



Draft
Historic Building Survey of
Golfcraft Building at
1021 West Mission Avenue,
Escondido, California

Prepared for

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NATIONAL ARCHAEOLOGICAL DATA BASE INFORMATION

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ABSTRACT

This report presents the methods and results of a historic building evaluation of the Golfcraft office/manufacturing plant building at 1021 West Mission Avenue in the city of Escondido. A review of archival files at the City of Escondido, Escondido Historical Society, San Diego Historical Society, County of San Diego, and an on-foot reconnaissance of the parcel was completed in July 2014.

A field visit to the building was conducted on July 9, 2014, by Harry Price and Ryan Gittins to photograph and obtain information on the current condition of the structure. Archival research was conducted at the City of Escondido, Escondido Historical Society, and the Pioneer Room of the Escondido Public Library, by historian Ryan Gittins. Research determined the building was constructed in 1952 by Golfcraft for the production of golf clubs. Golfcraft was a part of Wolley Manufacturing Company, owned by Edward "Ted" Woolley, a golf professional. There have been additions to both the office and plant portions of the building between 1952 and approximately 1980. The architectural style of the office portion is contemporary commercial, while that of the plant is a mixture of functional industrial design.

The California Environmental Quality Act provides four criteria to use for evaluation of properties for historical significance. The Golfcraft building qualifies for listing on the California Register of Historical Resources under Criterion B (i.e., it is associated with the lives of persons important to the nation or to California's past) and Criterion C (it embodies the distinctive characteristics of a type, period, region, or method of construction).

The City of Escondido has developed a set of 13 criteria to address when evaluating a possible historic resource for inclusion on the list of historic landmarks or the local historic register. The Golfcraft Building qualifies under four of these criteria: It is a resource that is strongly identified with a person or persons who significantly contributed to the history of the city of Escondido (1), it is a good example of the Contemporary Commercial architectural style (2), it is a historical resource that is the site of a significant historical event (4), and it is over 50 years old (5).

Current plans for reuse of part of the Golfcraft building and demolition of some of the additions to the plant portion of the building will not have a significant adverse impact on the integrity of the Golfcraft building. The addition of a metal strip above the door and windows will not alter the design of the office façade and is not an irreversible alteration. The demolition of one wall of the original plant building area will not have a significant impact on the integrity of the plant building. The Golfcraft building will remain eligible for listing on the California Register of Historical Resources and the City of Escondido Local Register of Historic Places.

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ATTACHMENTS

1:	Chain-of-Title
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1.0 Introduction

In accordance with the California Environmental Quality Act (CEQA) and policies and requirements of the City of Escondido regarding the protection of historic resources, a historic resource archival search, pedestrian survey, and historic structure assessment were completed for the Golfcraft building at 1021 West Mission Avenue, in the city of Escondido, in San Diego County (Figures 1–3). The parcel number for the property is 228-250-7800. The property is bordered on the north by West Mission Avenue, on the south by West Washington Boulevard, and on the east and west by commercial development. ~~east by South Orange Avenue, on the south by 11th Avenue, and on the north by an unnamed alley.~~ It is in an unsectioned portion of Township 12 South, Range 2 West, in part of what was originally the Rincon Del Diablo Rancho. It is on the Escondido, California and Valley Center, California U.S. Geological Survey (USGS) 7.5-minute topographic maps, 1996 editions.

2.0 Research Design

This evaluation was requested by the City of Escondido to determine the historical significance of the Golfcraft building. The evaluation consisted of a field inspection of the building and archival research at appropriate institutions to determine its historical significance under CEQA and City of Escondido criteria. Research included a review of aerial photographs and Sanborn maps, and a literature search at various local archives.

Methods used for this evaluation included a visit to the property and review of pertinent literature and Historic-era maps. The field survey was completed on July 9, 2014, by Harry J. Price, RECON Environmental, Inc. archaeologist/historian, and Ryan Gittins, historian. Archival research was conducted by Mr. Gittins in July and August 2014.

The field survey included observations of exterior and interior architectural elements and building design. Photographs using a digital single-lens reflex camera were taken of the outside and inside of the building, including elevations, construction details, and general lot conditions.

The archival research included a review of the Sanborn Insurance maps, check of the chain-of-title, check of City of Escondido files, and review of the files at the Escondido Historical Society and the Pioneer Room at the Escondido Public Library. Aerial photographs dating from between 1947 and 2003, available online (Historic Aerials 2011), were examined for information on the building.



***** Project Location

FIGURE 1

Regional Location



-  Project Boundary
-  Building



FIGURE 3
Aerial Photograph of Project
and Building Location

3.0 Survey Results

The Golfcraft building at 1021 West Mission Avenue consists of an office facing West Mission Avenue and an attached manufacturing plant building extending southeast. The original building, consisting of the office and the original plant building, was constructed in 1952. Both parts of the building have been subject to a number of additions during its their lifetime (Figure 4).

