



CITY OF ARCATA HISTORIC CONTEXT STATEMENT

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*Prepared by
Guerra & McBane LLC
Box 367
Bayside, Ca. 95524*

*Prepared for:
Community Development Department
City of Arcata
736 F Street
Arcata, Ca. 95521*

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INTRODUCTION

Report Organization

This Historic Context Statement is divided into four chapters.

Chapter I. *Executive Summary* outlines the Project Description and Objectives, Methodology and Research.

Chapter II, *Historical Context Statement* provides an analysis of the broad historical trends that led to the development of the City of Arcata. Established during the Gold Rush era, in historic Wiyot territory, Arcata was a successful provisioning station for the Northern Mines and an early competitor for the County Seat. Most housing and commercial activity was concentrated on the Plaza and in the surrounding blocks. Transportation was limited, with few all weather roads it was faster to ferry across the Bay, and the establishment of the logging railroad system provided both commercial and passenger service. Farming became important during the Gold Rush Era, but the diking of the Arcata Bottom around 1892 facilitated the growth of a commercial dairy industry which remained a major employer until the end of World War II. Well established residents began constructing new homes in North Arcata with lumber supplied by logging tracts in East Arcata. Soon working class homes began to sprout in this newly cleared landscape of stumps. The establishment of the State Normal School in 1913, and the establishment of Redwood Park adjacent to the college encouraged more residential development. Completion of the Redwood Highway in 1926 shaped the development of tourism services along the G Street commercial corridor. Commercial development was now spread north and south along G Street. Though the industry declined during the Depression and WWII, the postwar demand for new housing and a resurgent market in wood products resulted in the sale and conversion of numerous agricultural properties. The influx of veterans to work in the newly opened mills, in construction, and to attend Humboldt State College increased the demand for both family and multifamily residences. Large suburban tracts as well as apartments and trailer parks developed rapidly in the town and on adjacent county lands. The annexation of these areas would double the size of the size of the town and strain public resources. While the lumber industry had dominated the region for decades, the California Barrel Company was the principal employer in the City from 1906 to 1956 and the closure of the Company was an unexpected hardship. Fortunately, Arcata had developed a more diverse economic base was able to recover. In the following decades Arcata became the site of a number of agency offices and non-governmental organizations that benefit from their close proximity to the University. A number of

innovative projects were developed as a result of new collaborations, including the Arcata Marsh Project. The diversification of commercial enterprises and the diverse population that is attracted by the natural environment and opportunities found locally has turned what was once a cohesive rural community into the modern city.

Chapter III, *Historic Themes and Concepts*, presents the historic themes and concepts that illustrate the historic context and are used to evaluate buildings, structures, objects, sites and landscapes .

Chapter IV, *Bibliography*, contains the references used in preparing this document.

Appendices, includes list of subdivisions, preliminary sub-themes for two neighborhoods and one transportation corridor, a list of models constructed in Sunny Brae and the representative architectural styles to be found in Arcata.

Chapter I. Executive Summary

Project Description and Objectives

The *Secretary of the Interior's Standards for Preservation Planning (Standards)* define three primary standards for historic preservation:¹

1. Standard I. Preservation Planning Establishes Historic Contexts.
2. Standard II. Preservation Planning Uses Historic Contexts to Develop Goals and Priorities for the Identification, Evaluation, Registration and Treatment of Historic Properties.
3. Standard III. The Results of Preservation Planning Are Made Available for Integration Into Broader Planning Processes.

Historic Context statements establish the historic patterns, themes, and associated property types that allow the next two standards to be implemented. The historic context organizes information based on a cultural theme and its geographical and chronological limits. Contexts describe the significant broad patterns of development in an area that may be represented by historic properties. development of

¹ U.S. Department of the Interior, National Park Service, *Secretary of the Interior's Standards for Preservation Planning, Secretary of the Interior's Standards and Guidelines*

historic contexts is the foundation for decisions about identification, evaluation, registration and treatment of historic properties.

According to federal standard expressed in *National Register Bulletin 16A: How to Complete the National Register Registration Form*, a historic context is defined as

Information about historic trends and properties grouped by an important theme in the prehistory or history of a community, State, or nation during a particular period of time. Because historic contexts are organized by theme, place and time, they link historic properties to important historic trends.²

Historic Context Statements tell the stories that explain how, when, and why the built environment developed in a particular manner.

In this study, the development of the built environment of Arcata is organized into a group of broad themes. Historic properties that are characteristic examples of each period have been identified

Only a small percentage of buildings, structures and landscapes that may be considered potentially historically significant have been documented individually through surveys, studies, or other historic reports. This Historic Context is not intended to provide a complete history of Arcata or to identify everyone who designed, constructed, or inhabited the historic properties. Rather, this Historic Context Statement establishes the broad historic trends and patterns that influenced the built environment, and then to organize the context into a group of themes that may be illustrated by the property types.

When considering what should be preserved and why, the average person may have difficulty accepting that a building constructed within one's own lifetime could possibly be considered "historic." In fact, an incredible number of buildings were constructed after the Great Depression, and up through the present time. Some have estimated that resources younger than fifty years old comprise roughly seventy percent of the built environment.³

Specific objectives of this Historic Context Statement are:

- Establish significant events and locational patterns in the development of the City of Arcata with a list of representative property types for the Modern era

² U.S. Department of the Interior, National Park Service, *National Register Bulletin 16A: How to Complete the National Register Registration Form* (Washington, DC: U.S. Department of the Interior, 1997),

³ Lambin, Jeanne, *Preserving Resources from the Recent Past* (Washington, DC: National Trust for Historic Preservation, 2007), 1.

- Develop a list of themes and contexts under which historical resources may be categorized .
- architectural styles representative of Arcata with a list of character-defining features for each architectural style for purposes of establishing historic integrity.

Methodology

This Historic Context Statement is intended to provide a broad framework for interpreting the social and architectural history of Arcata into the present era. A separate historical resources survey was conducted of the Bayview Neighborhood Conservation Area and a preliminary analysis was conducted of the Sunny Brae Subdivisions 1-7, an overview of each included in the Appendices. The Arcata Historical Resources Survey conducted in 1979 identified 200 properties of architectural significance from the founding of the settlement of Union through 1930. At that time, a historic context was not required as a standard practice and properties were evaluated only for their architectural significance. Subsequently, historian Susie Van Kirk contributed her project research and her knowledge of Arcata's history to several publications which have become the basis for evaluating the built environment resources of that period. These publications expanded on the information contained in the survey records, and include:

- 1979 Reflections of Arcata's History: eighty years of architecture, Bug Press, Arcata, Ca.
- 1988 Touring Arcata's Architecture, Arcata, California , White City Publishing, Arcata, Ca.
- 1986 The Plaza, Arcata, California , White City Publishing, Arcata, Ca

This report, and the surveys that were a part of the project, are intended to be used in conjunction with the earlier survey and reports. Together they provide an historical overview of the development of Arcata which emphasizes historic patterns and trends. Over the course of the last 30 years, additional research may have been conducted on various aspects of local, state or national history which could offer an opportunity to re-evaluate properties under additional criteria. Properties which may not have been eligible for consideration at that time, or which may now be potentially significant under other criteria, may also be considered for re-evaluation. The current definition of historical resources now incorporates buildings, structures, objects, sites and landscapes which may not have been included in studies conducted in the past.

Historical Research

This Historic Context Statement was prepared under accepted professional standards established by the U.S. Department of the Interior, the California State Office of Historic Preservation, and professional historic preservation practice. Historical research for establishment of this study's historic context at the following repositories:

- ***City of Arcata, Department of Planning & Community Development, Arcata, California***

The Department provided a complete list of properties annexed by the City, organized by annexation number, annexation name, annexation date, and area of the parcel, given in acres; access to historic maps, .historic property files and reports.

- ***Humboldt Room, Humboldt State University, Arcata, California***

A repository of information covering the history of the region, including, reports, maps, and photos, City Directories and historical subject files. Of particular note are the scrapbooks from the City Clerk, in a recently processed collection, containing clippings and images during the City's greatest period of growth 1935 to 1962, and a collection of aerial photos from the same period.

- ***Historical Sites Society of Arcata, Arcata, California***

The HSSA provided a wealth of historic photos of Arcata and access to their extensive set of publications on the history of Arcata. In particular the oral history conducted with Virginia Spiering provided previously unavailable documentation on the development of Sunny Brae.

- ***Humboldt County Historical Society, Eureka, California***

This repository contains an extensive collection of, clippings files, city directories, and period maps.

Field Reconnaissance

Field reconnaissance of the City was conducted to identify property types related to each of the identified themes and to determine the existence and concentration of buildings structures and landscapes in particular neighborhoods. A separate reconnaissance survey was conducted of the Bayview Neighborhood Conservation Area, which is available on a separate set of database records. A preliminary review of properties in the planned community of Sunny Brae and is included in the Appendices as a potential theme for further study.

SUMMARY STATEMENT:

The City of Arcata is located in Northern California and is the second largest city in Humboldt County. Arcata encompasses several neighborhoods , including Aldergrove, Alliance, the Arcata Bottom, portions of Bayside, California Heights, Greenview, Northtown, South G Street, Sunny Brae, Valley West, Westwood, Sunset, the Downtown/Plaza Area, Redwood Park, Bayview, Fickle Hill, and the Arcata Marsh. Arcata is situated at the north end of Humboldt Bay, the largest barrier lagoon in California, an area commonly referred to as North Bay. This is a landscape of creeks, sloughs, tidelands and wetlands immediately adjacent to the Redwood forests which once covered the rolling hills and bluffs around the Bay. According to the United States Census Bureau report of 2010, the city has a total area of 11 square miles and 1.9 square miles or 17.25 percent is water. A number of creeks and sloughs are located within the City limits or area of influence, including Janes Creek and North Fork South Fork and McDaniels Slough; Sunset Creek;, Jolly Giant Creek and Butchers Slough; Campbell Creek; Fickle Hill Creek; Grotzman Creek; Beith Creek; Jacoby Creek; and Washington Gulch; Liscom Slough, Mad River and Gannon Slough.

The built environment reflects both adaptation to and the reshaping of the landscape, such as the placement of structures on ridges adjacent to creeks and sloughs; the use of raised walkways; and raised basements to minimize the intrusion of water. Regional architectural styles incorporate the products of lumber industry and the cultural preferences of the residents. During the settlement period, homes and businesses were largely confined to the area adjacent to the tidelands and nearby hills. With the logging of adjacent forests, development began on the hillsides around the creek drainages, including the expansion of the road system. Nineteenth century reclamation projects further expanded the land base available for agriculture with the draining of thousands of acres of salt marsh. Historically the Bay is thought to have covered an area of 27,000 acres, and has been reduced to approximately 17,000 acres through land reclamation efforts of the 19th century. Most of the present agricultural lands, including the Arcata Bottom and Jacoby Creek Valley were salt marsh prior to reclamation.

Although California was linked to national markets with the completion of the Transcontinental Railroad in 1869, Humboldt County would not be linked to the rest of California for another 45 years. Locally, the town depended on the lumber industry owned rail lines for common carrier service until the completion of the Redwood Highway. Highway 101, completed in 1926, encouraged the development of tourism services and commercial investment along the central corridors of G and H Streets. Much of the agricultural land within and closely adjacent to the City was converted to housing and industrial use after World War II, which was a period of

incredible growth throughout California. While the City had grown gradually through annexation and infill, the construction and subsequent annexation of post WWII suburbs has more than doubled the size of the town and created commercial centers outside of the urban core.

In 1979, a survey of 200 properties considered to be of architectural significance within the city limits was completed. That study focused on properties constructed prior to 1930. Subsequently the documentation of historical resources has been conducted on an individual basis in response to CEQA or design review considerations. This Historic Context Statement provides a set of broad themes that encompass the settlement and the development of the City of Arcata, from its founding in 1850 through the present day.

II. HISTORICAL BACKGROUND:

WIYOT HOMELAND (prior to 1850)

The City of Arcata is located within the territory of the indigenous people identified by anthropologists as the Wiyot. The territory which they inhabited was bounded by the Little River on the North, and incorporated all of the area surrounding Humboldt Bay. "Kori" was the name of the Wiyot settlement that existed on the site of what would become Arcata. The name "Arcata" comes from the Yurok term *oket'oh* that means "where there is a lagoon" and referred to Humboldt Bay which is a barrier lagoon. Potawot is the Wiyot name for what is now called Mad River. This was a culturally and linguistically rich region, and the Wiyot and Yurok region are the farthest-southwest people whose language family is related to the Algonquian which is generally found east of the Rockies. The population at the time of Euro-American contact was estimated to be around 3,000 people.

At that time the region was characterized by seasonal wetlands, creeks and sloughs around the shore of the Bay, surrounded by forested hills. Settlements included both permanent villages and temporary camps associated with gathering of food and materials or spiritual practices. Buildings and structures within this region at this time were semi-undergrounded constructions covered with wooden slabs, well suited to the local weather conditions. Sweathouses served as sleeping quarters for males, for ceremony, and gambling.

The Wiyot utilized the tributaries to Humboldt Bay for food, such as: coastal cutthroat trout, steelhead, and Coho salmon, and for transportation. The annual fish runs on the Eel and Mad Rivers enabled them to smoke enough fish to provide a dependable source of protein during the winter months. Various plant species provided food, fiber and medicine and lands were managed to encourage the growth of beneficial plant and animal species. Supervised burnings helped to maintain open space for food, materials, and game. Early settlers often commented on the abundant game animals and the "natural" prairies and meadows to be found on the hillsides, which they found suitable for farming.

A network of trails around the Bay and inland on established trade routes would form the basis for roads and trails developed during the American Gold Rush settlement period. The arrival of gold mining interests and subsequent dominance of Euro-American settlers, who gained control over the land and resources, would prove devastating to the indigenous populations. While only archaeological evidence remains of the earliest indigenous communities, the historic transportation corridors which they established have been incorporated into our local road system, including the first road around the Bay-Bayside-Old Arcata Road, and West End Road, Myrtle Avenue, Freshwater Road, and Fickle Hill Road among others.¹ Today, Arcata is the headquarters of the Big Lagoon Rancheria tribe, and the site of Potawot Health Village, a modern facility constructed on lands that are historically documented as fishing and gathering grounds.²

GOLD RUSH TO SETTLEMENT (1850-1885)

The year 1850 was a politically transformative point in California history. After the 1848 American War with Mexico, the California Territory petitioned to become a state within the U.S. In 1850, statehood was granted, with the provision that it remained a free state. Above the Mexican outpost of Sonoma, little effort had been made to bring the region under Mexican control unlike Southern California which had been first colonized beginning in 1769.. With Americanization of the entire territory of California in 1850, European Americans began to establish their political influence in the Humboldt Bay region.

Resource extraction industries have played a major role in shaping the region since the arrival of the first traders, seeking a shorter route to the Northern Mines. Mining shaped the earliest American settlements of Arcata and Humboldt County, as it did much of northern California. Although the North Coast of California had been explored by Europeans for several centuries, it was not until the American Gold Rush that extensive efforts were made to establish dependable routes to the interior along with permanent settlements. When gold was found on the Trinity River, in early 1849, miners flooded the region. The Trinity and Klamath Rivers became the center of gold rush activity in Northern California and by 1850 the Northern Mines were the second most productive gold fields in California.³

The Gregg Expedition differed from most companies of California Gold Rush miners who only planned to remain long enough to make a strike. In April 1850, members of the Gregg Expedition planned to settle permanently on

¹ Van Kirk, S. "Foster Avenue Project," May 2008.

² Potawot Health Village, Traditional Resources Program, <http://www.uihs.org/traditional-resources/traditional-resources-program>, 1/12/2011

³ Heald, L, et al, (2004) *Cultural Resources Survey of the Samoa Town Master Plan Site*, Arcata, Center for Indian Community Development, Humboldt State University. p. 10.

Humboldt Bay and establish a supply center for the miners. They formed the Union Company and claimed all the land from the northern head of Humboldt Bay south along its eastern shore. They established two towns, Bucksport was opposite the mouth of Humboldt Bay and Union on the North Bay.⁴ The Union Company subdivided the Union (Arcata) townsite at the foot of Fickle Hill into blocks and lots.

The Gold Rush proved devastating to the indigenous populations, and from 1850 to 1865 the territory of the Wiyot had the largest concentration of Euro-Americans in California north of San Francisco. Those who did not die from introduced diseases were displaced and restricted access to traditional hunting, gathering and food sources through enclosure of tribal lands as private property. Many of these Euro Americans had come from regions where Indians were feared and hated and others were interested only in securing their own claims. Despite efforts for a peaceful resolution to the conflicts, agitation by some settlers led to violence and a series of massacres of the indigenous populations around Humboldt Bay in 1860. The U.S. cavalry, based at Fort Humboldt in Bucksport with a company at Camp Curtis, on Janes Farm in Arcata, was called in to protect both settlers and Indians. Survivors of the massacre were driven out to distant reservations or marginal lands around the Bay.

Union had become an important shipping point supplying local Redwood for the Northern Mines and for the new settlements in San Francisco Bay and in the Sacramento Valley. This was the era of Tidewater Lumbering, when logs were floated downriver and into the Bay due to the limited road system. The Mad River canal was constructed in 1854 to connect the river and Bay via Mad River Slough. Homesteaders soon arrived and settled into farms and ranches in the Eel River and Arcata bottoms.

By 1860 Humboldt ranked second in California counties for the production of lumber and counted four sawmills in operation. Settlements were small and even James T. Ryan and James Duff, considered leading citizens and founders of Eureka, had lived aboard their ship for several years. At the time of the 1860 census, what we now understand as Humboldt County was part of a much larger area that included the Northern Mining Districts and was called Trinity County. During this first decade many people still lived in temporary situations, sharing room and board in exchange for labor or with extended family. Another typical arrangement, typical of all ethnic groups, was the bachelor household with several single men of related occupations. Due to the shortage of carpenters and builders, many of whom had headed to the

⁴ Coy, Owen, (1929). *The Humboldt Bay Region 1850-1875: A Study in the American Colonization of California*. Los Angeles, Ca., California State Historical Association.

mining districts, even in the major settlements of Arcata, Eureka and Bucksport it was not uncommon to find people living in tents.

The Trinity-Klamath strike, much like the gold strike along the 100 mile mother lode of the western slope of the Sierra Nevada Mountains, attracted a diverse group of non-Indian people. From 1848 to 1852, California's non-Indian population grew from 20,000 to 200,000 people. Gold Rush miners travelled from all over the world to reach California and one quarter of California's Gold Rush miners were foreign born, coming from China, Chile, Europe and Mexico. Whether American or foreign most of the miners were young males, under thirty years old.⁵

A high proportion of the immigrants to Humboldt County during this period came from New England and the Canadian Maritime provinces, especially New Brunswick. Britain had established a colony there in the later 18th century, which included a number of Loyalist families from New England, in a similar landscape of forests, sloughs and waterways. The result had been the development of a logging industry along with a major shipbuilding center where immigrants like John Vance, William Carson and Hans Bendixsen could establish the industries and economy of their homeland in a new region.⁶ The establishment of Fort Humboldt in 1853 brought a new mixture of immigrants to the area, primarily from Germany and Ireland, some of whom would settle locally after their period of service. A number of the officers had served in the Indian wars, and some were from southern states. By the end of this era, the new mix of immigrants included the Scandinavian countries, as well as Australia, China and India.

While a number had come in search of gold, many soon pursued the same occupations they had left behind, in fishing and farming, and some were followed by family members or neighbors from their old villages. Like many others to follow, the first wave of immigrants from the Azores worked first as laborers. Skilled trades such as carpenters, wheelwrights, and blacksmiths were essential though many had chosen to work in the gold fields first. The most accessible farmlands had been claimed by the first wave of immigrants so they often rented or managed dairies for other landowners.

At the time of the first local census, in 1850, a number of men had noted their primary occupation as "Capitalist" indicating that they were primarily interested in investment and business opportunities. By 1860, the most typical occupational category noted in the Census was Agriculture, followed by Maritime

⁵ Rice, Richard B., William A. Bullough, and Richard J. Orsi, (2002) *Elusive Eden: A New History of California*, (Boston: McGraw Hill, , p. 221

⁶ Heald (2004) p. 10

and then Resource Industries-such as logger, packer or miner. Land laws such as the Homestead Act of 1862 promoted the "yeoman farmer" as the American ideal and agriculture as the highest and best use of land. The Homestead Act provided settlers with 160 acres of public land in exchange for a small filing fee and the obligation to complete five years of continuous residence before receiving ownership of the land. After six months of residency, homesteaders also had the option of purchasing the land from the government for \$1.25 per acre. Prior to this time, claims had been filed under the Preemption Act of 1841 which was established to grant rights of first purchase to individuals who were already living on federal lands, commonly referred to as "squatters." Purchasers were obligated to work continuously improve the land for five years or the government could step in and confiscate the claim if it remained idle for six months.⁷

Although few professionals were among the first group of settlers, even they would perform multiple roles in the new community. In 1860 Arcata boasted one doctor, who was pressed into service occasionally as a Company Surgeon at Fort Humboldt or Camp Curtis, while surgeons at the Fort reported visiting patients in Arcata and outlying areas. The presence of the Fort, a regional provisioning depot, was an economic boon to local merchants and tradesmen in these small communities who soon gained new clients for lumber, agricultural products and construction projects.⁸

Regional mining and lumber operations depended on transporting their product or resource to market in order to see industrial growth. Railroads provided that link in Arcata, where construction of the Dolly Varden Mill began in 1872 in the vicinity of the present St. Louis Road/Spear Avenue intersection. In 1875, the Jolly Giant Mill was built in the vicinity of what is now Granite Avenue, L.K.Wood Blvd.⁹ Efforts were soon made to link these two mills to the Arcata Wharf by railroad.¹⁰

Unlike Eureka, Union/Arcata was located on the shallow north end of the bay, and inaccessible to larger ships. To alleviate this problem, from 1854 to 1855, the Union Plank Walk and Rail Track Company constructed a railroad, the oldest in California, which ran from the southwest corner of Arcata Plaza to Union Warf, leading one mile out into Humboldt Bay. (California Historic Landmark No. 842). The wooden rail line and wharf extended 11,000 feet into the bay and provided easy access from deep water, through the wide mudflats and

⁷ Guerra, Suzanne, (2008) The Legacy and Landscape of Tidewater Lumbering, unpublished manuscript

⁸ Guerra, Suzanne (2010), Household and Community: Population Analysis of Bucksport Township and Fort Humboldt: 1853-1860, for Fort Humboldt SHP, California Department of Parks and Recreation.

⁹ Susie Van Kirk, "Foster Avenue Project," May 2008.

¹⁰ *Humboldt Weekly Times* 27 February 1875; *Humboldt Weekly Times* 28 April 1876.

directly to Arcata, also providing hourly passenger and freight traffic.¹¹ The railroad used a horse drawn tram with grooved wheels to fit over the wooden pole rails, the first of its kind in all of California. In 1858, the railroad built a warehouse at the northeast corner of Block 159 in Arcata, now known as Jacoby's Building, which is also recognized as a (California Historic Landmark No. 783).¹²

The 1870s was known as California's Railway Era. All along the West Coast, railroads opened up new markets and regional railroad companies sprang up throughout the state. On the Northcoast, rail lines were established by logging companies in order to gain access to forest resources in the interior. The Union Plank Walk and Rail Track Company, in 1875, switched from horse power to a steam engine, and the wooden rails were replaced with iron. To facilitate more lumber-related commerce to Arcata, the rail track extended three quarters of a mile from Arcata to Dolly Varden Mill.¹³

The Plaza was the focal point of business activity, as a staging area for pack trains and the terminus of the short rail line to the Arcata Wharf. The Union Town post office opened in 1852 and Augustus Jacoby constructed his fire proof store at the corner of 8th and H Streets in 1857. Even in its earlier rough condition the Plaza was the site of numerous public gatherings and the center of the town around which trade, commerce and civic life focused. New commercial buildings were being constructed on G and H Streets, and Seventh Street was the link to the road to Eureka which we know today as Bayside-Old Arcata Road. Founded as Union Town or Union, the name was formally changed to Arcata in 1860.

Major neighborhoods in Arcata were beginning to take shape, including North Arcata and Bayview-East Arcata. Logging of what is now the Community Forest and Bayview-East Arcata had provided lumber for the construction of many buildings in the town. During the first few decades Arcata had suffered several fires which caused major damage to the downtown area, which still relied on a pump and bucket brigade. A major fire in 1875 had destroyed the entire block on the north side of the Arcata Plaza and damaged adjacent buildings.

A number of adjacent small communities were established during this period that are now part of the City, including Alliance Corners and Bayside. Though largely surviving today as a street name, Alliance Corners had been an important staging area-one of the last stops enroute to the interior via West End Road. It became an important agricultural community when the Arcata Bottom was diked. Bayside was the site of William Carson's first logging claim, as well as Augustus Jacoby's stone quarry, with two mills and a growing dairy industry on the

¹¹ *Humboldt Times*, 15 Sept. 1855.

¹² Heald and Roscoe, "Cultural Resources Study," p. 12.

¹³ Coy, O.C. (1929) The Humboldt Bay Region 1850-1875: A Study in the American Colonization of California. Los Angeles, Ca., California State Historical Association..

marsh lands that were soon to be drained. Carson had recruited workers from his home in New Brunswick to work in his operations on Washington and Jacoby creeks, many of whom brought their families. Some of the houses they constructed remain along Old Arcata and Graham roads. Major changes were underway in the coming decades that would reshape the cultural landscape of Arcata.

LANDSCAPES OF PROSPERITY (1880 to 1900)

The California Gold Rush, had created a demand for timber for mining, railroads, shipping and building throughout California. The key to this new lumber industry was the vast, virgin forest of giant redwoods, which covered the ridges and valleys along California's north coast.. Despite the great amount of waste produced by the logging and milling processes of that time, California's dense redwood forests were incredibly productive, yielding 84,000 board feet per acre versus 5,000 board feet per acre for southern pine forests. The redwood forests also grew close to navigable waters, all around Humboldt Bay, where they could be floated to mills and readily shipped out by sail, and later by ocean steamers.¹⁴

By 1881, Humboldt County had twenty-two sawmills, seventeen steam powered and five water powered. However, employment numbers fell to a record low level as the Depression of 1885 hit Humboldt County. Logging work was seasonal, logging operations could be widely dispersed, and even mills that operated year round might reduce operations. A worldwide depression during 1893 caused local slow downs and closures that forced many workers to move on..¹⁵

To stimulate economic growth the lumber industry instituted several technological improvements between 1882 to 1899. Mechanization increasingly replaced oxen and horse logging during this period. Two inventions, the 1882 "steam donkey" and the 1892 "bull donkey" enabled lumber production to expand and make more efficient use of the downed trees. Invented by John Dolbeer took the place of the oxen teams that had once

¹⁴ Heald (2004) p. 10; Coy, O. C. (1929). The Humboldt Bay Region 1850-1875: A Study in the American Colonization of California. Los Angeles, Ca., California State Historical Association

¹⁵ Cornford, D. A. (1983). Lumber, Labor, and Community in Humboldt County, California 1850-1920. Ph.D., University of California.

been used to haul across ravines and up hillsides. Robert Dollar's "bull donkey" could move trains of logs that oxen teams could not haul on skid roads. As a result, within ten years local lumbermen had tripled their yield.¹⁶ This increased production was offset by a glut in the market, and then revived by a real estate boom, a cycle that would often be repeated in the coming decades.¹⁷ Despite the boom and bust economy, the international market for lumber grew during the 1890s.¹⁸ By 1892, there were 50 mills in Humboldt County, producing finished lumber and shingles, tank material, pipe stocks, coffin material, pilings, clapboard siding, posts, ties, stakes, lath and pickets.¹⁹

The network of company owned logging railroads became the most dependable and accessible transportation system in the region by the 1880s, providing freight and passenger service as well as serving the system of logging camps scattered throughout the region.²⁰ In 1881 two railroads dominated the Humboldt Region: The Arcata & Mad River Railroad (A&MRR) Company and the Humboldt & Mad River Railroad. The Arcata & Mad River Railroad absorbed the Arcata Transportation Company, and extended the line up the mad River, to serve the mills at Warren Creek, Korbelt and Blue Lake. The A&MRR, in 1886 ordered construction of a roundhouse in Arcata, located in the block between 6th, 7th, I and J Streets (with the dimension of 60' x 100'). Adjacent to the roundhouse, a large building was constructed to store thousands of sacks of potatoes, one of Arcata's best known farm exports at time.

