

PEBBLE BEACH
HISTORIC CONTEXT STATEMENT
USER GUIDE

PEBBLE BEACH, MONTEREY COUNTY, CALIFORNIA

Prepared for
MONTEREY COUNTY

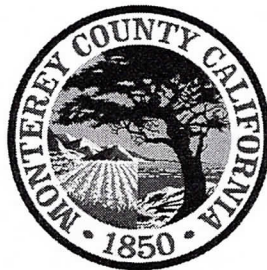


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FINAL

PEBBLE BEACH HISTORIC CONTEXT STATEMENT USER GUIDE

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PEBBLE BEACH HISTORIC CONTEXT STATEMENT USER GUIDE

The Pebble Beach Historic Context Statement (HCS) presents an overview of the community's history with a specific emphasis on describing the historic themes and patterns that contributed to its physical development. It is intended to support the identification and evaluation of historic properties, as well as inform future preservation and planning efforts. The Historic Context Statement is a powerful tool, and this User Guide was created to help readers navigate through the lengthy document in order to maximize its usefulness to the Pebble Beach community.

A. Project Background & Purpose

The Pebble Beach Historic Context Statement was sponsored by the Monterey County Parks Department in conjunction with a Certified Local Government (CLG) grant from the California Office of Historic Preservation (OHP). The context statement will be used to support the continued development of Monterey County's historic preservation program. This includes providing guidance for project reviews, as well as bringing a greater level of consistency and clarity to the county's preservation efforts in the study area.

The document presents the history of the Pebble Beach/Del Monte Forest area from pre-history to 1969 in order to support and guide identification and evaluation of historic properties, as well as to inform future planning decisions. The document identifies important periods, events, themes, and patterns of development, and provides a framework for evaluating individual or groups of historic properties for the National Register of Historical Resources, California Register of Historical Resources, and the Monterey County Local Official Register of Historic Resources (Monterey County Code of Ordinances Chapter 18.25.100). Historic property types associated with these periods and themes are also identified and described in the historic context statement, and significance and integrity considerations are included for each.

It is important to note that while the context statement identifies key historical themes in the development of Pebble Beach and the Del Monte Forest, it is not a comprehensive history of the community, nor is it a definitive listing of all the community's significant resources. Instead, it provides a general discussion of the overarching forces that shaped the Pebble Beach/Del Monte Forest area built environment, why properties associated with that development are important, and what characteristics they need to qualify as historic resources.

B. Summary of Findings

SUMMARY OF SIGNIFICANT THEMES

The Pebble Beach Historic Context Statement utilizes themes and periods of development as its primary organizing principle. “Themes” are ways to organize and understand information about events, activities, people, communities, and patterns of change that have influenced historic and cultural development of an area. The National Park Service revised its framework for historic themes in 1994, replacing a more chrono-centric approach with themes intended to capture “the full diversity of American history and prehistory.”^{vi} This historic context statement discusses the following primary themes relative to the growth and evolution of the built environment in Pebble Beach:

- Residential Development
- Commercial Development
- Landscape Development & Preservation
- Recreation, Leisure & Tourism
- Transportation & Infrastructure
- Resource Extraction
- Social and Economic Trends

These themes contribute in varying degrees to the Pebble Beach Historic Context Statement, and are manifested in different ways throughout the area’s history. These themes are discussed more specifically as they relate to each of the Pebble Beach area’s six periods of development.

RELATING THEMES WITH PERIODS OF DEVELOPMENT

The periods of development in this Context Statement combine specific timeframes with themes that encompass related events, patterns of settlement and construction, activities of people important to the area, and the socioeconomic changes. Each of the periods of development is also associated with specific property types that originated within or characterize the period. The periods of development also represent the potential periods of significance for properties associated with the respective contexts. A period of significance is the time span during which a property (or property type) attained its historic significance.

The periods of development utilized for the Pebble Beach Historic Context Statement have been developed by Page & Turnbull in consultation with the Historic Context Statement Subcommittee, as well as staff from the Monterey County Parks Department. These periods are as follows:

- **Native American & Mission Periods (to 1820)**

The dominant themes of this period are the pre-historic settlement of the Pebble Beach area;

the Spanish colonization of the area and subsequent formation of the Monterey Presidio and Carmel mission; and tensions between the Native American and European cultures.

