



## Santa Barbara County Historic Landmarks Advisory Commission

### NOMINATION FORM FOR DESIGNATION OF:

HISTORIC LANDMARK OR  PLACE OF HISTORIC MERIT

(Please read the instructions before preparing form, and use continuation pages as necessary.)

1. Address and Assessor's Parcel Number(s) of site:  5001 Hollister Avenue, Goleta, Santa Barbara County, CA, 93111 APN 065-332-007
2. Current owner's name, address, and telephone number:  Hill-Cederlof Family Trust, Reid G. Cederlof and Robin E. Hill Cederlof, Trustees, 1485 Holiday Hill Road, Goleta, CA 93117 Telephone: 805-455-5257 Email: rhcederlof@cox.net
3. Name of property:  Main-Begg Farmhouse
4. Property's historical name and name of original owner:  Robert Main Ranch. Original owner: Robert Main.
5. Type of resource (check one): [ x ] building; [ ] other structure; [ ] site or feature; [ ] cultural landscape; [ ] object; [ ] other  There are two buildings, a two-story residence and a one-story garage, a garden, and a cistern. The residence and cistern only are included in this nomination.
6. Date of construction or age:  Residence: 1911; Garage: 1959; Cistern: c. 1912-1920
7. Architect and architectural style:  John Williamson, building contractor, built the residence in the Craftsman Style. No architect for the residence has been identified and it is possible that it is a catalogue-ordered kit house.
8. Physical description of the nominated property:  See continuation pages.
9. Physical alterations to the nominated property and its current historical and architectural integrity:  See continuation pages.

10. Description of current setting, including but not limited to associated historic cultural features such as vegetation, walls, roads, as applicable:  
  
See continuation pages.

11. Provide a brief history of the nominated property and discuss its historical importance (include references and use continuation pages if needed):  
  
See continuation pages.

12. Discuss why the nominated property meets one or more of the eligibility criteria established by the County Code of Ordinances, Chapter 18A, Section 18A-3. (Consult the County Landmark Information Sheet and use continuation pages if needed):  
  
See continuation pages.

13. Summarize the case for the designation of this property as a  Landmark or  Place of Historic Merit:  
  
See continuation pages.

14.  Published map with the property location marked.  
  
See attached map.

15.  Map or survey of the property boundaries (Assessor's Parcel Map is acceptable). Include the boundaries of those portions or elements that are proposed to be designated.  
  
See attached map.

16. Number and description of photographs enclosed. Where feasible, provide views of those features that make the property worthy, as well as views of the current neighborhood setting.  
  
14 photographs with captions are attached: 1 photograph taken in 1911 and 13 photographs taken in 2019.

17. Name, address, telephone number, and email address of person or entity submitting this nomination:  
  
Ronald L. Nye, Historian, 816 Cheltenham Road, Santa Barbara, CA 93105, 805-682-1486, rlnye@cox.net, on behalf of the Hill-Cederlof Family Trust, owner.

18.  I believe that the statements made herein are true and complete.  
  
(Authorized signature of individual or entity representative submitting this nomination)

19. Date of nomination:  
  
September 18, 2019

FOR COMMISSION USE ONLY  
 Signature  References  Photographs  Maps  Owner's Name  Complete  Peer Review

Name(s) of Reviewer(s):

## **8. Physical description of the nominated property:**

The nominated property contains two buildings, a residence and a garage, a cistern, and a garden. The residence and cistern only, and not the garage and garden, are nominated for historic designation in this submittal.

### Residence

The residence is a two-story, side-gabled building erected in the Craftsman Style in 1911. Its steeply-pitched roof is topped with composition shingle roofing and its open and extended eaves are supported by scroll-sawn brackets. The home is sided with crenellated-patterned wood shingles on its second floor and narrow horizontal tongue-and-groove board siding on its first floor. Its raised concrete foundation is hidden by vertical board skirting. The building's wood windows and doors are original and feature matching wide board surrounds. The main, or north, elevation features a recessed full-width porch. The porch has wood flooring and steps, a low and enclosed railing, and is supported by four battered wood posts and two matching pilasters. Decorative, scroll-sawn rafter tails extend from the open porch eaves. The centered, oak-paneled and glazed entrance door is flanked on both sides by wide, two-part fixed-sash windows, each containing narrow, multiple-light sashes above wide single-light plate glass sashes. A large gabled dormer dominates the second story of the same elevation. It includes a ribbon of three double casement windows, each topped by narrow multiple-light fixed sashes. The north elevation roof slope contains a red brick chimney near its peak.

The west elevation includes, on the first floor, a horizontally-oriented three-part window which features a centered fixed plate glass sash flanked on both sides by four-light casement sash fixtures. A narrow visor roof extends over the window. Two 6/1 double-hung windows are also located on the first floor. The second floor exhibits a set of two double-hung windows; a two-part window with a narrow multiple-light fixed sash over an 8/1 double-hung sash set within a visor-roofed narrow bay; and a 6/1 double-hung window. The south elevation contains a protruding two-story gabled wing. It includes a set of two double-hung windows on the second floor. An added 5.5-foot by 10-foot shed-roofed service porch with a modern vinyl-clad glazed door, five fixed-sash windows, and one double-hung window is located on the first floor. Additional wall openings on the first floor include two double-hung windows. The recessed west end of the elevation contains a small open porch with an enclosed shingled railing and a double-hung window on the second floor. The recessed east end of the elevation includes a small double casement window and, facing east, a glazed wood-paneled door on the first floor. A raised wood deck shaded in part by a wood trellis extends along a portion of the south elevation and wraps around the southeast corner of the residence. The east elevation contains a set of two 6/1 double-hung windows and three small casement windows on the second floor, and three single 6/1 double-hung windows and one small casement window on the first floor. An attached pergola extends to the east on the southeast corner of the house.

