

ATASCADERO

HISTORICAL REPORT

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City and Regional Planning
California Polytechnic University, June 2018

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INTRODUCTION

Purpose

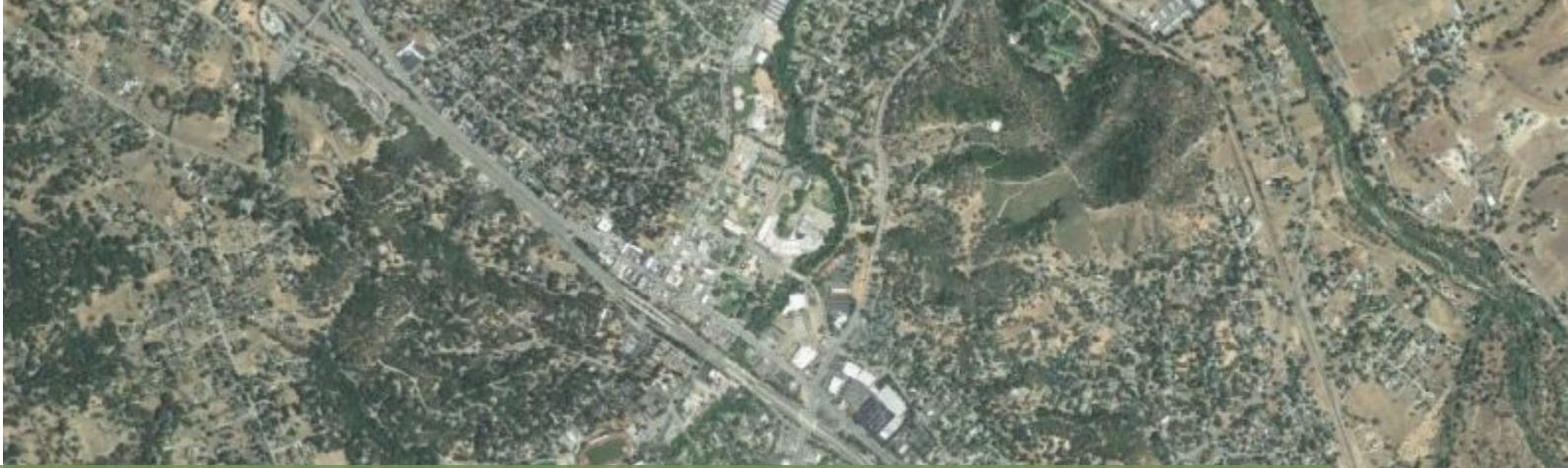
The purpose of this Report is to provide a cohesive, comprehensive, and updated account of Atascadero’s historical context, linking social, cultural, and personal accounts to the physical environment. While the City has a wide variety of historical reports, they may not cover all periods of urban growth or provide an adequate framework for use as a policy and planning resource. As Atascadero’s community identity evolves, and historical/cultural resources fall into disuse, it is critical to evaluate the relationship between the City’s future, its present, and its past. It is my objective to deliver relevant historical information as both a standalone narrative and as a resource in the City’s future preservation efforts.

Relevance to Planning

Historic sites play a critical role in shaping a community’s character, and contribute to aesthetic, spatial, and cultural themes that inform future development. Strategic protection of historic sites may also contribute to the sustainable goals of the City as well as the overall health and maintenance of public and private properties. This project analyzes the relationship between land use regulation, community identity, and the intentional design

INTRODUCTION

of the built environment. It will incorporate a range of skills developed in the CRP undergraduate program, including data collection and analysis; public outreach; writing professional documents and policy; and communicating information across a variety of mediums.



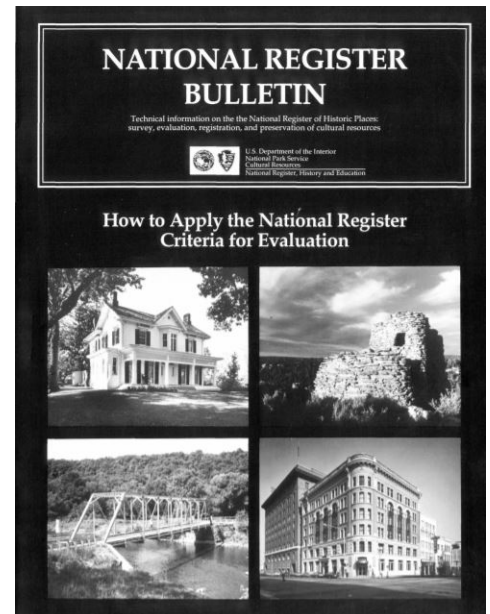
METHODOLOGY

Document Approach

This Report borrows from the language, organization, and survey methodology outlined in National Register Bulletin 15, Section V: How to Evaluate a Property Within Its Historic Context, National Register Bulletin 24: Guidelines for Local Surveys, and National Register White Paper: The Components of a Historic Context (see Appendix A, Literature Review). These guidelines and survey methodology are referenced for several reasons:

- They give legitimacy to this Report’s findings as meeting commonly accepted standards for evaluating historic resources.
- They provide a comprehensive approach for linking historic or significant properties to broader social and cultural discussions of place and community identity.
- They provide a basis for future preservation policy and documentation in Atascadero—for example, writing a Historic Context Statement or preparing a historic preservation ordinance.

In addition, this Report looked at the historic preservation efforts of comparable cities in San Luis Obispo County, including the City of San Luis Obispo and the City of Paso Robles.



National Register Bulletin 15, Section V.

Research and Data-Gathering

The first step in assembling this Report was reviewing existing documentation relevant to the Atascadero region. Sources included a range of primary and secondary sources, such as local historical accounts and publications, technical reports, and City data. Most of the historical images and primary sources were obtained through the Atascadero Historical Society, the History Center of San Luis Obispo County, and the Cal Poly University Kennedy Library Online Archives.

This initial research was used to identify recurring themes in time periods, events, and persons across Atascadero's history. This analysis considered the reliability of each source; gaps and conflicts in information; the types of properties associated with each theme; and the current status of those properties. See Appendix B, Literature Review for a more extensive list of sources cited.

Field Surveys

Preliminary research identified 42 existing historical sites to be covered by a field survey. The purpose of this survey was to update and verify information, and to help determine which sites might be considered significant based on criteria found in National Register Bulletin 24: Guidelines for Local Surveys. An initial site visit to Atascadero occurred on May 19, 2018, and a second visit occurred on June 3, 2018. The survey involved driving and walking through the community and noting the distribution of property sites, as well as taking specific information on the status, characteristics, and conditions of those sites. Certain sites, such as the majority of Colony Homes, were not included in the survey due to time constraints and because survey information is readily available.




The results of this research and survey process were used in GIS mapping efforts. An additional 21 demolished sites were incorporated into this new GIS data to provide additional geographic and historical context.

Study Area

As indicated in *Figure 1, Study Area Boundary*, the study area for this Report encompasses the entire City of Atascadero. While most potential historic sites are concentrated along El Camino Real and the ‘Mall’, the survey accounted for other sites distributed across the community to the extent possible. Additionally, demolished sites that inform Atascadero’s historical narrative in notable ways were included in maps and discussion.



FIGURE 1
STUDY AREA MAP

-  Atascadero City Boundary, 2018
-  Focus Area for Site Survey
-  Railroad

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CONTEXT

This discussion provides an overview of the social, cultural, economic, and political conditions that have shaped the City of Atascadero's built environment. This is not a complete history of Atascadero, but a reference for identifying the significant sites and buildings that provide context to the City's identity. This narrative draws from personal sources, reports, and existing data to identify key historic contexts, and the architectural and physical themes that exemplify those contexts (as categorized by residential, commercial, industrial, civic, and other land uses). The intent is that this report may be used to preserve the places that are meaningful to Atascadero residents, and reflect the ever-evolving growth of urban places.

Summary



This report breaks up Atascadero's historical narrative into six distinct time periods:

- Early History (before 1771)
- Mission Era (1772-1821)
- Mexican Rule and Rancho Sales (1821-1846)
- 19th Century Americanization and Early Town Settlement (1846 to 1913)
- The Atascadero Colony (1913-1928)
- The Great Depression and World War II (1928-1945)
- Road to Incorporation (1945 to 1970s)

Historical Overview

The City of Atascadero is a community located centrally in San Luis Obispo County, along the Central Coast of California. The City is bound to the east by the Salinas River, and to the west by the hillsides of the Santa Lucia Mountains. Atascadero acts as a regional stop between Northern and Southern California, with US Freeway 101 bisecting the community and serving vehicles going from San Francisco to Los Angeles. Highway 41 runs east-west through Atascadero, providing access to the Pacific Coastline. While most development in the City is bound to the flat grounds of eastern Atascadero, residences extend up into the hilly slopes of the Santa Lucia Mountains and connect the City's urban core to its rural surroundings.

FIGURE 2
REGIONAL CONTEXT MAP

San Luis Obispo County Boundary, 2018 
Salinas River 



Before Spanish colonization, the area was inhabited by the native Salinan tribe, who used the seasonally dry Salinas River as a trail running across what is now San Luis Obispo County. While there may not have been permanent villages in the Atascadero region, evidence suggests that the Salinan tribe, and possibly the Northern Chumash tribe, made temporary settlements, workshops, and sacred sites along the riverbed and into the southern regions of Atascadero. The first Spanish expedition into this area did not occur until 1776, when explorers briefly encamped along the Salinas riverbed.

Mission Santa Margarita, an asistencia (sub-mission) of Mission San Luis Obispo de Tolosa, was founded in 1787; Mission San Miguel was founded ten years later. Both missions conscripted the Northern Chumash and Salinan tribes into service, disrupting their ways of life and ushering in a significant cultural shift throughout the Atascadero region. Two outposts, one from each mission, were constructed within the current boundaries of the City of Atascadero. The Atascadero region acted as a trade and transportation corridor connecting the missions to one another.

When Mexico won its independence from Spain in 1821, the mission lands were divided into ranchos and distributed among prominent political and economic figures for use in large scale ranching. During this time, the Atascadero area continued to act as a major transportation corridor, facilitating trade between



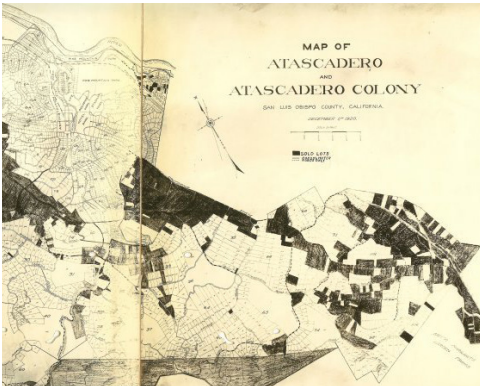
The Salinas River during the summer dry season (Radisavljevic, 2015).



A remaining wall of Asistencia Santa Margarita de Cortona (Kennedy Library Online Archive, 1920).



A stage stop in south Atascadero--operated from 1873 to 1883 (Santa Margarita Historical Society, n.d.)



Map of the Atascadero Colony (Atascadero Historical Society, n.d.)



Highway 101 construction (Atascadero Historical Society, 1955).

the ranchers and American traders. With the construction of the railroad in 1865, the Atascadero region was dotted with small, predominantly Hispanic communities.

The ranchos flourished until 1913, when E.G. Lewis, a land developer and publisher, purchased the lands around the Atascadero region for the construction of a planned settlement, the Atascadero Colony. Envisioned as a utopian, agrarian community, it was developed by E.G. Lewis, who subdivided it and sold tracts to prospective residents. Over the course of eleven years, Lewis hired developers to construct civic buildings, residences, orchards, and infrastructure, some of which remains to this day. However, in 1924, Lewis' bankruptcy and the burgeoning effects of the Great Depression halted development. From the 1930s to 1940s, the Atascadero Colony experienced some growth, particularly as World War 2 provided viable industrial jobs and investment.