The front of the building consists of a single-story office approximately 185 feet long, with the long axis oriented southwest-northeast (Photograph 1). The architectural style of the office portion is Contemporary Commercial. The roof is flat, with a low parapet on the front and right side. The outside edge is capped with a narrow metal coping. The office walls are a combination of concrete block and framing with stucco exterior covering. The original office, constructed in 1952, comprises the central portion of the current façade, with later additions on both the left and right ends.

On the original office section there are two horizontal window bands, with the front door centered between (Photographs 2 and 3, Figure 5). Windows in this central section are fixed, single light, and framed with a combination of narrow wood mullions and metal sashes. They have no casings or emphasized sills, and are slightly inset. The door is currently a single glass door with metal frame, offset to the right of center of the recessed entrance area (Photograph 4). Originally the door was wider, and the excess area is now closed off. There are glass block sidelights composed of 18 blocks each. The top of the sidelights are even with the top of the door, but they extend down only slightly past the middle of the door. The recessed entrance is faced with narrow brick, approximately 3 inches thick, currently painted to match the dominant building color. This narrow brick is used only in the entrance area. Above the entrance and the windows is a slightly raised stuccoed band approximately 16 inches wide. This band runs the entire length of the façade, although on the right side addition the band is not raised.

There is a low, red-brick planter that extends below the left side bank of windows (see Photograph 2). On either side of this original section of the office there are stuccoed pilasters. Both extend out from the wall approximately six inches and above the roofline approximately four feet 9 inches (see Photograph 1). The pilaster on the left side is approximately 20 feet wide and is part of the original office façade; it was the original left corner of the building. The first addition to the front of the building is to the left of this. The right pilaster is only about 12 feet wide and is set at the intersection of the original building façade and the second façade addition.

The first addition, measuring approximately 28 feet wide by 98 feet long, was built sometime between 1953 and 1964 (Photograph 5). It is constructed of concrete block similar to the original office, and has the slightly raised band above the window. The front parapet does not extend down the northeast side of the addition. There is a single

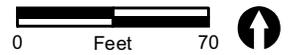


FIGURE 4
Locations and Dates of Additions



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FIGURE 5
Archival Photograph of 1952 Office Façade



PHOTOGRAPH 1
View of Façade (Northeast Elevation)



PHOTOGRAPH 2
Close-up of Original Portion of Façade, Right Half



PHOTOGRAPH 3
Close-up of Original Portion of Façade, Left Half



PHOTOGRAPH 4
Front Door and Glass Block Sidelights



PHOTOGRAPH 5
First Addition, Looking West

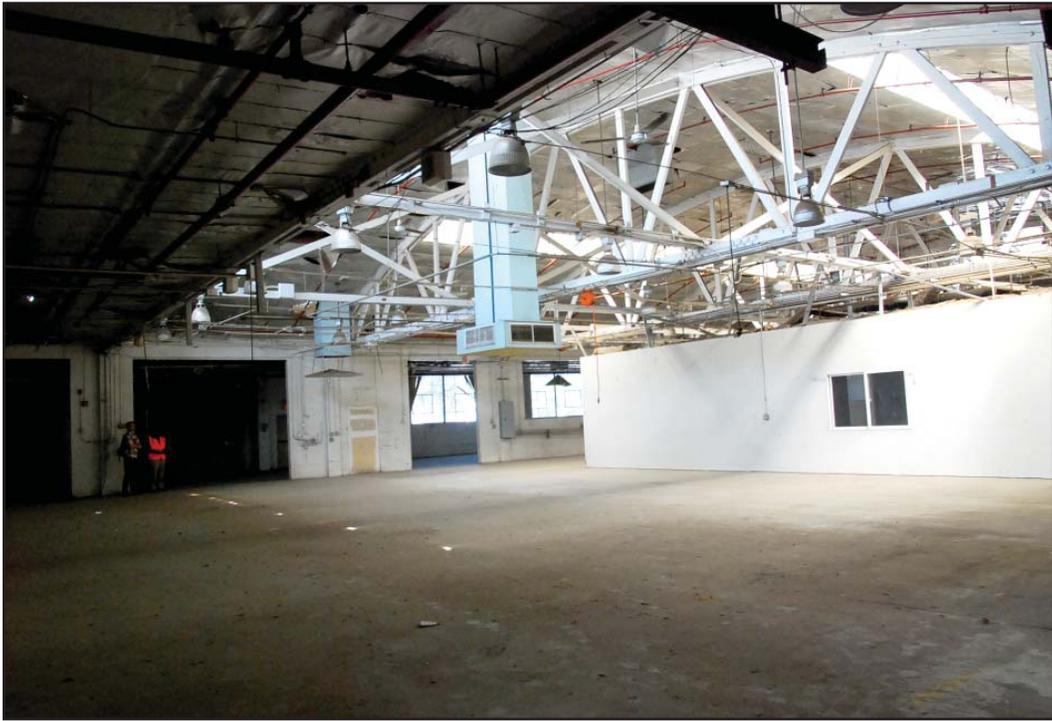


PHOTOGRAPH 6
Second Addition, Looking East

window offset to the left of center. It is two light, fixed, with a white metal sash, and is smaller than the windows in the original office section. There is a single glass and white metal commercial door offset to the right. Both the side and rear of this addition are constructed of shorter concrete block than the façade. On the northeast side there are three small metal frame two light (side by side) windows with symmetrical wood casings. The windows are set to the rear of the addition. There is a metal door and a boarded over window in the rear wall of the addition, the door to the right and the window to the left. The door opens on to a raised wood frame deck with a wood frame roof. The roof is held up by three square wood posts.