### Garage

Although the detached garage is not part of this nomination for historic designation it is a contributor to the Main-Begg Farmhouse's immediate setting. The rectangular-shaped single-story building was erected in 1959 and is located a few feet to the south of the residence. Its gabled, low-pitched roof has composition shingle roofing with open and extended eaves. A narrow shed-roofed porch supported by four wood posts extends along the east elevation. The building has board and batten siding. A two-car corrugated metal pull-up garage door is located on the south elevation. The remaining wall openings include a glazed door and a fixed-sash window on the east elevation and a glazed door and a fixed-sash window on the north elevation.

### Garden

The garden surrounding the farmhouse is also not part of this nomination for historic designation but it too contributes to the home's immediate setting. It contains a variety of fruit trees, shrubs, and flowers that are displayed in a mostly informal arrangement. Historical aerial photographs indicate that the plantings were likely placed in the ground over a period of years, dating from the 1940s through the 1970s. The historical record indicates that the landscape adjacent to the house evolved from a working ranch yard type to the present-day suburban home garden style.<sup>1</sup> Several avocado trees, located in a group opposite the southeast corner of the house and arranged in row along its east elevation, are among the older fruit trees. Numerous younger but mature fruit trees extend from the home's east elevation, including those which bare apples, figs, nectarines, apricots, oranges, lemons, and plums. Almond, loquat, pear, and Chinese privet trees grow along the southern property line. The garden also features mature ornamental shrub, vine, and flowering plants such as: camellias, lilacs, roses, and hollies on the north side of the home; jasmine, rose, monkey flower, smoke bush, and camellias on its east elevation; grape and jasmine vines in the southwest corner of the property; and Hawaiian ginger and a variety of potted cymbidium plants off the west elevation of the house.<sup>2</sup>

### Cistern

This underground water storage structure is located near the southwest corner of the farmhouse and is part of this nomination. The structure was probably built during the initial years following the home's construction, c. 1912-1920. Its purpose was to collect rain water runoff from the residence's roof gutters and downspouts and store it for household washing, laundry, and outdoor irrigation. The system was probably not used as a source for drinking water. The cistern is irregularly-shaped but generally circular and consists of red brick and concrete walls and flooring. Its flat roof is slightly elevated above grade, is composed of thick

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<sup>1</sup> Aerial photographs as found on FrameFinder website, UCSB Library: January 31, 1929, Flight C-430, Frame B-27; January 11, 1938, Flight C4950, Frame SF-38; July 30, 1948, Flight C-12790, Frame 12-186; February 2, 1956, Flight HA-AN, Frame 1-124; August 27, 1973, Flight HB-WL, Frame 64; March 16, 2010, Flight PWSB-18, Frame 58.

<sup>2</sup> Fermina Murray and Laura Funkhouser, Robert Main/Charles (Chuck) Begg House HLAC nomination form for Landmark designation, June 15, 2002, HLAC archives; consultations with Tim Hazeltine, landscape historian, by R. L. Nye, July-August, 2019.

concrete, and includes a round concrete access lid. The storage portion is approximately 10 feet in diameter, 9 feet deep, and has a capacity of approximately 5,000 gallons. An above-ground, two-part concrete filter box which captured debris and larger particulates from the water before it entered the cistern is interposed between the residence and the underground chamber. Modern concrete installations, which consist of a sidewalk and a trellis foundation, overlay approximately one-third of the cistern's original roof on the southeast portion of the tank.

**9. Physical alterations to the nominated property and its current historical and architectural integrity:**

Very few significant alterations have been made to the residence although a few changes have been made:

- 1) The original post and pier foundation is said to have been replaced by the present continuous concrete foundation following the 1925 earthquake.
- 2) The original wood shingle roofing was replaced by composition shingle roofing prior to 1970. A second roof replacement was made in 1997 when the existing composition shingle roofing was installed.
- 3) The service porch on the south elevation was added at an unknown date.
- 4) The deck, trellis, and pergola on the south and east elevations were added at unknown dates.

Modern concrete installations, a sidewalk and a trellis foundation, overlay approximately one-third of the cistern's original roof on the southeast portion of the tank.

Residence Historical Integrity

The residence has retained its integrity of *location* but its integrity of *setting* has been mostly lost due to post-World War II suburban development which has replaced its original rural farm and ranch surroundings. The home has retained its integrity of *design* because few changes have been made to its original Craftsman Style architectural features dating to 1911. Its typical Craftsman elements include: side-gabled form; centered gabled dormer on its north elevation; full-width porch with battered posts; decorative eave brackets and rafter tails; and wood shingle siding. The residence has retained its integrity of *materials* and high quality *workmanship*, as evidenced by its multiple-light windows, patterned wood shingle siding, and ornamental eave brackets and rafter tails. As a result of its retention of high levels of *design*, *materials*, and *workmanship* elements the home retains its integrity of historic *feeling*. It has also retained its integrity of *association* because it was built by the prominent contractor John Williamson on behalf of Robert Main, a notable Goleta Valley rancher and civic leader. In summary, the residence has retained its historical integrity at the Landmark level of significance.