Atascadero's urban development patterns shifted in the 1950s with the bisection of the community by Highway 101. This intervention had both negative and positive impacts, stimulating renewed interest in Atascadero, but resulting in the displacement of residents and businesses. From the mid-1950s onward, Atascadero experienced significant population growth, affecting the community's public services and residential and commercial development. In response to this unprecedented growth, Atascadero was incorporated in 1979.

Early History (pre-1771)

Human populations have occupied California's Central Coast over the last 10,000 years. The development of these populations over time can be defined by major periods of cultural adaptation: the Late Pleistocene/Early Holocene (pre-6500 BC); the Millingstone Period (6500 to 3500 BC); the Early Period (3500 to 600 BC); the Middle-Late Period (AD 1150 to 1300); and the Late Period (AD 1300 to 1769). Archaeological records suggest that settlements moved inland over time, arriving in the Atascadero region by the Middle-Late Period (Atascadero, & FirstCarbon Solutions, 2017).

However, this report focuses specifically on the significant cultural and historic contributions of San Luis Obispo County's two Native American ethnic groups, the Southern Salinans and the Chumash. The Salinan territory encompasses diverse geographic terrain of approximately 3,000 square miles, extending into the Diablo Mountain range to the east and the mouth of the Salinas River to the west. The Chumash, located to the south, also covers a



Approximate tribal territory boundaries in the Atascadero region (Sturtevant, 1978).

significant region, stretching along the coast line into Los Angeles County. The exact boundary between the Salinan and Chumash territories has been widely disputed, due in part to the Spanish intervention into an existing geopolitical context. Within the City of Atascadero both tribal groups have exercised their territorial claim, demonstrating that this boundary continues to be of important cultural and historic concern .

While both the Salinans and the Chumash inhabited the same region, they each had unique subsistence patterns, communities, and languages that distinguished their cultures. The Salinans were a hunter-gatherer society that spoke one of the oldest indigenous languages in California . They took advantage of the temperate climate and abundant resources, eating plants such as acorns, pine nuts, and sage seeds, as well as a wide variety of land and marine animals. Salinan dwellings were hemispheres constructed out of poles and grass, with communal and storage outbuildings—prior to the arrival of the Spanish, there were approximately 21 Salinan villages located inland, with as many as 2,000 to 3,000 members occupying the Central Coast territory (Milliken & Johnson, 2005). Their villages were made up of domed dwellings with grass thatching, with storehouses, sweat lodges, ceremonial dance ground, and a cemetery making up communal spaces.

The Chumash within the Atascadero area spoke in the Obispeno dialect (retroactively named after the nearby Mission San Luis Obispo de Teloso). While other Chumash communities relied on maritime hunting and gathering, the Obispeno consumed additional foods such as berries, acorns, pine nuts, and game. The Chumash operated within complex, well-established social organization, and took advantage of quarries within their territory to create both functional and ceremonial tools. Obispeno villages tended to be less dense than other Chumash settlements, with fewer than 100 residents. However, the Chumash population, in total, was a significant cultural and territorial establishment, with

as many as 20,000 members living along the California coastline (Atascadero, Albion Environmental, Inc., & Michael Brandman Associates, 2011).

With the exception of a single incident in 1595, neither group in the San Luis Obispo region made contact with Spanish settlers until 1769, when King Charles III of Spain authorized Franciscan missionaries to establish mission sites in California. The arrival of the Spanish had profound impacts on both the Chumash and Salinans, disrupting territorial boundaries and leading to the dissolution of their communities and traditional ways of life. As of 1771, both tribal groups were either involuntarily conscripted or recruited in the mission system, resulting the intermixing of Chumash and Salinan peoples at Missions San Antonio, San Miguel, and San Luis Obispo.

Theme: Prehistoric Settlements (before AD 1300)

There are few known resources identified from Atascadero's prehistoric record. However, archaeological artifacts discovered from this period are likely to yield information about the life and culture of prehistoric human communities. The further study of archaeological resources is outside of the scope of this project.

Theme: Late Period Settlements (AD 1300 to 1769)

There are few known resources identified from Atascadero's late period. However, archaeological artifacts discovered from this period are likely to yield information about the life and culture of the Chumash, Salinans, and neighboring Native American Cultures. The further study of archaeological resources is outside of the scope of this project.



Mission San Luis Obispo, located 14 miles south of Atascadero (Mission San Luis Obispo, 2018).



Mission San Miguel, located north of Atascadero (Mission San Miguel, 2018).

Mission Era (1772 to 1821)

The mission system was intended to accomplish three tasks: to establish religious and cultural centers for the conversion of local tribes; to serve as military presidios enabling Spain's control of California; and to establish commerce (City of San Luis Obispo, 2013). To this end, 21 missions were established by 1823, linked together by El Camino Real and serving trade routes and travel between locations. Mission San Antonio, located 18 miles from the Atascadero area, was established in 1771. San Luis Obispo de Teloso, located 14 miles away, was established in 1772 (Allan, 2008). The missions signaled an economic, cultural, and social transition in the use of Central California's resources—introducing a centralized agricultural-religious encampment in place of traditional hunting and gathering.

In 1776, an expedition of Mexican colonists was the first to encounter the Atascadero area as they traveled towards Monterey. As they moved north, they established contact with the nearby Santa Margarita village, and on March 3, 1776 encamped at La Asuncion, near the Salinas riverbed. When Mission San Luis Obispo de Teloso began to expand, Mission Santa Margarita was established in 1787 as an *asistencia*, a sub-mission that extended the Mission's reach inland, as well as an outpost in the Atascadero region.

Mission San Miguel, established in 1797, placed another outpost in the northern Atascadero region near La Asuncion. During this period, Atascadero served as a trade and travel route. The missions continued to exert political control over the Central Coast until 1821, when Mexico achieved independence from Spain. However, the vestment of California's control from Spain to Mexico did not take full effect for a number of years.

Theme: Mission-Era Institutional (Outposts)

While the Atascadero area did not contain any large-scale Spanish settlements, the Mission Era set a precedent for the later development and political control of the Atascadero area. Outposts located between the missions provided intermittent stops for rest, trade, and military protection. They were typically adobe and wood-frame construction in the style of the missions themselves, and thus suffered from the same environmental and physical vulnerabilities as other buildings from this era.

Many of these existing adobe structures fell into disrepair starting in the 1820s, as resources for maintaining the missions became increasingly more limited. Environmental hazards, such as heavy rains and an earthquake in 1830 exacerbated this damage. In 1833, the Mexican government instated the Act for the Secularization of the Missions of California, which divided up mission-controlled lands and led to the destruction of many early adobe buildings.

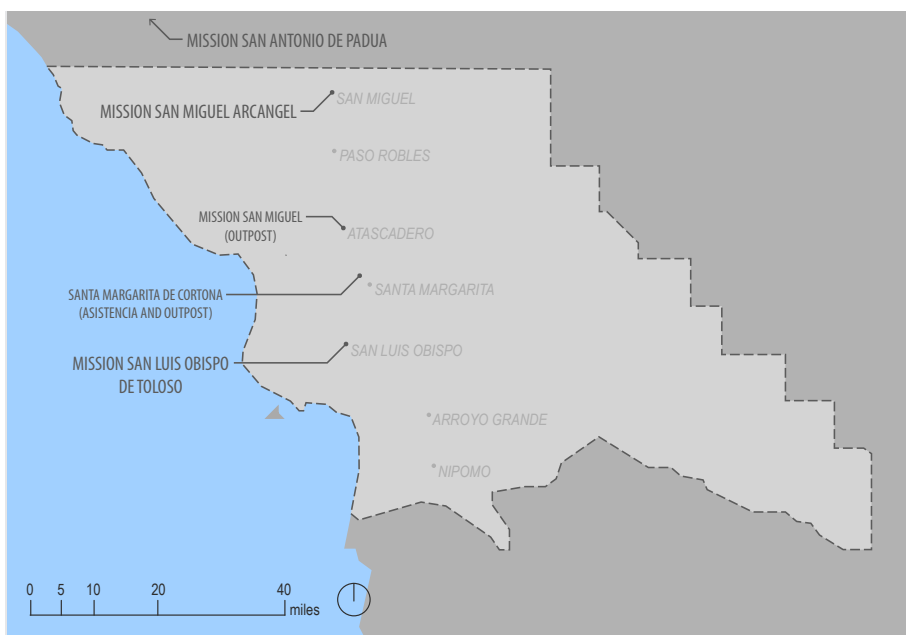



FIGURE 3
MISSIONS IN SAN LUIS OBISPO COUNTY

 San Luis Obispo County Boundary, 2018

Mexican Rule (1821 to 1846)

In 1821, Mexico achieved independence from Spain, ending the social, economic, and administrative control of the mission system in California. Under Mexican rule, California's lands were broken into smaller properties and divided amongst powerful Mexican citizens. In addition, foreigners were permitted to trade with California and to own land once they had converted to Catholicism. With these new political and territorial rules, the lands of Central California were resold, divided, and configured roughly into the Atascadero boundary that exists today.

One of the most important mechanisms in this process was the Act for the Secularization of the Missions of California, passed by the Mexican Congress in 1833. The Secularization Act was intended to remove the influence of mission priests, release Native American neophytes from slavery, and break up mission-controlled lands for other uses. The act allocated lands to families and Native Americans, as well as for public or agricultural use. Between the 1830s and 1840s, significant tracts of these lands, known as ranchos, were granted to prominent Mexican families and officers.

The boundaries for modern-day Atascadero intersect with the historical boundaries of Rancho Santa Margarita, Rancho La Asuncion, and Rancho Atascadero. The almost 18,000-acre Rancho Santa Margarita, located to the south, was granted to Joaquin Estrada in 1841. La Asuncion, covering 39,225 acres and located to the west, was granted to his brother Pedro Estrada in 1845. The Estradas were a politically influential family, with an older half-brother serving as governor of California. Rancho Atascadero (4,348 acres) was granted to Tifton Garcia in 1842. When California was again transferred to new ownership under the United States, the original rancho owners were permitted to keep their lands under the 1848 Treaty of Guadalupe Hidalgo.

The ranchos supported a new, large-scale ranching economy. Because trade was permitted with foreign merchants, rancho families were able to sell hides, tallow, and other cattle products in exchange for American goods. While the Secularization Act was intended to protect the property rights of Native Americans affected by the missions, many of these communities experienced a significant loss in land and turned to the ranchos for employment. Rancho families frequently oversaw large labor forces of Native American laborers and vaqueros, cattle drivers.

