

State of California - The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
OFFICE OF HISTORIC PRESERVATION

HISTORIC RESOURCES INVENTORY

Ser. No  
Nat. Register Status 5 (s1)

IDENTIFICATION AND LOCATION

Local designation

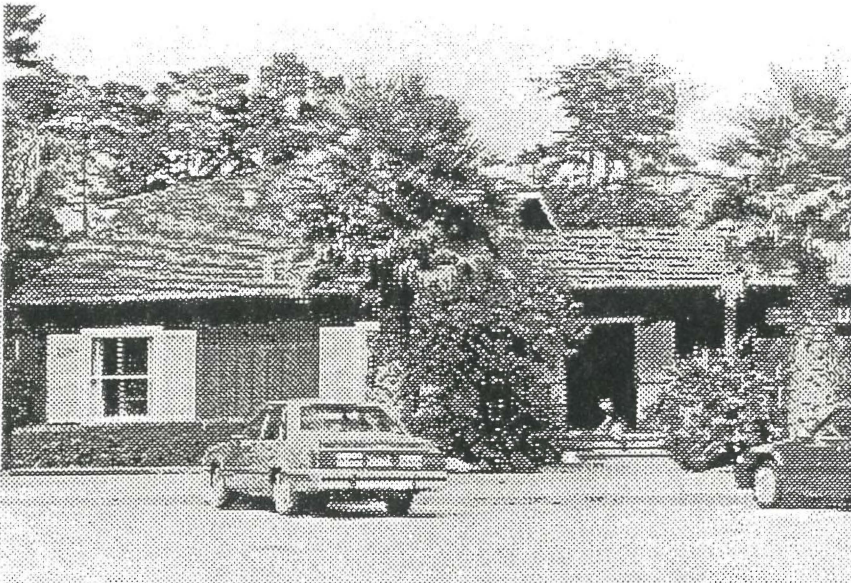
1. Historic name La Selva Beach Clubhouse
- \*2. Common or current name Same
- \*3. Number & street 312 Estrella (La Selva Beach) Cross-corridor  
City Watsonville Vicinity only \_\_\_\_\_ Zip 95076 County Santa Cruz
4. UTM zone A B C D
5. Quad map No. Parcel No 045-171-30 Other

DESCRIPTION

6. Property category building If district, number of documented resources

\*7. Briefly describe the present physical appearance of the property, including condition, boundaries, related features, surroundings, and (if appropriate) architectural style.

The clubhouse has undergone several remodeling efforts and the major addition of a firehouse which is connected by a covered breezyway. Because these efforts have been done in what appears to be the style of the original with matching building materials, it is difficult to tell from an examination of the complex how much is original. It appears that the first clubhouse was a simple rectangular hipped roof structure with board and batten siding, double hung wood framed windows and a wood shingle roof. The front entrance features a wooden door with four paned window with two paned windows one on either side. The structure is well maintained and the interior, which features wide plank vertical wood paneling throughout adds to the rustic appearance and feel. The rear of the building has been extended to form a one story L shaped addition which forms an interior court yard. Although the structure has been remodeled, the historic feeling and associations with its use as the primary center for the Community remains intact.



8. Planning agency County Planning
9. Owner & address  
La Selva Beach Recreation Dist  
312 Estrella Ave.  
Watsonville, Ca 95076
10. Type of ownership public
11. Present use community center
12. Zoning R-1-6
13. Threats none apparent

Send a copy of this form to: State Office of Historic Preservation, P.O. box 942895, Sacramento, CA 94296-0001

\*Complete these items for historic preservation compliance projects under Section 106(36CFR800). All items must be completed for historical resources survey information.

HISTORICAL INFORMATION

- \*14. Construction date(s) 1935 A Original location Same Date moved
- 15. Alterations & date Additions include breezeway connecting to firehouse, interior improvements, construction of adjoining firehouse: 1940s, 1957, 1969.
- 16. Architect unknown Builder Unknown
- 17. Historic attributes (with number from list) HP 13 (Community Building)

SIGNIFICANCE AND EVALUATION

- 18. Context for evaluation: Theme Economic Dev. (Resort/Tourism), Community inst. Area Santa Cruz County Period 1850-1940 Property type community clubhouse Context formally developed? Yes
- \*19. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

SEE CONTINUATION SHEET

20. Sources

Interview with Diane Porter Cooley,  
8-1-95

County of Santa Cruz Survey  
of Historic Resources

S.C. County Historical Resources Commission  
and Planning Dept., 1989.