### Garage Historical Integrity

Although the garage has retained its original *location* and *setting*, it was erected in 1959, after the Main Ranch was subdivided and had ceased operations. It was built, in addition, in the location of the original ranch water storage tower and near its original barn, both of which had previously been demolished. The building's elements of *design*, *materials*, and *workmanship* are of standard quality and it is representative of the typical suburban two-car garage built in the post-World War II era. The garage, however, was built by a member of the Begg family and its utilitarian form and materials, including board and batten siding, louvered gabled vents, and full-width porch, are generally compatible with the style and materials of the residence. While the garage has thus not retained its overall historical integrity and is not part of this nomination for historic designation, it has nonetheless retained a certain level of integrity of *association* and *feeling* and is considered a contributor to what remains of the farmhouse's setting.

### Garden Historical Integrity

The garden has retained its original *location* but its *setting* has been compromised by suburban development that surrounds the property. Its landscape *design* and *workmanship* elements are commonplace and its plantings were for the most part introduced after the Main Ranch ceased operations. The garden is representative of arrangements and techniques typical of post-World War II era suburban home gardens. Although the garden has thus not retained its overall historical integrity and is not part of this nomination for historic designation, it has nonetheless retained a certain level of integrity of: *materials*, due to the presence of several older avocado trees and a few mature exotic trees and bushes; *association*, because it was established and maintained by members of the Main and Begg families; and *feeling*, as its concentration of tall trees and dense foliage encircling the historic farmhouse expresses to some extent a sense of a bygone historical era. The garden is therefore considered a contributor to the immediate setting of the farmhouse.

### Cistern Historical Integrity

The cistern has retained its original *location* but its *setting* has been compromised by suburban development that surrounds the property. Although a portion of its original roof has been obscured by modern concrete paving the structure has retained its overall integrity of *design*, *materials*, and *workmanship*. An initial visual inspection of the interior of the structure revealed that it possesses its original generally circular-shaped form, concrete and red brick wall and floor materials, and masonry craftsmanship that characterized residential and rural cisterns built in late nineteenth and early twentieth century America. Its essential exterior features, including its roof, access lid, and filter box, have also survived intact. The cistern has retained its integrity of *association* because Robert Main either built it or oversaw its construction as well as its integrity of *feeling*, due to its obvious expression as an authentic relic from the historical

past.<sup>3</sup> In summary, the cistern has retained its historical integrity at the Landmark level of significance.

**10. Description of current setting, including but not limited to associated historic cultural features such as vegetation, walls, roads, as applicable:**

The nominated property is situated in a suburban neighborhood in an unincorporated part of the Goleta Valley. The approximately one-half acre property is located in the northeast portion of the former 24-acre Robert Main Ranch. It is bordered on the north by Hollister Avenue, on the east by San Marcos Road, and on the south by Via Jacinto. Single-family dwellings extend to the west from the property line; to the south across Via Jacinto; to the north across Hollister Avenue; and to the east across San Marcos Road. A Frontier Communications facility is located to the northeast across the intersection of Hollister Avenue and San Marcos Road. Scattered older homes and buildings associated with historical agricultural activities are located within the suburban neighborhoods that extend along the Hollister Avenue corridor.

**11. Provide a brief history of the nominated property and discuss its historical importance (include references and use continuation pages if needed):**

The first known occupants of the area encompassing the Goleta Valley were the Native Americans known as Chumash. They are thought to have settled on the coast thousands of years before the navigator Juan Rodriguez Cabrillo, sailing under the Spanish flag, encountered them in 1542. Members of a subsequent Spanish land expedition in 1769, led by Don Gaspar de Portolá, observed that over 1,000 Chumash lived on Mescalitán Island in the Goleta Slough. De Portolá was in the vanguard of Spain's effort to fortify and colonize its vast territory known as Alta California. The pacification and conversion of its potentially hostile Indian tribes, a critical element of the plan, was to be accomplished through a system of missions. Mission Santa Barbara, established in 1786, was granted five royal *ranchos*, one of which was Dos Pueblos, which included the Goleta Valley. Missionaries forced most of the Chumash to move to the Mission where, as a result of cultural repression and disease, their numbers dwindled rapidly. Cattle-raising for the hide and tallow trade, meanwhile, became the Mission fathers' major agricultural pursuit on Dos Pueblos and their other far-flung *ranchos*.<sup>4</sup>

The history of the Dos Pueblos *ranchos* took a major turn in 1821 when Mexico achieved its independence from Spain. Mexico, which now governed Alta California, sought to stimulate economic development in its province. In so doing it secularized the missions and stripped them of their lands in 1834, and began issuing numerous large land grants to well-connected individuals. One such beneficiary was Daniel Hill, a naturalized Mexican citizen from Boston, who in 1846 was granted 4,426 acres by the governor of California. Named La Goleta Rancho,

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<sup>3</sup> "Rainwater Cisterns: Design, Construction, and Treatment," June 2, 2016, PennState Extension website; Bill Kibbel, "Cisterns – Historic Water Conservation," September 12, 2019, Old House Web website; R. L. Nye, "Letter Report Historical Assessment: 7250 Santa Rosa Road, Buellton, CA," March 12, 2014, personal library.

<sup>4</sup> Walker A. Tompkins, *Goleta: The Good Land* (Goleta, CA: Goleta Amvets Post No. 55, 1966), 1-14; R. B. Rice, W. A. Bullough, R. J. Orsi, *The Elusive Eden: A New History of California* (New York: Alfred A. Knopf, 1988), 76-95.