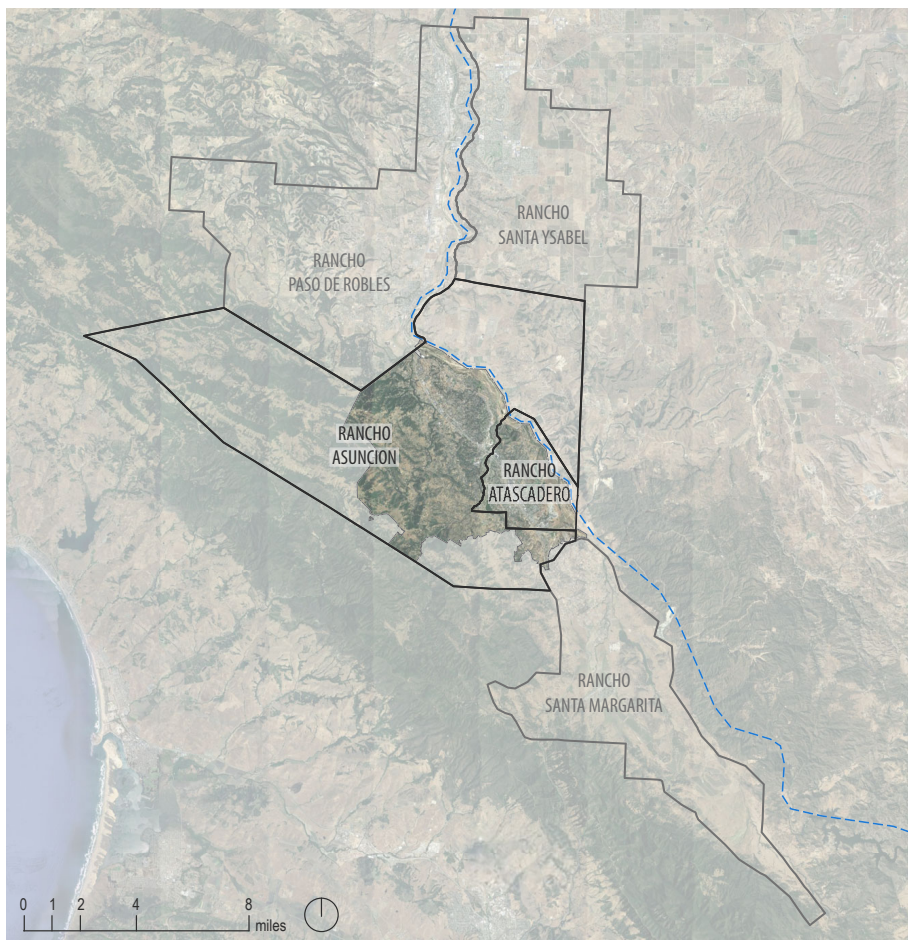





FIGURE 4
RANCHO BOUNDARIES
AROUND STUDY AREA

-  Atascadero City Boundary, 2018
-  Rancho Boundaries, 1860-1886
-  Salinas River



Pedro Estrada's adobe residence, circ. 1860 to 1930 (History Center of San Luis Obispo County, n.d.)

Theme: Rancho Residential Development

Due to these low-density uses and the scale of the rancho land tracts, residential development was relatively limited during Mexican rule in the Atascadero area. Housing constructed during this period was likely to model the materials and patterns of the missions, with simple, single-story adobe and wood-frame construction. As with other structures built in the Mission architectural style, residential development during this time was vulnerable to environmental exposures, water, and earthquakes.

TABLE 1
MEXICAN RULE (1821-1846) SITE SURVEY

THEME: RANCHO RESIDENTIAL DEVELOPMENT

- 1 Pedro Estrada Adobe, circ. 1812

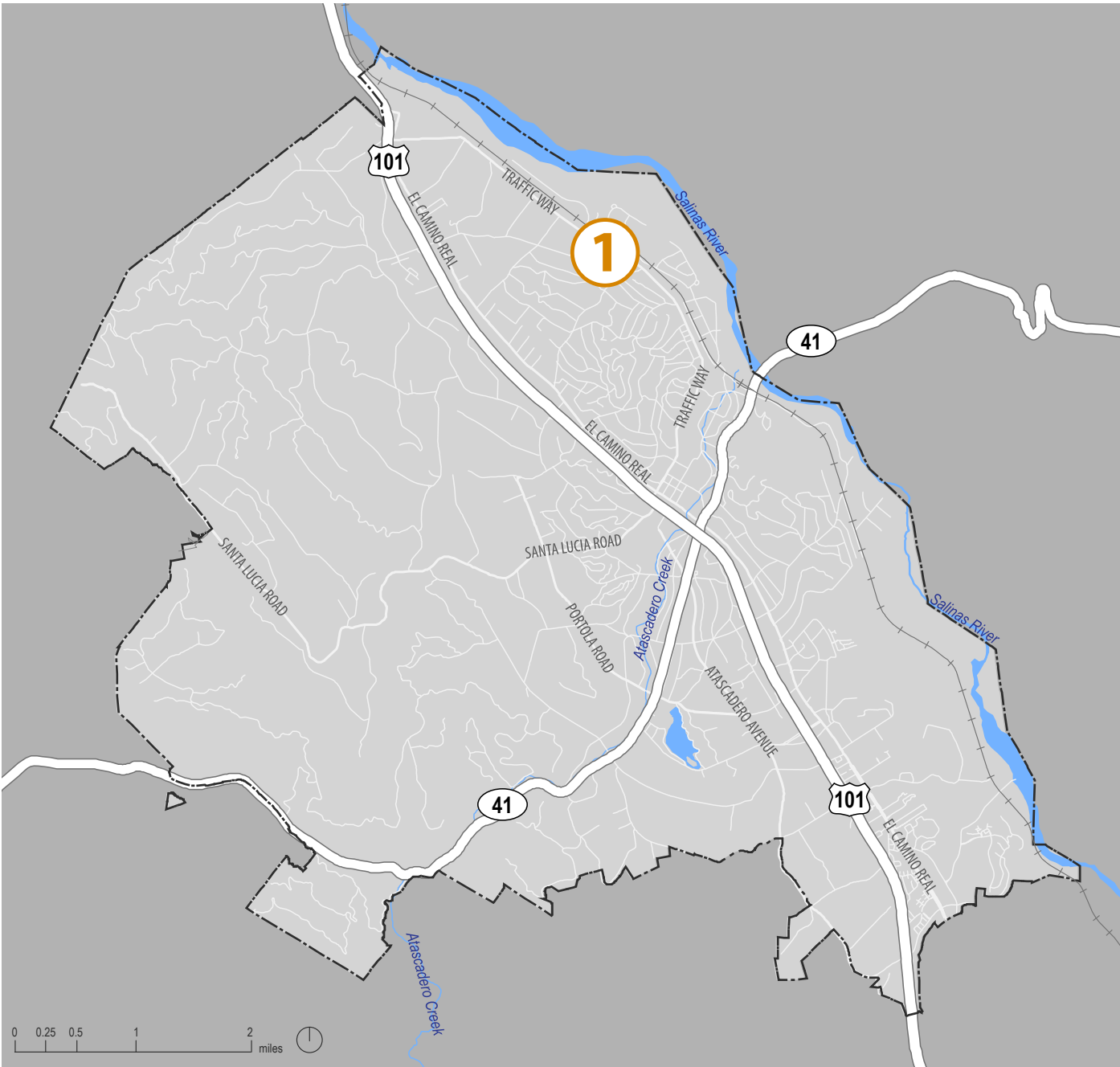


FIGURE 5 MEXICAN RULE (1821 - 1846) SITE SURVEY MAP

[- - -] Atascadero City Boundary, 2018 [x-x-x-x] Railroad

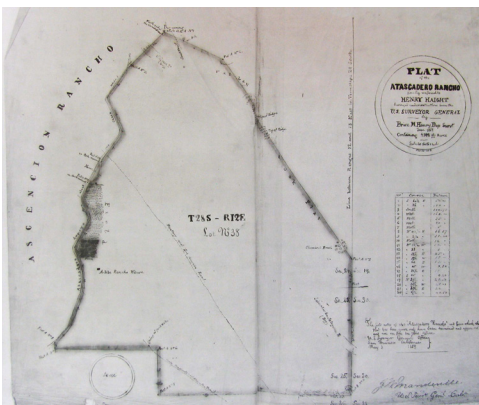
19th Century Americanization and Early Town Settlement (1846 to 1913)

The Mexican-American War began in 1846 and ended in 1848 with the Treaty of Guadalupe-Hidalgo, which ceded some 525,000 square miles of Mexican territory to the United States. The results of this conflict affirmed Western ideals of ‘manifest destiny,’ expanding the United States into the sparsely-populated, but resource-rich, region of California. As a condition of the Treaty, any existing Mexican land divisions and claims to ownership were respected.

California became a state in 1850, with 27 counties including the County of San Luis Obispo. To resolve territory disputes between incoming settlers and Mexican landowners, Congress passed the California Land Act in 1851. In contrast to the property protections set up by the Treaty of Guadalupe-Hidalgo, the California Land Act placed the burden, and cost, of proof on landowners. If they were unable to provide record of their entitlement within a two-year period, the property would transfer to public domain.

This legislation contributed to the fragmentation of ranch lands throughout California, as landowners lost their claims or went bankrupt over their legal defense. The Estrada brothers filed claims to Rancho Asuncion and Rancho Santa Margarita, and Henry Haight filed claim to Rancho Atascadero. In 1852, Joaquin Estrada was elected to the County Board of Supervisors, suggesting that the brothers were able to establish themselves under the new California governance. The boundaries of Rancho Atascadero, Asuncion, and Santa Margarita remained largely untouched from their original land grants.

The 1860s saw the continued separation of Mexican landowners from their property. Conditions shaping this transition included a drought that lasted from 1862 to 1864, wealthy European-



Patent filed in June 1858 by Henry Haight, for Rancho Atascadero (San Luis Obispo Geneological Society, digitized 2015).

American investors interested in agricultural development, and increased homesteading on public lands. In 1861, Martin Murphy Jr. acquired Rancho Atascadero and Rancho Santa Margarita from the Estrada brothers; in 1864, he purchased Rancho Atascadero. The 70,000-acre property became known as Santa Margarita Ranch. Over time, the land was divided and resold to various owners.

At some time 23,000 acres of rangeland, including Rancho Atascadero and part of Rancho Asuncion, were sold to Jason H. Henry, an American entrepreneur. Starting in 1904, Henry Ranch hosted joint training exercises with the Army and National Guard, as part of legislation to bring state militias under federal control. The exercise at 'Camp Atascadero' was held biennially, accommodating approximately 5,000 soldiers at one time. However, the Federal Government was not willing to purchase the land for long-term use, as Henry intended.

During this period, several small communities developed along the Central Coast, including the town of Dove. Dove was first settled in 1851 by Juan Araujo, with a population large enough to establish a school, general store, and cemetery.

In comparison to the residential and commercial growth of nearby towns such as San Luis Obispo and Santa Margarita, the Atascadero area did not experience much development during this period. However, transportation infrastructure in the area supported new businesses and populations traveling westward. Stagecoach stops were located near Dove and in Rancho Asuncion. By the late 1890s, the Southern Pacific Railroad connected the Atascadero area to larger communities in the south—in Dove, trains could be flagged down to pick up the occasional passenger or cargo.



Training maneuvers at Camp Atascadero (Cal Poly Kennedy Library Archive, 1908).



The general store in Dove, date unknown (Santa Margarita Historical Society, n.d.).



Henry Ranch House, with symmetrical facade and elaborate entry (Chung, 2018).

Theme: American Ranches

During the late 1800s or early 1900s, Jason H. Henry constructed his personal home and ranch facilities within the Atascadero area. Outbuildings included barns, storage, and employee bunk houses, located close to the Salinas River. The ranch house was a two-story building with a porch, stucco surface, and tile roof. The house’s massing was broken up by decorative brackets and beams, stone detail, and overhanging eaves.

Theme: Early Town Settlements

Original buildings found in the town of Dove were not preserved, with the cemetery converted to residential uses in 2004. However, archaeological findings in Dove Creek and Paloma Creek Park provide evidence of the settlement’s presence and influence in the Atascadero area.

