

APPENDIX D
Historical Cultural Assessment

HISTORICAL CULTURAL ASSESSMENT
FOR
939-1009 NORTH COAST HIGHWAY, OCEANSIDE,
CALIFORNIA, 92054

Prepared by:
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January 25, 2019

January 25, 2019

City of Oceanside
Planning Department
300 N. Coast Highway
Oceanside CA 92054

**REFERENCE: RESULTS OF THE HISTORICAL CULTURAL ASSESSMENT
FOR 939-1009 NORTH COAST HIGHWAY, OCEANSIDE, CALIFORNIA, 92054**

I. INTRODUCTION

This letter details the findings of the historical assessment conducted for the buildings located at 939 and 1009 North Coast Highway and surrounding property in the City of Oceanside, California 92054 (Figures 1 and 2). This study was conducted to assess the buildings' potential for historical significance as defined by the California Environmental Quality Act and the impact, if any, of the proposed project. The buildings were not included in the City of Oceanside's Historical Resources Inventory conducted in 1992.

The project is located in the City of Oceanside, Section 22, Township 11 South, Range 5 West, on the USGS 7.5' Oceanside quadrangle (Figure 2).

The property is situated on the west side of North Coast Highway, south of the San Luis Rey River. The legal description in part is:

The Assessor's Parcel Numbers are 143-040-20-00, 143-040-22-00, 143-040-23-00, 143-040-26-00 and 143-040-54-00.

II. PROJECT DESCRIPTION

The subject property contains five (5) parcels of land which contain commercial structures. The proposed project entails demolition of the existing buildings to make way for a mixed used project of retail and condominiums.



Figure 1 Project Location, City of Oceanside, San Diego County

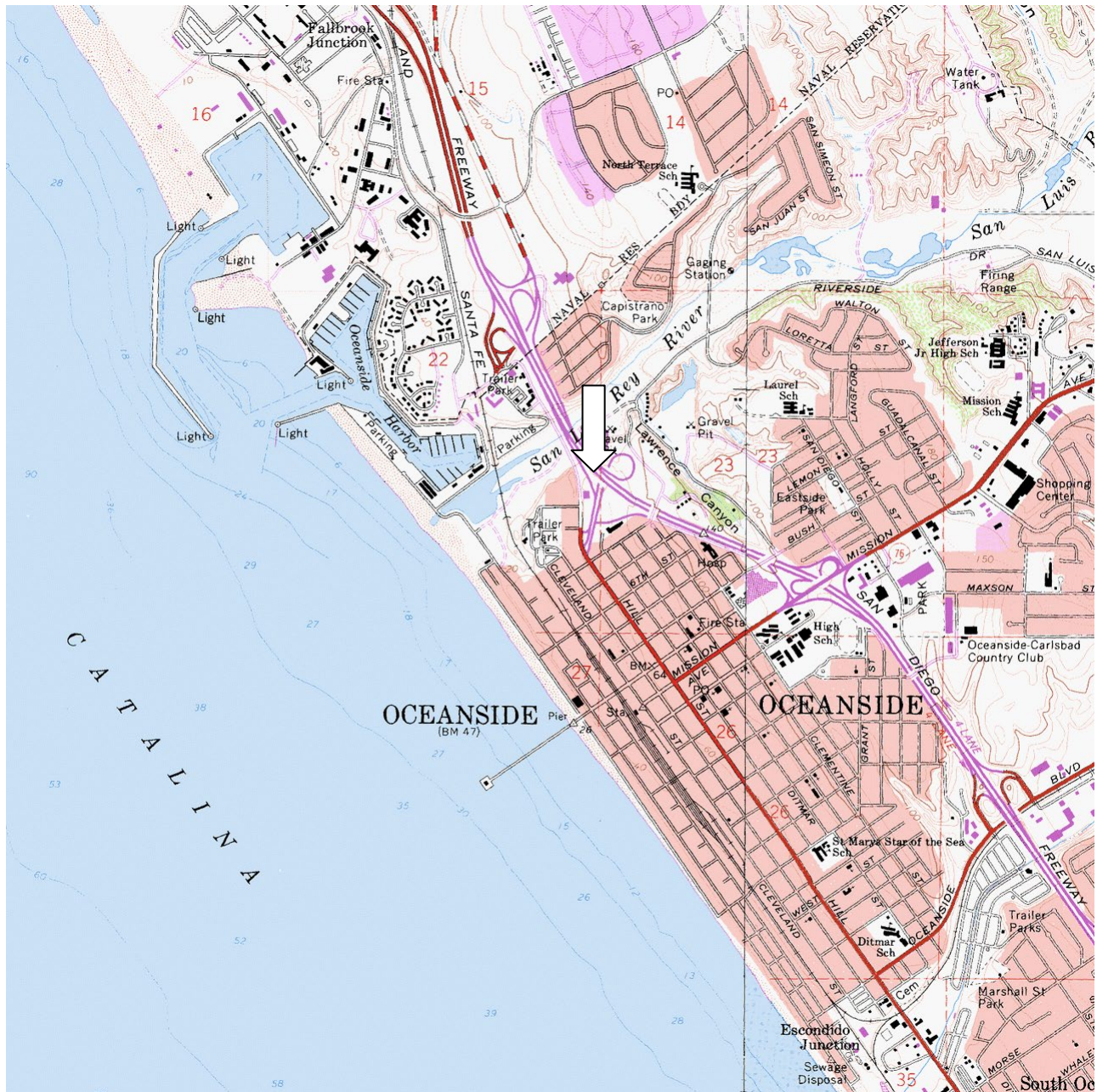


Figure 2 Project Location on USGS 7.5 Oceanside Quadrangle

III. HISTORICAL CULTURAL ENVIRONMENT

The subject property is situated on North Coast Highway in North Oceanside, originally named Hill Street. Construction of a state highway between Oceanside and Encinitas began in 1913. This road would prove critical in providing automobile access between coastal cities as well as a passable route through Rancho Santa Margarita, bringing traffic from Orange County and Los Angeles. Grading and improvements were made with sixty mules and a work crew. By December of 1913, a crew of seventy-five mules and sixty-five men began the work to complete the road from Oceanside to Las Flores. Teams hauled cement, sand and crushed rock from the railroad yard in Oceanside, laying 600 feet of roadbed a day. Improvements were also made on the bridges so that road was "passable for horse travel or for automobile." The Automobile Club of Southern California announced in October of 1915 that "motorists may look forward to a completely paved road between Los Angeles and San Diego by the middle or latter part of November." When the 101 Highway was completed between San Diego and Los Angeles through Oceanside the city welcomed more development.

HISTORICAL OVERVIEW

In 1883 Andrew Jackson Myers applied for and received a homestead grant for land which is now downtown Oceanside. Myers is credited with being the founder of Oceanside. He then hired Cave Johnson Coutts, Jr. to survey and sub-divide the new town site.

San Luis Rey Valley resident John Chauncey Hayes became the exclusive real estate agent for A.J. Myers. Hayes served as Justice of the Peace, postmaster and was the editor of his own newspaper, *The South Oceanside Diamond*. When Hayes drew the petition for the town's first post office, the name "Ocean Side" was used, but this was later changed to simply "Oceanside."

On July 3, 1888, Oceanside was incorporated with a vote of 74 to 53. The founder of the city, A. J. Myers, was the first to vote. The population was about 1000.

John A. McCullough, an early resident of Oceanside also received a 160 acre land grant in 1890. His land was situated north of the original townsite, in a portion of Section 22.

By the 1890's Oceanside had three hotels; the South Pacific, the St. Cloud and the Tremont, two drug-stores, two livery stables, two blacksmiths, a hardware store, a bakery, a harness shop, a lumber yard, a barber shop, a newspaper, a school and the Oceanside Bank along with many other businesses and six churches.

In the 1920's the city prospered and the city went through a building boom. Streetlights were installed, a new pier was constructed and a grand new theater, "The Palomar", was built. At the end of the decade Oceanside had a population of just over 3,500.