Hill's cattle ranch included the future nominated property near its eastern boundary. Abel C. Scull and Samuel Shoup purchased 300 acres of land from Hill in 1863. It fronted the present-day Hollister Avenue and included the nominated property. Scull assumed sole ownership of the property two years later. Scull farmed his holdings, which included raising corn and barely, until his death in 1899. His wife and children subsequently subdivided 100 acres of the ranch, which was designated the Scull Estate, into four lots and listed them for sale.<sup>5</sup>

Robert Main (1862-1930) purchased Lot No. 1 of the Scull Estate in 1900 and soon began developing a walnut ranch. The lot consisted of 24.73 acres and included the nominated property. Main was born in Scotland in 1862, married Jane Sangster (1862-1949) in 1884, and in 1887 immigrated to Santa Barbara with his wife and two small children. The Mains were part of a larger "Scottish Exodus" of old country natives who relocated to Goleta and Santa Barbara County during the late nineteenth century. The family moved from Santa Barbara to Goleta when Main was hired by Frank E. Kellogg as his ranch foreman. A short time later, in 1890, the Mains relocated to Thomas B. Bishop's substantial Corona del Mar Ranch (a portion of W. W. Hollister's former Glen Annie Ranch) in Goleta. Main began as foreman of the ranch, but was quickly promoted to superintendent, a position he held until 1927. Main initially erected two structures in the northeast corner of his Hollister Avenue ranch property: a water tank tower and a large barn. The first was located a few feet to the southwest of his future residence and the second several yards to the south of his future home. The two structures were demolished in the late 1950s. In 1910 Main retained the noted building contractor, John Williamson, to build the existing Craftsman Style residence that is the subject of this nomination. The home was completed in 1911. The Mains added four more children to their family after moving to Goleta, for a total of six. An original concrete water cistern located near the southwest corner of the residence was built in c. 1912-1920 and is still in use. A walnut orchard occupied the remainder of the ranch. Following Main's death in 1930 his wife, Jane, lived on the property until one or two years prior to her death, which occurred in 1949.<sup>6</sup>

Main rose to prominence in the Goleta community during his tenure as overseer of the Corona del Mar, 1890-1927, which overlapped with his duties as operator of his own ranch, 1900-1930. His elevated status was due, in part, to his business activities on behalf of the Bishop-owned agricultural enterprises, which included the 1,260-acre Corona del Mar and the Tecolote, La Laguna, and Sisquoc ranches. The Bishop ranches were cumulatively one of the larger ranching operations in the county. Given his extensive involvement in farm and ranch management it was perhaps natural that Main went on to help organize and/or serve as a director of several local agricultural cooperative associations, including those representing producers of

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<sup>5</sup> Tompkins, 38-40, 67; Rice, et al., 115-127; Frank F. Flournoy, "Map of the Subdivision of A. C. Scull's Estate," March 9, 1899, Book 1, Page 77, Santa Barbara County Surveyor's Office; U.S., Population Census report, 1900, and Agriculture Census reports, 1870 and 1880, and other sources of historical information at Ancestry.com.

<sup>6</sup> Deed, Charles and Clara Scull to Robert Main, September 25, 1900, Book 73, Page 182, Santa Barbara County Recorder's Office; Owen H. O'Neill, ed., *History of Santa Barbara County* (Santa Barbara: Union Printing Co., 1939), 17-18, 20-21; Tompkins, 174-175; *Santa Barbara Morning Press*, July 29, 1910, California Digital Newspaper Collection; Santa Barbara city directories, 1888-1949, Gledhill Library; aerial photograph, December 31, 1927, Flight C-311, Frame A-3, FrameFinder website, UCSB Library; U.S., Population Census reports, 1900 and 1910; Jane Begg, interviewed by R. L. Nye, March 13, 2019; postcard showing nearly completed Main residence, March 28, 1911, provided by Jock Begg.

walnuts, lima beans, olives, and livestock. He urged the growers within these associations to implement scientific methods on their properties and hosted demonstrations of new techniques for disease eradication and irrigation on his walnut ranch.<sup>7</sup> His strong preference for collective problem-solving and inherent organizing abilities also helped lead to the formation of a number of other entities, such as: the County Farm Bureau (1920); the Goleta Threshing Company (1905), comprising local farmers who jointly purchased the first lima bean threshing machine to be owned on the coastal side of the Santa Ynez Range; and the Good Roads Committee (1908), a community organization which successfully established the locally-funded Goleta Road District and lobbied county and state governments for improved roads and a new Coast Highway. Main was a leader in Goleta Valley social and civic affairs as well, which included: his role in organizing the Scottish Caledonian Club, the annual Scottish picnic at Tucker's Grove, and the revival of the Santa Barbara County Fair in 1921; his long-time service as a county precinct election officer and county grand juror; and his work as an official auditor for proposed county road and bridge projects.<sup>8</sup>

The next occupants of the nominated property following Jane Main's death in 1949 were David A. Begg (1889-1952) and his wife Carrie (1890-1972). David was the son of the Goleta pioneers Peter J. and Jessie Begg who had emigrated from Scotland in 1885. Carrie was the daughter of Robert and Jane Main. The younger Begg grew up working on his family's Goleta farm and at the age of twenty leased his own parcel and became an independent farmer. A Santa Barbara newspaper lauded him as a "well to do and highly respected farmer" in the announcement of his nuptials with Carrie in 1911. In 1919 he purchased a twenty-three-acre property bordering the south side of Hollister Avenue in the present-day Old Town Goleta which is said to have once been a portion of his parents' old farm. During the following three decades the Beggs operated a general farm and raised eight children (three girls and five boys) on the property. David's business and civic activities included managing the local lima bean warehouse and serving as Goleta Constable for four years. David died in 1952, only two years after moving into the study house, but Carrie continued to occupy the property for many years prior to her death in 1972.<sup>9</sup>

George Begg, a son of David and Carrie, managed the Main Ranch for an unspecified number of years after Robert Main's death in 1930, which may have included the periods when Jane Main and David and Carrie Begg occupied the subject property. George and his family lived on the ranch in a cottage located approximately one-quarter of a mile south of the study house. The cottage is no longer extant. Aerial photographs indicate that by the mid-1950s

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<sup>7</sup> Letter, Lloyd W. Swift to Michael Redmon, January 2, 1990, Gledhill Library; Bishop Ranch HLAC nomination form for historic designation, no date, Gledhill Library; *Santa Barbara Morning Press*, September 6, 1908, September 26, 1913, March 1, 1914, October 7, 1915, January 3, 1919, August 31, 1922, December 7, 1922, California Digital Newspaper Collection.