- **Mexican & Early American Periods (1821 - 1879)**

The primary themes of this period are the redistribution of land in Northern California and the subsequent decline of the mission at Carmel; the establishment of a Chinese fishing village at Stillwater Cove; and land acquisitions by entrepreneur David Jacks.

- **Arrival of the Pacific Improvement Company (1880 - 1905)**

The dominant theme of this period is the acquisition of Rancho El Pescadero by the Pacific Improvement Company and the related development of 17-Mile Drive as a tourist attraction. Other important events of this period include the construction of the Forest Lake Reservoir by Chinese laborers, as well as the continued contribution of the Chinese fishing village to local culture.

- **Early Development of Pebble Beach (1906 - 1918)**

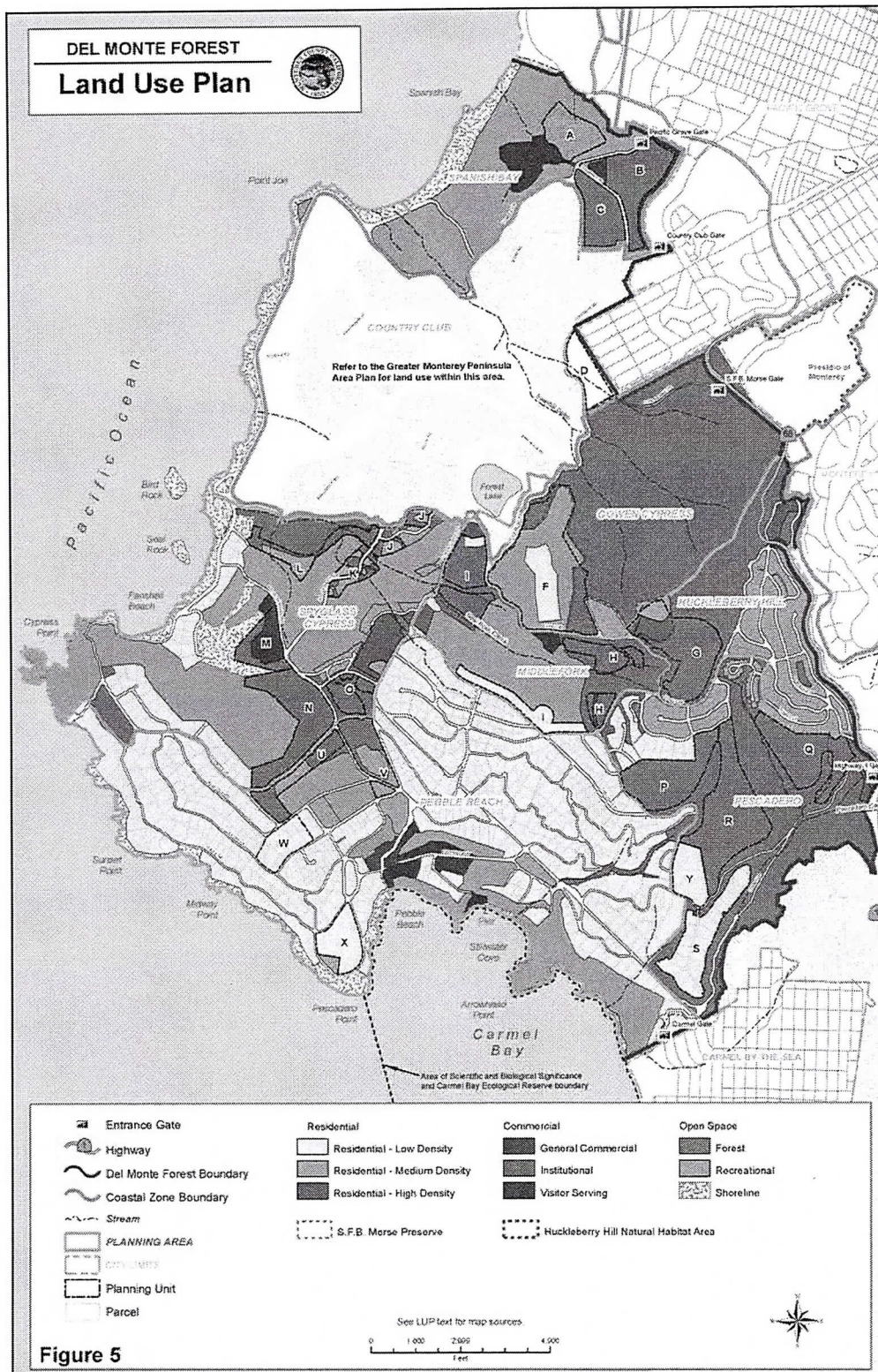
The primary historic events which shaped this period include the final resolution of the land title for Rancho El Pescadero, construction of the Pebble Beach Lodge, and the creation of the first residential subdivision at Pebble Beach. Importantly, this period also marks the arrival of Samuel F. B. Morse, who, more than any other person, shaped the future development of the area—including the initial development of Pebble Beach Golf Links.