Although Humboldt County was still relatively isolated, with no direct road or rail connections to the rest of California, the seaport of Eureka offer passenger steamship service to San Francisco twice a week and a system of ferries linked all of the towns and mill sites on the Bay. Typical for that era, the town site had been platted on a grid even though the landscape was characterized by sloughs, gulches, creeks and marsh land. As the City developed, many of these areas were gradually filled in and streets extended across areas once considered inappropriate for development. Landfills often consisted of logging debris, slabs and earth sufficient to fill the area before the street was graded. Dirt roads were the norm between communities while the major streets in town might also be graveled. Wooden sidewalks were in common use at that time, although residents

¹⁶ Heald (2004) p. 13; Architectural Resources Group (1987). Eureka, An Architectural View. Eureka, CA, The Eureka Heritage Society..

¹⁷ Ericson, K. (1966). The Morphology of Lumber Settlements in Western Oregon and Washington. Ph.D. Dissertation, University of California, Berkeley.

¹⁸ *Daily Humboldt Times*, 1893

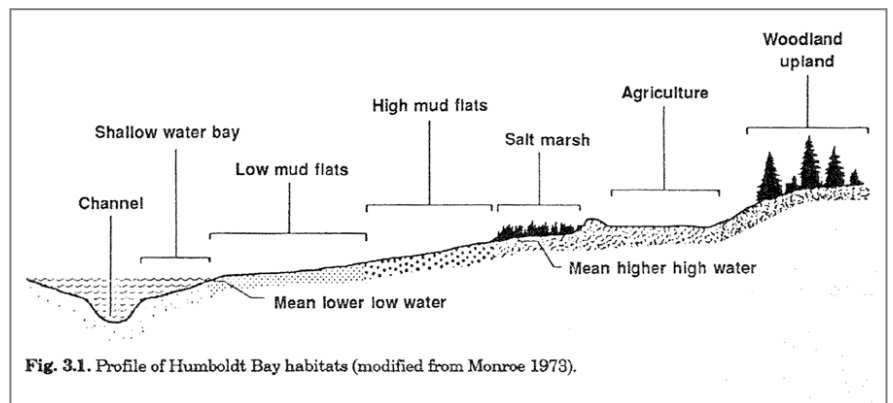
¹⁹ Heald, (2004) p. 23; Cornford (1987); Eddy (1893); Hutchins (1967).

²⁰; Erickson (1966); Stindt & Dunscomb 1(984).

sometimes complained about splinters and broken boards on well traveled streets these were an improvement during inclement weather.

Food was still largely imported and expensive so some early settlers of the Humboldt Bay region, including Isaac Minor and Joseph Russ, found it economically feasible to start farms and dairies. .²¹ The availability of water in the region, facilitated agricultural production and soon most of the readily accessible lands around the Bay which were suitable for farming were claimed. This included lands identified on early maps as prairies and meadows which had been managed by indigenous peoples prior to the arrival of Euro-Americans.

One of the major obstacles to further agricultural development was the limited amount of flat, dry land. During the American settlement period settlement had been concentrated on the tidelands, the strip of land between ordinary high tide and ordinary low tide²². This area was particularly valued as the



transportation corridor between land and sea, as we can see on Old Arcata Road which follows the contour around North Bay.²³ These lands were often the only level sites available in heavily forested or rocky regions and were quickly converted for industrial or commercial use. The marshes and wetlands around the Bay were considered a hindrance. On September 28, 1850, the federal government had agreed to give all unsold swamp and overflowed lands “unfit for cultivation” to the states in which they were located. The Swamp Land Act of 1850 was intended to enable States to promote settlement and “reclaim” their wetlands. Land would be identified by the Secretary of the Interior which directed the surveyors general in the states on how to identify, list and reserve them for sale. Together with the Swamp Lands Acts of 1850 and 1860, which brought fourteen more states into the program, these programs opened new lands to development, the expansion of the national railroad system, and the consumption of wetland forest products.

²¹; Coy (1929).

²² Fig 3.1, Barnhart, Roger A., Milton J. Boyd, and John E. Pequenat, (1992) "The Ecology of Humboldt Bay, California: An Estuarine Profile." In Technical Report Series, edited by U.S. Fish and Wildlife Service, U.S. Department of the Interior, U.S. Fish and Wildlife Service, Biological Report 1, Washington, D.C.

²³ Van Kirk, Susie, (2001) "Jacoby Creek Watershed History," Unpublished manuscript, Jacoby Creek Land Trust,

During the 1880s numerous reclamation projects created farmland and railroad beds on these marshlands, with the majority of the dykes and levees constructed on the North Bay by 1885. The flooding of the Mad River Bottom and sedimentation of North Bay led to the closure of the Mad River canal in 1887.²⁴ The first permanent efforts at reclamation in the Bottom was undertaken by Thomas Bair, President of the Bank of Arcata, in 1892, and the following year the Arcata Land Improvement Company was incorporated to reclaim marsh land west of the Harpst and Spring dike, which ran from Butcher Slough to Jacoby Creek. When the Arcata Land Improvement Company completed the dike on Daniels slough in 1895, about 1800 acres of marsh land had been converted for agricultural use. Swedish immigrant Lorenz Petersen had settled in Alliance, near Arcata, and with brother Peter was involved in the Arcata Land Improvement Company and promoting real estate in dairy land. Brother Peter. J. Petersen was the general manager of the Ferndale Creamery, the first incorporated creamery in the County. Dairy farming had been the Petersen family business for generations and they were ready to encourage the adoption of new farming practices.²⁵ [SBF: Vol. 4]

Primarily subsistence farmers, for whom dairy products were only a minor product, the earlier settlers resented the interference of these new immigrants and felt that the new practices were expensive or unnecessary. Prior to 1860 most farmers produced dairy products for their own consumption, bartered or sold the excess and processed their milk on their own farm. These operations were small, and could sometimes be very primitive, which did not ensure a consistent quality or quantity to the customer. The earliest dairy operations had focused on butter production, due to the unreliable transportation system, and often consigned shipments to outgoing sea vessels for markets in San Francisco. This was risky since shipments were perishable and the ship captain always added a substantial mark up to ensure his own profit.²⁶

The idea of a cooperative creamery, where farmers brought their milk to a central processing plant and were paid according to their production was still new. Small grain farmers were also being encouraged to convert their land to dairying. At this time Arcata was better known for its potato crop. Most land nearby was planted in grains while range cattle and sheep were pastured in the hills and there were few large dairy operations at this time. Dairy production expanded greatly with the introduction of clover as a staple food for cattle, instead

²⁴ Heald (2004) p. 20.

²⁵ Susie Baker Fountain Collection, Vol. 4, Humboldt Room, Special Collections, , Humboldt State University Library, Arcata, California

²⁶ Coy (1929): Genzoli Collection, Library, Humboldt State University, "Every Dairy Farm Had its Own Creamery House 'Till Advent of Concerns", A. Genzoli, ND

of relying on native grasses. The first cattle bred for dairy production were also brought into the county during this period, to replace the sturdy stock preferred by the subsistence farmer. The cream separator, introduced sometime around 1885, ensured greater profit to the dairy farmer by capturing a higher percentage of cream from the milk and also saved him time. By 1890 the Mad River and Eel River Valleys was undergoing a transformation from grain crops to dairying. In 1893 there were twenty six creameries in the county and by 1899 there were thirty two. By taking over production, the creameries allowed the dairy farmer to focus on herd improvement and dairying. This encouraged the development of the county Dairyman's Association, which brought together dairy farmers from diverse backgrounds over common issues. Immigrants who could only lease their farms were able to work cooperatively with landowners and eventually many were able to purchase their own farms.²⁷

Though designed to provide access to inland forest resources, rail lines were soon pressed into service by farmers to transport agricultural products to local markets throughout the region. Because they were linked to shipping ports on Humboldt Bay, it enabled farmers to ship surplus dairy products, grains and vegetables to market in San Francisco.²⁸ The first creamery in the Arcata Bottom was constructed on Upper Bay Road in 1892, on the edge of the newly reclaimed marsh, and soon the area was dotted by small dairy farms.²⁹

As lumbering began to replace mining as the main regional industry, labor shortages drew immigrants to Humboldt County from northern Europe, the Maritime provinces of Canada, New England and the South. Local lumbermen recruited workers from their home states or territories, with the net result that new Englanders and natives of the Maritime Provinces dominated the population by the 1880s.³⁰ During the 19th century, labor shortages were prevalent in Humboldt County due to its relative isolation. As a result workers maintained some flexibility to change jobs, and some homesteaders used seasonal work to supplement their income. Wages followed the fortunes of the industry as well as the larger economy. The average monthly wage for a lumber mill worker in 1893 was \$37.54, for a logging company worker \$43.34, while farm workers earned from \$20-\$35, and clerks ranged from \$40-\$60.

²⁷ Bernasconi, Walter, (1963) "The dairy industry in Humboldt County up to 1914, " History 196, Unpublished manuscript, Humboldt State University.

²⁸ Heald (2004); Eddy, John Mathewson,(1893) In the Redwood's Realm, By-Ways of Wild Nature and Highways of Industry. As Found under Forest Shades and Amidst Clover Blossoms in Humboldt County, California. Humboldt Chamber of Commerce, D.S. Stanley & Co. Printers and Publishers, San Francisco.

²⁹ Rich, Wm, James Roscoe and Susie Van Kirk, (2003) A Cultural Resources Investigation of the Proposed McDaniel Slough Marsh Enhancement Project, Located near Arcata, Humboldt County, California. Roscoe and Associates, Bayside, California.

³⁰ Heald (2004).

Many of these early immigrants left their mark on the social life of the community in the form of churches, clubs, fraternal associations and community halls. These groups provided social outlets, often assisted immigrants in obtaining employment and aided in the integration of people from diverse backgrounds into the community. The Arcata First Methodist Episcopal Church was the first organized in Arcata , in 1850 and the first church building appeared in 1854. Churches provided recreational activities as well as worship services. Various groups held annual picnics, reunions, and celebrated traditional holidays with friends and family.

Fraternal associations were also important in promoting spiritual, ethnic and political bonds and Arcata was the site of several conventions. When the Town Hall was constructed in 1896, the upper floor hosted the local Masonic and the OddFellows lodges. ³¹ In 1889 the International Order of Oddfellows claimed over 500 members in Humboldt County³² The Pythian Castle, constructed in 1885 for the Knights of Pythias lodge, is significant for its long service as a social and commercial center as well as being an outstanding example of Queen Anne architecture.

Excelsior Hall, constructed in the 1890 by Isaac Minor served as a community venue for forty years for every type of popular entertainment, from the Lyceum speakers to professional theater companies, only to be replaced eventually by the Minor Theater. The first movies were shown at the Hall, and in 1908 the Crawford Store was remodeled into a silent movie house and renamed the Plaza Theater. ³³

The infrastructure of the present day City of Arcata began to emerge in the 1880s. The first electrical power station was constructed in 1895.³⁴ The Union Water Company was incorporated at the end of 1883 and within a couple of months the Volunteer Fire Department had been organized. The first municipal water system was drawn from Gannon (Campbell) Creek, near the top of 14th Street and stored in redwood tanks. Although water was in the mains and hydrants were installed on each corner of the Plaza, water shortages and low pressure were still a problem during the summer months. This was a serious issue for City administrators who were

³¹ Van Kirk, S. (1999) Humboldt County: A Briefest of Histories, Prepared for the Shades of Humboldt Project, Humboldt County Library; Guerra, S., (2009) Centerville Dairy Historical Resources Analysis, unpublished report ; Van Kirk, S. (1986) The Plaza, Arcata, California , White City Publishing, Arcata, Ca

³² Van Kirk, S. (1993) Historic Resources, for the Eureka General Plan Update, City of Eureka, Planning & Community Development Department.

³³ Ttlow, Robert Thomas, (1967) A history of the Minor Theatre, Arcata, California, 1914-1924, Thesis (M.A.) San Francisco.State College

³⁴Van Kirk, S. (1988) Touring Arcata's Architecture, Arcata, California , White City Publishing, Arcata, Ca.

paying \$300 per year for ten years just to assure public water service. A second reservoir was constructed in 1888, and in 1894 the Company constructed a dam across Preston Creek to alleviate public concern.³⁵

Although many newspapers were published temporarily, including the Arcata Leader published from 1879 - 1881, the *Arcata Union* newspaper began publication in 1886 and remained the only newspaper in the community for more than a century. The first newspaper in the region was the Humboldt Times, established in Eureka in 1854. The Union was a weekly, carrying local news items, reporting on local government, social and business announcements, and served as an active promoter for Arcata. In 1901, it moved into a recently remodeled storefront on the corner of 9th and G Streets which would be its home until it was closed in 1996.

THE WHITE CITY AND THE PROGRESSIVE ERA (1900-1920)

The new century began with great optimism. In 1893 the United States prepared to celebrate the 400th anniversary of Columbus's landing in the West Indies with a World's Fair in Chicago, became a combination of international trade show and a symbol of national power & progress. The image that was created in Chicago of the "White City," at a time when the US was flexing its imperial muscles, was based on visions of classical Greece & Rome that was soon imitated everywhere. In California, both the City of Los Angeles and the City of San Francisco hired some of the Fair's designers and adopted their own "city beautiful" master plans.

At the urging of Arcata resident Charles Murdock, who envisioned the Plaza with fountains, shrubs and trees, a Plaza Improvement Committee made plans to beautify the space. With an early history as a provisioning center, the Plaza was the center of the commercial district but it still boasted numerous saloons. A bandstand was completed in 1901 and animals were no longer grazing on the square. Roses, boxwood, and the first palm trees were planted and benches were added. The bandstand was removed in 1906 in order to install the statue of William McKinley at the center of the redesigned town square. Radiating sidewalks were completed in 1910 and a fountain donated by the Women's Christian Temperance Union was installed in 1912.³⁶ Arcata adopted the "White City" as its slogan and

³⁵ Van Kirk, S. (1985) A History of the Arcata Community Forest, City of Arcata, Arcata Ca.

³⁶ Van Kirk, S. (1986) The Plaza, Arcata, California , White City Publishing, Arcata, Ca

and many of the buildings surrounding the Plaza from that era would echo the classical style of the Fair.³⁷

With major improvements in the regional transportation system now underway, the Northcoast was becoming less isolated. The Northwestern Pacific Railroad linking Portland and San Francisco was completed in 1914 and was greeted with a large celebration on the Plaza. The rail line now offered regular passenger service and stops along the way for the sports enthusiast interested in fishing, camping, or hiking. Prior to this period, regular steamship cruises to major ports on the West coast had been available for decades. Work on the three story Hotel Arcata began in 1914 and was completed the following year. Rooms featured steam heat, baths and private suites and the Hotel dining room offered everything from coffee to a ten course dinner. Of course, regular bus service was offered to the train station, with auto stage connections to local communities.

While lumber technology remained virtually unchanged during the early 1900s, industrial expansion and a rush to acquire unclaimed timberland had ushered in a boom. All the major lumber companies now owned timberlands, conducted their own logging operations, owned all or part of a local railroad and sailing vessels, and many had offices in San Francisco. Improvements in the rail system had been a long term goal, and investment, for many of these companies who had sold their shares in local rail lines to the Northwestern Pacific in order to ensure the completion of the regional system.³⁸

One of the most significant events to occur during this period was the founding of Humboldt State Normal School in 1913. Located in the northwest sector of Arcata, the campus was constructed on a hill overlooking downtown ("college hill"). Initially a teacher's college, the school eventually became Humboldt State University. Since 1914, the university has drawn teachers, staff, students, and visiting scholars to Arcata for almost a century. After a significant amount of lobbying by both Arcata and Eureka, Humboldt State College was established as the State Normal School in 1913.. In 1914, William Preston donated 25 acres and the Union Water Company donated 25 ½ acres for the new campus, adjoining the Redwood Park. Nelson Van Matre was installed as the first president of the college in April 1914 and remained until July, 1924. The faculty consisted of six instructors who served a student body of 61 prospective teachers. The first site was on 11th and M Streets, in a building that had served as the Arcata Grammar School. The college moved in January 1916 to a site then

³⁷ S. Doniger, (2011) *Modernism in Arcata*, unpublished manuscript

³⁸ Heald (2004); Erickson (1966).

called “college hill” in a tract called the Preston Addition which had been donated by A.W. Preston and the stockholders of the Union Water Company, The first buildings dedicated for college use were single story wooden structures and considered “temporary.” These housed the industrial arts and music programs, along with the gymnasium. Classes were held in the old wooden “temporary” buildings until they were demolished in the fall of 1950.

The City was anticipated continued growth and prosperity . The Union Water Company had installed a new pumping stations was created on Janes Creek in 1909, and in 1916 purchased the Arcata Water Company. In 1884 that company had been unsuccessful in its bid to provide water for fire protection but it had been allowed to provide water for residential use and now served fifty customers. The Union Water Company was finally sold in 1928 to a Minneapolis based corporation which began serving the 300 customers.

Of greater long term significance, in September 1904, the Union Water company donated 26 acres of second growth Redwood to the City of Arcata for creating a park, though it retained its water rights and access to the reservoir. A Parks Commission was established and asked to create a plan for “beautification, improvement and access” along with an estimate of costs. The Commission named the new facility Redwood Park and planned for a “boulevard” entrance at the top of 14th Street with a bridge over Gannon Creek. Volunteer efforts and fundraising events were planned in order to save labor costs. A two night park benefit of music, comedy and booths was held on May 26 and 27. In June a “Park Day” was held to clear brush from 5 acres for a picnic area and dance platform with a band stand. At that time it was suggested that the City hire a caretaker, and Park Commissioner Noah Falk offered to construct a house, but the idea was not approved at that time³⁹

While the beginning of this era was ushered in with renewed optimism, both World War I and the Influenza Epidemic of 1918 would be major blows. The loss of life in World War I and the epidemic both hit the population that was most valued to support trade and commerce, the young and able bodied men.

Labor unrest had been rising early in the first decade, and labor reformers had urged improvements in the wage and benefits system but had largely been met with opposition from management. . During World War I agreements between labor and industry management to negotiate that were negotiated both by government and business leaders produced some stability for the duration. On the Northcoast, the war brought some limited economic gains with contracts for materials, shipbuilding and agricultural products. It also brought a

³⁹ Van Kirk (1985)

labor shortage which was only partly met by immigrant labor and the employment of women in some non traditional operations such as manufacturing and maintenance.

Influenza first struck in many of the military camps, and soon had spread across the country. In Arcata, with a limited medical system, tending the sick became the responsibility every able bodied person. Churches stepped in to assist congregants, and often took in others who had no care givers. In the company town of Scotia an Influenza March was held to dramatize the need for face masks since the disease spread so rapidly.⁴⁰ The continuing labor shortage after World War I would further encourage immigration into the area, and provide an opportunity to rebuild.

THE INTER-WAR YEARS (1920-1945)

The Economic Boom of the 1920s

When Noah Falk had driven the first automobile into Arcata in 1903 the streets between cities and major roads were still usually graveled or oiled packed earth. While street improvements and board sidewalks were being installed on major streets many local roads were simply graded dirt. Throughout California good roads meant tourism and commerce, and savvy Progressive-era businesses, chambers of commerce, and even women's clubs got into the act by promoting road improvements, consistent signage, accurate maps, expanded services and accommodations. As the highway transportation system improved, trucking and tractor logging were increasingly being adopted within the timber industry. and would continue to encourage the expansion of the local roads and connections to the interstate highway system..

The completion of the Redwood Highway in 1926 provided an all weather connection to San Francisco, and spurred auto sales locally. New garages were located along alley ways as well as fronting the public roads. Automobiles at that time were heavy, open-sided, with wooden spoke wheels that did not last very long on local dirt and graveled streets. While some residents adapted existing barns, shops and storage buildings to house their new vehicle, others constructed garages and residential landscapes now often included graveled and paved driveways and walkways. While wooden sidewalks

⁴⁰ *Clippings Files, Archives, Humboldt County Historical Society.*

were still in common use, urban residents preferred paved sidewalks without the hazards of loose boards and missing planks.⁴¹

With the introduction of an all weather highway between San Francisco and Portland the most popular excursion soon became the 4 day drive from San Francisco to Eureka. The same year that the redwood highway opened here, developers in LA were experimenting with a new type of motorist-hotel-the Motel. The evolution of the Auto Camp or Auto court had already begun with a simple camp cabin upgraded to include hot and cold water, heat and private bathrooms. Auto camps evolved to accommodate the car and became auto courts and later the motels that we are familiar with today. During this period it required two or more days of nearly all day driving for the 200+ mile trip from San Francisco to Humboldt County. .

Service stations would soon proliferate along G Street with an assortment of services to help out the stranded motorist. Tires, repairs, parts, painting, washing, wrecking, parts and dealers were often separate and would be consolidated over time. Some stations followed current architectural trends, trying to blend into the neighborhood, while others drew attention with designs influenced by the 1930s Streamline Moderne Style.—one at an apt building at 506 G and the now Hole in the Wall sandwich shop.

A variety of accommodations could be found along the Redwood Highway but this era looked more and more unfavorably on unregulated tourism. Civic leaders and local planners began to look at planned campsites with a wide variety of recreational opportunities, souvenir shops & small restaurant facilities to deal with the increase in tourists. With the opening of the Redwood Highway in 1926, the Chamber of Commerce led a drive to raise funds for an auto camping facility in Redwood Park. The auto lodge would be would provide kitchen, laundry, shower and toilet facilities for the auto traveler at a rate of 50 cents per night. The Park Keepers lodge was also constructed for the couple who would oversee the Auto Park. The Auto Park would continue in use until 1950, when it began serving as a community building. The Keeper's house and social hall were still in use in 1985.⁴² In 1923 Arcata built its first auto court near today's HSU campus.

⁴¹ .Fountain,S, (1967) Susie Baker Fountain papers, Vol. 6, Humboldt State University, Eureka, CA.

⁴² Van Kirk. (1985)

In 1929 Howard Barter built the Barter Bungalow Court which featured 6 bungalows with its own kitchen and separate showers all in the latest style.⁴³

Construction of the new campus was underway at the college and Founders Hall held its first classes in 1921. Although funds for a campus had been appropriated by the state in 1917, construction did not begin until 1920. The Normal School became Humboldt State Teachers College in 1921, when control was transferred from the local board to the state director of education. Under the administration of President Ralph Swetman, 1924-1930, state appropriations were approved for the new gymnasium and the new College Elementary School (Gist Hall) buildings and the land on which to build them

Although the completion of the Northwestern Pacific Railroad system in 1914 had boosted demand, recent road and highway development had an impact on the local rail system. The Arcata & Mad River Railroad's expansion stopped in the late 1920s. First it discontinued its regular passenger service from Arcata to Korbel, in 1928, as improvements to the local road system had made automobile travel more accessible to the average person. The final blow came with America's Great Depression and the closure of many Humboldt area mills. Since the A&MRR depended on lumber commerce, it was forced to shut down much of its operations as well. In 1933, the A&MRR discontinued all its services.

In 1941, and spurred by a post war conversion from railroad logging to truck logging, the company would scrap the engines, remove the track, burn the cars, and remove the turntable and spur lines. The City of Arcata graded the roadbed.⁴⁴ The roundhouse was converted into a truck repair shop. The car sheds on the west side of the property were removed and a new welding shop and tire shop were constructed. By 1954, the truck repair shop was converted to automotive repair and an auto sales office was added to the east end of the roundhouse. An electrical service shop was added to the west end and a large body shop has been built. This property remained in operation as an automotive repair and sales business, Isacksons Motors, until 2002.⁴⁵

⁴³ Doniger (2011), Modernism in Arcata, unpublished manuscript

⁴⁴ Clark, 1969.

⁴⁵ Heald and Roscoe, p. 13.

The Great Depression and the New Deal

The economic success of the “Roaring Twenties” (1920-1929) was followed by the worst economic crisis in U.S. History—the Great Depression (1930-1941). The Great Depression brought economic hardship for the average American, and slowed building construction and architectural development during the period. This had a significant impact on the Northcoast since the timber industry was the major driving force of the economy of the region. The industry had also developed international market in the late nineteenth century, and a world wide downturn offered no possibility of shifting to other markets. The influx of people coming into California seeking employment would cause an increase in competition for available jobs. Those who could not find employment in timber, turned to the fishing industry, farms and agricultural industry in the region, often with little success.

Arcata had grown by 55% during the first three decades of the 20th century, from a population of 952 in 1900 to a population of 1,709 in 1930. Over the next decade growth was less than 9%, from 1,709 to 1,855. The nationwide depression had caused a marked decrease in markets for lumber world wide. While the effects were not felt immediately after the crash, by 1933 many of the larger mills were forced to cut the number of working days or reduce the daily working house. Some small operations were forced to close temporarily and many eventually went out of business. At the end of the Depression only the “Big Four” lumber companies had been able to remain in business, and were able to acquire some of the companies in distress. These were Dolbeer and Carson, Pacific Lumber, Hammond Lumber, and Holmes-Eureka. In Arcata, the California Barrel Company was also able to survive and became the major local employer after World War II.

In 1932, the Committee for relief of the unemployed began a drive for the assistance to the unemployed in Arcata and adjoining territory. . Some companies were still able to operate at a reduced level for short periods while others tried to diversify and expand their markets. Robert C. Gayheart, owner of the Varsity Sweet Shoppe installed new equipment to manufacture ice cream. Early in 1933, the Arcata City Council called for a town meeting since expenditures for sewer improvements and for welfare assistance had depleted the funds in the city treasury. The council discussed the possibility of issuing scrip to meet the salaries of officials and other imperative needs.

The turning point of the Depression was the election of Franklin Delano Roosevelt as President of the United States on March 4, 1933 and the institution of the series of programs called the New Deal. This program of U.S. President Franklin Delano Roosevelt between 1933 and 1939 intended to bring about immediate economic relief as well as reforms in industry, agriculture, finance, waterpower, labor and housing. The New Deal held that the federal government was responsible to provide for the welfare of those unable to care for themselves in an industrial society. This new approach opposed the traditional American political philosophy of laissez-faire.

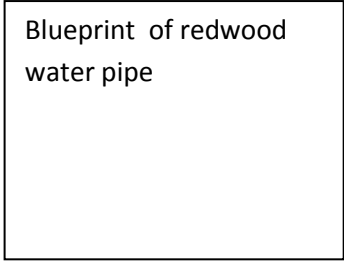
Later that year, nearly 500 residents of Arcata and vicinity gathered at the Minor Theater for a NRA mass meeting that was part of a campaign aimed at promoting public awareness of the goals of President Roosevelt's New Deal. "The alternatives, if the NRA fails, are not pleasant to think of. Strikes, killings, internal disorders will be the rule rather than the exception. Our past difficulties will seem minute," declared President A.S. Gist of Humboldt State Teachers College. Blaine McGowan, Humboldt County NRA coordinator summed it up "The NRA is not Democratic. It is not Republican. IT IS AMERICAN."