<sup>8</sup> *Santa Barbara Morning Press*, May 26, 1905, September 13, 1908, March 28, 1909, April 11, 1909, July 13, 1909, October 19, 1910, September 4, 1913, December 18, 1913, June 2, 1914, December 10, 1919, December 16, 1919, February 19, 1921, California Digital Newspaper Collection.

<sup>9</sup> *Santa Barbara Morning Press*, June 24, 1911, November 19, 1919, November 23, 1922, California Digital Newspaper Collection; Tompkins, 174-175; O'Neill, 81-82; U.S., Population Census reports, 1920, 1930, 1940, Ancestry.com; city directories, 1951-1972, Gledhill Library; Ronald L. Nye, "Chuck Begg's Boyhood in Goleta," *Goleta Valley History*, Winter 1995, 3-7.

HLAC NOMINATION FORM FOR DESIGNATION – September 18, 2019  
Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Continuation Pages

lemons had replaced walnuts as the ranch's main orchard crop. The Main Ranch fell victim to suburbanization in 1957 when Carrie Main Begg sold nearly all of it, with the exception of the present one-half acre nominated property, to a developer, Ralph R. Masterson. Official subdivision maps for the twenty-four acre single-family housing project were filed in 1961 and 1962 and included the southward extension of San Marcos Lane and the creation of Via Jacinto, Via El Encantador and other streets within the boundaries of the former Main Ranch. The original water tank tower, located near the southwest corner of the house, and the original barn, situated several yards south of it, were demolished soon after the sale of the ranch. The existing two-car garage was built in 1959.<sup>10</sup>

Charles (Chuck) W. Begg (1919-2008) and his wife Margaret Yount Begg (1921-1994) owned and occupied the nominated property from about 1970 until their respective deaths. They shared the home with their three children. Chuck was the middle son of David and Carrie Begg's five male children. He grew up on the family farm and after high school clerked at Coffey's Grocery, one of Goleta's oldest food markets. Following service in World War II, during which he married Margaret, Chuck engaged in three main professions over his long working career: ranch foreman; commercial fisherman, including crab and lobster trapping; and nurseryman, specializing in orchids. Shorter work stints included service station operator, coffee shop proprietor, and boat rental manager at the Goleta Pier. Chuck is best remembered for his many years of community service activities in the Goleta Valley in which he generously devoted time as a volunteer participant and leader of several local organizations, including: Goleta Boys and Girls Club; Goleta 4-H Club; Goleta Valley Historical Society; Goleta Amvets, Post 55; County Park Commission; Scottish Society; and Goleta Cemetery District. He was renowned for his outdoor barbecuing talents. Chuck joyously presided for many years over numerous cookouts on behalf of countless nonprofit groups' annual meetings, festivals and fund-raisers. Chuck was named Man of the Year in 1963 by the Goleta Chamber of Commerce and in 1985 he and Margaret were selected Grand Marshalls of the Goleta Valley Days Parade.<sup>11</sup>

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<sup>10</sup> Jane Begg, interviewed by R. L. Nye, March 13, 2019; deed, Carrie Main Begg to Ralph R. and Ruth E. Masterson, September 5, 1957, Book 1470, Page 75, Santa Barbara County Recorder's Office; U. S. Grant and Son, "Record of Survey of the Property of R. R. Masterson," April 1958, Book 43, Page 18, Santa Barbara County Surveyor's Office; subdivision maps, Tract 10172, January 1961, Book 65, Pages 92, 93, and Tract 10265, October 15, 1962, Book 70, Page 18, Santa Barbara County Surveyor's Office; building permit, No. 6941, April 1, 1959, Santa Barbara County Planning and Development Department; aerial photographs, July 30, 1948, Flight C-12790, Frame 12-186, and February 2, 1956, Flight HA-AN, Frame 1-124, FrameFinder website, UCSB Library.

<sup>11</sup> Nye, "Chuck Begg's Boyhood in Goleta," 3-11; city directories, 1970-1991, Gledhill Library; various historical and biographical sources, Ancestry.com; *Santa Barbara News-Press*, August 22, 1985; *Goleta Valley Voice*, October 25, 2002 and April 30, 2004.

**12. Discuss why the nominated property meets one or more of the eligibility criteria established by the County Code of Ordinances, Chapter 18A, Section 18A-3. (Consult the County Landmark Information Sheet and use continuation pages if needed):**

The nominated property meets the following eligibility criteria at the Landmark level of significance:

*A) It exemplifies or reflects special elements of the County's cultural, social, economic, political, archaeological, aesthetic, engineering, architectural, or natural history;*

The residence meets this criterion because it exemplifies the historical era of the late nineteenth and early twentieth century agricultural development in the Goleta Valley. It was erected by the walnut rancher Robert Main in 1911 and was the home of Main and Begg family members during the era of ranch operations (1911-1958) and in subsequent years.