The addition on the right side of the office, approximately 46 feet wide by 56 feet long, was constructed sometime between 1989 and 1995. The roof parapet continues around the entire roof perimeter on this addition. It has a stucco exterior, and is probably of frame construction (Photograph 6). It has a long band of windows similar in height to the original office windows, with anodized metal frames. They begin at the pilaster and extend to within about 10 feet of the right corner of the building. The windows and the wall section below them are recessed approximately 12 inches. The band above the windows continues across this section, but it is not raised. It is demarcated by a narrow metal groove. There is a similar band of recessed windows on the southwest facing side of the addition. There is a single metal and glass door and a small metal framed fixed window in the rear wall of this addition, set side by side.

The manufacturing plant section of the building currently measures approximately 400 feet long by 150 feet wide. It consists of the original central portion and three additions. The additions surround most of the original plant building, with only a small original section visible on the northeast side. The curved roof covering the majority of the original plant is wood supported by a series of wooden bowstring trusses (Photograph 7). It is 1 ½ stories high. The roof is covered with rolled composition roofing. There is a narrow, flat roof on the northeast side of the curved roof. One exterior wall of the original plant building remains on the northeast side of the current building (Photographs 8–9). It is made of concrete block, of a larger size than the office, with seven large windows more or less evenly spaced along the wall. The windows are 12 light, metal sash, with narrow concrete sills. The center four lights appear to have originally been hinged to open. These four lights have been replaced by plywood covers with inset horizontal slat vents. There is a wood frame door with windows at the north end of the addition. A 45-foot-long shed roof extends out approximately 12 feet from the wall, covering a fenced-in equipment area. The interior of the original plant building was probably a single, open room, but at some time in the past a single, slightly smaller room with a flat roof was built within the original space (see Photograph 7). This new room covers most of the floor area. This room is wood framed and the walls are sheet-rock cladded.



PHOTOGRAPH 7
Bow Trusses in Original Plant Area,
Note Later, Single Story Room



PHOTOGRAPH 8
Original Plant Exterior, Left Half



PHOTOGRAPH 9
Original Plant Exterior, Right Half



PHOTOGRAPH 10
Southwestern Addition, Eastern Half of Wall Showing
Roll-up Doors and Banks of Multi-light Windows

The first addition to the manufacturing plant was constructed between 1953 and 1965. This addition was approximately 55 feet by 65 feet and was located on the southeast corner. It was constructed of large cinderblock and has a flat roof covered with rolled composition roofing. There is a loading dock offset to the right of center door. Two entrances open onto the dock, one wide with a metal roll-up door and the other a normal entrance with a metal-sheathed door.

There were two additions constructed between 1964 and 1980; an approximately 210 feet by 150 feet flat-roofed building added to the southeast end, and an approximately 210 feet by 24 feet flat-roofed building along the southwest side of the original plant. The larger building does not appear to be constructed of concrete block, and may be of concrete tilt-up construction. The roof is flat, with a low parapet wall around the entire perimeter. The roof framework is steel I-beams with metal sheathing, covered with rolled composition roofing. It has a single door on the northeast wall, a loading dock in the southeast wall, and a small loading dock on the southwest wall.

The building along the southwest side is constructed of large concrete block with two large doors for loading/unloading centrally placed. These doors have roll-up metal doors. The roof is flat with a low parapet around the entire perimeter of the addition. Seven windows are grouped on either side of the doors, four to the left and three to the right (Photograph 10). Six of these windows are composed of paired metal framed 20 light windows with a central four light hopper window for ventilation. The last window on the right side is only a single 20 light window, with the central four light hopper window. This addition is basically similar to the one remaining wall of the original plant building and was probably constructed earlier than the larger addition, possibly in the 1960s.

The additions built by 1960 are associated with the Woolley Manufacturing ownership phase of the building. The additions built between 1964 and 1980 may or may not be associated with the Woolley Manufacturing ownership period.

4.0 Research Results

Several sources were used to obtain information about the Golfcraft building. The City of Escondido files were checked for information on construction dates and possible architects. The City of Escondido series Sanborn Fire Insurance maps were checked to determine if the building was present on any of these maps. The map and manuscript files of the Escondido Historical Society were checked for maps, photographs, and written information on the buildings and property owners. The historic aerial photograph files at the County of San Diego were reviewed to compare development of the parcel and surrounding area. The chain-of-title was researched to determine previous property owners. The chain-of-title is included as Attachment 1.