Civil works and public relief programs, designed to reach practically every unemployed men and woman in California, had been organized to the point where the entire six-way plan would be in full operation by the beginning of 1934, according to directors of the State Emergency Relief Administration.⁴⁶ The first objective of the New Deal program was to assist the large number of unemployed workers in the U.S.. Agencies such as the Works Progress Administration (WPA) and the Civilian Conservation Corps (CCC) were established to provide government aid and temporary jobs to keep local economies moving during and after the Depression. The Works Progress Administration (WPA) was a federally funded program designed to provide work for a limited number of unemployed Americans during the Great Depression by sponsoring public works projects regulated through the local municipalities. Between 1935 and 1943, one-fifth of the nation's labor force worked on WPA

⁴⁶ *Scrapbooks*, City of Arcata Collection, Humboldt Room, Humboldt State University; *Clippings Files*, Humboldt County Historical Society, Eureka, California

projects, the majority of these were in the construction industry. Construction ranged from the new construction or refurbishing of government buildings, to highway construction, even art.

Roosevelt’s New Deal program began in March of 1933, and by June of that year a number of programs were introduced to improve housing conditions. On June 13, 1933 Congress passed the Home Owners’ Refinancing Act, creating the Home Owners’ Loan Corporation (HOLC) to provide loans to homeowners facing the loss of their homes because they were unable to make payments. In rapid succession, the Public Works Administration (PWA) was created to distribute almost \$6 billion between 1933 and 1939 for public works projects including construction of roads, tunnels, bridges, dams, power plants, and hospitals. Then Congress passed the National Housing Act, creating the Federal Housing Administration (FHA) to assist homeowners in buying a new house in hopes of spurring the construction industry..



In April 1935, with unemployment still high, Congress passed the Emergency Relief Appropriation Act and created the Works Progress Administration (WPA). This provided almost \$5 billion for work relief on public projects including construction of airports, schools, hospitals, roads, and other public buildings. On September 3, 1937 Congress passed the National Housing Act, known as the Wagner-Steagal Housing Act, creating the U.S. Housing Authority to oversee construction of low-cost housing along with the Federal Housing Administration (FHA).⁴⁵ Their aim was to increase residential building by developing a system to improve design and efficiency while lowering costs. The Federal Housing Administration (FHA) instituted a national program to regulate home building practices through housing and subdivision standards and an approval process for mortgage insurance. ⁴⁷

Projects funded through the Public Works Administration (PWA) began in 1933 and the Works Progress (later Work Projects) Administration (WPA) begun in 1935, provided numerous public resources to communities throughout California, including architecturally significant buildings and structures such as schools, libraries, civic auditoriums, parks, bridges. Arcata saw major improvements in the water

⁴⁷ Ibid

and sewer systems, which still relied on the original Redwood pipes, sidewalks, and in public facilities while other projects were underway at the College.

The end of the decade saw signs of recovery, with increased property assessments reported in 1936 over the previous year. Auto tourism had increased after the completion of the Redwood Highway in 1926, with the growth of tourist services, motels, gas stations and restaurants along the commercial corridor of G Street. By 1936, the California Barrel Company could advertise an annual payroll of approximately half a million dollars and almost 400 employees. The United Creameries Association and Golden State Milk Products Company represented an annual butter production of one and one half million dollars.

By 1937, Arcata's new municipal water system was finally nearing completion. Built at a cost of approximately \$55,000, the project had been funded by the WPA in 1934. The previous water system consisted of two reservoirs and a deep well on the Arcata Bottom. The local fire had chief pointed out that this could become dangerously low in case of serious fire, and residents had already discovered that water could become brackish. Work on the larger reservoir just above the college had started in 1935, with a dam creating a two acre lake. Under the new system water would be chemically treated. Pressure valves would also be installed at the city mains to maintain the flow of water. By 1940, the new pipeline from Janes Creek to the college reservoir was completed within two months and ensured that all city water would be filtered. ⁴⁸

Although there were relatively few homes or commercial buildings constructed during this period, Builders concentrated on the creation of a modest and efficient house which we have come to call the Minimal Traditional. During the 1920s, the emphasis had been on shaping public taste and creating designs appropriate for modern families. These found their way into magazines, and into plan books for the owner-builder. During this period, builders in even the largest markets in the United States typically constructed no more than 10 homes per year. Basic designs that could be adapted to a

⁴⁸ *Scrapbooks*, City of Arcata Collection, Humboldt Room, Humboldt State University

variety of materials and location had great appeal to owner builders. The World's Fair had introduced an array of new ideas and innovations which could be applied to the home of the future.

In 1933, the City began investigating the possibility of acquiring the Union Water Company and creating a municipally owned utility. Negotiations with the Company were difficult, with the price higher than anticipated by the City. In 1934, a special election was called for a bond act to acquire the company. Both the City and the Arcata Union began to lobby heavily for public support and the Bond was passed with a resounding margin of 399 to 76. Further difficulties in financing improvements delayed the project.

Increasingly, local government would turn to state and federal agencies for assistance in maintaining public infrastructure. Under the new WPA program partial funding for construction of a new dam was awarded in 1935. By 1937, Arcata's new municipal water system near completion. The original water system consisted of two reservoirs and a deep well on the Arcata Bottom. Townspeople were concerned that water could be dangerously low in case of serious fire and that drinking water could be brackish. Built at a cost of approximately \$55,000 as a WPA project. Work on the larger reservoir just above the college started in 1935, with a dam creating a two acre lake. Water would now be chemically treated, with pressure valves at the city mains.⁴⁹

Construction of the new college campus had slowed during the Depression, though some projects were now eligible for federal funding. In 1932-33, the new tennis courts and the College Elementary School were completed. Nelson Hall, which served as the women's dormitory was begun in 1939. In 1935 the curricula had expanded to the point where it was accredited as a full four year college and renamed Humboldt State College.

In 1937, the City Clerk could report a steady increase in construction permits, with new residential construction just outside the city limits and two new commercial buildings. One new building was the \$60,000 Arcata Theater on the Redwood Highway at 10th and G Streets constructed by Redwood Theaters Incorporated. Constructed in Art Deco style it was an elegant addition to the new commercial block. Previously the site of the Brousse Brizard house, this also marked the start of the transition of G Street into a fully commercial corridor and expansion of the commercial district.

⁴⁹ Van Kirk (1985)

By 1945 there was increasing development outside the city limits. Annexation of the Harpst, Union and part of the Preston Additions to the City of Arcata was approved by the City Council after a special election with 86 in favor and 64 against the proposal. In a debate that would become familiar over the next few decades, public opinion was divided about providing services to new areas when the City had no control over development and whether the increased tax base would be adequate to cover the costs. Anticipating growth and a long delayed improvement in housing stock, the City was on the edge of a major building boom that would reshape the cultural landscape.

Design Influences in The Inter War Years 1920-1940

Following World War I California's regional architecture was characterized by Revival architecture, reflective of a romanticized period of the past, the ideal domestic environment of the Arts and Crafts style, and the opulent Art Deco style.

Period Revival Style

Period Revival styles were employed for the development of homes and civic buildings. Revival styles prominent locally included the English Tudor, American Colonial revival, Mediterranean revival, and Spanish revival. Popularity of the revival styles was a result of the resurgence of regionalism and historicism in architecture throughout America. During the height of Revival style architecture, residential development had expanded into neighborhoods such as present day Northtown, Arcata Heights, East Arcata and Bayview and these styles were incorporated into commercial development as well.

Craftsman Bungalow

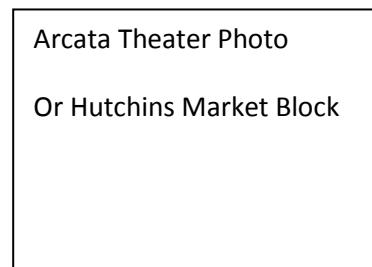
The most common house form of this period was the Bungalow and the most popular interpretation of the bungalow was in the Craftsman style. Between 1922 and 1929, suburban neighborhoods were filled with the American Bungalow, which averaged between \$1,500 and \$5,000, making it an affordable choice for the growing middle class. Natural materials were incorporated into the design, in the use of oak floors, exposed ceiling beams and brick or stone fireplaces, and foundations might incorporate stone or brick while siding was typically wood shingles or boards. These natural materials helped to integrate the building into the landscape.

The Craftsman style was a product of the anti-industrial ideals articulated by John Ruskin and William Morris, which resulted in the Arts and Crafts movement in England and the work of the Craftsman style introduced by the Greene and Greene brothers in Southern California. In 1901 Gustav Stickley began publishing *Craftsman Magazine* in New York, and the principles of handcraft, connecting with nature, and a return to the simple life spread across the country.

This style was well suited to both the building materials available on the Northcoast and to the informal and outdoor oriented way of life that characteristic of this region. This was further reinforced by the redwood industry adoption of the style as part of its marketing strategy, with booklets of plans beginning in the 1920s that featured local homes. The bungalow court served as an innovative solution for affordable, higher density housing for the middle class and was also adapted for working class housing. The bungalow court provided the convenience of apartment living while incorporating the amenities of privacy typical of a single-family residence with a front porch that looked out on a common area.⁵⁰

Early Modernism

Although residential development in the 1920s reflected an affinity for Craftsman Bungalow and other Revival styles, the optimism brought about by a strong economy following World War I and a fascination with machine, found expression in the new Modernistic style which included Art Deco style (“zigzag”) and Art Moderne (“streamline moderne”). The earliest form of the Modernistic styles was Art Deco, prevalent from



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1910

to 1930. This architectural style was commonly used in public and commercial buildings and rarely used in domestic architecture. The style employed smooth wall surfaces, usually of stucco, with stylized and geometric motifs such as zigzags and chevrons, used as decorative elements on the façade. Towers and other vertical elements projecting above the roofline gave the buildings a vertical emphasis.

The Arcata Theater (1935) is our best commercial example of that style. New materials were now available: stucco and cement were gaining popularity--and this style is characterized with decorative references to sleek machines, and recurrent motifs of stylized geometric motifs and similar repertory, derived in part from the Cubism—an avant garde art movement, Offices, motels, restaurants and

⁵⁰ Architectural Resources Group (1987) Eureka: An Architectural View. Eureka Heritage Society, Eureka, California.

stores all undergo the modernization with an emphasis on clean lines, glass and stucco for its lack of ornamentation, smooth-streamlined appearance—especially eye-catching to the motorist.

The idealized machine influenced and shaped American culture in the 1920s and 1930s and was reflected in America’s lifestyle, art and design. After 1930 Art Moderne became the prevalent Modernistic form. This style, like Art Deco, was most commonly found in commercial and public buildings. However, houses incorporating this style can be found scattered throughout the region. Characteristics of the Moderne style included smooth wall surfaces, usually of stucco, flat roofs, horizontal grooves or lines in walls, as well as horizontal balustrade elements, which gave the structures a horizontal emphasis. Local builders sometimes interpreted this style in wood, where unbroken horizontal board siding emphasized the long clean lines.

Another interpretation of the Machine aesthetic was Streamline Moderne. For practitioners of the Streamline Moderne style “speed was the essence of the modern age this aesthetic interpretation of speed became the symbol of progress to the American public. Practitioners of this style were not concerned with the purity of functional expression, but focused more on the notion of speed and modernity it could instill in the object or building. This style was used in the design of single-family homes, often evident in rounded corners, speed lines, or even a nautical effect with porthole windows and pipe railings ⁵¹

High Modernism

While California’s regional architecture was experiencing a renaissance of Revival, Arts and Crafts and Moderne styles, a new architectural aesthetic emerged in Europe in the 1920s, one that stressed rationality, logic and a break with the past. This new aesthetic was coined the International Style in 1932, with the New York’s Museum of Modern Art architecture exhibition curated by Henry Russell Hitchcock and Philip Johnson and entitled “The International Style: Architecture Since 1922.”. This style was a reaction against the ornamentation of previous decades.. Like the Moderne style, most instances of the International style appeared in commercial buildings, skyscrapers, factories, and gas stations.

Insert Moderne Gas Station OR
Sacchi Auto building

⁵¹ Ibid.

Frank Lloyd Wright came to California in 1917, and by the 1920s he had had created his “textile block” houses, experimenting with a democratic, regional architecture. The first of these houses was the 1923 Millard House in Pasadena. It was this house, constructed from concrete mixed with aggregate from the site that stressed Wright’s notion of organic architecture in California that would influence generations of designers in the future.

In contrast to the International style, other early Modernists in the United States were developing humanist expressions of Modernism, characteristic of Scandinavian modernism. Arguing that form should follow function, they emphasized the use of natural materials, informal open planning, and the integration of indoor and outdoor spaces. The Great Depression and then World War II ushered in a long period of hardship, and only after World War II, would architects and builders again explore this humanist approach to design.⁵²

Design during the Depression

While the Depression put a stop to most residential construction, the demand for new homes continued at a lower level. The majority of new home construction was financed with the support of the FHA housing program, which emphasized small affordable homes. Many homes were constructed in the Minimal Traditional Style which emphasized compact homes with clean lines and no frills, along with interior spaces that emphasized efficiency and order. Some of America’s middle and upper classes were not as greatly affected by the Depression and were still able to construct and reside in custom homes. While PWA Moderne style municipal facilities were common building types throughout California during the Depression, residential designs of this period include eclectic revivals such as Tudor, Pueblo, Spanish and modernistic styles such as Art Deco and Moderne. Although houses might have been reduced in scale, they often incorporated newer features including central heating, new appliances, larger bathrooms, and attached garages.

Prospective homeowners, and owner-builders, were encouraged in their efforts to build their ideal home. Following World War I, returning soldiers and their families HAD sought houses of their own and, combined with an-increasing number of European immigrants, this led to a housing shortage. In an effort to improve the design of the single-family house and capture a new market share for the professional designer, a group of four architects from Minneapolis, Minnesota, started the *Architects' Small House Service Bureau of the United States, Inc* (ASHSB) in 1919 in order to “improve the design of the single-family house and capture a new market share for the professional designer.” Using the familiar plan book, they offered designs for homes with from three primary rooms up to those with six primary rooms in a variety of styles. The intended homeowner ranged from

⁵² Wright, Gwendolyn (1981) Building the Dream, A Social History of Housing in America. Pantheon Books, New York.

those seeking a starter home to those in the newly emerging middle class. Plans were distributed through newspapers, magazines, and plan books.

In 1924, the ASHSB joined forces with the Better Homes in America Campaign whose stated purpose: “Inexpensive but attractive and convenient small homes should be accessible to all families” The Better Homes Movement had begun in 1922 in the pages of the Butterick Publishing Company's household magazine, *The Delineator*, celebrating home ownership, home maintenance and improvement, and home decoration as means of motivating responsible consumer behavior. Not surprisingly it also expanded the market for consumer products by encouraging homeowners to incorporate the latest furnishings and appliances into their plans.⁵³

Although many people could still not afford a new home, these efforts encouraged everyone to remodel, rehabilitate, and to plan for day they could build their dream home. The California Redwood Agency then employed a group of Bay Area and LA architects to provide plans for small homes. Architectural competitions were held under the auspices of the SF and LA chapters of the American Institute of Architects which not only made the case for redwood, as opposed to materials like stucco & cement, but offered plans for homes that were \$2,000-\$6,000 dollars throughout the 20s. By 1938 a small house catalogue of planned homes were marketed to the LA region and the San Francisco office joined premiere home furnishings giant Barker Brothers to offer complete interior furnishings advice⁵⁴.

In 1938, the Arcata Union reported that Life Magazine carried a promotional advertisement for the California Redwood Association dealing with the “mystery of home planning,” according to Josh Spidell, manager of the Hammond Redwood Company's retail yard in Arcata. The company also offered a free booklet on home planning to prospective home builders. Later that year the Arcata Union announced that the first annual Cooking School would be held at the Arcata Theater on November 3-5. The Theater management stated that it had spared no expense in bringing to Arcata housewives the most up to date type of cooking school available and were sponsoring a full length color movie entitled “Star of My Kitchen” showing the modern methods of cooking and home planning. .⁵⁵

⁵³ Wright, Gwendolyn, (1981) Building the Dream, A Social History of Housing in America. Pantheon Books, New York.

⁵⁴ Humboldt County Historical Society

⁵⁵ Ibid

GROWING THE MODERN CITY (1940-1970)

The last part of the 20th century has been characterized by rapid and major growth, and only within the last decade has this pattern begun to slow. From 1940 to 1950 Humboldt County’s population had increased by 53 percent, and then increased another 51 percent to 104,892 by 1960. At the same time, Arcata’s population had increased by over 100 percent in the first decade and by 40 percent in the following period. While city leaders had anticipated a population of 5,000 by 1970, and were planning city services to meet the anticipated increase, that population goal would be reached a full decade earlier. Much of the population growth would occur in adjacent unincorporated areas of the County which had been largely agricultural. These level, open lands, adjacent to the City were attracting both housing development and industrial growth because they required little site preparation-reducing costs. Immediately after World War II, the City also faced two decades of deferred maintenance, or replacement, of aging infrastructure.

Year	Population	Growth or Decline
1860	554	(Union)
1880	702	22.0%
1890	962	37.0%
1900	952	-1.0%
1910	1,121	17.8%
1920	1,486	32.6%
1930	1,709	15.0%
1940	1,855	8.5%
1950	3,729	101.0%
1960	5,235	40.4%
1970	8,985	71.6%
1980	12,850	43.0%
1990	15,197	18.3%
2000	16,651	9.6%
2010	17,231	3.5%
1		

General conditions appeared to be improving by 1941, in part due to wartime labor shortages. One out of every fifteen people in Humboldt County was still on some type of relief, 2, 979 people, according to a study by the California Taxpayers Association. The figure, they stated, did not include persons receiving aid through federal agencies such as the WPA (Works Progress Administration), FSA (Farm Security Administration), CCC (Civilian Conservation Corps) and NYA (National Youth Administration). There were 1,486 persons receiving old age security, 61 receiving blind aid, 170 dependent children, and 258 receiving indigent aid. By July, they could report that the welfare budget showed a surplus for the first time..

County Welfare Work, as social services programs were called at that time, accounted for 61 percent of the per capita payments by Humboldt County government in 1940-41. A study by the California Taxpayers Association reported that expenditures for this category included relief payments to the needy aged, blind, children and county indigents, as well as hospital services, probation and detention. Indigent aid in Humboldt County for

July had dropped 36% from the previous year, due to demands from both industry and for the military which opened up opportunities for both men and women.⁵⁶

World War II proved to be the single act that would pull the United States out of the Depression as it resulted in re-opening the U.S. economy to international trade, increased demand for American exports and a growing national-defense industry. During World War II the nation's resources were devoted to the War efforts, with the United States the primary manufacturer of war material for the European allies. Industries which had been nearly idle in California, including lumbering, aircraft and shipbuilding, were now booming and had created jobs for many people who had been unemployed during the Depression. New military recruits arrived from every state in the country increasing the state's population. Military bases along the West Coast became the launching points for the Pacific fleets and held strategic importance. Locally, the lumber industry, ship building, and agriculture were all considered important to the war effort so employers made an effort to hire and retain dependable workers, including women and new arrivals from other states.⁵⁷

Industries placed an emphasis on mass production to meet current demand at a limited cost. Design was ruled by the simplification and standardization of housing for mass assembly. Architects focused on the demand for worker housing and the practical needs of women running households without servants. While the lumber industry had experimented with the byproducts of lumber production for almost two decades, wartime shortages furthered the development of wood products such as plywood, veneers, composites and plastics. Innovative uses of space and similar new materials developed during the war influenced the design of residential architecture after World War II. Ideas first applied to mass produced worker housing during the war, such as the use of inexpensive materials in home construction, the integration of indoor and outdoor living space, and the elimination of formal spaces like dining rooms would all become important components of postwar middle class housing.

Construction of homes after the war was encouraged by the federal government's initiatives in the 1930s and 1940s to encourage home ownership, including mortgage terms conducive to the average American family and the 1944 Servicemen's Readjustment Act, commonly known as the GI Bill. The FHA also influenced how homes and neighborhoods were designed by promoting a 534-624 square-foot dwelling known as the "minimum house" with a kitchen, a multi-purpose living room, two bedrooms, and one bathroom.

⁵⁶ Scrapbooks, City of Arcata Collection, Humboldt Room, Humboldt State University

⁵⁷ Heald, (2004).

By 1936, the FHA was advocating for well-designed communities at the neighborhood scale. These would become the standard approach for the development of the suburbs in the postwar years. Guidelines outlined the proper street patterns, and integrated schools, parks, playgrounds, and commercial areas.⁵⁸ These concepts were incorporated into the planned communities that were created in Arcata after WWII, including Westwood and Sunny Brae.

With the advent of World War II the economy had begun to recuperate as more people went back to work, and the virtues of home and family life became the focus of the American people. In the peacetime economy, former servicemen would expect the consumer goods, inexpensive housing, vocational training, college education, and automobiles which had been unobtainable during the war-and during the Great Depression. The large number of people unable to find housing created a desperate need for a variety of housing and for many of them the answer would be found in the new suburbs.

Postwar Arcata

Following World War II California experienced a period of unprecedented urban growth and economic expansion with a population increase of fifty-three percent between 1940 and 1950. This included not only returning veterans, but immigrants and new residents who decided to relocate to California. By the end of 1945, development was increasingly located adjacent to and outside of the city limits of Arcata. In an effort to gain some control over development, the annexation of the Harpst, Union, and part of the Preston Additions was approved after a special election . The Union Addition dated back to 1889, Harpst to 1902, and Preston Place to 1905, and included both residential and commercial development.

In an effort to control industries from being developed in residential zones, in 1946 the Arcata Planning Commission adopted a draft zoning plan for Arcata. The plan was prompted by the confusion arising from new industries coming into Arcata and adjacent areas, where the pattern of use had allowed owner operated shops and services as home based businesses. The city was now to be divided into five zones, though there would be no attempt to get current owner to relocate or cease operations. These were:

- R1-Single family residential district.
- R2-Multiple family and apartment houses
- C-General commercial district
- M-Industrial district
- A-Agricultural district

⁵⁸ Wright, Gwendolyn (1981)

Although improvements had been made to the sewer system within the last decade, with assistance from federal loan programs, ensuring adequate public services for a growing community continued to be an important issue. Water bonds for a proposed project on Jacoby Creek were defeated when public opinion had still favored the development of a larger water supply. The opposition came from voters who wanted further study, and to press for consideration of an alternative project for wells between Arcata and Mad River. Sewer improvement bonds on the same ballot had been readily approved by two thirds of the voters.

The year 1947 would see incredible growth as the post WWII economic recovery sent the population to 3000 within the city limits, and almost double within its sphere of influence. Arcata had already grown by 62% since 1940, and the strain was beginning to be felt. In January, building permits issued in Arcata high an all time high of \$176,460. The largest single project, for \$40,000, was attributed to the Van-De-Nor Lumber company for construction of a sawmill and remanufacturing plant. The California Barrel company was adding two new warehouses, Coast Redwood a workshop, and Sound Lumber Company added a one story lumber mill. Other major projects included a new church building for the Seventh Day Adventists, and a two story building for the Nazarene Church.

Local newspaper headlines reported Arcata as a “lumbering boom town, with thirty mills in operation” as local business owners projected a population of 10,000 in 5 years. The estimated payroll in the lumber industry was set at \$4,000,000 annually. While the logging industry had declined to only three major mills in the region during the Depression, new building materials such as particle board and plywood had been developed in the interim. Thirty or more local wood product mills were now producing lumber, veneer, shingles and Redbark-redwood insulation for both domestic and export markets. Sites for lumber, shingle and remanufacturing sites, especially along railroad lines, were being purchased or optioned in large numbers.

Returning veterans, and workers drawn to newly created jobs in the wood products industry, had increased the demand for affordable single family housing. By Spring of 1947, preliminary surveys had started for a new housing subdivision to be constructed by Chester Spiering of Portland, on the Ghilardoni Tract on the northwest outskirts of Arcata. This would be the area known as Bloomfield Acres. The project developers promised a minimum of 50 to 100 homes which would sell for \$7,000. The news was welcomed by local community leaders who cited a serious housing shortage. Spiering planned to begin construction on April 1, with the first six units to be completed by May 15 and projected that 50 homes would be completed by the middle of September. Spiering was the son of C.W. “R” Spiering, logging manager for the new Humboldt Plywood Corporation, and had been involved in the lumber industry in Washington like his father. By June, the City Council had received a

petition for the annexation of Bloomfield Acres from the Blakeslee-Spiering Company. The first new streets in the subdivision included Iversen, Blakeslee, and Zehndner Avenues, as well as Q, R, and S Streets.

That same month saw the completion of the Arcata Community Survey, conducted by students in the sociology and community recreation programs at Humboldt State College students under Dr. Hyman Palais and Barbara Lyddane. The study reported a population of 3000 within the City of Arcata, with nearly 3000 more in the surrounding areas of Pleasant Hill Addition, Sunset Addition, Bayside, Alliance, Blue Lake, McKinleyville, Dows Prairie, Moonstone and Clam Beach. One of the primary goals of the survey had been to identify the available housing stock in the city and its condition. The survey reported 792 houses in the City limits, with 79% owner occupancy, 65% were in satisfactory condition and 24% "mediocre." There were 1636 houses in the surrounding areas, 71% owner occupied, with 56% in satisfactory condition and 27% rated "mediocre."

After receiving reports of numerous leaks breaking through the old pipe, the City Council had voted to replace the wooden pipe line on G street, from 13th street to the northern city limits, with iron pipe. Though long considered the outskirts of town, North Arcata was now beginning to grow and had added new apartments and several businesses.. The council also approved plans and specifications for new sewers on college hill and adjacent districts. Prospective locations for a downtown location for the new Arcata Post Office were under review in 1948 by the City Council and the Chamber of Commerce. Building permits were also issued for a new fire station, with the local volunteer firemen mounting a fundraising campaign- including a public dance.

The two largest industries in Arcata were dairying and lumber, which together contributed 2113 employees and a combined monthly payroll of \$518,520. Although dairying would continue to be important in the region, the sale and conversion of dairy land adjacent Arcata had increased to meet the need for housing and industrial sites. Due to the large number of mills in Arcata, and the increasing number of housing tracts in adjacent areas, it was not surprising to find that air pollution had become a public concern by 1949. The industry created Sawdust Control Committee, headed by C.E. Magnusson, manager of the Sound Lumber Company, was reported to be conducting a detailed study of burners that promised soot and sawdust control. Local Fire Chief James A. Wyatt, reported that all mills could be improved as far as the fire hazard and sawdust, but that the black ash problem would need the cooperation of all mill owners.

By the end of the decade G Street had become a busy thoroughfare, the "Redwood Highway," and traffic safety was a concern of both residents and shop owners. Downtown businesses began to note the difficulty of crossing the street during peak traffic periods, the lack of downtown parking, and the consequent blocking of alley access by parked cars. At the north end of town, faculty and students at Humboldt State College were

increasingly concerned about the street crossing at Highway 101, and had appeared before the City Council to advocate for a stop light. As it entered its second century, the City of Arcata was growing very rapidly.

More than 700 residents gathered in front of the recently completed Fire Hall as Arcata held its 100th birthday celebration on April 30, 1950. Mayor Allan Ham dedicated a unveiled a bronze plaque with a list of the members of the Gregg-Wood party and the members of the Union party. An American flag and the California Bear flag were both were installed on the new flagpole which had been installed on the approximate location of the camp site of the Gregg-Wood party on December 24, 1849. Music was provided by the Arcata High School band and choir, tours were provided of the new building

By the end of that year it was clear that infrastructure improvements were needed. Traffic congestion during peak hours on G Street was of sufficient concern that the City Council asked the Police Commissioner to study the problem and assign an officer to direct traffic at the Plaza intersections from 4:30 p.m. to 5:30 p.m. at the intersection of Ninth and G Streets. As in many small communities at that time, only the primary arteries were paved while other streets might be graded, graveled and oiled to reduce dust. A master plan for implementing long term street improvements had been adopted by the City Council in April, 1950, with a focus on regularly scheduled major improvements to the whole system instead of temporary repairs or patching.⁵⁹ The state highway project underway in 1951 would close the west end of 19th Street, eliminating access to the college gym and athletic field. The City Council agreed to assist with street improvements that would impact college after President Cornelius H. Siemens had made a formal request for assistance to improve 17th Street to Union Street and one and one half blocks on Union Street.