*B) It is identified with persons or events significant in local, state or national history;*

The residence meets this criterion because it is associated with Robert Main, a person who made significant contributions to the economic, civic, and cultural history of the Goleta Valley. The property is also associated to a lesser, but nonetheless important, extent with Begg family, another pioneering immigrant Scottish clan whose members made important contributions to local history and occupied the nominated property for many years.

*C) It embodies distinctive characteristics of a style, type, period or method of construction or is a valuable example of the use of indigenous materials or craftsmanship;*

The residence meets this criterion because it is an excellent example of an early twentieth century Craftsman Style ranch house in the Goleta Valley. It has retained its historical integrity and exhibits distinctive characteristics of its style, including its: side-gabled form; horizontal board and wood shingle siding; centered gabled dormer on its north elevation; full-width porch with battered posts; and extended and open eaves. The residence has also retained most of its original materials and elements of high quality workmanship, including its: multiple-light windows, patterned wood shingle siding, and ornamental eave brackets and rafter tails.

*F) It has a location with unique physical characteristics or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the County of Santa Barbara;*

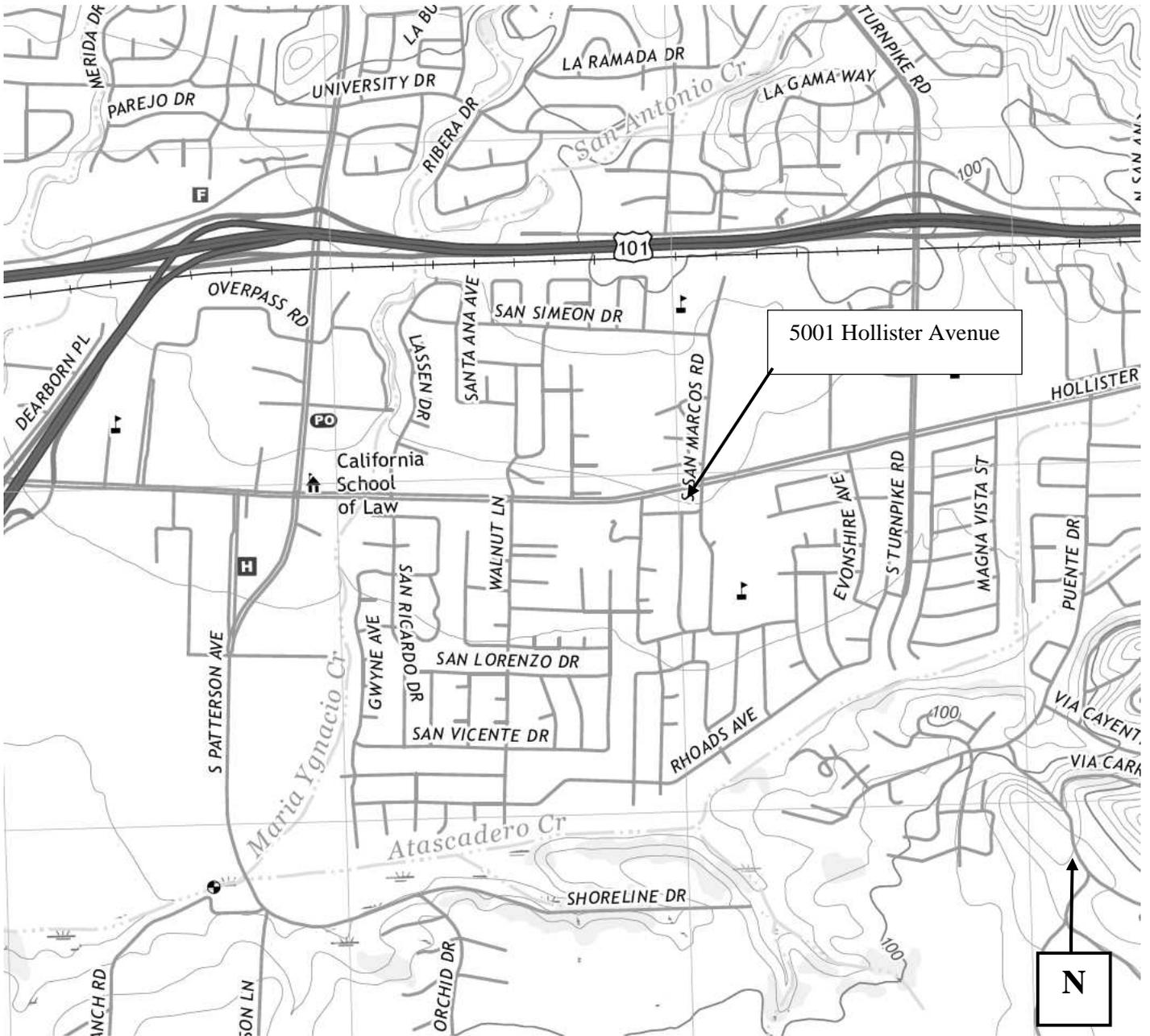
The residence meets this criterion because it has been a prominent visual feature on the Goleta Valley's oldest and most important roadway, Hollister Avenue (also the former State Highway), since 1911. Its angular two-story form and ornamental detailing was a foundational element of the streetscape during the community's agricultural era and has remained so following the advent of suburbanization in the post-World War II era.