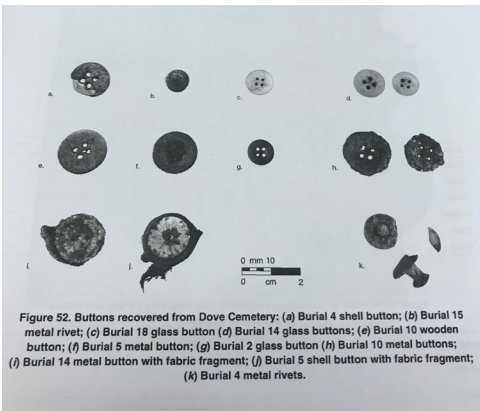


Figure 52. Buttons recovered from Dove Cemetery: (a) Burial 4 shell button; (b) Burial 15 metal rivet; (c) Burial 18 glass button (d) Burial 14 glass buttons; (e) Burial 10 wooden button; (f) Burial 5 metal button; (g) Burial 2 glass button (h) Burial 10 metal buttons; (i) Burial 14 metal button with fabric fragment; (j) Burial 5 shell button with fabric fragment; (k) Burial 4 metal rivets.

Findings excavated from Dove Cemetery (Sewell et al, 2008).

TABLE 2 19TH CENTURY AMERICANIZATION (1846-1913) SITE SURVEY

THEME: AMERICAN RANCHES

- ① Jason H. Henry House, circ. 1880

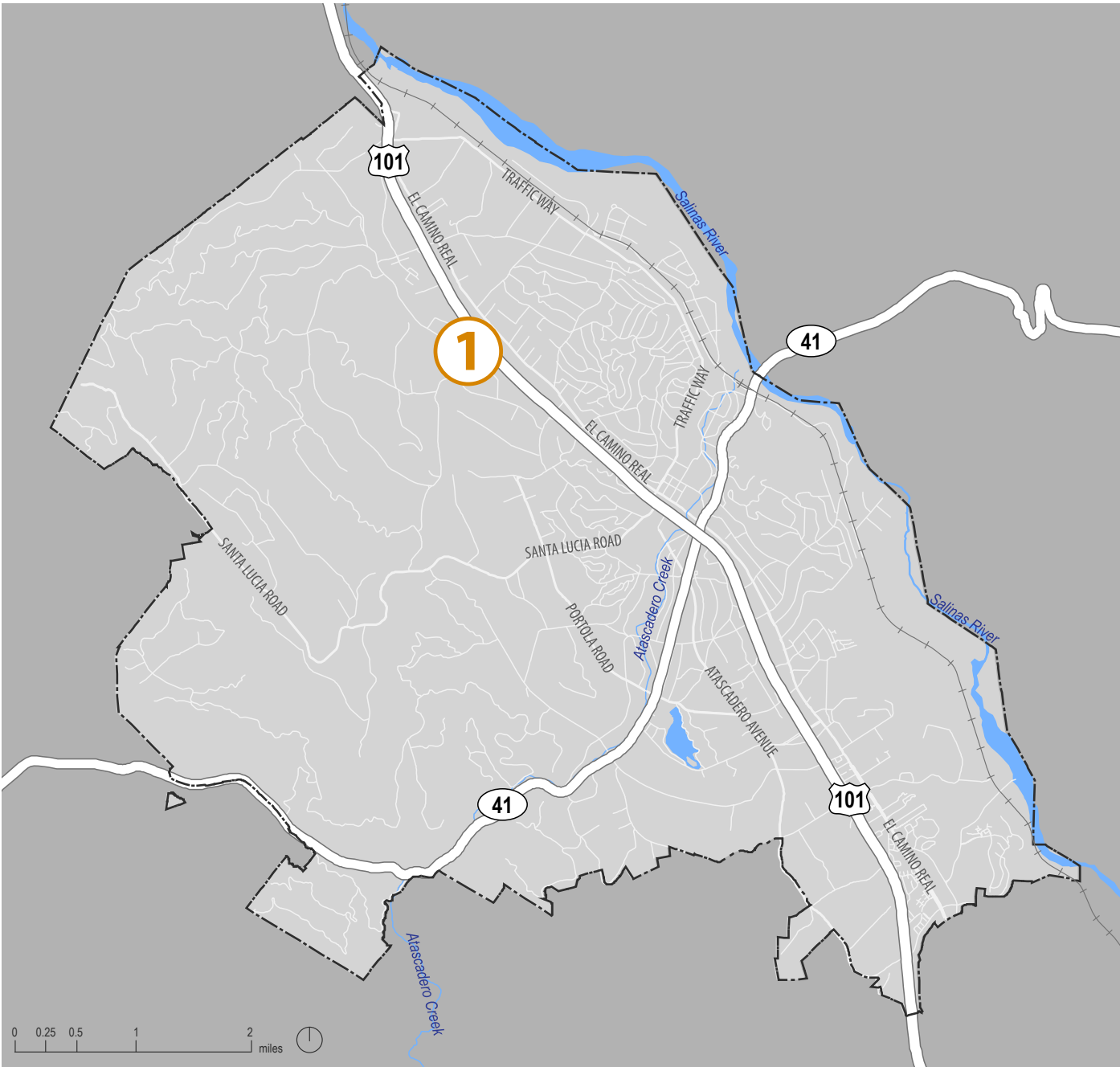


FIGURE 6 19TH CENTURY AMERICANIZATION (1846-1913) SITE SURVEY MAP

[- - -] Atascadero City Boundary, 2018 [x-x-x-x] Railroad

The Atascadero Colony (1913 to 1928)

Edward Gardner Lewis purchased Rancho Atascadero just as America was experiencing significant political, technological, and economic changes. As part of the Progressive movement (1890s to 1920s), social activists sought to address a range of issues, from industrialization to gender inequality to government corruption. Among these causes emerged the City Beautiful movement, an approach to urban planning that drew a link between civic virtue and beautiful, comprehensively designed cities.

On the west coast, new irrigation and crop technologies allowed landowners to take advantage of California's nutrient-rich soil and transformed the minimally developed ranchos into agricultural uses, such as dairy and chicken farms, orchards, and vines. This emerging agricultural economy was supported by the Southern Pacific Railroad, which linked the County of San Luis Obispo to San Francisco and Los Angeles. However, by the 1920's cars overtook the railroad as a primary means of transportation.

Lewis, a publisher and political organizer, intended to develop a model community inspired by the City Beautiful movement. He selected Rancho Atascadero for its natural beauty, the availability of undeveloped land, and its accessibility to the major urban centers of Los Angeles and San Francisco by train. Furthermore, advantage of the temperate climate for agricultural uses, hoping to capitalize on the growing flower seed industry of California (Allan, 2008). Lewis surveyed, subdivided, and sold residential lots to over 1,000 buyers, referring to the project as the Atascadero Colony. His early sales were targeted at the women, elderly, and widows who made up most of his readership (Travis, 1983). The returns from these sales were used to fund infrastructure within the community, including roadways, water lines, parks, and orchards. As construction began, prospective residents were invited to move into "Tent City", a temporary settlement near the town center, with included a comprehensive range of uses such as residences, stores, and schools. Tent City permitted residents to oversee the construction of their homes, and to familiarize themselves with the Atascadero area. The majority of prospective



Cover of E.G. Lewis' publication 'The Illustrated Review' (American Magazine Collection, 1916).

residents investing in Atascadero had never seen the area, and made their purchases based on Lewis' description. Workers lived separately from residents in five work camps located at the Henry Ranch house; the Dove settlement; behind Lewis' personal home; and in two other locations throughout the site (Reeves, 1975).

By 1915, many of the earliest homes, roads, water mains, and orchards had been completed. The flower seed projects were laid out to the west and north of Atascadero Creek in lots an acre or more in size. However, the Atascadero Colony had already begun to experience financial setbacks. Flower seed production and crop yields were unable to compete with other California towns where irrigation was more feasible and labor accessible. The Colony issued bonds to raise additional funds for development.

Construction of the Colony's major institutional uses continued into the 1920s, including the community center, Margarita Black Union High School, and the Atascadero Community Hospital (now known as William Lewis Memorial Hospital). In 1925, Lewis was indicted with mail fraud and sentenced to prison in 1928, ending his personal influence over the Atascadero Colony.

Theme: Colony-Era Infrastructure and Landscape

Lewis envisioned the Colony as a self-sufficient and utopian community—strategically laid out to provide both urban amenities and rural comforts in a technologically advancing world (Beckwith, 1916). The region's natural resources served as a source of community pride and identity, with central civic and commercial development providing formal community gathering spaces.

Infrastructure development played a critical role in Lewis' financing scheme--sales of residential tracts, sight unseen, were used to pay for roadways, landscaping, water, and other public uses. To that end, public infrastructure and landscaping were embedded into the earliest stages of the Atascadero plan's development.



'Tent City' housed and supported incoming residents waiting for their new homes (Atascadero Historical Society, 1915).



Steel pipes being prepared to construct water mains (Atascadero Historical Society, 1915).



Live oaks planted along East Mall, circa 1915 (Chung, 2018).



Stone masonry wall (Chung, 2018).

For example, the Atascadero Water Mutual Company remains the oldest operational company in Atascadero, incorporated in August 1913 (Beckwith, 1916). By 1916, some 21 miles of water mains, pumps, and wells had been installed, laying the groundwork for residential development. Electricity and telephone wires were installed by 1917 (Travis, 1983).

The civic center, located at the core of the Atascadero plan, was arranged symmetrically around a linear mall, with commercial uses located along a compact orthogonal grid. Winding roads provided access from the civic center to residential tracts and orchards in the surround hills. In 1916, construction began on Morro Road, connecting the Colony to a private beach in the Morro Bay area.

Lewis further emphasized this rural-urban interface by combining existing natural resources, such as the Salinas River, the Adobe springs, and live oaks, with ornamental trees. Lewis directed Colony residents to line residential roads with a variety of trees, including elms, locusts, and eucalyptus. The civic center and mall were lined with native live oaks, elms, cedar, and cypress (Historic American Buildings Survey, n.d.).