- **Samuel Morse and the Del Monte Properties Company (1919 - 1945)**

The primary theme of this period is the creation of Del Monte Properties Company with Samuel Morse as its president. Morse exercised near complete control over development of the area, including the establishment of architectural controls to ensure a harmonious blend of Mediterranean Revival style architecture. Two new golf course subdivisions, the Monterey Peninsula Country Club and Cypress Point Club, were also developed during this period, reinforcing the image of Pebble Beach as a wealthy recreational resort.

- **Pebble Beach Post-War (1946 - 1969)**

Following World War II, the Pebble Beach area experienced the most sustained period of residential development in its history. Architectural controls were also relaxed, allowing for the development of speculative ranch homes by builder/contractors, as well as the construction of high-style Modernist residences. This period also witnessed the remodeling or redevelopment of many of the older facilities at Pebble Beach, as well as the extension of open-space protection.



Map of Del Monte Forest and Pebble Beach (Land Use Plan), May 2012.
(County of Monterey Resource Management Agency- Planning Department)

SUMMARY OF PROPERTY TYPES

As mentioned above, each period of development features specific property types that originated within or characterize the period. The following summarizes the property types from each era:

Native American & Mission Periods (to 1820)

Few, if any, properties reflecting themes of pre-historic settlement or Spanish colonization are extant in Pebble Beach today. However, if archaeological resources from this period are discovered, they are likely to be significant.

Mexican & Early American Periods (1821 - 1879)

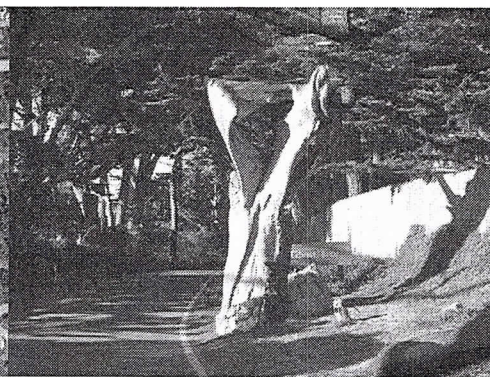
There are no known built resources from the Mexican and Early American Periods in Pebble Beach. However, if archaeological resources from this period are discovered, particularly in the area of the Chinese fishing village, they may be significant. Perhaps the best remaining evidence of the Early American Period are various trails or path segments developed during this era. Comparisons with early twentieth century maps appear to indicate that portions of two paths were likely incorporated into 17-Mile Drive.

Arrival of the Pacific Improvement Company (1880 - 1905)

The dominant theme of this period is the Pacific Improvement Company's initial development of the former Point Pinos and El Pescadero ranchos. This development was marked by infrastructure projects that included the construction of the Forest Lake Reservoir and the extension of rail service from Pacific Grove to Lake Majella. These improvements also included development of 17-Mile Drive—which was directly tied to the other crucial theme of the period: promotion of the Monterey Peninsula as a tourist destination. The only extant built features that originated during this period are structures, marked by the Forest Lake Reservoir and 17-Mile Drive. However, 17-Mile Drive also meets the definition of a cultural landscape and is discussed in conjunction with that property type.