The building is listed in the 2001 Escondido Historic Architecture Update Survey. A California Department of Parks and Recreation Primary Record form was filled out by IS Architecture/Tierra Environmental Services/Walter Enterprises. The building architecture is described as Contemporary Commercial, and the construction date is given as 1951–1952. The building was considered individually significant because of its association with the relocation of Golfcraft from the Midwest to the west coast.

The Pioneer Room at the Escondido Library and the files of the Escondido Historical Society were checked for information on the building and the move of Golfcraft to Escondido. One picture of the front of the building, circa 1965, and an article dating the opening of the factory were found at the library. Some additional articles were found from the San Diego Union using a historic newspapers search engine.

Parcel 228-250-78-00 was originally purchased in 1924 by George and Mary Mattis from the Escondido Land and Town Company. A 1947 air photo available online (Historic Aerials 2011) shows the property was vacant at that time. No information could be found on George or Mary Mattis. In 1950, the property was purchased from the Mattis' by Wolley Manufacturing Company, owned by Edward "Ted" Woolley.

Edward Woolley was a professional golfer from Scotland. He began making golf clubs as an apprentice at age 12 in Scotland (San Diego Union 1964). Woolley immigrated to the United States in 1922, encouraged by golf star Tommy Armour. Upon arrival to the U.S., he worked as a professional golfer and club maker at the Westchester Country Club in New York (San Diego Union 1964), but soon moved to San Diego. Between 1922 and 1933, Woolley developed Emerald Hills and Causeway golf courses in the San Diego area. In the 1930s, Woolley moved to Chicago, and became the manager of Dubow Manufacturing. Woolley worked at Douglas Manufacturing in Chicago. After World War II, he purchased Golfcraft, headquartered in Chicago (San Diego Union 1964). In 1952, he had the building at 1021 West Mission Avenue constructed and moved the golf club manufacturing part of the company to Escondido. Twenty-two families from the Chicago golf club plant were transferred to the Escondido plant for its opening to provide an experienced core of workers (San Diego Union 1964).

An article in the Daily Times-Advocate, dated February 14, 1952 (Daily Times-Advocate 1952), states the Golfcraft plant was opening that week. A second article dated June 1952, discusses Golfcraft moving to a new plant in Escondido (San Diego Union 1952). By 1965, the Escondido plant employed 167 workers and produced 600,000 golf clubs. Between 1952 and 1970, Golfcraft was the third largest producer of golf clubs in the United States. Aside from Woolley Manufacturing Co., which produced clubs, Woolley also owned the Trenton Golf Bag Company (based in New Jersey), Coronado Manufacturing Company, Golfcraft Incorporated (the sales company for Woolley Manufacturing Co.) and Glasshaft Company (which held patents on fiber-steel shaft clubs) (San Diego Union 1964).

Golfcraft, while it was owned by Woolley, also was involved in technical innovations in golf. Over eight years, Golfcraft developed and was the first company to manufacture fiberglass club shafts (San Diego Union 1954). Woolley Manufacturing, led by Bill Glasson, head of Research and Development, developed the “mechanical thinker,” a machine that analyzed a golfer’s swing to match the golfer with the best suited club (San Diego Union 1965). Bill Glasson also developed “the Monster,” the first machine to replicate a golfer’s swing, for use in developing and testing balls and clubs (San Diego Union 1965).

In 1969, the deed to the parcel was sold to the Acushnet Company, a Delaware-based corporation that produced Titleist clubs and balls. Woolley continued to manage the Escondido plant until 1971, when he retired. William H. Thompson, a 20-year veteran production manager of Golfcraft, became president when Woolley retired.

5.0 Evaluation

5.1 Building Discussion

The California Register of Historical Resources (CRHR) establishes the evaluative criteria used by CEQA in defining a historic resource. A historic resource is significant if it meets one or more of the criteria for listing in the CRHR. Resources are eligible for listing on the CRHR if they:

- A. Are associated with events that have made a significant contribution to the broad patterns local or regional history and cultural heritage of California or the United States.
- B. Are associated with the lives of persons important to the nation or to California’s past.
- C. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.
- D. Have yielded, or may be likely to yield, information important in prehistory or history of the state or nation.

Since resources that are not listed or determined eligible for the CHHR may still be historically significant in a local sense, their significance must be determined if they are affected by a project.