The Depression years greatly impacted the city and growth slowed. But in 1942 a dramatic change occurred with the purchase of the Santa Margarita y Las Flores by the U. S. Government for a military base. The building of Camp Joseph H. Pendleton created an urgent need for housing and new schools as Oceanside's population nearly tripled from 4,500 to well over 12,000 residents by 1950. New housing expanded into the valley as well as South Oceanside.

The 1950s brought a call for modernization of buildings in the commercial district by the Oceanside Chamber of Commerce and many older structures were fitted with newer facades. The Crest and Star Theaters were added to the expanding downtown. By the mid-1950s, the 101 Highway was rerouted east of the existing coast highway.

In the 1960's continued growth brought new subdivisions, including Fire Mountain which was once North Carlsbad. New development included the opening of Tri-City Hospital and the building of the Oceanside Small Craft Harbor. At the end of the decade the population was just under 40,000 people.

The business district in Oceanside changed radically with the departure of car dealerships such as Weseloh Chevrolet, Dixon Ford and Rorick Buick and others. Car Country Carlsbad opened in 1972 and eventually nearly every new car dealership would make the move from Hill Street.

The Oceanside city council unanimously approved a redevelopment plan in 1975 calling it the "greatest thing in the world that will ever happen to Oceanside." It would take more than a decade to see the transformation of downtown Oceanside.

In the 1980s a new transit center was built and the City dedicated its sixth pier in 1987. A new Civic Center and Public Library was opened and became the cornerstone for downtown redevelopment in 1990. During this time downtown neighborhoods were 'rediscovered' and have once again become a desirable place to live and work.

Increased commercial and industrial development have diversified Oceanside's economic base. In 1999 a master-planned business park was established and with the opening of the new Ocean Ranch Corporate Center, Oceanside has welcomed national and world-wide corporations which now include Genentech, Coca-Cola and FedEx.

A new downtown hotel project opened in 2013, and other commercial and mixed use projects were completed in 2016 and 2018. Many historic buildings have been repurposed to include new restaurants and popular microbreweries or pubs. This new development has brought an increased and renewed interest in the commercial district and residential neighborhoods of downtown Oceanside.

IV. METHODS AND RESULTS

Background studies consisting of archival research from the Oceanside Historical Society, examination of city and county directories, Lot Assessment books (1897-1953), San Diego County Tax Assessment Rolls, Master Property Records, maps, a field check of the property, census records, interviews and research through historic photos, and of various newspapers were conducted as part of the project. Primary, Continuation and Building, Structure and Object forms for the resource were completed and appear in this report as Appendix A.

DESCRIPTION OF RESOURCE

The resources located at 939 and 1009 North Coast Highway consists of several buildings and an expanse of undeveloped land.

The building at 939 North Coast Highway is a one story commercial building that serves as an adult entertainment venue. Built in a rectangular shape it appears to be wood and stucco. The front façade has a large awning which runs the length of the building, on either side of the entrance. The entry is also covered by an awning that extends further over the concrete sidewalk. Left of the entrance is a large lighted sign that is mounted to the exterior wall. To the right of the entrance are three fixed windows which are tinted. Flower beds are on either side of the entry that each contains plants, flowers and palms. Built flush with the sidewalk, the building fronts Coast Highway. A driveway to the rear of the building is on the south and a large paved parking lot is situated to the north. The resource is in good condition.

A view of the resource is shown in Figure 4 with additional views in Appendix B.

To the west of the main parking, contained in parcel 143-040-26-00, is a large concrete block warehouse building. It features a vertical facade with a square top on either end of the building (north and south), as well as a gabled roof. Each vertical façade rises to form a parapet and was common in western style storefronts.

To the north, also contained in parcel 143-040-26-00, is a row of commercial and warehouse buildings of various sizes and construction.

Views of the additional resources are shown in Appendix B.

HISTORY OF OWNERSHIP

The subject resource is located in a portion of Section 22, Township 11, Range 5 West. John A. McCullough applied for a land grant and received 160 acres in 1890. Certificate 2608 granted McCullough lots 3, 4, 7 and 8, in the southeast quarter of the northeast quarter and the northeast quarter of the southeast quarter of section 22.

John McCullough was born in 1843 in Missouri. His wife, Mary Elizabeth (Wilson) McCullough was a native of Texas. Their daughter Nevada “Vada” M. was born in 1871 in the state of Texas. Nevada Street which runs from North Oceanside to South Oceanside was said to have been named for her.

Prior to applying for a land grant, McCullough had moved to Oceanside and invested in real estate before the city’s incorporation in 1888. According to one newspaper report, McCullough was one of the first ten residents in Oceanside. In the early years of Oceanside, John McCullough purchased the Locke House, located near the San Luis Rey Mission, and moved it to North Cleveland Street and opened the Beach Hotel. His wife operated a private school near the train depot, which at one time had 40 students.

The South Oceanside Diamond Newspaper published an editorial in 1888 suggesting boundaries for the new town, including McCullough's property.

We suggest that sections 23, 24, 26, 27 and all that portion of section 22 this side of the Santa Margarita Ranch be included within the incorporation limits. This will reach to the Amick place, in a northerly direction; the Maxson and Griffin tract in an easterly direction; the Escondido Junction in a southerly direction; and the Pacific Ocean and McCullough tract in a westerly direction.

The McCullough’s lived on a portion of their original land grant on a ranch which included a dwelling and a barn. In 1902 they sold their ranch to John Dawson, of Canada for \$3,000. The newspaper reported that Dawson planned to “make valuable improvements and contemplates putting in a large acreage upon the Santa Margarita ranch.”

In 1905 John Dawson sold his ranch originally owned by McCullough and moved to Encinitas. Subsequently the 160 acres of the original grant was subdivided and sold to several owners.

Melchior Pieper acquired a portion of the property to the south in 1905. Pieper, a German immigrant, came to the United States via San Francisco, where he met and married his first wife, Lizetta, (also from Germany) in 1878. The Pieper’s settled in Oceanside in 1886.

Pieper became proprietor, or manager, of the South Pacific Hotel, a stately Victorian structure that stood near the corner of Pacific Street and Third Street (now Pier View Way). Built in 1887, the South Pacific Hotel was an impressive structure that faced eastward towards the railroad tracks. Pieper transformed the grounds of the hotel into an expansive garden. In June of 1896 the South Pacific Hotel burned to the ground, the cause of the fire was unknown.

The opera house next to the South Pacific Hotel was saved from the fire and Pieper later moved that structure to the far end of North Cleveland Street and made it into a “palatial residence” surrounded by beautiful gardens. This property was located on the southern most end of McCullough’s original land grant.

Gust Scheunemann and Jack P. Weberg acquired portions of the subject property in 1923, which had been used for strawberry fields.

939 North Coast Highway

Charles A. and Elizabeth Burke purchased the subject property which contained present day 939 North Coast Highway and then sold a portion of it to David and Maureen Rorick in 1942. David Rorick, Jr. was born in Oceanside in 1913. He was born in the home he lived in for nearly his entire life on South Pacific Street. Rorick was the owner of a Buick dealership in Oceanside and founder a local building and loan association and served as president of the Oceanside Chamber of Commerce. He was instrumental in establishing the Audubon Nature Center near the Buena Vista Lagoon and one of the founders of the Buena Vista Lagoon Foundation in 1981. Rorick remained involved in a number of civic and business organizations until his death in 2002 in the very home he was born in.

Rorick sold the subject property in 1946 to William L. D. and Minnie Hamilton and George A. and Ruby Strahan. William "Bill" Hamilton and his wife Minnie lived in Los Angeles during the early years of the Depression. Bill worked on the California Aqueduct as a cook. In 1935, Minnie Hamilton moved to Carlsbad, California to help take care of her ailing grandfather. Bill soon followed and began working as a cook at the Bridge Café, located near the San Luis Rey River Bridge on Highway 101 north of Oceanside. While Bill Hamilton was working at the Bridge Café, he met George "Red" Strahan. The two decided to go into business on their own so they rented a small building near the Bridge Cafe and started their own restaurant, which was part a small motel complex. They called it "Red and Bill's".