Forest Lake Reservoir



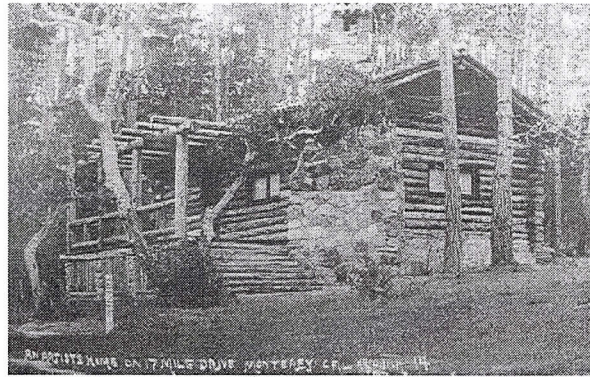
17-Mile Drive

Early Development of Pebble Beach (1906 - 1918)

The primary theme of the “Early Development” period captures Pebble Beach in its infancy, just a few years after the first subdivision and sale of lots. While relatively few buildings were constructed during this period, a development pattern of generous estates constructed on large lots helped set the tone for the future of Pebble Beach. Importantly, this era also marks the arrival of Samuel F. B. Morse and the construction of the Pebble Beach Golf Links—two events that are intertwined with the character of Pebble Beach. The only extant property type associated with these significant themes and events are residences.



Arts & Crafts/Rustic



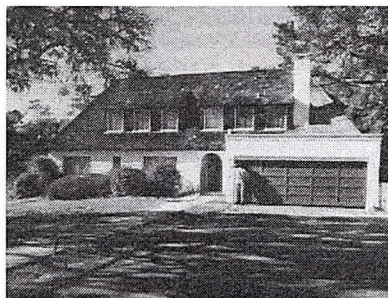
Arts & Crafts/Rustic

Samuel Morse and the Del Monte Properties Company (1919 - 1945)

The primary theme of this period is residential development as exercised by the Del Monte Properties Company with Samuel Morse as its president. The Pebble Beach area was, quite literally, developed as an exclusive gated community. It did not evolve organically like a city, with a multiplicity of building types and various uses. Instead, its development was planned by a single company that exercised complete control over the use of the land. Closely related to this is the theme of architecture and design as borne out through architectural controls established by the company. Recreation is another important theme, as evidenced by the construction of new golf courses and other sporting facilities. These golf courses—particularly Pebble Beach Golf Links—may also qualify as cultural landscapes.



Residential: Mediterranean Revival/Spanish Colonial Revival/Spanish Eclectic



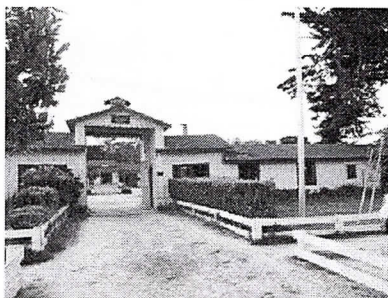
Residential: French Eclectic



Other Residential Styles: Craftsman, Tudor/English Cottage, Colonial Revival, Prairie, Neoclassical



Institutional: golf course clubhouses, lodge, school



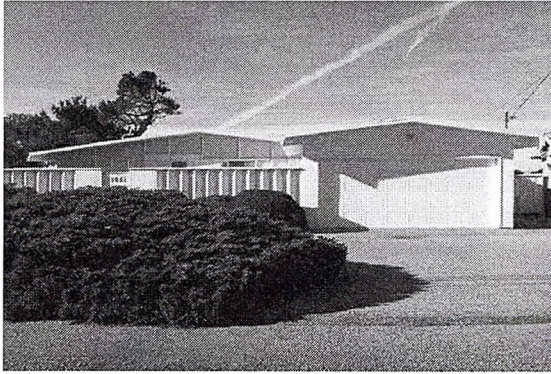
Recreational: equestrian Center, bath house, beach club.