The determination of significance for historic buildings within the City of Escondido is based on age, location, context, association with an important person or event, uniqueness, and integrity under the City's Historic Resources Code (Article 40, sec. 33-794, Escondido Zoning Ordinances). The City has developed a set of 13 criteria to address when evaluating a possible historic resource for inclusion on the list of historic landmarks or the local historic register. Of the 13 criteria, seven deal with buildings and are potentially applicable to the project building:

1. Resources that are strongly identified with a person or persons who significantly contributed to the culture, history, pre-history, or development of the city of Escondido, region, state, or nation.
2. Building or buildings that embody distinguishing characteristics of architectural type, specimen, or are representative of a recognized architect's work and are not substantially altered.
3. Historical resources that are connected with a business or use that was once common but is now rare.
4. Historical resources that are the site of significant historical events.
5. Historical resources that are 50 years old or have achieved historical significance within the past 50 years.
6. Historical resources that are an important key focal point in the visual quality or character of a neighborhood, street, or district.
7. Historical building that is one of the few remaining examples in the city possessing distinguishing characteristics of an architectural type.

The remaining five criteria deal with signs and landscapes, which are not applicable to the Golfcraft building.

A historic property must meet at least two of these criteria to be eligible for inclusion on the local register of historic places or be given historic landmark status.

The City of Escondido has one designated ~~a number of areas as~~ historic districts, including the Old Escondido Neighborhood ~~Westside Historic District~~. The Old Escondido Neighborhood is a residential area south of the downtown commercial area. Boundaries for historic districts were determined by the Escondido Community Development Department and local residents. Criteria used in determining a potential district in Escondido include:

- The proposed historical district as a geographically definable area possessing a significant concentration or continuity of sites, buildings, structures, or objects unified by past events, or aesthetically by plan or physical development;
- The collective historical value of the proposed district may be greater than that of each individual resource; and
- The designation is in conformance with the purpose of the City's historic preservation provisions set forth in the City's general plan.

5.2 Significance Evaluation Under CEQA and City of Escondido Guidelines

5.2.1 Significance Evaluation under CEQA Guidelines

- A. Are associated with events that have made a significant contribution to the broad patterns local or regional history and cultural heritage of California or the United States.

No information could be found to associate the project buildings with a significant event in California's history or cultural heritage. Although the move of Edward Woolley and Woolley Manufacturing to Escondido was a significant event for Escondido, it was not significant for California as a whole.

- B. Are associated with the lives of persons important to the nation or to California's past.

The Golfcraft building is eligible under this criterion because of its association with E.R. Woolley. Mr. Woolley made a significant contribution to the development of the golf industry in the U.S. and California. His company, Woolley Manufacturing Co., was the third largest manufacturer of golf clubs in America. Woolley Manufacturing developed three important innovations in the golf industry: the "mechanical thinker," a machine that analyzed a golfer's swing to match the golfer with the best suited club; "the Monster," the first machine to replicate a golfer's swing, for use in developing and testing balls and clubs; and the fiberglass golf club shaft. In addition, prior to the founding of Woolley Manufacturing, Mr. Woolley developed two golf courses in San Diego County in the 1923–1933 period. The period of significance for the Golfcraft building is the period between 1952, when Woolley Manufacturing built the building and began manufacturing, and 1971, when Mr. Woolley retired and was no longer associated with Golfcraft and the building at 1021 West Mission Avenue.

- C. Embodies the distinctive characteristics of a type, period, region, or method of construction, or represents the work of an important creative individual, or possesses high artistic values.

The office building is a good example of the Contemporary Commercial. It has a strong roof form, in this case flat. While the office building does not exhibit the floor to ceiling windows of retail buildings in the contemporary style, it has two long banks of windows that emphasize the horizontal massing of the building. The windows have aluminum frames, another common characteristic of Contemporary architecture. The office building also has an exterior made predominately of concrete, a common building material for Contemporary architecture. The two additions continued the same architectural style. The first addition used concrete block, has the roof parapet, and incorporates the raised horizontal line even with the top of the windows. The second addition, although it uses a stuccoed exterior, also has the roof parapet, recessed horizontal window bank, and incorporates the raised horizontal line even with the top of the windows. From the curb the difference in exterior finish of the second addition is not visible and does not detract from the overall design.

The name of the architect who designed the Golfcraft building could not be found. No building plans were on file at the City of Escondido. Although the building is a good example of Contemporary architecture, there are no high artistic values represented by the construction methods or materials used in the project building.

- D. Has yielded, or may be likely to yield, information important in prehistory or history of the state or nation.

The Golfcraft building is not eligible under this criterion.

The Golfcraft building is eligible under Criteria B and C for listing on the California Register of Historical Places, and is therefore a significant historical resource under CEQA.

5.2.2 Evaluation Under City of Escondido Historic Landmark Criteria

For a structure to qualify for the Escondido Local Register of Historic Places, it must qualify under two or more of the seven criteria listed below.

1. Resources that are strongly identified with a person or persons who significantly contributed to the culture, history, pre-history, or development of the city of Escondido, region, state, or nation.

