific Grove.”⁵⁶⁹ At the time, the city's Community Development Director stated that under the interim moratorium, at least fifty demolition permits were requested and all but six had been approved.⁵⁷⁰ That same year, Holman's Department Store closed, and a measure was placed on the ballot the following year to allow the building to be converted to condominiums and hotel use. It passed with eighty-four percent voter approval.⁵⁷¹

Generally speaking, very few new developments made during this period would qualify for historic designation. The National Register imposes a baseline rule that buildings or structures should be at least fifty years old before they can be considered historic. However, some exceptions can be made if a resource is “exceptionally important.” Typical examples have included buildings associated with the Civil Rights Movement, as well as buildings and structures used as part of NASA's space exploration program. The California Register does not specify a strict age requirement, so long as it can be demonstrated that sufficient time has passed to understand a building's historic importance.

DIGITAL RESEARCH, INC.

Pacific Grove may, however, be associated with an event during this period that—with additional research—could be shown to qualify as exceptionally important. In 1976, personal computing pioneer Gary Kildall (1942 – 1994) and his wife Dorothy McEwen founded a company known as Digital Research, Inc. in Pacific Grove.⁵⁷² While Kildall is widely recognized for his pioneering work with CD-ROM technology and early digital media, he is perhaps best known for the invention of an operating system called CP/M. In 1980, the IBM corporation approached Kildall about purchasing this operating system for its computers. While that deal fell through, IBM subsequently licensed a CP/M operating system clone known as PC-DOS from Bill Gates, founder of Microsoft. Kildall threatened IBM with legal action for infringing on the design of his operating system, and subsequently accepted an offer by IBM to offer the CP/M operating system as an alternative to PC-DOS. It is the opinion of some computing experts that while CP/M was not a commercial success, its design was the forerunner of the operating systems that now power the majority of the world's computers and led to the personal computing revolution.⁵⁷³

It appears that Gary Kildall worked out of several buildings in Pacific Grove, including offices at 716 Lighthouse Avenue, 734 Lighthouse Avenue, and 801 Lighthouse Avenue. The building at 734 Lighthouse Avenue was at one time raised from its foundation in order to install a large computing device in the basement.⁵⁷⁴ The company subsequently developed larger offices at 160 Central Avenue and grew to over 200 employees.⁵⁷⁵ However, it is believed that the code for CP/M was written at 801 Lighthouse Avenue, as well as in a small studio located behind the Kildall residence at 781 Bayview Avenue.⁵⁷⁶ If it can be demonstrated that the operating system was in fact developed in one of these buildings, its association with the advent of personal computing has the potential to make it exceptionally important and eligible for the California or National Registers.

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B. Endnotes

¹ National Register Bulletins can be found at: <http://www.nps.gov/history/nr/publications/bulletins.htm>

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