TABLE 3
THE ATASCADERO COLONY (1913-1928) INFRASTRUCTURE SITE SURVEY

THEME: COLONY-ERA INFRASTRUCTURE

- ① Stone Masonry Wall, 1916
- ② Atascadero Creek Bridge, 1921

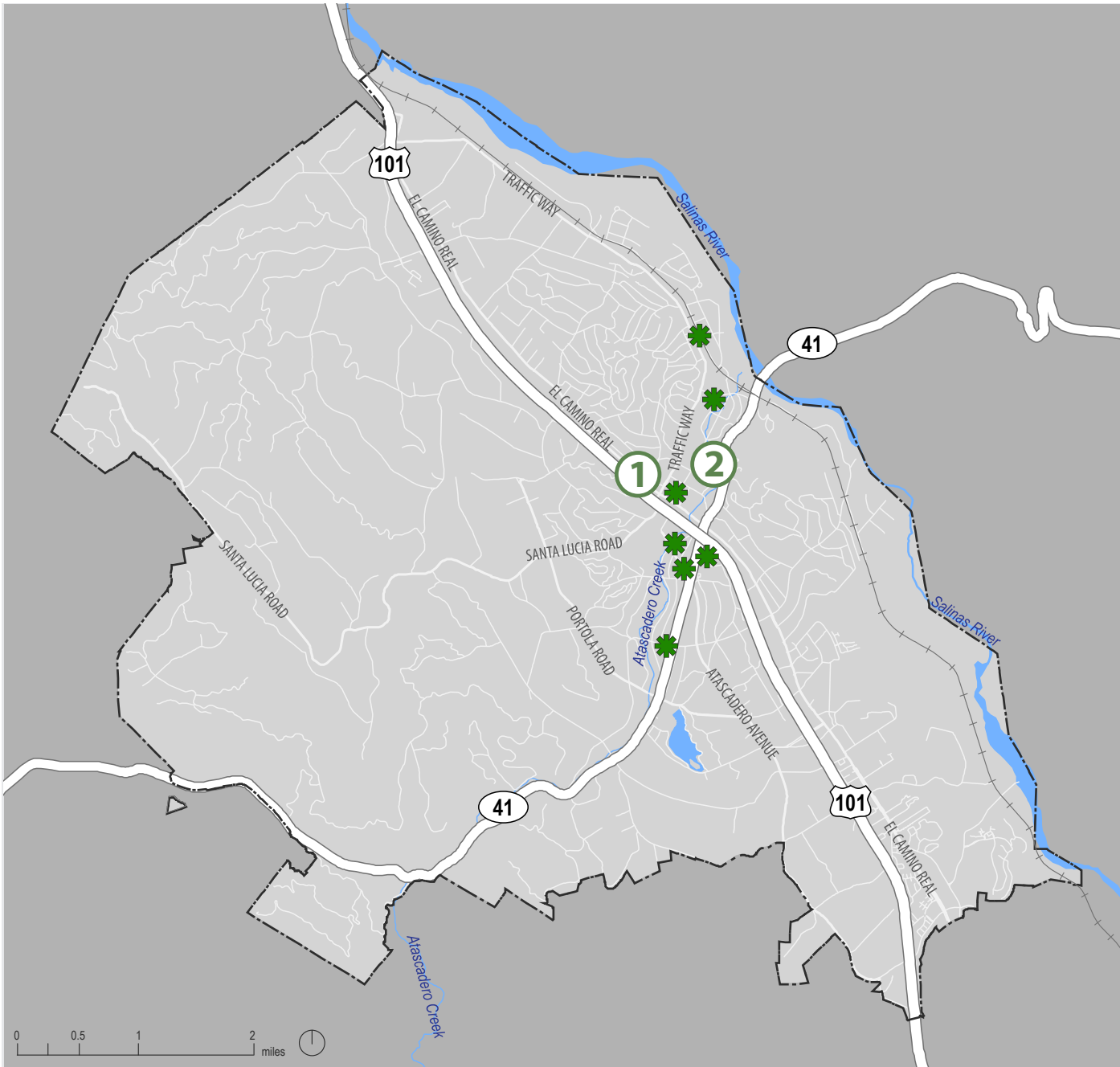
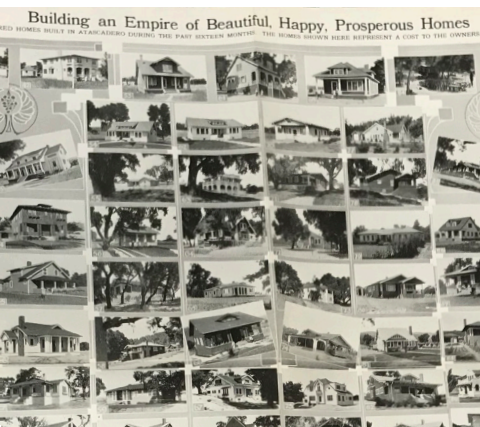


FIGURE 7 THE ATASCADERO COLONY (1913-1928) LANDSCAPE AND INFRASTRUCTURE SITE SURVEY MAP

- Atascadero City Boundary, 2018
- Railroad
- Colony-Era Tree Locations



The Administration Building (1918) with columns, molded details, and symmetrical facade exemplifying the Beaux-Arts style of the civic center (Chung, 2018).



A catalogue of homes constructed in the early years of the Atascadero Colony (Atascadero Historical Society, 1916).

Theme: Colony-Era Civic Development

Lewis and collaborating architects designed the civic center in the Beaux-Arts architectural style of the City Beautiful Movement. The civic center was aligned along a north-south orientation, with a formal public lawn leading up the administrative building at the center of Atascadero. Lewis emphasized the monumental scale and importance of these structures by incorporating neoclassical sculptures, phrases, and molded details that linked Atascadero's civic center to broader western ideals of democracy and humanism. Buildings built in the Beaux-Arts style were typically two- to three-stories, with symmetrical footprints and brick facades. Features such as columns, arcades, molding, and tiles broke up the massing.

In the 1920s, the Spanish Revival architectural style was used among public buildings not located in the civic center. In comparison to the monumental style of the City Beautiful movement, buildings built in the Spanish Revival style were typically one- to two-stories, with long, low profiles that emphasized horizontal massing. Civic buildings incorporated stucco, arched entryways and arcades, and terra cotta rooftops, evoking Spanish colonial and mission architecture.

Theme: Colony-Era Residential Development

Lewis subdivided 2,500 acres of the Atascadero Colony into lots large enough for residents to grow fruit trees and gardens. Lewis also designated a residential district specifically for flower seed cultivation—acre-sized lots located west of the highway and south of Atascadero Creek. Residential construction grew rapidly in the early years of the Colony. By 1916, over 1000 homes had been built, accounting for the majority of residences in Atascadero (Radke, 1962). A second wave of development in 1919 led to the construction of an additional 20 units.

Colony homes were single-family units, typically one story with wood frame construction and hipped or gable roofs. They accommodated a range of architectural styles popular in the early 1900s, particularly Craftsman, Bungalow, and Colonial Revival. Craftsman and Bungalow homes were characterized by their use of natural materials, symmetrical and low-pitched profiles, simple tapered columns, and front porches. In comparison, Colonial Revival homes encompassed features from a variety of historical and colonial architectural styles, with elaborate entryways, decorative pediments and columns, and brick or lap siding surfaces. By the second wave of construction in 1919, the Spanish Revival architectural style—characterized by stucco, terra cotta tiles, and arched windows and doors—also became more popular.



Ewalt House, constructed in 1917 (Chung, 2018).



The Mercantile Building (Atascadero Historical Society, 1917).



Sherman's Garage, one of the first commercial buildings in Atascadero, (Atascadero Historical Society, n.d.).

Theme: Colony-Era Commercial Development

The Atascadero Colony had a defined business district located west of the civic center, along Traffic Way. Lewis' designs for the business district centered around a two-story Mercantile Building, with a variety of stalls inside. The Mercantile Building played a critical role in Lewis' economic model, allowing the Colony Holding Company to distribute the bulk of goods and services to residents. Outside of the Mercantile Building, local businesses lined Traffic Way—including hardware stores, markets, vehicle services, and a theater. Some businesses played a dual role as community spaces, offering farming classes and hosting events and meetings.

Atascadero's early commercial development was oriented towards vehicles, with street-facing storefronts and customer parking lots. As part of Lewis' early plans for the Atascadero Colony, the Mercantile Building was designed in the Beaux-Arts architectural style, with a symmetrical façade, columned arcade, and decorative molding. In comparison to the monumental Mercantile Building, local businesses combined multiple architectural styles, including Mission Revival and Renaissance Revival. Stucco, decorative parapets, brick, and inset store windows featured heavily.



Dehydrating plant located along Traffic Way (Atascadero Historical Society, 1918).



Hier Johnson Commercial building (Chung, 2018).



Atascadero Printery (Chung, 2018).

Theme: Colony-Era Industrial Development

Industrial development was located along the northern segment Traffic Way, close to the railroad. Early factories manufactured bricks and lumber used during the Colony's initial construction. Canning and dehydration facilities supported agricultural industries. The factories allowed the Colony Holding Company to collect and process residents' crop yields for preservation, and then ship products throughout California. A building boom in 1919 introduced new manufacturing businesses to Atascadero, including a doll factory and rapid photo factory. Almost all evidence of Atascadero's early manufacturing and industrial development has been demolished.

TABLE 4

THE ATASCADERO COLONY (1913-1928) SITE SURVEY

THEME: COLONY-ERA CIVIC DEVELOPMENT

- 1 Sunken Garden, 1918
- 2 Administration Building, 1918
- 3 Atascadero General Hospital, 1919
- 4 Atascadero Federated Church/Community Center, 1921
- 5 Post Office, 1924
- 6 Firehouse, 1926

THEME: COLONY-ERA RESIDENTIAL DEVELOPMENT

- 7 Ewalt House, 1917

THEME: COLONY-ERA COMMERCIAL DEVELOPMENT

- 8 Hier Johnson Commercial, 1923
- 9 Bakery, 1924
- 10 Doran Building, 1926

THEME: COLONY-ERA INDUSTRIAL DEVELOPMENT

- 11 Atascadero Printery, 1916

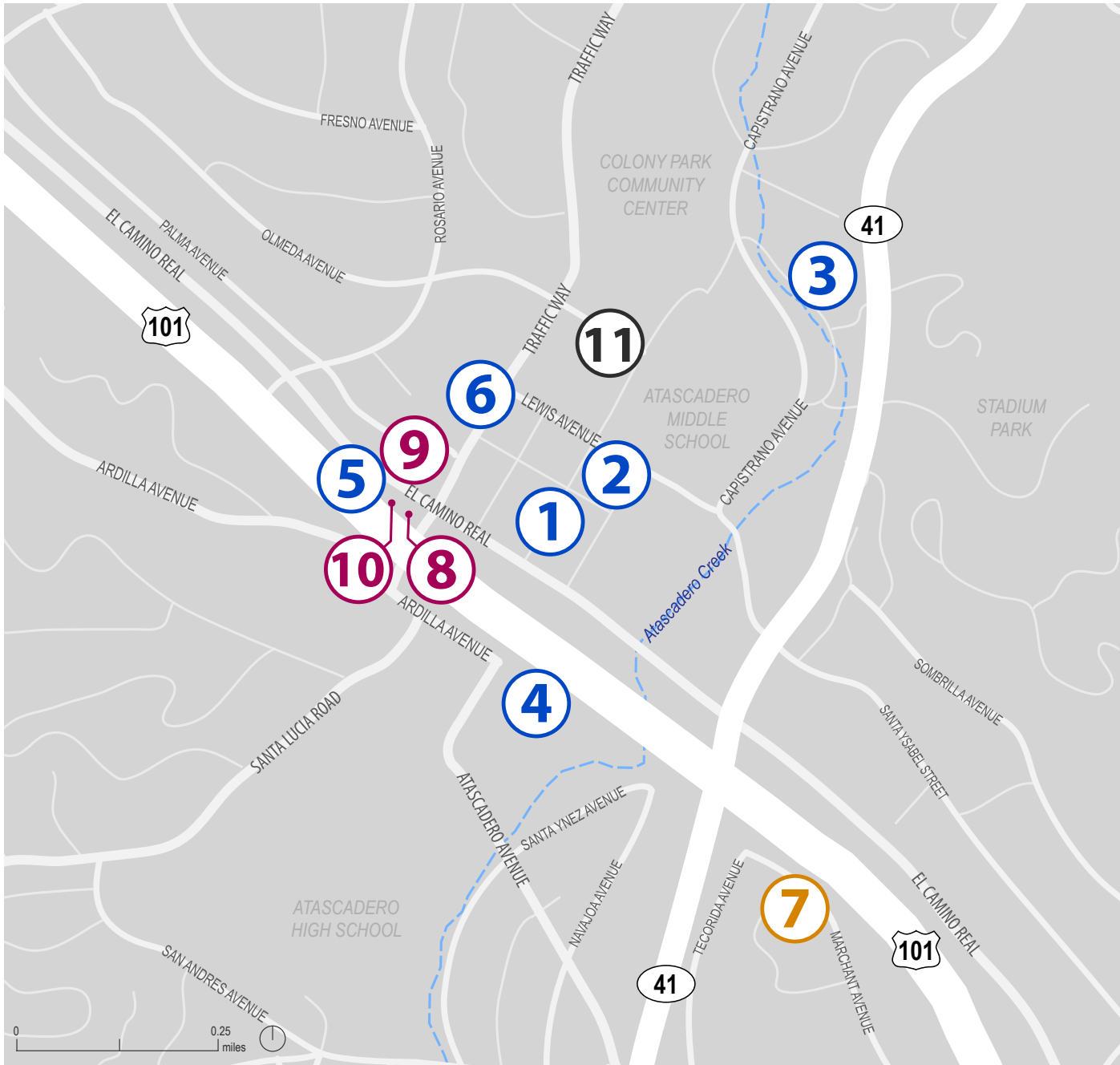


FIGURE 8 THE ATASCADERO COLONY (1913-1928) SITE SURVEY MAP

[---] Atascadero City Boundary, 2018 —+—+—+—+—+—+ Railroad

The Great Depression and World War II (1928 to 1945)

Following Lewis' indictment with mail fraud in 1925, the court directed his attorney, Oscar Willet, to oversee the Colony. Among his first actions was the creation of the Atascadero Development Syndicate (ADS), an organization he used to manage and allocate development of the Colony's properties. In contrast to E.G. Lewis' centralized control over Atascadero's commercial, industrial, and civic uses, Willet sold many of the existing properties and structures to private owners over the next decade.