The new sewage disposal plant was also nearing completion. The plant was authorized by the City following the order by the State Board of Health to stop the discharge of raw sewage in Humboldt Bay. Constructed at a cost of \$80,000, it was planned to serve an estimated 1970 population of 5,000. Due to the rapid growth which Arcata experienced in this period, ensuring a safe and dependable water supply would continue to be a concern for the next two decades. In 1944, a drop in the water supply had prompted the City to authorize purchase of water from Eureka while a water shortage in 1947 had proved to be costly due to pumping costs for well water. In 1949, and again in 1953, the City was forced to tap a well on the Mad River in order to provide an adequate water supply and had also begun treating its water. At this time, the Humboldt Bay Municipal Water District undertook a major water development project on the Mad River and had signed contracts to supply the Georgia Pacific and Samoa pulp mills. Although the primary source of water for the city was the four Mad River wells, the

⁵⁹ Scrapbooks, City of Arcata Collection, Humboldt Room, Humboldt State University

old water system was still in use and maintenance costs were high. In 1960, the City decided to enter into agreements with the District. A bond act was passed in 1962, and the City began construction of the new water system which would finally be completed in 1964.⁶⁰

New construction was trying to keeping pace with three housing units constructed by the Arcata Development Company along with several apartments completed in the first three months of 1951. Two new businesses that opened that year, Cooper Sales which sold house trailers and a trailer court were indicators of the continuing need for affordable housing. At that time, trailers were also being used at the college to alleviate the student housing shortage. While many students returned to college on the G.I Bill, a higher percentage of these new students were married and some already had families. County supervisors had recently accepted the second phase of the Sunny Brae subdivision in the unincorporated area east of Arcata, with an additional 100 homes and extension of Chester Avenue to Buttermilk Lane. The Northern Addition was annexed to the City, following a stormy session on the proposed annexation of Sunny Brae in November 1950. Sunny Brae would be completed in seven phases, from 1950 through 1956, and was the largest development project in the County at that time. Although 100 lots had been sold in the first tract, title was still held by the Blakeslee-Spiering Company.

Twenty residents of Sunny Brae had appeared at the meeting to question the advantages of being incorporated into the city. David Cline, a representative of the developer, indicated that it was not their desire to be included within the city limits. Mayor Allen Ham point out that, although sewers, water, and roads within the subdivision would be complete, as city residents they could receive street lights, lower water and insurance rates, fire and police protection, and garbage service. The following month a final decision on annexation was postponed again after a 90 minute session with 75 residents of the subdivision who were opposed on the basis that they had purchased their properties because they were suburban. They also cited concerns for the poor condition of city streets and their uncertainty about the ability of the city to provide services to such an extensive area.

Local growth had spurred improvements in the regional transportation system as well. District highway engineer A.M. "Pete" Nash, speaking at a meeting of the Chamber of Commerce in early 1951, announced that groundbreaking for the new freeway would occur in June. He pointed out that the freeway entrances are designed to handle heavy traffic, and that there was also a proposal to widen Seventh Street (Bayside Road) to

⁶⁰ Van Kirk, S. (1985)

four lanes between the city and the new route. This was the main road linking Bayside and the new development in Sunny Brae to the city center of Arcata. ⁶¹

An offer from the state highway department to purchase a strip of land at 9th and E streets led to a discussion of using the property instead to provide badly needed off street parking downtown. The site, only two blocks from the Plaza, was described as adjoining the old canyon creek bed and would require draining and filling. A 100 car parking lot was proposed by the City on one square block between F and E and 9th and 10th Streets, funded by bonds with parking revenues used to pay them off. Early in 1952 negotiations between the City and the State Highway department resulted in an agreement to align the new freeway on the eastern side of the city ballpark, provided with a new fence and compensation for lost land.

Along with returning veterans, a growing number of families were moving into Arcata. . By the end of 1952, Oden Hansen, District Superintendent of Arcata Elementary Schools announced the awarding of a contract for the construction of Bloomfield School, located west of the new tract Bloomfield Acres. The Arcata Recreation Department announced long range plans to complete the conversion of the Arcata Ball Park into a ball park and recreation area. This included remodeling the club house into a combined roller rink and indoor recreation center for local youth, a children’s playground, tennis courts, and alterations to the grandstand. Construction was scheduled to start at the end of the summer on 60 new housing units nearby in the recently annexed Brookside Terrace subdivision, south of Bloomfield Acres. At an estimated cost of between \$8,500 to \$9,500, these were two and three bedroom homes with fireplaces and on large lots. The tract included paved streets and concrete sidewalks, with city water and sewer service and was expected to be completed within four months

A Modern Design for Living

Just as social reformers during the Progressive Era had felt that improvements in housing could address the unrest of industrial workers, architecture was viewed as a cure for social problems by addressing practical concerns of daily life through good design. Modern design of the 1920s and 1930s was characterized by the use of modern industrial materials and building techniques, minimal use of ornamentation, and avoided reference to historic styles. Modernist design was now integrated with the postwar consideration for the happiness of the lives of those who lived in these homes and their preference for a more informal and natural environment.

⁶¹ Ibid

In 1941 a young modernist architect built an example of this experimental modern style in Bayside. The Vietor House, now an office of the HAF in Bayside, was built by architect John Yeon. He was also featured in the 1946 NY Modern Museum of Art's exhibits and in books illustrating the possibilities for modern design on small modern homes. In a chapter entitled "Small Houses Can seem Large" the Modern Museum of Art places Yeon's work next to FLW's house in Palo Alto as a model of the possibilities for uninterrupted space. In a chapter on ventilation: "Light and air come from different sources. All the glass is fixed between the supporting studs, and the room is ventilated through slatted transoms above the glass." Ideas such as these would eventually be incorporated into the custom and tract house development in places like Sunny Brae and Westwood, since housing prices would remain high after World War II and designs for small houses were become more popular.⁶²

Growth of Suburbia

Ownership of a single-family home in a semi-rural environment became the American Dream. This ideal was further enforced with the 1949 Housing Act, which called for "a decent home and suitable living environment for every American family." This was the first urban renewal legislation passed by Congress. Funds were available for clearance of "blight" or "slums" in urban cores, while emphasizing new construction for replacement of building stock- encouraging the demolition of older structures. The Act also permitted the acquisition of open space and the construction of infrastructure, such as water and sewer lines, onto the newly-cleared land. In effect, suburbs were now being sanctioned and supported with tremendous subsidies by the federal government.

The demand for new homes along with government programs established to assist working class families and veterans, increased the demand for new homes at affordable prices. Homeownership doubled in the postwar years due to federal assistance from the FHA and GI Bill. Both the VA and the FHA directed their investments toward new buildings in the suburbs, often ignoring the older residential core.

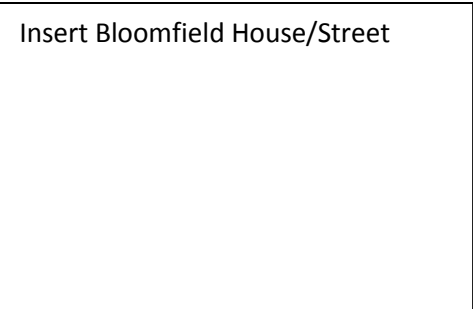
The GI Bill established a set of guidelines, which set the price range for affordable housing between \$6,000 and \$8,000 and the range in size between 800 and 1,000 square feet. The government supported the Minimal Traditional style, encouraging that style and form of residential building. New principles of community planning

⁶² Doniger, Susan,(2011) *Modernism in Arcata*, unpublished manuscript

were being incorporated into residential developments around the country. Housing reformers advocated for well designed communities at the neighborhood scale, offering all the facilities needed to provide service to the community. Developers adapted this neighborhood-scale approach to community planning by designing tracts around a curvilinear street pattern to accommodate pedestrian traffic.

During the pre war years, a developer bought land, provided utilities and infrastructure, and sold it in parcels to individuals who in turn would hire an architect to design their custom home. The Housing Act of 1949 made it profitable for the developer to build multiple houses from stock plans. As a result, suburbs were created as communities of 300-400 nearly identical homes. These large-scale suburban developments were successful due to the popularity and convenience of the automobile. The automobile enabled people to move to these developments outside of the city center, and attracted commercial developments to move outside the established urban core to accommodate their customers.⁶³

Early residential tract building typically featured small, modest homes in the Minimal Traditional style, such as those in the Bloomfield Tract, and offered simple and straightforward designs that could be built constructed at a low cost. Housing tracts were usually constructed within close proximity to shared community amenities, such as shopping centers, religious buildings and schools.



Suburban homes tended to be smaller houses, with a front yard, small side yard, and a backyard that served the family as a landscaped, private outdoor space. Characteristics of these tract communities included

- Homogenous design;
- Groupings of similar houses with the same basic architectural detailing, scale, setting, and style;
- Curvilinear street grid.⁶⁴

By the 1950s tract developments began to feature a variety of styles to appeal to the American homebuyer. These included Tract Ranch, Split-Level and Contemporary. Larger lots enabled homes to be constructed with more variety, featuring lower, horizontally oriented structures. Typically, the basic model floor plan was architect designed and then sold to a developer who added custom features. Tract homes featured the latest styles and materials, each accommodating the modern homeowner with efficiency and accommodation to the modern lifestyle.

⁶³ Wright, Gwendolyn, (1981) Building the Dream, A Social History of Housing in America. Pantheon Books, New York.

⁶⁴ PAST Consultants (2009) San Jose Modernism Context Statement, prepared for Preservation Action Council of San Jose.

The Ranch style was the dominant style of residential design during the mid-century, and was based on the early Spanish haciendas built throughout Mexico and Southern California in the 1800s. These had been characterized by a single-story sprawling floor plan which integrated indoor and outdoor space. Cliff May is credited with reintroducing the Ranch house in the 1930s, and is the architect typically associated with the style on the west coast. His post WWII designs adopted modern post-and beam construction and combined the characteristic indoor/outdoor living spaces of the haciendas with the simplified lines of Modernism. In 1958, May published a book of his designs in conjunction with *Sunset Magazine* called *Western Ranch House* which made his approach more widely available.⁶⁵

The Ranch house was uniquely suited to neighborhood-scale development because it could be inexpensively constructed and mass-produced.. During the 1940s and 1950s the Ranch house appeared in subdivisions throughout the United States, and was the most common style in seen in suburban California. Developers adapted the basic form in a variety of styles; a practice that led to its renown as the most popular housing type of the postwar era.⁶⁶

A later housing type that gained popularity in the mid-1950s was the Split-Level house. The first split-level house is a variation of the Contemporary or Ranch style house, a one story house with a two-story portion that incorporates living space above and a garage and basement below. Later versions, popular in the 1970s, introduce a true multi story house with garage and utility rooms on the lowest level, entry and family living spaces on the mid-floor, and bedrooms on the upper level above the garage. This Split Level was particularly well suited for sloping or hillside lots, and the evolution of this style is evident in Sunny Brae where the first Split Level style homes were constructed around 1953, and in Bayview-East Arcata with a cluster of Split Level homes on Spring Street constructed around 1975.

Suburban Development

Following the end of World War II much of California experienced population growth that stretched residential and commercial development beyond original city boundaries. Arcata experienced a severe housing shortage following World War II which encouraged a series of residential housing projects. Returning servicemen and their families, workers in local mills, as well as veterans returning to HSU on the GI Bill put a strain on the city's

⁶⁵ Ibid

⁶⁶ Wright, Gwendolyn (1981); McAlester, Virginia and Lee (1996) [A Field Guide to American Houses](#). Alfred A. Knopf, New York.

resources. Shortages of building materials and state and federal restrictions gave priority to the construction of homes and facilities needed by returning veterans.

A major factor in the suburbanization of the United States was the development of the highway system. At the turn of the 20th century automobiles were a luxury accessible to the wealthy, while the majority of American's took advantage of the network of streetcars and/or subways to get around cities. Road construction and improvements were eventually halted with the onset of the Great Depression. The only means available for the construction and maintenance of roads built during the 1930s were with the help of state Emergency Relief Act funds and federal WPA funds.

The Collier-Burns Act of 1947 allocated California counties substantial amounts of money for roads and required that a registered civil engineer oversee county road construction. Roads in the United States proved to be inadequate to handle the increased use of the automobile. Development of the state and federal highway system during the 1950s, a series of freeways and expressways dedicated to speed and efficiency answered the growing demand of the American society centered on the automobile. In 1956 the Interstate Highway Act provided \$25 billion for construction of a new interstate highway system.

The automobile influenced the development and organization of urban centers by enabling people to move farther away from downtown and drawing growth away from the urban core to outlying areas. New building types were designed to accommodate the auto culture, such as drive-in theatres, drive-in and drive-thru restaurants, gas stations, and the suburban shopping center with large parking lots. The ability to connect Arcata with other local cities, and the metropolitan centers of San Francisco and north to Portland, via Highway 101 became an important factor in the city's continued growth..⁶⁷

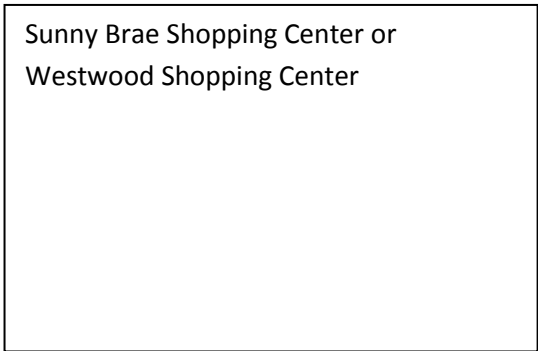
Expansion of commercial corridors such as G and H Streets, created links between the urban, rural, and suburban areas of the city. These roadways connected the newly developing residential neighborhoods, services, the University, and the numerous small industrial sites along the main highway. Growth of commercial and residential areas along major highways, such as Valley West adjacent to Highway 101 and Highway 299, further stretched the boundaries of the City.

Commercial Development and the Shopping Center

⁶⁷ Hayden, Delores (2004) A Field Guide to Sprawl, W. W. Norton & Company

Following the rationing and hardships of World War II, postwar prosperity enabled Americans to revel in their new standard of living. The expanding highway network around the country influenced the development of the commercial strip and suburban shopping center. People wanted to live on the periphery of downtown where the homes, shopping centers and schools were new, not in the urban center which was perceived to be crowded and blighted.

Shopping centers were designed for the postwar automobile culture, with large parking lots and improved roads, and become a primary commercial and social gathering place for the community. These required large tracts of undeveloped land, so the earliest of this type locally were incorporated into large suburban developments such as Westwood and Sunny Brae. Large expanses of open space accommodated the automobile with parking lots located at the front and sides of the building, and landscaping and signage along exits and entrances.

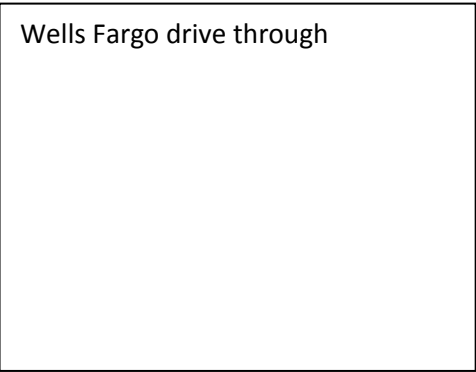


Buildings now had to serve as a billboard to capture the attention of customers as they traveled by at high speeds. Modern shops, restaurants, car dealerships, and gas stations all used large windows revealing the interior and vibrant signage to act as advertisement rather than fine architectural detail. Commercial buildings identified by large eye-catching signs were typically designed in the Contemporary style defined by projecting roof lines and glass storefronts. Another style commonly applied to commercial architecture during the postwar period was the eye-catching Futurist or Gooogie style of with bright colors, over-sized neon signage and exaggerated forms intended to attract consumers.⁶⁸

Multi-story buildings from the period—primarily office complexes—treated all elevations of the building as identical and only giving definition to the entrance. The most radical change in commercial architecture came in the development of drive-in or drive-through facilities. The drive-in was most often seen in the form of banks, theatres, restaurants, and motels. This trend can be observed along the primary commercial corridors of G and H Streets, along Samoa Boulevard and in remnant segments of the old Redwood Highway

⁶⁸ Hayden(2004)

Signage played an important role in design for mid-century commercial buildings, essential for attracting motorists day or night. Signage for street facing buildings was generally large, with freestanding letters attached to the façade or roofline, and often lighted with neon to attract attention. Buildings with private parking lots usually incorporated tall signs which rose above the building, sometimes in the form of a pylon or at the edge of the parking area, and large enough for passing motorists to identify the location from the road.



At the north end of the Redwood Highway in Arcata, Northtown had become a successful commercial district that served Arcata Heights and East Arcata, as well as the growing college community. Humboldt State University had grown to include adjacent faculty and staff housing, and the influx of students after World War II had increased the need for on and off campus student housing for both single and married students. The Redwood Highway would be improved in 1951, and again in 1957 which only served to increase the number of services such as motels, restaurants, garages to serve the tourist industry.

Another result of mid-century development characteristics of suburbia and urban sprawl was the construction of industrial parks and office parks. Development outside of the urban core allowed businesses to expand their operations and often move closer to the suburbs where many of their employees lived. These parks often acquired large spans of undeveloped lands with space for buildings and easier parking for clients and employees.

⁶⁹

Educational Facilities

Fresno based architect Ernest J. Kump Jr. is credited with the school design known as the “Finger Plan.” This plan is unique in its design of school campuses as a series of modular, rectangular one-story units separated into classrooms. The openness of the Finger Plan provides daylight and cross-ventilation through the exterior sheltered walkways instead of corridors. The success of the Finger Plan is evident in its adoption by architects throughout California who saw the design as suited to California climate with the blending of indoor and

⁶⁹ Ibid

outdoor space.⁷⁰ Local examples of this type include the Pacific Union School, Sunny Brae Elementary, and Arcata High School

In addition to housing, the GI Bill provided servicemen the opportunity to attend college. In 1947, World War II veterans accounted for 49% of college admissions nationwide and by the time the original GI Bill ended on July 25, 1956, 7.8 million of 16 million World War II veterans had participated in an education or training program. America's fear of losing the Cold War to the Soviet Union began the space race to surpass the Soviet Union in science and engineering. The national response was to increase educational funding and higher education would become one of the single most powerful agents of change in American society.⁷¹

Due to their presence at an education conference just prior to the event, representatives from 29 universities and colleges attended the inauguration ceremonies for Cornelius H. Siemens in 1951. Established as the State Normal School in 1913, plans were underway at that time for the new library and science buildings and a new Student Union building had been dedicated in April. Nelson Van Matre had been installed as the first president of the college in April 1914, remaining until July, 1924, where his first faculty had consisted of six instructors who served a student body of 61 prospective teachers. The site of the first campus was on 11th and M Streets, in a building that had served as the Arcata Grammar School. The college had moved in January 1916 to a site then called "college hill" in the Preston Addition which had been donated by A.W. Preston and the stockholders of the Union Water Company,

The first buildings constructed at the new site were single story wooden structures which were considered only "temporary." These had housed the industrial arts and music programs, along with the gymnasium. Classes had been held in the old wooden "temporary" buildings until they were demolished in the fall of 1950. Although funds had been appropriated by the state in 1917 construction on Founders Hall began in 1920, with the first classes held in 1921. The Normal School became Humboldt State Teachers College in 1921, when control was transferred from the local board to the state director of education.

Under the administration of President Ralph Swetman, 1924-1930, state appropriations were approved for the new gymnasium and the new College Elementary School buildings as well as the land on which to build them. Arthur S. Gist, president from 1930 to 1950, oversaw the expansion of the college to 78 acres. In 1932-33, the

⁷⁰ PAST Consultants (2009)

⁷¹ Ibid

new tennis courts and the College Elementary School were completed. In 1935 the curricula had expanded to the point where it was accredited as a full four year college and renamed Humboldt State College.

Nelson Hall, which served as the women's dormitory was begun in 1939. Jenkins Hall, the new industrial arts building, was completed in 1950. Redwood Bowl began as a WPA project in 1930 and continued as a PWA project with classes in civil engineering providing most of the field work. Along with Humboldt Village, the veterans housing unit, and the men's dormitory called Redwood Hall, it was completed in fall 1946. A revised master plan, under new President Siemens, proposed 12 new buildings for the campus.

The original campus buildings on the present site were constructed in the Mediterranean Style, including Founders Hall, Nelson Hall, the Industrial Arts building and College Elementary School (Gist Hall).. More recently, the campus is a catalogue of modernist architectural styles. Buildings from the 1940s reflect the influence of the International Style, with clean lines and band or ribbon windows. The Brutalist style, was popular in campus design across the nation during the 60s and is characterized by generally blockish, strong geometric structural forms and can be seen in the Theater Arts Building. Materials commonly used are concrete with the texture of the wood formwork intended as the finish.. The most recently completed building of note is the Behavioral and Social Sciences Building which is an energy efficient LEED certified building.

Urban Renewal

Zoning and planning became the tools with which social organization would develop in the postwar period. Redevelopment and Revitalization took an active role in urban planning in the postwar period as business and government agencies attempted to develop an orderly growth pattern for their downtown, and the expansion of the surrounding urban environment. Revitalization efforts to create a people oriented downtown were pushed by City Councils and Redevelopment Agencies around the country. While buildings in the downtown commercial district around the Plaza received some upgrades, the 1950s generally marked the decline of downtowns around the United States due to the shift of populations to suburban tracts and growth of the new "shopping centers."⁷² City officials reported that 36 new business licenses had been issued in the first six months of 1951, with some of the businesses located outside of the city limits but in areas recently annexed.

Lena and Nelo Dal Porto obtained a license for the North Town Five and Ten, and George Hugnin planned to remodel Hutchins Grocery two of numerous small businesses that served the growing campus community in North Arcata. Generally regarded as the outskirts of town, the North Town business district increasingly served

⁷² Hayden, Delores (2004) A Field Guide to Sprawl, W. W. Norton & Company

students from both Arcata High School and the growing campus community of Humboldt State College as well as the new apartment complexes and developments in the Sunset District. The North Arcata Merchants Association had recently criticized the city sweeping service and moved to ask for a more regular street cleaning system. Commercial properties had developed along the north end of G Street during the 1920s, providing services for neighborhood residents as well as automobile repair and lodging for tourists along the Redwood Highway. Humboldt State College was poised for major growth and expansion and, along with the freeway expansion, meeting the need for student housing and services would impact the busy neighborhood. The planned expansion of the North Arcata business district was a concern of both merchants and the Planning Commission.

Though some of the new suburban tracts had only recently been annexed they contributed to some longstanding problems. Citing “dangerously low water pressure” in the Sunny Brae district, in 1951 residents of the new suburb had appealed to the Council in December for assistance. As a temporary measure, the Council approved the installation of a booster pump at the project after reaching an agreement to provide water. Then early in 1952, Bloomfield Acres residents were informed by the City Council that they have little hope for more than routine maintenance work on streets within their subdivision. Streets had been constructed when the project began five years before and residents now reported that the roads were full of chuck holes. Road and street improvements became even more of a concern as formerly rural areas would be developed, since rural roads were more frequently used by heavy equipment and not maintained to urban standards. The presence of new schools, churches, homes and businesses would increase traffic in the areas, which had typically been one lane roads.

While new suburbs added to their concerns, existing neighborhoods were suffering from decades of reduced maintenance. Council members expressed strong reservations about the ability of the city to make needed improvements to city streets fearing that the streets would deteriorate past the point where they could be restored. residents of the College Avenue-Sequoia Avenue area had offered complaints about septic odors and tank seepage into open ditches. Local government was increasingly concerned about stretching the public works budget to cover existing public services-including that the City might be forced to pay for new sewer connections in areas that were annexed.

Implementation of the new zoning law , adopted in 1946, was not proceeding as smoothly as expected. Rezoning of the entire block on which Henry Billings motor shop was located at 6th and F Streets in 1952, from

residential to commercial, was rejected after protests from residents of adjacent properties. This prompted an angry response from Billings. A compromise was reached to rezone only the site of the shop and an adjacent building. While the law was to be applied to new projects, a number of projects had already been approved before the law was signed and had led to some confusion. Proposed rezoning of North 11th Street between I and F was expected to meet the same opposition.

While the growth of the City had often outpaced the ability of local government to immediately extend public services, over time most of these problems would be resolved. New issues and new opportunities would face the City as the pattern of growth and development shifted from managing expansion to present day concerns about controlling infill, compatible development, maintaining a healthy environment, and promoting a sustainable economy. The City's early history as well as the record of how its residents managed to adapt to change and challenges over time is reflected in the cultural landscapes and historic buildings, structures and sites that remain today.

Mid-century Modernism and Regional Style

California's early architectural heritage had been heavily influenced by Spanish colonial architecture, the folk forms of New England, and the ornate wooden structures of the Victorian era. The middle class focus on carrying out an appropriate social life in the nineteenth century had resulted in an emphasis on large formal spaces such as halls, parlors and dining rooms. During the mid-20th century the primary purpose of buildings and structures was to meet the specific needs of the inhabitants-including physical, economic, social, as well as aesthetic well being. The mid-century approach to Modernism incorporated the International style and Frank Lloyd Wright's principles of organic architecture along with a concern for landscape and site relationships and the use of natural materials.

This style's clean lines and hard surfaces proved to be a popular style for civic and commercial buildings. While the avant-garde nature and the expense often made them unpopular with the public, they introduced many innovations into everyday architecture. Local architects, developers, builders, and the public at large, adapted stylistic characteristics such as large windows, open floor plans, and the integration of indoor and outdoor space, to suit their specific needs.

In California, regional style took two unique approaches which derived from two important schools of design in the postwar period. One in Southern California, centered in Los Angeles, reflected a high-art modernism exemplified by the work of Richard J. Neutra. The second school of design formed in the Bay Area around San

Francisco took an approach to Modernism that combined the simplicity of Modernism with attention to natural materials known as the Bay Region Tradition or “soft” Modernism. Some of the key architects from this period include William Wurster, an exponent of the Bay Region Tradition along with Thomas Church, landscape architect. One prominent example of this style is the development known as The Sea Ranch. The Bay Regional style that developed at the University of California Berkeley incorporated the use of wood siding or wood frame with stucco, vernacular to western domestic architecture, and the consideration of the natural landscape in the overall design.

Regional Modernism

Community and regional planning during the mid-20th century was highly influenced by the automobile. The automobile created new development patterns, drawing growth away from the urban core, and encouraging both suburban tract development and disinvestment in city centers. New building forms were introduced to accommodate the automobile culture. Regional shopping became the primary commercial and social gathering place for the community and marked a decentralization of commercial development to newer suburbs.⁷³

Climate and topography has always played a significant role in the development of regional styles and the Northcoast is well known for moderate to cool temperatures year round and higher rainfall. While stucco and even adobe were widely incorporated as standard building materials in this period, local architects and builders often interpreted these same modern styles in wood though they might add a brick or stone veneer. Commercial and residential buildings alike were designed with consideration for achieving the most comfortable living environment possible. This was accomplished through the incorporation of large overhangs protecting the walls and windows of the building from the sun or rain.. In many commercial buildings landscaped courtyards connected individual helped to establish a feeling of unity in the design.

The majority of residential examples from the period include extensive outdoor living spaces in the private areas of the home, such as covered patios connected to the home’s interior by glass doors, minimizing the separation between indoor and outdoor space.⁷⁴ Modern materials incorporated in these structures included components manufactured locally from wood-products such as Masonite, Plywood, wood laminates and wood paneling. Some local designers and builders also incorporated the lines of wooden siding to emphasize the streamlined and stripped down forms.

⁷³ Ibid

⁷⁴ PAST Consultants (2009); Doniger (2011)

Examples of mid-century Modern architecture are prevalent throughout Humboldt County. Notable examples are found in Arcata particularly along the commercial corridors of G and H Streets, and the residential neighborhood of North Town.