When World War II broke out, Hamilton and Strahan rented or leased property (at the present day address of 939 North Coast Highway) and built their own cafe keeping the name "Red and Bill's". Behind their café was a large vacant lot which was used for several years as a baseball field. It also served as the location for a traveling circus in the 1940s.

Hamilton and Strahan purchased the subject property from David Rorick, Jr., on which their café was located in 1946. Two years later the partners sold their café property to John and Mary Vieszt.

Property records suggest that in 1950, during the time the Vieszt's owned the property, the building at 939 North Hill/Coast Highway was either substantially enlarged or rebuilt altogether. The new proprietors called their established the Wheel Club, which served cocktails as well as food.

Three years later John and Mary Vieszt sold the property to R. G. Hunter, a resident of Vista, who owned substantial property, according to family members. Hunter operated the business under the name of the 101 Club. The 101 Club became a popular night spot featuring live entertainment.

In 1968 Jim Brogdon purchased the 101 Club which was sometimes referred to as the Wheel Club or 101 Wheel Club. Jimmie Clarence Brodgon was born in 1929 in Hornersville, Missouri. He was the third child of Clarence and Irene Brogdon. Jimmie's father was a piano salesman who died in 1933 when Jimmie was just 4 years old. Irene Brogdon moved her four children to Southern California in the mid 1940's. Jimmie attended his senior year of high school in South Pasadena in 1947.

In 1959 Brogdon married country western star Rose Maddox, considered one of the grand dames of traditional country music. In the 1950s and 1960s Maddox had over a dozen hits as a solo artist and four solid hits with legendary Buck Owens.

Lyle Duplessie wrote in 2015 biography of Rose Maddox: *"Rose had met Jimmy Brogdon, owner of the Wheel Club in Oceanside. Brogdon was well connected in the music industry and his club regularly hosted such luminaries as George Jones, Johnny Cash, Willie Nelson, Roger Miller, and the up-and-coming Merle Haggard. Brogdon would now host another star: Rose. It didn't take long before Brogdon and Rose were in love."*

In an interview before her death Maddox said of her career in the late 1960s, *"Times were changing. Nightclubs were using house bands instead of guest stars. We weren't working as much. I found out I could make as much money as the whole family by myself. I had a son to support. I got married to a man in Oceanside. Jimmy Brogdon. He still lives in Oceanside. When I married him he was a nightclub owner. Now he owns half of Oceanside."*

Another star who performed at the 101 Club was Barbara Mandrell, a local girl who graduated from Oceanside High School in 1967. She performed with her family, The Mandrell Family Band, at various local nightspots and one of their first records was recorded in Oceanside. Barbara Mandrell would go on to be a huge star with several hits, a variety television show and was the Academy of Country Music Awards Top New Female Vocalist in 1971.

In 1959 Brogdon was living in a modest 700 square foot home at 410 Grant Street, behind Oceanside High School. By 1970, in addition to owning and managing the 101 Club, he was the general manager and owner of the Oceanside Ice Company on South Cleveland Street. In 1986 Brogdon said his company handled "between 50 percent and 75 percent of the cube ice delivery business in San Diego and Orange counties, providing 200 tons of block and cube ice per day to more than 1,500 convenience stores, markets and produce companies."

By 1979 the roadside club went from a country & western bar and restaurant to a disco called First Edition. Two years later the name was changed to Francine's and advertised dancing and cocktails to "Top Forty" hits. One year later Francine's introduced "Tuesday Night Ladies Only" which featured adult male entertainers, which was considered a novelty act at the time.

Soon after, its foray into adult entertainment, the club was renamed Pure Platinum, and featured female semi-nude dancers. Another name change occurred in the late 1980s

when the club went by Dirty Dan's, and lastly, in 1990 it was renamed The Main Attraction.

Jimmy Brogdon married Judith Ann Edick in Las Vegas, Nevada on May 5, 1997. He died just a few months later on November 18, 1997. His widow Judith Edick inherited the nightclub and she subsequently deeded the properties formerly owned by Brogdon to the Judith Edick Trust, current owner.

1003 and 1009 North Coast Highway

Albert Zaiser purchased this property in 1947 from Charles and Elizabeth Burke. Zaiser was a native of Canada of German descent who came to the United States in 1923. In 1930 he was living at 218 North Cleveland Street in Oceanside with his wife and three children. A carpenter by trade, Zaiser had purchased the Seaside Inn where they were living.

During World War II Zaiser was given a lucrative contract to build housing in Oceanside at a time when building was nearly at a complete halt due to the shortage of materials for the war. In 1940 Oceanside's population was 4,651 but soon after the bombing of Pearl Harbor launched the US into war, the United States Navy took over the Santa Margarita Rancho to the north to be used as a training base for the Marine Corps. 20,000 marines and civilian support flooded the base and Oceanside was hard pressed to meet the need for housing and other essentials the military and civilian personnel demanded. Oceanside's population more than doubled in five years.

Zaiser was elected to the Oceanside City Council in 1944. Several years later he was involved in a lawsuit with the City of Oceanside over a land dispute involving the Oceanside Harbor and a campground Zaiser owned called Beachlake.

A service station was built at 1003 North Coast Highway shortly after the war ended called Fitzroy Service Station. To the north at 1009 North Coast Highway was Fitzroy Motors and Packard Dealership. Behind the service station was an L-shaped garage building for auto repairs which was attached to a large warehouse. The warehouse was likely built prior to the service station and garage. Situated behind the Packard Dealership were three additional buildings serving as shops, factory and lumberyard.

In 1947 Zaiser listed this property for sale: *For Sale! Income Property, 3 acres, Oceanside. Income now coming in from oil station and garage, Packard showroom and store, lumber yard, shops, and cement block factory. Income \$900.00 monthly. Albert Zaiser, P.O. Box 513, Oceanside, Calif. Phone 2290.*

In 1954 the service station at 1003 North Coast Highway operated as Rounds' Service Station, owned by Leonard W. Rounds. One year later it changed owners as Trotter's Service Station and then in 1959 it was Kane's Richfield Service. Henry E. Ellery purchased the property in 1959. Ellery had subdivided the tract in what

was then considered "East Oceanside" which bears his name, located off of Mission Avenue and Mesa Drive in 1920. In addition to being a real estate developer, Ellery also served on the City Council, was engaged in bean farming and operated a warehouse here for many years.

Paul Cooke operated Cooke's Engine Rebuilding in the garage directly behind the service station from about 1955 to 1963. Shorty's Body and Paint Shop also operated there during those years. In 1963, the garage in the rear was shared by L&R Body and Paint Shop and Cy's Garage.

The set of buildings located at 1009 North Coast Highway served as a number of different businesses, including Cummins & Skiba Building Materials in 1948, Smith Plumbing Co. in 1949; Solana Beach Cabinet Shop in the 1950s; Jerry's Military & Sporting Goods from 1952 to 1963; Dragmaster Company in 1963; North County Electronics in 1971; Coleman's Appliance Service in 1977 and Pro Motion Wetsuits in 1981.

Vern Boe entered into a lease with Henry Ellery in the 1960s and began operation of Boe's Cycle Mart. Boe purchased the property from Ellery in 1972, which included both sets of properties and buildings at 1003 and 1009 North Coast Highway.

In 1999 Boe sold the property to Gene and Judith Edick and the former service station and garage were torn down, leaving only the large cement block warehouse.