Willet's involvement in Atascadero also saw an economic transition from the industrial and agricultural uses of the early 20s to increased commercial development. Leading into the Great Depression, farms, industrial facilities, and Atascadero's canning and preservation industry lost business and closed. On the other hand, local hotels, shops, and garages remained economically viable.

The ADS also expanded the Colony's property with the purchase of Eaglet in 1928. Eaglet was a community surrounded on three sides by the Colony. Eaglet residents wished to live in the Atascadero area, but rejected E.G. Lewis' restrictive control of development within the Colony. Eaglet developed neighborhoods and a commercial corridor along El Camino Real, with the large Arcade building located at the center of town.

The California National Guard contributed to Atascadero's growing commercial and residential development by establishing Camp San Luis Obispo in 1928 and Camp Roberts in 1941. By the end of World War II, Atascadero's population had increased by 49% (Loughran, 1975).



The Arcade building, constructed prior to the ADS' purchase of Eaglet (Google, 2018).



Residence in Eaglet, constructed before the ADS' purchase.

Theme: Depression-Era Residential Development

Residences built between 1928 and 1945 were predominantly one-story, single family homes. The Colonial Revival and Spanish Revival architectural styles remained popular. The Colonial Revival style incorporated features from a variety of historical and colonial architectural styles, such as columns, massing, and decorations that emphasized the entryway, lap siding, and pitched roofs. The Spanish Revival style was characterized by details such as stucco, terra cotta tiles, and arched windows and doors. However, in comparison to homes built prior to 1928, these later residences were often simpler and less elaborately decorated, reflecting the financial austerity experienced during and after the Great Depression.

Theme: Depression-Era Commercial Development

Starting in the mid-20s, Atascadero's commercial center shifted from the Mercantile Building to the State Highway, El Camino Real, and Traffic Way—from a centralized site to a row of commercial development. Some of these early businesses included Bonita Gift Shop, the Doran Building, and Golden Way, all established in 1925.

Commercial buildings of this era were typically one to two stories in height, with street-facing facades. Architectural styles frequently referred to the Beaux-Arts and neoclassical styles of Atascadero's civic buildings, or to the community's early Spanish Colonial and Mission roots. Common themes included stucco, brick, arched colonnades, and shaped parapets.



Scott Motel, constructed in 1932, with Spanish Revival details (Google, 2018).



Bucklin Home, constructed in 1932 (Chung, 2018).



Golden Way Garage and service station, along El Camino Real (Atascadero Historical Society, 1969).



Carlton Hotel (Chung, 2018).



Bucklin Office (Google, 2018).



Greyhound Bus Depot (Chung, 2018).

TABLE 5
THE GREAT DEPRESSION AND WWII (1928-1945)
SITE SURVEY

THEME: DEPRESSION-ERA RESIDENTIAL DEVELOPMENT

- ① Scott Motel, 1932
- ② Bucklin Home, 1932

THEME: DEPRESSION-ERA COMMERCIAL DEVELOPMENT

- ③ Carlton Hotel, 1928
- ④ Keetch Building, 1929
- ⑤ Bucklin Office, 1932
- ⑥ Safeway/Sprouse-Reitz Building, circ. 1940
- ⑦ Greyhound Bus Depot, circ. 1940
- ⑧ Commercial Building, circ. 1940
- ⑨ McKelvey Plumbing Store, circ. 1940
- ⑩ Market, 1947

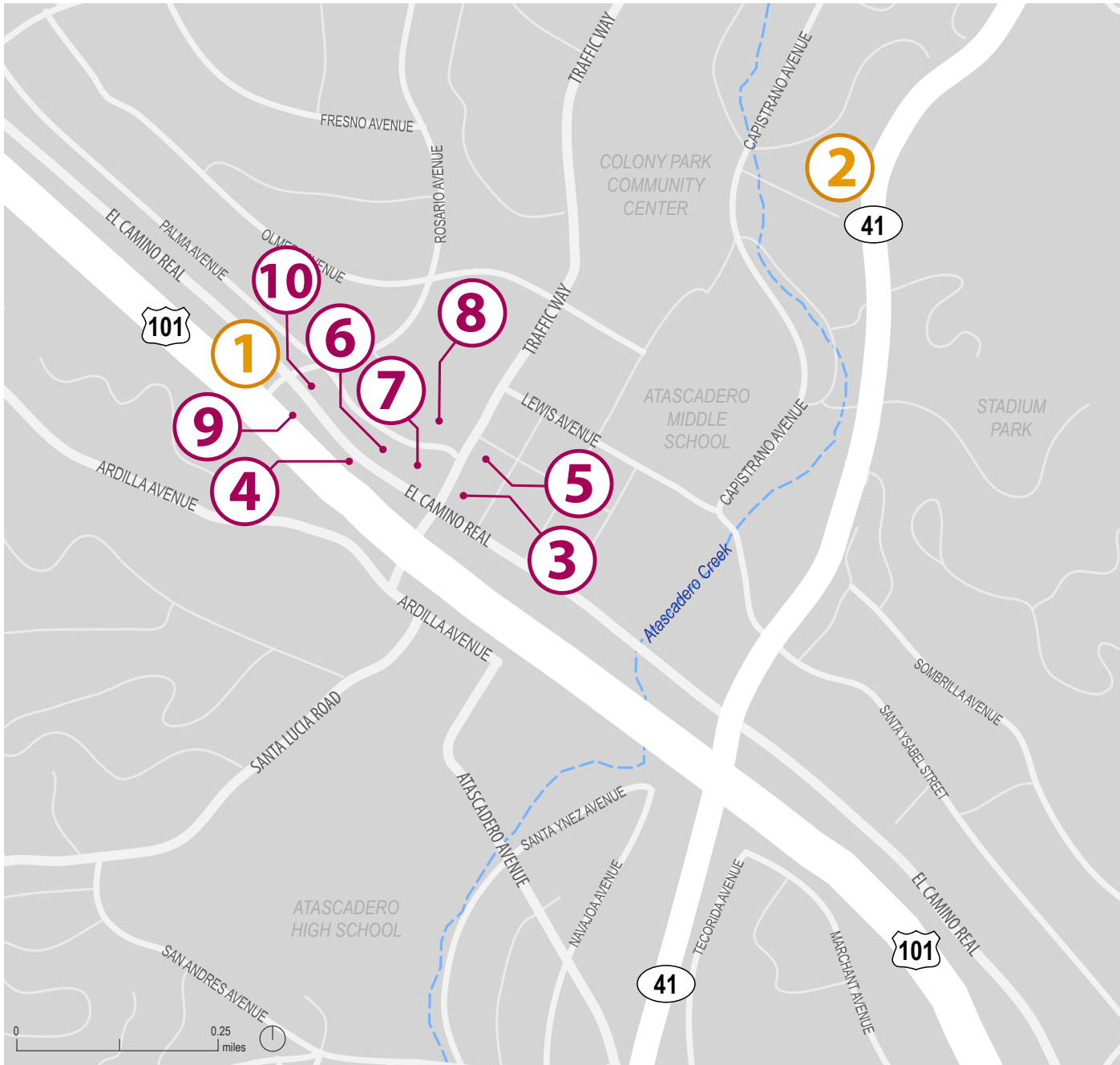


FIGURE 9 THE GREAT DEPRESSION AND WWII (1928-1945) SITE SURVEY MAP

[---] Atascadero City Boundary, 2018 [---] Railroad

Road to Incorporation (1945 to 1970s)



Construction of the new US 101 lanes, to the left, with the original alignment seen to the right (Atascadero Historical Society, 1955).

The post-war period was characterized by abundant residential growth, and a significant transition in commercial development. In 1948, the federal government shifted the US 101 highway 300 feet west of its original route. This construction project displaced many original Colony homes and marked the final transition of Atascadero from rural community to a vehicle-oriented center interconnected with other towns, cities, and counties. Furthermore, above-grade construction along the US 101 firmly bisected Atascadero, with El Camino Real to the north, and residential neighborhoods to the south. This new barrier contributed to focused business development along El Camino Real, highway entrances, and exits—with new construction of street-facing parking lots and commercial strips.

In addition, several regional and statewide facilities were constructed within San Luis Obispo County: Atascadero State Hospital in 1954 and California Men's Colony in 1954. Organizations such as California State Polytechnic College and PG&E also encouraged an increase in residents living and commuting from Atascadero. To accommodate this larger population, Atascadero encouraged multifamily and mixed-use development within the civic and commercial districts, expanded public services, and widened major roadways to accommodate more traffic. On July 2, 1979 Atascadero was finally incorporated as an independent municipality, allowing for greater governmental oversight and land use planning.

Commercial buildings in downtown Atascadero, from the 1960s (Atascadero Historical Society, n.d.)



Theme: Midcentury-Era Residential Development

Residences built after 1945 were predominantly one-story and single family, consistent with existing development. While homes borrowed characteristics from the surrounding neighborhoods, new Ranch and Midcentury Modern styles became increasingly common. Ranch houses had long profiles with deep overhanging eaves, low-pitched roofs, attached garages, and U- or L-shaped footprints.

Midcentury Modern houses shared many of these characteristics, with low or flat roofs, large windows and minimal decorations in or outside the home. Both styles incorporated multiple materials along the facade, combining stucco with stone, wood, or brick. By the 70s, Atascadero's population growth had encouraged some limited multifamily development—early multifamily units were integrated into existing neighborhoods, with low profiles and Ranch-style features. One-story, separate units were most common where multifamily housing existed.



Atascadero residence constructed in 1950s, with attached garage (Google, 2018).

Theme: Midcentury-Era Commercial Development

New commercial development embraced both regional and local consumers, with greater focus along El Camino Real and the newly relocated US 101 Highway. Businesses ranged from traditional facades fronting the sidewalk to new shopping plazas with street-facing parking and businesses set back from the roadway.

Businesses evoked Atascadero's existing context—using stucco, molded details and parapets, and brick—or the Midcentury Modern architectural style popularized in the 1950s. The Midcentury Modern architectural style included minimal ornamentation, juxtaposing natural materials such as wood and stone with modern materials such as glass and plywood.



Midcentury Modern-style commercial on Palma Avenue (Chung, 2018).



Midcentury commercial (formerly a dress shop) along Traffic Way (Chung, 2018).



Midcentury office building along Traffic Way (Chung, 2018).