Mid-century Landscape Design

The primary focus of residential landscape design in the postwar era was in the suburban backyard which was an outdoor living space. Foundation plantings, specimen trees and shrubs were the only improvements in the largely unoccupied front yard. The size of the new suburban lot was often smaller than the standard for residential lots of previous eras so landscape architects had to maximize the resources available. Raised planting beds, with pathways constructed from a variety of hardscape materials of defined the space. Common fencing often included new materials such as corrugated cement asbestos board or fiberglass panels. Detailing often included redwood retaining walls and un-reinforced concrete paving. Local variations included split rail fencing and stone edging to add a rustic touch to the modern tract ranch, volcanic rock, stone or brick lined paths or edging. Spiering homes often included fruit trees or a non fruiting ornamental tree such as a mulberry. ⁷⁵.

⁷⁵ Ibid

CH 3: HISTORIC THEMES & CONCEPTS

The Historic Themes are used to assess the building, structures, objects and sites that illustrate the Historic Context. The historic themes under which cultural resources are assessed for historical significance in the National Register Program have generally emphasized nationally significant people, places, events and structures. Although state and local preservation programs allow for state, local and regional significance, these have been largely incorporated intact into local historic property registration programs. State and federal standards and guidelines for the documentation, registration and treatment of historical resources continue to be updated. Recent research has also recognized the importance of different types of historical resources. In particular, a landscape is no longer viewed simply as the setting for a historical resource but may qualify as an individual or district resource in its own right.

The eight themes presented here reflect a more interdisciplinary and less compartmentalized approach to American history. It also provides more flexibility in evaluating local and regional historical resources. They are based on the current framework developed by the National Park Service in 1993 which is the current standard to be used in evaluating the significance of resources for listing in the National Register of Historic Places, for designation as National Historic Landmarks, or for potential addition to the National Park System. They span prehistory to the modern period and are designed to reflect the diversity of the peoples of the United States.¹

The first NPS thematic framework, adopted in 1936, was conceived in terms of the "stages of American progress" and focused mainly on the achievements of military and political figures. Revisions in 1970 and 1987 provided more chronological detail and expanded the number although the basic conception of the past remained the same. In 1991 the Congress directed the NPS to revise the 1987 thematic framework to incorporate these new approaches to examining and understanding America's past. The new framework was developed with the co-sponsorship of the Organization of American Historians, the

¹ Park History Program (1993) History in the National Park Service, Themes and Concepts, National Park Service, Department of the Interior, Washington, DC

National Coordinating Committee for the Promotion of History, and supported by the American Historical Association,

The framework is constructed on three historical building blocks: People, Time, and Place.

- **People** are the primary agents of change. Understanding the variety of people who have populated our past involves the consideration of the variables of race, ethnicity, class, and gender in order better grasp the full range of the American experience.
- We are concerned with change over **time**, not only "when" and "what happened" but also on "how and why," these changes occurred. There is no assumption of progress and no fixed time periods. The emphasis is on gaining an understanding of why and how particular choices were made and how they are reflected in the built environment.
- Human history unfolds in specific **places** so understanding the differences in place is an important factor in understanding both the origins of national change and the impact of national trends and events. This also means that the local and regional experience is important in order to build an appreciation for our national story.

This approach does not mean breaking up our past into small unrelated pieces but enables us to recognize how these key concepts frequently overlap to shape our varied histories. For example, The Jacoby Store House is architecturally significant, under Theme III it is an expression of cultural values. It is also significant for its association with the development of the local economy, under Theme V. From Augustus Jacoby and his connection with the Gold Rush and settlement of Arcata to the Brizard Company and its long term role as a regional commercial enterprise this building has literally been a cornerstone of enterprise.

Thematic Framework

The eight thematic categories offered here are not meant to be mutually exclusive but rather to help us look beyond traditional categories of historical significance in order to understand the larger meaning and depth of our historic past. Sub-themes may also be developed that more specifically focus on unique aspects of our local history or property types. These broad themes should not be viewed as the definitive statement but as part of an ongoing effort to ensure that the preservation of our cultural and historical resources is informed by the best scholarship available-now and in the future.

I. Peopling Places

This theme examines human population movement and change from the time that life in America began with migrations many thousands of years ago. It also looks at family formation, at different concepts of gender, family, and sexual division of labor, and how they have been expressed. Patterns of daily life such as birth, marriage, and childrearing, are often taken for granted though they have a profound influence through laws, practices and institutions. Communities evolve according to cultural norms, historical circumstances, and environmental contingencies so the nature of community is varied, dynamic, and complex. Ethnic homelands, such as tribal lands are a special type of community that existed before incorporation into the political entity known as the United States. Immigrants contribute elements of their native cultures to their new community and help to shape that unique place. These distinctive regional patterns all reflect the "national experience" of family, home, and community. In Arcata, this might also include ethnic neighborhoods and traditional cultural practices.

Topics that may help define this theme include:

1. Family and the life cycle
2. Health, nutrition, and disease
3. Migration from outside and within
4. Community and neighborhood
5. Ethnic homelands
6. Encounters, conflicts, and colonization

II. Creating Social Institutions and Movements

This theme focuses upon the diverse formal and informal structures such as schools or voluntary associations through which people express values and live their lives. Americans generate temporary movements and create enduring institutions in order to define, sustain, or reform these values. Both the diverse motivations people act on and the strategies they employ are critical concerns of social history. Nineteenth century fraternal associations such as the Knights of Pythias or the Grange and the 20th century Arcata Women's Club illustrate the diversity and changeable nature of social institutions. Both the Arcata Presbyterian Church and sacred sites such as Indian Island reflect religious diversity. This category will also encompass temporary movements that influenced American history but did not produce permanent institutions such as the reform movement of the WCTU.

Topics that may help define this theme include:

1. Clubs and organizations
2. Reform movements
3. Religious institutions
4. Recreational activities

III. Expressing Cultural Values

This theme covers expressions of culture and people's beliefs about themselves and the world they inhabit. Educational currents might include the State Normal School as well as the alternative school movement. The Kinetic Sculpture Race, Minor Theater and the Dell'Arte Theater School reflect diverse aspects of the visual and performing arts and popular culture. This theme also encompasses the ways that people communicate their moral and aesthetic values through landscape and building architecture such as the Potawot Health Village, or the Progressive Era redesign of the Arcata Plaza.

Topics that may help define this theme include:

1. Educational and intellectual currents
2. Visual and performing arts
3. Literature
4. Mass media
5. Architecture, landscape architecture, and urban design
6. Popular and traditional culture

IV. Shaping the Political Landscape

This theme encompasses tribal, local, state, and federal political and governmental institutions that create public policy and those groups that seek to shape both policies and institutions. Sites associated with political leaders, theorists, organizations, movements, campaigns, and grassroots political activities all illustrate aspects of the political environment. The political landscape has been shaped by military events and decisions, by transitory movements and protests, as well as by political parties. This broad category would recognize activities such as the nineteenth century conflicts between indigenous peoples and American settlers and institutions such as Fort Humboldt, as well as the environmental movement of the 1970s and the more recent sustainability movement.

Topics that may help define this theme include

1. Parties, protests, and movements
2. Governmental institutions
3. Military institutions and activities
4. Political ideas, cultures, and theories

V. Developing the American Economy

This theme reflects the ways Americans have worked, including slavery, servitude, and non-wage as well as paid labor. It also reflects the ways they have materially sustained themselves by the processes of extraction, agriculture, production, distribution, and consumption of goods and services. In examining the diverse working experiences of the American people, this theme encompasses the activities of farmers, workers, entrepreneurs, and managers, as well as the technology around them. It also takes into account the historical "layering" of economic society, including class formation and changing standards of living in diverse sectors of the nation. Knowledge of both the immigrant laborer and the mill owner, for example, are important in understanding the lumber economy of the 1880s. The development of the Northwestern Pacific Railroad and the completion of the Redwood Highway have had a major impact on the development of this region, while G Street has been the major commercial corridor in Arcata for over one hundred years.

Topics that may help define this theme include:

1. Extraction and production
2. Distribution and consumption
3. Transportation and communication
4. Workers and work culture
5. Labor organizations and protests
6. Exchange and trade
7. Governmental policies and practices
8. Economic theory

VI. Expanding Science and Technology

This theme focuses on science, which is modern civilization's way of organizing and conceptualizing knowledge about the world and the universe beyond. This is done through the physical sciences, the social sciences, and medicine. Technology is the application of human ingenuity to modification of the environment in both modern and traditional cultures. Technologies can be particular to certain regions and cultures, such as 19th century innovations in logging technology or the City's innovative wastewater treatment system and the Arcata Marsh Project.

Topics that may help define this theme include:

1. Experimentation and invention
2. Technological applications
3. Scientific thought and theory
4. Effects on lifestyle and health

VII. Transforming the Environment

This theme examines the variable and changing relationships between people and their environment. The environment is where people live, the place that supports and sustains life, including cities, suburbs, towns, countryside, forest, wilderness, and water bodies. The use and development of the physical setting is rooted in evolving perceptions and attitudes. While conservation represents a portion of this theme, the focus is on recognizing the interplay between human activity and the environment. For example, the reclamation, different uses over time, and more recent restoration of the marshes around Arcata reflect the changing relationship we have had with wetlands. The Arcata Community Forest also reflects changing attitudes and uses of forest resources, including lumber, recreation and tourism, and as a watershed.

Topics that help define this theme include:

1. Manipulating the environment and its resources
2. Consequences and stresses on the environment
3. Protecting and preserving the environment
4. Environmental restoration and rehabilitation

VIII. Changing Role of the United States in the World Community

This theme explores diplomacy, trade, cultural exchange, security and defense, and expansionism. The interactions among indigenous peoples, between this nation and native peoples, and this nation and the world have all helped to shape American history. Other nations and immigrants to the United States have also had a profound influence by establishing cultural and commercial relationships. The emphasis in this category is on people and institutions—from the principals who define and formulate diplomatic policy, such as government, business, labor and immigrant leaders, to private institutions and non-governmental organizations such as the Sister City Program or the work of locally based organizations such as the Seventh Generation Fund and Internews.

Topics that may help define this theme include

1. International relations
2. Commerce
3. Expansionism and imperialism
4. Immigration and emigration policies

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APPENDIX A: LIST OF ADDITIONS AND SUBDIVISIONS IN THE CITY OF ARCATA 1889-1972

BASED ON CITY AND COUNTY MAPS OR SURVEY DOCUMENTS, DESCRIPTIONS TRANSCRIBED FROM ORIGINAL OR DIGITAL COPY

Compiled by: SUSIE VAN KIRK , October 2005, Updated March 2006, May-2011

Source	Date	Name	Description
Maps 6:33	Jan. 1889	Union Addition.	Between 10th and 19th, Harpst Addition on west and one block east of Bayview on east.
Maps 8:22	July 1902	Anderson's Addition.	Between 11th and 13a, and Q and N, James and Emma Anderson.
Maps 8:23	July 1902	Harpst Addition.	Between 15th and 19th, west of Union Addition. James Todd, Anna Rea, John Bloemer, Charles Dodge, T.R. Anderson, B. Hull, Rose Sarah Crepe, Emma McMillen, C. - ?-(illegible), Mary Smith, Louisa Dodge.
Surveys 3:65	Jan. 1903	Pleasant Hill Addition	Survey for George Burchard. Arcata <i>Union</i> (25 March 1903) Plat of Pleasant Hill Addition
Surveys 4:26	July 1904	Ocean View Addition	Park Ave. and Myrtle. Niels Nielsen.
Surveys 4:44	July 1904	West Ocean View	Park below Myrtle. J. Leveque
Maps 5:81	Nov. 1904	Official Map of City of Arcata	
Surveys 4:43	Feb. 1905	Crown Hill Tract in Harpst Addition	North A Street. Childs and Arford.
Surveys 4:46	May 1905	Preston Place Addition.	
Surveys 4:69	1 March 1906	Twin Parks Addition	Bounded by North St on north; Foster Ave. on south; county road on west and including Western and Eastern avenues.
Surveys 4:71	April 1906	Crown Hill Tract in Harpst Addition	North of 14th, west of Union.
Maps 10:5	Dec. 1907	Preston Place Addition	W.A. Preston and R. Foster.
Maps 11:13	July 1915	Twin Parks Addition	Foster Ave. on south, North St. on north, county road on west; interior streets Eastern, Western and Center.
Maps 11:17	Feb. 1916	Crown Hill	Revised Map of Crown Hill in Harpst Addition. Interior streets North B and North A; Union on east and Rossow on west.
Maps 11:26	15 July 1918	Ocean View Addition	South of 11th; interior streets South Spring, South Bayview, Park Ave.
Maps 11:30	March 1920	Revised Map of Preston Place Addition	
Maps 11:47	May 1924	Hunters Addition	17th, 18th, 19th, G, H, I Streets.

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Maps 11:65	May 1927	South Arcata Addition	Boundaries State Highway, First, Third, F streets. Arthur and Edith Tomlinson.
Maps 12:6	14 Oct. 1939	Sunset Addition	Block 1 north of Grant Ave.; Block 2 between Grant and Lincoln; Block 3 between Lincoln and Sunset Ave. Bounded on east by Wilson Ave. Sam Cirini.
Maps 12:10	16 April 1941	Curtis Heights	Named streets: Spruce Road, Redwood Road, Forest Ave., Fernway, Tanglewood Road, Lakeway, Curtis Ave, all east of State Highway. Ralph Bull.
Maps 12:12	12 Nov. 1941	Alliance First Addition	Fourteen lots on south side of Spear, east of Alliance Road. Frank and Lottie Poole.
Maps 12:19	Nov. 1945	Bay View Addition	Lindsay Ave. on west, Bayside Road and Boynton Prairie Road intersection; interior streets south Spring, south Bay View, Hill Street.
Maps 12:31	5 May 1947	Bloomfield Acres	Q Street on east; S Street on west; Seba Gilardoni on north. Interior streets Zehndner, Blakeslee, Iversen, and R. Subdivision of portion of Jacob Zehndner Estate. Anna Iversen, Dorothy St. Louis Austin and Chester Spiering.
Maps 12:52	27 Feb. 1947	Sunset Addition No. 2	Bounded by Sunset Ave on south; county road on east; Wilson Street on west. Interior streets Baldwin and Ross streets.
Maps 12:60	Oct. 1948	Haeger Subdivision	Bounded by Haeger on south; county road on west; Zehndner in middle. United Creamery Association property at northeast corner of 11th and county road (Janes Road). Guy and Dorothy Austin and J.A. Haeger.
Maps 12:68	June 1949	The Highlands	Shirley, Virginia and Lynn, off Park.
Maps 12:77	28 July 1949	Arcata Court Terrace	At end of 18th street; Greenwood Cemetery on west. W.J. Thomas and Walter Warren.
Maps 12:78	3 Aug. 1949	Bergland	Bounded on southwest by Old Arcata Road; interior streets Highland and Irene. Ernest and Irene Bergland.
Maps 12:91	9 June 1950	McMahan's Subdivision	West of sunset School on west side of Baldwin. J.E.

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			McMahan.
Maps 12:99	June 1950	Sunny Brae Tract No. 1	North of Buttermilk Lane; County road on west; streets Buttermilk Court, Chester, Crescent Way. Lena Grotzman tract. Chester Spiering.
Maps 12:103	July 1950	Brookside Terrace	South of Haeger subdivision and Bloomfield; 11`t' street on south; county road on west, Haeger on north; interior streets Austin Way, Villa Way, Daniels and north side of Haeger south of Bloomfield.
Maps 12:107	Sept. 1950	Sunny Brae No. 2.	North of Chester; interior streets Margaret Lane, Virginia Way, Charles Ave., Lena Ave., Blake Court, Charles Court. Chester Spiering.
Maps 12:121	Dec. 1950	Souza Subdivision	West of Alliance Road on south side of Janes. Joe Souza.
Maps 12:125	11 July 1952	Sunny Brae Tract Second Addition	Upper Buttermilk Lane to Patricia Ave. Chester Spiering.
Maps 12:132	18 July 1952	Sunny Brae Tract First Addition	Six lots on south side of Buttermilk at Beverly Drive. Chester Spiering.
Maps 12:146	Nov. 1953	Sunny Brae Tract Subdivision No. 3	Beverly Drive. Chester Spiering.
Maps 12:148	Jan. 1954	Sunny Brae Tract Subdivision No. 4.	More Beverly Drive. Chester Spiering.
Maps 13:1	May 1954	Sunny Brae Tract Subdivision No. 5	Patrick Court, Dorothy Court, Shirley Blvd., Barbara Court.
Maps 13:18	2 March 1955	Northwest Arcata Subdivision Unit No. 1	West of Alliance Road; interior streets Stewart Ave., Stromberg Ave., Roberts Way, Wyatt Lane, Chestnut Place. Chester Spiering.
Maps 13:20	Jan. 1955	Northwest Arcata Subdivision Unit No. 2.	Interior streets Hilfiker Drive, Acheson Way, Stromberg Ave., Alliance Road on west. Chester Spiering.
Maps 13:22	April 1955	Sunny Brae Tract Subdivision No. 5	Upper Shirley Area. Chester Spiering.
Maps 13:51	Jan. 1956	Northwest Arcata Subdivision Unit	Interior Streets Hilfiker, Davis Way, Cropley Way,

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		No. 3	Stromberg. Chester Spiering.
Maps 13:68	Aug. 1956	Northwest Arcata Subdivision Unit No. 4	Interior streets Baldwin St., Hilfiker Drive, Madrone Way, Maple Lane. Chester Spiering.
Maps 13:70	April 1956	Sunny Brae Tract Subdivision No. 7	Panorama Drive, Blake Court.
Maps 13:78	July 1956	Greenview Acres Unit No. 1	County road on east and south; interior streets Lewis Ave., 1 1th St., Larry St., Daian Court, Olson Court, Adams Court.
Maps 13:108	Sept. 1958	Baywood Tract Subdivision No. 1	Upper Buttermilk Lane to Baywood Golf Course.
Maps 14:27	May 1962	Pacific Manor, Unit One	Upper Bay Road. Kent Stromberg.
Maps 14:44	July 1963	Brookwood Unit No. One	Earl and Mary Biehn, Charles and Patricia Roscoe, Homer and Clara Fisher.
Maps 14:48	Jan. 1963	Pacific Manor Unit Two	North of Unit One, Leslie Court, Alice, Edith. Kent Stromberg.
Maps 14:50	Jan. 1963	Pacific Manor Unit Three.	Kent Stromberg
Maps 14:63	Jul 1964	Preston Ridge Unit One.	Robert Court east and west, Estelle Court, Terrace Court. Kent Stromberg.
Maps 14:140	March 1965	Greenview Acres Unit 2	Interior streets, Scott Court, Lewis Court, Haeger Ave., Frederick Ave., Larry.
Maps 14:145	May 1964	Sunny Brae Tract Number 5	Panorama Drive, Blake Court
Maps 14:147	March 1965	Pacific Manor Unit 4.	Alice, Ernest Way, Brian Court, Janes Road. Kent Stromberg.
Maps 15:29	March 1966	Pacific Manor Unit Five.	South of Parton Lane, Alice and Kent Court. Kent Stromberg.
Maps 15:31	March 1966	Pacific Manor Unit Six.	Ernest Way, Ball Court. Kent Stromberg
Maps 15:118	Aug. 1968	Valley West Unit One	Wm. C. Thompson
Maps 15:120	April 1969	Brookwood Unit Two.	
Maps	Oct. 1969	Valley West Unit Two	Wm. C. Thompson

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15:124			
Maps 15:132	Oct. 1971	Sunny Brae Tract No. Six	Margaret above Charles Ave. Blakeslee Spiering Co.
Maps 15:148	Dec. 1972	Joseph and Anne Cruz	Anina Court, Wilson Street.

Appendix B: Sunny Brae Homes-Basic Models

Compiled 7.4.2011

Model Name	Year	Tract	BD	Description *	Cost
The first models to be constructed were in the basic tract ranch form.					
(First announcement of Sunny Brae homes by Spiering)	1950	1		<i>There will be three different sizes of homes, ranging in price as follows: large, three-bedroom \$9450; small three bedroom \$6750; large two-bedroom \$8450. Interior of the homes will be ranch style with exposed beams and rafters. In addition to the three different floor plans, there will be 13 distinctly different exteriors. Variation in the exteriors will be achieved through the use of vertical boards and batten, horizontal and vertical V rustic, stucco, combination stucco and vertical board and batten, brick veneer and stucco and other combinations.</i>	
Californian	1950	1	2	<i>The small three-bedroom one will not have a fireplace but will have almost all of the features of the large style house.</i>	\$8,000
Californian	1950	1	Lg 2	<i>The large two-bedroom home is practically the same as the larger home except for one less bedroom and no fireplace.</i>	-?-
Californian	1950	1	3	<i>The large three-bedroom home will have approximately 1000 square feet. This home will have a fireplace. There will be a large, roomy kitchen with an eating space opening to a patio area. The living and dining room are combined and run the full depth of the house with a serving bar between the kitchen and the dining area. Two of the three bedrooms will be large and spacious.</i> <i>Other features of this home include walk in wardrooms, large four-door storage space for linens, guest closet, accessible dead storage space in the hall...forced air heat duct to each room from a central gas heating...tub shower in an attractive bathroom.</i> <i>It will also have a 13x21 foot garage which is not included in the square feet of the house. The garage will have much additional storage space.</i> <i>Lots average 60x100 feet, except on the courts where the lots fan out in the back. The front and side yards will be seeded in lawn and shrubs planted.</i>	\$10,000
Liberator	1952	2	3	<i>All lots are 6000 or more square feet. Construction will be largely of redwood siding or shake exterior with numerous homes to be finished in stucco. Redwood stucco California farm house type.</i>	\$6,700
Liberator				<u><i>Confirmed Liberators on Buttermilk Lane per Edith Sromberg to A. Stillman, 6-28-2011:</i></u> <i>1167; 1177; 1197; 1213; 1235-orginal; 1263; 1317; 1700; 1718; 1726; 1740; 1763 [1762]; 1784; 1792; 1808; 1824; 1846; 1888; 1956; 2024; 2084; 2144; 2122[2112]; 2222</i>	-?-

Appendix B: Sunny Brae Homes-Basic Models

Compiled 7.4.2011

NO DATA	1953	3		<i>8 homes based on Liberator</i>	\$7,750
Pacemaker	1953			<i>Unusual picture windows with east and west exposure-low cost housing.</i>	\$7,750
Bonny West	1953		2	<i>The Bonny West introduces an unusual traffic control floor plan ideally suited to families with children since the living room area is isolated....unusual picture windows with east and west exposure. 2 bedrooms, single garage,</i>	\$10,700
Regent	1953		4	<i>4 bedrooms, 2 car-garage, 2 baths, ceramic tile, fireplace, picture window, central hallway, traffic control, 70 foot lot</i>	\$12,950
Revelation				<i>4 bedroom, 2 tiled bath and shower, forced air, attached garage, living-dining room combination</i>	ND
				<i>3 bedroom, tiled bath and shower, forced air, attached garage, living-dining room combination, 65 foot lot</i>	ND
Fleetwood				<i>3 bedrooms. 1 ½ baths, double garage, picture windows</i>	ND
Bryn Mawr	1953		3	<i>3 bedrooms, 2-car garage, 2 baths</i>	\$11,750
<i>Highlanders were all constructed of stucco, although other materials may have been added as a veneer typically on the upper story. The split level Highlander is constructed with a raised basement and entry on the upper level.</i>					
Highlander	1954		5	<i>5 bd, 2 ½ bath, 2 story, 2 car garage below, stucco, hipped or flat roof, poured concrete foundation, fireplace</i>	\$19,000
Highlander	1954		5	<i>5 bd, 2 bath, 2 car garage, 2 level. stucco, hipped or flat roof, poured concrete foundation, fireplace optional</i>	\$15,345
Highlander	1954		4	<i>4 bedrooms, 2 ½ bath, 2-story, 2 car 400 sq ft garage, stucco, hipped or flat roof, poured concrete foundation, fireplace optional</i>	\$12,800
Highlander	1954		4	<i>4 bedrooms, 1 ½ bath, split level, 2 car 400 sq ft garage, stucco, hipped or flat roof, poured concrete foundation, fireplace optional</i>	\$13,795

Appendix B: Sunny Brae Homes-Basic Models

Compiled 7.4.2011

Highlander	1954		3	<i>3 bedroom, 1 bath, 1 car garage, partial basement, stucco, hipped or flat roof, poured concrete foundation, fireplace optional</i>	\$12,325
Highlander	1954		3	<i>3 bedroom, 1 bath, 1 story, 2 car 400 sq ft garage, stucco, hipped or flat roof, poured concrete foundation, fireplace optional</i>	\$11,500
Highlander	1954		3	<i>3 bedroom, 1 bath, 1 story, 1 car garage, stucco, hipped or flat roof, poured concrete foundation, fireplace optional</i>	\$10,975
Highlander	1954		3	<i>3 bedroom, 1 bath, 2 level, 2 car garage, fireplace, stucco, hipped or flat roof, poured concrete foundation</i>	\$17,500
NO DATA	1961	6		<i>14 homes-Margaret Lane area. Initial project ran into problems and was not completed for ten years. See Margaret above Charles Ave. Maps 15:132 (Oct. 1971) completed by ES, per SVK</i>	-?-

*** REFERENCES:**

Text in italics is from newspaper accounts in the Arcata Union.

Regular text is taken from newspaper ads, unless otherwise noted.

ND indicates no data available.

Personal Communications

SVK : Susie Van Kirk

AS: Alex Stillman

ES: Edith Stromberg.

APPENDIX C: PRELIMINARY ASSESSMENT OF SPECIFIC SUB-THEMES

The following sub-themes are recommended for study and evaluation as potential historical resources and are based upon a review of the resources, historic records, and data collected during this study. This is only a preliminary assessment at this time

Theme V. Developing the American Economy

This theme reflects the ways Americans have worked, including slavery, servitude, and non-wage as well as paid labor. It also reflects the ways they have materially sustained themselves by the processes of extraction, agriculture, production, distribution, and consumption of goods and services.

Sub Theme. Transportation and communication

Historic Transportation Corridors-G Street-as Arcata's Main Street

Arcata's G Street is a segment of the original redwood highway, serving as a transportation corridor through residential and commercial neighborhoods, as a tourist highway, and as a commercial thoroughfare. It is eligible for consideration as a cultural landscape, a historic transportation corridor

The town site developed on a typical grid-pattern and both G and H Streets were aligned north-and south on either side of the present day Plaza, which was then a staging area for shipments from sailing vessels and transferring these to pack trains destined for the Northern Mines. The route extended from the tidewater flats and marsh areas of North Humboldt Bay—and anchoring Arcata as the main terminus north of Eureka.

- **Industrial corridor:** In the 19th Century, road development was related to small and large freight transport. In the twentieth century, the corridor was in close proximity to larger enterprises such as California Barrel, Co., and the Humboldt Creamery, and the industrial area of South G Street. While the earliest connection to the Arcata Wharf terminated at the Plaza, the C&N Railroad was closely adjacent.
- **Tourism, Commercial & Civic highway:** Along G Street we find many of Arcata's most prestigious and important buildings and institutions: City Hall, Union News, the Arcata Hotel, the Arcata Theater an Art Deco movie-palace. With the opening of the Redwood Highway in 1926, "G" Street presaged the establishment of the many auto related businesses along its entire span, from South G to Northtown. These include auto or bungalow courts, gas stations and auto repair facilities, car dealerships, diners, boarding houses and apartment buildings.
- **Residential:** Many fine examples of late 19th century to early-modern architecture remain on G Street today with representative styles ranging from the Victorian Era and Queen Anne to Craftsman, Spanish Moderne and Tudor Revival within a block on either side.