1015 North Coast Highway

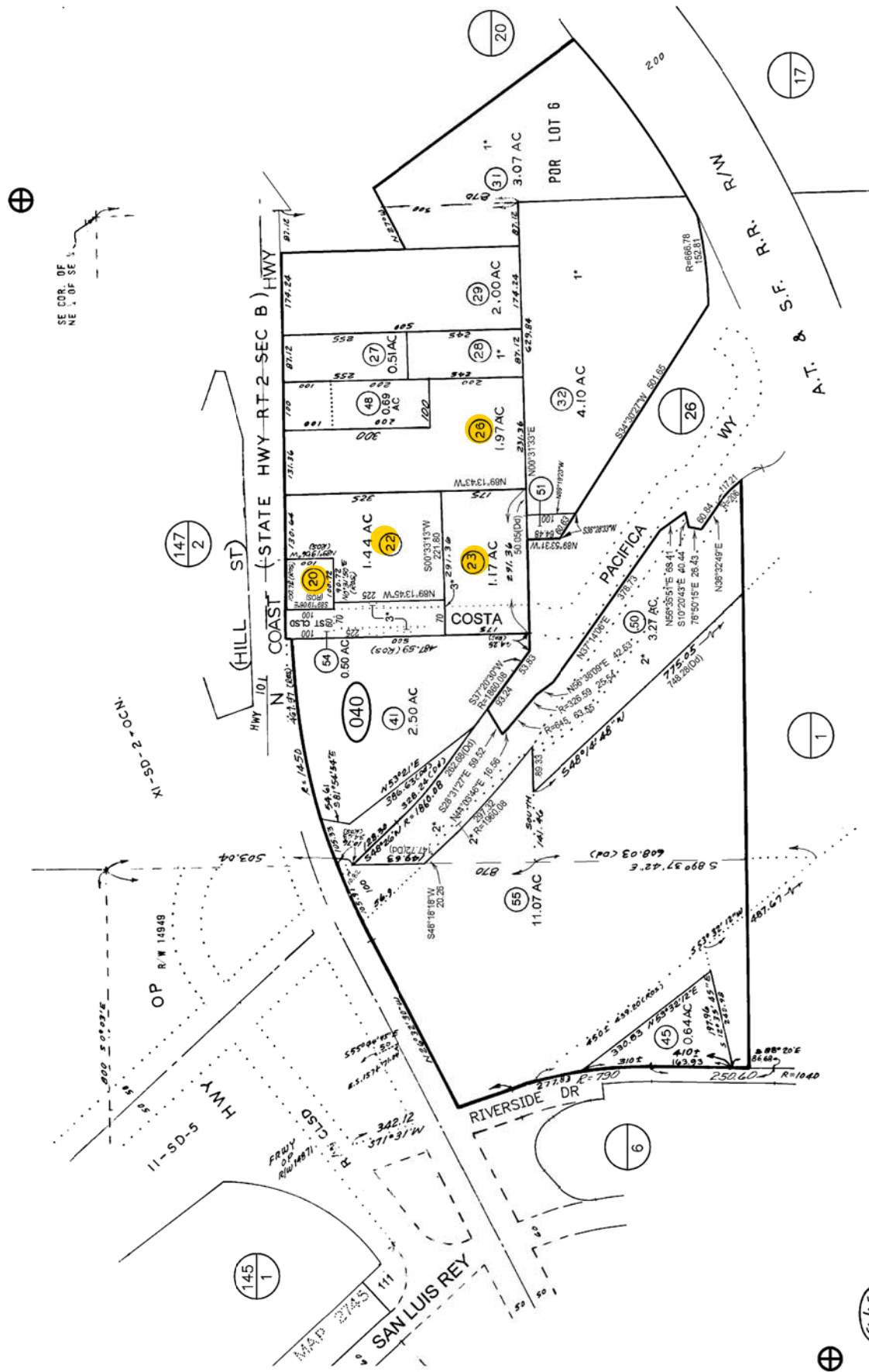
Frank A. Murch acquired this property in 1929. He sold it to the Texas Company, an oil company which would later be known as Texaco, in 1930.

Chet Heltibridle, a long time Oceanside resident, operated a service station there beginning around 1943. His daughter Ardis remembered: "*When my dad graduated from Oceanside [high school] he went to work in a Texaco Station and ended up buying the bulk plant. He also had a small building where his office was, that was full of tires.*

Texaco brought their gas to town from the Los Angeles area and delivered it to the large tanks. My father had two tank trucks that delivered the gas to the Texaco stations from Del Mar to San Clemente. Elton Olinghouse, Ed Hall and a man with the last name of Mitchell were his drivers at different times. Elton and Ed worked for him for years. Ed bought a gas station and grocery store in San Luis Rey Valley and that was when Mr. Mitchell came to work."

The service station ceased to operate by the mid 1960s, due in large part to the new Interstate which had opened in the 1950s which diverted traffic from the old Highway 101, along with competition from other nearby stations. The service station was dismantled and Frank and Dorothy Satten, owners of the Bridge Motor Inn at 1103 North Coast Highway purchased this property. In 2011 Judith Edick purchased the property from the Satten Estate.

143-04
SHT 1 OF 2



THIS MAP WAS PREPARED FOR ASSESSMENT PURPOSES ONLY. NO LIABILITY IS ASSUMED FOR THE ACCURACY OF THE DATA SHOWN. ASSESSOR'S PARCELS MAY NOT COMPLY WITH LOCAL SUBDIVISION OR BUILDING ORDINANCES.

SEC 22 - T11S - R5W - POR E 1/4
ROS 11459, 12895, 19614

SAN DIEGO COUNTY
ASSESSOR'S MAP
BOOK 143 PAGE 04 SHT 1 OF 2

1* MIRAMAR TRAILER VILLAGE
(SEE SHT 2)

2* OPEN SPACE

3* PUBLIC ACCESS

Figure 3, Parcel Map



Figure 4 View of 939 North Coast Highway, Oceanside, California



Figure 4A View of 1009 North Coast Highway, Oceanside, California



Figure 4B Aerial View of Project Area, North Coast Highway, Oceanside, California

ANALYSIS OF SUBJECT RESOURCE ARCHITECTURE

The resources at 939 and 1009 North Coast Highway are postwar commercial buildings that have served a variety of commercial purposes, including manufacturing, warehouse storage, retail and restaurant. The buildings are ordinary, built for functionality rather than form or style. The buildings are not attributed to a formally trained architect, but likely a local builder or contractor.

V. ELIGIBILITY CRITERIA

CALIFORNIA ENVIRONMENTAL QUALITY ACT

Under the California Environmental Quality Act (CEQA), a significant historic resource is one that is eligible for listing in the California Register of Historical Resources/National Register of Historic Places or other local historic register, or is deemed significant in a historical resource survey (Section 5024.1(g) of the Public Resources Code).

In order to be eligible for listing under the California Register/National Register (the standards of which are both very similar), a resource must be significant within a historic context and must also meet one or more of the following criteria:

Criterion A: Be associated with an event, or series of events, that have made a significant contribution to the broad pattern of history.

Criterion B: Have an unequivocal association with the lives of people significant in the past.

Criterion C: Embody the distinctive characteristics of a type, period, or method of construction, or represents the work of a master, or possesses high artistic values, or represents a significant, distinguishable entity whose components lack individual distinction.

Criterion D: Have yielded or may be likely to yield information important in local, state or national prehistory or history.

VI. REGISTER STANDARDS

CALIFORNIA REGISTER CRITERIA

When evaluated within its historic context, under CEQA a property must be shown to be significant for one or more of the four Criteria for Evaluation – A, B, C, or D. The Criteria describe how properties are significant for their association with important events or persons, for their importance in design or construction, or for their information potential. In addition, a property must not only be shown to be significant under the California Register criteria, but it also must have integrity.

Criterion A: Event. To be considered for listing under Criterion A, a property must be associated with one or more events important in the defined historic context. The event or trends must clearly be important within the associated context. Mere association with historic events or trends is not enough, in and of itself, to qualify under Criterion A – the property’s specific association must be considered important as well.

Criterion B: Person. Criterion B applies to properties associated with individuals whose specific contributions to history can be identified and documented. Persons “significant in our past” refers to individuals whose activities are demonstrably important within a local, state or national historic context. The criterion is generally restricted to those properties that illustrate (rather than commemorate) a person’s important achievements. The persons associated with the property must be individually significant within a historic event. Significant individuals must be directly associated with the nominated property.