*1) It is one of the few remaining examples in the County, region, state, or nation possessing distinguishing characteristics of an architectural or historical type or specimen.*

The residence meets this criterion because it is one of a few remaining Craftsman Style ranch houses dating from the early twentieth century that has retained such a high level of historical integrity. The house has undergone no substantial alterations and has thus retained nearly all of its original stylistic attributes, materials, and finely-crafted elements.

**13. Summarize the case for the designation of this property as a  Landmark or  Place of Historic Merit:**

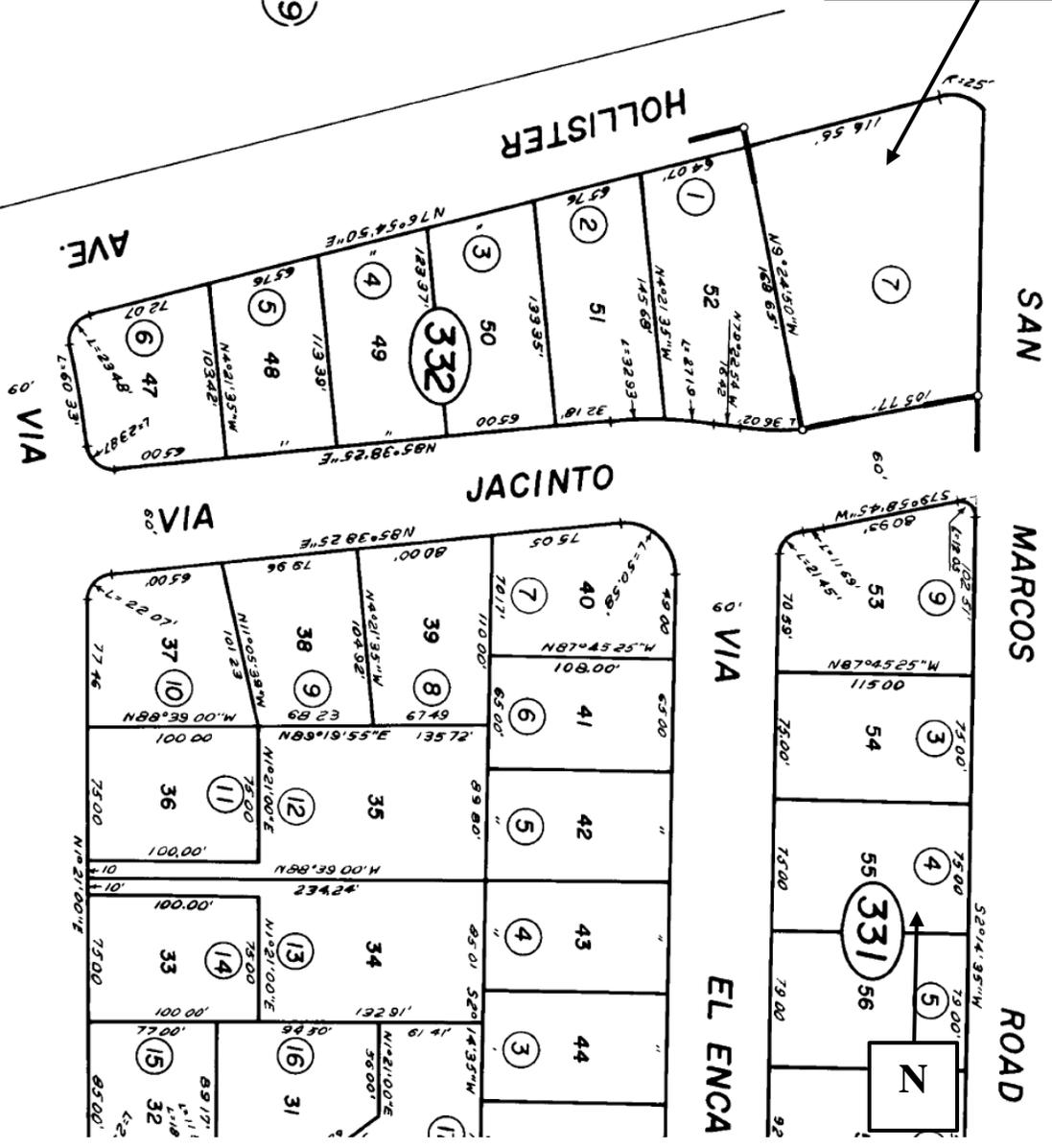
The residence at 5100 Hollister Avenue in Goleta qualifies for listing as a Landmark because: 1) it exemplifies the historical era of the late nineteenth and early twentieth century agricultural development in the Goleta Valley; 2) it is associated with Robert Main, a person who made significant contributions to the economic, civic, and cultural history of the Goleta Valley; 3) it is an excellent example of an early twentieth century Craftsman Style ranch house in the Goleta Valley; 4) it has been a prominent visual feature on the Goleta Valley's oldest and most important roadway, Hollister Avenue; 5) and it is one of a few remaining Craftsman Style ranch houses dating from the early twentieth century that has retained such a high level of historic integrity. The cistern adjacent to the residence also qualifies for listing as a component of the same property Landmark designation because: 1) it exemplifies the historical era of the late nineteenth and early twentieth century agricultural development in the Goleta Valley; 2) it is associated with Robert Main; 3) and as an underground cistern it is one of the few remaining early twentieth century structures of its type in Santa Barbara County.