County of Santa Cruz Survey  
of Historic Resources

Update and Context Statement, S. C. County  
Historical Resources Commission, 1994.

21 Applicable National Register criteria NA

22 Other recognition NA

State Landmark No. (if applicable)

23. Evaluator Susan Lehmann

Date of Evaluation 8-1-95

24. Survey type Comprehensive

25. Survey name County of Santa Cruz Survey  
of Historic Resources Update

\*26. Year form prepared 1995

By (name) Susan Lehmann, Consultant

Organization for S.C. County Historical

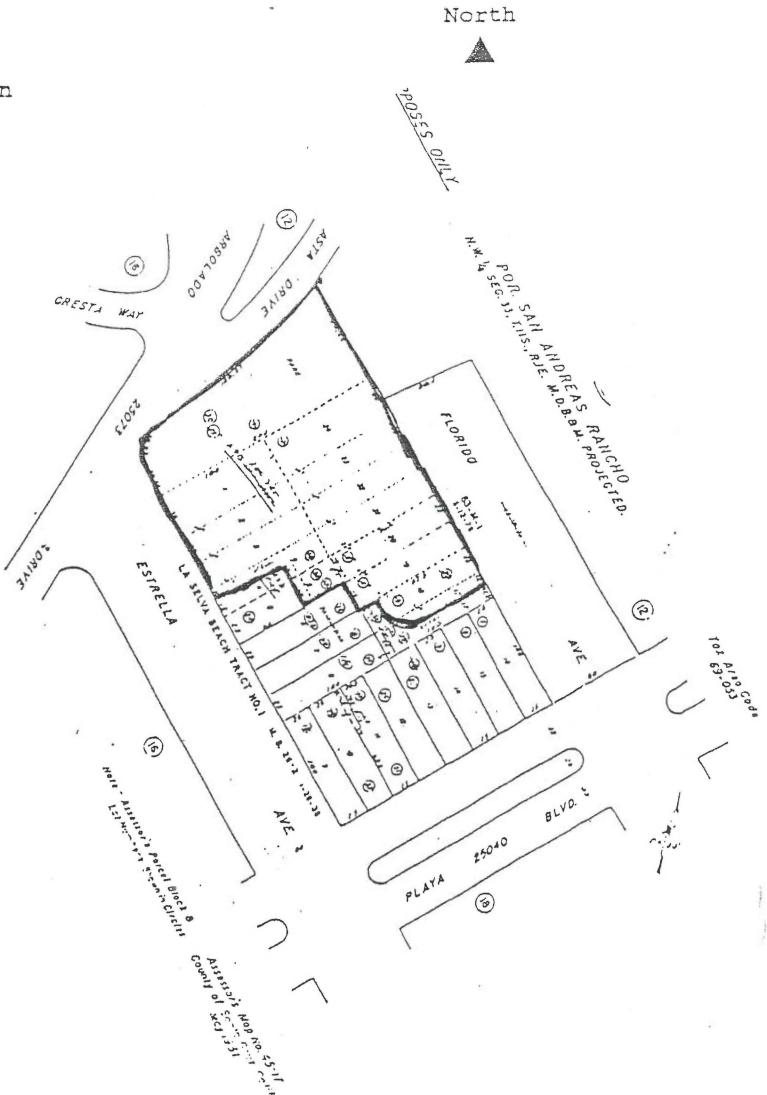
Resources Commission and County

Planning Dept.

Address 701 Ocean Street

City & Zip Santa Cruz 95060

Phone (408) 454-2123



## Continuation Sheet

### La Selva Beach Clubhouse

Since its construction in 1935, the La Selva Beach Clubhouse has been the center of community activities—first as a sales office and later as the central building in a complex that now includes the library and firehouse.

In 1925, developer David W. Batchelor purchased 270 acres on Monterey Bay from the College of Santa Clara. The tract had originally been part of the Castro family's Ranch San Andres and had been purchased by the college in 1874. Called Villa Manresa, it was used as a retreat.

Batchelor envisioned creating a seaside town and vacation resort on the property and, after purchasing the land for \$50,000, he named it Rob Roy. He subdivided the land into lots and constructed a series of roads and a water system. Land was set aside for a church, school, and playground. Like many seaside developments in the County, the first facility actually built was a campground with small cottages, army tents and a temporary bath house. Because of the Depression, further development never came to pass and the property was sold in 1935 to Edward Burghard of Los Angeles.