Properties eligible under Criterion B are usually those associated with a person’s productive life, reflecting the time period when he or she achieved significance. Speculative associations are not acceptable. Documentation must make clear how the nominated property represents an individual’s significant contributions. A property must retain integrity from the period of its significant historic associations. Architects are often represented by their works, which are eligible under Criterion C. Their homes, however, can be eligible for consideration under Criterion B, if these properties were personally associated with the individual.

Criterion C: Design/Construction: Properties may be eligible under Criterion C if they embody the distinctive characteristics of a type, period, or method of construction, or that represent the work of a master, or that possess high artistic values, or that represent a significant and distinguishable entity whose components may lack individual distinction. Properties which embody the distinctive characteristics of a type, period, or method of construction refer to the way in which a property was conceived, designed, or fabricated by a people or culture in past periods of history. Distinctive characteristics are the physical features or traits that commonly recur in individual types, periods, or methods of construction. To be eligible, a property must clearly contain enough of those characteristics to be considered a true representative of a particular type, period, or method of construction.

A master is a figure of generally recognized greatness in a field, a known craftsman of consummate skill, or an anonymous craftsman whose work is distinguishable from others by its characteristic style and quality. The property must express a particular phase in the development of the master’s career, an aspect of his or her work, or a particular theme in his or her craft.

Criterion D: Information Potential. Properties may be eligible under Criterion D if they have yielded, or may be likely to yield, information important in prehistory or history.

VII. APPLICATION OF CRITERIA FOR 939-1009 NORTH COAST HIGHWAY

Criterion A (association with a significant historical event): No known significant events occurred on the property, before or after the resources were constructed. The property is not significant under Criterion A.

Criterion B (association with a historic person or persons): While the resources are associated with a number of noteworthy people in Oceanside's history and development, the resource is not significant under Criterion B.

Criterion C (represents a significant design or style of construction): The resources are not considered to be the work of a master architect or craftsman. The resources are not significant under Criterion C.

Criterion D (ability to yield further information): It is unlikely that any further information of importance would be revealed with additional study. The resource is not significant under Criterion D.

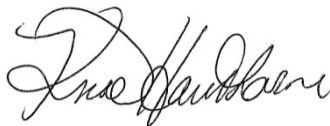
VIII. DETERMINATION

The resources located at 939 and 1009 North Coast Highway do not possess any notable design features, they are not the work of a master architect or craftsman, and are not constructed of rare or unique materials. The resources do not qualify for nomination to the national, state or local historical resources registers.

IX. IMPACTS AND SIGNIFICANCE

Because the resources do not meet any historical criteria nor qualify for historical registration, mitigation measures beyond photographic documentation for these resources are not required.

Should you have any questions, please feel free to call me at 760-390-4192.

A handwritten signature in black ink, appearing to read "Kristi Hawthorne", written in a cursive style.

Kristi S. Hawthorne

X. RESOURCES

- | | |
|------------------------------------------|------------------------|
| Oceanside Lot Books | 1897-1953 |
| San Diego County Tax Rolls | 1977-1990 |
| San Diego County Master Property Records | |
| Oceanside-Carlsbad Directories | 1954, 1955, 1959, 1968 |
| San Diego County Directories | 1887-1938 |
| <i>South Oceanside Diamond</i> | 1888-1889 |
| <i>Oceanside Blade Tribune</i> | 1892-1983 |
| <i>San Diego Union Tribune</i> | 1871-1983 |
| <i>Los Angeles Times</i> | 1888; 1990 |
| <i>San Bernardino County Sun</i> | 1963 |
- Oceanside Historical Society Photo collection
- "An Illustrated History of Southern California,"* The Lewis Publishing Company, 1890
- "History of San Diego County"*, Published by San Diego Press Club, 1936
- Interview with Charlie Buell, 2019
- Interview with Ernie Carpenter, 2001
- Interview with Dave Childs, 2018
- Interview with Ardis Heltibridle Zander, 2019
- California Coastal Records Project, www.californiacoastline.org
- | | |
|--------------|-------------------------------------------------------------------|
| Ancestry.com | Census Records; California Death Index;
Marriage Records, etc. |
|--------------|-------------------------------------------------------------------|
- "More Maddox Brothers and Rose", www.Rockabillyhall.com
- "Queen of Hill Billy Swing, Rose Maddox, Parts 1 and 2" By Lyle Duplessie, February 2015, <https://sandiegotroubadour.com/2015/02/8328/>

APPENDIX A
BUILDING FORMS

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
PRIMARY RECORD

Primary# _____
HRI# _____
Trinomial _____
NRHP Status Code _____
Other Listings _____
Review Code _____ Reviewer _____ Date Jan 2019

Page 1 of 6 *Resource Name or #: (Assigned by recorder) 939-1009 North Coast Highway

P1. Other Identifier: _____

*P2. Location: ☐ Not for Publication ☒ Unrestricted

*a. County San Diego and (P2c, P2e, and P2b or P2d. Attach a Location Map as necessary.)

*b. USGS 7.5' Quad Oceanside Date 1997 T 11S ; R 5W; 1/4 of 1 1/4 of Sec ; SB B.M.

*c. Address 939-1009 North Coast Highway City Oceanside Zip 92054

d. UTM: (Give more than one for large and/or linear resources) Zone 11 , mE/ mN

e. Other Locational Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate)

The property is situated on the west side of North Coast Highway, south of the San Luis Rey River. The Assessor's Parcel Numbers are 143-040-20-00, 143-040-22-00, 143-040-23-00, 143-040-26-00 and 143-040-54-00.

*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

The subject property contains five (5) parcels of land which contain commercial structures. The building at 939 North Coast Highway is a one story commercial building that serves as an adult entertainment venue. Built in a rectangular shape it appears to be wood and stucco. The front façade has a large awning which runs the length of the building, on either side of the entrance. The entry is also covered by an awning that extends further over the concrete sidewalk. Left of the entrance is a large lighted sign that is mounted to the exterior wall. To the right of the entrance are three fixed windows which are tinted. Flower beds are on either side of the entry that each contains plants, flowers and palms. Built flush with the sidewalk, the building fronts Coast Highway. A driveway to the rear of the building is on the south and a large paved parking lot is situated to the north. To the west of the main parking, contained in parcel 143-040-26-00, is a large concrete block warehouse building. It features a vertical facade with a square top on either end of the building (north and south), as well as a gabled roof. Each vertical façade rises to form a parapet and was common in western style storefronts. To the north, also contained in parcel 143-040-26-00, is a row of commercial and warehouse buildings of various sizes and construction.



P3b. Resource Attributes: (List attributes and codes) HP6 - 1-3 story commercial building

*P4. Resources Present:

☒ Building ☐ Structure ☐ Object ☐ Site ☐ District
☐ Element of District ☐ Other (Isolates, etc.)

P5b. Description of Photo: (view, date, accession #)
East facing façade of 939 North Coast Highway, 1-18-2019

*P6. Date Constructed/Age and Source:

☒ Historic ☐ Prehistoric ☐ Both Constructed 1950

*P7. Owner and Address:

Edick Judith Trust
P.O. Box 294
Oceanside CA 92049

*P8. Recorded by: (Name, affiliation, and address)

Kristi S. Hawthorne
601 South Ditmar Street
Oceanside CA 92054

*P9. Date Recorded: 1/25/2019

*P10. Survey Type: (Describe) Field Check

*P11. Report Citation: (Cite survey report and other sources, or enter "none.") Results of the Historical Building

Assessment for 939-1009 North Coast Highway, Oceanside, CA 92054 *Attachments: ☐ NONE

☐ Location Map ☒ Continuation Sheet ☒ Building, Structure, and Object Record ☐ Archaeological Record ☐ District Record
☐ Linear Feature Record ☐ Milling Station Record ☐ Rock Art Record ☐ Artifact Record ☐ Photograph Record ☐ Other (List):

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
CONTINUATION SHEET

Primary# _____
HRI# _____
Trinomial _____

Page 2 of 6 *Resource Name or # (Assigned by recorder) 939-1009 North Coast Highway
*Recorded by: Kristi S. Hawthorne *Date 1/25/2019 ☒ Continuation ☐ Update

The subject resource is located in a portion of Section 22, Township 11, Range 5 West. John A. McCullough applied for a land grant and received 160 acres in 1890. Certificate 2608 granted McCullough lots 3, 4, 7 and 8, in the southeast quarter of the northeast quarter and the northeast quarter of the southeast quarter of section 22.