PRELIMINARY ASSESSMENT OF SPECIFIC SUB-THEMES

- **University:** The establishment of Humboldt State University in 1913 encouraged the development of services related to the student population including: housing, restaurants, markets, and shops—all small scale enterprises that still dominate north G Street.
- **Communities:** Ethnic groups such as the Northern Italians and Portuguese immigrated to the US in the beginning of the 20th century to work in the lumber industry, and settled in what was then the outskirts of the town. Northtown became a popular residential area, a short walk into town and close to work, but still semi-rural with room for growing families, gardens and backyard animals. They also founded thriving businesses along G street, including grocery, drayage, restaurants, bakeries, and variety stores to serve local residents and soon found clients in the university and in auto tourists.

Other corridors that may be considered for evaluation include West End Road;, Alliance Road; the corridor beginning at 7th street and extending into Bayside Old Arcata Road.; Fickle Hill Road; and the network of early roads in the Arcata Bottom. Many of the earliest roads were Indian trails and adapted as roads, and would acknowledge the long history of trade and transportation in this region.

Theme III. Expressing Cultural Values

This theme covers expressions of culture and people's beliefs about themselves and the world they inhabit. This theme also encompasses the ways that people communicate their moral and aesthetic values through landscape and building architecture

Sub theme. Architecture, landscape architecture, and urban design Suburban Design and Development: The Planned Community of Sunny Brae

Chester H. Spiering and his partners constructed more than 1,000 houses in western California, Oregon and Washington from 1947 to 1953. He was the President of Blakeslee-Spiering, and principal of Sunny Brae Developers, Inc. and Spiering Homes, Inc. Their first venture was the Bloomfield Acres development which was constructed in Arcata in 1947 and during that period they had also built homes in Eureka, Ukiah, Vallejo, Oregon and Washington. In Sunny Brae and in Westwood, Spiering intended to create planned communities and donated property for schools and parks and made lots available to accommodate other services. Sunny Brae incorporates a shopping center and gas stations, and

PRELIMINARY ASSESSMENT OF SPECIFIC SUB-THEMES

eventually a church. In his Westwood development he would construct both homes and apartments, with a church located across from the shopping center.

By 1953 there have been 190 homes completed in the \$12,000,000 project at Sunny Brae. Their principal engineer and architect was David P. Kline and the Field Superintendent was Joe Cruz, who also worked with him in Mendocino County. The first homes constructed at Sunny Brae, beginning in 1950 were modest tract ranch homes, typically two bedrooms with a garage or carport on the gently sloping lots. These were advertised as affordable housing for veterans and their families and covered by federal home loan programs. The first 100 homes were sold in one month and the entire tract (Subdivision 1) was completed in May 1951.

With the expansion into tracts three and four, Sunny Brae Heights, the company advertised “more than 20 different types of architecture.” The basic design was based on the gabled single story ranch house and incorporated different types of siding, windows, and veneers on the façade. The landscape and setting were part of the design aesthetic and took advantage of these hillside lots with raised basements, decks, and picture windows on the private rear façade.

This company appears to have introduced the split level house to the region. This is an early design which features a raised basement with garage and utility area and a raised entry in the upper level living area. Over the following six years the company introduced many new designs in Sunny Brae that would eventually be incorporated into their next major development in Westwood. The first designs were on the scale of the small house models that the company had constructed in Bloomfield. Later models, especially the stucco Highlander, were designed to appeal to the middle class professional by offering a large two story home with 3 to 4 bedrooms and two car garages. These houses incorporated elements of the International Style which would become popular in the following decades.

Sunny Brae is potentially significant for its introduction of new house designs and of the planned community type of development. Chester Spiering and his company are important as the creators of many of the suburban developments in Arcata. Individual homes may be significant as representatives of specific styles and level of integrity in the original construction.

PRELIMINARY ASSESSMENT OF SPECIFIC SUB-THEMES

The following is a list of the tracts with which Spiering and his company were associated. A list and description of the models constructed in Sunny Brae is included as an Appendix and representative examples of some of the models are included in the historical resources survey.¹

Source	Date	Name	Description
Maps 12:31	5 May 1947	Bloomfield Acres	Q Street on east; S Street on west; Seba Gilardoni on north. Interior streets Zehndner, Blakeslee, Iversen, and R. Subdivision of portion of Jacob Zehndner Estate. Anna Iversen, Dorothy St. Louis Austin and Chester Spiering.
Maps 12:99	June 1950	Sunny Brae Tract No. 1	North of Buttermilk Lane; County road on west; streets Buttermilk Court, Chester, Crescent Way. Lena Grotzman tract. Chester Spiering.
Maps 12:125	11 July 1952	Sunny Brae Tract Second Addition	Upper Buttermilk Lane to Patricia Ave. Chester Spiering.
Maps 12:132	18 July 1952	Sunny Brae Tract First Addition	Six lots on south side of Buttermilk at Beverly Drive. Chester Spiering.
Maps 12:146	Nov. 1953	Sunny Brae Tract Subdivision No. 3	Beverly Drive. Chester Spiering.
Maps 12:148	Jan. 1954	Sunny Brae Tract Subdivision No. 4.	More Beverly Drive. Chester Spiering.
Maps 13:1	May 1954	Sunny Brae Tract Subdivision No. 5	Patrick Court, Dorothy Court, Shirley Blvd., Barbara Court.
Maps 13:18	2 March 1955	Northwest Arcata Subdivision Unit No. 1	West of Alliance Road; interior streets Stewart Ave., Stromberg Ave., Roberts Way, Wyatt Lane, Chestnut Place. Chester Spiering.
Maps 13:20	Jan. 1955	Northwest Arcata Subdivision Unit No. 2.	Interior streets Hilfiker Drive, Acheson Way, Stromberg Ave., Alliance Road on west. Chester Spiering.
Maps 13:22	April 1955	Sunny Brae Tract Subdivision No. 5	Upper Shirley Area. Chester Spiering.
Maps 13:51	Jan. 1956	Northwest Arcata Subdivision Unit No. 3	Interior Streets Hilfiker, Davis Way, Copley Way, Stromberg. Chester Spiering.
Maps 13:68	Aug. 1956	Northwest Arcata Subdivision Unit No. 4	Interior streets Baldwin St., Hilfiker Drive, Madrone Way, Maple Lane. Chester Spiering.
Maps 15:132	Oct. 1971	Sunny Brae Tract No. Six	Margaret above Charles Ave. Blakeslee Spiering Co.

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¹

² Van Kirk, Susie (October 2005, Updated March 2006, May-2011) List of Additions and Subdivisions in the City of Arcata 1889-1972, Based on City and County maps or survey documents, descriptions transcribed from original or digital copy

PRELIMINARY ASSESSMENT OF SPECIFIC SUB-THEMES

The Bayview Neighborhood Conservation Area contains several areas of historical significance, including potential historic districts, individually eligible resources and cultural landscapes. Both the survey that was recently completed and the research files and records of the 1979 Historical Resources Survey should be consulted to determine if further planning consideration should be given to specific sections or properties in this neighborhood. With pressure for infill and new construction in areas near the University and the urban core the remaining cultural landscape, open space and the edge properties of vernacular design, will be under scrutiny . This area falls into two primary themes and potentially under two sub themes.

Theme III. Expressing Cultural Values

This theme covers expressions of culture and people's beliefs about themselves and the world they inhabit. This theme also encompasses the ways that people communicate their moral and aesthetic values through landscape and building architecture

Sub theme. Architecture, landscape architecture, and urban design

The Creation of the Bay View-East Arcata Neighborhood

This neighborhood reflects the phases of development of the City and retains resources representative of every period of Arcata's history. While some buildings and structures can be clearly placed into a specific style, many reflect a regional adaptation to a specific environment and are constructed to accommodate a frequently wet and usually sloping or hilly site.

Houses situated on 11th, 12th and 13th Streets in particular incorporate a one story street façade and a raised basement or second story in the rear which faces the creek drainage. Pedestrian bridges or walkways are sometimes used to bridge the area between the street and entry. A number of these are modest homes in folk forms and vernacular adaptations of popular styles. While some of these homes have been remodeled, to take advantage of the deep lot, both the homes and landscape remain intact in many cases. As pointed out in the 1979 Arcata Historical Resources Survey, the area bounded by these streets includes some of the earliest homes in East Arcata.

Other neighborhoods of note are located in this area. The Pleasant Hill Addition (1903) includes examples of architecturally significant homes that reflect the transition between the 19th and 20th century on A Street. The Ocean View Tracts include a group of custom homes in the Contemporary Style on Spring Street.

PRELIMINARY ASSESSMENT OF SPECIFIC SUB-THEMES

The expansion of the University neighborhood is also reflected in this neighborhood. A number of buildings have been demolished as the university has expanded and, where once faculty and staff resided adjacent to the campus, many buildings have become student housing or are serving as offices. Perhaps reflective of the influence of the University, the area closely adjacent contains many resources reflective of Modernistic Styles, including a group of International Style homes on Fifteenth Street. The churches constructed in this neighborhood incorporate modern taste in their design and materials, reflective of mid-century church architecture and its emphasis on less formal spaces.

Theme VII. Transforming the Environment

This theme examines the variable and changing relationships between people and their environment, where people live, the place that supports and sustains life, including cities, suburbs, towns, countryside, forest, wilderness, and water bodies. The use and development of the physical setting is rooted in evolving perceptions and attitudes and the interplay between human activity and the environment.

Sub-Theme: Manipulating the environment and its resources

The Cultural Landscape of the Campbell Creek Watershed

The unifying element of the Bayview-East Arcata neighborhood is the cultural landscape of Campbell Creek, which the built environment has largely adapted to accommodate. As Susie Van Kirk explains in her Bayview Neighborhood Context, the area was logged early in the town's history and commonly referred to as "stump town. It was separated from the main part of town by a gulch and waterway which became the site of the railroad line and later of Highway 101. The area provided lumber for the construction of the town of Union, and then logged commercially into what is now the Community Forest and Redwood Park. The town's first public water supply derived from the Creek, with reservoirs located there for over one hundred years. Largely considered a residential area, this neighborhood contains some of the best remaining examples of the 19th century landscape with open fields adjacent to the creek. While some of this landscape has been recently preserved in order to maintain the health of the Creek, it may also be considered a cultural landscape that reflects changing patterns of use.³

³ National Park Service, U.S. Department of the Interior, National Park Service, Cultural Resources, Washington, D.C. (1989) Guidelines for Evaluation and Documenting Rural Historic Landscapes, National Register Bulletin #30.; (1995) Secretary of the Interiors Standards for the Treatment of Historic Properties with Guidelines for the Treatment of Cultural Landscapes.

ARCHITECTURAL FORMS AND STYLES

This section provides an overview and guide to the building forms, styles, and sub-styles which are represented within the built environment of Arcata. The term “High Style Architecture” describes buildings and structures designed and built in accordance with principles of a specific, readily identifiable, national or regional architectural style. These designs are strongly influenced by contemporary trends, fashion and academic principle, by the unique work or work of an architect or builder, or derived from architectural guidebooks. The term “Elements” indicates that only a few details or features of a specific architectural style are apparent in the design of a building. The character defining features of the building forms and architectural styles identified in the Appendix only identify the elements which can be viewed from the exterior.

- Subtypes represent variations based on the primary style, though they have evolved to establish a standard type.
- Some styles are grouped, because they are recognized as part of a primary style such as the Craftsman. Others may be generally studied or referenced in relation to others in that group, such as the Modernist or the Prefabricated.
- Modern era resources are still historically very new in terms of architectural styles so the terminology generally includes styles that were created after 1935.

EARLY RESIDENTIAL ARCHITECTURE & FOLK FORMS

Settlement period houses in the Humboldt Bay Region are recognizable examples of these simple and straightforward American Folk or Vernacular forms with the unadorned classic lines of the Greek Revival Style. Although two story houses were typical of New England, most of the houses constructed locally were no more than one and one half stories. Basements were uncommon but raised foundations were a practical measure and accommodation to a landscape of wetlands, sloughs and creeks.

General Characteristics of Settlement Era houses

- Majority, front facing gables.
- One and one half story buildings
- Off-centered front doors, transoms and sidelights
- Open verandas supported by four thin posts
- 12 pane windows, narrow window shelves and sills
- Unadorned moldings, plain frieze with end boards
- Houses constructed prior to 1870 covered with clapboard siding
- Houses constructed after 1870 covered with shiplap siding, cove-rustic or v-rustic

Folk House Forms

Local architectural forms were based on the Eastern folk traditions, including folk forms that remained popular for more than a century. These included

- **Gable Front**
- **Gable Front and Wing**
- **Hall and Parlor**
- **Massed Plan or Side Gabled**
- **Pyramid** ¹ ²

In the late 19th century the **Bungalow**, derived from traditional Indian folk houses and adapted by British colonials, introduced a new form that is still popular more than a century later.

FRONT GABLE

The Front Gable in the Victorian era is typically defined by the presence of detailing on a full façade porch. In the South, the result was the Shotgun form which was one room wide. The Greek revival movement had adopted the Front Gable form with a pedimented gable that resembled the façade of a Greek temple. Local examples were one and one half story Front Gables with an ornamented porch, featuring spindlework or flat jigsaw trim.

Locally, the **Front-Gabled house** is typically one-and-a-half stories. The roof of the open porch is supported by posts, sometimes split, which extend across the front. The front door is off-center, and may include sidelights and a transom, with two windows in the lower level and one or two in the gable above. Settlement Period houses have multi-paned windows, and those built prior to 1880 are six panes over six panes (6/6) with 2/2 windows in those built in the 1880's. Siding prior to 1870 is typically clapboard, while shiplap is more commonly used after that date. There is little ornamentation other than corner boards, a plain frieze and cornice returns. A one-story rear addition is common.

Characteristics of the Form

- One and one half stories
- Off centered front doors
- Transoms and skylights



¹ Van Kirk, Susie, *Reflections of Arcata's History: Eighty Years of Architecture*, E

² Ennals, Peter and Deryck Holdsworth, "Vernacular Architecture and the Cultural Landscape of the Maritime Provinces-A Reconnaissance," *Acadiensis*, Vol. X, No. 2 Spring/Printemps 1981.p.92

- Twelve pane windows, six small panes above and six below, prior to 1880
- Open verandas supported by four thin posts, or paired posts
- Unadorned moldings

SIDE GABLE HOUSE or MASSED PLAN, ONE OR TWO STORY

In the one or two story Side-Gable House or Massed Plan, the gable ends face to the side. The façade is symmetrical with a center entry door flanked by single or paired windows. The Massed Plan refers to house forms which are more than one room deep. Most of the two story examples are “I”-houses, linear buildings to which Victorian detailing has been added. This type of house, in both one and two story forms, is commonly found all over the country. A gable or dormer centered above the entry is typical locally, with only a front stoop or an open porch across the width of the house. In keeping with its Maritime origins, the wooden siding is commonly shiplap. , Windows may be 2/2 or 1/1. The ornamentation is plain with corner boards and cornice returns and the cornice either plain or lined with brackets

Characteristics of the Form

- Symmetrical façade, center entry door flanked by single or paired windows
- Gable or dormer centered above door
- Full width open porch or front stoop with canopy
- Shiplap siding
- Corner boards, cornice returns are plain or lined with brackets.



REGIONAL SUB TYPES

In the **Massed Plan** form, the house is two rooms wide and two rooms deep.

The **I-House** form is a two story version that is two rooms wide and one room deep.

The **Hall and Parlor** is a simple side gabled building, two rooms wide and one room deep and typically one story. This form derives from a traditional British type that was popular in New Brunswick well into the twentieth century. A central porch and stairway divided the all purpose “hall” from the “parlor” which was for cooking and eating, with a sleeping area above. When expanded by a front porch or stoop, and a rear addition it became a common folk style in the United States. Principal variations involve differing chimney placements, porch sizes and roof shapes, and different types of rear extensions.

UPRIGHT AND WING or GABLE FRONT AND WING

The Upright-And-Wing form originated in New England, and combines a front-facing gable with a side-facing-gabled wing. The formal entrance is always in the wing, which frequently features an ornamented porch or stoop, with either a separate roof or as an extension of the roofline of the wing. There may be a secondary entrance in the upright



section. Known locally as the Gable Front and Wing, this style typically combines a one-and-a-half story upright front-gable with a one story side-gable wing. Corner boards, cornice returns, window shelves, shiplap siding, and 2/2 or 1/1 windows are common. Decoration includes a cornice and window brackets with ornamentation on porches and stoops.

Characteristics of the Form

- One, one and one half or two story variations
- Porch across the façade of the wing, or a covered stoop, with ornamentation
- Corner boards, cornice returns, cornice and window brackets
- Two over two or one over one windows common.
- Lapped siding

PYRAMID

Massed plan folk houses of square shape are commonly built with pyramidal or hipped roofs. These require more complex roof framing but need fewer long spanning rafters, and are less expensive to build. The Pyramidal form folk form endured in popularity well into the 20th century as embodied in the Prairie Style and the Minimal Traditional Style. Locally, this form can be seen in three types of houses, the single story Hipped Cottage and a larger version which has been called the American Foursquare, and the Gable on Hip or Gablet.

Characteristics of the Form

- One to two and a half stories
- Boxy, cubic shape one to two and one half stories
- Pyramidal, hipped roof sometimes truncated, often with wide eaves
- Large single light windows in front, otherwise double hung
- Centered or offset front entry
- Symmetrical facade



REGIONAL SUB TYPES

The **American Foursquare** was popular between 1890 and about 1935. The name derives from its shape and a floor plan which is divided into quarters on each floor. After 1900, it replaced the I-house as a popular form for both rural settings and small city lots. These were one and one half to two- to two-and-a-half-story homes, economical to build and pleasing in their simplicity. The Foursquare had a low pitched, hipped roof with a deep over hang, a full width porch, and hipped central dormer. This form was very adaptable and often incorporated design elements from contemporary styles. Locally this was found in residential districts and in company provided housing.

Characteristics of the Form

- Large central dormer
- Full width front porch with columnar supports and wide stairs



The **Hipped Cottage**, locally known as the **Hipped-Roof Box**, is a smaller version of the Pyramidal form with only one story. This small house featured a hipped roof, a central entrance, and undivided two-sash windows and was devoid of decoration. In this form it was popular locally for both working class neighborhoods and company provided housing. A slightly more upscale version added paired bays with pediments, joined by a roof across the entrance

Characteristics of the Form.

- Canopy or hood over front stoop
- Devoid of decoration.
- Paired pedimented Bays, joined by roof



The **Gable on Hip**, locally known as the **Gablet Cottage**, featured Queen Anne details in a pedimented gable above the cutaway bay, porch decoration and a gable-on-hip roofline. These cottages are generally one-story, with 1/1 windows, artistic window borders of colored glass and shiplap siding.

Characteristics of the Form

- Pedimented gable, slant bay window
- Cutaway porch, Queen Ann Style ornamentation
- Colored glass, single light door
- Gable on hipped roof



THE BUNGALOW FORM

The Bungalow form marks a transition in American architectures, not derived from European forms but from indigenous homes in India. Its wide verandas and open floor plan was more comfortable than the typical enclosed and compartmentalized designs common to Western architecture and was adapted by the colonial era British. The most popular form in the United States from 1890 to 1920, the simple Bungalow cottage met the need for compact and economical housing. Western Bungalows generally had gently pitched projecting gable roofs over a one story house. Low pitched hipped roofs were more typical in the Prairie Style Bungalow, and the Spanish Eclectic Style Bungalow which is typical of Southern California.

Arcatans built their first bungalow houses in the Craftsman Style, with sweeping hipped roofs, curved and extended eaves lined with false rafters and upper-sash window divisions. The Craftsman Bungalow was noted for simplicity, economy and informality and was well suited for worker housing and the owner builder. These were also among the first homes locally to utilize stucco, which introduced in the 1920s.

Characteristics of the Form

- Detached house
- Shallow gable or hipped roof, no attic
- One story, or one and one half story with dormers
- Square or compact rectangular configuration
- Porch on facade, a front stoop, or a veranda which extends around the front and sides



ROMANTIC ERA STYLES 1820-1880

The **Italianate Style**, like the **Gothic Revival**, began in England as part of the Picturesque movement which looked to the Romantic past for inspiration. The Classicism of the 18th century had stressed reason and order, while Queen Victoria's reign over the British Empire, from 1837 to 1901, was an age of Romanticism. New architectural styles appealed to the imagination, with exotic locales, and nostalgic impressions of the past. These styles also celebrated the variety and texture of nature so there was strong interest in how a building related to its natural setting. Windows and porches would be a focal point of styles in this period. The loggias, verandas, towers, and sleeping porches of the styles in the latter part of this era were designed to take advantage of uplifting views.

- **GREEK REVIVAL STYLE (ca.1825-1880)**
- **GOTHIC REVIVAL STYLE (ca. 1835-1885)**
- **ITALIANATE (ca.1840-1885)**

GREEK REVIVAL STYLE (ca.1825-1880)

Settlement period buildings in the Humboldt Bay Region are simple and straightforward, many with the unadorned classic lines of Greek Revival style. This style became associated with American democratic government by the elites and was considered a natural choice for civic buildings, churches, and fraternal halls. Locally, the majority of these homes were one and one half stories, with off centered front doors, transoms and skylights, open verandas supported by four thin posts and 12 pane windows, six above and six below and unadorned moldings.

Character-Defining Features

- One or two story, rectangular
- Gabled or hipped roof, low pitched
- Pediment at gable end
- Clapboard siding
- Cornice returns, cornice line of main roof and porch roofs emphasized with wide divided band of trim, dentil course
- Porches common, entry or full width, supported by prominent square or round columns
- Front door surrounded by narrow sidelights and a rectangular line of transom lights above, elaborate door surround. Pilasters
- 6/6 windows with less elaborate window surrounds



GOTHIC REVIVAL STYLE (ca. 1835-1885)

The Gothic Revival style appeared during the mid nineteenth century when picturesque architecture was becoming popular. Contemporary publications popularized this style, which placed a general emphasis on the vertical and made extensive use of the pointed arch, vaulted ceilings, steeply pitched gable roof, diamond pane windows and finials. This style became popular for churches, resembling quaint English parish churches, in stone, brick and wood. This was also one of the styles applied to the cottage form, the first house type in the United States that was specifically designed for the middle class. The variation known as Carpenter Gothic was distinguished by its scroll sawn decoration and board and batten siding.

Character-Defining Features

- One or two story, rectangular
- Steeply pitched gable roofs, projecting eaves
- Stained glass, diamond pane casement windows
- Three sided bays, or oriel
- Narrow, pointed arch windows
- Decorative bargeboards with finials
- Porches with octagonal posts
- Molded label lintels over windows and doors



ITALIANATE (ca.1840-1885)

The Italianate Style was a free and highly romanticized interpretation of the villas of Tuscany, Umbria, and Lombardy and incorporates elements of Roman or Italian classical decoration, characterized by straight rooflines, bracketed cornices and picturesque asymmetry. The first Italianate houses in the United States were constructed in the late 1830s, popularized by the influential pattern books of Andrew Jackson Downing which were published in the 1840s and 1850s. Italian styling, along with the related French Second Empire style, dominated urban housing in the United States between 1850 and 1880. Most of the earliest town houses in San Francisco were constructed in wood in the Italianate style during this period. In Arcata, this style was interpreted in two-story houses with a hipped roof, bracketed cornice and window hoods. Stacked bays, with windows paired or grouped with round arches, were decorated with brackets and colonettes. Entrances are sheltered by ornamented stoops with paneled single or double doors.

Character-Defining Features

- Typically two or three stories, rarely one story, three or five ranked facade



- Square or rectangular, a simple hipped roof, or L- shaped asymmetrical cross-hipped or cross gabled with no towers
- Low pitched roof, widely overhanging eaves with large decorative brackets on a deep trim band
- Tall narrow windows, arched or curved above with crowns, usually inverted U shape, paired and triple windows, bay windows with brackets and colonettes
- Small entry porches, square posts with corners beveled
- Paired or single doors, large pane glazing elaborately enframed.
- Square central cupola or tower, with a mansard or low pitched hipped roof

VICTORIAN STYLES

- **FOLK VICTORIAN STYLE GROUP (ca 1870-1910)**
- **QUEEN ANNE STYLE (ca. 1876-1900)**
 - *WORKINGMAN'S QUEEN ANNE SUB STYLE (ca. 1900-1910)*
- **EASTLAKE (ca. 1880-1900)**

FOLK VICTORIAN STYLE GROUP (ca 1870-1910)

The Folk Victorian style group is also sometimes called the Symmetrical Victorian, as many builders simply applied manufactured Victorian detailing to symmetrical folk forms. This style group is defined by the presence of Victorian decorative detailing on the same simple folk house forms of the earlier era, and are generally much less elaborate than the formal Victorian styles. Except for the Gable Front and Wing, all exhibit a symmetrical façade. Roofs are generally gabled, with cornice line brackets common. Details are usually inspired by the Italianate or Queen Anne styles, and occasionally by the Gothic Revival style. Fashion conscious homeowners sometimes added new Victorian porches to earlier styles, with spindlework detailing or flat, jigsaw cut trim. Window surrounds may be simple or include a simple pediment above. While some houses may display Queen Anne detailing, they will lack the characteristic textured and varied wall surfaces, or the multiple rooflines. These styles are all closely related to the subtypes of the National Folk style group, and emphasize spaces constrained within a square or rectangular form. There are five principal forms within this group, which may incorporate elements of any style from the Victorian era.

APPENDIX D: ARCHITECTURAL STYLES & BUILDING FORMS IN ARCATA

- **FRONT GABLES**
- **SIDE GABLES OR MASSED PLAN, ONE STORY**
- **SIDE GABLES OR MASSED PLAN, TWO STORY**
- **GABLE FRONT AND WING**
- **PYRAMIDAL**



QUEEN ANNE STYLE (ca. 1876-1900)

The Queen Anne Style is an eclectic style which emphasizes variety in form and texture. Wall surfaces serve as primary decorative elements, facilitated by the introduction of balloon framing which made the extensive use of bays towers, overhangs, varied window shapes and wall projections possible. This style was introduced into the United States at the 1876 Centennial Exhibition in Philadelphia which featured several English buildings designed in the Queen Anne style. It was identified with the Scottish born architect Richard Norman Shaw (1831-1912) whose work drew Classical, Tudor and Flemish architecture. The Queen Anne style dismissed the impractical Gothic Style by emphasizing human scale and domestic comfort, with an open asymmetrical plan, large fireplaces and homey built in Inglenooks. In the United States, the Queen Anne found exuberant expression in wood, and frequently incorporated classical columns and motifs from Colonial architecture.

Many homes boasted ample verandas, turrets and sleeping porches, with exteriors featuring patterned shingles, spindles, brackets and cutouts. A projecting upper story on Arcata's Queen Anne houses overhangs the lower story, creating cutaway bays and a distinctive apron where the stories meet.



Character-Defining Features

- Steeply pitched roof of irregular shape, often hipped, usually with a dominant front facing gable, after 1905 roof pitch declines
- Asymmetrical façade with a partial or full width porch on the first level, recessed porch on upper levels.
- Projecting oriels, squared bay windows, Palladian windows, large panes bounded by smaller, simple door and window surrounds
- Recessed entries, pediments common, with paneled doors
- Overhangs, either real or simulated by trim
- Towers popular in the later 1880s, often bell roofed and topped with a finial, typically placed at one corner of the front facade.
- Patterned shingles in the gables and on the upper story, textured or repeating overlapped pattern.
- Common decorative elements include turned posts and balustrades, spindlework, cutouts, decorated cornices and fan brackets.

WORKINGMAN'S QUEEN ANNE SUB STYLE (ca. 1900-1910)

The Workingman's Queen Anne describes a simplified regional sub style that was popular in the Humboldt Bay region during the 1900's.