The name of the area was changed from Rob Roy to La Selva Beach (a combination of the Spanish "the Forest" with the English "beach"). The campground and beach concessions were removed. The building now called the La Selva Beach Clubhouse was designed by an architect hired by Burghard who also designed three houses to be built on Playa Boulevard, the entrance street to the development. The Clubhouse was originally used as a real estate office, drafting room and a place to entertain prospective buyers. This developer was no more successful than the last in attracting wealthy buyers and the enterprise was sold again, this time to a local group, Jacoby Real Estate Corporation. Once the remaining lots were sold off, company withdrew from active participation and in 1947, the community incorporated as a non-profit association.

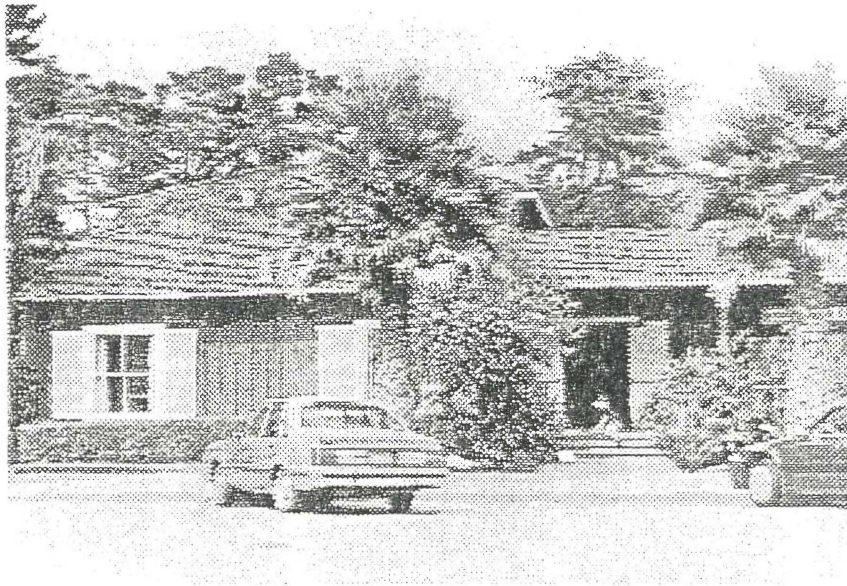
The community clubhouse was purchased in 1949 and an extension was built which served to house the district's fire engine and, in 1975, the present firehouse was built. Although improvements to the original clubhouse building were made in 1957, the original historic fabric of the 1935 Clubhouse appears to be still in place.

Sources: *La Selva Beach*. Robin S. Batchelor. Published by the Author 1984.

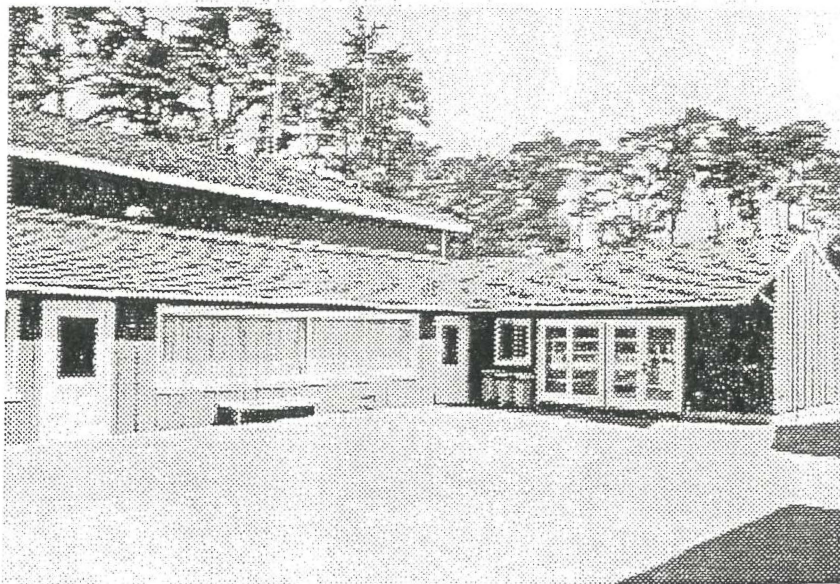
Interview with David Boone, Architect, Member of the Board of the La Selva Beach Recreation District (8-1-95).



Entrance door to La Selva Beach Clubhouse



La Selva Beach Clubhouse showing entrance.



La Selva Beach Clubhouse showing courtyard at the rear