John McCullough was born in 1843 in Missouri. His wife, Mary Elizabeth (Wilson) McCullough was a native of Texas. Their daughter Nevada "Vada" M. was born in 1871 in the state of Texas. Nevada Street which runs from North Oceanside to South Oceanside was said to have been named for her.

Prior to applying for a land grant, McCullough had moved to Oceanside and invested in real estate before the city's incorporation in 1888. According to one newspaper report, McCullough was one of the first ten residents in Oceanside. In the early years of Oceanside, John McCullough purchased the Locke House, located near the San Luis Rey Mission, and moved it to North Cleveland Street and opened the Beach Hotel. His wife operated a private school near the train depot, which at one time had 40 students.

The South Oceanside Diamond Newspaper published an editorial in 1888 suggesting boundaries for the new town, including McCullough's property.

We suggest that sections 23, 24, 26, 27 and all that portion of section 22 this side of the Santa Margarita Ranch be included within the incorporation limits. This will reach to the Amick place, in a northerly direction; the Maxson and Griffin tract in an easterly direction; the Escondido Junction in a southerly direction; and the Pacific Ocean and McCullough tract in a westerly direction.

The McCullough's lived on a portion of their original land grant on a ranch which included a dwelling and a barn. In 1902 they sold their ranch to John Dawson, of Canada for \$3,000. The newspaper reported that Dawson planned to "make valuable improvements and contemplates putting in a large acreage upon the Santa Margarita ranch."

In 1905 John Dawson sold his ranch originally owned by McCullough and moved to Encinitas. Subsequently the 160 acres of the original grant was subdivided and sold to several owners.

Melchior Pieper acquired a portion of the property to the south in 1905. Pieper, a German immigrant, came to the United States via San Francisco, where he met and married his first wife, Lizetta, (also from Germany) in 1878. The Pieper's settled in Oceanside in 1886.

Pieper became proprietor, or manager, of the South Pacific Hotel, a stately Victorian structure that stood near the corner of Pacific Street and Third Street (now Pier View Way). Built in 1887, the South Pacific Hotel was an impressive structure that faced eastward towards the railroad tracks. Pieper transformed the grounds of the hotel into an expansive garden. In June of 1896 the South Pacific Hotel burned to the ground, the cause of the fire was unknown.

The opera house next to the South Pacific Hotel was saved from the fire and Pieper later moved that structure to the far end of North Cleveland Street and made it into a "palatial residence" surrounded by beautiful gardens. This property was located on the southern most end of McCullough's original land grant.

State of California — The Resources Agency
DEPARTMENT OF PARKS AND RECREATION
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Gust Scheunemann and Jack P. Weberg acquired portions of the subject property in 1923, which had been used for strawberry fields.

939 North Coast Highway

Charles A. and Elizabeth Burke purchased the subject property which contained present day 939 North Coast Highway and then sold a portion of it to David and Maureen Rorick in 1942. David Rorick, Jr. was born in Oceanside in 1913. He was born in the home he lived in for nearly his entire life on South Pacific Street. Rorick was the owner of a Buick dealership in Oceanside and founder a local building and loan association and served as president of the Oceanside Chamber of Commerce. He was instrumental in establishing the Audubon Nature Center near the Buena Vista Lagoon and one of the founders of the Buena Vista Lagoon Foundation in 1981. Rorick remained involved in a number of civic and business organizations until his death in 2002 in the very home he was born in.

Rorick sold the subject property in 1946 to William L. D. and Minnie Hamilton and George A. and Ruby Strahan. William "Bill" Hamilton and his wife Minnie lived in Los Angeles during the early years of the Depression. Bill worked on the California Aqueduct as a cook. In 1935, Minnie Hamilton moved to Carlsbad, California to help take care of her ailing grandfather. Bill soon followed and began working as a cook at the Bridge Café, located near the San Luis Rey River Bridge on Highway 101 north of Oceanside. While Bill Hamilton was working at the Bridge Café, he met George "Red" Strahan. The two decided to go into business on their own so they rented a small building near the Bridge Cafe and started their own restaurant, which was part a small motel complex. They called it "Red and Bill's".

When World War II broke out, Hamilton and Strahan rented or leased property (at the present day address of 939 North Coast Highway) and built their own cafe keeping the name "Red and Bill's". Behind their café was a large vacant lot which was used for several years as a baseball field. It also served as the location for a traveling circus in the 1940s.

Hamilton and Strahan purchased the subject property from David Rorick, Jr., on which their café was located in 1946. Two years later the partners sold their café property to John and Mary Vieszt.

Property records suggest that in 1950, during the time the Vieszt's owned the property, the building at 939 North Hill/Coast Highway was either substantially enlarged or rebuilt altogether. The new proprietors called their established the Wheel Club, which served cocktails as well as food.

Three years later John and Mary Vieszt sold the property to R. G. Hunter, a resident of Vista, who owned substantial property, according to family members. Hunter operated the business under the name of the 101 Club. The 101 Club became a popular night spot featuring live entertainment.

In 1968 Jim Brogdon purchased the 101 Club which was sometimes referred to as the Wheel Club or 101 Wheel Club. Jimmie Clarence Brodgon was born in 1929 in Hornersville, Missouri. He was the third child of Clarence and Irene Brogdon. Jimmie's father was a piano salesman who died in 1933 when Jimmie was just 4 years old. Irene Brogdon moved her four children to Southern California in the mid 1940's. Jimmie attended his senior year of high school in South Pasadena in 1947.

State of California — The Resources Agency
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Primary# _____
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In 1959 Brogdon married country western star Rose Maddox, considered one of the grand dames of traditional country music. In the 1950s and 1960s Maddox had over a dozen hits as a solo artist and four solid hits with legendary Buck Owens.

Lyle Duplessie wrote in 2015 biography of Rose Maddox: "Rose had met Jimmy Brogdon, owner of the Wheel Club in Oceanside. Brogdon was well connected in the music industry and his club regularly hosted such luminaries as George Jones, Johnny Cash, Willie Nelson, Roger Miller, and the up-and-coming Merle Haggard. Brogdon would now host another star: Rose. It didn't take long before Brogdon and Rose were in love."

In an interview before her death Maddox said of her career in the late 1960s, "Times were changing. Nightclubs were using house bands instead of guest stars. We weren't working as much. I found out I could make as much money as the whole family by myself. I had a son to support. I got married to a man in Oceanside. Jimmy Brogdon. He still lives in Oceanside. When I married him he was a nightclub owner. Now he owns half of Oceanside."

Another star who performed at the 101 Club was Barbara Mandrell, a local girl who graduated from Oceanside High School in 1967. She performed with her family, The Mandrell Family Band, at various local nightspots and one of their first records was recorded in Oceanside. Barbara Mandrell would go on to be a huge star with several hits, a variety television show and was the Academy of Country Music Awards Top New Female Vocalist in 1971.

In 1959 Brogdon was living in a modest 700 square foot home at 410 Grant Street, behind Oceanside High School. By 1970, in addition to owning and managing the 101 Club, he was the general manager and owner of the Oceanside Ice Company on South Cleveland Street. In 1986 Brogdon said his company handled "between 50 percent and 75 percent of the cube ice delivery business in San Diego and Orange counties, providing 200 tons of block and cube ice per day to more than 1,500 convenience stores, markets and produce companies."

By 1979 the roadside club went from a country & western bar and restaurant to a disco called First Edition. Two years later the name was changed to Francine's and advertised dancing and cocktails to "Top Forty" hits. One year later Francine's introduced "Tuesday Night Ladies Only" which featured adult male entertainers, which was considered a novelty act at the time.