The Golfcraft building is eligible under this criterion because of its association with E.R. Woolley. Mr Woolley made a significant contribution to the development of the golf

industry in Escondido and the U.S. His company, Woolley Manufacturing Co., was the third largest manufacturer of golf clubs in America. Woolley Manufacturing built the Golfcraft building to be their main golf club manufacturing plant in the U.S. He was also the first to bring the golf industry to Escondido. As discussed above, while they were based at the Escondido plant, Woolley Manufacturing Co. developed at least three golf-related innovations, including fiberglass club shafts. In addition, prior to the founding of Woolley Manufacturing, Mr. Woolley developed two golf courses in San Diego County in the 1923–1933 period. The period of significance for the Golfcraft building is the period between 1952, when Woolley Manufacturing built the building and began manufacturing, and 1971, when Mr. Woolley retired and was no longer associated with Golfcraft and the building at 1021 West Mission Avenue.

2. Building or buildings that embody distinguishing characteristics of architectural type, specimen, or are representative of a recognized architect's work and are not substantially altered.

The office building is a good example of the Contemporary Commercial architectural style. It has a strong roof form, in this case flat. While the office building does not exhibit the floor to ceiling windows of retail buildings in the Contemporary style, it has two long banks of windows that emphasize the horizontal massing of the building. The windows have aluminum frames, another common characteristic of Contemporary architecture. The office building also has an exterior made predominately of concrete, a material common to Contemporary architecture construction.

The two additions have continued the Contemporary Commercial style. The first addition used concrete block, has the roof parapet, and incorporates the raised horizontal line even with the top of the windows. The second addition, although it uses a stuccoed exterior, also has the roof parapet, recessed horizontal window bank, and incorporates the raised horizontal line even with the top of the windows. From the curb, the difference in exterior finish of the second addition is not visible and does not detract from the overall design.

No information could be found regarding an architect associated with the design of the Golfcraft building.

3. Historical resources that are connected with a business or use that was once common but is now rare.

The Golfcraft building does not qualify under this criterion. As the building was designed as an office and plant, it does not reflect uses that were once common but now rare. There are no features of the building specific to the golf industry.

4. Historical resources that are the site of significant historical events.

As discussed under Criteria 1 and 2, Woolley Manufacturing developed three important innovations in the golf industry: the “mechanical thinker,” a machine that analyzed a golfer’s swing to match the golfer with the best suited club; “the Monster,” the first machine to replicate a golfer’s swing, for use in developing and testing balls and clubs; and the fiberglass golf club shaft.

5. Historical resources that are 50 years old or have achieved historical significance within the past 50 years.

The majority of the building is over 50 years old, and so does qualify under this criterion.

6. Historical resources that are an important key focal point in the visual quality or character of a neighborhood, street, or district.

The Golfcraft building is not a key focal point in the visual quality or character of its surrounding neighborhood. The existing neighborhood is a collection of recent commercial buildings with numerous architectural styles and large lots selling products such as heavy equipment and building materials. There is little visual quality and no unifying character in the neighborhood, and although the building is architecturally pleasing, its unadorned style and low profile does not provide a focal point.

7. Historical building that is one of the few remaining examples in the city possessing distinguishing characteristics of an architectural type.

The Golfcraft building does not qualify under this criterion. There are numerous other buildings in the Contemporary Commercial architectural style in Escondido.

The Golfcraft building is eligible for listing on the Local Register of Historic Places under Criteria 1, 2, 4, and 5.

5.2.3 Integrity

Integrity is necessary for the property to convey its proposed significance. Enough integrity must remain to convey the reasons for the property’s significance. There are seven aspects of integrity: location, design, setting, materials, workmanship, feeling, and association. The location is the place where the property was constructed or where the significant historic event took place. The design of a property is the combination of architectural elements that create its structure, form, plan, space, and style. The setting of a property is its physical environment. This is not a specific spot, but the character of the spot and its surroundings. Materials are the physical elements used to construct the property. Workmanship is the physical evidence of the crafts or skills of the period or culture during the period of historic significance. Feeling is the property’s expression of the historic or aesthetic sense of its particular significant period of time. Association is

the link between the property and the important historic event or person significance is based on.

Design: Although there have been two additions to the office portion of the building, it retains sufficient integrity of design. The original design elements, including the raised horizontal architectural element above the windows, banks of unadorned, metal framed windows, and the pilaster, were continued on the two additions. Integrity of design of the office has been reduced somewhat by painting of the narrow brick facing around the door. The replacement of the original larger door by a smaller door and use of wood to fill the resulting space, and the painting of the brick facing in the door recess area, have also compromised the building's design integrity, but not significantly.

Since the majority of the exterior of the original plant building has been covered by additions, its integrity of design has been reduced significantly. The numerous additions reflect the utilitarian aspect of the plant design, but they do not always include large, multi-light, metal-framed windows similar in design to those on the one original plant building elevation. The majority of the additions, especially the large 1964–1980 addition to the rear of the plant, have no windows to speak of and present closed, unbroken wall expanses unlike that of the remaining original wall with its banks of windows.