Additional Features:

- One and one half stories
- Gabled roof with cornice returns
- Projecting upper story with patterned shingles
- Cutaway bay windows
- Modest porch ornamentation



EASTLAKE (ca. 1880-1900)

The Eastlake style is not considered a formal style but a type of ornamentation most often applied to other Victorian styles, particularly the Queen Anne. It is named after Charles L. Eastlake, an English architect who promoted a kind of furniture and interior decoration that was angular, notched and carved and deliberately opposed to the curved shapes of French Baroque Revival Styles. Eastlake houses incorporated architectural ornamentation that copied the furniture inside the house. This style replaced Italianate in popularity for residential buildings with incised ornament on rounded brackets and columns. This rich ornamentation, a product of the chisel, the gouge and the lathe, is applied to bays, porches, gables, windows, and cornices and includes turned and grooved columns and balustrades, spindlework decoration, sunbursts, holes, buttons, brackets, scallops, pierced elements, knobs, and intricate gable grillwork. Entrance porches, posts, railings, and balustrades are usually lavishly decorated. Over time, California architects and builders turned to more curvilinear styles which could be machine made and mass produced, much to the dismay of the namesake of this Charles L. Eastlake who termed it “extravagant and bizarre.”³

Additional Features

- Ornamented barge board, fascia board
- Scroll sawn cut out patterns, beaded spindles, bull’s eye, finials, pendants (drops)
- Turned knobs, newel posts and cap, turned balusters, carved decoration
- Scroll sawn railing, cornice trim, saw tooth borders
- Imbricated shingles-a repeating pattern resembling scales or overlapping tiles



³ Kirker, Harold, *California's Architectural Frontier*, Peregrine Smith Books, © 1986 Gibbs M. Smith, Inc © 1960 Henry E. Huntington Library and Art Gallery

PERIOD REVIVAL STYLES GROUP

During the last decades of the 19th century, fashionable architects began designing lavish homes based on landmark period houses for wealthy clients. The Romantic homes of the Victorian era had stressed a nostalgic view of the past, but Period Revival styles stressed the creation of relatively pure copies of historical European architectural traditions. European originals had been constructed almost exclusively of solid masonry, with elaborate stonework or brickwork. In contrast, most American houses of that time were constructed of wood and masonry construction was confined only to the most expensive buildings. In the 1920s, inexpensive building techniques had been perfected for adding a veneer of brick or stone to the exterior. Even modest homes could now mimic the façade of European and Colonial landmarks. Designers in the Southwest also drew upon the Spanish colonial past, and popularized the Spanish, Mission and indigenous Pueblo revival styles. Stucco construction began to be widely used at this time, and would become important in the modern styles which followed.

- **TUDOR REVIVAL (ca 1890-1940)**
- **COLONIAL REVIVAL STYLE GROUP (ca. 1880-1955)**
 - **GEORGIAN COLONIAL REVIVAL (1895-1915)**
 - **CAPE CODE COTTAGE SUB TYPE (ca. 1910-1950)**
 - **DUTCH COLONIAL SUB TYPE (ca. 1880-1955)**
- **SPANISH REVIVAL or SPANISH ECLECTIC (ca. 1900-1930)**
- **MISSION REVIVAL (ca. 1890-1920)**
- **PUEBLO REVIVAL (ca. 1900-1930)**

TUDOR REVIVAL (ca 1890-1940)

The Tudor Revival was an outgrowth of the Victorian era Queen Anne style, favored for its storybook charm and design versatility. This style was popular from 1915 to about 1940, and could be interpreted as a single steep dormer on a small house or as a grand medieval manor. The variation known as the English Cottage-style is generally smaller, one to one and one half stories, and was popular in the 1920s and 30s.

Character-Defining Features

- One-and-one-half to two stories
- Asymmetrical floor plan, with irregularly-shaped rooms
- May have a second floor overhang (jetty)
- Cross gables with prominent front facing gable, possibly multiple and/or overlapping gables)
- Medium to steeply pitched roof, sometimes with clipped gables
- Roofing varies, and may include false thatch where the roofing materials is rolled around the eaves
- Decorative half-timbering on gable and second story, with infill of stucco or brick
- Tall, narrow windows either multi- or diamond-paned arranged in bands or ribbons across the facade; small window panes either double-hung or casement; sashes are multi-paned with lead or wood muntins.
- Exteriors include brick, stucco, stone, and wood shingle or clapboard, brick was particularly popular along with various siding combinations.
- Arched entry or door set into small gable, In the English Cottage, a steeply gabled and enclosed entry is typical
- Larger chimneys with decorative brickwork and chimney pots



COLONIAL REVIVAL STYLE GROUP (ca. 1880-1955)

The Colonial Revival Style became popular around 1880 and was widely used for domestic architecture until 1955 when it was replaced by the Ranch Style. The Colonial Revival was based on earlier classical forms such as the Georgian, although pure copies of colonial houses were far less common than an eclectic mixture. The one story gambrel roof Dutch Colonial would inspire the larger Dutch Colonial Revival. The earliest variations of the Colonial Revival were typically a side gabled or hipped house with a stoop or entry porch. From 1890 to about 1915 a two story hipped roof variation with a full width porch became widely accepted.

Character-Defining Features

- One, one and one half or two story
- Gabled or hipped roof, moderately pitched
- Accentuated front door, fanlights or sidelights
- Entry pediment support by pilasters, or supported by slender columns to form an entry porch
- Double hung sash windows frequently in adjacent pairs, multipane glazing, shutters
- Symmetrical façade



GEORGIAN COLONIAL REVIVAL (1895-1915)

The Colonial Revival style was an updated version of the original colonial Georgian Colonial style house that was common in the British colonies of the New World in the eighteenth century. New England merchants, Pennsylvania businessmen and southern plantation owners had embraced the comfort, convenience, and privacy of the Georgian house. These were large two story houses with twin chimneys at both ends, which resulted in a symmetrical exterior, and ornately decorated entrances which proclaimed their prosperity. The Colonial Revival style was a distinctive style and not simply a copy of the earlier Georgian Colonial. This new style incorporated historical details from the earlier period, such as the Palladian window, wooden corner pilasters, and Federal porch roofs along with stained glass and Flemish bond brickwork borrowed from Victorian styles. Dormers and porches were generally larger than the Georgian Colonial style, because of the increased need for space and also due to the influence of the more recent Queen Anne Style which had emphasized these features. Georgian Revival styles retained the strictly rectangular mass of the earlier style with minor projections and symmetrical facades, though gambrel roofs were sometimes used along with the traditional hipped roof. Elements of this style were sometimes added to Arcata houses during this period, most notably in the form of grouped porch columns.

Character-Defining Features

- Two story, rectangular form
- Hipped roof, sometimes gambrel roof with intersecting gables
- Symmetrical façade, with formal entry flanked by windows
- Pedimented entry porticos, swan's neck pediment, or oversized entry porch, paired columns
- Multipane sash or casement windows, Palladian windows
- Masonry, stone, or clapboard siding with quoins
- Oversized dormers
- Railed porch roofs, sometimes used as second floor decks



CAPE CODE COTTAGE SUB TYPE (ca. 1910-1950)

The Cape Cod Cottage is the most common form of the one and one half story Colonial Revival House built between 1925 and 1950. It was adapted into Post WWII developer tracts as well as the Small House programs promoted by the federal government prior to the 1930s.

Character-Defining Features

- One, more typically one and one half stories
- Side facing gabled roof, moderate to steeply pitched
- Symmetrical three or five bay façade
- Central entry with stoop
- Front facing dormers
- Frame construction, sometimes brick or stone veneer



DUTCH COLONIAL SUB TYPE (ca. 1880-1955)

The Dutch Colonial Revival was inspired by the one story gambrel roofed Dutch Colonial. Variations such as the cross gambrel roof and the continuous front facing dormer were not found on the original Dutch Colonial style

Character-Defining Features

- Gambrel roof with a greater pitch than the original Dutch Colonial
- Cross gambrel roof with one front facing section
- Gabled dormers or a shed dormer on the front of the house
- Flared eaves like the original Dutch Colonial
- Window shutters and other borrowed details from the Georgian period



SPANISH REVIVAL or SPANISH ECLECTIC (ca. 1900-1930)

One of the stars of the Panama Pacific Exposition in 1915 was the California Pavilion, among the many buildings designed in the Spanish Revival style by architect Bertram Grosvenor Goodhue. The earliest versions of this style reflect the simplified design of the California Missions, most of which were constructed during the Spanish colonization of the Californias, while later interpretations draw on a sophisticated interpretation of Moorish, Byzantine and Renaissance as well as Spanish European traditions. Although the pitched roof tradition was dominant in the Mexican territory of California, flat roofs were common throughout the former Spanish territories of North America. Flat roofed types may feature parapeted walls and narrow tile-covered shed roofs above the entry or window. This stylistic variation was widely adopted in the Southwest, southern California, and fashionable resort areas in Florida through the 1930s.

Spanish Eclectic I houses are generally one story with a combination of low-pitched gable, shed and flat roofs. Other characteristics included Roman or semi-circular-arched arcades and door and window openings, canvas awnings, and decorative iron trim. Most of the local examples are residences, including small houses, although this style was also applied to commercial buildings. Landscaping contributed to the period setting, and often included partially enclosed patios and gardens with decorative tile work, fountains, rear gardens, and arcaded walkways.

Character-Defining Features

- Typically one story, rectangular or L-plan
- Low pitched roof, typically gabled
- Red tile roofing
- Eaves with little or no overhang
- Heavy wooden doors, often carved and glazed
- Small porches
- Roman or semicircular arches above doors, principal windows or beneath porch roofs.
- Tall, double hung windows
- Large focal window, triple arched or parabolic.
- Smooth masonry walls, usually stucco, white
- Carved, low relief ornament
- Spiral columns, pilasters, carved stonework or patterned tiles.
- Decorative window grilles of wood or iron, balustrades of iron or wood on cantilevered balconies.
- Stucco or tile decorative vents, or niches
- Towers, round or square
- Arcaded wing walls



MISSION REVIVAL (ca. 1890-1920)

The Mission Revival Style originated in California, when designers turned to the colonial past of the Southwest for inspiration. The earliest examples appeared around 1890 and by 1900 the style had been adopted by tourist resorts, hotels, and by the Santa Fe and Southern Pacific Railways for its railroad stations. This style is a loose adaption of features often found on Spanish Colonial mission buildings, including the shaped parapet, red clay tile roof, quatrefoil window and smooth masonry walls. This style was more often found in commercial properties, storefronts or public buildings than in house forms. It was popularized in buildings such as the depots of the Santa Fe Railroad which were often pictured in tourist journals of the period. The Mission Revival style faded from favor after World War I and was followed by the Spanish Revival or Spanish Eclectic style.

Character-Defining Features

- Gabled or hipped roof, red tile roofing
- Shaped roof parapet, shaped parapet dormers
- Widely overhanging eaves, usually open
- Prominent one story porch at entry, or full façade
- Porch roofs arched above, supported by large square piers
- Smooth flat masonry walls, usually stucco

Secondary

- Brick trim, stone rarely used
- Bell tower, sometimes smaller in scale and paired
- Arcaded side wings
- Flat roof
- Tile roof cantilevered from wall surface-similar to pent roof



PUEBLO REVIVAL (ca. 1900-1930)

The Pueblo Revival Style draws upon Spanish Colonial buildings and Southwest Native American Pueblos. The earliest versions of this style were constructed in California around the turn of the 20th century and most buildings in this style were constructed in the 1920s and 1930s. It has persisted to this day in Arizona and New Mexico where the original influences still survive. Pueblo Revival houses often imitate the hand finished appearance of Native American pueblos. It can be distinguished from the Mission Revival and Spanish Revival styles by the flat roof, minimal ornamentation, and blunted or rounded corners.

Character-Defining Features

- Flat roof
- Wall and roof parapet with irregular rounded edges
- Battered walls, sloping inward, with rounded corners
- Stepped up roof or wall
- Projected wooden roof beams (vigas) extending through walls
- Straight headed windows, wooden lintels
- Stucco, usually earth tone colors, with irregular textures



EARLY MODERN STYLE GROUP

The first wave of modernism arrived at the turn of the 19th century, as the **Prairie** and the **Craftsman** styles dominated American homes during the first two decades of the new century. Vernacular forms were spread by pattern books, while high style versions were designed by prominent architects. The Prairie Style was an American development, based on the traditional American folk form of the hipped roof pyramid. The Craftsman was inspired by the English Arts and Crafts Movement but reached its greatest artistic development under two California brothers, architects Charles Sumner Greene and Henry Mather Greene.

- **PRAIRIE STYLE (1900-1920)**
- **CRAFTSMAN STYLE GROUP (1900-1930)**

PRAIRIE STYLE (1900-1920)

The Prairie Style is an American style developed by a group of Chicago architects that came to be known as the Prairie School. Frank Lloyd Wright designed his early work in this style and he is acknowledged as the master of the Prairie House. Massive square or rectangular piers of masonry are used to support porch roofs in high style examples, and are common in vernacular forms with squared wooden imitations. Horizontal lines are emphasized through contrasting wood trim between stories, contrasting colors on eaves and nice, horizontal board and batten siding. The most common vernacular form of the Prairie Style is the **American Four Square**, a two story hipped pyramid design which was spread widely by pattern books and popular magazines for both rural farmhouses and city lots. Most buildings were constructed between 1905 and 1915, and faded from fashion after World War I.

Character-Defining Features

- Low pitched roof, usually hipped, with widely overhanging eaves, roof edges flattened
- Gable, through cornice or Palladian dormers
- Two story, with one story wings or porches
- Eaves, cornices and façade detailing emphasizing horizontal lines
- Massive square porch supports are common
- Tall casement windows, grouped or paired, horizontal band of windows sometimes wrapping around corners
- Doors with multiple lights, often sidelights
- Broad flat chimneys



CRAFTSMAN STYLE GROUP (1900-1930)

The Craftsman Style, also known as Arts and Crafts, Western Stick, or the Crafts Movement, was based on the ideas espoused by the English Arts and Crafts movement led by architect William Morris, and the Arts and Crafts Exhibition Society formed in 1888, with designs based on organic shapes and an appreciation of handcrafted art. Their influence on younger architects of that time, including Frank Lloyd Wright, Gustav Stickley, Bernard Maybeck and Charles and Henry Greene was substantial, and significant in moving public taste toward a more natural style in architecture and interior design. The machine aesthetic was viewed as impersonal, and the solution was a house in which all of the interior and exterior elements were artistically detailed.

The Craftsman Style incorporated built in furniture, such as window seats, hutches, bookcases, and interior details emphasizing natural materials such as redwood tile and stone, and earth colors. Furniture and interiors were both unpainted. The Craftsman House was two stories and composed of several intersecting or overlapping gable sections that incorporate multiple roof planes, with exposed wooden verandas, pergolas, and terraces. California architects Greene and Greene are the best known exponents of the high style Craftsman house.

The Craftsman Cottage was built on a more modest scale, one or one and one half stories. Craftsman styles were applied to multifamily residences, typically duplexes with a symmetrical façade, as well as commercial and public buildings. The Craftsman Style Group includes some notable sub styles:

- **Transitional Craftsman Victorian(1900-1910)**
- **Craftsman Bungalow (1905-1930)**
- **Colonial Craftsman (1900-1930)**
- **Clipped Gable Colonial Craftsman (1905-1930)**
- **Aeroplane Craftsman (1920-1930)**
- **Craftsman Cottage (1920-1930)**

Essential Character Defining Features of the Craftsman Style Group:

Primary

- Low pitched gable roof, though they may be hipped too, may be peaked or flared
- Wide, unenclosed eave overhang, may be flared
- Exposed roof rafters, may be extended or elaborated with decorative shapes
- Decorative beams or knee braces under the gables
- Porches, full or partial width with roofs supported by tapered square columns
- Columns, and columns on pedestals, may extend to the ground level.
- Casement or transom windows, grouped multipane sash over single large pane

Secondary

- Small high windows on either side of chimney
- Interior doors may incorporate colored glass, custom metal or wooden hinges; exterior doors may include multipane sash, doors often oak.
- Window boxes or balconies
- Dormers, gabled or shed
- Exterior chimney may be tapered
- Sloping foundation
- May combine various materials- wood, stone and brick

TRANSITIONAL CRAFTSMAN-VICTORIAN SUB STYLE (ca. 1900-1910)

This regional sub style is characteristic of the period when architectural styles were transitioning from the Victorian era into the Craftsman era. It retains Victorian elements such as bay windows, long narrow windows, which emphasize the vertical line, as well as decorative knee brackets and rafters, and paneled front doors. Craftsman features may include stonework on porch pedestals, horizontally oriented windows surrounded by wide casings, sometimes a hipped roof with a squat dormer on the front façade, and exposed rafter tails under the roof line instead of boxed eaves. In Arcata, remodeling brought some Victorian homes into the twentieth century with the addition of Craftsman features or with Craftsman Style additions.

Additional Character-Defining Features

Victorian era elements

- Bay windows, long narrow windows
- Decorative knee brackets and rafters
- Paneled front doors

Craftsman era elements

- Stonework on porch pedestals
- Horizontally oriented windows surrounded by wide casings
- Hipped roof, squat dormer on the front façade
- Exposed rafter tails.



CRAFTSMAN BUNGALOW (ca. 1905-1930)

The *Craftsman* magazine, published by furniture maker Gustav Stickley from 1901-1916 popularized this style for countless small houses and bungalows. The Bungalow is sometimes described as the "first indigenous domestic architecture in California," is usually a one-story, gabled house with extended eaves and exposed rafter ends. This style features beam brackets, shingle siding, open verandas with large, tapered square columns on piers, small upper window sashes with multiple panes, and exterior brick or cobblestone chimneys.



The Craftsman Bungalow was typically a compact structure of one or one and one half stories. These bungalows have long sweeping gable roofs, overhanging eaves, large tapered porch posts and exposed rafters. Ready to build houses could be purchased by mail order, with materials, fixtures and assembly instructions delivered to the nearest railroad station. Working plans for owner built homes were also available, for houses costing less than \$1,000 to construct.

The two most typical of this group are Dormer Front Bungalow and Gabled Front Bungalow. The side facing gable Dormer Front Bungalow, features a full width inset porch and a shed or gabled dormer. The front slope of the roof extends to form the roof of the porch. The Gabled Front Bungalow, with a narrow front facing gable, is especially suited to city lots. Craftsman Bungalow designs were sometimes influenced by other cultures or styles, such as the Oriental, the Swiss, Colonial, and the Tudor.

Additional Character Defining Features:

Primary

- One or one and one half stories
- Low pitched roof, sometimes peaked or flared gable or hip roof
- Wide, unenclosed eave overhang, may be flared
- Exposed roof rafters
- Decorative beams or knee braces under the gables
- Porches, full or partial width, with roofs supported by tapered square columns, paired columns or dwarf piers
- Casement or grouped multiple pane over single sash, squared bay windows, wide window and door casings

- Built-in cabinetry, beamed ceilings, simple wainscot commonly in dining and living room.
- Large fireplace often with built-in cabinetry, shelves, or benches on either side

Secondary

- Columns, and columns on pedestals, may extend to the ground level, floor to ceiling column more common before 1910.
- Exterior doors may include multipane sash.
- Window boxes or balconies
- Dormers, gabled or shed
- Interior or exterior chimney
- Wall surfaces may combine various materials, principally clapboard or shingle siding, while chimneys, posts and pedestals may incorporate wood, stone and brick.

COLONIAL CRAFTSMAN (1900-1930)

The Colonial Revival style predates the Craftsman, and was incorporated into architectural design by the late nineteenth century, and was merged with the Craftsman during the twentieth century. Similar to the Craftsman Cottage, this is typically a one story side facing gable with a symmetrical façade. The partial width front porch is covered by a moderate or steeply pitched gabled roof supported by Tuscan columns. There may be an arch within the gable, and a pergola on one or both sides of the entry. Windows may be one over one, fixed or casement sash associated with the Craftsman style or taller French windows. The front entry door is generally more representative of the Colonia Revival style, of solid wood, painted, and with one or multiple panels.

Additional Character-Defining Features

- One story, side facing gable
- Symmetrical façade, central entry flanked by windows
- Partial width porch with roof supported by rounded Tuscan columns
- Pergola.
- Arch within porch gable
- Steeply arched gabled porch
- Solid wood door
- Interior or exterior chimney



CLIPPED GABLE COLONIAL SUBSTYLE (ca. 1900-1930)

The Clipped Gable Colonial is a sub style of the Colonial Craftsman. Typically a one story building, this may be a front facing, side facing or cross gable. The gable roof will appear to have had its gable point “clipped off.” This style may also feature gabled, hipped or eyebrow dormers.

Additional Character-Defining Features

- One story, front, side or cross gable with ends clipped off.
- Gabled, hipped or eyebrow dormers



AEROPLANE CRAFTSMAN (1920-1930)

The Aeroplane Craftsman is one of the most distinctive of the Craftsman sub styles and relatively uncommon throughout the country. This style is characterized by a setback second story and a low pitched roofline. The wide overhanging eaves of the porch are supported by posts and pedestals which give the impression of airplane wings. The building may have a front, side or cross gabled roof, or multiple overlapping gable sections

Additional Character-Defining Features

- Front, side or cross gable, or multiple overlapping gables
- Low gable roof with wide, unenclosed eaves
- Front porch with wide overhanging eaves supported by posts and pedestals



CRAFTSMAN COTTAGE (1910-1930)

The Craftsman Cottage is the smallest and most modest of the Craftsman sub styles. This design is sometimes identified as the “workers cottage” for its frequent use as worker housing in company towns, and its frequent appearance in working class neighborhoods. Typically a one story gable, this style features a compact rectangular plan with a symmetrical façade. The central entry, often with a partial width gabled porch or canopied stoop, is flanked by windows. Bungalow courts consisted of individual units, usually the modest Craftsman Cottage, which formed a “U” shape around a central courtyard.

Additional Character-Defining Features

- One story side facing gable
- Symmetrical façade, central entry flanked by windows
- Partial width gabled porch supported by tapered square columns, or gabled canopy supported by knee braces.
- Casement or grouped multiple pane over single sash windows, wide window and door casings



MODERNISTIC STYLE GROUP

European Modernists did not significantly impact American residential design during the period between World War I and World War II, but their impact began to be felt in industrial and commercial architecture. The exodus of progressive intellectuals and artists from Europe prior to World War II brought many of these innovators to the United States and had had a lasting influence on American design. [Handline: 2004].

Modernistic Styles reflected a streamlined geometry, with minimal surface ornament, and often incorporated new materials such as plywood, plasterboard, reinforced concrete, steel and chrome. This style was applied to everyday objects such as furniture and clothing as well as to architectural design. Examples of this style generally fall into two distinctive types.

- **Zig-Zag Moderne**
- **Streamline Moderne.**

ZIG-ZAG MODERN OR ART DECO (1920-1935)

Zig-Zag Moderne is popularly known as Art Deco, and derives its name from the 1925 Paris exhibition of “Arts Decoratifs et Industriels Modernes.” This style was an attempt to unite arts and industrial design and is characterized by patterned wall surfaces with geometric motifs influenced by exotic cultures, rich materials and use of color. The Art Deco style was embraced as a style of decoration which became popular in the United States by the end of the 1920s for everything from cigarette lighters to public buildings. This style was never common for residences but did find favor in commercial storefronts, schools, theaters, restaurants and offices and apartment buildings.

Character-Defining Features

- Flat roof
- Smooth wall surface, usually stucco
- Applied, concentrated decoration including zigzags, chevrons, on façade.
- Towers and other vertical projections above the roof line emphasize the vertical
- Stylized forms, tropical motifs on doors
- Reeding and fluting often around doors and windows
- Rich materials such as marble, colored terrazzo, chrome



STREAMLINE MODERNE (ca. 1930-1945)

Streamline Moderne architecture was inspired by industrial design and is characterized by smooth wall surfaces, flat roofs, the use of horizontal grooves or “speed lines” in a wall, and curved corners. Buildings might be composed of adjoining sections with roof lines at various levels. Moderne structures were characteristically asymmetrical, with little unnecessary ornamentation and simple aerodynamic curves of concrete, plaster and glass block. The popularization of this new modern style was reinforced by the government during the depression as government funded New Deal projects adopted the style as the embodiment of government efficiency. This new Streamline style was a stark contrast to the lavishly ornamented Art Deco and Period Revival buildings of the pre-Depression years which had come to represent government waste and excess. The Streamline Moderne style pre-dates mass tract development and was not as widely accepted as the Revival styles for residential properties. It may be found more often in commercial buildings, educational institutions, and public facilities.

Character-Defining Features

- Flat roofs with coping or flat parapet
- Asymmetrical façade
- Horizontal massing and emphasis
- Curved building corners
- Corner windows, may curve around corner, horizontal ribbon windows
- Glass block in window, or as entire section of wall
- Steel sash windows
- Stainless steel window and door trim
- Smooth Stucco or concrete exterior finish
- Horizontal accents, or “speedlines”, and restrained detailing
- Curved horizontal steel tube railings, overhangs, and coping with horizontal projections above doorways and at the cornice line.
- Round “porthole” windows and nautical theme.



MODERN STYLE GROUP

- INTERNATIONAL (ca. 1935-1955)
- MINIMAL TRADITIONAL: (ca. 1935-1955)
- MODERN FORMS
- CONTEMPORARY (ca. 1940-1980)
- TRACT RANCH (ca. 1940–1975)
- CUSTOM RANCH (ca. 1940–1975)
- SPLIT LEVEL SUB STYLE (ca. 1940–1975)
- FUTURIST – GOOGIE (ca. 1950-1965)
- TIKI – POLYNESIAN: (ca. 1950-1965)
- POST AND BEAM: (ca. 1950-1970)
- A-FRAME (ca. 1950-1975)
- DOME (ca. 1955-1975)
- ORGANIC FREE-FORM: (ca. 1955-1975)
- ORGANIC GEOMETRIC (ca. 1955-1975)
- SHED(ca. 1960-Present)
- MANSARD (ca.. 1960-Present)
- PREFABRICATED HOUSING GROUP (ca. 1930-1975)
- MOBILE HOME (ca. 1930-1975)
- QUONSET (ca. 1942-1955)

NEW FORMS

New forms that emerged during this period moved away from the basic box to a long low building, with a house suited for a larger lot and a more relaxed outdoor life style. Essential living spaces in the **Contemporary** or **Ranch** were arranged for convenience, ease of maintenance and accessibility, and even the garage was now under the same roof. Expansive use of glass through the use of new building materials and techniques, built in appliances, and the integration of indoor and outdoor space expressed a desire for a modern home with all of the amenities-the new American Dream. The **Split Level** enabled builders to provide the same amount of living space on a smaller or uneven lot. The Ranch became the most commonly used American home design during this period, while the Contemporary was applied to both domestic and commercial architecture. Examples may be seen throughout Arcata, as infill in older neighborhoods, as new custom homes on rural and suburban lots, and in large numbers in Post WW II developer tracts.

INTERNATIONAL (ca. 1935-1955)

The International style was a major world-wide architectural trend of the 1920s and 30s and reflects the formative decades of Modernism prior to World War II. Although the International style originated in Western Europe, it transcended any national or regional identity because International style architecture made no reference to local vernaculars or traditional building forms. The International Style received its name at a groundbreaking exhibition at the Museum of Modern Art in New York called “Modern Architecture: International Exhibition” in 1932. This style presented clean uncluttered lines, without “superfluous” ornament. The use of steel and concrete minimized load bearing walls and made glass curtain walls and the open light filled interiors possible. The emphasis was on function, emphasizing how the building served its users and embracing innovative technology and engineering to solve design problems.

The style quickly migrated to the United States as architects from Europe fled prior to WWII. In Los Angeles, immigrant architects Rudolph Schindler and Richard Neutra were instrumental in popularizing the International style. The International style is characterized by a radical simplification of form and a complete rejection of ornament. Common features of International style architecture include square and rectangular building footprints, simple cubic or extruded rectangular forms, horizontal bands of windows, and strong right angles. Predominant building materials include concrete, smooth stucco, brick, and glass.