Soon after, its foray into adult entertainment, the club was renamed Pure Platinum, and featured female semi-nude dancers. Another name change occurred in the late 1980s when the club went by Dirty Dan's, and lastly, in 1990 it was renamed The Main Attraction.

Jimmy Brogdon married Judith Ann Edick in Las Vegas, Nevada on May 5, 1997. He died just a few months later on November 18, 1997. His widow Judith Edick inherited the nightclub and she subsequently deeded the properties formerly owned by Brogdon to her son Gene Edick, current owner.

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1003 and 1009 North Coast Highway

Albert Zaiser purchased this property in 1947 from Charles and Elizabeth Burke. Zaiser was a native of Canada of German descent who came to the United States in 1923. In 1930 he was living at 218 North Cleveland Street in Oceanside with his wife and three children. A carpenter by trade, Zaiser had purchased the Seaside Inn where they were living.

During World War II Zaiser was given a lucrative contract to build housing in Oceanside at a time when building was nearly at a complete halt due to the shortage of materials for the war. In 1940 Oceanside's population was 4,651 but soon after the bombing of Pearl Harbor launched the US into war, the United States Navy took over the Santa Margarita Rancho to the north to be used as a training base for the Marine Corps. 20,000 marines and civilian support flooded the base and Oceanside was hard pressed to meet the need for housing and other essentials the military and civilian personnel demanded. Oceanside's population more than doubled in five years.

A service station was built at 1003 North Coast Highway shortly after the war ended called Fitzroy Service Station. To the north at 1009 North Coast Highway was Fitzroy Motors and Packard Dealership. Behind the service station was an L-shaped garage building for auto repairs which was attached to a large warehouse. The warehouse was likely built prior to the service station and garage. Situated behind the Packard Dealership were three additional buildings serving as shops, factory and lumberyard.

In 1954 the service station at 1003 North Coast Highway operated as Rounds' Service Station, owned by Leonard W. Rounds. One year later it changed owners as Trotter's Service Station and then in 1959 it was Kane's Richfield Service.

Henry E. Ellery purchased the property in 1959. Ellery had subdivided the tract in what was then considered "East Oceanside" which bears his name, located off of Mission Avenue and Mesa Drive in 1920. In addition to being a real estate developer, Ellery also served on the City Council, was engaged in bean farming and operated a warehouse here for many years.

Paul Cooke operated Cooke's Engine Rebuilding in the garage directly behind the service station from about 1955 to 1963. Shorty's Body and Paint Shop also operated there during those years. In 1963, the garage in the rear was shared by L&R Body and Paint Shop and Cy's Garage.

Vern Boe entered into a lease with Henry Ellery in the 1960s and began operation of Boe's Cycle Mart. Boe purchased the property from Ellery in 1972, which included both sets of properties and buildings at 1003 and 1009 North Coast Highway. In 1999 Boe sold the property to Gene and Judith Edick and the former service station and garage were torn down, leaving only the large cement block warehouse.

1015 North Coast Highway

Frank A. Murch acquired this property in 1929. He sold it to the Texas Company, an oil company which would later be known as Texaco, in 1930.

The service station ceased to operate by the mid 1960s, due in large part to the new Interstate which had opened in the 1950s which diverted traffic from the old Highway 101, along with competition from other nearby stations. The service station was dismantled and Frank and Dorothy Satten, owners of the Bridge Motor Inn at 1103 North Coast Highway purchased this property. In 2011 Judith Edick purchased the property from the Satten Estate.

BUILDING, STRUCTURE, AND OBJECT RECORD

*NRHP Status Code

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*Resource Name or # (Assigned by recorder) 939-1009 North Coast Highway

B1. Historic Name: none

B2. Common Name:

B3. Original Use: Commercial B4. Present Use: Commercial

*B5. Architectural Style:

*B6. Construction History: (Construction date, alterations, and date of alterations)

The resource at 939 North Coast Highway was constructed in 1950. Other buildings at 1003 and 1009 North Coast Highway were likely built between 1948-1950.

*B7. Moved? ☒ No ☐ Yes ☐ Unknown Date: _____ Original Location:

*B8. Related Features: Commercial

B9a. Architect: unknown b. Builder:

*B10. Significance: Theme Oceanside development Area Oceanside, California

Period of Significance 1950s Property Type Commercial Applicable Criteria none

(Discuss importance in terms of historical or architectural context as defined by theme, period, and geographic scope. Also address integrity.)

The subject property is situated on North Coast Highway in North Oceanside, originally named Hill Street.

The resources at 939 and 1009 North Coast Highway are postwar commercial buildings that have served a variety of commercial purposes, including manufacturing, warehouse storage, retail and restaurant. The buildings are ordinary, built for functionality rather than form or style. The buildings are not attributed to a formally trained architect, but likely a local builder or contractor.

The resources located at 939 and 1009 North Coast Highway do not possess any notable design features, they are not the work of a master architect or craftsman, and are not constructed of rare or unique materials. The resources do not qualify for nomination to the national, state or local historical resources registers.

B11. Additional Resource Attributes: (List attributes and codes) HP6

(Sketch Map with north arrow required)

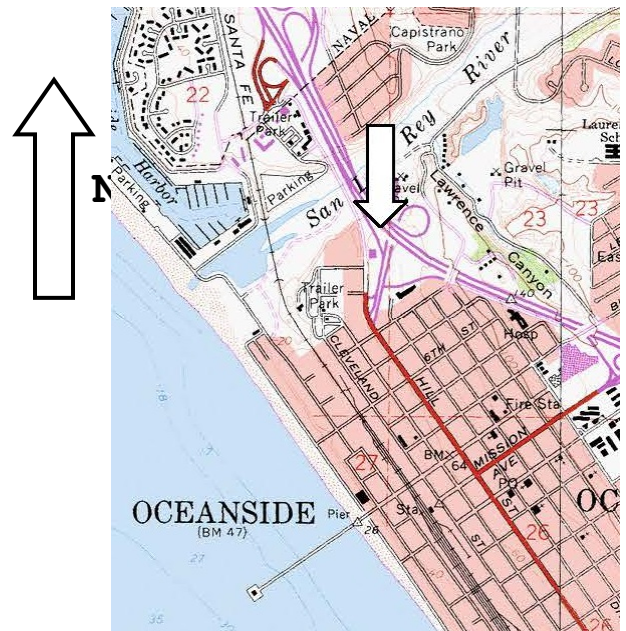
*B12. References: Official Oceanside-Carlsbad Directory, 1954; Luskey's Official Oceanside-Carlsbad Directory, 1959; City of Oceanside Lot Books, 1897-1953; San Diego County Master Property Records; Oceanside Blade Tribune

B13. Remarks:

*B14. Evaluator: Kristi S. Hawthorne, 601 South Ditmar Street, Oceanside, California 92054

Date of Evaluation: 1/25/2019

(This space reserved for official comments.)



APPENDIX B

ADDITIONAL VIEWS OF 939 NORTH COAST HIGHWAY



939 North Coast Highway, looking southerly



939 North Coast Highway rear view

APPENDIX C

ADDITIONAL VIEWS OF 1003-1009 NORTH COAST HIGHWAY



Warehouse building rear of parking lot (1003 North Coast Highway)