TABLE 6

THE ROAD TO INCORPORATION (1945-1970s) SITE SURVEY

THEME: MIDCENTURY-ERA COMMERCIAL DEVELOPMENT

- ① Dress Shop, 1955
- ② Savings Office Building, circ. 1960
- ③ Gas Station, circ. 1960
- ④ Grisanti Hardware Building, 1961

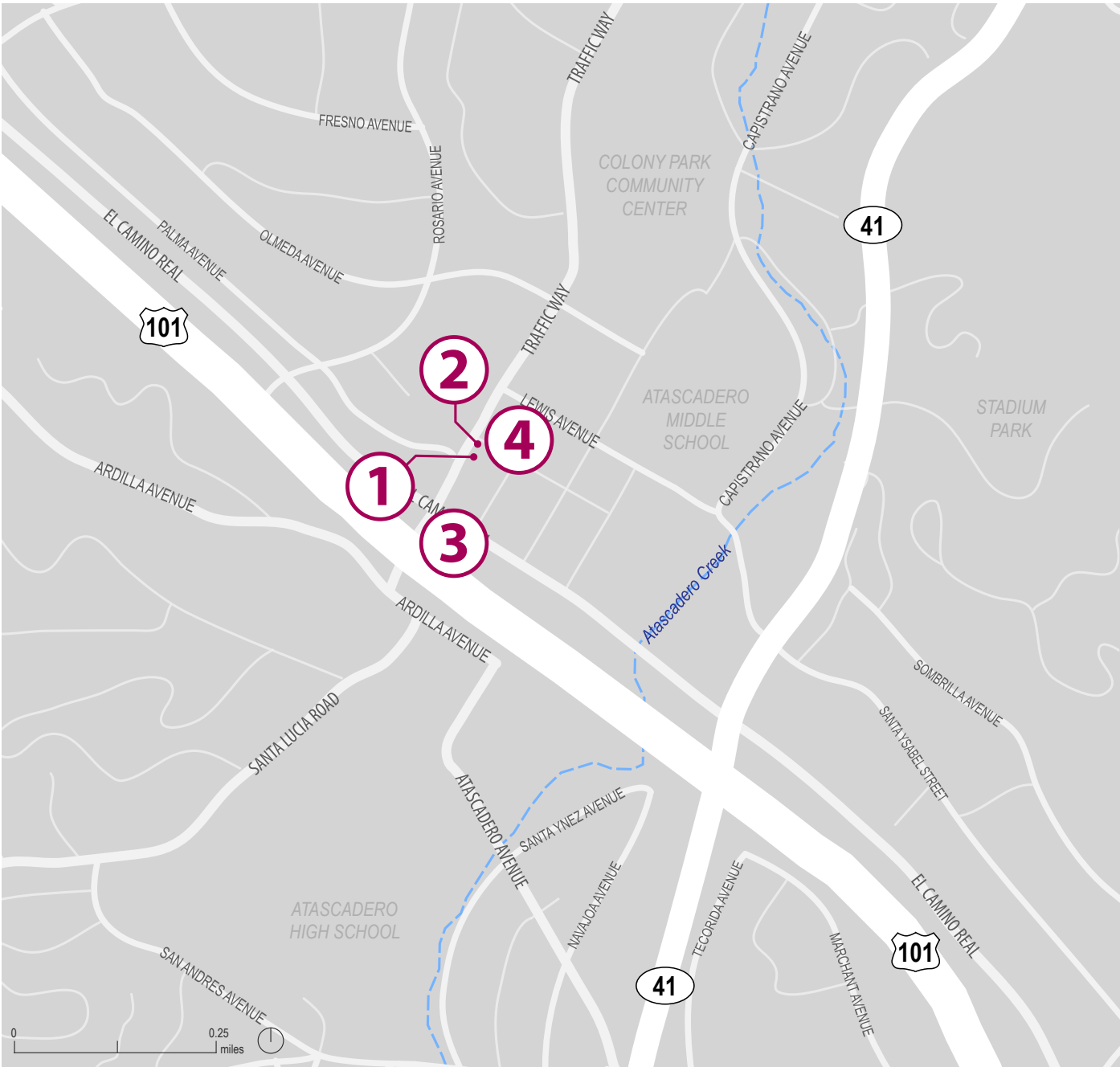


FIGURE 10 THE ROAD TO INCORPORATION (1945-1970s) SITE SURVEY MAP

[---] Atascadero City Boundary, 2018 [X-X-X-X] Railroad

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CONCLUSION

Across these time periods, several major patterns emerge that provide key insights into Atascadero’s physical development and place identity. First, Atascadero’s historical growth centers around travel and new transportation technologies. During the Early History period, the Salinan and Chumash used the Salinas River as a road, establishing temporary settlements, workshops, and sacred sites along its bank. In the Mission Era, Atascadero was the site of two outposts that helped facilitate trade and travel between Mission San Luis Obispo, Santa Margarita, and San Antonio. As both Mexican and American territory, the Atascadero’s historical sites included stage stops supporting trade and commerce. When the railroad line was established in the 19th century, it became a key factor in small town development and later, raw material transportation for the construction of the Atascadero Colony. From the 20th century and onward, cars became a critical part of California’s cultural and infrastructural development—supporting both commerce and recreation. The construction of the highway and freeway systems connected Atascadero to Northern and Southern California and led to increased car-focused commercial development and housing to support regional commutes.

Additionally, Atascadero’s pattern of development reveals the importance of the community’s natural resources to place identity. The Salinan and Chumash used the region as a source of abundant plant, mammal, and marine foods—in the 19th century, the land

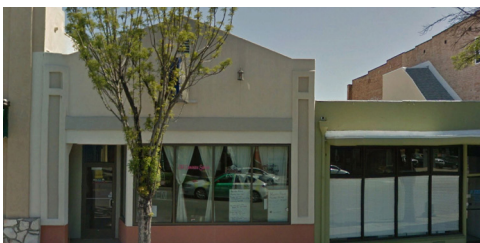
CONCLUSION



The Administration Building (Chung, 2018).



Carlton Hotel (Chung, 2018).



supported large-scale ranches that were a major component of California's economy. E.G. Lewis, founder of the Atascadero Colony, chose the region for development because of its purported agricultural potential, aesthetic beauty, and opportunities for natural recreation. These values reflected nationwide interest in integrating parks, open space, and greenspaces into the urban environment. While Atascadero's later development did not focus as closely on these resources, residential trends towards rural lots, tree-lined streets, and winding roads communicate the continued importance of the natural environment to community residents.

Finally, the distribution of historical sites within Atascadero highlight the importance of the Atascadero Colony in defining the community's character to this day. The roads, city center, and commercial areas of contemporary Atascadero approximate the same locations and orientations as when they were first constructed. Buildings designed in the Beaux-Arts architectural style during this time period are amongst the most prominent, visually distinct sites linking Atascadero's current built environment to its historical context. As a result, many of the historical sites constructed from the Great Depression into the 1970s possess architectural features, massing, and scale that were reflective of past Colony development.

Based on these findings, a number of historical buildings may be identified that contribute to Atascadero's sense of place and identity (see *Figure 11, Complete Site Survey Map*). These include the Administration Building, Sunken Garden, and Carlton Hotel—all buildings that have been recently restored—as well as the Printery, and any existing Colony Homes. In addition, 16 commercial buildings have been catalogued along El Camino Real and Traffic Way. This row of development exemplifies the range of commercial architectural styles built from the early Atascadero Colony through the 1960s—encapsulating the evolution of Atascadero over time.

It is my hope that this Report will help the City in considering how future development can acknowledge its historical context, while taking steps to preserve those historical sites that still exist.

Left: Commercial buildings along El Camino Real and Traffic Way (Chung, 2018).

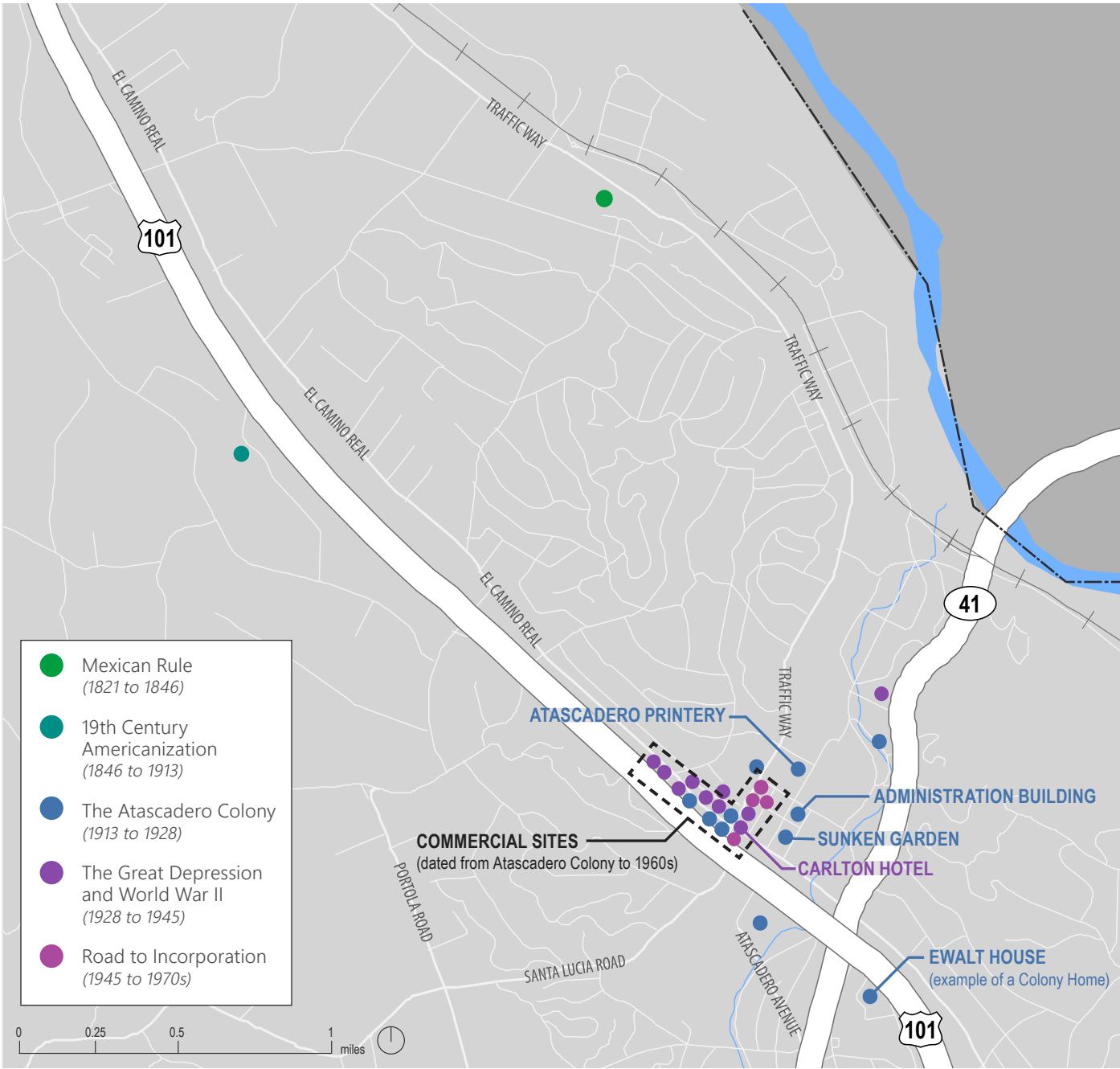


FIGURE 11 COMPLETE SITE SURVEY MAP

 Atascadero City Boundary, 2018
 Railroad

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- Geofabrik. (February 12, 2018). GIS OpenStreetMap data: Southern California. Geofabrik Downloads & Geofabrik GmbH 2018. OpenStreetMap 2018. Retrieved February 12, 2018 from < <http://download.geofabrik.de/north-america/us/california/socal.html>>
- Google earth pro V 7.3.2.5491. (June 14, 2017). Atascadero, California, USA. 35°29'21.90" N 120°40'14.61" W. Eye alt 39652 feet. SIO, NOAA, U.S. Navy, NGA, GEBCO. Google 2018. Retrieved on March 2018 from <<http://www.earth.google.com>>.
- Google earth pro V 7.3.2.5491. (June 14, 2017). San Luis Obispo County, California, USA. 35°18'36.83" N 120°26'08.75" W. Eye alt 142.32 miles. SIO, NOAA, U.S. Navy, NGA, GEBCO. Google 2018. Retrieved on March 2018 from <<http://www.earth.google.com>>.
- Hughes, T. (April 17, 2013). PLSA (GIS shapefile of Spanish and Mexican land grant boundaries). Teale GIS Library, University of California San Diego. Retrieved on April 2018 from < <http://ecaidata.org/dataset/spanish-and-mexican-land-grants-in-california>>.

