Escondido’s
Marvelous
Mid-Centuries
1945 - 1969
Celebrating the creative period of modern architecture between the end of World War II...

...and Neil Armstrong’s giant leap for mankind
1945 Was the Beginning

The U.S. had just won the war

- Good triumphed over evil
- Soldiers, sailors, and defense workers stayed here or returned to the area
Population Boomed in Escondido

1940 - 4,560

1970 - 37,900
Nationwide Building Trends

- Durable, solid structures
- Clean, simple, and streamlined designs
- Reflected what we wore and the automobiles we drove
- Timeless
- On the brink of the Space Age
Post War Challenges

• Limited money
• Limited materials
• Accelerated building requirements

Resulted in

Innovative use of minimal resources
Current Inter-Generational Appeal

Born and raised in these simple homes, Baby Boomers are now nostalgic about them.

Millennials are attracted to all things “retro,” including fashion, furnishings, and homes.
Additionally

- People are simplifying and streamlining their lives
- They know bigger isn’t necessarily better

- Design Standards:
  - Keep it simple
  - Connect it to the outside
  - Small, efficient inside, the big outdoors outside
Notable Cities Embrace Mid-Century Design

- Palm Springs
- Miami
- Phoenix
- Las Vegas

- Escondido can, too!
Snapshots

Mid-Century Bungalow
Variety Adds Interest
Mid-Century Modern
Ranch Style
Adobe Structures
City & Commercial Mid-Century
The Warren Building

Excellent Example of a Mid-century Modern Commercial Building Designed by Thomas B. Tucker in 1964
Denny’s Restaurant

Excellent Example of a Mid-Century “Googie” Commercial Building
Built in 1967
Classical Academy High School

Excellent Example of Adaptive Re-Use
Times-Advocate Newspaper Building
Designed by Thomas B. Tucker
Adapted to Use as a School
Sepich Residence

Excellent Example of a Mid-Century “Story Book” Ranch-Style Residence
Built in 1961
Bachand Residence

Excellent Example of a Mid-Century Modern Residence
Built in 1962
Copeland Residence

Excellent Example of a Mid-Century Bungalow
Built in 1953