Warehouse building, south facing facade



1009 North Coast Highway



1009 North Coast Highway, South Facing façade



1009 and 939 North Coast Highway



1009 North Coast Highway, north façade
(1015 North Coast Highway, empty lot)



1015 North Coast Highway (empty lot)



Warehouse buildings west of 1009 North Coast Highway



View of Buildings west of 1009 North Coast Highway



Additional view of buildings



Rear View of buildings at 1009 North Coast Highway



View of Warehouse, North Facing facade

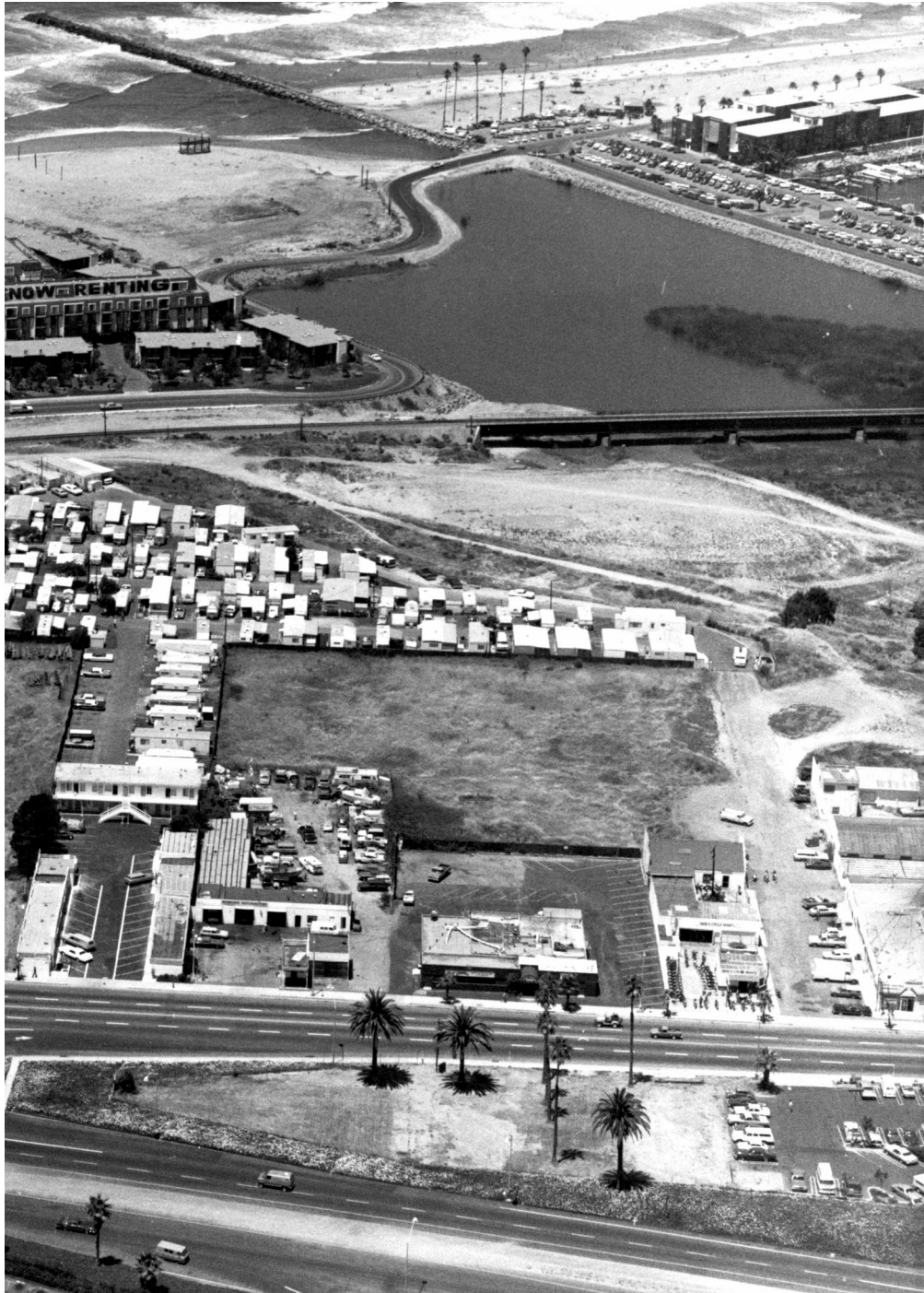
ATTACHMENTS



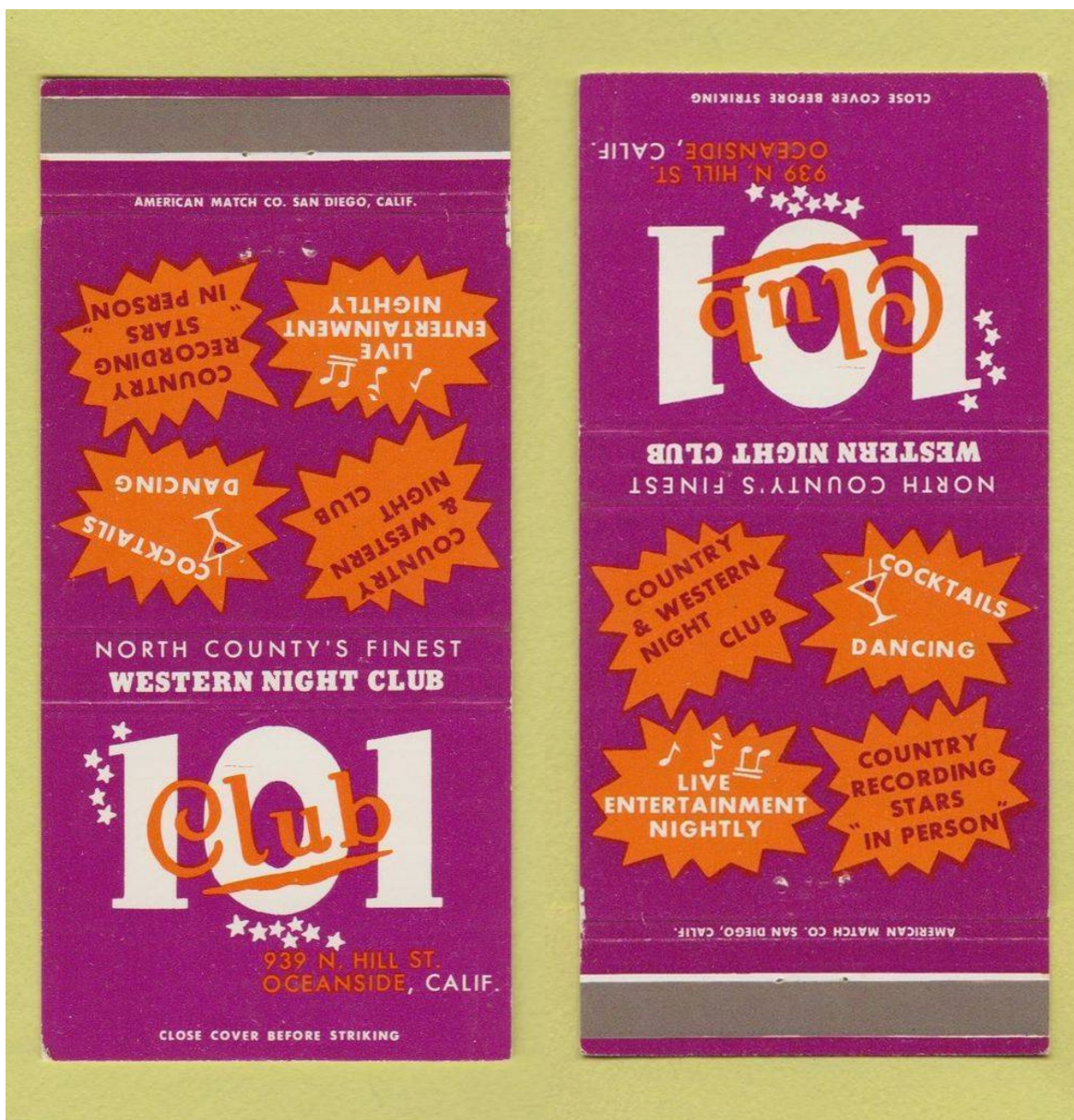
Fitzroy Service Station, 1003 North Coast Highway and Fitzroy Motor Company and Packard Dealership, 1009 North Coast Highway in 1949 (Note Texaco Station far right)



Aerial of 939-1003 North Coast Highway circa 1962



Aerial of 939-1003 North Coast Highway circa 1970



View of matchbook, 101 Club circa 1960s



939 - 1009 North Coast Highway looking north, 1979



1003 North Coast Highway, Boe's Cycle Mart, 1979



1003-939 North Coast Highway looking south, 1981



939 North Coast Highway, circa 1995



1015 North Coast Highway circa 1981



1009 North Coast Highway, 2010