Character-Defining Features

- Flat roofs (cantilevered slabs or parapets)
- Lack of applied ornament
- Horizontal bands of flush windows
- Asymmetrical facades
- Square corners
- Common exterior materials include concrete, brick, and stucco
- Steel sash windows (typically casement)
- Corner windows



MINIMAL TRADITIONAL: (ca. 1935-1955)

Between 1936 and 1940, the Federal Housing Administration (FHA) developed minimal housing standards which were published in a series of publications. Their goal was to provide the least expensive and most easily constructible house form and to stimulate investment in the housing market. Their publication, *Subdivision Development, Planning Profitable Neighborhoods, and Planning Neighborhoods for Small Houses*, established the “FHA Minimum House.” This was based on traditional folk forms, a small single-story house on a rectangular plan with a simple gabled or hipped roofline, shallow eaves, and minimal detail, including multiple-pane windows with shutters, clapboard siding, a small front porch supported on plain columns. Interiors featured simple but good quality built-ins, cabinetry, and woodwork. The lack of ornamentation reflected the Modern and International preference, as well as more conservative tastes of the Depression Era. Minimal Traditional style houses are usually clustered together, especially in 1940’s developer tracts, and were also popular with owner-builders and may be found in older neighborhoods. Minimal Traditional homes were intended to provide a flexible design which could be expanded as the needs of the family grew and may include additions on an appropriate scale which do not detract from the “small house” concept. This form remained popular until the 1950s, when it was replaced by the Ranch.

Character-Defining Features

- Asymmetrical, front entrance off center
- Single-story, rectangular floor plan, often with small ell
- Low-pitched, hipped or gable roof with shall or no overhanging eaves
- Simplified details, limited, reflect traditional or Moderne themes
- Small front porches with square or rectangular columns, or canopied stoop
- Modestly sized wood framed windows, occasionally one large picture window in front facing gable, wrapped corner or picture windows
- Brick, stone, Stucco cladding, clapboard or wood shingle siding and shake, brick, or stone only on façade.
- Unattached or no garage, 1930s-40s, prominent attached garage circa 1950.



CONTEMPORARY (ca. 1940-1980)

The Contemporary Style was applied to both tract and custom homes and to commercial buildings. In residential designs, the Contemporary style reflected the public taste for the latest styles and the latest materials. This might include features such as interior courtyards, sliding glass doors, and attached carports or garages that would be offered as upgrades to basic tract models. Split level versions with half story wings and sunken garage were also popular and provided the amenities of a large house on a smaller lot. Commercial properties might feature angular massing, varied materials and unusual roof forms. Signage was generally large, in bold letters attached to the building itself or tall signs that rose above the building designed to signal passing motorists and direct patrons from the parking lot.

The two most common sub types are the flat roofed form and the gabled form. The flat roofed form resembles the International Style, in the lack of detail, without the stucco wall finish. The gabled form is more strongly influenced by the Craftsman and the Prairie styles with extended eaves, and sometimes exposed roof beams, as well as heavy piers supporting gables. Buildings that exemplify the style will exhibit long horizontal massing, glass windows to open the interior space to the landscape, "eyebrow" overhangs, and minimal architectural details on the facade. Planned landscapes for model units and community spaces often feature junipers and clustered palms with lava rock and seeded aggregate paving. In commercial buildings, original signage and designed landscaping would also be considered part of the resource.

Character-Defining Features

- Strong roof forms , flat, gabled, shed, or butterfly, deep overhangs
- Large windows, often aluminum framed
- Non-traditional exterior finishes include vertical wood siding, concrete block, stucco, flagstone and large single pane glass
- Angular massing
- Sun shades, screens or shadow block accents
- Attached garages or carports for homes
- Split-level design, especially on sloped residential site:
- Stylized signage attached or as a separate element on commercial buildings



TRACT RANCH (ca. 1940–1975):

The Ranch style was introduced around 1940, though Tract Ranch homes became the standard during the period of post-war expansion and rapid suburbanization throughout the country. Characterized by an L-shaped or rambling plan with low hipped or gabled roofs, the Tract Ranch communicated modernism through its horizontal lines, open plan and prominent one- or two-car garage or carport. Tract Ranch houses are relatively conservative in design, in a range of sub-styles, including Colonial or other revivalist styles, Modern, or Split-level. These sub-styles are all applied to the basic ranch form in an effort to provide variety within the vast subdivisions in which these homes were often constructed—from relatively modest to much larger floor plans. Spurred by the economic incentives provided by the federal government to ease the post-war housing shortage, and to standardize development and construction practices, the Tract Ranch house became the symbol of modern, post-war living, in journals such as *House Beautiful* and *Sunset Magazine*. Exterior materials and detailing are typically traditional with horizontal wood siding, wood board and batten siding, stone, and brick, while roofs are generally wood shingle. Depending on the level of planning involved in the original design of the tract, the landscape, the relationship of the structure to the street, the setting, scale of the garage, and front yard, may be important components of the overall context.

Character-Defining Features

- Low-slung horizontal massing, linear or rambling plan
- Single-story, with exception of Split-level variant
- Low-pitched, hipped or gable roof with overhanging eaves
- Large rectangular or picture windows
- Low chimneys, though sometimes rectangular in the 1940s
- Prominent attached garage or carport facing the street
- Minimal porch or stoop
- Stucco, clapboard or shingle cladding, often in combination, faced in stone, brick or wood
- Sliding glass doors and rear patios become more common around 1960
- Applied traditional ornamentation; OR contemporary details with expanses of glass, or exposed structural framing.



CUSTOM RANCH (ca. 1940–1975):

The Custom Ranch Style offered individual clients of greater economic means the opportunity to incorporate more amenities. Houses tended to have a more rambling plan, prominent two-car garages, and brick or stone as a decorative element in the base of the facade, as well as in chimneys and porch columns, expanded kitchens, and generous living spaces. They frequently included a large landscaped property with a deep street setback and generous front yard. In 1946, *Sunset* published architect Cliff May's house plans as a book entitled *Sunset Western Ranch Houses*. In this book, Cliff May noted the Ranch House's accommodation of the warm, sunny California climate through the use of expansive areas of glass to take in sunlight and inviting vistas of the surrounding countryside. The Ranch House as expression of the postwar American Dream of home ownership was popularized in local newspapers, which often would announce lavish opening parties for new subdivisions. Detailing is generally traditional with more generous use of exterior materials include wood siding, stone, concrete block, brick, and even adobe as well as more attention to craftsmanship. Custom Ranch homes typically included ranch style landscape features such as split-rail fences and wide lawns reminiscent of open fields, along with motor courts, garages, and carports. Surrounding landscapes may also be of importance to the overall character of these properties as they are a key component of the ranch concept.⁴

Character-Defining Features

- Low-slung horizontal massing, wide to the street
- Usually single-story, sprawling plan with coordinated landscaping
- Low-pitched, hipped or gable roof with wide overhanging eaves
- Prominent attached garage or carport facing the street
- Expansive use of glass in picture windows and rear sliding glass doors
- Custom ornamentation, wood shake roofing, stone or adobe decorative cladding at base of house or on porch columns, generous brick or stone chimney
- Ranch style landscape features, split-rail fences, wide lawns



⁴ Alan Hess, *The Ranch House* (New York: Harry N. Abrams, Inc., 2004), 57.

SPLIT LEVEL SUB TYPE (ca. 1950–1975):

Split-level houses are a variation of the Contemporary or Ranch styles. Split level houses became popular in the mid-1950s as a response to the shrinking availability of flat residential building lots. They retain the characteristic horizontal lines and low-sloped roofs. The garage is usually prominent, front-facing, and attached. Floor levels are usually arranged with the garage and utility rooms at the lowest level, family living spaces and kitchen on a mid-floor wing, and bedrooms or private spaces on the upper level above the garage. Split-Level residences limited the amount of grading required for construction, and can be found in the Sunny Brae, Baywood and Bay View neighborhoods, all of which offered gently sloping in-fill lots.

Character-Defining Features

- Horizontal emphasis of Ranch & Contemporary
- Low pitched roof with overhanging eaves
- Two story unit intercepted mid-level by a one story wing
- Garage usually on ground level of two story wing
- Wide variety of wall cladding



FUTURIST – GOOGIE (ca. 1950-1965)

The Futurist style of Modern architecture began after World War II as Americans became entranced with technology and the space age. America was also being transformed by a car culture. Roadside architecture was intended to attract the consumer with bright colors, oversized lighted signage, and exaggerated forms, turning the building into the billboard. The style was used overwhelmingly on coffee shops, gas stations, motels, restaurants, and retail buildings and is also referred to as “Coffee House Modern”, “Populuxe”, “Doo- Wop”, and “Space Age”.. The name “Googie” comes from the well-known coffee shop in Los Angeles named “Googies” which was designed by renowned Modernist architect John Lautner in 1949. Futurist architecture was popular throughout the 1950s and fell out of favor by the mid-60s. Futurist architectural design often incorporates sharp angles, boomerang or flying saucer shapes, large expanses of glass, exposed steel structural elements, and dramatic roof overhangs. The basic form and size of varies significantly from building to building and an abstract arrangement of shapes and textures is typical. Landscapes associated with Futurist and Googie architecture often play an important role in the overall character of the resource. This may include clustered palm trees, free-standing signage, juniper, rocks, and boulders.

Character-Defining Features

- Abstract, angular or curved shapes
- Expressive roof forms (flat, gabled, upswept, butterfly, parabolic, boomerang, or folded)
- Large windows (aluminum framed)
- Prominent signage (neon or lighted)
- Variety of exterior finishes including stucco, concrete block, brick, stone, plastic and wood siding
- Bright colors
- Screen block and shadow block accents
- Building as billboard
- Asymmetrical facades



TIKI – POLYNESIAN: (ca. 1950-1965)

Tiki-Polynesian architecture is related to Futurist-Googie architecture in that it employed exaggerated forms to attract the consumer, but it does so using an island theme which has been reinterpreted with modern design elements. America's infatuation with native Polynesian style architecture was fueled by World War II GIs who had served in the South Pacific and peaked at about the time of Hawaii's admission into the Union in 1959. Tiki or Polynesian style architecture is characterized by strong roof lines often with a steep primary cross-gable marking the main entry. Roofs are generally wood shingled with exposed wood structural members. The ridge of the primary cross-gable may be straight or upswept to further accentuate the entry or incorporate a dramatic porte-cochere to further emphasize the main entry. The exterior wall finish is usually some type of unpainted wood siding, generally wide-width, and may have stone or rock wall features and accents. Interiors perpetuate the fantasy with include lighted signage, wood tikis, tribal motifs, wood carvings, bamboo accents, torch lights, boulders, and water features. The surrounding landscape reinforces the fantasy aspect in a tropical design with a variety of palms, and flowering plants. The Tiki theme was used frequently in hotels, restaurants, and retail buildings in southern California and attracted visitors interested in the beaches and warm weather

Character-Defining Features

- Prominent roof forms. Usually gabled with a cross gable marking the main entry
- Horizontal massing
- Pitched or upswept ridge beams, often projecting and shaped
- Natural finishes (wood siding, wood shingles, and stone)
- Exposed heavy timber roof framing
- Porte-cocheres and covered patios
- Lush tropical landscaping-tikis, torch lights, & boulders



POST AND BEAM: (ca. 1950-1970)

Extensive use of glass including entire walls of floor-to ceiling glass is a primary characteristic of the Post-and-Beam Style. This a method of construction in which the structural framing consists of load bearing beams supported by columns rather than solid bearing walls. Extensive use of glass including entire walls of floor-to ceiling glass is a primary characteristic of this style. This method has been used for centuries in wood-frame and heavy-timber construction. Post-and-beam construction was used as a means of limiting the need for solid load-bearing walls, which allowed for expansive use of glass along the perimeter of the building where one would normally find an opaque wall. Simplified aspects of Japanese and Ranch design are frequently seen in Post-and-Beam architecture.

Post-and-Beam Modern Houses are characteristically rectilinear with grid like open floor plans based on a consistent beam length. The roofs are generally flat, although shallow gabled roofs are not uncommon, and frequently include wide overhangs. The structural members may be wood or steel. Used in both residential and commercial design. Post-and-Beam architecture is generally custom designed with expansive floor-to-ceiling glass and wood or steel framing. The landscape setting is of extreme importance to the overall character of these properties because of the extensive use of entire walls of floor-to ceiling glass.

Character-Defining Features

- Direct expression of the structural system, usually wood or steel frames
- Horizontal massing
- Flat or shallow pitch roofs (with deep overhangs or no
- Floor-to-ceiling glass
- Repetitive façade geometry
- Minimal use of solid load bearing walls
- Absence of applied decoration
- Strong interior/external connections with landscaping designed to be viewed by the occupants.
- Open interior floor plans
- Exterior finish materials usually include wood, steel, and glass



A-FRAME (ca. 1950-1975)

The A-frame is essentially an equilateral triangle in which the roof and walls form one surface descending to the floor. In the United States, the A-frame form had long been used for utility buildings such as ice houses, pump houses, field shelters, and chicken coops. The first recognized A-frame dwelling was designed in 1936 by architect Rudolph Schindler and set on the hills above Lake Arrowhead, California. Using new technology, including plywood and plate glass, and a gable end oriented toward the view he had created a modest vacation home that was 20 years ahead of its time. During the building boom of the 1950s the A-Frame became the iconic vacation home of the postwar era. A succession of designers developed ways of enclosing or opening the gable ends, laying out the interior, orienting decks and entrances, inserting dormers and combining frames to make cross-gabled or T-shaped variations. The A-Frame with wings, or a front or rear addition, was adaptable for offices and might be incorporated into larger buildings. There was an A-frame for almost every budget, available in kits or home plan books. By the 1970s it became a common sight in resort communities and rural settings.

Character-Defining Features

- Steeply pitched roof
- Plate glass gable end
- Low, overhanging eaves
- Extended beams
- Large, glazed gable ends
- Louver and fixed panes
- Wood shingled roof
- Concrete, stonework or rustic masonry foundation
- Vaulted ceilings
- Open plan interior , interior loft
- Cross gable or T shaped variants
- Wooden decks or landings
- Stone chimney



DOME (ca. 1955-1975)

The Geodesic Dome is a geometrical joining of surface materials in such a way that it creates a part of a sphere. The geodesic dome was invented by Dr. Walter Bauerafeld in Germany in 1922. R. Buckminster Fuller patented the same type of dome in the United States in 1954 and constructed test structures for the military and at colleges. Fuller envisioned the dome as mass produced and affordable housing. In 1966 he published plans for an inexpensive dome of thin wood struts with stretched clear plastic skin. It was not until the 1970s that they became popular with do it yourself builders and were adopted by the counterculture in search of sensible shelter. Individual buildings may be composed of a single unit or adjoining domed units, varying in size.

Character-Defining Features

- Dome constructed of individual panels joined together
- Rigid geometric frame of metal, plastic or wood
- Flexible plastic skin, rigid panels often shingled, or a combination
- Windows may be incorporated as panels, single or grouped, as dormers, or skylights



ORGANIC FREE-FORM: (ca. 1955-1975)

The concept of Organic Free-Form Architecture was first expressed by Frank Lloyd Wright through his speeches on Organic Architecture, although this architectural style did not reach a point of full expression until the 1960's. Organic Free-Form Modern design was inspired by the growing concern with environmental issues during the 1960's which generally focused on caring for and respecting nature and the environment, being less wasteful and not depleting natural resources. In the architectural world, Organic Free-Form Modernists sought to harmonize with nature through the use of natural, plentiful, and readily available materials and site specific design principles, including climate and natural topography.

The Organic Free-Form style mimics nature by designing biomorphic shapes and curvilinear surfaces and forms. Examples usually exhibit a "hand-made" quality, with an emphasis on craftsmanship and use of natural materials such as plaster, adobe brick, straw bale, rammed earth, and cob. Structures frequently blend with their surroundings by incorporating natural topographic elements and plant life. Examples are generally always residential, custom designed for a particular client and site with highly customized design elements such as furniture, decorative glass, fixtures, and hardware. These buildings do not lend themselves to mass production or repetition and are generally not clustered in neighborhoods but occur separately. Landscape styles vary dramatically, but due to the holistic nature of Organic Free-Form design, they should be considered as integral components to these resources.

Character-Defining Features

- Curvilinear organic forms or sharp angular massing
- Natural materials wood, brick, stone, glass, adobe
- Integration with topography and site
- Asymmetrical facades
- Complex roof forms
- Complete expression of design in all details, often handcrafted



ORGANIC GEOMETRIC (ca. 1955-1975)

Organic-Geometric architecture is a philosophy of design which promotes a harmonious relationship between buildings and nature. Frank Lloyd Wright, in 1939, coined the phrase “Organic Architecture” in his speech, *An Organic Architecture*. Wright’s design for the Graycliff complex near Buffalo, New York, in the late 1920’s was his first use of organic principles in his architecture, incorporating elements and materials inspired by Lake Erie and the surrounding environment such as locally available stone, transparent glass walls, large cantilevered balconies, and ribbon windows offering expansive views. In his 1934 design for Fallingwater in Pennsylvania. Wright paid full attention to integration of the building into the surrounding site. The horizontally oriented geometry of the house is designed to echo the rocks and ledges found on the site, and he positioned the house itself over a waterfall, allowing the sound of falling water to permeate the entire house. Wright used locally quarried stone, and designed expansive cantilevered balconies to provide views as well as outdoor living space.

Organic Geometric designers made use of natural building materials such as wood and stone in buildings that were respectful to the site. Like the Post and Beam Modern contemporaries, the Organic Geometric used glass to minimize the separation between interior and exterior and encourage indoor/outdoor living. Buildings were carefully sited to take advantage of views and other site features, often built on steep slopes and boasting large balconies. Designs are characterized by asymmetrical façades, unusual rooflines, and angular shapes.

Character-Defining Features

- Exposed structure and materials
- Square, diamond and polygon design motifs
- Natural materials (wood, stone, glass)
- Sharp angular massing
- Asymmetrical facades
- Complex roof forms
- Site specific design



SHED (ca. 1960-Present)

The Shed style originated in the 1960s as an outgrowth of the designs of several designer, the most influential of which were Charles Moore and Robert Venturi. This style was opposed to the rigid glass box and cubist forms of the International style. They used unpretentious materials like wood shingles, clapboard siding, small paned windows and metal chimneys. The basic form was a multi directional arrangement of shed roofed shapes resting on a square or rectangular plan. Clerestory windows allowed natural air to flow through the house and brought natural light to living spaces. The overall visual effect is of colliding geometric shapes, bold diagonals, and multiple massing.

Character-Defining Features

- Multi directional shed roofed sections, sometimes accompanied by additional gable roofed forms
- Wood shingle wall cladding, board siding, or brick veneer
- Roof wall junctions are smooth and simple
- Little or no roof overhang, simple board cornice
- Windows small and asymmetrically placed on each façade



MANSARD (CA. 1960-Present)

The Mansard style provides a dramatic effect through the use of sloping wall surfaces covered with shingles or other decorative roofing materials. This is inspired by the steeply pitched hipped pavilion roof of the French Revival style. Wall surfaces are secondary to the dominant roof which may constitute from one third to almost the entire wall surface in extreme forms. Domestic examples may be composed of several sections of varying heights while apartment complexes and commercial buildings may consist of adjoining sections or a single unit with large dormers or tall cornice windows. Buildings may incorporate details including French doors, nine over six double hung sash or casement windows. Earlier versions seldom have cornice windows, a common feature on recent examples.

- Sloping roof is dominant feature
- Wood shingle or other decorative material on roof
- Wall finish usually stucco, brick or wood.
- Windows emphasize the vertical, including arched double hung sash or casement windows
- Cornice windows, entry doors in later versions.



PREFABRICATED HOUSING GROUP

After WW II a severe housing shortage resulted in a market for inexpensive housing that could be put up quickly. Prefabricated units had been used during the Depression and during wartime for temporary shelter, administration and other services. This period coincided with new developments in mass produced materials, including reinforced concrete, long span steel beams, particle board, laminated wood and plywood. Some of these materials, developed for wartime applications, enabled rapid construction for commercial and housing applications to meet consumer demand. .

- **MOBILE HOME (1930-1975)**
- **QUONSET (1942-1955)**

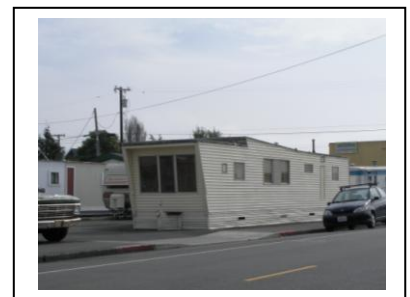
MOBILE HOME (1930-1975)

The first mass produced mobile home was constructed in 1933 by the Covered Wagon Company of Detroit and were based on the travel trailer, a byproduct of the availability of automobiles for leisure travel in the early 1920s. The majority of trailers before that time were owner constructed and designed for short vacation jaunts. The first manufactured mobile homes were generally small, eight feet or less in width and designed only for sleeping and storage with no bathrooms. During the Depression many were placed in empty lots to provide temporary housing, creating the first trailer parks. During World War II they were referred to as house trailers and housed wartime migrants in large numbers around war-production centers.

In the 1950s the growth of trailer parks and vacation or retirement villages encouraged many to choose the mobile home as an affordable alternative. New, fully furnished models over twenty-five feet provided a built in kitchen and bath and separate bedrooms. By the late 1970s, these were described as manufactured housing, no longer a temporary or mobile but designed as permanent fixed dwellings. Tourism along the Redwood Highway fostered the development of camping resorts or auto courts to accommodate travel trailers. After World War II, the demand for affordable housing encouraged the demand for mobile home parks.

Character-Defining Features

- Long rectangular form, later models include expansion rooms
- Steel sheeting skin on metal frame
- Streamlined corners
- Steel sash, louvered or sliders, sometimes large plate glass
- Flush airtight metal doors



QUONSET (1942-1955)

The prefabricated structure known as the Quonset was first constructed in 1942 for the U.S. Navy at Quonset Point Naval Air Station in Rhode Island. Quonset huts became the prototypical military building type during WWII. Historically, the design is based on the longhouse constructed by Native Americans in the Northeast and Great Lakes regions. These barrel-roof buildings were permanent structures that could house several families and might range in size from forty to one hundred feet long. The modern Quonset had a steel alloy arch rib frame that supported a skin of corrugated metal sheets. The typical model measures 20 feet by 56 feet and was bolted to a concrete foundation. Factory made Quonsets were promoted for temporary residences, with an asphalt coated particle board skin over self supporting laminated wood arch. Though it offered few amenities as a home, manufacturers promoted it as fire proof, rat proof and sag proof. Locally, examples of this style were most often used for farm, shop, and industry. The major manufacturer of these structures was the Great Lakes Steel Corporation of Detroit, Michigan.

Character-Defining Features

- Domed roof
- Long, barrel shaped form
- Steel frame, corrugated metal skin
- Louvered vents,
- Steel sash windows, pivot in
- Concrete floors
- Asphalt coated particle board over self supporting laminated wooden arch
- Curved or shed roof canopy over entry
- Porch may be an extension with open side walls
- Metal shed or garage doors



COMMERCIAL ARCHITECTURAL FORMS IN THE 19th & 20th CENTURY

The earliest commercial structures were simply shop houses, where the residence and place of business were shared spaces. Sometimes these identified the business or trade and sometimes there was no indication that this was other than a residence. In the early nineteenth century the design of strictly commercial buildings became a field of architecture. Buildings became increasingly specialized and the availability of less expensive building materials and improvement in the methods of construction allowed even modest enterprises to create a distinctive public image. These forms may be designed in formal architectural styles or may include elements of several styles.

Commercial Block, One or Two Part

The two part Commercial Block was the most common form used for small and moderate sized commercial buildings in the United States for more than a century until it was replaced by buildings devoted entirely to commercial purposes. This building is divided into two zones, with retail shops on the ground floor and residential or office space above. Early types are often distinguished by an elaborate cornice at the top.



Later, as retail spaces on the ground floor became more elaborate with large windows or display areas, these were topped by their own cornice. This form was often used for hotels, banks, fraternal halls as well as retail establishments.

The one part commercial block has only a single story and is treated in the same way as the lower zone of the two part commercial block. It is a fragment of the larger type and consists of a simple box with a decorated façade.

False Front Sub type



False front commercial buildings were common during the latter part of the nineteenth century. The false front extends the façade to give the appearance of a larger building. They conveyed an orderly structure to a street, and provided a sense of a developing commercial center to new settlements. False front buildings exhibited the architectural ornamentation of the styles which were popular locally. These structures were among the first commercial buildings constructed in Arcata, and are still in common use.

- Typically 1-2 stories
- 2 or 3 bay
- Wood frame
- Clapboard, brick, board and batten
- Roof is generally gabled or flat
- The false front covers the main building and does not conform to the roof shape
- Windows are symmetrical in second story
- Wood cornice with brackets, plain or designed pediment
- Corner boards, columns or pilasters above align with display windows below.
- Centered pediments above align with the entrance.
- Entrance often recessed, single or paired panel and glass doors

Enframed Window Wall

This form was most commonly used for retail stores from the early 20th century and remained popular into the 1940s. The term describes a building with a large center section of windows surrounded by a wide and often continuous border. Buildings may range from one to several stories. Unlike the commercial block, there is little or no separation between the retail floor at street level and the upper floors.



Vertical Block

The Vertical Block emerged in urban areas in the mid 19th century with rising land prices and a demand for taller buildings. While less typical in small and medium sized communities, they may still be found as office buildings, prominent hotels, large stores and public buildings.



Stacked Vertical Block

The Stacked Vertical Block is usually three or more stories and composed of three horizontal sections, each of which is treated in a different manner. No one section receives more emphasis than any other.

Two Part Vertical Block

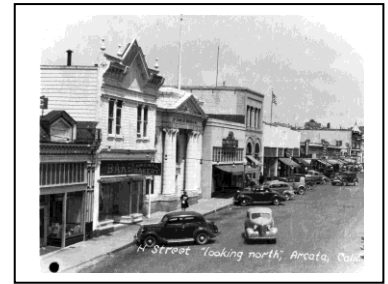
In the Two Part Vertical Block, the façade is divided into two major zones that are different but related to each other. The lower zone, of one or two stories, serves as a base for the prominent upper zone, which is treated as a unified whole.

Three Part Vertical Block

The Three Part Vertical Block is identical to the Two Part Vertical Block except that it has a distinct upper zone of at least one story. This became the dominant pattern in tall buildings until the 1920s.

Vault

The Vault is typically at least two stories high. The façade is characterized by a tall and narrow center opening in a large wall, often arched. This style was characteristic of banks in the early 20th century, with a wall heavily ornamented by classical columns. Modernist styles often used a tall decorative entrance in a plain blank wall to give the exterior an elegant appearance.



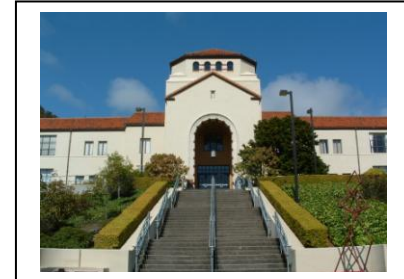
Enframed Block

The Enframed Block is generally at least two stories with classical elements such as columns, pilasters, or an arcade. A large central section is bracketed by narrower side or end bays which may contain windows or other openings. This form was extensively used in the 1920s for academic institutions and banks.



Central Block with Wings

The Central Block with Wings is characterized by a projecting center section and subordinate side bays that are at least half as wide. Although the style originated in 16th century Italy, it became widely used in the United States in the 18th century for prominent homes, such as Thomas Jefferson's Monticello. In the 20th century it became popular for public and institutional buildings, and banks. In these types of buildings, the central section often takes the form of a portico with classical columns.



Arcaded Block

Most Arcaded Blocks date from the early 20th century and were designed primarily for banks and large retail stores. This form is characterized by a series of tall, evenly spaced, round arched openings which extend across a wide façade. Although this type is thought to be derived from Italian loggias or arched porches, examples with Romanesque, Gothic or even Spanish details may be found.