Setting: The Golfcraft building does have integrity of setting. Aerial photographs from the 1950s and 1960s show the surrounding neighborhood was composed of commercial and industrial buildings as it developed. These are the same types of buildings that occupy the neighborhood now.

Materials: Integrity of materials has been compromised on the office portion of the building. Although not really noticeable from the street, the 1980s–1990s addition uses a stucco façade cladding instead of the concrete block used for the original office.

Concrete block was also not used for the most recent of the additions on the plant section of the building. Instead, smooth, concrete walls, probably tilt-up poured concrete walls, were used.

Workmanship: Integrity of workmanship has been impacted to an extent by use of stucco for the recent office addition, Also, replacement of the door and use of wood to cover the resulting hole has reduced the quality of workmanship. These give the office a somewhat expedient or temporary look and feel when viewed up-close, but do not significantly impact the workmanship when viewed from the street.

Integrity of workmanship on the plant portion of the building has not been impacted to the same degree as the office. Being utilitarian to begin with, the plant portion of the building shows the basic workmanship necessary to construct a building to house machinery. There are no architectural details to reflect superior workmanship. The additions show a similar level of functional workmanship as the original plant building.

Feeling: The integrity of feeling of the office portion of the building remains good. The additions have not significantly altered the original feeling, continuing the horizontal, uncluttered feeling of the original design. The feeling of the plant portion has been altered by the numerous additions. The newer additions do not have banks of multi-light windows to break up the façade and provide light to the interior. The largest addition, especially, has a more monolithic feel because of its lack of windows and slightly taller walls.

Association: The building, especially the office portion, retains enough of its original design and function to reflect its association with E.R. Woolley and the Golfcraft move to Escondido. This is especially true since about half of the additions occurred while Woolley was owner and Golfcraft used the building. Hence, they are a part of the period of Woolley's ownership and Golfcraft's use of the building.

The office portion of the Golfcraft building definitely retains sufficient integrity of design, setting, workmanship, feeling, and association to support its eligibility under CEQA and City of Escondido criteria. The integrity of the plant portion of the building has less integrity, basically due to the extensive additions. It still retains sufficient integrity of feeling, setting, and association, and although the other aspects of integrity have been compromised, they do not detract from the office portion of the building.

6.0 Recommendations Potential Project Impacts

The Golfcraft building qualifies for listing on the CRHR under Criterion B (it is associated with the lives of persons important to the nation or to California's past) and Criterion C (it embodies the distinctive characteristics of a type, period, region, or method of construction).

The Golfcraft building qualifies under four City of Escondido criteria for listing on the Local Register of Historic Places; it is a resources that is strongly identified with a person or persons who significantly contributed to the history of the city of Escondido (1), it is a good example of the Contemporary Commercial architectural style (2), it is a historical resources that is the site of significant historical events (4), and it is over 50 years old (5).

~~Current~~ The most current plans for the utilization of the Golfcraft building by Escondido Disposal, Incorporated call for the retention of the core components of the building for reuse. The Plans for remodeling of the office exterior to alter the front door, remove the pilasters, and modify the parapet roofline have been dropped, and the office portion of the building façade will be retained in its current condition configuration. The only modification will be covering the existing block above the front entrance area between

the two pilasters with a wide metal facing. This metal facing will not extend above the existing roofline, so the pilasters will continue to extend above the main roofline. The metal facing will set less than 4 inches away from the wall so the area between the pilasters will still be inset. The metal facing will be capped with a metal strip set flush with the current roofline. The metal covering will continue the basic horizontal feel and massing of the façade, with no significant exterior structural alterations. Signage is planned to be attached to the metal facing and possibly an awning or similar shade structure. These additions do which will not need alterations of the building to install, but will be attached to the existing exterior and can be removed. As such, they will notAs currently designed, the proposed alterations to the façade will not have a significant impact to the integrity of the office.

Plans also call for the demolition of the majority of the additions on the plant portion of the building. As currently proposed, the two additions constructed between 1964 and 1980 will be demolished, as well as the small 1952–1964 addition. The 1964–1980 additions may be associated with the period of Woolley's ownership of Golfcraft between 1952 and 1971. The 210-foot-by-24-foot flat-roofed building along the southwest side of the original plant ~~One of the additions~~ has only a single exterior wall which displays no unique architectural design features. This wall ~~and~~ does not contribute to the Contemporary Commercial architectural style of the building. The second addition, the largest of the additions, also displays no Contemporary Commercial design elements. It is strictly a utilitarian, industrial design addition. It also does not have the banks of multi-light metal frame windows present on the ~~original plant~~ 1964–1980 addition exterior wall. The loss of these two additions would not significantly alter the integrity of the original plant building.

The southwest wall of the original plant building will be exposed when the 1964–1980 additions are removed. Current plans call for a complete demolition of the existing wall and construction of a new wall with shipping dock, ramps, and access doors. The wall currently has four large rectangular holes which were probably originally banks of windows. There are also two doors on the southeastern end of the wall. Since no photographs or drawings of the original plant configuration were found, it is difficult to know if these openings were part of the original design, especially the doors.