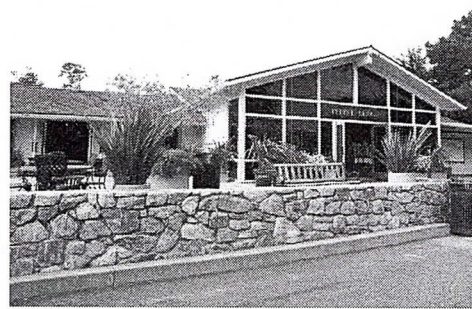
Cultural Landscapes: golf courses

Pebble Beach Post-War (1946 - 1969)

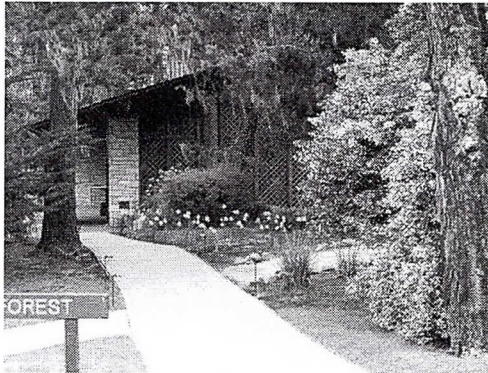
The primary theme of this period is residential development as exercised by the Del Monte Properties Company during the post-war era. This was the greatest sustained period of growth in the history of the Pebble Beach/Del Monte Forest area, and was marked almost entirely by the construction of single-family properties. A major sub-theme of this era is the redevelopment of the Del Monte Lodge area, as well as the construction of new golf courses.



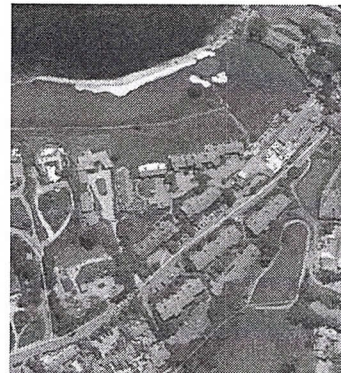
Residential: Ranch, Colonial Revival, Minimal Traditional, Contemporary, French Eclectic, Second Bay Region Tradition, and International Style



Commercial: Del Monte Lodge annex, golf shop, gas station



Institutional: school, chapel



Cultural Landscapes: golf courses, equestrian and hiking trails, designed historic overlooks, residential estates

EVALUATING SIGNIFICANCE AND INTEGRITY

Historic resources in Pebble Beach may be significant for their association with events, social and cultural trends, important people, architecture, and/or master architects. The designation criteria established by Monterey County Review Criteria are similar in spirit to the criteria of the National Register of Historic Places and California Register of Historical Resources. The Pebble Beach HCS provides a “significance matrix” for each period of development to help establish whether or not a property may be eligible for any of the three registers.

National/ California Register	Monterey County Review Criteria	Significance	Discussion
A/1	1(i)	Events, Patterns & Trends	Properties may be eligible if they are associated with trends or development patterns that have made a significant contribution to the broad patterns of the city’s history, or if they are the site of a significant historic event.
B/2	1(ii)	Persons	Properties may be eligible if they are associated with the lives of persons or organizations who contributed to the history or culture of the city.
C/3	1(iii)	Architecture/ Design	Properties may be eligible if they embody the distinctive characteristics of a type, period, or method of construction; if they represent the work of a master architect or builder; or if they possess high artistic values.
D/4	1(iv)	Information Potential	Properties may be eligible if they have yielded, or may be likely to yield, information important in prehistory or history.

In order to qualify for listing in any of the three registers, a property must be demonstrated to possess both significance *and* sufficient historic integrity. The concept of integrity is essential to identifying the important physical characteristics of historic resources—as well as evaluating potential adverse changes. Integrity is defined as “the authenticity of an historic resource’s physical identity evidenced by the survival of characteristics that existed during the resource’s period of significance.”¹ The same seven variables or aspects that define integrity—location, design, setting, materials, workmanship, feeling and association—are used to evaluate a resource’s eligibility for listing in the National Register, California Register, and/or Monterey County designation.

¹ California Office of Historic Preservation, *Technical Assistant Series No. 7, How to Nominate a Resource to the California Register of Historic Resources* (Sacramento, CA: California Office of State Publishing, 4 September 2001), 11.