LITERATURE REVIEW

This literature review summarizes and compares existing resources on Atascadero's history, setting a baseline for future research. Given the breadth of the subject and the types of documents available, this Review is divided into four categories: Primary Sources, Technical Reports, Local Historical Reports, and Senior Projects. Documents are cited and discussed in alphabetical order.

PRIMARY SOURCES

Beckwith, L.D. (1916). Atascadero News. Atascadero, San Luis Obispo County, CA: Atascadero News Company. Volume 1. <https://www.atascaderohistoricalsociety.org/articles.php>>

(1916). As others see it: statements by the three leading orchardists in the Atascadero section. Atascadero, San Luis Obispo County, CA: Atascadero News Company. <<https://www.atascaderohistoricalsociety.org/articles.php>>

(1916). How our land sales are usually made. Atascadero, San Luis Obispo County, CA: Atascadero News Company. <<https://www.atascaderohistoricalsociety.org/articles.php>>

(1916). The Atascadero estates and plan. Atascadero, San Luis Obispo County, CA: Atascadero News Company. <<https://www.atascaderohistoricalsociety.org/articles.php>>

(1916). Opinions by editors of leading California newspaper who visited Atascadero this year. Atascadero, San Luis Obispo County, CA: Atascadero News Company. <<https://www.atascaderohistoricalsociety.org/articles.php>>

The Atascadero Historical Society has digitally transcribed early articles distributed by the Printery on January 18 & 22, 1916. The articles support the findings and dates for early Colony construction, as given by other documents in this literature review, and provide insights into the utopian character of the Atascadero Colony. The articles (in order of citation) cover: the progress and costs of one year of development; the success of the orchards at producing fruit and nut crops; the remote sale of lots to nonlocal investors; the division of residential, agricultural, civic, and industrial uses; and the optimistic impressions of visiting reporters (a positive "review" of the Colony).

Travis, M.A. (1983). The birth of Atascadero. Publisher unknown.

Travis recounts her experience as a resident in the Atascadero Colony from 1914 to 1920. Her account reflects the perspective of early residents, as well as the utopian objectives of the early Colony. In 1914, she describes the organization of the "tent city," including social organizations, mercantile stores, and early tourism, as well as the beginning construction of residential and civic buildings. In 1915, the Administration and Press Buildings (sic) are nearly complete, and residents of the tent city are beginning to move into their homes. In 1916, she describes the dominance of the flower seed industry and flower seed farm lots in Atascadero "bordering one the west

side of the highway and north by Atascadero Creek". Travis participates in this economic program, but notes that Atascadero's dry environment, lack of irrigation, and lack of foreign labor make it difficult to compete with California flower industries to the west.

In late 1916, she describes the construction of the Mercantile Building, Atascadero Inn, and initial school buildings; the construction of the first businesses, including Lone Star Garage and Atascadero Studios, and the further installation of community infrastructure. Travis defines 1918 and 1919 as the "building boom" of commercial and industrial uses and describes the subdivision of Rancho Santa Margarita into "Garden Farms". Throughout her account, Travis emphasizes the aesthetic and communal value of natural resources (oak trees, Atascadero Beach, recreation) as key to the Colony's identity.

Technical Reports

Atascadero, & FirstCarbon Solutions. (2017). Eagle Ranch Specific Plan: Draft environmental impact report. Atascadero, CA: City of Atascadero Community Development Dept.

The Eagle Ranch Specific Plan EIR includes an analysis of relevant cultural resources within the Eagle Ranch Specific Plan area. As outlined in Policy 1.2.8 of the Land Use, Open Space and Conservation Element, Eagle Ranch Specific Plan will be annexed to the City of Atascadero (with conditions). For this reason, Eagle Ranch's cultural and historic resources are a critical consideration for this Report. The EIR covers early tribal settlements, the Mexican rancho period, and Eagle Ranch's establishment under Baron Von Schroder in 1881. The following reports are referenced:

- Eagle Ranch Heritage Studies
- Cultural Landscape Report
- Preliminary Archaeological Phase I Study
- Relevant excavations in San Luis Obispo County along the Salinas River and on Santa Ysabel Ranch (1978, 1990, and 2000)

Based on these narratives, the EIR describes the presence of either/both Northern Chumash and Salinan artifacts within the Eagle Ranch Specific Plan area and along the Salinas River—both tribes claim the territory, and both tribes were conscripted into the Mission system around the County. According to the Phase I Study, 30 of 37 sites in Eagle Ranch required more intensive (Phase II) archaeological study, and multiple "locales and sites with sacred and ceremonial significance" were identified.

Eagle Ranch is located across Rancho Santa Margarita, Atascadero, and La Asuncion. The three ranchos were distributed to Joaquin Estrada, Tifton Garcia, and Pedro Estrada from 1841 to 1845, and used to "[raise] and [maintain] vast herds of cattle" (p. 3.5-6). The EIR tracks the transfer of the Eagle Ranch property to Martin Murphy, Albert Benton, and finally Baron Von Schroder in 1881. Von Schroder constructed the residences, barns,

LITERATURE REVIEW, cont.

storage buildings, and other uses that make up over 19 significant historical sites within the Specific Plan area.

The Specific Plan provides measures to protect these resources by defining the Eagle Ranch Historic District. Furthermore, the EIR suggests that contributing structures in the Historic District may be eligible for the National and California Historic Registers. The EIR provides greater context for Atascadero's early history that is missing from other documents in this literature review.

Sewell, K.J., Stanton, P.B., Duffield-Stoll, A.Q., & Lerch, M.K. (2008). *Dove Cemetery: reflections on cultural identity at the edge of western expansion: the excavation and interpretation of Dove Cemetery, CA-SLO-1892H, San Luis Obispo, California*. Redlands, CA: Statistical Research.

Sewell et al. cover the archaeological findings of Dove Cemetery as a reflection of the settlement that existed from the late 1800s to 1913. This report was written as context for the construction of a mixed-use project. Following excavation, it was determined that the cemetery could be demolished, and all remains, headstones, and artifacts discovered were removed. As referenced in *Atascadero: the vision of one...* (2008), a corner of the original cemetery plot may still be found in onsite.

Sewell et al. provide a comprehensive timeline of Dove's history, as defined by the Mission, Mexican Rancho, and American historical periods. Dove was an established community centered around the Dove railroad stop within Rancho Santa Margarita (now, within contemporary City boundaries). Dove included a post office, store, and other permanent community uses. Based on the excavated remains, Sewell et al. conclude that while the community may have been predominantly Hispanic, its artifacts reflected a cultural and industrial transition towards American customs.

This report, along with other documents in this literature review, does not provide much insight into Dove community's later years. In 1913, Dove was used as one of five work camps for the Atascadero Colony, and faced economic competition from the new development. However, Sewell et al. note that many descendants of Dove residents remain in San Luis Obispo County, including Arroyo Grande, Santa Margarita, and contemporary Atascadero.

Local Historical Reports

Allan, L.W. (2008). *Atascadero: the vision of one – the work of many*. Atascadero, CA: Miracle Book Publishing.

Allan provides an extensive account of the Atascadero community's development between its earliest establishment in 1797, to its incorporation in 1979. Given the recent publication of this report, Allan provides critical details about the current status of historical sites within the City. During the late 19th century, both Mission San Miguel and Mission San Luis Obispo established outposts in the Atascadero region. When the Mission system and properties were secularized in 1834, the territories of Rancho Santa Margarita, Rancho Asuncion, and Rancho Atascadero were allocated to the Estrada brothers and subsequently sold to E.G. Lewis, founder of

the Atascadero Colony. Allan provides some detail into pre-Colony inhabitants of the region, including the Dove community, military occupation of Rancho Atascadero, and pastoral land uses.

From 1913 to 1939, Allan details the physical and economic growth of the Atascadero Colony under E.G. Lewis' direction. Key sections, as relevant to this Report, include early construction of the civic center, commercial center, and residential districts; transitions in commercial and industrial development; Lewis' fraud indictment and administrative changes; and the influence of the railroad, roads, and highways on urban development. Relevant historical buildings and sites from this period include the following: Mission San Luis Obispo Outpost (remains); Estrada Pueblo and Spring (remains); Lewis "Headquarters" House (demolished); Old Morro Road (remains); Administration Building; Printing Building (existing); Federated Church/Community Building (existing); Atascadero Grammar School (demolished); Margarita Black Union High School (existing); Atascadero Community Hospital (existing); Atascadero Cemetery (existing); La Plaza/Mercantile Building and Atascadero Inn (demolished); Golden Way Block, Atascadero Playhouse, and LaModa Theater (demolished); Atascadero Train Depot (demolished); Community of Eaglet (purchased by Atascadero); and Dooley Doll Company (demolished).

From the 1930s onward, Allan describes the sudden growth of commercial industries, and the demolition of Colony and pre-Colony buildings as urban development continued. Within this timeline, Allan identifies the California Highway project (1948) and the incorporation of Atascadero in the 1970s as critical events shaping Atascadero's land use patterns and identity. Allan draws information from several of the resources referenced in this literature review, including *The Birth of Atascadero* (1983) and *Dove Cemetery* (2008). In comparison to other reports about Atascadero, Allan covers a broader historical perspective include pre- and post-Colony development. However, he does not reference the temporary settlements of the Salinan Indians and identifies some conflicts in information regarding the early histories of the Mexican land grants.

Senior Projects

Loughran, K. (1975). *Life and times of Atascadero and E.G. Lewis*. San Luis Obispo, CA: California Polytechnic University.

Loughran provides a broad overview of the Atascadero Colony's inception, development, and financial controversies under the direction of E.G. Lewis. The report investigates the dichotomy between the Colony's visionary promotional material and its development between 1913 and 1928 (the year of E.G. Lewis' conviction). In comparison to other documents referenced in this literature review, Loughran takes a critical and political perspective on Atascadero's early history and the development of its community identity.

LITERATURE REVIEW, cont.

Reeves, D. (1975). *An architectural analysis: Atascadero past, present, and future*. San Luis Obispo, CA: California Polytechnic University.

Reeves focuses predominantly on the residential architectural styles modeled by the Colony Homes, the Italian Renaissance architectural style used in the Atascadero Colony civic buildings (the Administrative Building, Printery, Sunken Gardens restorations, Margarita Black High School), as well as notable commercial buildings. Reeve's research is a strong foundation for any historical analysis of Atascadero's buildings, and provides a framework for defining a study area.

However, Reeves report does not reflect recent changes in the City's historical resources, as covered by newer literature. These include restoration of the Administrative Building, demolishing of Margarita Black High School, and prospective uses for the Printery. This Report seeks to update existing information on Atascadero's architectural and community identity.