**Site Location Map for Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta,  
Santa Barbara County, California  
(USGS Topographic Map, Goleta Quad, 2018)**

5001 Hollister Avenue

(69)

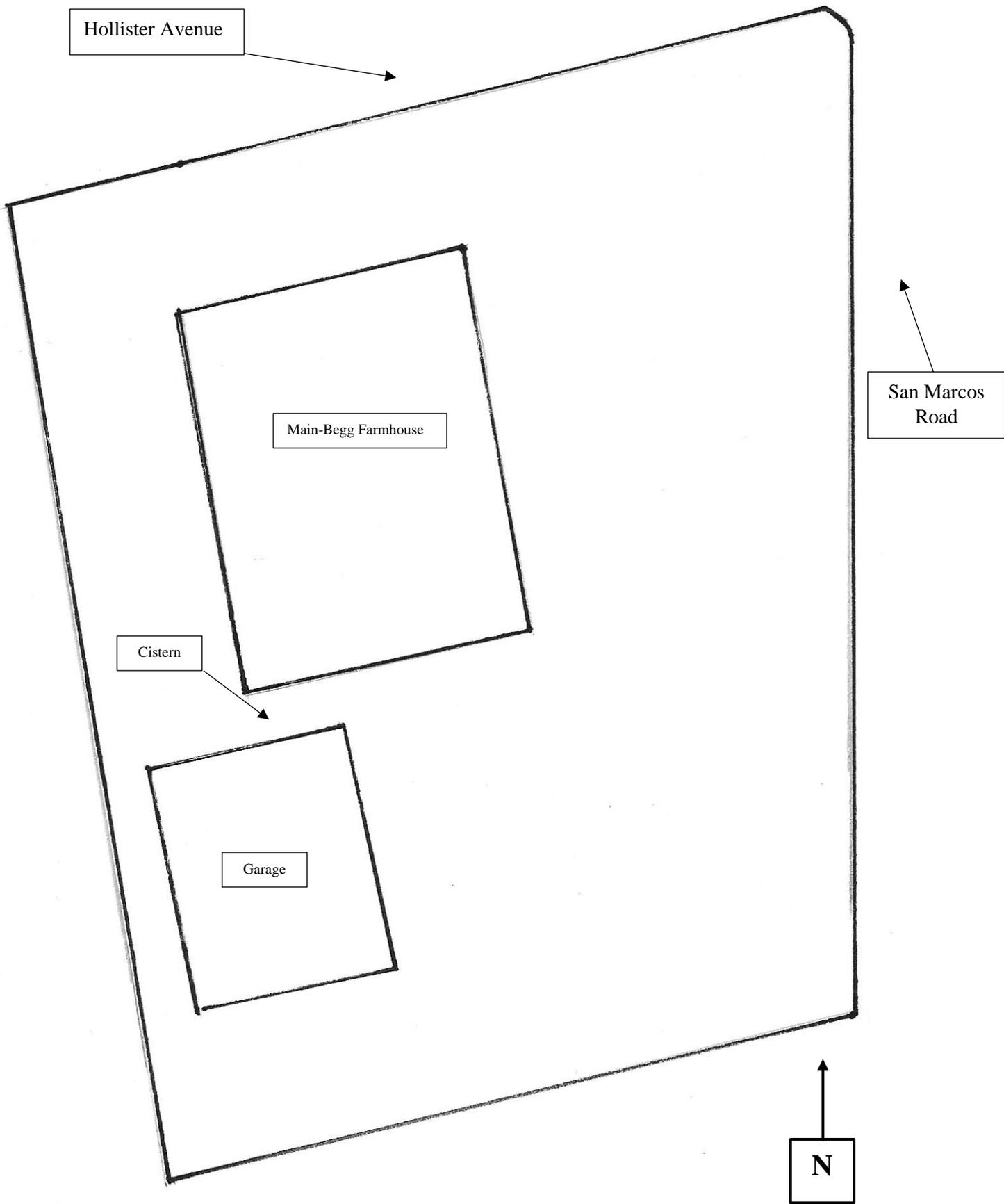


Assessor Parcel Map, Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, California

(Santa Barbara County Assessor's Office, Book 65, Page 33)

(11)

(21)



**Site Plan, Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, California**



**Site Vicinity Photograph, Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta,  
Santa Barbara County, California**

HLAC NOMINATION FORM FOR DESIGNATION – September 18, 2019  
Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Photograph Pages



Main-Begg Farmhouse, north and west elevations, looking southeast, 1911.  
(Source: Postcard, March 28, 1911, courtesy of Jock Begg)



Farmhouse, north elevation, looking south from Hollister Avenue.

HLAC NOMINATION FORM FOR DESIGNATION – September 18, 2019  
Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Photograph Pages



Farmhouse, east and north elevations, looking southwest.



Farmhouse, northwest corner with full-width porch, looking southeast.

HLAC NOMINATION FORM FOR DESIGNATION – September 18, 2019  
Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Photograph Pages



Farmhouse, east elevation, looking west.



Farmhouse, south elevation, with porch and deck additions, looking north.

HLAC NOMINATION FORM FOR DESIGNATION – September 18, 2019  
Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Photograph Pages



Farmhouse, west elevation, looking northeast.



Underground cistern, with round access cover, looking southeast.

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Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Photograph Pages



Garage, east elevation, with full-width porch, looking west.



Garage, south and east elevations, looking northeast.

HLAC NOMINATION FORM FOR DESIGNATION – September 18, 2019  
Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Photograph Pages



Garage, north elevation, looking southeast.



Garden, with avocado trees, looking northeast.

HLAC NOMINATION FORM FOR DESIGNATION – September 18, 2019  
Main-Begg Farmhouse, 5001 Hollister Avenue, Goleta, Santa Barbara County, CA  
Photograph Pages



Garden, with fruit trees, looking southwest.



Farmhouse and garden, looking southeast from intersection of Hollister Avenue and San Marcos Road.