While it is understood that nearly all properties undergo change over time—and thus minor alterations or changes are not uncommon—a property must possess enough of its original features to demonstrate why it is significant. Evaluators of potential historic resources should look closely at characteristics such as massing, roof forms, fenestration patterns, cladding materials, and neighborhood surroundings when evaluating a property's integrity. It should also be stressed that historic integrity and condition are not the same. Buildings with evident signs of deterioration can still retain eligibility for historic listing as long as it can be demonstrated that they retain enough character-defining features to convey their significance.

C. How to Use This Document

The Pebble Beach Historic Context Statement identifies development patterns and significant property types within the community. It is intended to be used as a tool by the Pebble Beach community to better understand and evaluate the city's historic resources.

DOCUMENT ORGANIZATION

The Pebble Beach Historic Context Statement is organized as follows:

- Section **I. Introduction** provides basic project information and outlines research methodology.
- Section **II. Previous Surveys, Studies and Reports** summarizes previous historic resource survey work in Pebble Beach.
- Section **III. Guidelines for Evaluation** provides an overview of the various national, state, and local registration requirements; a summary of significant themes; a definition of each of the major property types found in Pebble Beach (residential, commercial, industrial, institutional, recreational, and cultural landscapes); and guidelines for evaluating the significance and integrity of these properties. The guidelines in this section can be used by Monterey County as the framework for future evaluations.
- Section **IV. Historic Context** includes a narrative of the area's developmental history. This history is broken into six periods that are defined by events, themes, and development trends. Property types associated with each of the six periods are identified and analyzed. The information in this section does not provide any determinations of eligibility, but rather can be used as a reference point when questions arise regarding a property's significance and integrity.
- Section **V. Preservation Recommendations** includes a discussion of potential research topics, survey efforts, designation priorities, and other preservation strategies that the County could undertake, if desired. These recommendations are intended to help prioritize future historic preservation related efforts, and are suggested as "next steps" for the County to consider after the Historic Context Statement has been implemented.

RELATIONSHIP TO OTHER MONTEREY COUNTY POLICIES

Pebble Beach is an unincorporated community and therefore the designation and administration of historic resources in Pebble Beach is managed by Monterey County. Chapter 18.25 of the Monterey County Code of Ordinances (Preservation of Historic Resources) outlines the policies and procedures for administering historic resources in Monterey County. Among the various subsections, Section 18.25.020 (Intent and purpose) reads as follows:

A. The Board of Supervisors finds the protection, enhancement, perpetuation, and use of structures and districts of historic, archaeological, architectural, and engineering significance, located within the County are of cultural and aesthetic benefit to the community. It is further found that respect of the heritage of the County will enhance the economic, cultural, and aesthetic standing of the County. The purpose of this Chapter is to promote the general welfare of the public through:

1. The protection, enhancement, perpetuation and use of structures that represent past eras, events, and persons important in history, or which provide significant examples of architectural styles of the past or are landmarks in the history of architecture, or which are unique and irreplaceable assets to the County and its communities, or which provide for this and future generations examples of the physical surroundings in which past generations lived;
2. The development and maintenance of complementary settings and environment for such structures and/or districts;
3. The enhancement of property values, the stabilization of communities and areas of the County, the increase of economic and financial benefits to the County and its inhabitants, and the promotion of tourist trade and interest;
4. The preservation and encouragement of a county of varied architectural styles, reflecting the cultural, social, economic, political, and architectural phases of its history;
5. The educational and cultural enrichment of this and future generations by fostering knowledge of our heritage;
6. The promotion and encouragement of continued private ownership and utilization of such structures so the objectives listed above can be attained under this policy;
7. The enhancement of property values and increased economic and financial benefits to the County and its inhabitants through the exploration of creative financial incentives for preservation;
8. The protection and enhancement of the County's attraction to tourists and visitors thereby stimulating business and industry;
9. The identification and resolution of conflicts between the preservation of cultural resources and alternative land uses, as early as possible in the planning process;
10. The integration of the preservation of cultural resources into public and private land use management and development processes;
11. The promotion of public awareness of the benefits of preservation and the encouragement of public participation in identifying and preserving historical and architectural resources thereby increasing community pride in the County's cultural heritage.
12. The establishment of a basis for coordinating the goal of the preservation of historic structures and districts with the need to set standards for and implement other elements of the County's plans, policies, and programs.