The northeast wall of the original plant building will remain an exterior wall. Current plans call for retention of the existing shed roof, wood patio cover, windows, and doors.

The small 1953–1964 addition is mostly surrounded by building and only a single northeast facing exterior wall is visible. This wall has no architectural detail, and its loss would not be a significant impact to the integrity of the plant building.

Current plans for reuse of part of the Golfcraft building and demolition of some of the additions to the plant portion of the building will not have a significant adverse impact on the integrity of the Golfcraft building. The addition of a metal strip above the door and

windows will not alter the design of the office façade and is not an irreversible alteration. The demolition of one wall of the original plant building area will not have a significant impact on the integrity of the plant building. ~~The Golfcraft building~~ will remain eligible for listing on the CRHR and the City of Escondido Local Register of Historic Places.

7.0 Recommendations

Current plans for reuse of part of the Golfcraft building and demolition of some of the additions to the plant portion of the building will not have a significant adverse impact on the integrity of the Golfcraft building. The wall of the original plant building to be removed has been modified from its original configuration and so does not require any additional recordation. Because of this, RECON feels no additional mitigation measures are necessary.

8.0 Certification and Project Staff

This report was prepared in compliance with the California Environmental Quality Act and with policies and procedures of the City of Escondido. To the best of our knowledge, the statements and information contained in this report are accurate.



Harry J. Price
Architectural Historian

The following individuals participated in the field tasks or preparation of this report. Resumes for key personnel are included as Attachment 1.

Harry J. Price, Jr.	Report Author, Architectural Historian
Ryan Gittins	Research Analysis
Chris Nixon	GIS Specialist
Steven Gaughran	Production Specialist

8.0 References Cited

Daily Times-Advocate, Escondido, Calif.

- 1952 February 14, 1952 "Directors Hear Golfcraft is Preparing to Move Headquarters Factory Here". Original on file at the Pioneer Room, Escondido Public Library. April 24.

Historic Aerials

- 2011 Historic aerial map.
<http://www.historicaerials.com/aerials.php?scale=2000&lon=-117.0821685791&lat=33.123161315918&year=2005>

San Diego Union

- 1952 "Golfcraft Moves to Ultra-modern New Plant at Escondido, Calif. Accessed at: archive.lib.msu.edu/tic/golfd/article/1952jun90.pdf.
- 1954 Howard Hagen, "Fiberglass Golf Clubs May Date Steel Shafts," October 27.
- 1964 Jack Murphy, "Speaking of Woolley, Mays, Nicklaus and Assorted Topics," San Diego Union, May 13.
- 1965 January 2, 1965 Frank Rhodes, "Golfcraft Expansion," San Diego Union.

ATTACHMENT 1

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Stewart Title of California, Inc.

Deed Chain for APN 228-250-78-00 (now known as 1021 W Mission Avenue in Escondido) August 1, 2014

1924-Bk 1042 pg 366 Deeds (12-24-24) Deed from Escondido Land and Town Company, a corporation to George Mattis and Mary Mattis, husband and wife as joint tenants.

1950- Bk 4392, pg 425 (3-5-52) Grant Deed from George Mattis and Mary Mattis, husband and wife to Woolley MFG. Co., an Illinois Corporation

1952-Bk 4560, pg 313 (8-18-52) Corporation Grant Deed from Woolley MFG, Co., an Illinois Corporation to Verna H. Carrington, a married woman

1952- Bk 4560, pg 314 (8-18-52) Grant Deed from Verna H. Carrington, a married woman to Woolley manufacturing Company, an Illinois Corporation.

1967-62699 (4-15-67) Corporation Grant Deed (Street purposes) from Woolley Manufacturing, an Illinois corporation to City of Escondido (just northerly 9 feet for Street purposes)

1969-94882 (5/28/69) Grant Deed from Woolley Manufacturing Company, an Illinois corporation to Acushnet Company, a Massachusetts corporation.

1969-94883 (5/28/69) Grant Deed from Acushnet Company, a Massachusetts corporation to Golfcraft, Inc., a Delaware corporation.

1983-479687 (12-30-83) Quitclaim Deed from Golfcraft, Inc., a Delaware corporation to Acushnet Company, a Delaware corporation.

1989-674696 (12-13-89) Corporation Grant Deed from Acushnet Company, a Delaware corporation, successor to, by merger from Golfcraft, Inc. to Acushnet Company, a Delaware corporation.

2000-0342278 (6-28-00) Corporation Grant Deed from Acushnet Company, a Delaware Corporation to Mission Road, LLC, a California Limited Liability Company

2005-0265316 (4-01-05) Grant Deed from Mission Road, LLC, a California Limited Liability Company to WMA, LP, a California limited partnership

2005-0265317 (4-01-05) Grant Deed from WMA, LP, a California limited partnership to Federal Boulevard Properties, L.P, a California Limited Partnership (current owner of record)

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