The Pebble Beach HCS is designed to work with these existing policies to improve the evaluation of the county's potential historic resources. Please note that the Pebble Beach HCS does not replace

the county's current historic review process, which is required in order to comply with the California Environmental Quality Act (CEQA). Instead, the Pebble Beach Historic Context Statement will provide useful information to aid in the preparation historic assessments by qualified consultants, potentially reducing the time and cost involved. The HCS will also be very helpful to the Historic Resources Review Board and the Monterey County Planning Department, and should be used as a reference point when questions arise concerning the significance or integrity of individual properties.

PROPERTY EVALUATION CASE STUDY

The following flow chart illustrates how the Pebble Beach HCS might be used to help evaluate the significance of a potential historic resource.



SUBJECT PROPERTY (1968)

1. During which period of development was this property constructed?

TABLE OF CONTENTS

Pages i-iii:

Use Table of Contents to decide which period of significance is applicable to the subject property, based on construction date.

In this case, turn to the chapter "Pebble Beach Post-War" (1946-1969)

2. What are the significant themes from this period?

CHAPTER IV: Pebble Beach Post-War page 108:

Use the summary at the beginning of the chapter to understand the significant forces shaping development during this time, as well as where construction occurred.

3. What property types are associated with this period of development?

CHAPTER IV: Pebble Beach Post-War page 122:

Read general information about the characteristics of residential properties from the "Pebble Beach Post-War" period (1946-1969)

4. Does the subject property have the character-defining features of an architectural style?

Colonial Revival Style (1940s - 1960s)



- Side-gabled roof forms are most common after World War II.
- Second-story porches are not uncommon.
- Entries may be accented with a decorative column supported by pilasters, or with a pediment.
- Double windows are common.
- Decorative shutters are common.

Page 124:

Look at the photos and bullets to decide whether or not the subject property is a good example.

If it does appear to be a good example, the property may be significant for its architecture; proceed to Step 5 to learn more. If not, still proceed to Step 5, as the building may be significant for an association with events or people.

5. Is the property significant (events, trends, people, or architecture)?

National Register/California Register	Monterey County Register/Cultural	Significance	Residential Properties Significance Discussion
A-1	1(6)	Events, Patterns & Trends	Residential buildings (both single-family and multi-unit) from this period may be significant for associations with post-war planned community development. However, individual buildings are unlikely to qualify under this criterion. Post-war development patterns in California are typically better represented by groups of residences because the street pattern, landscaping and homogeneous, speculative buildings can combine to clearly illustrate this theme.

Pages 127-128:

Review the significance matrix to help evaluate whether or not the subject property meets the national, state, or local significance criteria

6. Does the property retain integrity?

Minimum Eligibility Requirements	Other Integrity Considerations
• Clear example of residential architecture from this period • Retains original form and outline • Substantially retains the original pattern of windows and doors • Retains most of its original ornamentation (if applicable) • Replacement of doors and windows can be acceptable as long as they conform to the original pattern and size of the opening	• Rear or side additions should be carefully evaluated. Additions that compromise a building's form and scale are not acceptable. • The retention of original windows greatly enhances integrity of a building. However, the more important is that the building retains its original pattern of windows, and that any replacement window(s) are located within the original frame openings. • The preservation of original site or landscape features enhances a property's historic character. Properties that retain elements such as walls, fences, driveways and designed gardens (especially those designed by master landscape architects such as Thomas Church or Garrett Eckbo), are more likely to qualify for individual listing in the California or National Register.

Page 129:

Decide whether or not the property meets the "Minimum Eligibility Requirements," and review "Other Integrity Considerations"

7. Is the subject property a qualified historic resource?

YES

The information in the Pebble Beach HCS will support and inform this decision.

NO

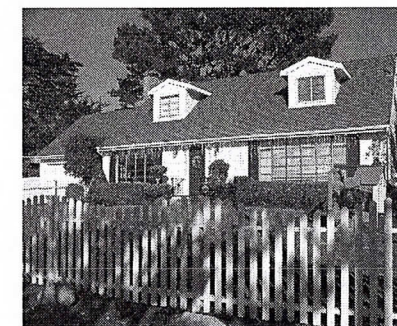
The information in the Pebble Beach HCS will support and inform this decision.

PROPERTY EVALUATION CASE STUDY

The Pebble Beach HCS can help decision-makers, county staff, property owners, real estate agents, architects, and members of the community understand whether or not a particular property qualifies as a significant historic resource. The HCS does not evaluate individual properties, but rather provides the tools with which to make decisions about significance and integrity on a case-by-case basis.

The Pebble Beach HCS does not replace the county's current historic review process, which is required in order to comply with the California Environmental Quality Act (CEQA). Instead, the HCS will provide useful information to aid in the preparation of historic assessments by qualified consultants, potentially reducing the time and cost involved. The HCS will also be very helpful to the Historic Resources Review Board, and should be used as a reference point when questions arise concerning the significance or integrity of individual properties.

Take the following example of a Colonial Revival style residence constructed in 1968:



The flow chart at the left helps illustrate how one might use the Pebble Beach HCS to help evaluate its significance.

Whether or not the subject property is found to be a qualified historic resource, the information in the Pebble Beach HCS will support and inform the decision.

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D. Frequently Asked Questions

What is a Historic Context Statement (HCS)?

An HCS is a specialized historic study. It focuses on the physical development of an area—how and why it developed, what types of properties characterized that development, and whether or not they may be historically significant. An HCS identifies significant themes, patterns and property types, so that interested parties can recognize the forces that shaped the built environment over time. This provides a framework that helps in the identification, evaluation, and treatment of historic resources.

What is not included in an HCS?

A context statement is a summary of an area's physical development. It is not intended to be a comprehensive community history or chronology, nor does it evaluate the significance or eligibility of individual properties.

Who uses the HCS?

The HCS may be used by anyone. It is intended to help decision-making bodies, architects, building owners and other members of the community recognize and plan for historic resources in the area.

Can the HCS tell me when my property was built?

Generally speaking, the HCS does not provide specific construction dates. However, it can help you focus on the period when your property was constructed. By reading about the property types and architectural styles that are associated with different periods of development, you should be able to make an educated guess about when your property was built.

Where can I learn more about the history of my property?

For those interested in learning more about their property, contact the Pebble Beach Company's Lagorio Archives, which holds many records concerning the area's development. Other sources of information on Pebble Beach history may be found in the Monterey Public Library's California History Room collection. The collection includes maps, city directories, newspaper articles, and other pertinent publications.

Why does the historical information end in the 1960s?

Generally speaking, properties must be at least 50 years old before they can be listed in a historic register, and thus the HCS concentrates on the area's history until the late 1960s. However, a few events from the recent past were briefly mentioned to extend the life of the document, and ensure that it remains useful in the future.

A photo of my property appears in the HCS. Does this mean it is historically significant?

Not necessarily. The photos in the HCS are intended to support the text descriptions, or to provide examples of property types. However, just because a photo of a building appears in the HCS does not automatically mean that the property is historically significant.

Will the HCS place restrictions on my property?

No. The HCS is an informational document that integrates with existing plans and policies. It is designed to help building owners, planners, and other interested parties evaluate the potential historic significance of a property, but does not create any official designation, development restriction or other limitation. The California Environmental Quality Act and the Monterey County Code are the regulatory documents that guide the treatment of historic resources in the area.

Will the HCS affect my property tax?

No. The HCS is an informational document and will not be used for tax assessment purposes. It is also worth noting that concern about negative economic effects is often raised when discussing historic preservation. However, many studies have shown a direct correlation between the creation of historic preservation programs and policies and a long-term increase in property values.

Does the HCS replace the current Historic Assessment Process?

No. Monterey County's current historic review process is required in order to comply with the California Environmental Quality Act (CEQA). The HCS will provide useful information to aid in the preparation of Phase 1 Historic Assessments by qualified consultants, potentially reducing the time and cost involved.

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ⁱ Revision of the National Park Service's Thematic Framework, 1994, accessed at
<http://www.nps.gov/history/history/categrs/thematic.htm>



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